

plaza is activated but not a very friendly environment for pedestrians. A space used exclusively as a parking lot is dead. Filled, not with people but with lifeless machines.

Moving-stationary refers to the extent to which the pedestrian activity in the place is primarily circulation and movement or staying put and doing things. A plaza can be full of motion with streams of people walking around and through the space. The place is kinetic, dynamic with the swirling energy of movement. Origins and destinations or just strolling for the joy of it. Or the place might be mainly activated by people engaged in stationary pursuits such as eating at outdoor cafes, sitting on benches, standing and talking, lying on the grass, or taking photos. Usually both stationary and moving activity are present, and we notice the extent of each and generally where each is happening. Aspects of movement elaborated on later in *Ambience* are speed, pace. Pedestrian circulation can be slow, smooth, even. At the pace of strolling and lingering. And it may be fast, darting, turbulent.

The native-tourist category helps us describe the plaza as a working space used by the local residents or a tourist destination, animated by out-of-towners. Many successful spaces accommodate both to some extent. The native-tourist distinction is particularly time-sensitive. Tourists may be noticeably present in the summer with the native population taking the place back in the fall, winter, spring. Or tourists might define plaza activity during the day, the locals in the evening.

Thematic-hybrid addresses the extent to which behaviors in the place are focused and organized around a central purpose or theme or are mixed and non-thematic. Thematic activity often results from a dominant function or building or can evolve as a town tradition. A plaza may be known for its shopping opportunities. Shopping can even be specialized as in high-fashion clothing, leather goods, jewelry, or antiques. Other themes frequently encountered include behaviors associated with restaurants, museums, churches, government, art galleries, and concert halls. Thematic action shaped by tradition is less determined by building types and functions and more by civic habit. A plaza might be where neighborhood children play, old men play board games, lovers stroll and cuddle on benches, residents come in the evening to share the day's gossip. Hybrid plaza activity is less pure in its constitution. There are several types of action happening together. These behavioral mixes can be mutually supportive as when they all contribute to the celebrative energy of the space. Or

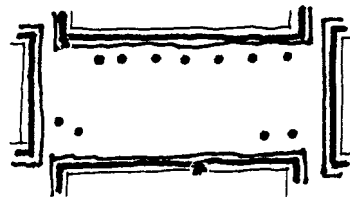
they may be strange, even contradictory companions such as prostitutes roaming a church plaza.

Second-level categories for sensing, naming, and appreciating public place activity deal with behavioral attributes that are not as immediately noticeable as those attributes in the first-level categories. We have to look more closely or conduct survey research to harvest second-level information. First-level noticing/naming categories involve bipolar scales for describing activity characteristics. Second-level categories are open menus for seeing and understanding urban space behavior. They are behavioral type and description, spatial distribution, timing, sensitivity to contextual conditions, and demographics.

We will explore each of these categories as they apply to pedestrian activity.

Behavioral type and description involve us in the particulars of what's happening in the space. While a first-level observation might be that a plaza is populated with cart vendors attracting tourists, second-level study could address how many there are, what they are selling, merchandise price and quality, or vendor selling techniques and behavior. We might be interested in specific aspects of vendor activity such as vendor aggressiveness, willingness to negotiate price, most popular merchandise, profitability, and economic impact on the community.

Spatial distribution looks at where the vendors have positioned themselves in the space. Do they move around or stay in one location? Is there an understanding among the vendors about territory? Are their sites assigned, or do they select them? What are considered the prime spots and why? How do their locations relate to plaza circulation, entries to buildings, sun and shade, visibility and exposure, prestige, setting attractiveness, convenience? Are there patterns created by vendor positions? In what ways do vendors relate to and use plaza elements and qualities to enhance sales?



Temporal considerations involve changes in plaza activity over various time periods. Does the number of vendors remain the same over the year, or does the number change with the seasons? Is there a turnover