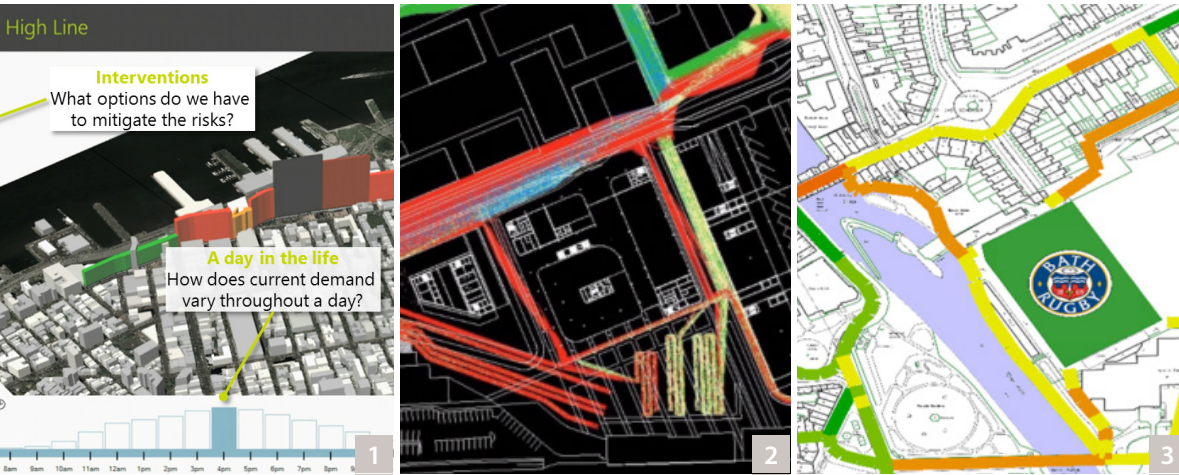


## SMART SPACE | URBAN SPACES

Optimising design for comfort, safety and economic vitality.



1. High Line NY: optimising the layout, access, ticketing strategy, staffing and operations to maximise footfalls and visitor experience. Modelling and optioneering dashboard above.
2. Cardiff city centre masterplan.
3. Pedestrian flow impact assessment of Bath Rugby redevelopment.

Urban planners often ponder over the ways in which people will move through their designs, interact with the environment, with each other and the spaces provided.

What if you could guarantee efficient layouts, intuitive wayfinding and effective operational management? At BuroHappold our Smart Space team optimise the design of urban spaces and masterplans to enhance the visitor's experience. We can forecast movement and activity patterns, relative to their use. Our pedestrian flow modelling informs design and management in order to optimise the use of urban spaces and enhance user experience. Designs can be extensively tested to minimise the risk of undesirable and unsafe congestion.

**Increase footfall, improve safety** – With a holistic look at pedestrian and vehicular 'desire' lines, we can encourage footfall with the placement and design of retail areas in new developments. Modelling can also predict potential risks such as poor access, fear of crime, inadequate parking and lack of signage, with remedial strategies. In addition, we can identify appropriate spaces for social activities.

**Present your case** – BuroHappold modelling animations create powerful material for client meetings and public consultations.

**Performance monitoring** – Once developments and public spaces are constructed, our pedestrian traffic monitoring can continue to be used to evaluate whether urban masterplans achieve their objectives such as sustainability and inclusive access.

Our portfolio spans many prestigious projects, including masterplanning, sports, airports, museums, and the education sector. In each case, our aim is to enable more user-oriented, comfortable designs, entailing both commercial benefits and good reputation for our clients.

### SMART SPACE SERVICES INCLUDE:

- Pedestrian flow simulations
- Site-wide and city-wide modelling
- Network analysis of urban streets
- Transport and parking strategies
- Wayfinding and accessibility
- Crowd-traffic interactions
- Risk assessments / optioneering
- Emergency planning for major events
- Dashboard for realtime data visualisation