

RECLAIMING THE RIGHT OF WAY

EVALUATION REPORT



An assessment of the **Spring Street** Parklets

UCLA Luskin School *of* Public Affairs



in collaboration with

Parklet Studies

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UCLA Complete Streets Initiative
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August 2013

ACKNOWLEDGEMENTS

This report was made possible by the generous support of The Rosalinde and Arthur Gilbert Foundation.

The data collection effort was largely supported by volunteers. The names of all volunteers are listed at the end of this document.

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ABOUT THE COMPLETE STREETS INITIATIVE

The Complete Streets Initiative is a joint effort of the Lewis Center for Regional Policy Studies, the Luskin Center for Innovation, and the Institute of Transportation Studies in the UCLA Luskin School of Public Affairs. The Initiative's mission is to conduct research, educate students, and engage the public on the many critical and often competing roles streets play in creating a more vibrant, productive, and sustainable California.

ABOUT PARKLET STUDIES

Parklet Studies is a research collaborative that focuses on evaluation of experimental urban design interventions in the public right-of-way. They have deployed their unique approach in collaborations with the Downtown Los Angeles Neighborhood Council, Streets for People, and the Los Angeles Department of Transportation. Their research design for the 2012-2013 *Spring Street Public Life Survey* generated the data for the assessment of the Spring Street parklets.

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1. INTRODUCTION



Introduction

Considering roads as public spaces presents an opportunity for decreasing the open space deficit in cities. For this reason, cities are creating programs for parklets, which are spaces – converted at low cost – for the passive or active recreation of people from small and underutilized residual land originally devoted to cars. These spaces present an opportunity for creating public open space that reflects the local community at little to no cost to cities or public agencies (Loukaitou-Sideris, Brozen, and Callahan 2012). The creation of these spaces often provides an opportunity for community groups, business owners and residents to get involved in enhancing the streetscape (San Francisco Planning Department, 2013).

Following the first parklet installation in San Francisco in 2010, cities across the United States and Canada have started installing parklets at an ever-increasing rate. Curb-side parklet installation in Los Angeles began in September 2011, when the City Council instructed the Planning Department in coordination with the Department of Transportation and the Department of Public Works to assist with the implementation of parklet

demonstration projects currently under consideration (City Council of Los Angeles, 2011). Over the following year, these departments worked with a team of stakeholders – including the Downtown Los Angeles Neighborhood Council and UCLA – to develop final designs and construction documents for the Spring Street Parklets. As of August 2013, the Los Angeles City Council had granted construction permits for the following four sites, all of which were officially installed and opened in February 2013.

- 5030 York Blvd, Highland Park neighborhood, Los Angeles
- 4910 S. Huntington Drive, El Sereno neighborhood, Los Angeles
- 615 S. Spring Street, Downtown Los Angeles
- 635 S. Spring Street, Downtown Los Angeles

This study seeks to examine a variety of different effects of the two Downtown Los Angeles parklets on their surrounding neighborhood. The scope of this analysis is limited to Spring Street between 6th and 7th streets, referred to as the 600 block of Spring (see figure 2). This study examines the changes through a variety of different methods. A listing of all the methods can be found in table 1. The

| Data Collection Set | Time Period |
|--|---------------------------|
| Bicycle traffic volumes | Pre and post installation |
| Pedestrian traffic volumes | Pre and post installation |
| Pedestrian intercept surveys on 600 block of Spring St. | Pre and post installation |
| Activity mapping on 600 block of Spring St. for people and parked vehicles | Pre and post installation |
| Intercept surveys in parklet sites | Post installation |
| Activity mapping in parklet sites | Post installation |
| Business operator interviews | Pre and post installation |

Table 1. Data Collection Methods



Figure 1. Spring Street cross-section

methodological approach is examined in more detail in chapter 2. In chapter 3, we present the data drawn from the aforementioned methodological tasks. A summarized analysis and policy recommendations are presented lastly in chapter 4.

Context

The block of Spring Street where the two parklets are located is a mixed-use area in downtown Los Angeles with both commercial and residential (condominium and rental) properties. The street (figure 1) is one-way, with two travel lanes, a 6-foot bike lane and a 4-foot painted buffer, and a full-time parking lane on the west-side of the street where both parklets are located.

This street – and much of the historic core of Downtown Los Angeles – has experienced a significant increase in development thanks to the passing of the adaptive re-use ordinance in 1999; which allowed more relaxed development requirements for the renovation of older buildings. As a result, over 40,000 housing units were created in Downtown Los Angeles, with occupancy rates near 100% (Downtown Center

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Business Improvement District, 2013). In the past five years, new ground-floor businesses have appeared on Spring Street. A painted green bike lane – the first of its kind in the City of Los Angeles – was installed in the Spring Street corridor. The two parklets, installed in February 2012, represent some of the newest additions to Spring Street.

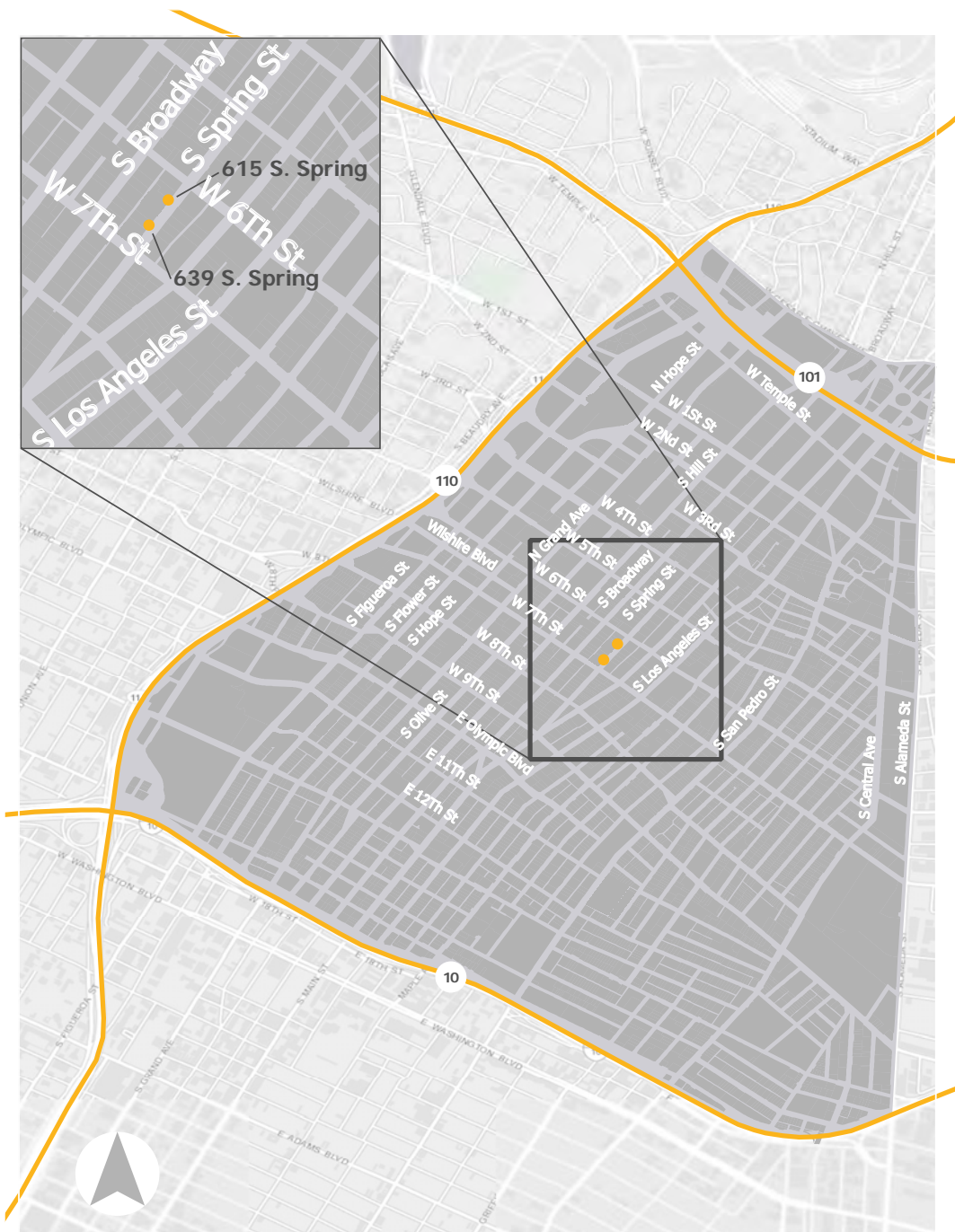


Figure 2. Downtown Los Angeles and 600 block of Spring Street

615 S. Spring (Communal Parklet)

While both parklets feature active recreation elements, the one at 615 S. Spring is known as the “communal parklet,” as coined by the Downtown Los Angeles Neighborhood Council Complete Streets Working Group, who designed both parklets. This parklet features a large, tall table which allows for people to either lean on it while standing; or sit on at the high-level stools. The seating area has two custom-made

swing chairs which, along with the stools, are secured at night by staff from the adjacent café (figure 3). An exercise area with two stationary bicycles is located at the north end of the site. The adjacent businesses are Syrup Desserts, a small café that serves desserts, coffee, and smoothies from Monday – Sunday from 9am to 12am; Golden Eagle dry-cleaners; and the Market on Spring, a small-scale grocery

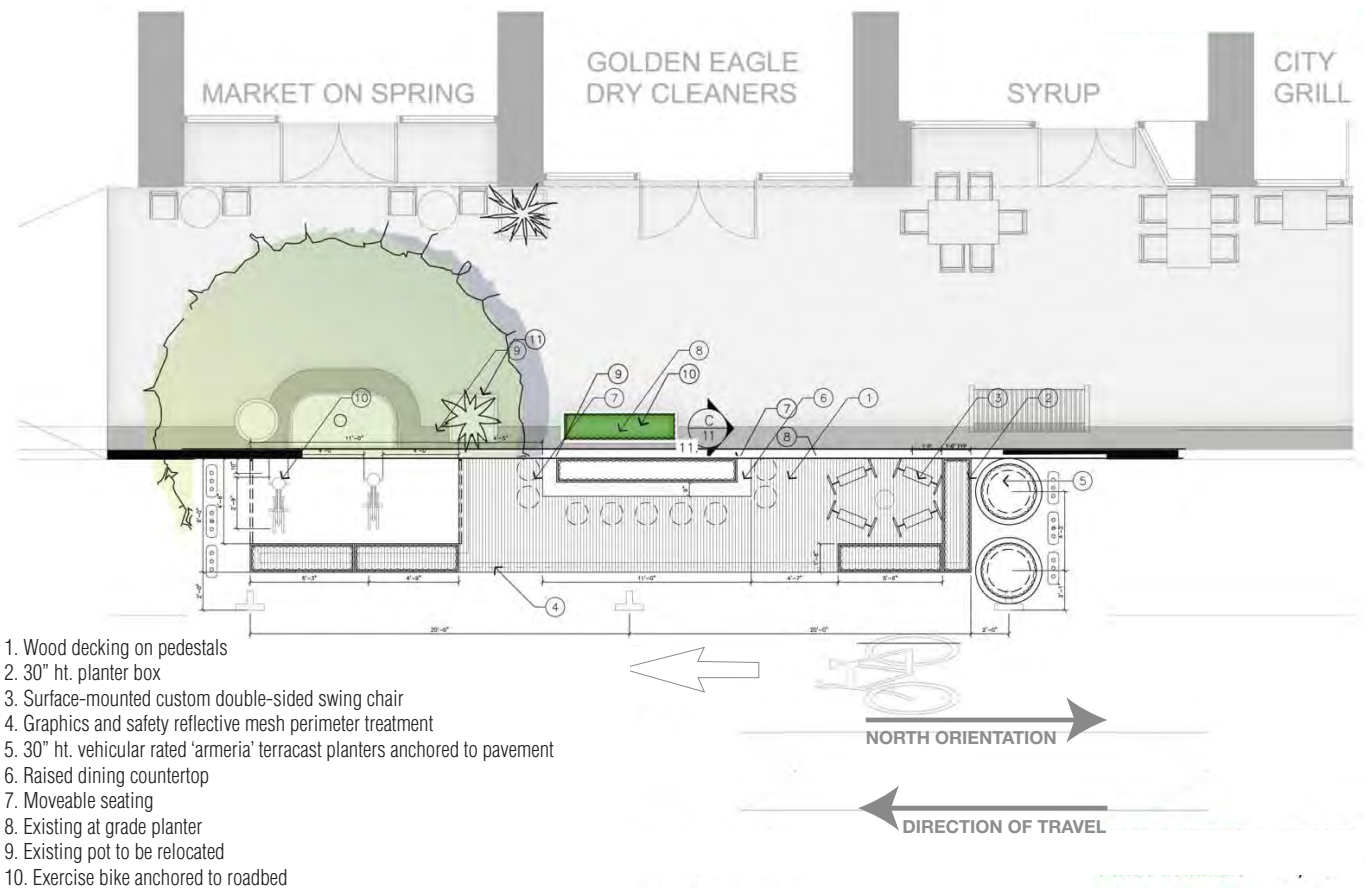


Figure 3: Communal parklet plan view
Credit: Tony Lopez

635 S. Spring (Active Parklet)

The parklet at 635 S. Spring is known as the “active parklet,” again a namesake provided by the design team of the Downtown Los Angeles Neighborhood Council (figure 4). This site incorporates design elements which evoke a park and playground, with turf-pavers and interactive features

such as swing seats and a foosball table. Foosballs are available to parklet users from the adjacent LA Café, a small restaurant and café with sidewalk seating that is open 24-hours. This parklet also features individual tables, bench seating, and an exercise area with two stationary bicycles.

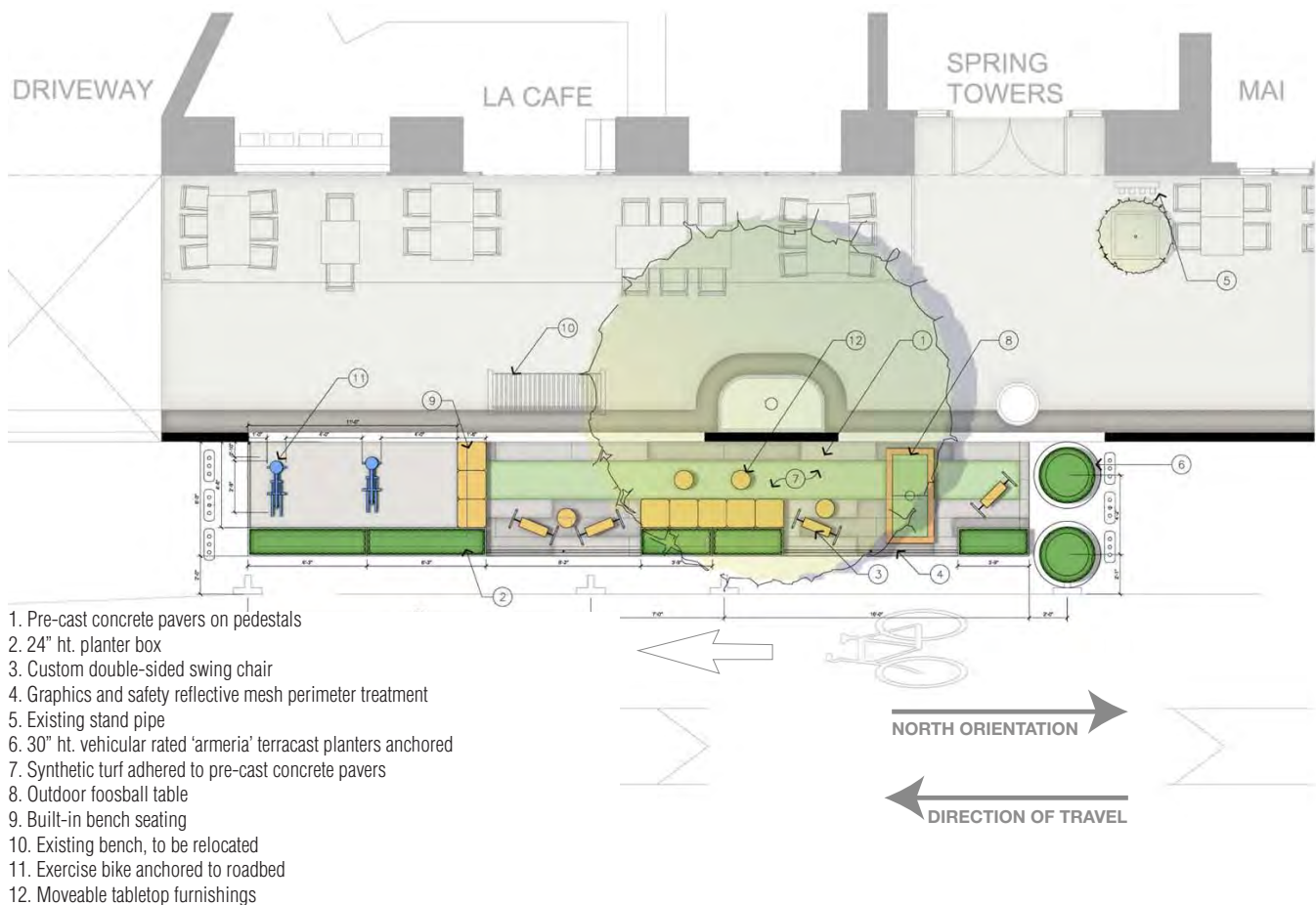


Figure 4: Active parklet plan view
Credit: Tony Lopez

Other Evaluation Efforts

Despite the proliferation of parklets in a number of cities, evaluation efforts are sparse as of yet. New York City Department of Transportation and San Francisco's Great Streets Project (a former effort of the San Francisco Bicycle Coalition) published evaluation reports from their pilot installations (New York City Department of Transportation, 2011; Pratt, 2010; 2011), while Oakland and Philadelphia both have evaluation reports forthcoming. These evaluation efforts were quite similar to one another as they generally examined parklet users and uses, and the effect of the parklets on pedestrian traffic volumes and business. Overall, both evaluations found that the parklets represent a local attraction, bring mostly users from the immediate vicinity, have a rather small effect on increasing pedestrian volumes in the area, and businesses have mixed feelings about their effect, with positive comments outnumbering the negative ones.

San Francisco

The evaluation in San Francisco (Pratt, 2010) examined one of the first parklets, on Divisadero Street in front of Mojo Bicycle Café. The data was collected before the site opened as

well as about 6 weeks after the parklet installation. Overall, they found a slight increase in pedestrian volumes with the most marked increases on weekday evenings. The opinion surveys yielded an increase in the sense of character in the neighborhood after installation, but the business survey results were mixed. The eight businesses interviewed were split in their opinions regarding whether business and customer volumes had increased, stayed the same, or declined. A later study by San Francisco Great Streets (Pratt 2011) – this time in three neighborhoods with parklets – also indicated increased pedestrian volumes, longer pedestrian staying times, and neutral to positive impacts to local businesses. Overall, parklet installations were seen as having pedestrian and community benefits. Since the Divisadero site was first evaluated in 2010, San Francisco has permitted over 30 new parklets.

New York City

New York City conducted “pop-up cafe” evaluations (New York City Department of Transportation, 2011) at four distinct sites. Most of the data came from post installation observations, with the only exception at the Pearl Street

site, where data was collected before and after the parklet installation. The study examined use of the parklets over the course of the day, and how long people were using each site. For all the sites evaluated, the average occupancy rate was approximately 42%, with all sites reaching over 90% occupancy at some point during the observation period. People typically stayed in the parklet for an average of about 30 minutes. In all cases, the majority of people using the parklet were from the surrounding neighborhood, underscoring the function of these installations as community assets. At the Pearl Street parklet in New York City, pedestrian volumes remained relatively stable. The study found more people sitting in the corridor after the parklet was installed, serving a previously unmet supply for seating opportunities. As explained:

“...the average number of people observed sitting along Pearl Street between 9am and 6pm went up by 22%, and the average number of people sitting between 12pm and 1pm went up by 77%, thus the street became a more populous and well-used public space.” (New York City Department of Transportation 2011: 10-11)

The businesses directly located at each New York site provided anecdotal evidence that a slight increase was found in their customer and business volumes after installation. One business owner was quoted as saying that the parklets are “Good for business, at least it doesn’t hurt businesses” (New York City Department of Transportation 2011: 9). Some of the owners speculated that increased business performance was a function of the parklet bringing visibility to their business; which at times, were hidden by large delivery trucks and other vehicles. For more details about the NYC parklet evaluation, please see the table in Appendix A.

2. RESEARCH DESIGN & METHODOLOGY



Summary

The Spring Street Parklet Evaluation synthesizes a rich practice that examines the influence of urban design on human behavior. The methods pioneered by William H. Whyte (Whyte, 2001) in his work with the New York City Planning Commission and later followed in the placemaking studies of the Project for Public Spaces (Project for Public Spaces, 2000, 2008, 2010) are fundamental to the Spring Street Parklet Evaluation. Other methodologies, such as the Public Life studies devised and practiced by Gehl Architects (Gehl, 1987), also heavily influenced the research design. Previous preliminary studies on parklets – such as the evaluations mentioned in the first chapter in New York City and San Francisco (New York City Department of Transportation, 2011; Pratt, 2010) – also influenced the methodology deployed here.

This methodology is comprised of two sets of tools: passive (or ‘non-obtrusive’) and active (or ‘obtrusive’). Passive approaches include observational methods such as counting, and mapping of behaviors and uses of space. Active methods involve intercept surveys with pedestrians, parklet users, and local business operators; recording perceptions and opinions with the use of a standard questionnaire.

Both passive and active approaches were conducted during the same time periods. The data collection dates for pre and post-installation are listed below:

- Tuesday, March 6, 2012
- Wednesday, March 7, 2012
- Saturday, March 10, 2012
- Sunday, March 24, 2013
- Tuesday, March 26, 2013
- Wednesday, March 27, 2013

Passive Approaches

Pedestrian and Cyclist Counts

Pedestrian and cyclist counts measure the volume of non-automobile traffic on the sidewalks and streets. The volumes illustrate the relative demand for pedestrian and bicycle infrastructure in the neighborhood, and the relative change in demand over the course of the study.

To record pedestrian and cyclist volumes, screenline counts were conducted on the 600 block of Spring Street (between 6th and 7th Streets) in March 2012 and again in March 2013. A screenline count is conducted by

establishing an invisible line (in this case located midblock at 621 Spring Street) and then counting the pedestrians on the sidewalk and cyclists on the street as they pass over that line. For the purposes of this study, counts were conducted on two weekdays and one weekend day in each of the two years. For each year, the two weekday counts were averaged to arrive at a single weekday figure.

The 2012 counts were conducted during peak hours for 15-minute sessions at the top of each of these hours: 8am, 9am; 12pm, 1pm; 5pm, and 6pm. The 2013 counts were conducted at the top of each hour between 8am and 7pm (eleven hours total). There were more volunteer data collectors available for 2013, compared to 2012, therefore, more time periods were observed during 2013.

Activity Mapping

Activity Mapping is the primary technique by which the use of street space and parklets was recorded and characterized. Activity mapping records the range, location, times, and volumes of behaviors, activities, and uses in the public realm. Human behaviors such as posture; activities such as eating, drinking, or cell phone use; and uses such as waiting for transit, exercising, or

vending are noted. For this study, parking occupancy of the spaces on the block was also recorded.

The study conducted activity mapping at two scales, examining activity on both the 600 block of Spring Street and in the parklet itself. The 600 block of Spring Street was observed in both March 2012 and March 2013. Observers were assigned specific sections of the streetscape to observe in a single pass at the top of the hour. The parklets were observed in March 2013 (about one month after their installation). These observations were timed at 15-minute intervals in order to capture transitions in user posture or location within the parklet.

Mapping was conducted for 15 minutes at the top of peak hours: 8am, 9am; 12pm, 1pm; 5pm and 6pm (six hours total). The 2013 mapping exercises at both the block and parklet scale were conducted at the top of each hour between 8am and 7pm (eleven hours total). Both the 2012 and 2013 activity mappings were conducted in March. However, March 2013 was warmer (average high temperature 73 degrees) than the observation period in March 2012 (average high temperature 65 degrees), which may have led to some weather related differences.

Active Approaches

Pedestrian Intercept Surveys

Intercept surveys capture prevailing attitudes and perceptions of pedestrians along Spring Street, as well as pedestrian travel behavior and demographic information. The survey instrument was comprised of closed and open-ended questions. Participants were asked to rate factors such as cleanliness, safety, and accessibility. Participants also provided demographic details, travel mode (means of travel), and information about spending habits. The survey intercept instrument can be found in Appendix B.

In 2012, pedestrians were interviewed during peak hours: 8-10am, 12-2pm, and 5-7pm. In 2013, pedestrians were interviewed over the entire course of the day, from 8am-7pm. The study area was divided into quadrants, and interviewers were instructed to intercept an equal number of pedestrians in each quadrant each hour.

Parklet User Surveys

Intercept surveys were conducted in the parklets themselves, capturing exactly the same set of factors as those in the pedestrian intercept surveys. Additional questions assessed attitudes about the parklet and its design; and

gauged use of the exercise equipment. Parklet users were interviewed during peak hours (8-10am, 12-2pm, 5-7pm); however user surveys were not acquired in some hours when the parklet went unused. Forty-two parklet user surveys were collected in total. The parklet survey instrument can be found in Appendix C.

Business Operator Interviews

This study included business operator interviews with the intent to capture individual attitudes and perceptions of Spring Street from the part of the business owners on the block. Businesses included food serving establishments, retail, and service. These interviews additionally describe the perceived strengths and weaknesses of Spring Street as a place of business. Most importantly, business operator interviews gauged attitudes toward the neighborhood and business patterns before and after the parklet installation. Data collectors conducted extensive outreach to targeted ground floor business operators on the 600 block of Spring Street. The interviews - eighteen in total (eight in 2012 and ten in 2013)- were

guided by a standard questionnaire and conducted by the same two interviewers in both years. The business operator survey instrument can be found in Appendix D. Table 2 below presents the summary of the data collection effort.

| | 2012 | 2013 |
|--------------------------|------|------|
| Total businesses | 16 | 16 |
| Participating businesses | 8 | 10 |

Table 2. Business operator interview participants by year

Survey Bias

We attempted to avoid survey biases when possible. However, two sources of bias were introduced into this research. The first source of bias relates to the demographics of the participants in the intercept survey. Overall, the sample population was younger, more male and more Caucasian than the demographics of the census tract surrounding the parklets. We used the demographics from Census Tract 2073.01 as a proxy for the immediate neighborhood¹ (see tables 3 – 6). Secondly, there was a strong self-selection bias in the business interviews. Data collectors did a diligent job at following up with businesses to ask them to participate in the survey. However, no monetary incentives were available that could have made some businesses willing to participate. As a result, 8 out of a total 16 businesses responded to the business survey in 2012, and 10 out of 16 in 2013. Additionally, business sales information was difficult to acquire because many businesses harbored confidentiality concerns, and were reluctant to reveal sales volumes and other sensitive data.

¹ Neighborhood demographics from Census Tract 2073.01, American Community Survey 5-year estimates 2007 - 2011.

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| Age Group | 2012 Survey | 2013 Survey | 2013 Parklet Survey | Neighborhood |
|-----------|-------------|-------------|---------------------|--------------|
| 18 - 24 | 15 % | 11 % | 19 % | 10 % |
| 25 - 34 | 29 % | 23 % | 33 % | 20 % |
| 35 - 44 | 26 % | 22 % | 21 % | 24 % |
| 45 - 54 | 12 % | 23 % | 14 % | 12 % |
| 55 - 64 | 6 % | 19 % | 5 % | 17 % |
| 65 + | 12 % | 2 % | 7 % | 17 % |

Table 3. Age comparisons among datasets

| Gender | 2012 Survey | 2013 Survey | 2013 Parklet Survey | Neighborhood |
|--------|-------------|-------------|---------------------|--------------|
| Female | 33 % | 35 % | 31 % | 43 % |
| Male | 67 % | 65 % | 69 % | 57 % |

Table 4. Gender comparisons among datasets

| Ethnicity | 2012 Survey | 2013 Survey | 2013 Parklet Survey | Neighborhood |
|------------------------|-------------|-------------|---------------------|--------------|
| Hispanic / Latino | -- | 23% | 12 % | 16 % |
| Non- Hispanic / Latino | -- | 77% | 88 % | 84 % |

Table 5. Ethnicity comparisons among datasets

| Race | 2012 Survey | 2013 Survey | 2013 Parklet Survey | Neighborhood |
|-----------------|-------------|-------------|---------------------|--------------|
| White | -- | 69 % | 56 % | 40 % |
| Black | -- | 23 % | 11 % | 27 % |
| Asian | -- | 3 % | 25 % | 18 % |
| American Indian | -- | 0 % | 0 % | 2 % |
| Native Hawaiian | -- | 0 % | 0 % | 0 % |
| Other | -- | 5% | 8 % | 12 % |

Table 6. Racial comparisons among datasets

3. ANALYSIS



Introduction

This chapter summarizes the data gathered from the methods presented in chapter 2, composing a profile of the users and uses of Spring Street and its two parklets. The analysis also reports user perceptions and views about the parklets. Since fieldwork was conducted before and after the installation of the parklets, the study also reports on some of the differences observed between the two different years.

Pedestrian Counts

Large numbers of pedestrians on a street typically indicate street vibrancy (Loukaitou-Sideris and Ehrenfeuct 2011). In general, pedestrian volumes on Spring Street increased from 2012 to 2013. The greatest increase was recorded in the evenings, when the numbers of pedestrians increased by 74%. Smaller increases were observed during the other two peak times; up by 14% in the mornings and 8% in the evenings (figure 6).



Figure 5: Female Pedestrians on Spring Street (credit: Jennifer Renteria)

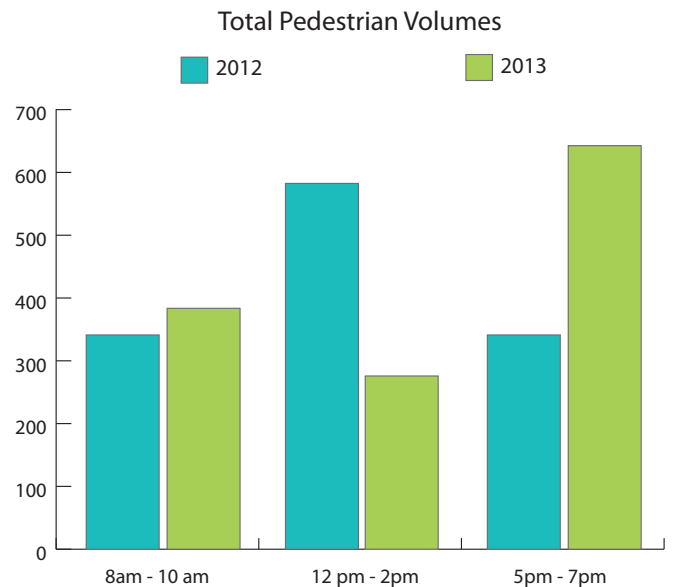


Figure 6: Total pedestrian volumes, weekday and weekend combined, 2012 and 2013

Weekdays generally see more pedestrian usage than weekends in both 2012 and 2013 (figure 7). The largest difference was recorded in 2013, with 66% more pedestrians during the weekday morning peak hours than during the weekend mornings. The smallest difference was observed in 2013, with 10% more pedestrians in the weekday midday peak than on the weekend.

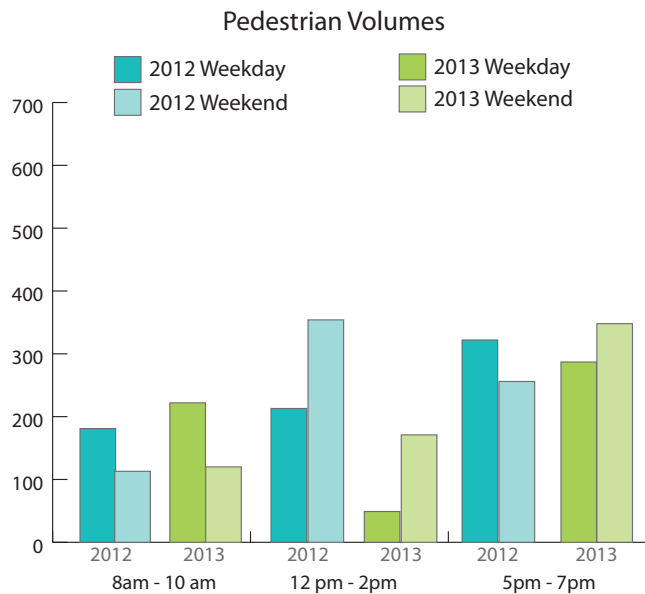


Figure 7: Pedestrian volumes, weekday vs. weekend, 2012 and 2013

Pedestrian Gender

Men outnumbered women on Spring Street by a ratio of two to one. This was true in both 2012 and 2013. During the two years, the percent of women to men increased during the evening peak hour by only 1%. During the other peak hours, the percent of women decreased from 2012 to 2013. While the downtown area is becoming safer (Vaillancourt, 2010), women may still have more safety concerns and are less likely to walk in the area, explaining for the gender differences in pedestrian volumes.

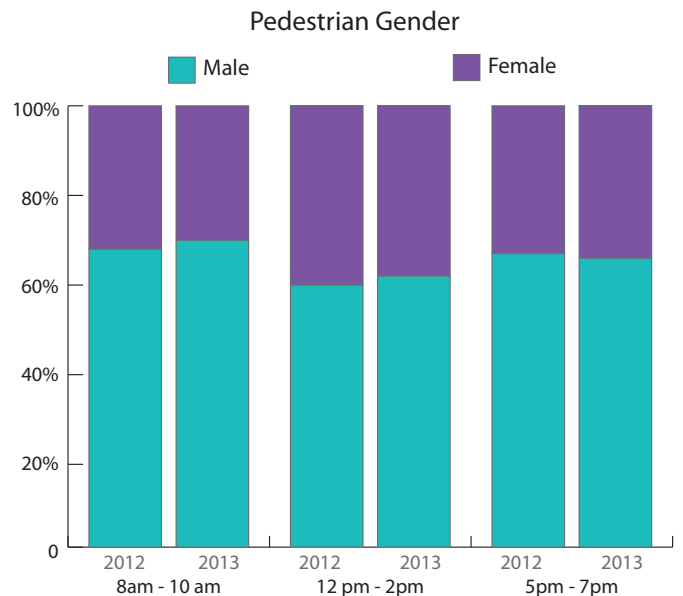


Figure 8 : Pedestrian gender, weekday and weekend aggregated, 2012 and 2013

East vs. West Sidewalks

The west sidewalk of the corridor is far busier than the east sidewalk (figure 10). This may be due to several factors: In addition to hosting the two parklets, the west side of Spring Street also accommodates all the bus stops on the corridor (figure 9) (as buses board from the right side of the vehicle). Also, over half of the ground-floor restaurant and café establishments on Spring Street inventoried during the study are located in buildings on the western side of the street.

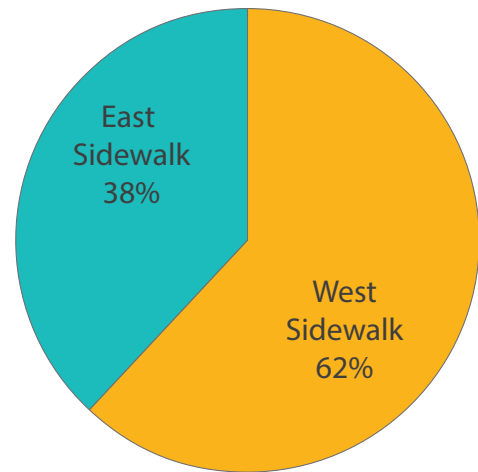


Figure 10: Pedestrian volume on sidewalks, week day and weekend aggregated, 2013



Figure 9: Bus stop on Spring Street

Bicycle Counts

Bicyclist volumes on Spring Street saw increases during some peak hours. The largest increase was observed in the 8am hour, when bicycle volume increased by 89%. The next largest increase was recorded in the 6pm hour, with an increase of 52%. Weekdays are busier in terms of bicycle ridership on Spring Street in 2013.

Cyclist Gender

Consistent with biking demographics in the nation (Alliance for Biking and Walking, 2012), women made up a minority of cyclists on Spring Street. Over the 2013 study period, women made up about 13% of the riders observed in the corridor.

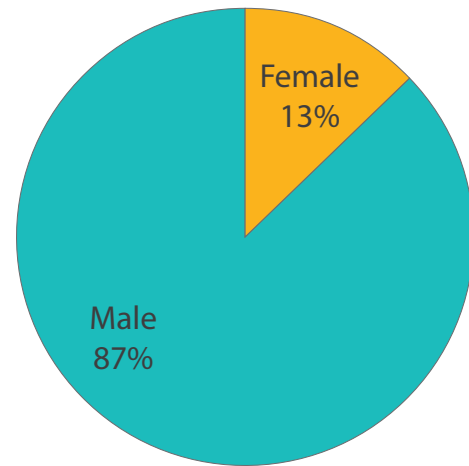


Figure 12: Cyclist gender 2013

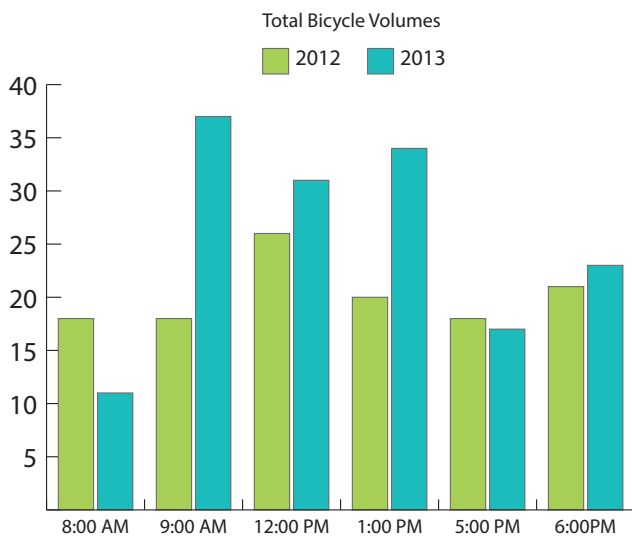


Figure 11: Cyclist volumes, weekday and weekend aggregated, 2012 and 2013

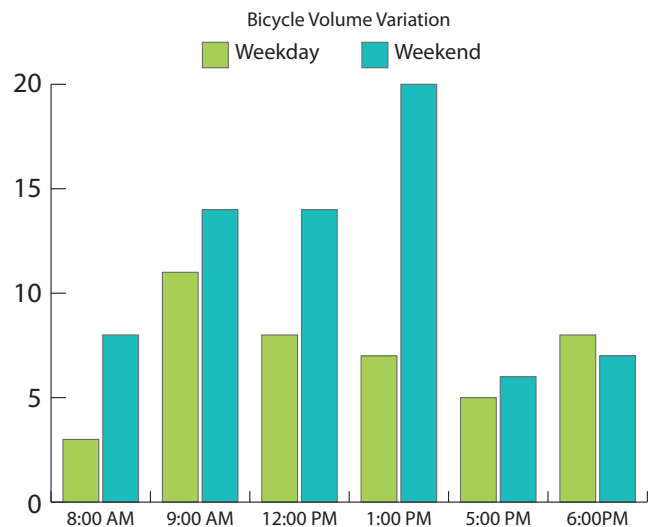


Figure 13: Weekday vs. weekend cyclist volumes, 2013

Parked Automobile Counts

The conversion of four curbside parking spaces on Spring Street to parklets did not result in a noticeable change of parking occupancies and vacancies on the block. Prior to the parklet installation in March 2012, the 600 block of Spring Street hosted 17 metered parking spaces. There were additional parking spaces at the four surface parking lots on the block, adding at least 30 more parking spaces to the vicinity.

| | 2012 | 2013 |
|-----------------|------|------|
| Overall average | 37 % | 51 % |
| Weekday average | 34 % | 31 % |
| Weekend average | 40 % | 70 % |



Table 7 (above): Parking occupancy rates

Figure 14 (right): Parking opportunities and parklets on the 600 block of Spring Street

The parklet installation in 2013 occupied four of those curbside spaces, dropping the total number of stalls to 13. However despite the loss of those four parking spaces, occupancy ratios did not vary between 2012 and 2013 during most peak hours, and even decreased during some periods (table 7). Vacancy ratios stayed about the same, and even dropped during weekday evening hours (figure 15). The weekends, though busier than the weekdays, saw occupancy increases only during the morning hours.

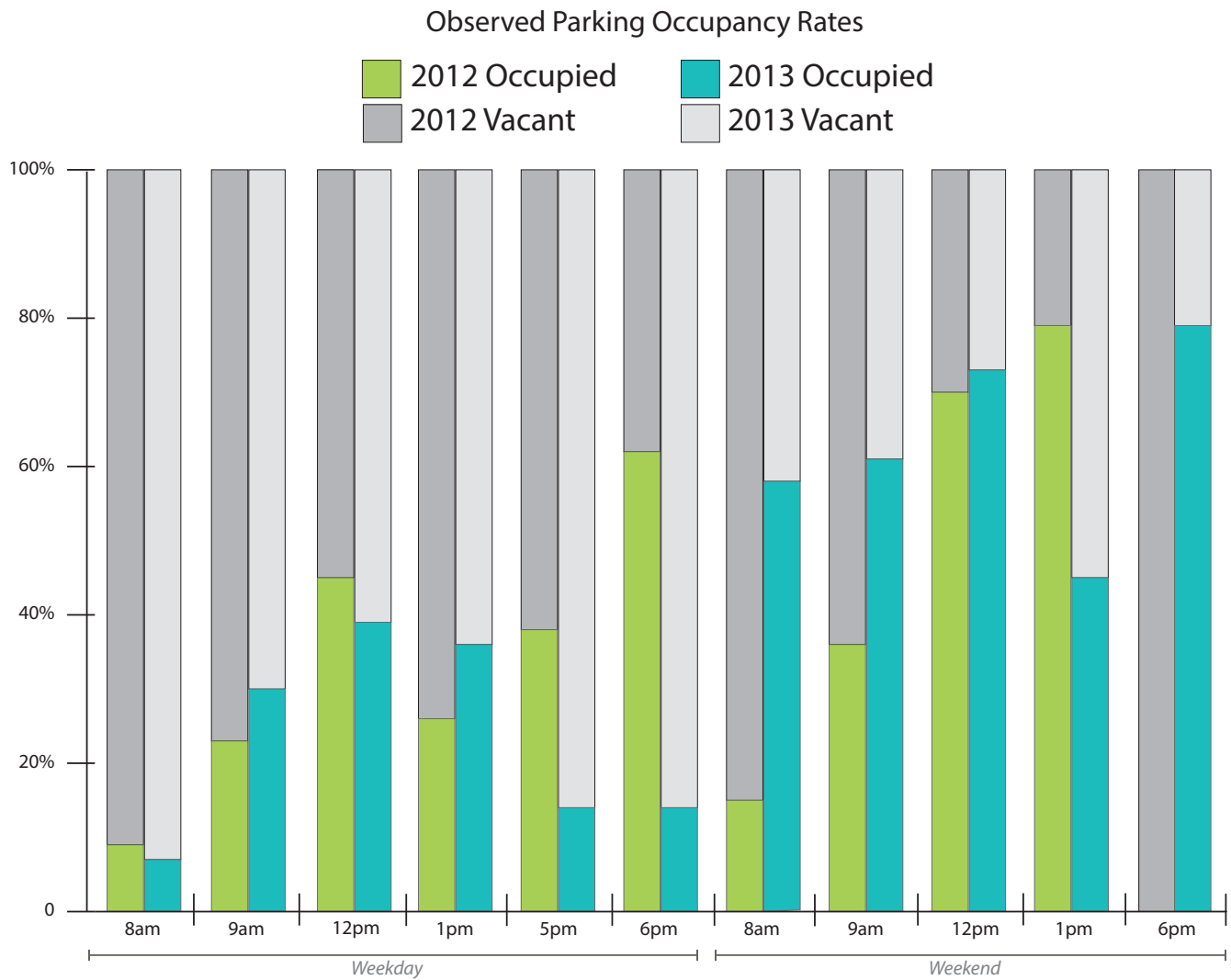


Figure 15: Parking occupancy rates, weekday and weekend, 2012 and 2013

People in the Parklets

The parklets were mostly used on the weekend, with peaks in the mid-morning and again in the mid- to late afternoon. While the southern parklet at LA Café saw high numbers of occupants, their distribution over the day – both during the week and on the weekend – varied greatly between peak periods (figure 19). The northern parklet had a more even distribution of users throughout the day; though it generally had fewer users during most time periods (figure 16).

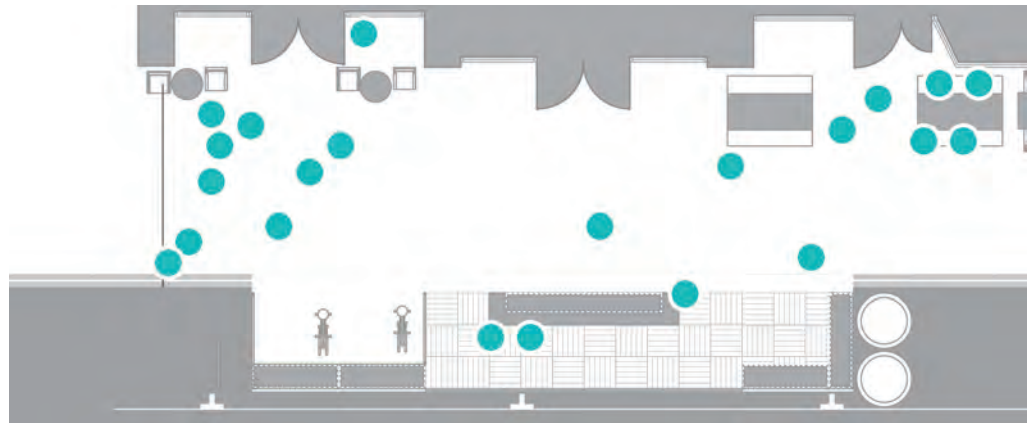
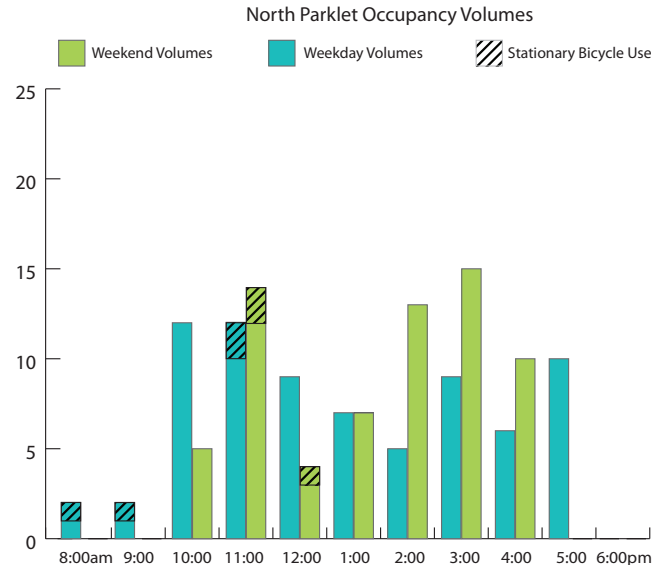


Figure 16: (top) North parklet occupancy rates, 2013

Figure 17: (middle) North parklet occupancy, 5pm weekday



Figure 18: (bottom) North parklet occupancy, 5pm weekend

SPRING STREET PARKLET EVALUATION

The southern parklet enjoyed more intense bursts of activity, while the northern parklet had a more steady occupation throughout the day. The higher weekend usage may be explained by the fact that the majority of parklet users live in the area, are likely at work during the week, and more likely to walk or bike on the street and use the parklet space during leisurely weekend times (see later section “Intercept Surveys”).

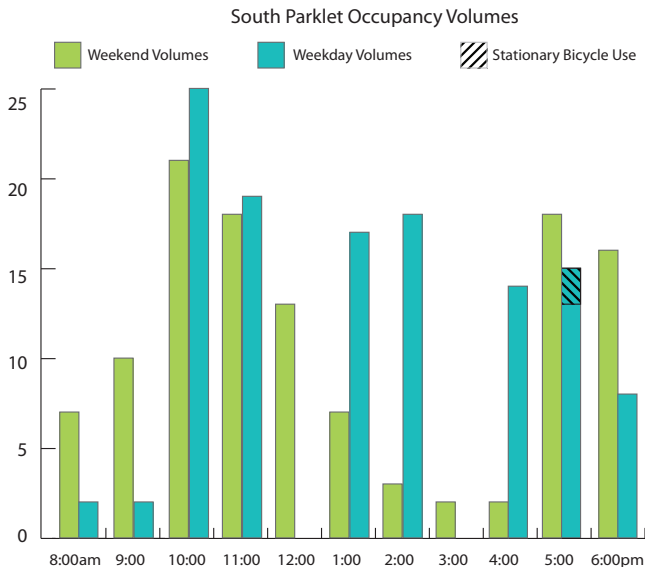


Figure 19: (top) South parklet occupancy rates, 2013



Figure 20: (middle) South parklet occupancy, 5pm weekday

Figure 21: (bottom) South parklet occupancy, 5pm weekend

Use of Space

Spring Street was observed and mapped in 2012, and again in 2013 after the parklet was installed. A similar activity mapping was conducted for people using the parklet in 2013.

Posture on the Block

In general, a greater proportion of people were recorded sitting in the public realm in 2013 than in 2012. This may be due to the greater number of formal seating opportunities that became available between the two phases of onsite observation. The parklets add seating facilities on Spring Street; additionally, a number of other eating establishments augmented their sidewalk seating with additional benches, chairs and tables.

On weekdays, the ratio of people sitting to those standing changed between peak periods (figure 25). During the morning and evening peak hours (8-10am and 5-7pm), more people were observed standing on

Standing ■
Sitting ■



Figure 22: (left) Posture on Spring Street, 5pm weekday, 2012

Figure 23: (right) Posture on Spring Street, 5pm weekday, 2013

and around sidewalks (such as in the curbside parking lane, just off the curbs in crosswalk areas while waiting to cross, or just inside surface parking lots). During the midday and afternoon peak hours, the majority of people were observed sitting at tables, on benches, or at other elements of the streetscape such as building ledges, steps, planting containers, and standing near newspaper stands. This pattern was observed in 2012 as well as 2013.

Weekends saw a more even distribution of people standing versus sitting throughout the day. As the day progressed, the number of people standing decreased while the number of people sitting increased (figure 26). The majority of sitting persons reached a peak and remained relatively constant throughout the afternoon.



Figure 24: Informal seating on a building ledge (credit: Jennifer Renteria)

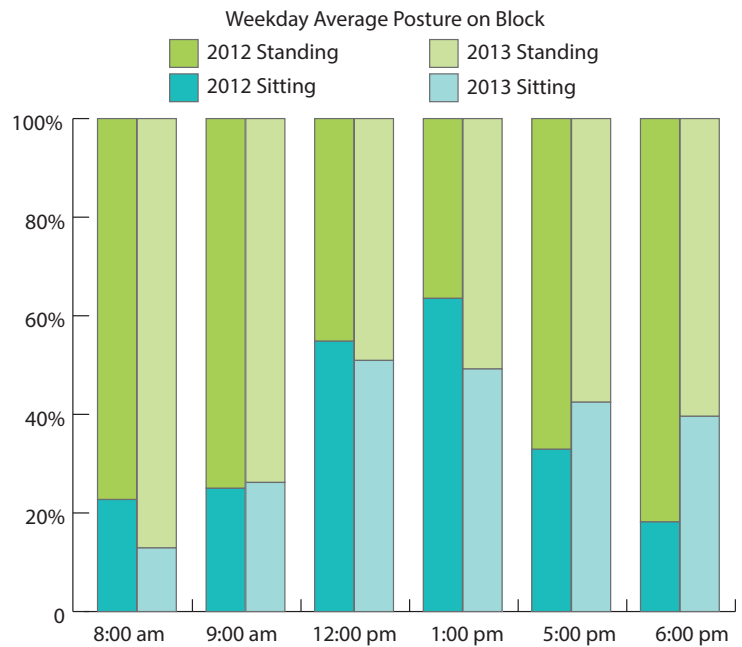


Figure 25: Weekday Average posture on block

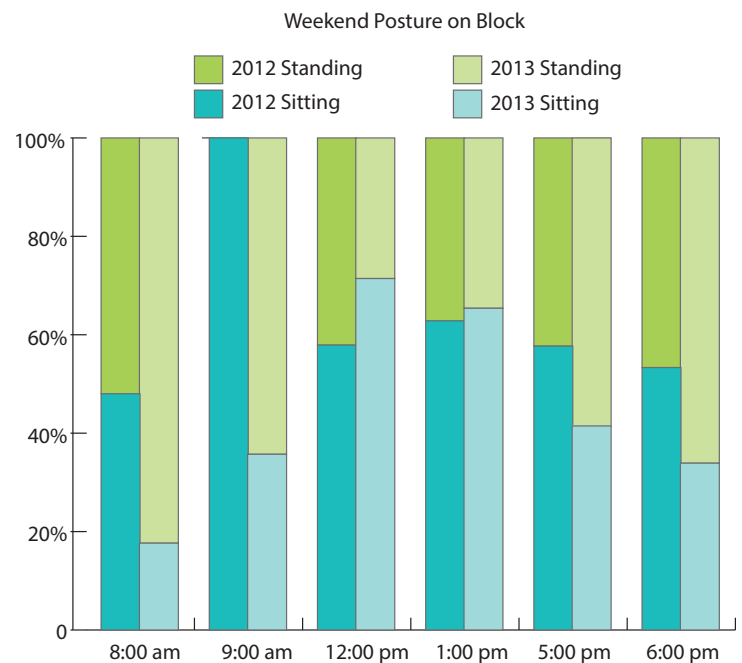


Figure 26: Weekend posture on block

Posture in the Parklets

A roughly equal proportion of people in the parklets were found sitting and standing during the weekday (figure 29). This underscores the versatility of the parklet designs, which permit comfortable opportunities for both sitting and standing; short pauses and longer respites.



Figure 27: Posture in parklet , weekend 5pm, north parklet

Standing ■ Sitting ■



Figure 28: Posture in parklet , weekend 5pm, nsouth parklet (below)

On the weekend day (figure 30), greater proportions of people were observed sitting, especially during midday hours. A greater proportion of people were observed lying² in the parklet than any other time.

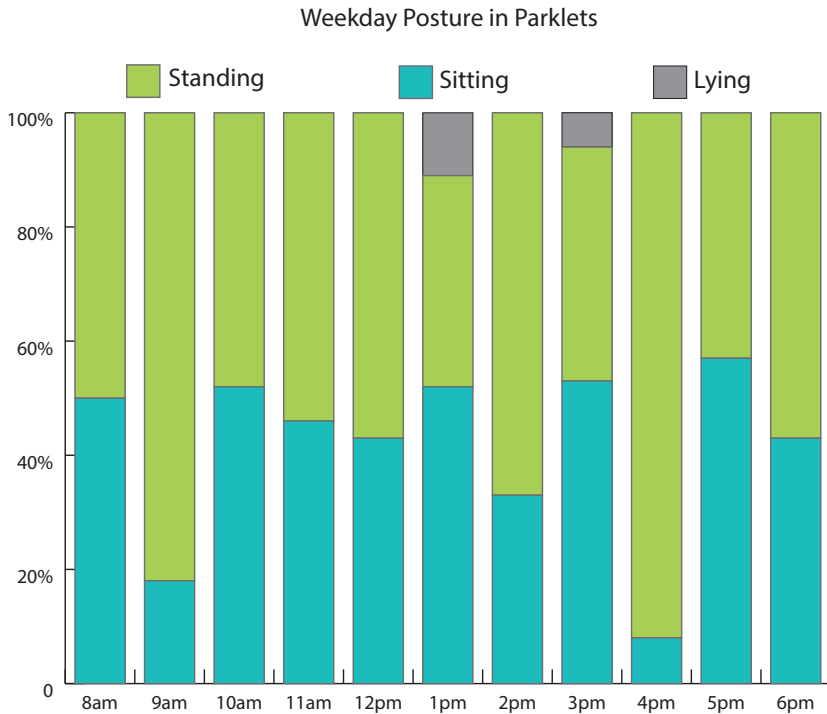
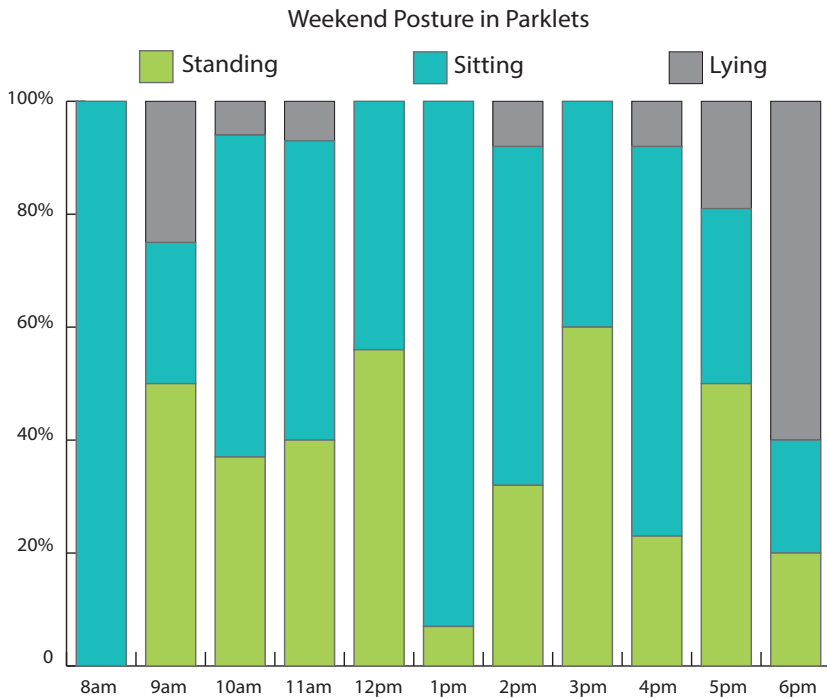


Figure 29: (above) Weekday posture in the parklets

Figure 30: (below) Weekend posture in the parklets



²People lying indicates all individuals observed lying down (not sitting or standing). This could include babies in strollers or children/adults laying prone, on their sides or back on benches, tables, chairs, ledges, the sidewalk, street or other surface within the public realm.

Activity Mapping

Behaviors and Activities on the Block

The sidewalks in the Spring Street corridor are used in myriad ways by pedestrians, with the most frequent activities being waiting for transit and eating or drinking. Both of these uses peaked during the weekday midday and evening hours (figure 32) in both the 2012 and 2013 observations. On weekends in both 2012 and 2013, the peak occurred during the midday (figure 33).

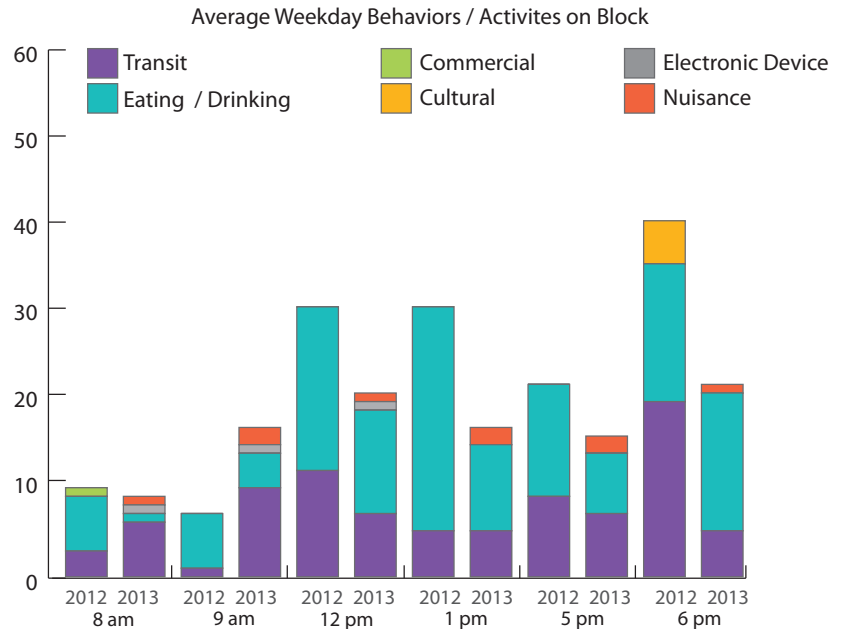


Figure 31: (above) Sidewalk dining on Spring Street

Figure 32: (above right) Average weekday behaviors / activities³ on block, 2013

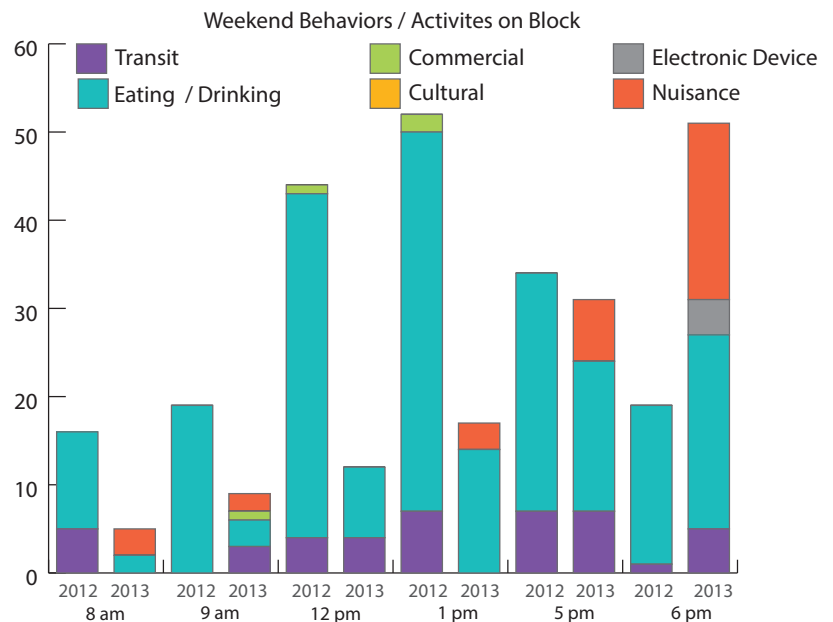


Figure 33: (below right) Weekend behaviors / activities on block, 2013

³Cultural uses refer to individuals engaged in cultural activities such as street performances, singing, playing an instrument, drawing, photography/ filming, reading a book and participating in guided tours.



As Spring Street is an important transit artery in downtown, it follows that many of the people on its sidewalks are waiting for buses. The one-block study area alone hosts two transit stops serving half a dozen buses. Another dozen bus stops are found within two or three blocks, serving tens of buses which in turn serve a vast area of the City and County of Los Angeles.

The rich mix of commercial, office, residential, and cultural uses on Spring Street support a sidewalk dining culture (figure 31) which remains active throughout the weekday and weekend.

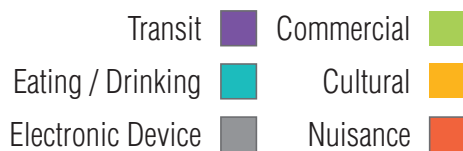
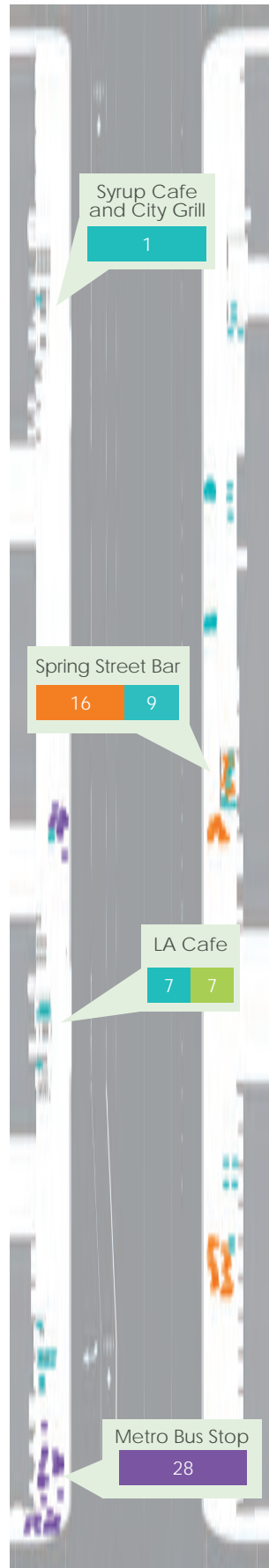


Figure 34: (above left) Waiting for transit (credit: Jennifer Renteria)

Figure 35: (center) Behaviors / activities on block, weekday 5pm, 2012

Figure 36: (right) Behaviors / activities, weekend 5pm, 2013



Behaviors & Activities in the Parklet

Activities and uses at the parklet follow the same trends as those in the surrounding sidewalks. During all parts of the weekday and weekend, eating and drinking are the most common activities (figures 37 and 38). Use of electronic devices – such as cell phones, tablets, and laptop computers are the second most common activities. Finally, play comprises the next largest set of activities. These include use of the foosball table, or improvisational play by children on the parklet benches or movable stools and swings. As these categories are not mutually exclusive, many of the parklet users or groups of users were observed engaged in multiple activities at once; for instance eating a sandwich while working on a laptop, or sipping coffee while engaged in foosball.

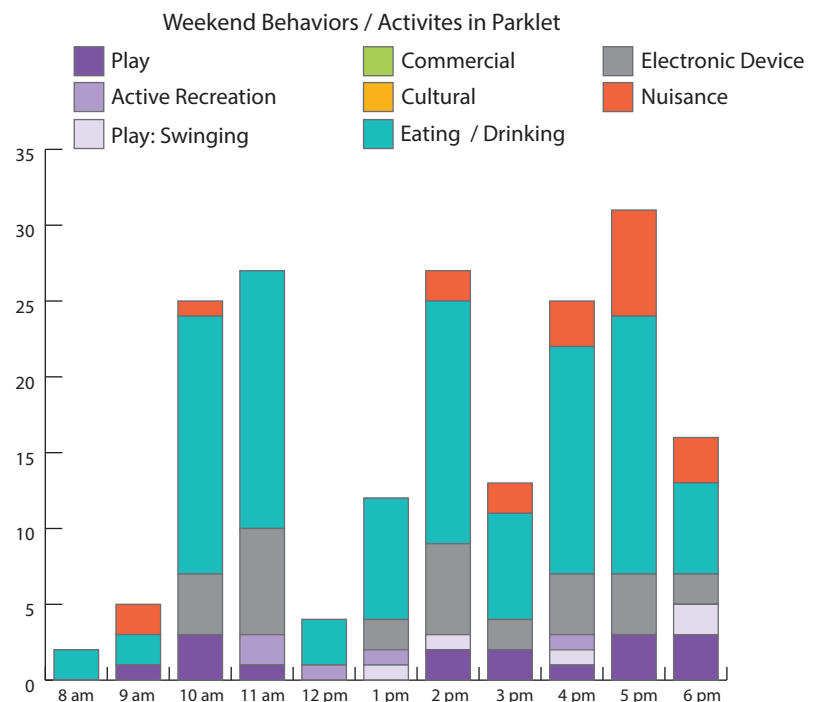
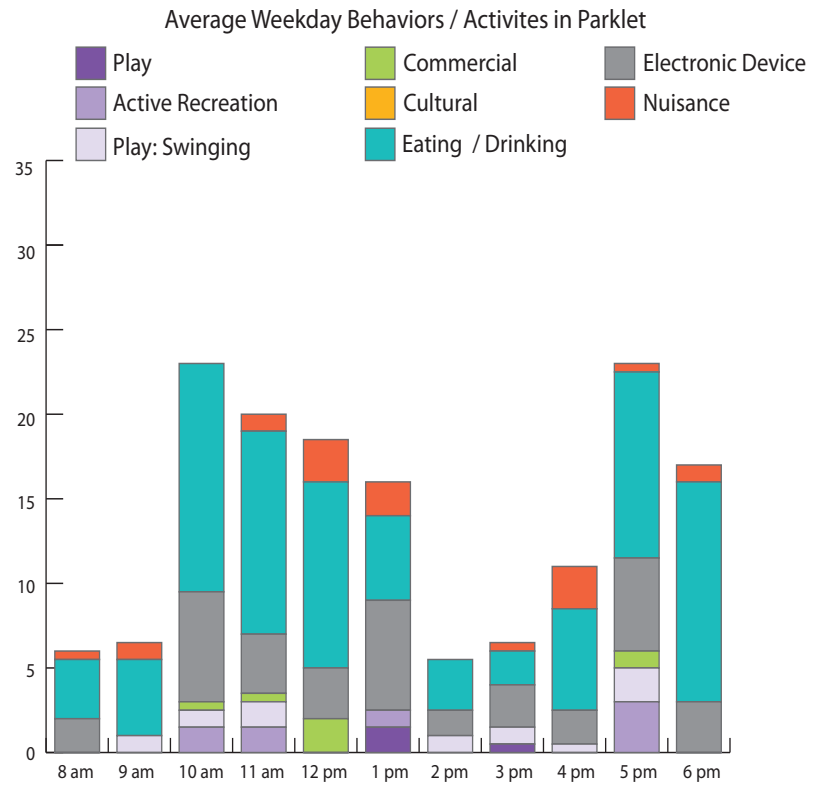


Figure 37: (above right) Average weekday behaviors / activities in parklet, 2013

Figure 38: (below right) Weekend behaviors / activities in parklet, 2013

Physical Activity

About 20% of the people surveyed in the parklet had used the stationary exercise machines, yet only about 5% of the activity observed in the parklets involved riding the stationary bikes. Since we only conducted observations for a small period of time, it is difficult to know if the survey is over-reporting or the observations are under-reporting. The observations took place only one month after installation, so we expect both of these numbers to increase as people learn more about the parklets and their exercise equipment.



Figure 39: South parklet behaviors / activities, weekday 5pm



Figure 40: South parklet behaviors / activities, weekend 6pm

Nuisance Elements

In 2013, certain 'nuisance elements' were identified and recorded on the sidewalks as well as at the parklets. While pet urination or defecation was frequently expressed as a concern in interviews by pedestrians and business owners on Spring Street, the study found that pet waste formed a mere one percent of the incidents of 'nuisance elements' on the sidewalks and at the parklet (figures 41-42). This demonstrates that while pet waste occurs much less frequently than other 'nuisance elements' identified by the public, it is found to be one of the most significant complaints expressed by the users. The most commonly observed nuisance element was public smoking. There were very few incidents of public drunkenness or panhandling in the parklet.

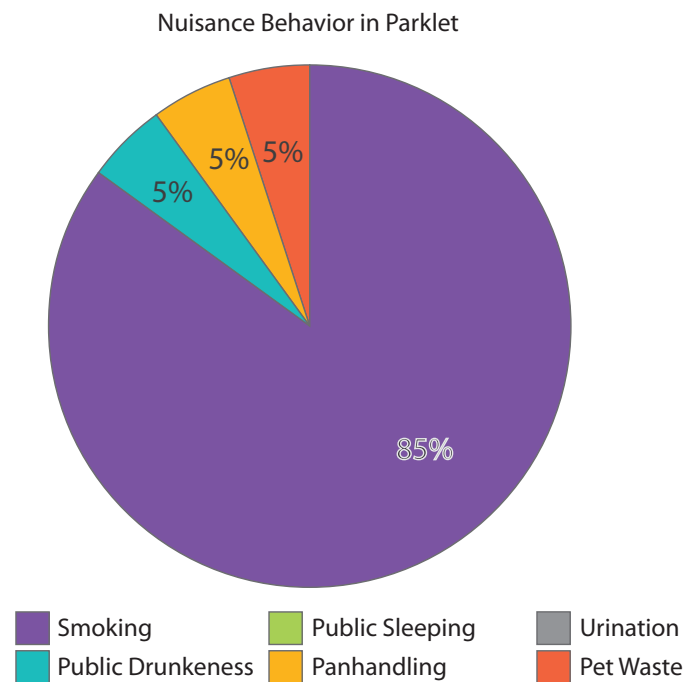
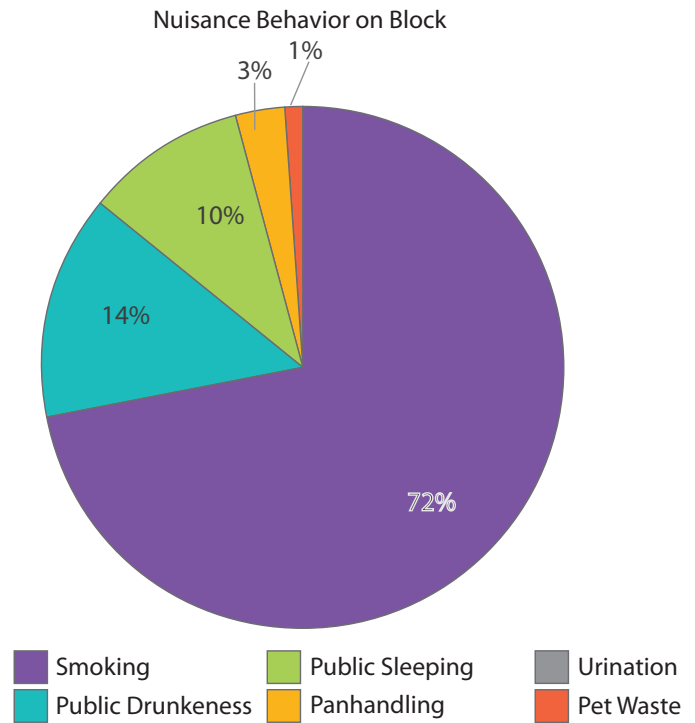


Figure 41: (above) Nuisance behaviors on the block, weekday and weekend aggregated, 2013

Figure 42: (below) Nuisance behaviors in the parklet, weekday and weekend aggregated, 2013

Intercept Surveys

Fifty-five intercept surveys were collected on Spring Street in 2012, prior to parklet installation; one-hundred twenty-two surveys were collected again in 2013 once the parklet was installed; and an additional forty-three surveys of people using the parklet were collected in 2013. The following charts and discussion present the results of these surveys.

Why, How, from Where, and for How Long

The majority of people come to Spring Street or visit the parklet because they live in the neighborhood (figure 43). This underscores the parklet’s function as a local asset, and concurs with trends observed by parklet evaluation studies in San Francisco (Pratt 2010; 2011) and New York City (NYC DOT 2011). About a quarter of those asked also indicated that they visit the parklet with the purpose of eating or drinking there. In general, people came to Spring Street and the parklet for similar reasons in 2012 and 2013.

The majority of people in the survey sample walked to the area. In comparison to pedestrians intercepted on the sidewalks, more people in the parklet arrived by modes other than the car (figure 44). There does appear to be a small overall increase in walking in 2013, and a slight decrease in transit use.

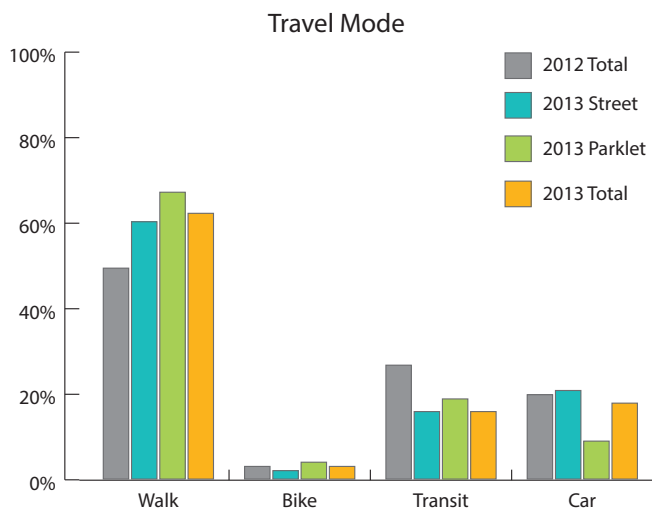
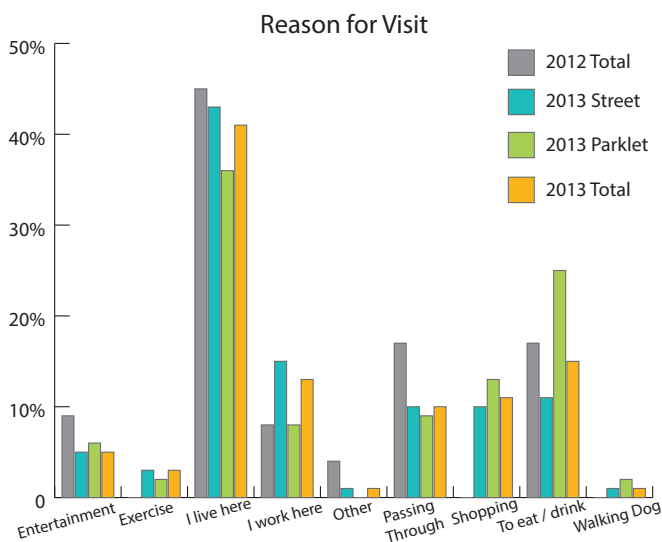


Figure 43: (above left) Reasons for visit by year and dataset

Figure 44: (below left) Travel mode by year and dataset

The travel time data, used as a proxy for distance, substantiated the perception of Spring Street and the parklets as a neighborhood destination. Across all four datasets, over eighty percent of the respondents travelled for less than 30 minutes in order to reach Spring Street or the parklet (figure 45). However, the map (figure 47) demonstrates that while the majority of people were from the immediate vicinity, some visitors also came from different parts of the Los Angeles region. There may be a slight difference between travel time and zip code of origin if respondents departed from an area other than their own neighborhood.

Most survey participants reported that they stayed in the parklet between 10 and 30 minutes (figure 46). This length of parklet occupancy follows trends in New York, where people stayed at the parklets on average for around 30 minutes (New York City Department of Transportation, 2011).

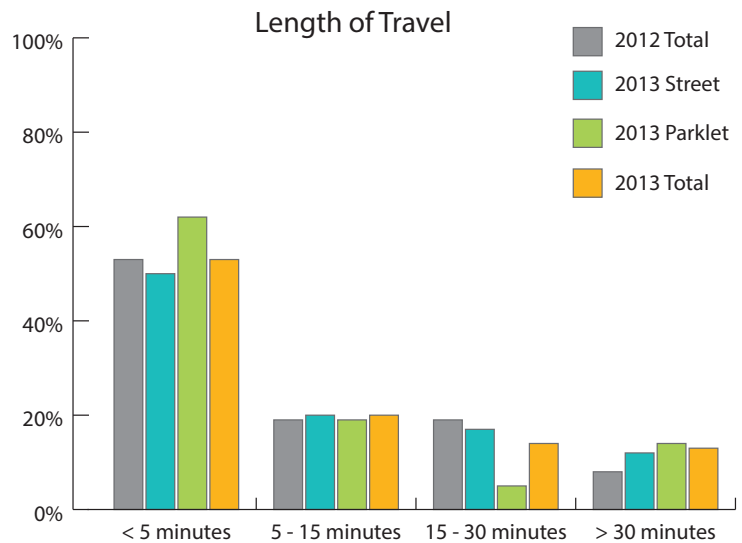


Figure 45: Length of travel to area by year and dataset

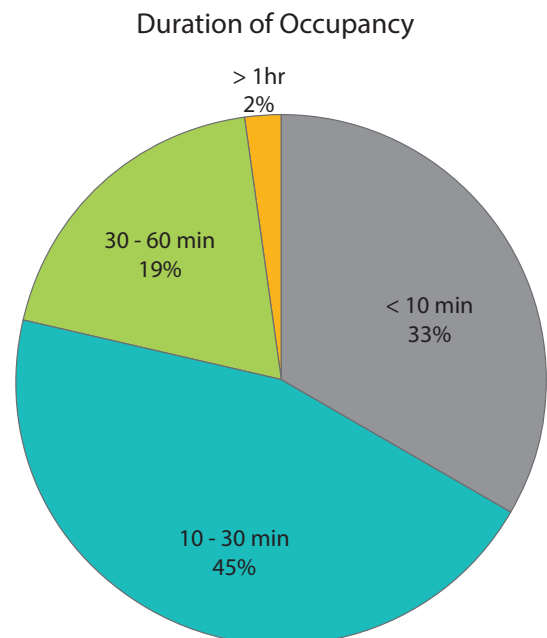


Figure 46: Duration of occupancy in parklet

SPRING STREET PARKLET EVALUATION

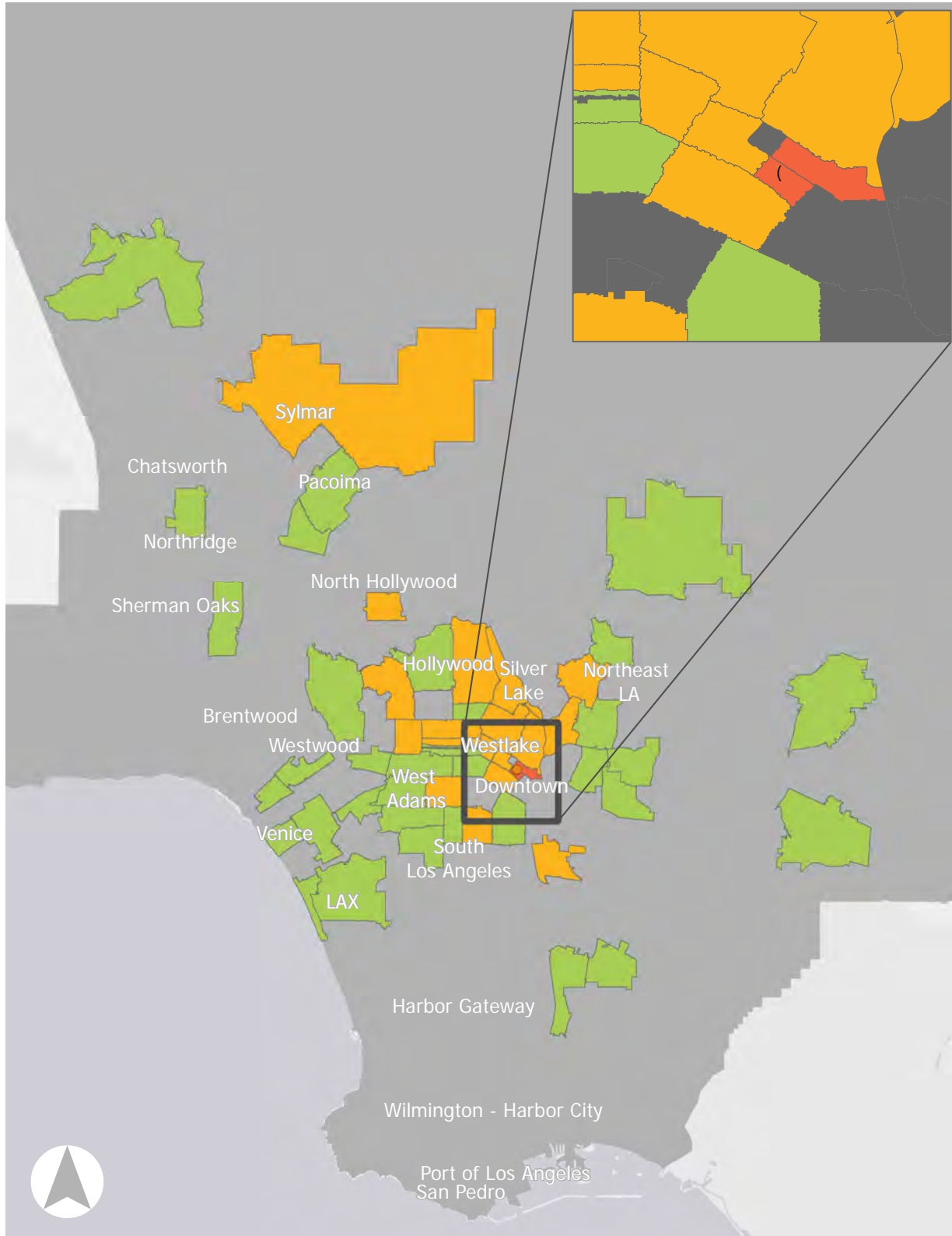


Figure 47: Zipcodes of origin

Respondents' favorite feature of the parklet included most of the physical elements in the space. Many people liked the plantings in the parklet. The foosball table was also very popular, and people recognized that a "feature" could simply be the presence of other people enjoying this public space.

About 20% of those surveyed had used the exercise machines in the parklet. Approximately half of the people surveyed in the parklet were patrons of the adjacent business. This demonstrates that parklets function as accessible spaces for the general public and not just customers of adjacent businesses. Only about 35% of pedestrians surveyed on the sidewalks of Spring Street had ever sat in one of the Spring Street parklets; while only about half knew what a parklet was. This may be due, in part, to the fact that post-installation data were collected only one month after installation, and many people were not yet aware of the parklets nor had the time to visit them. Ideally, the percent of people who use the parklets will increase over time.



Figure 49: Word cloud of "What is your favorite parklet feature?"

Parklets are regarded as venues for focusing greater and deeper social interactions than would otherwise occur in the public space of the sidewalk. People on Spring Street and in the parklet were queried about their ease of socializing with others, by being asked if it is easy to start speaking with someone whom they may not already know. Responses were fairly consistent in both 2012 and 2013 on Spring Street. In 2013, people were more likely to believe that it is “very easy” to socialize with people they do not know in the parklet, rather than on the street (figure 38). This underscores the popular perception of parklets as a social space that may encourage community interaction.

Ease of Socializing with Others

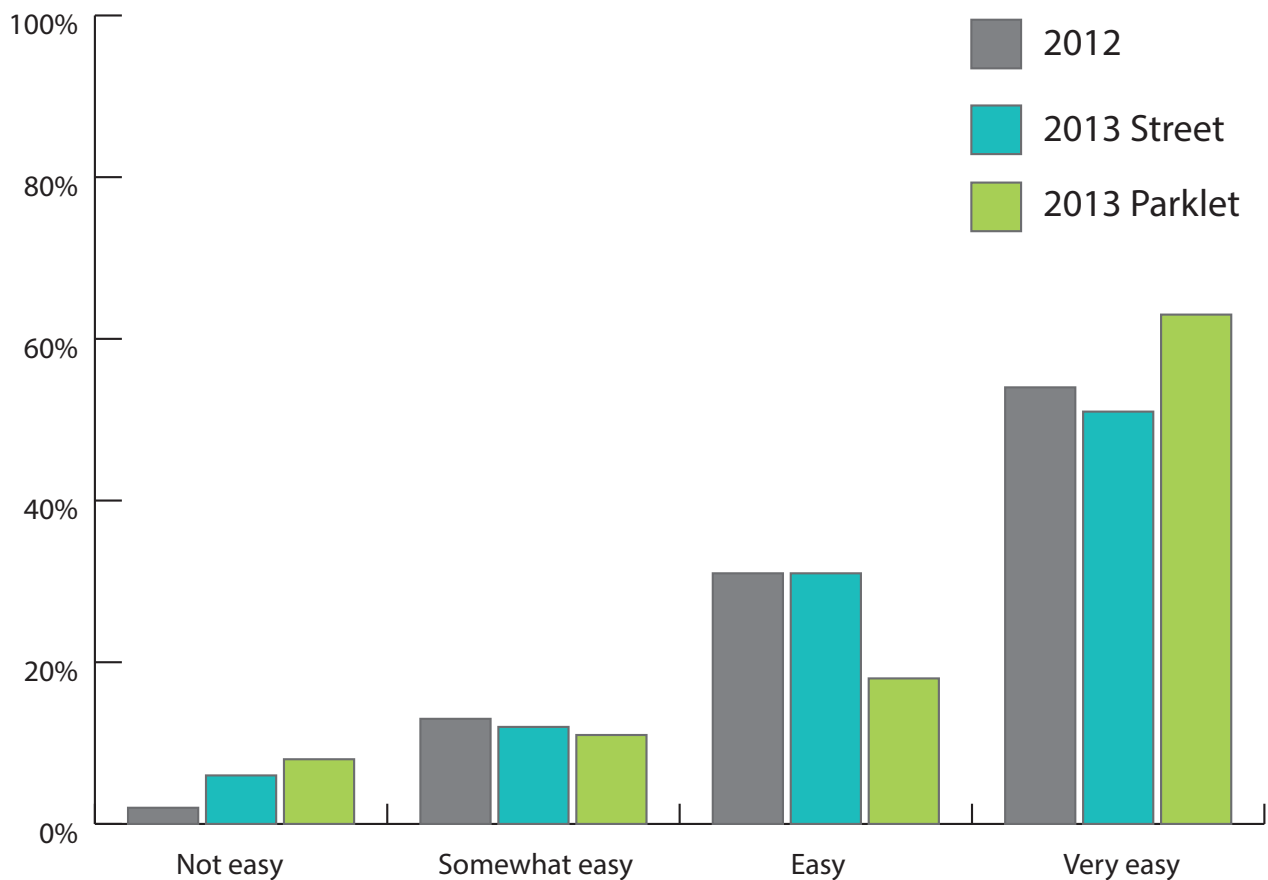


Figure 50: Ease of socializing with others by year and dataset

Safety and Maintenance

Participants were asked three questions regarding their perceptions of safety, maintenance and cleanliness. Those respondents sitting in the parklet felt the safest; and in comparison to the surrounding environment of Spring Street, believed the parklet was better maintained and cleaner (figures 51-53).

We found that positive attitudes towards safety and maintenance had significantly increased from 2012 to 2013, and these results were statistically significant⁵. There may be a relationship between the overall improvements on Spring Street and people’s impressions at the parklets.



Figure 51: Perceptions of Safety by year and dataset

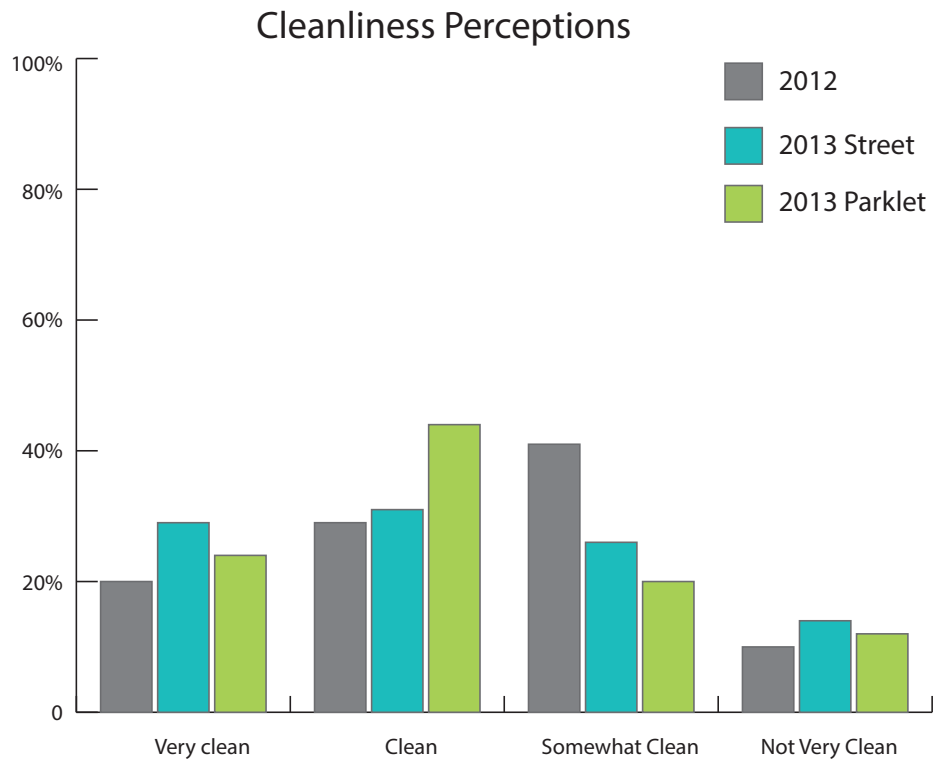
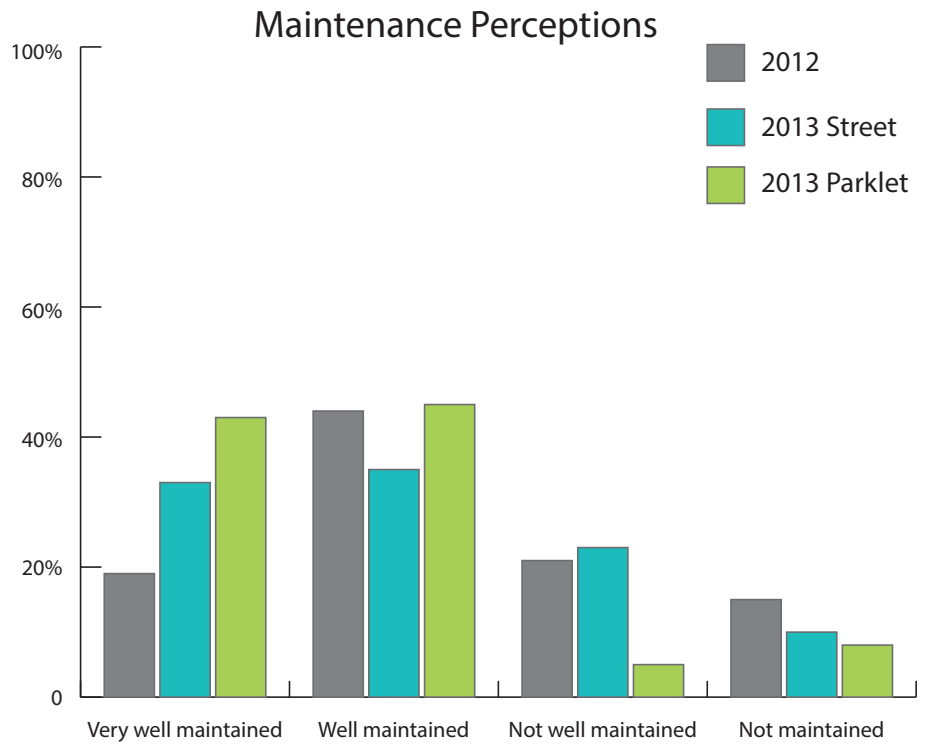


Figure 52 (above right): Perceptions of Maintenance by year and dataset

Figure 53 (below right): Perceptions of Cleanliness by year and dataset

⁵We used a two-tailed T-test to test significance levels. Safety and maintenance in the 2012 versus 2013 increased significantly at the 95% confidence level. Maintenance in the parklet compared to Spring Street was found significant at the 90% confidence level.

Business Operator Interviews

The study collected data from ten ground-floor business operators along the target corridor in 2013. Two of these businesses either did not participate in the 2012 interviews or were not yet open (see table 2 in Chapter 2 for business participation). The following figures (54-56) show selected results from the business operator surveys, with the year of data marked on each figure. Businesses included food serving establishments, retail, and service.

Business owners reported mixed results when asked directly about the effect of parklets on foot traffic and business sales (figure 54). The answers to the question about the parklets' effect on business sales and foot traffic ranged from moderate increase to moderate decrease, with no consistent pattern.

Separately, when asked about likely changes in their business sales and staff over the next year, the majority of businesses reported likely increases in number of employees, number of customers, revenues and profits (figure 55). Only one business reported that they expected their

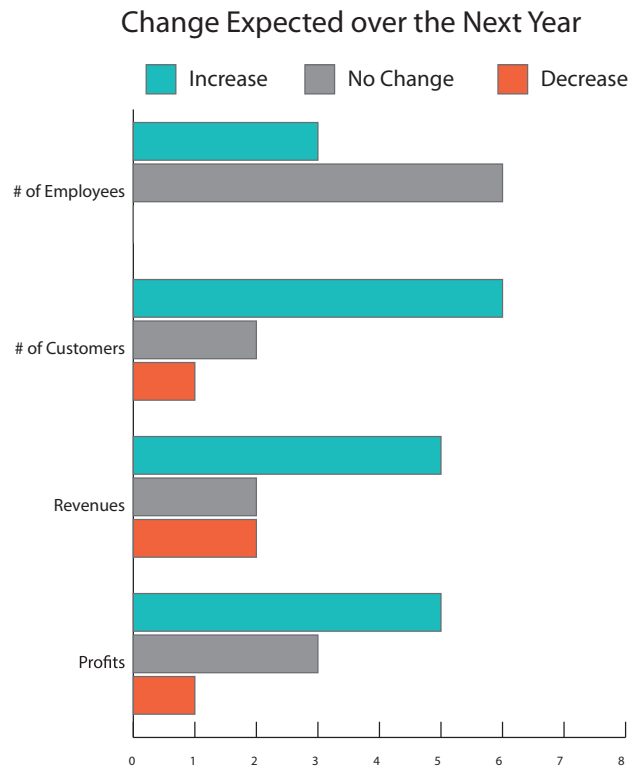
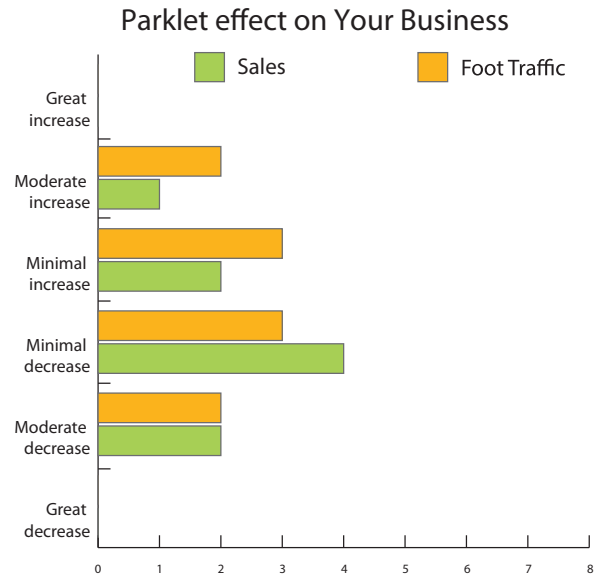


Figure 54 (above): Parklet effect on your business, 2013

Figure 55 (below): Business change expected, 2012 and 2013 combined

revenues to decrease over the next year. While in general, we found that some businesses did not currently perceive a direct positive effect on their foot traffic or sales, they seemed to be more optimistic as to the parklets' effect on their business in upcoming years. This was an expected finding, if we consider that the interviews were only conducted one month after the installation of the parklets.

Overall, business operators would recommend a parklet to merchants in other districts, with some caveats. Merchants opined that parklets should be located only on smaller and pedestrian-oriented streets, in front of cafés and restaurants rather than retail establishments. Owners also expressed the desire to regulate access to the parklet⁶. The majority of businesses surveyed on this block were not interested in placing a parklet in front of their own establishment; citing disapproval of parking loss. Importantly, however, one business that is located directly adjacent to one of the parklets would recommend a similar parklet to other merchants because "it provides extra seating and is a very attractive."

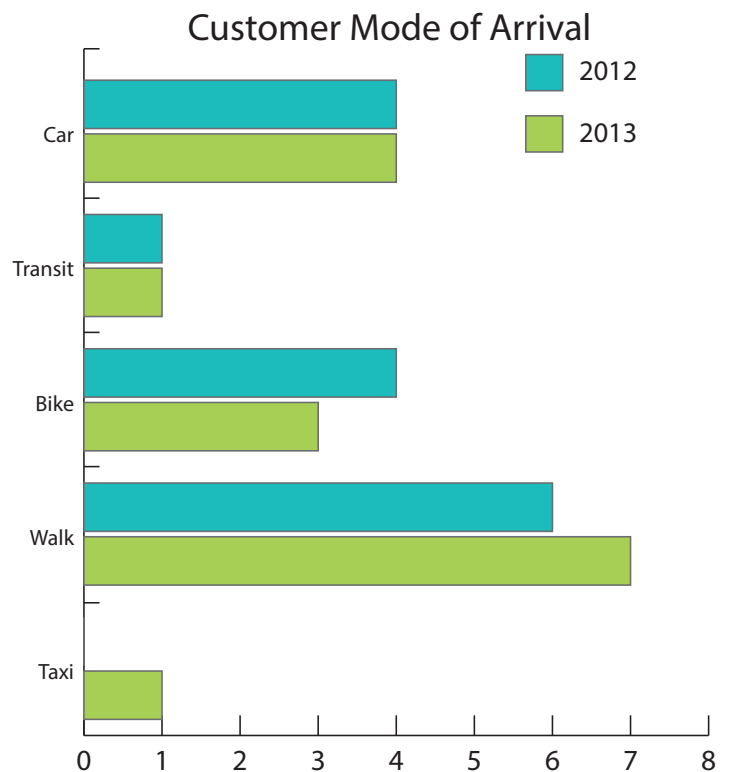


Figure 56: Business perception of customer mode of arrival

⁶In the City of Los Angeles, parklets are considered public space and therefore business owners cannot regulate access to the parklet.

Parking Loss and Transportation

To better understand parking demand from the perspective of merchants in the corridor, the questionnaire also asked about the parking options that area merchants give to their customers. When asked, “Where do you tell your customers to park?” The responses showed that only one business suggested street parking as the sole option to their customers. The types of answers and their frequency are listed in table 8.

Furthermore, when asked “What is your clientele’s primary mode(s) of arrival?” business operators believed that their clients use a variety of modes to arrive to their business, and walking was the most prominent response in both 2012 and 2013. In sum, the perceptions of business operators about the parklets on Spring Street are somewhat mixed. The direct effect of the parklets on the perceived foot traffic and sales is not clear. Overall, however, the businesses have positive outlooks for the upcoming year. While there are concerns regarding parking loss due to the parklet installations, many customers likely arrive by a mixture of modes, and there are many options for parking a car in the area.

| Locations | Frequency |
|---------------------|-----------|
| Anywhere | 1 |
| No one asks | 2 |
| Surface parking lot | 8 |
| Street parking | 6 |
| Garage / structure | 2 |
| Valet | 1 |

Table 8: Where businesses tell customers to park

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4. FINDINGS & RECOMMENDATIONS



Conclusion

This evaluation effort produced a wide variety of data about the changing nature of Spring Street and the recently installed parklets. This area of Spring Street is in an overall period of transition, and the parklet installation is one part of this evolution. The various streetscape improvements have been appreciated by community members. As some of those interviewed reflected:

“As a longtime resident of Spring Street, first at The Spring Towers, and currently at The El Dorado, I can hardly recognize the tree lined block as it looks today. When I moved down here in 2001, the streets were dark and the people scarce. Now, families, groups of residents, and the ubiquitous dogs fill Spring, from City Hall to The Fashion District, and it's just getting better every day.”

– *Josh Gray-Emmer, 11 year Spring Street Resident*

“Over the past few years, the community along Spring Street has become much more tightly woven. The ‘bump’ factor happens all the time now. If not daily, then at least several times a week, I will happen across not only people that I know but that occasional person that I forgot I even once knew! ... As a place that brings people together, Spring Street has become a thriving neighborhood spot and an attractive regional destination for other Angelenos seeking a brief reprieve in our little small-town urban oasis we like to call DTLA.”

– *Will Wright, AIA-LA Government and Public Affairs Director and Spring Street Resident*

“I moved to downtown in May 2008 and walk to work almost every day. When I first moved here, I felt as though Spring Street served mostly as a corridor for vehicles to travel south through downtown. In recent years, however, the sidewalks feel much more pedestrian-friendly. The parklets have enlivened local businesses; the bike lane has helped slow down traffic, and is a nice recreational option for residents. I enjoy my walk to work more and more every day. And, I'm excited to watch my neighborhood continue to grow and change. “

– *Nirupama Jayaraman, Spring Street Resident*

“Spring Street breathes with more life - like a European city with cafes, bars and coffee houses, decorative planters, and more hustle and bustle of residents and visitors using the sidewalks as a place to convene.”

– *Blair Besten, Executive Director, Historic Downtown Business Improvement District, Resident*

The two parklets add to the street ambience. The surveys showed that they are – first and foremost – a neighborhood amenity. The majority of the people in the parklets and on the street live in the area, and the highest rates of parklet use and pedestrian volumes are during weekend afternoons. The parklets provide an attractive amenity, inviting more people to sit, rest, and socialize on the block. Many eateries along this block continue to augment outside seating as well.

At the same time, some business operators harbor certain concerns regarding the parklets, with the most prominent one being the loss of street parking. Indeed, some businesses would not want a parklet directly in front of their establishments for this reason. Nevertheless, this study found that while the Spring Street parklets did remove four curb-side parking spaces, there was no relative change in parking occupancy on the block after the loss of this parking. This may be due to the easy availability of parking in four surface lots within the study area and several parking structures nearby; and also because many people

arrive by walking, transit and bicycle, therefore reducing parking demand.

Another common concern is that parklets may attract more nuisance activities to the area. This was not found to be the case on Spring Street. While pedestrians' concerns concentrated mostly around pet waste, this was not found to be a real issue at the parklets themselves. Additionally, incidents of public drunkenness, panhandling or public sleeping were more present on the street than in the parklet. Smoking is not allowed at the parklet site, as indicated by signs. However, a number of people were observed smoking there. In general, this study did not find any overall increase in nuisance behavior on Spring Street from 2012 to 2013.

The quality of maintenance and the perception of safety in a public space can influence its use. The Spring Street parklets are perceived to be well-maintained and safe, and these feelings contribute to their appeal and use. At the same time, the fact that the parklets are so new also means that they may have not yet reached their full occupancy potential.

Recommendations

As parklet installations emerge at other sites in the future, we would recommend the following strategies:

Select locations for parklets that complement parklet functions, and vice versa.

Pedestrians, parklet users, and business operators interviewed for this study emphasized the importance of locating parklets on streets that are already well-visited by pedestrians and cyclists.

Ensure consistent stewardship and maintenance.

A number of interviewees referred to the good quality of parklet materials. Maintenance and up-keep in the parklets is therefore important for their continued and increased use since their materials will age over time.

Enforce guidelines for use.

Parklet stewards – in this case adjacent businesses and the BID – should enforce the rules in the parklet. While smoking is not permitted, it appears to still occur with some frequency. This may be due to either a lack of knowledge from patrons or a lack of enforcement from others.

Expand parklet projects into other neighborhoods that want them.

These first parklets were part of Los Angeles' pilot efforts and no problems have occurred since their installation. Parklets create a community space and amenity from which the general public could benefit.

Tailor parklet design to the needs and tastes of their surrounding neighborhood.

The study found an over-representation of young, white, and male users in the Spring Street parklet. It is important that parklet initiatives emerge from diverse stakeholders, who develop design and programmatic elements that are appropriate to the local context.

Intersperse opportunities for physical activity at the parklets.

While only 20% of the people were found using the exercise equipment for physical activity, the easy availability of such equipment in the parklets may provide an incentive for more people to use them.

Include motivational signage in exercise areas.

Because active recreation parklets represent a new concept, it may be helpful to include motivational signage relating the benefits of physical activity and encouraging people to use the machines.

Continue to monitor and evaluate the parklets over time, identifying their positive as well as negative impacts.

This research was conducted only a short time after the parklet installation. It would be helpful to know how these data points change over time to better understand the changing nature of these innovations in the right-of-way and their impacts on pedestrian traffic, parking availability, neighborhood nuisances, business growth, and – above all – the social fabric of their neighborhoods.

In conclusion, parklets represent opportunities for neighborhoods wishing to reclaim redundant street space for social uses. Their low cost and temporary nature make them appealing to cities (Abad Ocubillo, 2012; Loukaitou-Sideris, Brozen, Callahan 2012). Parklet planning, design, and implementation are important in achieving neighborhood-appropriate and well-used spaces. They should be followed, however, by careful monitoring and post-occupancy evaluations, which can depict what works well and what needs to be changed.

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Volunteer Listing

We owe a great deal of gratitude to the many volunteers who collected the data represented throughout this report. We would like to thank the following individuals, and give a special appreciation to those volunteers who assisted in both 2012 and 2013, and who are denoted with an “*”

Robert Abugel
 Futha Al-Abdulrazzaq*
 Joshua Allen
 Esther Amaya*
 Alex Antonow
 Anna Apostolos*
 Phillip Armstrong
 Gary Benjamin
 India Brookover
 Stephanie Byrd
 Lauro Cons
 Nikki Diaz
 Katy Fagen
 Dima Galkin
 Melissa Garcia
 Mike Gendal
 Kari Huinker
 Cora Huang
 Chad Hymel
 Ryan Johnson
 Joshua ‘Levi’ Sarvinski
 Laurie Kahal
 Christopher Kotoyan
 Dierdre Lee
 Liu Jianing
 Liu Xinyu
 Maggie Lobl
 Cory Mac a’Ghobhainn

Ralph Marks
 Alissa Marquez
 Henry McCann
 Katherine McNenny
 Amalia Merino
 Vivian Ng
 Ashley Pacheco
 Amanda Pardo
 Nisha Patel
 Tulsi Patel
 Jana Perser
 Omar Pulido*
 Jeanette Pulnik
 Jennifer Renteria
 Sharla Russell
 Ashanti Smalls
 Adrian Yukio Suzuki
 Wang Lin
 Lac Vuong
 Andrew Wang
 Greg Wittman
 Kinson Wong
 Xie Yin
 Xu Tingting
 Jean Yang
 Meagan Yellott
 Ye Hua
 Eddi Zepeda

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APPENDICES



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SPRING STREET PARKLET EVALUATION: APPENDICES

Table 1 Comparison of Four Sites

| | Local | Ecopolis | Le Pain Quotidien | Bombay's and Fika (Pearl Street) |
|--------------------------------------|--|--|--|-------------------------------------|
| Facilities | | | | |
| Area | 16 ft. * 6 ft. | 25 ft. * 6 ft. | 60 ft. * 6 ft. | 84 ft. * 6 ft. |
| # of tables | 0 | 5 | 10 | 14 |
| # of chairs | 0 | 10 | 20 | 50 |
| # of benches | 4 | 0 | 0 | 0 |
| Maximum Capacity | 12 | 10 | 20 | 50 |
| Umbrellas | 1 | 2 | 2 | 0 |
| Users | | | | |
| Total Users | 96 | 38 | 92 | 1273 ^[1] |
| Observation Period | 8:00am-6:00pm | 11:00am-2:00pm | 11:40am-3:15pm | 9:00am-7:00pm |
| Avg. user per count | 4 | 4 | 11 | 19 |
| Avg. user per count (12pm to 2pm) | 5 | 4 | 11 | 43 |
| Gender | M 58 F 38 | M 18 F 20 | M 48 F 44 | M 805 F 468 |
| Age | >65: 3, <18: 2 | >65: 2 | >65: 2 | >65: 51; <18: 11 |
| Occupancy | | | | |
| Maximum Count | 11 | 12 | 18 | 61 |
| Maximum Occupancy | 92% | 120% | 90% | 122% |
| Average Occupancy | 33% | 40% | 55% | 38% |
| Turnover | 0.8 | 1.3 | 1.3 | NA |
| Peak Hours | 11:00am-12:30pm 3:00 pm-4:00pm | 1:00pm-3:00pm | 12:00pm-2:30pm | 12:00pm-2:30pm |
| Maximum Dwell Time | 111 minutes | 91 minutes | 57 minutes | NA |
| Average Dwell Time | 26 minutes | 28 minutes | 25 minutes | NA |
| Dwell Time Quartiles | | | | |
| 25% | 43 minutes | 35 minutes | 36 minutes | NA |
| 50% | 15 minutes | 24 minutes | 22 minutes | NA |
| 75% | 6 minutes | 12 minutes | 15 minutes | NA |
| Neighborhood | | | | |
| Land Use | Multi-family buildings; Mixed residential; Commercial buildings; | Multi-family buildings; 1-2 family buildings; Mixed-use units. | Commercial / Office buildings; Multi-family buildings; | Commercial / Office buildings; |
| Population | 6,071 | 3,537 | 2,024 | 731 |
| Median Income | \$63,275 | \$55,417 | \$80,953 ^[2] \$62,375 ^[3] | \$105,456 |

[1] This is the sum of 67 counts conducted at Bombay's and Fika: 1273. Sitting: 985, standing: 288

[2] Median Household Income of Census Tract 92 in Census 2000

[3] Median Household Income of Census Tract 90 in Census 2000



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Name: _____ Date: _____

Quad: **NW** **NE** **SW** **SE** Time: _____

1. What brings you to Spring Street today? *(check all that apply)*
 - I live here *(if yes, ask question #2)*
 - Passing through to somewhere else
 - Shopping
 - Exercise
 - I work here *(if yes, ask question #2)*
 - To Eat/Drink
 - Entertainment/Socializing
 - Other _____

2. Of the people you encounter on Spring Street what percentage do you know by name? _____

3. How did you arrive at Spring Street today? *(check all that apply, record order if possible)*
 - Foot Bike Bus Train Taxi
 - Car Scooter/Motorcycle Other _____

4. How long did it take you to get to this neighborhood (by all the modes used above)?
 - less than 5 minutes 5 – 15 minutes
 - 15 – 30 minutes more than 30 minutes

5. How many times have you visited this neighborhood in the last month?
 - choose one → once twice several times
 - choose one → daily weekly monthly

6. How much time do you spend here when you visit?
 - less than 10 min 30min – 1 hour
 - 10-30 min more than 1 Hour

7. How much money do you typically spend in the neighborhood when visiting? \$ _____

What is your perception of Spring Street in terms of:

8. LEVEL of HUMAN ACTIVITIES *(not cars or traffic)*
 Very Active 1 2 3 4 Very Inactive Don't know / No Opinion

9. VARIETY of HUMAN ACTIVITIES *(not cars or transit)*
 Lots of Variety 1 2 3 4 No Variety Don't know / No Opinion

10. SAFETY
 Very Safe 1 2 3 4 Very Unsafe Don't know / No Opinion

11. MAINTENANCE
 Well Maintained 1 2 3 4 Poorly Maintained Don't know / No Opinion



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Name: _____ Date: _____

Location: **N – SYRUP** **S – LA CAFE** Time: _____

1. What brings you to the parklet today? *(check all that apply)*
 - I live here *(if yes, ask question #2)*
 - I work here *(if yes, ask question #2)*
 - Passing through to somewhere else
 - To Eat/Drink
 - Shopping
 - Entertainment/Socializing
 - Exercise
 - Other _____

2. Of the people you encounter on Spring Street what percentage do you know by name? _____

3. How did you arrive at the parklet today? *(check all that apply, record order if possible)*
 - Foot
 - Bike
 - Bus
 - Train
 - Taxi
 - Car
 - Scooter/Motorcycle
 - Other _____

4. How long did it take you to get to the parklet (by all the modes used above)?
 - less than 5 minutes
 - 5 – 15 minutes
 - 15 – 30 minutes
 - more than 30 minutes

5. How many times have you visited this parklet in the last month?
 - choose one → once
 - twice
 - several times
 - choose one → daily
 - weekly
 - monthly

6. On average, how much time do you spend in this parklet when you visit?
 - less than 10 min
 - 30min – 1 hour
 - 10 - 30 min
 - more than 1 Hour

7. How much money do you typically spend in the neighborhood when visiting \$ _____

8. What is your favorite feature of the Parklet? _____

9. How often do you encounter a person you know by name or face in the parklet?
Very Often 1 2 3 4 Never

10. Have you ever made a new acquaintance or friend in the parklet? Yes No

What is your perception of the parklet in terms of:

11. PEOPLE PRESENT in the parklet *(are there people always visiting this parklet)*
Very Often 1 2 3 4 Never Don't know / No Opinion

12. VARIETY of HUMAN ACTIVITIES in the parklet
Lots of Variety 1 2 3 4 No Variety Don't know / No Opinion

SPRING STREET PARKLET EVALUATION



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13. SAFETY (*potential risk of bodily injury or harm*)
Very Safe 1 2 3 4 Very Unsafe Don't know / No Opinion

14. MAINTENANCE of the parklet (are things in good working order?)
Well Maintained 1 2 3 4 Poorly Maint'd Don't know / No Opinion

15. CLEANLINESS of the parklet (is the parklet free of dirt, dust, graffiti, trash, pet waste etc.)
Very Clean 1 2 3 4 Very Unclean Don't know / No Opinion

16. EASE OF SOCIALIZING / TALKING WITH OTHERS
Easy 1 2 3 4 Not Very Don't know / No Opinion

17. The amount of NOISE I experience in the parklet impacts my ability to enjoy the parklet
Agree 1 2 3 4 Disagree Don't know / No Opinion

18. The AIR QUALITY I experience in in the parklet is
Very Fine 1 2 3 4 Very Poor Don't know / No Opinion

19. Have you ever used one of the exercise bikes? Yes No

20. What year were you born? _____

21. Which best describes you?
 Male Female Transgendered No Answer/Prefer Not to Say

22. How would you describe your race / ethnicity?
choose one → Hispanic or Latino Non Hispanic or Latino
choose all that apply → White Black Asian
 Native Hawaiian or Pacific Islander Other

23. What major cross streets are nearest your home? _____ _____

24. What is your zipcode? _____

25. What neighborhood are we in now? _____

26. What are the boundaries of this neighborhood?

26. The parklet makes me feel: _____

26. [The user is eating food or drinking a beverage from an adjacent business] Yes No



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Contact Name: _____ Title: _____ Phone #: _____

Alternate Contact: _____ Title: _____ Phone #: _____

Business Name: _____ Date: _____

Address: _____ Business Hours: _____

Business Type: Restaurant Retail Office Other _____

What kinds of products and/or services does your business provide? _____

Which of the following best describes your business:

- Partnership Sole Proprietorship Non-Profit Cooperative
- Franchise Corporation Limited Liability Corporation

Store Space: Rent Own

What year did this establishment begin operating at this location? _____

LOCATION

A.1 What neighborhood is your business located in? _____

A.2 What are the boundaries of this neighborhood? _____

A.3 Why did you choose to locate your business in this neighborhood? _____

A.4 Since opening, have any other advantages arisen at this location?



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BUSINESS PROFILE

B.5 What kind of change do you expect in the following aspects of your business over the next 12 months?

increase no change decrease please explain

employees / staff

of customers

debt

revenue

profits

B.6 How many employees work in your business at this time? (excluding owners)
Full-time _____ Part-time _____ Total _____

B.7 What are your average daily gross sales on a
Weekday \$ _____ Weekend Day \$ _____

B.9 Which of the following best describes your annual gross sales?
 less than \$49,999 \$50,000 - \$99,999 \$100,000 - \$299,999
 \$300,000-\$499,999 \$500,000 - \$1,000,000 more than
\$1,000,000

B.10 Where does delivery / pickup of supplies / products take place?
 Curbside Loading Zone 9/23 Alley / Sidestreet 4/23
 Anywhere in the street that works at that time 6/23



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CLIENTELE

- C.11 Where do you tell your customers to park? _____
- C.12 What is your clientele's primary mode(s) of arrival (check all that apply)
 Foot Bike Bus Train Taxi
 Car Scooter/Motorcycle Other _____
- C.13 Clientele Length of Occupancy in establishment (Average):
 less than 10 min 30min – 1 hour
 10-30 min more than 1 Hour
- C.14 What percent of your clients are 'Return Customers'? _____ %
 Locals / Residents _____ %
 Commuters / Non-Residents _____ %
- C.15 How much does a typical client spend in your establishment during peak hours? \$ _____

PARKLET IMPACTS

- D.1 Would you recommend a parklet to merchants in other districts?
- D.2 Would you be interested placing a parklet in front of your business? Yes No
- D.3 In the last month, the parklets have caused:**
- D.4 Foot Traffic
 Increase 1 2 3 4 5 Decrease
- D.5 Sales / business volume for *my business*
 Increase 1 2 3 4 5 Decrease
- D.6 Sales / business volume for the *area*
 Increase 1 2 3 4 5 Decrease
- D.7 Other:



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What is your perception of the parklet in terms of:

D.8 PEOPLE PRESENT in the parklet (*are there people always visiting this parklet*)
 Very Often 1 2 3 4 Never
 Don't know / No Opinion

D.9 VARIETY of HUMAN ACTIVITIES in the parklet
 Lots of Variety 1 2 3 4 No Variety
 Don't know / No Opinion

D.10 SAFETY (*potential risk of bodily injury or harm*)
 Very Safe 1 2 3 4 Very Unsafe
 Don't know / No Opinion

D.11 MAINTENANCE of the parklet (are things in good working order?)
 Well Maintained 1 2 3 4 Poorly Maintained
 Don't know / No Opinion

D.12 CLEANLINESS of the parklet (is the parklet free of dirt, dust, graffiti, trash, pet waste etc.)
 Very Clean 1 2 3 4 Very Unclean
 Don't know / No Opinion

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