

The 'Value' of Place

Cities are for People

Gehl Architects

Riccardo Marini @riccardomar

Reuniting Planning and Health; Tackling Disadvantage Confe rence 14 November 2014



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500m²

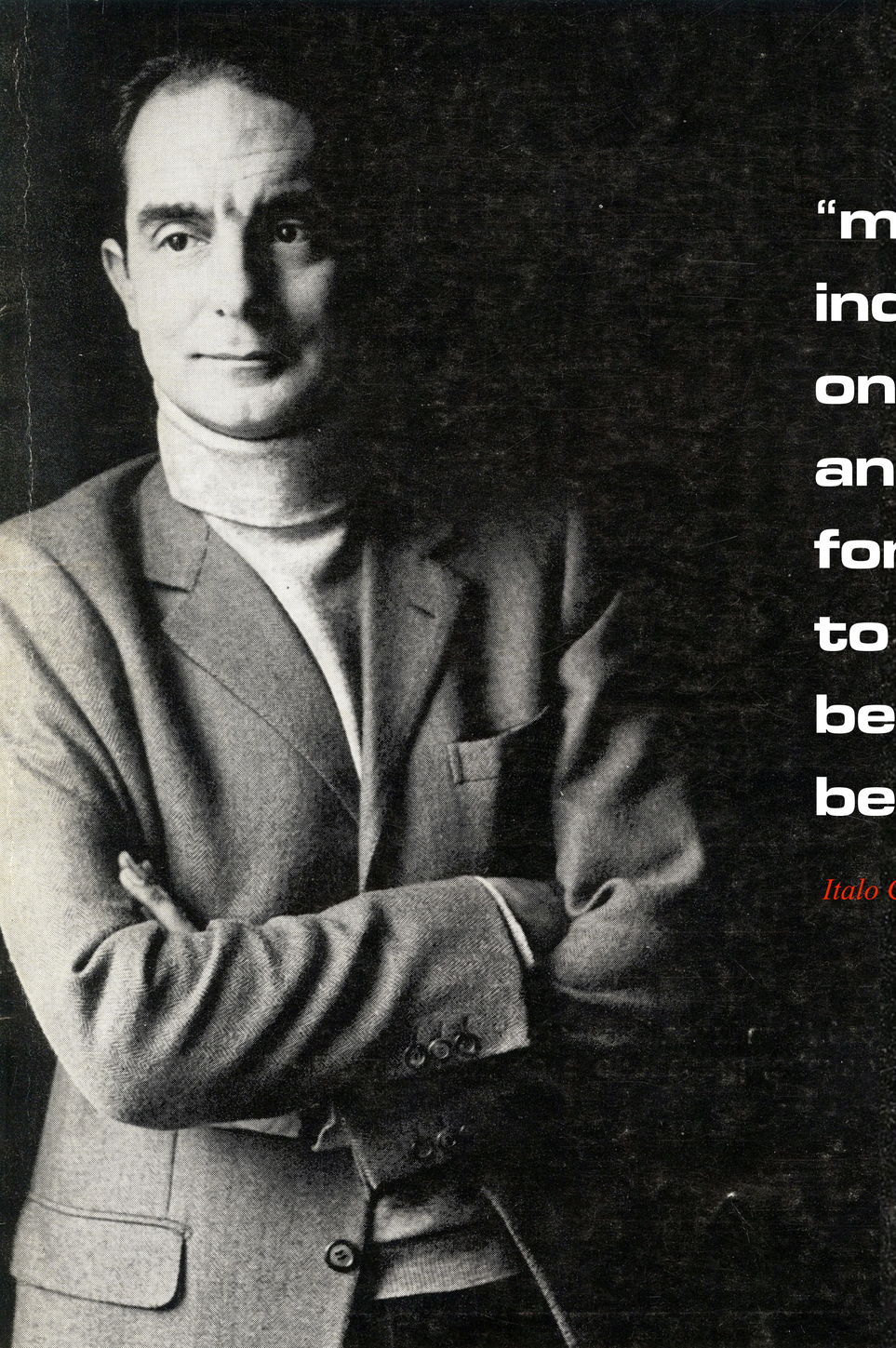
WEST END of GLASGOW


Gehl
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163 m
Imagery Date: Sep 13, 2007
40°45'00.80" N 14°29'12.94" E elev 30 m
©2009
Google
Eye alt 578 m


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“memory really matters - for individuals, communities, civilizations - only if it holds the imprint of the past and the plan for the future, if it allows for you not to forget what you wanted to do, being without stopping becoming, becoming without stopping being.”

Italo Calvino 1923 - 1985


WHAT KIND OF CITY DO YOU WHANT?



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THE VISION THING!



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‘The ease with which we are distracted by the petty and trivial, our chronic avoidance of tough decisions, our seeming inability to build a working consensus to tackle any big problem’

Barack Hussein Obama II 2009



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COOL WALL




3 ГОДИНИ ГАРАНЦИЯ ИЛИ 150 000 км
www.novatalaguna.renault.bg
Renault Call Center 0800 16 600 (безплатен за трите мобилни оператори и БТК).
3 ГОД ГАРАНЦИЯ
150 000 КМ
RENAULT


PHANTOM
SOUTH PACIFIC
SIDE STORY
SURE THING
CHICAGO

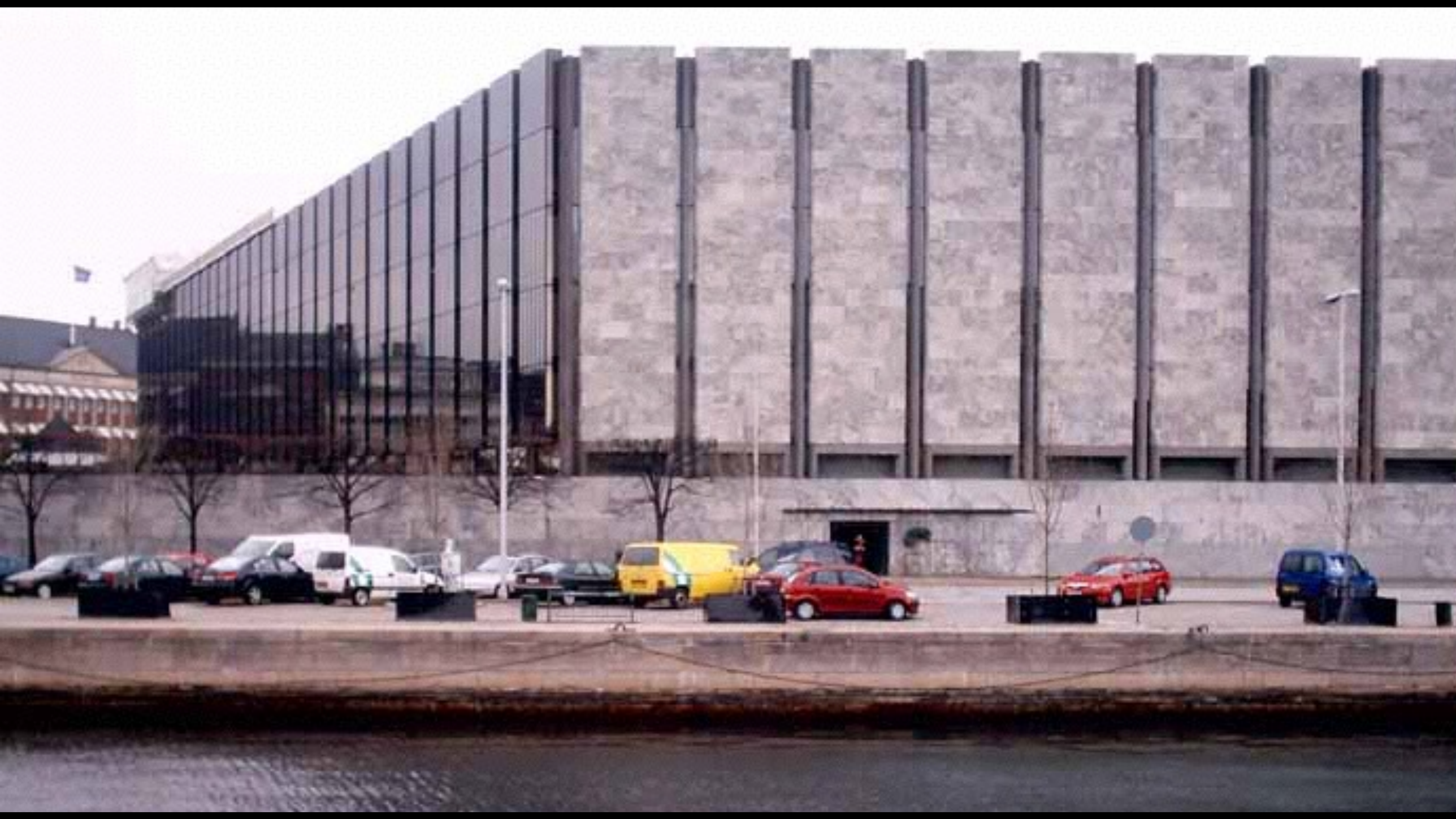

AREVA




Krispy Kreme
DOUGHNUTS
DOUGHNUTS & COFFEE
WELCOME




DOW
TECLA
REPSOL




ST 466-MB



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H.M.S. CALLIOPE
S CALLIOPE


REKVIJEM ZA ORGANE
SHOES





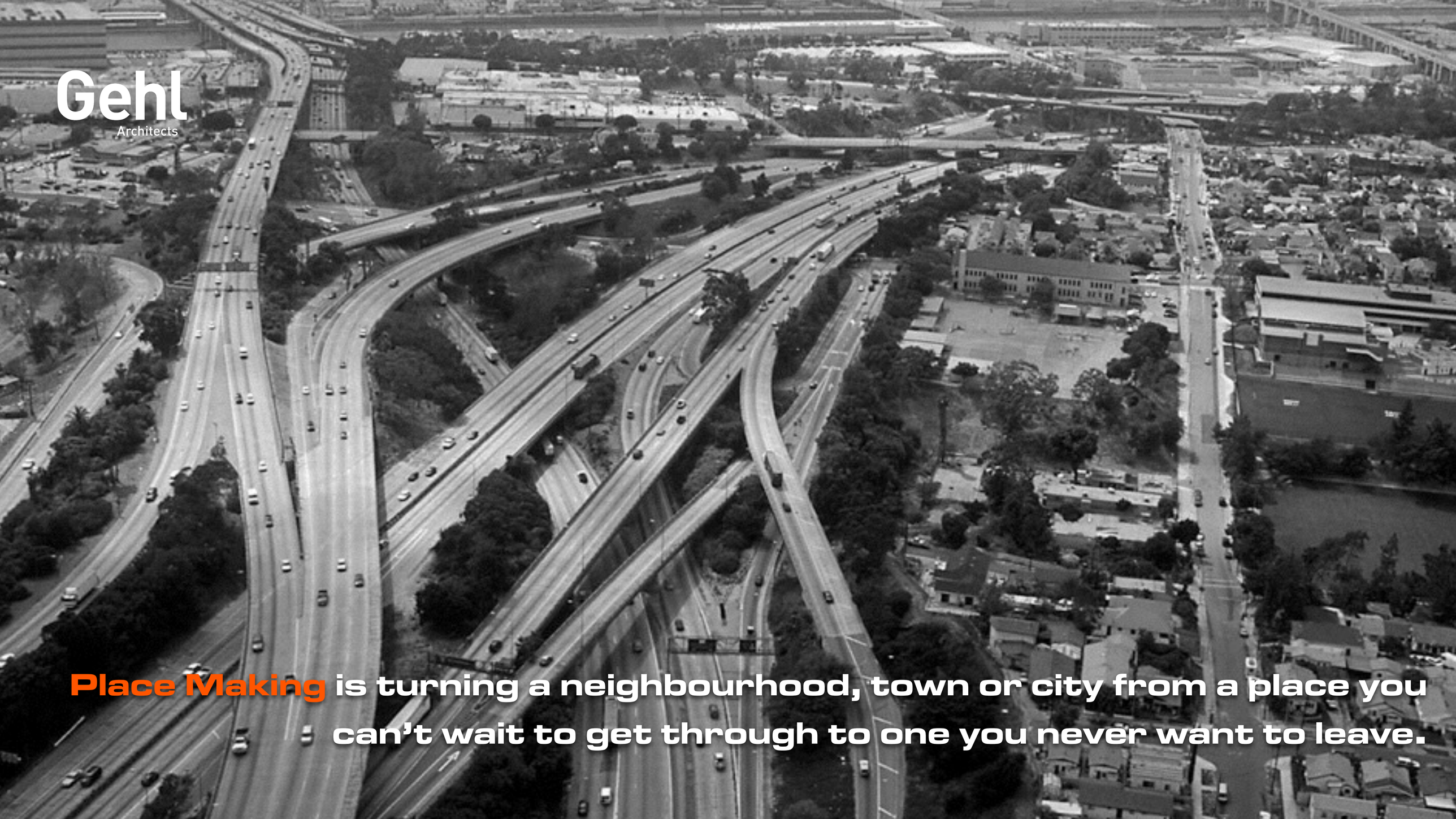
We specialises in PLACE MAKING

We enable city transformations



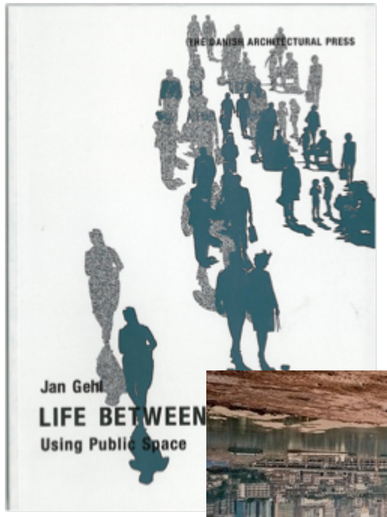
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Place Making is turning a neighbourhood, town or city from a place you can't wait to get through to one you never want to leave.

40 years of research as the foundation

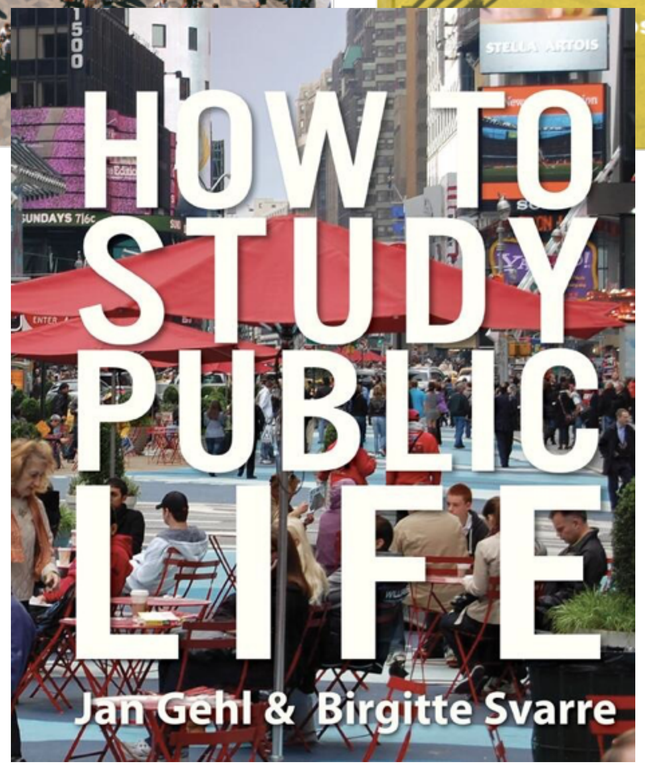


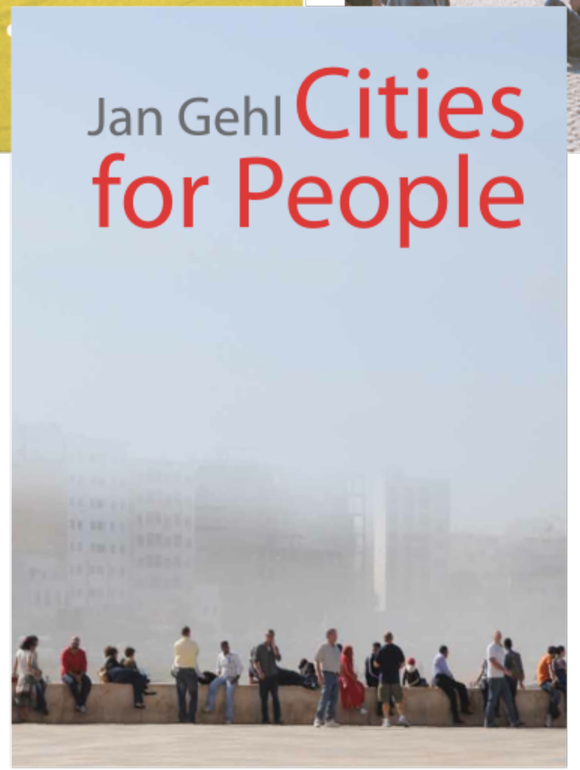












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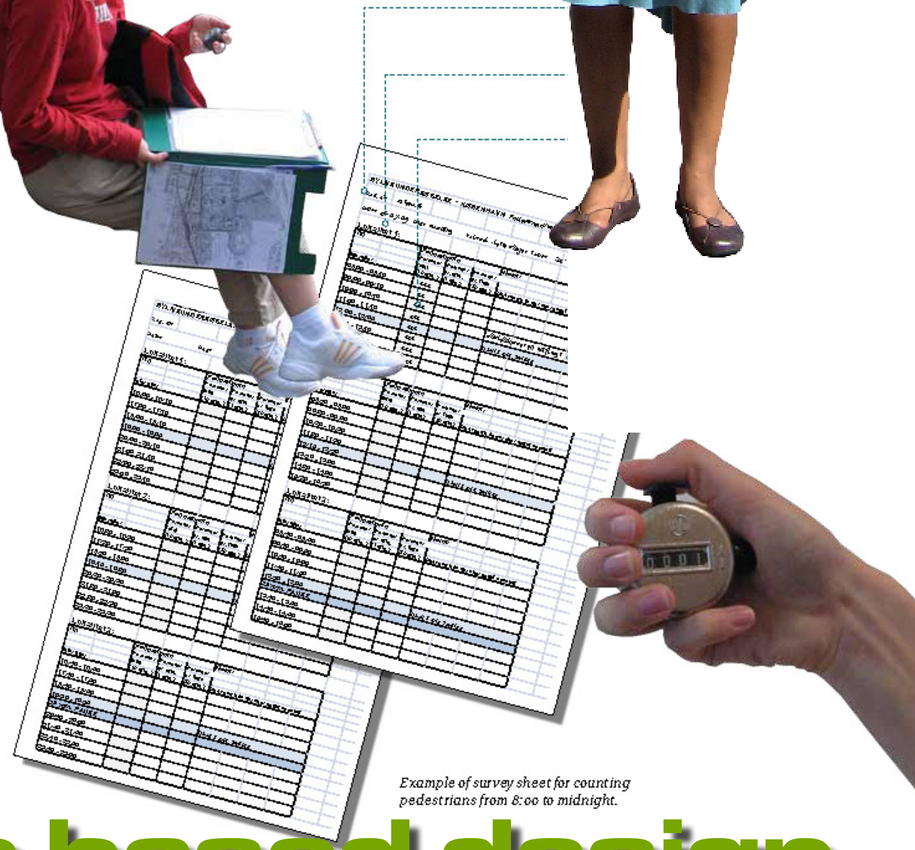




Strøget, Copenhagen city centre







Example of survey sheet for counting pedestrians from 8:00 to midnight.

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Evidence based design

Urban Quality Criteria



Protection

- Protection against Vehicular Traffic
- Protection against Crime & Violence
- Protection against Unpleasant Sensory Experiences



Comfort

- Invitations for Walking
- Visual Contact
- Audio & Verbal Contact
- Invitations for Stand- / Staying
- Day / Evening / Night Activity
- Varying Seasonal Activity
- Invitations for Sitting
- Play, Recreation & Interaction



Delight

- **Dimensioned at Human Scale**
- **Positive Aspects of Climate**
- **Aesthetic & Sensory**

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OUR CLIENTS: state agencies, public sector, private sector and organisations



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Copenhagen, Denmark 1968
Copenhagen, Denmark 1986
Oslo, Norway / Odense, Denmark 1987
Odense, Denmark 1988
Stockholm, Sweden 1989
Perth, Australia / Melbourne, Australia 1990
Copenhagen, Denmark 1991
Odense, Denmark / Edinburgh, Scotland 1992
Riga, Latvia 1993
Adelaide, Australia / Vejle, Denmark 1994
Wellington, New Zealand 1995
Zürich, Switzerland / London, England / Melbourne, Australia 1996
Cape Town, South Africa / Stockholm, Sweden 1997
Copenhagen, Denmark 1998
Sydney, Australia / New York City, New York, USA / Rotterdam, Holland 1999
Svendborg, Denmark / Odense, Denmark 2000
Seattle, Washington, USA 2001
Perth, Australia / Christchurch, New Zealand 2002
Istanbul, Turkey / Auckland, New Zealand / Chongqing, China 2003
Hobart, Australia / Launceston, Australia 2004
Melbourne Docklands, Australia 2005
Adelaide, Australia / Oslo, Norway / Moscow, Russia 2006
1968 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

Public Space – Public Life Studies

Maps of sites for public space-public life studies conducted by Jan Gehl and Gehl Architects. The many studies allow comparisons across time and place.

London, Great Britain 2004

Moscow, Russia 2013

Copenhagen, Denmark 1968, 1986, 1996, 2006

Oslo, Norway 1988, 2013

Odense, Denmark 1988, 1998, 2008

Stockholm, Sweden 1990, 2005

Edinburgh, Scotland 1998

Riga, Latvia 2001

Manhattan, New York, USA 2007

Rotterdam, Holland 2007

Svendborg, Denmark 2008

Seattle, USA 2009

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

Zürich, Schwitzerland 2004

Istanbul, Tyrkey 2010

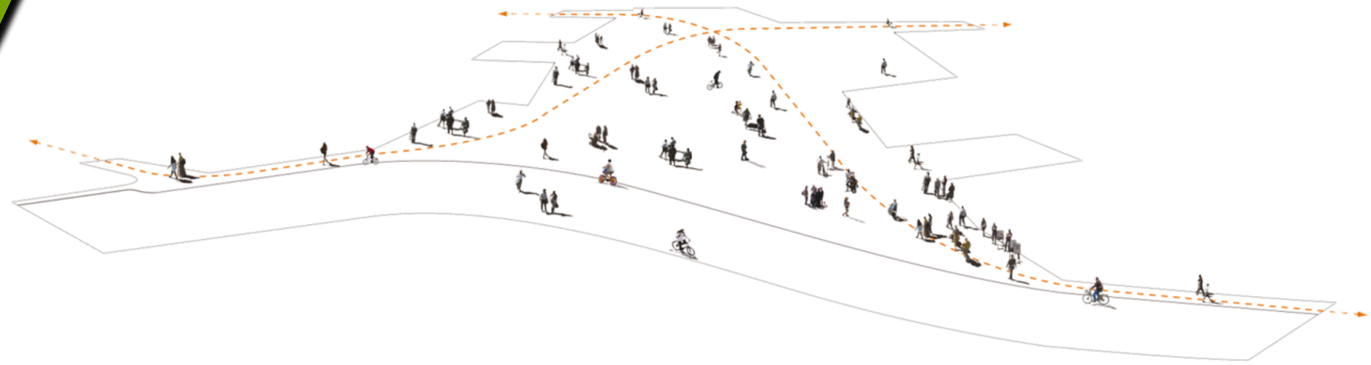
Chongqing, China 2010

1: 50,000

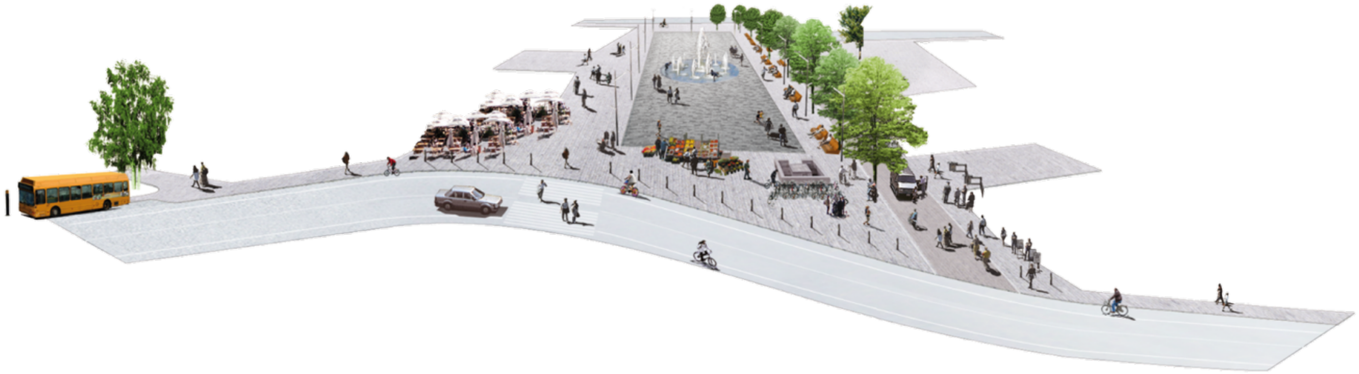
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Our methodology

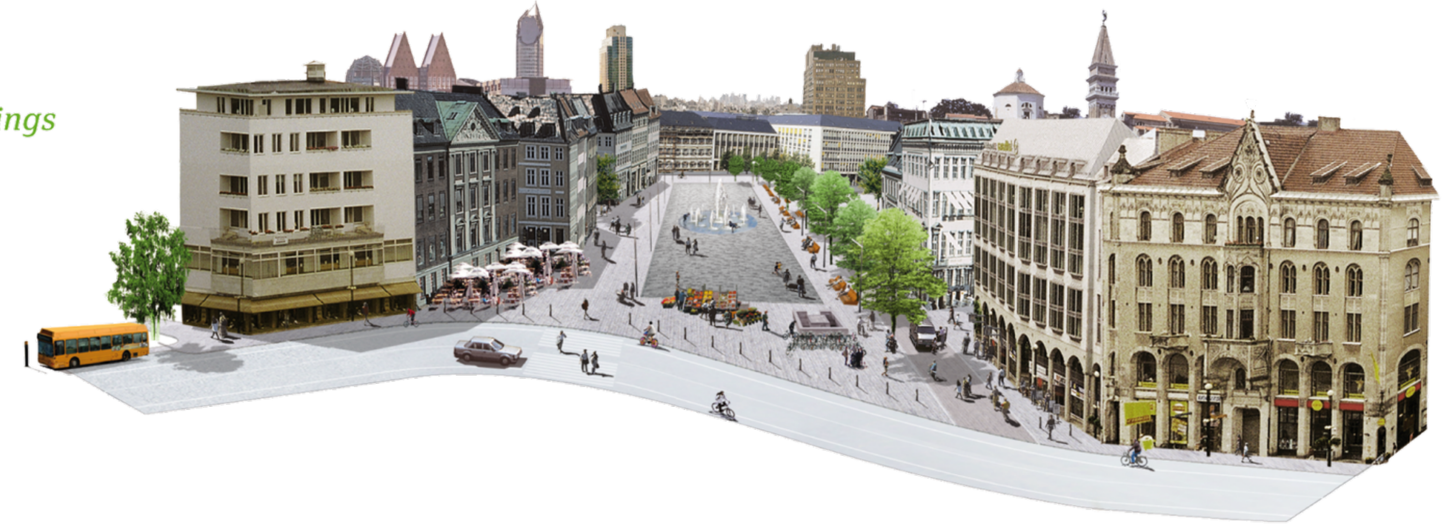
1 *Life*



2 *Space*



3 *Buildings*



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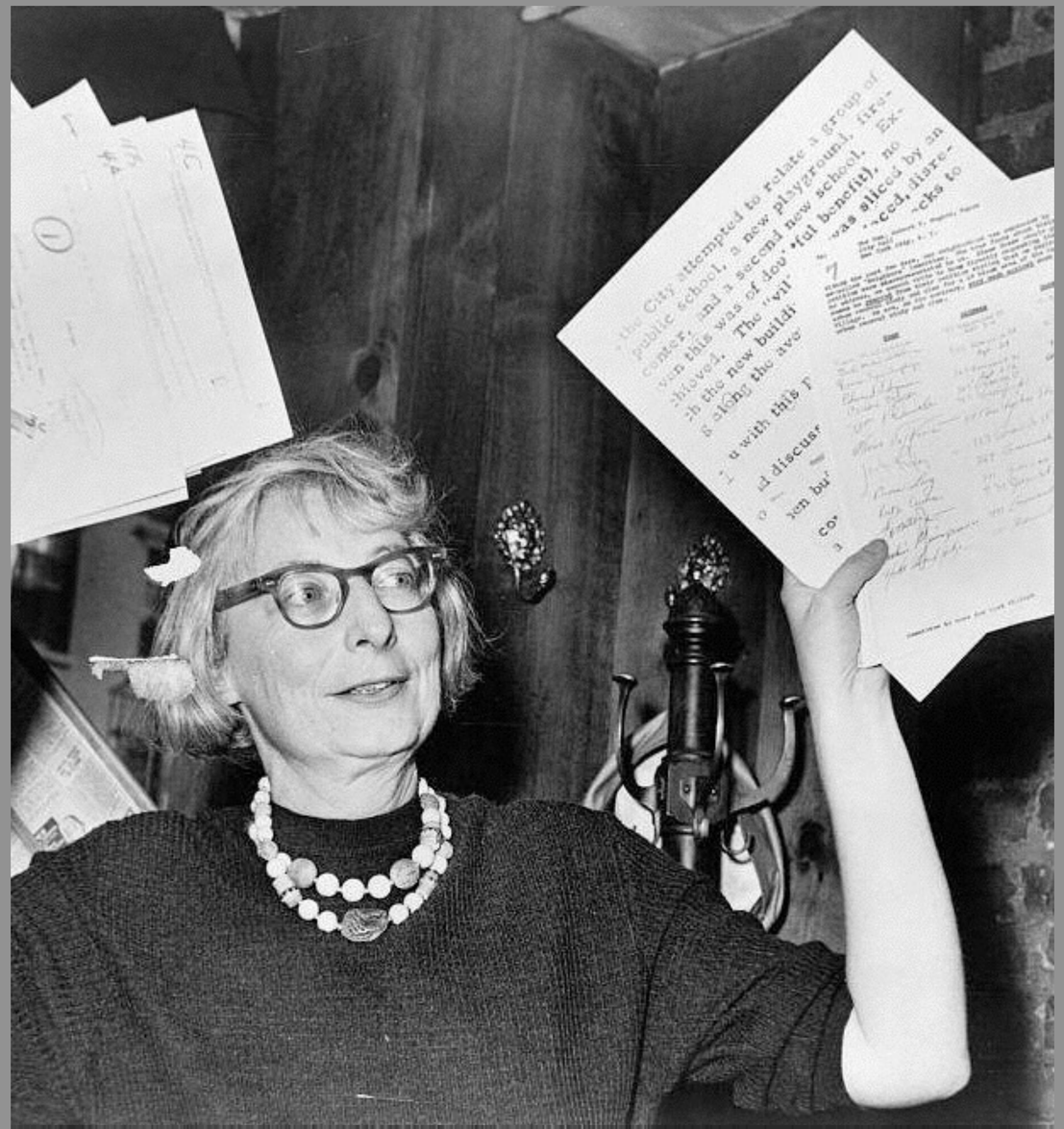
Thinking of the city

A place is a reflection of the Culture of the people who created it.

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‘The pseudo science of planning seems almost neurotic in its determination to imitate empiric failure and ignore empiric success.’

(Jane Jacobs)

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WHY SEND A POSTCARD?



EDINBURGH



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Courtesy of Robert Adam ©



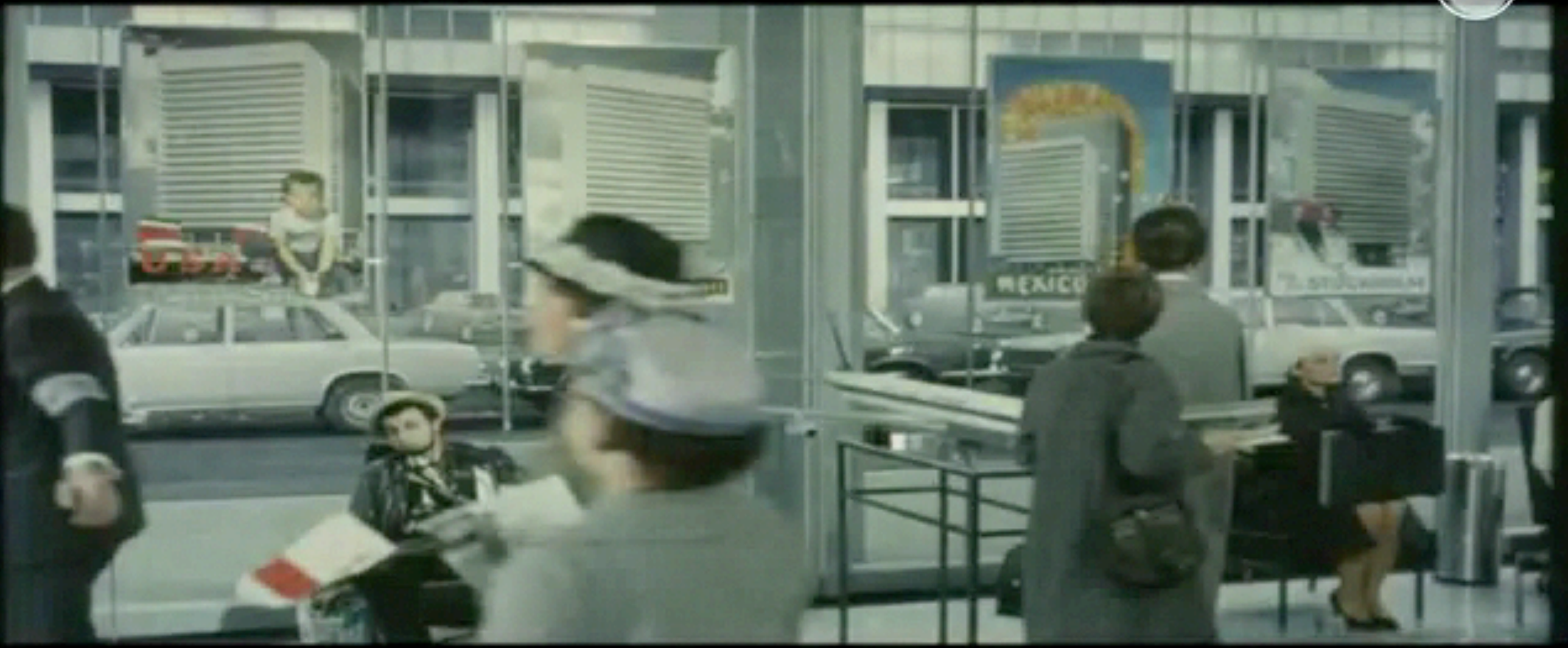


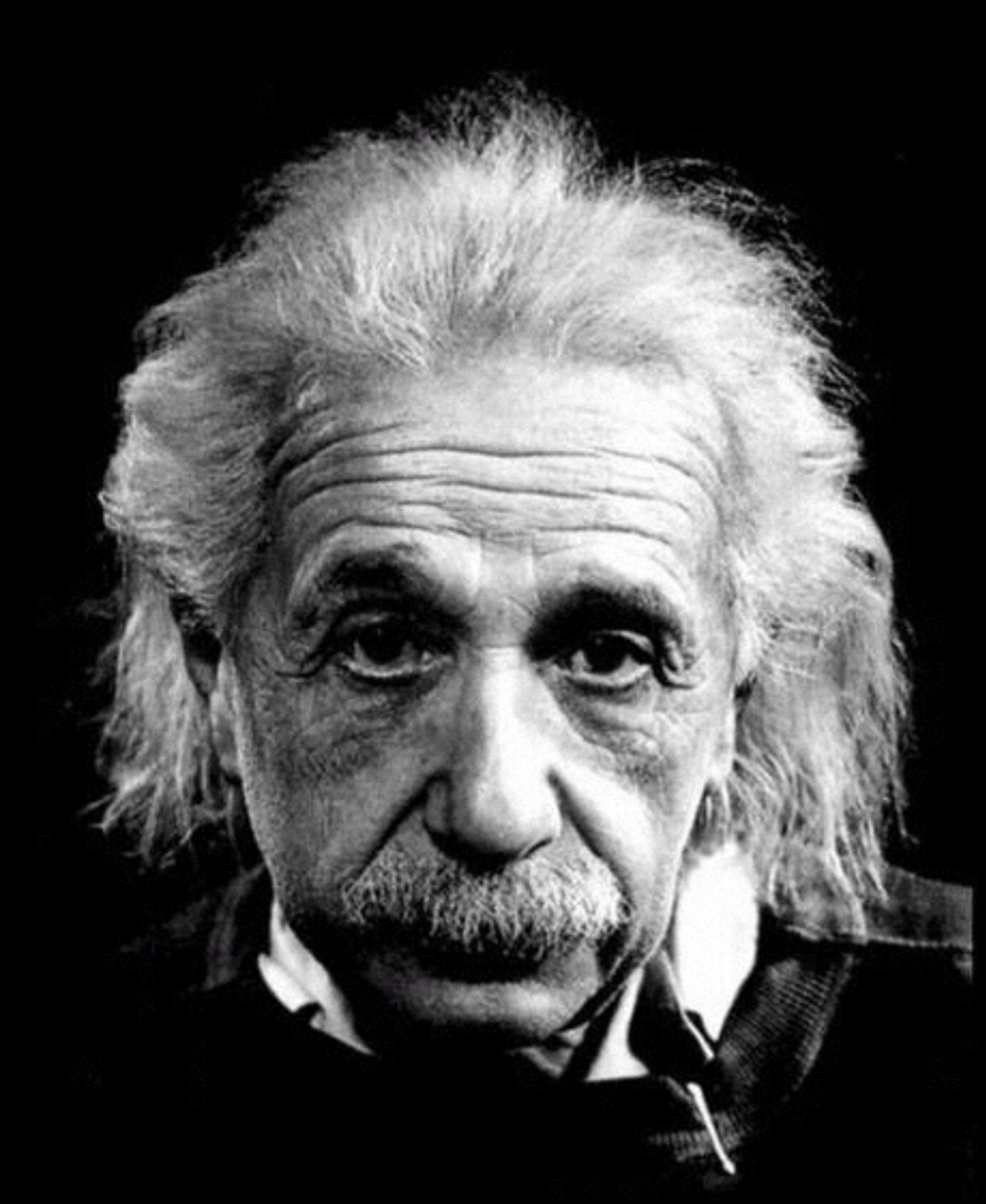




Courtesy of Robert Adam ©

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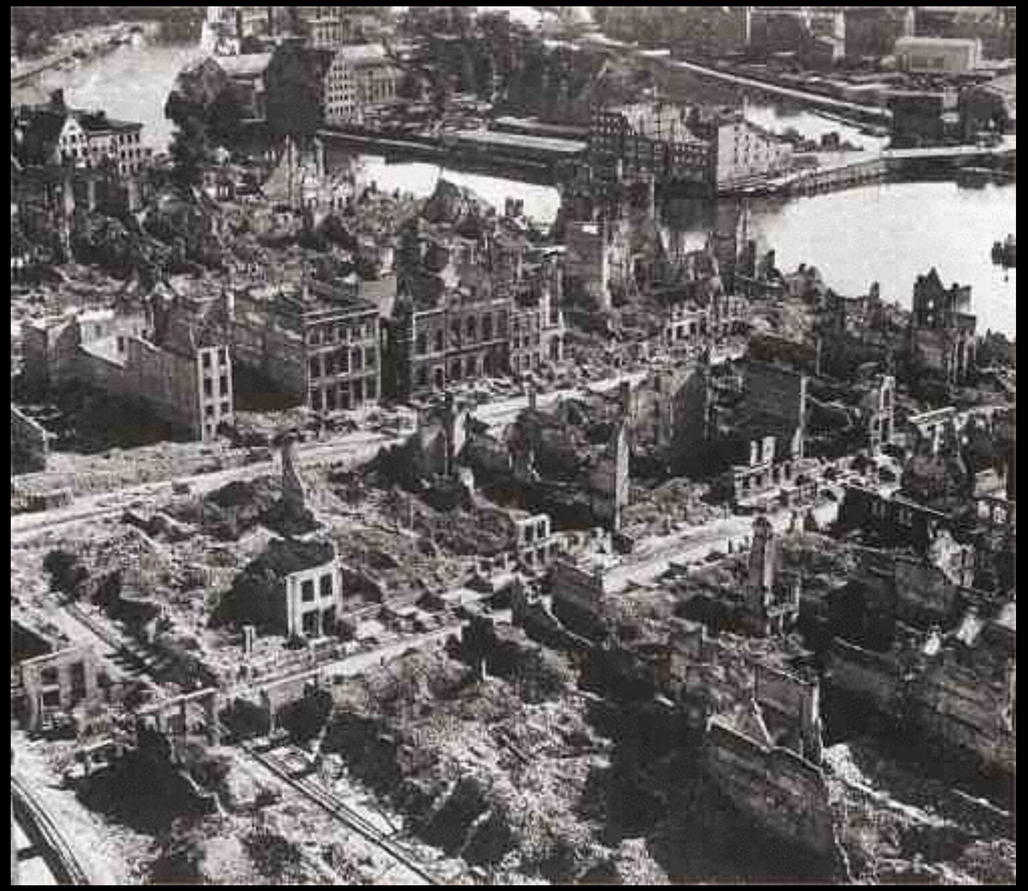

MEXICO



“Insanity is this:
doing the same thing
over and over again
and expecting different
results.”

Albert Einstein

LAND USE PLANNING



DEATH OF THE CITY

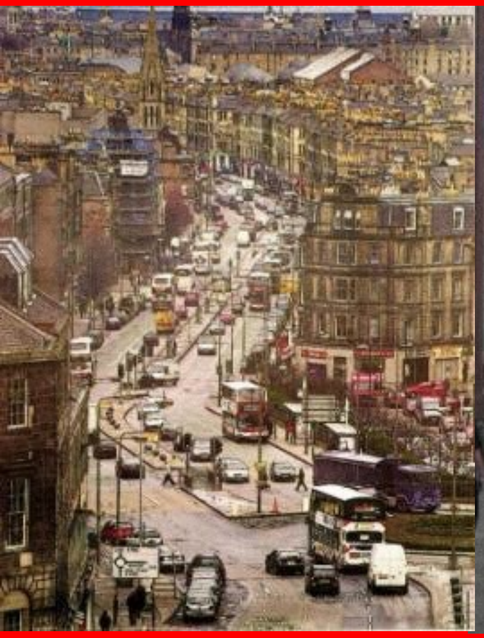
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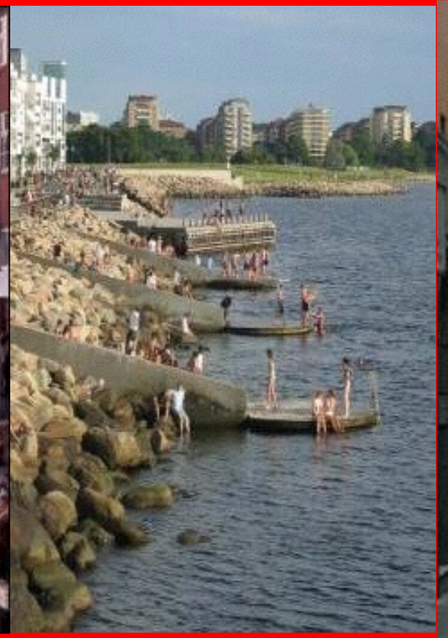
STRONG LEADERSHIP



PLACE MAKING

why don't we get the places we like ?



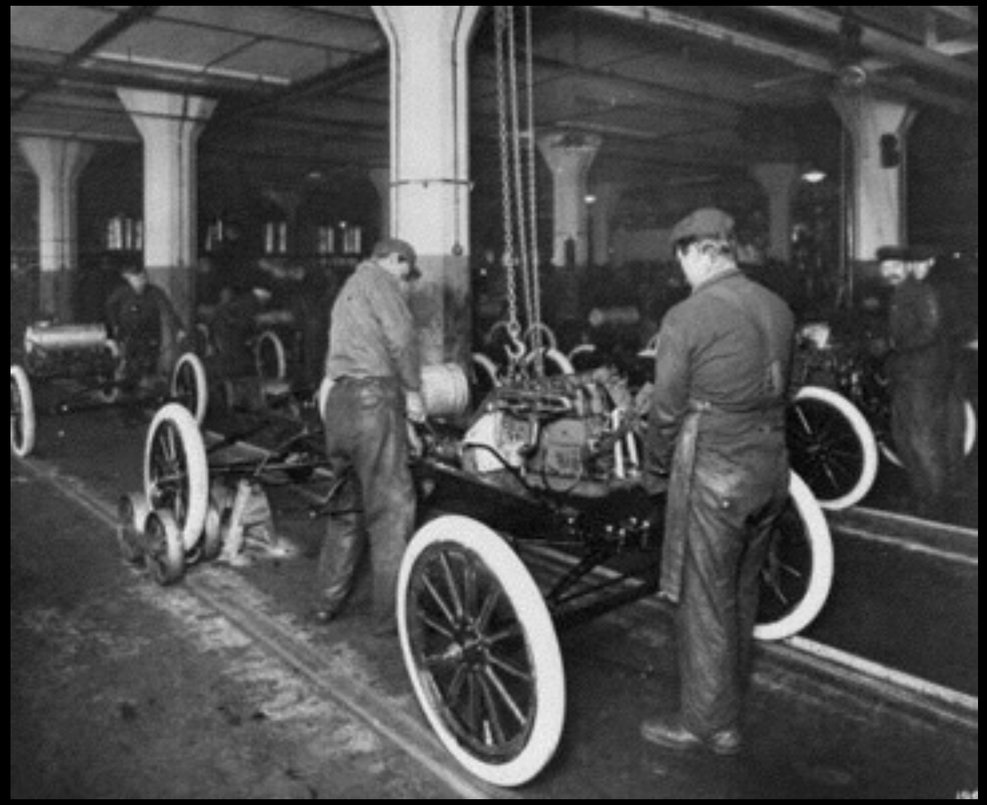




From about the 1940's we have not really
Created good places.

WHY?

In our quest for efficiency we separated functions





“In the past man has been first, in the future the system must be first.....”

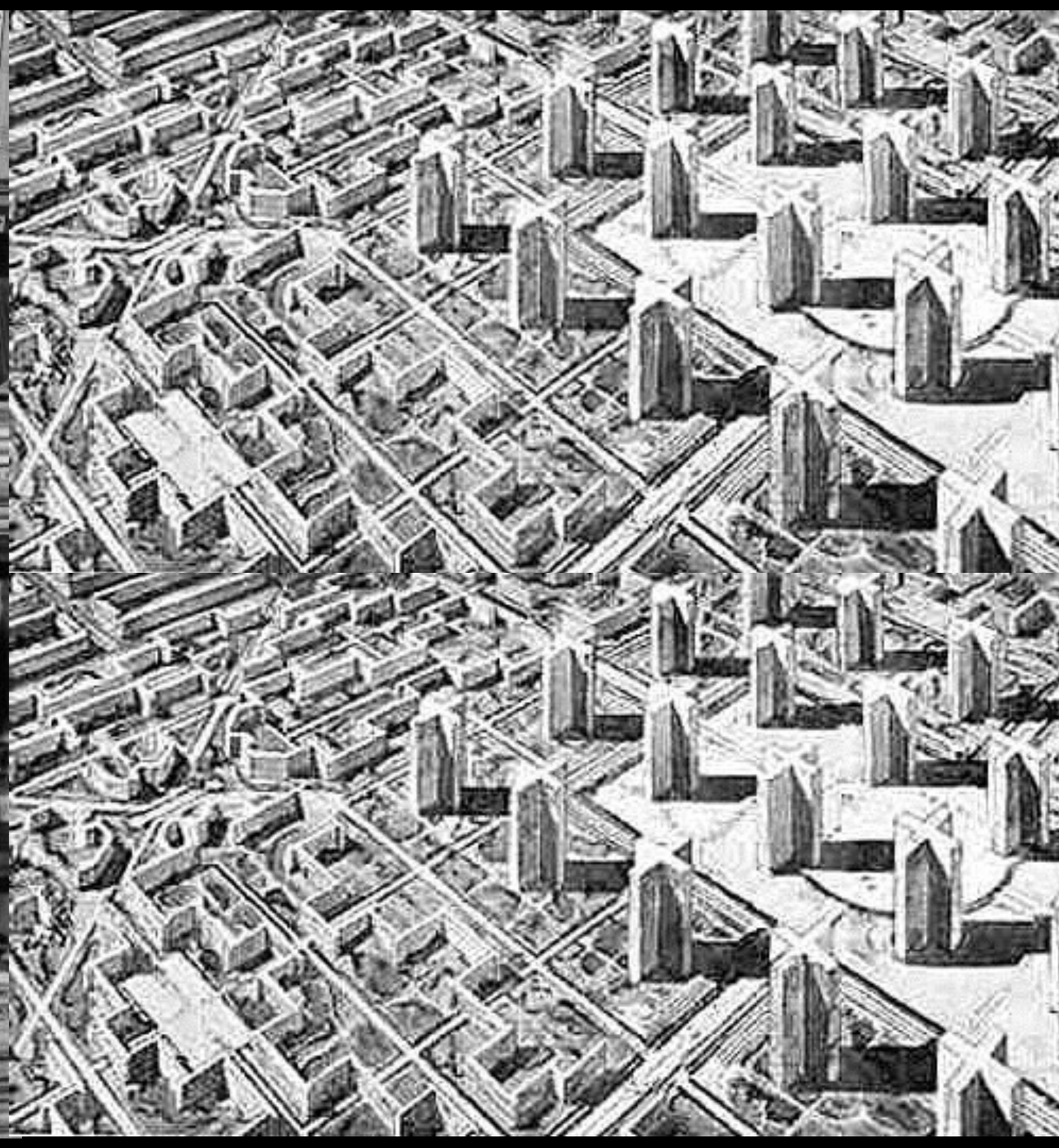
Frederick Winslow Taylor *1856 - 1915*





The Efficiency Movement & Taylorism





And we created.....

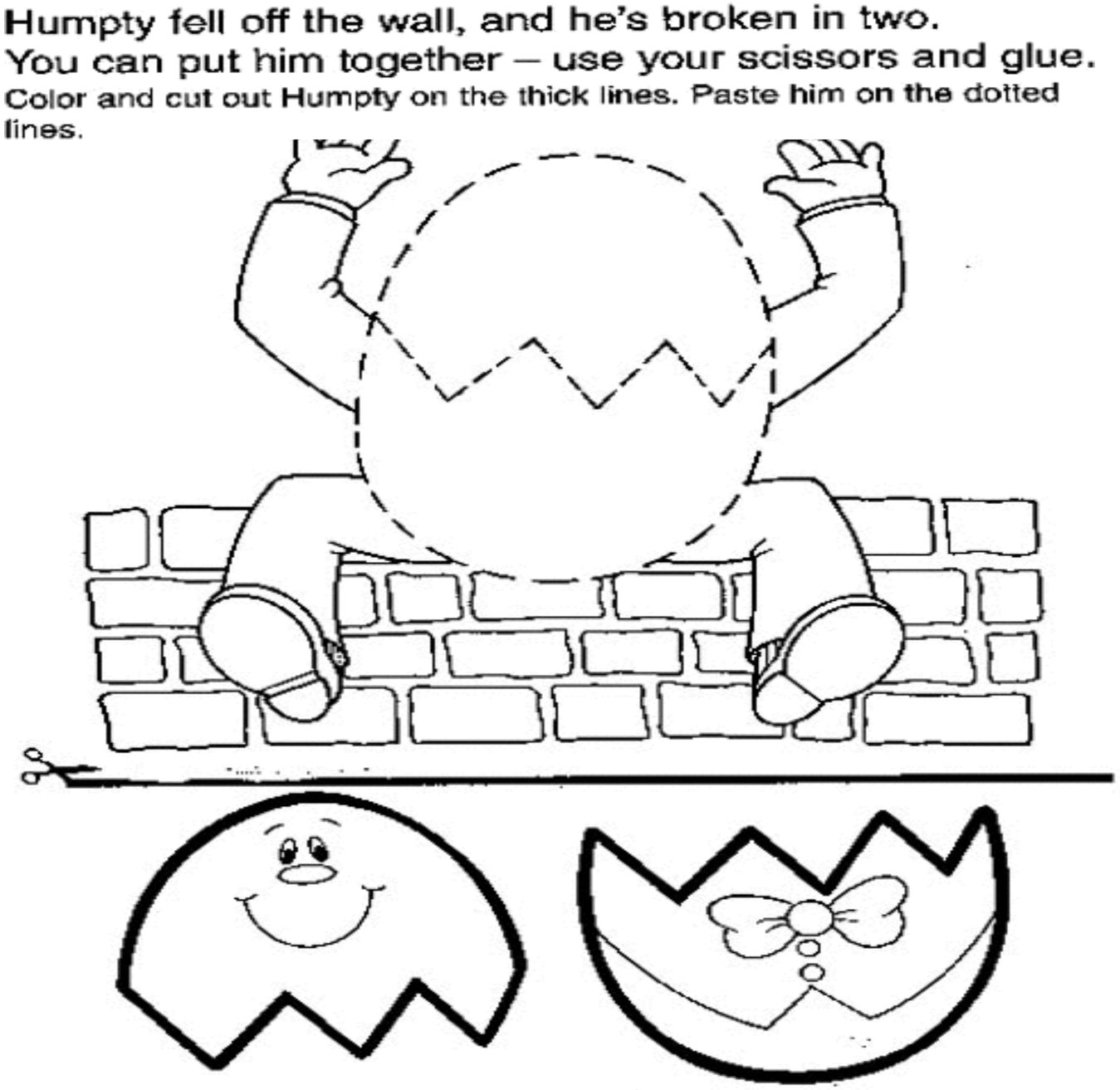


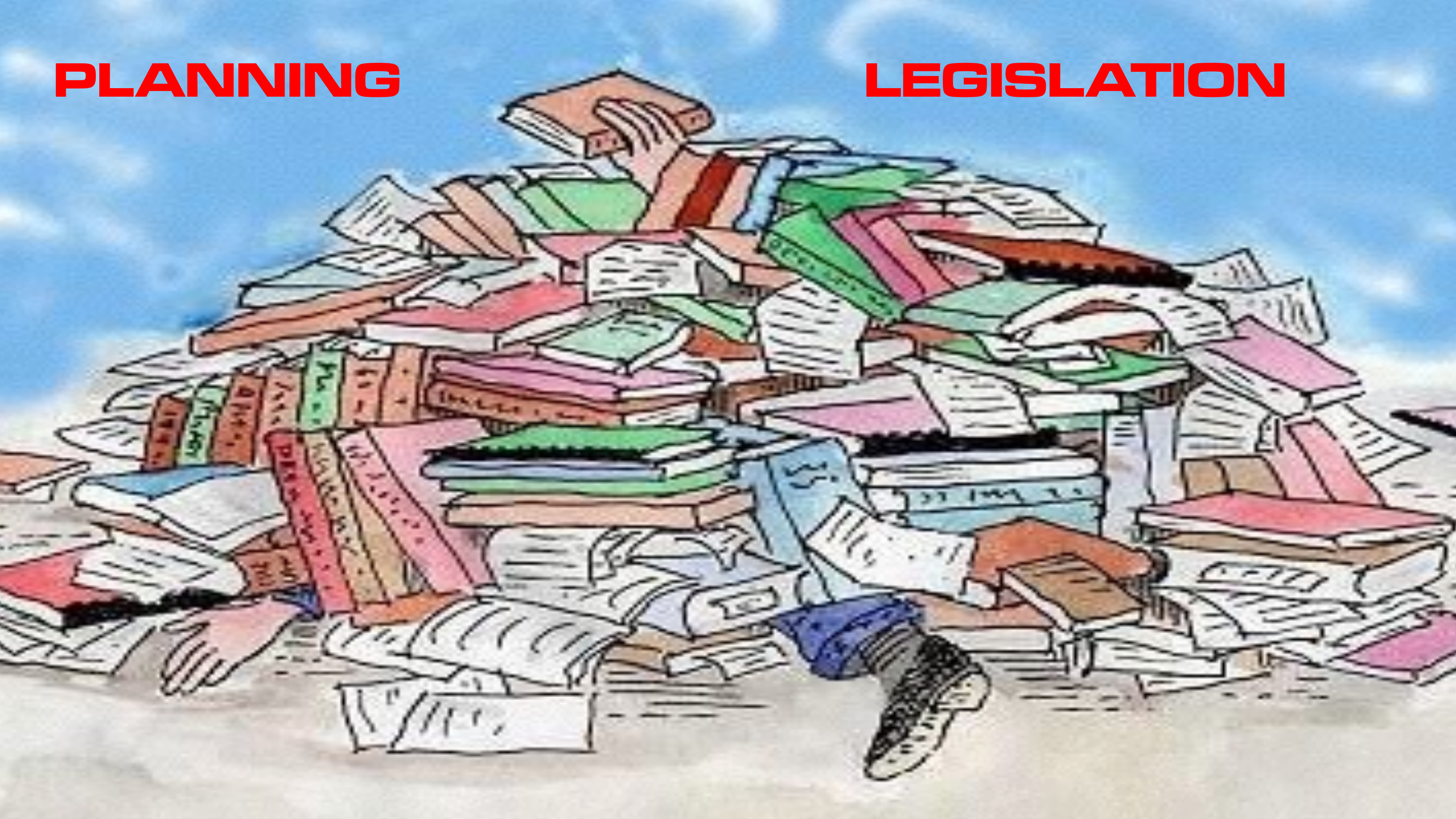
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We broke it all apart!

And we do not have the instructions to put it together again!

Or do we?

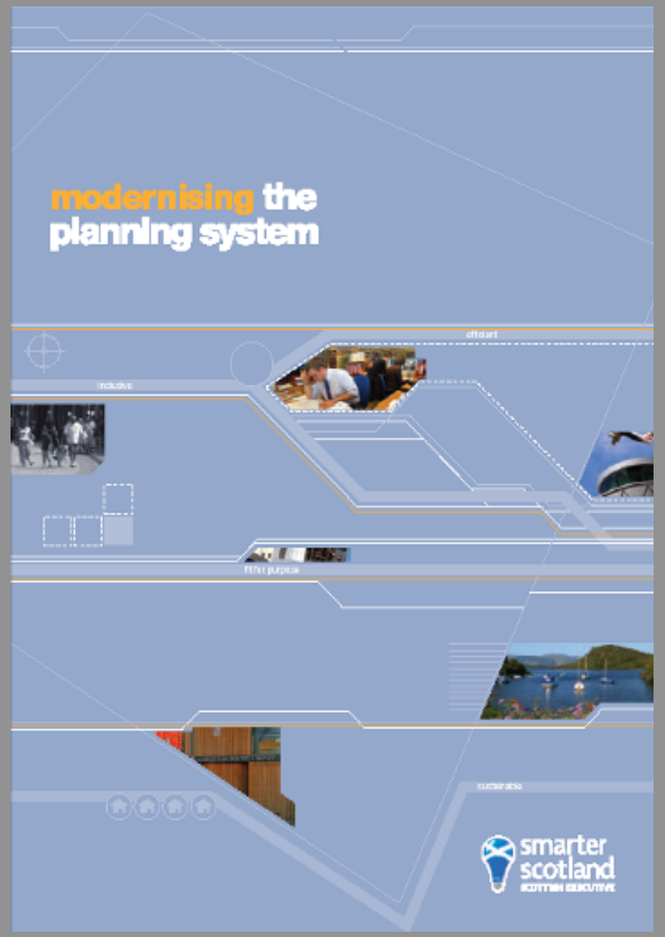



PLANNING
LEGISLATION



Floating in a sea of policies

RTPI BELFAST
28 September 2010
riccardo marini



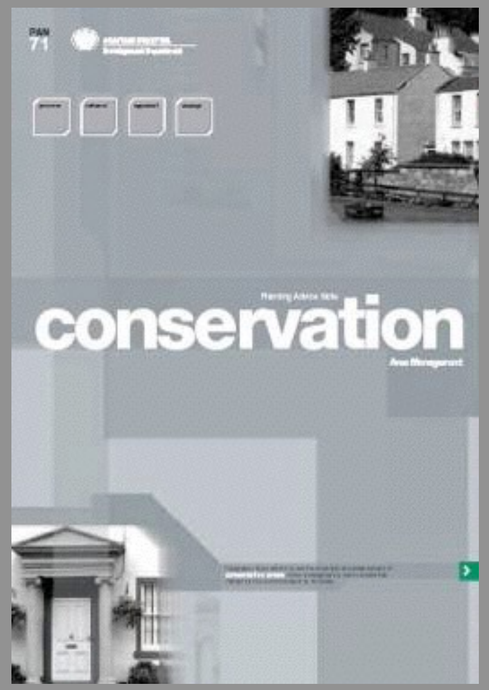
Planning etc. (Scotland) Act 2006

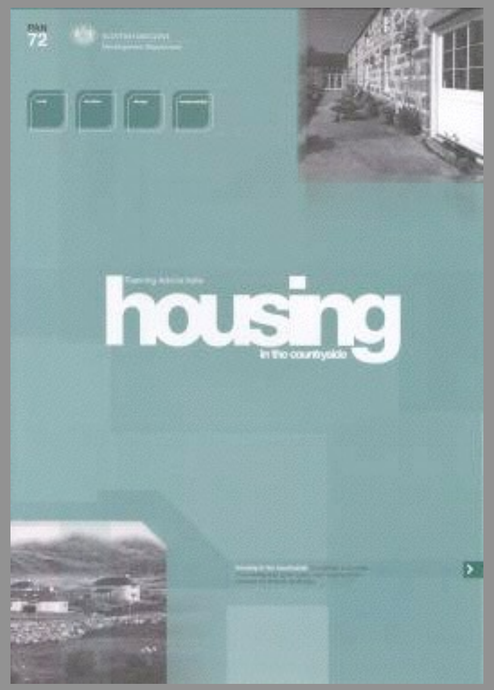
2006 asp 17

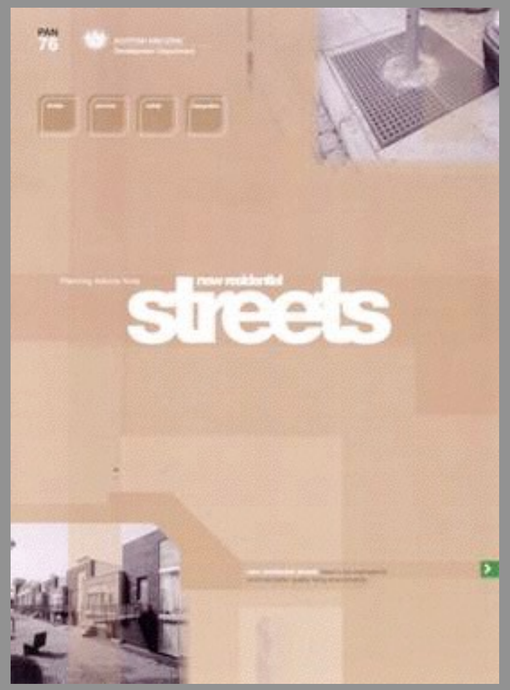
Explanatory Notes have been produced to assist in the understanding of this Act and are available separately

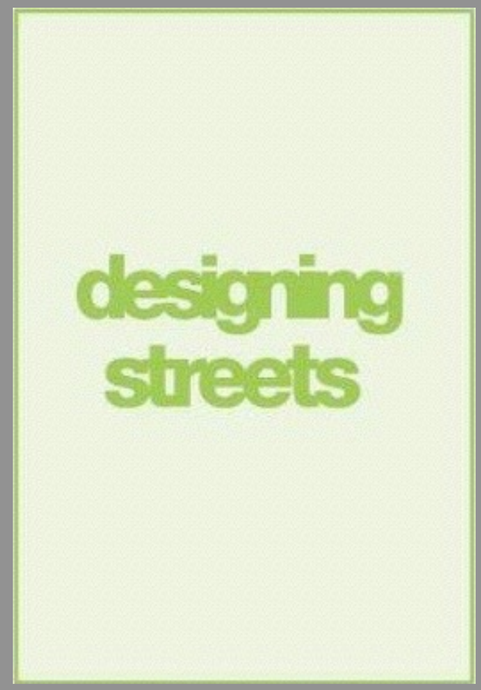
£15.00

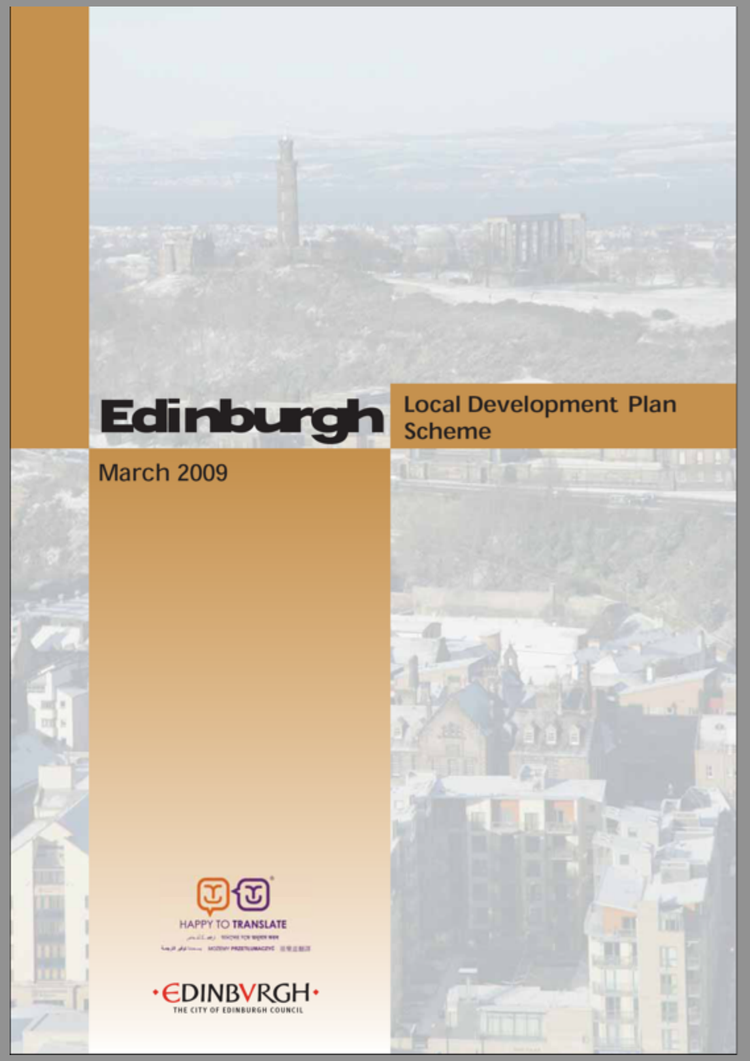

PAN
68
design

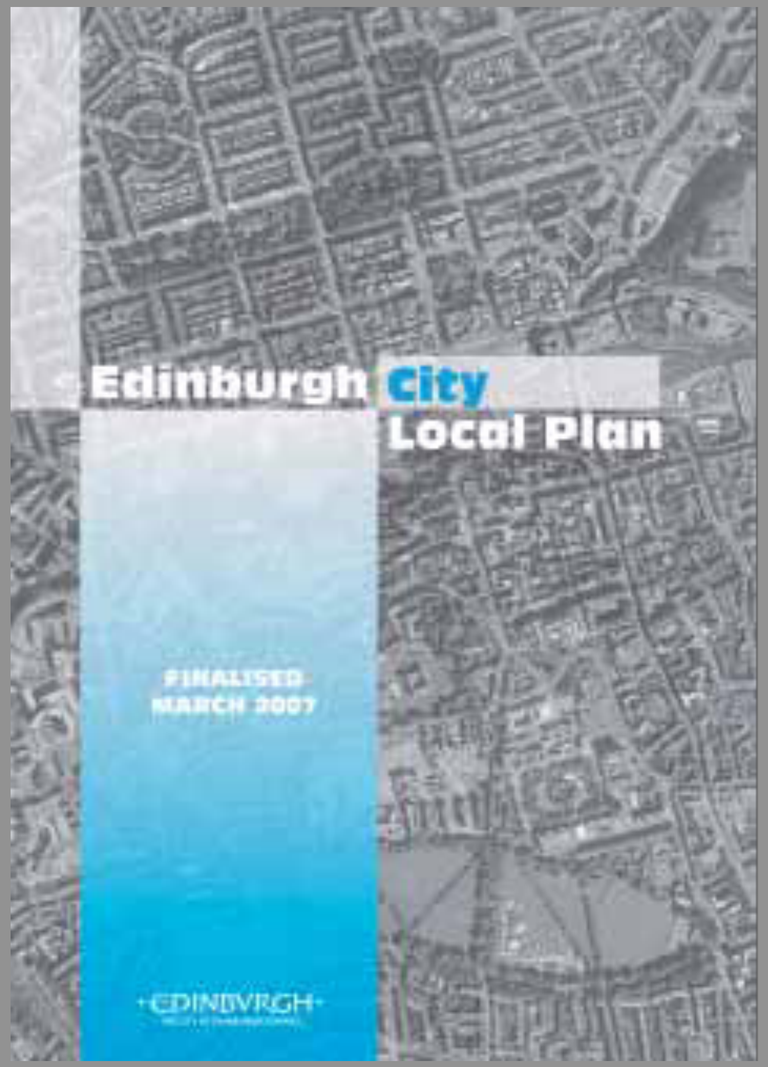

PAN
71
conservation


PAN
72
housing


PAN
76
streets


designing
streets


Edinburgh
Local Development Plan Scheme
March 2009
HAPPY TO TRANSLATE
EDINBVRGH
THE CITY OF EDINBURGH COUNCIL


Edinburgh City Local Plan
FINALISED MARCH 2007
EDINBVRGH

the
Edinburgh Standards
for
Sustainable Building



愛丁堡可持久建築物標準

محفوظ اور پائیدار عمارتوں کیلئے ایڈنبرا کا معیار

স্থায়ীত্বশীল ভবনের জন্য এডিনবরা'র মান

(দ্য এডিনবরা স্ট্যান্ডার্ডস ফর সাসটেনবল বিল্ডিং)

معايير إدنبرة للبناء المدعوم

EDINBVRGH
THE CITY OF EDINBURGH COUNCIL

the
Edinburgh Standards
for
Streets



愛丁堡街道標準

سڑکوں کیلئے ایڈنبرا کا معیار

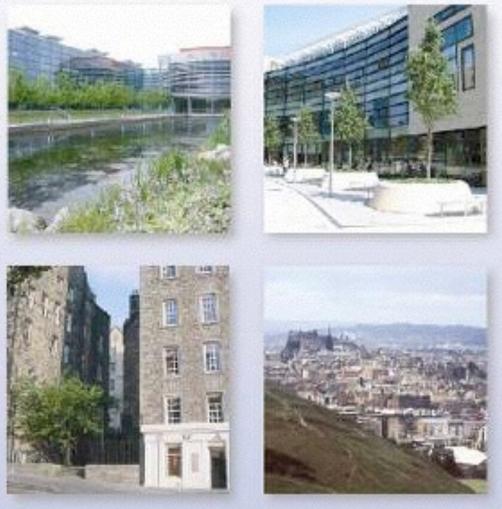
সড়কগুলোর জন্য এডিনবরা'র মান

(দ্য এডিনবরা স্ট্যান্ডার্ডস ফর স্ট্রীটস)

معايير إدنبرة للشوارع

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The Edinburgh Standards for
Urban Design



এডিনবরার নগর পরিকল্পনার মান

愛丁堡城市設計標準

ایڈنبرا شہر کے نقشے کے متعلق معیار

مستويات ادنبرة المطلوبة لتصميم المدينة

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UNDERSTANDASCOPE


All she thinks about is MONEY!
Why should I support his silly hobby?
PLACE MAKING
ECONOMIC DEVELOPMENT
Do we really belong together?

FALSE EFFICIENCIES

We handed our world over to the accountants

$$\frac{1}{2}\psi\left(\frac{x}{2}\right) = \phi(x) - \frac{1}{2}\phi\left(\frac{x}{2}\right)$$

=



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PLACE MAKING



‘Normal’ brain
Good Design



Professional comfort zone
False Efficiencies





Alice had always been able to recognise bad design when she saw it!

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Don’t let the
situation
confuse you.....



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We need to stop changing our physical environment because of transitory management problems – traffic, refuse, logistics.....


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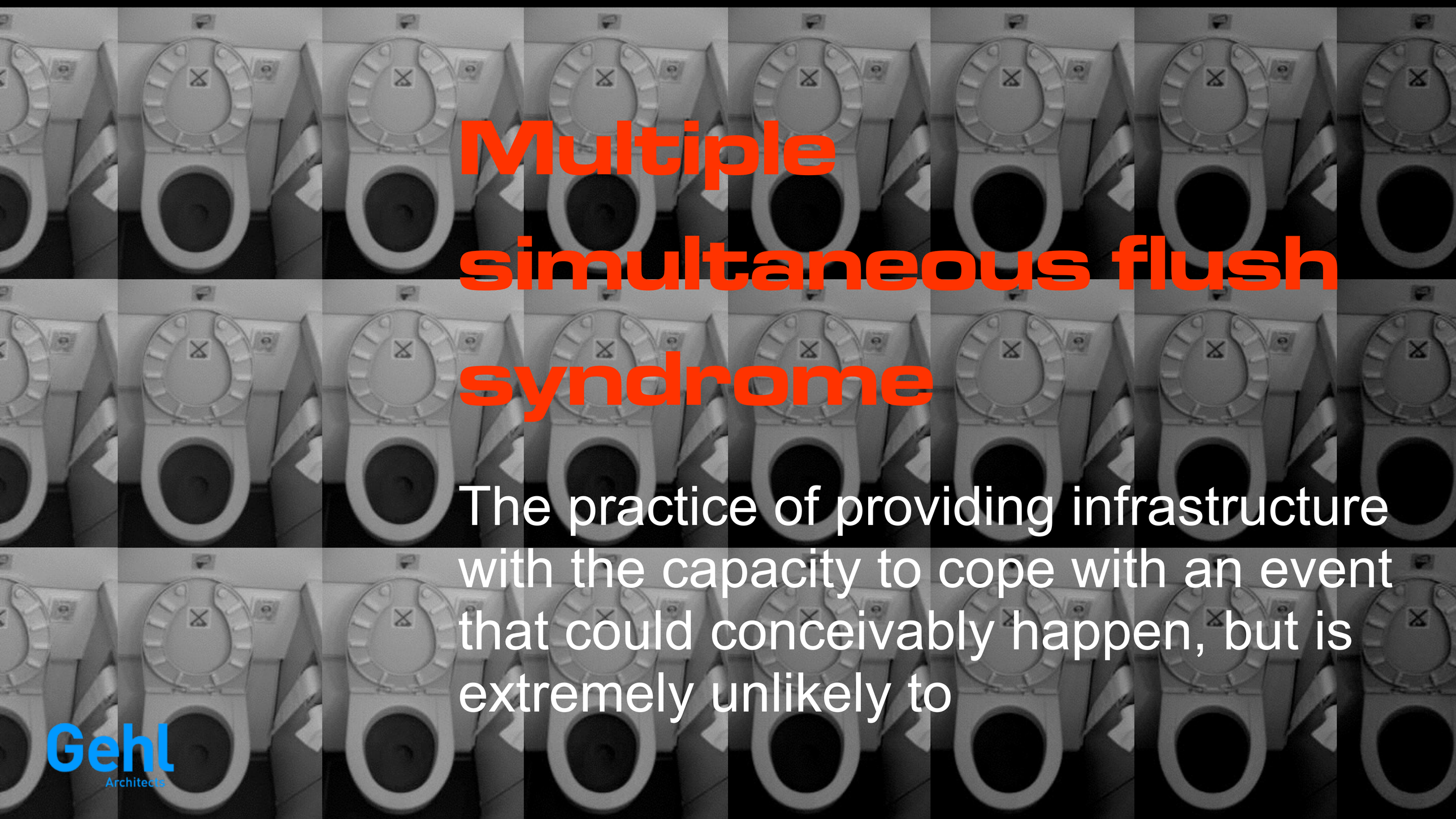
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Gehl
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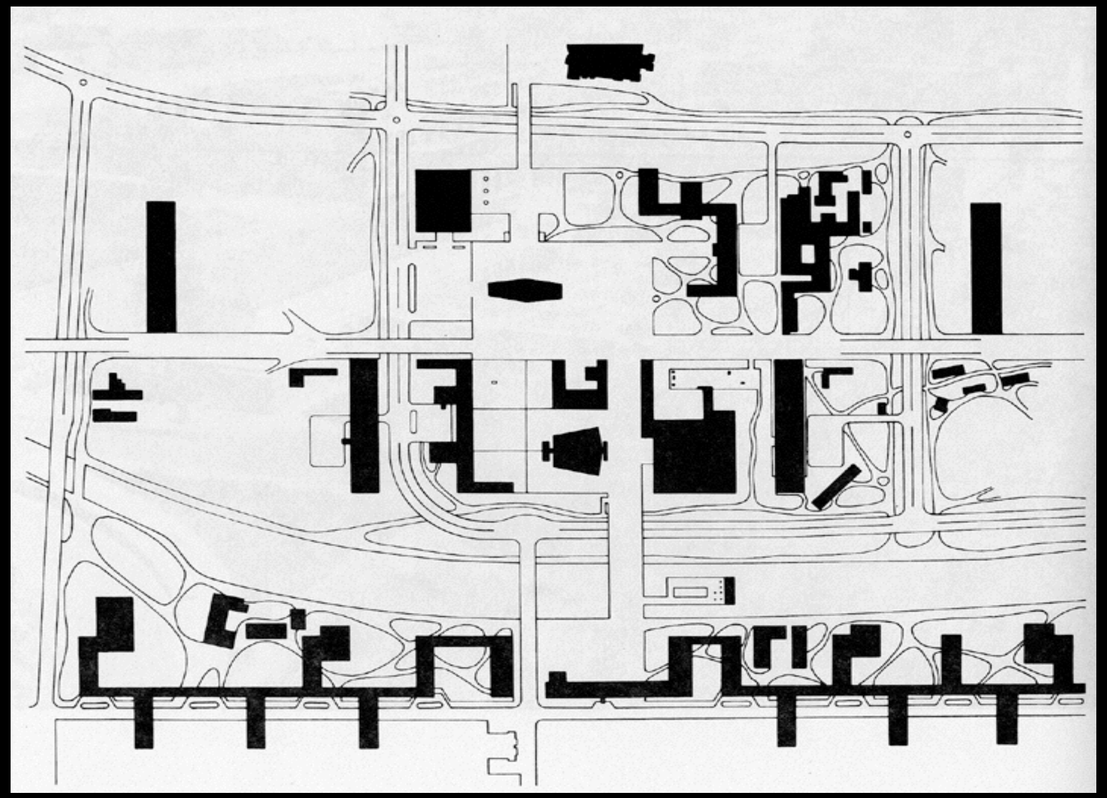


Multiple simultaneous flush syndrome

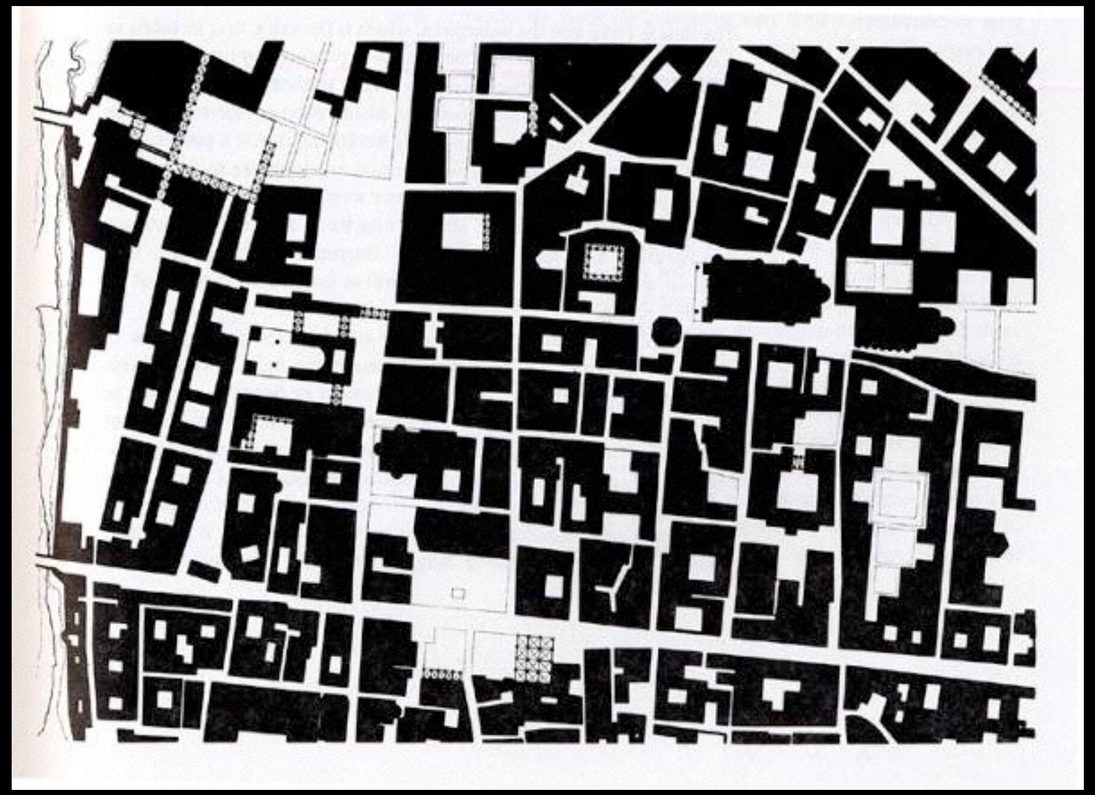
The practice of providing infrastructure with the capacity to cope with an event that could conceivably happen, but is extremely unlikely to

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Corbusier



Italian town



Hulme Manchester



1951 (Approx. 60 dwelling/acre)

0 50 100 150 200 250

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2000 (Approx. 35 dwelling/acre)

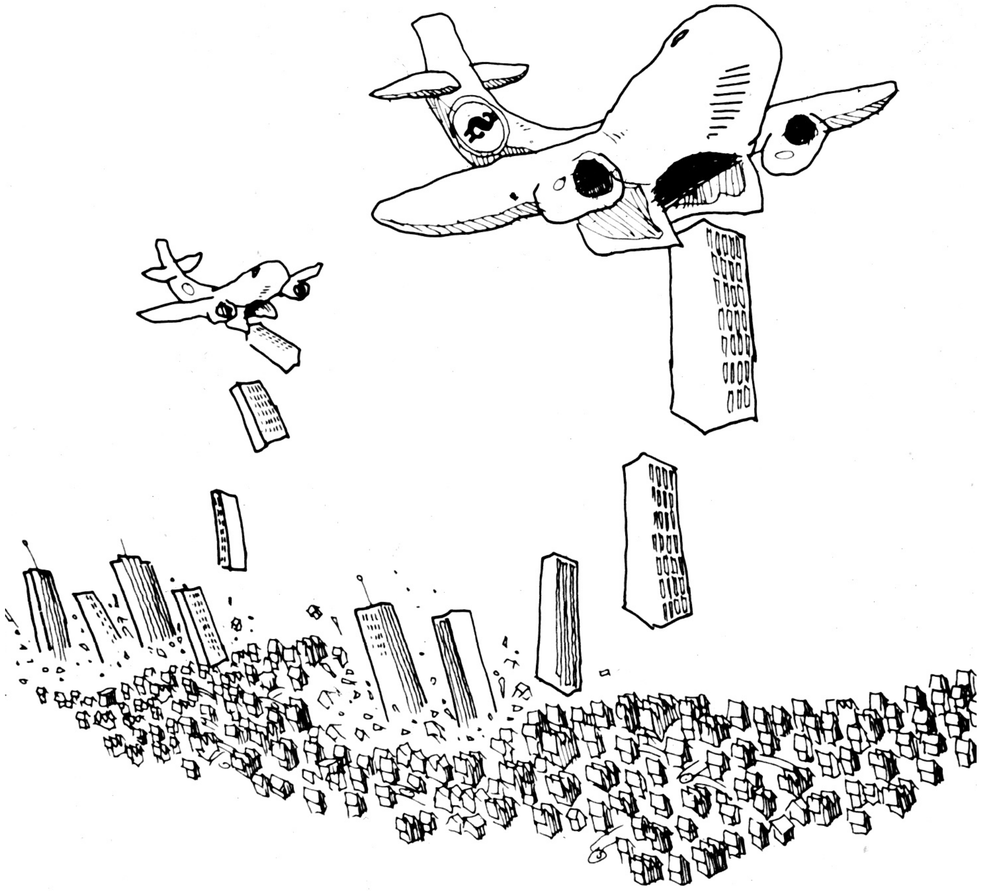
0 50 100 150 200 250 m

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”Bird shit Architecture!”

(City Planning from 10.000 meter above the ground)





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Brasilia (1955-)







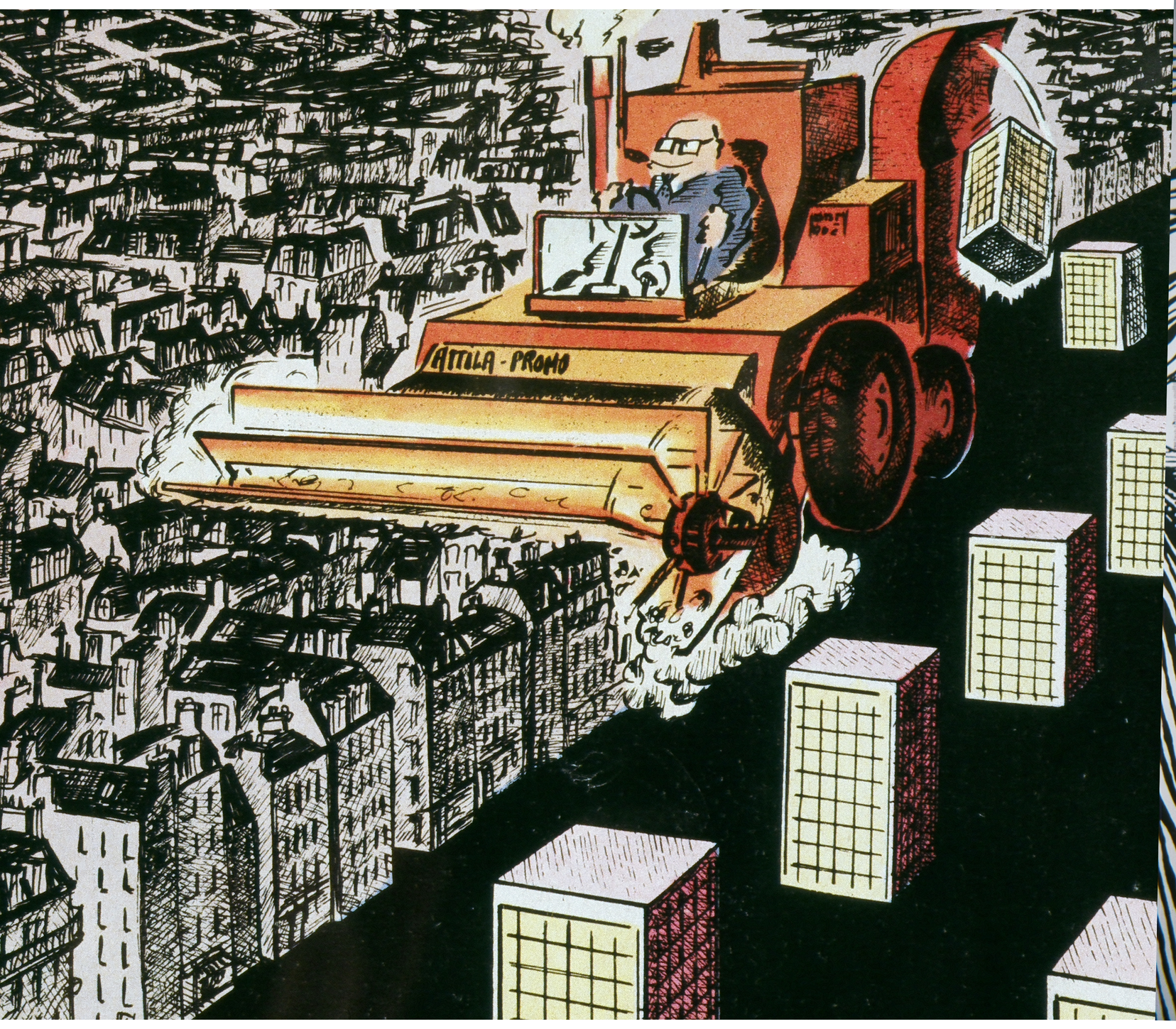
Brasilia -The human scale is completely neglected


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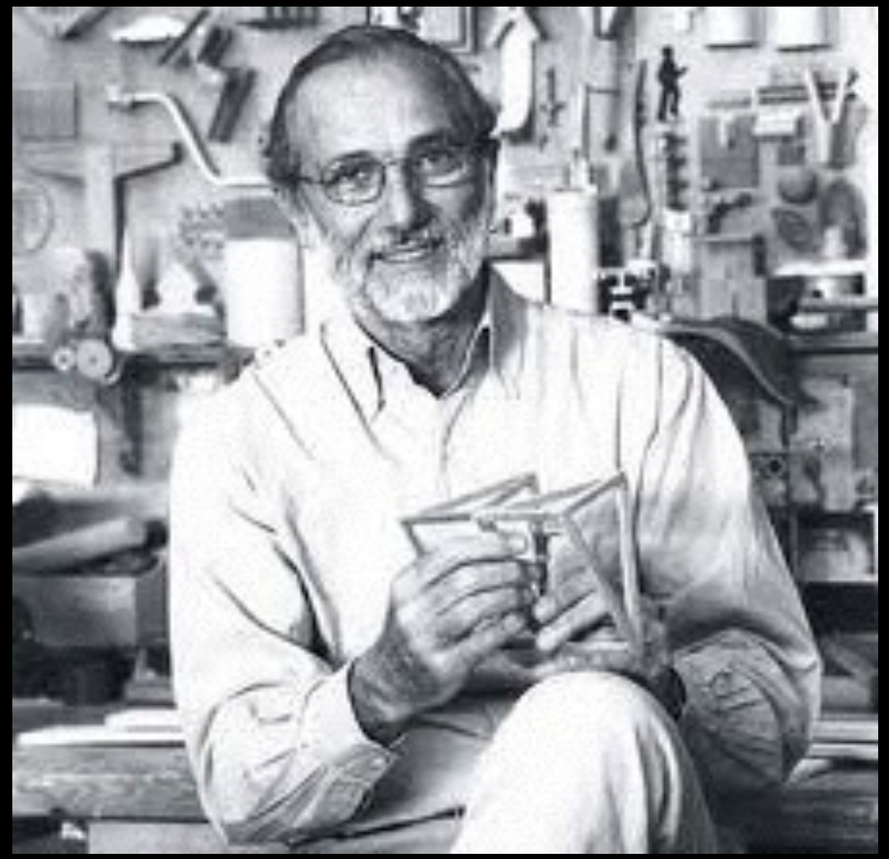





ATTILA - PROMO




The ‘big shed’ theory of economic development!
GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS



Renzo Piano

Gehl
Architects

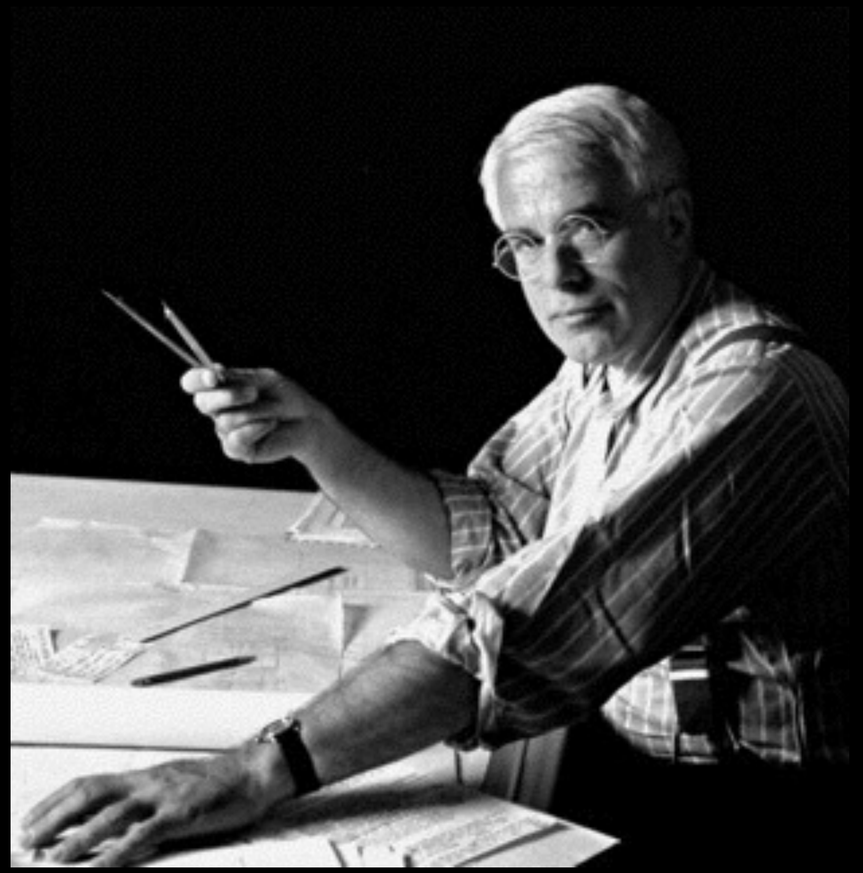
il Vulcano Buono



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Architects



Peter Eisenman

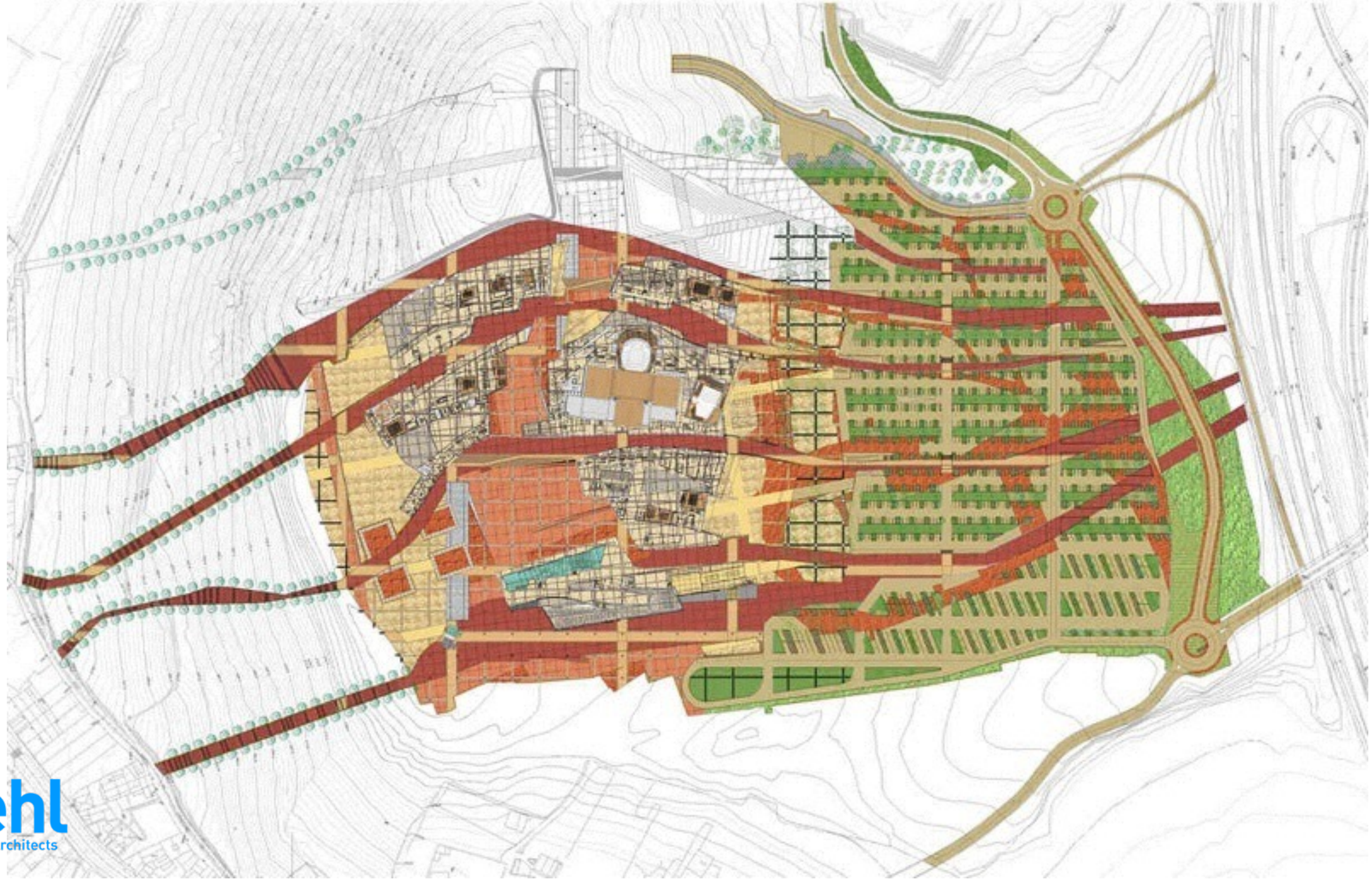
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Santiago de Compostela, Cidade da Cultura.

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Gehl
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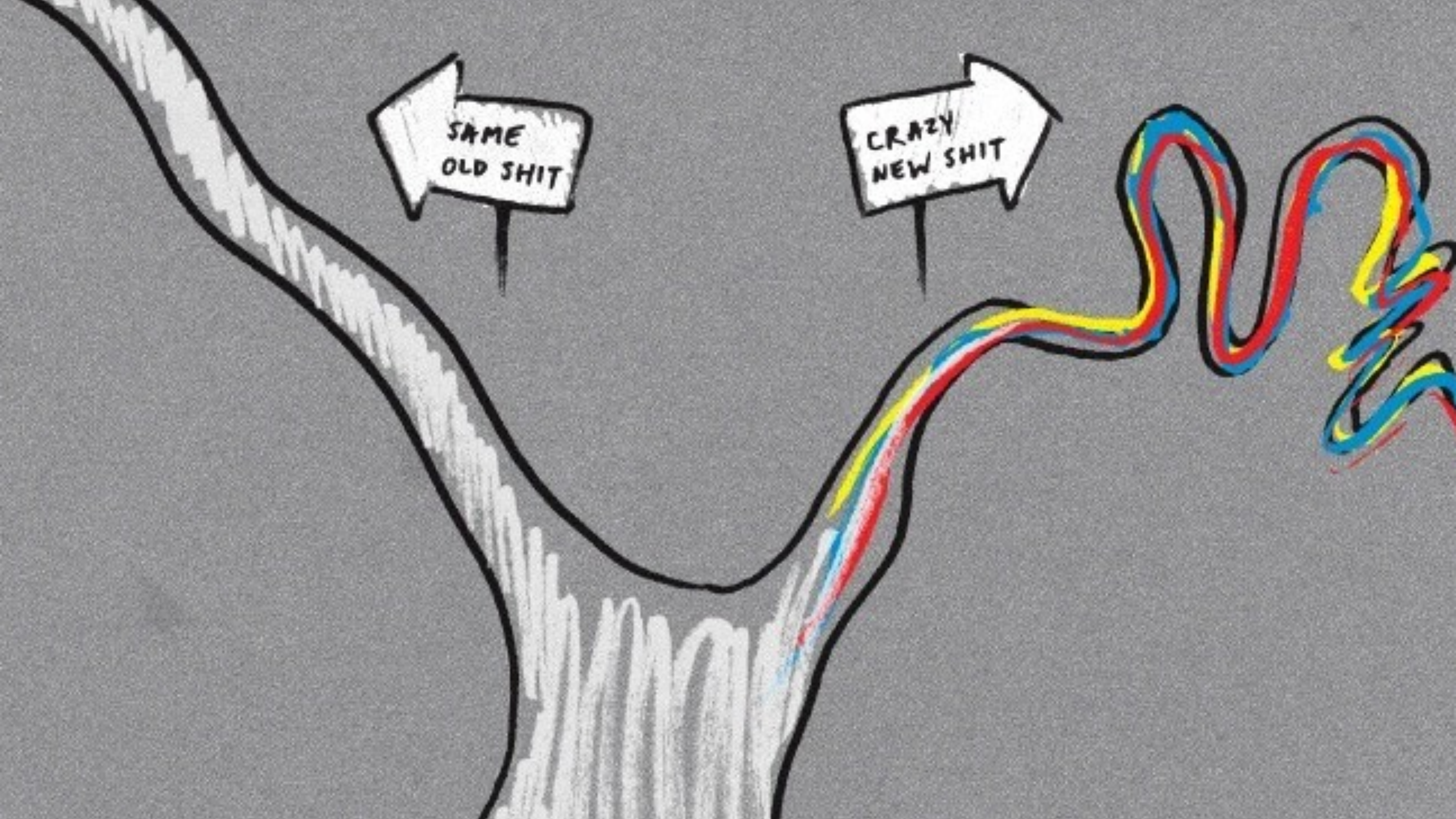


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“Accountants kill great companies”

Steve Jobs

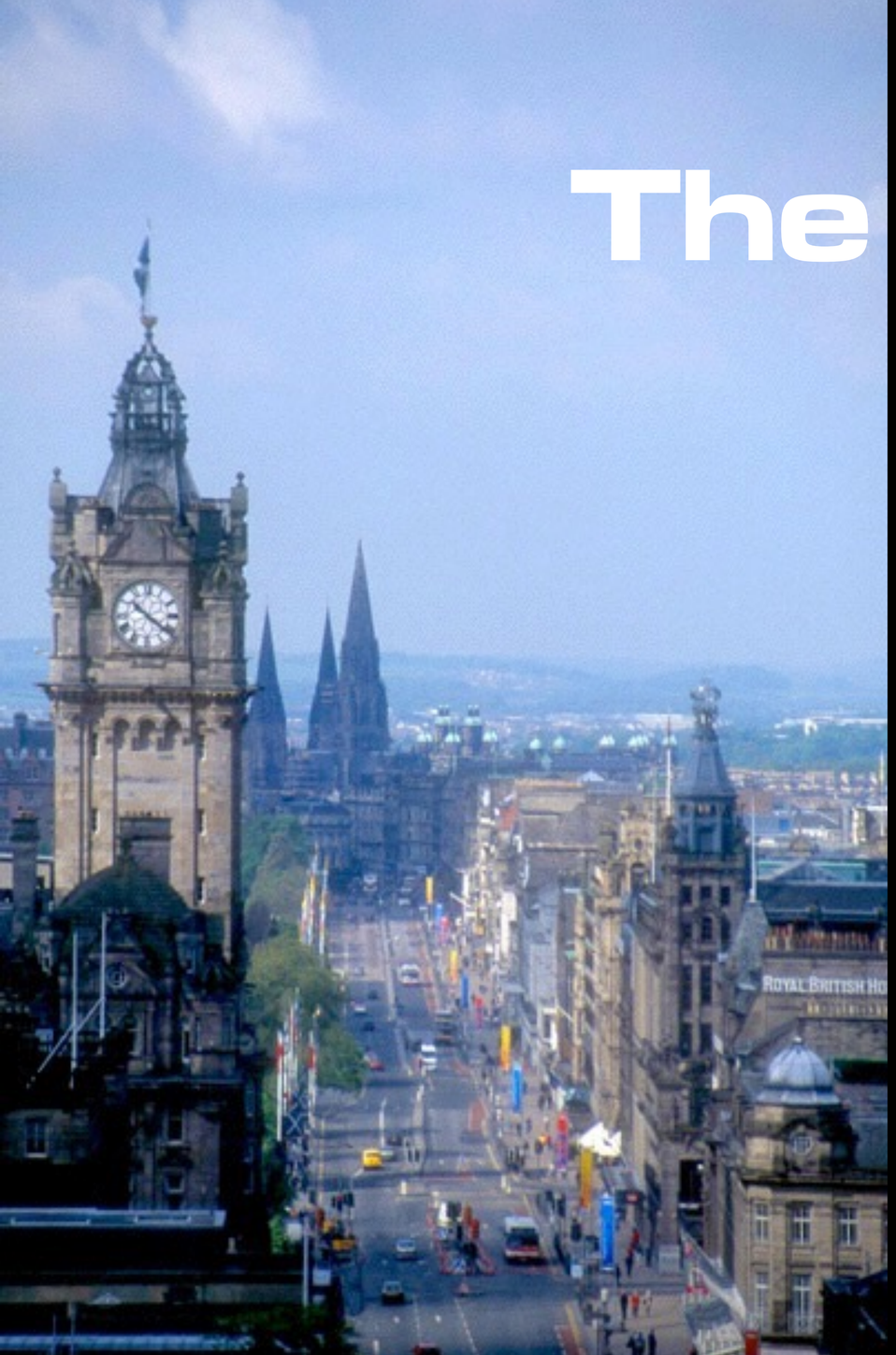

SAME
OLD SHIT
CRAZY
NEW SHIT

In my twenties
I stopped growing
I then started to

EXPAND !

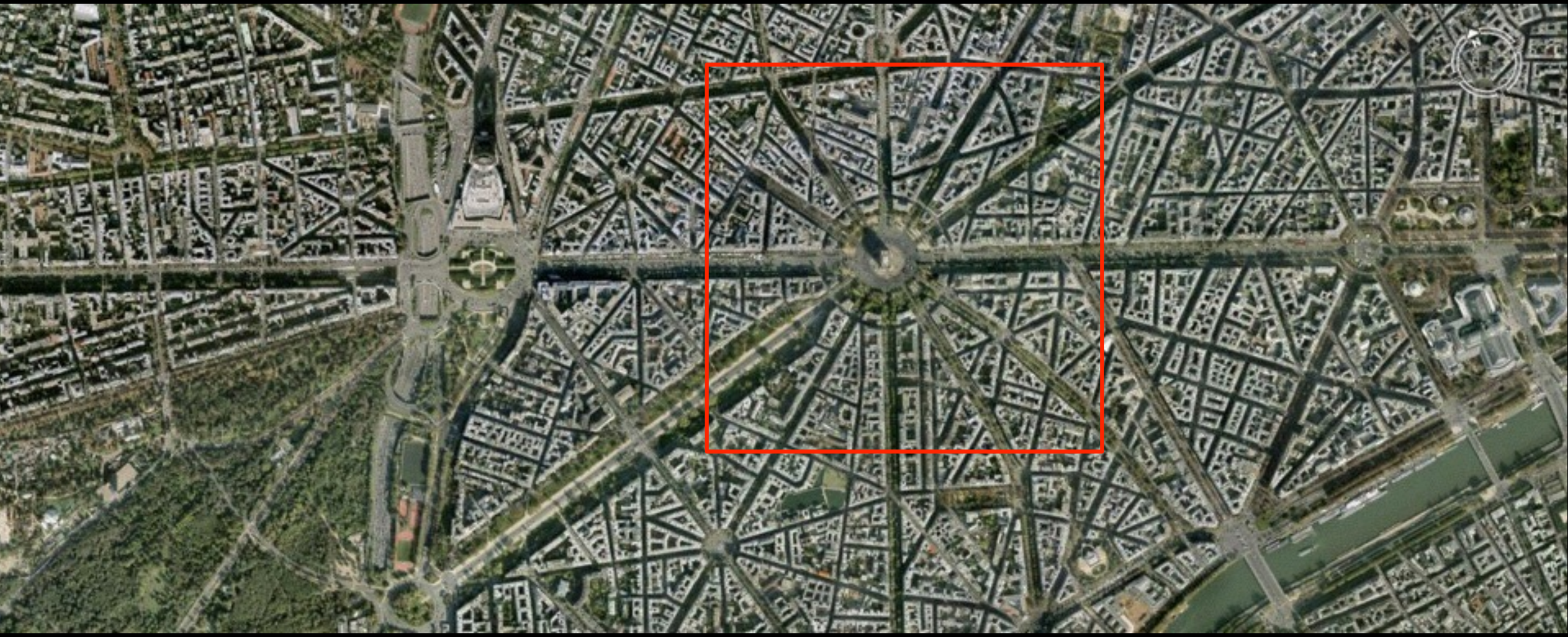


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The value of ‘PLACE’

Richard Florida -- states in his book, "Who's Your City?," that the selection of where to live ranks as life's most important decision



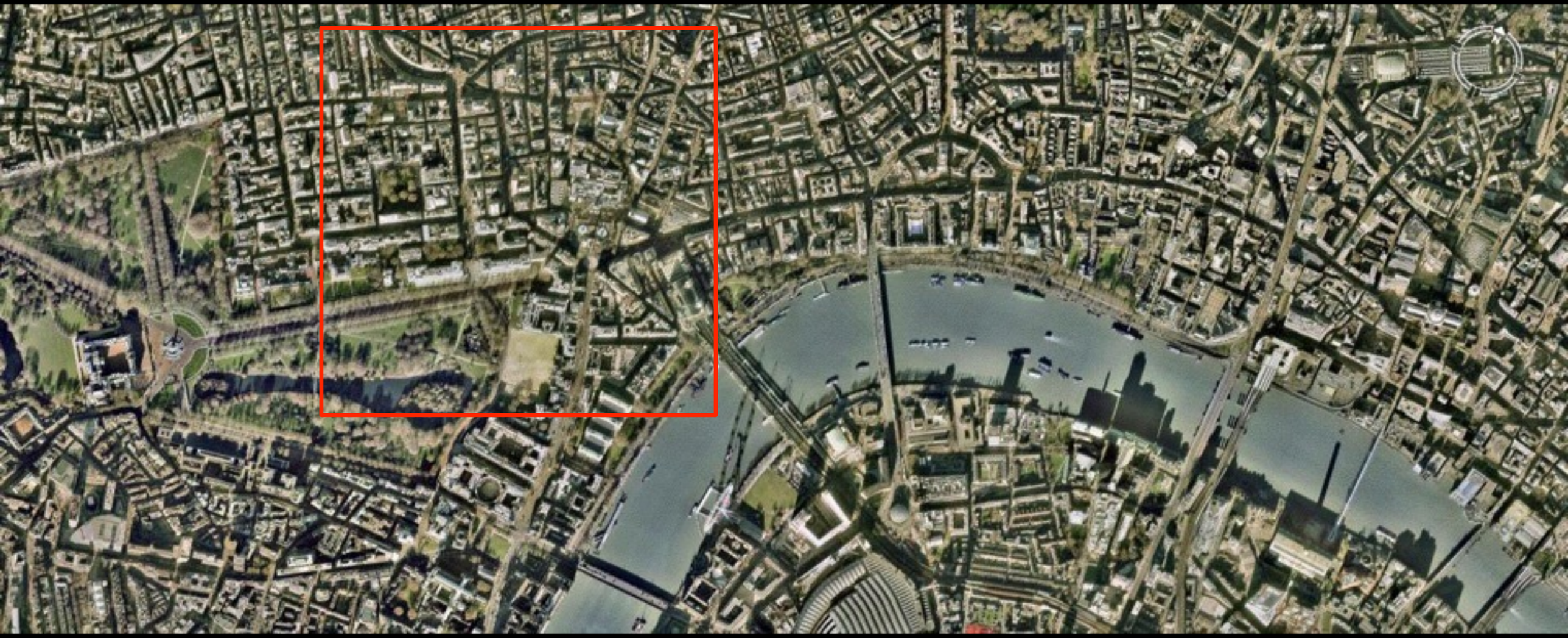
PARIS



DUBAI



NEW YORK



LONDON



VENEZIA











THE DNA OF PLACE





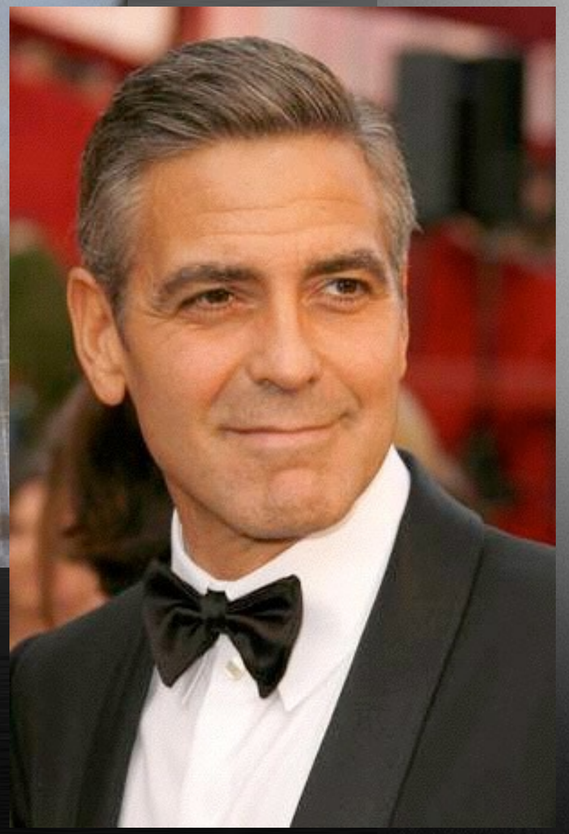

HAVFRUEN
KONTOR
TIL LEJE



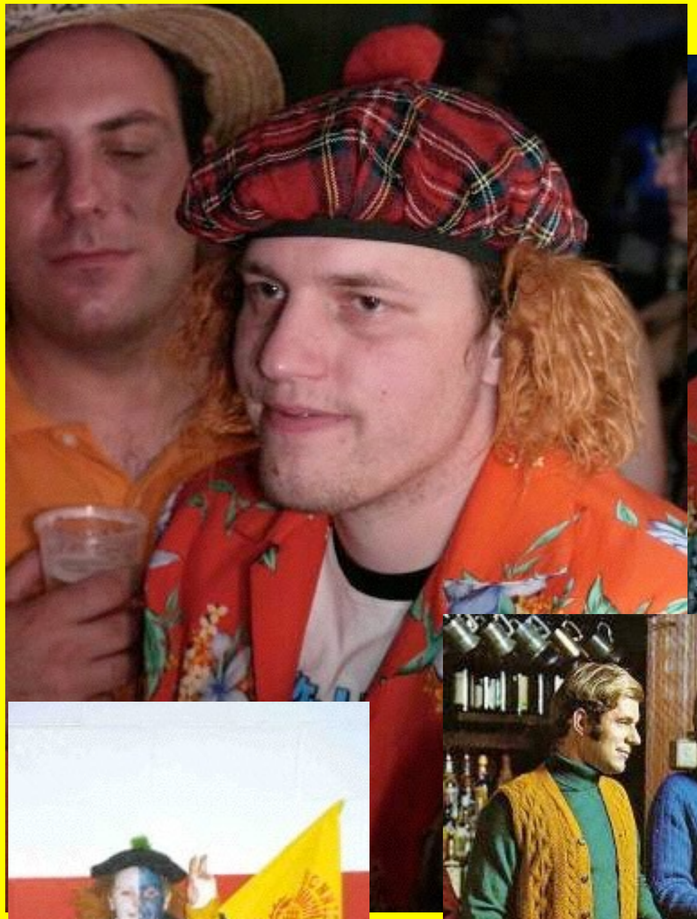

























MOTHER GOOSE
YOUR CITY


Hazel McCallion
Mayor

Mississauga - Canada

- Safest city in Canada
- 6th largest city
- 4th largest office center in Canada
- Fastest-growing major city
- World-class sports and recreation facilities, parks and trails, community centers
- Highest educational attainment in Canada in 2001
- Leader in Healthy Cities movement
- One of the world's best mayors
- Downtown (Civic Centre) anchors:
  - City Hall
  - Main Library
  - Living Arts Center
  - Regional Mall



MISSISSAUGA





Mississauga – Canada - Questions

- Mental health ?
- Marriage break down?
- Substance abuse?
- General Health and Wellbeing?

It is costing us the earth, it is costing us our lives




Houston er de fedes by

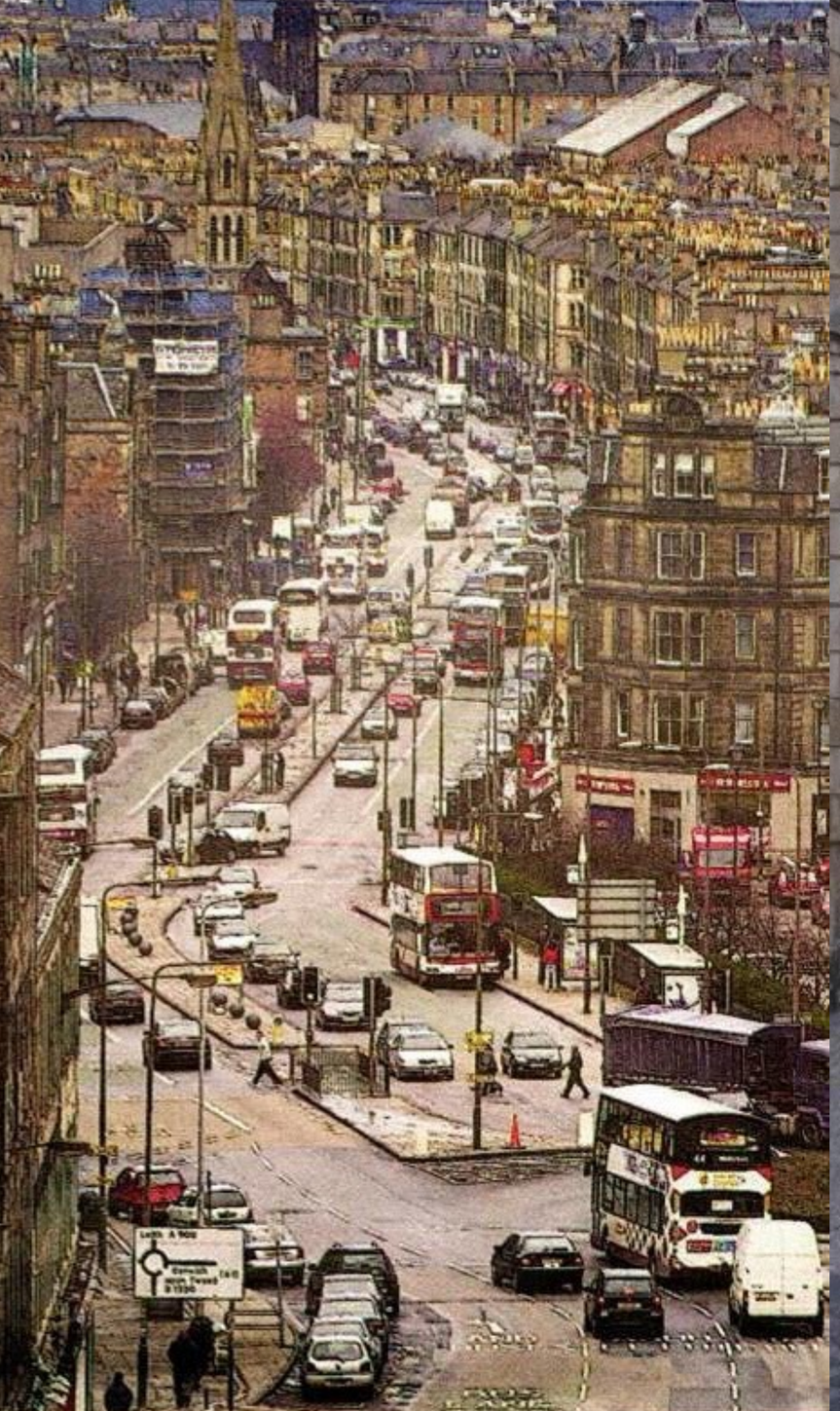
"Houston - the city with the fattest people in the world"



WE HAVE TO MAKE HARD DECISIONS













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This burns Oil and Costs you Money



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Let's get our priorities right!

What makes people healthy?

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fresh air

Spending time outside

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regular exercise

& healthy eating

Gehl
Architects



Meet People

Positive human contact - sharing quality time with each other

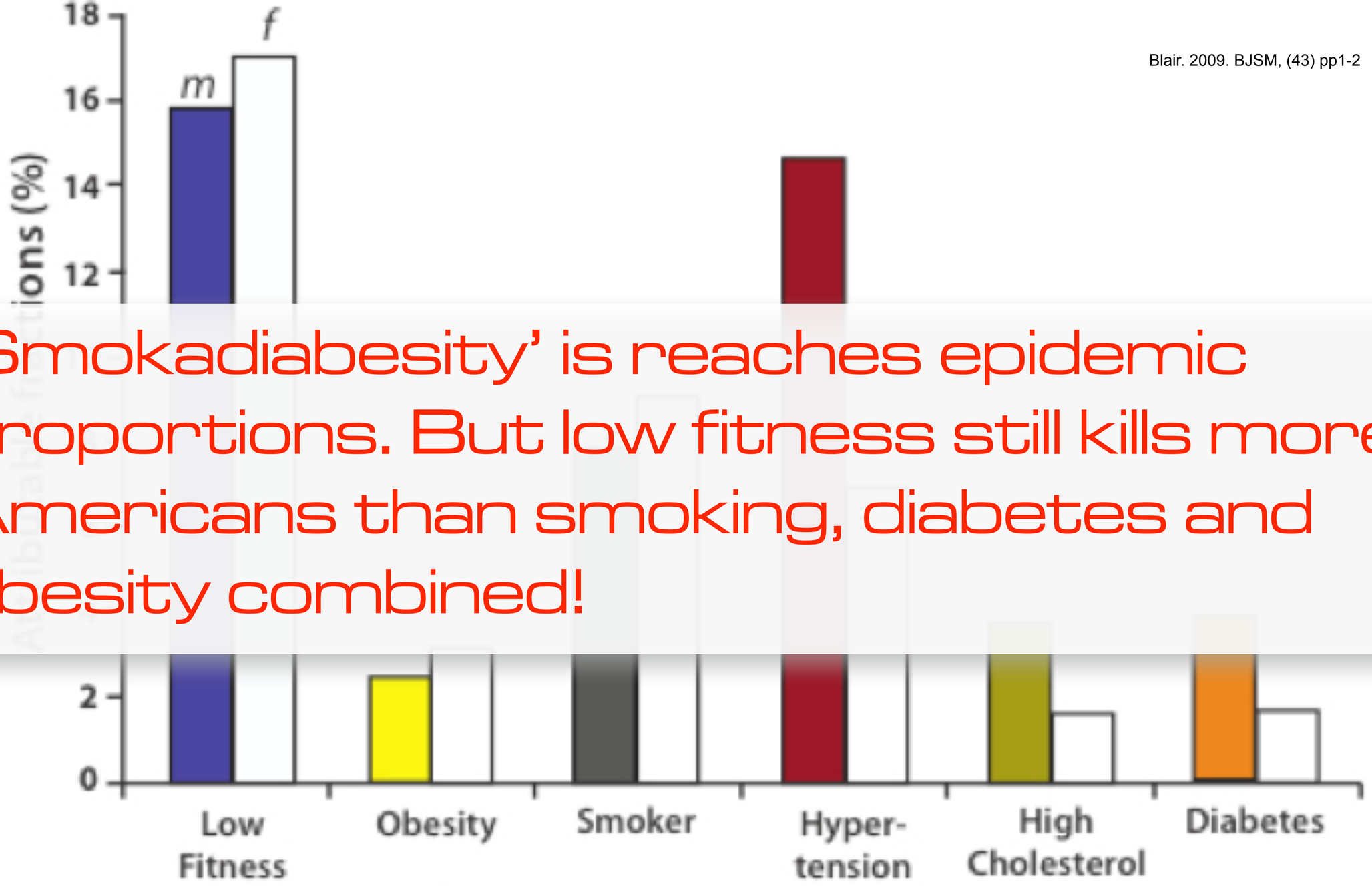
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Hug someone


SMOKADIABESITY

Blair. 2009. BJSM, (43) pp1-2

‘Smokadiabesity’ is reaches epidemic proportions. But low fitness still kills more Americans than smoking, diabetes and obesity combined!



Which risk factors kill more people

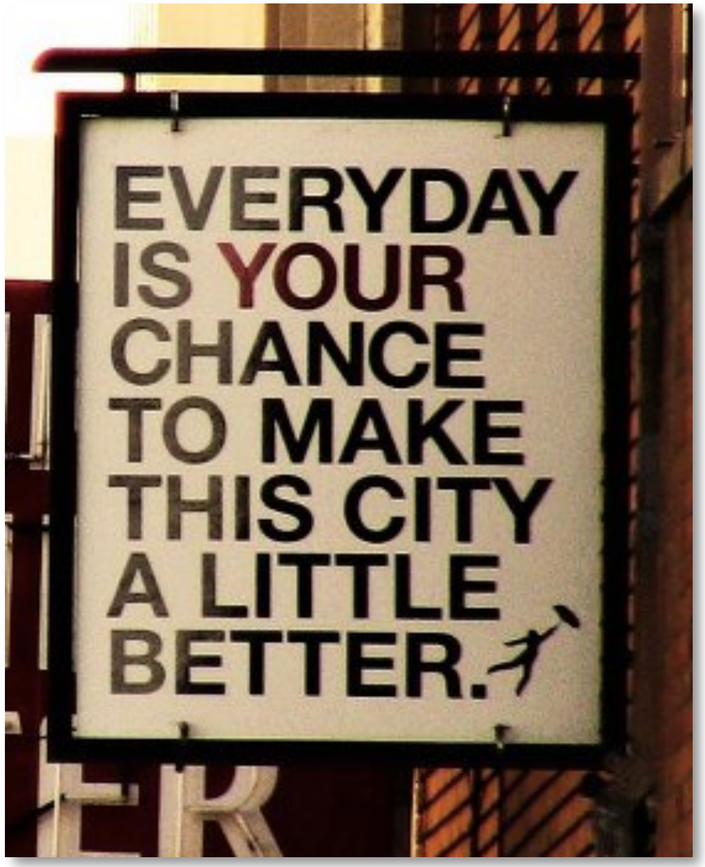
Wellness is a state

not only the absence of disease

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ALFRESCO

”In this City everything will be done to invite people to walk and cycle as much as possible in the course of their daily life”



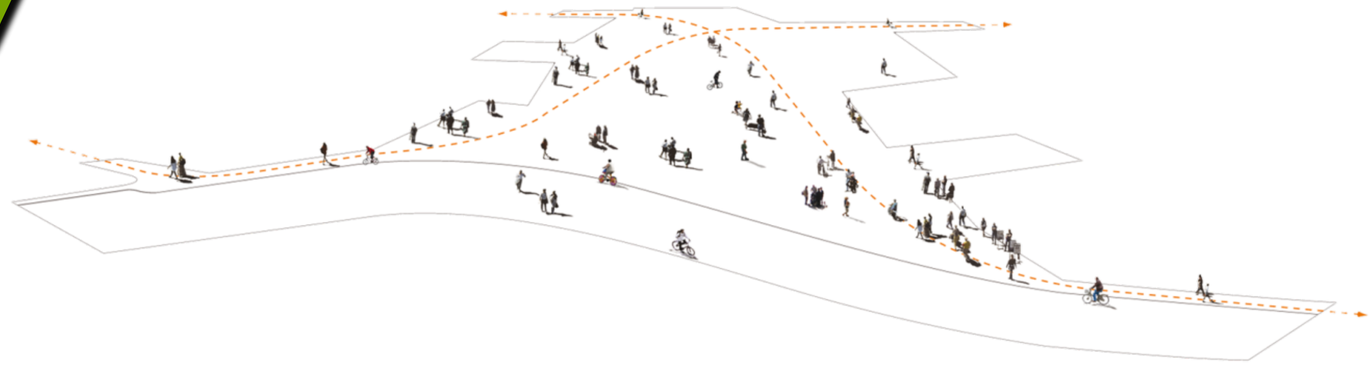


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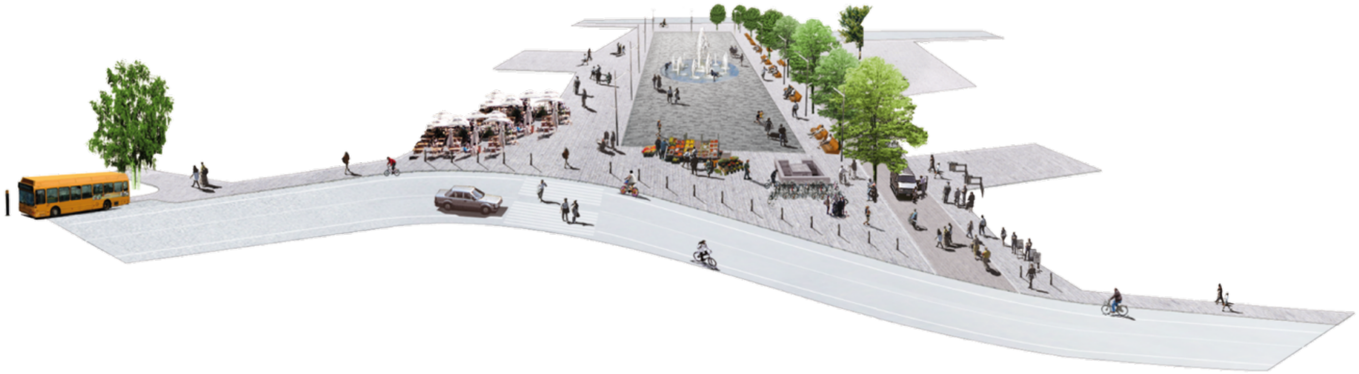
You may arrive by plane, train, boat, bus, car or cycle but the majority of you will all become pedestrians

Our methodology

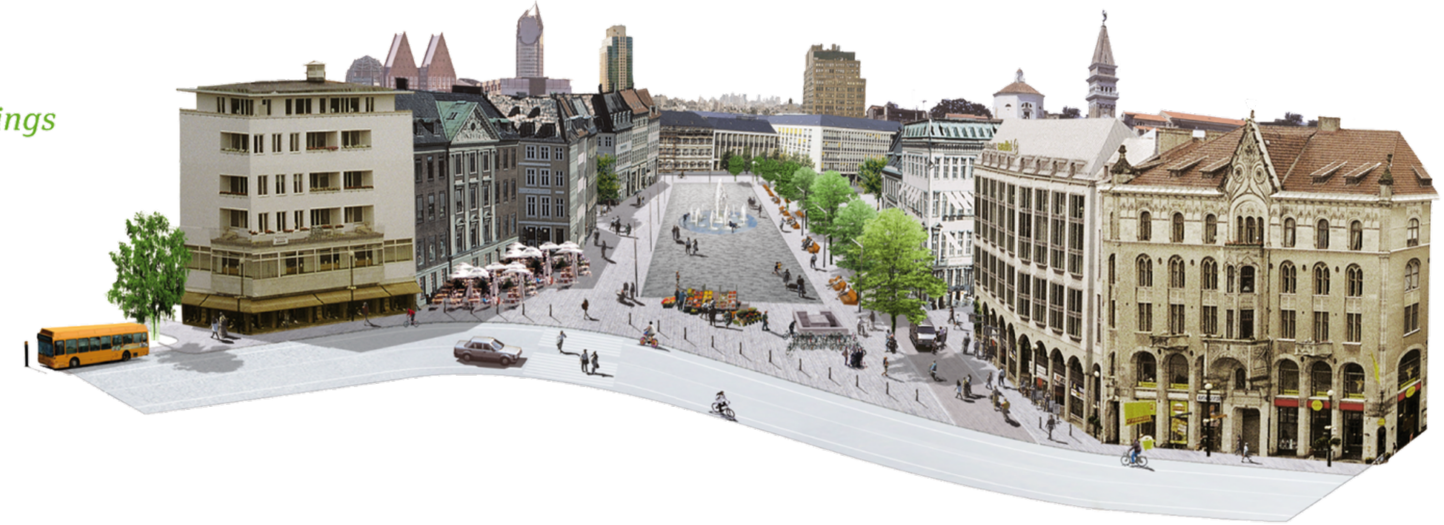
1 *Life*



2 *Space*



3 *Buildings*



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Cities are for People!



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Central to any consideration about space and place must be - People



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Man is a Walking Animal – Ground Speed 5 km/hour

Mammalian Brain:

Memory

Maternal love

Sociability

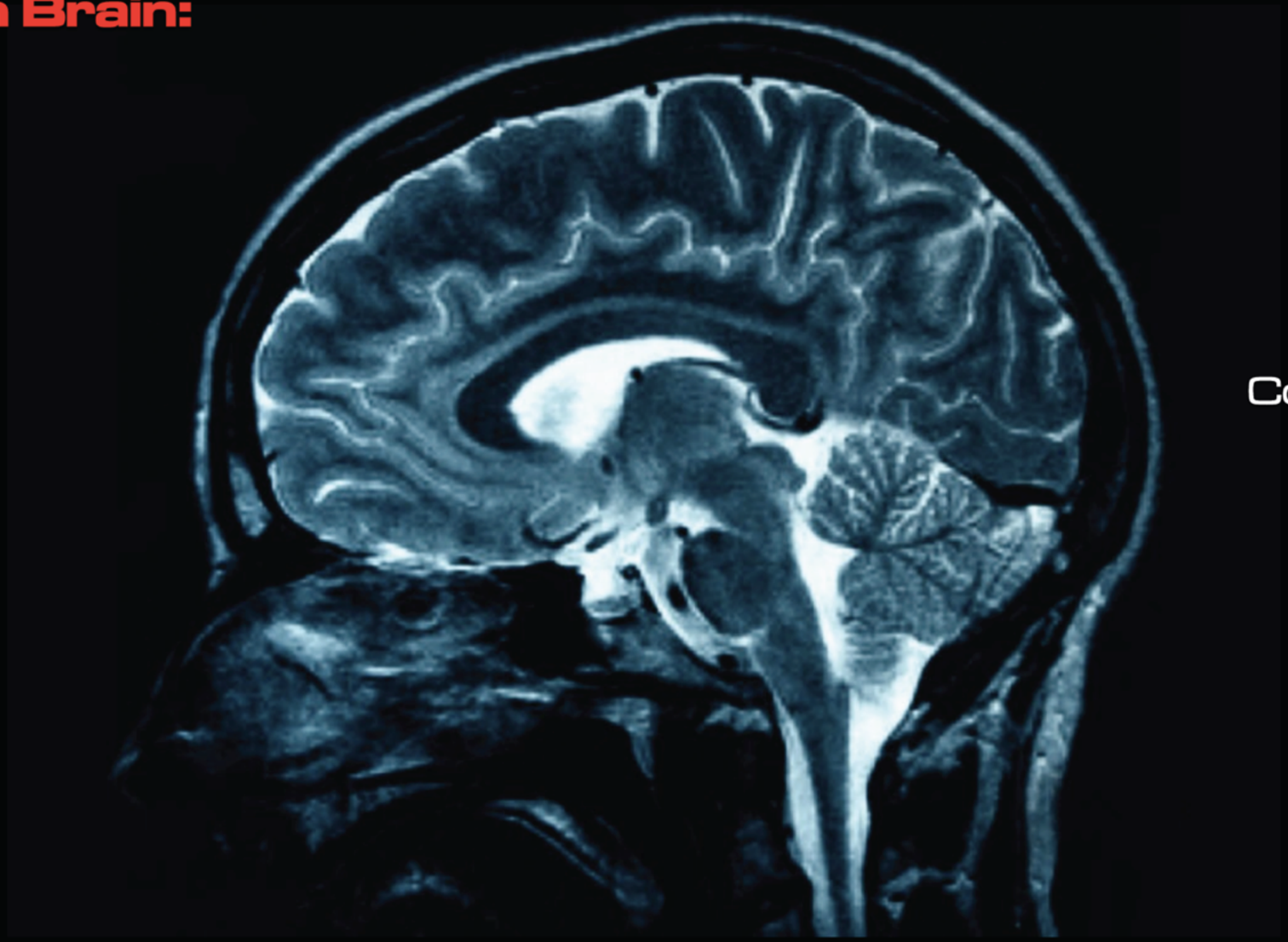
Anxiety

Attack

Fear / hate

Anger

Jealousy



Cortex:

Logic & analysis

Language

Rational thought

Morality

Control of emotions

Reptilian Brain:

Breathing / temperature Avoidance Survival Hunger / thirst Territoriality

Balance Reproductive drive

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Walking as an aesthetic practice



'A line made by walking' Richard Long 1968

"...an action that is simultaneously an act of perception and of creativity of reading and writing the territory"

Francesco Careri

Gehl Architects

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URBAN QUALITY CONSULTANTS



WE HAVE A MAXIMUM VELOCITY OF 32 Km/h



Velocity

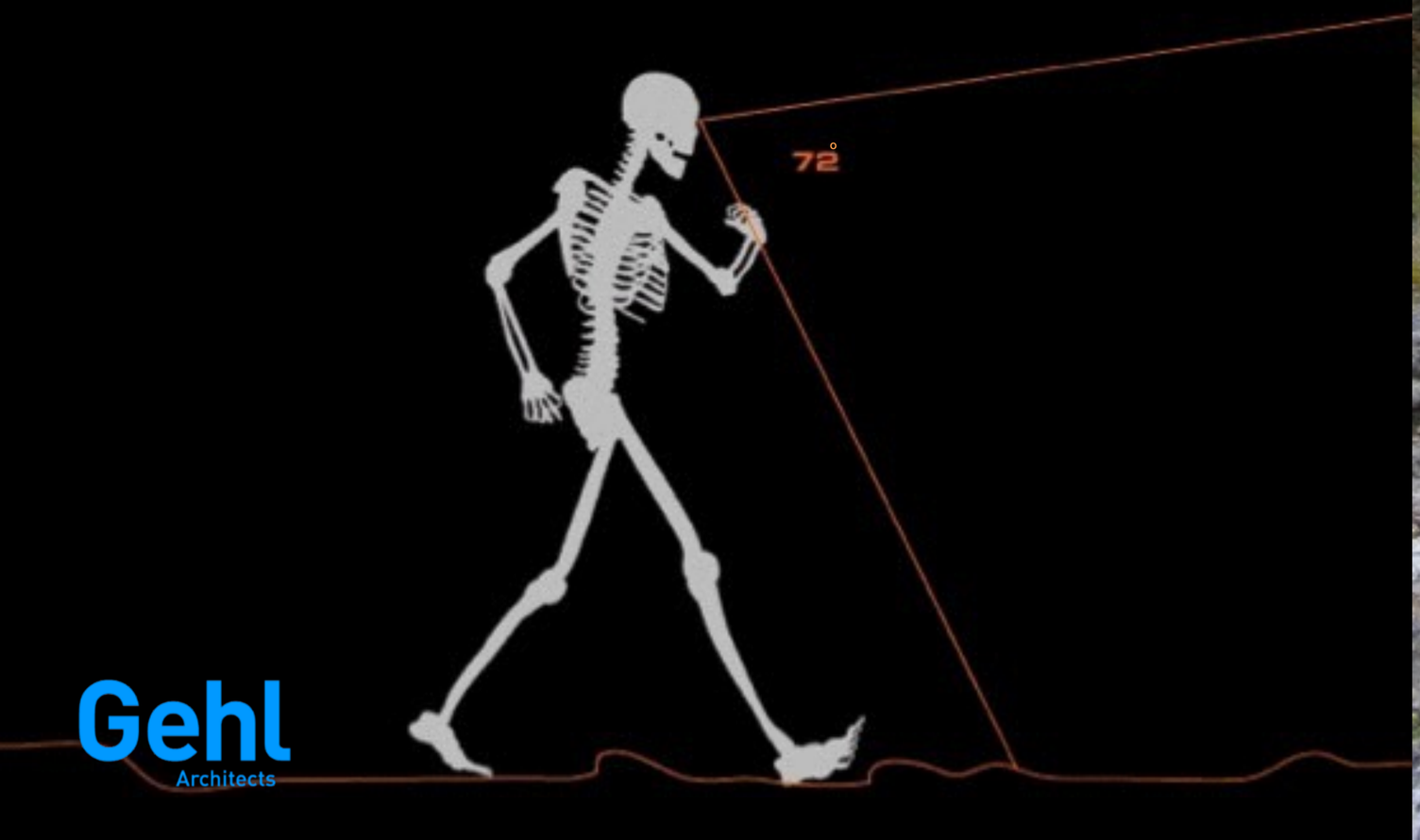


OUR RIB CAGE CAN WITHSTAND IMPACTS AT UP TO 32 Km/h

Our ancestors used to chase down prey by running them to the ground.

When walking we look where we are putting our feet!

public realm is a recent invention.



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SIX MILLION YEARS LATER

-we are still a slow, fragile, linear, horizontal, max 5 km/h walking creature







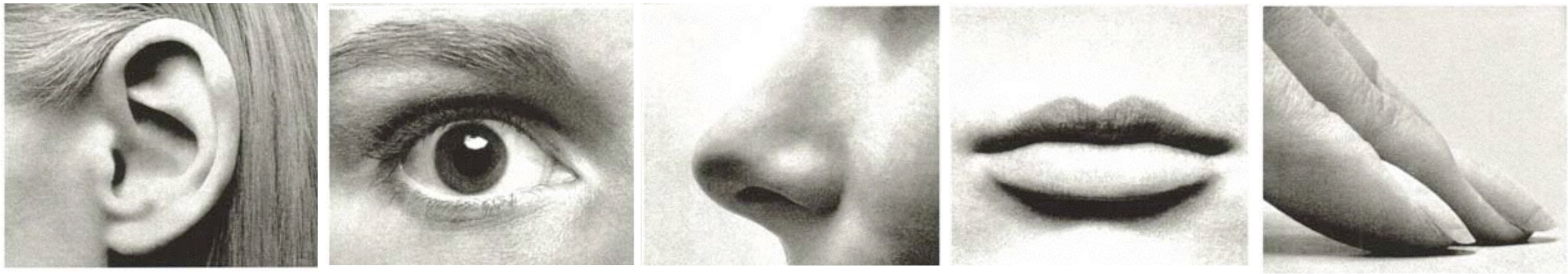



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Cultures are different.....


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Climates are different.....



But the way people inhabit and use space is universal



Our senses are very important

What do we experience at eye-level?



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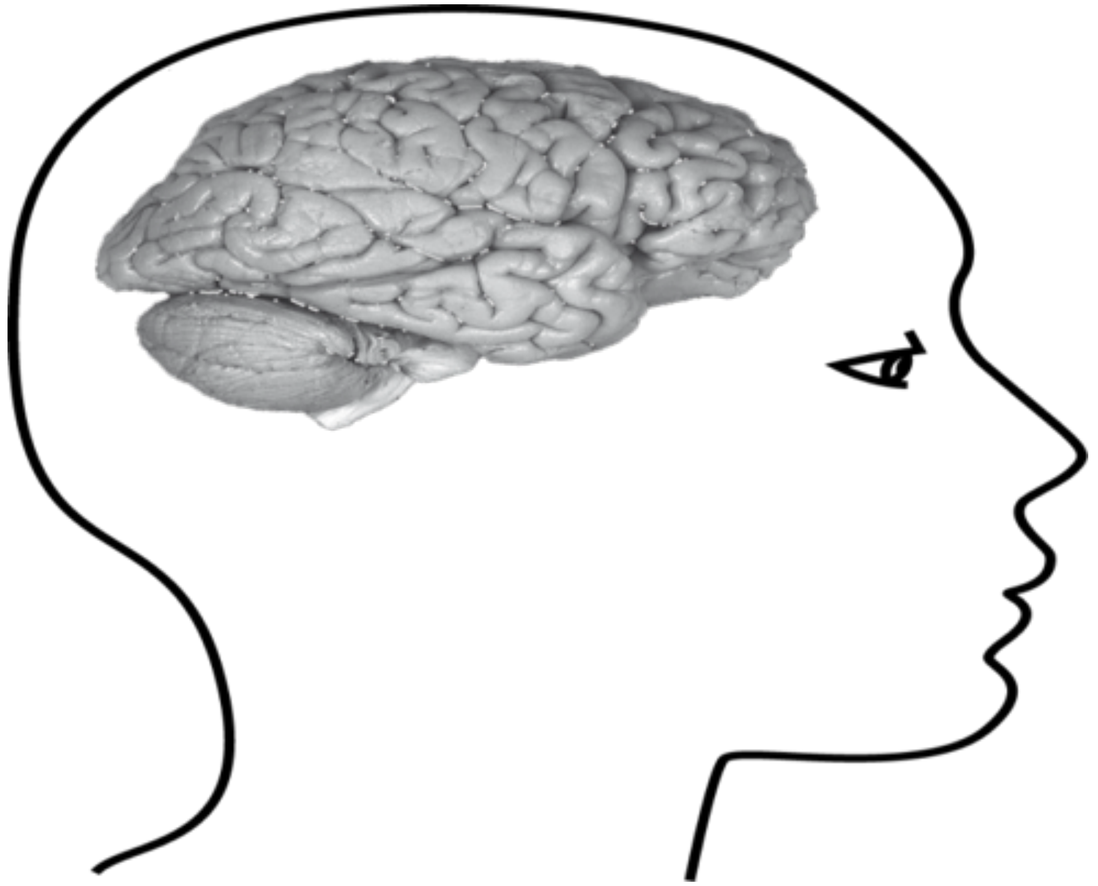


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We need a lot of stimuli

1000 stimulus per hour =

1 per every 4 seconds



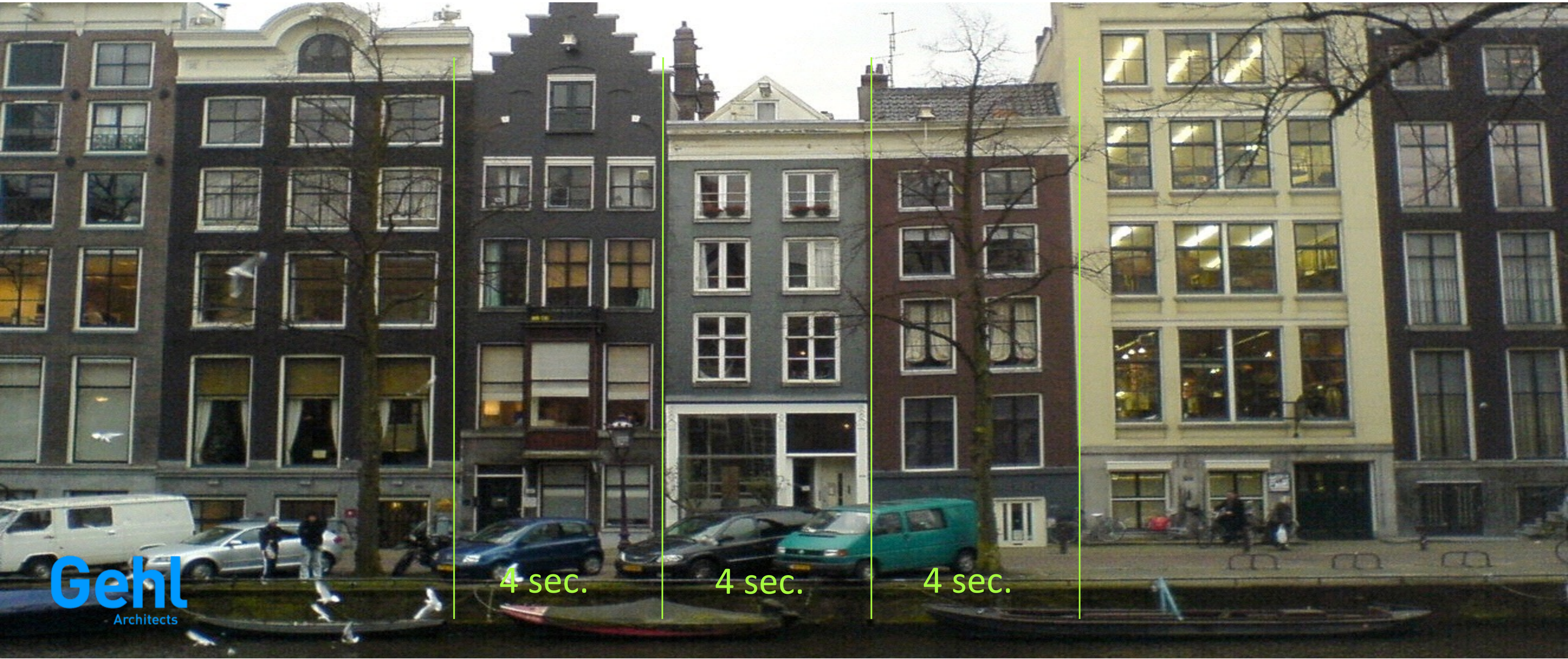
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Human senses are a necessary planning consideration



Human senses are a necessary planning consideration



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What makes us comfortable





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Social distances

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Public distance (3.5-50 m)



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Social distance (1.3-3.5 m)





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Personal distance (0.5–1.3 m)





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Intimate distance (0.5)



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The social field of vision range 0,5 - 100m



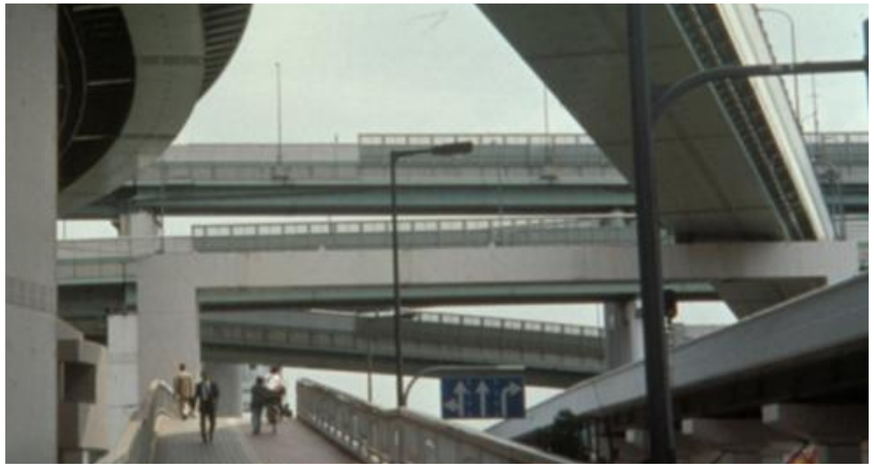

Entorno de 5 km/h:
Hecho para caminar
Gehl
Architects
Bo 01 Malmö

60km/h environment
made for driving through











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MAKING PEOPLE VISIBLE IN THE PLANNING PROCES





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The Traditional City

The Invaded City





The Abandoned City





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The Reconquered City

WHAT WILL SUCCESS LOOK LIKE

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25
福岡 17
Fukuoka 17
VANCOUVER 8
THE MONOCLE
GLOBAL QUALITY
OF LIFE SURVEY
Copenhagen 1
Sydney 11
Paris 10
14 Berlin
HELSINKI 5
Munich 2
N-13
Madrid

How could Copenhagen change from being a car dominated city to the bicycle city it is today?



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From car invasion.....

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From car invasion.....to people place



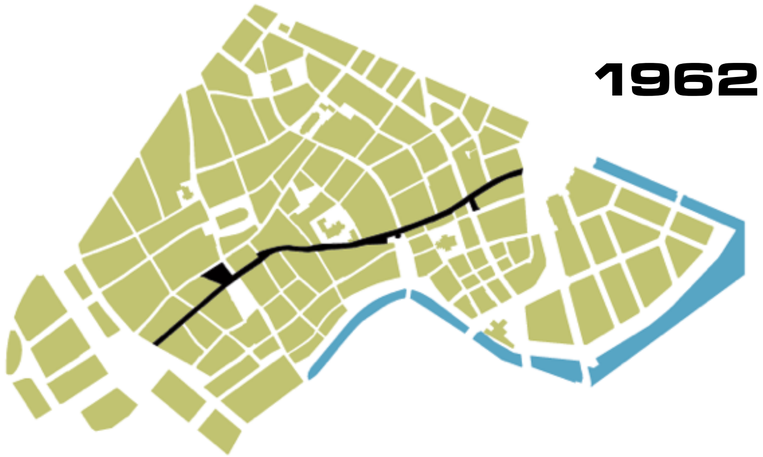
pre 1980's a car park for 180 cars



since 1980 a destination for 6000 people



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1962 First Pedestrian street



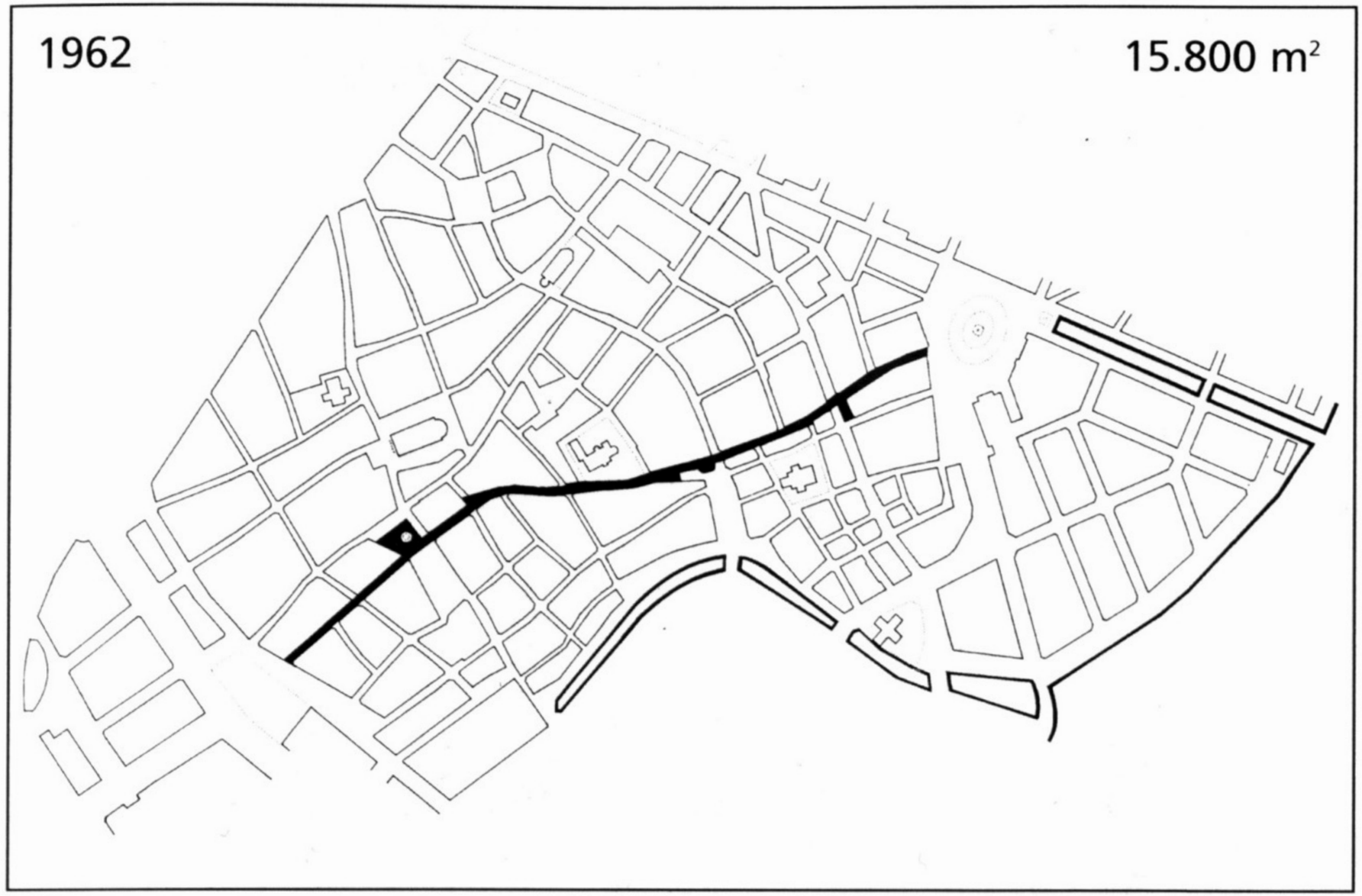
1973 Network of streets



2013 More and more places to stay

More than 22 squares that used to be parking lots are now people spaces

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Strøget - the first car-free street 1962

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They said it cannot be done



"Strøget" before 1962

The shops will die!
The climate is wrong!
It is not our culture!

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80.000 people per 24 hours in the summer

The shops are having a great time!

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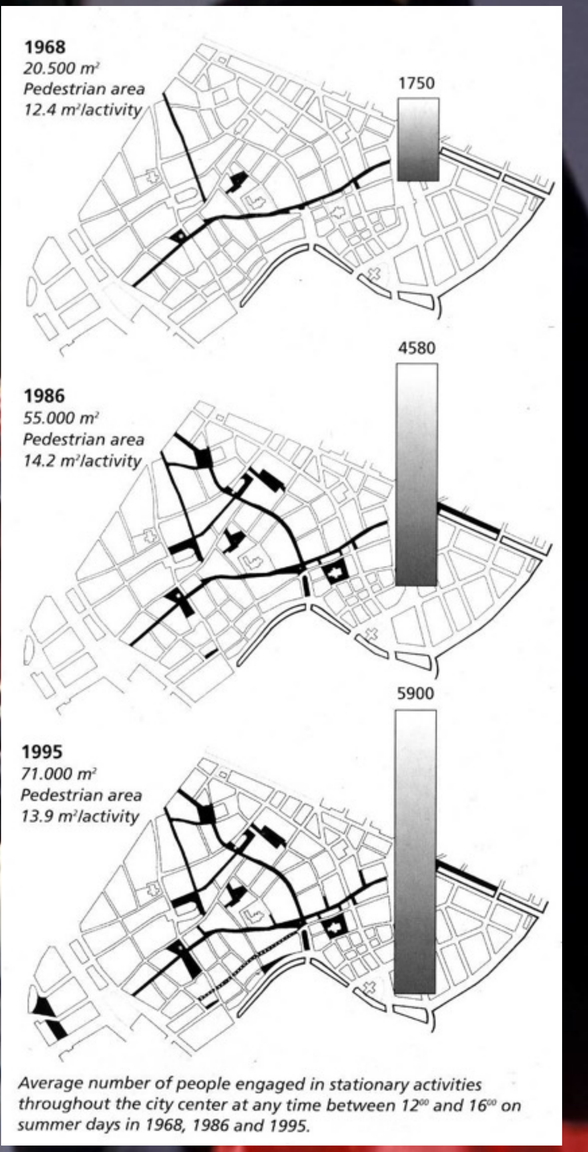
People stayed longer and longer

Almost 4 times more space

= Almost 4 times more activity

We changed the culture

From walking and shopping to include many other activities like meeting other people, enjoying cultural events, al fresco dining or just watching other people



Average number of people engaged in stationary activities throughout the city center at any time between 12[00] and 16[00] on summer days in 1968, 1986 and 1995.

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A city can invite more driving

More roads = more cars



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A city can invite cycling

More bike lanes = more cyclists



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A city can invite more people

More good public space = more public life!

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Modal split 2013

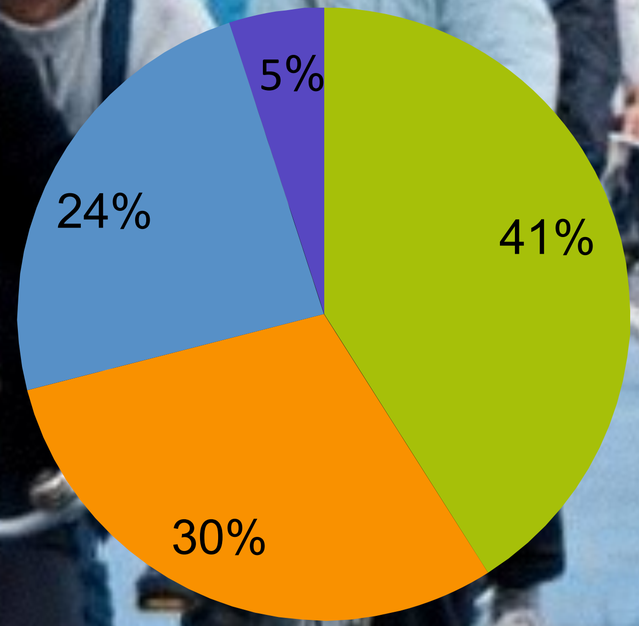
Trips to work and education

B

Pub

Car

W



The Copenhageners : 60 % by bike

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New York is turning people friendly!





Place Making is about the economy stupid!



Summer Streets and the pilot projects

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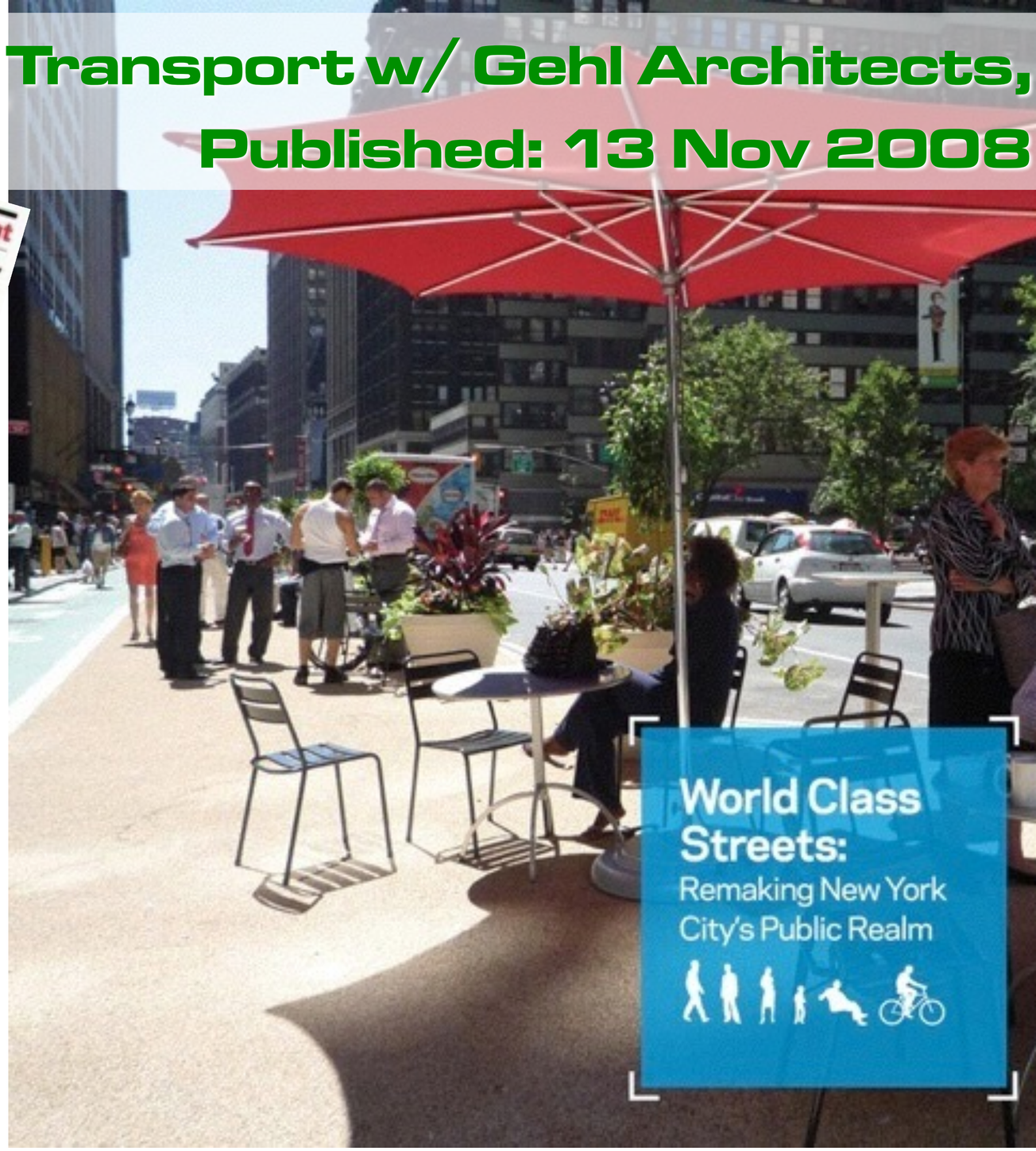




NYC Dept. of Transport w/ Gehl Architects,

Published: 13 Nov 2008







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Times Square - before

Times Square - after





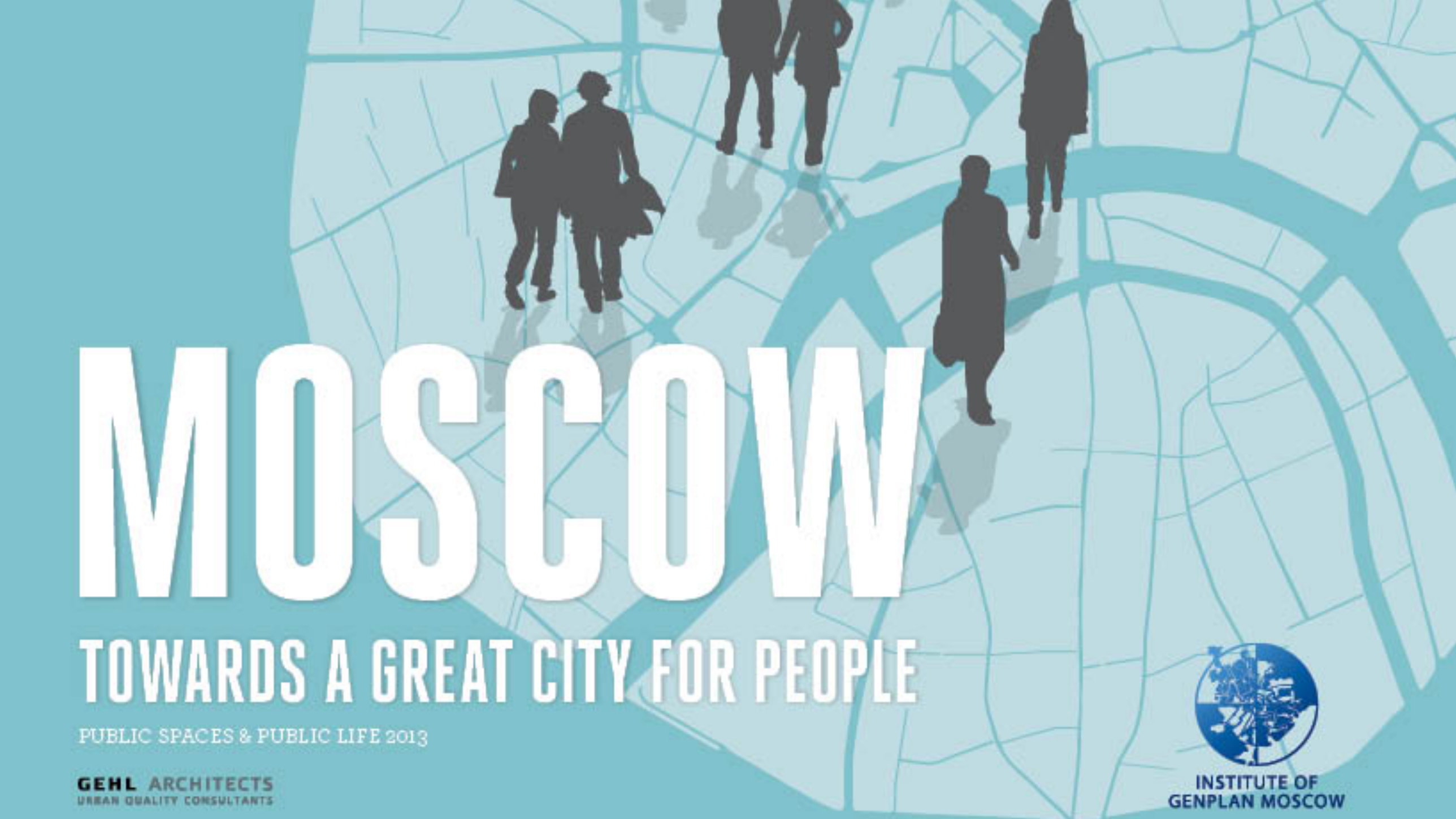
New York City Manhattan

Population: 1.63 million

Capital investment: $1.5m (Pilot phase)

- 84% increase of stationary activities at Times Square
- 42% of locals shop more often
- 26% leave their offices for breaks
- 11% more pedestrian traffic
- 17% reduction in travelling times by car at Manhattan (from south to north)
- 63% reduction of accident rates

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MOSCOW

TOWARDS A GREAT CITY FOR PEOPLE

PUBLIC SPACES & PUBLIC LIFE 2013

GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS

INSTITUTE OF
GENPLAN MOSCOW

STUDY AREA: MOSCOW CITY CENTRE



CITY OF MOSCOW – METROPOLITAN AREA



STROGINO VDNKH



CITY CENTER OF MOSCOW

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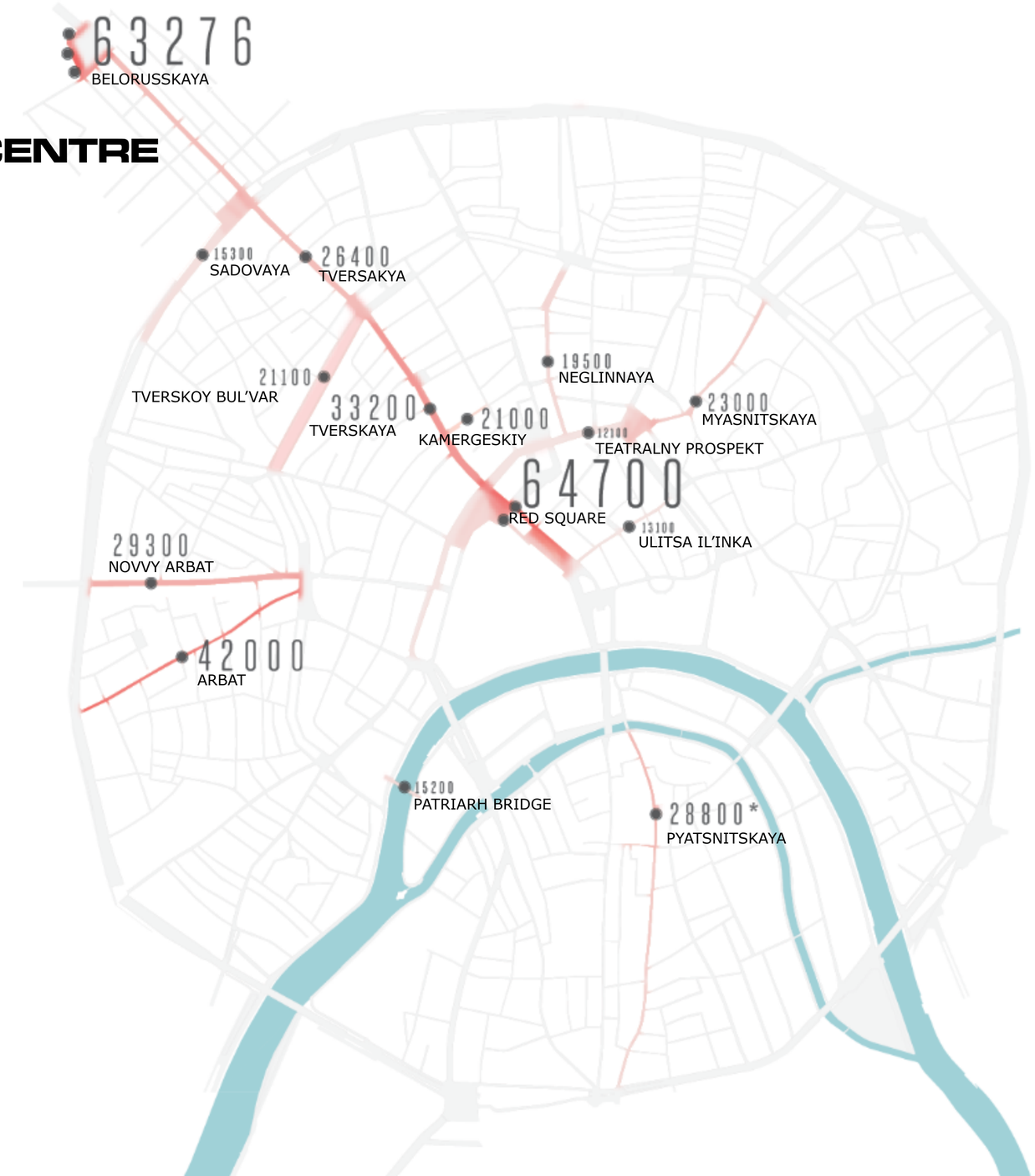
COUNTING PEDESTRIANS IN THE CITY CENTRE

PEDESTRIAN NUMBERS GENERALLY PEAK AT EVENING RUSH HOUR

MOST PEDESTRIANS AT METRO STATIONS

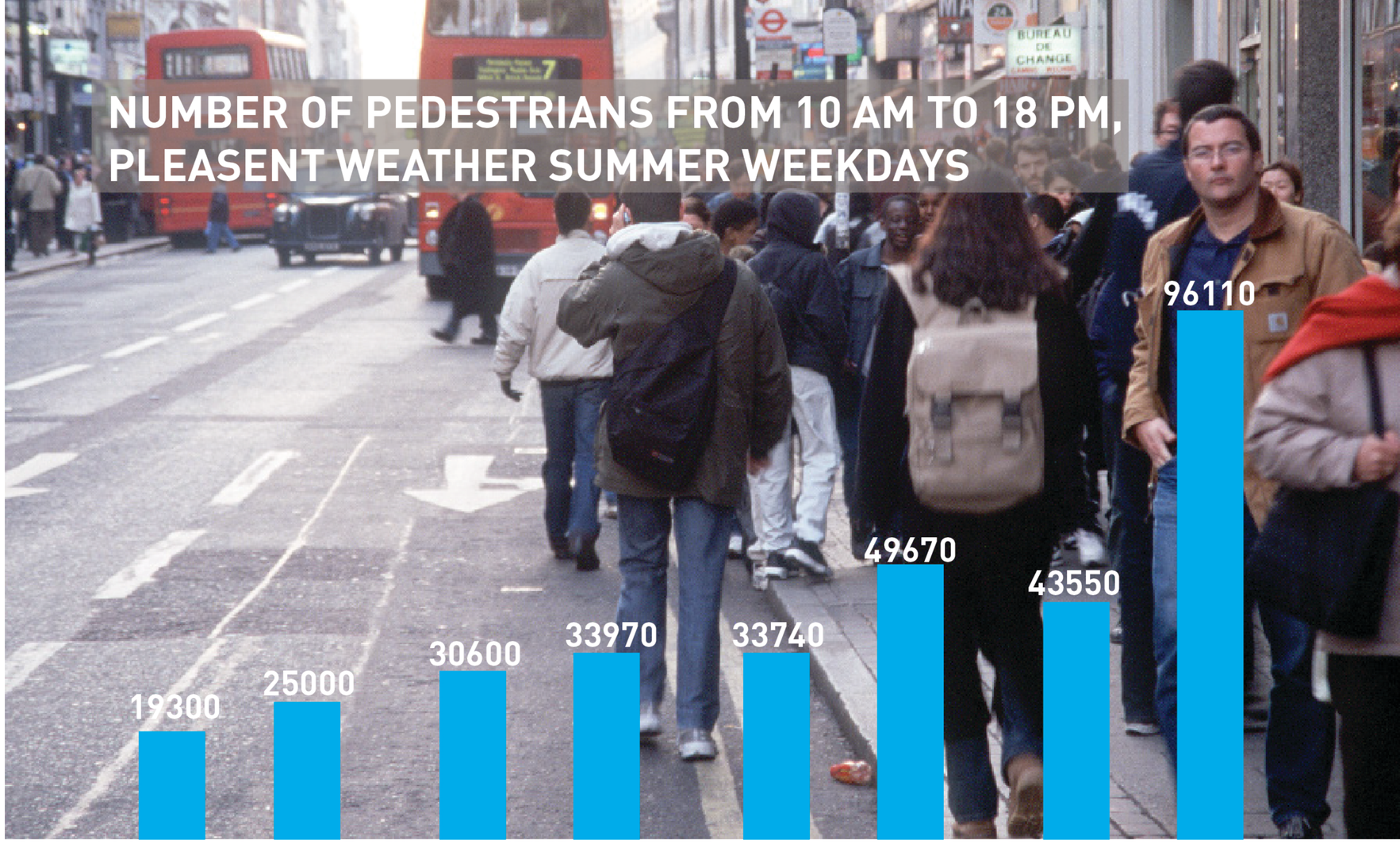
MOSTLY NECESSARY ACTIVITIES OCCUR IN THE STREETS – ALMOST EVEN COUNTS FOR SUMMER AND WINTER

HIGHEST PEDESTRIAN NUMBERS IN TOURIST AREAS



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NUMBER OF PEDESTRIANS FROM 10 AM TO 18 PM, PLEASENT WEATHER SUMMER WEEKDAYS



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PORSCHE
о795оо199

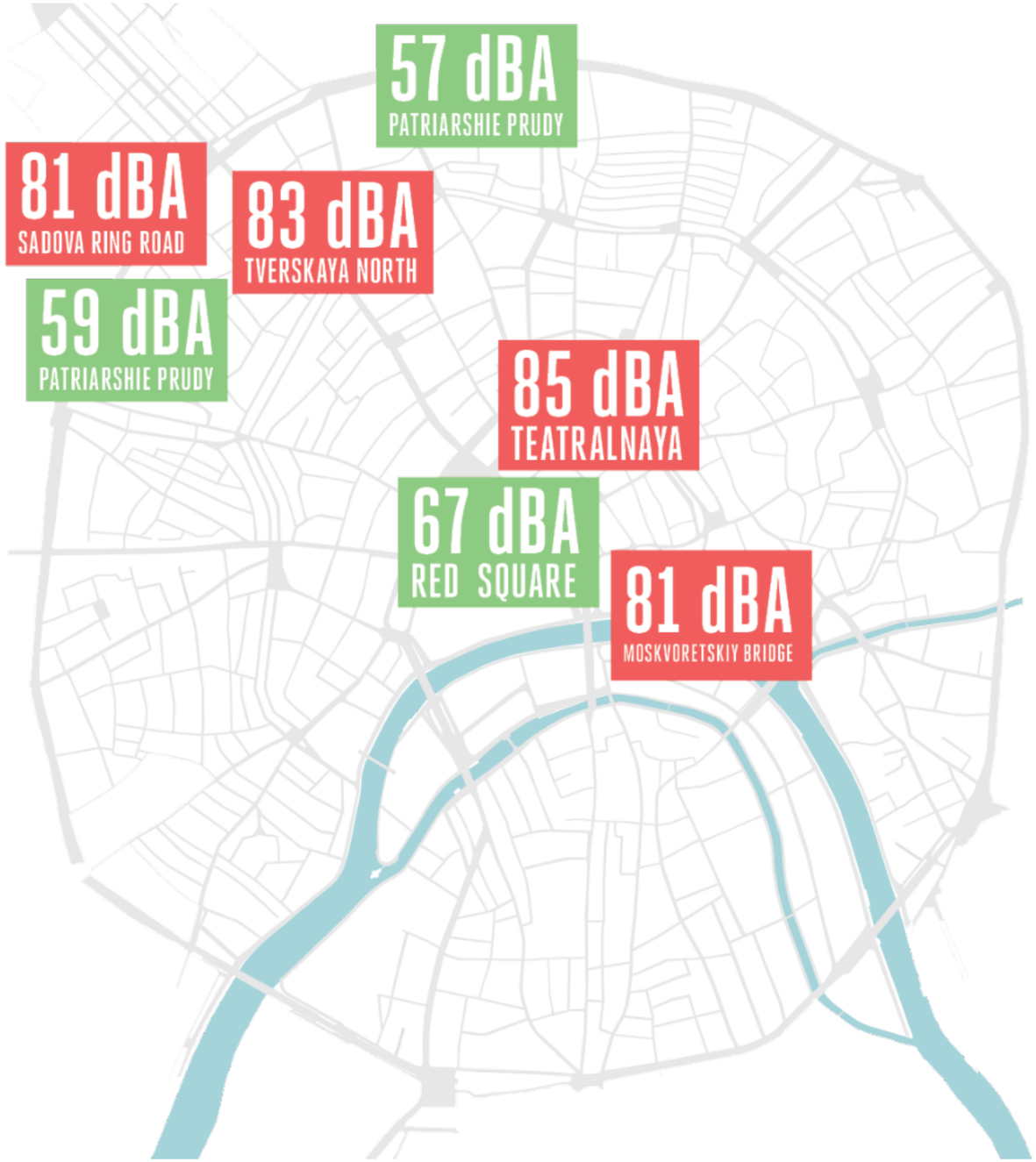

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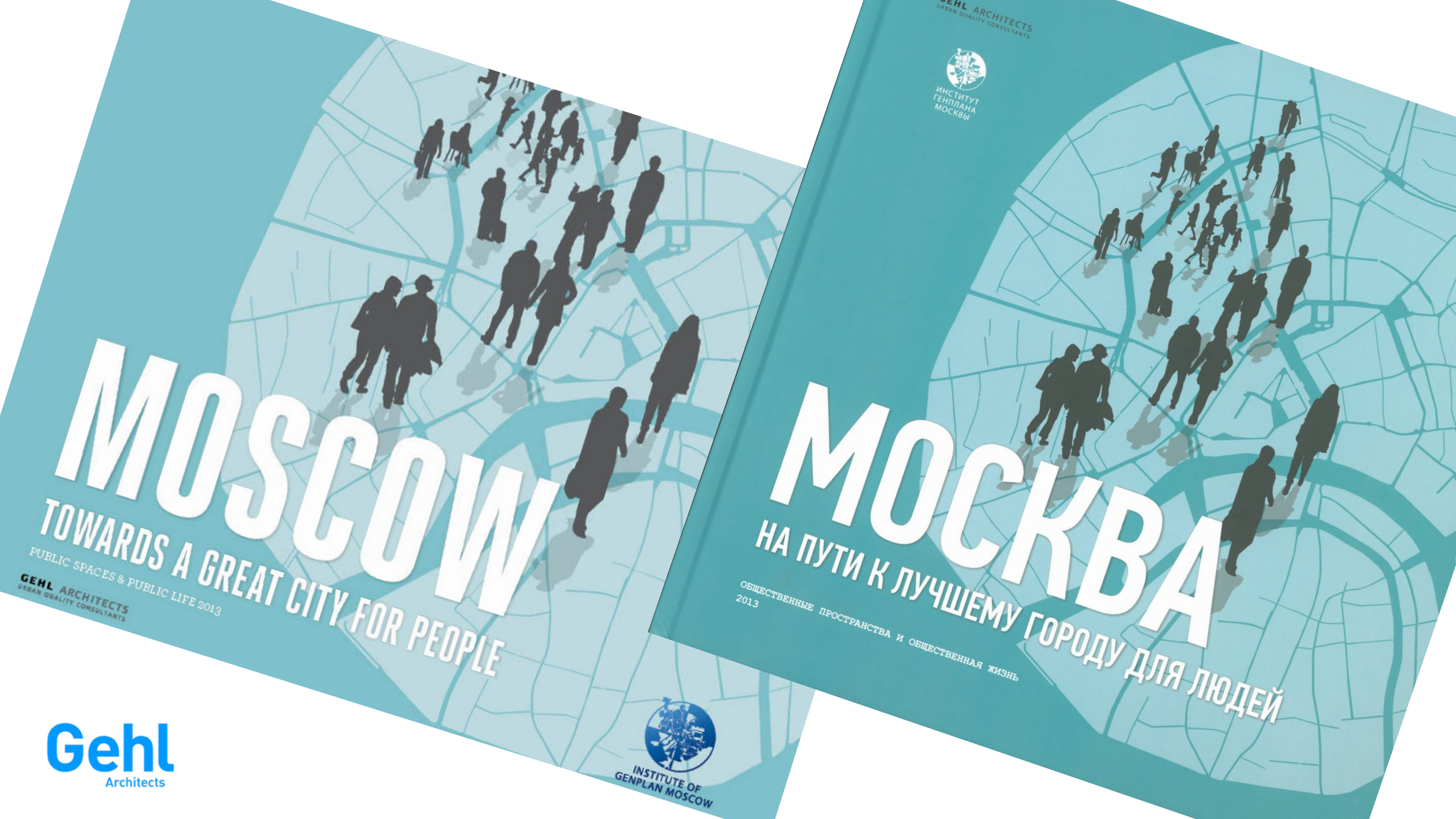

VERTU
SAMSUN



70% OF MOSCOW IS CONSIDERED A DISCOMFORT ZONE FOR NOISE



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MOSCOW

THE ROUTE TO A LIVEABLE CITY



These days, Moscow, which let us remember, is one of the major cities in the world, is developing fast. The goals and direction of its development formed the focal point of the discussions at the Moscow Urban Forum. This annual event was held for the second time in 2012. It has become an important, established platform where government officials, members of the business community, and respected experts can hold productive discussions. The central theme of this Second Moscow Urban Forum — "The Megacity on a Human Scale" — is relevant not only to Moscow, but also to many of the world's other large cities.

Moscow's rapid development in the private business sector, which began in the 1990s and continued through the first decade of this century, has, unfortunately, not been accompanied by a similar development in the infrastructure and public environment. The Muscovites themselves were the first to feel this imbalance. The urban community has made it clear that the ideology behind the development of the metropolis must change. Instead of creating isolated islands of wealth and prosperity in the city, it is essential that this high quality of living be spread throughout the city as a whole.

By incorporating new territories, Moscow has more than doubled its size. This unprecedented step grants the city exceptional possibilities in solving its accumulated problems and for accessing its future development and long-term growth. These newly incorporated territories are the ideal locations for alternative and additional clusters of employment with centres for education, scientific research, sports and health care. On a cautionary note, however, these new territories must not be seen as an absolute panacea. The "old" Moscow contains many "hidden" opportunities that will be revealed only if the right decisions are made.

A prime example of such a decision is the new approach to solving modern Moscow's most complex problem, the transport infrastructure. To avoid impending gridlock, the city government has had to implement some tough measures. We revised our existing investor relations and terminated the contracts for the construction of a total of about 9 million square metres of floor space. Had we not, the traffic situation would have worsened considerably. All contracts were revoked reasonably, in good faith and the investors were reimbursed for their incurred costs. This permitted us to maintain and increase our previous levels of investment. As a result, investments in Moscow in 2012 increased by about 8.5 per cent. This is a tangible result of actions taken for the benefit of the city and a most acceptable one for investors.

We focused the city's own resources, public money, on the development of the underground, the railways, the ground public transport and the road infrastructure. The budget for Moscow's transport infrastructure development programme for 2012–2016 is 2 trillion roubles.

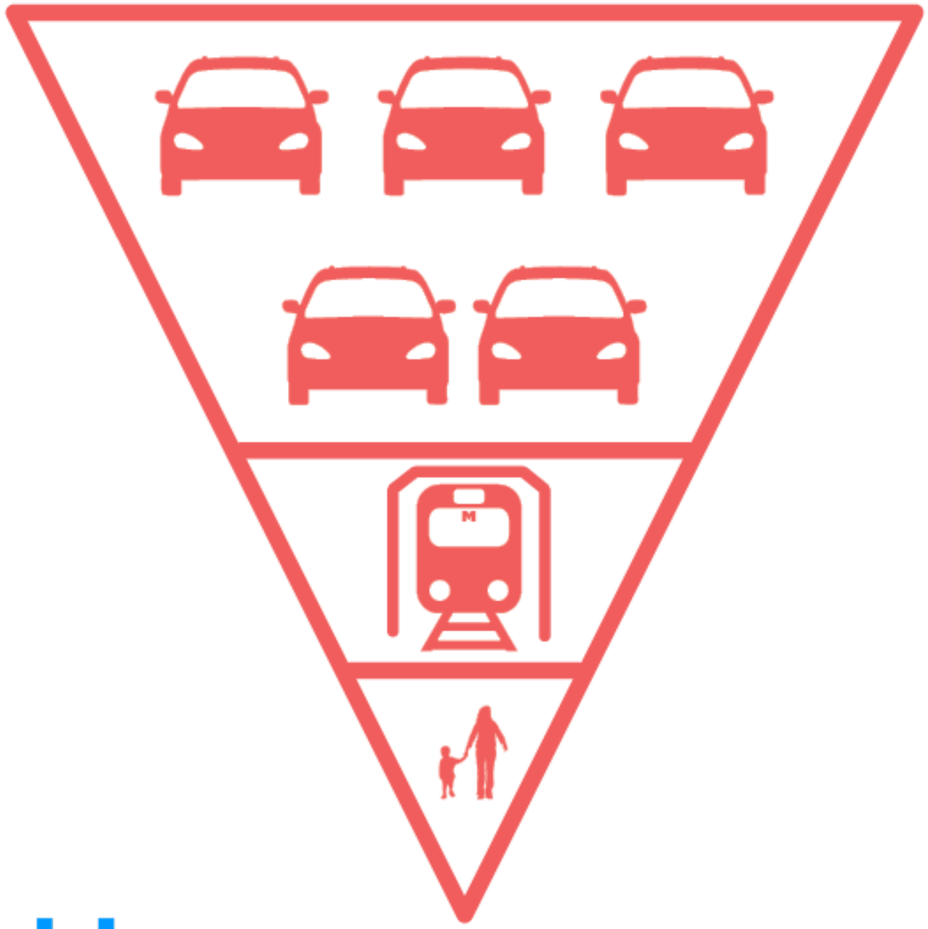
Our first priority is the development of the Moscow Metro. In 10 years time, the length of the underground lines will be extended by 1.5 times — from 300 to 450 kilometres. The second priority is the development of a suburban railway service. The reconstruction of the Small Ring Railway has begun so that it may, for the first time, incorporate passenger traffic. The radial railway lines will be reconstructed inside the city and also at a distance of 10–15 kilometres from its borders where the railways are most crucial. In just two years we have radically upgraded Moscow Transportation Authority's ageing fleet, which is the main carrier transporting passengers over land. We've developed large-scale programmes for road building and for reconstructing the city's major outbound routes and are already turning these programmes into a reality. Most notably and for the first time in the history of our relationship with both the Moscow Region and Russia's Ministry of Transport, we have managed to synchronize the work in the reconstruction of federal roads outside the city.

The modernization of the transport system is just one of 16 government programmes for Moscow's development up to 2016. Other equally ambitious programmes are being implemented in the fields of healthcare, education, culture, the improvement of public spaces, and the creation of a modern system for the delivery of public services. People can now access information and monitor the progress of these programmes easily. As a result, the city's budget is open and transparent. Step by step we are beginning to receive feedback from the public. To this end, online portals have been created where every citizen can submit a request, comment or complaint about the city's services. The checklist of accepted complaints and suggestions is under constant review. Issues so far included are the cleaning and maintenance of communal hallways, the redecoration and maintenance of houses, road maintenance, the performance quality of health centres and so on. This feedback system allows us to overcome one of the main problems of any big city — the perceived gulf between the government and the public.

Our main goal is to transform Moscow into a liveable city. I believe that our experiences of such large-scale work could be useful to other major cities and to our colleagues in Russia's regions. We are willing to share our experiences and to learn from our colleagues and partners. The purpose of this Moscow Urban Forum is to promote constructive dialogue and practical cooperation between countries, regions and cities. ■

SERGEI SOBYANIN,
THE MAYOR OF MOSCOW

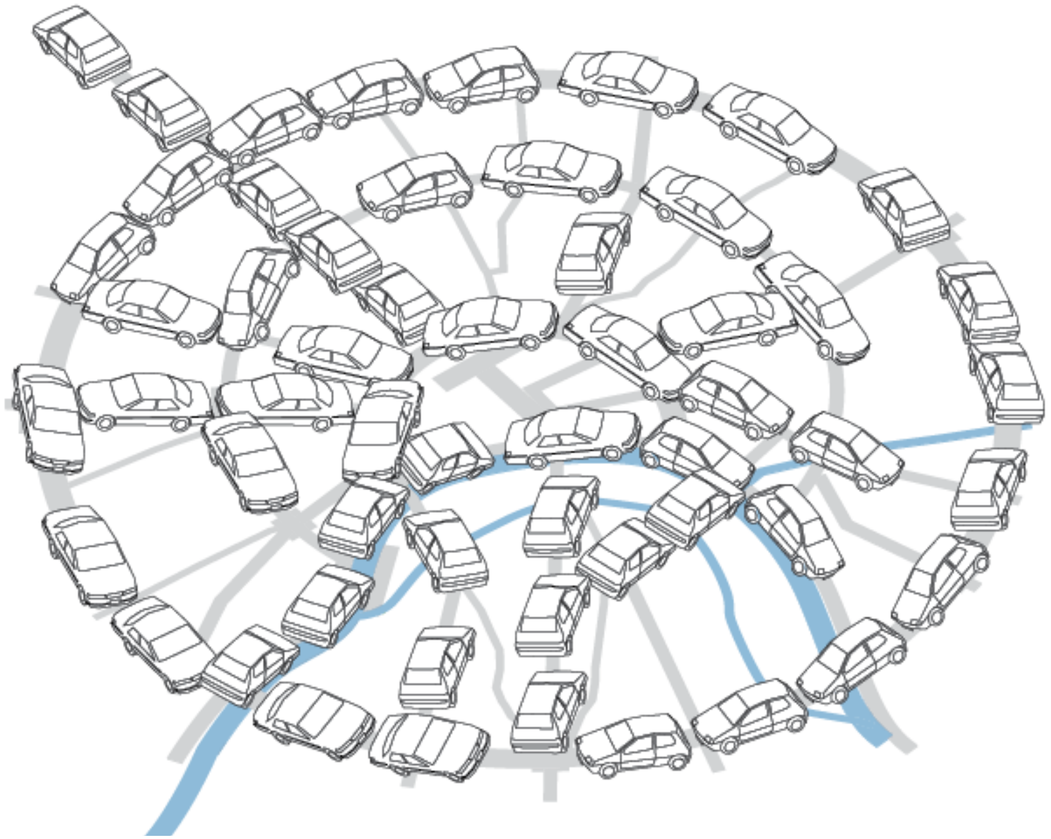
KEY RECOMMENDATIONS: DEVELOP A 21ST CENTURY TRANSPORT SYSTEM

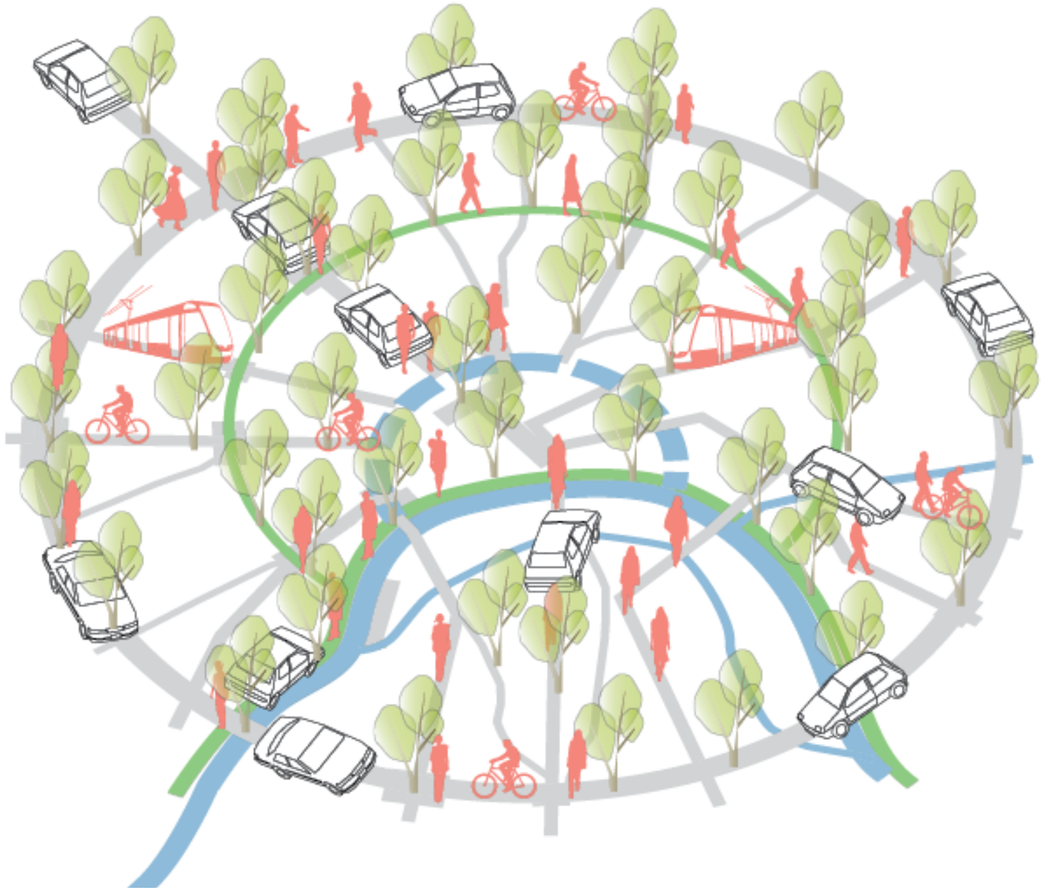




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KEY RECOMMENDATIONS: CELEBRATE UNIQUE QUALITIES





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December 2011



July 2013

Gehl Architects

Tverskaya, Main Street, Moscow





December 2011 July 2013

Gehl Architects

Tverskaya, Main Street, Moscow



December 2011

Gehl Architects

City Hall Square, Moscow



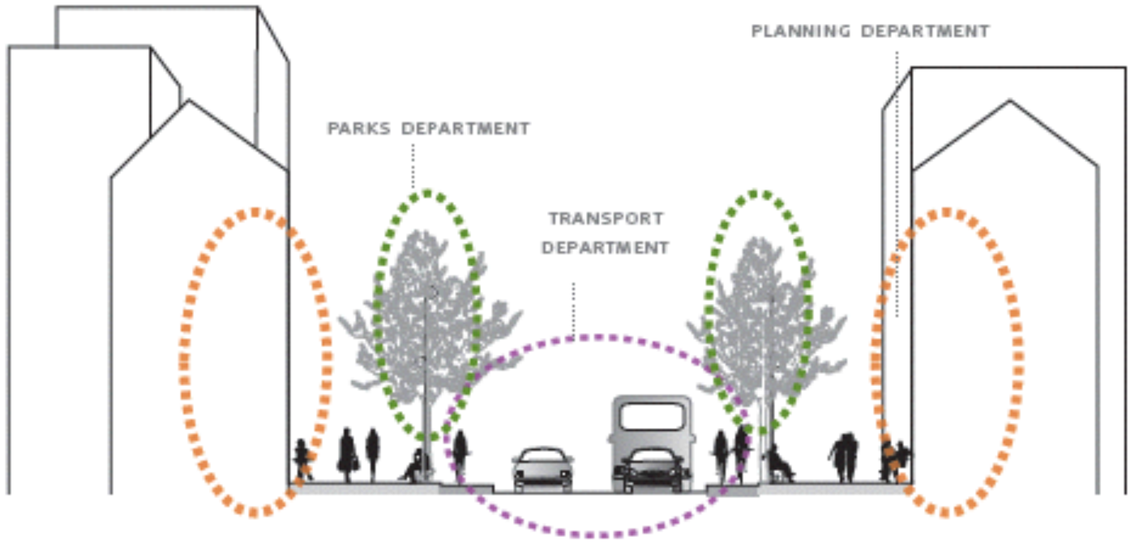
June 2013

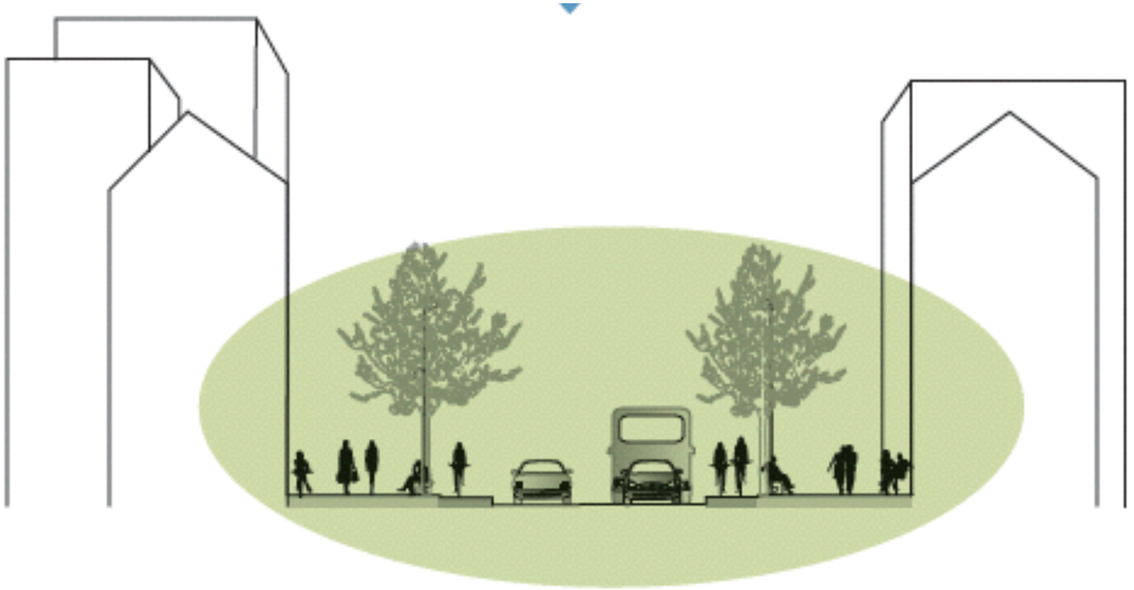
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City Hall Square, Moscow



Copenhagen's holistic approach to urban design

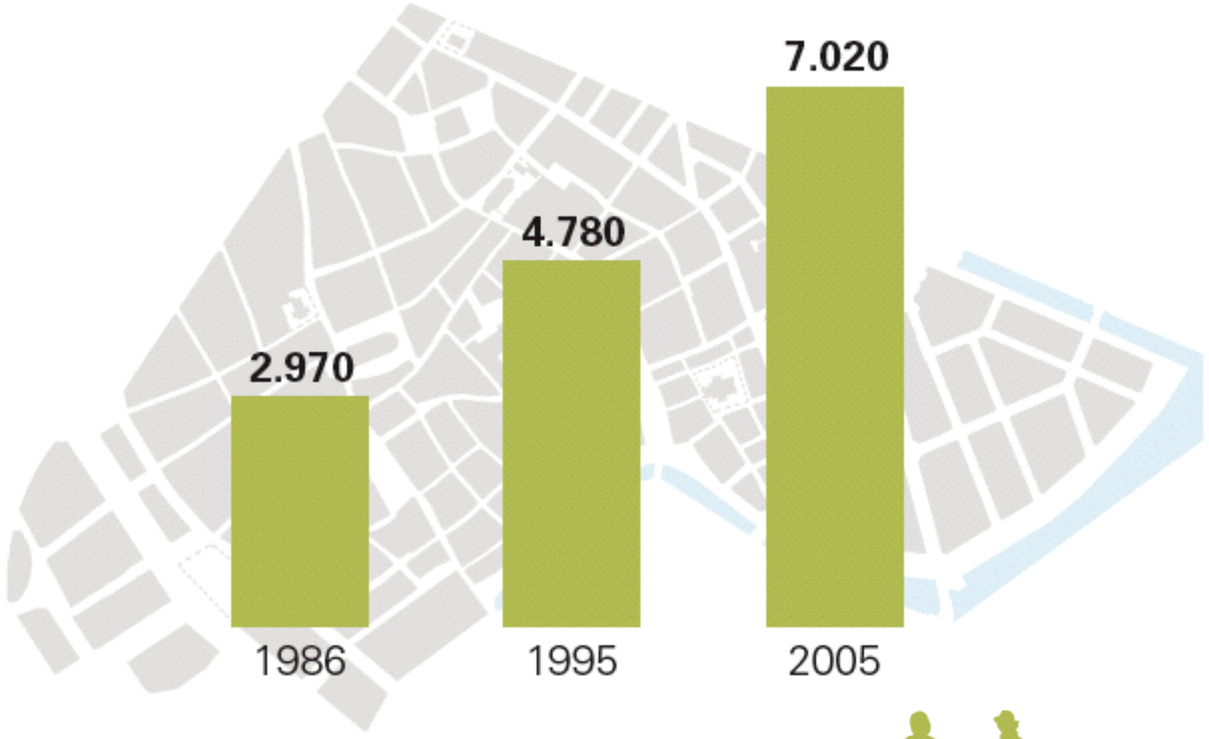




A HOLISTICALLY COMMISSIONED, IMPLEMENTED AND MAINTAINED PUBLIC STREET

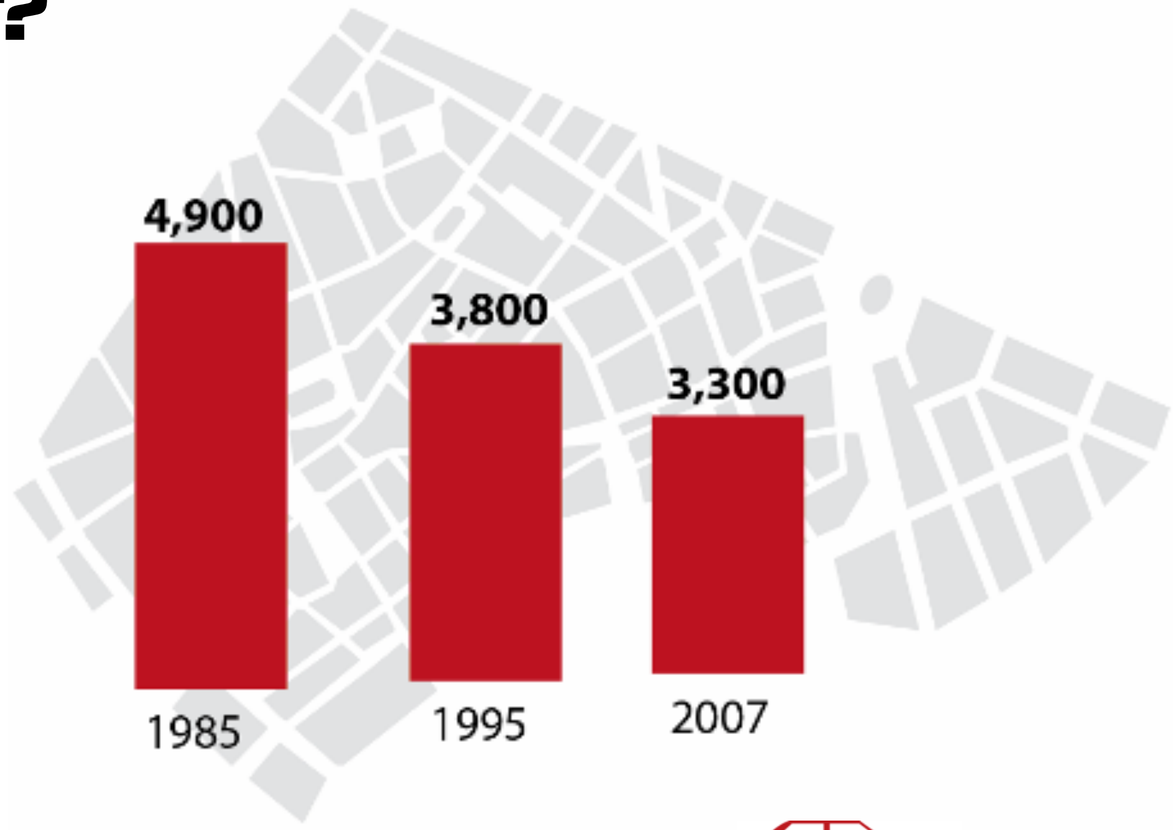
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Who is invited to the city?



Number of cafe chairs throughout Copenhagen inner city

The number of café chairs rose by 61% between 1986-1995
The number increased by another 47% between 1995-2005

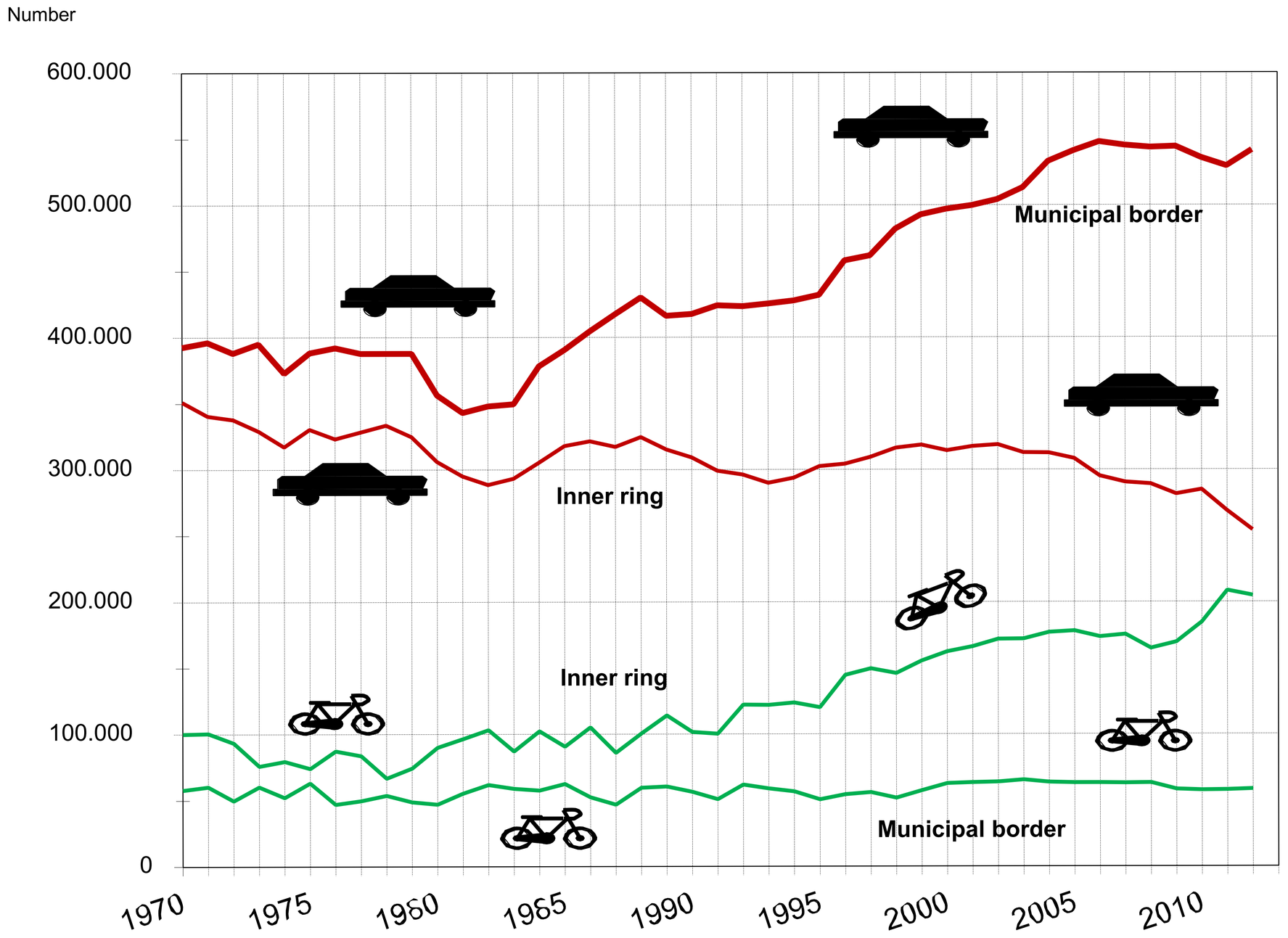


Number of parking spaces in Copenhagen inner city

23% of inner city parking was removed between 1986-1995
Another 13% was removed between 1995-2005

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Development in traffic crossing the municipal border and the inner city ring



Continuous, comfortable and efficient bicycle network



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Prioritizing the cyclists in the strategic transport planning



From this to.....

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.....to this
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Bike Newport

Tweed Ride

November 7, 2009

We sally forth from Reser Bicycles at Seventh on Monmouth, Newport at 2 PM for a leisurely 6 mile ride followed by the finest liquid refreshments.

No Lycra Please... We're pretending to be British

$5 Donation to Bike Newport

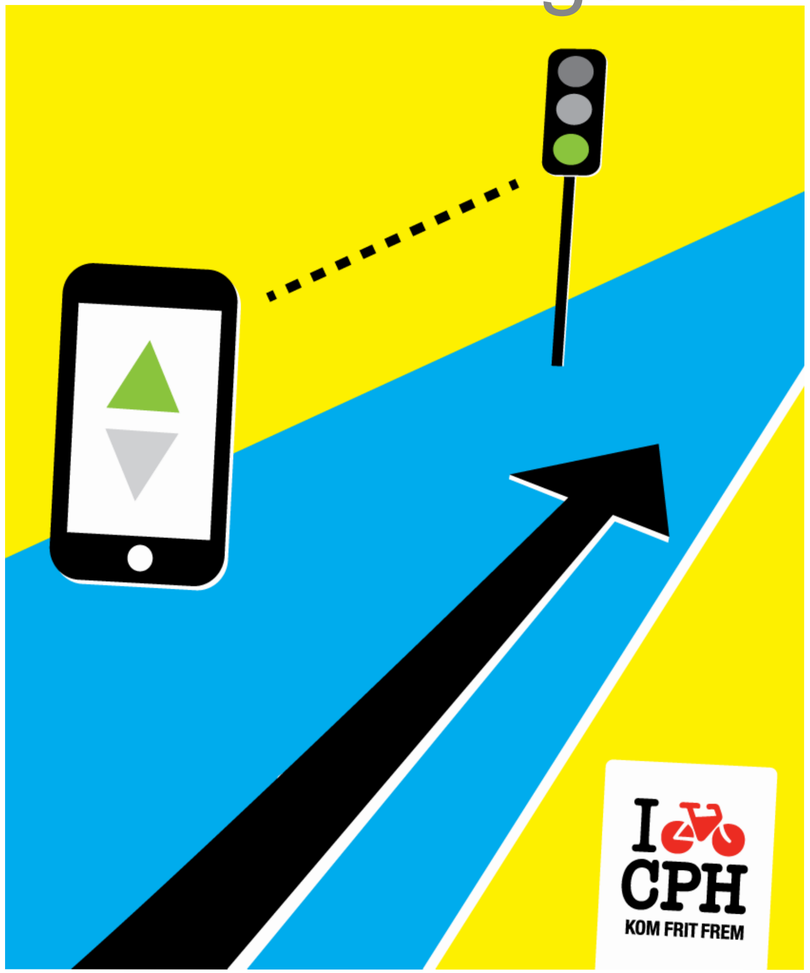
Awards For Best Costumes

For more information visit www.bikenewport.org



New services

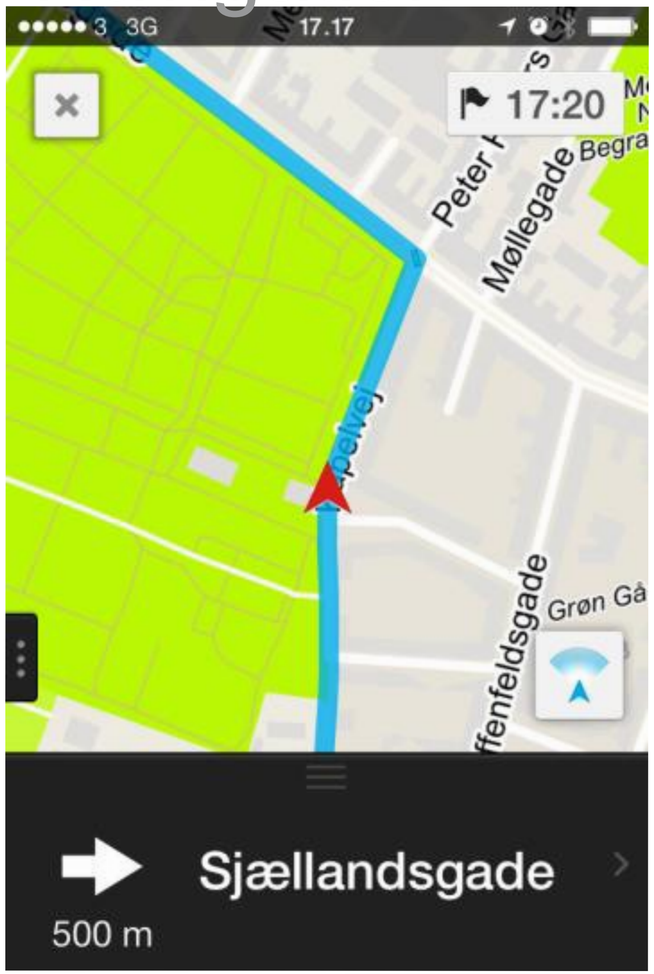
Green wave guide



GPS tracking



Navigation



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CO-CREATION

“Tell me and i will forget.

Show me and i will remember.

Involve me and i will understand.

Step back and i will act.”

Old Chinese proverb

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Reclaiming our street

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Focus on Making Cities for People

When cities
attract people they
attract economic growth.

@riccardomar

Thank you

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