Great Streets and Gateways

Madison-MLK Corridor

COMMERCIAL PUBLIC SPACE

How to use public space to improve commercial life?

Shopping malls and service can largely deterrence weather a city seems secure, welcoming and vibrant. A sense of placid and dangerous. As a street life is almost entirely the product of pedestrian. The sense of the relationship among destinations along the street. The quality of the space and the space of the street because of parking lots, traffic in disorder. These plazas are carefully designed to increase attractive places again.

Surface streets cut into the streets. This can destroy the continuity of a place. Shaped by the street.

Is a parking lot inviting? Are you attracted to the street? The way the cars for a shop?

Oakley Square: 100% vs Car?
Great Streets and Gateways.

Madison-MLK Corridor.

Public space.

Continuous on my synthesis studies about the material cultural studies of the MLK-Madison corridor, I wanted work around public space to revive MLK and Madison from a grey asphalted cross-town street into a vibrant, living great street, with an attractive façade towards its inhabitants, shoppers, workers, visitors.

In the synthesis you can see that there are several factors which affect the awareness of places and the life along the corridor. By transforming, replaces or slightly adjusting factors such as parking lots, building setbacks, commercial districts, parks and other open areas, etc. the feeling and perception of space can change a lot.

My goal was to increase the quality and quantity of public spaces, green spaces..., the space that people take for granted now, because were adequate space exists, economic, cultural, and recreational activities are encouraged and the streetscape vitality enhanced.

By activating the street as a public space, social interaction is encouraged and a stronger sense of community starts growing. There are ‘pauses’ created for socializing and leisure activities.
WHAT TO DO ?!!

Incorporate green areas or public spaces where space exists.

Incorporate seating and street furniture/lighting into public spaces and throughout streetscape.

Incorporate public art into streetscapes and public spaces.

Encourage green markets and other forms of economic activity.

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IMPROVE CHARACTER AND VALUE OF PLACE/SPACE

I divided the public space along and around the corridor in two parts; recreational space, more addressed to the residents of the neighborhoods close to the corridor; and commercial space, which focuses on the shoppers and visitors in the area.

**RECREATIONAL** spaces include:

Streetscape/landscape

   Green streets

Parks

Woods

Gardens

Playgrounds

Sports/recreation

...
**COMMERCIAL** spaces include:

- Streetscape/landscape
  - (Green) plaza
- Markets
- Transportation hubs
- Outdoor dining/drinking
  - (Parking)

...
RECREATIONAL public space.

Will people stop, or turn their heads, for a plain field of grass with perhaps some trees? Will they go out to take a walk or play in a park where there is nothing to be lived, or where there is no welcoming feeling or sense of safety?

By just adding a small gesture to this plain field of grass, the area can become much more meaningful and people, from the neighborhood and beyond, will start going there. Making the outdoor space a place to go every hour of the day, brings more life to it and more action will occur. By adjusting the road adjacent to the park, automobiles will be notified and the place will become safer, calmer and more enjoyable.

Adding seating, lighting, games, color, entertainment etc. revives an area to attract more people.

(My photoshops are not supposed to be final decisions, but it are more examples, sometimes used in other places, to show what is possible.)

For example.

A are little tree house restaurant/bars, designed by the New Zealand based Pacific Environments Architects Ltd.

D and E are examples that a fence does not just have to be a fence to provide safety to the playing children in the park. Seating can be integrated into the fence, so maybe the parent can have a calm seat
on the side while watching their kids play. Or the fence can be more of an art piece interacting with what is happening in the close environment around the park.

D is inspired by a park fence in Lille:

![Park Fence in Lille](image)

E is inspired by flLux Binary Waves: Urban Visualization Installation.

F G and H are examples of the day and night space, how lighting installations can provide safety and life after dark.
Commercial public space.

“Street layout, quality and appearance can largely determine whether a city seems secure, welcoming and neighborly or impersonal and dangerous. As a street life is almost entirely the product of pedestrian traffic, the relationship among destinations along the street, the quality of the streetscape, and the appeal of building facades are all critical. Continuous retail frontages along the street can help encourage walking rather than driving from place to place. Streets where active uses line less than 50 percent of the frontage or where there are big gaps in the buildings along the street because of parking lots, pedestrian traffic is discouraged. These places need to be carefully designed to become attractive places again. Service and parking entrances or sweeping driveways, which can destroy the continuity along a street, need to be minimized.”


Flipping parking and building around, makes the building more people-friendly, more accessible, and better related to what is happening on the street side, and the relaxing pedestrian life is encouraged. When the building is located right along the street side, the façade and the state of the pavement becomes the business card of the store, instead of the big advertising signs which leads your true the parking lot towards the store. The street will become more organized and look less messy.
ABCDE rookwood commons, car VS man.

I suggest creating an underground parking lot, to open up the space which is now occupied by thousands of cars. The space gives the opportunity for more stores to join the shopping mall, making it a denser more pedestrian friendly area, combined with several open public squares.

(My photoshops are not supposed to be final decisions, but it are more examples, sometimes used in other places, to show what is possible.)

A is an example for a calmer and greener place connected to the existing and future drinking and dining establishments, where people can enjoy their meal outside or take a break from shopping with a drink or small snack, sitting in the grass or so.

B shows how adding more buildings create a shopping area more on the size of the people shopping there. The area becomes a safe pedestrian shopping street where every store is easy to reach.

The example used in C is the Schouwburgplein in Rotterdam, The Netherlands; a big open space with some seating, lighting and water features. This space is ideal for outdoor activities such as, cultural or recreational events, food markets ...

FGHIJ Oakley square, filling up the gaps.

This example show what I mentioned in the commercial public space introduction. By filling up the gaps in the shopping streetscape, a continuous welcoming and walk able area is created. A very good example of what is to be reached is the Desales corner. The idea is to bring the main street idea into the strip mall.

A pedestrian friendly shopping street works best when you can reach it without your car, and when you can take a break every now and then. The combination of shopping, services, leisure and wining and dining, served by adequate public transportation with comfortable stops for people to wait until there bus arrives, is in my opinion ideal for a business district. In this way, the area becomes a 24/7 place.