

THERE'S MORE TO WALKING THAN WALKING: DESIGN FOR COPENHAGEN'S PEDESTRIAN REALM



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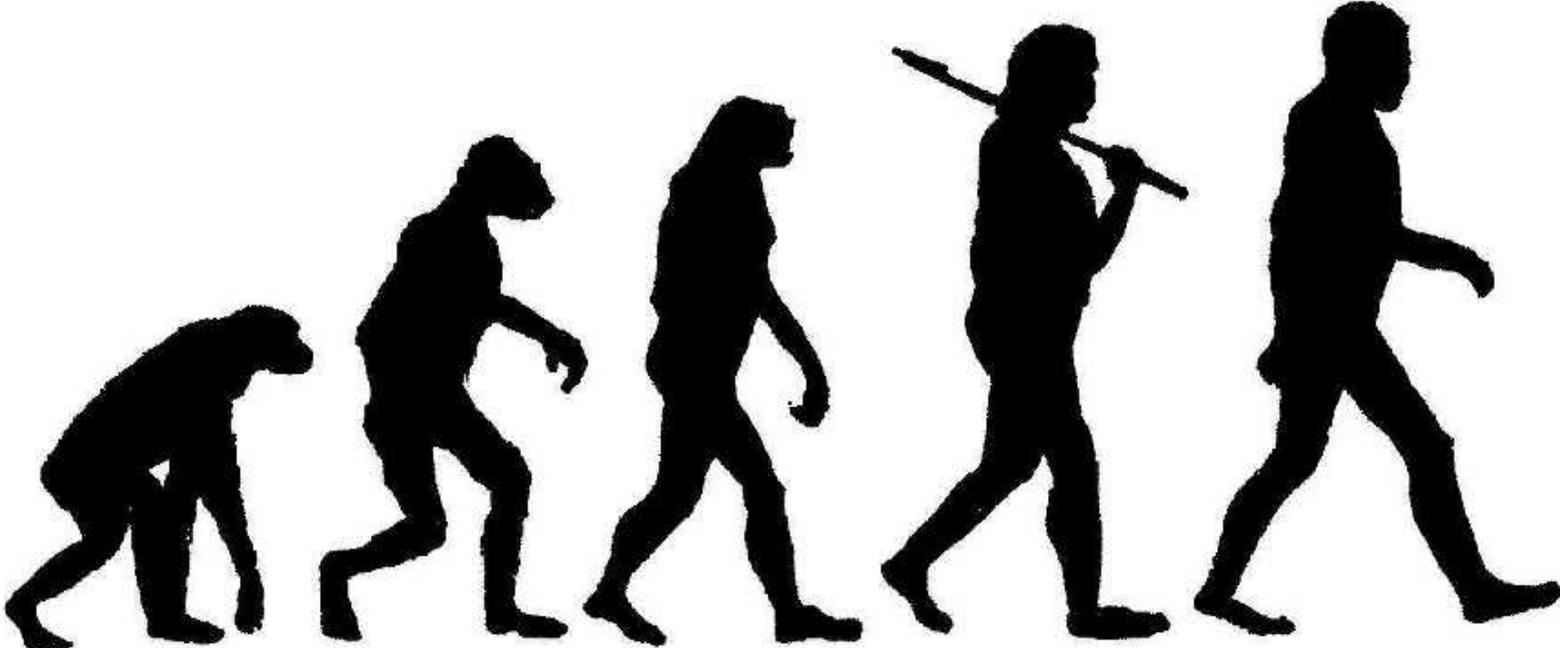
WHY WALK? WALKING IS A MODE OF TRANSPORTATION...



**...WITH THE POTENTIAL FOR MUCH MORE
- AND THE "MUCH MORE" IS BY FAR
THE MOST INTERESTING PART**



WHAT INVITES US TO WALK



MAN IS A WALKING ANIMAL

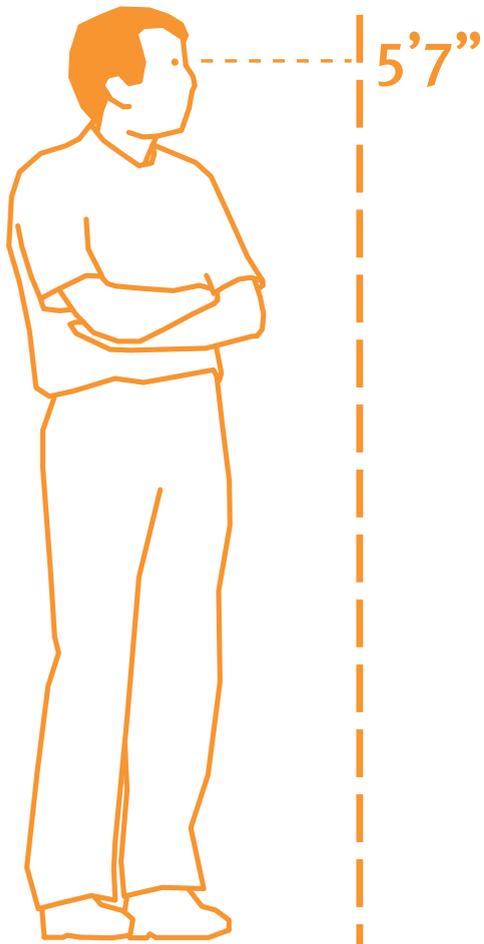


with a ground speed of 3 mph

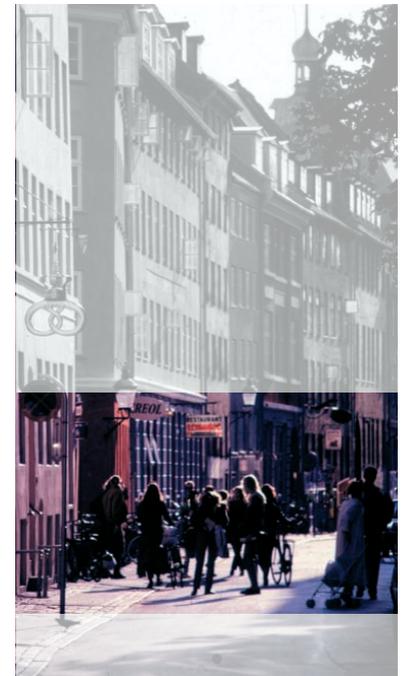
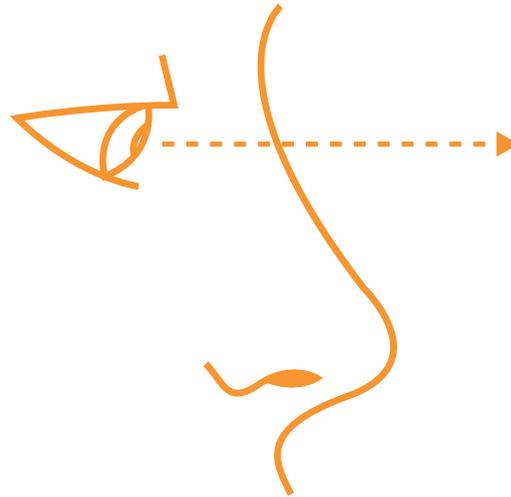
ALL OUR SENSES ARE IMPORTANT



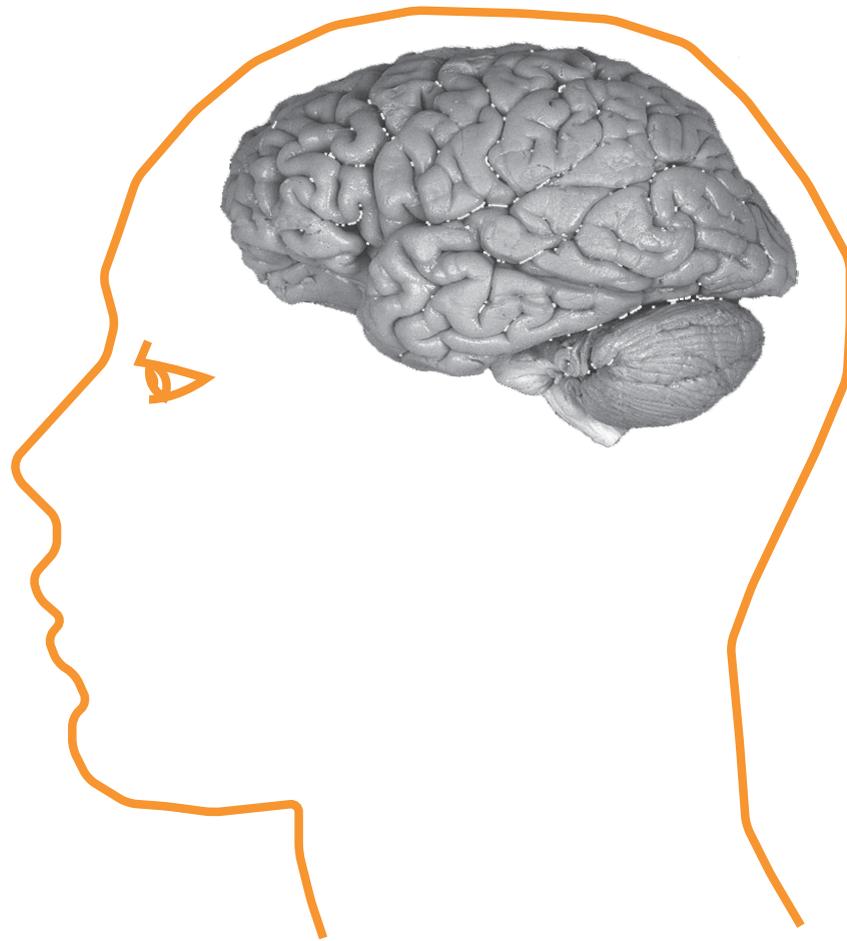
EXPERIENCED FROM AN AVERAGE HEIGHT



75% OF ALL IMPRESSIONS
ARE THROUGH EYESIGHT



WE NEED A LOT OF STIMULUS



1000 STIMULUS PER HOUR
1 PER EVERY 4 SECONDS

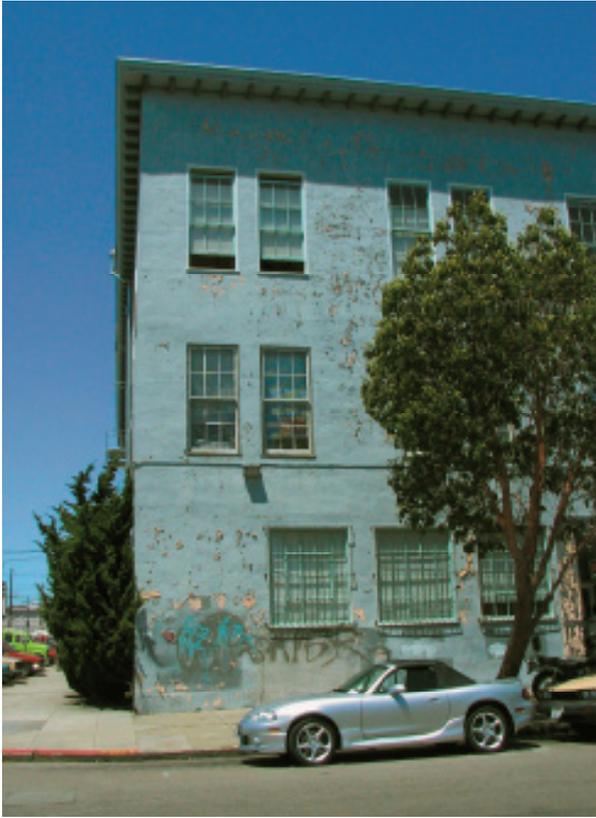
DEMANDING GREAT VARIATION



4 SEC. | 4 SEC. | 4 SEC. | 4 SEC.



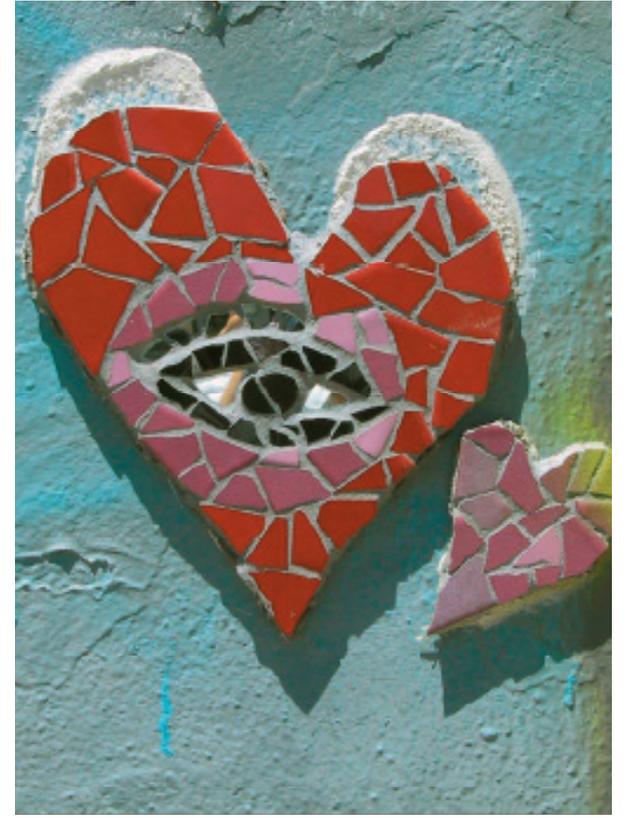
DIFFERENT EXPERIENCES



40 MPH



10 MPH



3 MPH

DIFFERENT EXPERIENCES



40 MPH



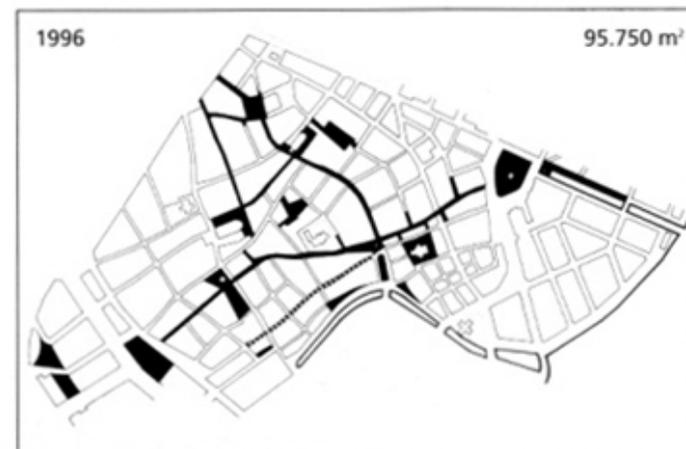
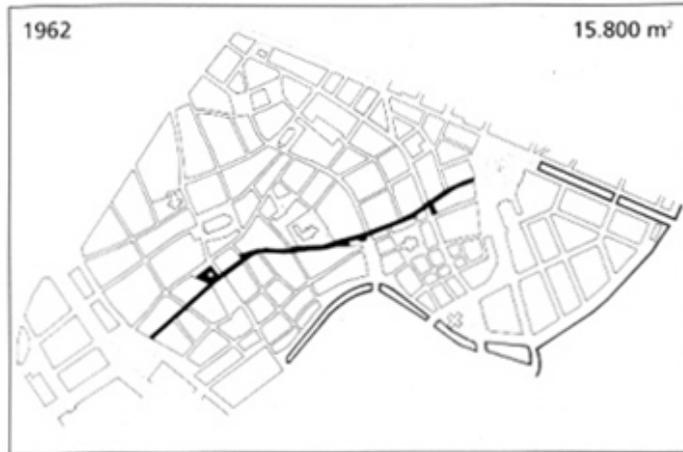
10 MPH



3 MPH

THE COPENHAGEN STORY - SHORT

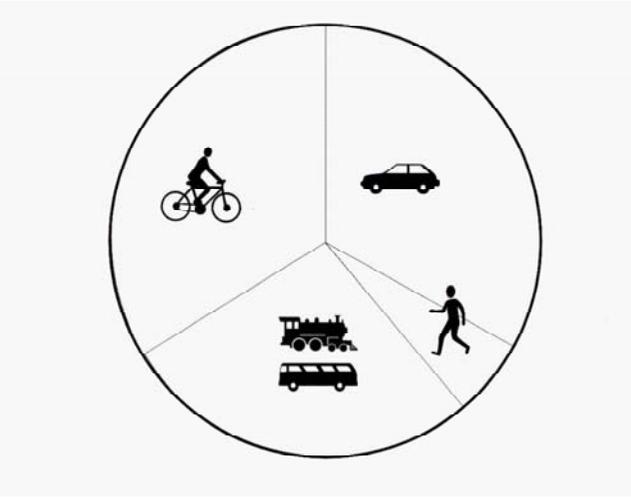
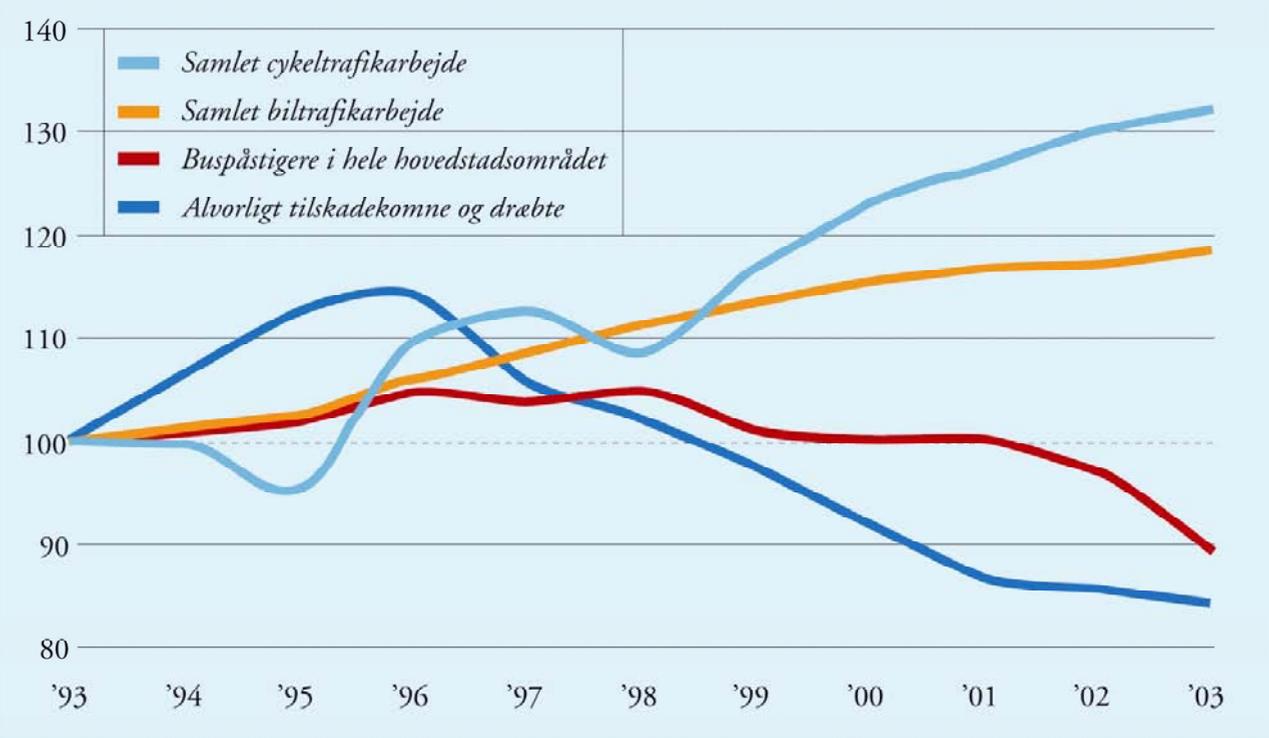
From 1962: 7x more space for pedestrians



FROM CAR CITY TO PEOPLE CITY



COPENHAGEN MODAL SPLIT



36 % cyclists
 27% cars
 33% public transport
 5% walking

3 MPH LANDSCAPES THE GOOD SIDEWALK



...has adequate space for walking
clear zoning street elements and accessibility
good quality in material and maintenance

3 MPH LANDSCAPES THE PRIORITY



...has simple solutions that invites
and prioritizes the soft road users

3 MPH LANDSCAPES THE NICE FACADE



...has many units and entrances
great interaction and transparency
great details and variation

3 MPH LANDSCAPES THE GOOD BALANCE



...gives a feeling of safety
all are equally prioritized

3 MPH LANDSCAPES THE INVITATIONS TO SIT



3 MPH LANDSCAPES THE INVITATIONS TO TALK



3 MPH LANDSCAPES THE INVITATIONS TO MEET



3 MPH LANDSCAPES THE INVITATIONS TO INTERACT



3 MPH LANDSCAPES THE INVITATIONS TO WATCH



3 MPH LANDSCAPES THE INVITATIONS TO ENJOY



3 MPH LANDSCAPES THE INVITATIONS TO PLAY



3 MPH LANDSCAPES THE INVITATIONS TO RELAX

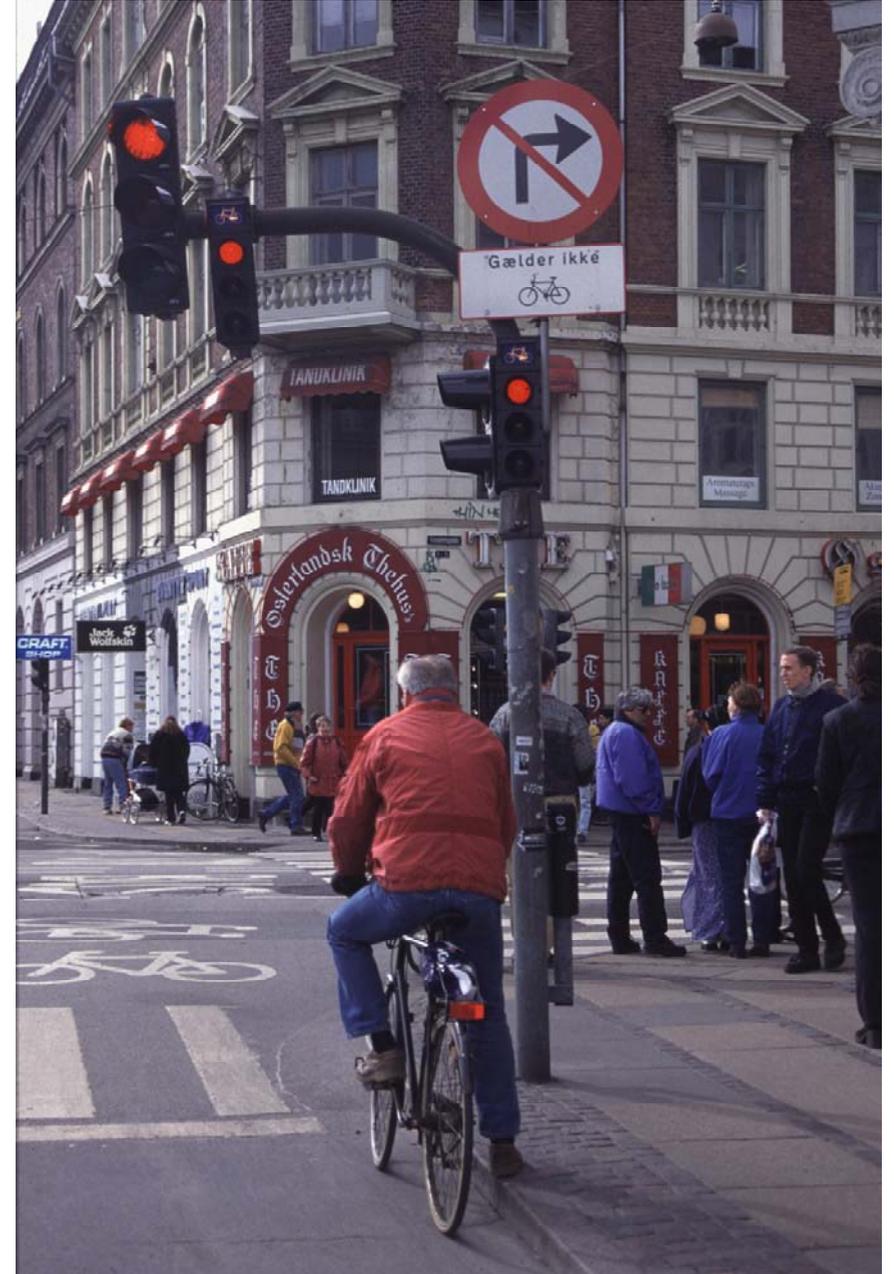


12 MPH LANDSCAPES THE GOOD BICYCLE NETWORK



...is safe enough to invite all walks of life to get on the bike

12 MPH LANDSCAPES THE GOOD BICYCLE TRACK



...is clearly marked, next to the sidewalk, with a raised curb between the sidewalk AND the road, with parking between the track and the vehicular traffic and it's own light at intersections

12 MPH LANDSCAPES THE GOOD BICYCLE TRACK



...is wide enough to avoid crowding

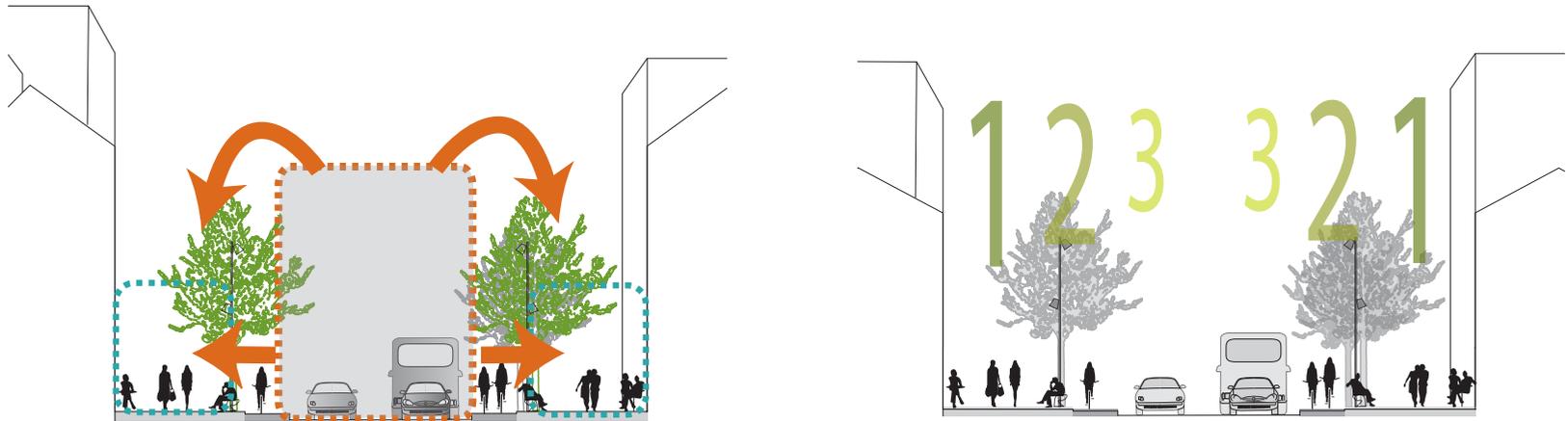
12 MPH LANDSCAPES THE GOOD BICYCLE TRACK



...is safe enough for winter

WHY IS IT SO DIFFICULT TO ACHIEVE?

- Turn the approach around



From focus on the car and the optimized vehicular flow..



..to a start from the building out
- pedestrians first - if you get that right
there's nothing to hinder priority and
good quality for people on bikes

- Introduce the bicycle track

Realize that pedestrians and bicyclists are BOTH soft road users compared to the car

- Change of culture

Riding a bicycle shouldn't only be an elite sport for fast commuters
- it should be a fantastic mean of transportation for all, old, young, fast, slow etc.