

**DES-3353 Advanced Seminar in City Form  
The Future of Streets**

**BRATTLE STREET, CAMBRIDGE**

*ChengLong Zhao (MAUD 18')*  
*Kun Zhang (MARCH2 18')*  
*Yang Huang (MAUD 18')*

# BRATTLE STREET, CAMBRIDGE MA

ChengLong Zhao (MAUD 18')  
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## CONTEXT

Brattle street is one of the busiest street in the prestigious Harvard Square. The stretch of Brattle Street from Brattle Square to Fresh Pond is one of the most well-preserved and historic strips of Cambridge. It is the site of many buildings of historic interest.

Between 1805 and 1812, a decision was carried out to straighten the end of Brattle Street, where it joins Mount Auburn Street.” As a result, the Brattle Street of today is different from the original Watertown highway. As the 19th century lengthened, Brattle Street continued to attract wealthy families who built houses in the newest architectural styles. Nowadays, during the summer months, Harvard Square and Brattle Square are popular spaces for many street performers and buskers.



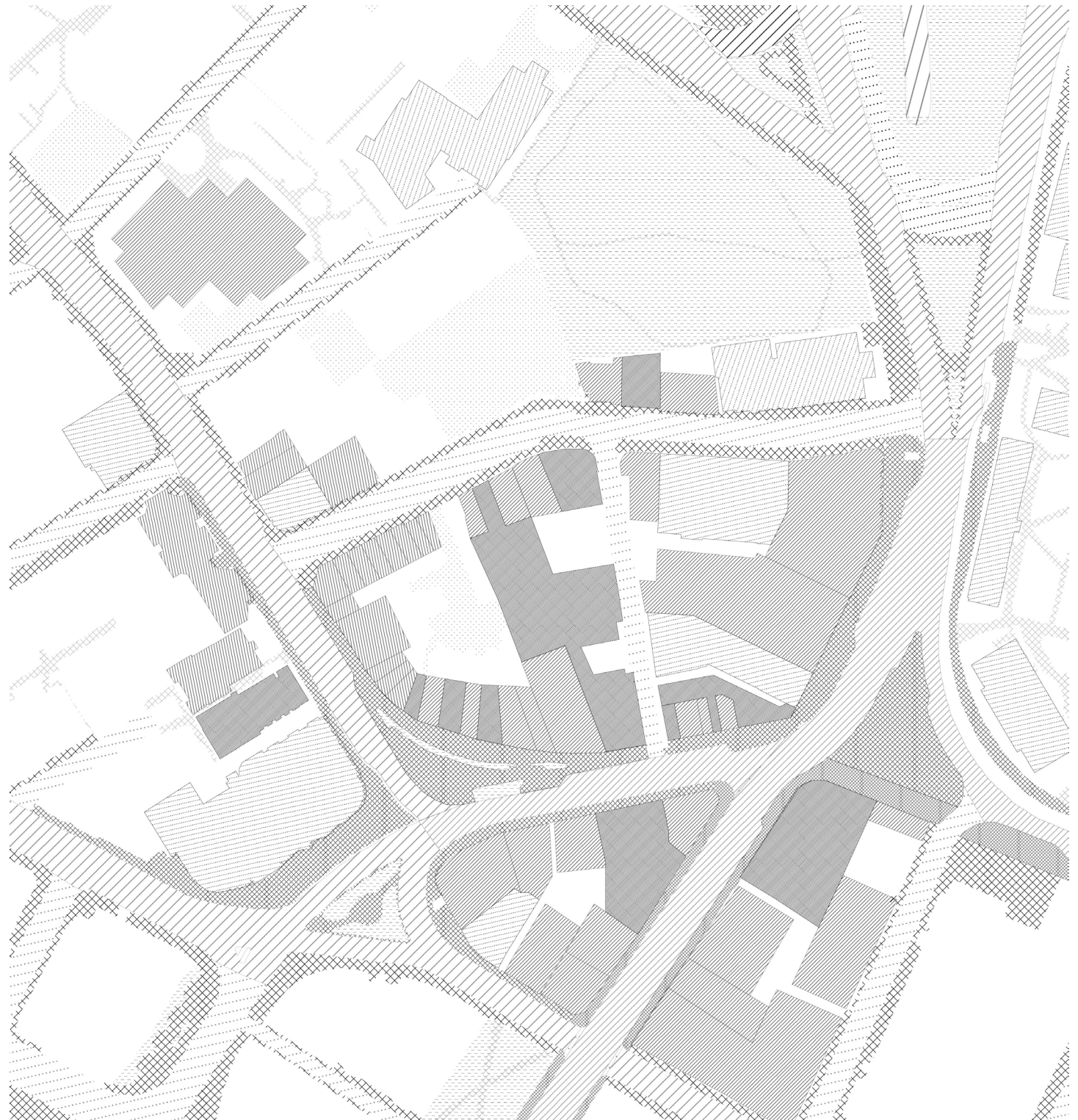


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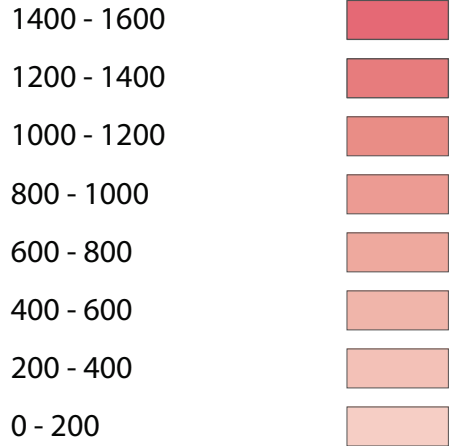
# STAN ANDERSON PLAN

- Heavily used road
- Mediate used road
- Little used road
- Heavily used sidewalk
- Mediate used sidewalk
- little used sidewalk
- Heavily used shop
- mediate used shop
- limited used space
- green space

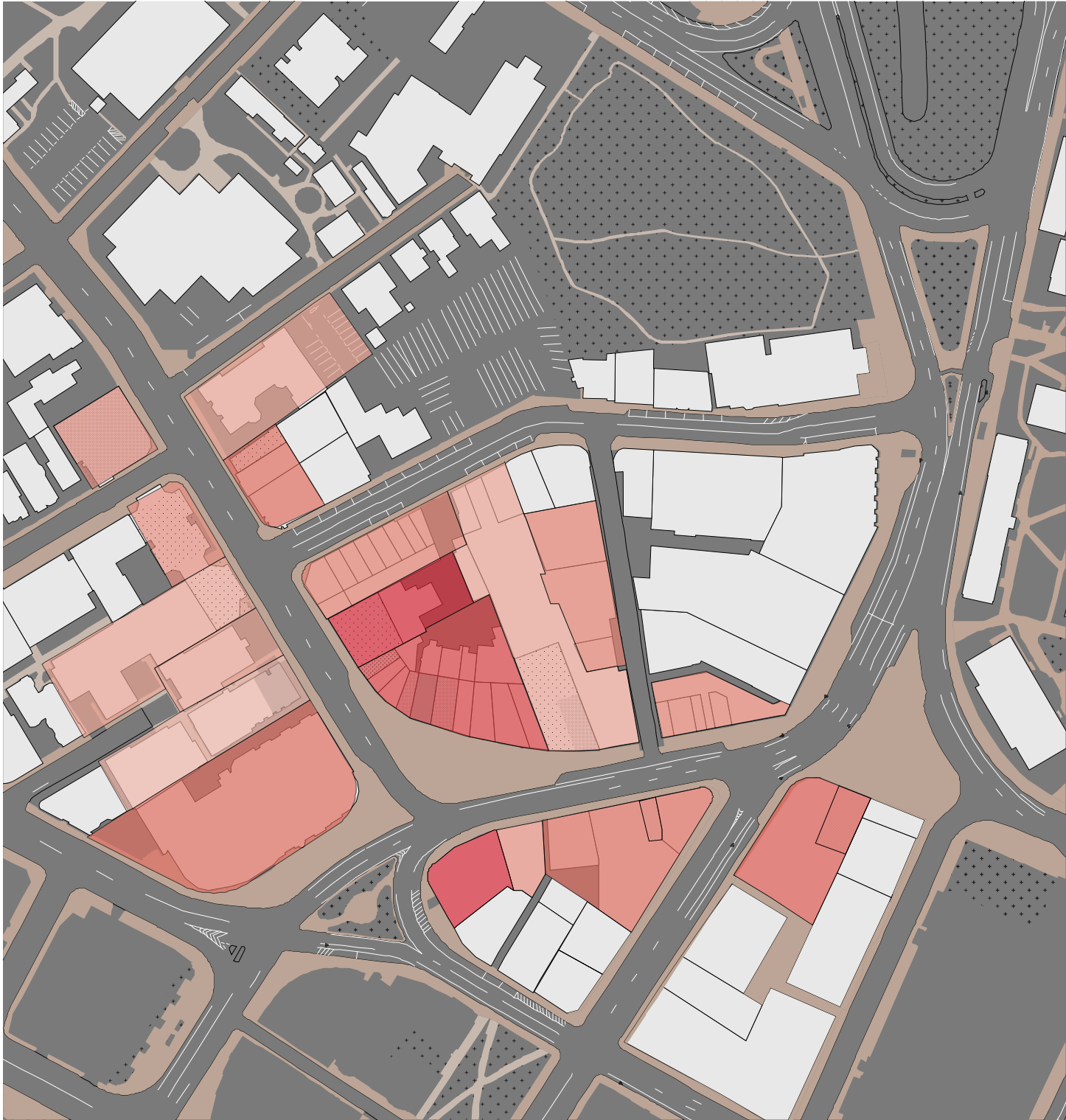
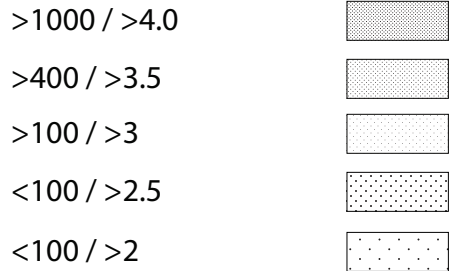


# LAND VALUE PLAN

## Value Per Square Footage



## Yelp Review Numbers / Rating



# EFFECT

- car
- people
- jaywalker
- passby
- store
- bike
- bike pass by
- car



## BRATTLE ST (2018/03/24)

12:02pm-12:07pm 12:23pm-12:28pm

People	105	112	109		1308
public space (stay, standing)	8	6	7	6.4%	84
pass by	52	45	49	45.0%	588
walking into stores	26	27	25	22.9%	300
walking in bike lanes	2	4	3	2.8%	36
jogging	2	0	1	0.9%	12
jaywalker	15	30	24	22.0%	288
	43	67	55	71.4%	660
Cars	23	20	22		264
pass by	16	13	14	18.2%	168
interact with pedestrian					
stop	3	1	2	2.6%	24
not	0	0	0		0
pick up/drop off	1	6	4	5.2%	48
parking	3	0	2	2.6%	24
	5	3	4	66.7%	48
Bikes	0	0	0	33.3%	0
use bike lane	0	0	0		0
not	0	0	0		0
Jaywalker	15	30	24		288
pass through (looking)	1	5	3	12.5%	36
pass through (without looking)	6	17	12	50.0%	144
on his/her phone	2	1	2	8.3%	24
go to the store	1	2	2	8.3%	24
parking and pass through	5	5	5	20.8%	60

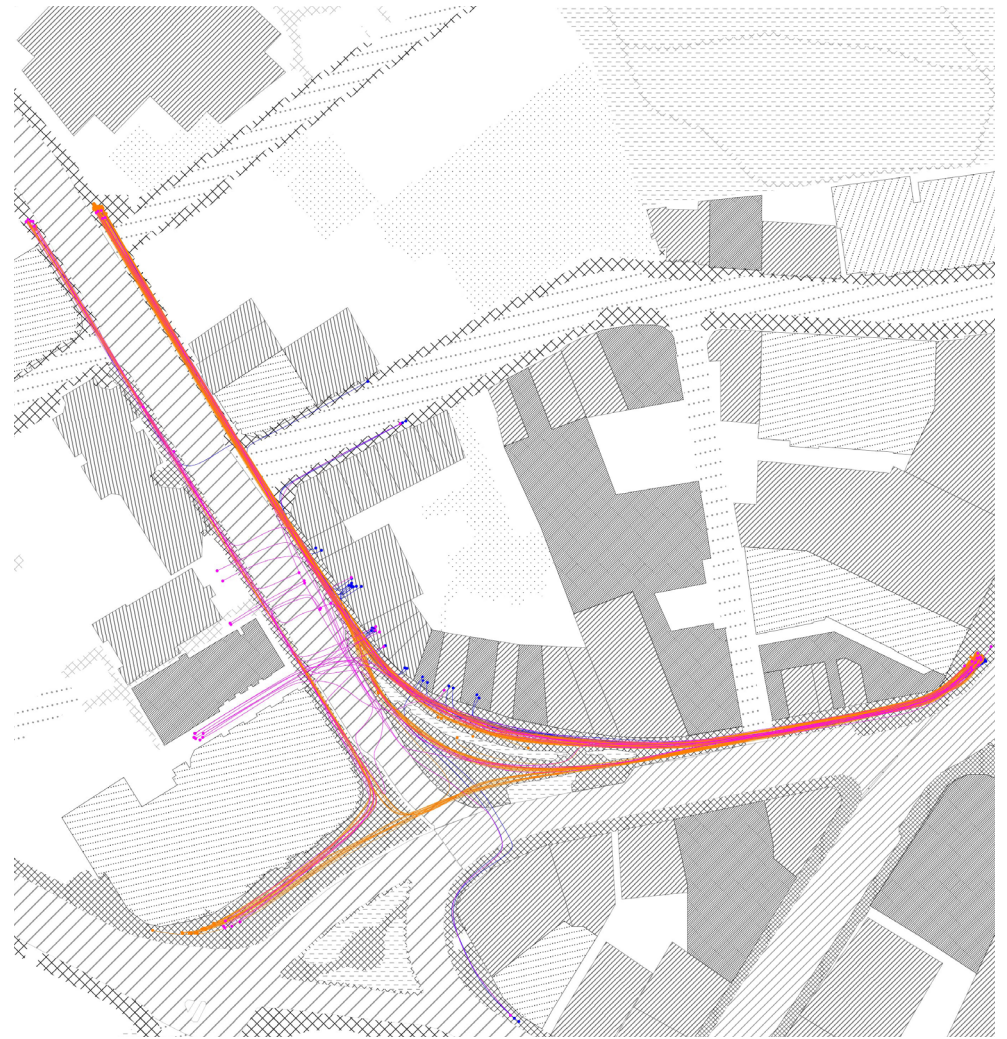
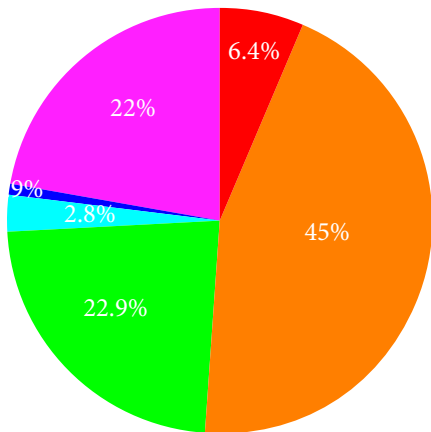




- store
- jaywalk
- pass by
- in bike lane
- in public space
- jogging

### PEOPLE 01

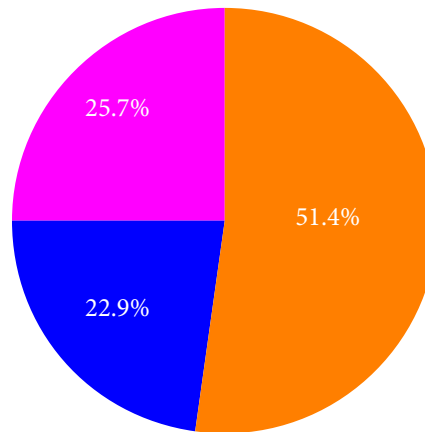
Showing movement of different type of people in the same drawing. Including Jaywalkers, pass by, walking into a shop, jogging, walking in bike land and staying in public space



- store
- pass by
- jaywalker

### PEOPLE 02

Only showing Jaywalkers, pass by and those who goes into the shop.

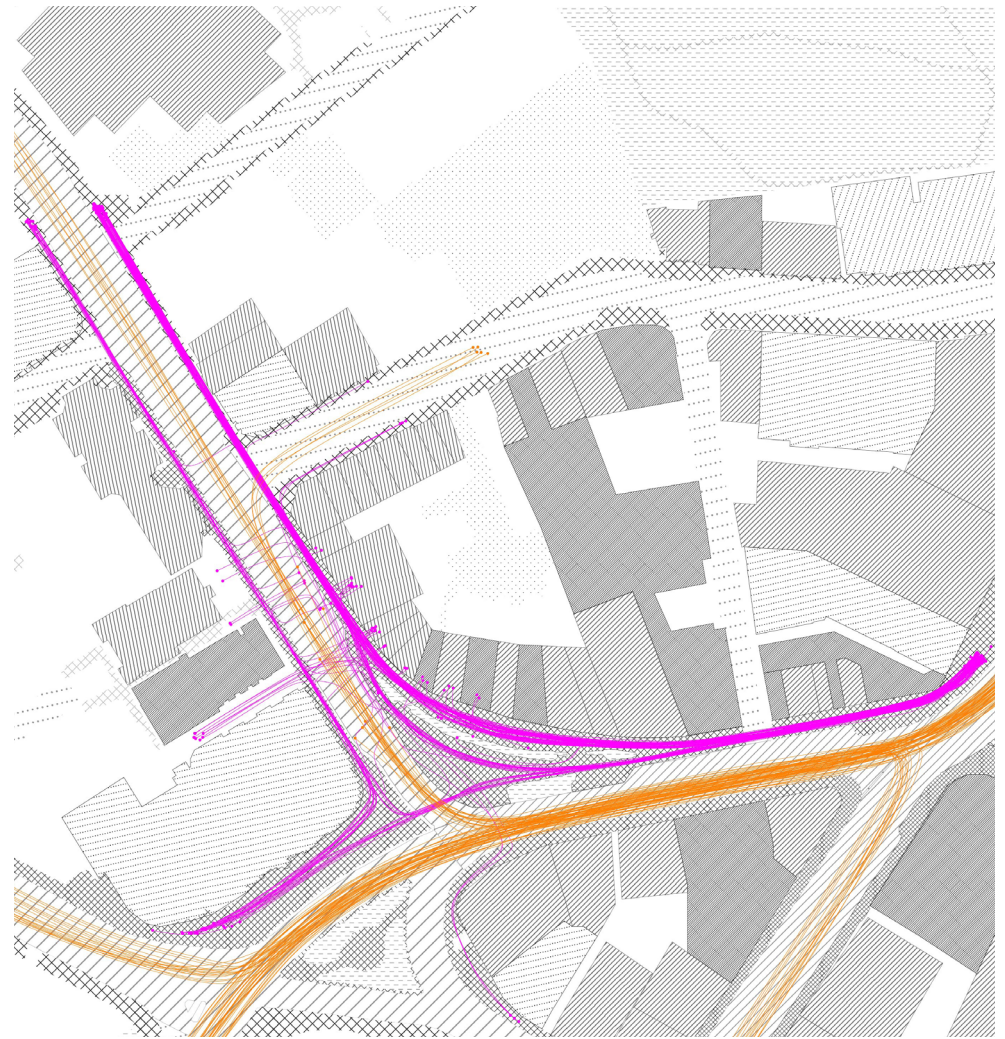
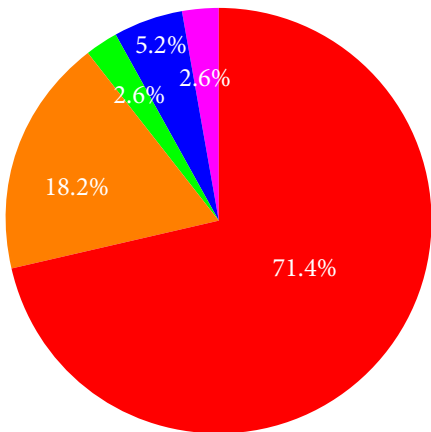




- parking
- pick up drop off
- stop
- pass through
- pass by

### CAR

Showing all kinds of car movements in the same drawing. Including parking, picking up and dropping off, interacting with people, passing by as well as entering.



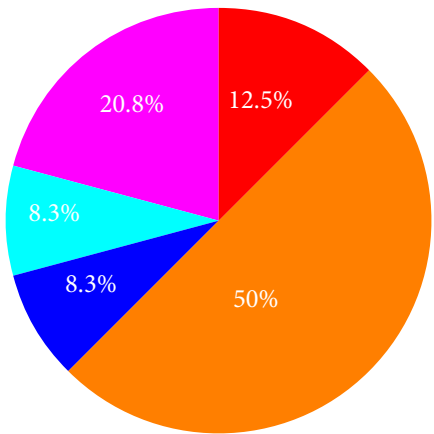
- car
- people

### PEOPLE & CAR

Showing the different trajectory between people and cars.



- dropping off
- go to the store
- on phone
- pass by

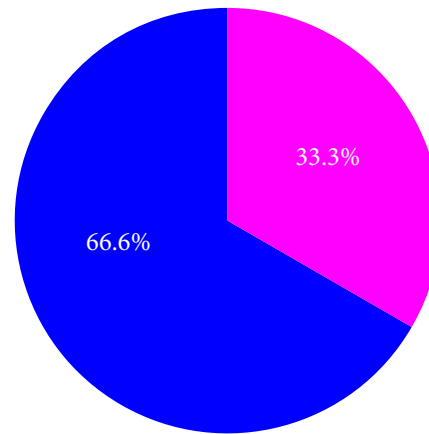


### JAYWALKERS

Highlighting different kind of jaywalker, including parking and pass through, go into the store, on phone, pass without looking and pass looking.



- passing through
- passing by



### BIKER

Highlighting bikers who are passing through Brattle or passing by Brattle street.

# LESSONS

1. SYNCHRONIZED STREET PAVEMENT  
(MERGE CAR LANES, PEDESTRIAN LANES  
AND BIKE LANES.)

2. SPEED LIMIT

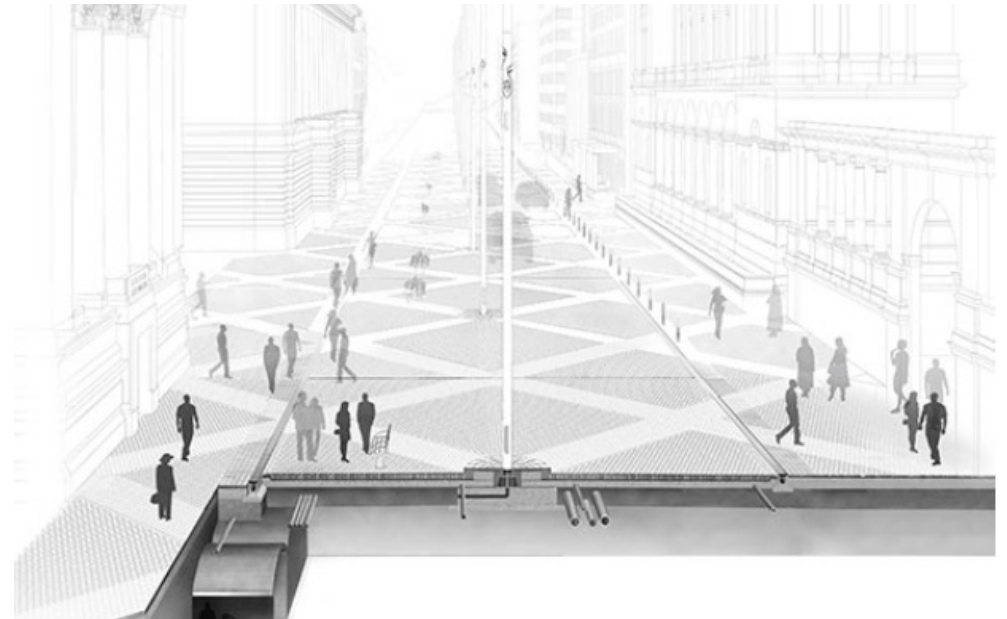
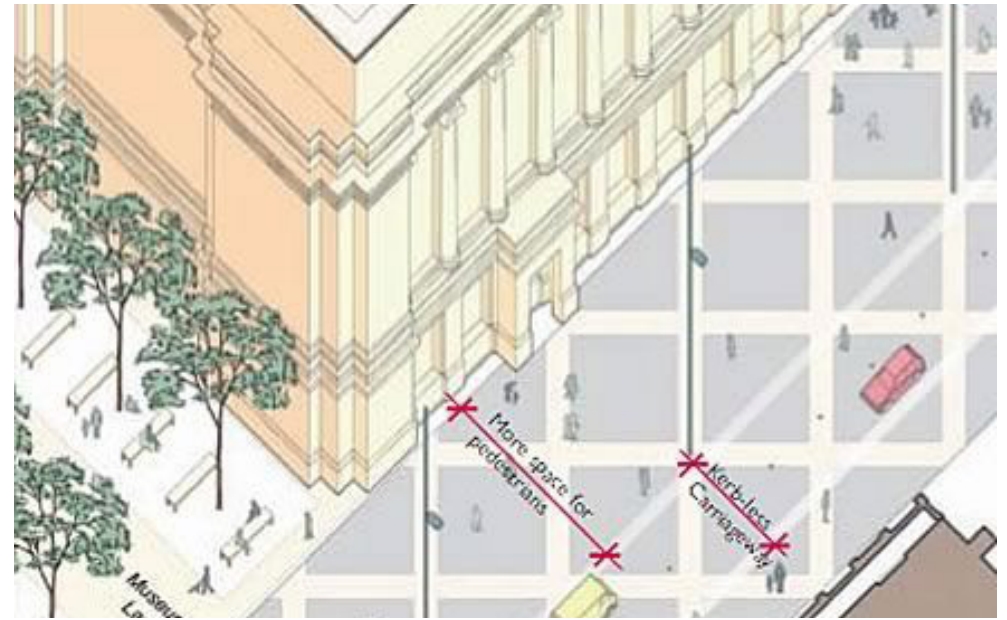
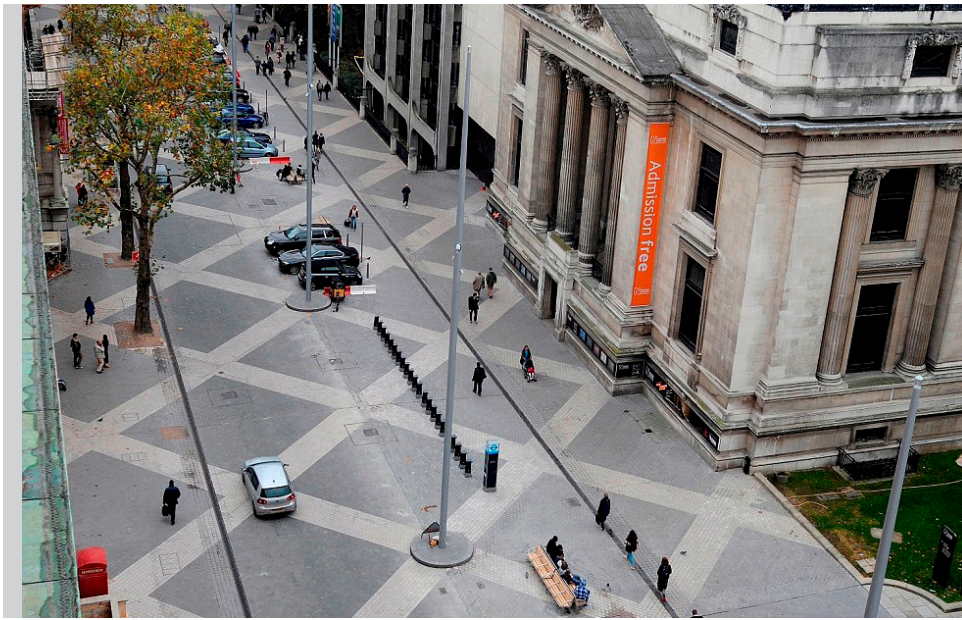
3. DROP-OFF ZONE FOR AVS (DROP OFF  
TAX)

4. STREET FURNITURE

5. OUTDOOR COMMERCIAL SPACE

6. PLAZA STAGE

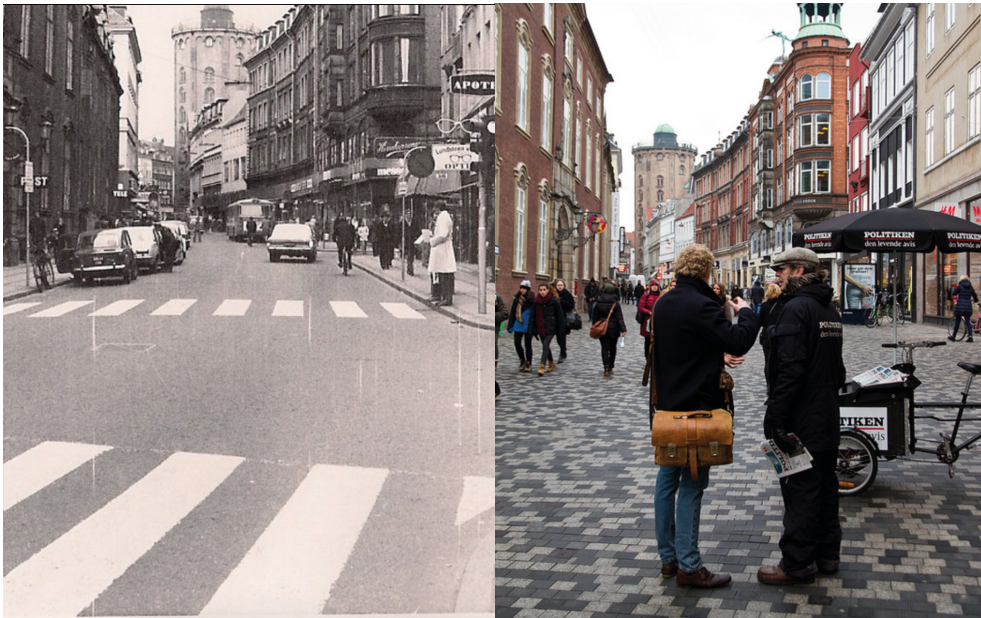
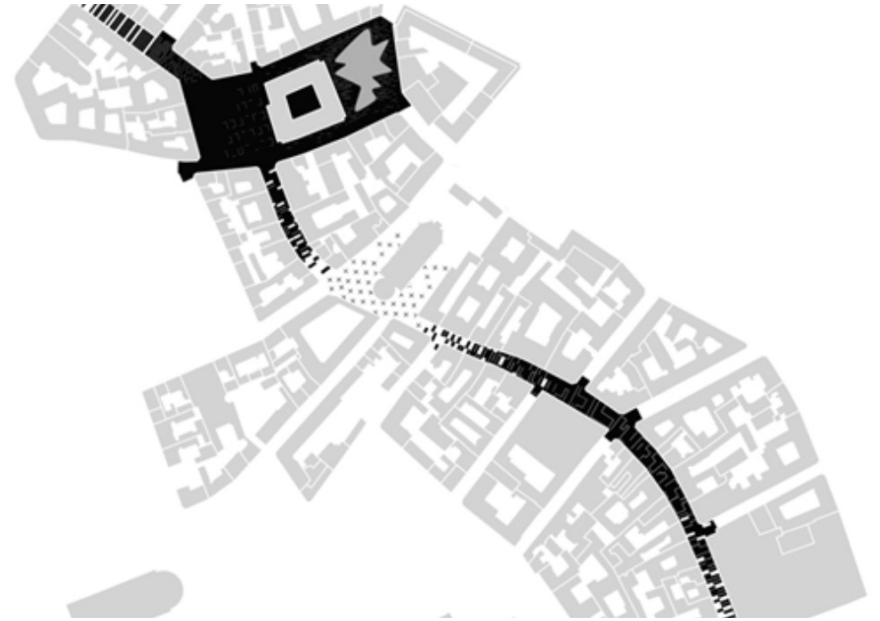




## Exhibition Road, London, UK

Exhibition Road Renovation in 2012 is a shared space scheme for the road and surrounding streets which would give pedestrians greater priority whilst still allow some vehicular traffic at a reduced speed. It

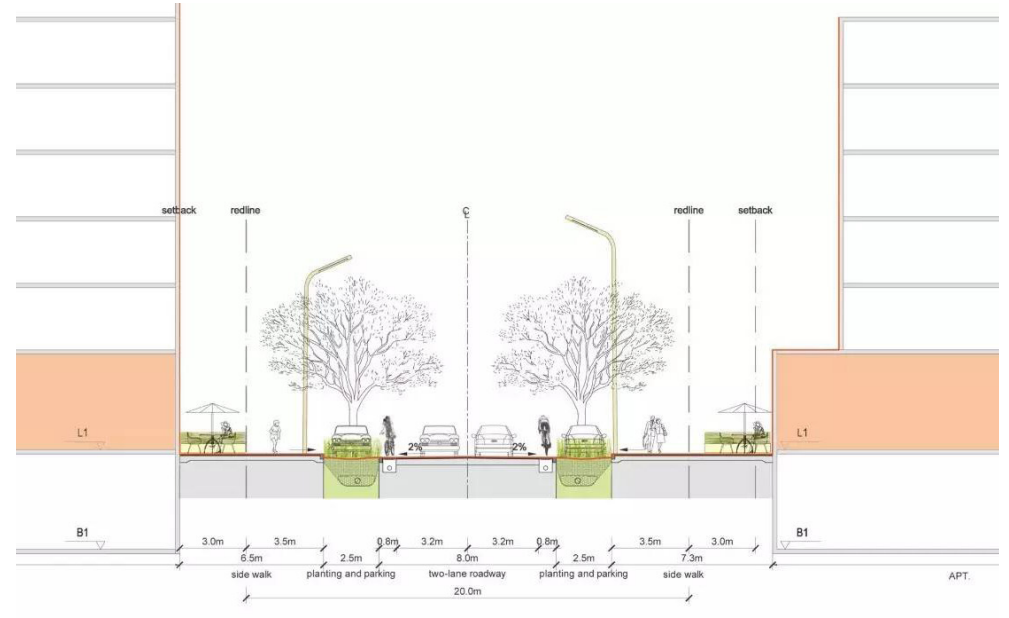
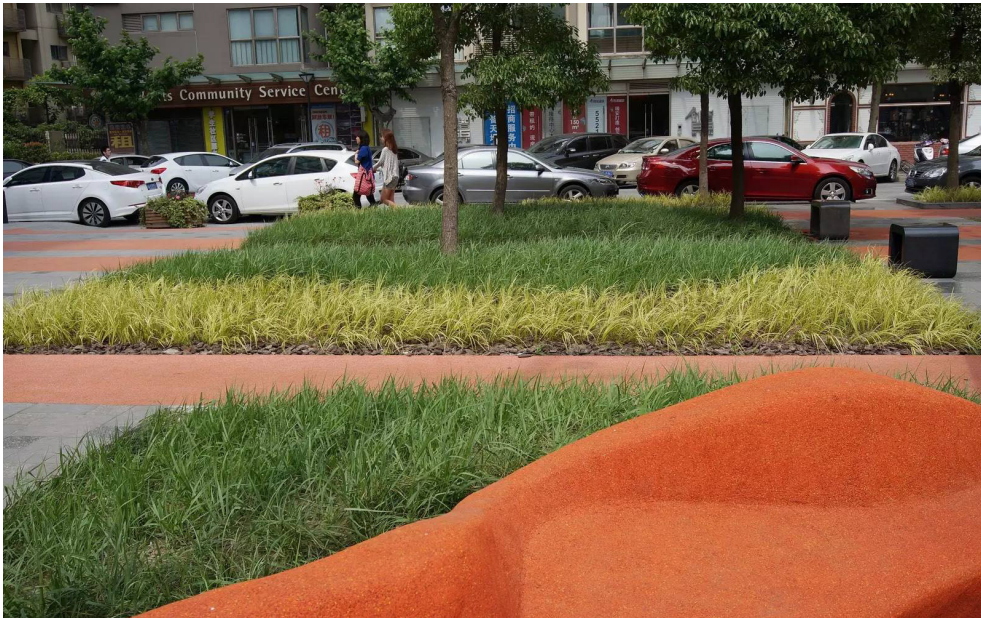
is proposed after after traffic terror attacks. The design addresses a streetscape that deals with the current inefficient condition and street clusters. It provides large amount of visitors a safe place to walk.



## Købmagergade, Copenhagen, Denmark

Købmagergade is a major shopping street and the main link between the city and the busiest station in Copenhagen. The road was known for a lack of connection to the surrounding characteristic shopping

streets. The design is a pixel-like system, which contains with patterned surfaces and graphic symbols. The picture constantly changes according to the surroundings, e.g the public squares.



## University Road, Shanghai, China

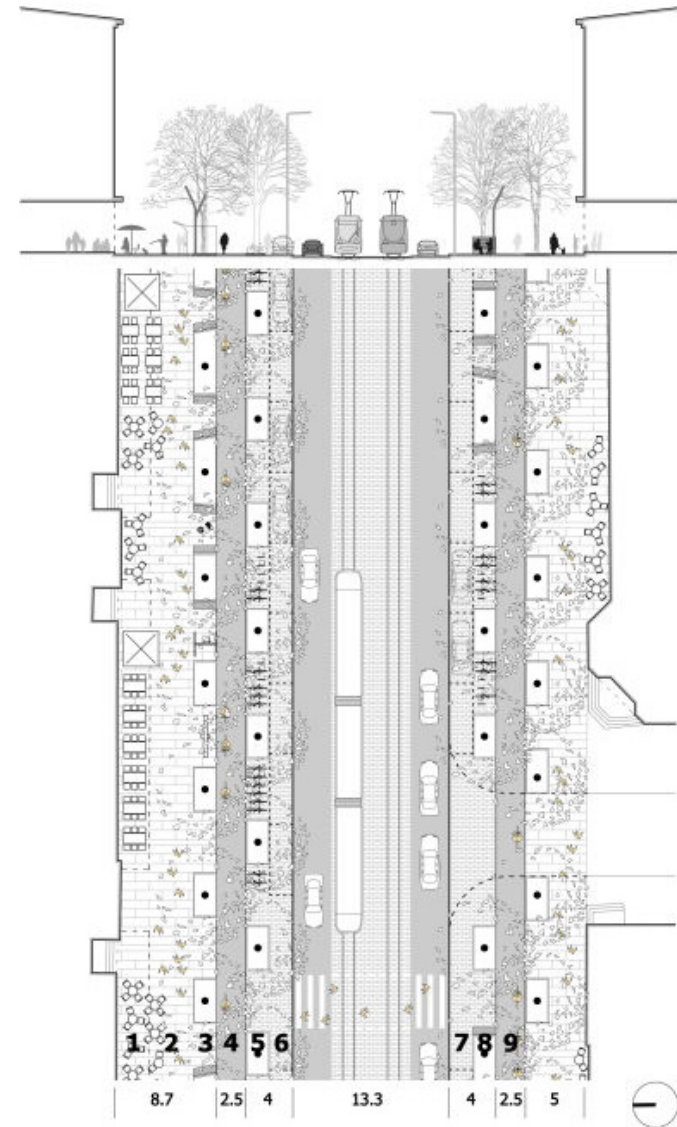
The University Road is a urban project that renovated the connection among the universities in Shanghai. The street is divided into clear lanes for bike uses, pedestrians, parking and regular traffics. More

public space are created near the building entrances while the street was used to dedicate for vehicle use. The new design accomodated and made transitions for different programs along the street.



## New Main Street, Tallinn, Estonia

The new design for Tallinn's main street focuses on public space besides building and pedestrian experience. It accommodated the tram traffic while reduced vehicle traffic to one lane on both side. Landsc-



scape strategy is also incorporated in the design. The traffic lanes are separated from bike lanes and pedestrian walks by planting of trees to promote safety from people in different speeds.