

An aerial, high-angle photograph of a busy city sidewalk. The pavement is composed of light and dark grey rectangular tiles. In the upper left, a person in a white shirt and bright pink shorts is riding a bicycle. Below them, a man in a striped polo shirt and brown trousers walks towards the right. In the lower left, a young boy in a white t-shirt holds a blue and white ball. In the center, a woman in a black top and a long red skirt is adjusting a light-colored jacket. To her right, a woman in a white shirt and black pants walks. In the bottom left, a man in a white t-shirt and dark pants walks. On the right side of the image, the rear portion of a dark green car is visible. 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



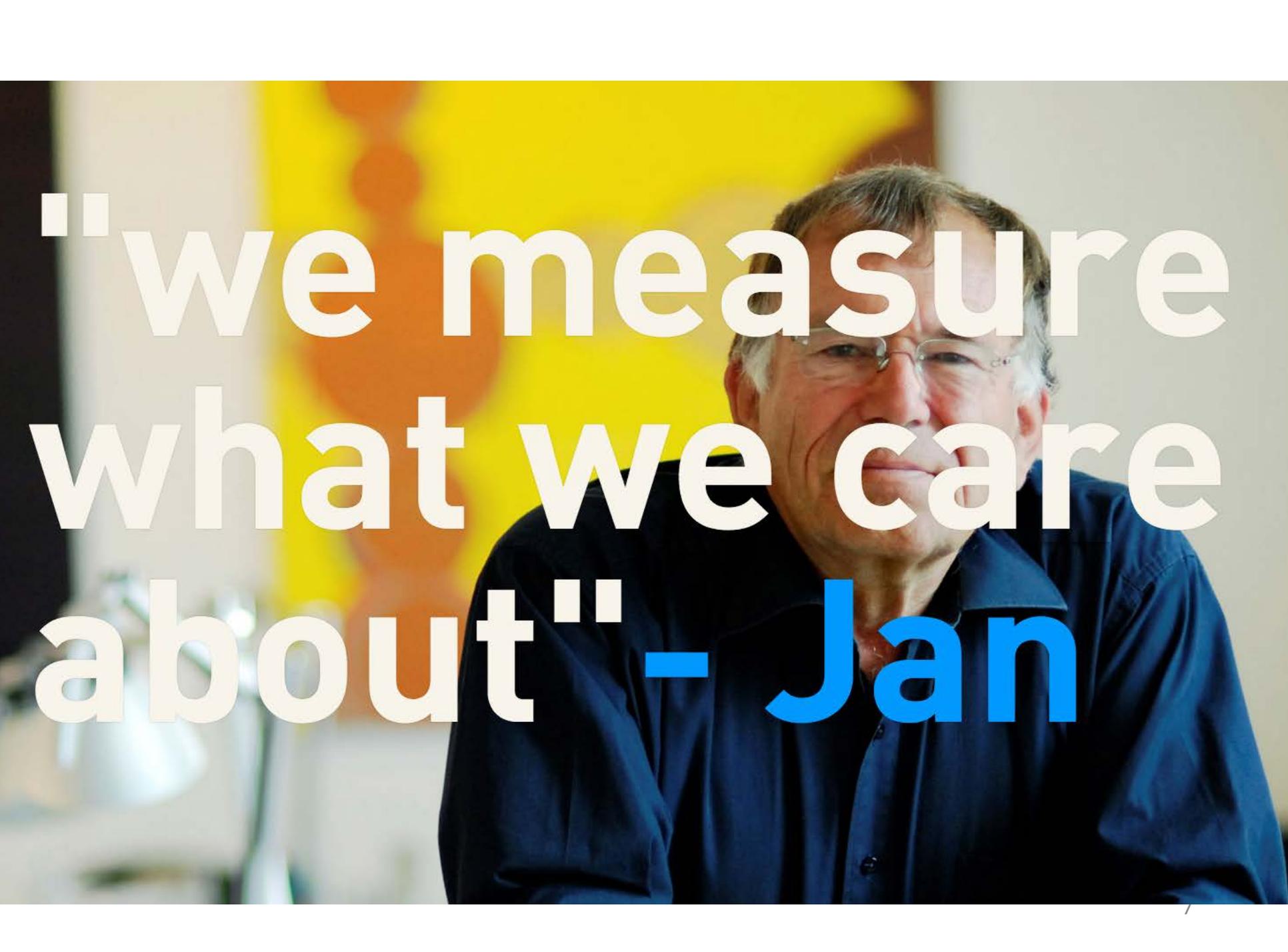


**PUBLIC SPACE**

**PUBLIC  
LIFE**



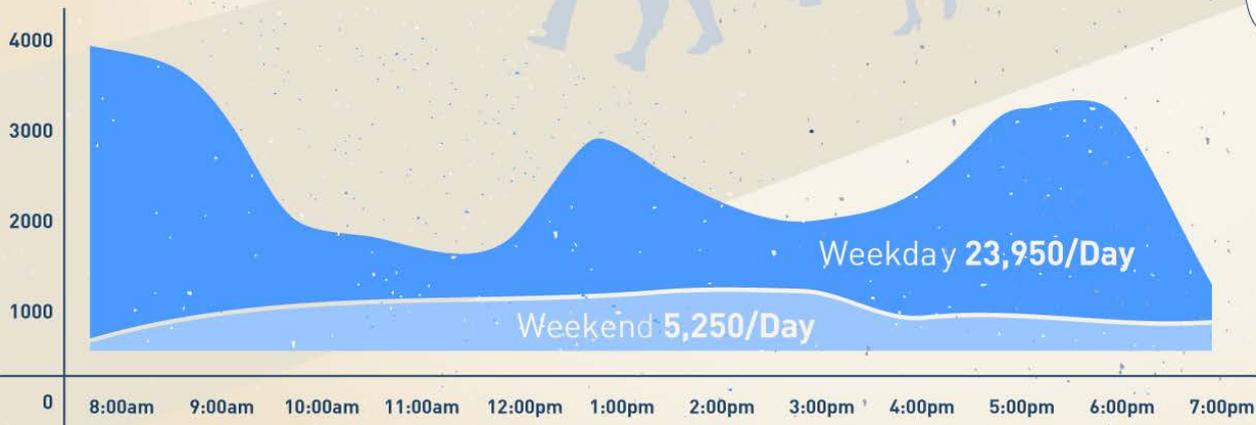
PEOPLE



"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 find human stories  
to inform strategy & design**

**to find human stories**  
**to inform strategy & design**  
**to provide evidence**

**to find human stories**  
**to inform strategy & design**  
**to provide evidence**  
**to make objective choices**

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

**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

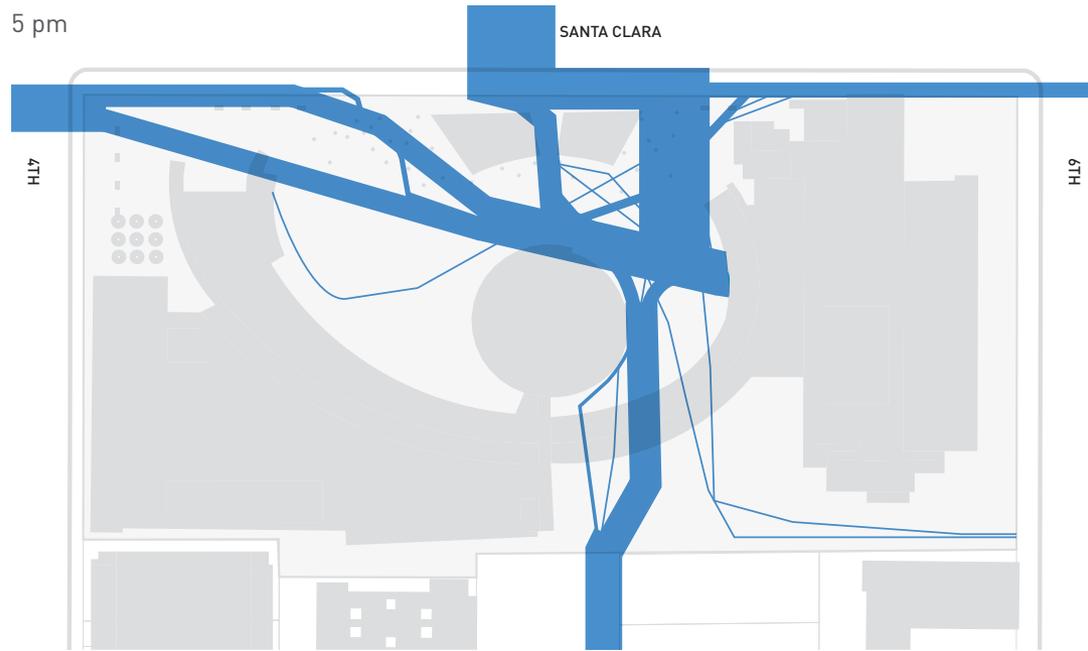
**PUBLIC LIFE?**

**we measure  
people MOVING**



## Wednesday / Tracing pedestrians paths every Hour

5 pm



# Tracing

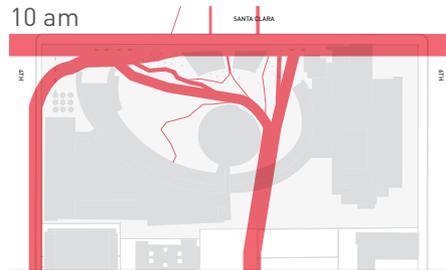
Pedestrians cross City Hall Plaza in only one direction, from north to south and from south to north, using the above mentioned passage. The tower and the bleachers block any other direction of movement across the space, considerably reducing the activity and the consequent possibility for more human 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



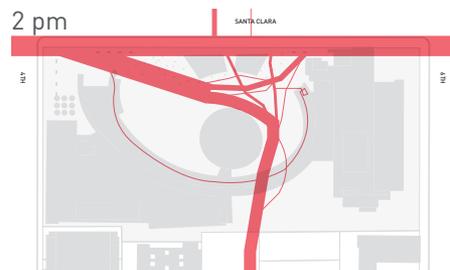
11 am



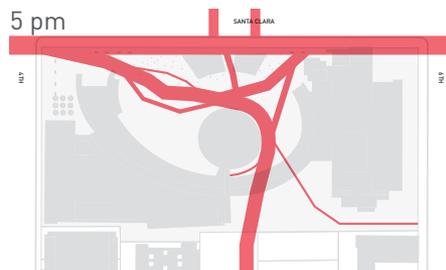
1 pm



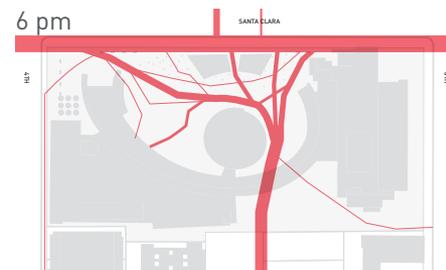
2 pm



5 pm



6 pm

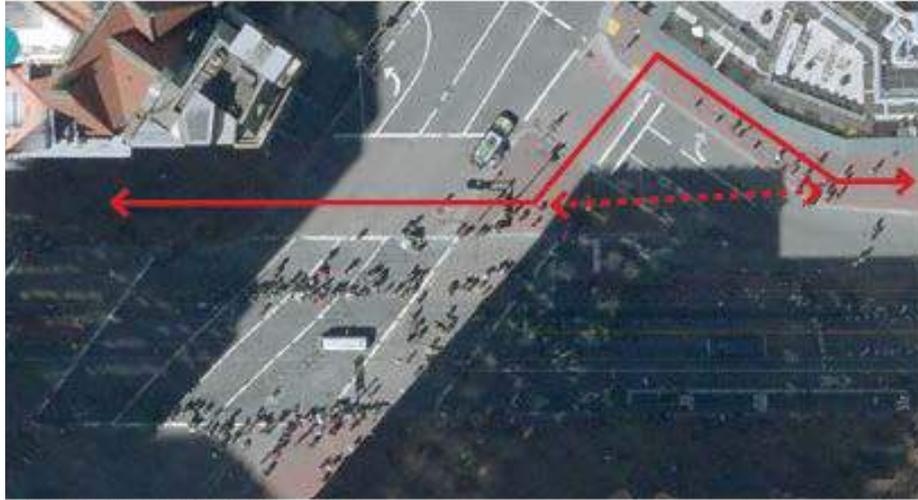


9 am - 6 pm



# Test Walks

## Interrupted pedestrian desirelines



Beary 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



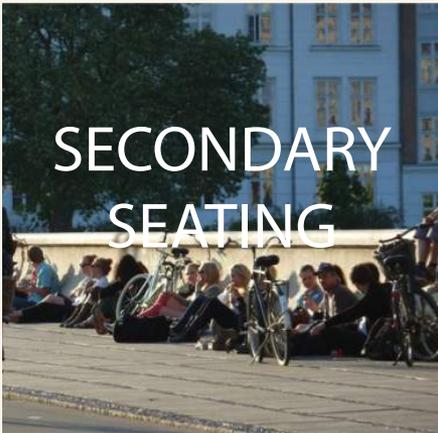
WAITING  
FOR TRANSIT



BENCH  
SITTING



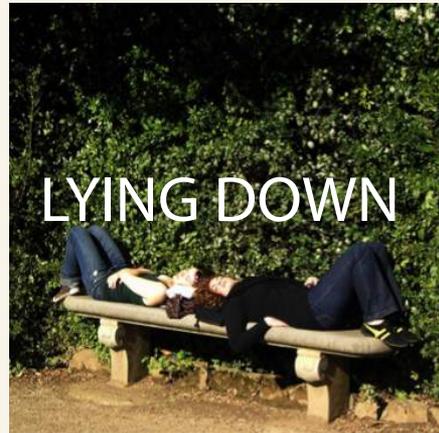
CAFE  
SITTING



SECONDARY  
SEATING



BYO  
SEATING



LYING DOWN



PHYSICAL  
ACTIVITY



CULTURAL  
ACTIVITY



COMMERCIAL  
ACTIVITY



CHILDREN  
PLAYING



AGE +  
GENDER

**we measure  
public space  
QUALITY**

# Quality Criteria

## Spoiler Alert!

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

### PROTECTION

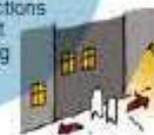
#### FEELING SAFE

- 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



#### 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

### ENJOYMENT

#### 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, 1984, 1996, 2008



Oslo, Norway  
1968, 2013



Odense, Denmark  
1988, 1998, 2008



Stockholm, Sweden  
1990, 2001



Edinburgh, Scotland  
1998



Riga, Latvia  
2001



Seattle, USA  
2009



Rotterdam, Holland  
2007



Svendborg, Denmark  
2008



Perth, Australia  
1964, 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



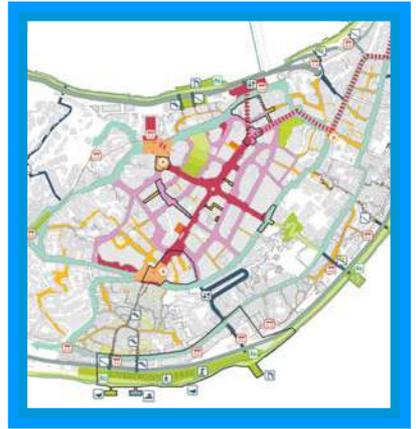
Chongqing, China  
2010

# STRATEGY

What kind of Life?  
and Where?



# PSPL FRAMEWORK PLAN



---

# TACTICAL

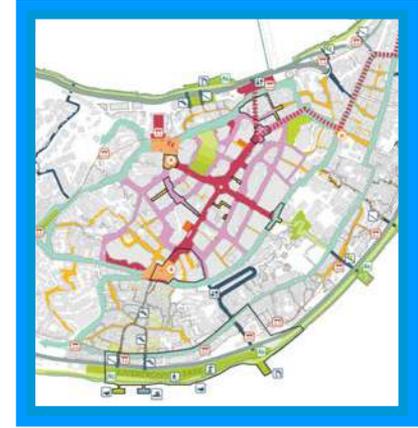
Where and  
How do we start?



# PILOT PROJECTS EARLY ACTIVATION



# **STRATEGY** → **PSPL** **FRAMEWORK** **PLAN**

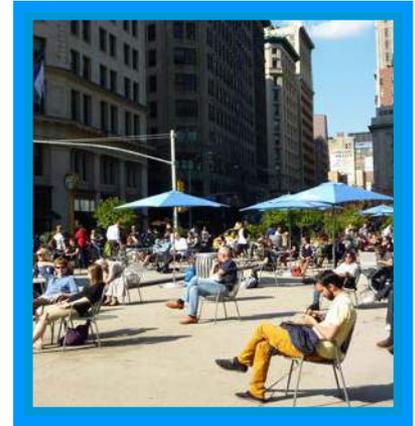


- **Establish Public Space Public Life Metrics**
- **Develop Gradient of Public to Private Spaces**
- **Create a Street Hierarchy and Network Plan**
- **Create a Toolkit of Public Space Types to be Deployed Incrementally**
- **Develop a Public Space Investment and Phasing Plan**

**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







E

RESERVADO  
Operación  
Carga y Descarga  
las 24 hs

ULTIMOS DASH

REBA

ULTIMOS DASH

REBA

C

A

B

ES



# Cultures are different...



# Climates are different...

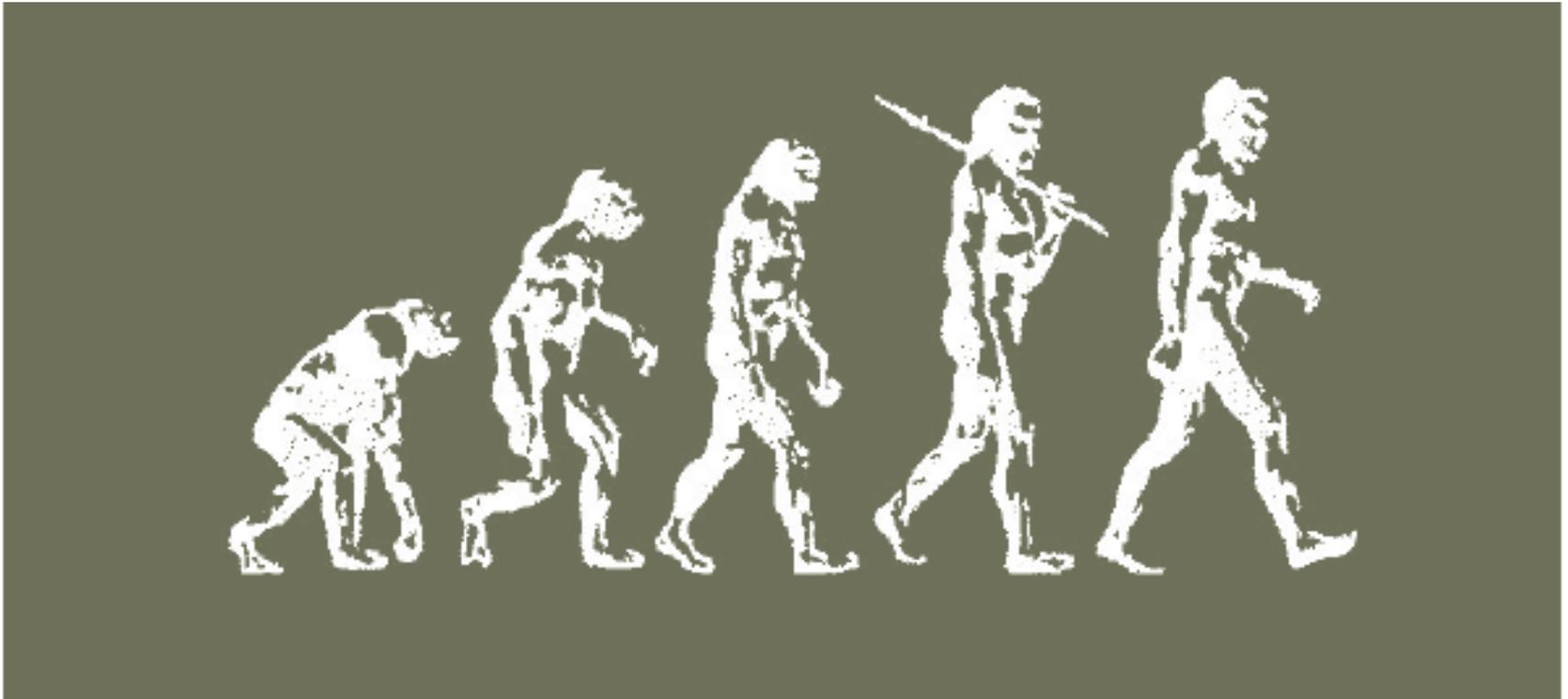


**But the way People inhabit and use Space is universal**



**In many ways we are not all that different...**

# A walking animal.

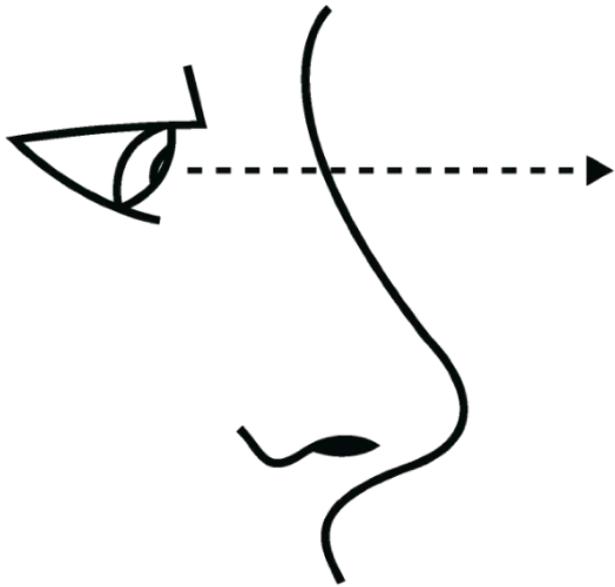


Even from an early age we walk at roughly 3 mph





Eye level



Our senses are very important







WINE ENGLAND

WINE VIE PURA

PAPAS 1.99

FRUITO DE CAJAMA

FRUITO DE CAJAMA

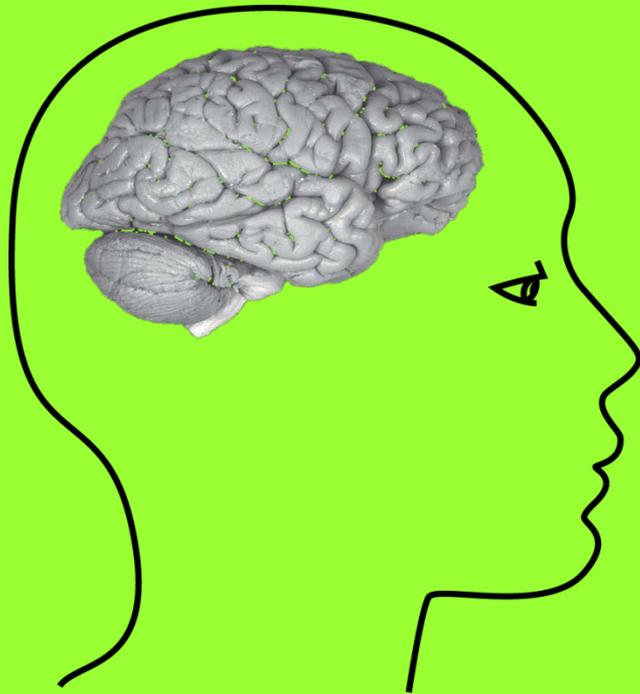
FRUITO DE CAJAMA

FRUITO DE CAJAMA



# We need a lot of stimuli

1000 stimulus per hour =  
1 per every 4 seconds





JOHN MITCHELL & SON

ALEXANDER CURRIE

Currie  
HOUSEHOLD REQUISITES

Currie  
HOUSEHOLD REQUISITES

# Human senses are a necessary planning consideration



3 mph environments

Human scale, social, all senses are activated





ICES

OPEN 7 DAYS

from  
**NOW OPEN  
MIDNIGHT  
MON.-SAT.**  
(EXCLUDING SUNDAY AM)

coles OPEN MIDNIGHT MON.-SAT



coles



**We walk in the shadow when it's hot**



**Or sit in the sun when it's cold**

# “Man is man’s greatest joy”

(Old Icelandic saying)



The social field of vision: Distance 100-0,5m  
Distance: 100m - Movement and posture



Distance: 80m  
Age and gender



Distance: 50m  
Haircolor and characteristics



Distance: 10m  
Facial expression and emotions



Distance: 1.5-3.5m  
Social distance and contact



Distance: 0.5-2m  
Personal distance and conversation



# Social distance ( 1,3-3,5 m)





**Social distances**



Social distances



**Social distances**



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

By the cycle track the City of Copenhagen counts the number of cyclists who have passed by today's date and since the beginning of the year (2 AM)

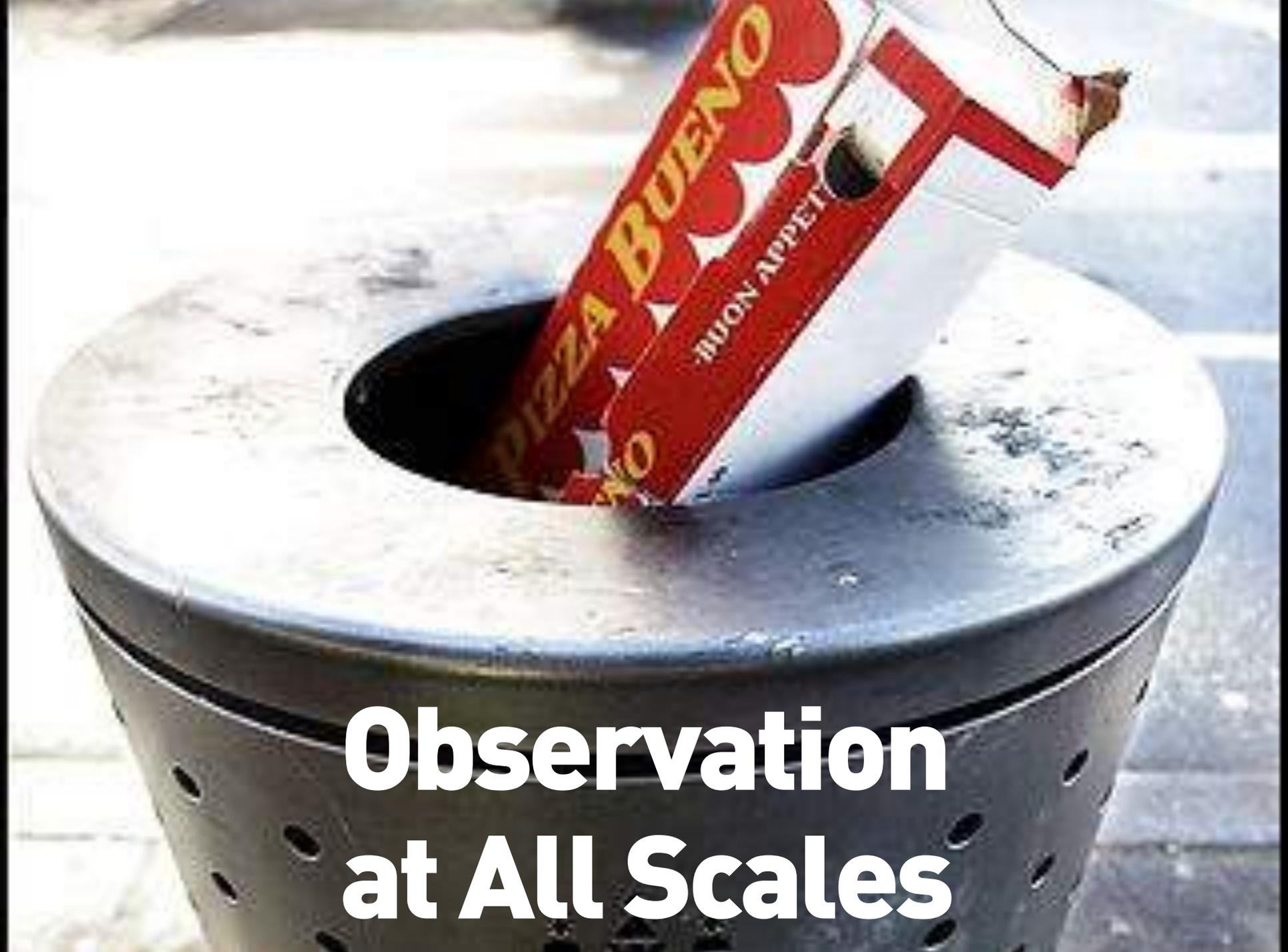












**Observation  
at All Scales**



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



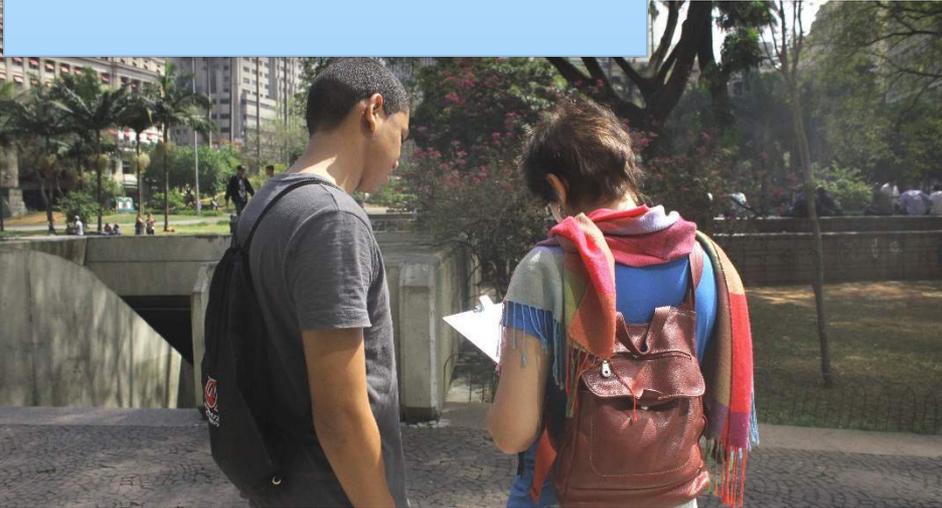
# Sao Paulo Public Life

A nighttime aerial photograph of Sao Paulo, Brazil, showing a dense urban landscape with numerous illuminated buildings and streets. The city lights create a bright, glowing effect against the dark sky. The text 'Sao Paulo Public Life' is overlaid in a large, blue, sans-serif font across the upper portion of the image.

Gehl

Interviews with citizens, surveys and registration of how people spend time in the city were carried out; where do people walk, sit, engage in activities today and what could be done to get

## Public outreach

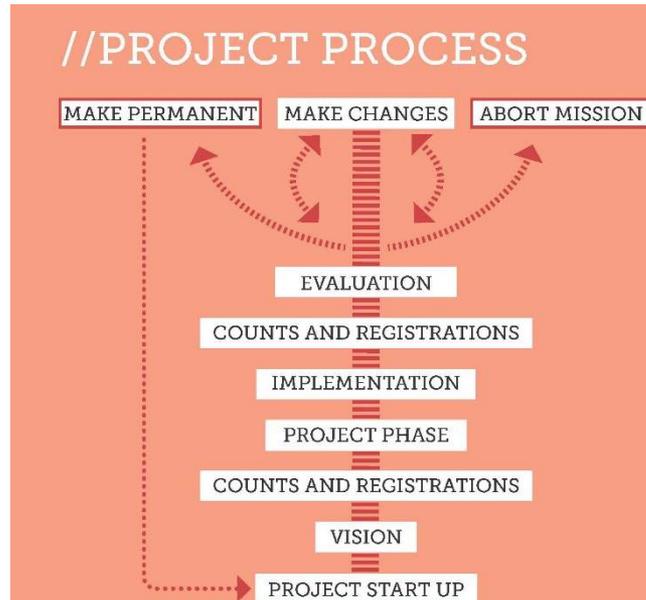
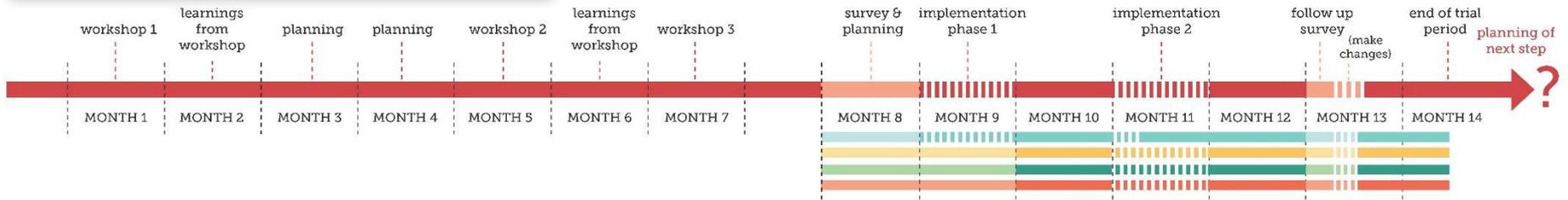


Gehl

# Process – test, measure, refine

## 1:1 TEST

The use of temporary pilot projects is a way of testing solutions in scale 1:1 and at the same time have an engagement process and a dialogue with existing



# 4 pilot project sites in São Paulo city centre



**Largo Paissandú &  
Avenida São João**

**Praça Ouvidor Pacheco e Silva  
& Largo São Francisco**



**Gehl**



**Rua 25 de Março**

**Pateo do Collegio & Rua  
Roberto Simonsen**



# 2 pilot project sites selected for implementation

- November 2014



**Largo Paissandú  
& Avenida São João**

**More than transit**

**Gehl**



**Praça Ouvidor Pacheco e Silva  
& Largo São Francisco**

**An Active and Vibrant Square**

the plaza connects directly to the city center pedestrian streets network, with shops and many of the down town

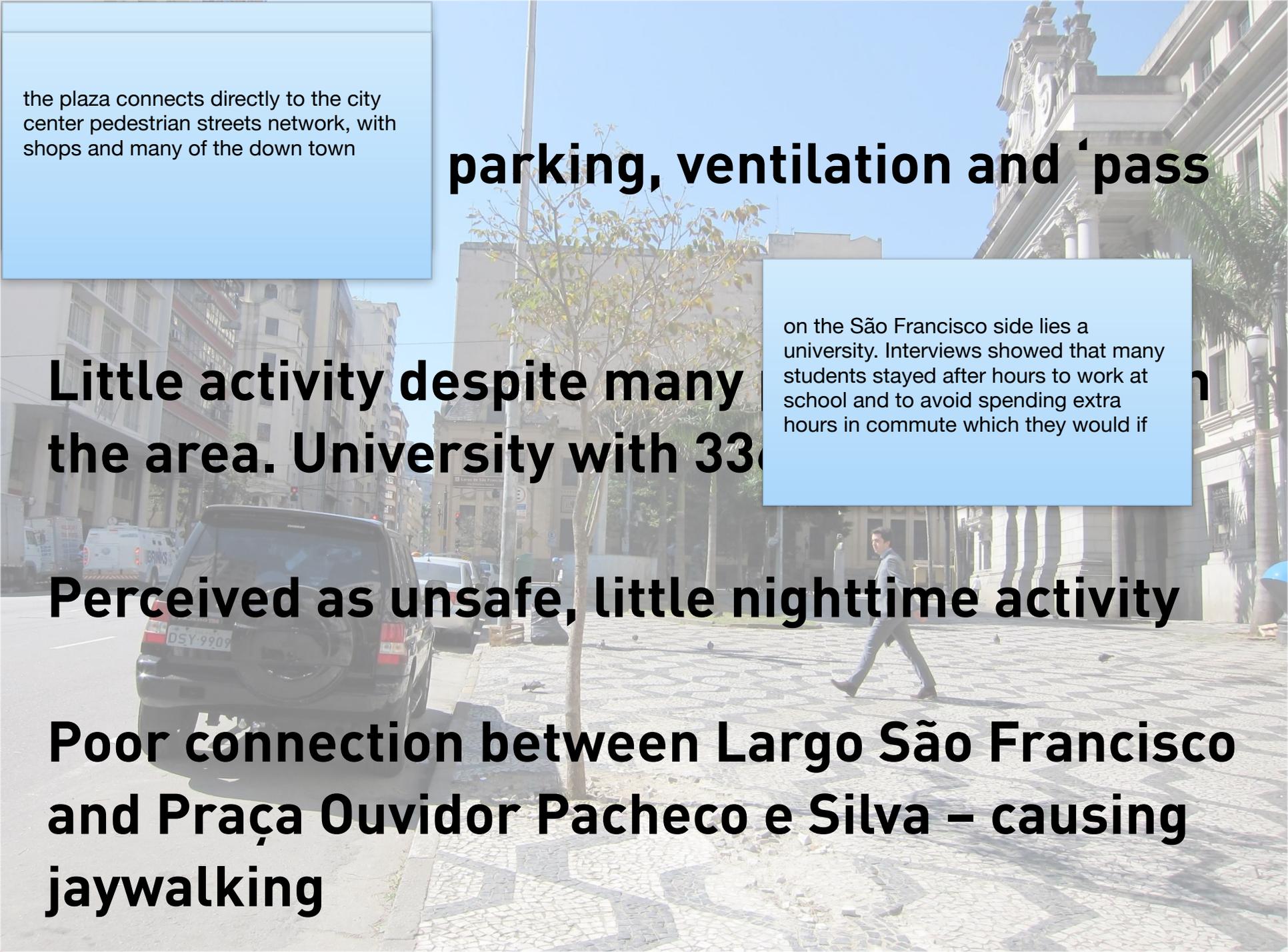
**parking, ventilation and 'pass**

**Little activity despite many  
the area. University with 330**

on the São Francisco side lies a university. Interviews showed that many students stayed after hours to work at school and to avoid spending extra hours in commute which they would if

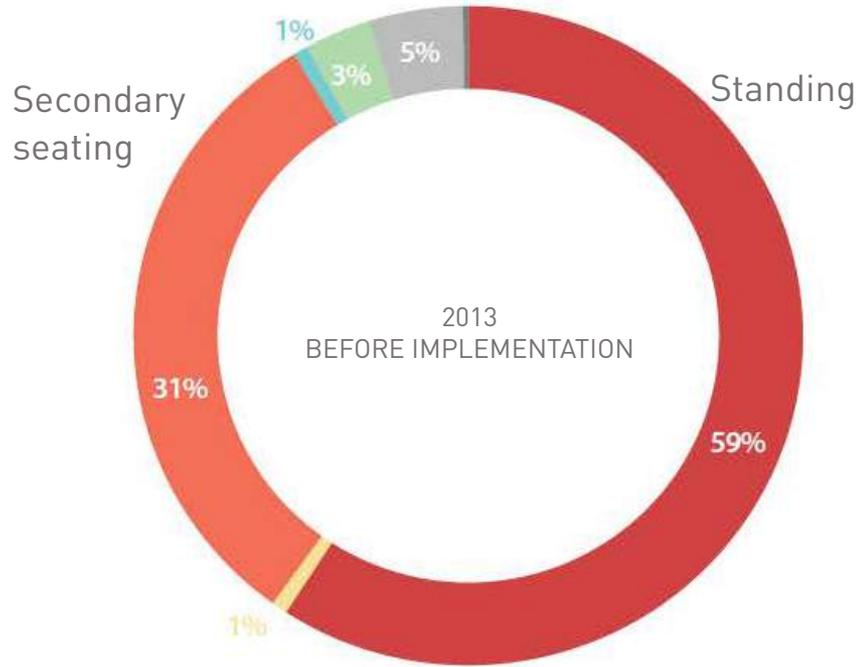
**Perceived as unsafe, little nighttime activity**

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



# Few people spending time

## - Key findings before



Average activity = 53

Majority is people standing

Seating is limited to secondary seating



# Not a very inviting square

- Key findings before



**Ventilation shaft fences and poor maintenance**

# But street vendors along the edges indicate pedestrian activity

- Key findings before

we have no pedestrian before counts.....



**Informal street vendors**

**Left; outside university entrance**

**Right; by access to pedestrianized shopping streets**

# Jaywalking; Poor connection across street, parked vehicles and no crossing

- Key findings before



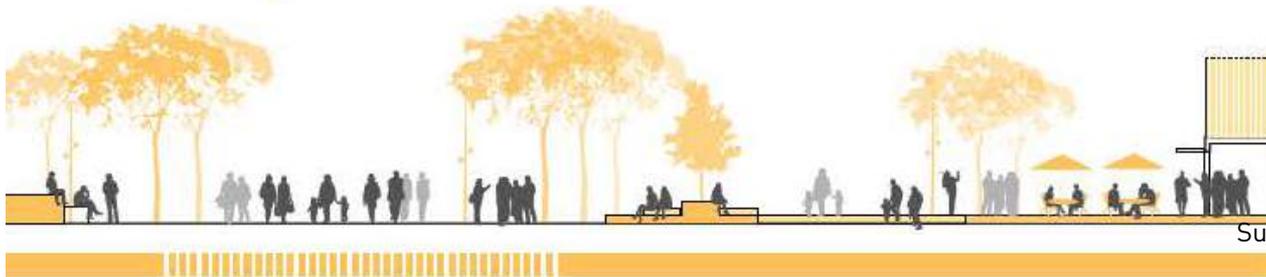
**100s of people daily crossing the street outside  
of designated crossing areas between  
Largo São Francisco and Praça Ouvidor e Silva**

**Desire lines not supported!**

# Student life is not visible in the public space

## - Key findings before

**3360** students have their daily routine in São Francisco. This is a great foundation for activating the square. Their presence is not represented in the public space as it is today, but by entering in a dialogue with the student body and introducing elements that invites them to inhabit the public space, São Francisco and Praça Ouvidor can become an active and lively space.



Suggested placing of new activity areas, seating and active edges

# Actions

## **Prioritizing pedestrians and cyclists**

- New pedestrian crossing
- Bicycle racks
- Bike lane

## **Creating support for staying activities – furniture and infrastructure**

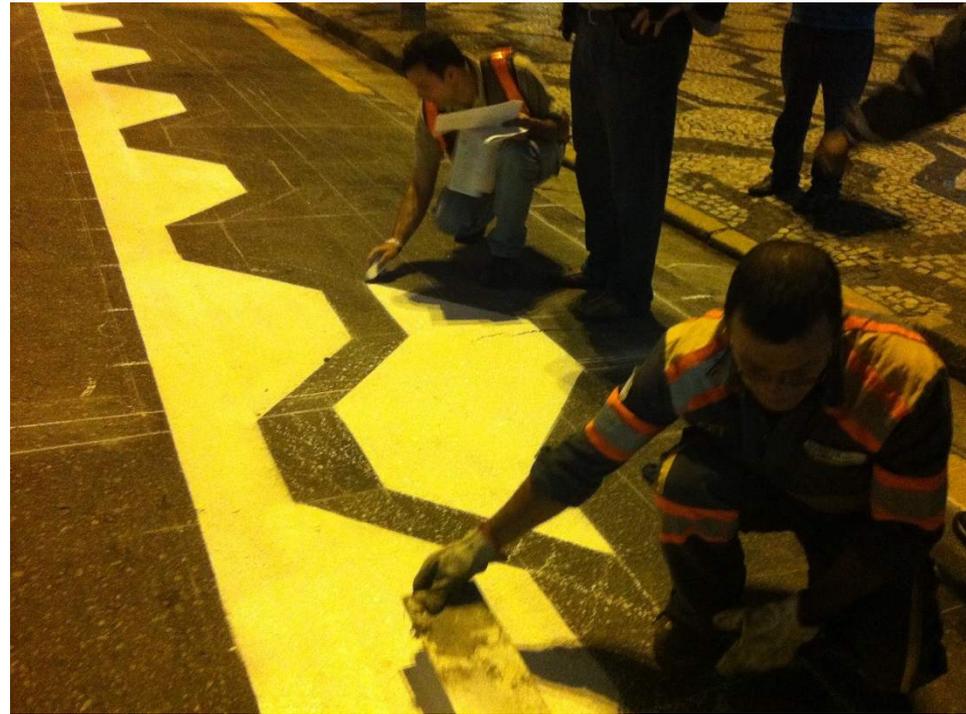
- Wooden deck
- Beach umbrellas and chairs
- Regular wood benches
- Wood benches adapted to retaining walls
- Movable tables and chairs
- Information & storage center, container unit
- Public toilets
- Public lighting improvements

## **Inviting people and activating the public space - events**

- Open air cinema
- Open air karaoke
- Food trucks & stalls – “Feirinha gastronômica”
- Concerts & artistic interventions

photo courtesy SP Urbanismo

## avoiding obstruction of traffic, parking lane



**Imitating paving patterns of existing square,  
creating visual connection across the street**

photo courtesy SP Urbanismo

days, underused square, little obstruction of life



**Removal of fences around ventilation shafts,  
Making space for people**

photo courtesy SP Urbanismo

# Visisco and Praça Ouvidor e Silva

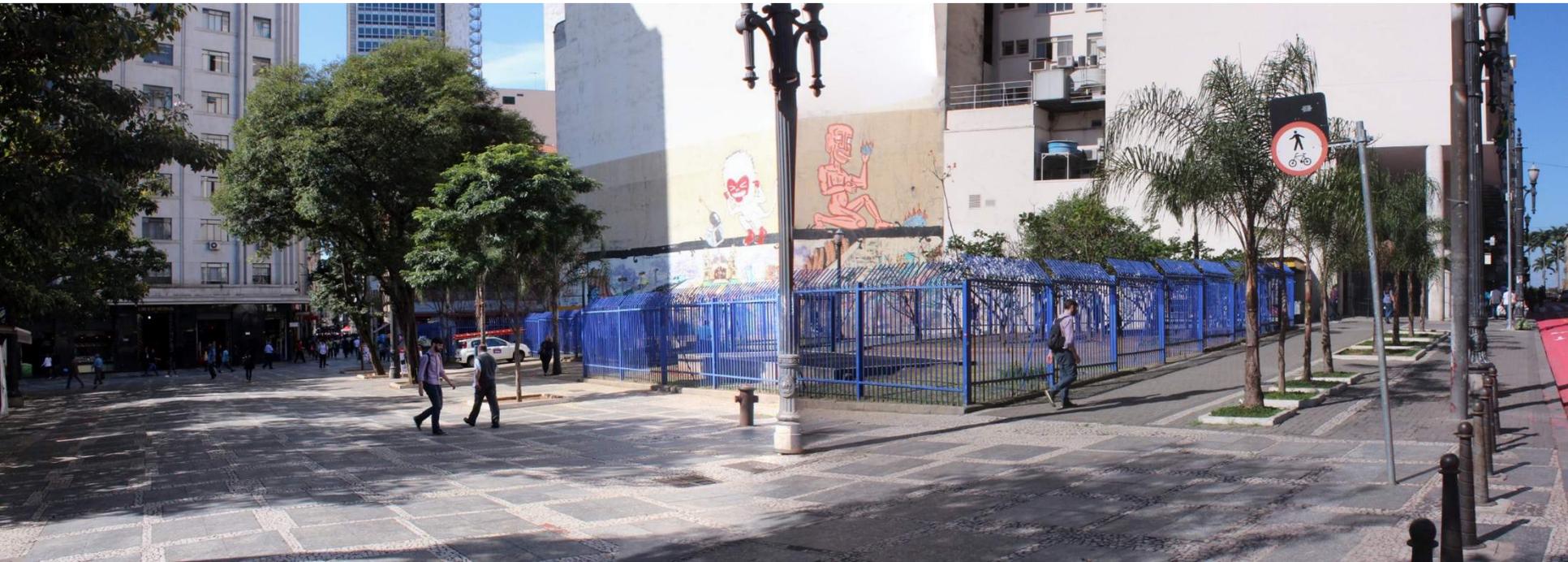


photo courtesy SP Urbanismo

# Prisco and Praça Ouvidor e Silva



photo courtesy SP Urbanismo

# Prisco and Praça Ouvidor e Silva



photo courtesy SP Urbanismo

# Prisco and Praça Ouvidor e Silva



photo courtesy SP Urbanismo

# Prisco and Praça Ouvidor e Silva Connection, visual and physical



**New loading zone for delivery trucks placed in slip lane  
south of the square**

# walking and more pedestrians g to large crossing area nd After

2013

**100%** Crossing street at desire  
lines, without crossing



2014

**9%**  
Crossing outside of new  
designated crossing area

\*Increase in total number of  
people crossing the street,  
from an average of 122 people /  
hour in 2013 to an average of  
400 people / hour in 2014

photo courtesy SP Urbanismo

# Prisco and Praça Ouvidor e Silva Connecting the 2 squares



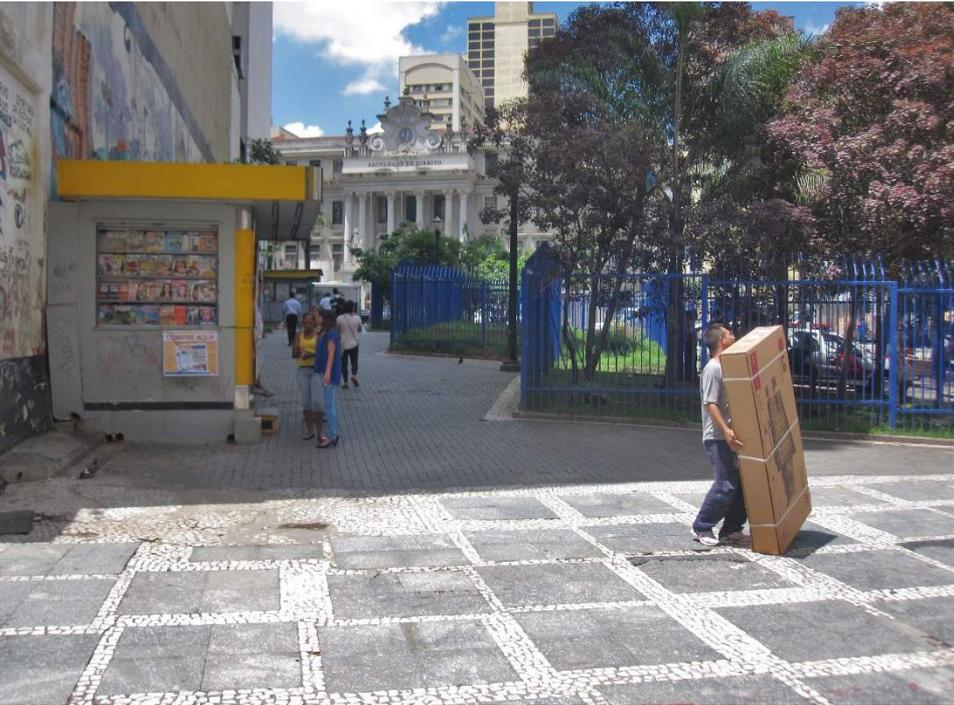
photo courtesy SP Urbanismo

# Prisco and Praça Ouvidor e Silva Connecting the 2 squares



photo courtesy SP Urbanismo

# Alameda Prado and Praça Ouvidor e Silva corner to active square



**Existing kiosk becomes part of the new square**

very busy at lunch time

# Esco and Praça Ouvidor e Silva



**Lunch break, rest under the shade**  
**- Free WIFI**

food trucks

# Esco and Praça Ouvidor e Silva



# Praça Ouvidor – Largo São Francisco

## Active and vibrant square



photo courtesy SP Urbanismo

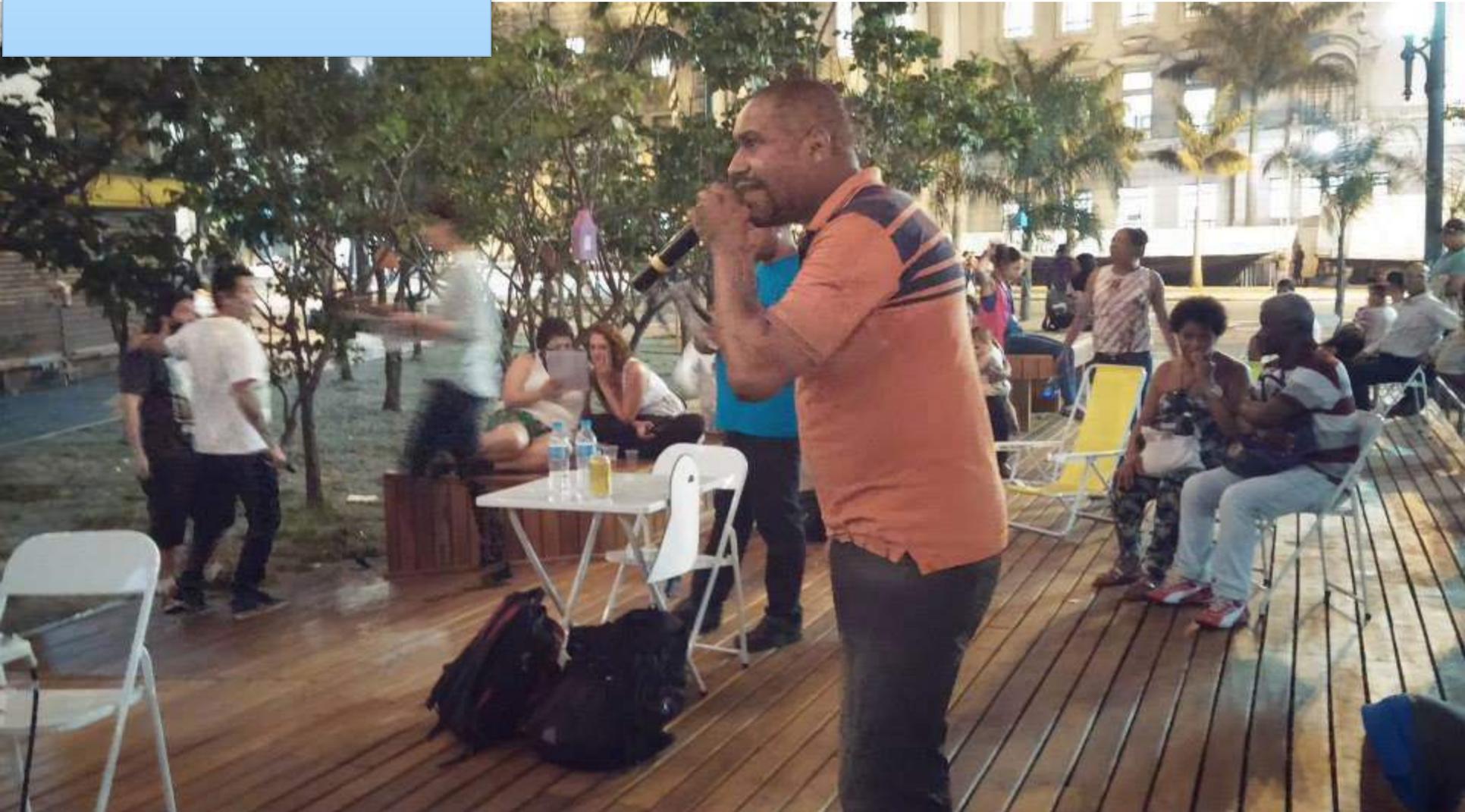
# isco and Praça Ouvidor e Silva



**Film screening**

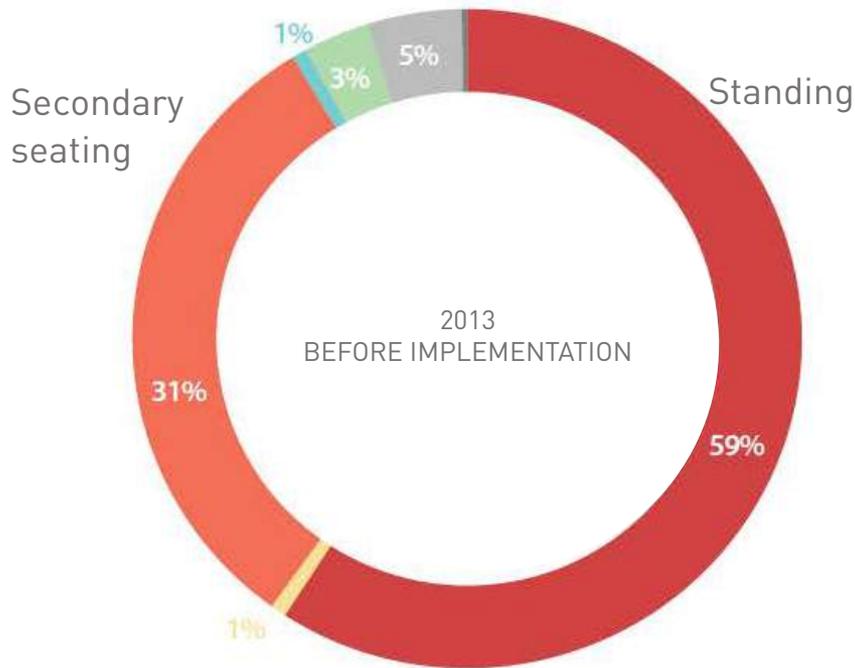
photo courtesy SP Urbanismo

# Parque do Carmo and Praça Ouvidor e Silva Karaoke Night



# More users and a more diverse use

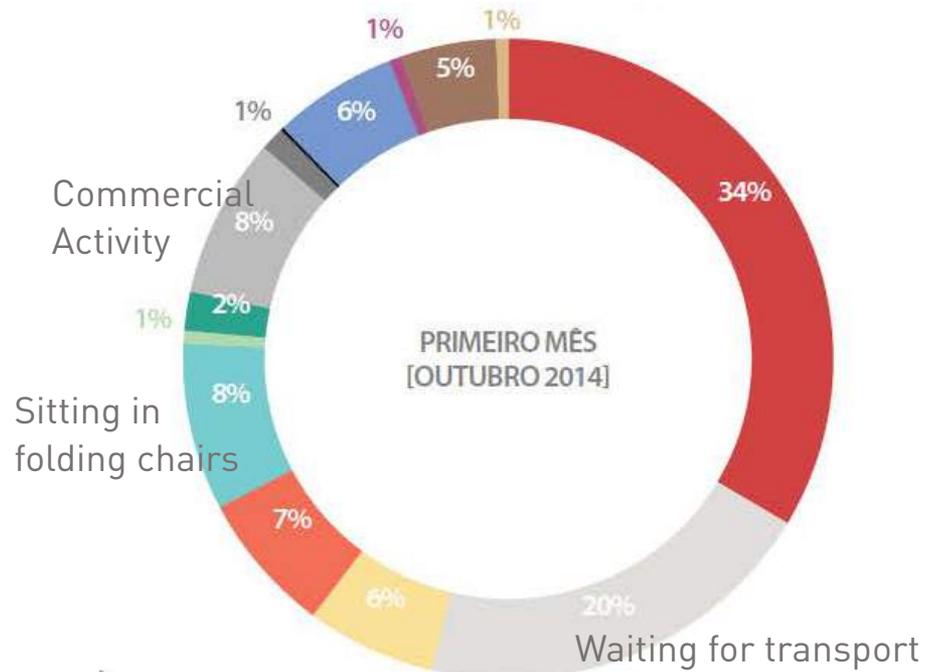
## - Key findings, Before and After



Average activity = 58

Majority is people standing

Seating is limited to secondary seating



Average activity = 129

**122% Increase in people spending time**

**More commercial activity**

**Folding chairs are popular**

**Waiting for transport**

before counts was also done after 7pm  
- but the follow up survey only ran to  
7pm for some reason

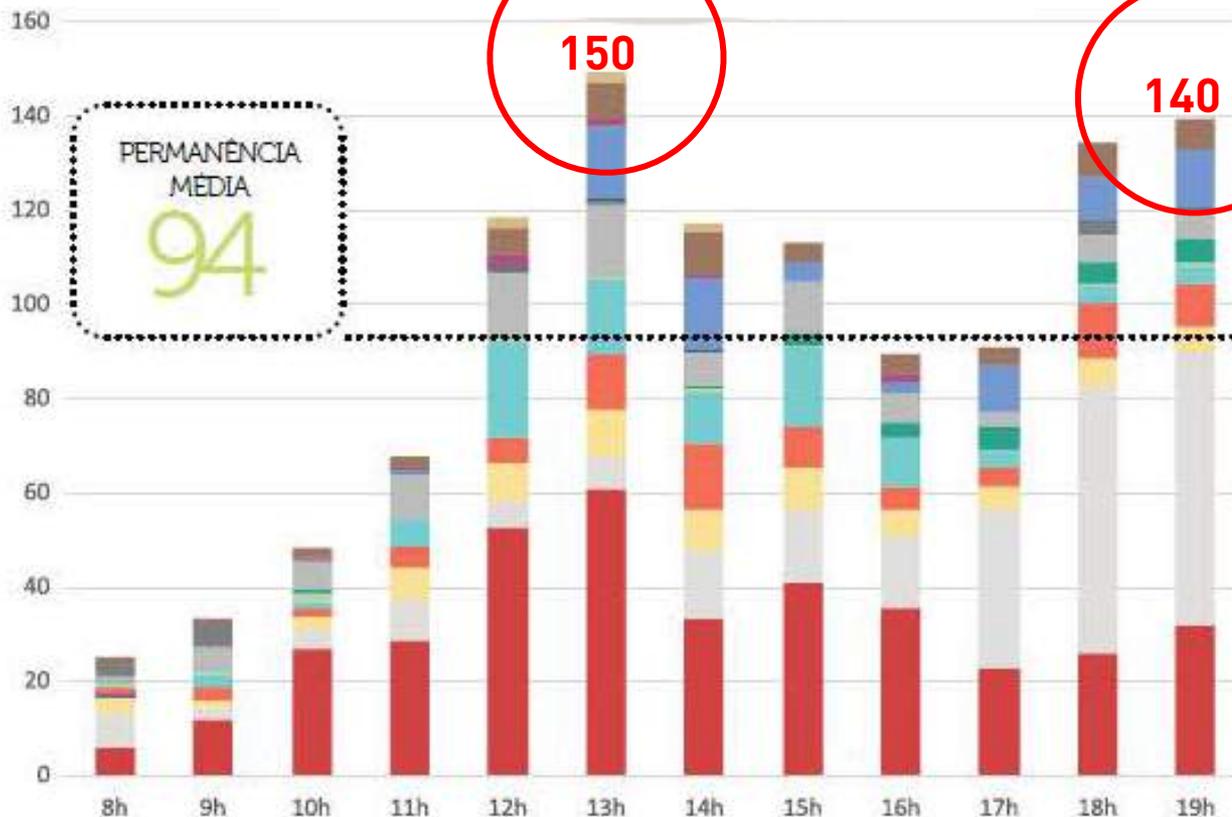
# and high activity level after 6pm

## Implementation

Counted at

both lunch hour and at 7pm

In 2014;

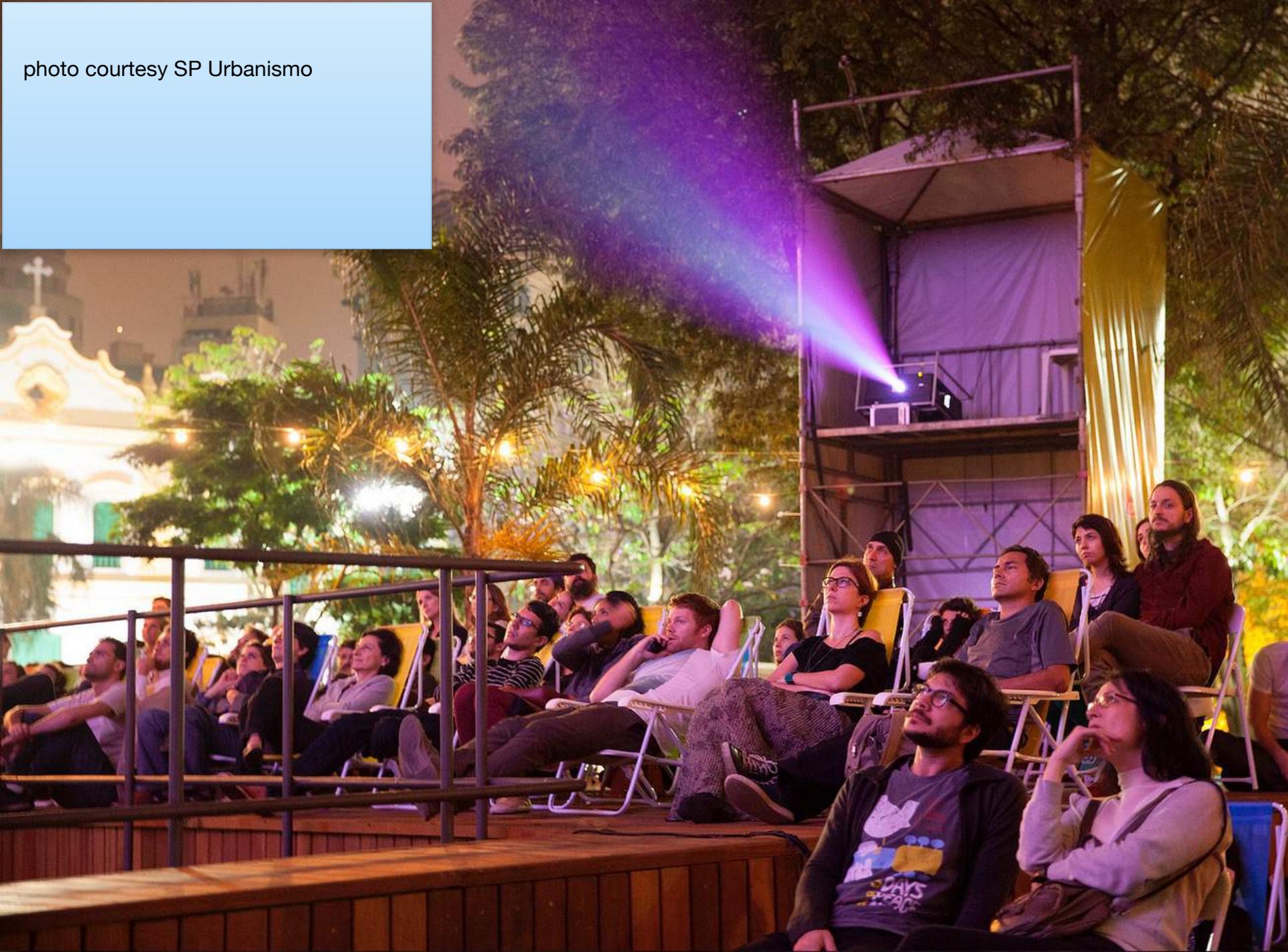


Increase in  
peak hour  
activity by  
**235%**

### PERMANÊNCIAS

- EM PÉ
- ESPERANDO ÔNIBUS
- SENTADO EM BANCO
- SENTADO LOCAIS IMPROVISADOS
- SENTADO EM CADEIRA DOBRÁVEL
- DETTADO
- CRIANÇAS BRINCANDO
- ATIVIDADE COMERCIAL
- ATIVIDADE CULTURAL
- ATIVIDADE FÍSICA
- SENTADO CADEIRA DE PRAIA
- COMENDO
- SENTADO NO DEQUE
- OUTROS

photo courtesy SP Urbanismo



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

**Who is  
using public  
space?**

# Bryant Park, NYC



Women

1996: 39%

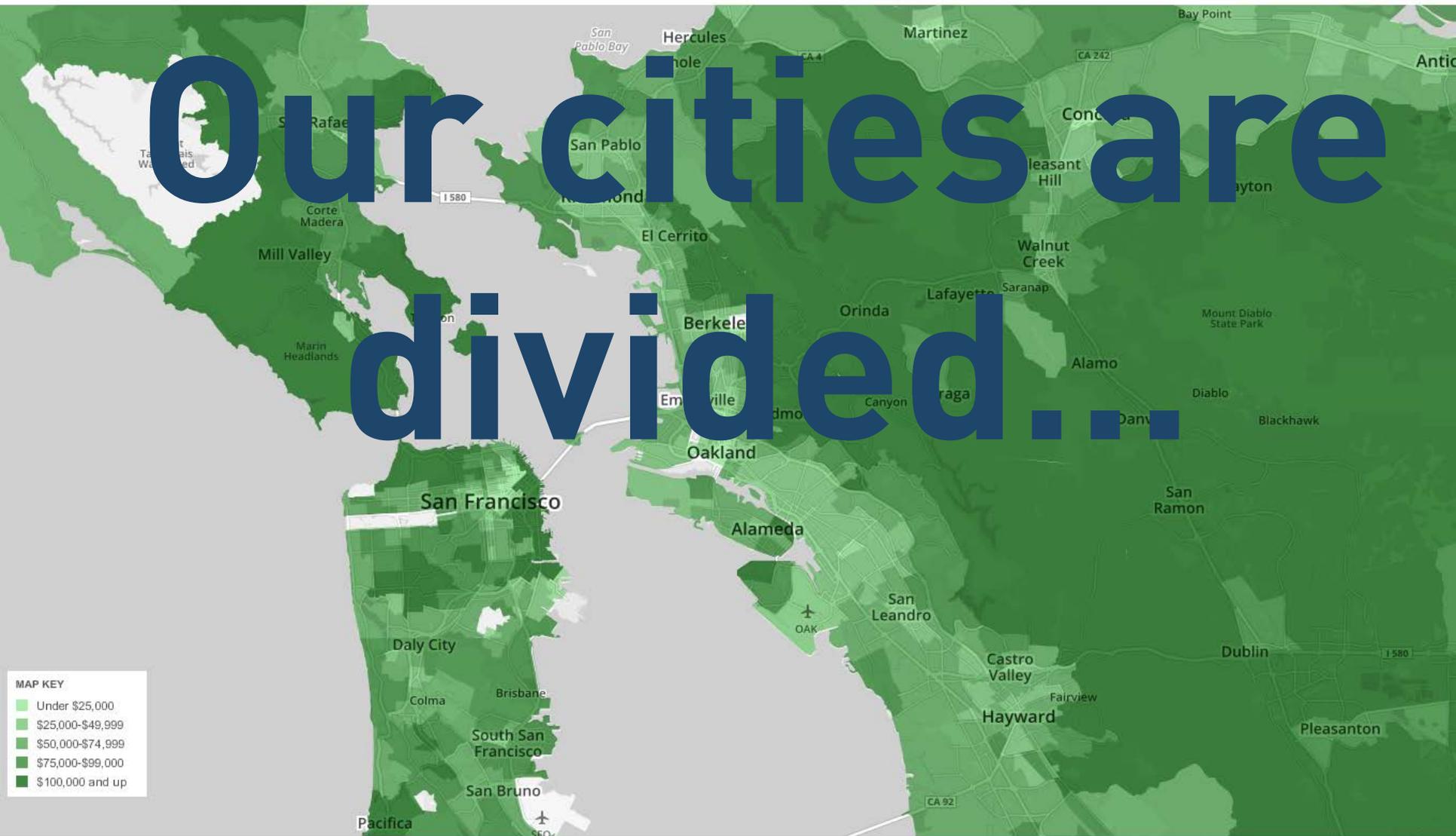
2012: 53%

# 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 is gathered in a park, many of whom are dancing. The scene is set on a paved area with a hexagonal pattern, surrounded by lush green trees. In the foreground, a man in a white shirt and blue jeans and a woman in a blue and yellow patterned top are sitting on a black park bench, watching the dancers. 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

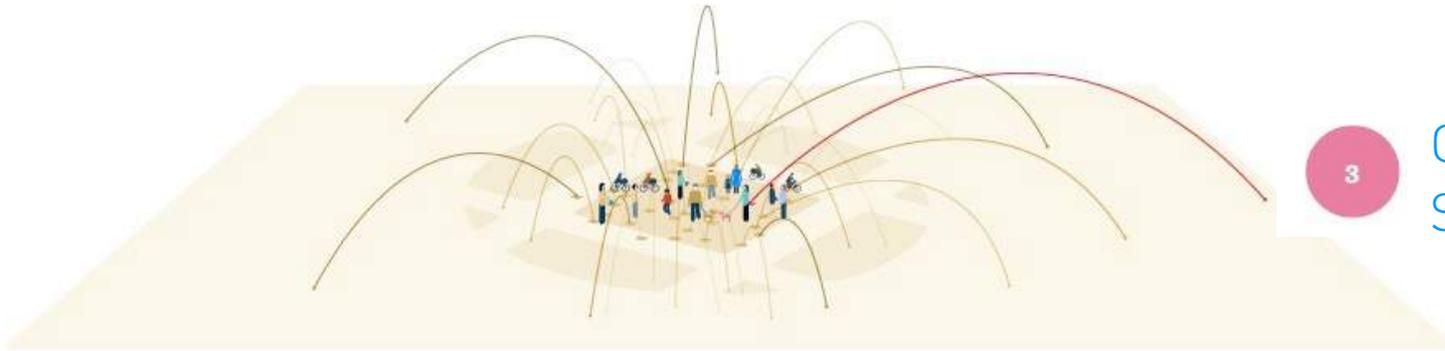
Three tools  
working together  
to measure social  
life and economic  
integration in  
place



1 Survey



2 Observational  
Analysis



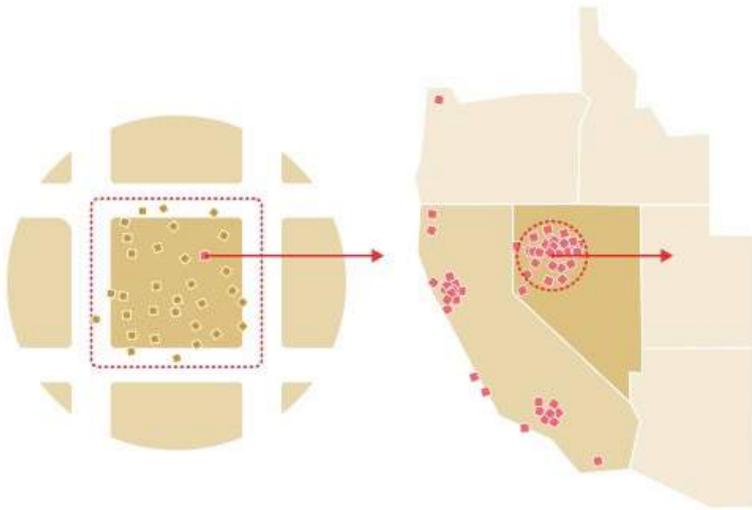
3 Census for City  
Streets

# Census for City Streets



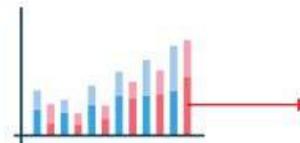
Many people take and post photographs on Instagram every day.

(17% of all users surveyed in local tests)

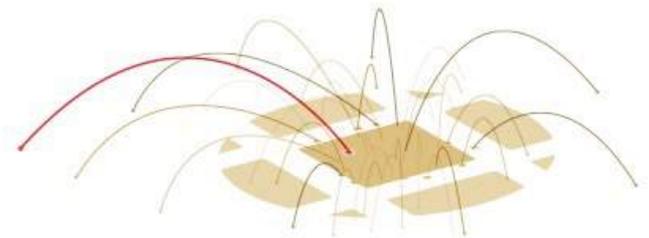


We collect the 10,000 most recent photos posted in a space

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



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

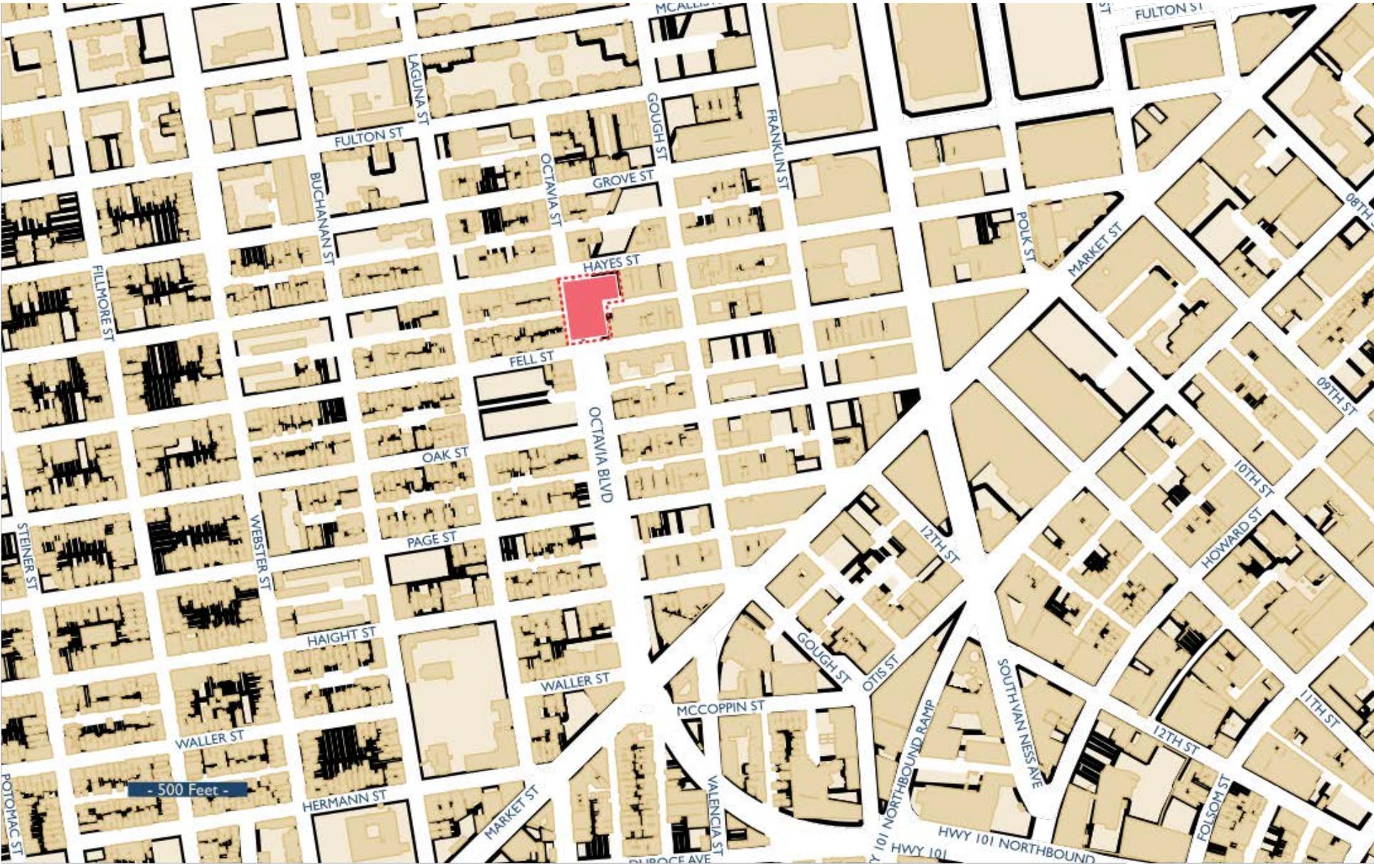


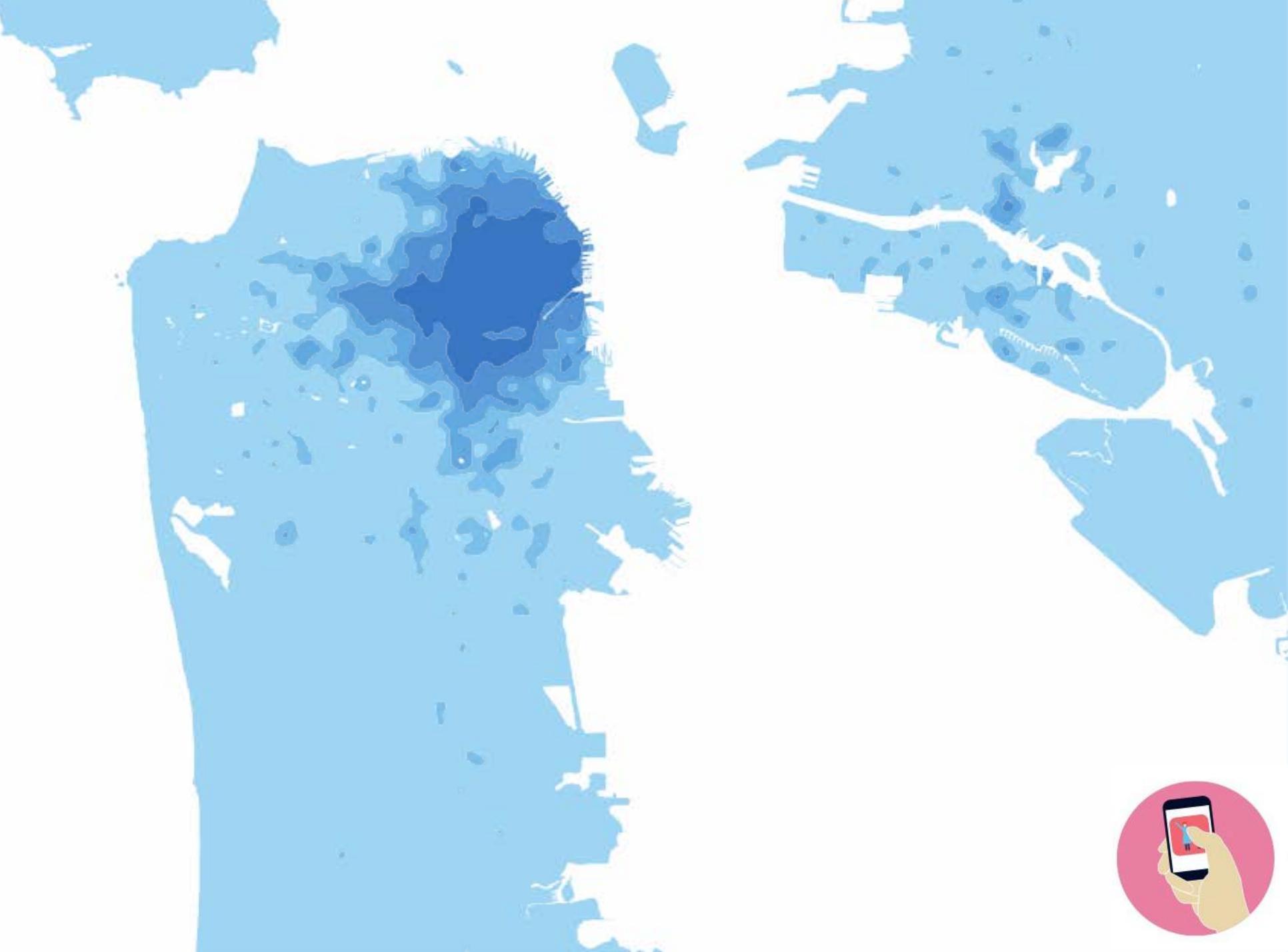
Data for all photo-takers in this space are aggregated

# Patricia's Green, Hayes Valley San Francisco



# Patricia's Green





A dark grey world map is centered on the Atlantic Ocean. From a point in North America, numerous glowing blue lines radiate outwards, representing data connections to various parts of the globe. The lines are thicker and more numerous towards Europe and Africa, and thinner towards Asia and Australia. The background is black.

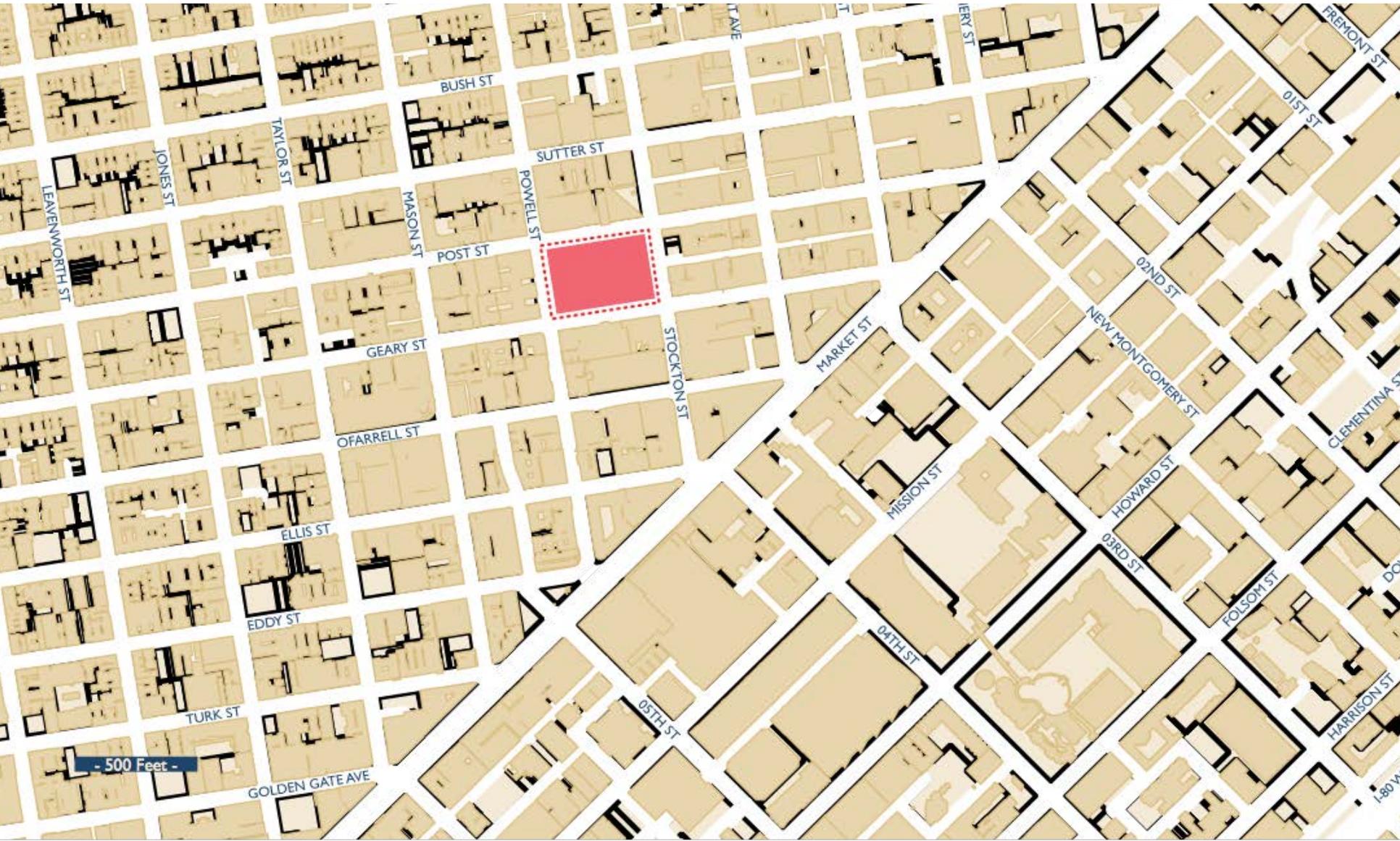
**59% local  
(bay area)  
41% global**



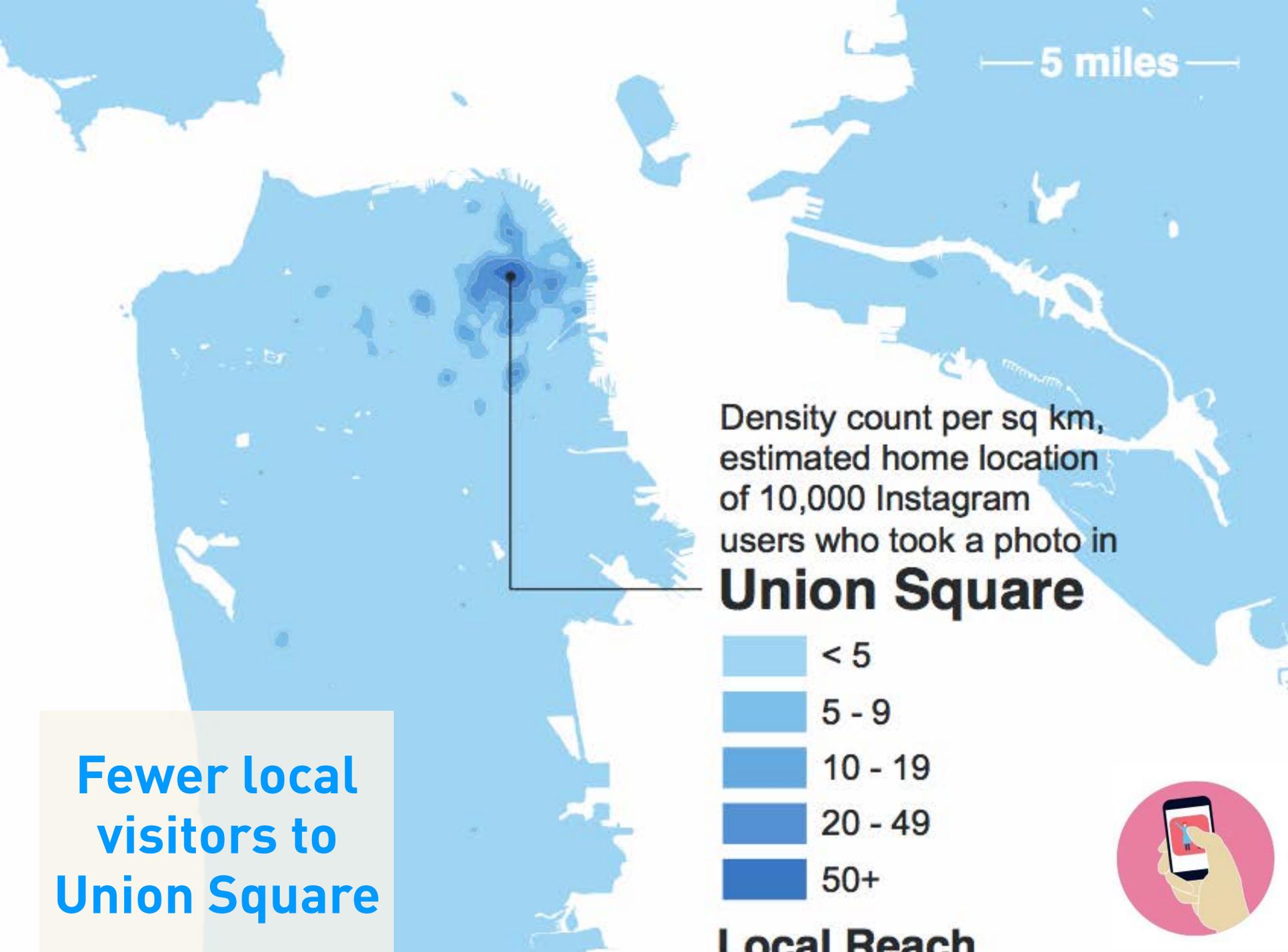
# Union Square, Downtown, San Francisco



# Union Square



— 5 miles —



Fewer local visitors to Union Square



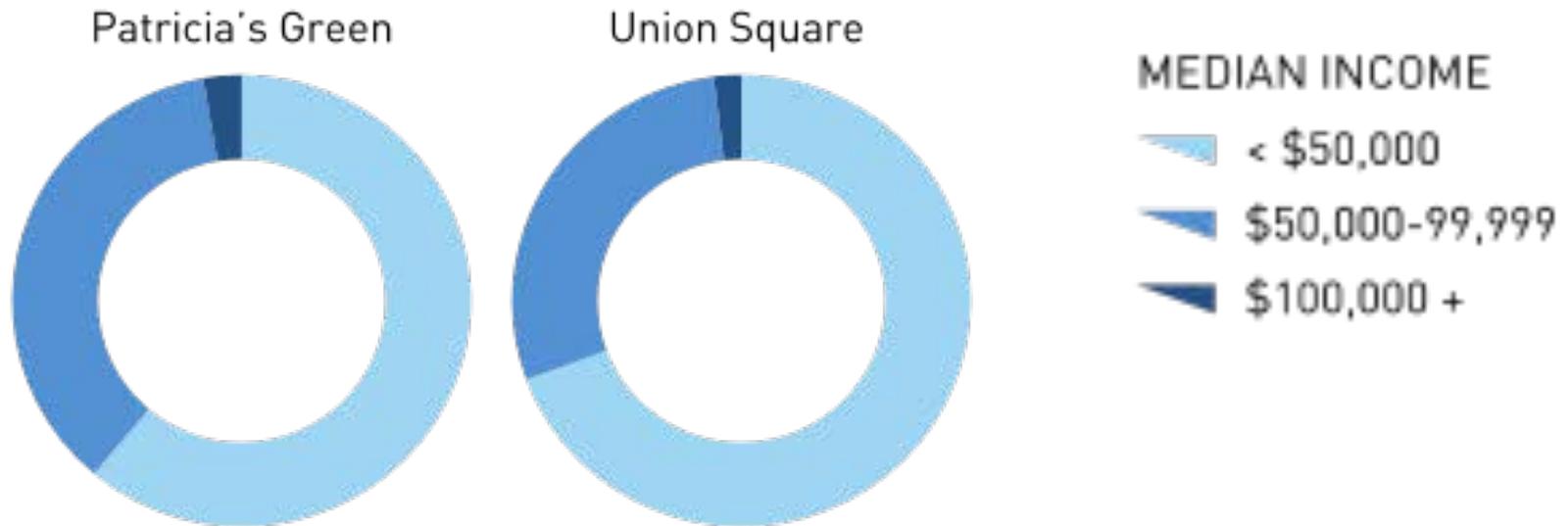
Local Beach

A dark grey silhouette of a world map is centered in the background. Overlaid on the map are numerous bright blue, glowing lines that represent data connections. These lines originate from a central point in the North Atlantic region (the Bay Area) and fan out across the globe, with a significant concentration of lines extending towards the East and Southeast Asian regions. The lines have a soft, ethereal glow and some appear to have small white dots at their endpoints, suggesting data points or nodes.

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



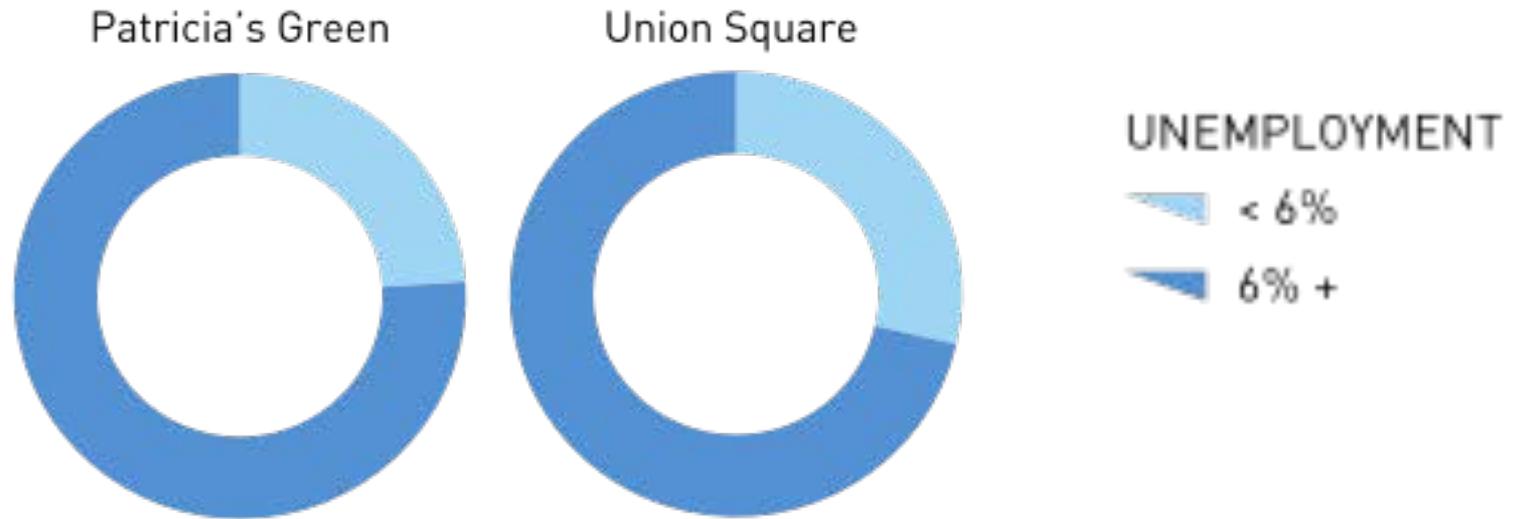
# Utilizing the census - Income Diversity



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



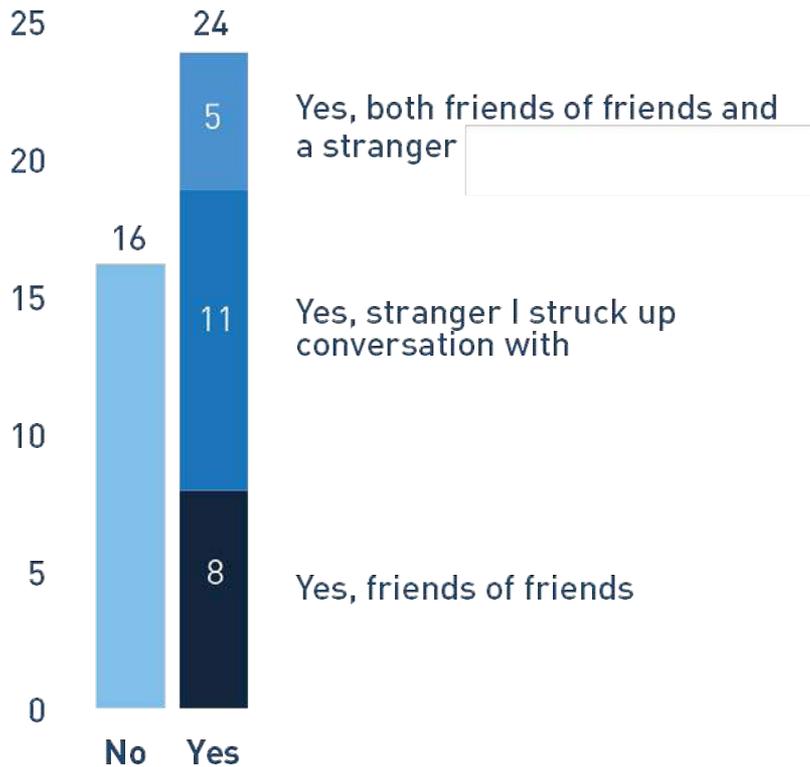
Out of 49  
respondents



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

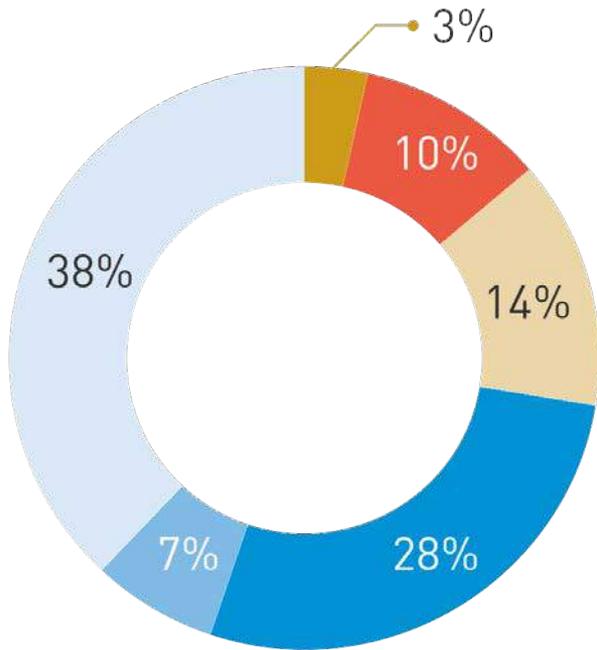
# Public space as a meeting place – Union Square

Have you talked to people in this plaza?  
(Union Square Survey Responses)

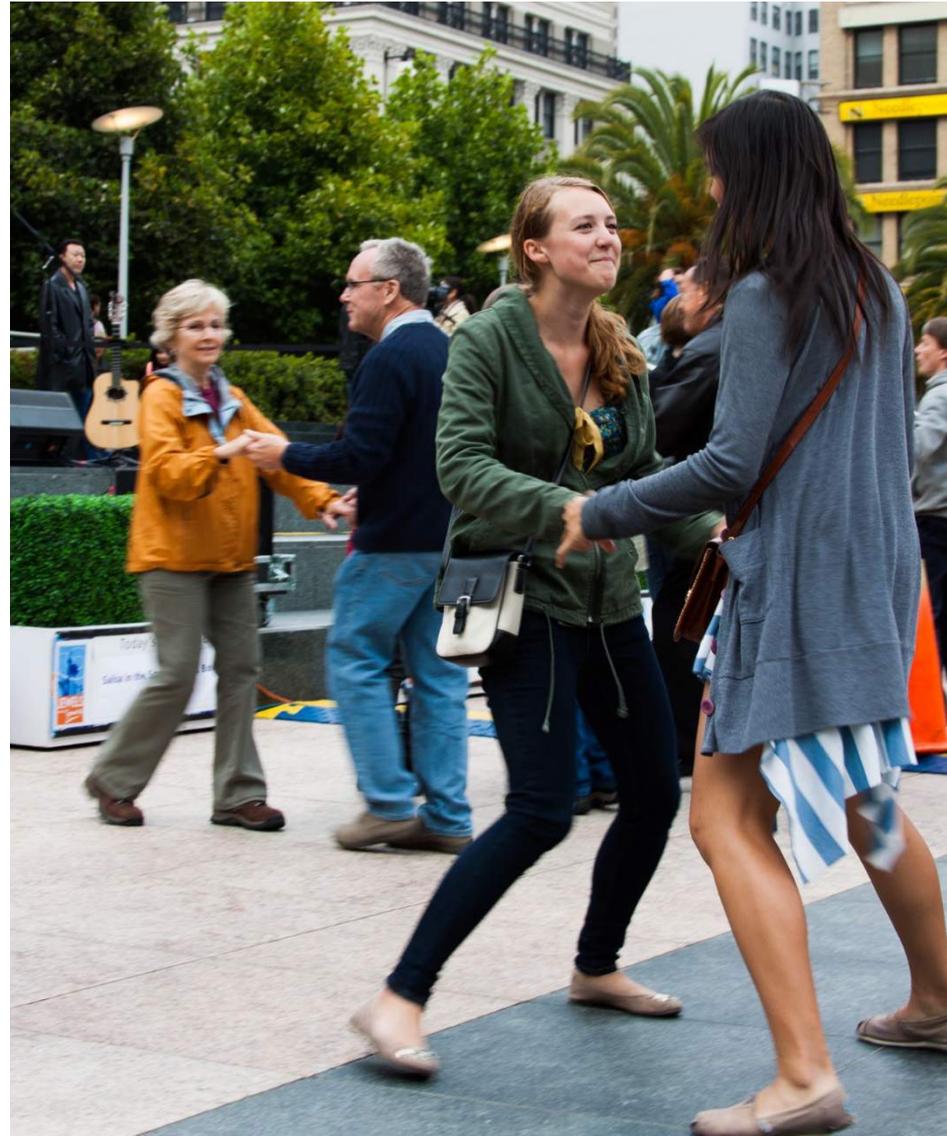


# Public space as a meeting place – Union Square

If yes, what brought about your interaction with them? (Union Square survey responses)



- Pets
- Sports / physical exercise
- Children
- Event / concert / class
- Volunteering / Religious event
- Other



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



Gehl