

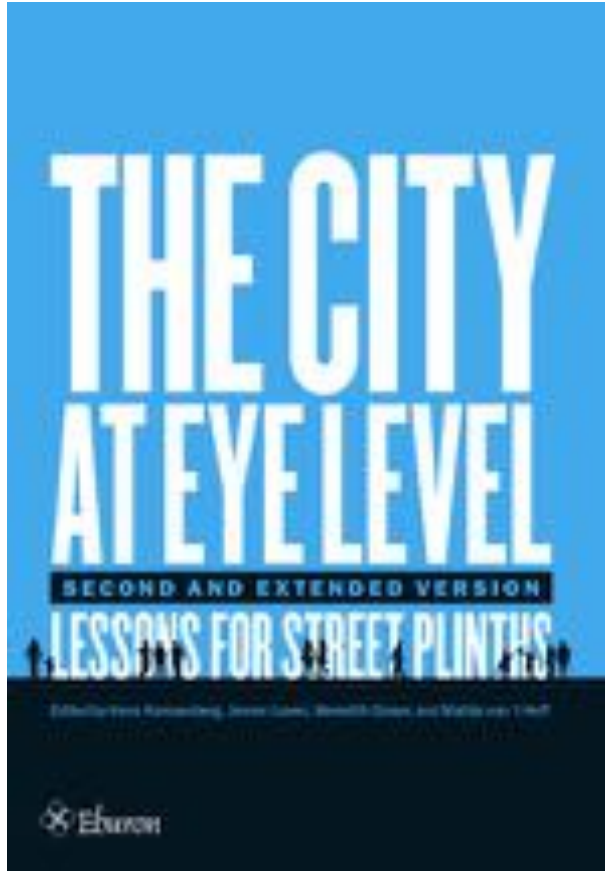
The background is a solid red color. In the background, there are faint, semi-transparent silhouettes of people, including a large figure of a person with long hair and another smaller figure to the right, suggesting a crowd or a public space.

stipo

The City at Eye Level and Place-Led Development

Hans Karssenbergh

Wuhan Placemaking Week, December 2018



UN HABITAT
FOR A BETTER URBAN FUTURE



PPS
PROJECT FOR
PUBLIC
SPACES



thinkCITY
REJUVENATING THE CITY TOGETHER

Future of Places 

Gehl
Architects

COPEN
HAGEN
IZE
EU

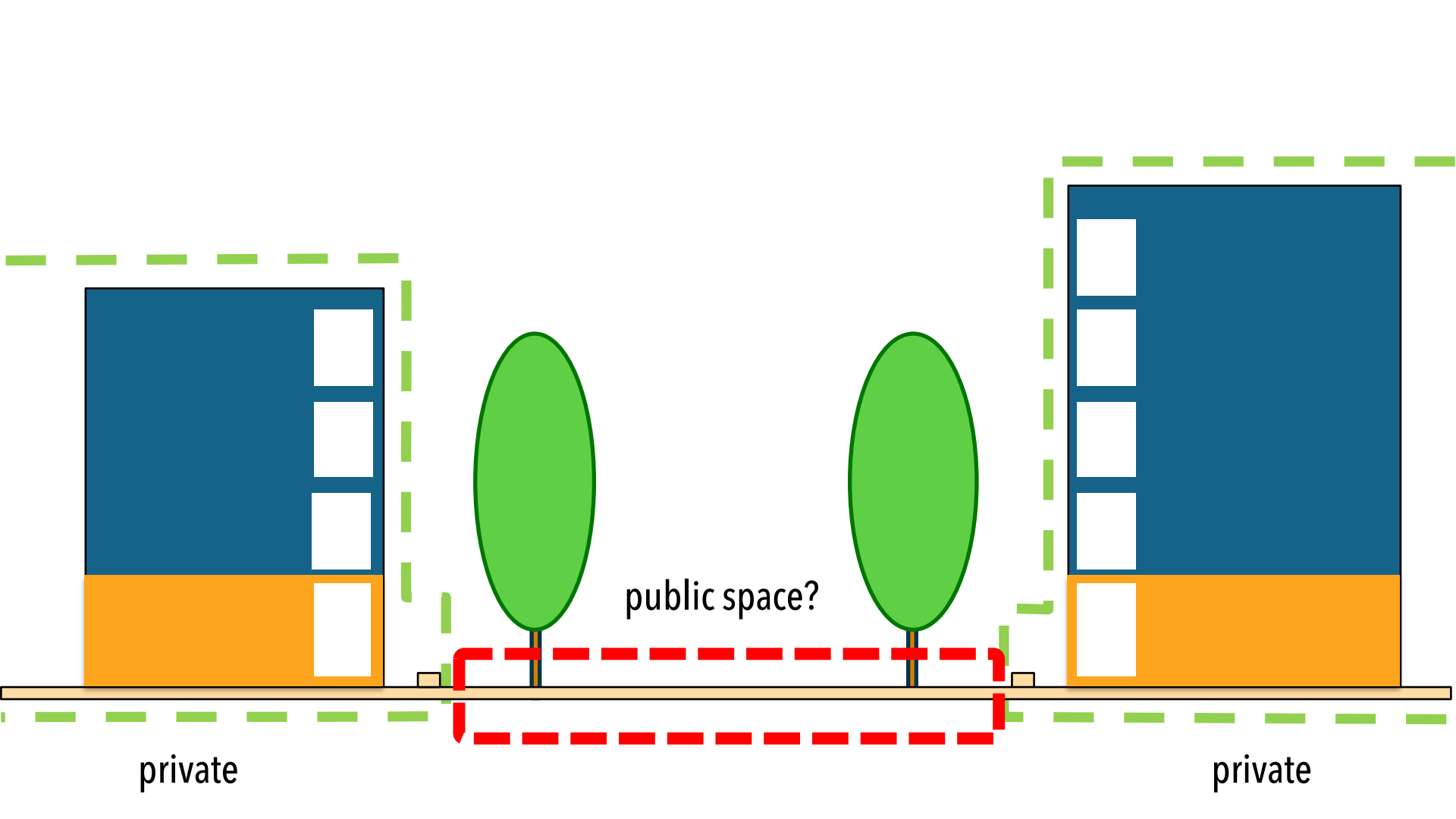
www.thecityateyelevel.com
[facebook](#)



2017: Amsterdam Placemaking Week



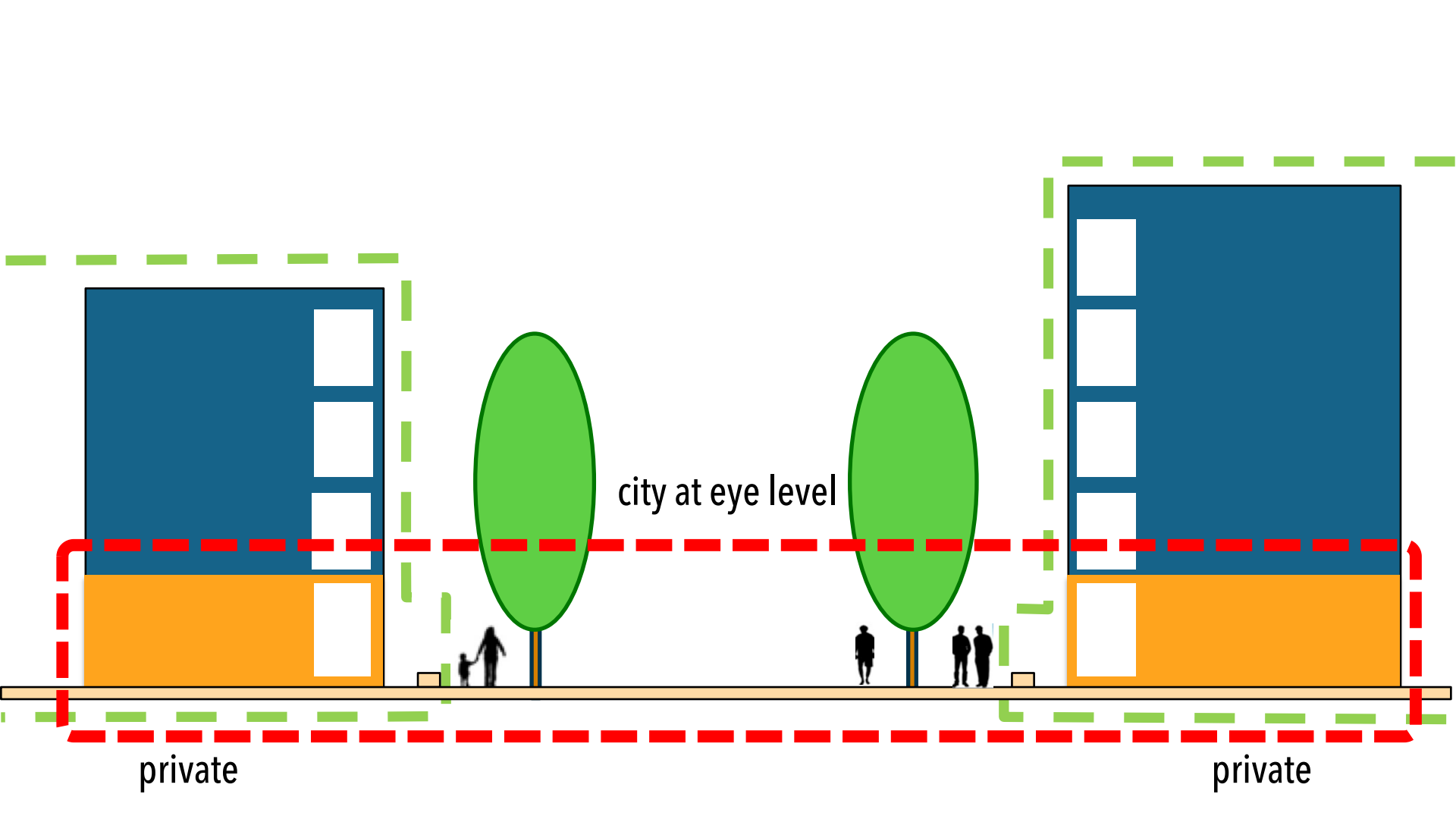




private

public space?

private



The background features a solid red color. In the center, there are faint, semi-transparent silhouettes of a woman on the left and a man on the right. Both figures have their hands on their hips and are facing forward. The woman's silhouette is on the left, and the man's is on the right, with their bodies overlapping slightly.

12 Things We Can Learn from Historic Streets

... for New Development





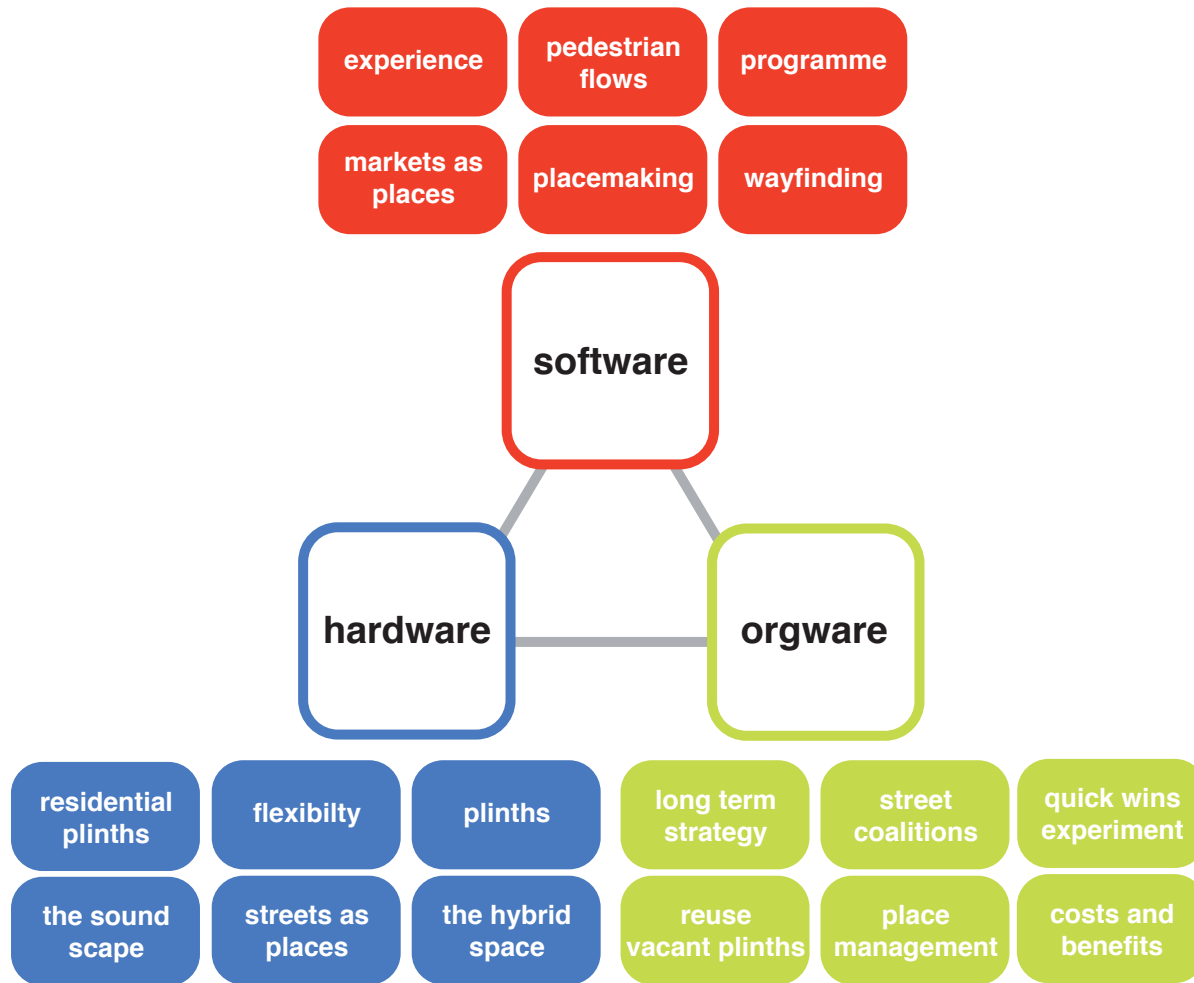












- Software
(use)**
- 1. Mixed Use**
 - 2. Walkability**
 - 3. Comfort**
 - 4. Co-creation**



Comfort from the Wind



Comfort from the Sun



Co-creation



Co-creation



Software (use)

- 1. Mixed Use**
- 2. Walkability**
- 3. Comfort**
- 4. Co-creation**

Hardware (design)

- 5. Vertical orientation**
- 6. Flexible ground floors**
- 7. Richness in details**
- 8. Veranda feeling**



Horizontal Orientation



Vertical Orientation

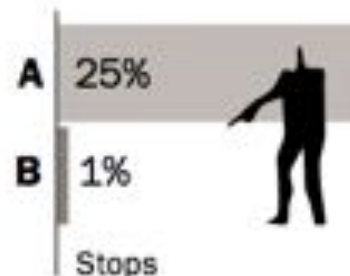


Vertical Orientation



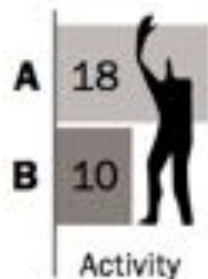
Pedestrian behaviour in front of ground floors in main streets

Average of all people who walk by the 2x10-metre façade segments in the seven areas studied.



Activities per hour in front of ground floors in main streets

Average in front of each of the 10-metre façades in the seven areas studied.



In total there is 7 times as much activity and time spent in front of interesting façades.

A = area with varied façades, many doors, visual contact, many functions

B = area with uniform façades, few doors, no windows, few or no functions

**Software
(use)**

- 1. Mixed Use**
- 2. Walkability**
- 3. Comfort**
- 4. Co-creation**

**Hardware
(design)**

- 5. Vertical orientation**
- 6. Flexible ground floors**
- 7. Richness in details**
- 8. Veranda feeling**

**Orgware
(strategy)**

- 9. Place-led development**
- 10. Tender small blocks**
- 11. Street management**
- 12. Eye Level Design - VR**



1 The building

- enough small scale units
- variety of functions
- façades with a 'veranda feeling'
- special character of the architecture
- richness in material, architecture that embodies 5 km/h details
- not too large glass surfaces as they mirror light and amplify noise
- vertical orientation of the façade
- a well-functioning 'hybrid zone' (the transition from private to public)
- appropriate signing on façades, no neon
- flexibility in height (> 4m)
- flexibility in the land use plan (zoning)

2 The street

- pleasant to walk and cycle
- physical comfort (wind, sound, sun, shadow, maintenance)
- definition (the building height should at least be half the street width)
- variation in buildings
- quality that catches the eye
- minimum 10 doorways per 100 m of façade
- clear beginning and ending of the street
- good tree canopy
- possibilities to sit, also on planters, staircases along the water, etc
- avoid car dominance and traffic noise
- parking facilities, in balance with pedestrian space
- accentuate elements such as entrances, exits, paths and junctions
- a good place has at least 10 good reasons or activities to be there
- a good street, plinths and/or place management.

3 The context

- pedestrian streams day and night, 5-20 passers-by per width meter per minute is ideal
- socio-economic capital in the surrounding neighbourhoods
- the presence of functions with a meaning for the whole of the city or even the region
- the position in the urban fabric and in the city's walking and cycling routes
- the grain of the street pattern; a finer grain allows pedestrians to make many choices walking
- connections to squares and parks
- coherent and yet varied urban design
- density
- clear and intuitive wayfinding
- the presence of a long term strategy
- partners who take initiative; allow for the community to take ownership.

1. City at Eye Level Criteria

www.thecityateyelevel.com

A faint, semi-transparent silhouette of a person walking is visible in the background of the red slide, positioned to the right of the text.

Human scale and Place led development

1. Area vision

- Human scale
- Soul of the place, history
- Buildings, facades and ground floors as part of public space
- Healthy city
- Walkability
- Placemaking
- Collective management
- Mix of future user groups, functions
- Urban density

2. Masterplan

- Public space network as backbone
- Streets hierarchy
- Fine grain blocks and network
- Places to stay, parks, squares
- Orientation to wind and sun
- Street width to building masses
- Street shape: straight or bent
- Clear beginning and end of streets
- Density and height
- Setback principle in highrise
- Mix of functions and price
- Street profile, sidewalk, hybrid zone

Human scale and Place led development

3. Urban Design

- Split up blocks into various tenders
- Height and flexibility ground floors
- Public/production/residential streets
- Rich architecture quality
- Vertical orientation
- Larger units inside the block
- Affordability ground floor spaces
- Units max 10 m wide
- Trees, green
- Use of hybrid zone
- Connection ground floor to street
- Veranda feeling (no flat facades)

4. Tender

- Split up blocks into various tenders
- Quality and programming ground floor as part of tender points
- Affordability ground floor spaces
- Hybrid zones
- Participation and contribution to placemaking / place management
- Management organisation for ground floors
- Temporary use
- Architecture quality

Human scale and Place led development

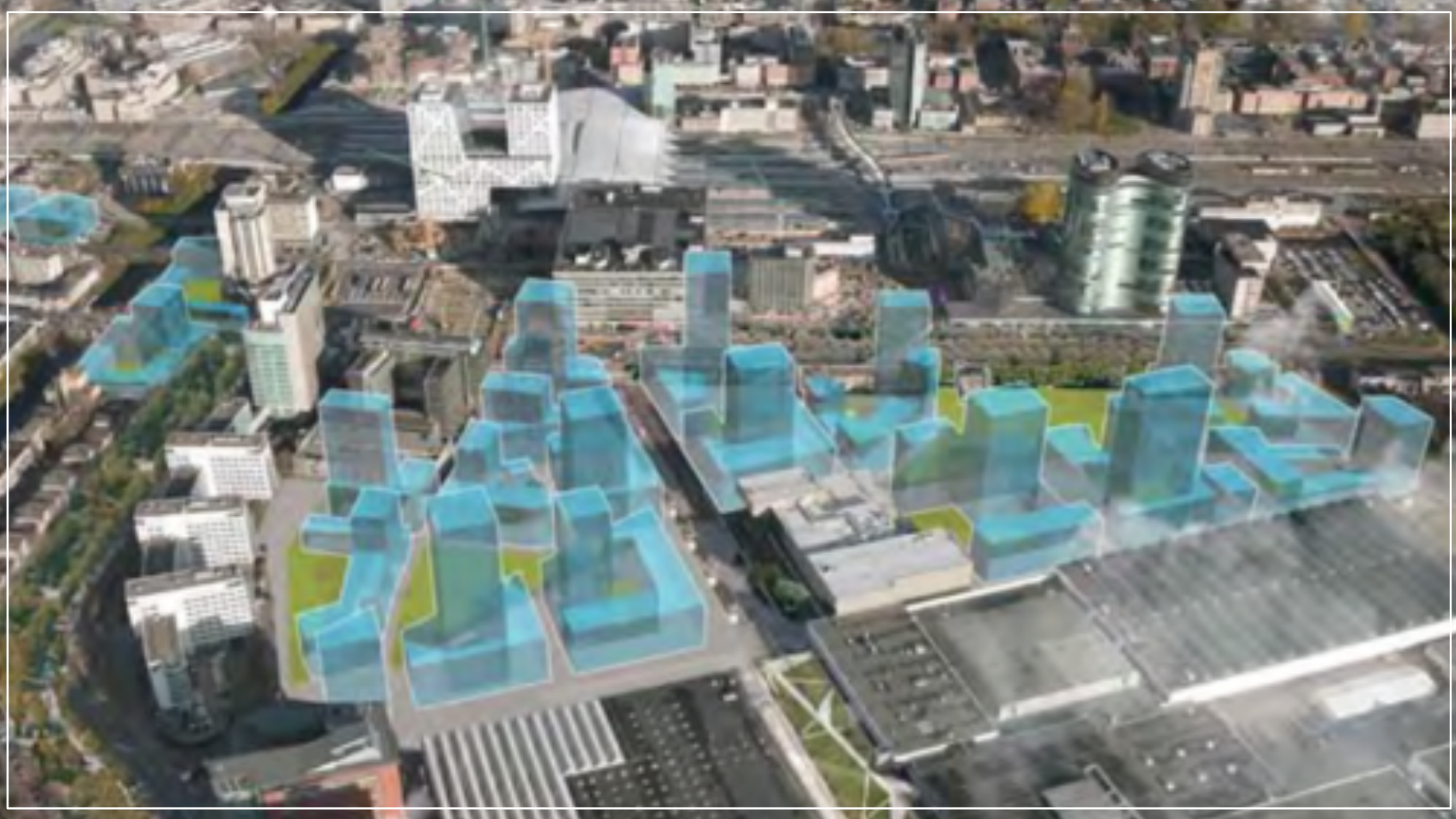
5. Building designs

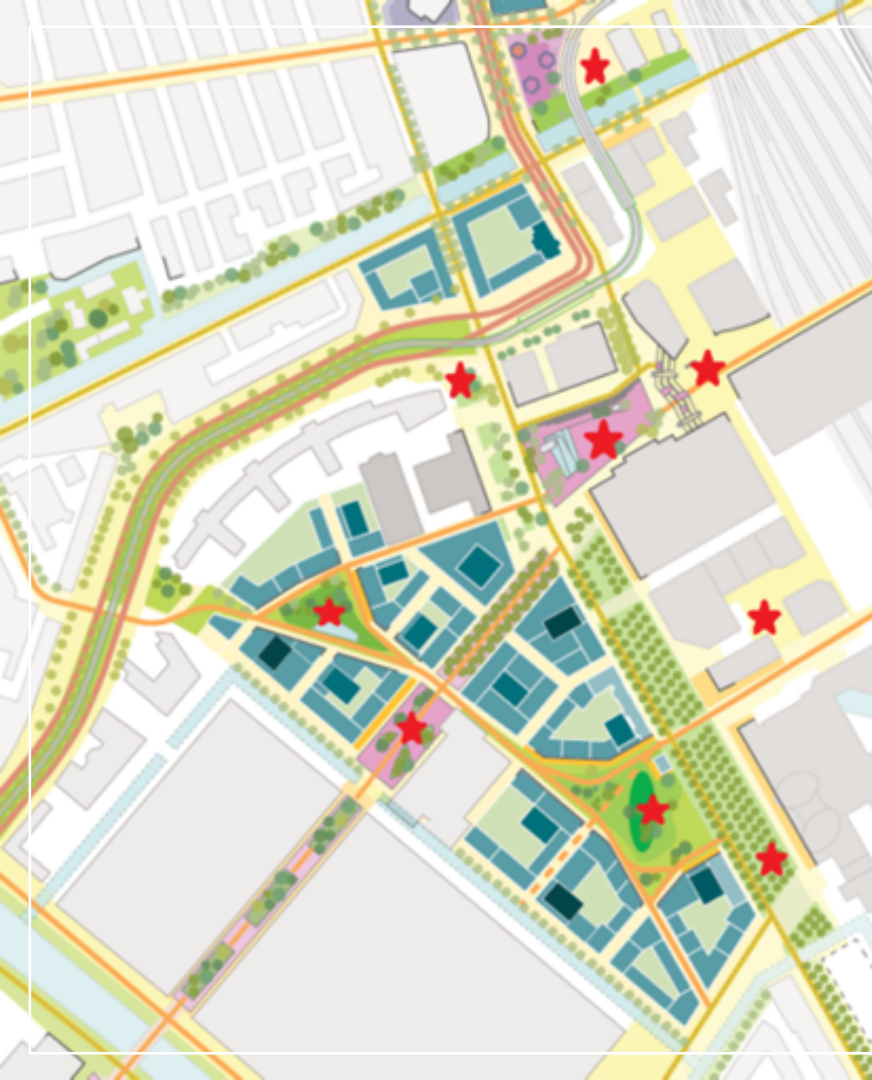
- 'Soul of the area', mix old-new
- Vertical orientation facade
- Architecture quality, details, tactility, '5km/u architecture'
- Many units (minimum every 10 m)
- Interaction inside-outside: not too large glass surfaces, verandafeeling
- Underground facilities / parking, ground floor not lifted
- Accentuating entrances, routes, junctions
- Corner accents, corner solutions
- Ground floor height > 4m (depending building size and street hierarchy)
- Larger ground floor units inside block
- Hybrid zone, possibility to attribute (ideal: 1-2 m hybrid zone)
- No arcades in colder climates
- Fitting in utilities (entrances upper floors, access parking garage, garbage collection, public utilities)
- Mix of functions and income groups
- Streets with public ground floors, production and residential

Human scale and Place led development

6. Public space designs

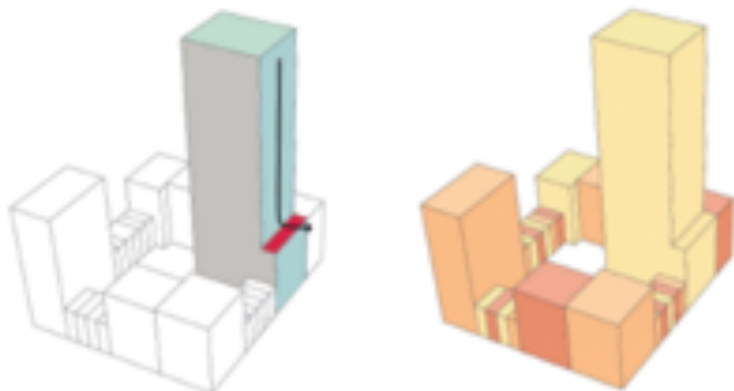
- Intimicy, informality, incompleteness
- Warm materials
- Process of placemaking
- Hybrid zone, possibility to attribute
- Balance car – pedestrian
- Tree canopy – green at eye level
- Width sidewalk related to business
- Connection with parks and squares, surrounding public space grid
- Atmosphere night lights
- Possibilities to sit
- Places to stay, minimum 10 destinations
- Sun side (terraces, wider sidewalks)
- Wind (comfort pedestrians)
- Safety and amenities for women, elderly, youth, kids
- Attention to health: walking, cycling, sports, games, jogging
- Natural wayfinding
- Meeting places for different user groups, borders between areas





12M: KLEINE KORREL

Behalve voor hoogbouw en middelhoogbouw is binnen het bouwvlak ook heel bewust gekozen voor kleinere eenheden. Het bouwvlak is niet alleen opgebouwd uit grote volumes – hoogbouw en middelhoogbouw – maar ook uit een kleine korrel, in de vorm van stadspanden. Ook dit refereert aan een bouwhoogte binnen het plangebied, de woningen aan de Dronkelaan.



VERLAAGDE HOOGTE

EIGENAARSCHAP



EIGENAARSCHAP

Verkenbaar eigenaarschap in het gebied doet er toe. Mensen die eigenaar zijn van delen van het bouwvlak voelen zich meer verbonden aan hun gebouw en hun omgeving. Vooral als ze ook echt invloed kunnen hebben op hun eigendom. Dit is de reden dat binnen het bouwvlak een relatief kleine korrel is opgenomen, in de vorm van individuele stadspanden. Deze stadspanden worden individueel verkocht. De toekomstige eigenaar woont er in en start misschien op de begane grond een winkel of een creatief bedrijf. En na verloop van tijd verkoopt hij het pand weer door aan een volgende eigenaar, die weer andere kansen ziet voor zijn pand.

Dit is een van de manieren waarop de historische binnenstad vital blijft. Individuele panden kennen een hoge dynamiek, veranderen gemiddeld binnen 8 jaar van eigenaar, en worden als gevolg hiervan regelmatig vernieuwd en aangepast aan de behoeften van de tijd.

De verbondenheid wordt verder verhoogd als een toekomstige eigenaar invloed heeft op het ontwerp en de indeling van zijn toekomstige stadspand of appartement. Dit betekent dat een deel van het bouwvlak als particulier opdrachtgeverschap of mede-opdrachtgeverschap zal worden ontwikkeld. Dit betreft niet alleen de stadspanden maar kan ook gaan om een appartementenblok.



**Software
(use)**

- 1. Mixed Use**
- 2. Walkability**
- 3. Comfort**
- 4. Co-creation**

**Hardware
(design)**

- 5. Vertical orientation**
- 6. Flexible ground floors**
- 7. Richness in details**
- 8. Veranda feeling**

**Orgware
(strategy)**

- 9. Place-led development**
- 10. Tender small blocks**
- 11. Street management**
- 12. Eye Level Design - VR**

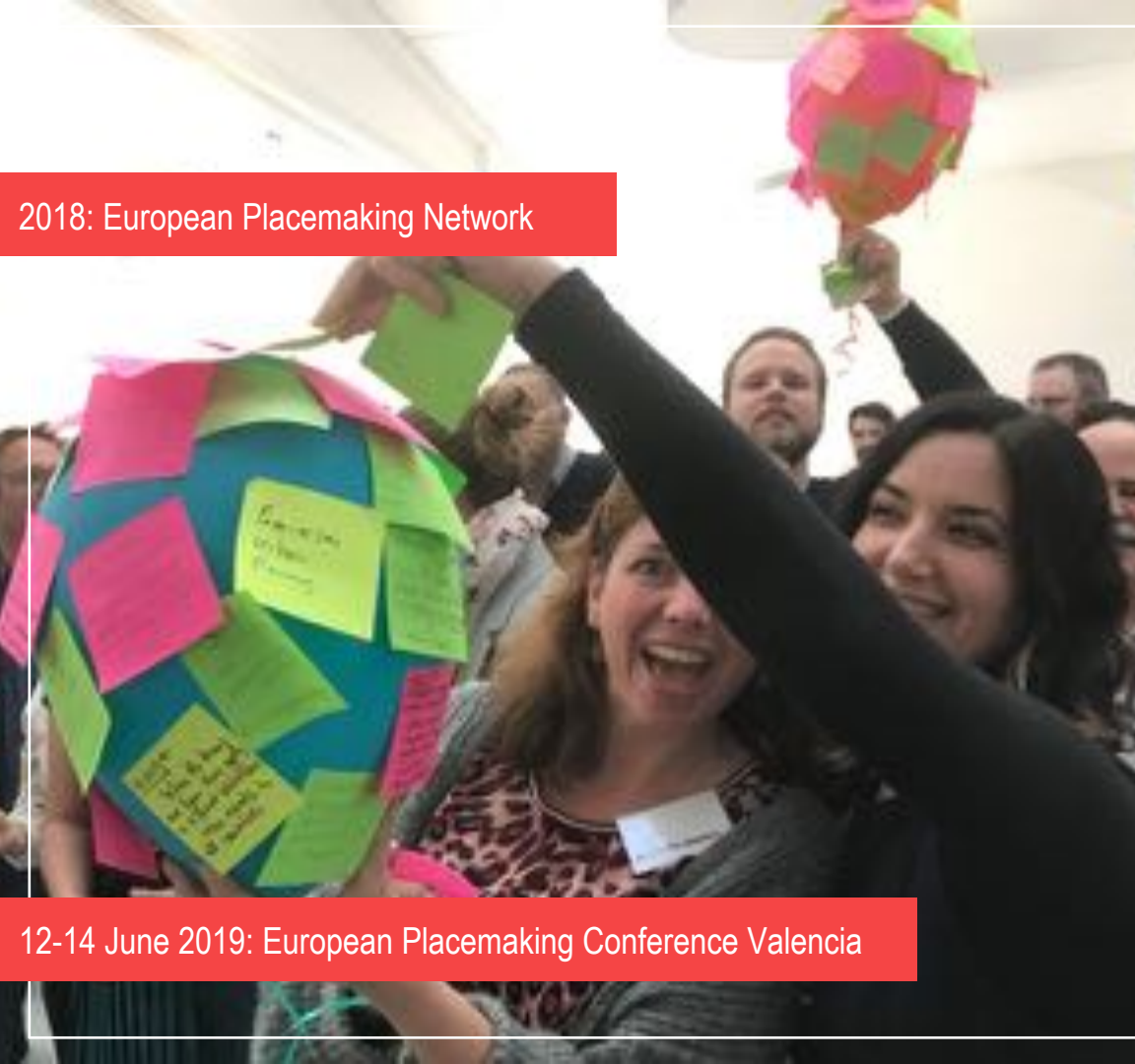




Next Steps



2018: European Placemaking Network



12-14 June 2019: European Placemaking Conference Valencia

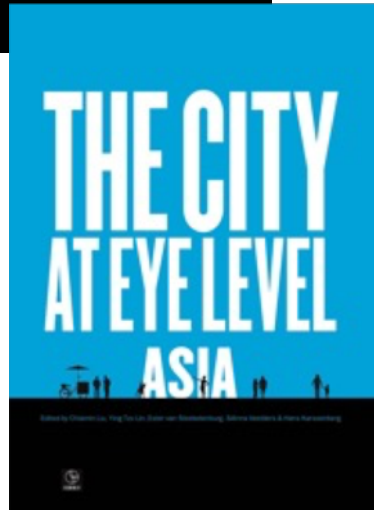
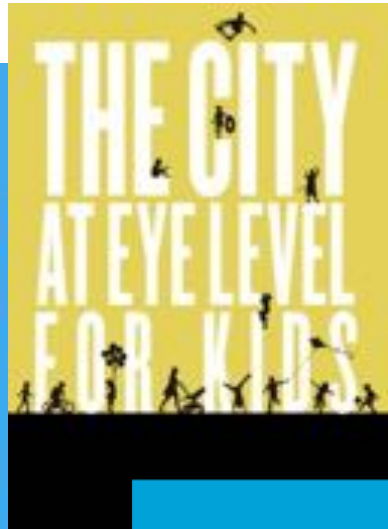
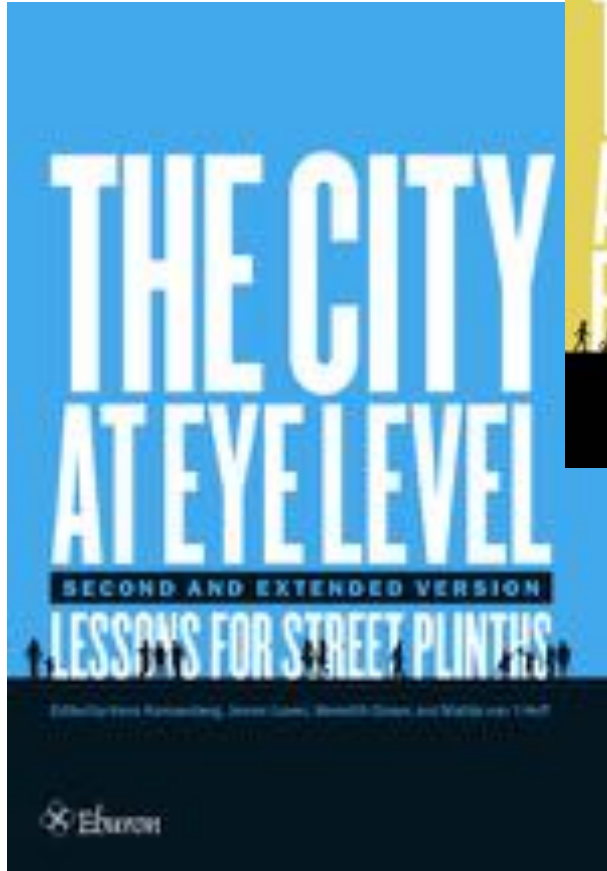


HABITAT III Quito New Urban Agenda

From the 'Why' to the 'How':

From Global Awareness to
Global Placemaking Toolbox
2019 - 2021





UN HABITAT
FOR A BETTER URBAN FUTURE



PPS
PROJECT FOR
PUBLIC SPACES



thinkCITY
REJUVENATING THE CITY TOGETHER

Future of Places 

Gehl
Architects

COPEN
HAGEN
IZE
EU

www.thecityateyelevel.com
[facebook](#)





Thank you!

Hans Karssenber
Partner

**STIPO – Team for
Urban Development**
Amsterdam. Rotterdam.
Stockholm.
Thessaloniki.

www.stipo.nl