Thrive Zone Amager
Summary report of PSPL data
Observing Public Life

People Moving

HOW MANY?
PERCEIVED AGE?
GENDER?
ON FOOT or BIKE?
OTHER WHEELS?

People Staying

PERCEIVED AGE?
POSTURE?
GENDER?
ACTIVITY?
Public space qualities

Islands Brygge + Ørestad

Nature and green elements are perceived to be the most important qualities

From maptionnaire survey, Gehl, February 2021
Analysis of two neighborhoods

Islands Brygge
Movement in the area

Commuting routes follow the big streets

More cyclists than pedestrians in the area

From maptionnaire survey, Gehl, February 2021
Islands Brygge

More use of green routes during free time
Use of outdoor public spaces

Islands Brygge

Green and blue spaces are the most popular
Also with children

Islands Brygge

Places that parents take their children to
Analysis of two neighborhoods Ørestad
Movement patterns

Most people commute along Ørestad Boulevard

More pedestrians than cyclists

From maptionnaire survey, Gehl, February 2021
Ørestad

Green spaces are used as part of people’s routes in their free time
Use of public spaces

- Byparken is the most popular meeting space and a green connection through Ørestad
- Byparken invites for a diverse type of activities and a great diversity of age groups
- Byparken is located close to housing and functions as an extended ‘living room’
- For children the playground on the roof of Ørestad Skole is another popular public space

From Public life survey, Gehl, February 2021
Experiencing the public spaces

Comments from Maptionnaire

- Bad micro climate - a lot of wind, noise and air pollution
- Lack of green spaces
- Public spaces lack human scale
- Limited public life and cultural identity
- Lack of seating options
- People wish for more diversity and shade in Byparken
Waiting for public transport

Ørestad Station has a lot of ‘necessary activity’ of people waiting for public transport.
Social impact of pilots
3 locations

Artillerivej
Islands Brygge

Prismehaven
Ørestad

Buslet
Ørestad Station
Measuring the changes in public life

Baseline data:
Studying public life at the sites a weekday before pilots or at nearby locations during the pilot

Pilot data:
Studying public life at the sites a weekday and weekend day during pilots
Den grønne kile, Islands Brygge
Before

Artillerivej
Islands Brygge

Pilot

Target group:
Small kids and parents
We studied public life at three locations:

1. **Public Playground**
   Popular public nature playground used by the neighbourhood as well as the nearby kindergarten

2. **Pilot site Artillerivej (part of the park Havnestaden)**
   Pilot in empty green area at Havneparken facing Artillerivej. Pilot consist of a green wall and plant beds to reduce air pollution, urban furniture, and sandbox.

3. **Rest of Havnestaden**
   Green area with limited seating options and a small semi-private playground surrounded by residential housing blox
Artillerivej, Islands Brygge

Visits to the pilot peaks in the afternoon and evenings at weekdays
Artillerivej, Islands Brygge

Fewer people are standing at the pilot site - people are using the urban furniture!

- 53% Are sitting at the pilot site
- 35% Are sitting at the public playground
- 7% Are sitting at the rest of Havnestaden
The pilot is not only popular with the target group, small kids and parents but it also offer a space for young people, teenagers and older children.

<table>
<thead>
<tr>
<th>Artillerivej, Islands Brygge</th>
<th>Pilot Artillerivej</th>
<th>Public Playground</th>
<th>Rest of Havnestaden</th>
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<tbody>
<tr>
<td>Age</td>
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<td>6% 15-24 år</td>
<td>23% 0-4 år</td>
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<td>28% 0-4 år</td>
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<td>6% 15-24 år</td>
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<tr>
<td>28% 5-14 år</td>
<td></td>
<td>28% 5-14 år</td>
<td>2% 15-24 år</td>
</tr>
</tbody>
</table>
Artillerivej, Islands Brygge

The pilot is a social space used for various activities

Top 3 activities at the pilot:

1. In conversation
2. Play (all ages)
3. Taking care of child/children
Artillerivej, Islands Brygge

**Stickiness - Den grønne kile and the pilot site are more sticky than the public playground**

6/100

Pedestrians walking through Havnestaden stay at the park (incl. pilot site)

Pedestrians: avg. 67 ppl/hour

3/100

Pedestrians walking by Artillerivej stay at the public playground

Pedestrians: avg. 126 ppl/hour

**Stickiness**
The ratio between the number of people spending time in a place in peak hour compared to how many people walk by. Stickiness gives an idea of how inviting a place is to spend time.
Prismehaven, Ørestad
Before

Pilot

Prismehaven — Ørestad

Target group:
All residents

Before

Pilot

Target group:
All residents
We studied public life a weekday before the pilot and a weekday during the pilot

Ørestad is known for its bad microclimate condition where especially wind speed effects human comfort negatively. Ørestad is in need for public spaces with good microclimate.

The aim with the pilot was to protect against air pollution as well as to create a space with good microclimate.

The day we registered public life during the pilot period the average temperature was 17 °C but the wind was strong affecting the staying activities.

Fewer people were staying at Prismehaven compared to before the pilot and no children were spending time in the area as they were using the play area behind the building.
Those people who did stay took shelter in the pilot. According to the users the pilot was a success as it made it possible to enjoy a green in a sheltered environment and gave the user a sensory experience.

“It has become a place, where I meet with my women’s club every Friday” — local resident, woman in her 40’s

“The many different plants remind me of the many years I lived in Asia” — local resident, kvinde i 60’erne
Before play and civic work was the main activities but during the pilot people are sitting in the pilot dome in conversation.

**Activities Before**

- 31% are sitting at the green area in Prismehaven before the pilot.

**Activities During**

- 66% are sitting at the green area in Prismehaven during the pilot.
Buslet, Ørestad
Buslet
Ørestad Station

Before

Target group:
Bus passengers

Pilot
We studied public life at two sites at Ørestad Station

1. **Field’s**  
   On the left side of the studied area is the big shopping mall Field’s and a bus stop where the pilot was build.

2. **Metro**  
   On the right side is the entrance to the metro and a bus stop
Ørestad Station is a busy transit area with a lot of movement which didn’t change during the pilot

Pedestrians walking by Ørestad Boulevard stay in the area before the pilot
Pedestrians: avg. 653 ppl/hour

Pedestrians walking by Ørestad Boulevard stay in the area during the pilot
Pedestrians: avg. 542 ppl/hour
The main activity on the entire area is waiting for public transport
The main activity on the pilot site is more diverse during the pilot - especially in the weekend.
At night more people were staying at the pilot site during than before the pilot.

Buslet, Ørestad Station

- **Before**
  - 72 total Monday
  - 29% At pilot site
  - 71% Rest of observed area

- **During**
  - 67 total Tuesday
  - 48% At pilot site
  - 52% Rest of observed area

5-8 pm

Tuesday total: 67
Monday total: 72
At the **pilot site** during non rush-hour (10 am to 3 pm) more people are sitting than before - people are using the pilot

**Before**

6% Are sitting at the pilot site in the weekday from 10 am to 3 pm

**During**

29% Are sitting at the pilot site in the weekday from 10 am to 3 pm

**During**

46% Are sitting at the pilot site in the weekend from 10 am to 3 pm