

Streetscape - Aim of the Manual



Collection of best practices - examples, tools and techniques for creation of high quality street environment focusing on regional small town urban design issues.

Concept of streetscape

Landscape – townscape – streetscape



The visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc, that combine to form the street's character.

Complexity of street as a public space



History of streetscape. Where we are



1880: Stroget, Copenhagen's main shopping streets, is the center of the city's public life.



1960: Automobiles have invaded Copenhagen en masse, diminishing the lively spirit of the Stroget.



1968: Six years after being made a pedestrian street, one of the first in Europe, the Stroget is once again the heart of the city.

Movement



Street functions

Access



Place



Parking

Utilities

Classification of streets – different terms, similar hierarchy

In common:

- roads
- arterial streets
- collector streets
- local streets



More interesting division by function / character



Our focus – multifunctional streets, living streets, shopping streets; streets as public places / spaces

Streetscape's value

Better quality of life

Healthy environment

Higher property value

Reinforced social interaction

Enhanced business opportunities



Evaluation methods (?)

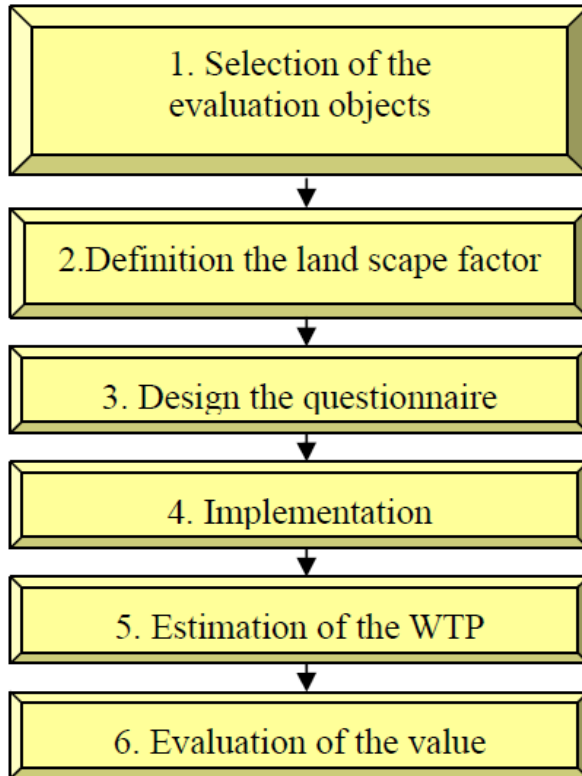
...wondering if anyone has come across data or case studies that would help provide evidence that streetscape projects have directly resulted in positive economic impacts (lower vacancy rates in corridor, improved property values, higher business sales etc.). Given that there are many variables that impact economic conditions I am finding it hard to be able to attribute economic development directly to streetscaping even though this is commonly sold as a benefit of road improvement projects.

...I've seen beautifully designed streetscapes where the area is dead. I've also seen areas that are incredibly lively that have had little done to the existing sidewalks.




Evaluation of the Economic Value for Improving Streetscapes

The procedure of the study is as below.



1. Select the objects to be evaluated.
2. Define the factors which represent the streetscape.
3. Make the appropriate questionnaire with several alternatives which has some combination of streetscape factor and willingness to pay.
4. Implement the questionnaire and the respondents choose the alternatives.
5. Estimate the respondents' willingness to pay from the questionnaire.
6. Evaluate the economic value of the streetscape formulation

Residential Area A	Prefer A	Prefer B	Residential Area B
<p><u>Small amount</u> of green. <u>Continuous</u> fences or walls. Some loud color houses.</p> 		<div data-bbox="774 282 1128 658" style="border: 2px solid red; width: 183px; height: 263px; position: relative;"> <div data-bbox="1025 415 1054 451" style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%);">○</div> </div> <div data-bbox="886 892 1232 1025" style="border: 2px solid red; width: 179px; height: 93px; position: absolute; top: 625px; left: 459px;"> Choose A or B </div>	<p>Small amount of green. <u>Continuous</u> fences or walls. Color of the houses is calm and consistent. 5% higher Price than A.</p> 