



Human Scale

behind the scenes and
what happened next in
New York?

Gehl

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INTRODUCTION



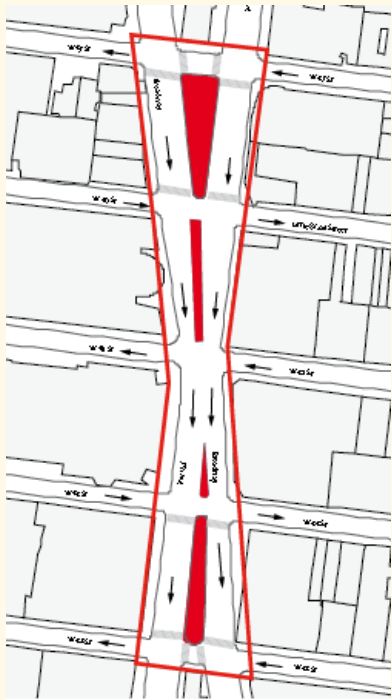


Gehl

Times Square

Space

Users



10% under 14 years old and over 65 years old
But they represent **30% of the population**

World Bank Street Design for New York City Public Space

Few children and elderly in the street

Who uses New York streets?

Overcrowded or otherwise unattractive sidewalks and walking environments are not only less pleasant places to be, they in fact discourage some groups from walking or being on a public street altogether.

Only 10% of pedestrians identified at our survey sites were children or seniors (under 14 or over 65 years old), although these groups account for a combined 30% of New York's population

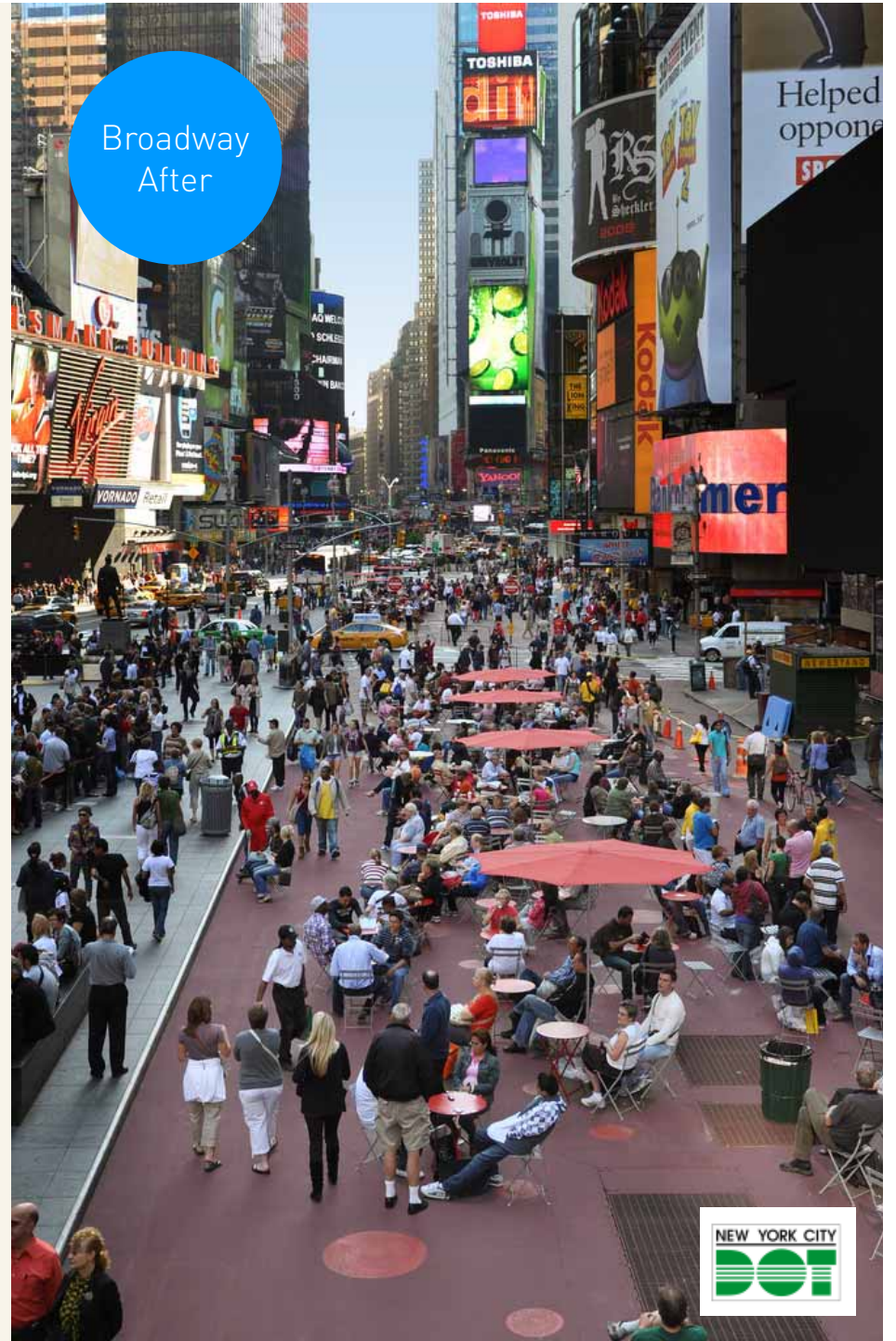


The elderly and young are rarely seen in the street environment in places where streets are traffic dominated and are not perceived as safe.

Broadway
Before



Broadway
After



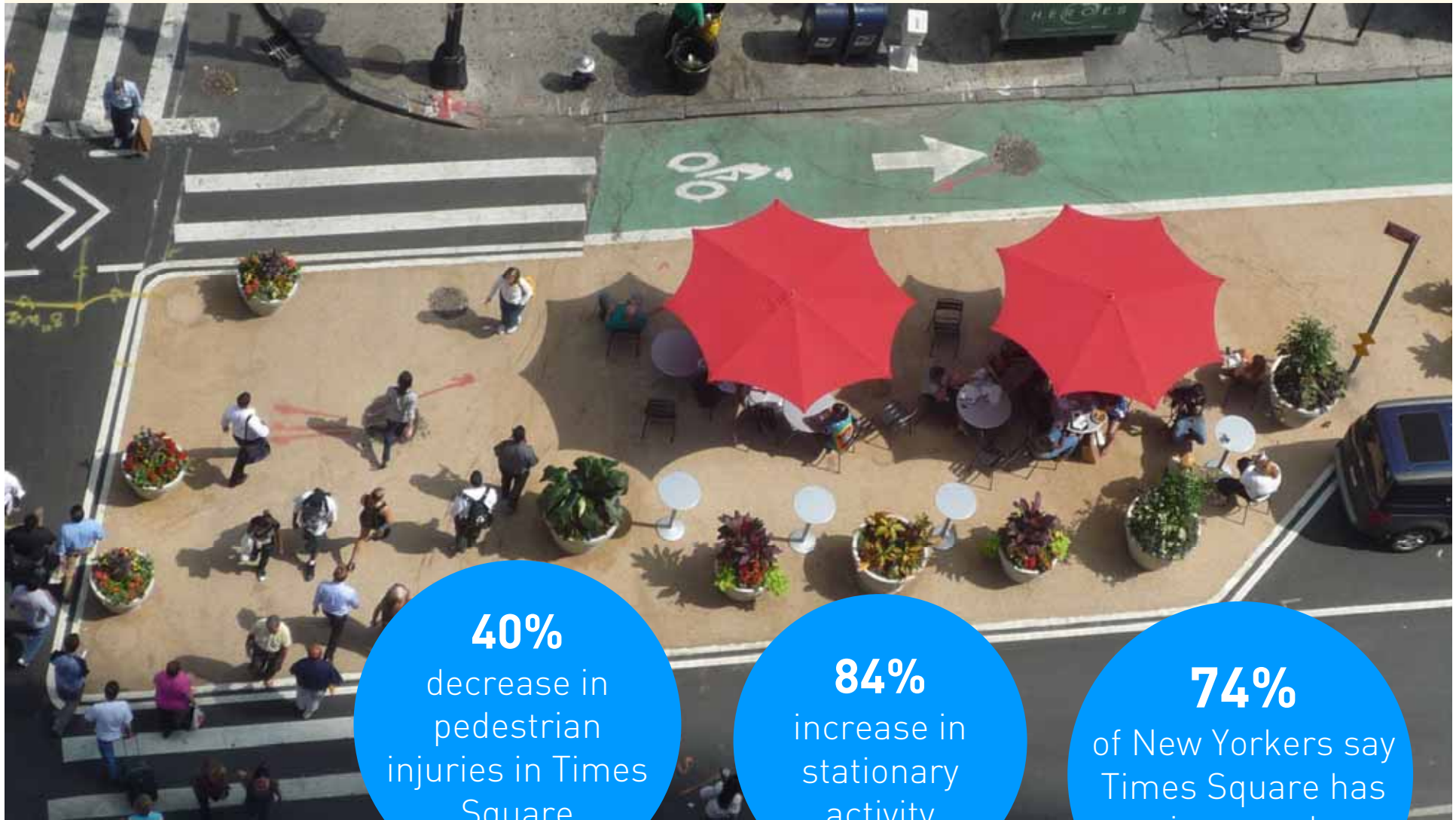
Columbus Circle
Before



Columbus Circle
after



Measuring impact – dialogue in scale 1:1



40%
decrease in
pedestrian
injuries in Times
Square

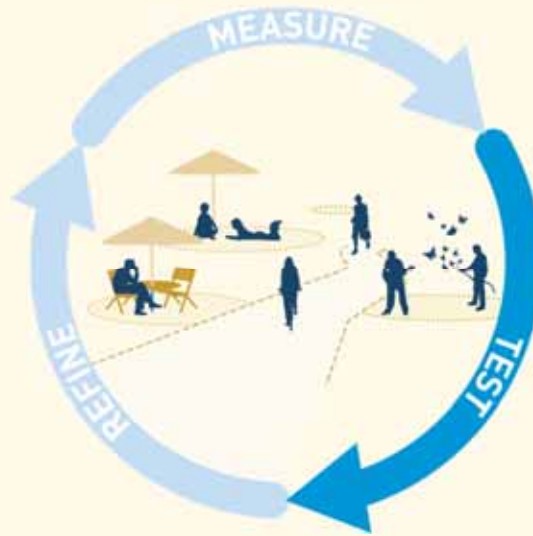
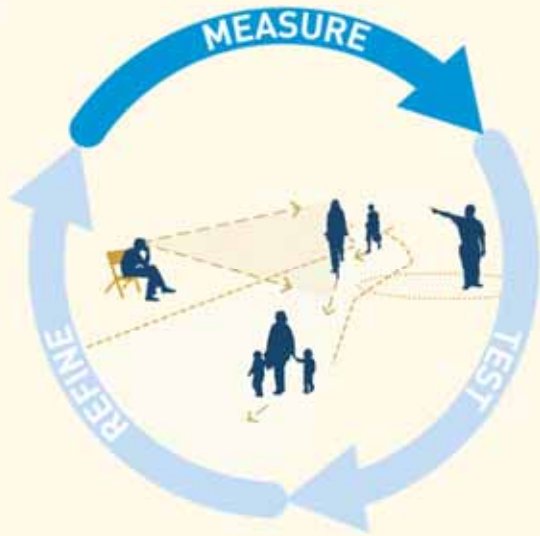
84%
increase in
stationary
activity

74%
of New Yorkers say
Times Square has
improved
dramatically

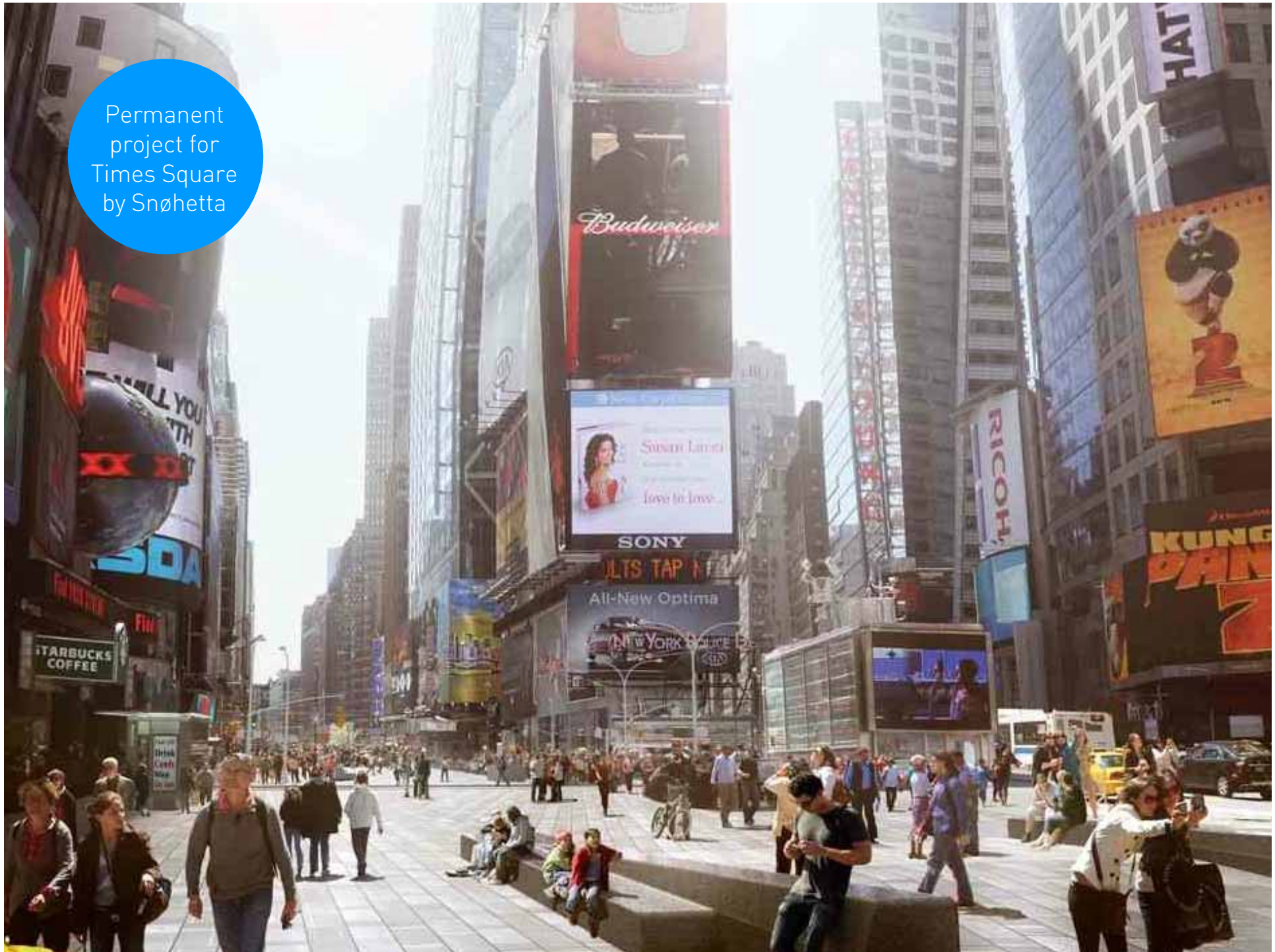


It was not perfect!

A **learning** approach

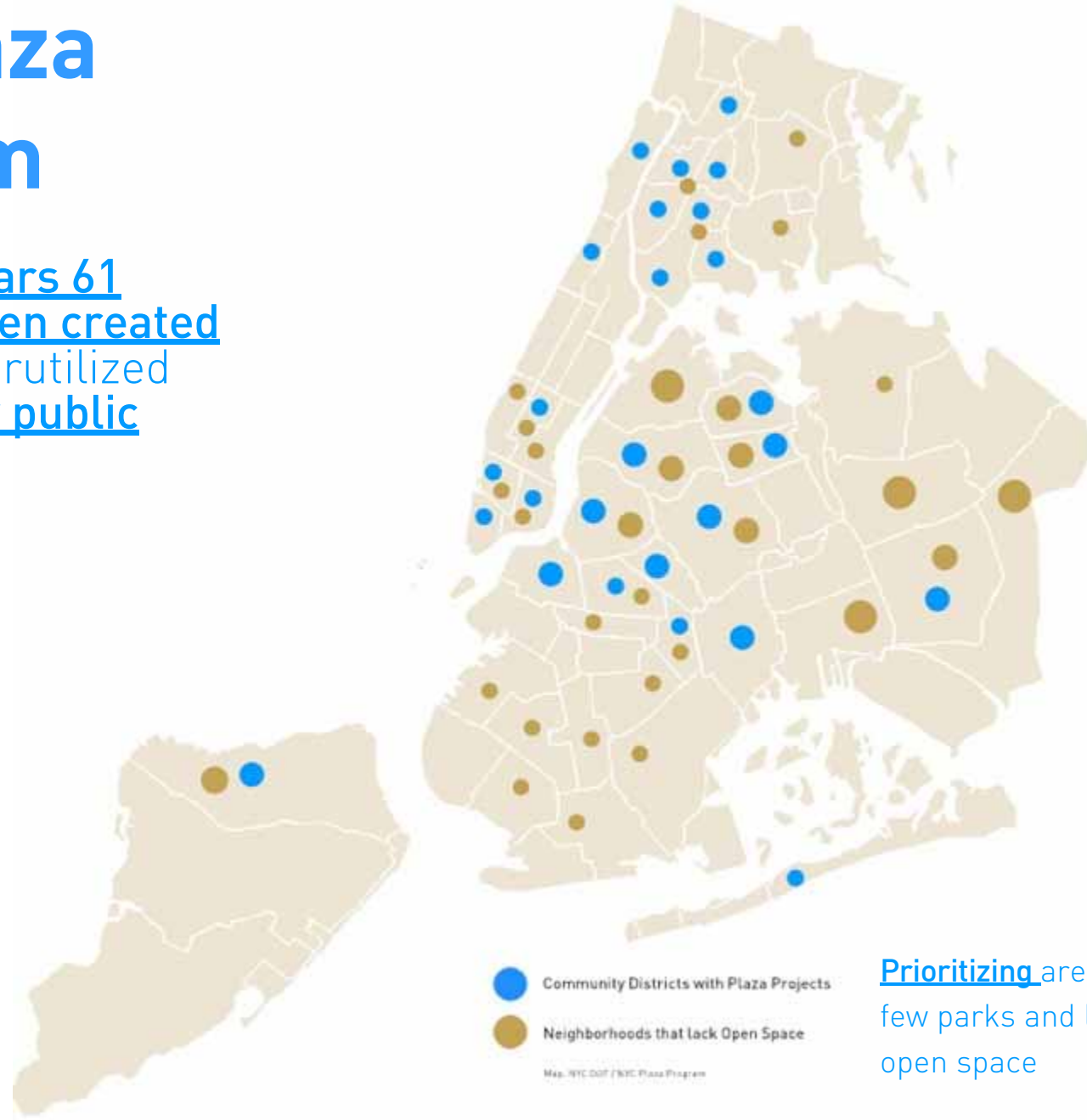


Permanent
project for
Times Square
by Snøhetta

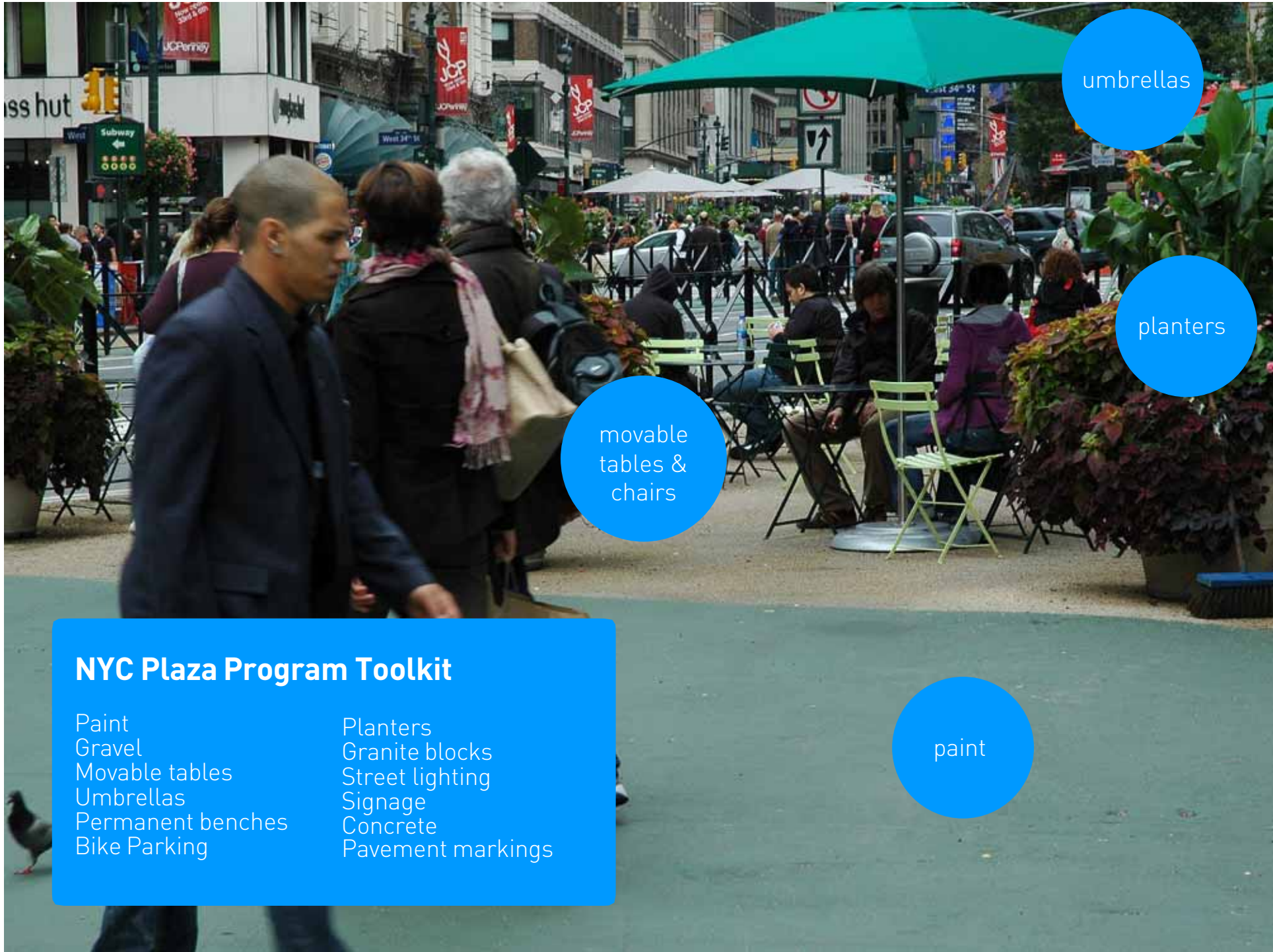


NYC Plaza Program

In the past 7 years 61 plazas have been created by turning underutilized space into new public spaces.



Prioritizing areas with few parks and lack of open space



umbrellas

planters

movable
tables &
chairs

paint

NYC Plaza Program Toolkit

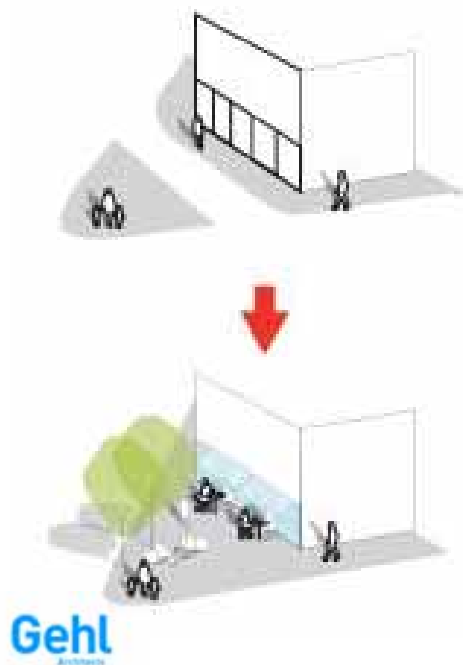
- Paint
- Gravel
- Movable tables
- Umbrellas
- Permanent benches
- Bike Parking

- Planters
- Granite blocks
- Street lighting
- Signage
- Concrete
- Pavement markings

NYC Plaza Program

NYC DOT funds a limited number of interim plaza per year. NGO's and local community groups can apply.

Community groups commit to maintain and manage the plazas

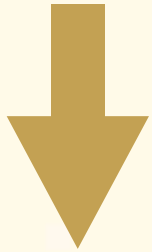


The economic and traffic impact of the plazas is measured by DOT



Increased retail sales

+172% on Pearl Street, Brooklyn (compared to 18% borough wide)



Decreased commercial vacancy rates

49% after Union Square was extended for pedestrians and cyclists



Measuring the Street: New Metrics for 21st Century Streets

But what is the **Social impact?**



Key findings

Analysis of social impact of 7 new plazas by Gehl and the J. Max Bond Center on Design for the JustCity

72%

of visitors to outer-borough plazas were local



Plazas are local assets.

Majority of visitors are locals and people visit plazas frequently

75%

of the outer-borough plazas recognize or know more people since the plaza opened



Plazas foster social connections.

Outer-borough plazas and those earning less than \$50,000 correlate with higher social interactions and recognition

67%

said the plaza increased time spent outside



People are spending more time outside.

With the highest increase in Queens plazas that most severely lack open space

67%

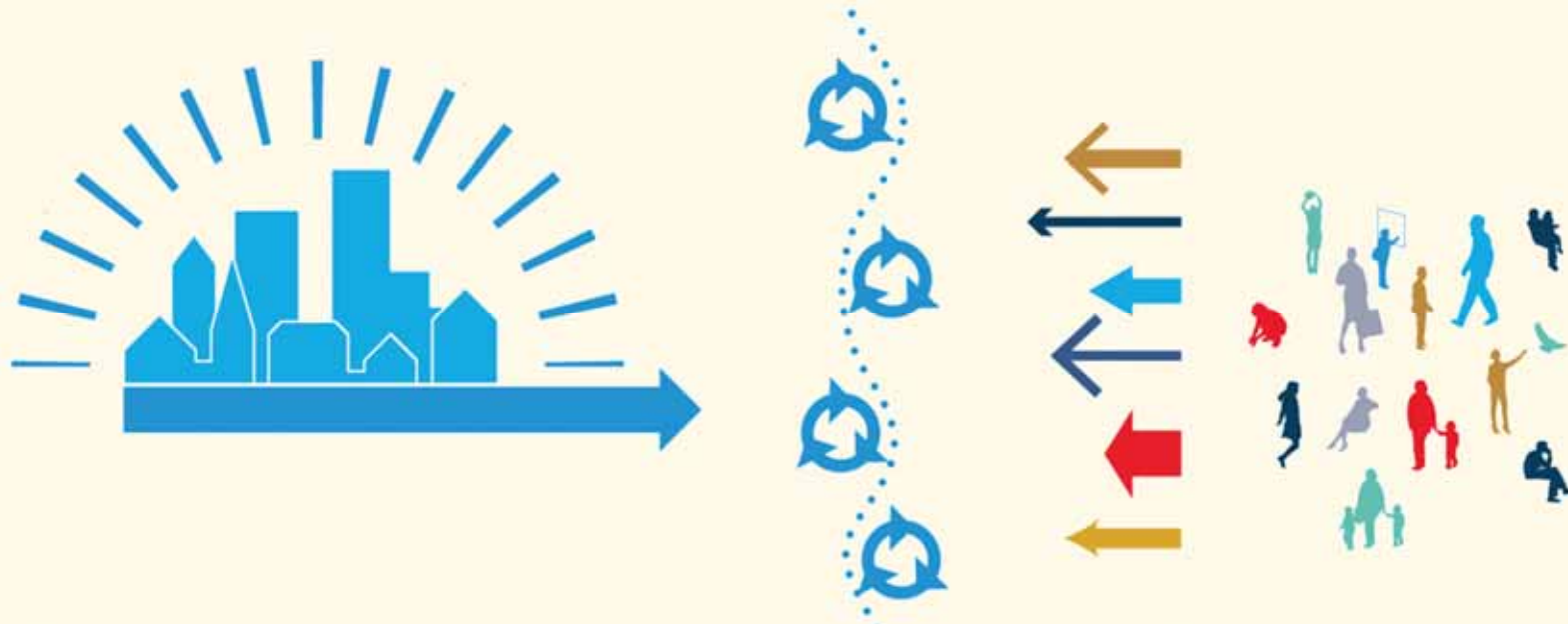
Felt a sense of ownership across all 7 plazas



People feel a sense of ownership.

Even if only 3% across the board participated in planning meetings for the plazas

Next generation of **Citizen Engagement**



Tactical projects
Pilot projects