

# MÄLMO, SWEDEN

+

# COPENHAGEN, DK

**A place based study tour of  
urban environments that foster  
quality of life**

City of San Jose

Marybeth Harasz, City of San Jose

Danny Harris, Knight Foundation

In partnership with:

8 80 Cities and

The Knight Foundation



# MÄLMO, SWEDEN

September 20, 2015

- Pop. 320,000
- 45% of people < 35 yrs old
- Lost shipping industry
- Re-emerged & transformed city
- Govt. made it a cycling city

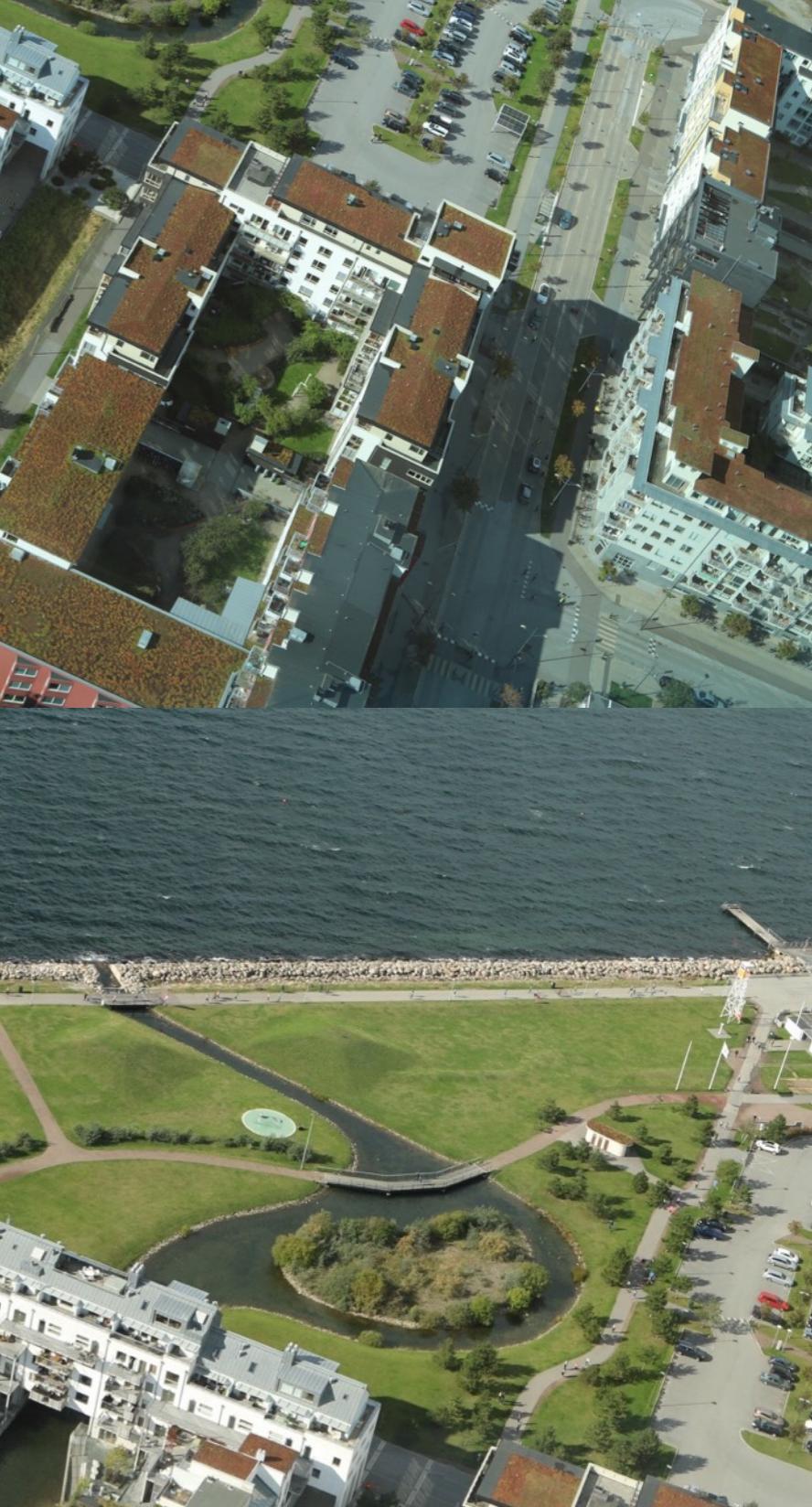


# THE TURNING TORSO

**Iconic architecture marks  
former location of largest ship  
building crane in the world.**

The crane has been moved to  
South Korea along with jobs.





## New residential development on former industrial waterfront in Malmö incorporates public parks.

- Buildings arranged around courtyards where children can play
- 4-6 stories will allow light into courtyards

**"We are not a world class city,  
so what can we  
do to draw visitors?"**



You don't need \$ as much as you need a vision that responds to what people want.

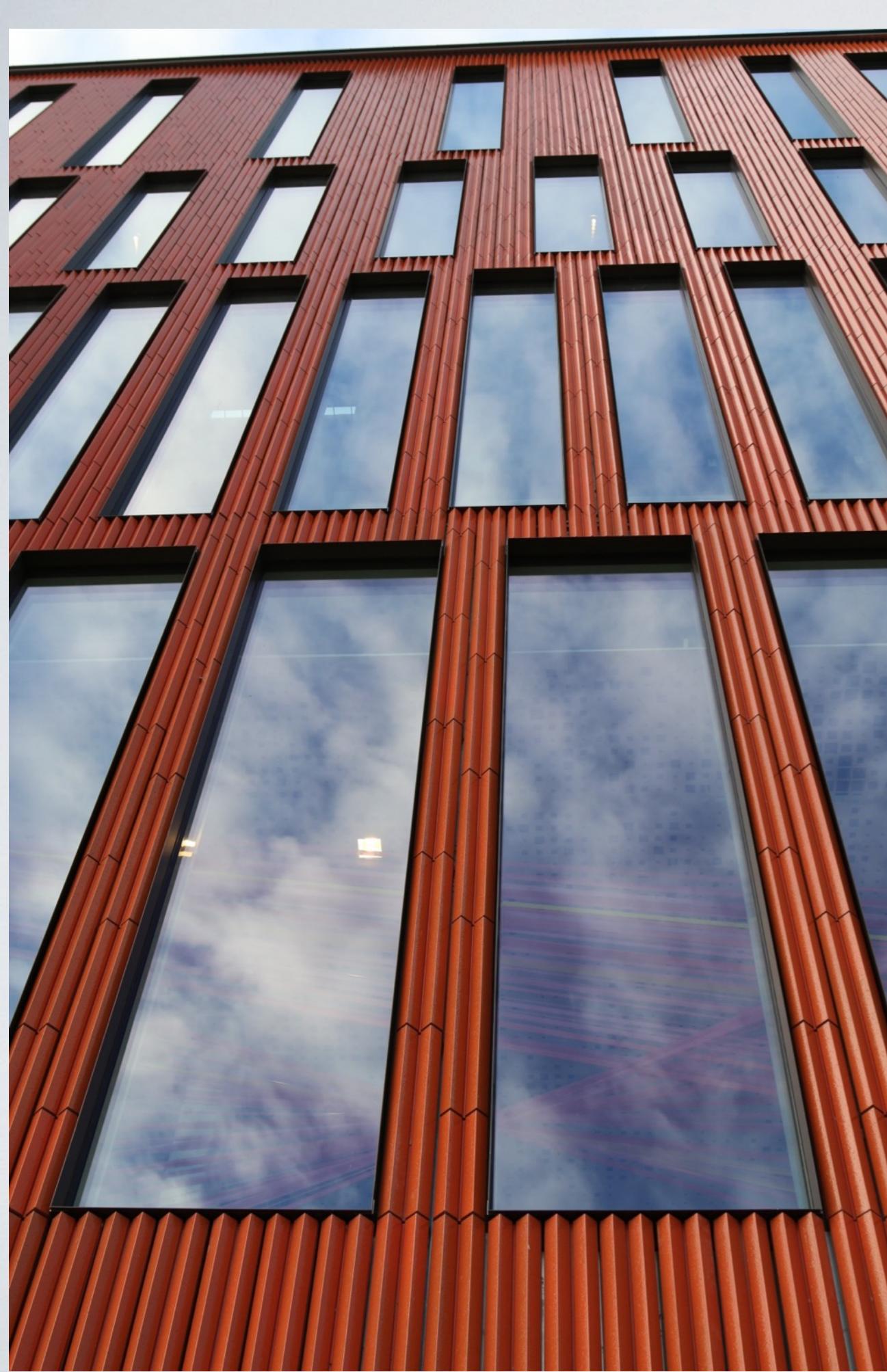
- Scale development appropriately
- If you do something interesting, residents will become ambassadors of the city
- It will spread by word of mouth
- Concert hall, pedestrian bridge, new residential at former industrial waterfront and creative play





## PEDESTRIAN BRIDGE IN MÅLÖ

Public spaces are for all the people in the city. Not just the rich or the nearby residents. This is their living room. Urbanists spend a lot of time outdoors.



# QUALITY MATERIALS IN MÄLÖ

- Long Lasting, attractive & low maintenance costs
- Keep clean and repaired: "Broken Window" theory





## Restaurants are charged by the seat to use public space

- Economic success indicated when # of seats and # months increases
- Heaters and blankets extend outdoor season

# PLAYGROUNDS WHERE PARENTS AND CHILDREN CAN BOTH PLAY



## Thoughts inspired by Malmö

What does San Jose want to be when it grows up? People in San Jose seem to want the city to be like San Francisco or some other world class city. The comment made by the Malmö rep. resonated with me.

San Jose doesn't have the "good bones" to make a world class city. There is no stunning bay front view, mountain top, riverfront or beach. No extraordinary culture or history.

What about trying to be a great place to live and work? What about being a city that's great for families, hipsters, engineers and people of all sorts? People of all ages and cultures who enjoy their lives?

San Jose could use iconic architecture to create visual interest and draw people to urban spaces. The following images from the World Expo in Milan show a variety of interesting iconic forms and sculpture that attracted people.



# Spun

design Thomas Heatherwick



MAGIS

Spun  
design Thomas Heatherwick

€ 409,00

City Hall is a beautiful building with iconic architecture that draws visitors from around the world. But the plaza is awful.

This SPUN chair is very interactive—it spins around. It would be perfect for the plaza. Easy to clean, fun and bright. It would add life.

# MALMÖ:TRANSPORT

## CYCLING IS:

- Like brushing your teeth
- For everyone
- To everywhere
- No special clothing required
- Transporting children and cargo
- Saving money for society
- Extending life spans





# INFRASTRUCTURE

- If you build it they will come
- Secure parking
- Segregate bike & ped with grade change where possible
- Separate bikes & cars with physical barrier for speeds  $>20$  mph



# BICYCLE CITY

- As cycling increases accident rates go down
- Build networks
- Better to have low quality lanes that are connected
- Bikes are generating more revenue than cars in CPH
- 4-5 miles is reasonable bike commute
- Straight route for bikes, not for cars





# COPENHAGEN, DK

Will be the world's 1st carbon neutral capital in 2025

SEPTEMBER 21-24, 2015

## 8 & 80 CONCEPT

- 8-year old child
- 80 year old person
- "Indicator species"
- Feel safe walking and cycling
- Independent mobility
- Keep families downtown
- Reduce depression in elderly



# People First Design – Case Studies

**Jeff Risom**

Partner, Managing Director

Studio

Design and Social



“Consider urban ***life*** first.  
Then urban design.  
Then Buildings.”

—Tina Saaby, Copenhagen City Architect



# DESIGN FOR PEOPLE

## People

- Walk in straight lines to conserve energy
- Love to watch other people
- Sight distance matters
- Require intimacy to connect (10m or < distance to recognize faces)
- Need stimulus (1 door/6m)
- Have dinner tables (2m) to support engagement



# PUBLIC PROJECTS

- Need for facilitators, not project managers
- Move fast-population growth
- Engage citizens (comedians draw a crowd)
- Dedicated customer service manager for Community organizations





## RECLAIM STREETS FOR USABLE PUBLIC SPACE

Whole Systems: Family friendly, attractive, quiet & rain water catchment  
People also need quiet spaces to enjoy

# PARKS + STREETS

- 25-30% of streets are wasted
- Streets comprise 80% of open space in cities
- Turn those wasted spaces into places for people to enjoy
- Test, refine, formalize (early temporary prototyping)
- Get leaders out to experience prototype for themselves



# COPENHAGEN, DK

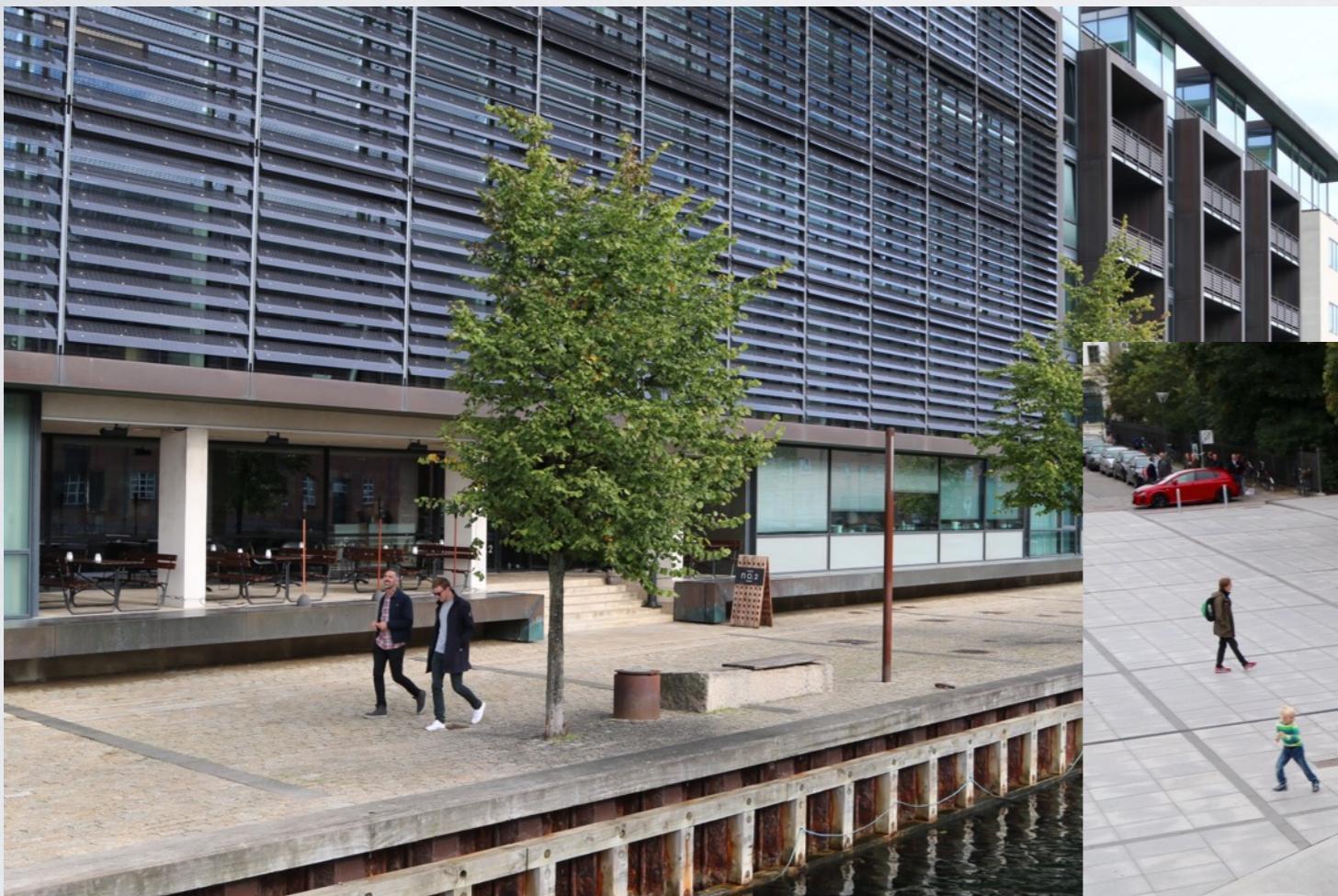
## URBAN PARKS TOUR

- Design to appeal to young and old
- What do adults want? Shade, seating, interesting things
- Multiple functions & flexibility
- Sculptural qualities add appeal



# BUILD A NETWORK

- Connect places
- Start with small networks and extend them



# NETWORKS & CONNECTIONS



# PLAY FOR ALL AGES





CLIMBING POLES APPEAL TO ADULTS + KIDS



## AWESOME BLUE POLE PARK

- Color attracts the eye to draw people in: curiosity
- Simple and low cost idea
- Poles used to organize space
- Completely flexible to support variety of programming
- Poles can be used to hang swings, lighting, banners, volleyball nets, run electrical conduits, you name it





Swings that don't look like  
swings attract all ages



Indoor sports  
move outdoors

# URBAN BIKE FUN





# COMBINED USES



# DUAL USE



# PARK ABOVE + PARKING BELOW



# A PLACE FOR EVERYONE



# A PLACE FOR BEES



# SUMMARY

- It's up to you
- It's not about cycling, it's about equity
- Develop a sense of urgency
- Focus on children
- Not "me" - "we"
- Listen to the community
- You need uses AND activities
- Be bold; don't be afraid
- If you get free money use it to do something innovative that the City would not otherwise do
- People first
- Be generous and share time and knowledge

# ACTION

- Politicians must have the courage to support the vision
- Leave behind the 20% who don't want change
- Whole systems thinking with people first principles
- Make cities family friendly
- Measure changes (Urban Life Account)
- Not what it should look like but rather, what it should do





# CITY OF SAN JOSE PROJECT

- Leverage Superbowl to create a network of vibrant public spaces in the downtown core with an eye toward permanent improvements after Superbowl
- Actions: get partners together ASAP, combine resources, prototype
- Measure before, during and after

# CHANGING THE QUESTIONS

- How does this project work for families?
- Would a child of 8 be happy and comfortable here?
- What about a woman 80 years old?
- What can be done now?
- Who did we ask about this?
- Who are our partners?