people watching

on

The Porch

at 30th Street Station

LESSONS FROM A SUMMER OF DATA COLLECTION ON PHILADELPHIA'S LARGEST STOOP

university city district

_INTERFACE STUDIO

a brief history of how THE PORCH came to be

south of 30th Street Station

there was an UNDERUTILIZED PARKING AREA,

between [UNIVERSITY CITY] and [CENTER CITY]

right at the **front door** to the city

university city district

clean & safe
marketing
commercial vitality
destination events
business partnerships
in 2.4 square mile-area
of University City

spotted an **opportunity**
[PennDOT's rehabilitation of six bridges adjacent to the station]

so **PennDOT** laid the foundation [55' x 500']
and **UCD** layered on top, creating **MASSIVE** improvements with **MODEST** investments [$275k]

INVENTING a public space, INCREMENTALLY

THE PORCH: a gateway to the city...

CHICAGO

BOSTON
PROVIDENCE

NEW YORK CITY
PHILADELPHIA

BALTIMORE
WASHINGTON

AMTRAK

ATLANTA

CHARLESTON

SAVANNAH

NEW ORLEANS

ORLANDO

MIAMI

MORE THAN

3,787,000 passengers / year
10,375 passengers / day

THE PORCH: *a gateway to the city...*

NJ TRANSIT

SEPTA

AMTRAK

1,431

10,375

25,408

MORE THAN
37,000 passengers / day

The Porch at 30th Street Station

PORCH
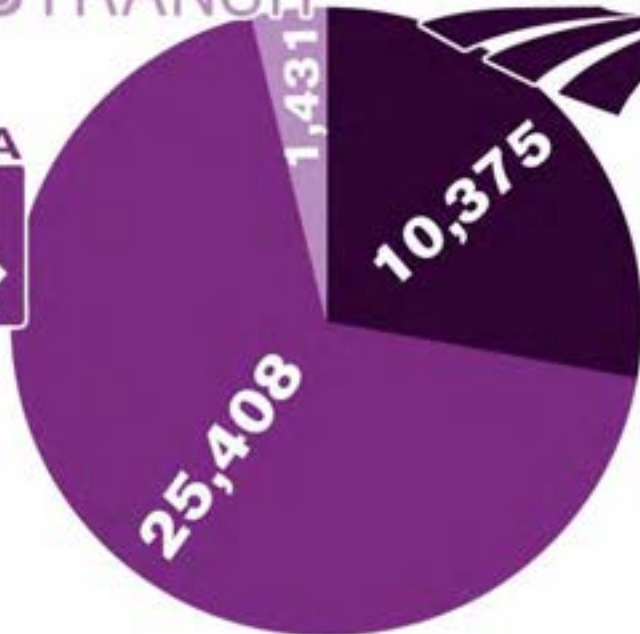
serving

EMPLOYMENT BY BLOCK

2,927

Schuylkill River

1/4 mile

30th Street Station
1,960

1,002

295

1,333

2,845

214

4,325

379

1,089

91

742

JFK BLVD

30TH ST

30TH ST

MARKET ST

CHESTNUT ST

WALNUT ST

24TH ST

23RD ST

22ND ST

76

10

18

17,000 employees
within a 5 minute walk and
850-2,500 pedestrians per hour

plus future populations...

1.87 million SF

1.67 million SF

1.34 million SF

1.19 million SF

1.6 million SF

30th Street Station

1/4 mile

JFK BLVD

MARKET ST

CHESTNUT ST

WALNUT ST

30TH ST

30TH ST

24TH ST

23RD ST

22ND ST

7.67 millon square feet proposed
by Drexel University & Brandywine Realty

featuring a few basic elements

UMBRELLAS

PEOPLE!

PLANTERS

for SHADE

MOVABLE TABLES + CHAIRS

and making additions, as necessary

TEMPORARY ART

ADDITIONAL PLANTERS

LOUNGERS

add a mix of programming

data collection

UCD Porch Ambassador + Planning Staff

OBSERVATION + QUESTIONNAIRES

stationary behavior mapping, pedestrian tracking, pedestrian counts, intercept surveys

6 MONTHS April – Sept 2012, 8AM – 6PM

Who is using The Porch? How old are they? How do people use the space? How are different behaviors distributed at The Porch? How many people spend time at The Porch? How many people pass through? Where do people spend time on The Porch? What type of furniture do people select? How does use compare to capacity? How do people get to and move through The Porch? Where are people coming from? What do people like about the recent improvements? What changes would they like to see? What are they eating? How long do people linger?

End

E. Total tables 3 / Occ. tables 4

D. Total tables 6 / Occ. tables 2

C. Total tables 9 / Occ. tables 3

B. Total tables 5 / Occ. tables 2

A. Total tables 6 / Occ. tables 2

J. Total tables ___ / Occ. tables ___

L. Total tables ___ / Occ. tables ___

H. Total tables ___ / Occ. tables ___

G. Total tables ___ / Occ. tables ___

F. Total tables ___ / Occ. tables ___

Data Sheet # __1__ Date: 6/26/12 Day: Tues Observer: Ry Start time: 12:30p

Approximate temperature: 73 Sun shining on entire Porch at start of count: Yes (No) ← No circled

Weather: Clear | Partly cloudy | (Mostly cloudy) ← circled | Overcast | Light rain | Heavy rain | Light snow | Heavy snow

Group#	User#	Male	Female	0-6	7-17	18-34	35-50	51-65	65+	Luggage?	Standing	Sitting	Chair	Bench	Lounger	Planter	Sun	Shade	Eating and/or drinking	Talking to other people	Reading or Writing	Smoking	Using cell phone or other electronics	Non-specific behavior	Taking pictures	Shopping from vendor	Canvassing, surveys, etc	Distributing advertising flyers or newspapers	Police on foot	UCD employee	Performer, vendor, or provider of other programmed activity	Reading informational sign	Active participation in programmed activity	Panhandling	Playing	Other
1	01	X				X				X		X	X				X		X																		
2	02	X					X					X	X				X		X				X														
3	03	X				X						X	X				X			X																	
3	04	X				X						X	X				X		X																		
4	05	X				X						X	X				X																				
4	06	X				X						X	X				X																				
4	07	X				X						X	X					X																			
4	08	X				X						X	X					X																			
5	09	X					X			X		X														X											
6	10	X				X						X	X				X																		X		
7	11		X			X						X	X				X	X																			
7	12		X			X						X	X				X	X																			
7	13		X			X						X	X				X	X																			
8	14	X				X						X	X	X			X																				
8	15	X				X						X	X	X			X																				
9	16	X				X						X	X				X	X																			
9	17	X				X						X	X				X	X																			
10	18	X				X						X	X				X							X													
11	19	X				X						X	X					X																			
12	20	X					X					X	X				X													X							
13	21	X					X					X	X				X			X																	
13	22	X					X					X	X				X			X																	
14	23	X					X					X	X				X													X							
15	24	X				X					X		X	X				X	X	X																	
16	25	X					X					X	X		X		X													X							

Seated at chairs inside Station: (East end) _____ (West end) _____ (Total) _____ End time: _____

Notes: _____

data collected

CONDITIONS
TIME + WEATHER

12:00

USERS
INDIVIDUAL or GROUP
SEX   AGE   TRAVELER

USERS
SHADE or SUN

USERS
SITTING or STANDING
CHAIR   BENCH   LOUNGER   PLANTER

CONDITIONS
TIME OF DAY
WEATHER

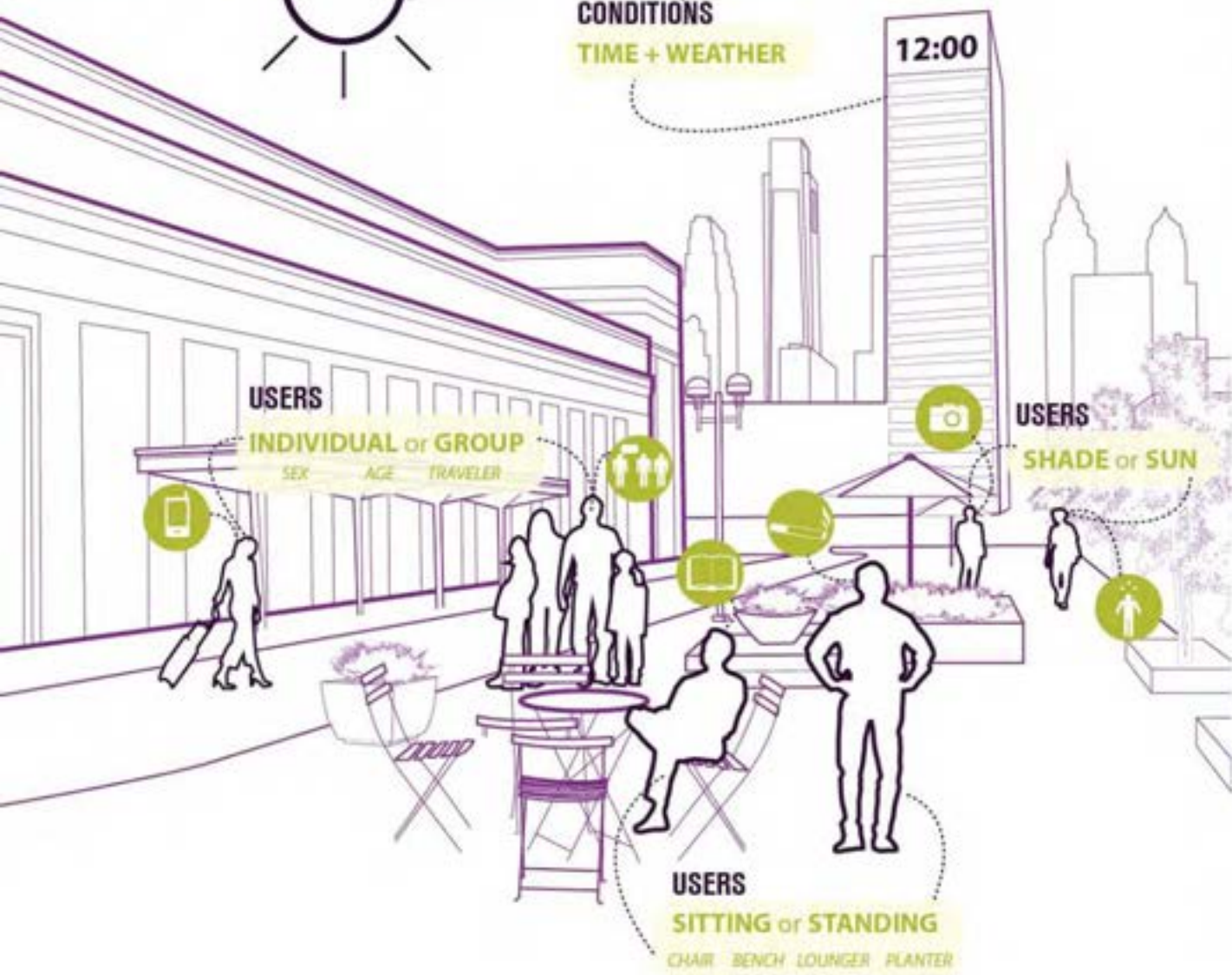## USERS
GROUP
INDIVIDUAL
STANDING – SITTING
SUN – SHADE

ACTIVITY
SPECIFIC

- EATING / DRINKING
- CHATTING
- READING / WRITING
- SMOKING
- USING CELL PHONE / ELECTRONICS
- TAKING PICTURES
- SURVEYING / CANVASSING / FLYERING
- PANHANDLING
- PLAYING
- READING INFO SIGN
- PARTICIPATING IN ACTIVITY
- SHOPPING AT VENDOR
- WORKING PERFORMER – VENDOR – POLICE – UCD

NON-SPECIFIC

- HANGING OUT

space over time at THE PORCH

10 rooms
10,231 visitors in **90 days**

30TH ST
EXIT

FOOD COURT
EXIT

"THE MEADOW"

29TH ST
EXIT

« UNIVERSITY CITY
30TH STREET

1 2 3 4 5 6 7 8 9 10

CENTER CITY »
29TH STREET
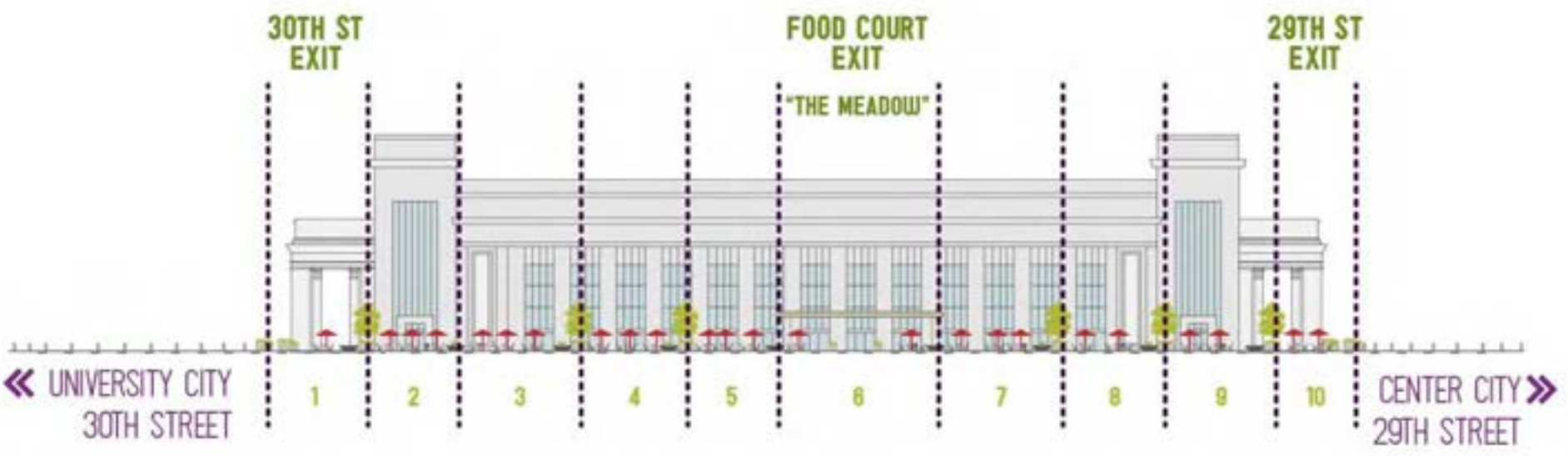
PEOPLE WATCHING ON THE PORCH
THE PEOPLE

what we LEARNED about the *population* of THE PORCH

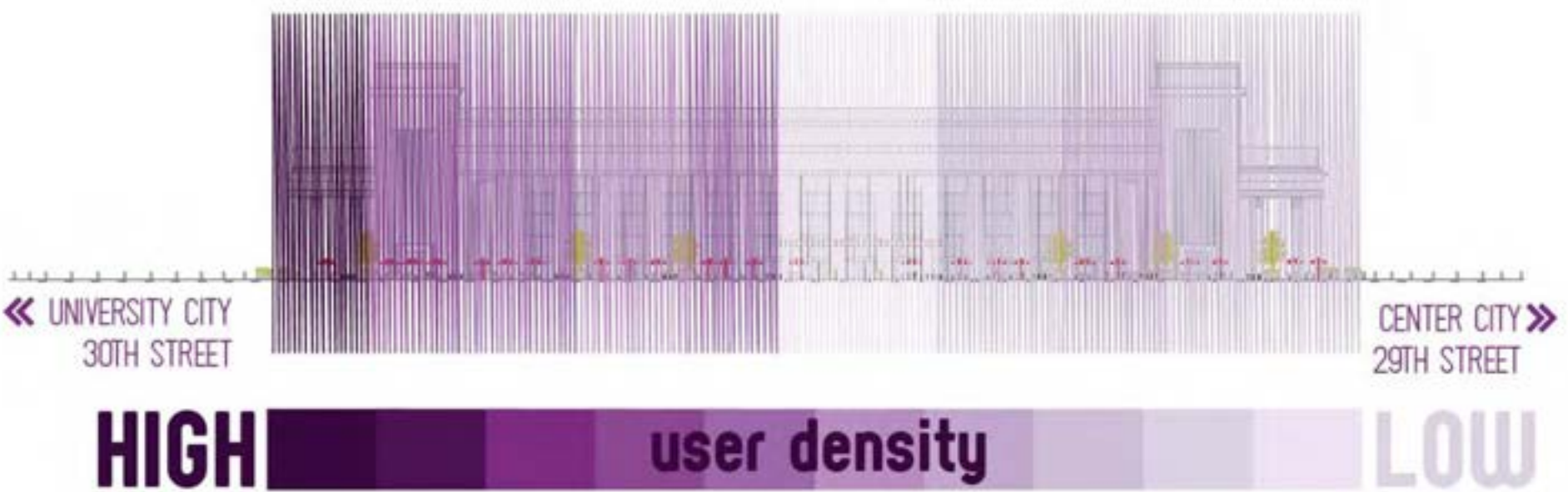**WOMEN** and **MEN** visited in almost equal numbers

49%   51%

what we **LEARNED** about the *population* of **THE PORCH**

. . . and the ways people **INHABIT THE SPACE**
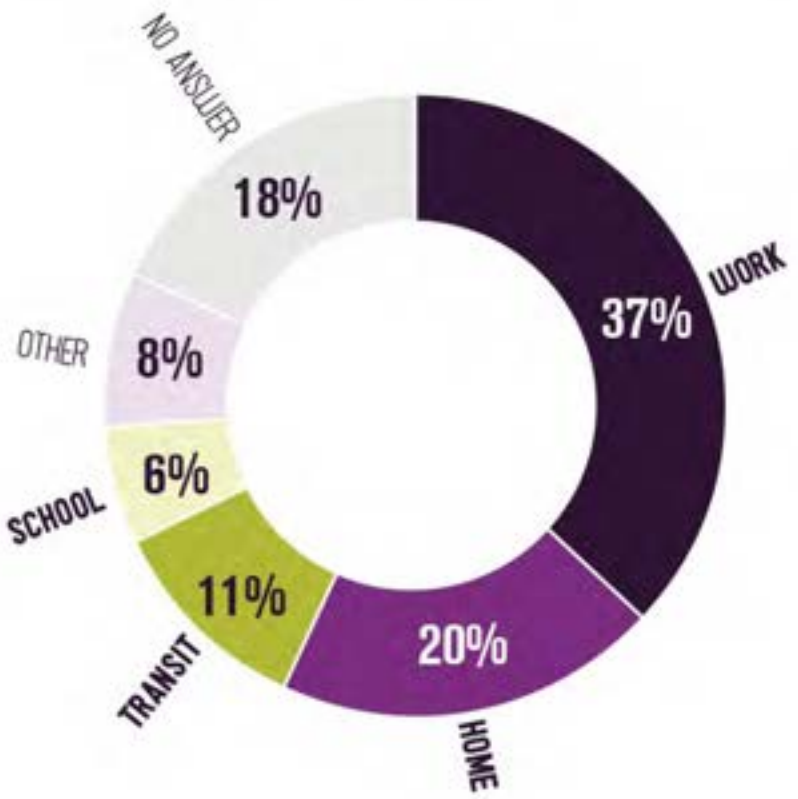
overall, visitors **FAVORED** the **WEST SIDE**

« UNIVERSITY CITY
30TH STREET

CENTER CITY »
29TH STREET

HIGH   user density   **LOW**

what we LEARNED about the *population* of THE PORCH

MOST visitors were LOCAL

SURVEY QUESTION:
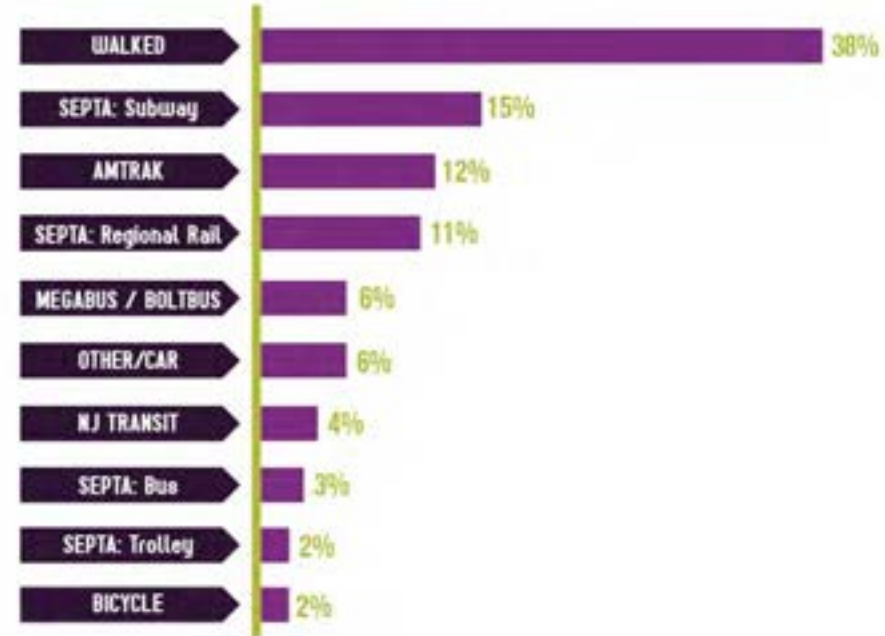WHERE WERE YOU COMING FROM ON YOUR WAY TO THE PORCH?

NO ANSWER 18%

WORK 37%

OTHER 8%

SCHOOL 6%

TRANSIT 11%

HOME 20%

what we **LEARNED** about the *population* of **THE PORCH**

AND:
HOW DID YOU GET TO THE PORCH?

Mode	Percentage
WALKED	38%
SEPTA: Subway	15%
AMTRAK	12%
SEPTA: Regional Rail	11%
MEGABUS / BOLTBUS	6%
OTHER/CAR	6%
NJ TRANSIT	4%
SEPTA: Bus	3%
SEPTA: Trolley	2%
BICYCLE	2%

PEOPLE WATCHING ON THE PORCH
PATTERNS OF BEHAVIOR

what we **LEARNED** about the *population* of **THE PORCH**

. . . and the ways people **INHABIT THE SPACE**

56% chose the **SHADE**

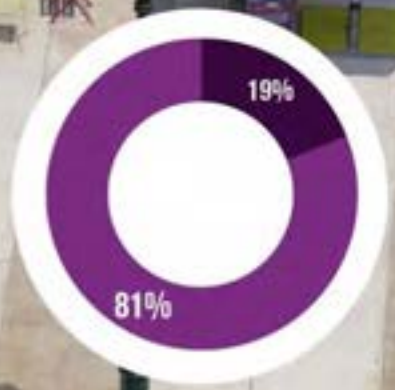42%
SUN

56%
SHADE

what we **LEARNED** about the *population* of **THE PORCH**

. . . and the ways people **INHABIT THE SPACE**

81% of people at **THE PORCH** chose to **SIT**
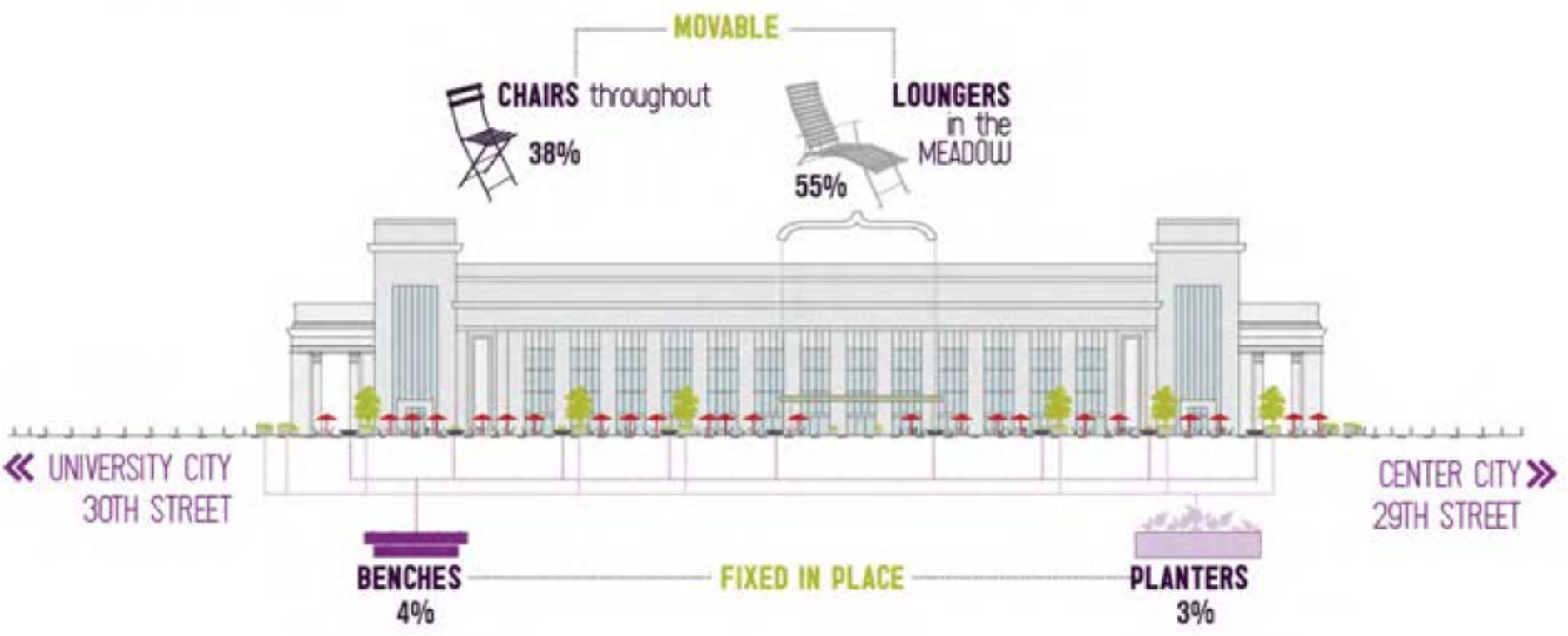
SITTING   19%   81%   STANDING

what we **LEARNED** about the *population* of **THE PORCH**

. . . and the ways people **INHABIT THE SPACE**

where they **SAT** depended on **FURNITURE**
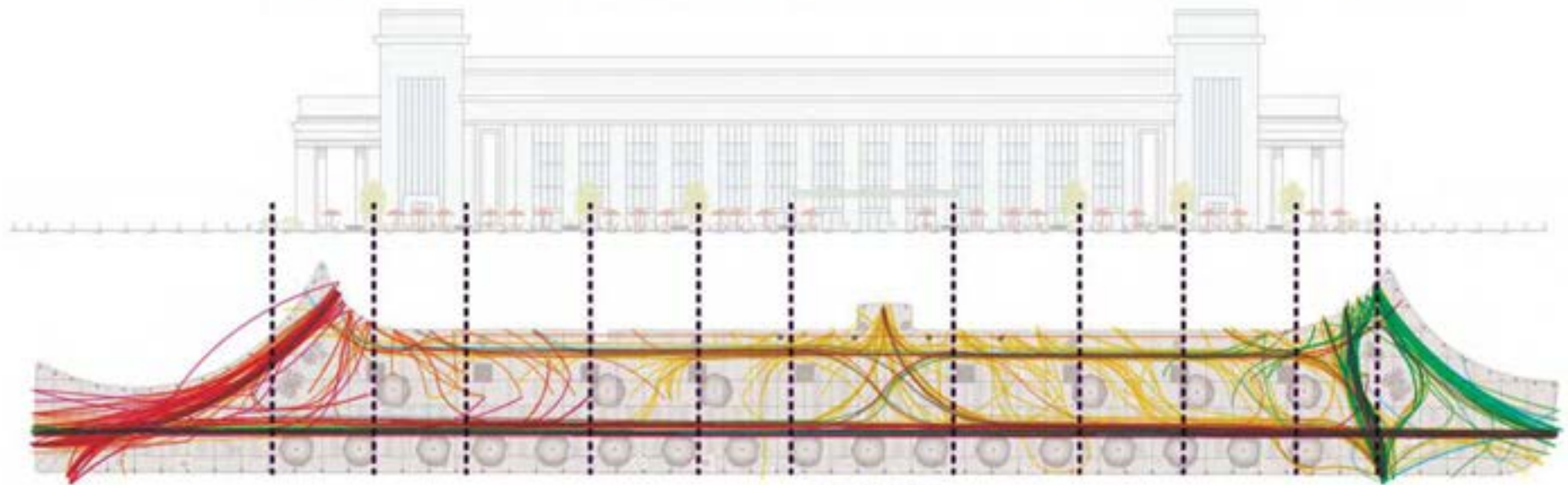normalized by seating capacity: people **LOVE** the **LOUNGERS**

MOVABLE

CHAIRS throughout
38%

LOUNGERS
in the
MEADOW
55%

« UNIVERSITY CITY
30TH STREET

CENTER CITY »
29TH STREET

BENCHES
4%

FIXED IN PLACE

PLANTERS
3%

THE PORCH WORKS as a social space

other **PLACE-SPECIFIC** behavior

« UNIVERSITY CITY
30TH STREET

CANVASSING/FLYERING

foot **TRAFFIC**

TAKING PICTURES

good **VIEWS**

CENTER CITY »
29TH STREET

THE PORCH WORKS as a *social space*

"THE MEADOW"

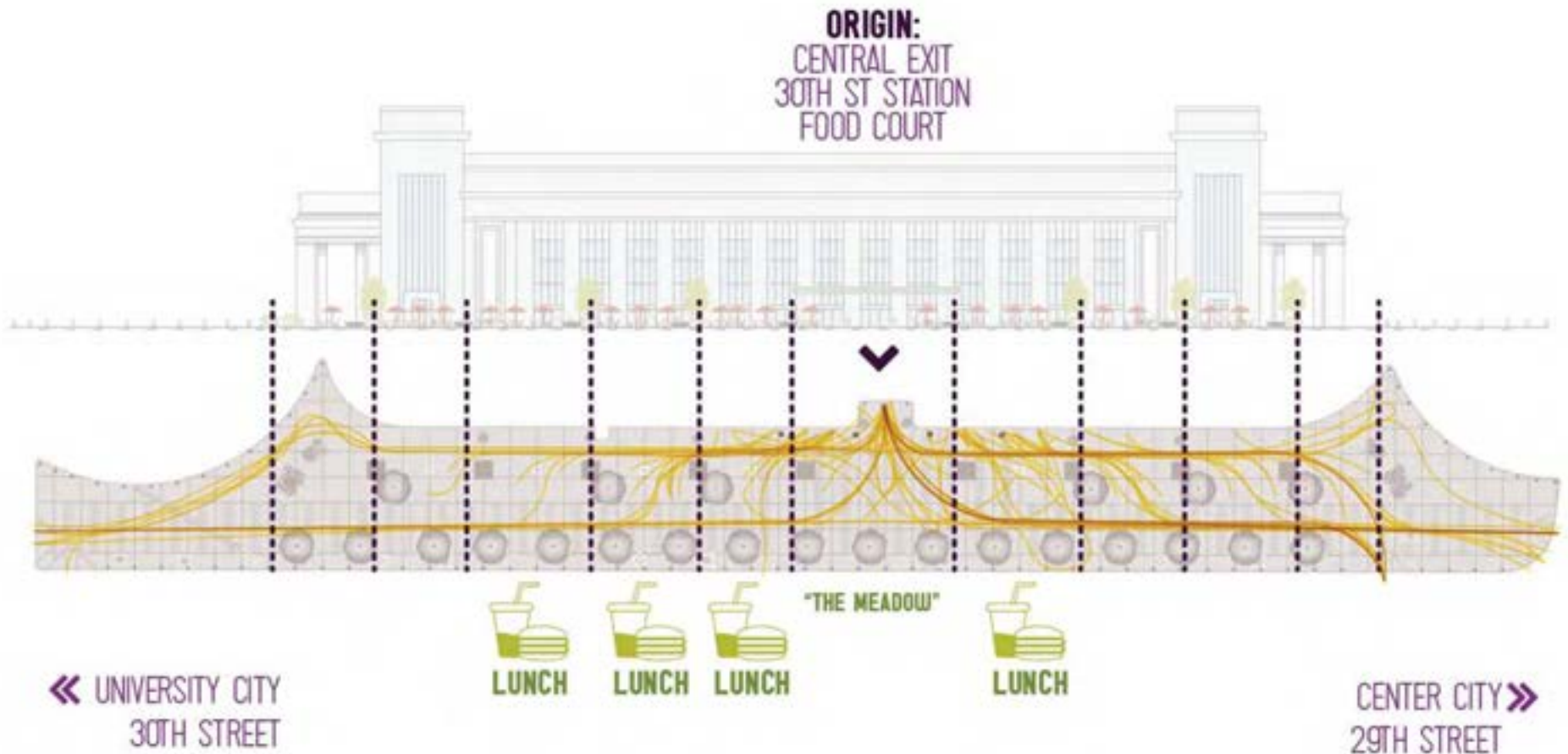<< UNIVERSITY CITY
30TH STREET

CENTER CITY >>
29TH STREET

THE **PORCH** WORKS as a *social space*

HUBS of activity are influenced by the **FLOW OF PEOPLE**...

ORIGIN:
CENTRAL EXIT
30TH ST STATION
FOOD COURT

"THE MEADOW"

LUNCH LUNCH LUNCH   LUNCH

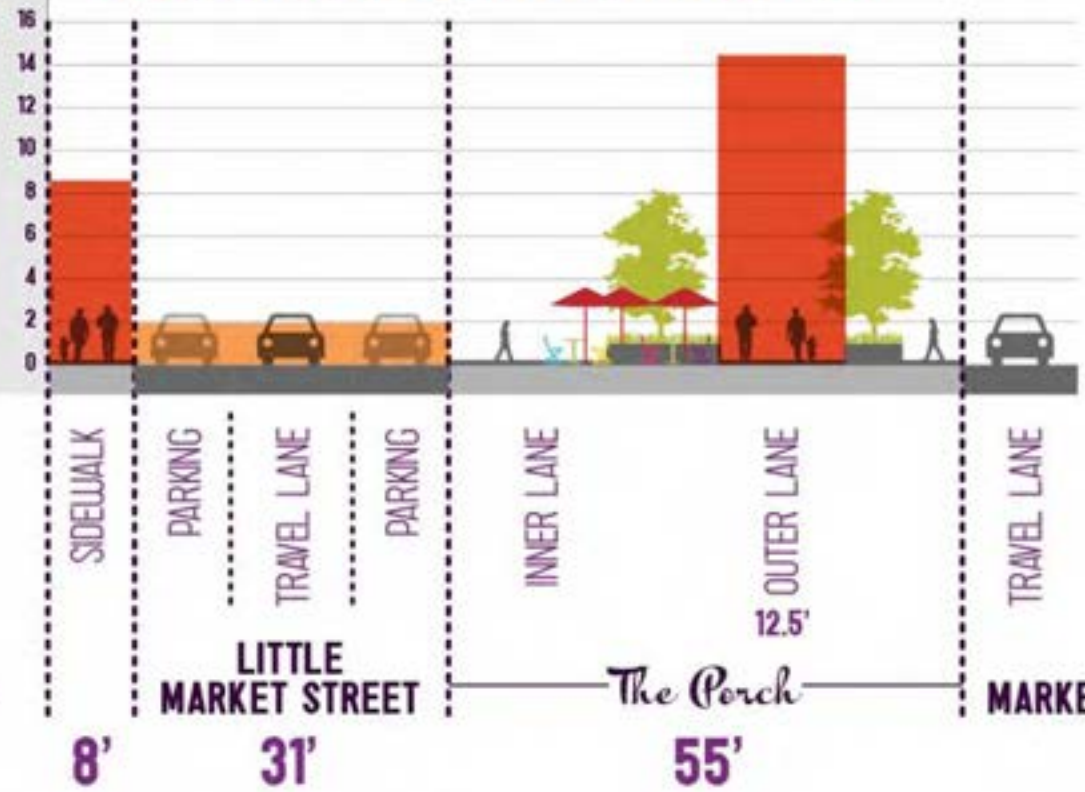« UNIVERSITY CITY
30TH STREET

CENTER CITY »
29TH STREET

THE PORCH WORKS as a *social space*

TRAFFIC is highest in THE PORCH'S **OUTER LANE**
LITTLE MARKET STREET is **UNDERUTILIZED**

PEDESTRIANS AND CARS PER LINEAR FOOT

I HOUR:

30th Street Station

SIDEWALK

PARKING | TRAVEL LANE | PARKING

INNER LANE

OUTER LANE
12.5'

TRAVEL LANE

LITTLE MARKET STREET

The Porch

MARKET STREET

8'   31'   55'

PEOPLE WATCHING ON THE PORCH
TEMPORAL VARIABLES

time of day GREATLY affects usage of THE PORCH

the CORNERS are HIGHWAYS at rush hour

30TH ST EXIT

29TH ST EXIT

9:15 AM

« UNIVERSITY CITY
30TH STREET ... AND MARKET-FRANKFORD 30TH STREET SEPTA STATION

CENTER CITY »
29TH STREET

time of day GREATLY affects usage of THE PORCH

the CORNERS are HIGHWAYS at rush hour (and LUNCH hour!)

30TH ST EXIT

29TH ST EXIT

12:15 PM

« UNIVERSITY CITY
30TH STREET ... AND MARKET-FRANKFORD 30TH STREET SEPTA STATION

CENTER CITY »
29TH STREET

time of day GREATLY affects usage of THE PORCH

the CORNERS are HIGHWAYS at rush hour

30TH ST EXIT

29TH ST EXIT

5:15 PM

« UNIVERSITY CITY
30TH STREET ... AND MARKET-FRANKFORD 30TH STREET SEPTA STATION

CENTER CITY »
29TH STREET

time of day

GREATLY affects usage of **THE PORCH**

visitors tend to **SPREAD OUT** among the tables
TABLES approach **FULL CAPACITY** at lunch
and **ROOMS** repopulate **AFTER WORK**...

30TH ST EXIT

29TH ST EXIT

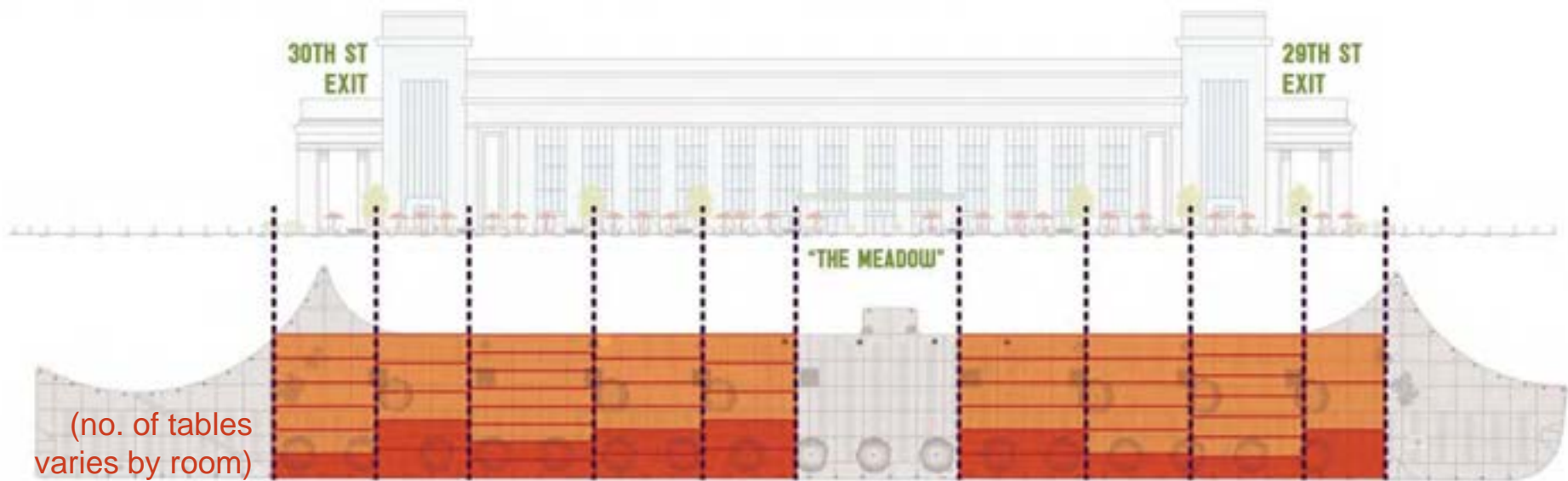"THE MEADOW"

(no. of tables varies by room)

TABLE OCCUPANCY on a **TYPICAL FRIDAY**
6:00 PM (sunny, 80°–85°)

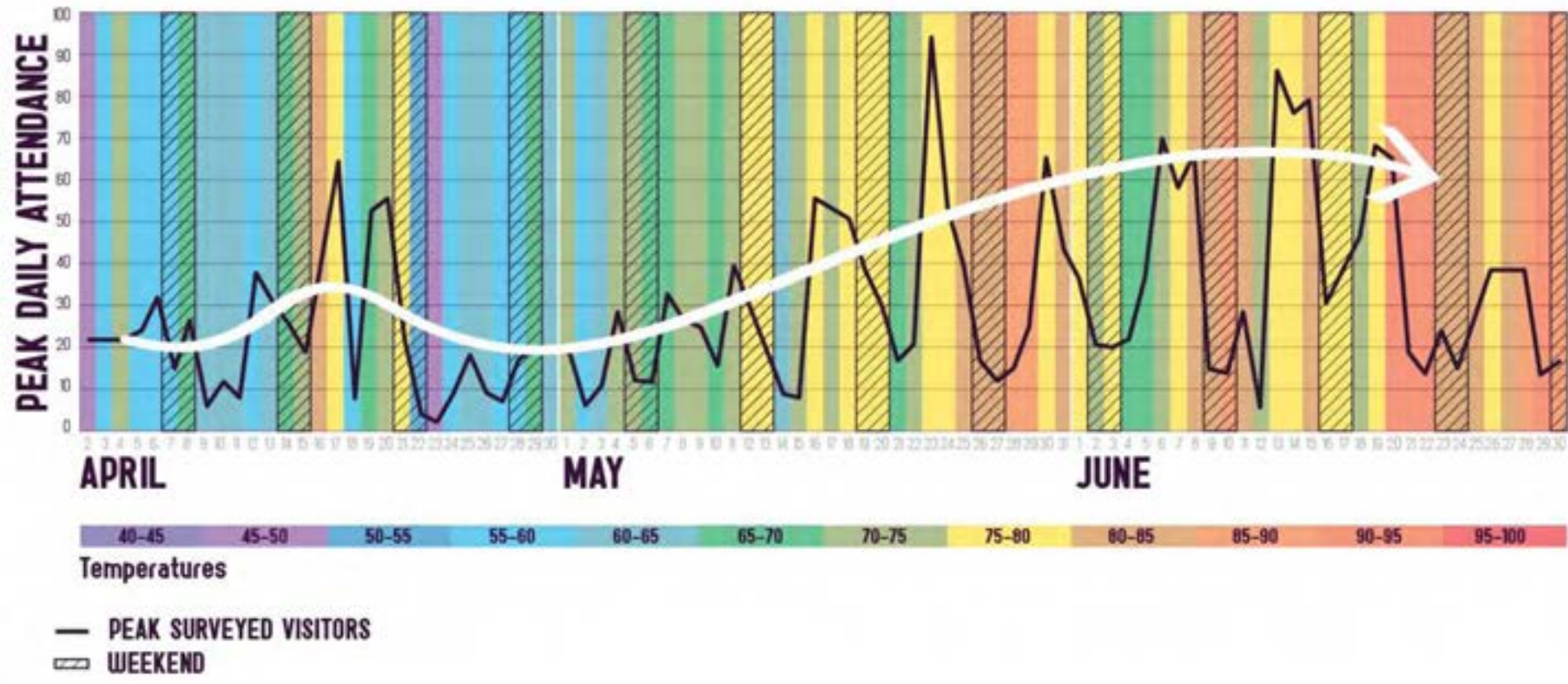« UNIVERSITY CITY 30TH STREET

CENTER CITY » 29TH STREET

... but THE **PORCH** feels **"FULL"**
even if there are many free tables and chairs

the weather GREATLY affects usage of THE PORCH

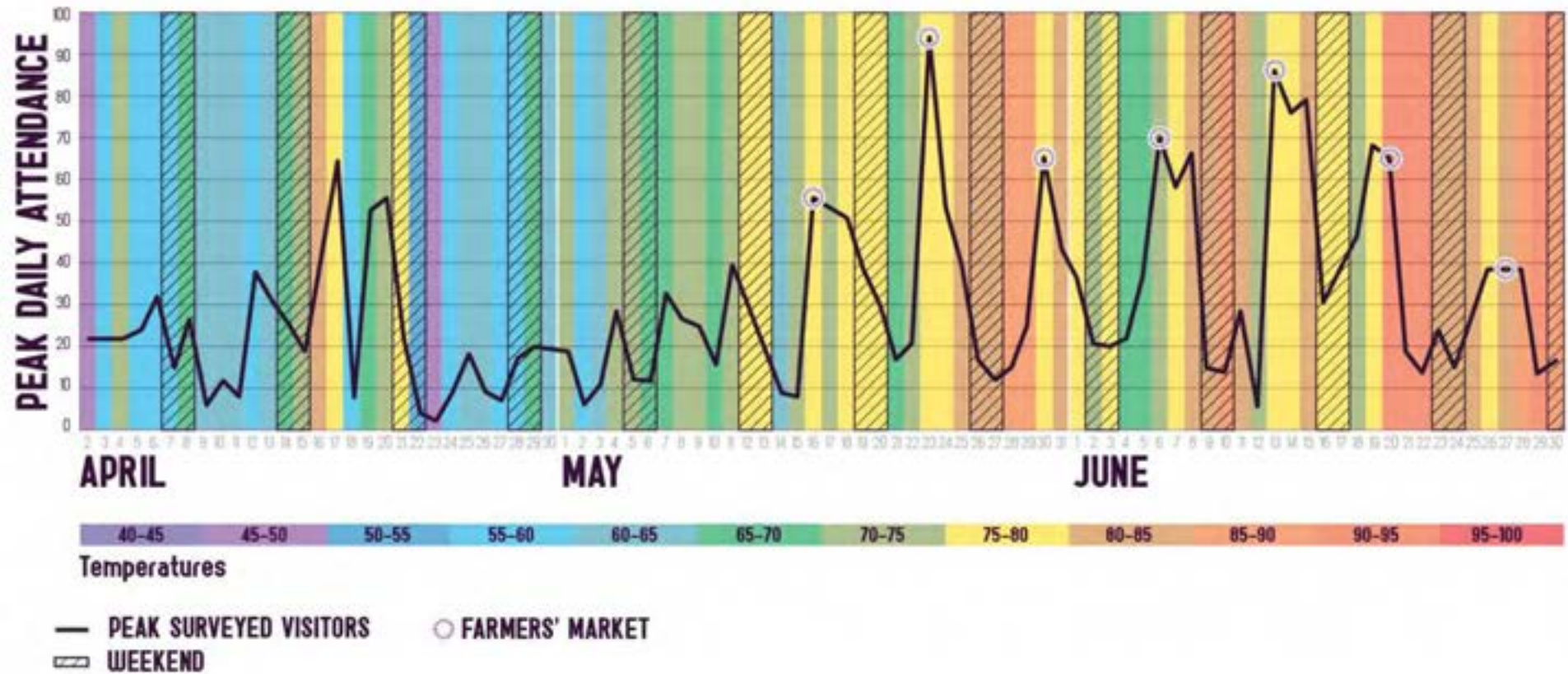## but **IN GENERAL**, THE PORCH grew in popularity & usage over the course of the summer

PEAK DAILY ATTENDANCE	

APRIL   **MAY**   **JUNE**

40-45	45-50	50-55	55-60	60-65	65-70	70-75	75-80	80-85	85-90	90-95	95-100

Temperatures

— PEAK SURVEYED VISITORS

▱ WEEKEND

PEOPLE WATCHING ON THE PORCH
THE POWER OF PROGRAMMING

program **ALSO** affects usage of **THE PORCH**

the **FARMERS' MARKET** was a huge success

on a **TYPICAL DAY** at ᴛʜᴇ**PORCH** LUNCHES COME FROM:

HOME: 19%

OTHER: 24%

30TH STREET: 57%

on a **FARMERS' MARKET DAY** at THE **PORCH** LUNCHES COME FROM:

TYPICAL DAY

HOME: 19%
OTHER: 24%
30TH STREET: 57%

OTHER: 7%
HOME: 10%
30TH: 18%
FOOD TRUCK: 52%
MARKET: 13%
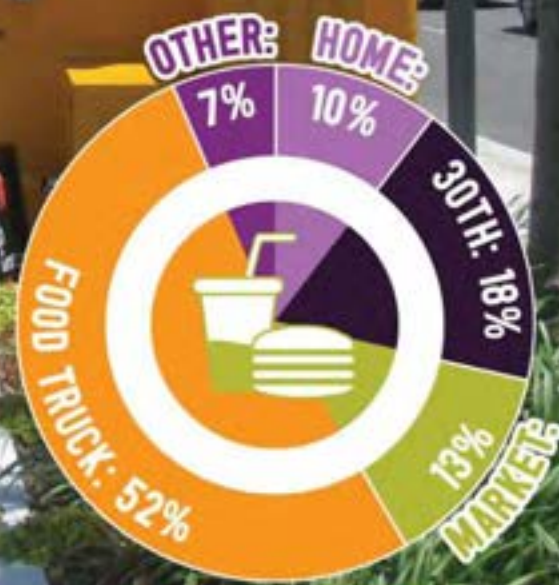
PEOPLE WATCHING ON THE PORCH
TAKING STOCK + NEXT STEPS
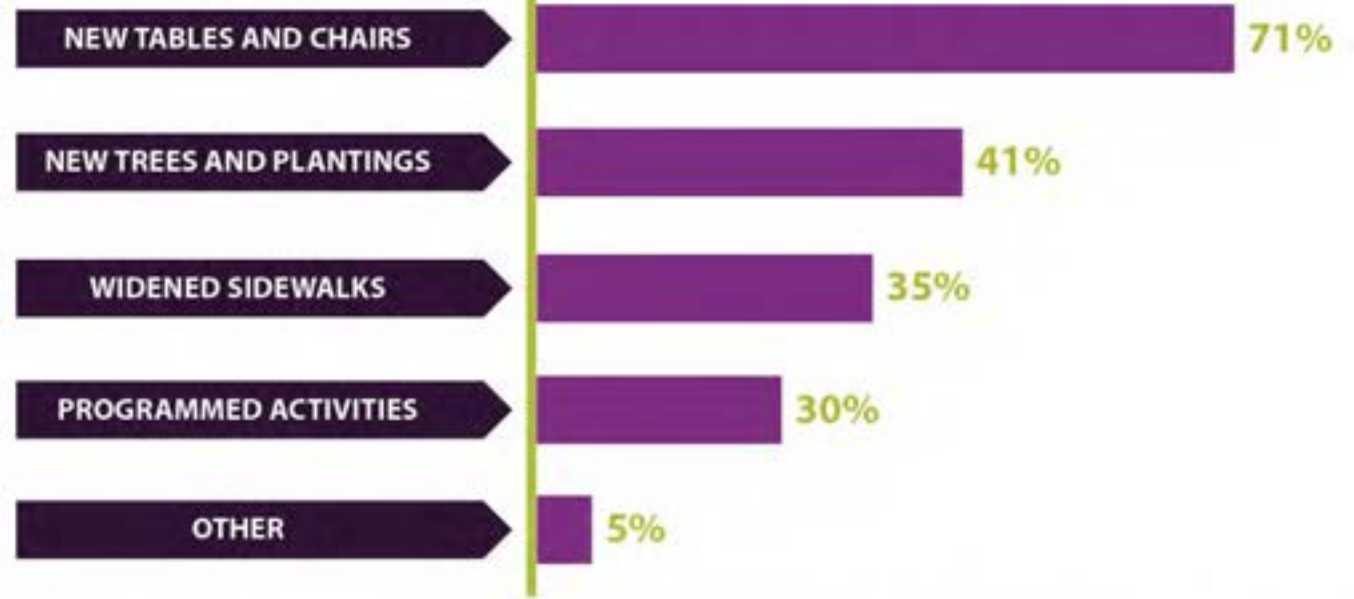
what we **HEARD** from the *visitors* of **THE PORCH**

so far, the response has been **VERY FAVORABLE**

SURVEY QUESTION:
WHICH RECENT IMPROVEMENTS AT THE PORCH ARE MOST IMPORTANT TO YOU?

physical improvements are the most popular

Improvement	Percent
NEW TABLES AND CHAIRS	71%
NEW TREES AND PLANTINGS	41%
WIDENED SIDEWALKS	35%
PROGRAMMED ACTIVITIES	30%
OTHER	5%

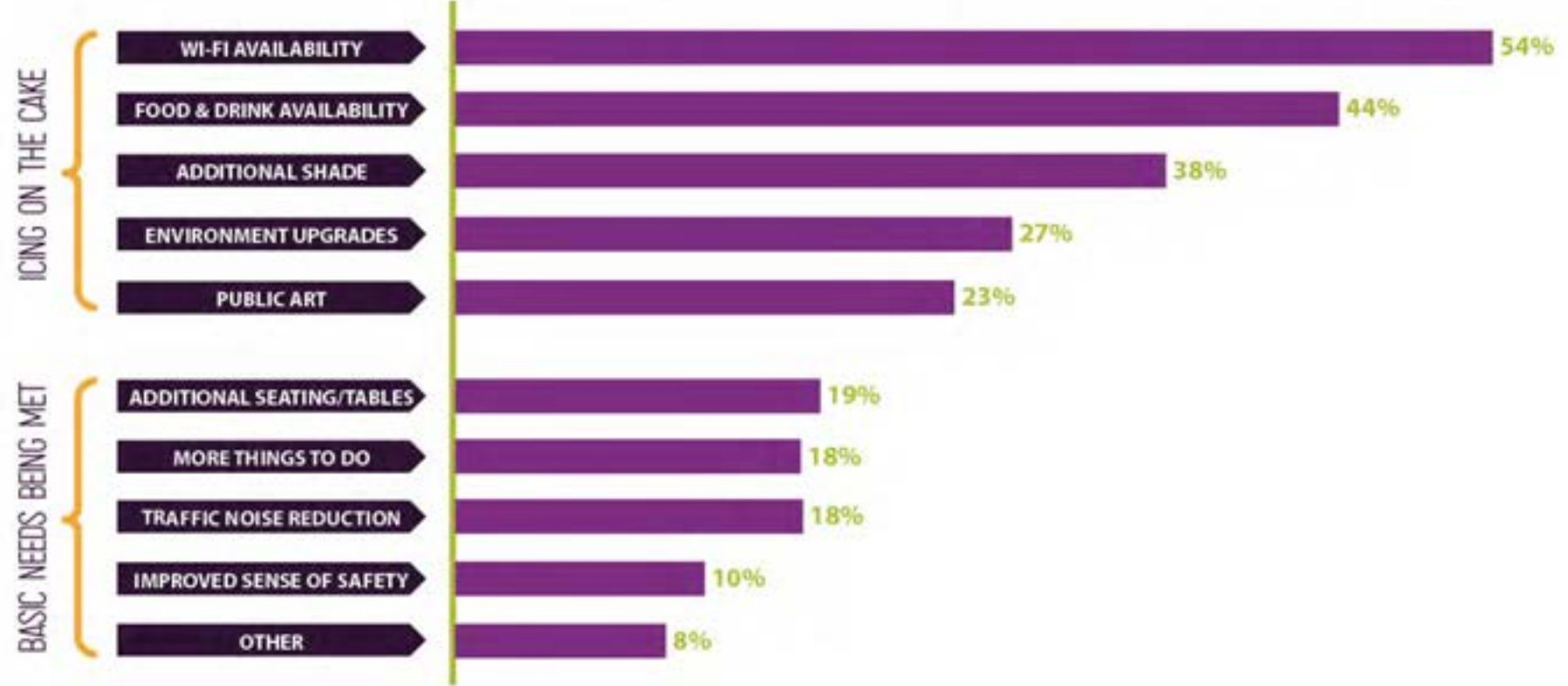**95%** of visitors said the **IMPROVEMENTS** make them **MORE LIKELY** to spend time at THE PORCH!

what we HEARD from the *visitors* of THE PORCH

but people have IDEAS for new improvements...

SURVEY QUESTION:
WHAT CHANGES WOULD MAKE YOU MORE LIKELY TO SPEND TIME AT THE PORCH?

ICING ON THE CAKE

Category	Percentage
WI-FI AVAILABILITY	54%
FOOD & DRINK AVAILABILITY	44%
ADDITIONAL SHADE	38%
ENVIRONMENT UPGRADES	27%
PUBLIC ART	23%

BASIC NEEDS BEING MET

Category	Percentage
ADDITIONAL SEATING/TABLES	19%
MORE THINGS TO DO	18%
TRAFFIC NOISE REDUCTION	18%
IMPROVED SENSE OF SAFETY	10%
OTHER	8%

thank you!

The Porch at 30th Street Station