

The city experienced on sidewalks & public places



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Jane Jacobs & vibrant city life



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How do you produce these conditions?  
(pre- and post-Covid)



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As opposed to these conditions?



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Extreme problem in places abandoned



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How to create places like this: Bryant Park



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As opposed to this



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Empire State Plaza, Albany



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



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



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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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*"Public interaction without private commitment"*



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### A well-used street is a safe street



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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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### #1: Frequent doors, openings produce activity



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Places of interest that pull you along



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Rather than blank & boring walls



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Buildings designed to activate .....



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Rather than deaden the street



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Uses that generate high volumes of pedestrians



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Buildings that spill out onto the sidewalk



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



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Celebrates formal role of NYC doorman



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Informal: shop owners who watch over 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  
Visby, Gotland; Sweden



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16<sup>th</sup> century place thriving as tourist destination



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Preserved, medieval city of Bruges, Belgium



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Curving walkable, human-scale lanes



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Thrives as a seasonal tourist destination  
Not a 365 day working city



But if you are trying to create a competitive  
21<sup>st</sup> century city



If you trying to accommodate explosive growth



In an historic setting



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How to preserve human scale of historic city?  
Frequent doors & openings



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



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



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Like the single use traditional downtown



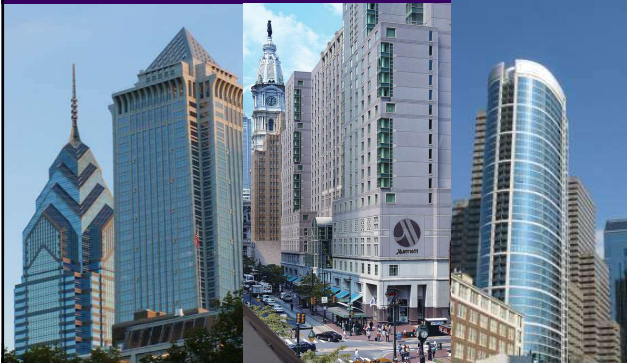
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Uses that generate activity at night:  
Arts & entertainment



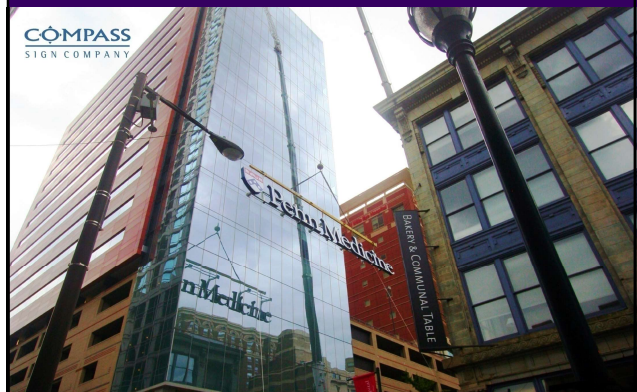
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Mixed primary uses: office, hotel & residential  
Create foot traffic at different times of day



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Add an outpatient medical building



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**& a hospital & get even more diverse foot traffic**



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**On campuses: classrooms, offices & dorms**



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**Evening classes**



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



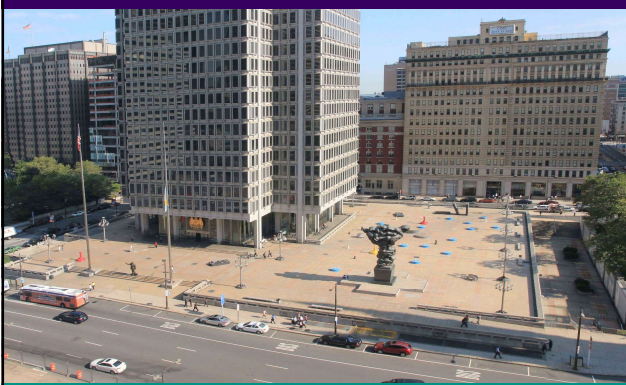
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Also need to get the ground floor right!  
Primary mixed uses + frequent doors & openings on ground floor



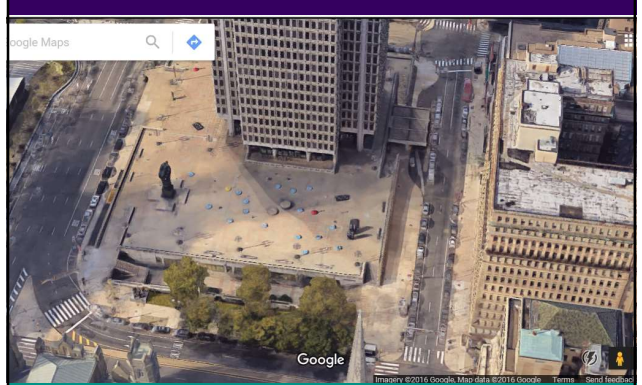
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High-rise buildings 1960s-1970s on podiums



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Buildings separated from the street grid



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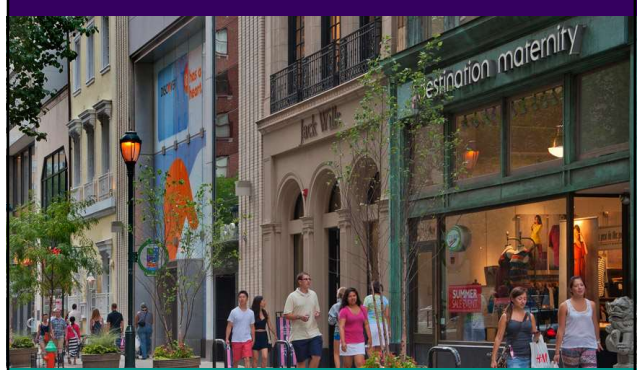


Two most successful retail streets in Center City  
West Chestnut St



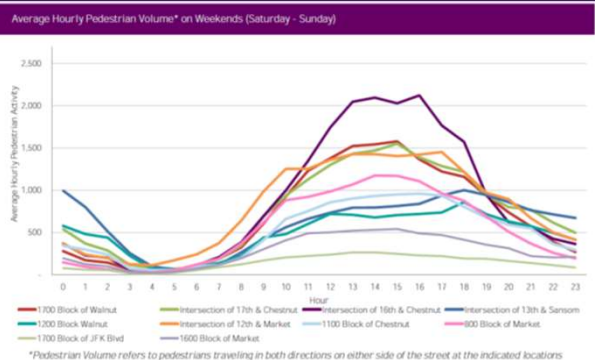
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West Walnut Street



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July 2019: Saturday & Sunday



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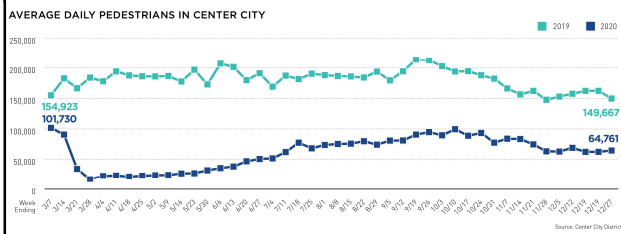
Surrounding density & mixed use creates  
the foot-traffic for Chestnut & Walnut Streets



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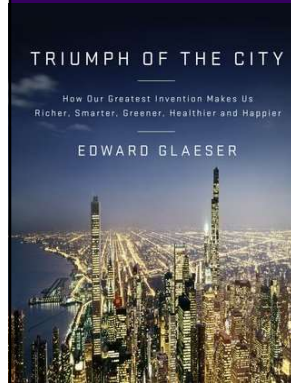


## What the pandemic has done: Remove prime drivers of foot-traffic(-57%)



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## Density has an economic value in-itself



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

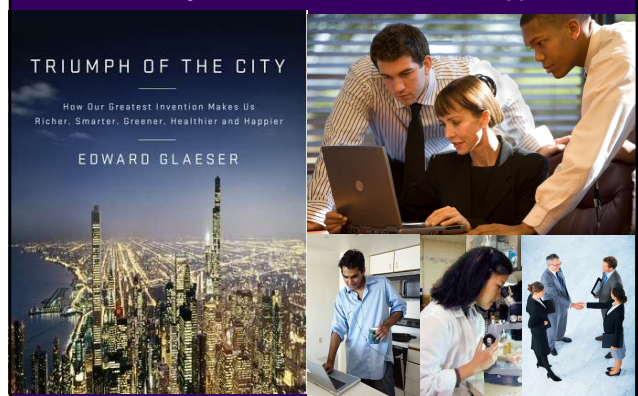
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## Density creates economies of scale & robust labor markets



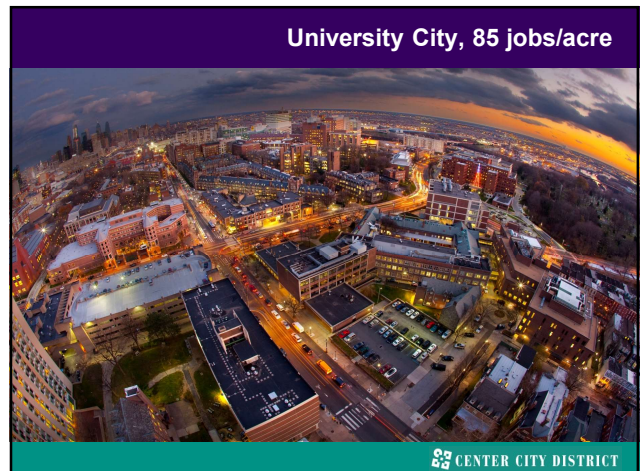
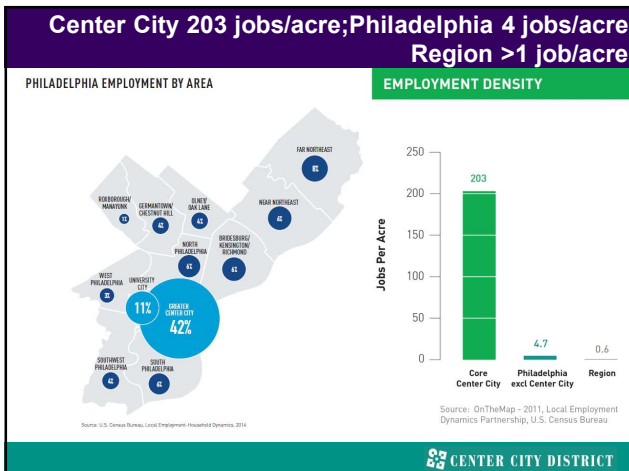
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## Density fosters innovation & creates opportunities



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Urban density is an economic driver

But also creates demand/need for public spaces

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It takes surrounding density to create value in open space  
Piazza Navona, Rome



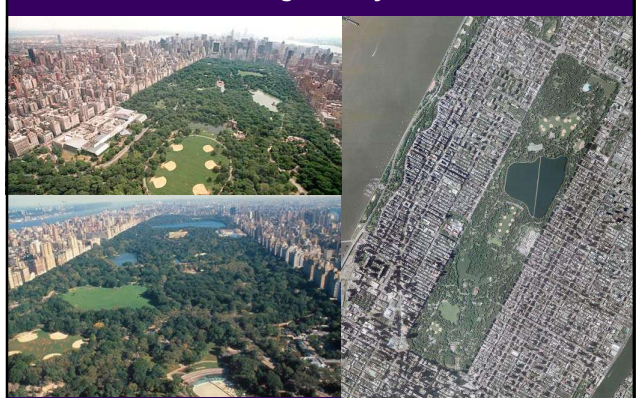
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Surrounding density around Millennium Park



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Surrounding density around Central Park



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Rittenhouse Square: Density + diversity of landuse



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Design of places matters too  
Multiple entrances provide ease of access



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



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Ease of entry



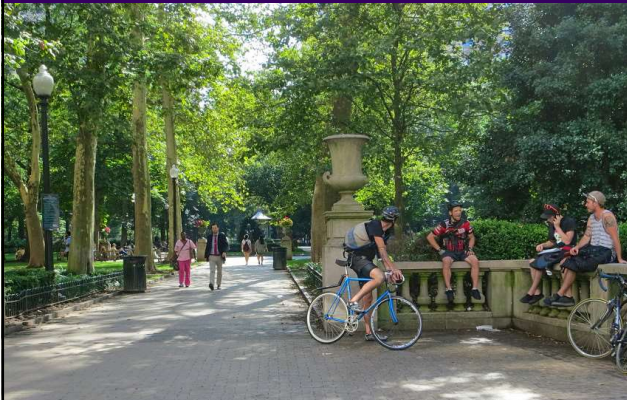
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Because of diverse, adjacent land-use: office workers



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Bike messengers



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Construction workers & day-care providers



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Seniors & young children



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College students & parents



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Plenty of places from which to watch other people



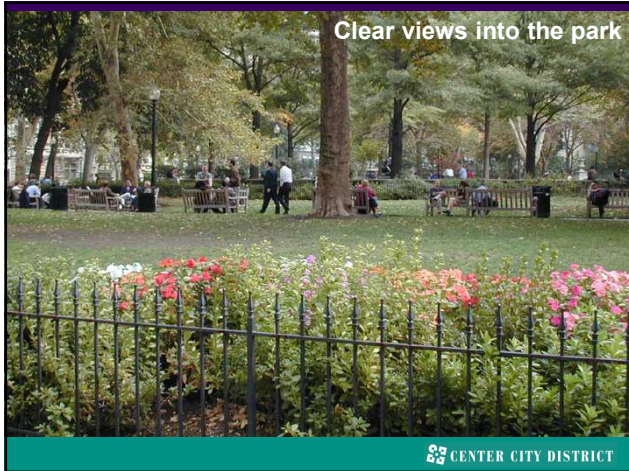
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Surrounding retail: eyes on the park



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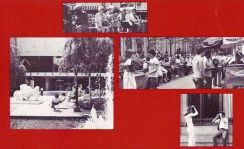
Millennium Park, Chicago



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



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### Empire State Plaza, Albany



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### Direct ramps from the expressway to the garage



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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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Large buildings can transform image of a city



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Iconic Sydney Opera house



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## Guggenheim in Bilbao



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## Transformed the surrounding environment



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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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Well designed downtown convention centers



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And successful concert halls



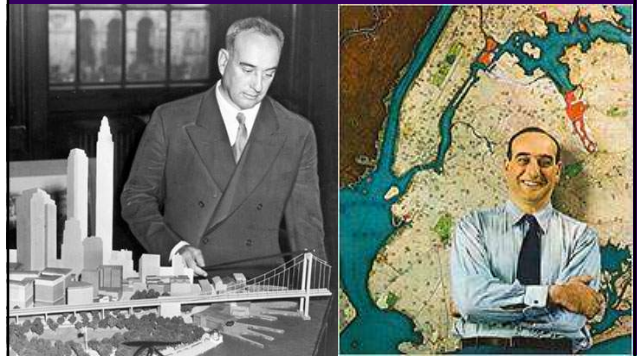
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Can projects be too big for their urban context?



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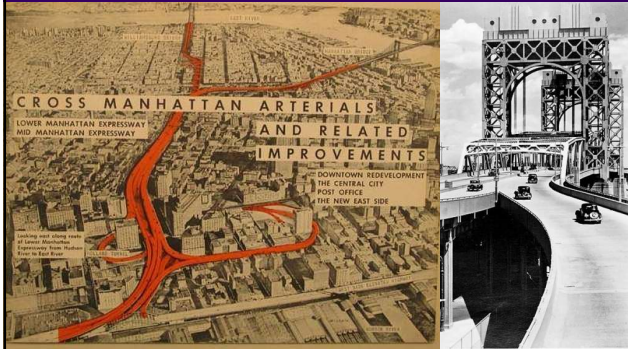
Jane Jacobs was a reaction to Robert Moses:  
Regional, top-down planning



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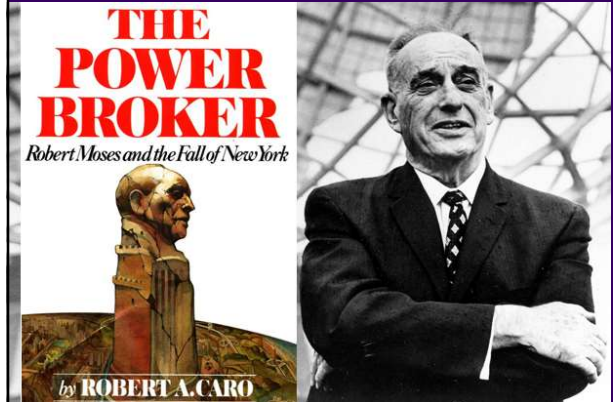


A focus that saw the prime purpose of planning as  
Enhancing the movement of goods through the city



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Robert Caro's The Power Broker



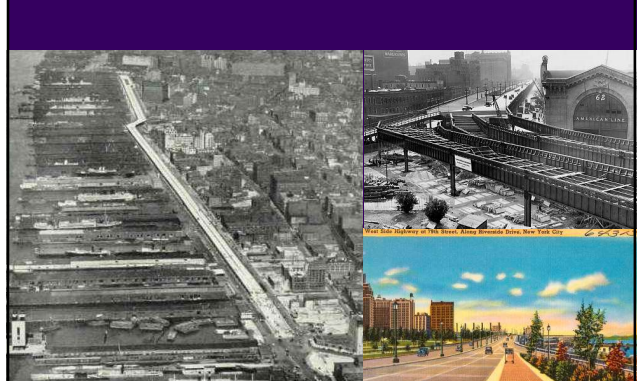
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Major projects: West Side Highway



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Key to the vitality of the port



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Jones Beach: auto oriented



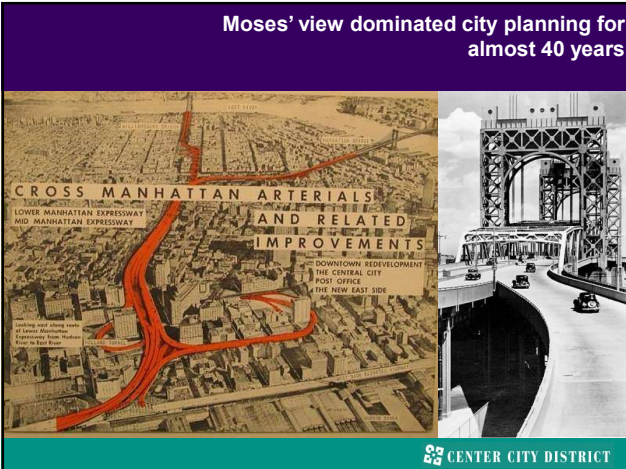
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Very thoughtful reconsideration  
Hilary Ballon & Kenneth Jackson



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Moses' view dominated city planning for  
almost 40 years



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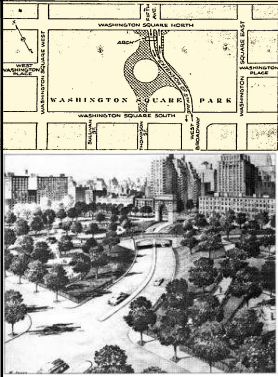
Paradigm shift: The battle over Washington Square



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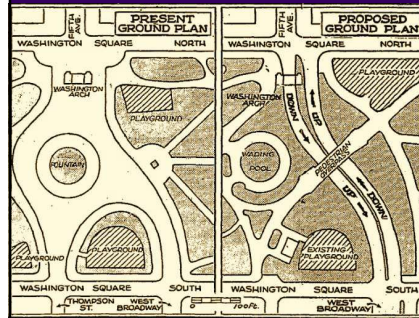
## Washington Square park



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

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## 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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## Where Jane Jacobs got her inspiration



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



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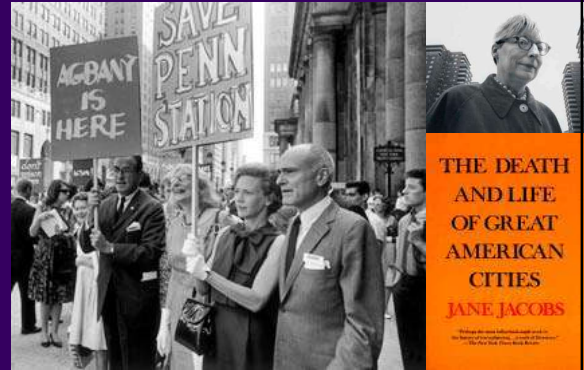


City is about sidewalks; places not pathways  
1968: the Park is permanently closed to traffic



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Jane Jacobs became the bible for city revitalization



THE DEATH  
AND LIFE  
OF GREAT  
AMERICAN  
CITIES  
JANE JACOBS

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



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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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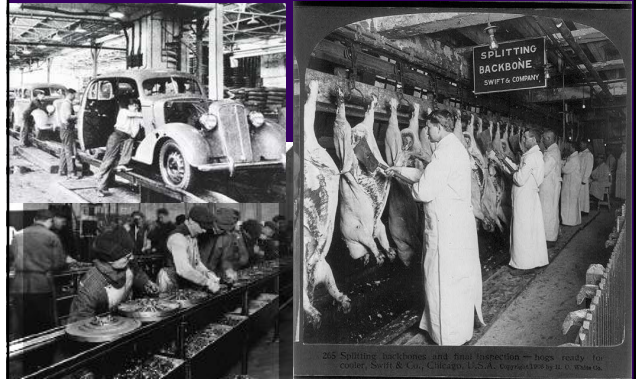


**City Beautiful was a response to the challenge of smog & filth of the industrial city**



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**City of industry & slaughter houses**



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**Benjamin Franklin Parkway: City Beautiful project**



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**The Parkway is a 19<sup>th</sup> century idea: 1884**



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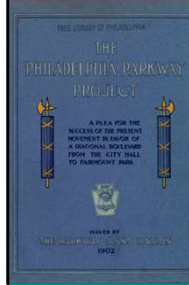


Alternative to smoke-filled messy density  
of the industrial city



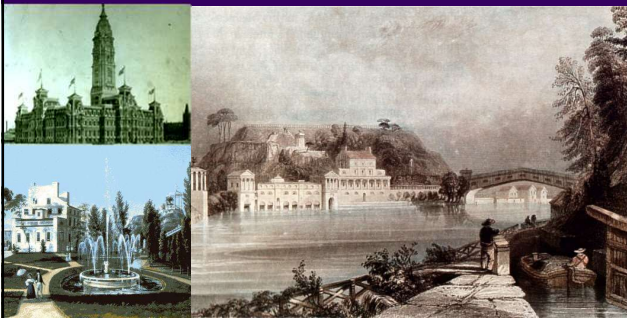
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A line of desire through 1 mile of the city



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Connect the new City Hall to Fairmount Park



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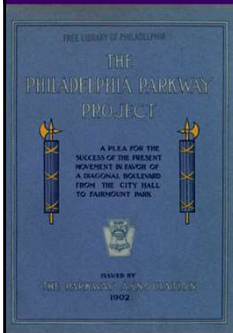
Influenced by Hausmann's Paris



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Involved demolition of 1,300 properties



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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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Thinking Big was seen as the problem



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Discredited by destructive renewal projects



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But a lot of what we have inherited in cities



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Is the result of bad design principals from the past



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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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Places programmed with activities



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That draw people at different times of the day



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That's the challenge of JFK Boulevard at 30<sup>th</sup> Street



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

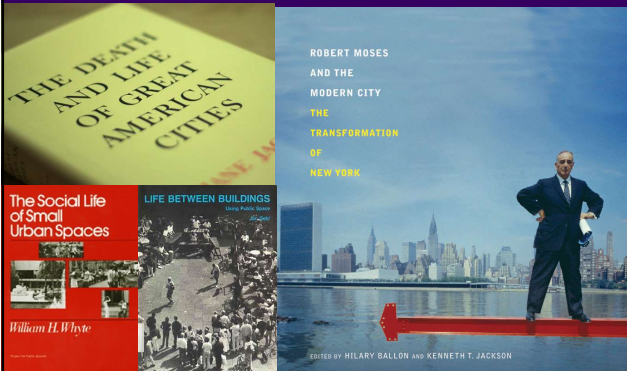


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How do we combine attention to pedestrian scale  
with the willingness to think big again about our cities?



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How do we solve this equation?



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## Recovery from COVID is a challenge to think big

The Atlantic, OCTOBER 2020  
Derek Thompson: How Disaster Shaped the Modern City.



**Disaster**  
The 1905 earthquake in San Francisco killed 31 people and destroyed more than 280,000 homes. The city was left in ruins, and the city government was forced to rebuild the city from scratch.

**Recovery**  
The city government was forced to rebuild the city from scratch. The city government was forced to rebuild the city from scratch. The city government was forced to rebuild the city from scratch.

A new Manhattan would grow from the rubble, made of steel rather than wood, with wider streets and taller buildings. But the most important innovation in rebuilding the city, long one when it was built, was the creation of a new form of public housing, the tenement house, which was built on the ruins of the old city.

The engineering triumph known as the Croton Aqueduct opened in 1842. It gave firefighters an ample supply of fire-fighting water, and it was a triumph of engineering. It was a triumph of engineering. It was a triumph of engineering.

### The Nemeses of Cities

Urban flourishing requires overcoming perennial threats, from pandemics to economic barriers to public disaster.

Edward L. Glaeser

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Urban flourishing requires overcoming perennial threats, from pandemics to economic barriers to public disaster. Urban flourishing requires overcoming perennial threats, from pandemics to economic barriers to public disaster. Urban flourishing requires overcoming perennial threats, from pandemics to economic barriers to public disaster.

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Derek Thompson, October 2020

America's fractious & tragic response to the COVID-19 pandemic has made the nation look more like a failed state than like the richest country in world history.

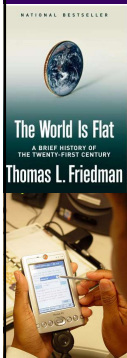
Doom-scrolling through morbid headlines in 2020, one could easily believe that we have lost our capacity for effective crisis response. And maybe we have.

But a major crisis has a way of exposing what is broken & giving a new generation of leaders a chance to build something better. Sometimes the ramifications of their choices are wider than one might think.

Climate change may be that impulse

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In global economy, digital technology provides mobility & choice; post-industrial work can be performed anywhere  
Post-Covid even more true



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When people can work anyplace, the quality of a specific place defines its competitiveness



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Jan Gehl: In the manufacturing city,  
People were in the street out of necessity



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That's where a lot of work was performed



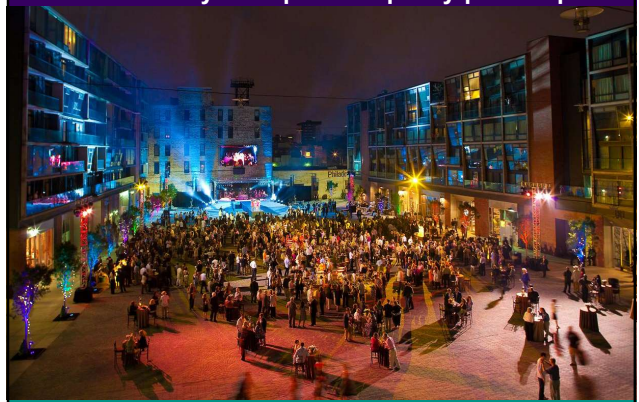
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Post-industrial city, they are outside by choice



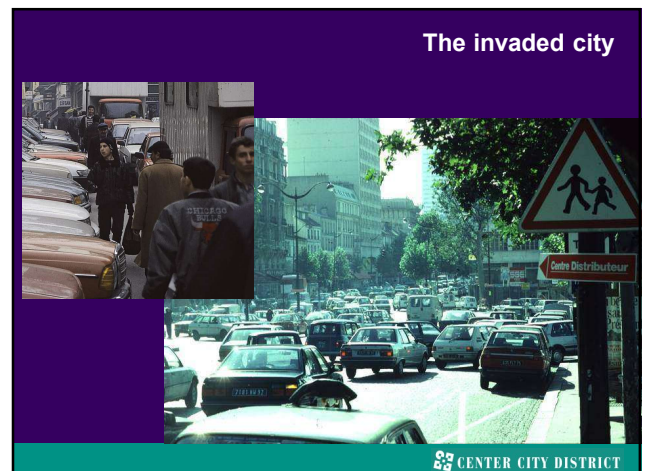
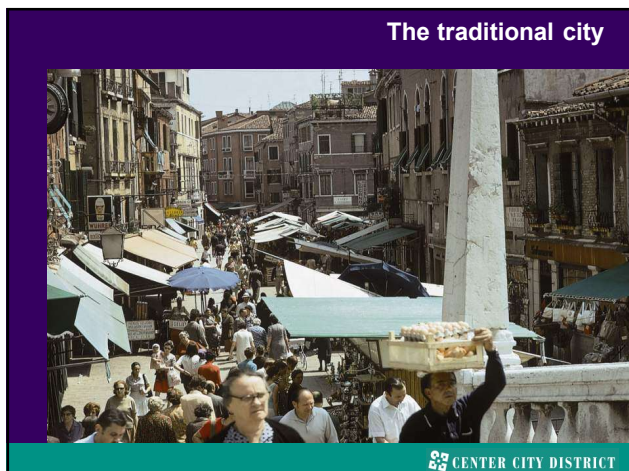
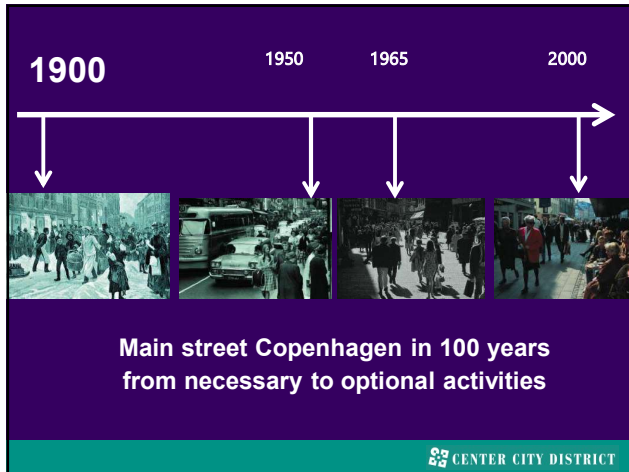
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Only if we provide quality public spaces



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The abandoned city



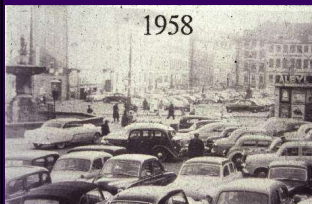
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The reconquered city



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In 1962 all 18 squares were parking lots  
- now they are all people squares



1958



1994

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Public plaza in Copenhagen



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Pedestrianized streets



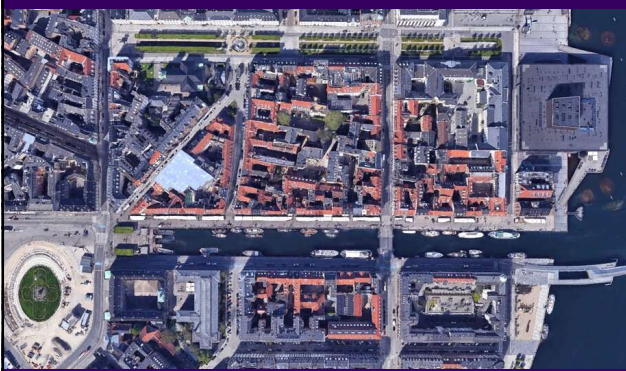
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Nyhavn, Copenhagen; 1960s



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In a densely developed section of the city



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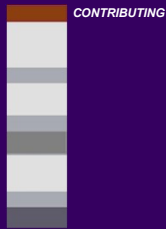
## Evaluating Public Spaces

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## Plan for growth Four geographic areas + transit



## Buildings that contribute to quality street fronts MGA Partners



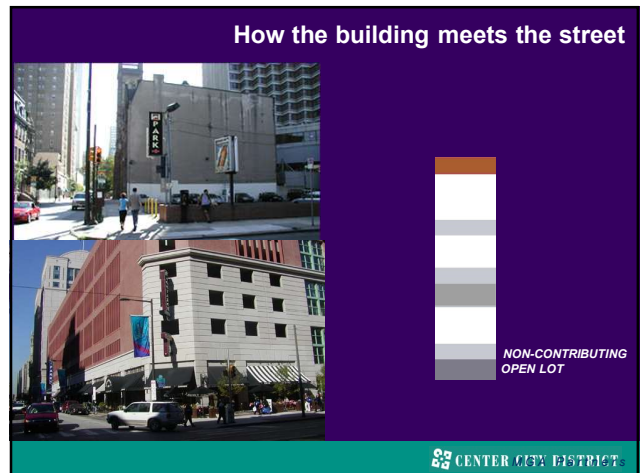
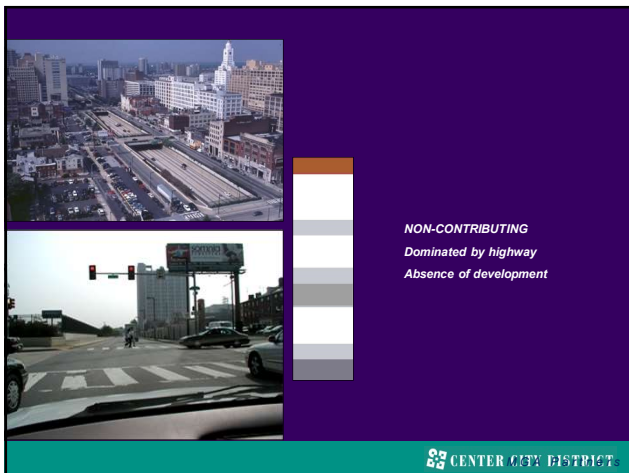
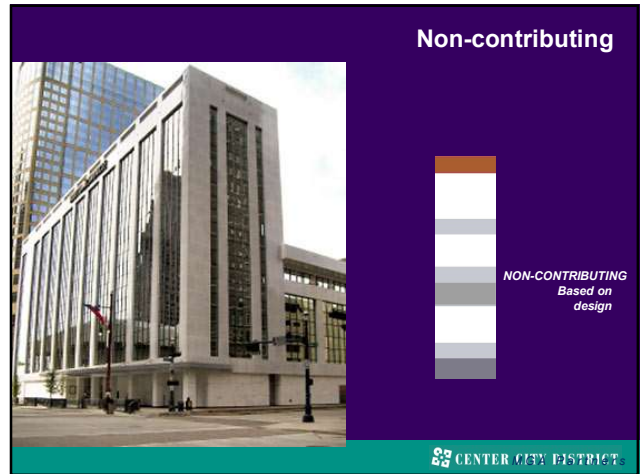
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## Non-contributing



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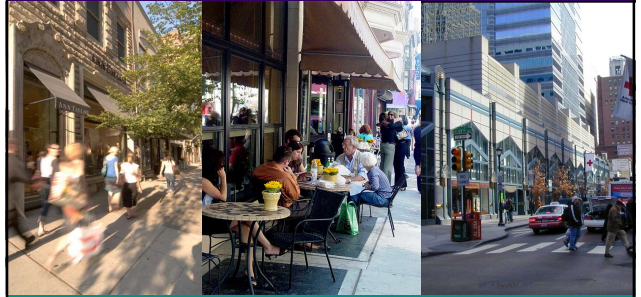


Tall buildings can meet the street in different ways

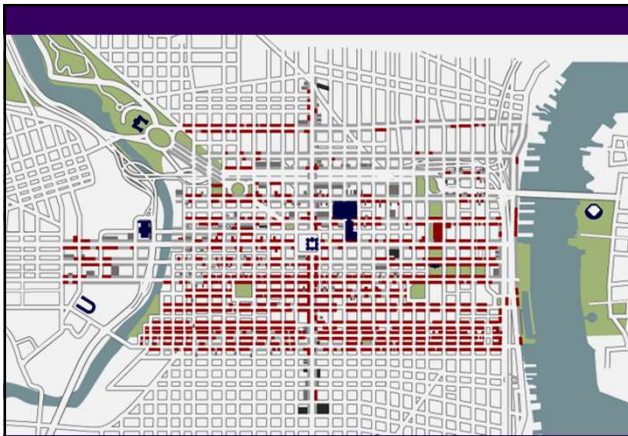


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Get the ground floor right!

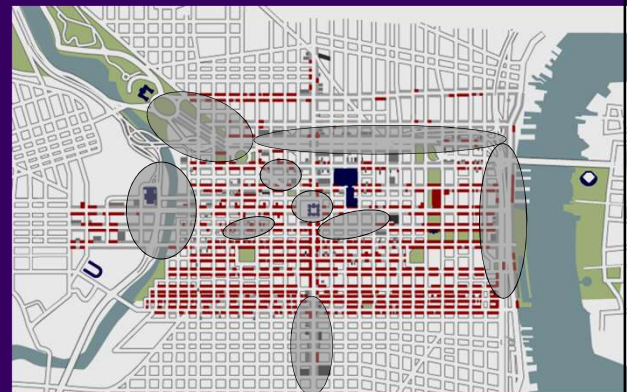


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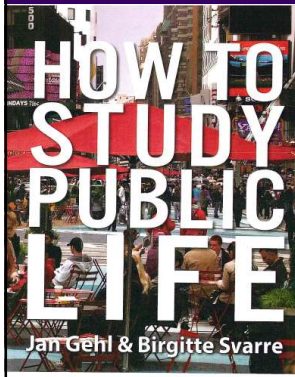
Filling in gaps in fabric of the city



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## Jan Gehl, How to Study Public Life



### Counting

Counting is a widely used tool in public life studies. In principle, everything can be counted, which provides numbers for making comparisons before and after between different geographic areas or over time.

### Mapping

Activities, people, objects for mapping and much more can be plotted in maps. Maps are a critical tool for visualizing and understanding the number and type of activities and where they take place. This is a critical tool for understanding the spatial distribution of activities.

### Tracing

People's movements tracks or creating a limited space can be drawn as lines of movement on a plan of the mapping studied.

### Tracking

In order to observe people's movements over a large area or for a longer time, when we can observe follow people without their knowing it, we follow someone who knows and knows to be followed and observed. This is also called shadowing.

### Looking for traces

Human activity often leaves traces such as litter in the streets, dog droppings in parks etc. which give the observer information about the city life. These traces can be registered through counting, photographing or mapping.

### Photographing

Photographing is an essential part of public life studies to document situations where you can't be there and/or where it's not possible to observe directly. It can be used to document the interaction between people and the environment.

### Keeping a diary

Keeping a diary can register details and nuances about the interaction between people and the environment that can't be captured by other methods.

### Test walks

Taking a walk with a camera or a video camera can be used to observe the environment from a different perspective and to document the interaction between people and the environment.

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### Retail in the office district

Central Business District (CBD) - June 2012



The assignment is to study the retail conditions on two blocks of retail West Market Street or J.R. Boulevard and compare these two blocks to the same two adjacent blocks on either West Market or West Walnut Street. For example, you can compare the 1600 and 1700 blocks of J.R. Boulevard to the 1600 and 1700 blocks of West Market or the 1600 and 1700 blocks of West Walnut Street or the 1600 and 1700 blocks of West Walnut Street. In total, you will be comparing two blocks in the office district to two blocks in what traditionally has been Center City's prime retail district.

Your essay should take the form of a memo of recommendations you are writing to the owners of office buildings on the two blocks of West Market or J.R. Boulevard that you have selected.

Part one of the assignment is simply to walk the four blocks, compare the architecture, scale and use of the buildings, the positioning and frequency of retail/restaurant premises and the volume and types of pedestrian use on the blocks. Making certain reasonable generalizations that compare your experience and the retail environment on two blocks in the "retail district" with two blocks in the "office district". In this week's readings, you have access to CCD's June retail report and to our monthly pedestrian counts for the month of July 2012 and you can compare your experience to those counts, noting the days and times of day you walked your blocks.

The second part of the assignment is comprised of your recommendations to the owners of buildings on the two office blocks you have chosen. Among the issues about which you will have to form some preliminary opinions in order to make recommendations are the same challenges owners of major buildings are struggling with: (1) Will office occupancy return to something approaching pre-pandemic levels? (2) If not, do they need to start thinking differently about the type of retail they seek to attract in order to draw a broader customer base than just office workers? (3) Can the selection of tenants for ground floor spaces help improve the appeal of these buildings as part of the effort to encourage the return of office workers? The recommendations should be about 5 pages in length and can include a few photos and maps. The assignment is due in class on September 21, 2022.

CENTER CITY DISTRICT

## 1950s: Creation of modern new Office District



CENTER CITY DISTRICT

## Broad St Station: immediately west of City Hall



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**1953: the demolition of elevated railroad tracks**



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**Penn Center**



 CENTER CITY DISTRICT

**1960s & 1970s: all buildings connected to transit**  
Innovated with “transit-oriented development”



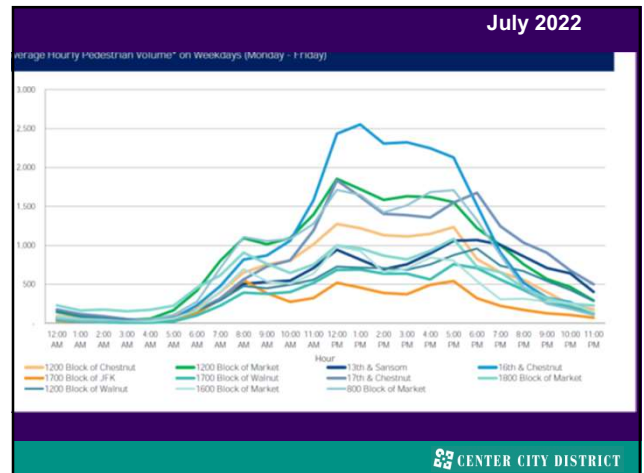
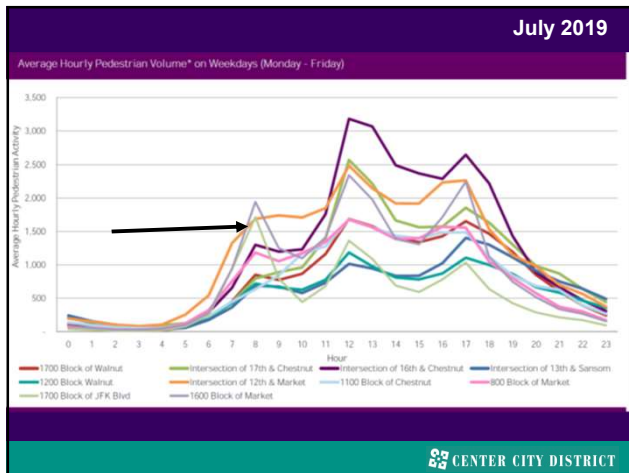
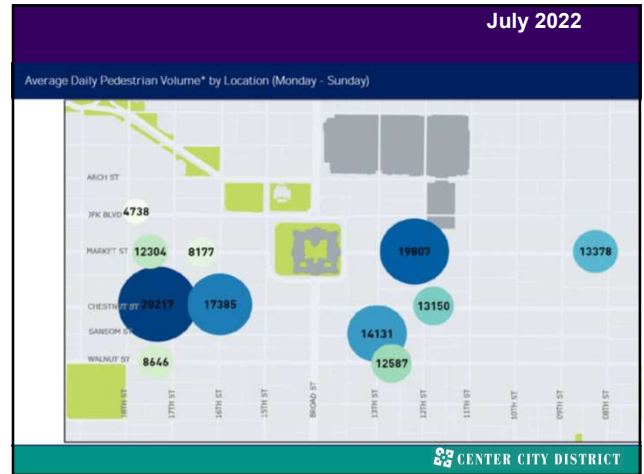
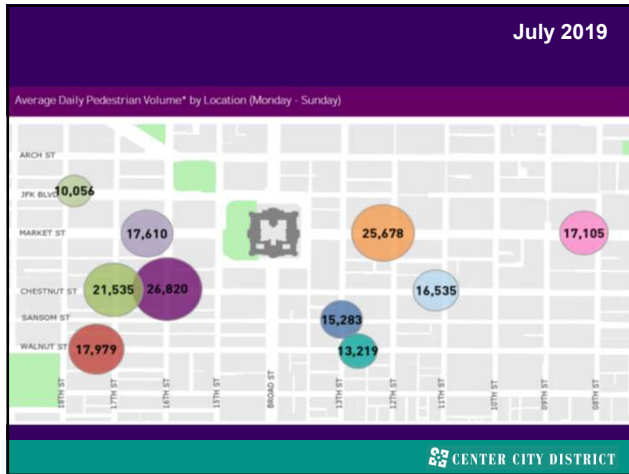
 CENTER CITY DISTRICT

**Emerged as a single-use office district**



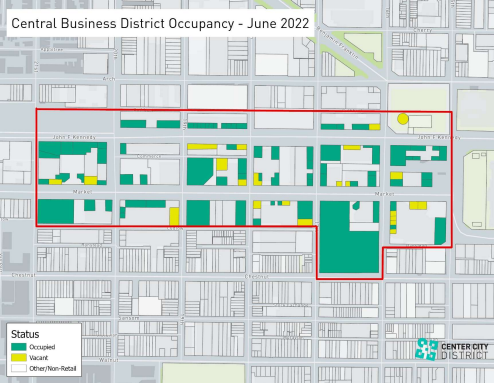
 CENTER CITY DISTRICT







## Need to rethink the retail in the office district?



**Retail in the office district**

Central Business District Occupancy - June 2022

The assignment is to assess the retail conditions on two blocks of either West Market Street or 21st. Research and compare these two blocks to the same two numbered blocks on either West Chestnut or West Walnut Street. For example, you can compare the 1400 and 1700 blocks of 21st, Boulevard or the 1400 and 1700 blocks of West Market to the 1400 and 1700 blocks of West Chestnut Street or the 1400 and 1700 blocks of West Walnut Street. In total, you will be comparing two blocks in the office district to two blocks in what traditionally has been Center City's prime retail district.

Your essay should take the form of a memo of recommendations you are writing to the owners of office buildings on the two blocks of West Market or 21st, Boulevard that you have selected.

Part one of the assignment is simply to walk the four blocks, compare the architecture, scale and use of the buildings, the positioning and frequency of retail/restaurant entrances and the volume and types of pedestrian use are making certain reasonable generalizations that compare your experience and the retail environment on two blocks of the "retail district" with two blocks in the "office district." In this week's readings you have access to CCD's June retail report and to our monthly pedestrian counts for the month of July 2022 and you can compare your experience to those counts, noting the days and times of day you walked your blocks.

The second part of the assignment is comprised of your recommendations to the owners of buildings on the two office blocks you have chosen. Among the issues about which you will have to first make preliminary opinions in order to make recommendations are the same challenges owners of major buildings are struggling with: (1) will office occupancy return to something approaching pre-pandemic levels? (2) if not, do they need to start thinking differently about the type of retail they seek to attract in order to draw in a broader customer base than just office workers? (3) Can the selection of tenants for ground floor spaces help improve the appeal of these buildings as part of the effort to encourage the return of office tenants?

The memorandum should be about 3 pages in length and can include a few photos and maps. The assignment is due in class on September 21, 2022.

CENTER CITY DISTRICT

15th to 22nd St.  
24 major office buildings,  
7 residential buildings  
2 hotels

one soon-to-be-vacated  
office building –  
1701 Market

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