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 hole.

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 Powell 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 Thembacadero (at pier 39)
7 The embacadero (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 Powel 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 Powel St and Mason St)
D Beach Street
E Taylor Street
F The Embacadero
PEDESTRIAN TRAFFIC
WEDNESDAY JULY 30, 2008, 8AM - 10PM

Beach Street
4,902 pedestrians all day

Leavenworth Street
11,910 pedestrians all day

Hyde Street
16,806 pedestrians all day

Jones Street
16,980 pedestrians all day
PEDESTRIAN TRAFFIC

WEDNESDAY JULY 30, 2008, 8AM - 10PM

The Embarcadero (at Pier 39)

40,470 pedestrians all day

The Embarcadero (east)

18,336 pedestrians all day

The Embarcadero (west)

15,306 pedestrians all day
APPENDIX · PUBLIC LIFE DATA

PEDESTRIAN TRAFFIC
WEDNESDAY JULY 30, 2008, 8AM - 10PM

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

Powell Street  7,170 pedestrians all day

Mason Street  9,636 pedestrians all day

Jefferson Street (btw Powel and Mason)  14,118 pedestrians all day

Jefferson Street (btw Taylor and Jones)  19,818 pedestrians all day
PEDESTRIAN TRAFFIC
WEDNESDAY JULY 30, 2008, 8AM - 10PM

Taylor Street (south)
9,486 pedestrians all day

Taylor Street (north)
9,036 pedestrians all day

Jefferson Street (west)
26,496 pedestrians all day

Taylor Street
16,374 pedestrians all day
PEDESTRIAN TRAFFIC
SATURDAY AUGUST 2, 2008, 8AM - 10PM

Beach Street
9,762 pedestrians all day

Leavenworth Street
12,930 pedestrians all day

Hyde Street
23,622 pedestrians all day

Jones Street
18,156 pedestrians all day
PEDESTRIAN TRAFFIC
SATURDAY AUGUST 2, 2008, 8AM - 10PM

The Embarcadero (west) 27,360 pedestrians all day
The Embarcadero (east) 25,560 pedestrians all day

The Embarcadero (at Pier 39) 88,740 pedestrians all day
PEDESTRIAN TRAFFIC
SATURDAY AUGUST 2, 2008, 8AM - 10PM

North Point Street

Pier 39 (west) 23,794 pedestrians all day

Pier 39 (central) 86,452 pedestrians all day

Pier 39 (east) 4,140 pedestrians all day

6,906 pedestrians all day

Pedestrians per hour

Time

Pier 39 (west)

Pier 39 (central)

Pier 39 (east)
PEDESTRIAN TRAFFIC
SATURDAY AUGUST 2, 2008, 8AM - 10PM

Jefferson Street (btw Powel and Mason)  56,250 pedestrians all day

Pedestrians per hour

Powell Street  12,528 pedestrians all day

Pedestrians per hour

Mason Street  16,620 pedestrians all day

Pedestrians per hour

Jefferson Street (btw Taylor and Jones)  65,328 pedestrians all day

Pedestrians per hour
PEDESTRIAN TRAFFIC
SATURDAY AUGUST 2, 2008, 8AM - 10PM

Taylor Street (south) 12,708 pedestrians all day

Taylor Street 24,768 pedestrians all day

Jefferson Street (west) 41,874 pedestrians all day

Taylor Street (north) 35,178 pedestrians all day
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

Aquatic Park: 1,018 activities (recorded at selected times)

The Anchorage: 86 activities (recorded at selected times)

The Cannery: 96 activities (recorded at selected times)

Ghiradelli Square: 243 activities (recorded at selected times)

Legend:
- 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
WEDNESDAY JULY 30, 2008, 10AM - 9PM

East Plaza
150 activities (recorded at selected times)

Jeffers on 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)

Commercially active permanent
Physical activities
Cultural activities
Children playing
Lying down
Sitting on secondary sitting-possibilities
Sitting cafe-chairs
Sitting on benches
Waiting for transport
Standing
STATIONARY ACTIVITIES

WEDNESDAY JULY 30, 2008, 10AM - 9PM

### Site: Aquatic Park
### Person: 6

<table>
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<th>Time</th>
<th>Standing</th>
<th>Waiting for transport</th>
<th>Sitting on benches</th>
<th>Sitting on caféchairs</th>
<th>Sitting on secondary sitting-possibilities</th>
<th>Lying down</th>
<th>Children playing</th>
<th>Cultural activities</th>
<th>Physical activities</th>
<th>Commercially active permanent</th>
<th>Commercially active (informal)</th>
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</tbody>
</table>

**Total** | 135      | 256                   | 325                | 157                   | 92                                          | 347        | 274              | 1324                | 774                  | 473                         | 918                           |

**Ghiradelli Square**

**The Anchorage**

**The Cannery**

**Jefferson Street**

**Taylor Street**

**West Plaza**

**Pier 43**

**Pier 39**

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STATIONARY ACTIVITIES
SATURDAY AUGUST 2, 2008, 10AM - 9PM

The Anchorage
247 activities
(recorded at selected times)

Aquatic Park
2,710 activities
(recorded at selected times)

The Cannery
287 activities
(recorded at selected times)

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

Stationary activities
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APPENDIX - PUBLIC LIFE DATA

STATIONARY ACTIVITIES
SATURDAY AUGUST 2, 2008, 10AM - 9PM

East Plaza

322 activities
(recorded at selected times)

Jefferson Street

1501 activities
(recorded at selected times)

West Plaza

1904 activities
(recorded at selected times)

Taylor Street and the Wheel

654 activities
(recorded at selected times)
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)

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