



Henriette Vamberg, Partner, Gehl Architects

# VISION

A visionary strategy plan for Sydney



## A cross-disciplinary team and an inclusive process



# Community engagement builds a solid base



## Sydney 2030/**Green/Global/Connected**

Live in 2030

Explore in 2030

Learn in 2030

Business in 2030

Community in 2030

Vision in 2030

Development in 2030

Council in 2030



**You gave us the vision:  
we made it happen.**

Community garden greening your local school

Sydney 2030 is about changing the way we live, work and play in the city; now and into the future. The blueprint for Sydney 2030 grew out of talking to people, asking how things could improve and what we can do...

### Recent Tweets

RT @objectau: The @cityofsydney plan to revitalise lower Oxford St is underway w. short-

# DEVELOPING STRATEGIES

## The Scandinavian icebreaker





**a waterfront city**



**a green connected city**

**capitalise  
on the  
amenities**



**a better city for walking**



**a better city for cycling**

**a 21st  
century  
traffic  
system**



**a strong city identity**



**a diverse and lively city**

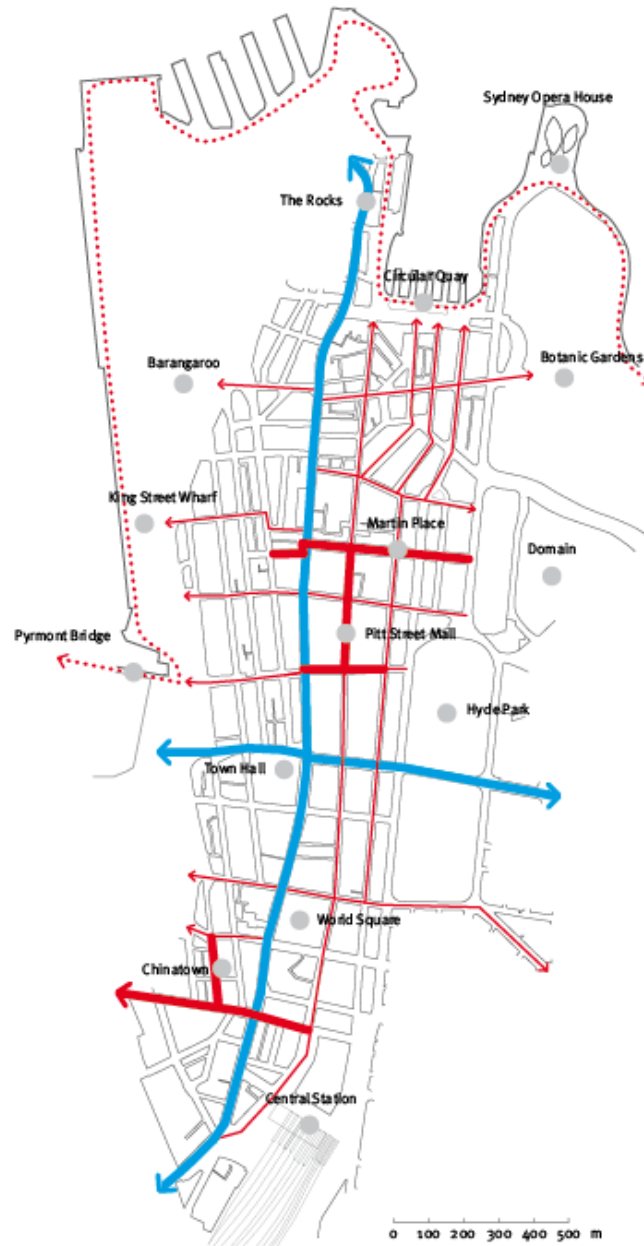
**an  
attractive  
public  
realm**

## STRATEGY

### An integrated Inner Sydney transport network

“Our streets don’t belong to any one group, not to cyclists, motorists, or pedestrians but to us all and we aim to encourage respect for all groups.”

Clover Moore, Lord Mayor.



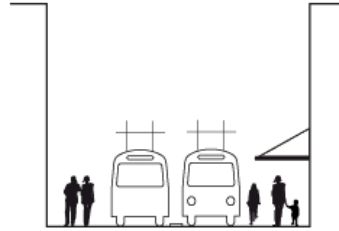
# STRATEGY

## Street types typology

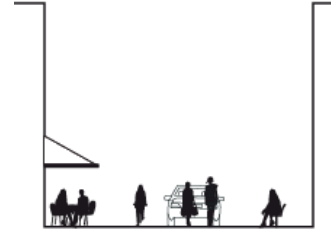
Boulevard



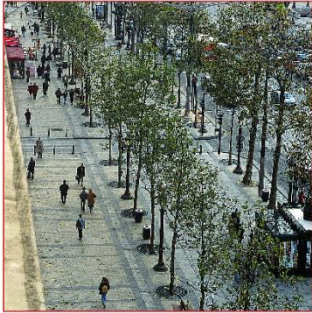
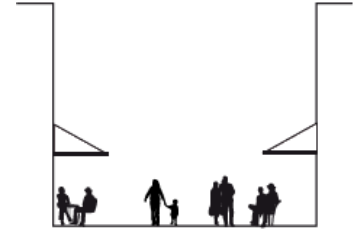
Public transport street



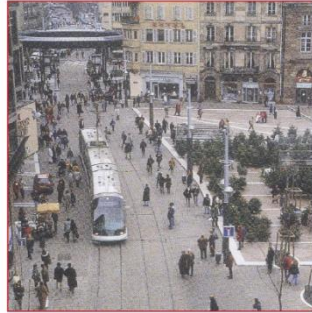
Pedestrian Priority street



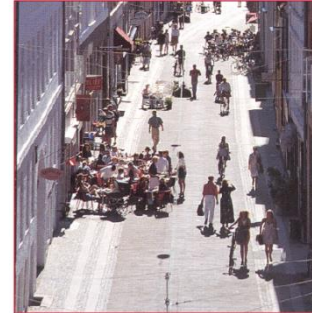
Pedestrian street



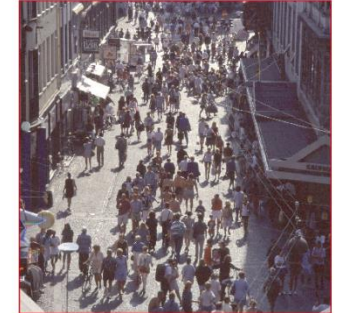
*Champs Elysée, France*



*Strasbourg, France*



*Copenhagen, Denmark*



*Copenhagen, Denmark*



*Copenhagen, Denmark*



*Barcelona, Spain*



*Brighton, England*

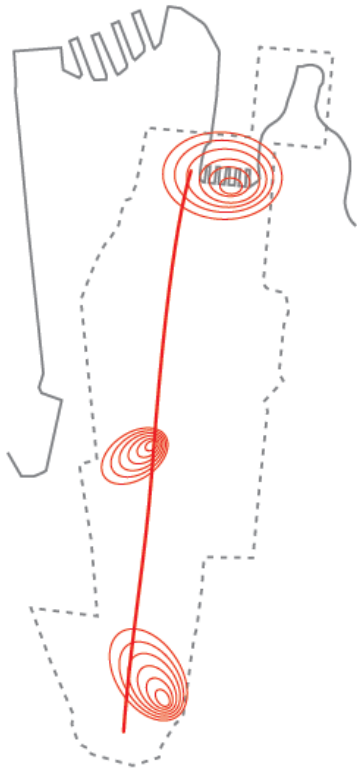


*Bilbao, Spain*

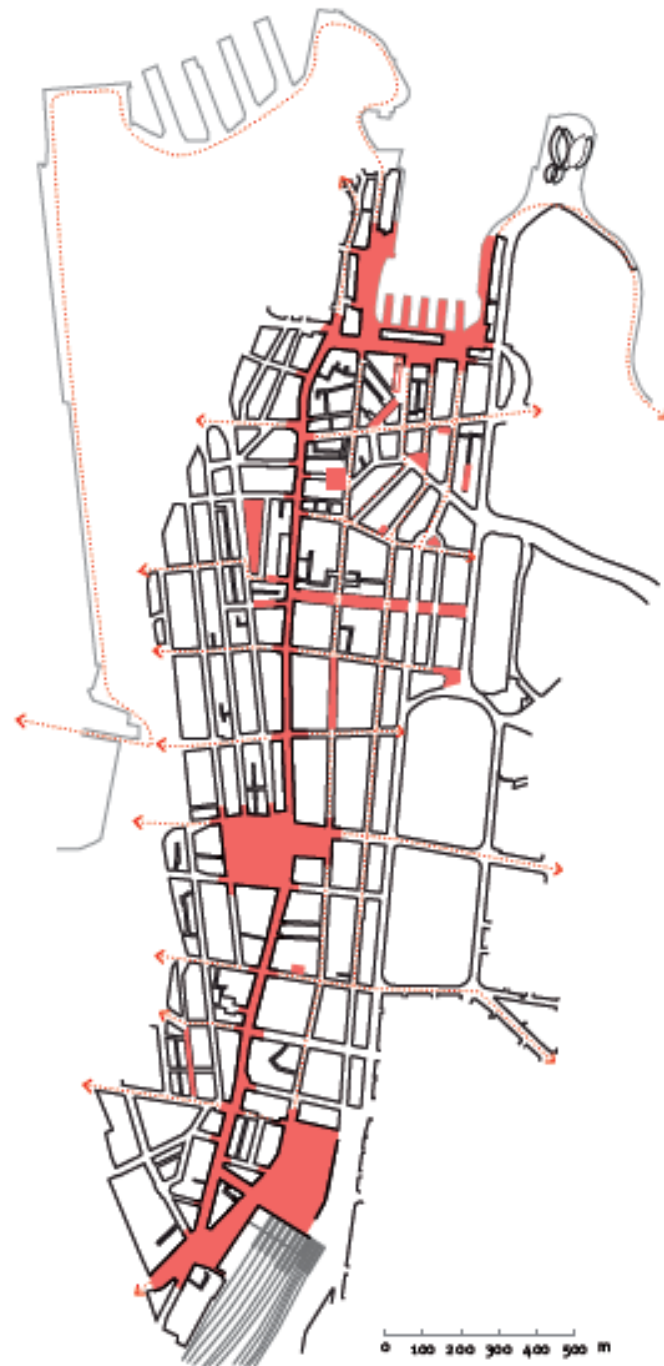


# STRATEGY

## A Public Space Network



“A spine and three squares”



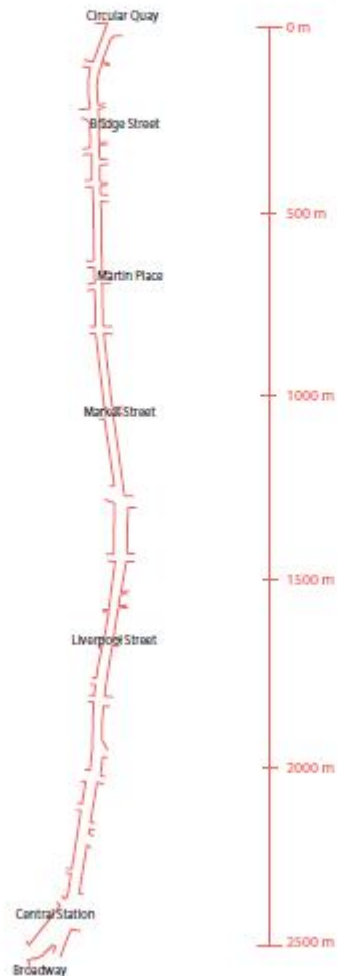
George Street

# Case study comparison

Total length  
2,550m

Street width  
22.30m

Footpath width  
4.6m



George Street

# Problem - a traffic dominated street

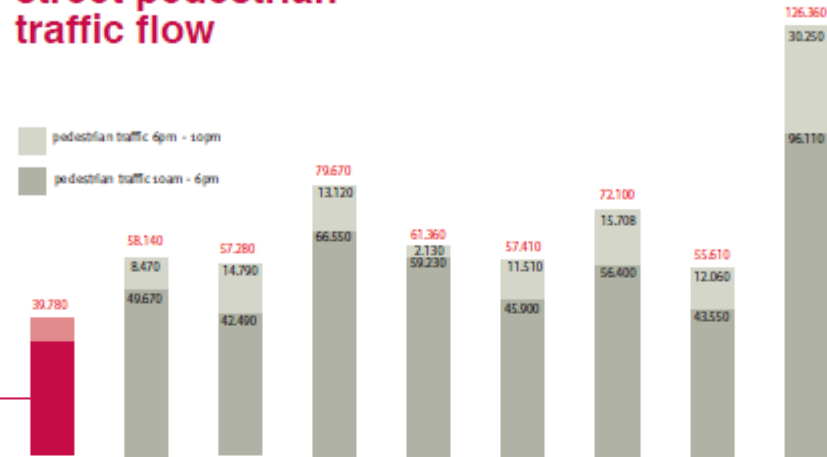


# Issues

- **6,000 buses**  
arrive in the City Centre every week day.
- **192 bus routes**  
part of the City Centre network
- **X High traffic volume**
- **X Traffic Congestion  
and Pollution**



## 2007 Study comparison of main street pedestrian traffic flow



Number of pedestrians between 10am - 10pm on a summer weekday

2007 George Street  
Sydney

2007 Pitt Street  
Mall, Sydney

2004 Swanson Street  
Melbourne

2004 Bourke Street  
Mall Melbourne

2002 Rundle Mall  
Adelaide

2005 Drottningatan  
Stockholm

2005 Stroget  
Copenhagen

2004 Regent Street  
London

2004 Oxford Street  
London

39,780



2007

28,956

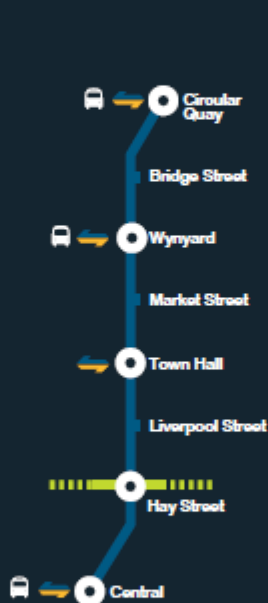


2012

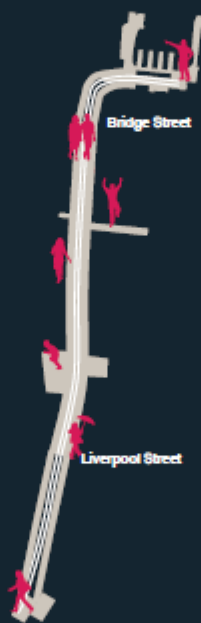
a decrease  
in pedestrian  
flow during  
the day

George Street

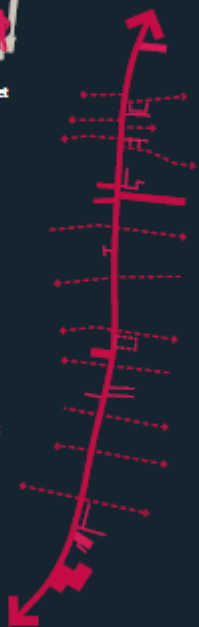
# Seven key principles



**01**  
An efficient  
transport  
spine



**02**  
A pedestrian  
focused  
boulevard



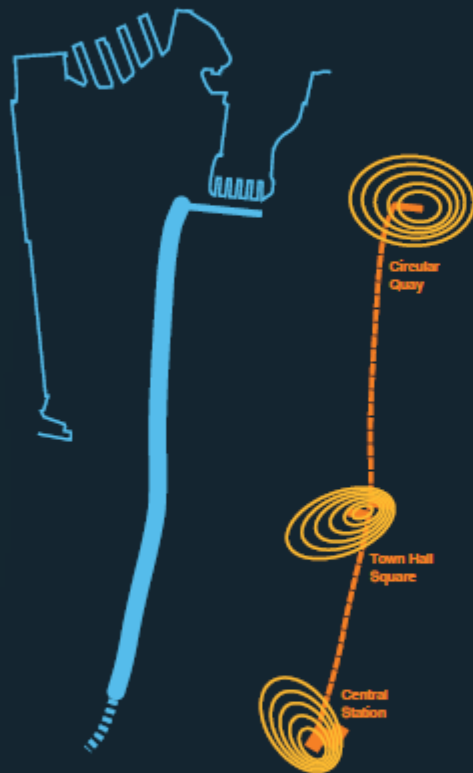
**03**  
A legible  
spine



**04**  
An iconic  
street



**05**  
A 24-hour  
street



**06**  
Linking the  
city to the  
harbour

**07**  
Connecting  
three great  
squares

# A world class street

Great streets are the result of design, not chance.



Champs Élysées



George Street, Sydney



Swanston Street



George Street, Sydney



La Rambla, Barcelona



Strøget, Copenhagen



Broadway, NYC

1788

Sydney Founded

1828

The Champs Élysées becomes city property. Footpaths, lighting and fountains are added. The last footpath widening occurred in 1994.

1856

The famous plane trees are planted on La Rambla.

1920

George Street is photographed with trams and pedestrians criss-crossing its length.

1962

Strøget is closed to vehicular traffic. It is the first pedestrian street of the modern era and remains successful today.

1992

Swanston Street is closed to daytime through traffic & a number of improvements are made along its length. In 2012 it was permanently closed to cars and upgrades were made for trams, cyclists and pedestrians.

2009

Sections of Broadway (including Times Square) are closed to vehicular traffic overnight and are immediately popular. Designs are currently being finalised to make these changes permanent.

2014

A tram is introduced on George Street and a large section is closed to cars. The street becomes Sydney's spine and a legible link between the Central Station and Circular Quay.

## PROJECT

Linking back into the vision  
“A revitalised main street”







**GEHL** ARCHITECTS  
URBAN QUALITY CONSULTANTS

**CITY OF SYDNEY**  

# George Street Concept Design

Draft

*city of villages*

November 2012

# PROJECT DETAILS

## Linking back into the Strategy

### Trees

#### Strategy

##### A unique avenue

Street tree selection will be part of what makes George Street unique. The species chosen must be uncommon in the CBD, yet be a proven, robust street tree.

Trees will be placed at a regular interval along George Street. There will be no trees at tram stops or where there is not enough space underground such as at Town Hall. Currently there are 158 London Plane Trees that will be replaced by 197 Zelkova Serratas.

Pedestrianisation will help to create a healthier environment for trees to grow. Improved tree planting conditions and locations will minimise conflicts with buildings and create an optimal environment for trees survive.



#### Facts

##### The case for change

Most of the Plane Trees on George Street today are of low retention value due to poor quality tree pits and exposure to Sycamore Lace Bug. It is the advice of the City of Sydney Arborists to replace the avenue with an alternative species that has a proven track record of success in urban environments.

##### Canopy

The City of Sydney is aiming for a 15% tree canopy coverage. George Street will contribute to this. It will, however, be important to avoid a dark street with too much overshadowing from heavy tree crowns, particularly in winter. For this reason a deciduous tree with a light canopy is preferred.

##### Underground

The most important factor for street tree flourishing is in fact what we don't see. The city proposes to introduce high quality structural cells and increase soil volumes to a recommended 55-65 m<sup>3</sup> per tree. This will give trees the best chance of reaching their full size.

### Design

#### Zelkova Serrata Japanese Zelkova

The City recommends the use of the Zelkova Serrata. This recommendation is based on the advice of Rob Smart (ARTERRA) and is endorsed by the City's arborist. It has been chosen because it is:

- A proven street tree used in both Sydney and Melbourne
- The shape of the canopy lends itself well to the constraints of a narrow street competing with infrastructure and built form.
- It is deciduous with a light canopy providing winter sun and summer shade
- It is not currently used in the city, therefore would contribute to the desired unique streetscape

H: 10-12m  
W: 8-10m



#### More Information

- Appendix 4.01: City of Sydney Arborist Advice Summary
- Appendix 4.02: Arterra Report
- Appendix 4.03: Street Tree Masterplan

# Facts

## George Street Concept Design



The City of Sydney is working to transform George Street into a world class main street with light rail for business, tourism and street life.

The NSW Government has supported George Street as the preferred light rail route in the city centre (subject to feasibility testing). The City of Sydney is currently working with the Government to provide a frequent high capacity light rail service and create an inviting public space where people want to shop, visit and do business.

The George Street Concept Design is part of this work. It sets out principles to create a boulevard for business, street dining and pedestrians with trees, beautiful street furniture and public art.

The George Street Concept Design builds on work by Gehl Architects and outlines how light rail can be integrated into George Street. It is a detailed plan for the entire length of the street including pedestrianisation of some parts. It looks at how light rail and light rail stops should be incorporated into the street and outlines preferred options for trees, paving, lighting, street furniture, signage and public art.

The concept Design aims to create lively public spaces in locations adjacent to George Street like Sydney Square, Barrack Street and the laneways (subject to separate feasibility and design studies).

The City of Sydney will submit the George Street Concept Design to the Government for incorporation into the light rail project.



Artist impression – George St concept design, Town Hall

Sydney2030/Green/Global/Connected

**The George Street Concept Design is based on seven key principles:**

1. An efficient transport spine
2. A pedestrian-focused boulevard
3. A legible spine
4. An iconic street
5. A 24-hour street
6. Linking the city to the harbour
7. Connecting three great squares

# Laneway art program







04.11.13 [DRAFT] 2013 / DATA COLLECTION GEORGE STREET

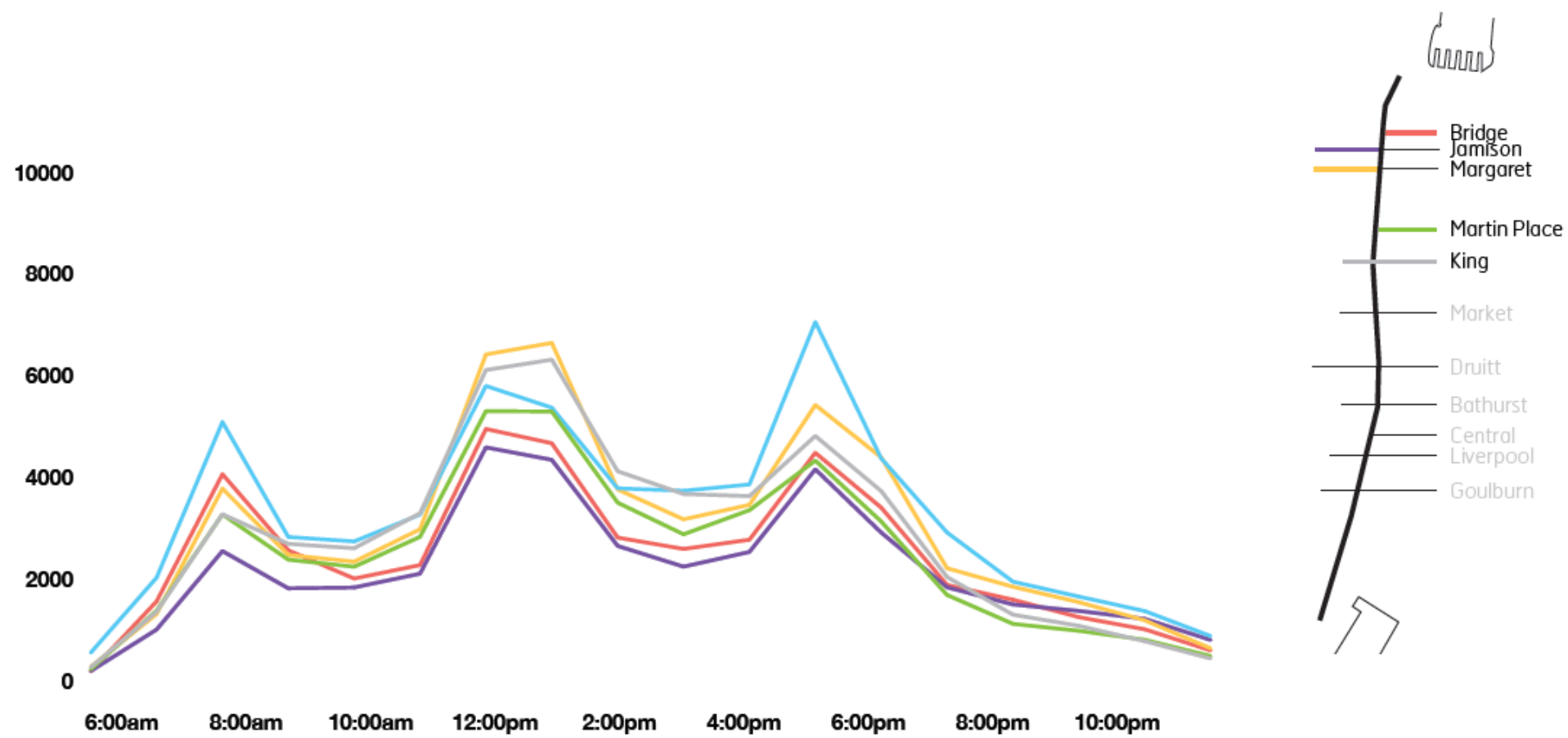
URBAN ARCHITECTS  
URBAN QUALITY CONSULTANTS

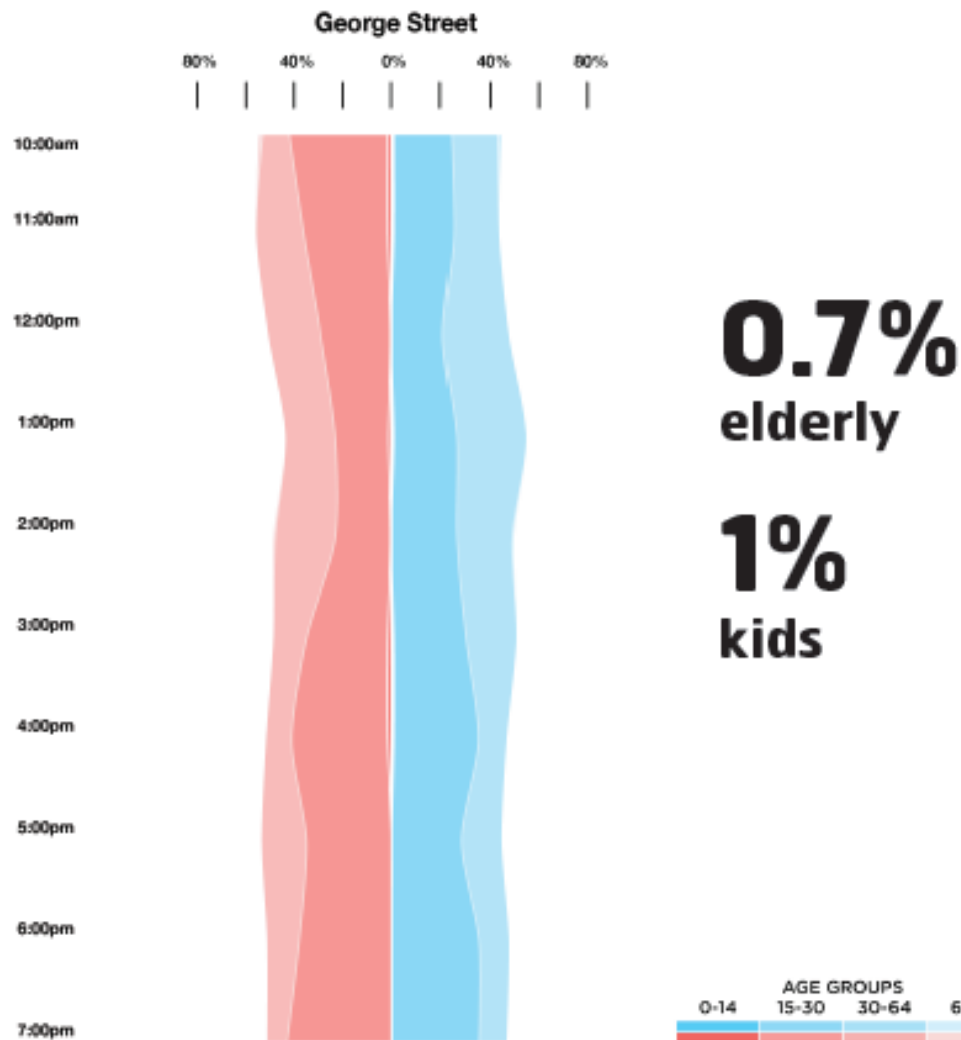
## comparison of main street traffic flows

NUMBER OF PEDESTRIANS BETWEEN 10AM - 10PM ON A SUMMER WEEKDAY









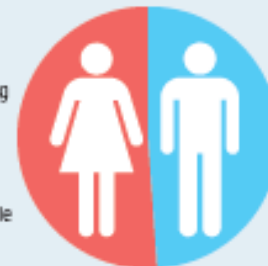
## CONCLUSIONS GENDER

There appears to be no meaningful decline in the presence of women at night in Sydney's public spaces.

Kids are nearly non-existent on George Street on weekdays (1%).

Elderly are nearly non-existent on George Street on weekdays (0.7%).

- Gender equality is strong in central Sydney. Of all locations surveyed at all hours on a weekday, 49% of pedestrians were men while 51% were women.



### Sydney Retail George Street Tenant Type as at June 2012

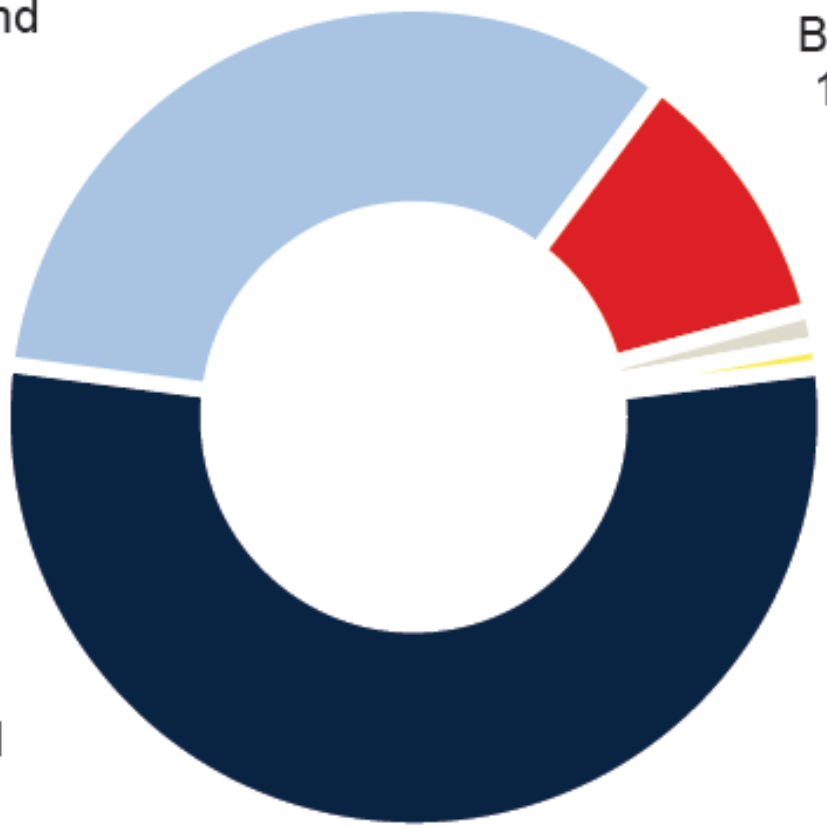
National Brand  
33%

International  
Brand  
11%

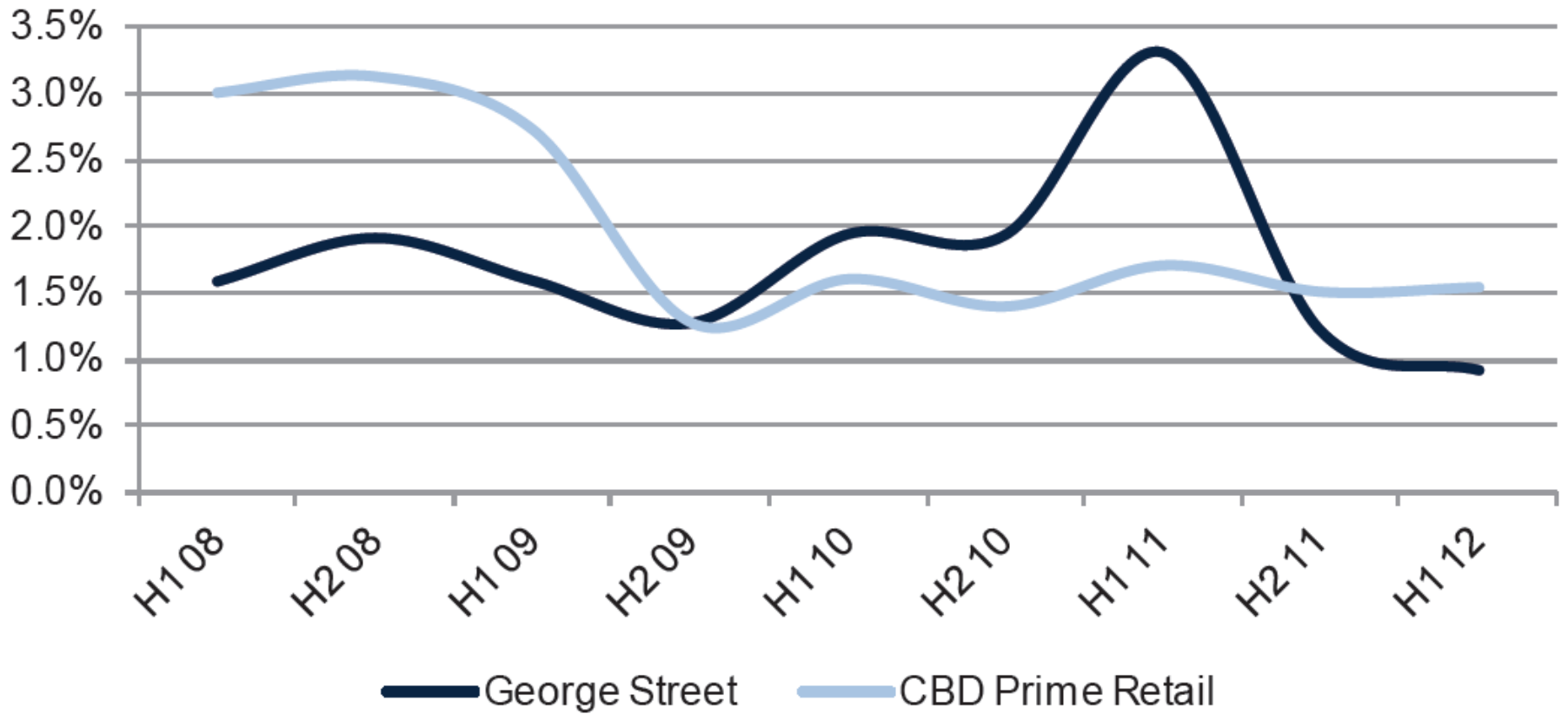
International  
Luxury  
1%

Vacant  
1%

Local Brand  
54%



# Sydney Retail Vacancy by Shopfront (%) H1 2008 to H1 2012





## 1. IDENTITY

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- Ensuring strong stakeholder engagement
- A catalyst of citizen pride
- Diverse types of activities
- Improving the city's profile and competition
- Attracting international attention. On the 'mental-map' as one of the best streets of the world
- Sense of place
- High architectural qualities
- Character of the neighborhoods
- Active building frontages



## 2. CITY LIFE

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- Slow vehicular and bicycle speeds
- Resting options with regular intervals
- A well used place with city life
- Destinations along the route
- Good micro-climatic conditions
- High quality street furniture
- A place well maintained
- Gathering space for parties / events
- Unfolding street scenery
- Coexistence with various users



### 3. EXPERIENCES

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- A bustling, creative, active environment
- Diversity in age groups / gender / ethnic groups
- Civic functions
- Surprises / experiences / diversity
- A safe place at night
- High quality street paving



### 4. MOBILITY

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- High priority on pedestrian amenity
- Possibilities for cycling
- Links to surrounding destinations
- Well integrated with public transport
- A balance between transport modes
- Improved connectivity



## 5. ECONOMICS

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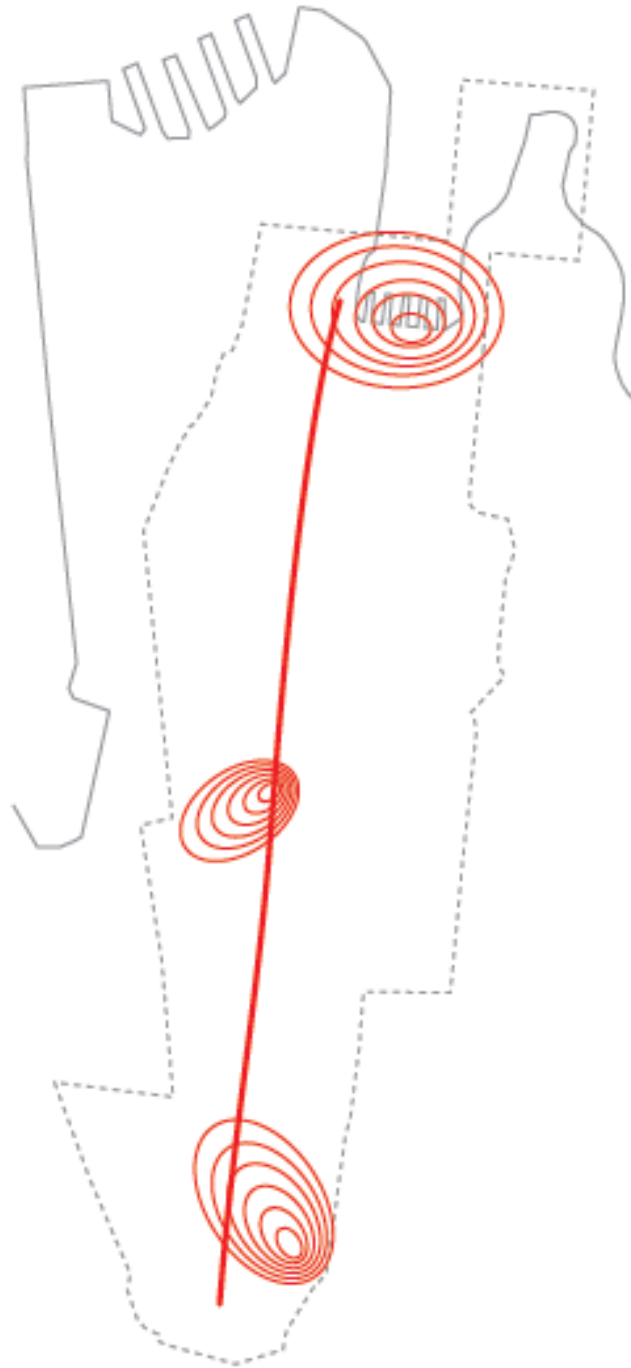
- Sound retail community
- Entrepreneurship



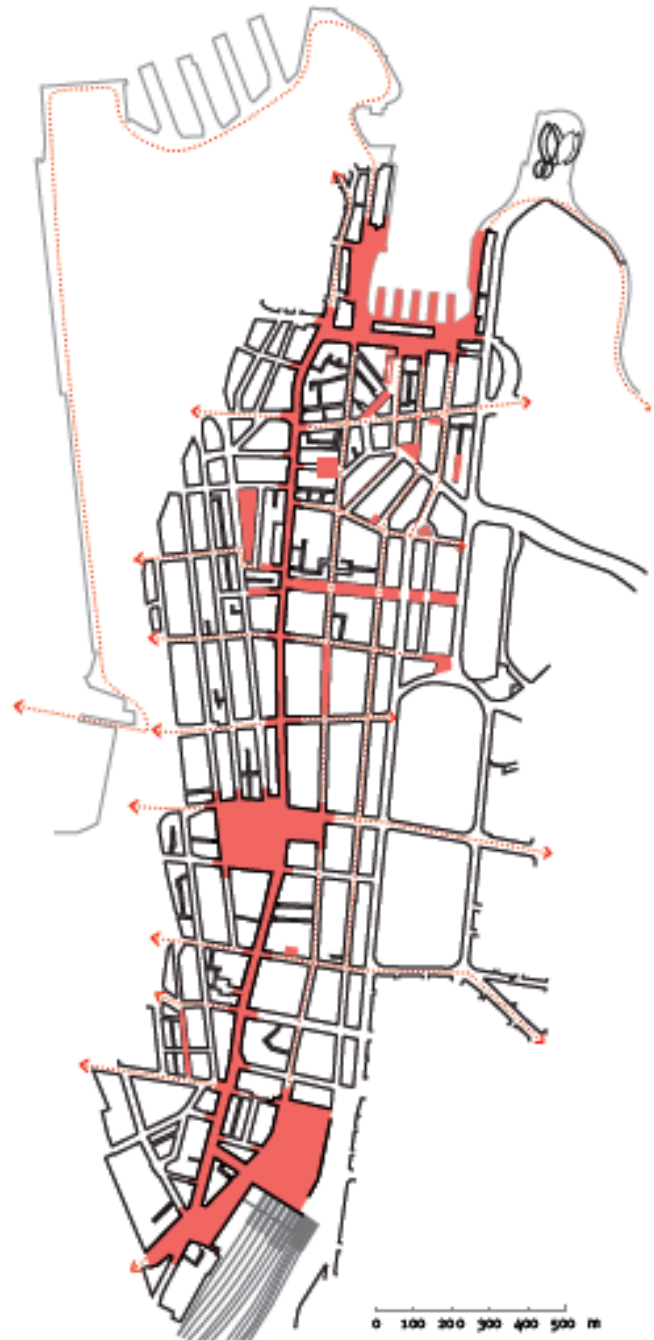
## 6. ENVIRONMENTAL IMPACTS

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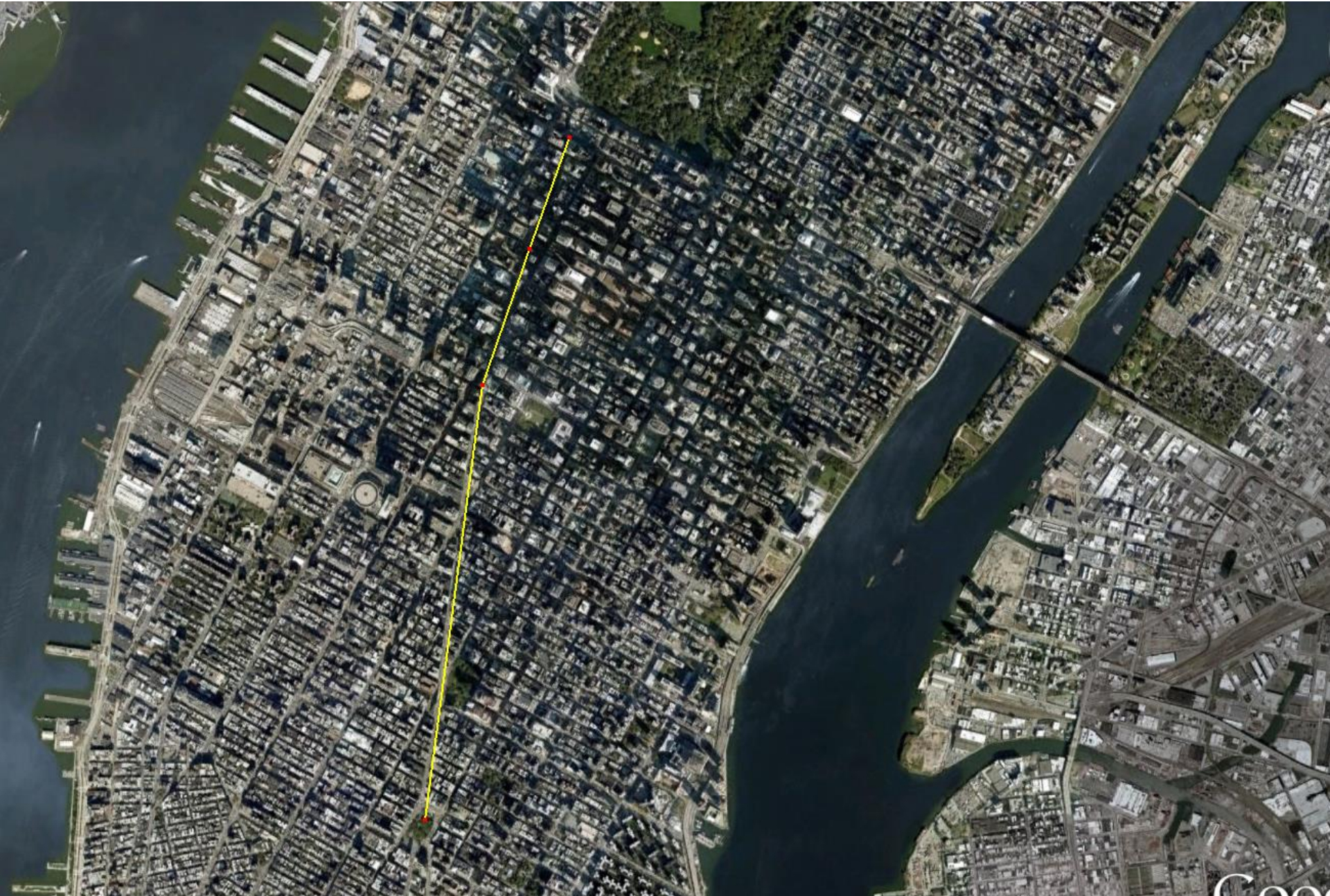
- Noise
- Fumes
- Water management
- Servicing
- Maintenance
- Sustainability measures







New York City, **Broadway** pilots – 3.4 km long 24-32 m wide



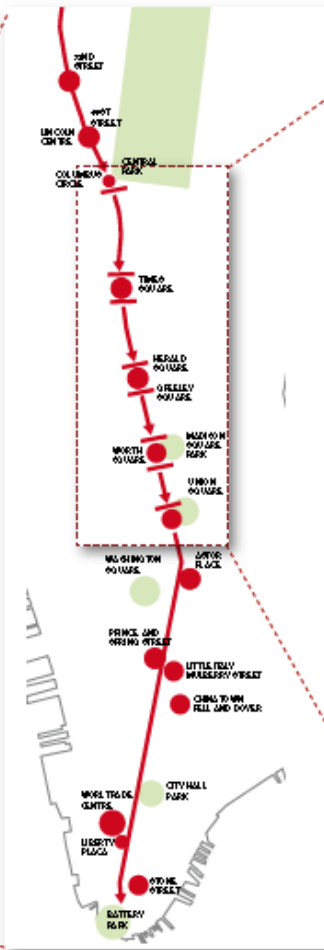


“It’s a matter of balance. Until a few years ago, our streets looked the same as they did fifty years ago. That’s not good business, to not update something in fifty years! We’re updating our streets to reflect the way people live now. And we’re designing a city for people, not a city for vehicles.”

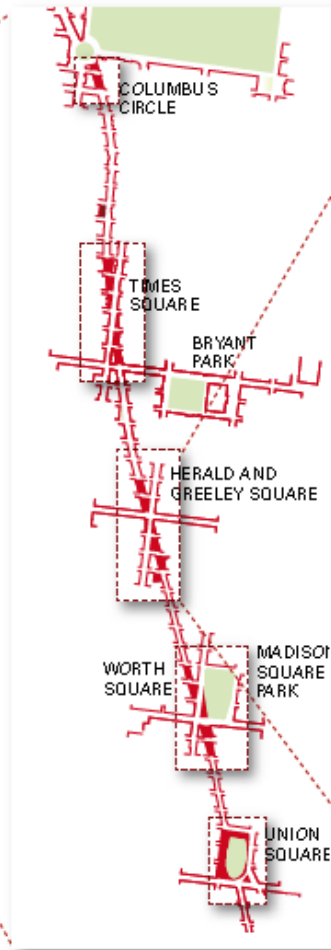
**Janette Sadik-Khan**  
New York City Transportation Commissioner



Broadway - a world class main street



No through traffic between Columbus Circle and Union Square



New improved public spaces with more space and much better quality for people



High quality public spaces inviting new activities and user groups

## RECONQUERING PUBLIC SPACE

Making high quality public spaces along Broadway



EXISTING PUBLIC SPACE

- ✦ isolated islands and
- ✦ traffic domination



RECONQUERING SPACE FOR PEOPLE

- ✦ no through traffic
- ✦ extended and connected public spaces



ROLL OUT THE RED CARPET FOR PEOPLE

- ✦ unifying roadway
- ✦ upgrading the pedestrian experience



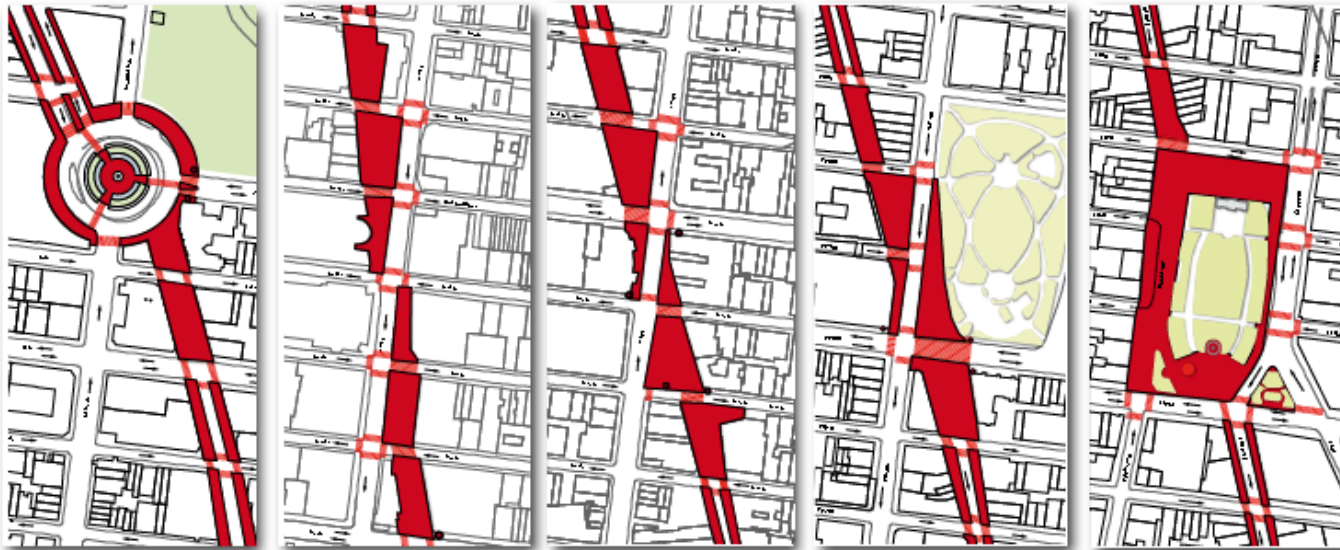
A WORLD CLASS MAIN STREET

- ✦ a people street with more enjoyment and beauty

# Nearly 400,000 Square ft. of reclaimed space – 20 new Rockefeller Centers in the middle of Manhattan

17 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      MADISON SQUARE      UNION SQUARE  
GREELEY SQUARE      PARK      WORTH SQUARE

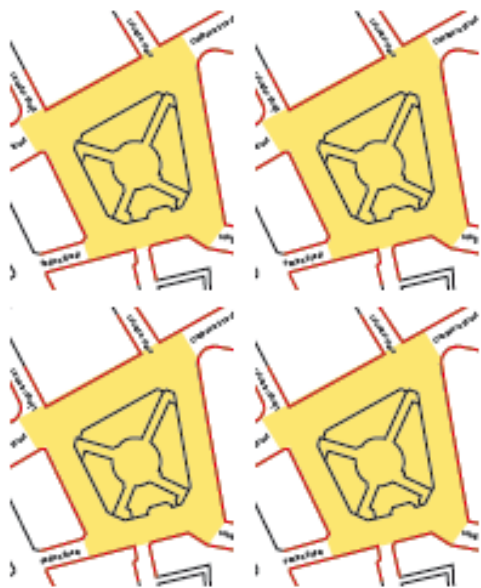
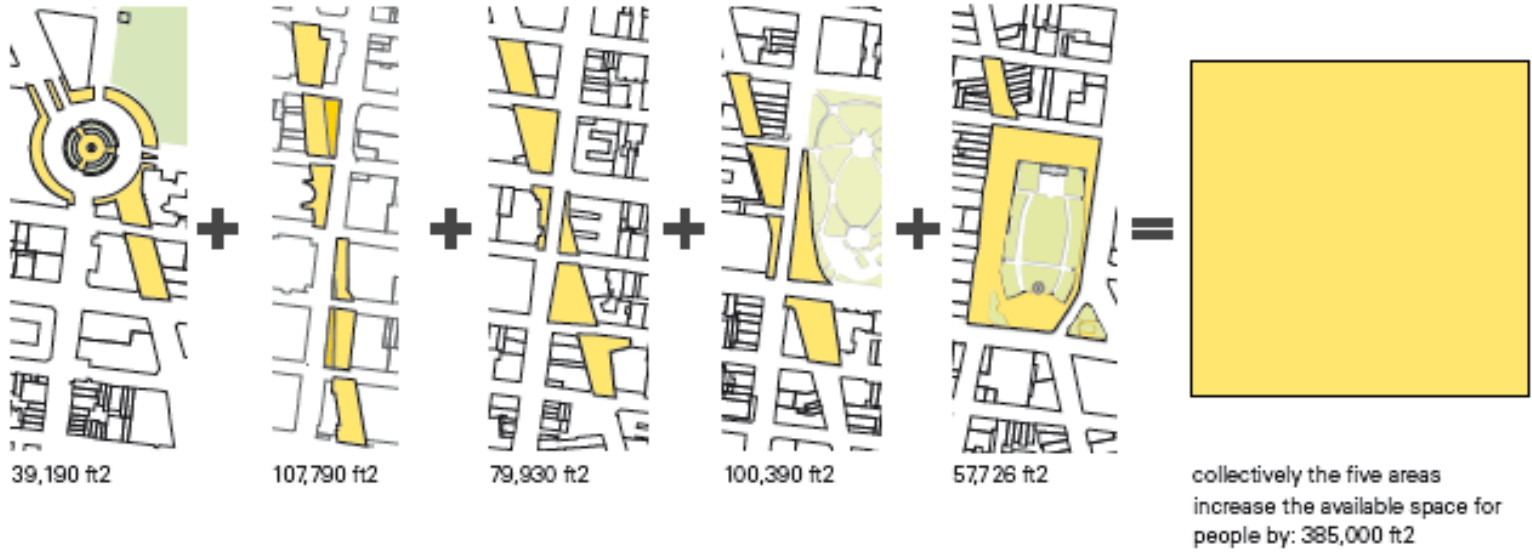
**NEW PUBLIC SPACE**

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

**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>

INCREASED AVAILABLE SPACE FOR PEOPLE:



385,000 ft<sup>2</sup> equates to 4 times the pedestrian area of leicester square in london



385,000 ft<sup>2</sup> equates to 2.8 times the pedestrian area of trafalgar square in london

## BROADWAY VISION

A WORLD CLASS MAIN STREET

A PEOPLE BOULEVARD WITH ROOM AND ATTRACTIONS FOR EVERYONE

A PLACE FOR PEDESTRIANS, STAYING ACTIVITY AND PARADES

ACCESSIBLE FOR CARS BUT NOT FOR THROUGH TRAFFIC

BROADWAY AS THE MOST INTENSE PLACE FOR PUBLIC LIFE IN NEW YORK CITY



Roll out the  
red carpet  
for  
people on Broadway



# Pilot projects in New York



# Herald Square - before



# Herald Square - after



# Herald Square - before



# Herald Square - after





Madison Square

Madison Square Park- after

# Times Square - before



# Times Square - after





# Opportunities for fun and entertainment





# Reclaiming public space and easing congestion





17% improved travel time for vehicular traffic

11% more pedestrians

63% reduction in traffic accidents

35% reduction in pedestrian casualties

80% less pedestrians in the roadway

84% increased stationary activities in Times Square

# Building great public spaces

Economic value and neighborhood vitality



Union Square North  
Measuring the Streets:  
New Metrics for 21st  
Century Streets  
NYDOT

## Transforming an underused parking area: Pearl Street (Brooklyn)

**172%** increase  
in retail sales *(at  
locally-based businesses,  
compared to 18%  
borough-wide)*

BID held **27** public  
events in 2012

Maintenance  
partner agreement

Pedestrian  
plaza

## Creating a seating area out of curb lane: Pearl Street (Manhattan)

**77%** increase in  
seated pedestrians

**14%** increase in  
sales at fronting  
businesses

Striping and  
planters

Seasonal seating  
platform in  
curbside lane



42% of locals now shop more often

84% increase in stationary activities

26% more leave offices for breaks



LOUNGE CHAIR  
T-SHIRTS  
SALE - \$14.99

I  
INVY

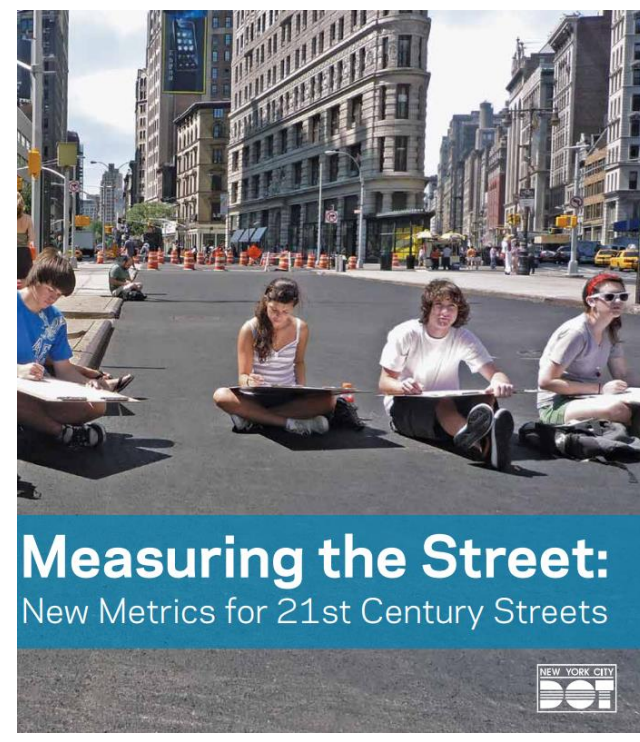
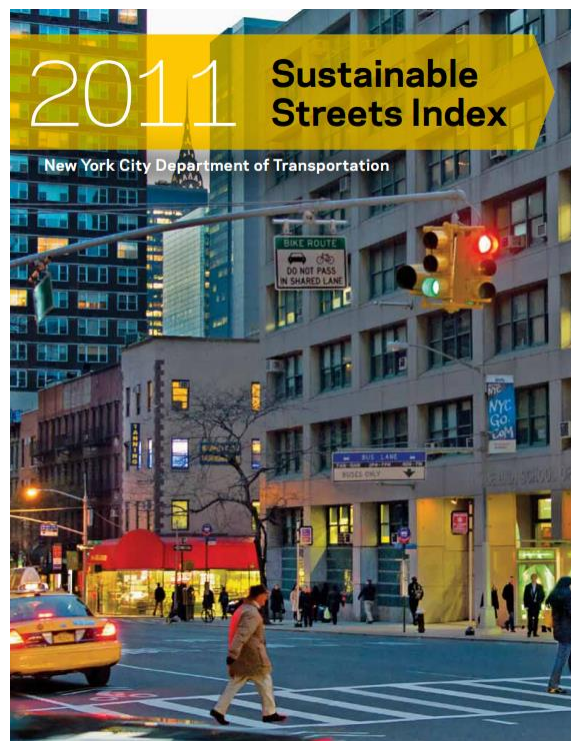
TIMES SQUARE • SUMMER 2009





Times Square - after





**am**  
**NEW YORK**  
MORNING NEWS  
1000 AM



A 'Smart' choice  
at the box office



Vice Las Vegas  
in Manhattan

# BLOOM TOWN

Despite high-profile  
failures, Bloomberg  
has remade city

1000 AM




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# BETTER MARKET STREET

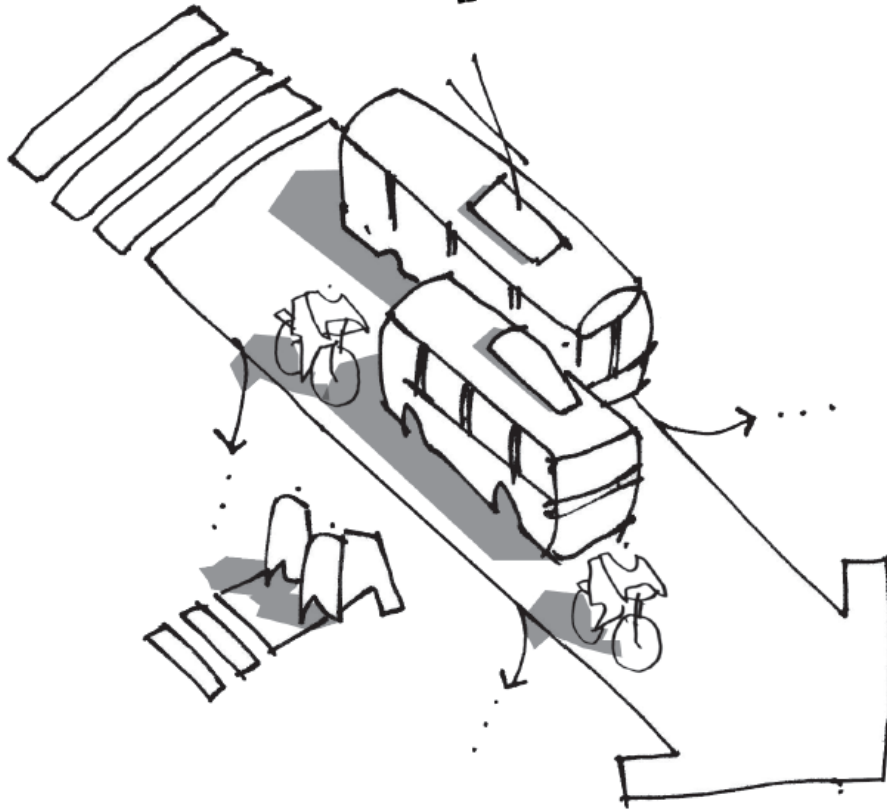


# Goals – An enduring, flexible street for people



# VISION – A NEW SYNERGY

**A TRANSPORTATION WORKHORSE**



**A PLACE UNTO ITSELF**



# A New Synergy between transport and place



Space	Pedestrian	Street Life Zone	Traffic
Width	10'-12'	25'-36'	12'-23'
Max Speed	Low Speed	Low-Medium Speed	Medium Speed
Users	Pedestrians	Mixed Users	Motorized Vehicles
Design Focus	Eye-level Experience	Staying Activities & Limited Transportation	Transportation





# The street as a place



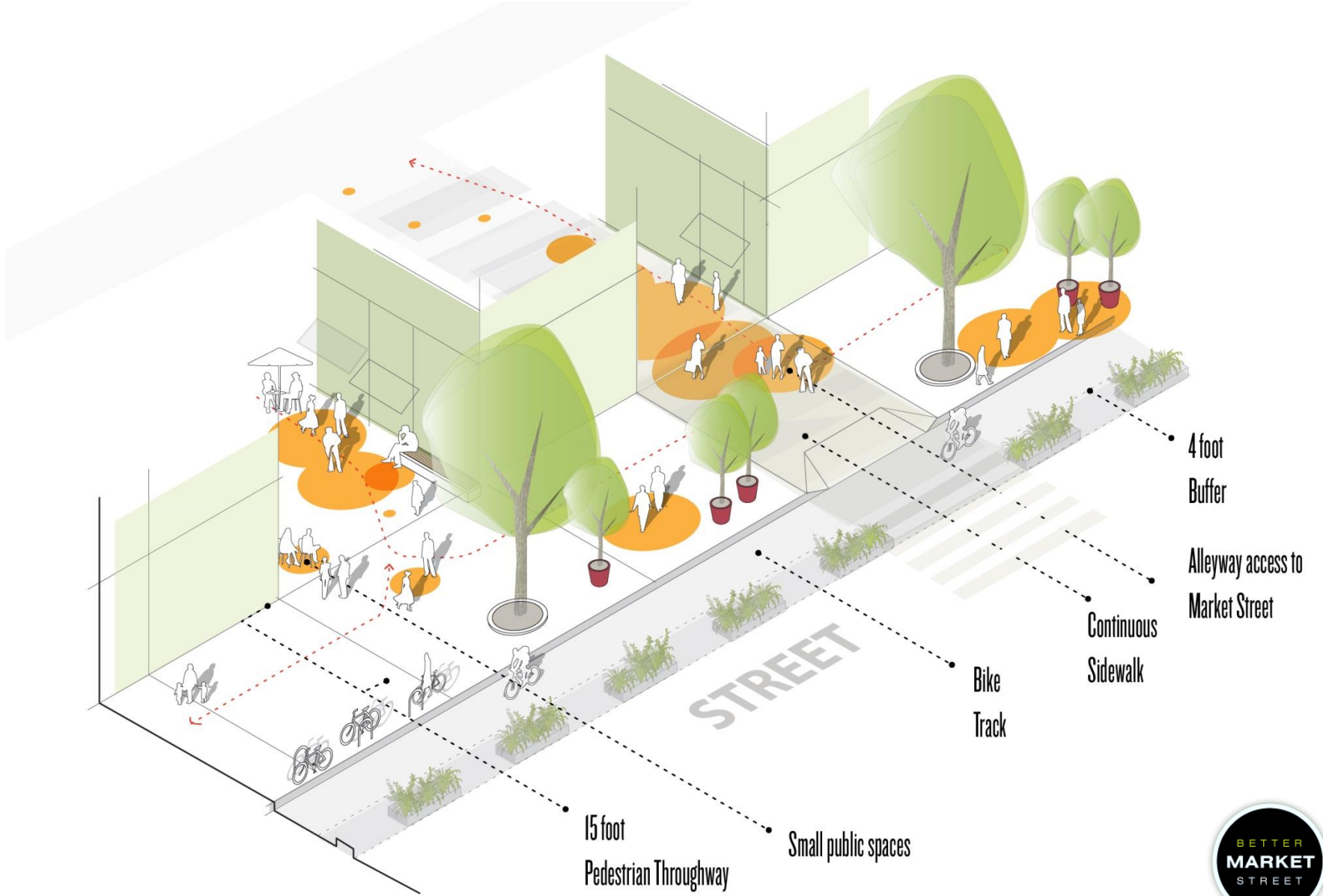
# VISION – A NEW SYNERGY

## A NEW SYNERGY



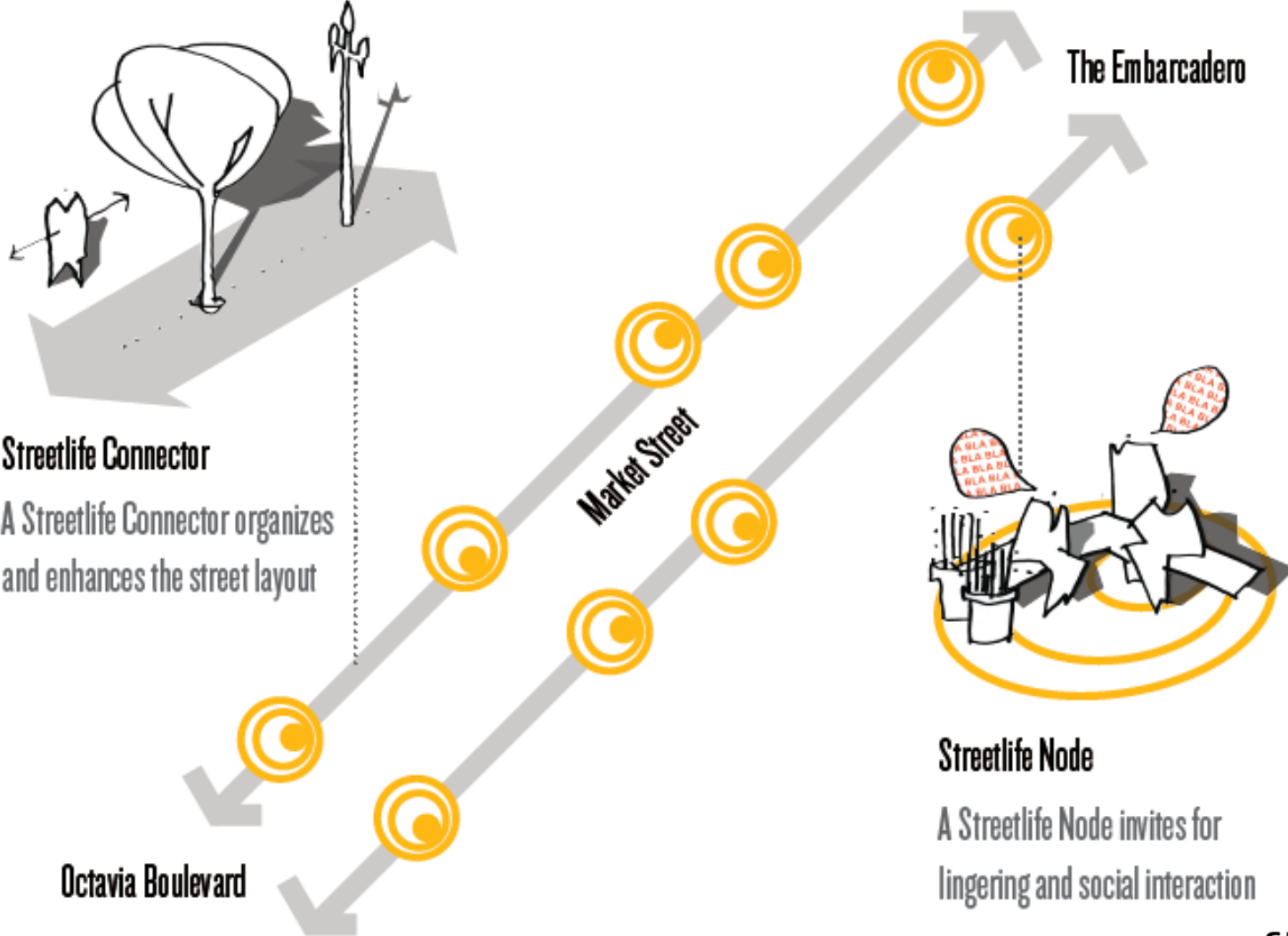
Concept Vision Sketch - For Illustrative Purposes Only

# Mission Street concept – Activate side streets and spaces



# CONCEPT – THE STREETLIFE ZONE

## A Corridor-Wide Streetlife Zone with Connectors and Nodes



### Streetlife Connector

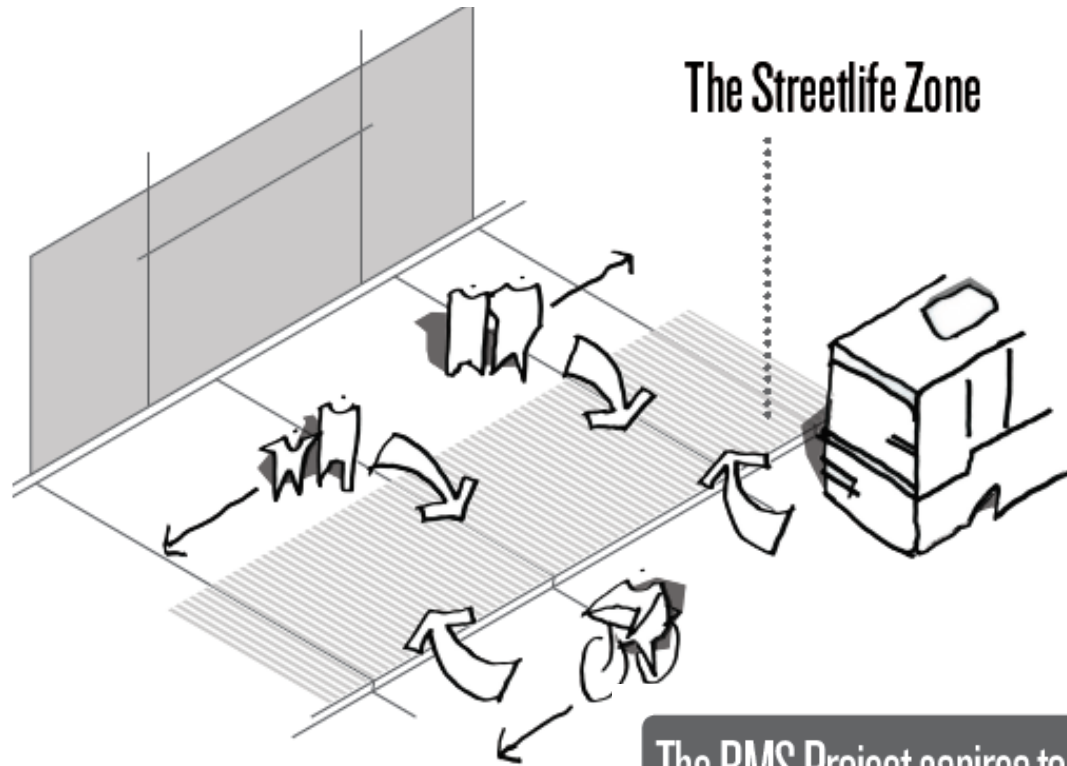
A Streetlife Connector organizes and enhances the street layout

### Streetlife Node

A Streetlife Node invites for lingering and social interaction

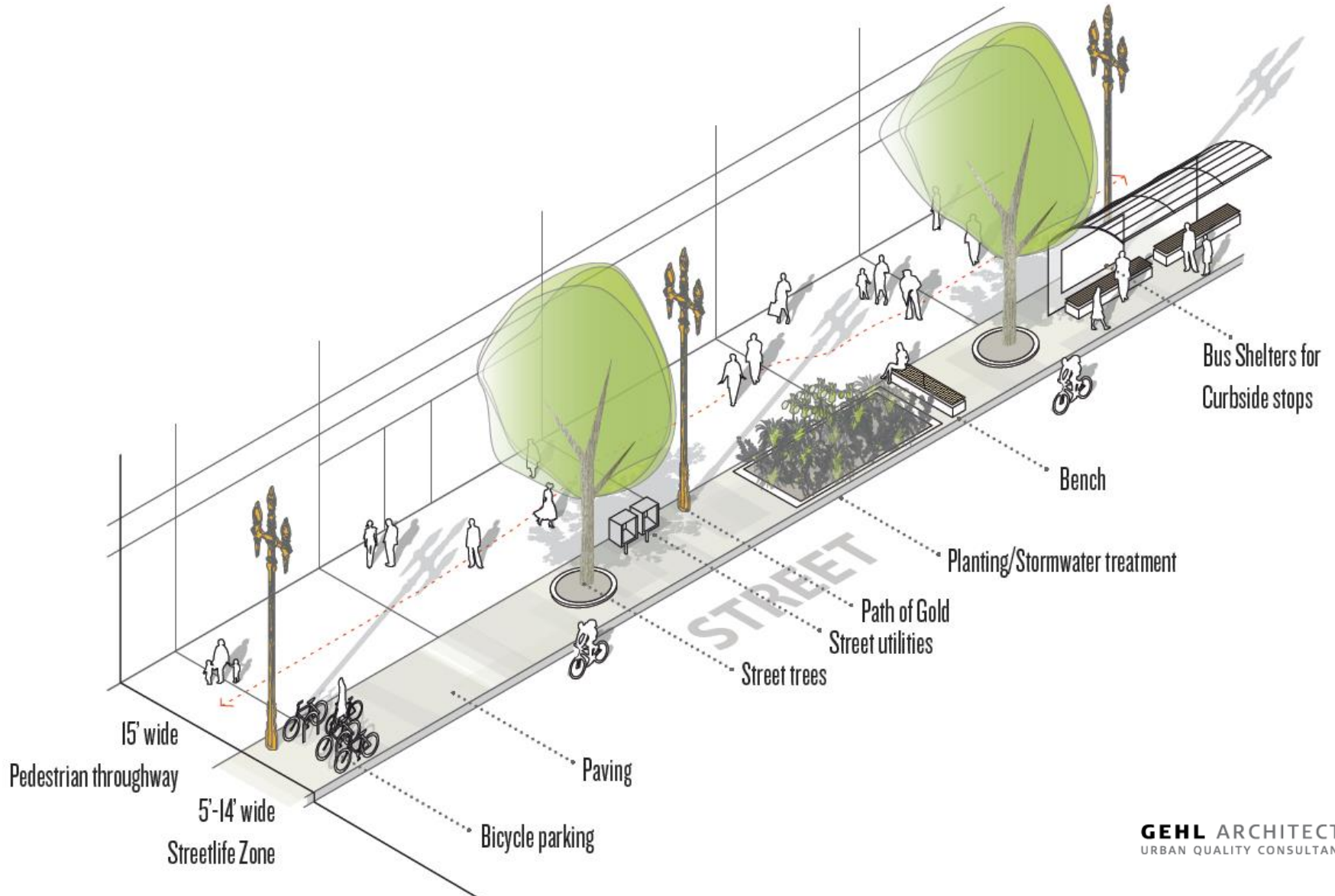
# CONCEPT – THE STREETLIFE ZONE

## A Sidewalk Zone Inviting for a New Synergy

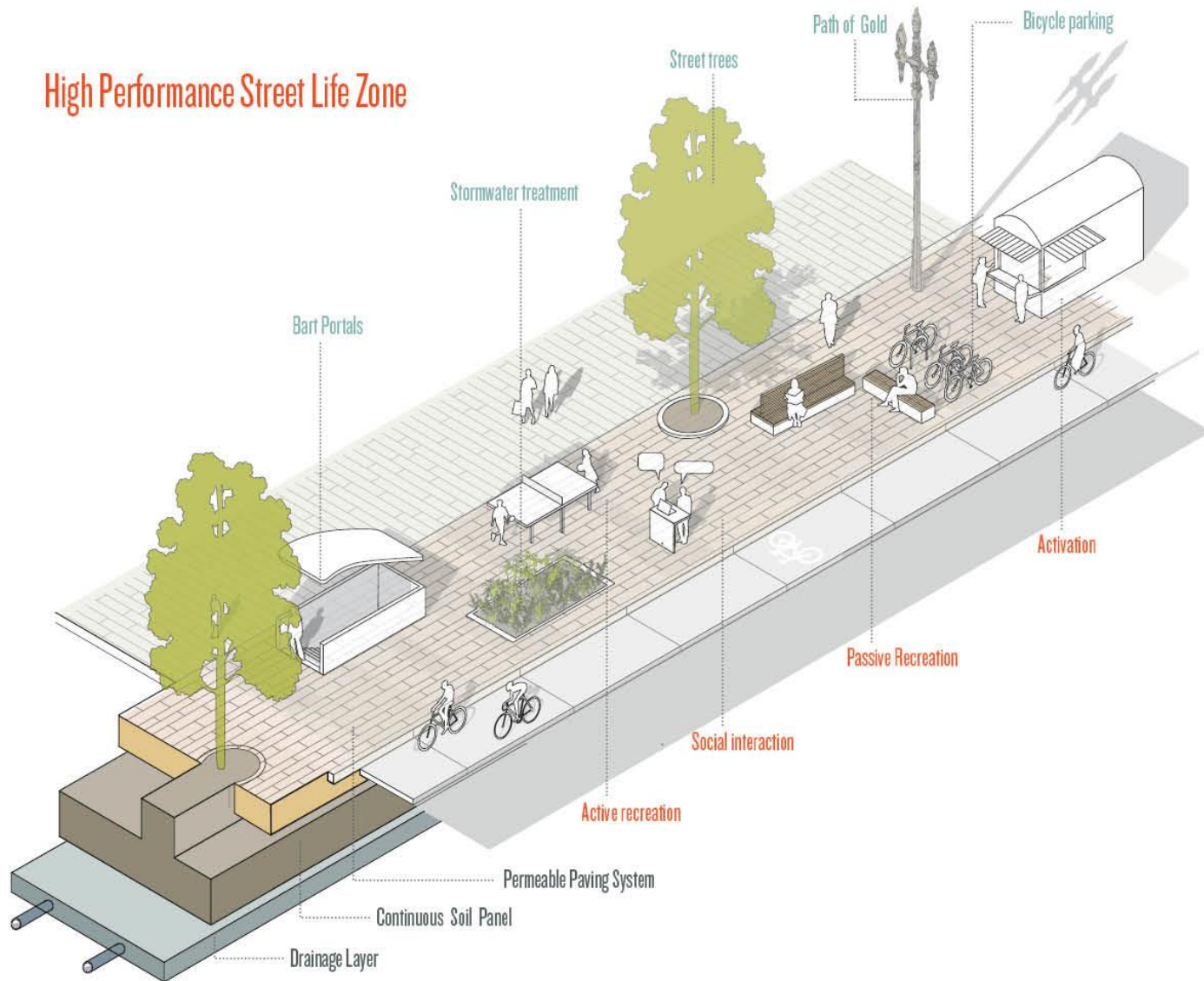


The BMS Project aspires to introduce a new multi-use zone that will invite diverse public life, create continuity along Market Street, and promote opportunities for the integration of walking, biking and public transit.

# MARKET STREETLET: CONNECTOR



# Market Street Concept - Streetlife Zone



# MARKET STREETLET: CONNECTOR

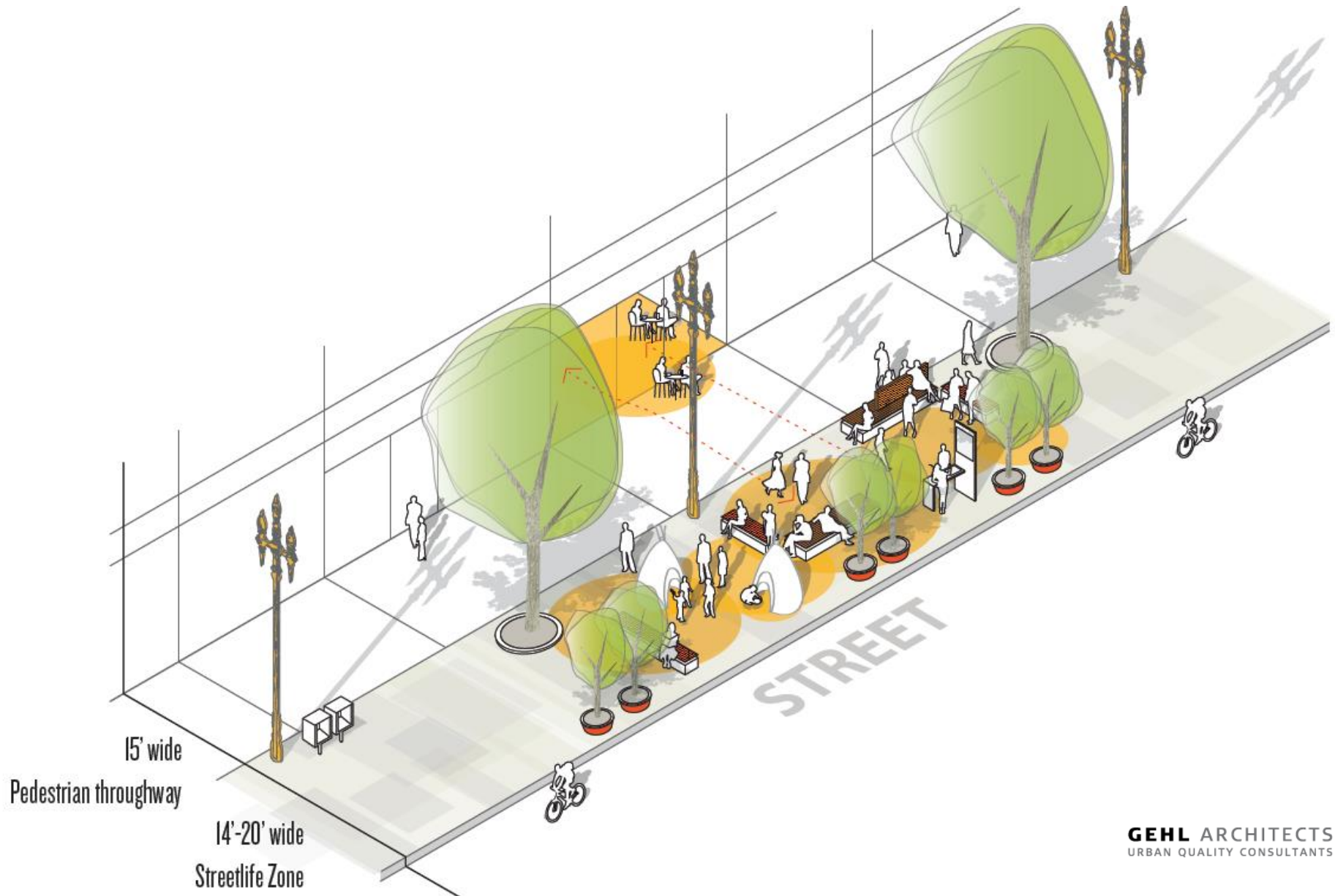
Streetlife Zone - A Connector in the Financial District



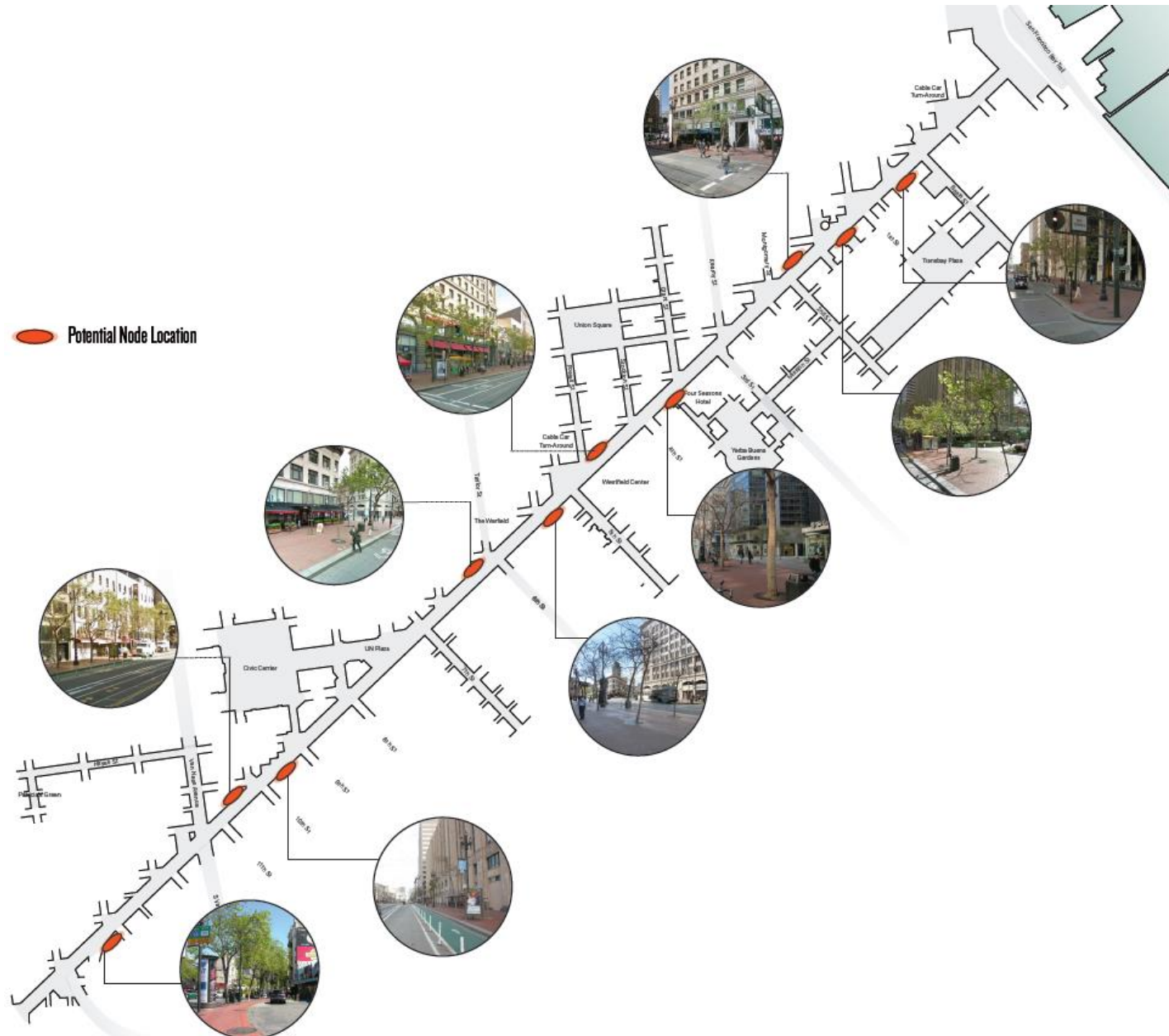
Concept Vision Sketch - For Illustrative Purposes Only



# MARKET STREETLET: HUB



# STREETLETS - A SERIES OF NEW EXPERIENCES



# MARKET STREETLET: HUB

Streetlife Zone - A Node in the Civic Center District



Concept Vision Sketch - For Illustrative Purposes Only

# Copenhagen 1962 – 2012

## From traffic place to People Place





First Pedestrian street



Network of streets

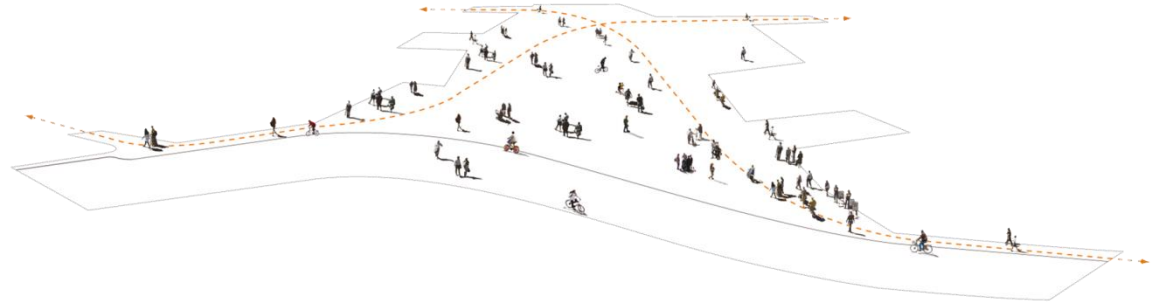


More and more places to stay

22 squares that used to be parking lots are now people spaces

# Life Space Buildings

1 *Life*



2 *Space*



3 *Buildings*

