

# Sharing Economy for People

## The role of people first design

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12-11-2013

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- Intro
  - Gehl's approach to Share Economy urbanism
- The Sharing Economy and street design lessons from
  - Copenhagen
  - New York
  - San Francisco



# Gehl Process

Focus on the interaction  
between *form* (buildings  
and infrastructure) and *life*

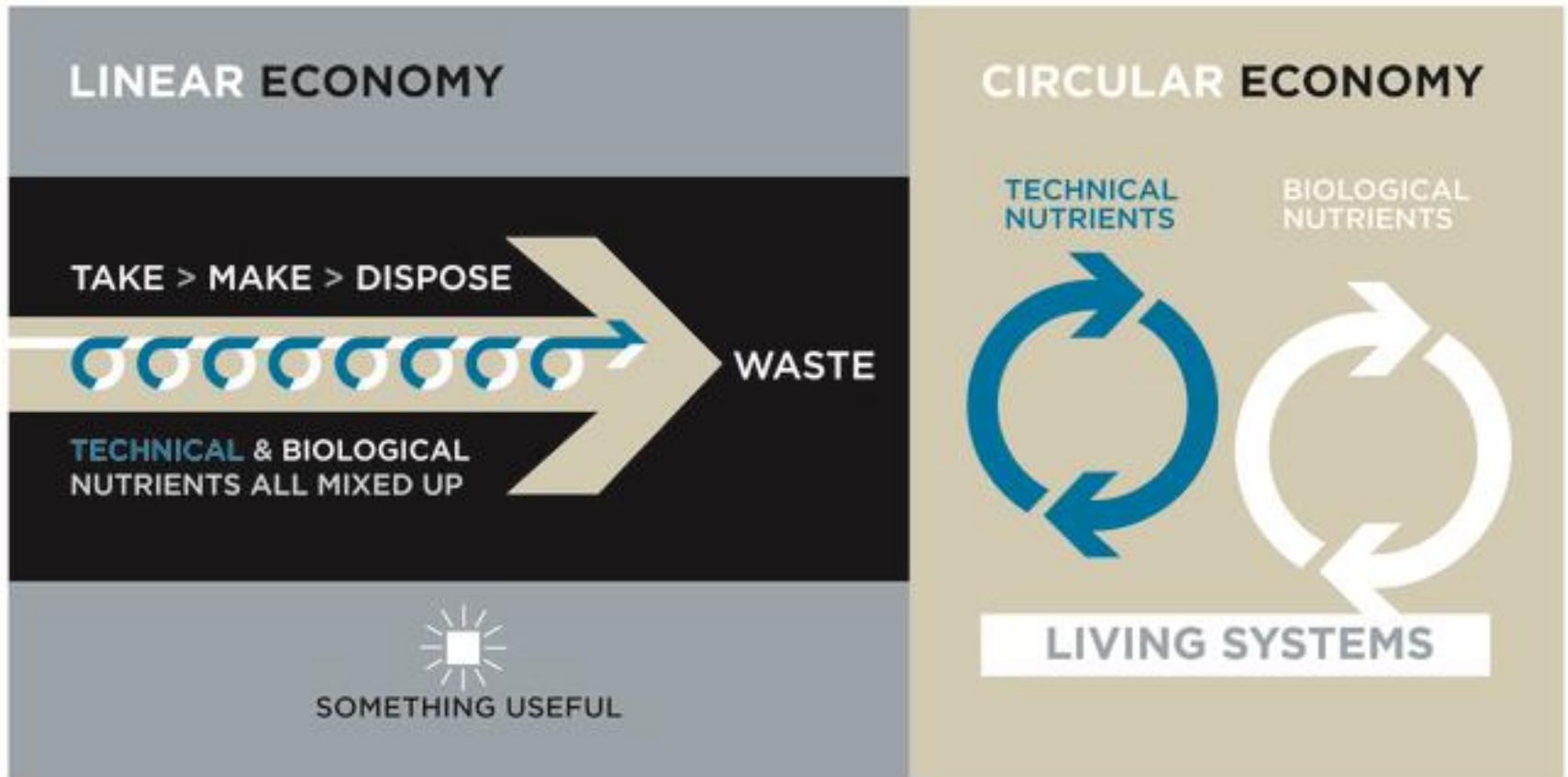


## The “Sharing Economy”

In a era of resource scarcity and unprecedented growth, The circular economy, and collaborative consumption are vital themes of the 21<sup>st</sup> century economy



# Toward a circular economy – insert reference



AFTER W McDONOUGH AND M BRAUNGART

# System thinking – utilizing existing capacity





# Providing low cost accomodation

## CEO Brian Chesky Says Airbnb Will Be Filling More Room Nights Than All Hilton Hotels By The End Of 2012



RIP EMPSON

13 Comments

Wednesday, December 12th, 2012



In New York City today, **Marc Andreessen** was busy telling those gathered at Dealbook's Opportunities For Tomorrow conference that we're in the opposite of a bubble — in fact, we're currently in a tech depression. Meanwhile, in Cambridge, Mass., the MIT Center For Digital Business' "Big Data" conference is underway, with tech veterans like Tim O'Reilly speaking on the impact of the "Sharing Economy," among other things.

Of the many tidbits of gold to emerge from the conference, one in particular stuck out. Many are aware that the 4-year-old collaborative consumption pioneer, **Airbnb**, is growing like

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are aware that the 4-year-old collaborative consumption pioneer, **Airbnb**, is growing like gangbusters. In a panel on the "New Tech Landscape" moderated by **Jen Rison**, Partner Director of **Cloudcraft** and **Geil Institute**, **Senior Poonen**, and IBM's Chief Economist **Martin Fleming** touched on the giant effect the hotel industry (among other things).

# Integrated strategy - Expanding the Tube Network





# Copenhagen –

Invite for active mobility

Incremental approach focussing on  
co-existence, choice, quality and  
comfort









From places for cars

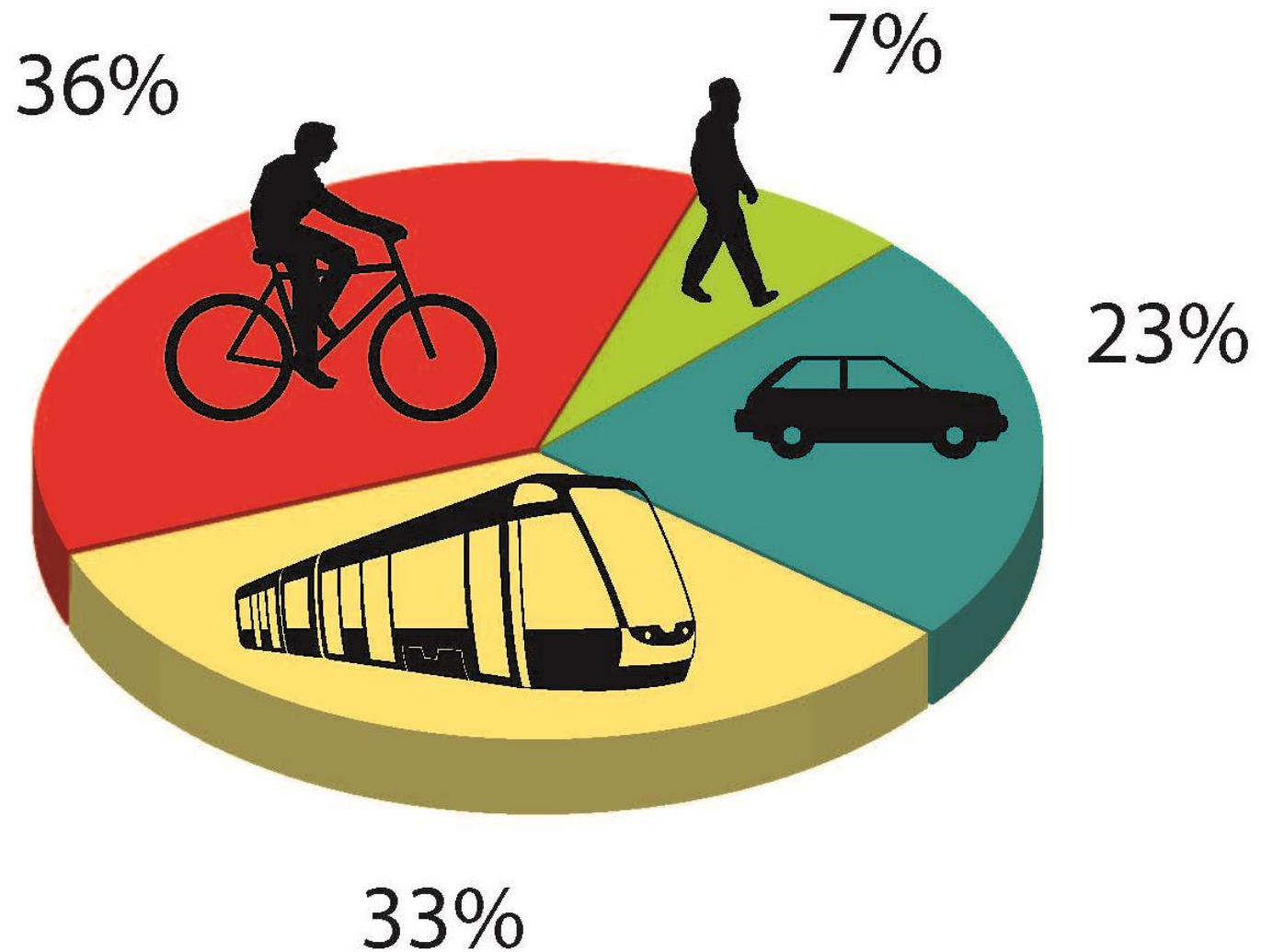




From places for cars ...to places for people



# Copenhagen Modal split







Everyone bikes –  
50% of Copenhageners Cycle to work or school every day



# Why do Copenhageners cycle?

63% Easy, fast & convenient

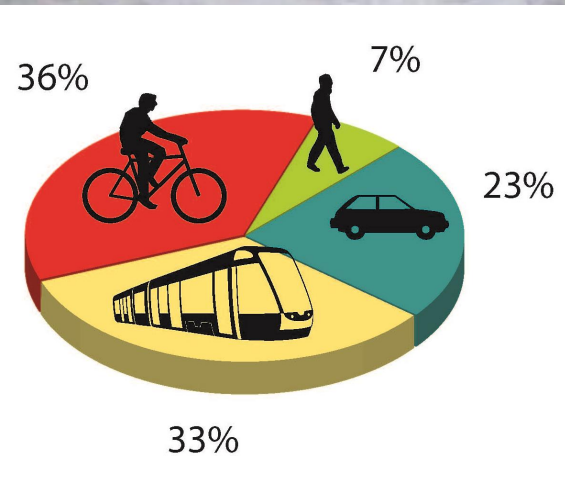
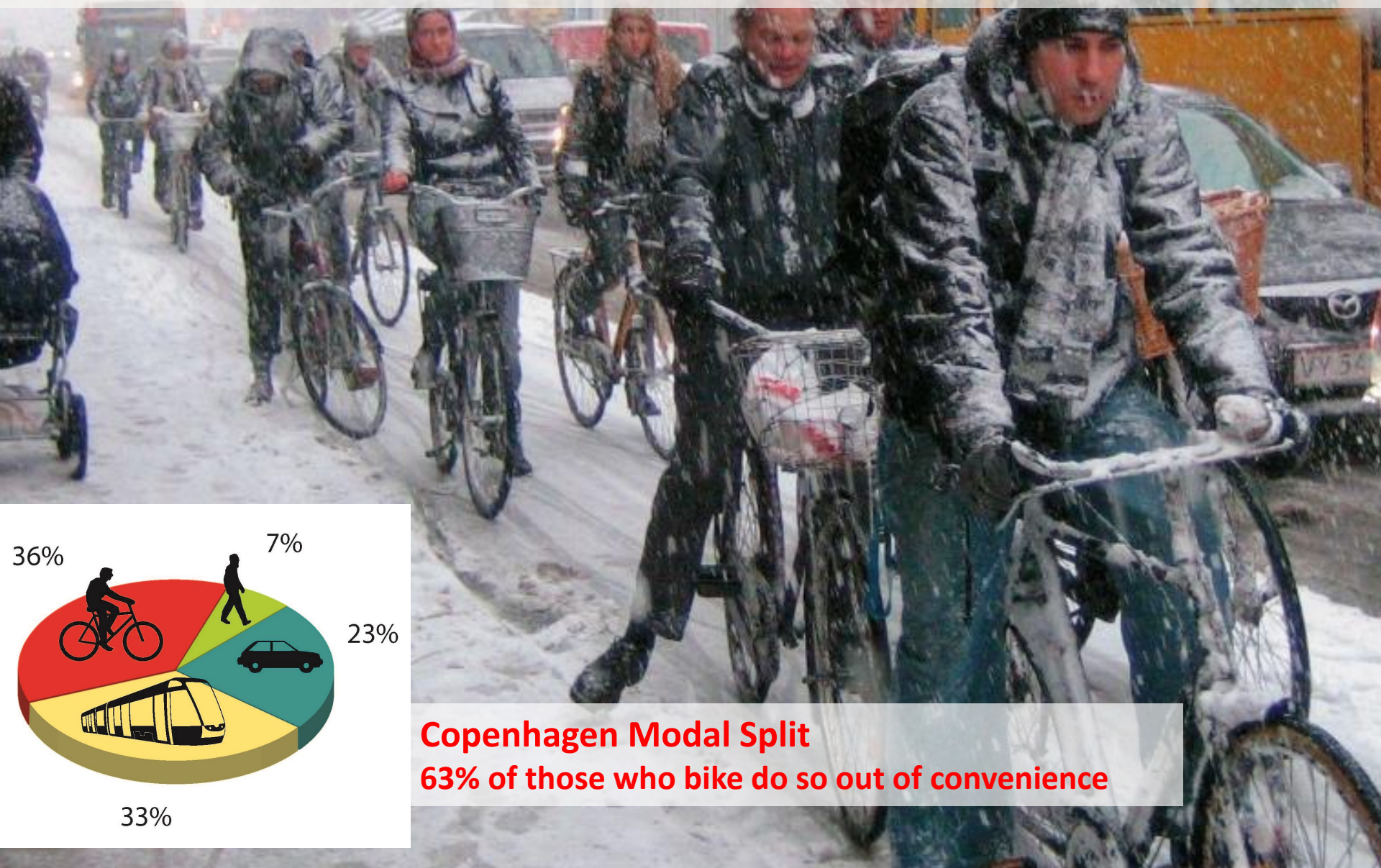
17% Exercise

15% Financial reasons

5% The environment



People don't change their behavior when you tell them to;



**Copenhagen Modal Split**  
**63% of those who bike do so out of convenience**

People change when the context compels them to



# Prioritize pedestrians





# Cyclists as part of public life





# Re-imagining Parking

10 bikes for 1 car



# Re-imagining Parking

cars as a protective  
barrier for cyclists



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Flexible spaces for cyclists during the day and  
motorists after 5pm





Flexible spaces for cyclists during the day and  
motorists after 5pm





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Flexible spaces for cyclists during the day and  
motorists after 5pm





# New York - World Class Streets

Re-imagine existing streets as  
places for culture, commerce and  
city life as well as transport  
corridors



## World Class Streets:

Remaking New York  
City's Public Realm



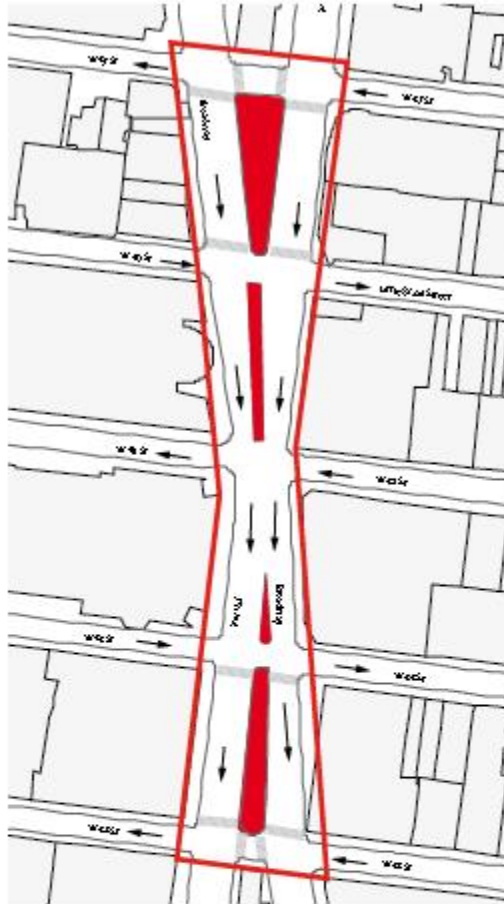




Times Square - before



# You measure what you care about



TIME SQUARE

total area: 16 960 m<sup>2</sup>

Pedestrian area: 1 880 m<sup>2</sup>

Times Square consists of  
**89 % road space**  
**11 % people space**



Time Square at night. People are crowding on a strip of concrete surrounded by traffic.



Getting to Time Square is a journey dominated by heavy traffic.





Times Square  
- before





Times Square  
- after



# Times Square - after





Streets must accommodate all users - "win-win, win, win.."





# Everyone has to benefit



14% increase in Retail sales at new seating areas

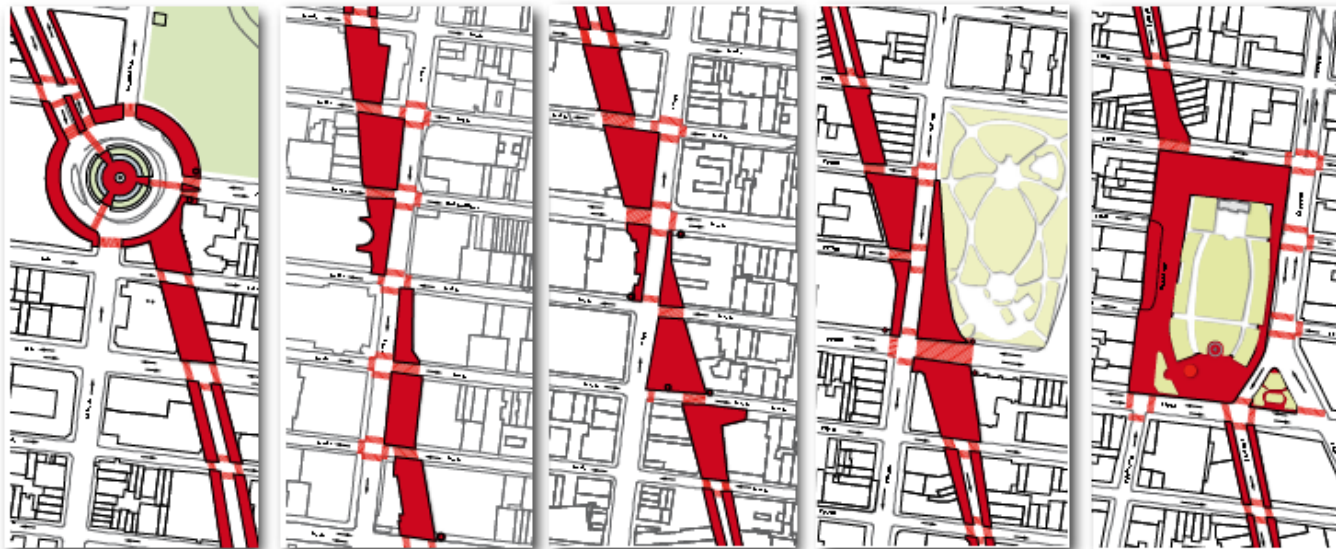
17% improvements in travel time

# 350,000 Square feet of reclaimed space – 18 Rock Centers in the middle of Manhattan

BROADWAY

Five extended public spaces and  
nine new public spaces

TOTAL PUBLIC SPACE RECLAIMED FOR PEOPLE: 385,000 FT<sup>2</sup> (35,771 M<sup>2</sup>)



## EXTENDED PUBLIC SPACE

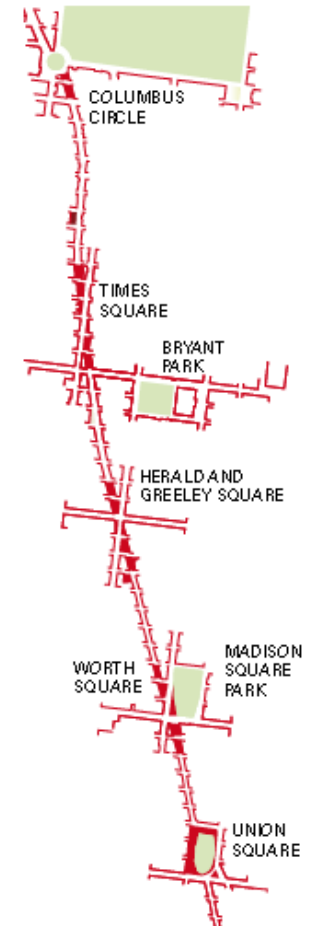
COLUMBUS CIRCLE	TIMES SQUARE	HERALD SQUARE GREELEY SQUARE	MADISON SQUARE PARK WORTH SQUARE	UNION SQUARE
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## NEW PUBLIC SPACE

58 TH STREET SQUARE 57 TH STREET SQUARE	47TH ST. SQUARE 42ND ST. SQUARE	35TH ST. SQUARE 31ST ST. SQUARE	25TH ST. SQUARE FLAT IRON SQUARE	17TH ST. SQUARE
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## GAINED PUBLIC SPACE

GAINED 39,190 FT <sup>2</sup>	GAINED 107,790 FT <sup>2</sup>	GAINED 79,930 FT <sup>2</sup>	GAINED 100,390 FT <sup>2</sup>	GAINED 57,726 FT <sup>2</sup>
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11% increase in pedestrian numbers



35% decrease in pedestrian injuries throughout project



75% of locals say Times Square has improved





# BETTER MARKET STREET





# The evolution of the parklet – canvasses of innovation and engagement



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# People focussed goals

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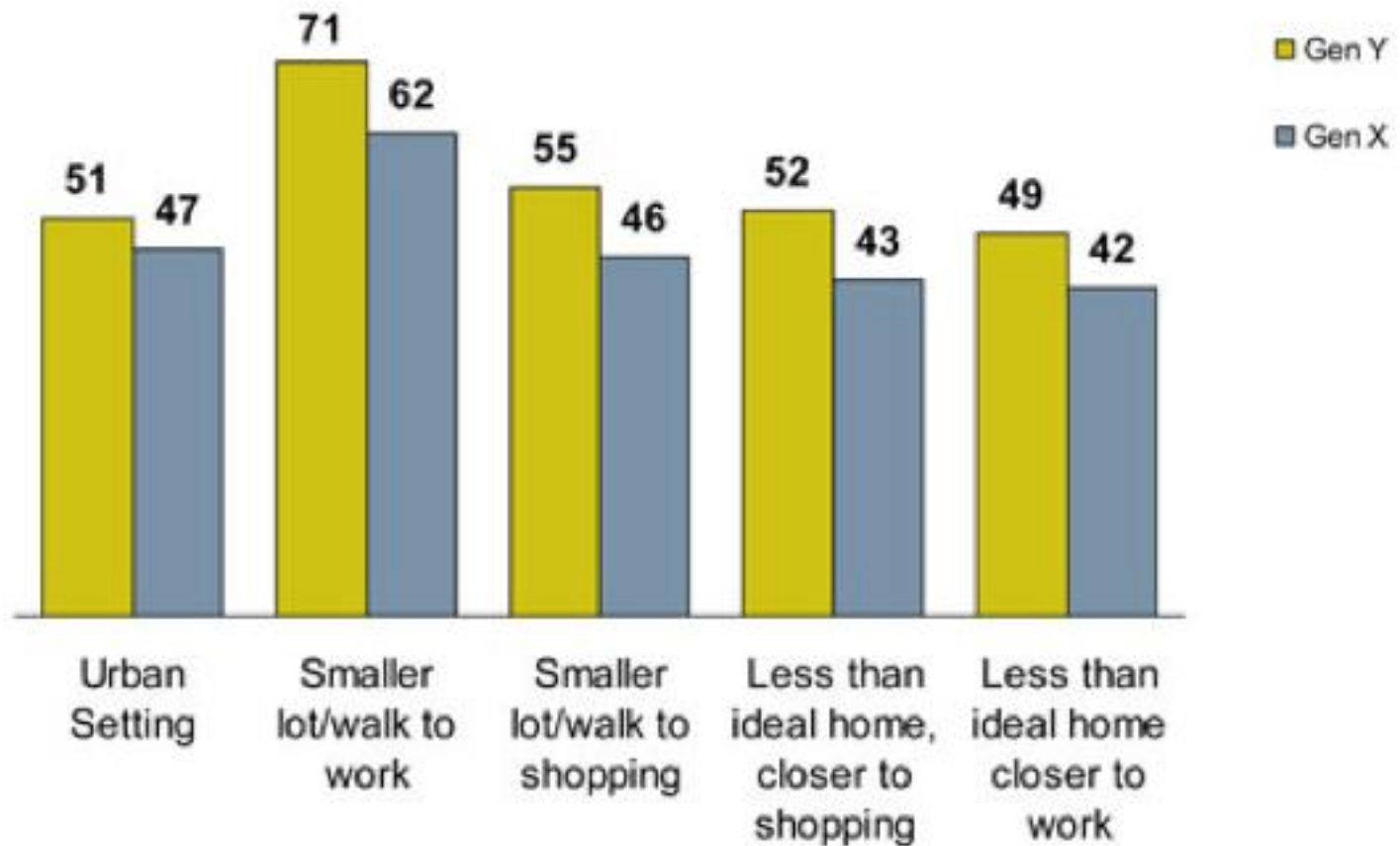




# Context – People Want to Walk – in North America

## THE “SMART GROWTH GENERATION” GENERATION Y MAKING WALKABLE HOUSING CHOICES

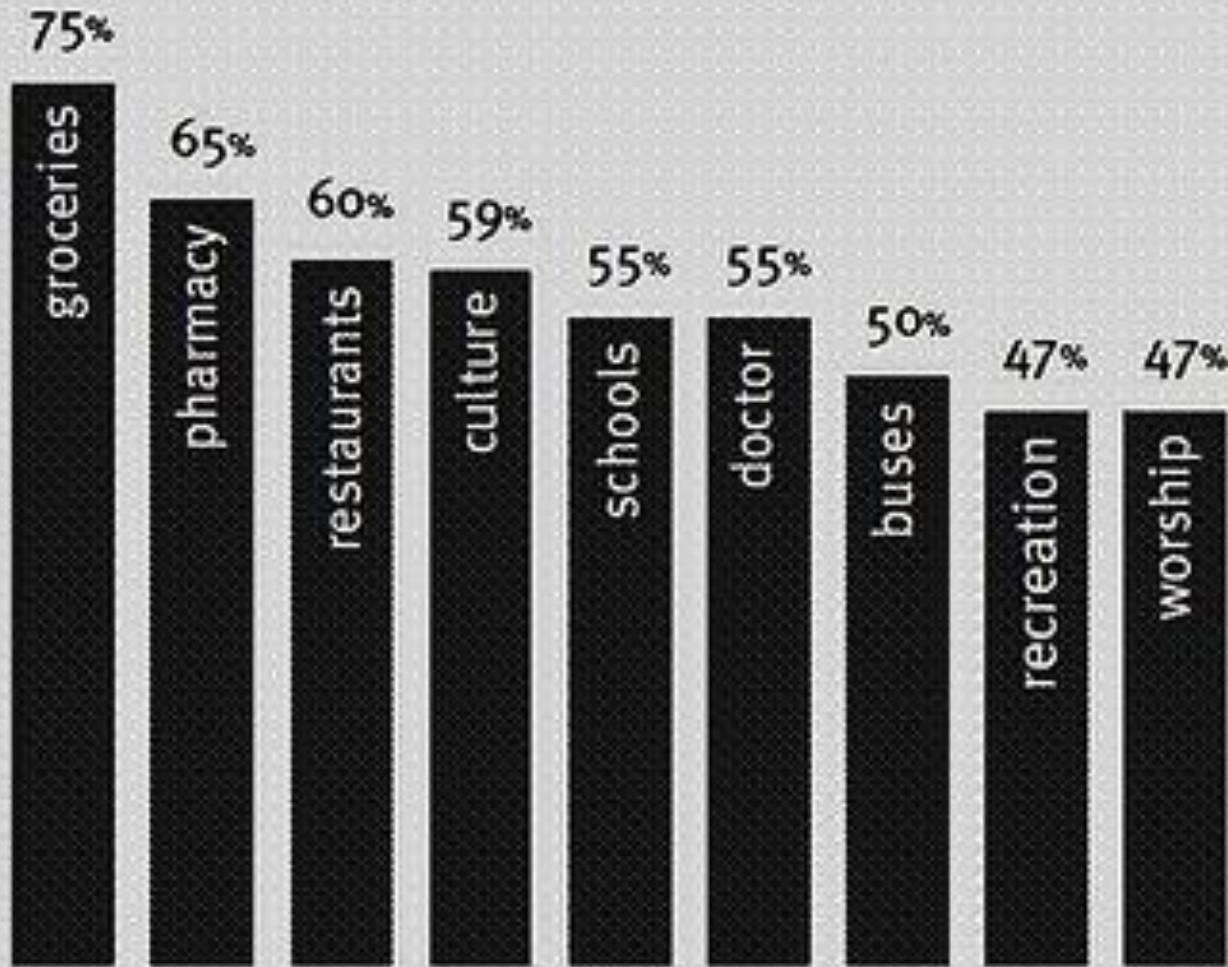
### Generational Tradeoffs (%)



SOURCE: RCLCO consumer research

# Land use and mobility are inextricably linked!

## Percent of homebuyers wanting to walk to:



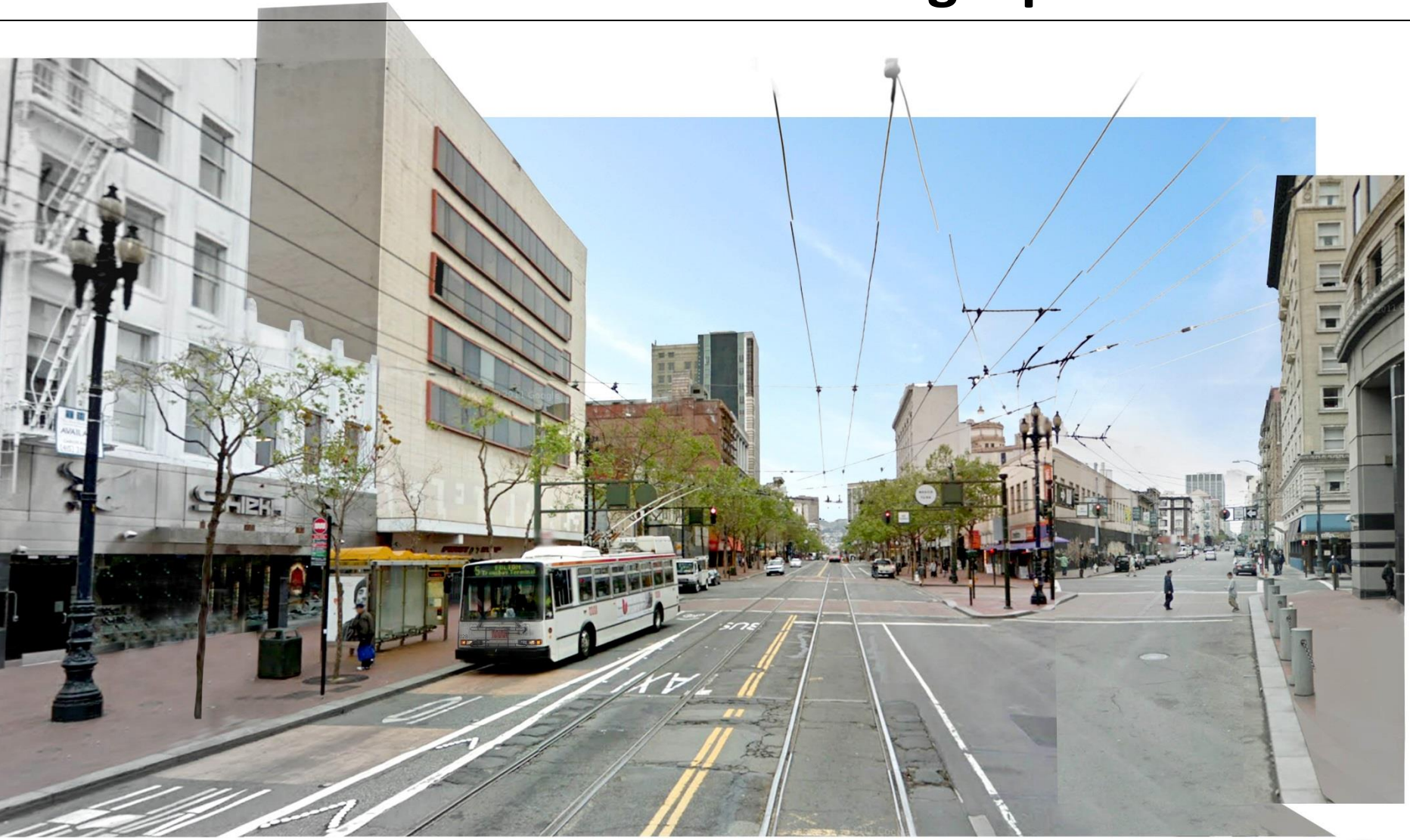
National Association of Realtors, 2011



# San Francisco Market Street

**Integrated design** – Funding streams, partnering models and divisions between public and private are evolving

# A Better Market Street is not a single plan but rather





# A flexible framework...





# For improving mobility...





# Sense of place...





# And quality of life for all San Franciscans



BETTER  
MARKET  
STREET



# A New Synergy between transport and place





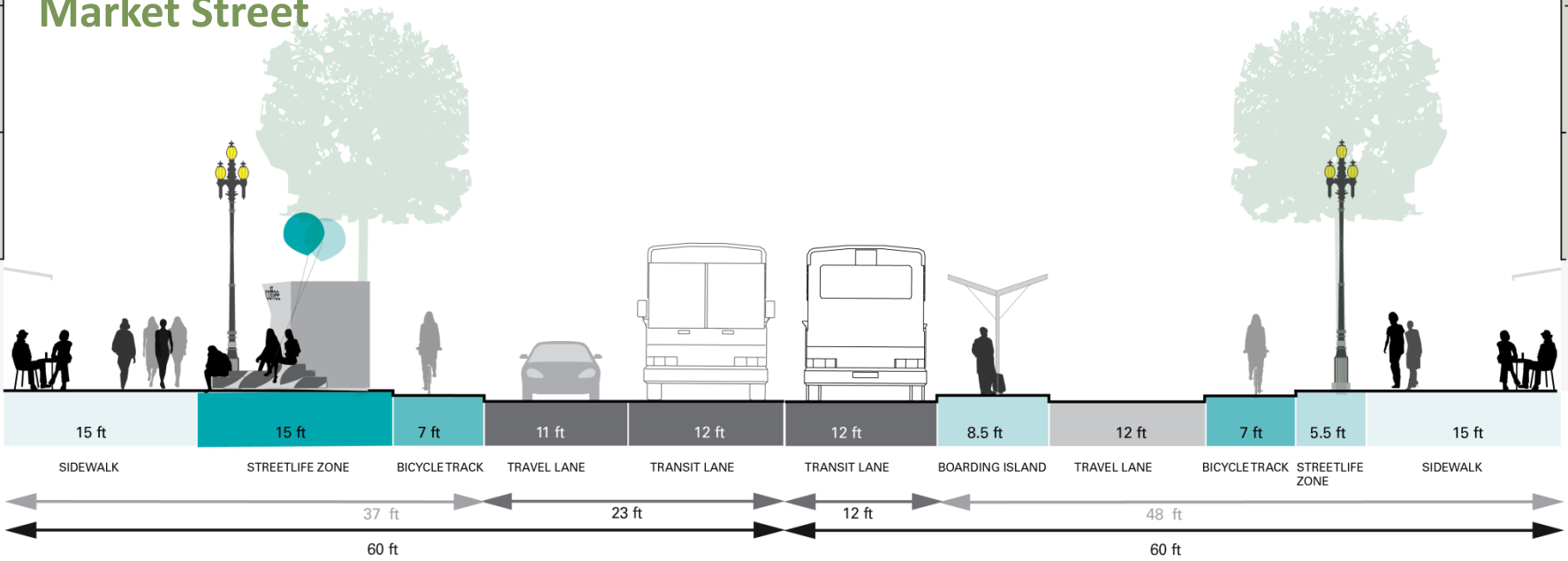
# Consider the entire transit experience





# Design option

## Market Street

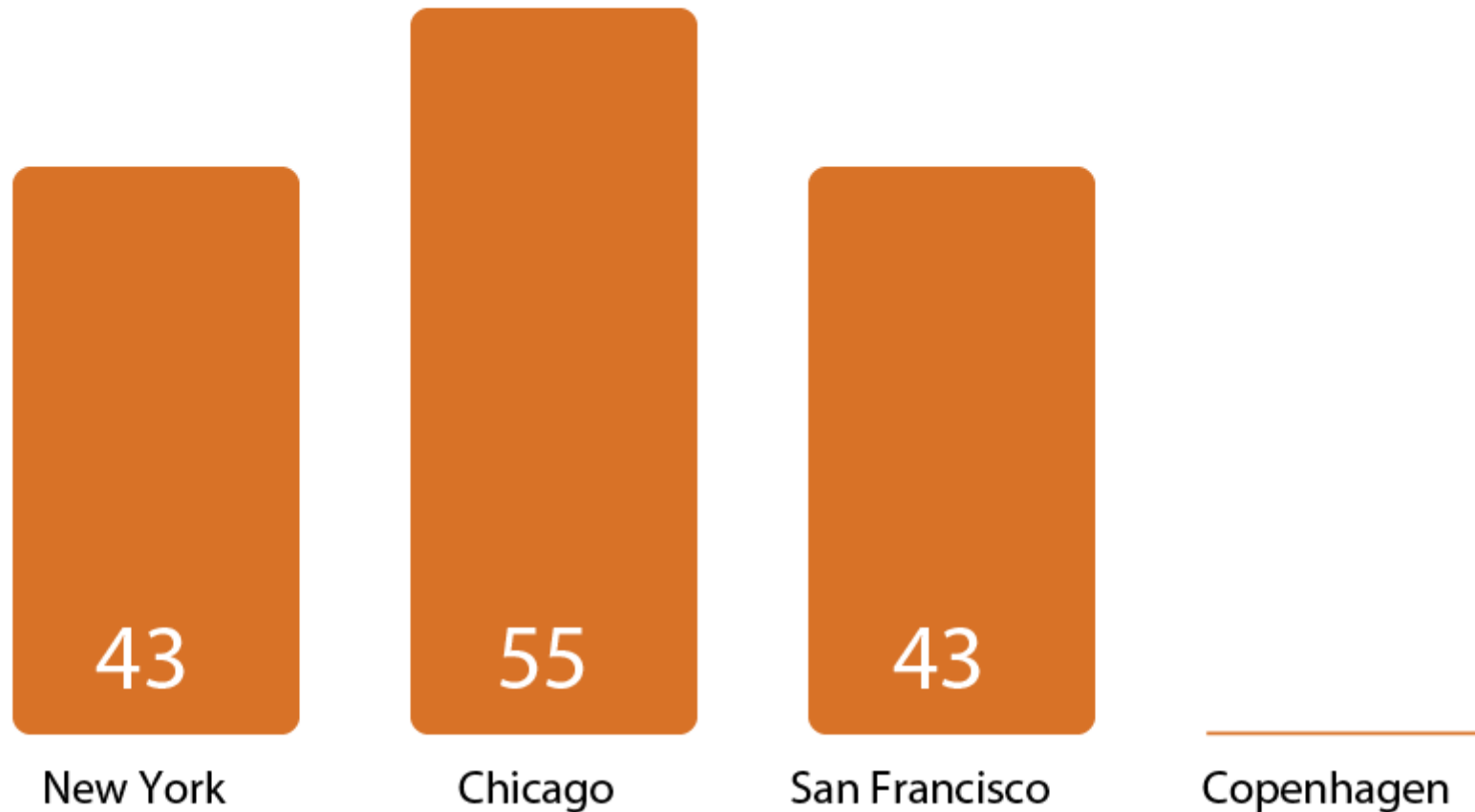


# Parking Spaces per hectare (2.5 acres) in CBD





# Average Parking Spaces per 100 Residential Units



# NØRREBROGADE

MEDIUM VOLUME | MEDIUM SPEED

63' TOTAL WIDTH



10%



7%



47%



35%

SIDEWALK  
10'

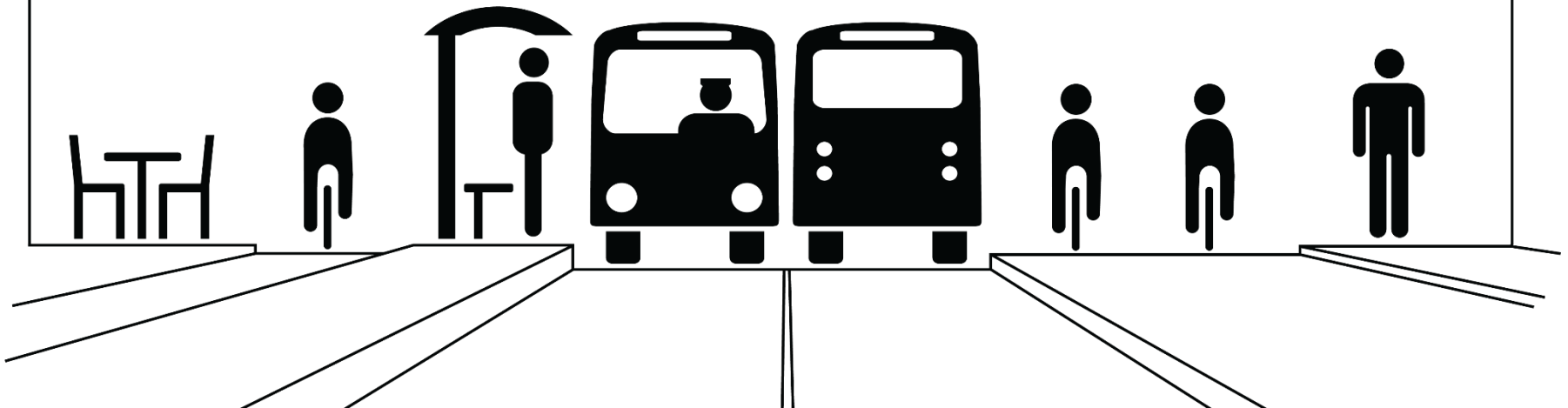
BIKE  
LANE  
8'

BUS  
ISLAND  
5'

BUS LANES  
23'

BIKE  
LANE  
9'

SIDEWALK  
8'





# Overall Street Sections



Imegade/Stengade - januar 2013

# Redesigning streets for 21st century needs

**Invite for active mobility** - Incremental approach focussing on co-existence, choice, quality and comfort

**Re-imagine existing streets** - as places for culture, commerce and city life as well as transport corridors

**Integrated design** – Funding streams, partnering models and divisions between public and private are evolving