



8.10



8.11

**Figure 8.10** Pioneer Courthouse Square, Portland, Oregon

**Figure 8.11** Street decorated with animal sculptures, Portland, Oregon

create a multi-functional space surrounded by sculptures which both define and enclose it. The quality of the environment is further enhanced by the use of water which helps to create a pleasant microclimate in the heart of a busy city. There is a total design effort in this part of Portland, its aim being to heal the city (Figures 8.9 to 8.11).

The 16th Street Mall in Denver, Colorado, also illustrates the use of a decorated environment to enrich and bring life back to a dying downtown. Having lost its heart it was decided to create an urban shopping mall in the downtown area. The new downtown shopping mall had to compete with suburban malls which have a distinct locational advantage for the motorist. To compete successfully the developers employed a range of urban design skills in the production of an attractive shopping street. Sixteenth Street is an example of total environmental design where the most notable and unifying element of decoration is the floorscape which is complemented by well-designed utilitarian street furniture. A clever dimension of this total design is the use of simple unadorned glass façades which decorate the street through changing reflections of floorscape, colourful window displays and their illumination of the street after dark. A safe, controlled environment has been created. The small shopping arcades provide a natural surveillance for the street beyond the glazing while richly decorating the environment with a constantly changing display of both goods and shoppers (Figures 8.12 and 8.13).

The Zeil in Frankfurt is a similar development to the 16th Street Mall in Denver. Like Denver, it is a pedestrian shopping mall where there has been an attempt to 'heal' or 'make whole' the city centre through the use of floorscape, utilitarian street furniture, sculpture and trees. Yet this development is not as successful as that in Denver. The Zeil is too wide and the floor paving fails to unify the scheme successfully. The inhuman scale and barren lack of unity in the 1950s and 1960s buildings which front onto the Zeil deny it the qualities of the 16th Street Mall in Denver (Figure 8.14).



8.12

**Figure 8.12** Sixteenth Street Mall, Denver

**Figure 8.13** Sixteenth Street Mall, Denver



8.13