

Jane Jacobs starts from the *experience* of walking on city sidewalks



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"Public interaction without private commitment"



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How to create a successful urban street even on cloudy days?



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A well-used street is a safe street



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"Bedrock attribute of a successful city is that a *person must feel personally safe & secure* on the street among strangers"



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"The public peace is not kept primarily by the police. It's kept primarily by an intricate, almost unconscious, network of voluntary controls & standards among people themselves & enforced by people themselves."



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But how do you create these conditions?



"You can't make people use streets they have no reason to use..."

The basic requirement (for success) is a substantial quantity of stores & other public places sprinkled along the sidewalks of a district; enterprises & public spaces that are used by evening and night must be among them especially."

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Rather than blank & boring walls



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#1: Frequent doors, openings produce activity



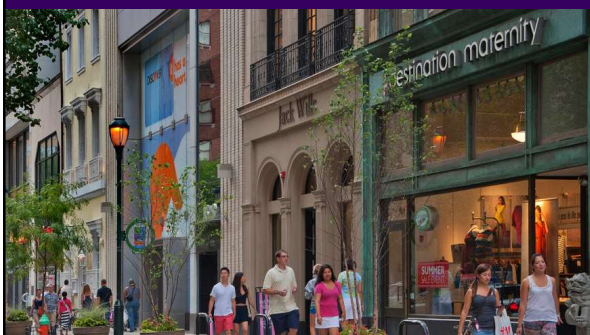
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Buildings designed to activate



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Places of interest that pull you along



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Rather than deaden the street



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Uses that generate high volumes of pedestrians



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Celebrates formal role of NYC doorman



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Buildings that spill out onto the sidewalk



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Informal: shop owners who watch over the street



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....and put "eyes on the street"



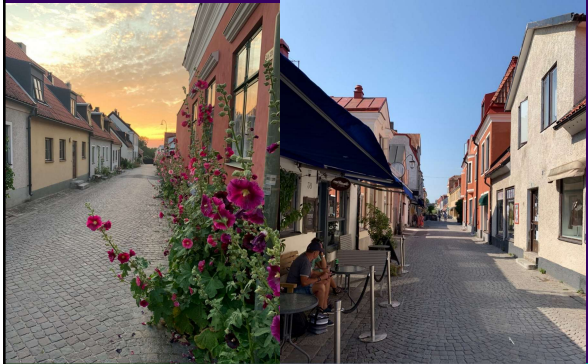
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Keep an eye on the sidewalk



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Scale is much easier in pre-high rise, pre-auto city



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Curving walkable, human-scale lanes



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16th century place thriving as tourist destination



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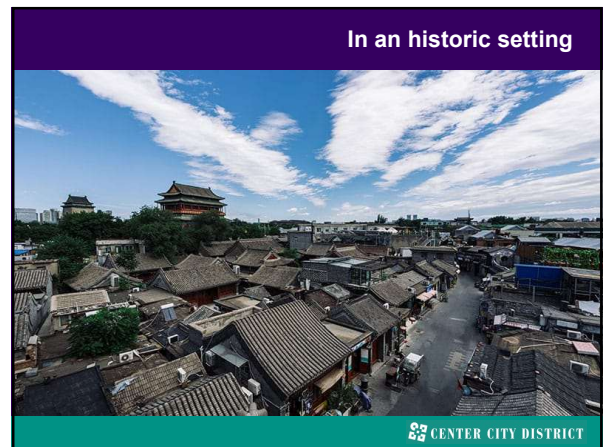


Preserved, medieval city of Bruges, Belgium



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#2: What's upstairs must be "mixed primary uses"



Uses that generate activity at night:
Arts & entertainment



Uses that generate activity by day
& not only at rush hour and lunchtime



Mixed primary uses: office, hotel & residential
Create foot traffic at different times of day



Like the single use traditional downtown



Add an outpatient medical building



& a hospital & get even more diverse foot traffic



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Add hotel & bookstore & there are more reasons for people to be on the street, more diverse hours



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On campuses: classrooms, offices & dorms



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The more mixed. the better, but all upper floor uses....



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Evening classes



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Also need to get the ground floor right!
Primary mixed uses + frequent doors & openings on ground floor



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High-rise buildings 1960s-1970s on podiums



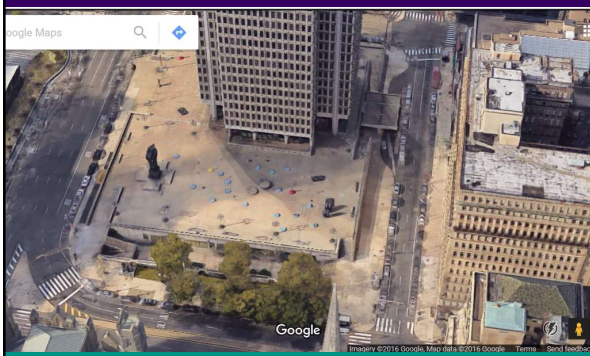
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West Walnut Street



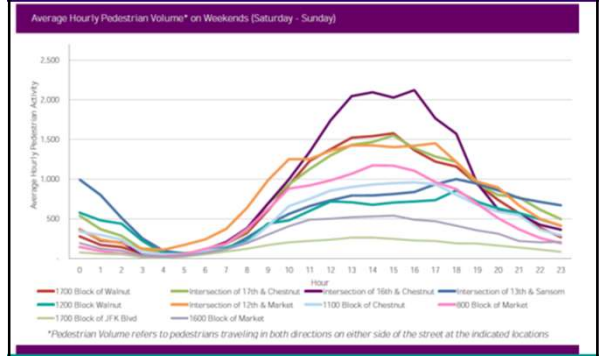
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Buildings separated from the street grid



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July 2019: Saturday & Sunday



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Two most successful retail streets in Center City West Chestnut St

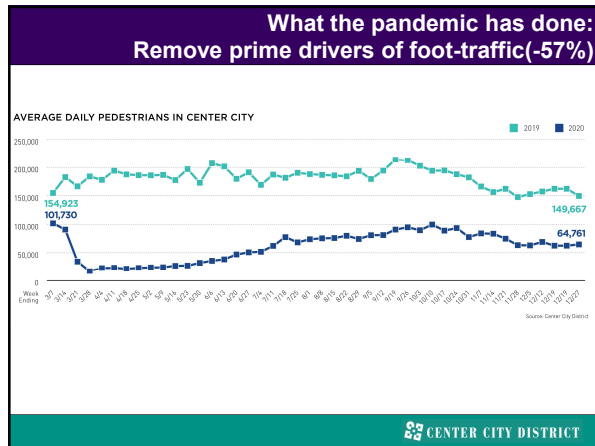


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Surrounding density & mixed use creates the foot-traffic for Chestnut & Walnut Streets



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Density fosters innovation & creates opportunities

TRIUMPH OF THE CITY
How Our Greatest Invention Makes Us Richer, Smarter, Greener, Healthier and Happier
EDWARD GLAESER

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Density has an economic value in-itself

TRIUMPH OF THE CITY
How Our Greatest Invention Makes Us Richer, Smarter, Greener, Healthier and Happier
EDWARD GLAESER

The essence of cities is “the absence of physical space between people & companies.

[Cities] are proximity, density, closeness. They enable us to work & play together, & their success depends on the demand for physical connection.”

Challenged by Covid

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Midtown Manhattan: 920 jobs per acre

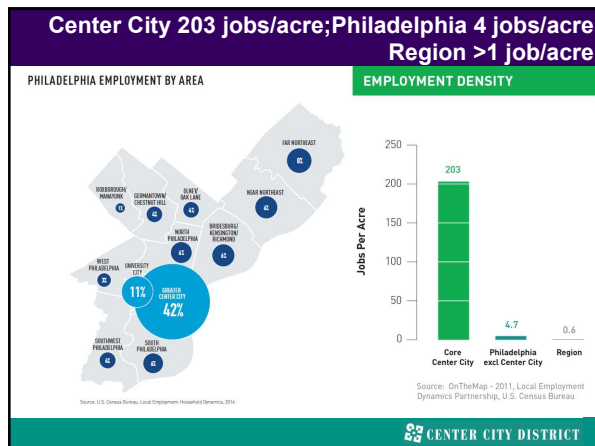
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Density creates economies of scale & robust labor markets

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Chicago: 294 jobs per acre = thick labor market

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Urban density is an economic driver

But also creates demand/need for public spaces

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Rittenhouse Square: Density + diversity of landuse



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Ease of entry



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**Design of places matters too
Multiple entrances provide ease of access**



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Because of diverse, adjacent land-use: office workers



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Enable use of the park as a destination or short-cut



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Bike messengers



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Construction workers & day-care providers



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Plenty of places from which to watch other people



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Seniors & young children



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Surrounding retail: eyes on the park



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College students & parents



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Clear views into the park



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Gathering & focal points



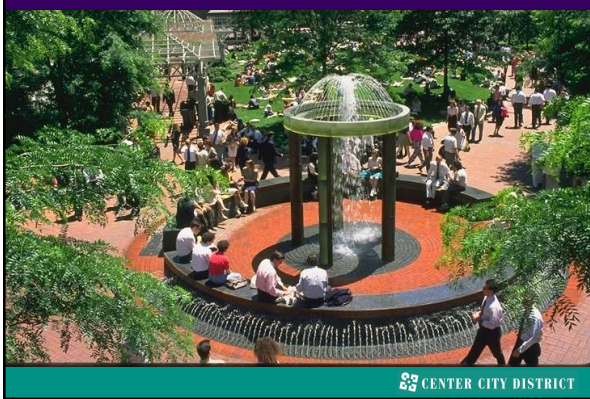
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Millennium Park, Chicago



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Post Office square in Boston



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William Whyte focused attention on little details

The Social Life
of Small
Urban Spaces



William H. Whyte

The Conservation Foundation

**"It is difficult to
design a space
that will not
attract people
... what is
remarkable is how
often this has been
accomplished."**

William H. Whyte
Founder - Project for Public Spaces

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Santa Monica's Third Street Promenade Signature urban objects



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Great streets & places are created by paying attention to small details

"You can't make people use
streets they have no reason to use



The basic requirement (for
success) is a substantial quantity
of stores & other public places
sprinkled along the sidewalks of a
district; enterprises & public
spaces that are used by evening
and night must be among them
especially."

Jane Jacobs, *The Death and Life of Great
American Cities*, 1961

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Celebration of intimately scaled streets



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Empire State Plaza, Albany



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Getting obsessed with small-scale & incremental approaches to revival

Convention Centers, stadiums, aquariums, cultural centers, enclosed malls - these are about politics & development profitable for a few, not about developing local economies, enlivening downtowns, or stimulating revitalization.

Downtowns compete for these headline-grabbing, budget-straining projects, but overlook the actual complex cities in which they sit ...and detract attention from complicated, fundamental difficulties"

Roberta Gratz, *Cities: Back from the Edge*

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Direct ramps from the expressway to the garage



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Big is not bad, It's only bad, if it's badly designed



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40,000 state office workers never have to walk in the plaza or on downtown streets



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No surprise that the public spaces
are devoid of people



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Guggenheim in Bilbao



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Large buildings can transform image of a city



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Transformed the surrounding environment



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Iconic Sydney Opera house



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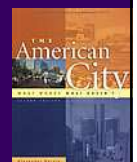
Large, but attentive to context

Any public facility can be successful as long as revenues exceed expenses.

But for a public facility to be *beneficial to the rest of the city*, it must attract a critical mass of customers and yet be located & designed so that their market requirements *can not* be fully accommodated within the facility.

Only then will customers have a reason to spend their money elsewhere.

Alexander Garvin,
The American City: What works, What Doesn't



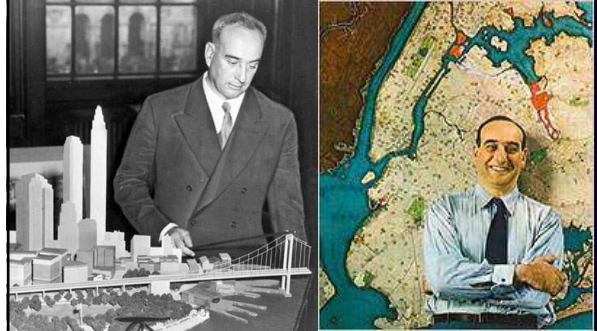
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That what well-designed downtown ballparks do



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Jane Jacobs was a reaction to Robert Moses:
Regional, top-down planning



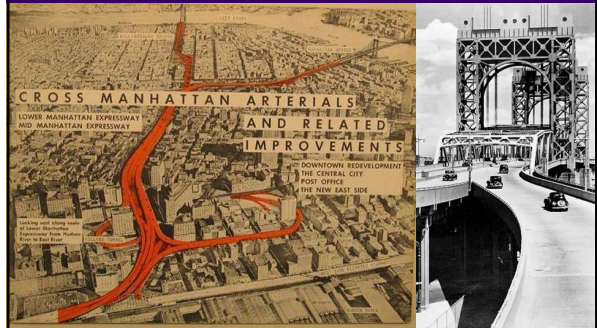
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Well designed downtown convention centers



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A focus that saw the prime purpose of planning as
Enhancing the movement of goods through the city



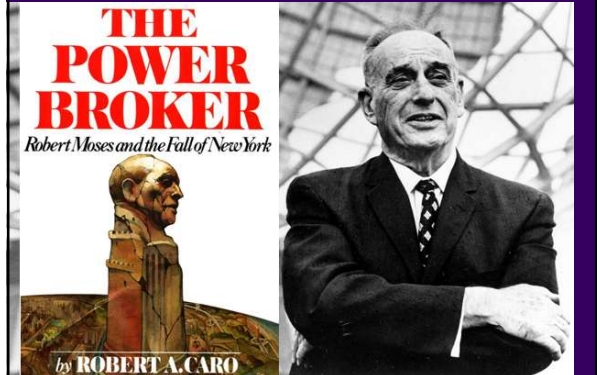
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And successful concert halls



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Robert Caro's The Power Broker



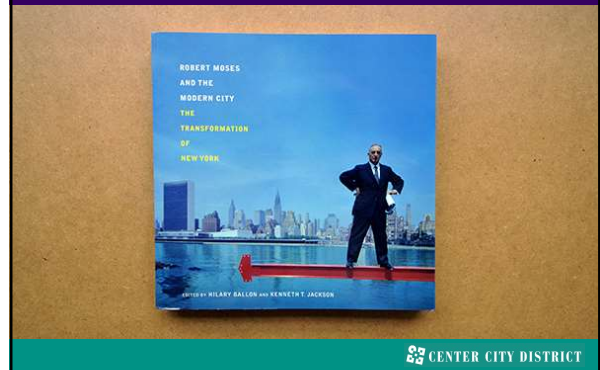
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Major projects: West Side Highway



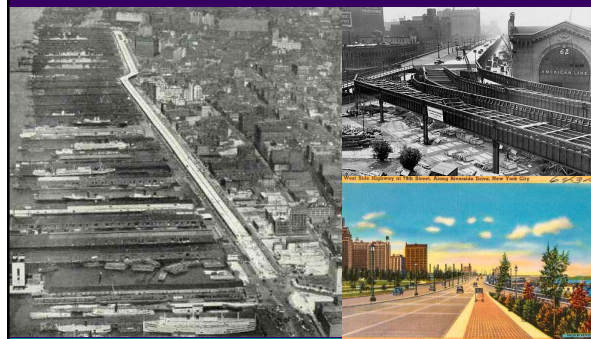
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Very thoughtful reconsideration



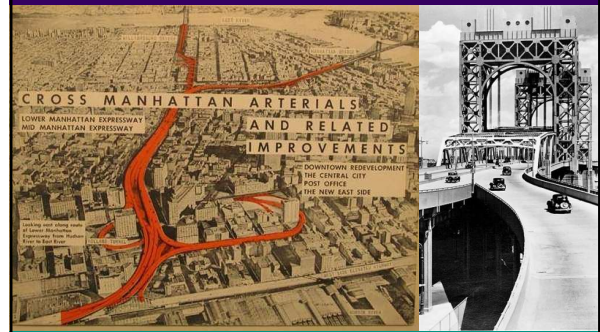
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Key to the vitality of the port



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Moses' view dominated city planning for almost 40 years



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Jones Beach: auto oriented



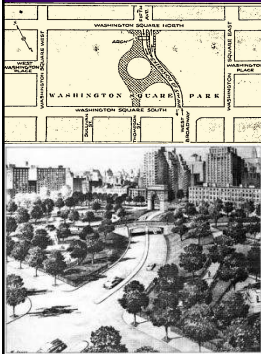
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Paradigm shift: The battle over Washington Square



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Washington Square park



As Parks Commissioner in 1940, Robert Moses originally proposed to build a "double highway" through Washington Square Park

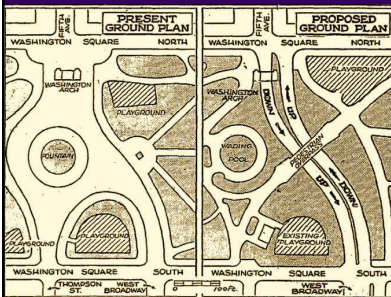
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Challenged the image of the city as a system of regional roadways to move goods



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1955 a new plan



In 1955, he proposed bisecting the park with a 48 ft wide highway.

"Mothers and children, New York University students would be able to cross from one half of the park to the other by a foot-bridge thirty-six feet wide."

NY Times

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City is about sidewalks; places not pathways 1968: the Park is permanently closed to traffic



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Where Jane Jacobs got her inspiration



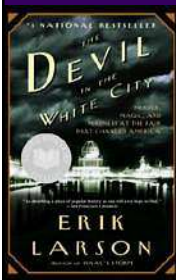
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Jane Jacobs became the bible for city revitalization



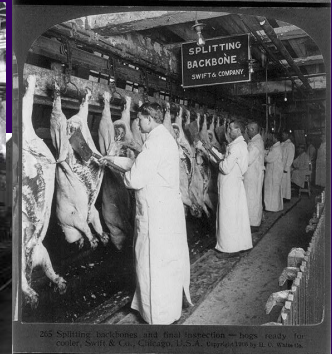
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Modern city planning in US had begun
Chicago's 1893 Columbian Exposition



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City of industry & slaughter houses



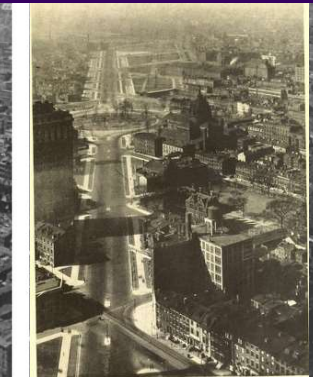
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Daniel Burnham's injunction: *"Make no little plans,
for they have no power to stir men's minds."*



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Benjamin Franklin Parkway: City Beautiful project



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City Beautiful was a response to the challenge of
smog & filth of the industrial city



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The Parkway is a 19th century idea: 1884



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Alternative to smoke-filled messy density of the industrial city



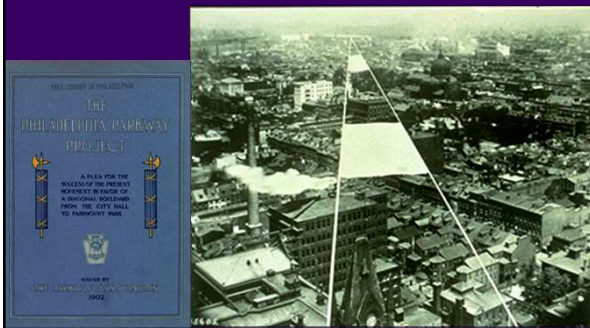
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Influenced by Hausmann's Paris



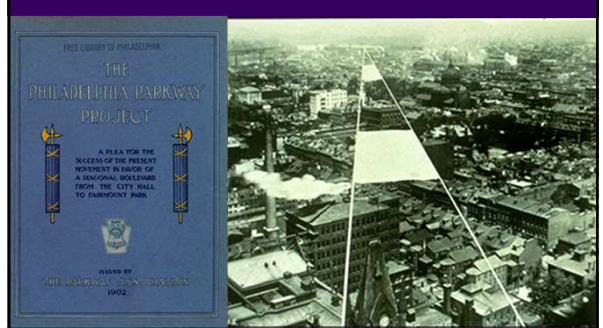
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A line of desire through 1 mile of the city



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Involved demolition of 1,300 properties



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Connect the new City Hall to Fairmount Park



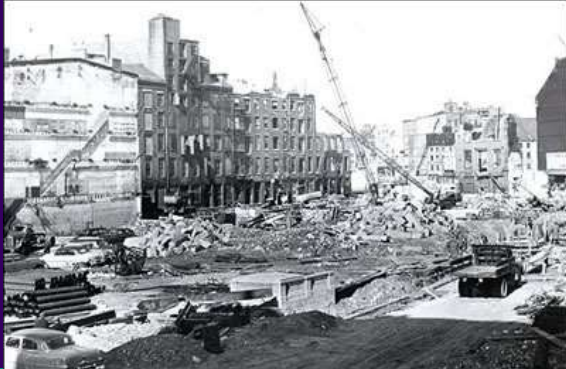
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Large scenic boulevard; often devoid of sidewalk vitality



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Jane Jacobs a reaction to 1950s demolition



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But a lot of what we have inherited in cities



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Thinking Big was seen as the problem



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Is the result of bad design principals from the past



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Discredited by destructive renewal projects



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Often you need big money & big projects to overcome big money mistakes from the past



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To create intimate-scaled places



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That's the challenge of JFK Boulevard at 30th Street



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Places programmed with activities



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Require large scale, high-density intervention
that gets the ground floor right



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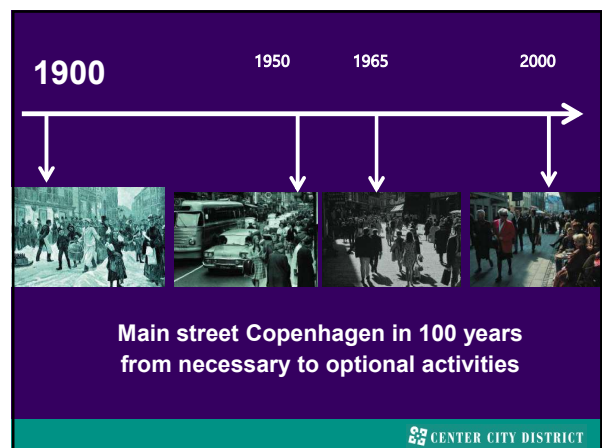
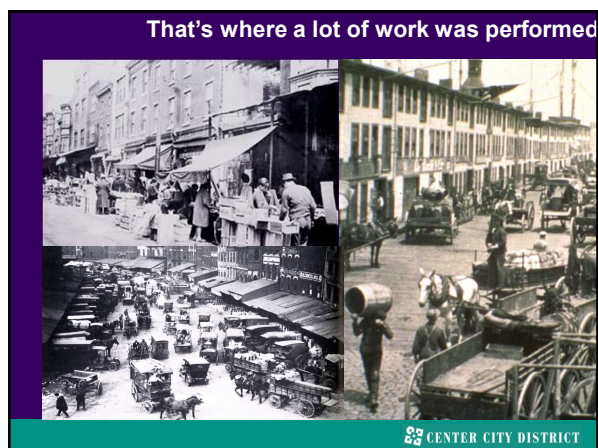
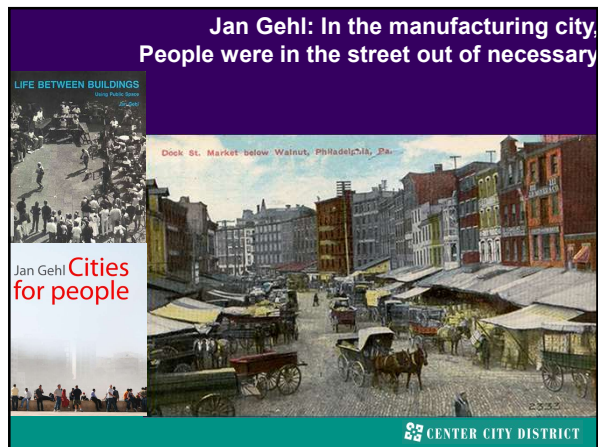
That draw people at different times of the day

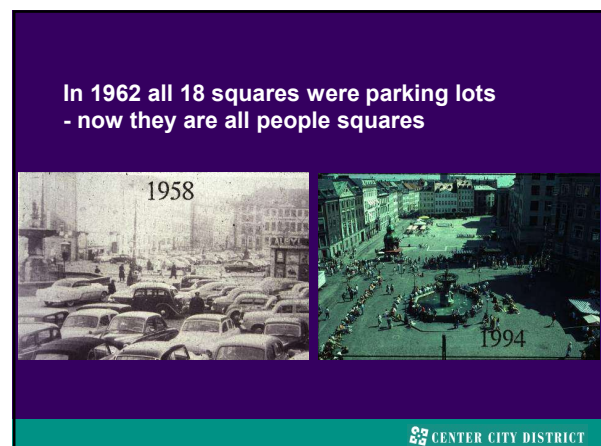
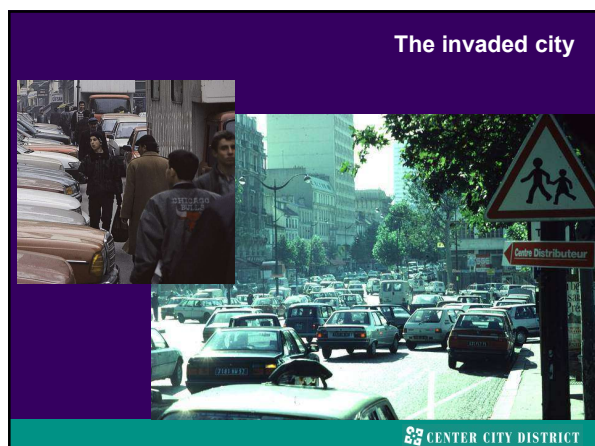
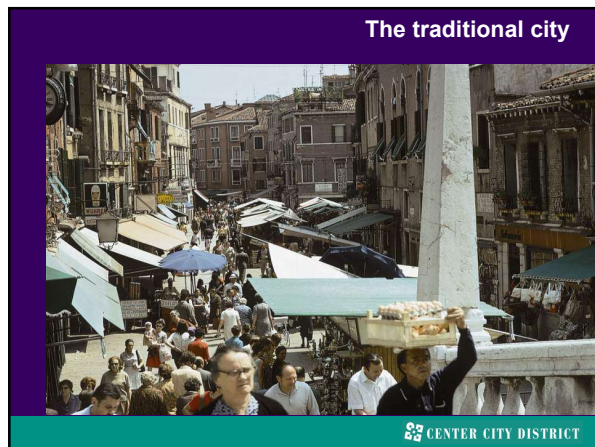


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Public plaza in Copenhagen



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Nyhavn, Copenhagen; 1960s



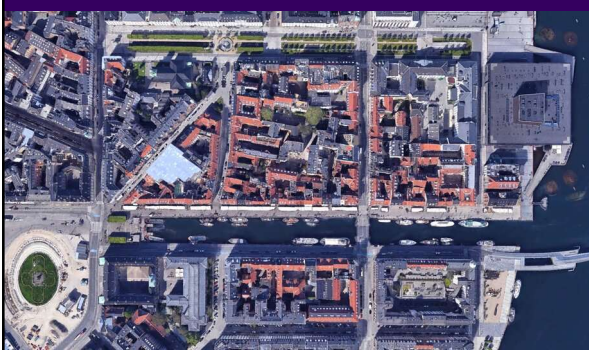
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Bruges



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In a densely developed section of the city

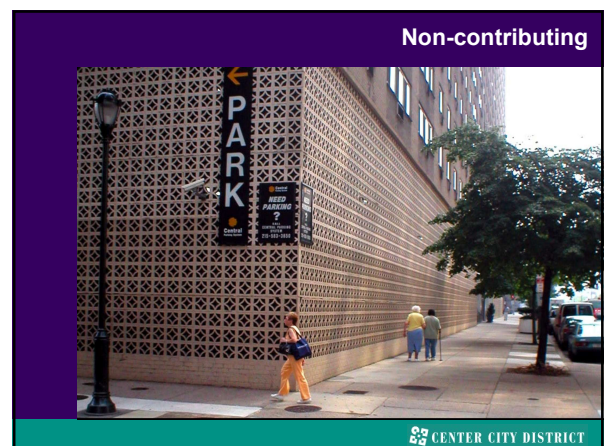


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Market Square, Bruges



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Chapter 7: Toolbox

Jan Gehl **Cities for people**

The city as a system — ground-floor design

- A — active**
Small units, many doors
No parking spaces on street level
Large variations in function
No blank and big glass walls
Lots of character in people and buildings
Many small-scale buildings
Good details and materials
- B — lively**
Medium-sized units (no parking spaces on street level)
Some variations in function
Some blank and big glass walls
Many small-scale buildings
Many details
- C — mediocre**
Large and small units (no parking spaces on street level)
Medium variations in function
Some blank and big glass walls
Medium-scale buildings
Few details
- D — boring**
Large units, few doors (no parking spaces on street level)
No variations in function
Many blank and big glass walls
Few details
- E — inactive**
Large units, few or no doors (no parking spaces on street level)
No variations in function
Many blank and big glass walls
Few details, nothing to look at

Source: *Public Spaces: Urban Design Interventions*, 2008, by Jan Gehl, published by the Center for Urban Design and Planning, University of Pennsylvania

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Non-contributing

NON-CONTRIBUTING
Based on design

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Jan Gehl: "Inactive"

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NON-CONTRIBUTING
Dominated by highway
Absence of development

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Non-contributing

NON-CONTRIBUTING
VACANT

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How the building meets the street

NON-CONTRIBUTING
OPEN LOT

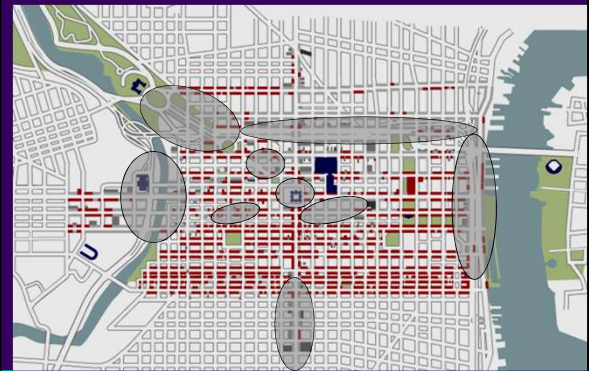
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Tall buildings can meet the street in different ways



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Filling in gaps in fabric of the city



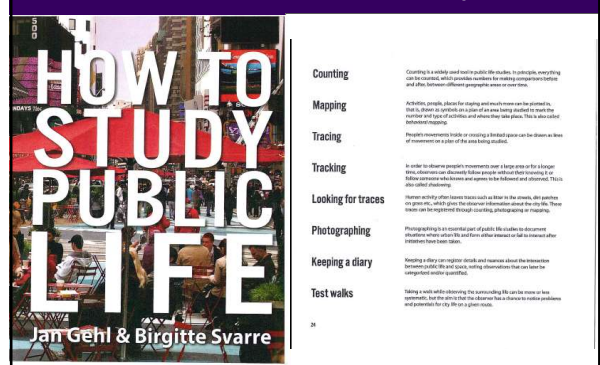
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Get the ground floor right!

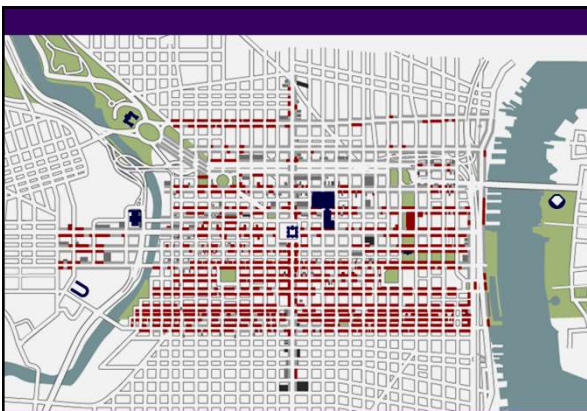


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Jan Gehl, How to Study Public Life



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First Short Paper Three Pairs of Public Spaces in Philadelphia

Select one pair of either streets or parks and use several different evaluation methodologies that are part of the readings.

Compare the 1600 Block of JFK Boulevard to the 1600 block of Walnut Street

Compare Dilworth Park on the west side of City Hall, to Rebyrnn plaza in front of the Municipal Services Building on the 1400 block of JFK Boulevard.

Compare the beer garden at the Dow Building on the SW corner of 6th and Market Street with the public spaces surrounding the federal courthouse on the NW corner of 6th and Market

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For your writing assignment, visit these places at several different times – weekday, weekend and one evening - draw from the readings for the first week, but use the evaluation tool developed by the *Project for Public Spaces (PPS)* for which there is a link on the syllabus.

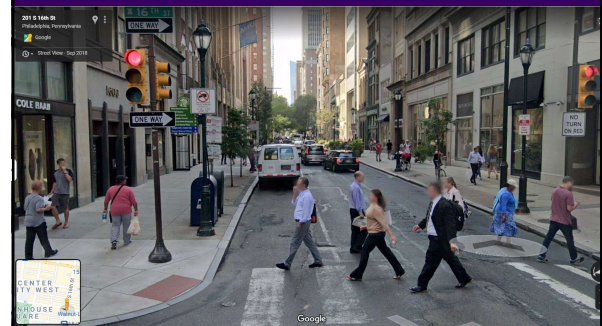
Complete the PPS form for just the one park or block in your selected pair which you judge to be less successful & attach it to your essay, using their 5 questions as a way to organize your essay, but also using the more successful space as a reference & a source of ideas for improvement to the less successful space. To repeat, the evaluation tool is to be used only for the less successful of your paired spaces.

Consider the context which your site exists within

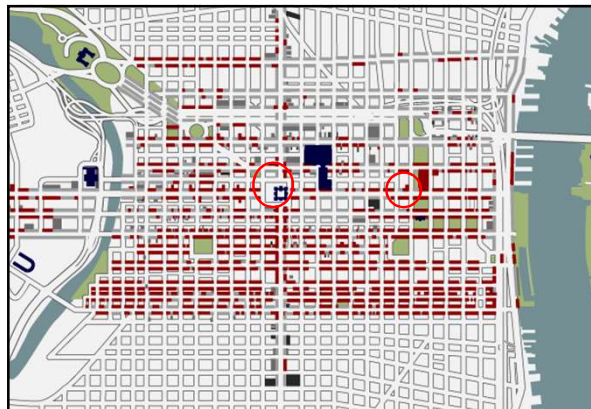
The paper should be typed; 4-5 pages in length & can include photographs, diagrams or maps. Due in class on **September 22nd**.

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1600 Walnut Street



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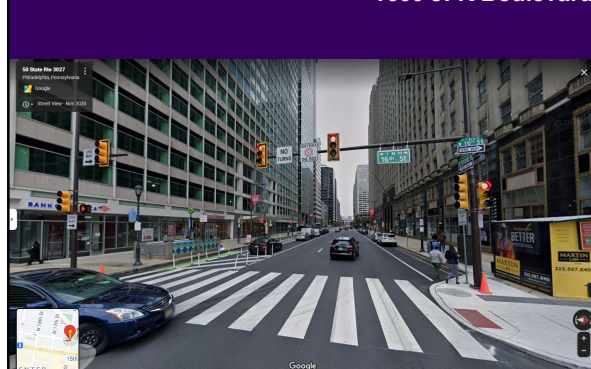
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Dilworth Park 2012



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1600 JFK Boulevard



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Dilworth Park 2014



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Municipal Service Building: Modernist architecture



6th and Market Street



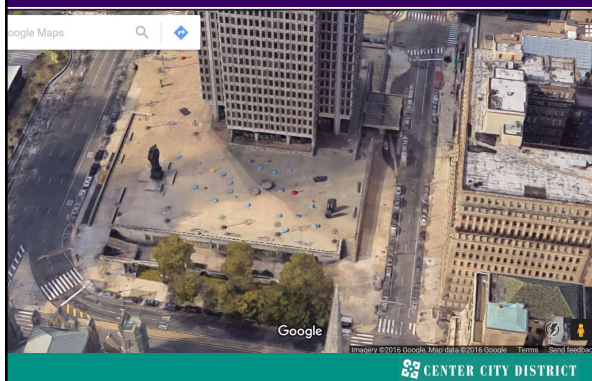
Municipal Service Building Plaza



Until 5 years ago: blank walls of the Dow building



Municipal Service Building Plaza



New owner



Eager to draw tourists across the street



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Stairs get built & La Colombe opens



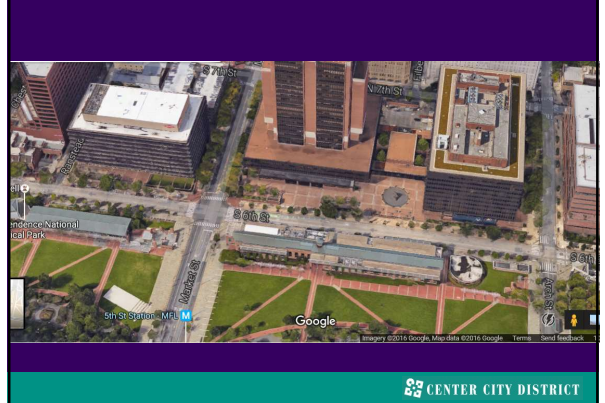
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Independence Beer Garden



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Federal Courthouse

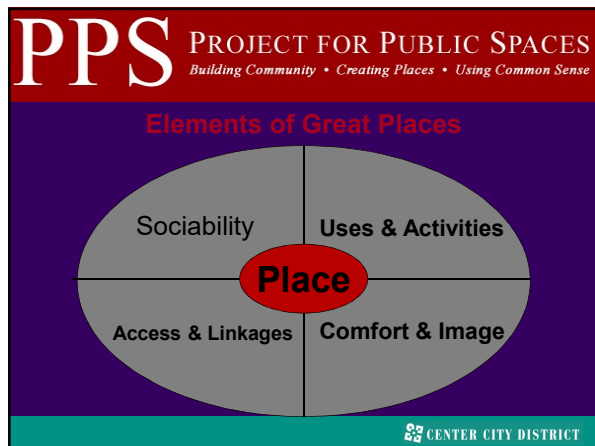


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Enliven the Federal Courthouse



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PLACE GAME

- Record Location** _____
- Evaluate the Place**

Comfort & Image strongly disagree ← → strongly agree

	1	2	3	4	5
Attractive					
Feels Safe					
Clean/well maintained					
Comfortable places to sit					
average rating: _____					

Access & Linkages

	1	2	3	4	5
Identifiable from a distance					
"Walkable"					
Connected to adjacent areas					
Adequate information/signage					
average rating: _____					

Uses & Activities

	1	2	3	4	5
Mix of stores/services					
Community events/activities					
Active adjacent uses					
Economic vitality of area					
average rating: _____					

Sociability

	1	2	3	4	5
People in groups					
Evidence of volunteerism					
Sense of pride and ownership					
Children and seniors are present					
average rating: _____					

Overall Rating: _____
- Identify Opportunities**
 - What do you like best about this place?
 - List three things that you would do to improve this place that could be done right away and that wouldn't cost a lot.
 - What 3 changes would you make in the long term that would have the biggest impact?
 - Ask someone who is in the "place" what they like about it and what they would do to improve it. Their answer: _____
 - What local partnerships or local talent can you identify that could help implement some of your proposed improvements? (e.g. artists, musicians, gardeners, etc.) Please be as specific as possible.