

The Survival of Downtown: Recreational activities with no consumption

Pablo Fuentes and Margarita Greene

(0) Introduction









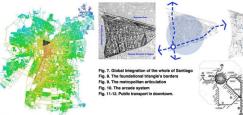


The competition between traditional downtown areas and malls is one of the expressions of the present crisis, and it is becoming stornger every day, it santiago, the planning authorities backed up by local politicians, in a series of joint operations with the private sector have build underground parking spaces, provided security services, redesigned the traditional "Plaza de Armas" (see Fig.1), improved emblematic public buildings (Fig. 2), urban furniture and lighting in an effort to maintain the commercial activity in traditional sectors. On the other hand, the malls have incorporated a broader set of activities much beyond their initial commercial orientation; nowadays they harbour artist exhibitions, they initial commercial orientation; nowadays they harbour artist exhibitions, they initial commercial control to the competitions are competitions and the competition of the competitions are considered to the competition of the

The importance of maintaining the level of activity in downtown areas needs to be stressed, not only because of the historical and economic importance of these areas, but also especially in Latin American cities, because they tend to be the few remaining public places where a socio economic diverse population meets and interacts (Fig. 6). Although access to commercial centres—mails—is open and free, they are socially characterised by the area where they are located, and tend to be extremely segregated in socio-economic terms.



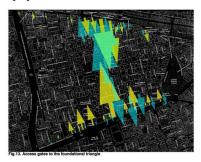
(1) The foundational triangle as the integrating nucleus of the city



The foundational triangle is located at the crossroads of the two major routes of the city; the Alameda and the Panamerican Highway, consolidating its articulating role at metropolitan, regional and national level (Fig. 9), its connections with the rest of the city through public transport and road system, facilitates access during (Fig. 1-11.2), in fact, the interviews showed that an important proportion of the people were coming from peripheral poor areas through public transport, exclusively for recreational purposes.

number of people comes from peripheral areas exclusively for recreational purposes ("to stroil around") to the downtown, although they recognize that this is a secondary orboice with respect to visiting a mail or a public park. This way the recreational potential for his sector can be perceived clearly during the weekend and this one attribute has not been use.

(2) Access to the downtown area

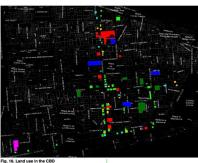




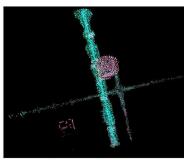
The resulting graphs show that the pedestrian flow entering through Bernardo O'Higgins takes the shape of a pyramid, with a peak in 'Paseo Ahumada' and decreasing flow to the edges (Fig 13). 'Paseo Ahumada' is the greater injector of pedestrians (index of 107) probably due to the public transport hataconcentrates in Bernardo O'Higgins (fig 15). Some streets show very little pedestrian flow, but clearly show a direction, as is the case of Morande and the show a figure of the pedestrian flow, but clearly show a direction, as is the case of Morande Tastlinos, where the Silver is the street of the shown as the case of Morande Tastlinos where the Silver is the separat for the shown as the street of the shown as the street of the shown as the street of the shown as th

The pedestrian flow studies showed important asymmetries and the definition of a specific route: the people enter the downtown area in similar proportions through 15 streets, yet leave mainly no specific street.

(3) Land use



(4) Space use



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From the data a diagram was elaborated where people in movement appear sign with a green dot and stoped people with a red dot (fig 19). Here it is possible to observe a great predominance of the pedestrians flows on the halting in the street, that one is grouped mainly in the "Plaza de Armas" and throughout the strolls, specially

Yet the most important result was the great variety of activities found -strolling, observing other people, couring, window shopping, eating, that most of them are related to movement, yet alternated with short periods of static observation. Thus a programme that aims at promoting activities in a downtown area during weekends, should be more dedicated to the reinforcement of pedestrian routes than with the creation of established programmes.

(5) Final considerations

t consideration to be recalled is that Santiago has few free places of no ption, that the downtown area offers this possibility to a wide and geneous population, therefore becoming an important social integrator.

This second observation that comes out of this study is that the no-consumption activities have a predominantly moving condition. Thus, the no-consumption-recreation should be understood more as a route structure than as a set of destinations with established programmes.

An additional interesting point to be signalled, is that the lighted but closed window shops attracte much attention, and constitute an important objective of the no-consumption strolling.



