# Building Facade Activation

This tool helps you study the public life of city streets. When the facades of buildings are interesting, people will often slow down and engage in other activities than simply walking by.

An active facade offers visual stimulation, provides opportunities for strangers to meet and mix, and creates a reason to spend time on the street.

## DIRECTIONS

Walk along a street and rank facades according to a scale of activation based on the qualities of the buildings themselves.

Rank the quality of each facade according to transparency of windows and doors, unit width, number of doors, articulation of the facade, and invitations for 'spillover' onto the sidewalk in the form of signage, seating, and other exterior furnishings.

Facades are ranked in four categories:

• Vibrant
• Active
• Dull
• Inactive

To see what distinguishes each category, see the inside of this template.

There is a separate category for monuments or historic buildings. Calibrate facade categories to local criteria.

Building Facade Activation

**Gehl Institute**

# Evaluating a Facade

## 1 VIBRANT

- Small units with many doors
- High transparency
- No vacant or passive units
- Lots of character
- Good articulation, materials, and details

## 2 ACTIVE

- Relatively small units
- Some transparency
- Few passive units
- Some articulation and detail

## 3 DULL

- Large units with few doors
- Low transparency
- Some passive units
- Few or no details

## 4 INACTIVE

- Parking or vacant lot
- Large units with few doors
- Very little or no transparency
- Many passive units
- Uniform facades with no details or nothing to look at

## 5 MONUMENT

- A historic or artistic facade that may not be very active or transparent, but is visually remarkable

**NAME**

**DATE**

**LOCATION**

**TIME**

**ADD MAP HERE**

INSTRUCTIONS: Mark each facade on the map with a number according to its level of activation.