

WHITE PAPER

#BackyardExperiment

a pop-up park and social study
in garema place, canberra



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1.0 introduction

How do you attract people to public space?

#BackyardExperiment seeks to answer this question.

The pop-up park and social experiment ran for 8 days at Garema Place, in the heart of Canberra, Australia's capital city.

Garema Place is a largely concrete, underused open area surrounded by cafès, shops and workplaces. With its shady trees and central location, Garema Place has the potential to become a much-loved public place, but is mostly used as a thoroughfare.

A bright pop-up park, designed by landscape architecture firm Context, was built to attract people and make the area more family-friendly, on a limited budget.

Three time-lapse cameras were installed to observe and compare data on how people interacted with Garema Place before and during the experiment. No added security measures were put in place.

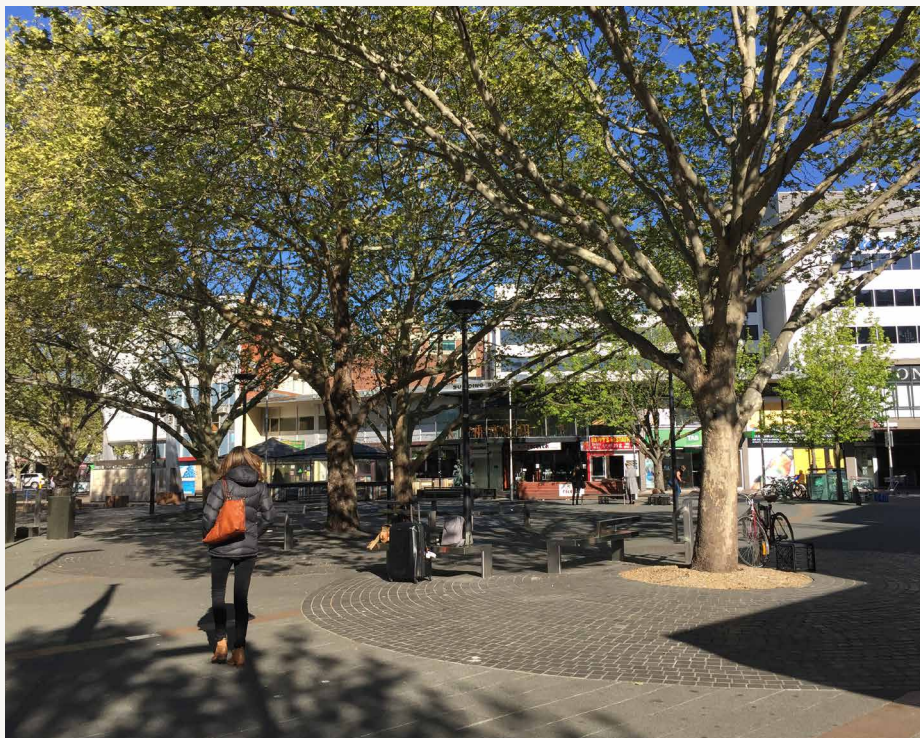
The project was part of the *2016 International Festival of Landscape Architecture: Not in My Backyard*.

#BackyardExperiment Pop-up Park. Photo: Randal Photography ▼



1.0 introduction

Before the experiment ▶



During the experiment ▶



2.0 project rationale

A people-first approach.

Street Furniture Australia embarked on #BackyardExperiment to gain insights about the people who spend time in public spaces.

Inspired by the work of American placemaking expert William Whyte, #BackyardExperiment used the power of observation to uncover how movable seats and other simple interventions, such as colour, lighting and greenery, can impact communities.

#BackyardExperiment project is almost anti-design.

The pop-up park was built to appear wild and unrefined, to explore how certain elements attract people and impact feelings and behaviour.



Image source: Pinterest

3.0 objectives

#BackyardExperiment aimed to:

- attract more people to Garema Place;
- make the space warmer, softer and family-friendly on a limited budget and timeframe;
- extract key learnings for future design outcomes.



Image source: WE-EF LIGHTING, Jackie Chan

4.0 key challenges

#BackyardExperiment faced three key challenges in activating Garema Place.

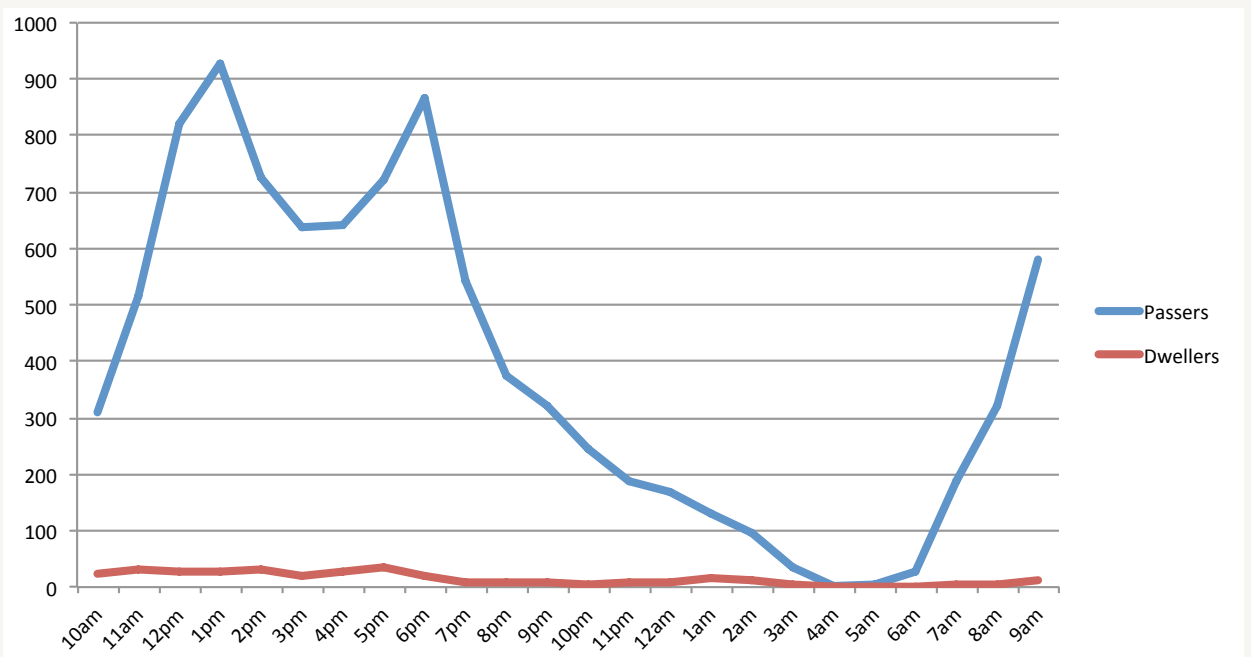
4.1 a thoroughfare

97%, or 9393 people, walked through Garema Place and did not stop, based on time-lapse footage captured before the experiment on Thursday, 13 October 2016.

▼ Passers-by at Garema Place



97% of visitors passed through Garema Place (13 October 2016)



4.0 key challenges

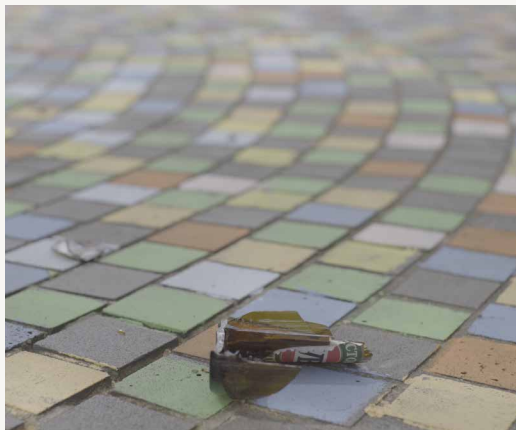
4.2 not family-friendly

98% of dwellers were adults.

Very few families or senior citizens stopped by, and those who did tended not to stay for long.

From observation, the majority of dwellers were from the street and homeless community, who appeared to stay for long periods of time.

98% of dwellers were adults (13 October 2016)



▲ Broken bottle found on the day of the installation



▲ The majority of dwellers were from the homeless and street community



▲ Existing security cameras

4.0 key challenges

4.3 low population density

Canberra's CBD can struggle to fill even its most popular public spaces throughout the week, due to the city's low population density.

Workers may patronise Garema Place on weekdays, but there is an opportunity to liven up the CBD out of working hours (In The City Canberra 2015).

Sydney's most highly populated areas are 4.6 times more dense than Canberra's, while Melbourne's are 3.4 times more dense (ABS 2011).

On a global scale, Canberra hosts 800 people per square kilometre, compared to 1500

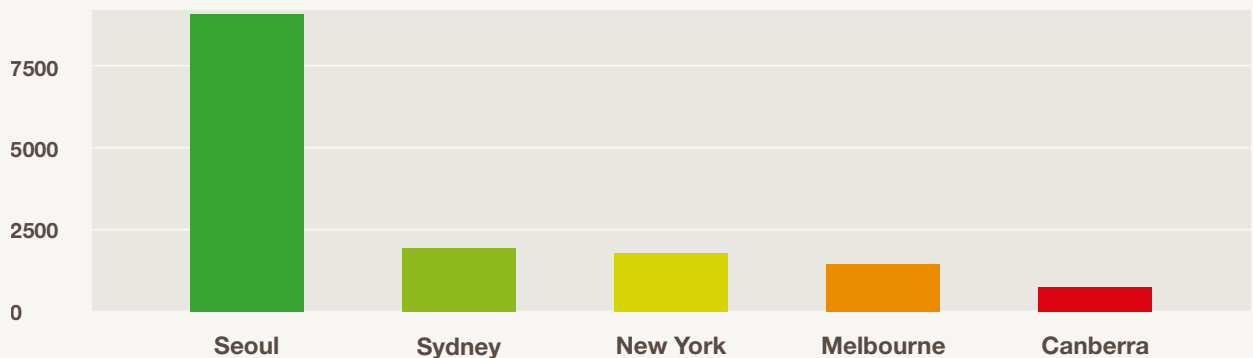
in Melbourne, 1800 in New York, with Sydney just above at 1900 (Demographia 2016).

South Korea's Seoul packs 9100 people into the same surface area.

This presented a challenge for Garema Place in attracting more people, particularly as #BackyardExperiment relied on word-of-mouth for promotion.

The likelihood of visitors stumbling across the park, and telling others, was smaller compared to activations in cities with larger and more dense populations.

Global population densities per km²



Time-lapse still of Garema Place at 1pm on Thursday afternoon (13 October 2016)



5.0 key tools

Six elements contributed to making Garema Place feel more welcoming: movable seats, art and colour, lighting, lawn, digital and community collaboration.

▼ Garema Place transformed.



Image source: Context

“People tend to sit most where there are places to sit.”

William Whyte

5.0 key tools

5.1 movable seats

Seating is arguably the fastest, easiest and most cost-effective way to bring more people to an open space.

Garema Place has 10 existing grey fixed benches onsite, with 5 pairs of concrete cubes along the promenade.

#BackyardExperiment added:

- 20 Forum Seats, from Street Furniture Australia;
- 10 Cafe Stools, from Street Furniture Australia;
- 30 lightweight wire chairs, from a large discount retailer, painted in bright colours; and
- 5 Cafe Tables, from Street Furniture Australia.



▲ Forum Seats QTY 20



▲ Cafe Range QTY 15



▲ Lightweight Wire Chairs QTY 30

The new furniture was freely movable, not fixed to the ground, to allow visitors to sit as they pleased. It was arranged near the existing fixed benches, creating flexible settings to better cater to social groups.

In the documentary *The Social Life of Small Urban Spaces*, William Whyte praises movable seats for their ability to create social comfort in crowded areas, and to maximise the use of space on both sunny and cloudy days. (Whyte 1980)

Data and observations from the time-lapse footage aimed to test this theory.

5.0 key tools

5.2 art and colour

A bright colour palette was applied to the existing pavement, trees and furniture.

To soften the vast hard surfaces, volunteers hand-rolled chalk paint onto individual pavers, creating a mosaic of colour around the trees.

The painting team included students and landscape architects, AILA and Street Furniture Australia, and some curious passers-by.

The paint, by Annie Sloan, can be removed with water.



▲ Shelves for the pop-up library



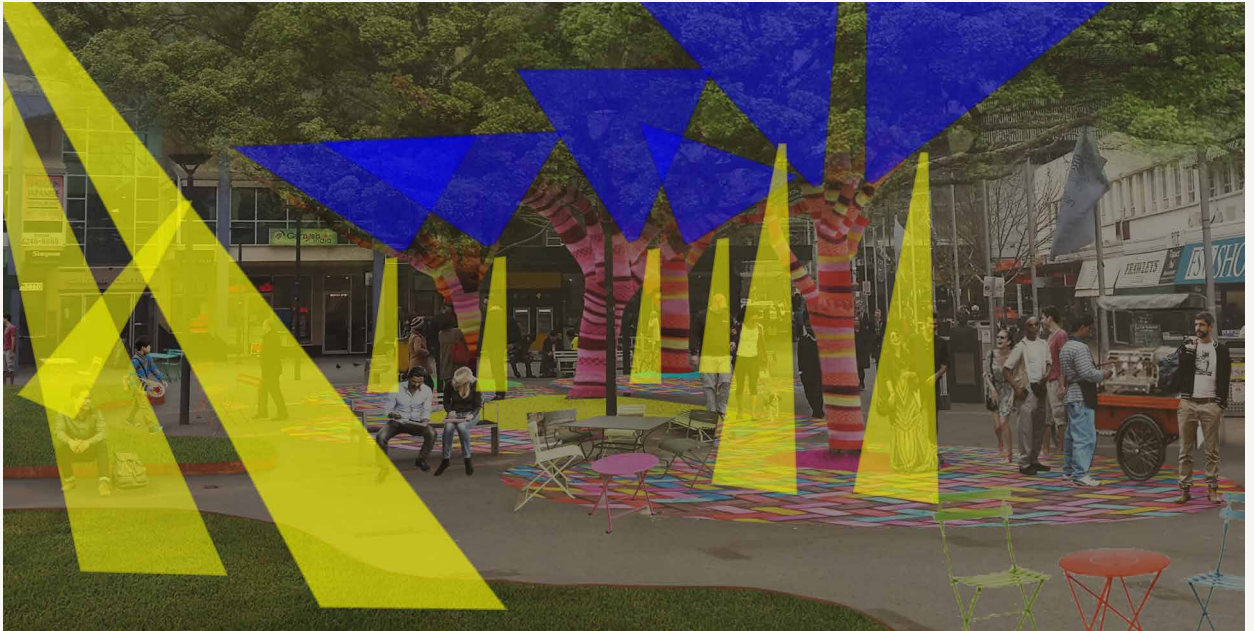
▲ Painting Garema Place

5.0 key tools

5.3 lighting

Lighting contributors:

- WE-EF LIGHTING
- The Lighting Society, ACT
- Integral Lighting
- Affinity Electrical Technologies



▲ Lighting concept, with plans for a blue cathedral effect in the trees and colorful downlights.

At night, lighting designed by The Lighting Society, ACT and supplied by WE-EF LIGHTING and Integral Lighting added another dimension of colour.

Garema Place is a hotspot for nightlife activity on Friday nights and weekends, with bars and restaurants nearby. The lighting aimed to beautify the space at night, making it feel more welcoming and safe for families.

5.0 key tools

5.4 lawn

Lawn contributors:

- Lawn Solutions Australia
- Turf Australia
- Horticulture Innovation Australia
- Complete Turf and Landscaping
- Back2front Landscapes

Living lawn was an important element of the pop-up park, to soften and 'green' the space and signal opportunities to spend time and relax.

Lawn Solutions Australia managed the supply and installation, creating a green focal point in the open space to complement existing trees.

▼ Lawn installation



5.0 key tools

5.5 digital

Canberra is the most digitally connected city in Australia, with free public Wi-Fi hotspots available across the city, including Garema Place (Digital Canberra 2014).

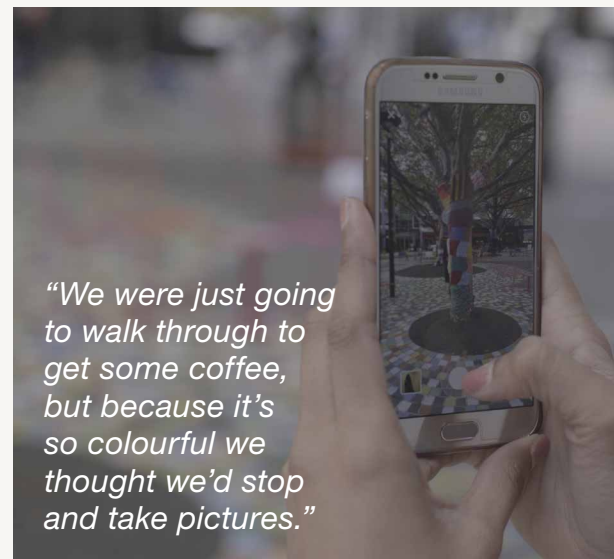
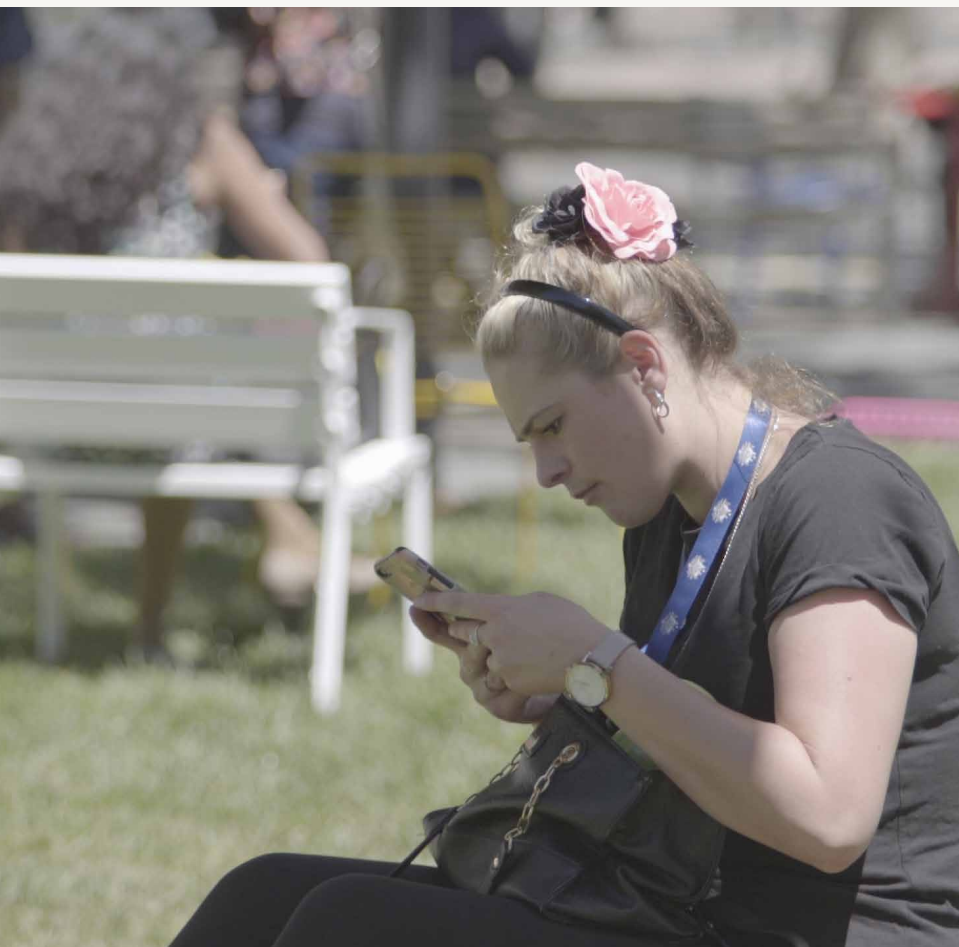
We observed that many of the homeless people who dwell in the space have mobile devices. As a Wi-Fi hotspot, the park was able to offer connection to all of the community present.

In addition to physical bookshelves, ACT Government Libraries also offered downloadable digital books for a wider range of choice.

Digital time-lapse cameras photographed the park from three angles every five seconds, capturing countless moments of interaction and data.

This included how many people were seen using mobile devices, to gauge how this societal change now influences the way we use public spaces.

▼ Free Wi-Fi hotspot



"We were just going to walk through to get some coffee, but because it's so colourful we thought we'd stop and take pictures."

5.0 key tools

5.6 community collaboration

The park was built by the community, for the community, with knitters, painters and local businesses pitching in.

The project could not have been possible without the time, resources and effort from local businesses and community groups.

A dedicated group of community volunteers knitted and crocheted for months in advance, creating long, colourful tree scarves to soften and brighten the space.

Even the early stages of activation attracted public interest, with passers-by asking for more information and volunteering their time to help paint the park.

ACT Government Libraries brought pop-up books to the park, King O'Malley's pub provided a place for storage, and fashion boutique Müssen offered to keep an eye on the movable seats.

The project was sponsored by In the City Canberra, a not-for-profit organisation run by property owners that funds activations in the city centre.

The homeless and street community who spend time in Garema Place every day also offered their support to the park and promised to watch over it and protect it from vandals.

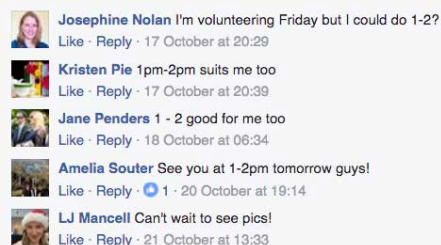
▼ Knitting in progress



▼ Yarn bombing



▼ Making plans to yarn-bomb Garema Place



6.0 results

6.1 time-lapse results

Time-lapse cameras recorded Garema Place over the period of

- 4 days before the experiment
- 8 days during the experiment

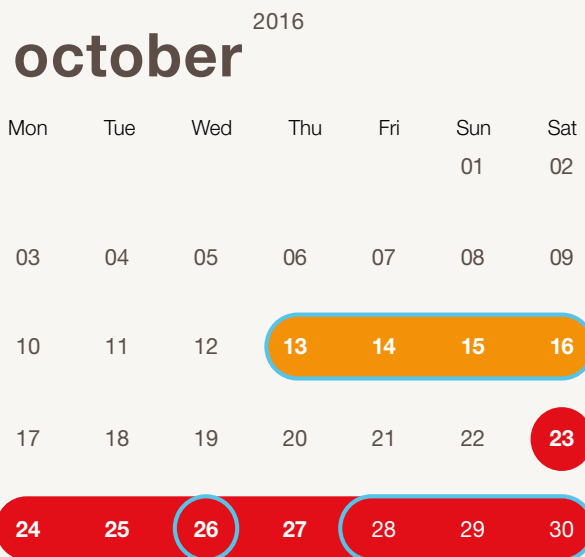
Garema Place visitors were manually counted in one-hour blocks.

Two weekdays were compared to both weekend days, before and during the experiment.

The measured data sets include:

- foot traffic (total visitors)
- dwellers (how many visitors stayed)
- demographic groups
- activities

Time-lapse data can be found at the end of this report from page 37.



- Time-lapse before experiment
- Time-lapse during experiment
- Days analysed

“A street that is open to the sky and filled with people and life is a splendid place to be.”

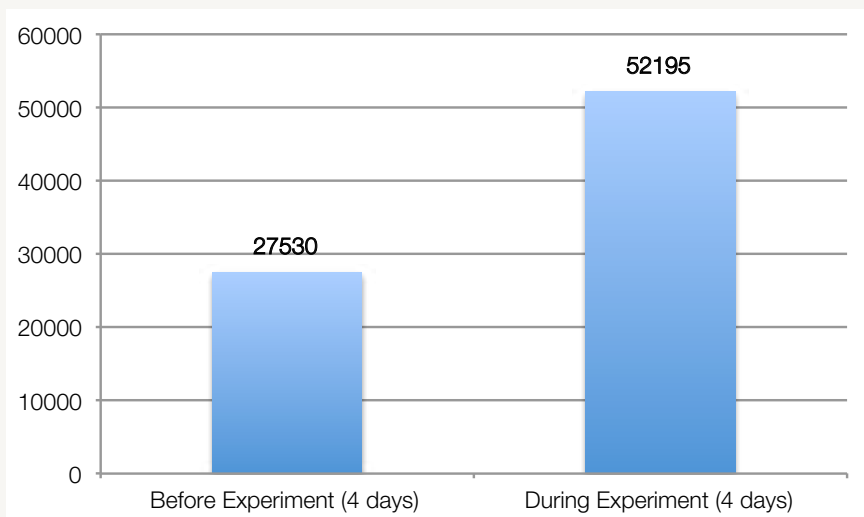
William Whyte

6.0 results

foot traffic

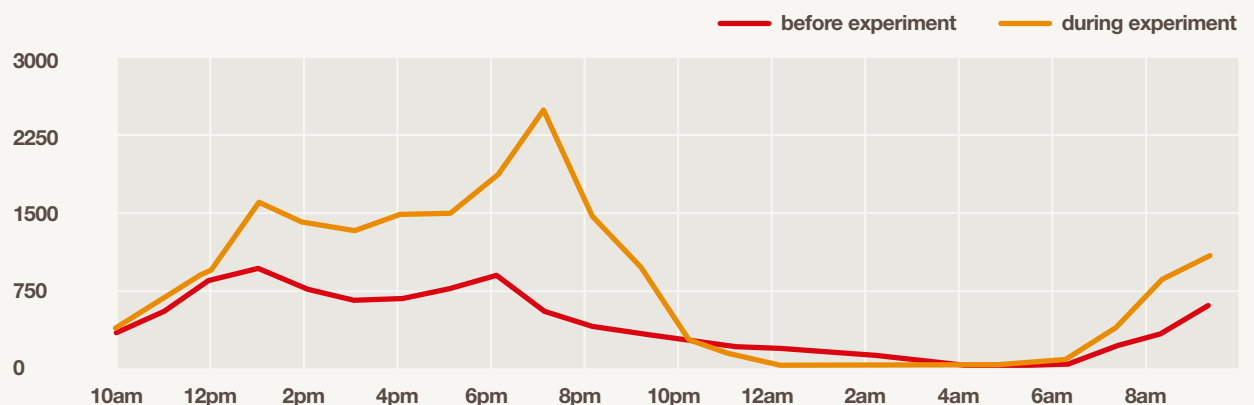
In only 8 days, visitor numbers increased by 190%, from 27,530 people to 52,195 people; an increase of 24,665 people who came to the park.

Even if people didn't stay, many more pedestrians chose to walk through Garema Place instead of diverting along other routes.



24 Hour Visitor Comparison

Before and after results from Thursday October 13 and Wednesday October 26.



The first peak correlates with lunchtime; the second peak matches the time people left work, nightlife activities began, and lighting illuminated the park.

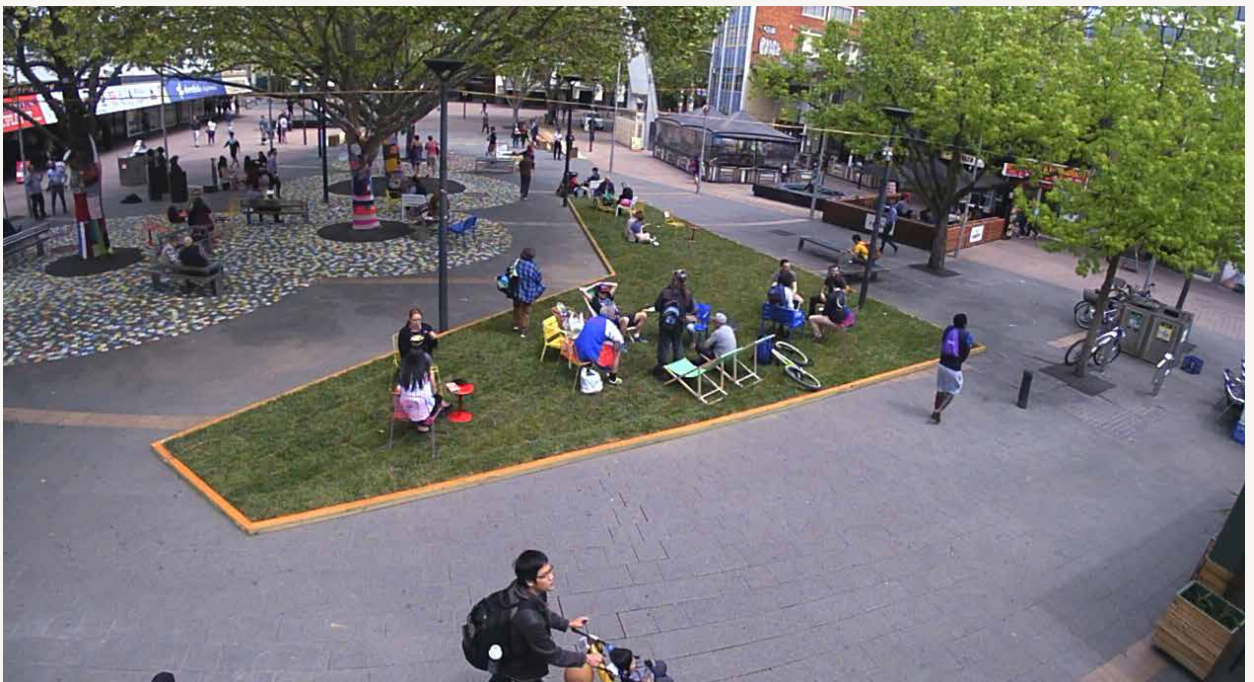
6.0 results

Before and during the experiment at 1pm on two weekdays, Thursday October 13 and Wednesday October 26, 2016.

▼ Before: Thursday October 13



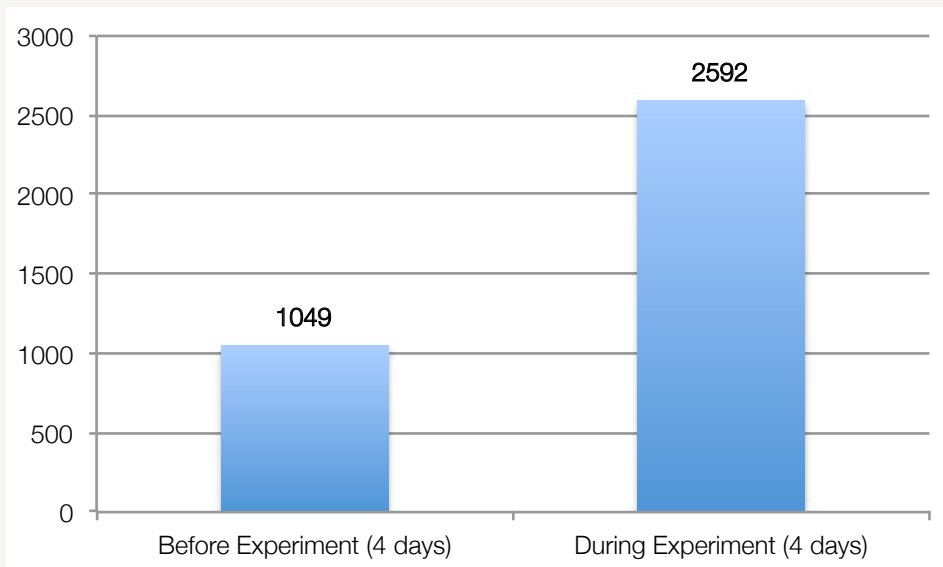
▼ After: Wednesday October 26



6.0 results

dwellers

In a matter of days the park evolved into a destination. The number of people who stayed increased by 247%.



6.0 results

demographic groups

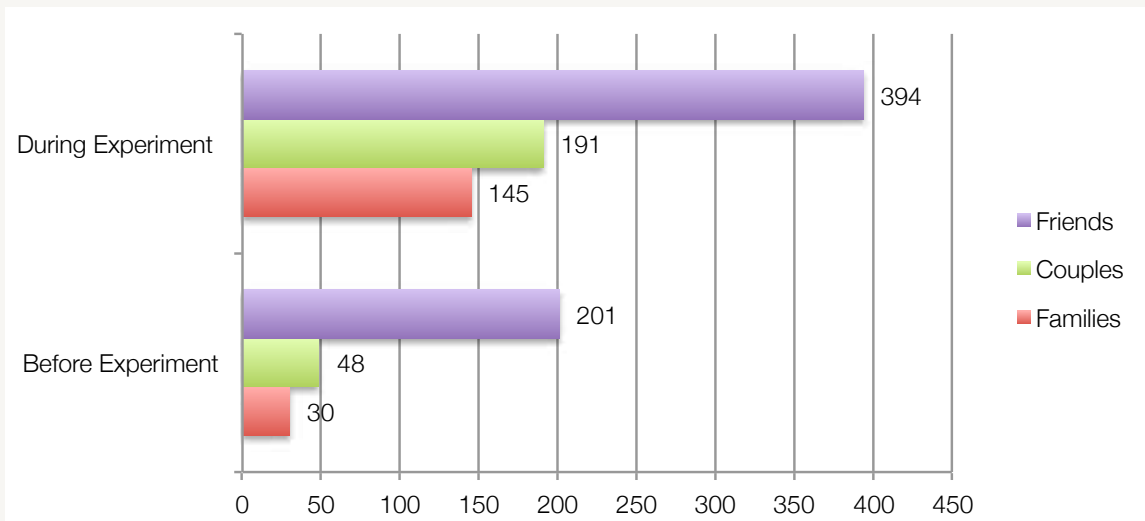
Demographic diversity was the most significant change.

Friends, couples, families with young children, retirees, professionals and the street community were seen together in the one location.

An incredible 631% increase in children were seen staying and enjoying the area.

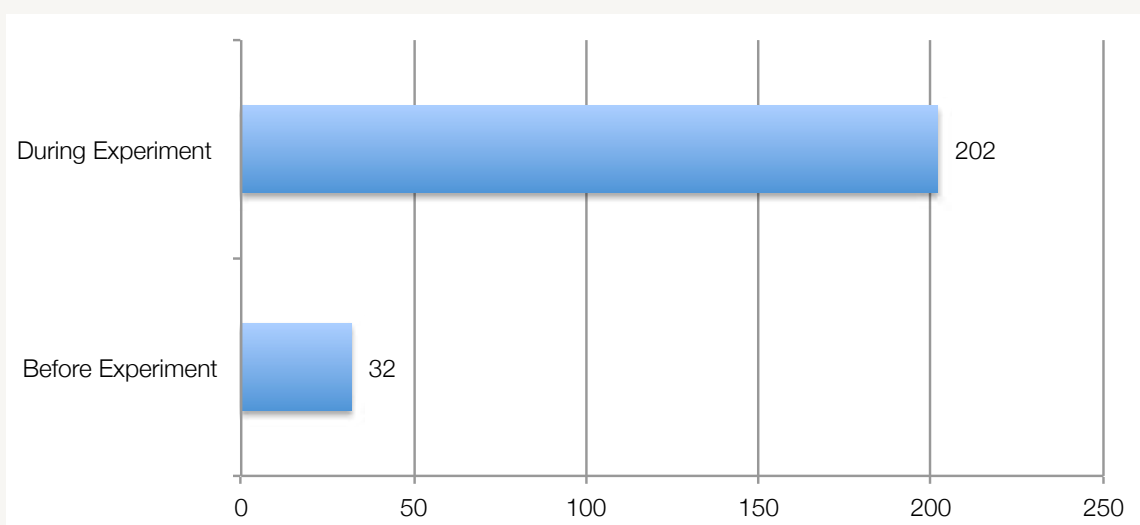
Number of social groups

Before and after results



Number of children

Before and after results

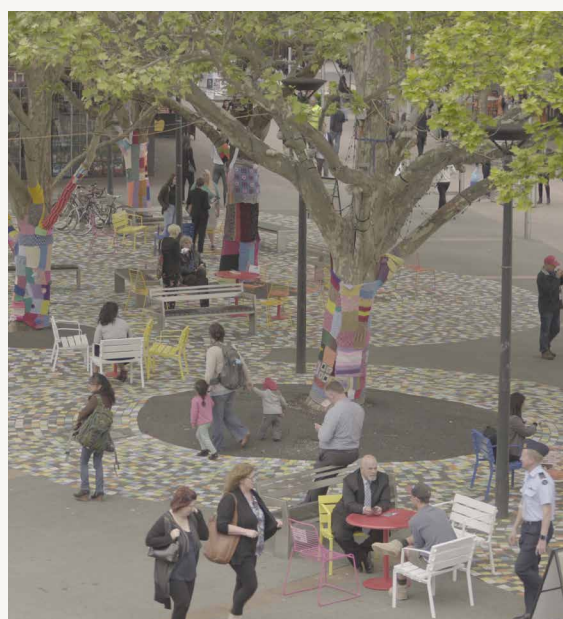


6.0 results

▼ A diverse mix of people visited the area



▲ Yarn bombing was a hit with children



▲ Crowds at Garema Place

6.0 results

The transformation was particularly marked at night. The nightlife of Garema Place usually consists of adults but during the experiment we noticed a lot more families with young children playing in the park after dark.



▲ A family photo at night. Photo: WE-EF, Jackie Chan.

6.0 results

activities

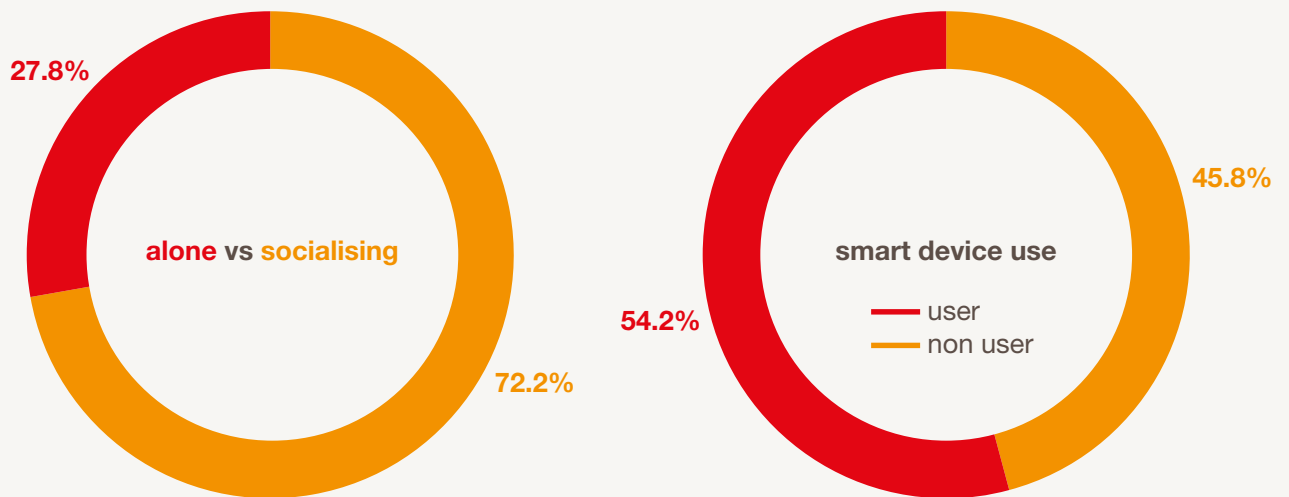
The study also tracked insights into how people behaved in Garema Place, measuring the number of people sitting alone versus socialising. Of those who sat by themselves, we monitored how many used a mobile device.

There was no significant difference in such activities before and during the experiment.

However, it was still interesting to note the ratio of people alone versus socialising was discovered to be about 3:7.

Of the people who were alone, 54% were using mobile devices.

These numbers and observations will assist Street Furniture Australia in making design decisions in the future.



▲ Mobile devices while sitting solo



▲ Friends meet for lunch

6.0 results

6.2 missing seat tally

During installation, all of the locals we spoke to about the movable seats warned that they would go missing, citing statues and artwork that had disappeared in the past. The behaviour of drunks at night were the biggest concern.

Fearing that there would be no seats left, the setup team packed all of the furniture away in storage until the official first day of the experiment.

Street Furniture Australia then began to get to know the street and homeless community who spend much of their time at Garema Place. After discussing the project, these new friends offered to help guard the furniture during the day.

On the last night of the experiment, one seat was damaged. All other furniture stayed safe and sound for the entire 8 days.

Missing Seat Tally

Total seats: **60**
Missing seats: **0**
Damaged: **1**



6.0 results

6.3 social media responses

The park attracted attention from social media on Facebook, Twitter and Instagram, spreading word-of-mouth with the hashtag #BackyardExperiment.

“Cool !!!”
negi814

“Check out Garema Place!
It isn't so drab or grey anymore”
The Bravery

“Garema PI going off. Bright, cheap & cheerful intervention = people & good vibes. More pls @actgovernment”
Tom Swann

“LOVED the new look Garema Place. Can it please stay like this?”
Catherine Gottlieb

“This is such a great idea! We need more quirky ways of brightening up our cities spaces”
Phoebe Pendleton

“Looks amazing!”
- canberrastreet

“Garema Place transformed into a cool place to hang”
Jie-Lian Beh Art & Design

“Super interesting! Hope to see the video and findings at some stage!!”
Peta Hudson

“Amazing pop up park at Garema Place”
AILA Victoria

“Found my way to the super cheerful, kaleidoscopic #backyardexperiment. Intrigued to see the transformation into a welcoming, bright and fun space. More of this pls #CBR”
Claire Conti

“Loving Garema Place Canberra”
Angus Bruce

“What a lick of paint can do - love this clever makeover of Garema Place”
Shane Breynard

“I love the transformation that has taken place in Garema Place”
Wombat and Poss

“Fabulous! Looks like we are taking to heart what Amanda Burden tells us.”
Clare Lahiff

“It looks amazing!”
trovecanberra/canberrastreet

“Yesterday, I was in the city and found this amazing, colourful place”
Nicola Koska

“Super quick cost effective way change spaces for the better”
Gareth Collins

“Awesome to see the locals utilising #backyardexperiment”
waila_fresh

“The city comes alive with #BackyardExperiment”
StirCBRVictoria

“This is fun. How about in Woden too?”
Caroline Le Couteur

6.0 results

twitter

Daniel Bennett @DJB_LA · 27 Oct 2016
How cool is this?! @AILA_National pop up park #backyardexperiment in Garema Place!!



Tom Swann @TOM_SWANN · 26 Oct 2016
Garema Pl going off
Bright, cheap & cheerful intervention = people & good vibes
More pls @actgovernment @IntheCityCBR #backyardexperiment



Angus Bruce @AngusBruce_ · 28 Oct 2016
Colour splash #nimby2016 #ailla_national #backyardexperiment #streetfurnitureaustralia

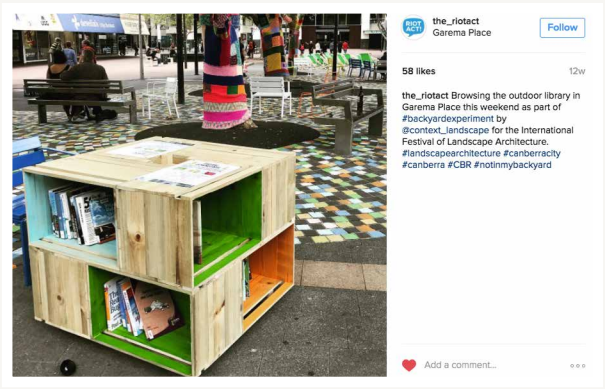


Gareth Collins @gags61023 · 27 Oct 2016
#backyardexperiment - Super quick cost effective way change spaces for the better @AILA_NSW National



6.0 results

instagram



6.0 results

facebook

Catherine Gottlieb Street Furniture Australia
29 October 2016 · 🌐

We stopped for celebratory ice creams for my daughter's birthday on Monday and LOVED the new look Garema Place - can it please stay like this!? #BackyardExperiment



Danielle Dries added a new photo to Street Furniture Australia's Timeline — with **Stephie Jane Crowhurst**.
24 October 2016 · 🌐

Catching up with my friend visiting from London, loving the outdoor furniture in the sun #BackyardExperiment #postexamsbliss #friendship



In The City Canberra
24 October at 13:55 · 🌐

Have you seen Garema Place since its transformation for #BackyardExperiment? Head down and check it out before Sunday!



#BackyardExperiment - In The City Canberra

#BackyardExperiment is an observational study of public life. Cameras will be set up to watch and understand how people use a space in three different scenarios; existing, with the addition of moveable chairs and vibrant elements, and with...

INTHECITYCANBERRA.COM.AU

👍 20 2 Comments


Like Comment Share Top comments

Write a comment...
Press Enter to post.

Peta Hudson Super interesting! Hope to see the video and findings at some stage!!!
Like · Reply · 25 October at 08:02


Paul Jackson added a new photo to Street Furniture Australia's Timeline — with **Jillian Carson** and **Jackson at Garema Place**.
24 October 2016 · Canberra, ACT · 🌐

Enjoying a sunny break in Canberra's newest "sticky place"



Kathryn Stanfield Street Furniture Australia
27 October 2016 · Canberra, ACT · 🌐

here i am enjoying this lovely spring afternoon in Garema Place Canberra in a colourful Street Furniture Australia chair. I have an hour to spare between finishing work and meeting friends to walk around Lake Burley Griffin and I thought this looked like a nice spot to chill and watch the world go by 🌞 #BackyardExperiment



ACT Government
29 October at 10:00 · 🌐

👍 Like Page ✎ Sign Up

Sunday is your last chance to join the #backyardexperiment. Head down to Garema Place to see what it's all about or jump online to have your say on how #CBR city spaces should be used into the future bit.ly/CBRcity



👍 10 1 Share

6.0 results

6.4 empathy interviews

We interviewed a number of people in Garema Place from all walks of life, some with businesses nearby, to measure expectations and attitudes before the experiment, during setup and once the park was up and running.

before experiment



bar manager

There's a lot more families in other parts of the city, like Glebe Park, but not so much around here.



café barista

There's not a lot of areas people can sit down, relax, catch up with the day.



Emily

I think some seats will go missing. This is a hub for lots of interesting characters to hang out.

setting up experiment



Andrew

I spend several hours here every day. It's nice to see this, it's good.



yarn volunteer

I'm thinking something like this will bring people out at lunchtime.



Gerry

I didn't like the park at first. It was boring and dull. Now it's colourful, bringing up life.

6.0 results

during experiment



father

The kids saw the coloured trees and straight away came over and wanted to play. It's a really warming kind of place.



exchange student

I finished my shopping and was having a look around, when I saw the park. It's really nice and colourful. I like it.



university students

Because it's so colourful we thought we'd stop, and we took some pictures.



business owner

The transformation of Garema Place is incredible. Just to see all the stratas of community getting together.



George

It's quite relaxing. You can talk to people. I've never seen it like this ever, everyone mingles.



academic

Suddenly it's gone from what can be a fairly forbidding space to one that's lots of fun.

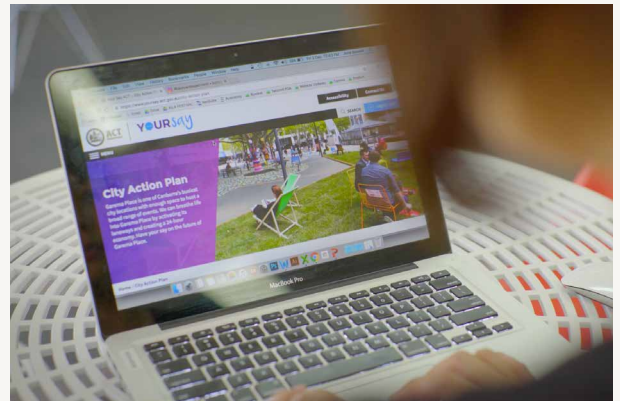
6.0 results

6.5 ACT Government Survey

ACT Government visited #BackyardExperiment with a survey team to collect responses to the pop-up park and ideas about the future of Garema Place. An online version of the survey on the website was promoted via social media.

A total of 84 people contributed data to the City Action Plan page on [ACT Your Say](#) during #BackyardExperiment.

The survey results aligned with findings from the observational studies, social media feedback and empathy interviews.



▲ ACT Your Say website

An extract from the report:

What did you think of the new furniture in Garema Place?

- This question received almost unanimous support, with 99% of those surveyed saying they liked the furniture and would like to see more of it.
- All elements of the #BackyardExperiment appealed to the various users, particularly the style of furniture and the chalk-painted paving.

What don't you like about Garema Place?

- This question evoked negative comments from all but 1 survey participant.
- Safety was a major concern mentioned by 33% of those surveyed.
- Colour and atmosphere were mentioned as negative aspects regularly.
- Charity workers asking for money was another major concern.

What would you like to see in Garema Place?

- This question evoked a broad scope of suggestions, including green landscaping of the area, more furniture and better infrastructure.
- A restriction on charity workers asking for money was referenced.

What other activities would you like to see in Garema Place?

- The suggestions for this question were all quite uniform. More and better events and attractive, appropriate infrastructure to support any changes.
- Food and drinks stalls – both pop-up and permanent.
- Entertainment, dancers and music.
- Markets – both pop-up and permanent.

“Design is not just what it looks like and feels like. Design is how it works.”

Steve Jobs

7.0 conclusion

7.1 key learnings

Through adding a mixture of seats, art and colour, lighting and green space, #BackyardExperiment almost doubled the number of visitors to Garema Place, with an increase of 190% in just 8 days.

The experiment relied mostly on its own spectacle and word-of-mouth to draw a new crowd. Many more pedestrians chose to walk through Garema Place instead of diverting along other routes while the experiment was running.

The total number of people who stayed increased by 247% and the family-friendly space welcomed an incredible 631% increase in children. Groups of

friends almost doubled, couples grew by almost 4 times and families by almost 5 times. On the weekend, family visits grew by 8 times.

Movable seating encourage more of these groups to stay in Garema Place, offering the flexibility to sit together wherever they wished.

Despite fears that the 60 movable seats would go missing, not one was stolen from the park. One seat was damaged on the last night of the experiment.

Image source: WE-EF LIGHTING, Jackie Chan



“Only when opportunities for sitting exist can there be stays of any duration.”

Jan Gehl

7.0 conclusion

7.2 recommendations

We know that seating plays an important role in creating social hubs and resting areas, however, it is often left as an afterthought in the planning process.

Sitting in style, safety and reflection is a major element of ‘place capital’ and urban success (MyUrbanist 2013).

If the objective is to attract more people to an open space, ‘sit-ability’ can be a powerful and cost-effective tool.

As a street furniture specialist, our focus started with movable seats but it became evident that other simple interventions could also play a large part in inviting people to spend time in a space.

Colour not only brightened the space but provided a shareable subject for social media, allowing the park to promote itself. Lawn added softness and signalled the opportunity to relax. At night, lighting transformed the space into a playground where families wanted to spend time after dark. Further analyses in these areas will undoubtedly reveal more eye-opening insights.

All of these activation elements followed a ‘lighter, quicker, cheaper’ philosophy, which proposes that refurbishments to public spaces with a limited budget can deliver fast, effective results for an underused space. (Project for Public Spaces 2016)

Perhaps our most unexpected finding in this experiment was the importance of connecting with the people who spend the most time in Garema Place, its street and homeless community.

During setup the park faced some animosity from locals as the roped-off area displaced them from their usual spots. However, after meeting with the community and explaining our hopes for the project, a grounding of trust was established and some agreed to watch over the space.

Eight days later, with 60 seats still present and only 1 damaged, consultation proved its worth.

We had not expected to be moved by the stories of the locals during this project, but #BackyardExperiment seemed to make a great difference to some who frequent Garema Place for the mere 8 days it was there.

George told us, “This is a good environment. It keeps police away. It’s more for families. It’s never been like this – ever. With kids, never. It’s quite relaxing. You can talk to people, everyone mingles.

“I get to talk to everyone, which is good. It’s been uplifting for the community, everyone now is joining in together.”



▲ George speaks about #BackyardExperiment

acknowledgements

Street Furniture Australia would like to thank our collaborating partners the Australian Institute of Landscape Architects, the ACT Government and In the City Canberra.

Context, for the park design.

WE-EF LIGHTING, The Lighting Society, ACT, Integral Lighting and Affinity Electrical Technologies.

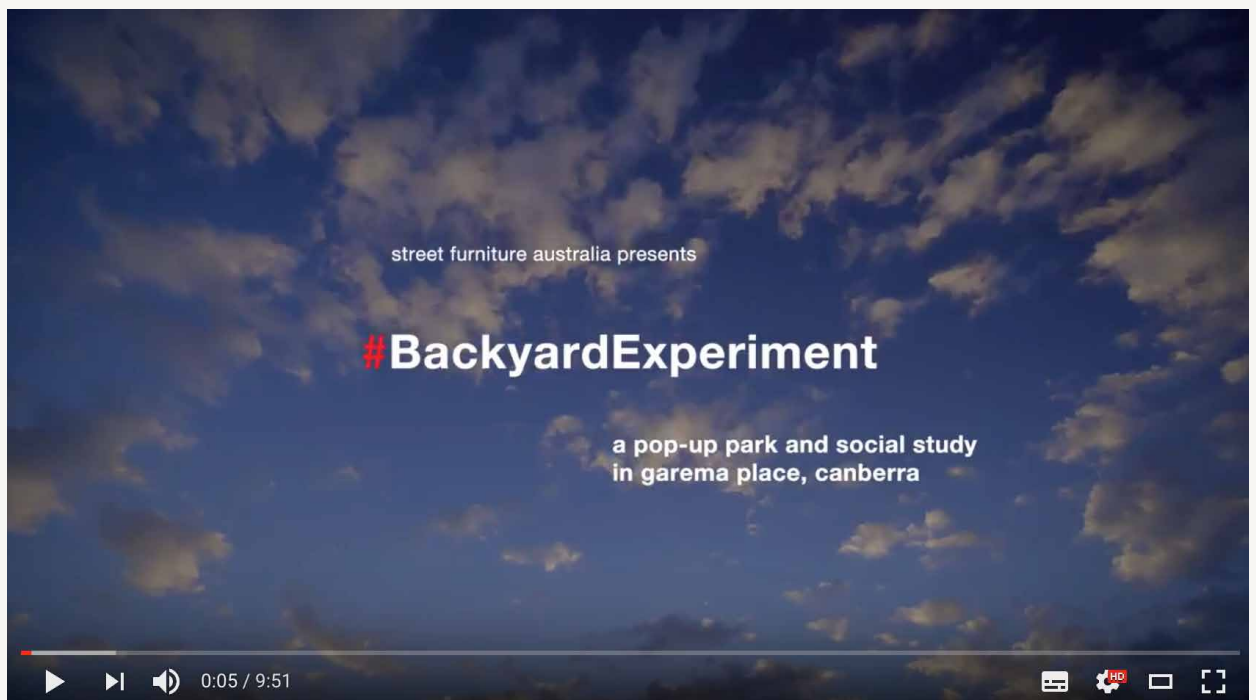
Lawn Solutions Australia, Turf Australia, Horticulture Innovation Australia, Complete Turf and Landscaping and Back2front Landscapes.

ACT Government Libraries.

The #BackyardExperiment Knitters Group, King O'Malley's Pub for a night of storage, and the amazing community and businesses at Garema Place, Canberra.

Time-lapse photography and the #BackyardExperiment film is by Micah Osis and Street Furniture Australia.

The 10-minute documentary is available at streetfurniture.com/au/backyardexperiment



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time-lapse data

days analysed

OCTOBER 2016

Mon	Tue	Wed	Thu	Fri	Sat	Sun
10th	11th	12th	13th	14th	15th	16th
17th	18th	19th	20th	21st	22nd	23rd
24th	25th	26th	27th	28th	29th	30th

	Before Experiment
	During Experiment
	Days Analysed (12 hrs each)

passers vs dwellers

Weekday Results	Passers	Dwellers	Total Foot Traffic
	Before Experiment	13218	562
During Experiment	32223	1205	33428
Change	244%	214%	243%

Weekend Results	Passers	Dwellers	Total Foot Traffic
	Before Experiment	13263	487
During Experiment	17380	1387	18767
Change	131%	285%	136%

All	Passers	Dwellers	Total Foot Traffic
	Before Experiment (4 days)	26481	1049
During Experiment (4 days)	49603	2592	52195
Change	187%	247%	190%

time-lapse data

social vs alone

Weekday Results	Social	Alone	Total Dwellers
Before Experiment	335	228	562
During Experiment	845	360	1205
Change	252%	158%	214%

Weekend Results	Social	Alone	Total Dwellers
Before Experiment	351	128	487
During Experiment	1096	296	1387
Change	312%	231%	285%

All	Social	Alone	Total Dwellers
Before Experiment (4 days)	686	356	1049
During Experiment (4 days)	1941	656	2592
Change	283%	184%	247%

smart device usage

Weekday Results	Smart Device	No Smart Device	Total Alone
Before Experiment	117	111	228
During Experiment	214	146	360
Change	183%	132%	158%

Weekend Results	Smart Device	No Smart Device	Total Alone
Before Experiment	59	69	128
During Experiment	159	137	296
Change	269%	199%	231%

All	Smart Device	No Smart Device	Total Alone
Before Experiment (4 days)	176	180	356
During Experiment (4 days)	373	283	656
Change	212%	157%	184%

time-lapse data

age of visitors

Weekday Results	Children	Adults	Seniors	Total Dwellers
Before Experiment	9	509	44	562
During Experiment	33	1149	24	1205
Change	367%	226%	55%	214%

Weekend Results	Children	Adults	Seniors	Total Dwellers
Before Experiment	23	451	19	487
During Experiment	169	1178	40	1387
Change	735%	261%	211%	285%

All	Children	Adults	Seniors	Total Dwellers
Before Experiment (4 days)	32	960	63	1049
During Experiment (4 days)	202	2327	64	2592
Change	631%	242%	102%	247%

social groups

Weekday Results	Couples	Families	Friends	Total Groups
Before Experiment	24	15	107	146
During Experiment	72	28	227	327
Change	300%	187%	212%	224%

Weekend Results	Couples	Families	Friends	Total Groups
Before Experiment	24	15	94	135
During Experiment	119	117	167	414
Change	496%	780%	178%	307%

All	Couples	Families	Friends	Total Groups
Before Experiment (4 days)	48	30	201	281
During Experiment (4 days)	191	145	394	741
Change	398%	483%	196%	264%

time-lapse data

Thursday 13/10/2016 (Before Experiment)

Total Foot Traffic	Passers	Dwellers	Dwellers > Alone >		Dwellers > Children		Dwellers > Adults		Dwellers > Seniors		Total Groups	Groups >		Groups >	
			Social	Alone	Smart Device	No Smart Device	Children	Adults	Seniors	Couples		Families	Friends		
10am-11am	334	309	25	11	14	7	7	0	25	0	5	0	0	0	5
11am-12pm	547	517	30	18	12	5	7	0	30	0	7	0	0	0	7
12pm-1pm	847	821	26	16	10	7	3	0	26	0	7	0	0	0	7
1pm-2pm	955	927	28	19	9	6	3	0	28	0	8	0	0	0	8
2pm-3pm	755	724	31	21	10	7	3	0	31	0	8	0	0	0	8
3pm-4pm	655	637	18	15	3	2	1	0	18	0	7	1	0	0	6
4pm-5pm	668	642	26	17	9	6	3	0	26	0	7	1	0	0	6
5pm-6pm	758	722	36	26	10	6	4	0	36	0	11	3	0	0	8
6pm-7pm	885	867	18	10	8	5	3	1	15	2	3	1	1	1	1
7pm-8pm	548	541	7	4	4	1	3	0	7	0	2	1	0	0	1
8pm-9pm	386	376	10	8	2	1	1	1	9	0	2	0	1	1	1
9pm-10pm	330	321	9	6	3	3	0	0	9	0	3	2	0	0	1
Total	7668	7404	264	171	94	56	38	2	260	2	70	9	2	59	

time-lapse data

Friday 14/10/2016 (Before Experiment)

	Total Foot Traffic	Passers	Dwellers	Dwellers > Alone >			Dwellers > Children >			Dwellers > Adults >			Dwellers > Seniors >			Total Groups	Dwellers > Couples >			Dwellers > Families >			Dwellers > Friends >		
				Social	Alone	Smart Device	Smart Device	No Smart Device	Children	Adults	Seniors	Couples	Families	Friends											
10am-11am	467	453	14	5	9	4	5	0	14	0	2	0	2	0	0	0	0	0	0	0	0	0	2		
11am-12pm	557	535	22	8	14	4	10	0	16	6	3	0	3	0	0	2	1								
12pm-1pm	729	702	27	15	12	7	5	2	18	7	6	0	3	0	3	3									
1pm-2pm	879	840	39	22	17	5	12	2	32	5	10	1	2	7	2	7									
2pm-3pm	341	298	43	24	19	11	8	0	34	9	11	2	0	9											
3pm-4pm	307	280	27	12	15	6	9	0	27	0	6	3	0	3											
4pm-5pm	279	255	24	14	10	6	4	0	20	4	7	2	0	5											
5pm-6pm	225	197	28	19	9	4	5	1	21	6	8	2	1	5											
6pm-7pm	428	406	22	14	8	3	5	0	20	2	7	4	2	1											
7pm-8pm	808	792	16	10	6	2	4	0	16	0	5	0	0	5											
8pm-9pm	528	511	17	11	6	5	1	2	15	0	6	1	1	4											
9pm-10pm	564	545	19	10	9	4	5	0	16	3	5	0	2	3											
Total	6112	5814	298	164	134	61	73	7	249	42	76	15	13	48											

time-lapse data

Saturday 15/10/2016 (Before Experiment)

Total Foot Traffic	Passers	Dwellers	Dwellers > Alone >			Dwellers > Dwellers >			Dwellers > Dwellers >			Dwellers > Dwellers >			Dwellers > Dwellers >		
			Social	Smart Device	No Smart Device	Children	Adults	Seniors	Total Groups	Couples	Families	Friends	Couples	Families	Friends	Couples	Families
671	637	34	26	7	3	4	4	30	0	11	2	3	4				
940	914	26	13	9	3	6	0	26	0	6	0	0	5				
1158	1122	36	30	6	1	5	2	34	0	10	2	2	5				
1268	1234	34	32	2	1	1	1	33	4	9	0	1	8				
1095	1055	40	24	12	6	6	9	31	0	12	0	4	6				
974	959	15	10	5	0	5	0	15	0	4	0	0	8				
952	930	22	15	7	2	5	2	20	0	6	2	1	3				
950	920	30	24	6	4	2	3	27	2	10	2	1	7				
895	876	19	13	6	1	5	1	17	1	5	1	1	3				
660	628	32	26	6	3	3	0	32	0	7	1	0	6				
858	836	22	14	8	5	3	0	22	0	6	0	0	6				
668	628	40	35	5	3	2	0	40	0	13	0	1	12				
11089	10739	350	262	79	32	47	22	327	7	99	10	14	73				
Total																	

time-lapse data

Sunday 16/10/2016 (Before Experiment)

Total Foot Traffic	Passers	Dwellers	Dwellers >				Dwellers >				Dwellers >				Dwellers >			
			Social	Alone	Smart Device	No Smart Device	Children	Adults	Seniors	Total Groups	Couples	Families	Friends	Groups >	Families	Friends	Groups >	
10am-11am	203	194	9	4	5	3	2	0	0	9	0	0	2	1	0	0	1	
11am-12pm	281	272	9	2	7	4	3	0	0	9	0	0	1	0	0	0	1	
12pm-1pm	322	302	20	14	6	3	3	1	19	0	0	5	2	1	2	2	2	
1pm-2pm	285	269	16	8	8	6	2	0	10	6	2	0	0	0	0	2	2	
2pm-3pm	257	244	13	12	1	1	0	0	7	6	4	1	0	0	3	3	3	
3pm-4pm	231	221	10	7	3	2	1	0	10	0	0	3	2	0	1	1	1	
4pm-5pm	255	242	13	7	6	1	5	0	13	0	0	3	2	0	0	1	1	
5pm-6pm	214	199	15	13	3	2	1	0	15	0	0	6	3	0	3	3	3	
6pm-7pm	200	187	13	9	4	4	0	0	13	0	0	5	1	0	4	4	4	
7pm-8pm	190	183	7	2	5	0	5	0	7	0	0	1	1	0	0	0	0	
8pm-9pm	121	116	5	5	0	0	0	0	5	0	0	2	1	0	1	1	1	
9pm-10pm	102	95	7	6	1	1	0	0	7	0	0	2	0	0	2	0	2	
Total	2661	2524	137	89	49	27	22	1	124	12	36	14	1	21	21	21		

time-lapse data

Wednesday 16/10/2016 (During Experiment)

Total Foot Traffic	Passers	Dwellers	Dwellers > Alone >		Dwellers > Children		Dwellers > Adults		Dwellers > Seniors		Total Groups	Groups >			Groups >
			Social	Alone	Smart Device	No Smart Device	Children	Adults	Seniors	Couples		Families	Friends		
10am-11am	371	342	29	16	13	6	7	0	29	0	7	0	0	0	7
11am-12pm	671	637	34	19	15	8	7	0	34	0	8	0	0	0	8
12pm-1pm	948	879	69	48	21	13	8	1	66	2	19	5	1	1	13
1pm-2pm	1594	1528	66	56	10	6	4	2	63	1	21	4	2	2	15
2pm-3pm	1392	1326	66	42	24	13	11	1	63	3	15	2	1	1	12
3pm-4pm	1322	1277	45	30	15	9	6	1	43	1	11	3	1	1	7
4pm-5pm	1474	1421	53	41	12	6	6	2	49	2	16	3	2	2	11
5pm-6pm	1483	1438	45	31	14	8	6	3	42	0	14	5	3	3	6
6pm-7pm	1875	1824	51	37	14	8	6	6	45	0	13	3	5	5	5
7pm-8pm	2500	2431	69	54	15	11	4	3	62	4	17	5	2	2	10
8pm-9pm	1462	1432	30	25	5	4	1	0	30	0	10	4	0	0	6
9pm-10pm	985	948	37	30	7	4	3	0	37	0	13	4	0	0	9
Total	16077	15483	594	429	165	96	69	19	563	13	164	38	17	109	

time-lapse data

Friday 28/10/2016 (During Experiment)

Total Foot Traffic	Passers	Dwellers	Dwellers > Alone >		Dwellers > Dwellers >		Dwellers > Dwellers >		Dwellers > Dwellers >		Dwellers > Dwellers >		Dwellers > Dwellers >		Dwellers > Dwellers >	
			Social	Alone	Smart Device	No Smart Device	Children	Adults	Seniors	Total Groups	Couples	Families	Friends	Groups >	Groups >	Groups >
763	732	31	20	11	6	5	2	25	4	9	1	2	6			
971	928	43	29	14	9	5	0	41	2	10	1	0	9			
1278	1221	57	39	18	13	5	1	54	2	15	3	1	11			
2945	2896	49	24	25	14	11	0	49	0	10	2	0	8			
2357	2315	42	24	18	13	5	1	40	1	11	4	1	6			
1917	1877	40	25	15	9	6	3	35	2	10	2	3	5			
1152	1123	29	17	12	8	4	0	29	0	9	3	0	6			
1043	978	65	49	16	9	7	3	62	0	16	5	2	9			
1410	1321	89	62	27	14	13	0	89	0	25	4	0	21			
1659	1567	92	66	26	13	13	4	88	0	24	3	2	19			
1020	989	31	21	10	8	2	0	31	0	8	2	0	6			
836	793	43	40	3	2	1	0	43	0	16	4	0	12			
17351	16740	611	416	195	118	77	14	586	11	163	34	11	118			

time-lapse data

Saturday 29/10/2016 (During Experiment)

	Total Foot Traffic	Passers	Dwellers	Dwellers > Dwellers > Alone >			Dwellers > Dwellers > Dwellers >			Dwellers > Dwellers > Dwellers >			Dwellers > Dwellers > Dwellers >		
				Social	Alone	Smart Device	Smart Device	No Smart Device	Children	Adults	Seniors	Total Groups	Couples	Families	Friends
10am-11am	614	558	56	46	10	5	5	11	45	0	17	2	9	4	
11am-12pm	780	724	56	37	19	8	11	7	49	0	20	5	8	5	
12pm-1pm	1055	973	82	56	26	14	12	5	76	1	22	6	3	11	
1pm-2pm	960	882	78	55	23	16	7	10	65	3	18	7	6	3	
2pm-3pm	1063	969	94	68	26	11	15	13	79	2	28	12	9	5	
3pm-4pm	953	868	85	62	23	14	9	16	68	1	20	3	7	10	
4pm-5pm	944	860	84	66	18	7	11	10	73	1	25	5	6	14	
5pm-6pm	891	789	102	90	12	6	6	28	73	1	34	8	17	9	
6pm-7pm	938	825	113	101	18	7	11	21	91	3	38	8	15	13	
7pm-8pm	990	876	114	99	17	9	8	10	99	3	39	14	7	16	
8pm-9pm	1055	922	133	110	19	10	9	12	115	6	42	15	8	20	
9pm-10pm	938	853	85	71	14	9	5	6	73	6	22	6	4	12	
Total	11181	10099	1082	861	225	116	109	149	906	27	325	91	99	122	

time-lapse data

Sunday 30/10/2016 (During Experiment)

Total Foot Traffic	Passers	Dwellers	Dwellers > Dwellers > Alone >		Dwellers > Dwellers > Dwellers >			Dwellers > Dwellers > Dwellers >			Dwellers > Dwellers > Dwellers >			Dwellers > Dwellers > Dwellers >			
			Social	Alone	Smart Device	Alone > No Smart Device	Children	Adults	Seniors	Total Groups	Couples	Families	Friends	Groups >	Groups >	Groups >	Groups >
225	210	15	11	5	3	2	0	15	0	5	2	0	3	0	0	0	3
346	320	26	17	9	5	4	2	22	2	9	2	7	2	2	7	2	2
1011	980	31	24	7	5	2	0	31	0	11	6	0	5	6	0	0	5
1159	1121	38	31	7	5	2	4	31	3	10	3	2	5	3	2	2	5
1033	991	42	34	8	5	3	4	37	1	15	6	2	7	6	2	2	7
863	830	33	26	7	4	3	0	31	2	8	2	0	6	2	0	0	6
429	422	7	5	2	1	1	0	7	0	2	0	0	2	0	0	0	2
358	342	16	12	4	1	3	1	14	1	3	0	1	2	0	1	1	2
544	512	32	24	8	5	3	5	25	2	8	2	3	3	2	3	3	3
648	623	25	14	11	7	4	1	23	1	6	1	1	4	1	1	1	4
751	713	38	35	3	2	1	3	34	1	11	4	2	5	4	2	2	5
219	217	2	2	0	0	0	0	2	0	1	0	0	1	0	0	0	1
7586	7281	305	235	71	43	28	20	272	13	89	28	18	45	28	18	45	45

time-lapse data

24-hour cycle tally

Thursday 13/10/2016 (Before Experiment)

	Total Foot Traffic	Passers	Dwellers	Dwellers >		Alone >	Alone >	Dwellers >			Dwellers >	Groups >	Groups >	Groups >
				Social	Alone	Smart Device	No Smart Device	Children	Adults	Seniors	Total Groups	Couples	Families	Friends
10am	334	309	25	11	14	7	7	0	25	0	5	0	0	5
11am	547	517	30	18	12	5	7	0	30	0	7	0	0	7
12pm	847	821	26	16	10	7	3	0	26	0	7	0	0	7
1pm	955	927	28	19	9	6	3	0	28	0	8	0	0	8
2pm	755	724	31	21	10	7	3	0	31	0	8	0	0	8
3pm	655	637	18	15	3	2	1	0	18	0	7	1	0	6
4pm	668	642	26	17	9	6	3	0	26	0	7	1	0	6
5pm	758	722	36	26	10	6	4	0	36	0	11	3	0	8
6pm	885	867	18	10	8	5	3	1	15	2	3	1	1	1
7pm	548	541	7	4	4	1	3	0	7	0	2	1	0	1
8pm	386	376	10	8	2	1	1	1	9	0	2	0	1	1
9pm	330	321	9	6	3	3	0	0	9	0	3	2	0	1
10pm	251	246	5	4	1	0	1	0	5	0	2	1	0	1
11pm	196	189	7	6	1	0	1	0	7	0	2	0	0	2
12am	177	168	9	9	0	0	0	0	9	0	2	0	0	2
1am	148	132	16	16	0	0	0	0	16	0	6	3	0	3
2am	108	97	11	11	0	0	0	0	11	0	3	0	0	3
3am	42	36	6	6	0	0	0	0	6	0	2	0	0	2
4am	2	2	0	0	0	0	0	0	0	0	0	0	0	0
5am	3	3	0	0	0	0	0	0	0	0	0	0	0	0
6am	27	27	0	0	0	0	0	0	0	0	0	0	0	0
7am	190	187	3	0	3	2	1	0	2	1	0	0	0	0
8am	326	321	5	2	3	1	2	0	4	1	1	0	0	1
9am	594	581	13	4	9	6	3	0	12	1	2	0	0	2
Total	9732	9393	339	229	111	65	46	2	332	5	90	13	2	75

Wednesday 26/10/2016 (During Experiment)

	Total Foot Traffic	Passers	Dwellers	Dwellers >		Alone >	Alone >	Dwellers >			Dwellers >	Groups >	Groups >	Groups >
				Social	Alone	Smart Device	No Smart Device	Children	Adults	Seniors	Total Groups	Couples	Families	Friends
10am	371	342	29	16	13	6	7	0	29	0	7	0	0	7
11am	671	637	34	19	15	8	7	0	34	0	8	0	0	8
12pm	948	879	69	48	21	13	8	1	66	2	19	5	1	13
1pm	1594	1528	66	56	10	6	4	2	63	1	21	4	2	15
2pm	1392	1326	66	42	24	13	11	1	63	3	15	2	1	12
3pm	1322	1277	45	30	15	9	6	1	43	1	11	3	1	7
4pm	1474	1421	53	41	12	6	6	2	49	2	16	3	2	11
5pm	1483	1438	45	31	14	8	6	3	42	0	14	5	3	6
6pm	1875	1824	51	37	14	8	6	6	45	0	13	3	5	5
7pm	2500	2431	69	54	15	11	4	3	62	4	17	5	2	10
8pm	1462	1432	30	25	5	4	1	0	30	0	10	4	0	6
9pm	985	948	37	30	7	4	3	0	37	0	13	4	0	9
10pm	274	257	17	12	5	4	1	0	17	0	4	2	0	2
11pm	123	118	5	3	2	2	0	0	5	0	1	0	0	1
12am	15	6	9	9	0	0	0	0	9	0	2	0	0	2
1am	9	9	0	0	0	0	0	0	0	0	0	0	0	0
2am	4	4	0	0	0	0	0	0	0	0	0	0	0	0
3am	6	6	0	0	0	0	0	0	0	0	0	0	0	0
4am	4	4	0	0	0	0	0	0	0	0	0	0	0	0
5am	5	5	0	0	0	0	0	0	0	0	0	0	0	0
6am	65	62	3	0	3	1	2	0	3	0	0	0	0	0
7am	377	368	9	0	4	2	2	0	9	0	2	0	0	2
8am	855	843	12	6	6	5	1	0	10	2	3	1	0	2
9am	1084	1056	28	18	10	6	4	1	27	0	9	1	1	7
Total	18898	18221	677	477	195	116	79	20	643	15	185	42	18	125



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