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APPENDIX · PUBLIC LIFE DTA

METHOD

PEDESTRIAN COUNTS AND OBSERVATIONS

The purpose of this study was to examine how public spaces are used. It provides information on where people walk and stay either as part of their daily activities or for recreational purposes. This can form the basis for future decisions on, which streets and routes to improve, to make them easy and pleasant places to visit, and not just act as traffic conduits. The study also provides information on how many people sit, stand or carry out other stationary activities in the Wharf and where they do it. These stationary activities act as a good indicator of the quality of the urban spaces. A large number of pedestrians walking in the city does not necessarily indicate a high level of quality. However a high number of people choosing to spend time in the city indicates a lively city of strong urban quality.

What kind of data was collected

- Pedestrian countings
- Surveys of stationary activities (behavioural mapping)
- Age distribution

Method

The method for collecting this information has been developed by GEHL Architects and used in previous studies in Perth, Melbourne, Adelaide, Wellington, London, Riga, Stockholm, Oslo, Copenhagen, Rotterdam, Edinburgh and a number of provincial cities in UK and Scandinavia.

- Pedestrian counts were carried out in selected streets for 10 minutes every hour between 8 am and 10 pm
- Stationary activities were mapped every second hour between 10 am and 9 pm
- Age survey were performed in selected streets 8 times between 8 am and 8 pm
- The surveys took place on summer days with fine, sunny weather in July and August 2008
- The data were collected on Wednesday, July 30, 2008 and Saturday, August 2, 2008

The study areas

The counting positions have been chosen to provide the best possible overview of pedestrian traffic. The areas for recordings of staying activities are equally chosen with the intention to achieve knowledge of the study area as a whole.

Pedestrian traffic survey were recorded in the following streets at 19 different locations:

- Beach Street
- Leavenworth Street
- Hyde Street
- Jones Street
- The Embarcadero (3 locations: west, at Pier 39, and east)
- North Point Street
- Pier 39 (3 locations: West-, Central-, and East Promenade)
- Powell Street
- Mason Street
- Jefferson Street (3 locations: west, between Taylor St and Jones St, and between Powel St and Mason St)
- Taylor Street (3 locations: north, Taylor St, and south)

Stationary activity survey were recorded in the following 10 locations:

- Ghiradelli Square
- Aquatic Park
- The Cannery
- The Anchorage
- Jefferson Street
- Taylor Street and The Wheel
- Pier 43
- West Plaza
- Pier 39
- East Plaza

Age survey were conducted in the following streets at 6 different locations:

- Jefferson Street (2 locations)
- Hyde Street
- Beach Street
- Taylor Street
- The Embarcadero

SURVEY AREA

COUNTINGS LOCATIONS

Pedestrian countings:

- 1 Beach Street
- 2 Leavenworth Street
- 3 Hyde Street
- 4 Jones Street
- 5 The Embarcadero (west)
- 6 The Embarcadero (at pier 39)
- 7 The Embarcadero (east)
- 8 North Point Street
- 9 Pier 39 (West Promenade)
- 10 Pier 39 (Central Promenade)
- 11 Pier 39 (East Promenade)
- 12 Powell Street
- 13 Mason Street
- 14 Jefferson Street (west)
- 15 Jefferson Street (between Taylor St and Jones St)
- 16 Jefferson Street (between Powell St and Mason St)
- 17 Taylor Street (north)
- 18 Taylor Street
- 19 Taylor Street (south)

Stationary Activities:

- Ghiradelli Square
- Aquatic Park
- The Cannery
- The Anchorage
- Jefferson Street
- Taylor Street and The Wheel
- Pier 43
- West Plaza
- Pier 39
- East Plaza

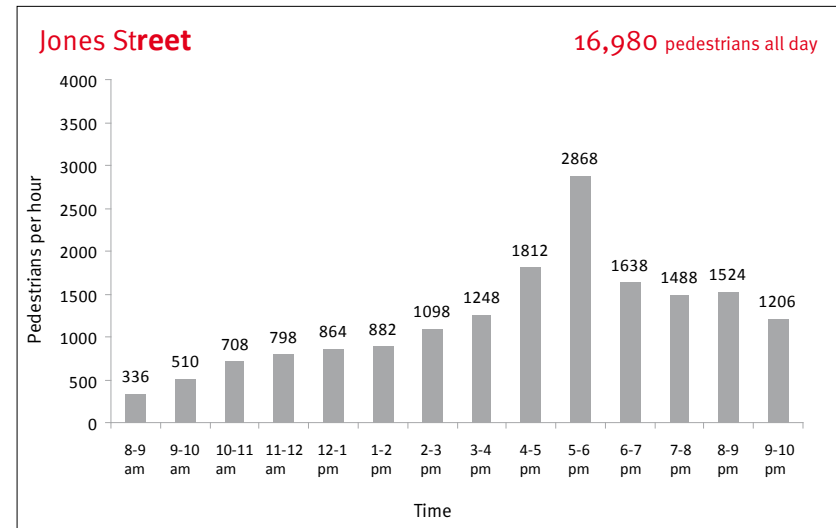
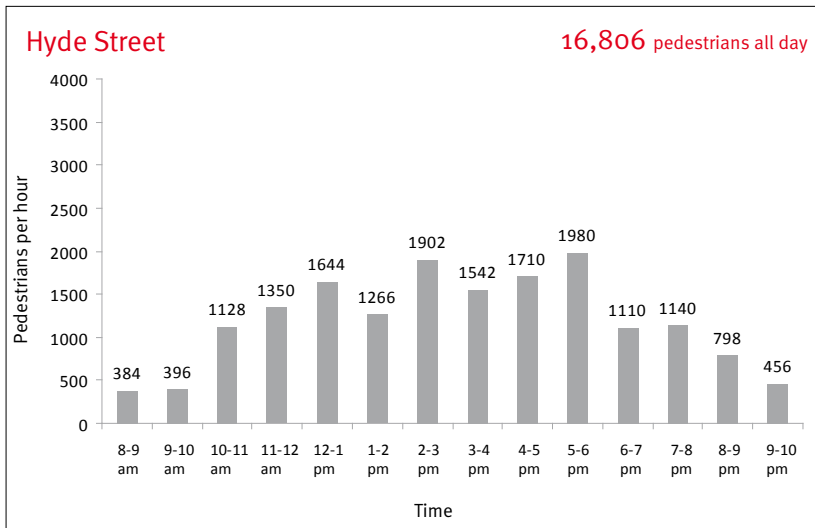
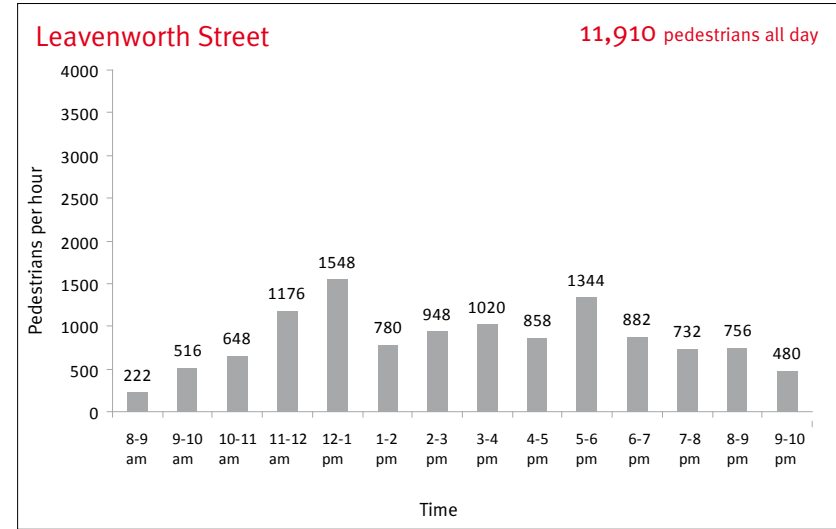
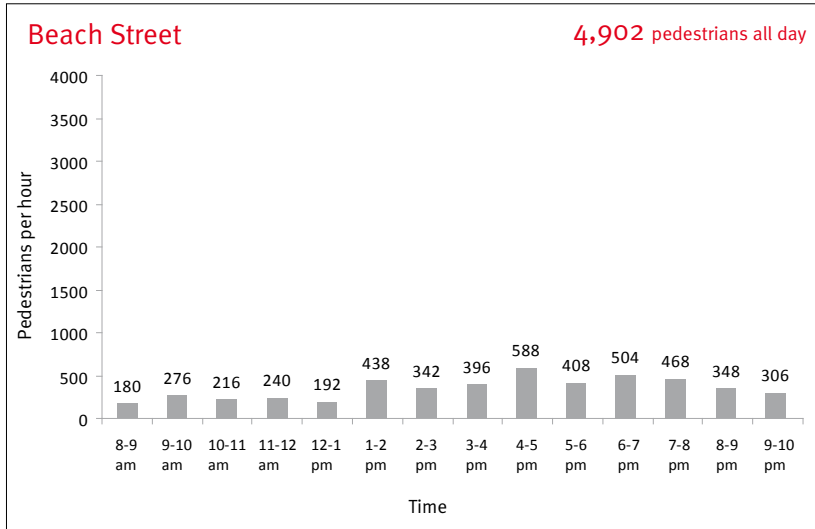
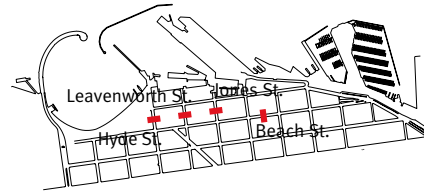


Age distribution:

- A Hyde Street
- B Jefferson Street (between Taylor St and Jones St)
- C Jefferson Street (between Powell St and Mason St)
- D Beach Street
- E Taylor Street
- F The Embarcadero

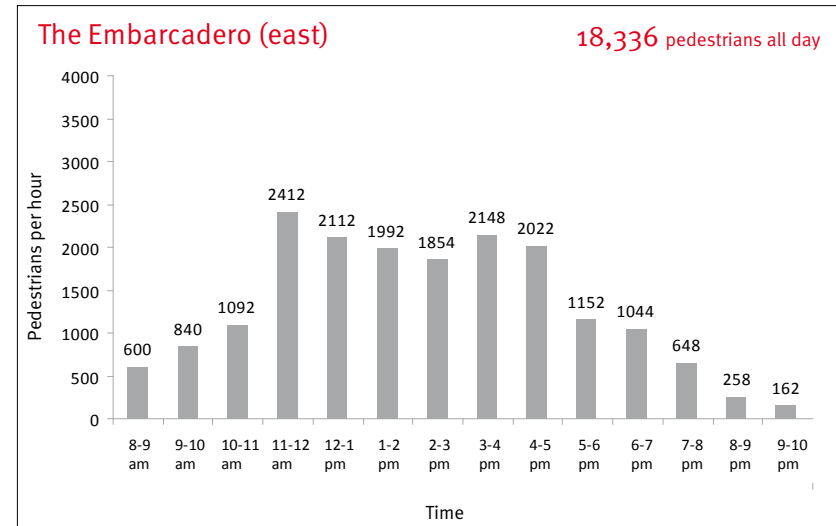
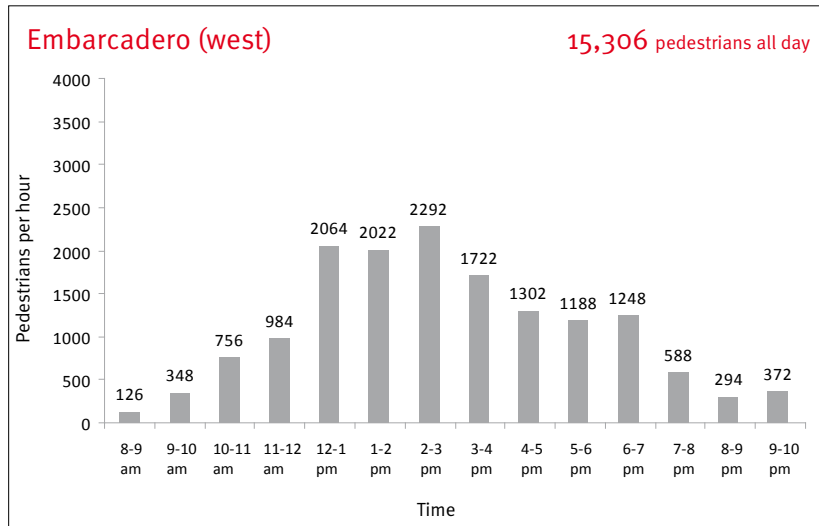
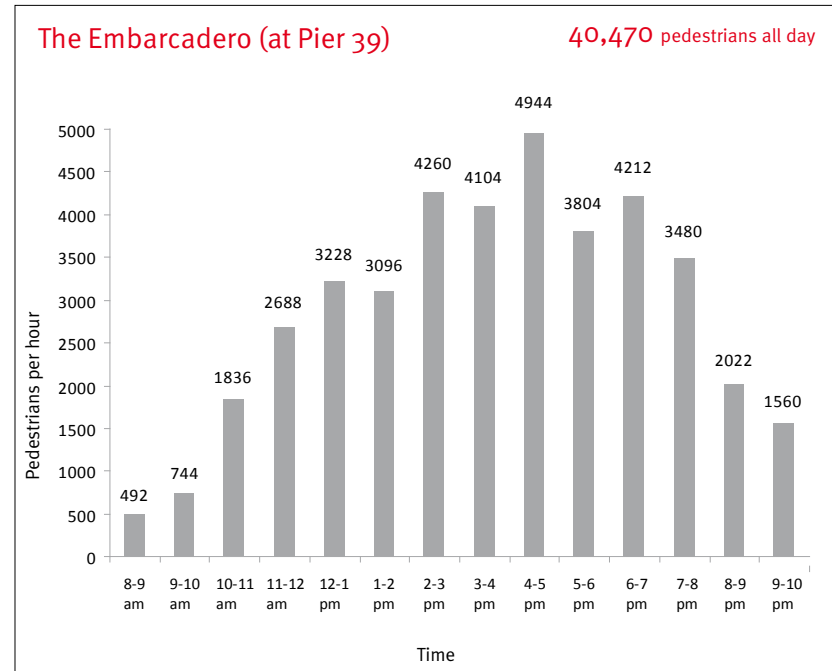
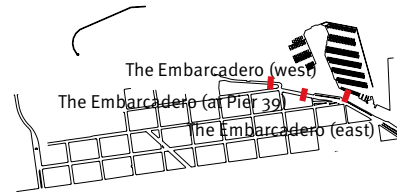
PEDESTRIAN TRAFFIC

WEDNESDAY JULY 30, 2008, 8AM - 10PM



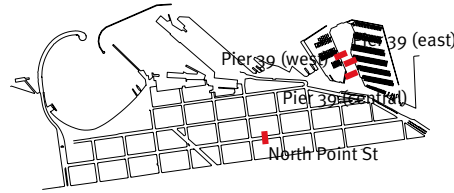
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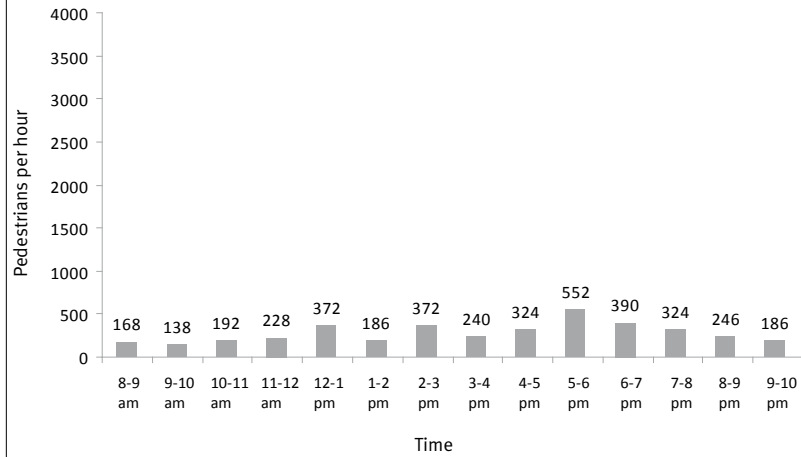
PEDESTRIAN TRAFFIC

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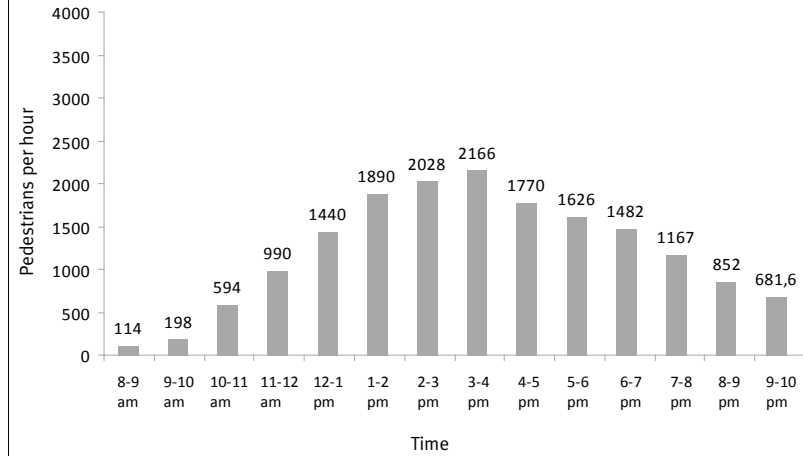
North Point Street

3,918 pedestrians all day



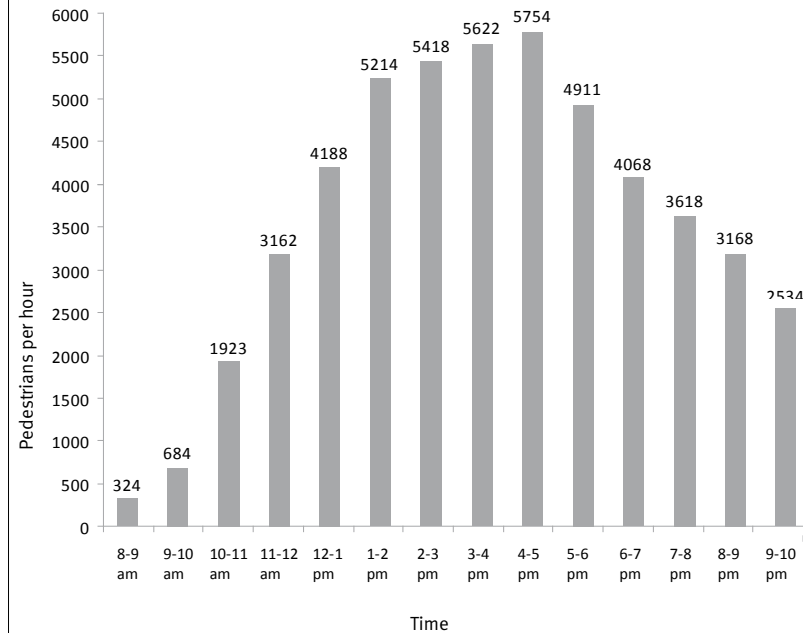
Pier 39 (west)

16,998 pedestrians all day



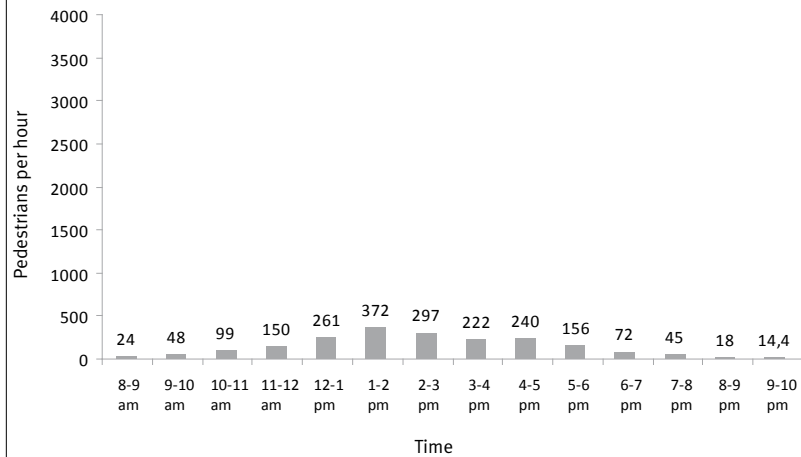
Pier 39 (central)

50,588 pedestrians all day



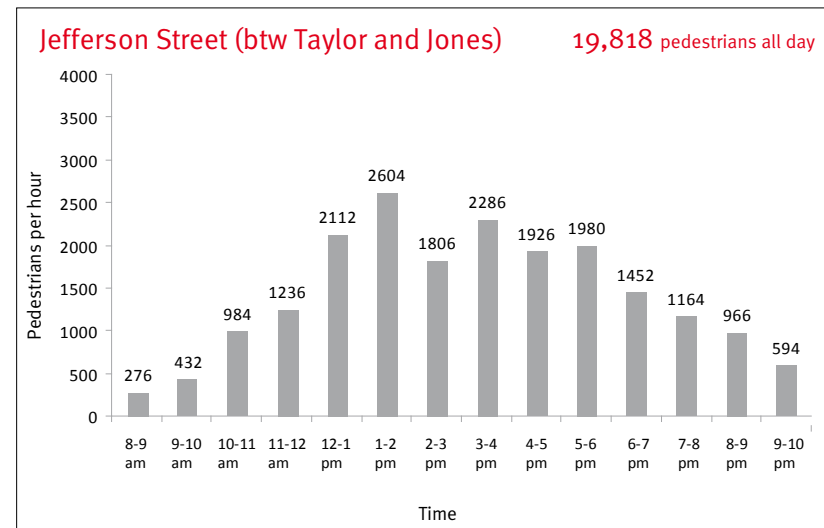
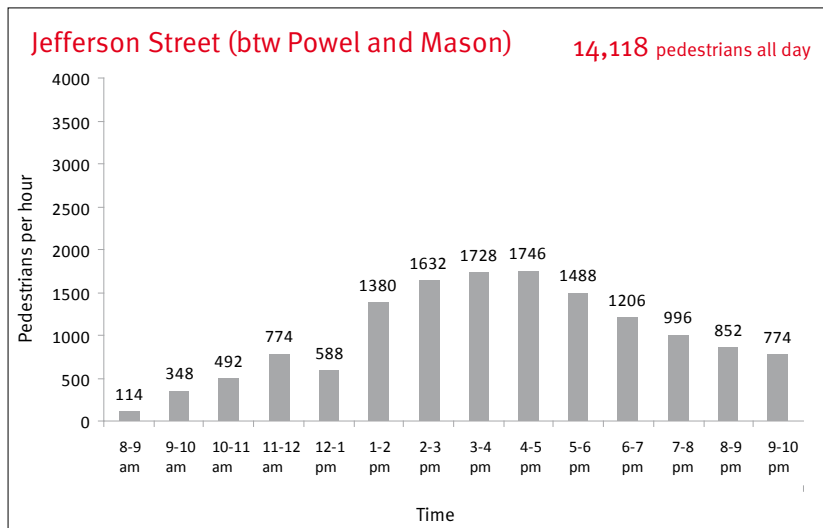
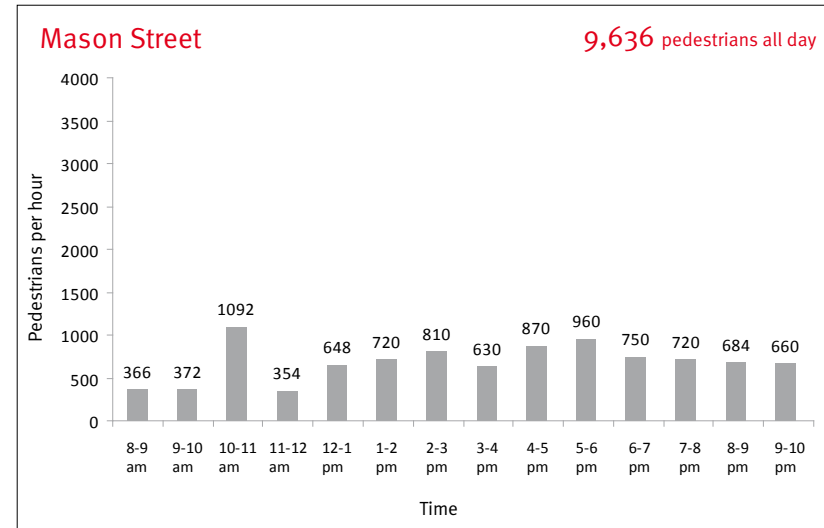
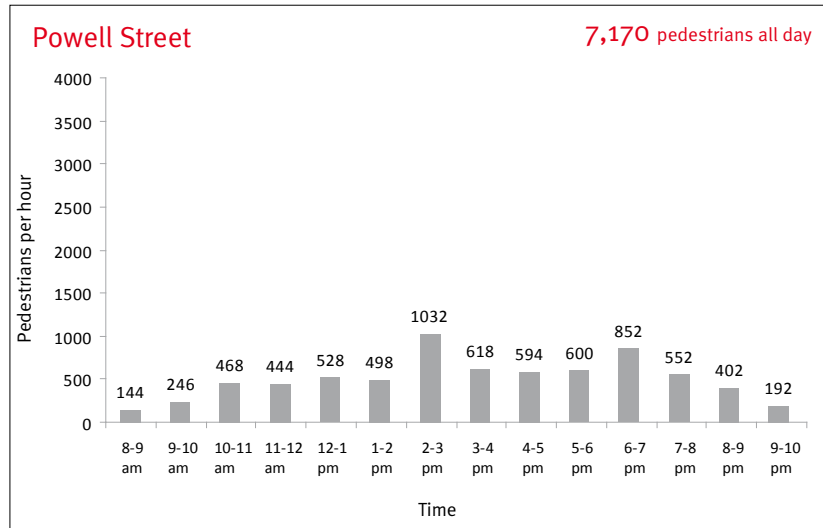
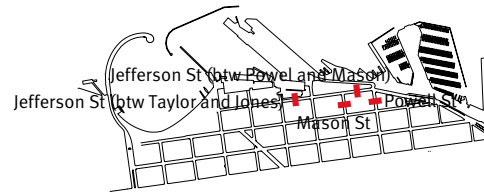
Pier 39 (east)

2,018 pedestrians all day



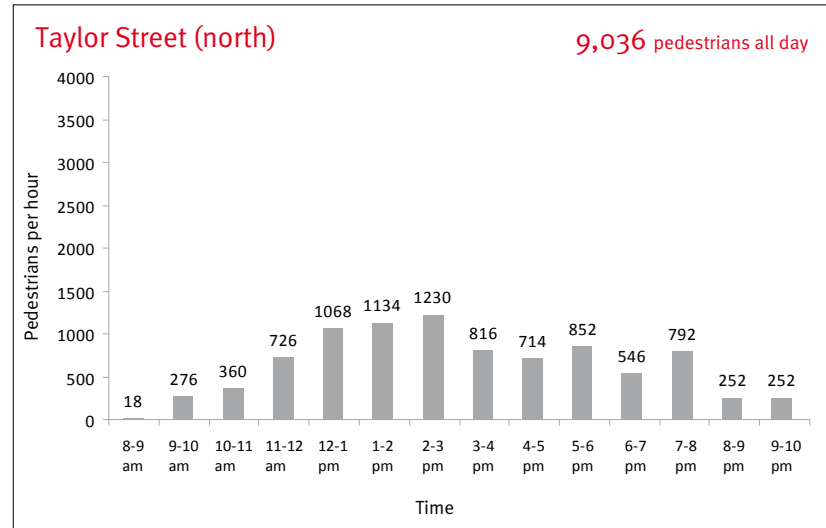
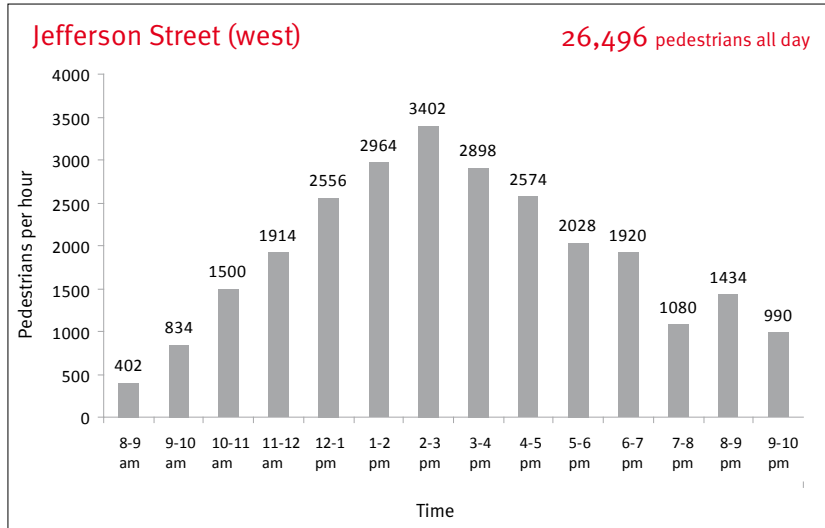
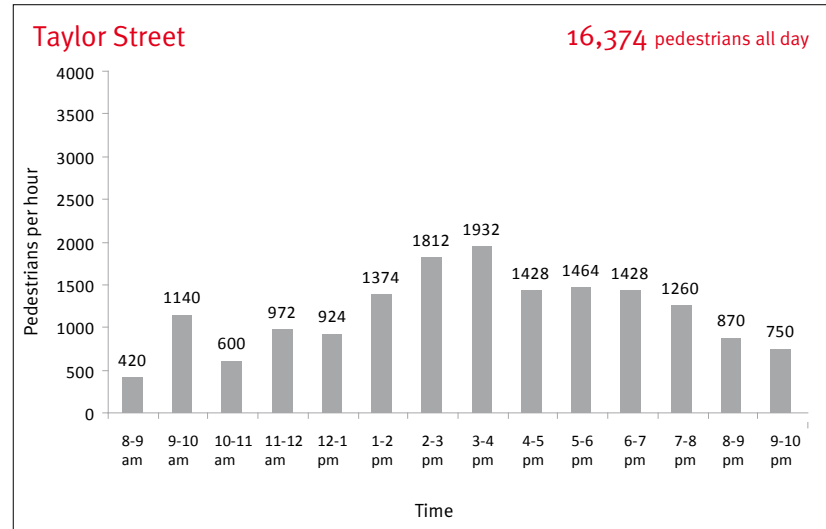
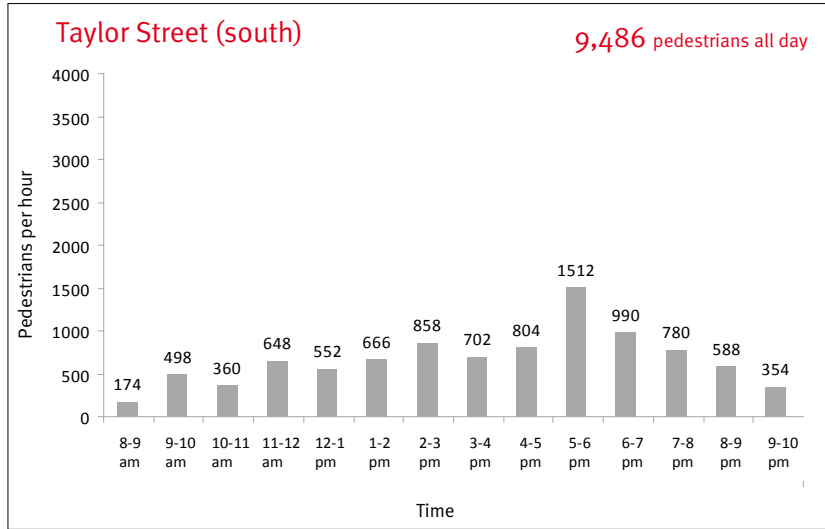
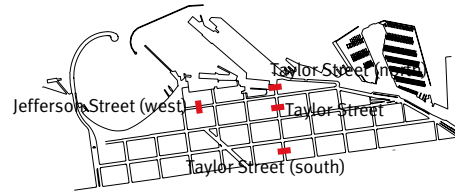
PEDESTRIAN TRAFFIC

WEDNESDAY JULY 30, 2008, 8AM - 10PM



PEDESTRIAN TRAFFIC

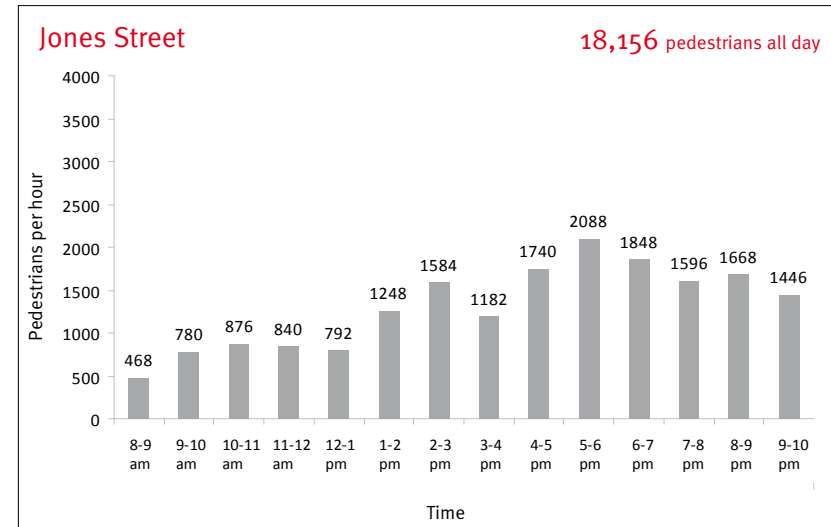
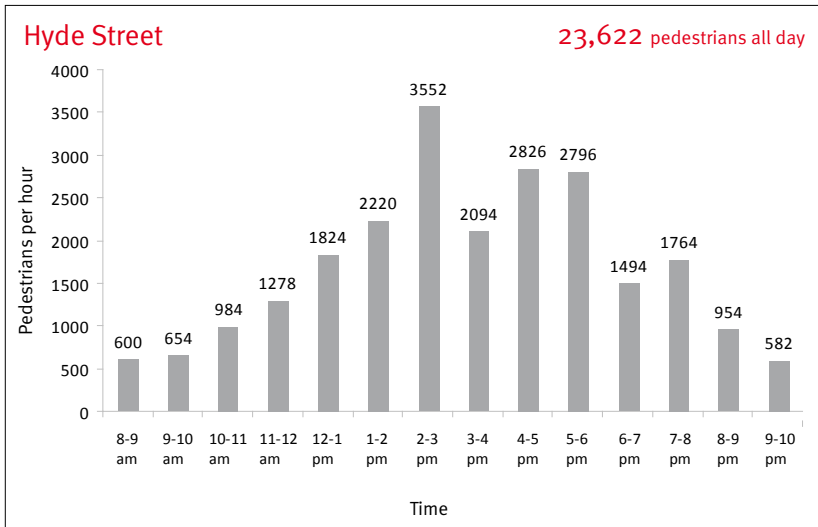
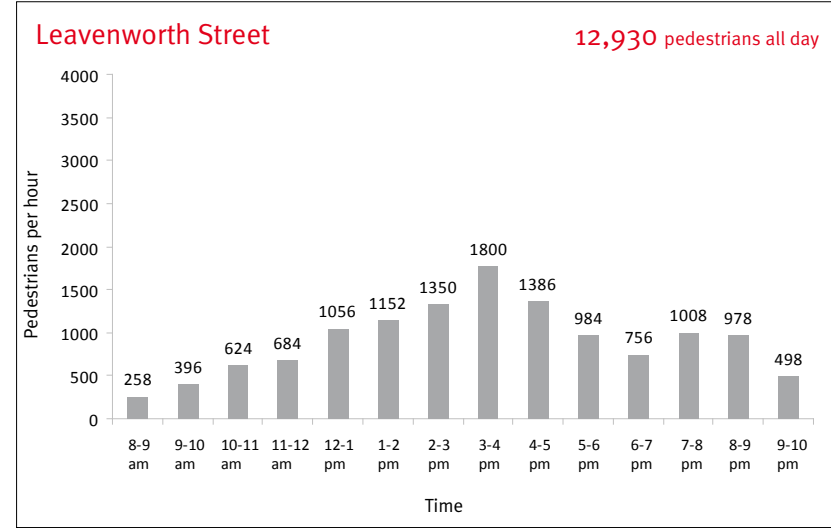
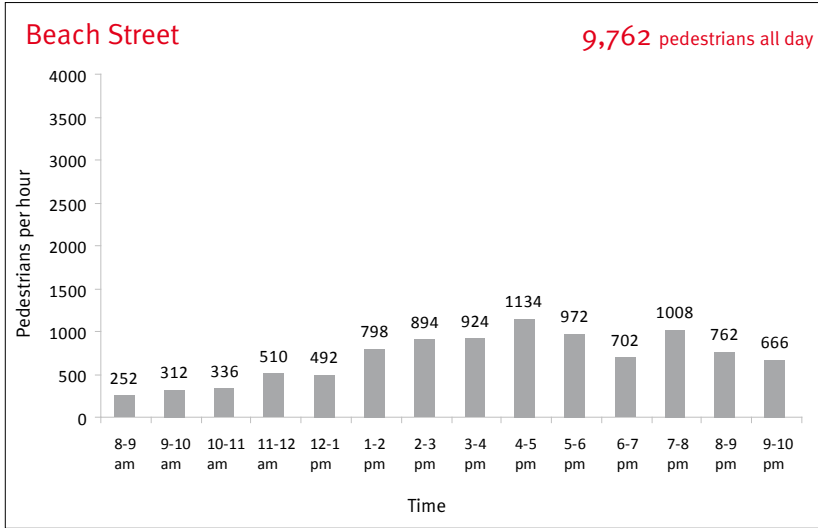
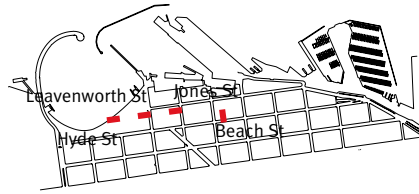
WEDNESDAY JULY 30, 2008, 8AM - 10PM





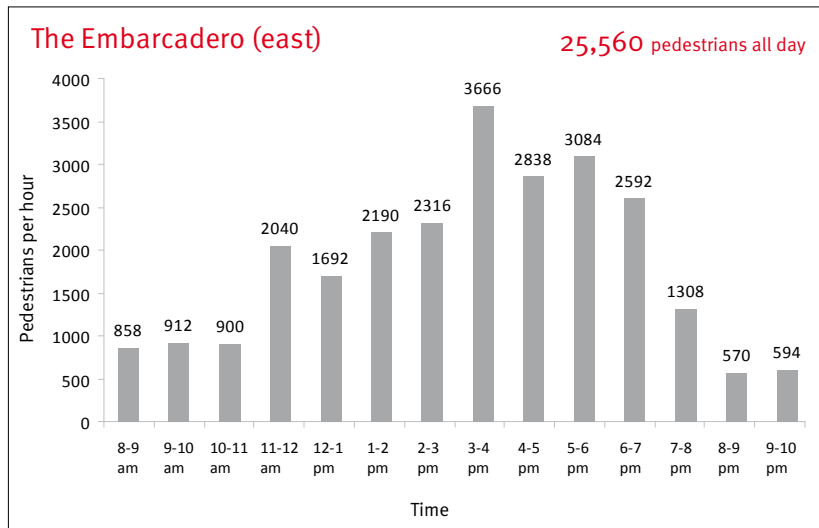
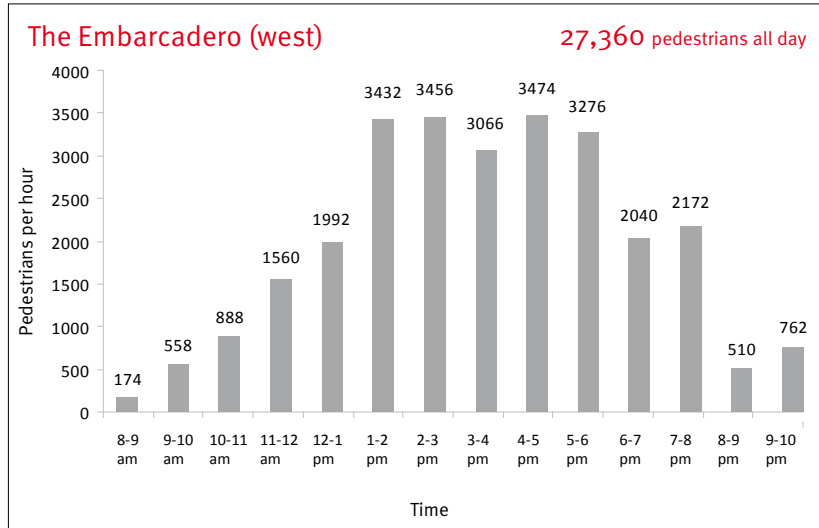
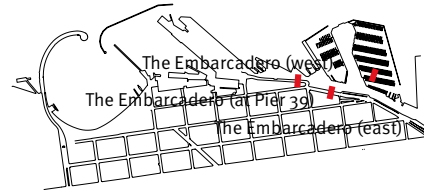
PEDESTRIAN TRAFFIC

SATURDAY AUGUST 2, 2008, 8AM - 10PM



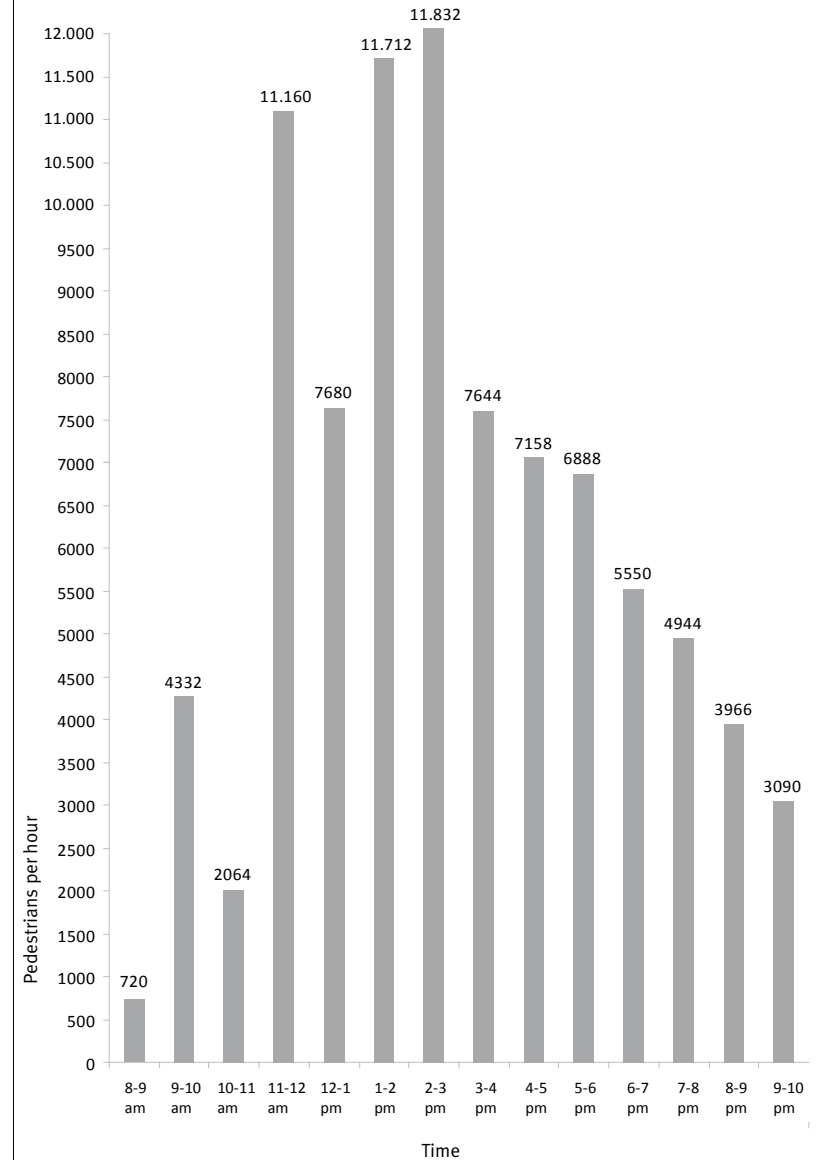
PEDESTRIAN TRAFFIC

SATURDAY AUGUST 2, 2008, 8AM - 10PM



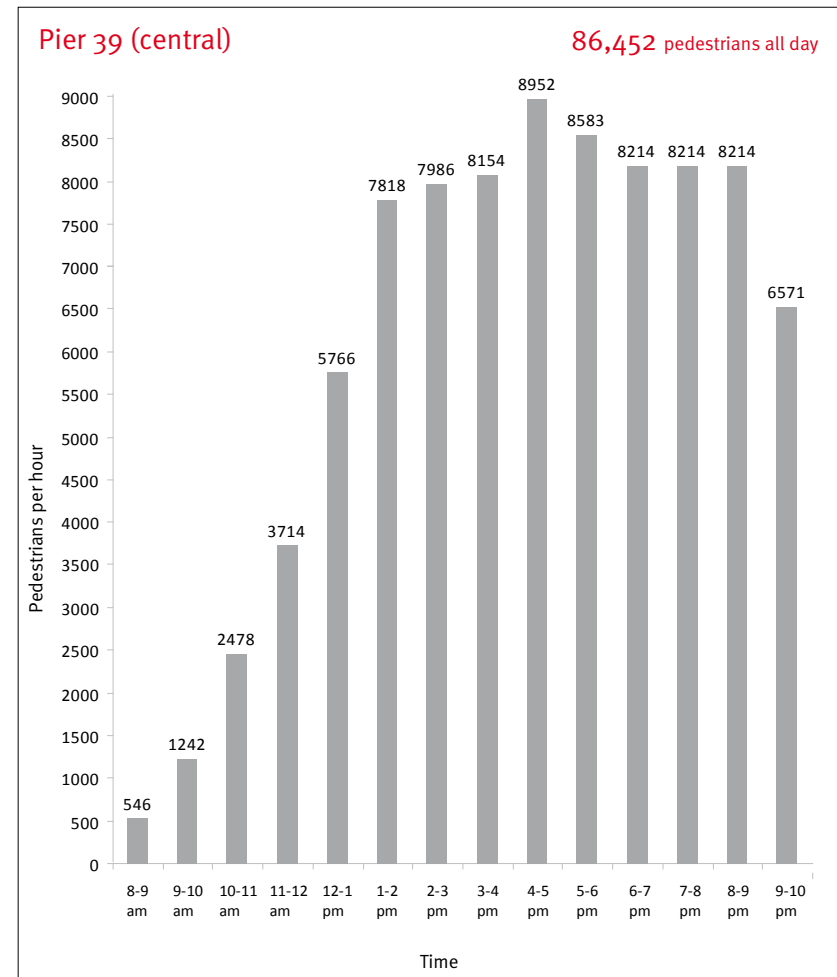
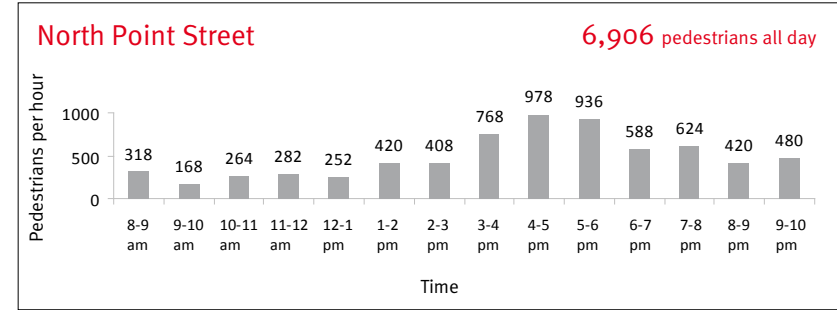
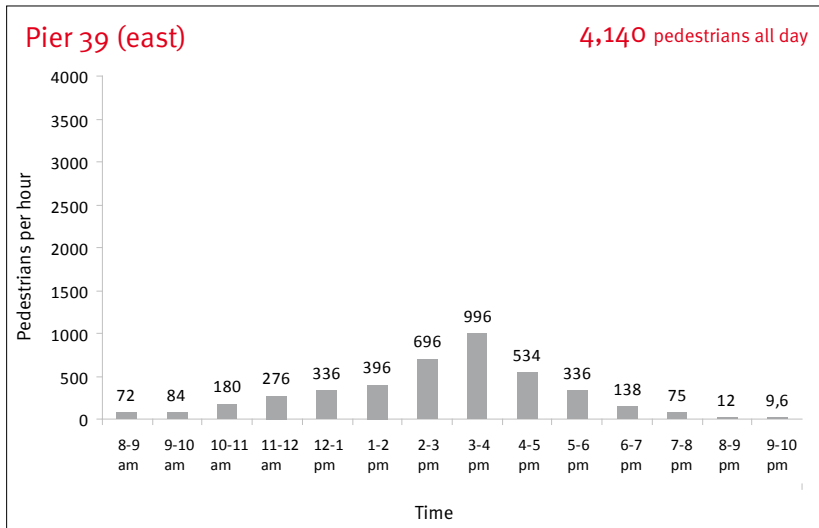
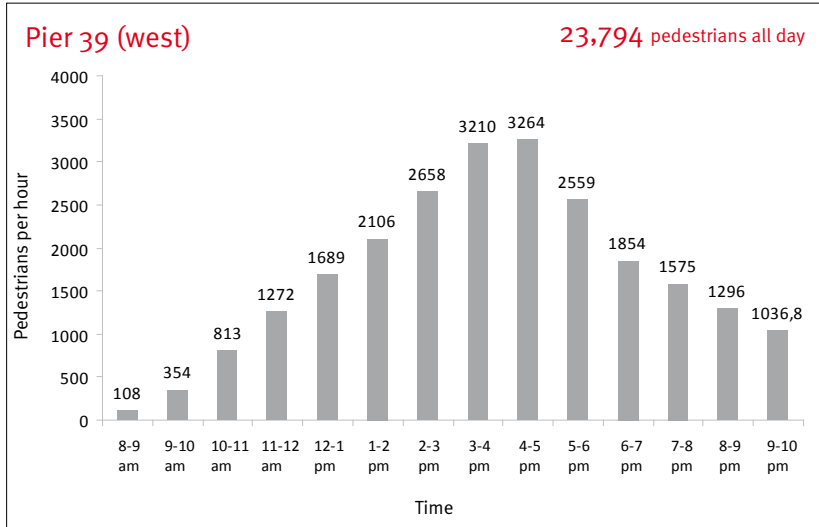
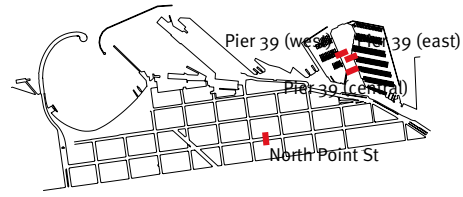
The Embarcadero (at Pier 39)

88,740 pedestrians all day



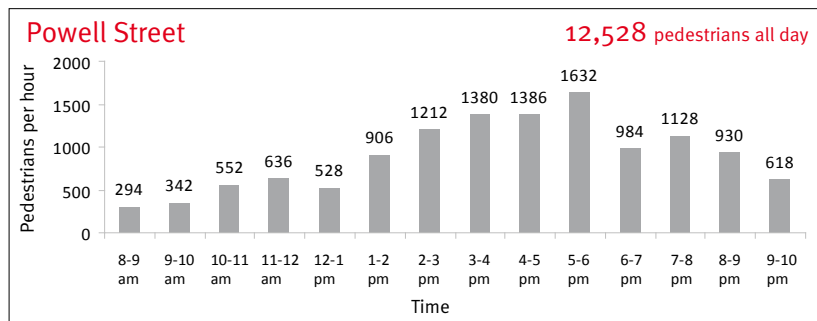
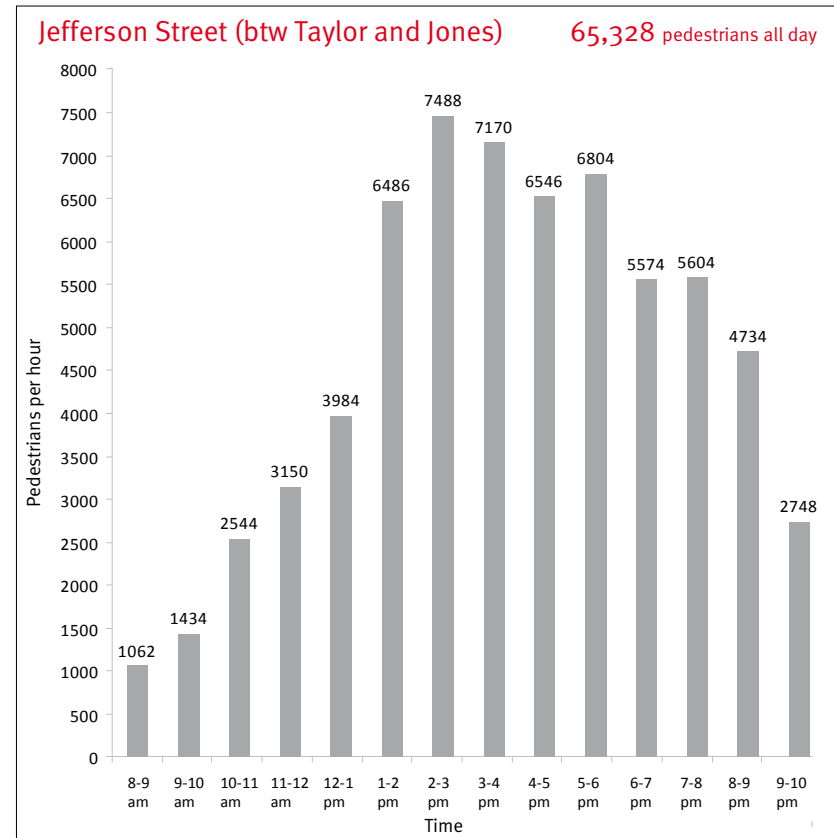
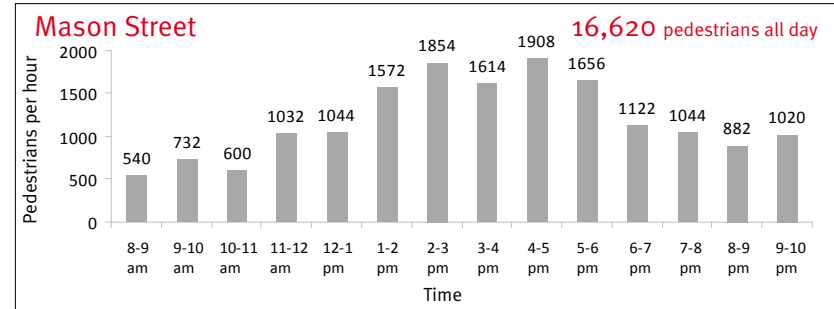
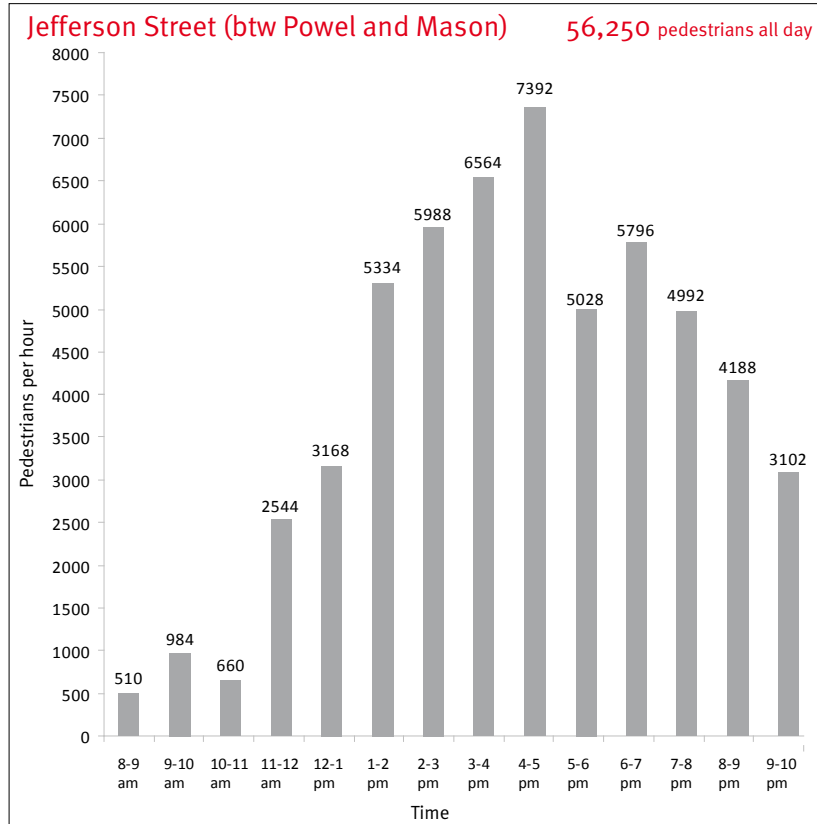
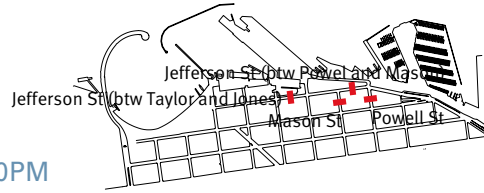
PEDESTRIAN TRAFFIC

SATURDAY AUGUST 2, 2008, 8AM - 10PM



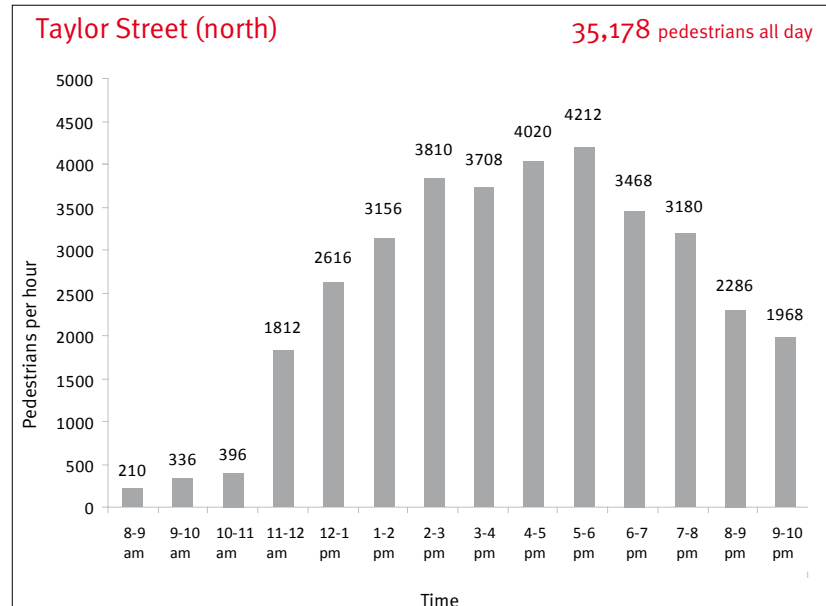
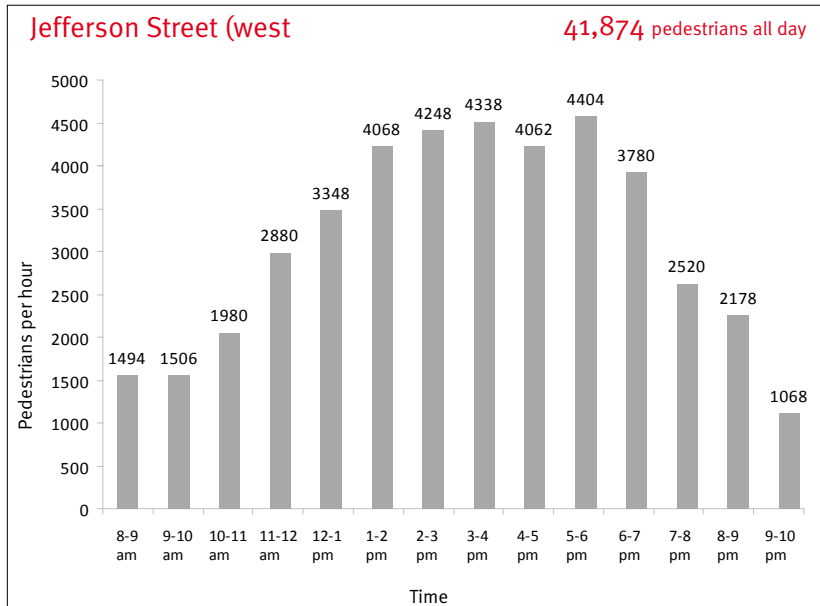
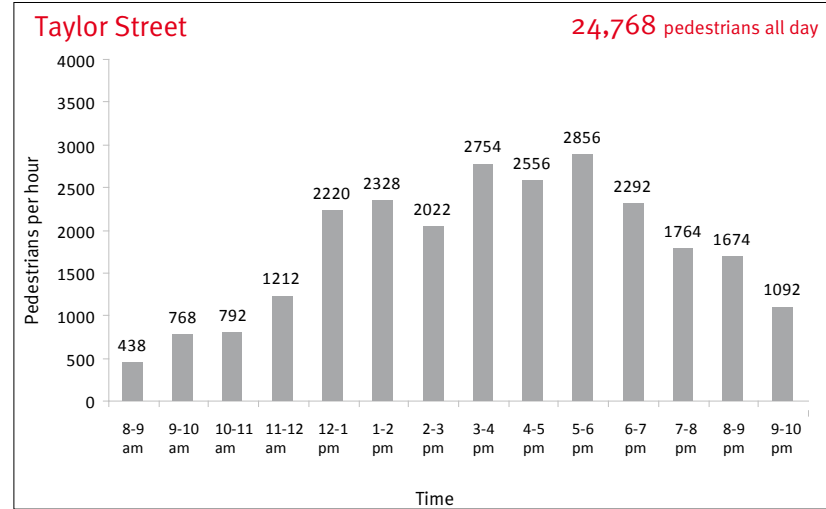
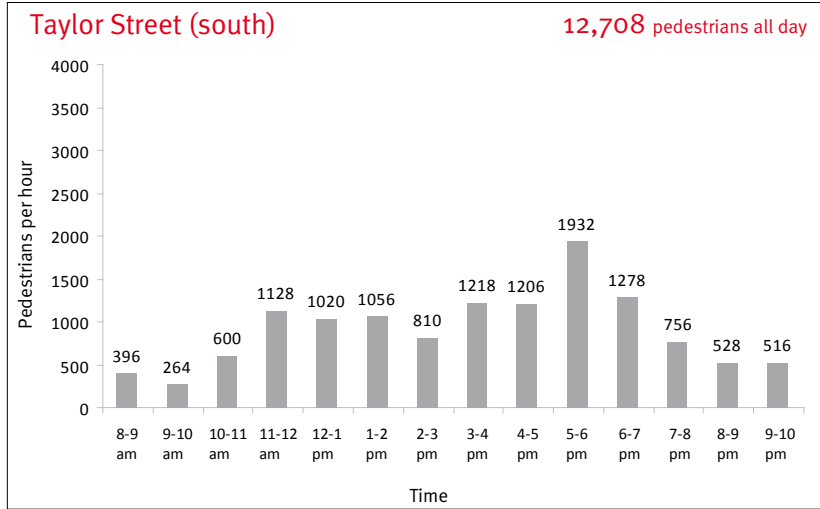
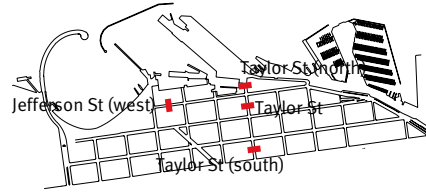
PEDESTRIAN TRAFFIC

SATURDAY AUGUST 2, 2008, 8AM - 10PM



PEDESTRIAN TRAFFIC

SATURDAY AUGUST 2, 2008, 8AM - 10PM





STATIONARY ACTIVITIES

SPENDING TIME IN THE CITY

As part of an estimate of the usage and role of different public spaces, a stationary activity survey was undertaken in a section of public spaces in Fisherman's Wharf.

The survey registers the number of people staying in each place in the following categories: people standing, sitting or lying down as well as people engaged in cultural or commercial activities, such as vendors and street artists or children playing.

The survey records both the number of stationary activities over a 11-hour period, as well as the distribution and type of activity.

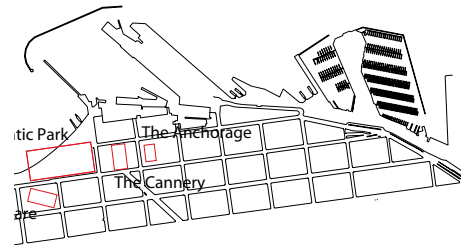
A high number of people engaged in stationary activities tell a story of a city with popular and inviting public spaces. Stationary activities were recorded in 10 locations in the Wharf between 10 am and 9 pm.











The graphs show the total number of activities recorded in each location.

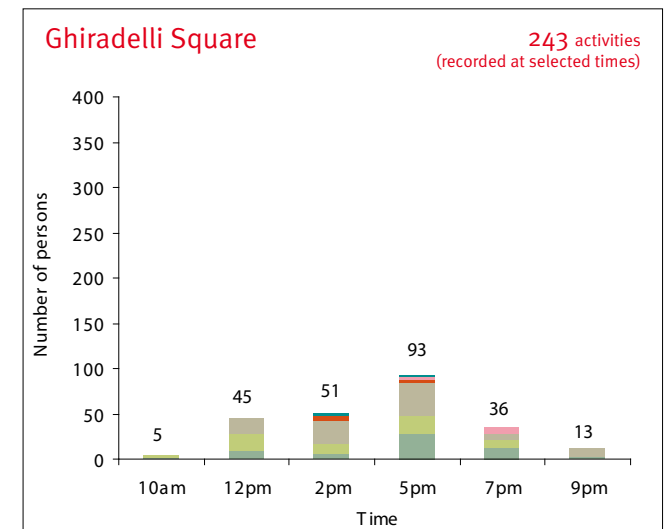
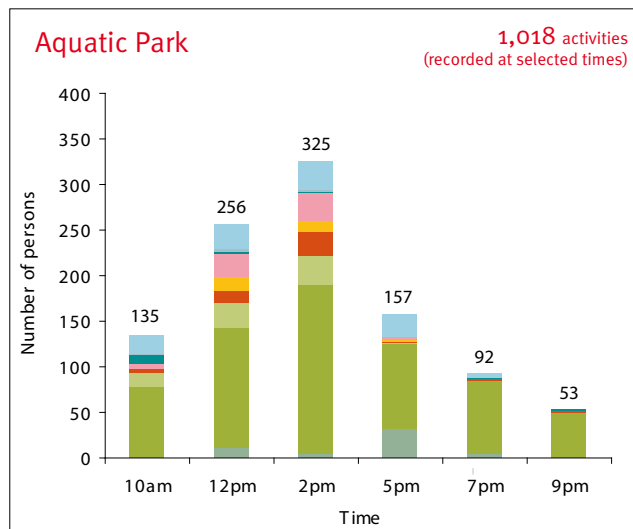
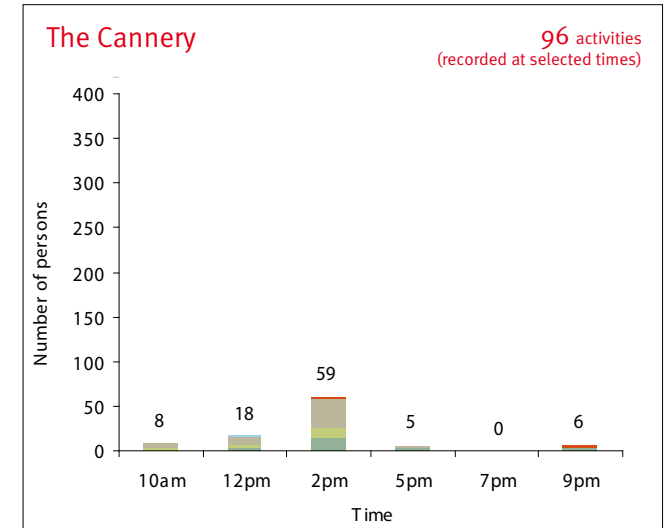
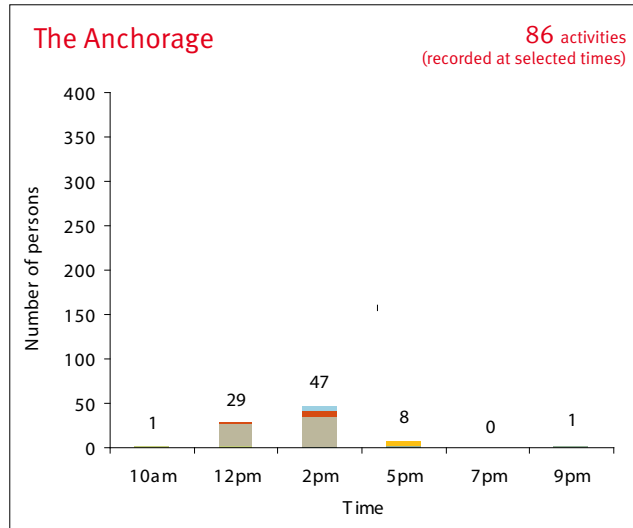


STATIONARY ACTIVITIES

WEDNESDAY JULY 30, 2008, 10AM - 9PM

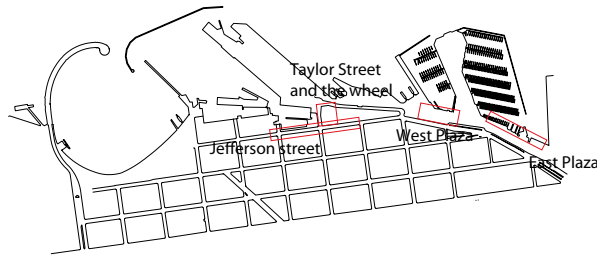


-  Commercial active permanent
-  Physical activities
-  Cultural activities
-  Children playing
-  Lying down
-  Sitting on secondary sitting possibilities
-  Sitting caféchairs
-  Sitting on benches
-  Waiting for transport
-  Standing



STATIONARY ACTIVITIES

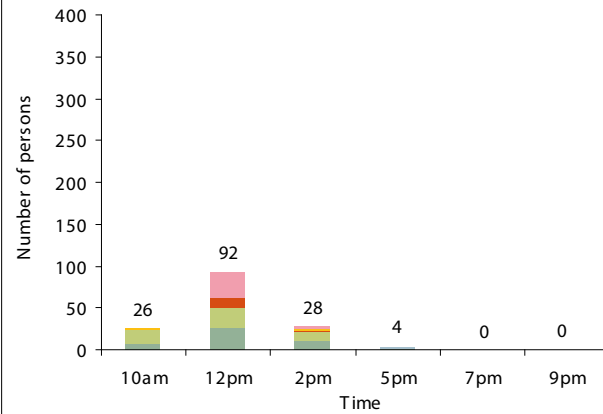
WEDNESDAY JULY 30, 2008, 10AM - 9PM



- Standing
- Waiting for transport
- Sitting on benches
- Sitting caféchairs
- Sitting on secondary sitting possibilities
- Lying down
- Children playing
- Cultural activities
- Physical activities
- Commercial active permanent

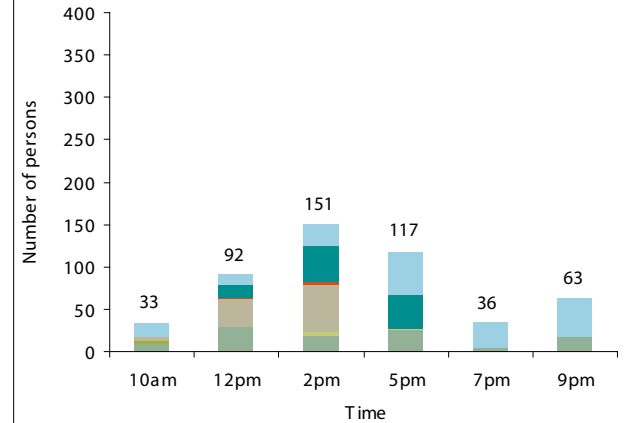
East Plaza

150 activities
(recorded at selected times)



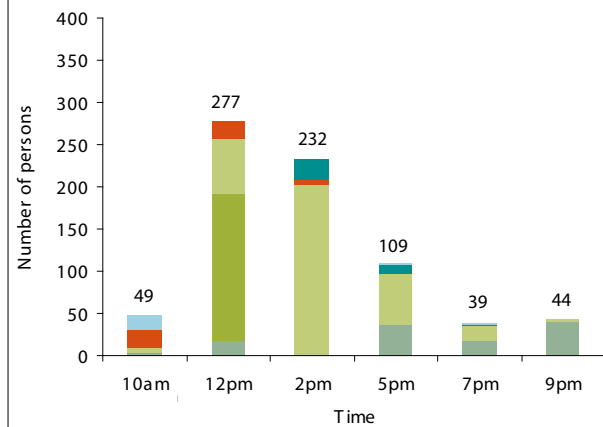
Jefferson Street

492 activities
(recorded at selected times)



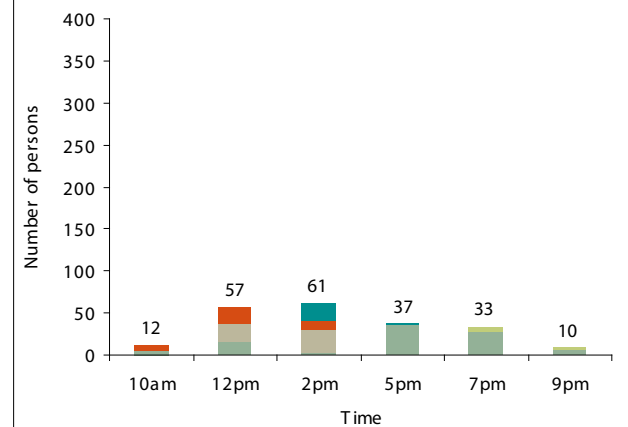
West Plaza

750 activities
(recorded at selected times)



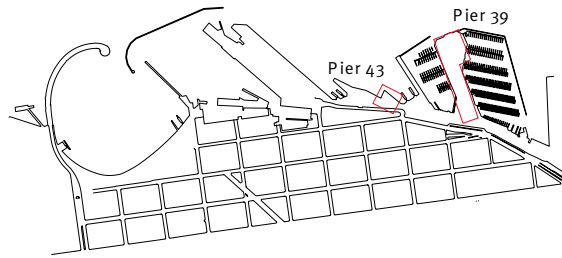
Taylor Street and the Wheel

210 activities
(recorded at selected times)

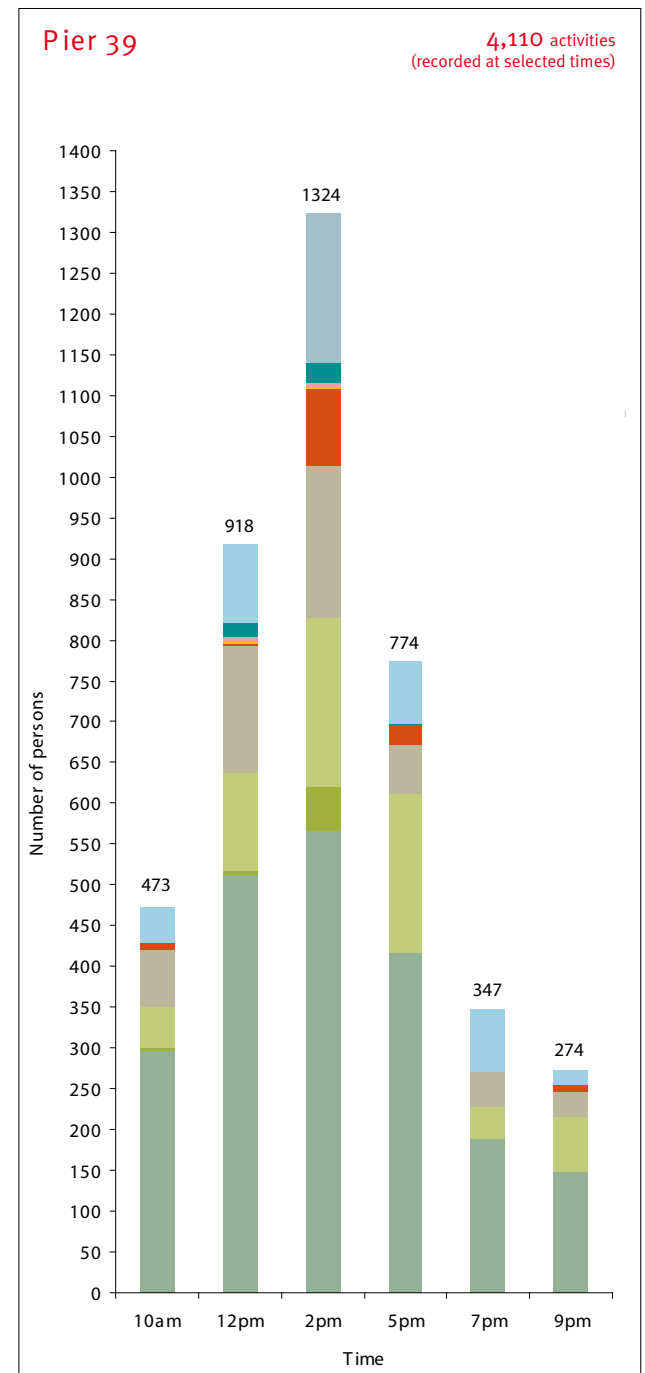
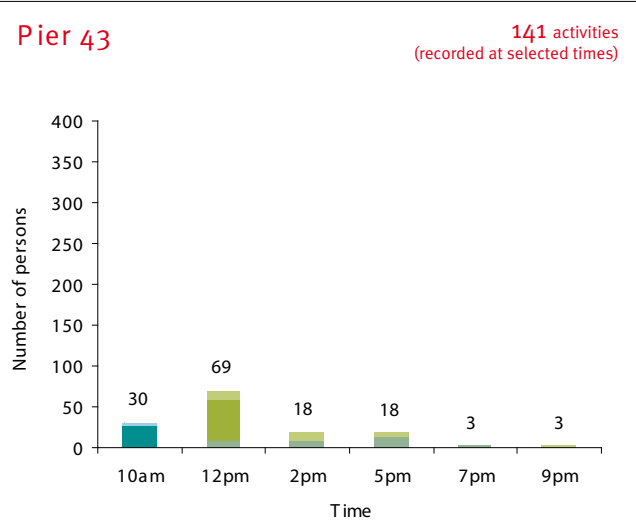


STATIONARY ACTIVITIES

WEDNESDAY JULY 30, 2008, 10AM - 9PM



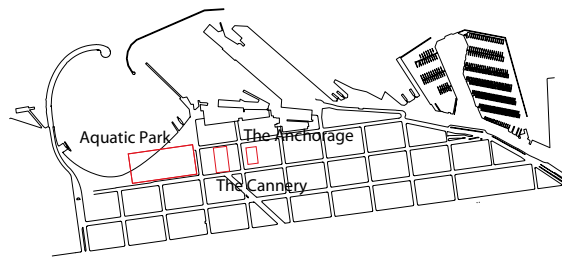
- Standing
- Waiting for transport
- Sitting on benches
- Sitting caféchairs
- Sitting on secondary sittingpossibilities
- Lying down
- Children playing
- Cultural activities
- Physical activities
- Commercial active permanent













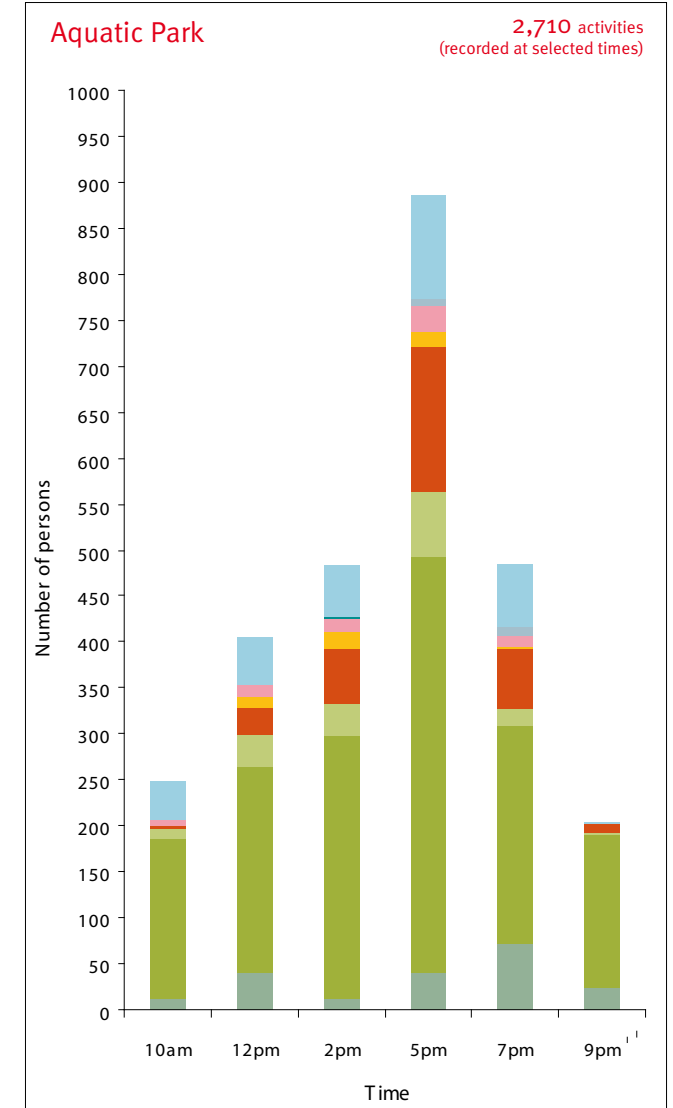
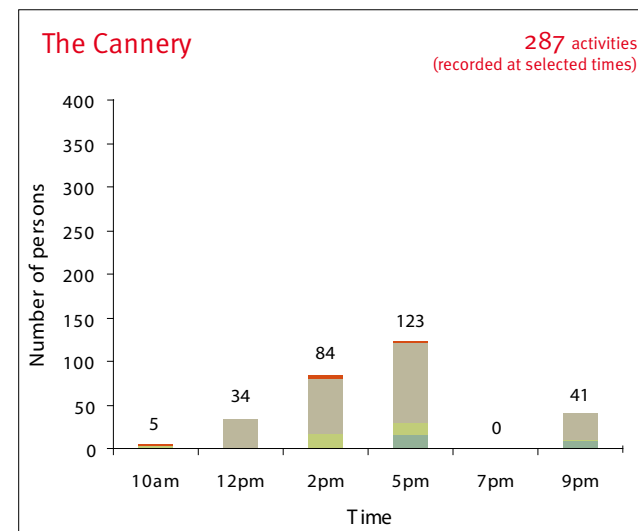
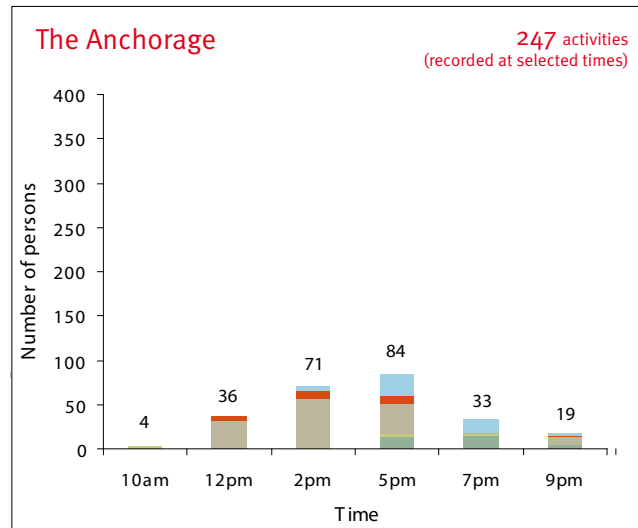


STATIONARY ACTIVITIES

SATURDAY AUGUST 2, 2008, 10AM - 9PM

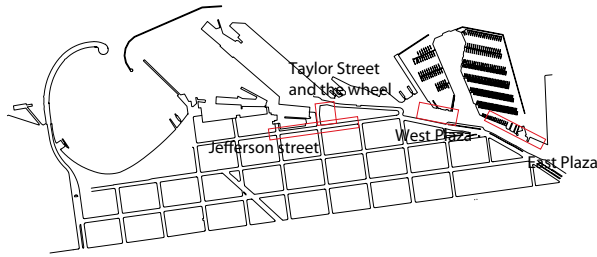


-  Commercial active permanent
-  Physical activities
-  Cultural activities
-  Children playing
-  Lying down
-  Sitting on secondary sitting possibilities
-  Sitting café chairs
-  Sitting on benches
-  Waiting for transport
-  Standing

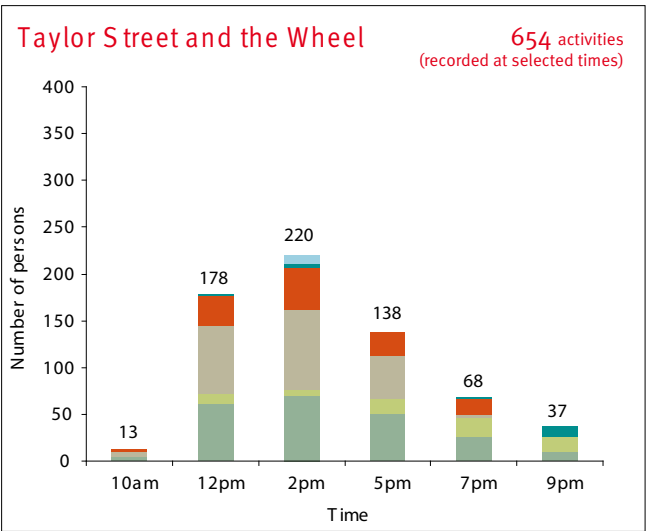
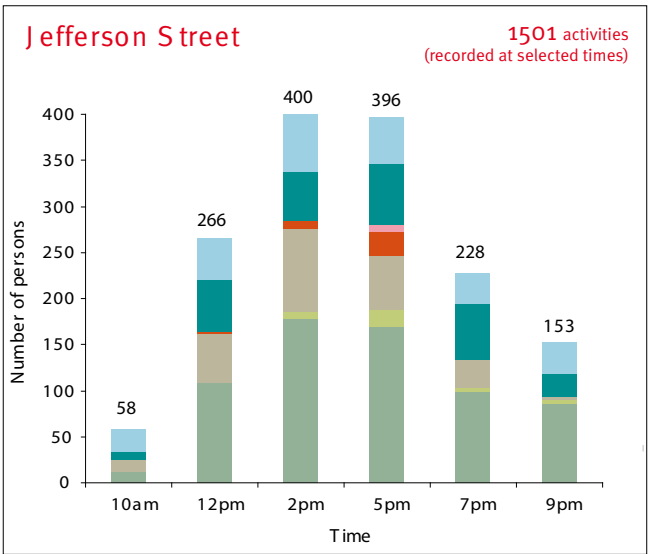
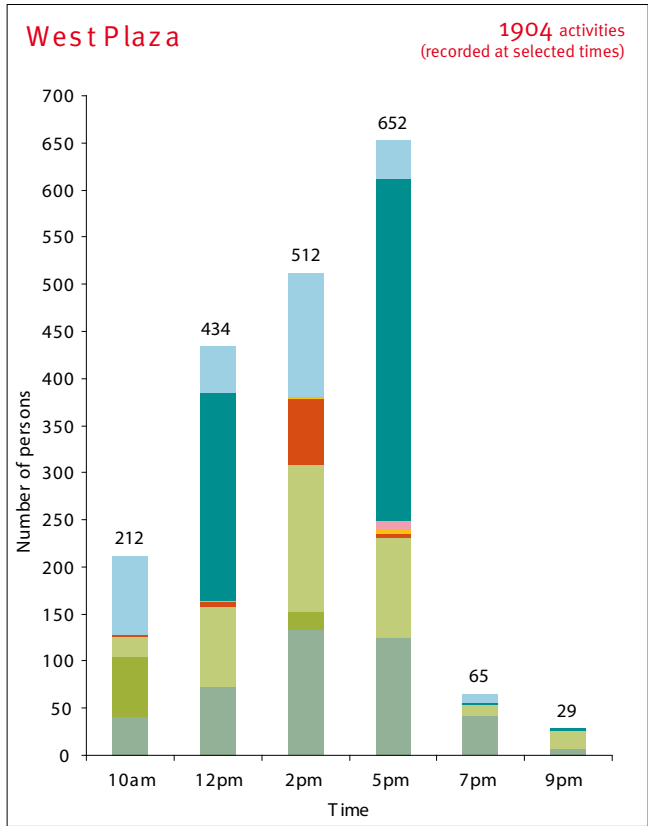
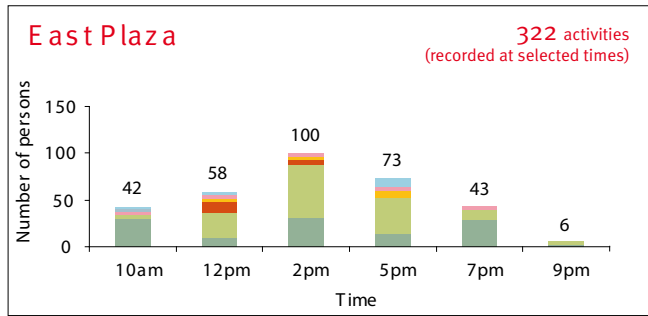


STATIONARY ACTIVITIES

SATURDAY AUGUST 2, 2008, 10AM - 9PM

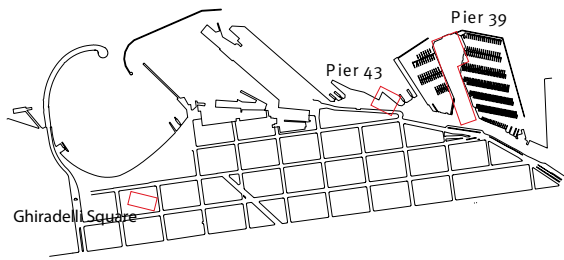


- Standing
- Sitting on benches
- Sitting café/chairs
- Sitting on secondary sitting possibilities
- Lying down
- Children playing
- Cultural activities
- Physical activities
- Commercial active permanent



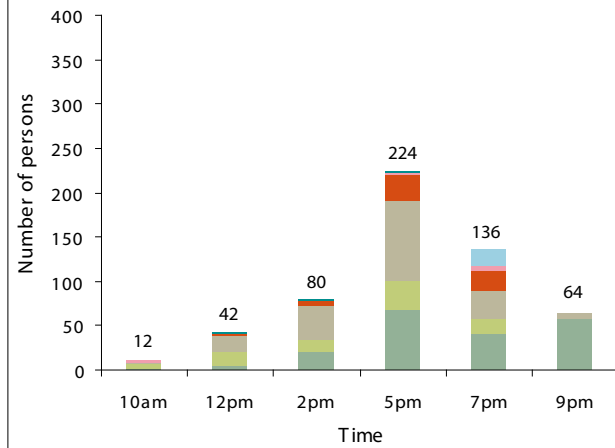
STATIONARY ACTIVITIES

SATURDAY AUGUST 2, 2008, 10AM - 9PM



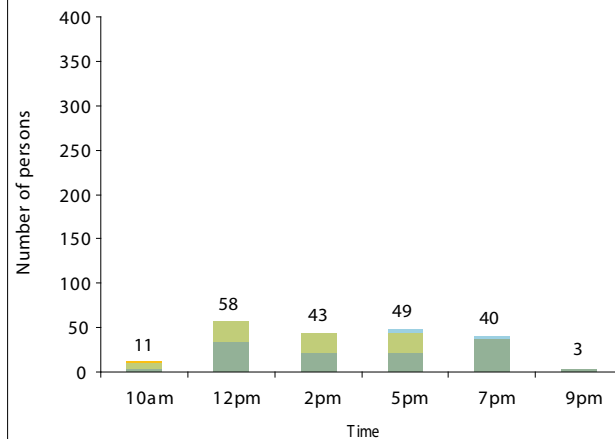
Ghiradelli Square

558 activities
(recorded at selected times)



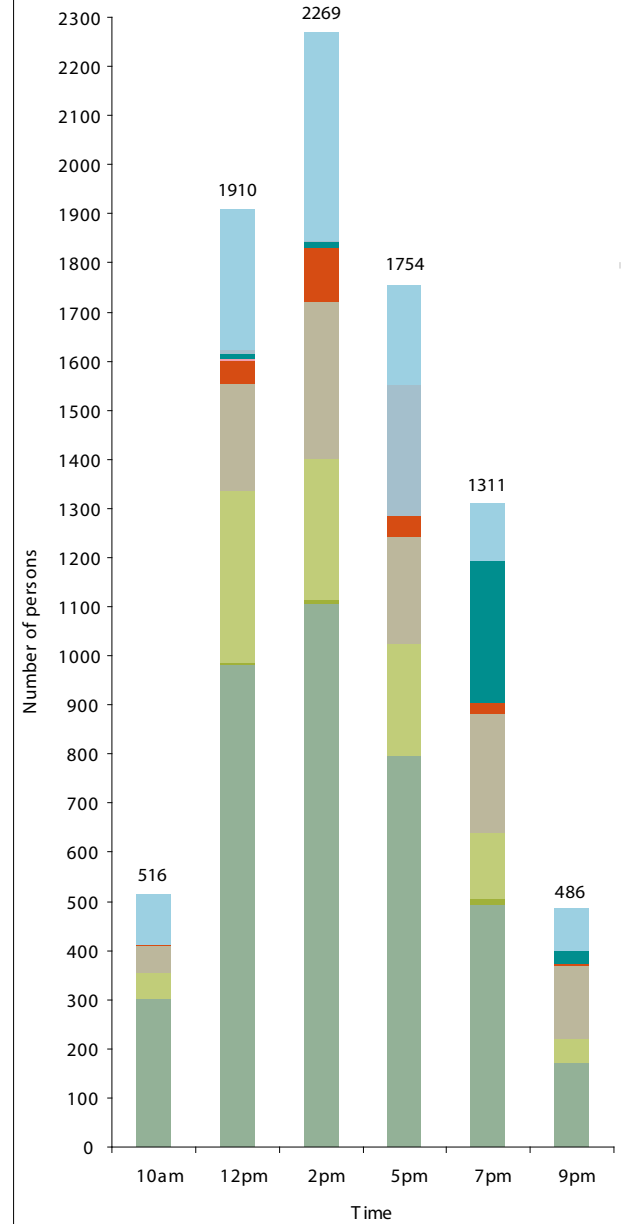
Pier 43










204 activities
(recorded at selected times)



Pier 39

8,246 activities
(recorded at selected times)



-  Standing
-  Sitting on benches
-  Sitting caféchairs
-  Sitting on secondary sittingpossibilities
-  Lying down
-  Children playing
-  Cultural activities
-  Physical activities
-  Commercial active permanent



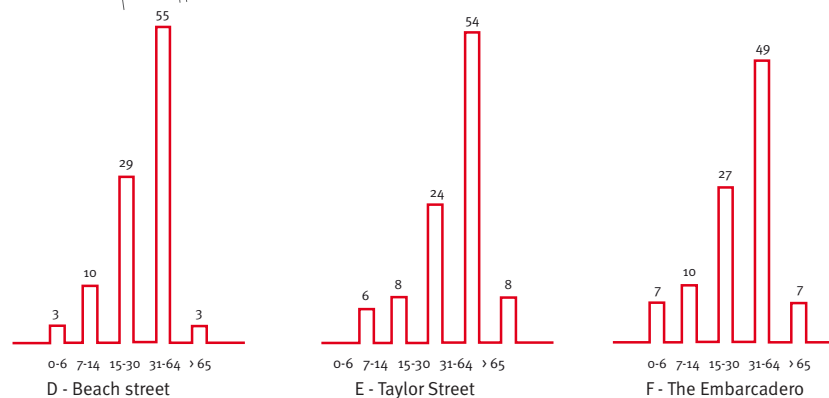
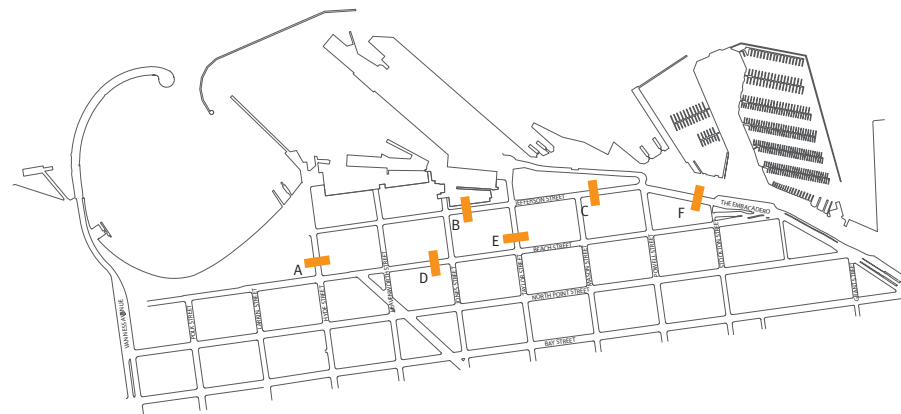
AGE DISTRIBUTION

WEDNESDAY JULY 30, 2008, 10AM - 9PM

Age surveys were performed on a weekday and on a Saturday from 8am to 8pm on a selection of streets to determine how the public realm is used by different age groups.

The selected streets were Jefferson Street (2 locations), Hyde Street, Beach Street, Taylor Street, and The Embarcadero.

The graphs show the average age distribution between 8 am and 8 pm at each location.



AGE DISTRIBUTION

SATURDAY AUGUST 2, 2008, 8AM - 8PM

