

**ПЕШАЧКИ ПРОСТОР
И КОМПЕТИТИВНИ
ИДЕНТИТЕТ ГРАДА****PEDESTRIAN SPACE
AND COMPETITIVE IDENTITY
OF THE CITY****Милена М. Вукмировић,**
научни сарадник

Универзитет у Београду,
Архитектонски факултет
Булевар краља Александра 73/II,
11000 Београд
milena.vukmirovic@arh.bg.ac.rs

Milena M. Vukmirović,
Associate Researcher

University of Belgrade,
Faculty of Architecture
Bulevar kralja Aleksandra 73/II,
11000 Beograd
milena.vukmirovic@arh.bg.ac.rs

The monograph represents an overview of ways in which the quality of pedestrian environment influences formation and encouragement of competitive identity of a city. Having this in mind, the focus is placed on the spatial level of the problem, i.e. onto characteristics and elements of pedestrian environment seen from the physical aspect. By combining the findings of three scientific disciplines – urban design, place marketing, and communication science – certain elements and characteristics of the pedestrian environment have been discovered, which influence the formation of an experience about a city, and their role in generating the competitive identity of a city.

With placing an emphasis on pedestrian environment, as a subject of the monograph, a light is put on the significance of small-scale interventions, often neglected in contemporary projects and development strategies. Visions, which correspond to this angle of perspective, put focus on specific advantages of cities proportional to dimensions, senses and walking speed and form a basis for more complex and diverse relations. More concretely, they correspond to improving the quality of the smallest places in such way that people are simply attracted to go there and spend time there.

Urban design and planning on human size have the task to encourage intensity of pedestrian movement as part of the integral urban policy with an aim to develop lively, safe, sustainable and healthy cities. This is equally important for strengthening the social function of urban environment as a meeting place, which contributes to social sustainability and the creation of open and democratic society. According to Gehl (2010), the pedestrian movement is of a twofold character, since it is perceived as both mode of transport and an opportunity for many other activities. In accordance with this, the basic characteristics of walking and elements which influence it include the speed of pedestrian environment, distances, and the quality of the route.

The scope of pedestrian space is determined by singling out and analyzing specifics of pedestrian movement and elements which influence it. This scope is related to the scene covered by pedestrians' view, where at the same time the most intensive contact is established by ground floors of objects and impressions of space located in the distance. Besides the stated, pedestrian environment is to be observed from perspectives much wider than those of

traffic, since it covers important elements concerning living conditions and human capabilities in a city. Having in mind the relation of pedestrian vs. environment, walking is most intimate with the environment and it enables much more articulated processes of interpretation and memory. This leads us to the need to determine ways in which a city communicates, seen in relations to models which are based on non-verbal communication and models and territory of synergetic inter-representative networks (SIRN).

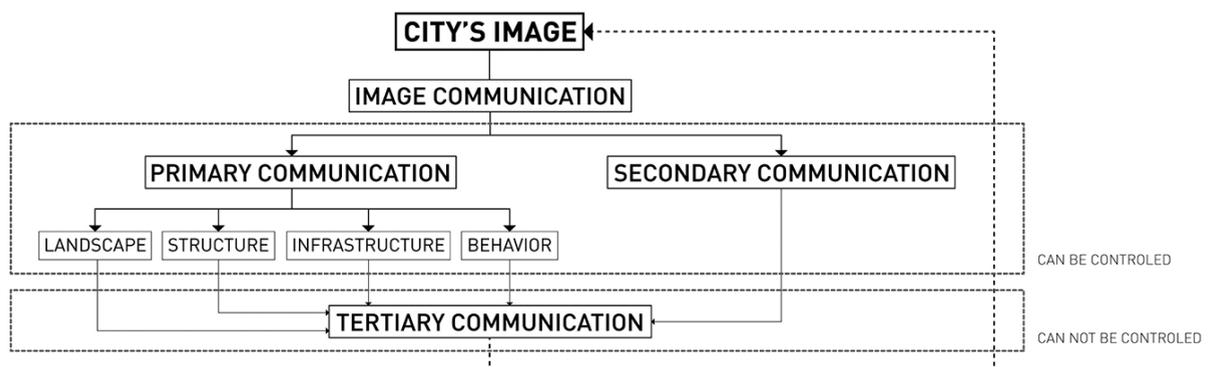
The first approach, based on non-verbal communication of urban environment, has enabled separation of elements of the pedestrian environment which influence the creation of its *identity*. On the other side, the SIRN theory has enabled the determination of the face of pedestrian space, based on quality and quantity of information which it carries. Established relations are presented in the form of communication model of pedestrian space with clearly demonstrated phases of the communication process and mutual relations between pedestrian space experience, characteristics of physical structure and competitive identity of a city.

This model points not only to the special importance of identity and communication but also a change of treatments of those elements from functional to strategic. Observing communication of a city as threefold system covers *primary, secondary and tertiary communication*. Primary communication is related to a presentation of positive image and defining the framework for generating strong reputation. Secondary communication is further shaped by supporting and strengthening

primary communication. Finally, tertiary communication is expected to be positive and to achieve result resulting in extraordinary reputation, having in mind that the processes of primary and secondary communication are adequately conceived and realized.

Competitiveness of pedestrian environment is observed through the position of physical aspect within the framework of place branding and the new role of urban design. On the other side, pedestrian environment is above all observed as everyday space of urban inhabitants, what makes a reason to determine how various frameworks of place branding treat this target group. In the process of determining the role of physical aspect in the formation of place image or reputation, a general role of the pedestrian environment is observed. By detailed observation of place branding framework, which perceives its elements as channels of communication, it is concluded that pedestrian environment can be observed as a channel of communication in the given context.

A communication model of pedestrian spaces covers certain specific elements (phases): brand place communication based on real place identity – identity of pedestrian spaces. The identity of a city is presented by primary – non-verbal – communication which encompasses fixed, semi-fixed and changeable elements of pedestrian space. Interacting with the immediate surrounding the experience of urban environment i.e. a city is created. The pedestrian experience of the urban environment is formed by influence on human senses, the creation of mental maps, experiencing emotions, through social interaction and action which



can be active or passive participation. The experience will to a large extent participate in the formation of an individual image, which is built into the common image of that space, but the city in general. Besides the stated, depending on the intensity of formed experience, there is a possibility of establishing tertiary communication, both by direct communication with other people and through social media. Tertiary a communication also has a role in the formation of a common image of a city. Depending on the type of the established image and degree level of the image within the population, communication process will result in the formation of the competitive identity of a city.

When observed in this way, the identity of a city and competitive identity can be seen as synonymous. By establishing this analogy, competitive identity can be seen as final and starting result of a process identity-positioning-image, because it placed in the process of city's identity becomes more competitive.

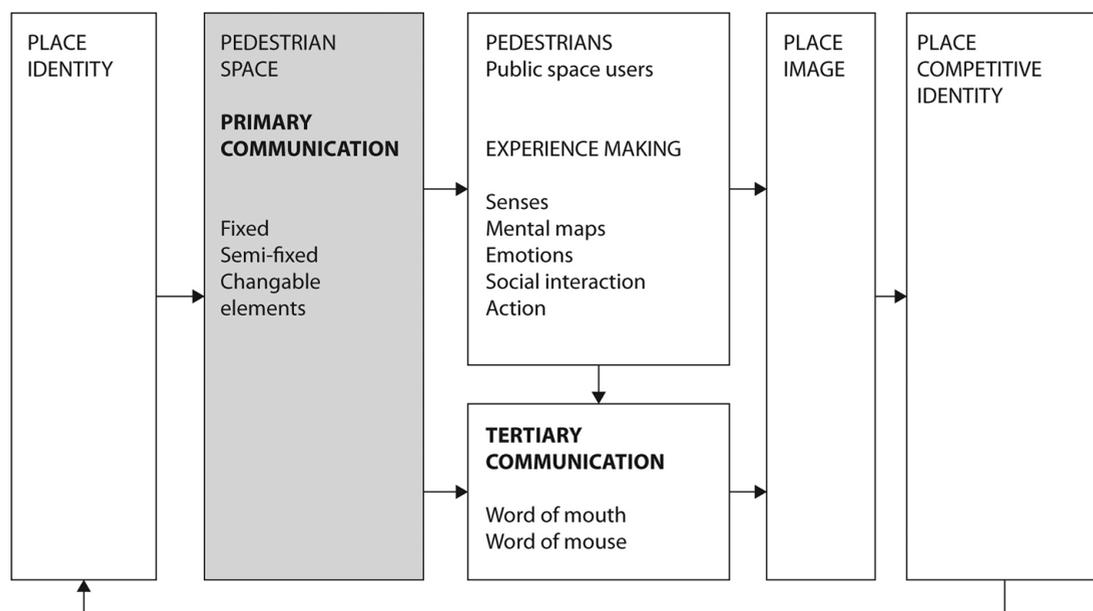
The pedestrian environment encompasses channels which belong to both cognitive and sensory domain of information, if observed from the perspective of pedestrian view. In accordance with this, physical and functional elements of pedestrian space can be analyzed on three spatio-analytical levels: (1) city level, (2) open public space level, and (3) detail level.

The spatio-analytical level of city covers elements which take part in defining pedestrian space network in general, which puts emphasis on establishing connections and destinations. The communicational potential of this spatio-analytical level corresponds to a mapping of unique and redundant artifacts covering the highest level of information.

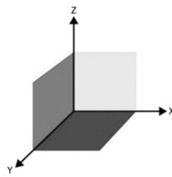
The spatial level of open public spaces encompasses elements which determine the character of identified components of pedestrian spaces developed into a network. Network components, connections and destinations possess communication potential which is displayed when time is spent in public space i.e. while walking. Besides physical characteristics of places, communication potential of pedestrian space also covers the content and activity aspect.

The spatio-analytical level of detail includes elements of pedestrian space which have the greatest communicational and informational potential, since it is experienced and observed from an immediate distance, thus influencing all human senses. In difference to the observation of entire space, whose communication potential is analyzed on city spatial level, human vision takes account of elements which are experienced on very short distances thus forming a more intensive impression of a space.

COMMUNICATIONAL MODEL OF PEDESTRIAN SPACE



The spatial level of detail covers all those elements of pedestrian space which affect the formation of city sensescape, with a particular focus on close proximate senses and smellscape, tastescape and touch. In difference to the spatial level of a city and open public space level, the level of detail covers solely redundant urban artifacts (urban furniture such as pavement, benches, lighting, telephone booths, metro signs etc.). Besides the stated, the highest intensity of non-verbal communication is achieved on the level of a detail.



Examination of communication model of pedestrian spaces is applied by comparative analysis of polygons in five European cities (Paris, Munich, Vienna, Malmo and Ljubljana). In these cities, sustainable transport and quality of the urban environment are treated as a platform for establishing and fostering competitive identity of a city. The results of the analysis are interpreted as a model and recommendations for improvement of the quality of pedestrian spaces which can be applied to various spatio-analytical levels: city level, open public space level and the level of detail.

Establishment of relations between the two important and actual features – one with micro,

pedestrian space, and other with macro character competitive identity of a city – is seen as a crucial contribution of this monograph. Design meant for pedestrians, as one of the six key topics of urban design deals with pedestrian movement, which is considered to be the most important mode of environmentally friendly transport, while at the same time being a modality of movement which enables the highest intensity of interaction with the environment and humans. On the other side is the phenomenon of global competitiveness where the pursuit of adequate solutions and products aimed at improvement of the urban environment is under way. Having in mind the stated, the monograph is a useful written material because of its interdisciplinary character and professional contribution to future urban interventions.

Монографија представља преглед начина на које квалитет пешачког простора утиче на формирање и неговање компетитивног идентитета града, са тежиштем на просторном нивоу проблема. Комбиновањем сазнања из урбаног дизајна, маркетинга места и комуникологије, препознати су елементи пешачког простора који утичу на формирање искуства о граду и њихова улогу у генерисању компетитивног идентитета града. Утврђени односи представљени су у форми комуникационог модела пешачког простора у коме су јасно

приказане фазе комуникативног процеса и узајамне релације између непосредног доживљаја пешачког простора, карактеристика физичке структуре и компетитивног идентитета града. Као значајан допринос ове монографије издваја се повезивање две важне и актуелне појаве од којих једна има микрокарактер – пешачки простор, а друга макрокарактер – компетитивни идентитет града. Монографија представља користан писани материјал због свог интердисциплинарног карактера и стручног доприноса будућим урбаним интервенцијама.