

histories. To many people the design of these trails is urban design work; to others it is landscape architecture or even social planning. Much depends on the extent to which the trail integrates buildings and the space between them, and to what extent it is simply a path through a city's streets. Boston's Freedom Trail has had much attention to its design over the years; Ahmedabad's almost none.

### *Major references*

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- Hayden, Dolores (1995). *The Power of Place: Urban Landscapes as Public History*. Cambridge, MA: MIT Press.
- Rubenstein, Harvey M. (1992). *Pedestrian Malls, Streetscapes, and Urban Spaces*. New York: John Wiley.

## CASE STUDY

### **Oak Park Center Mall, Oak Park, Illinois, USA: a mall built and demolished (1967, 1989)**

City planners, architects and landscape architects promote the 'mall' of streets in many countries, as a mechanism to help marginal retail activity along them thrive. Retailers have collaborated because they were 'clutching at straws' in the hope of their businesses surviving. Sometimes they have been rewarded by the closures, sometimes not. Lake Street between Harlem Avenue and Forest Avenue in Oak Park, Illinois was closed to traffic and pedestrianized in the early 1970s. It has now been reopened to vehicular traffic.

In the mid-1960s Oak Park city planners followed a well-developed generic urban design solution of the era with the goal of renewing interest in Oak Park's downtown. The street became the Oak Park Center Mall. Joe Karr and Associates of Chicago were the landscape architects. Street furniture

was installed and 10-year-old oak trees were planted to create an attractive pedestrian-friendly retail area at a cost of \$1.5 million (see Figure 5.6a and b). Trees dominated the design as can still be seen on the one segment of the malled area, Marian Street, that remains. The design of the mall was much admired but by the late 1980s the total retail sales on the strip had declined and a number of stores had closed.

Retail sales along the mall peaked at \$50 million in 1972 but declined to \$26.5 million in 1987. The mall was blamed. Fairly? The major anchor stores – the Wiebolt, Lytton, Montgomery Ward and Marshall Field had left. The first three had planned to leave before the mall was built and the last mentioned had vehicular access so the mall could not be blamed for their demise. In 1988, Projects for Public Spaces (PPS)