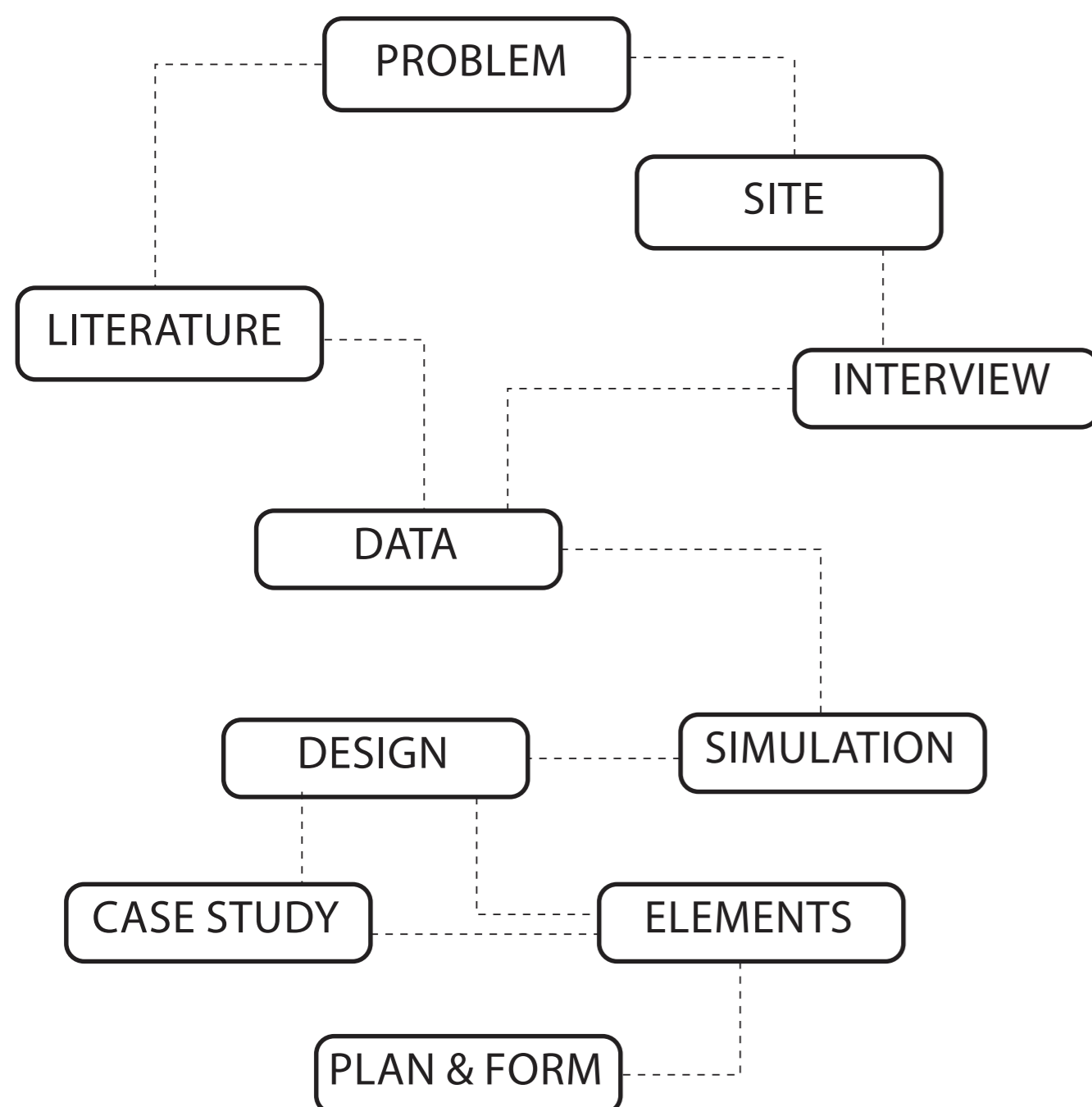


# HOW BEHAVIORAL MAPPING GUIDES URBAN DESIGNERS IN DESIGNING SUCCESSFUL PUBLIC SPACES ?



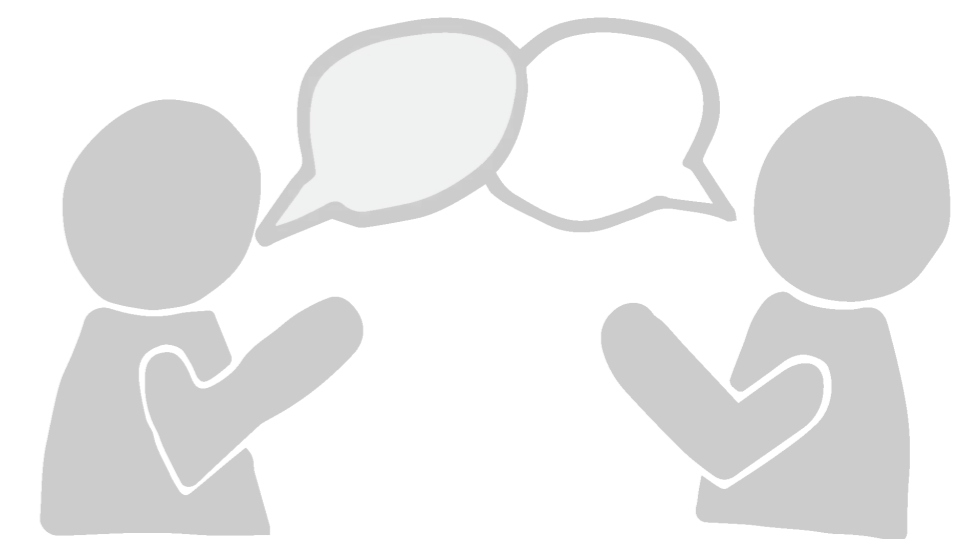
IN MANY PUBLIC SPACES, CERTAIN AREAS REMAIN UNDERUSED DESPITE HAVING PHYSICAL INFRASTRUCTURE SUCH AS SEATING AREAS, CORRIDORS, OR PEDESTRIAN ZONES. THESE SPACES OFTEN FAIL TO ATTRACT PEOPLE OR SUPPORT MEANINGFUL SOCIAL INTERACTION. THIS ISSUE CAN COMMONLY BE OBSERVED IN PLAZAS, CAMPUSES, FOOD STREETS, PARKS, AND COMMERCIAL PUBLIC SPACES.



To understand this problem, a literature study was conducted based on the works of urban theorists and researchers such as Jan Gehl, William H. Whyte, Rapoport, and Rahul Mehrotra.

The study identified several key factors that strongly influence the success of public spaces:

- Accessibility, Openness, Seating Quality, Visibility and Shaded Spaces



BEHAVIORAL STUDY AND USER OPINION

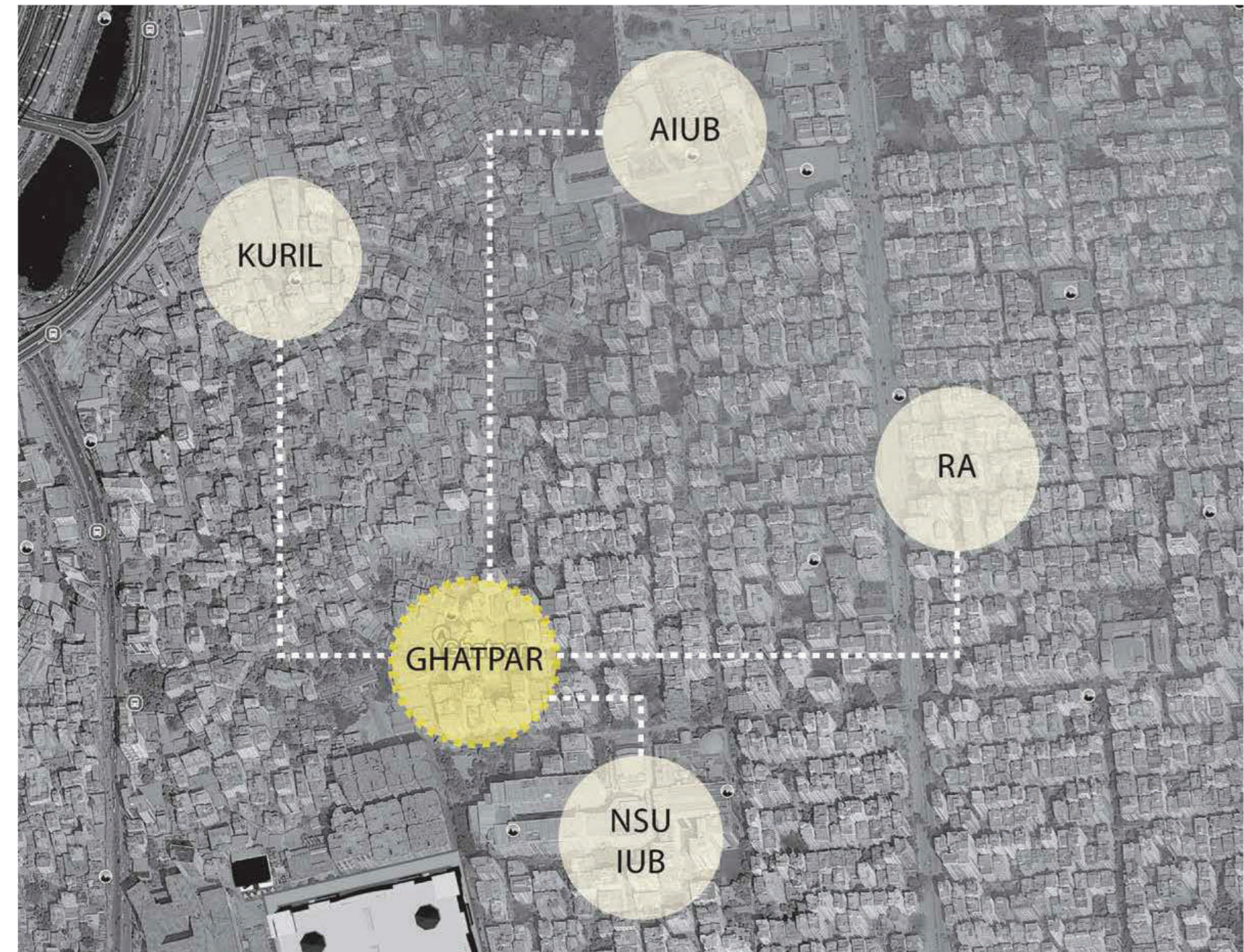
- Poor connectivity between corridors
- Lack of openness
- Inadequate seating quality
- Unpleasant environmental condition
- Lack of shaded areas
- Lack of proper toilet facilities

# A BEHAVIORAL APPROACH TO PUBLIC SPACE DESIGN

SITE



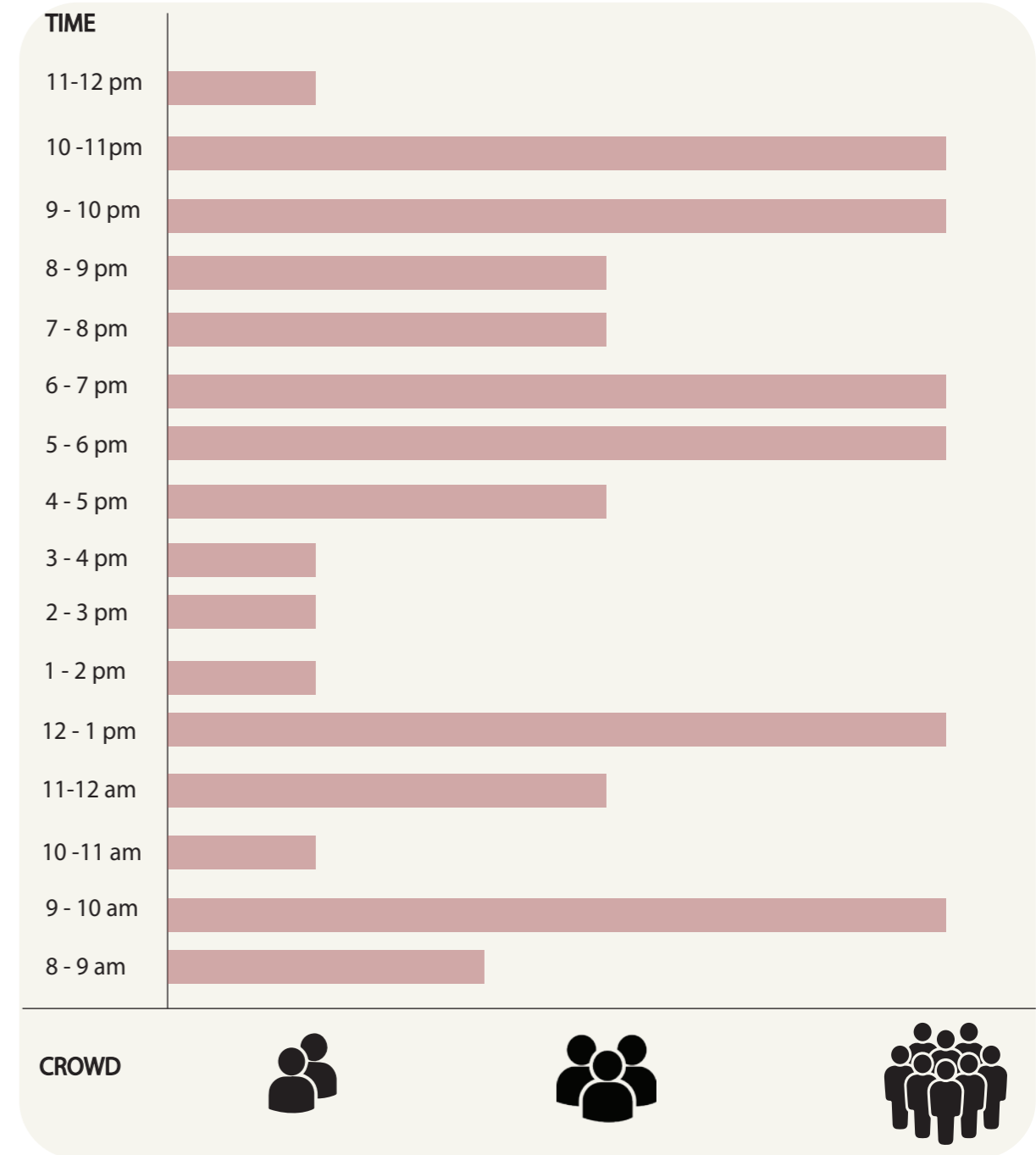
**I** Bashundhara Ghatpar, Dhaka  
ACRE : 2.09



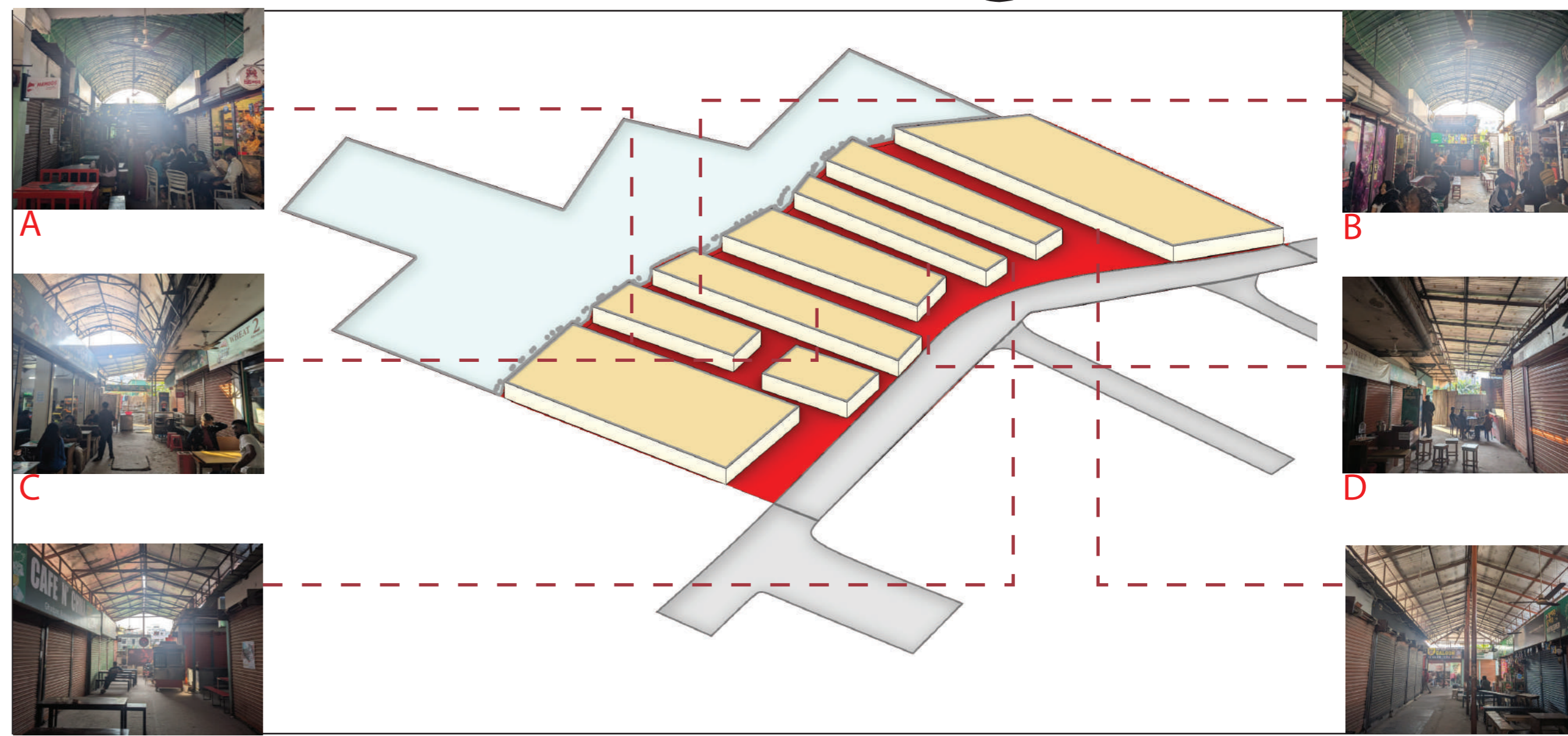
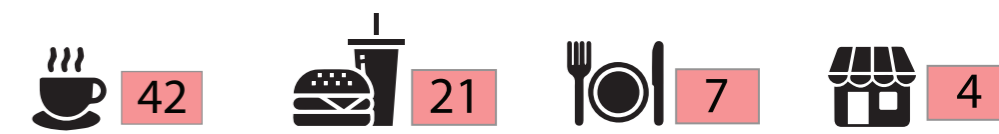
Catchment Area



Ghatpar, a food-based urban public space consisting of six corridors.



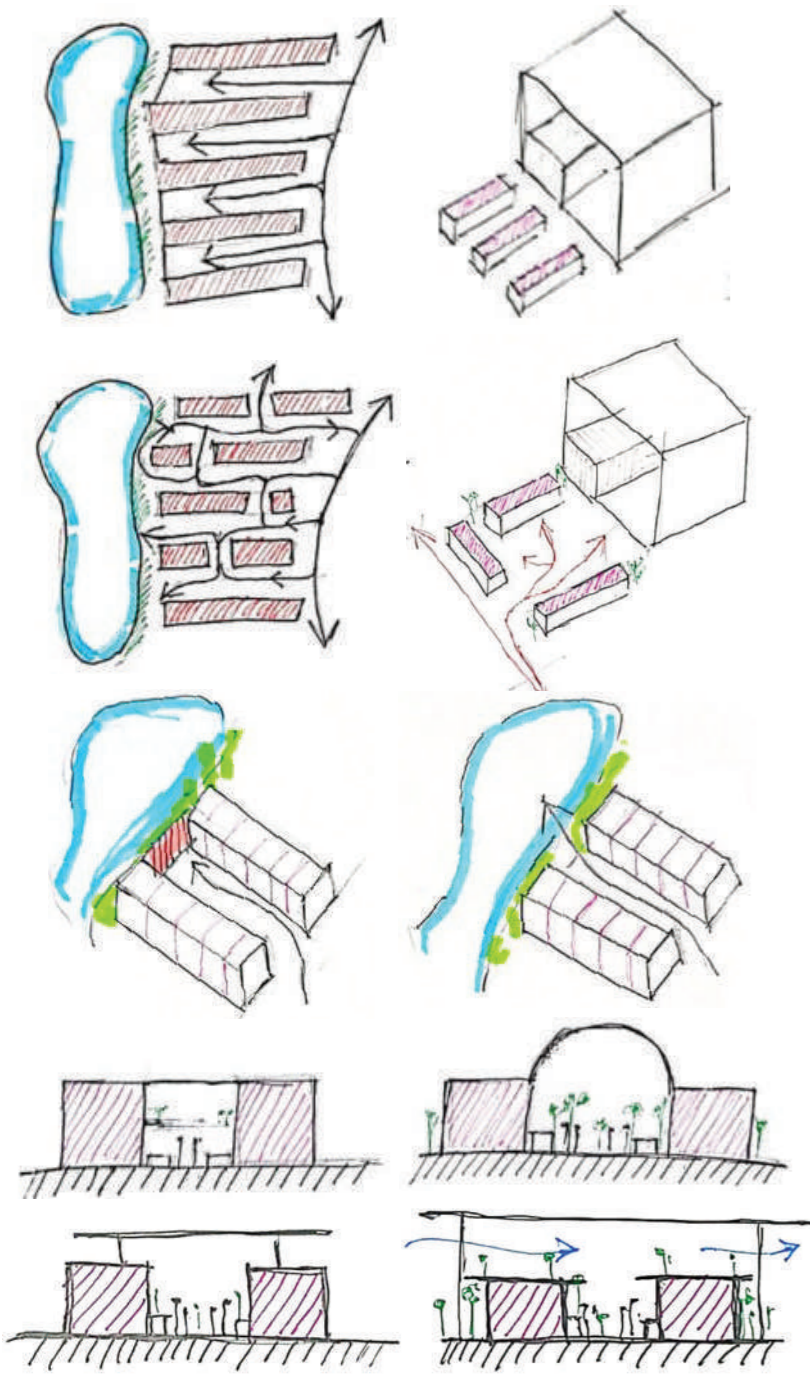
EXISTING SITE



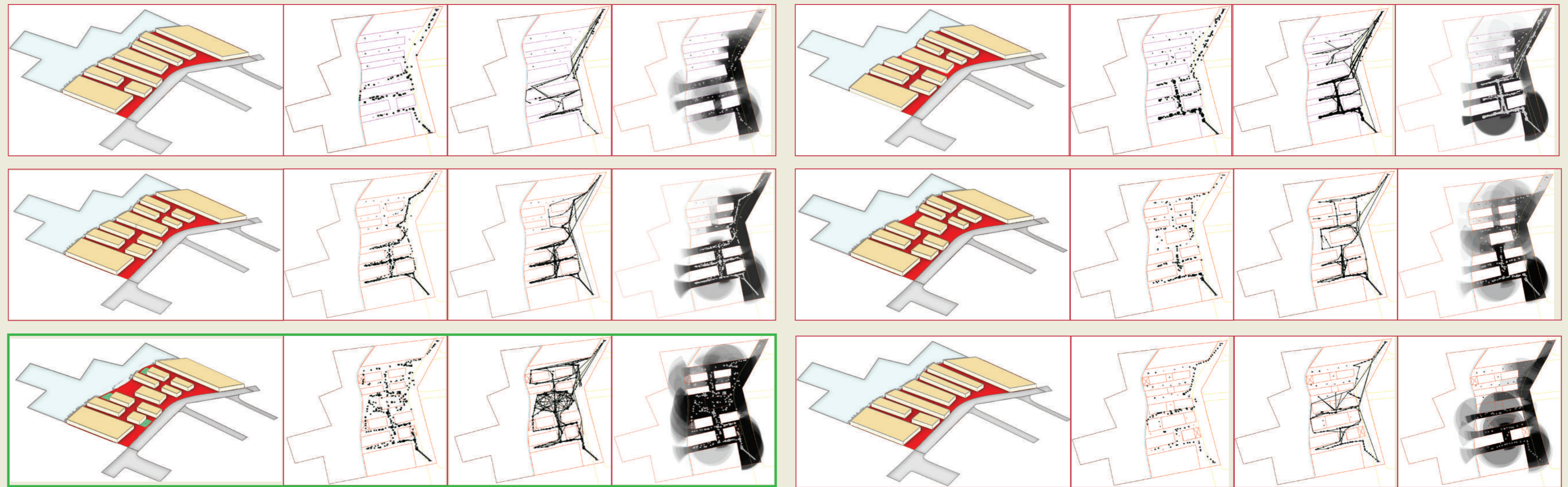
E

F

## PROBABLE OUTCOME

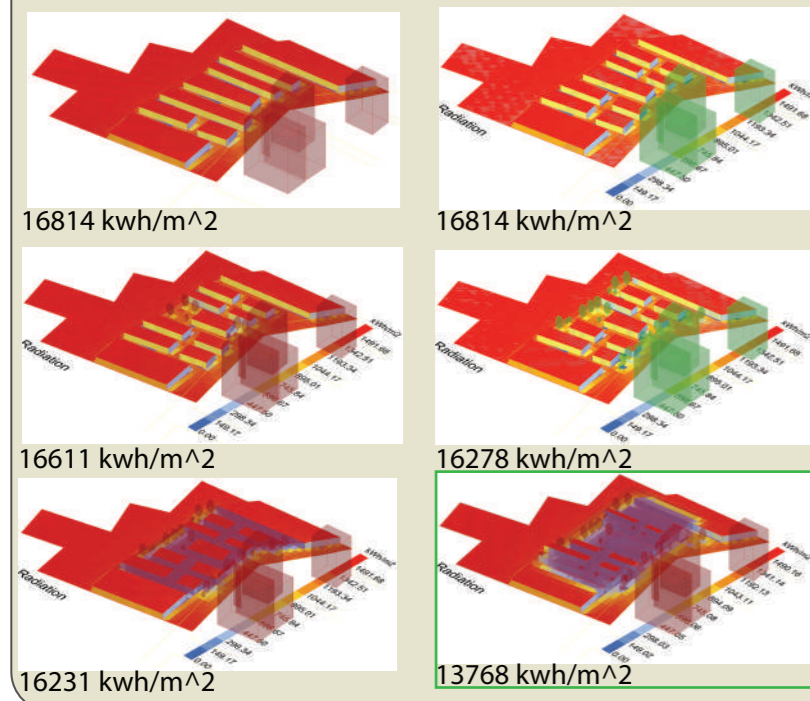


## ACCESSIBILITY AND VISIBILITY SIMULATION

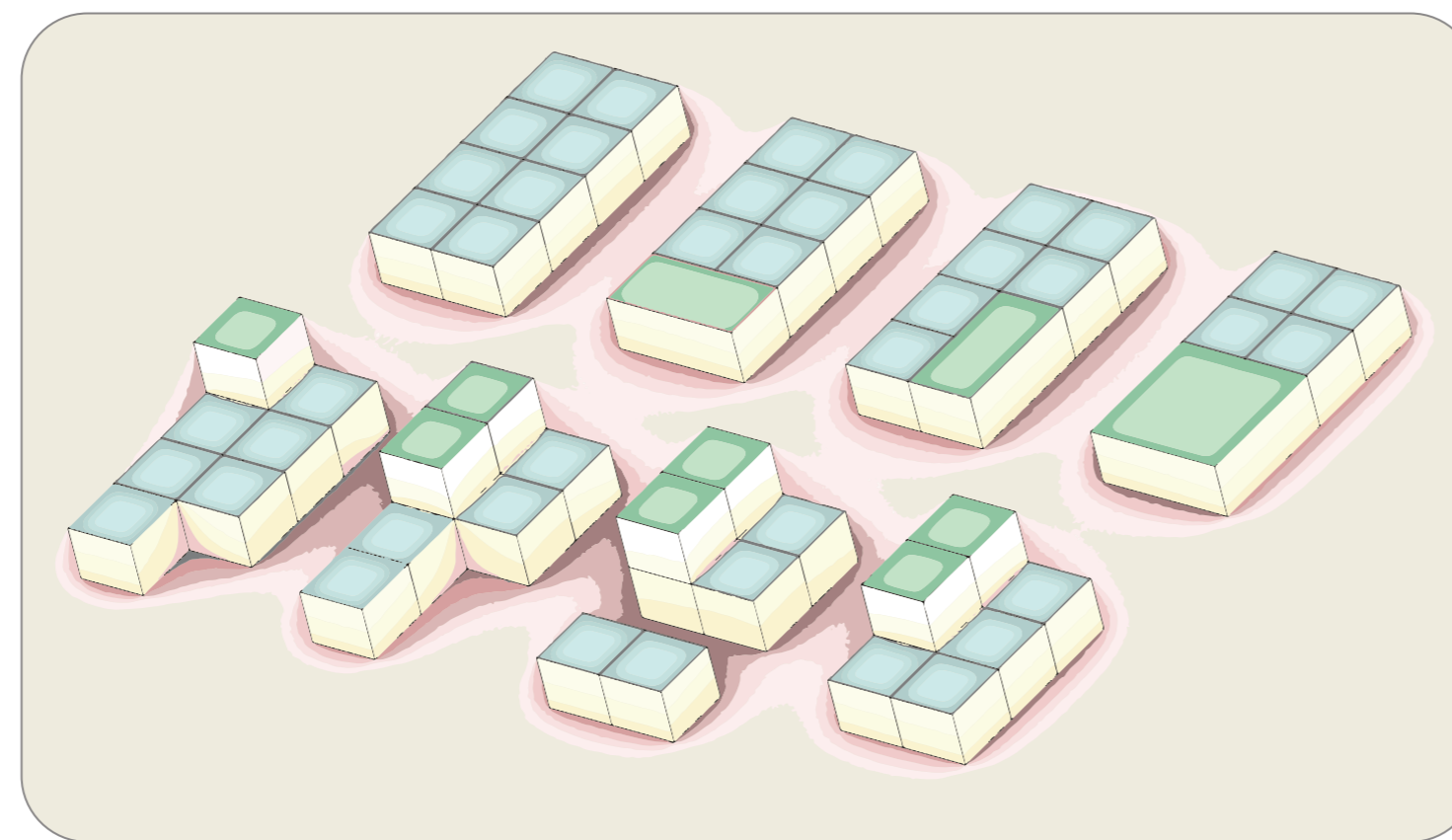


The simulations revealed that introducing porosity between the corridors significantly improved both accessibility and visibility. The proposed porous configuration allowed users to move more freely between spaces while visually connecting the previously isolated corridors. Among all the tested iterations, this green scenario demonstrated the best spatial performance and was therefore selected as the final design strategy.

## RADIATION ANALYSIS



A large super roof structure was introduced to reduce heat radiation and create shaded public spaces. The super roof also helped increase the volumetric openness of the interior public realm, enhancing spatial comfort and visual continuity.

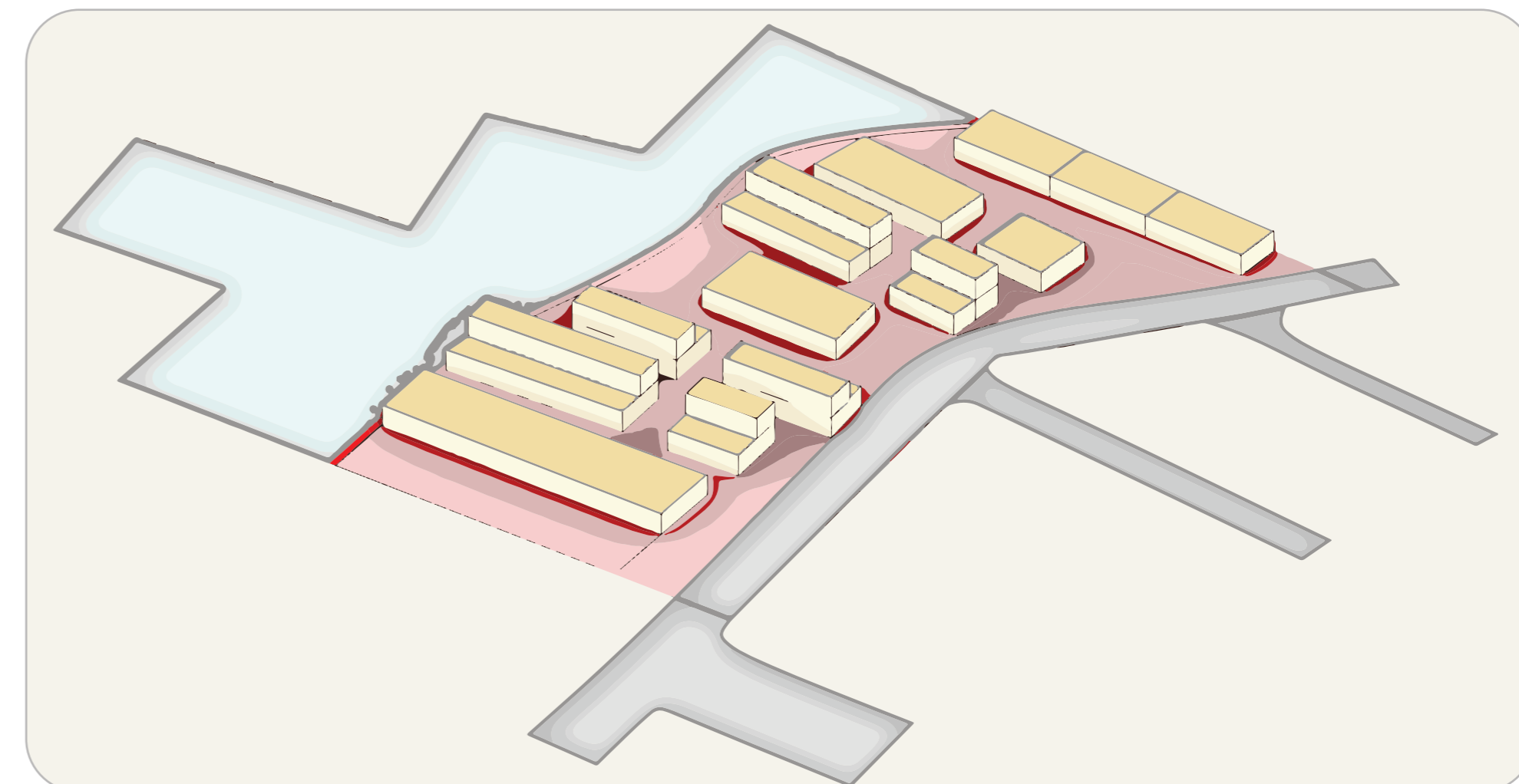
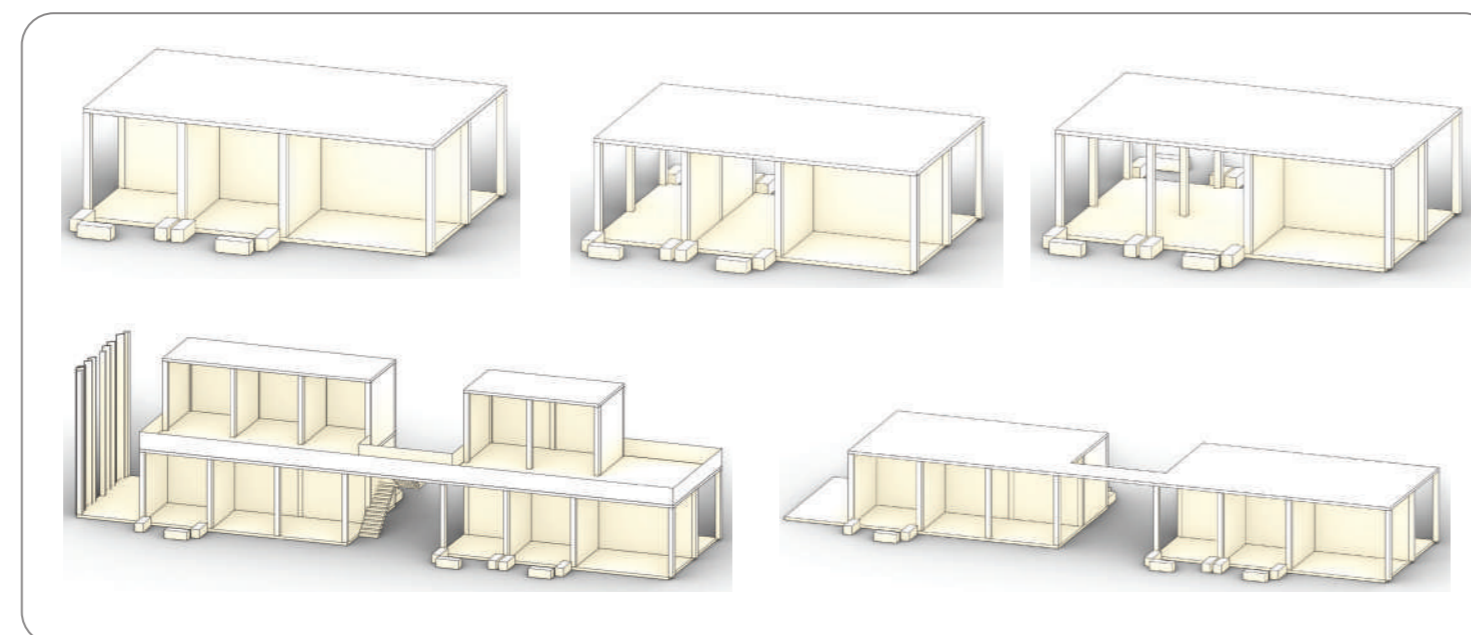


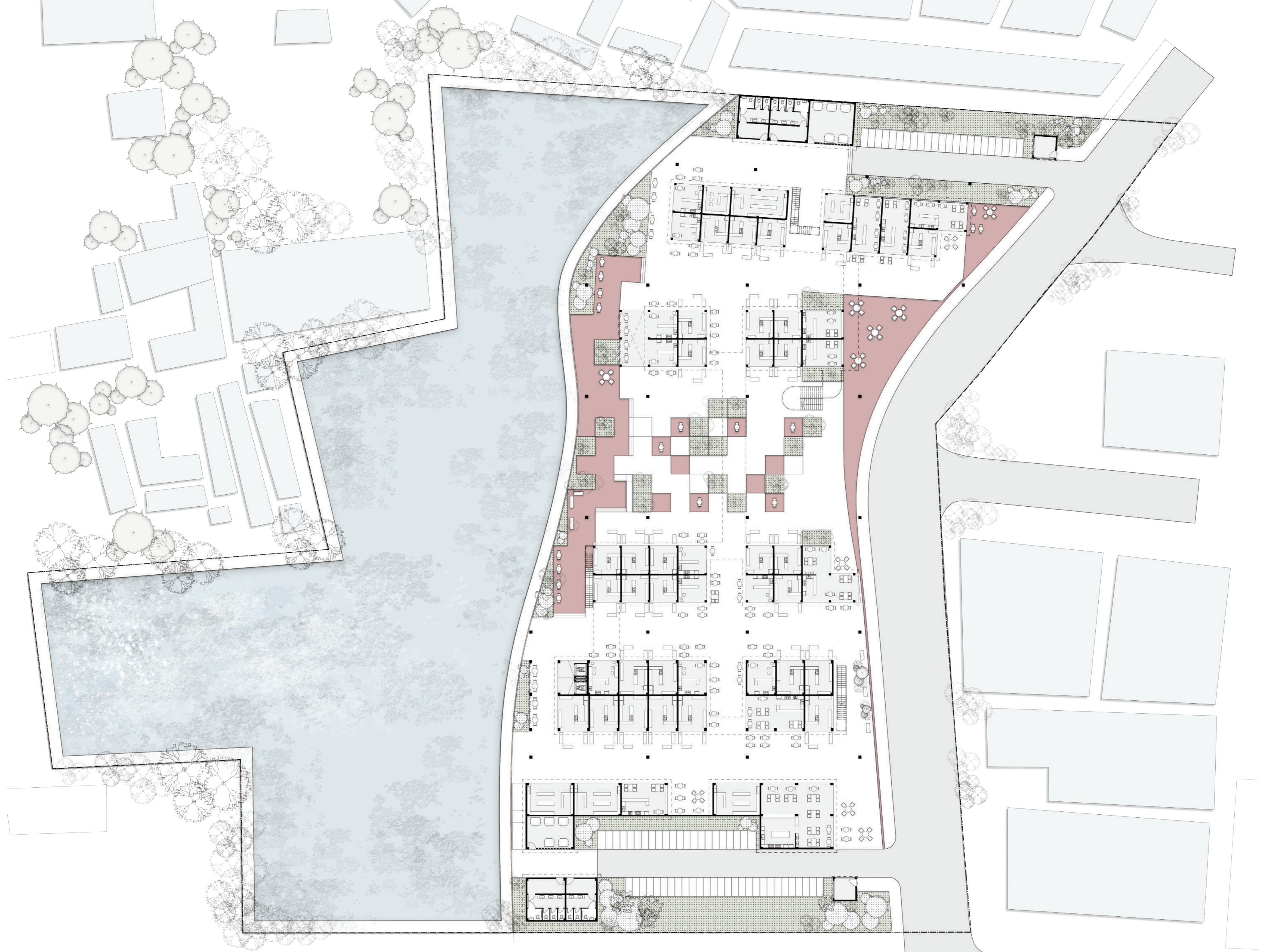
## SPATIAL REORGANIZATION

To create the required porosity and circulation connections, several ground-floor shops were vertically relocated to the first floor.

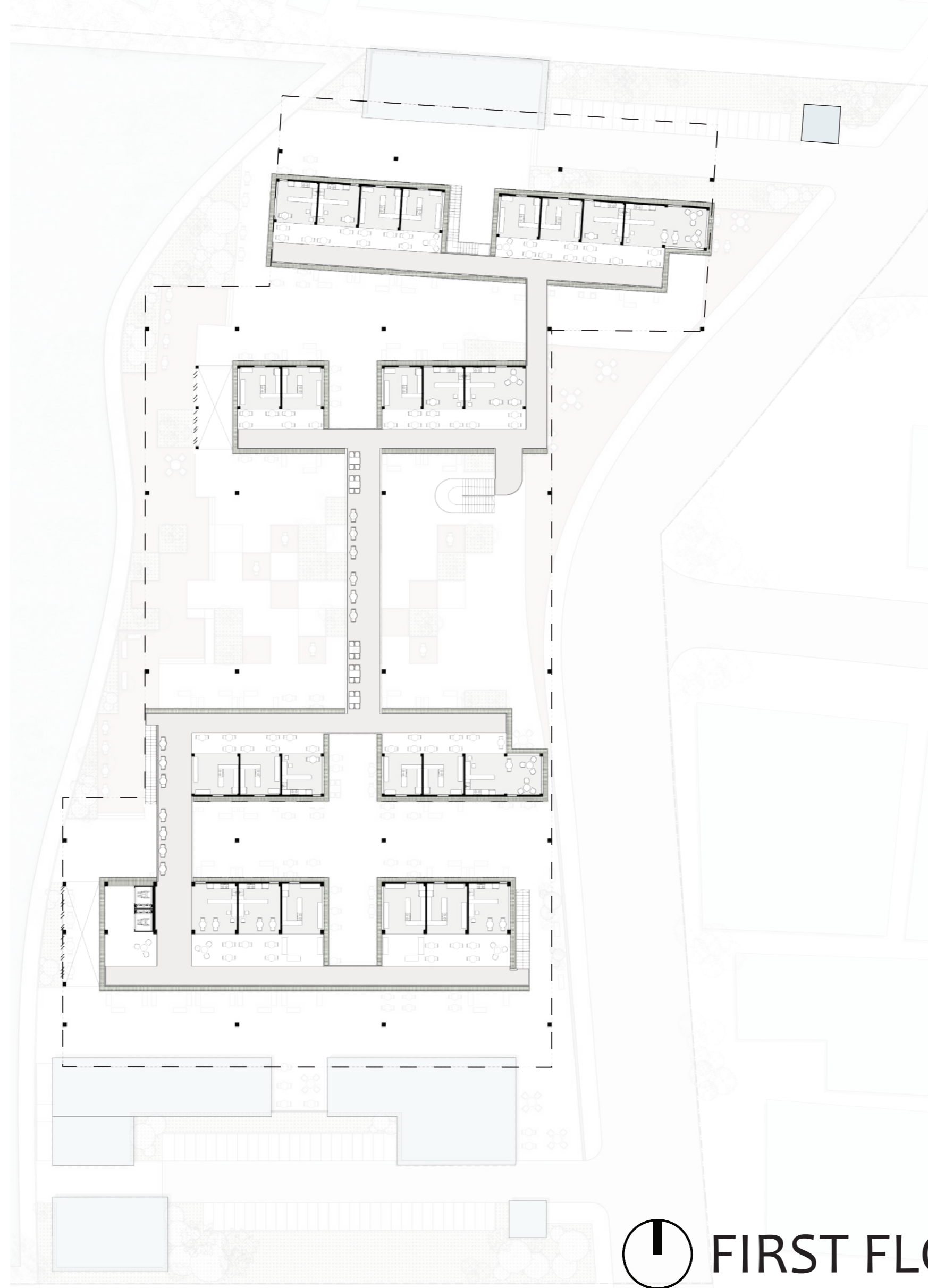
This strategy allowed the project to:

- Maintain the existing commercial activity
- Improve accessibility and pedestrian flow
- Increase the number of commercial units



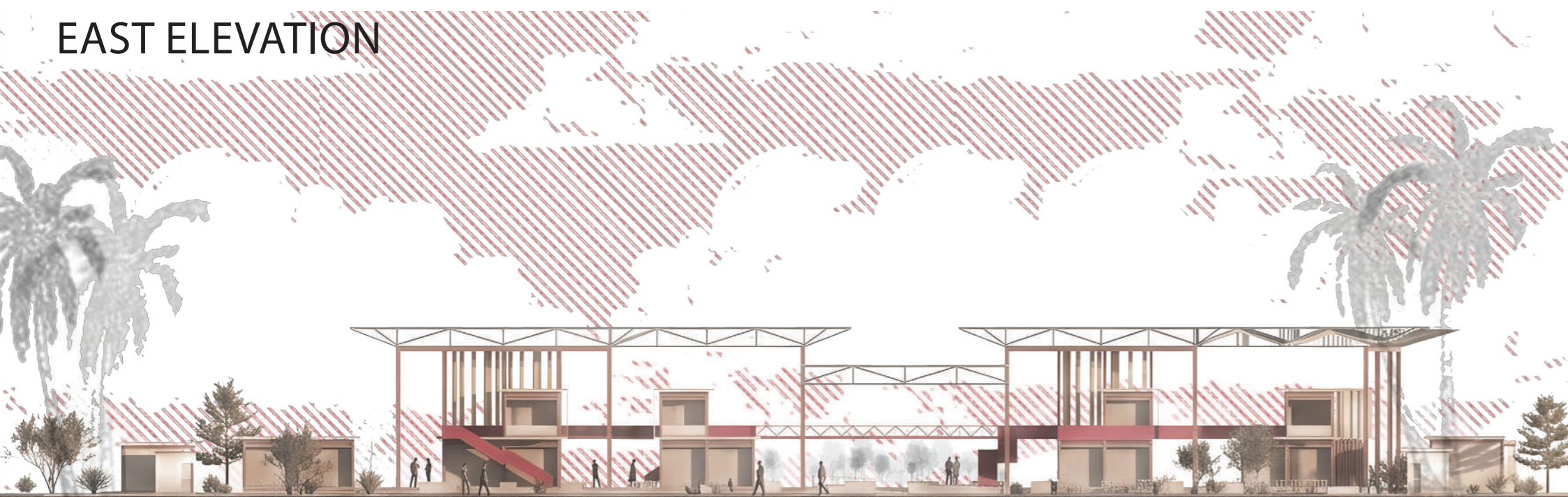


① GROUND FLOOR PLAN

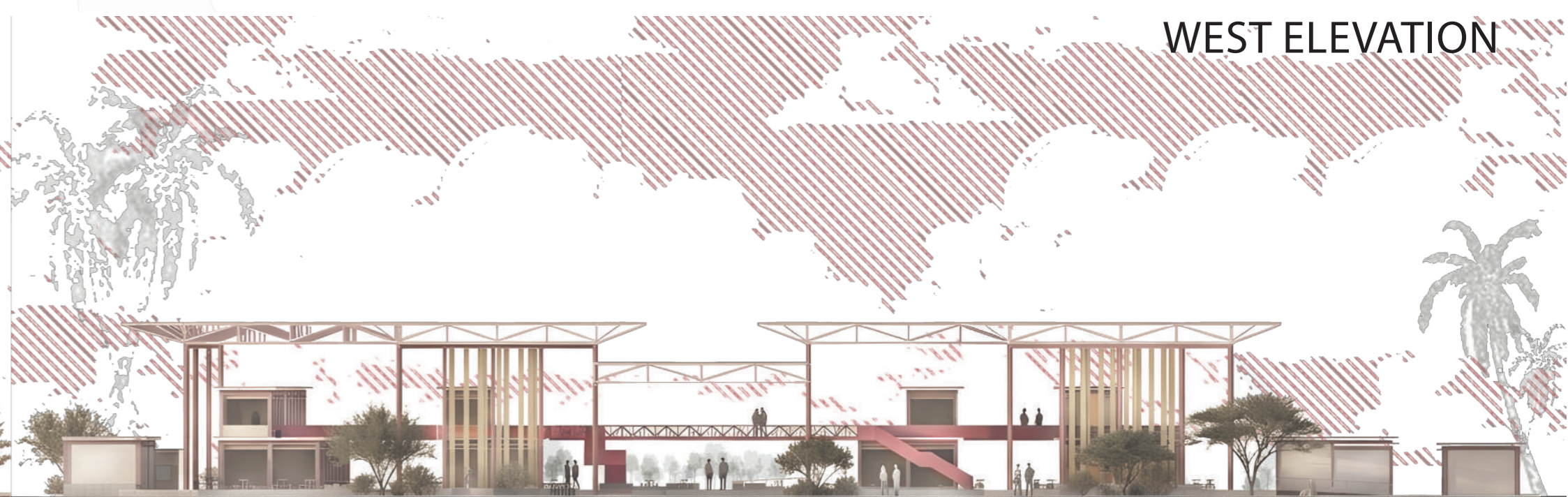


① FIRST FLOOR PLAN

EAST ELEVATION



WEST ELEVATION





PLAZA AREA



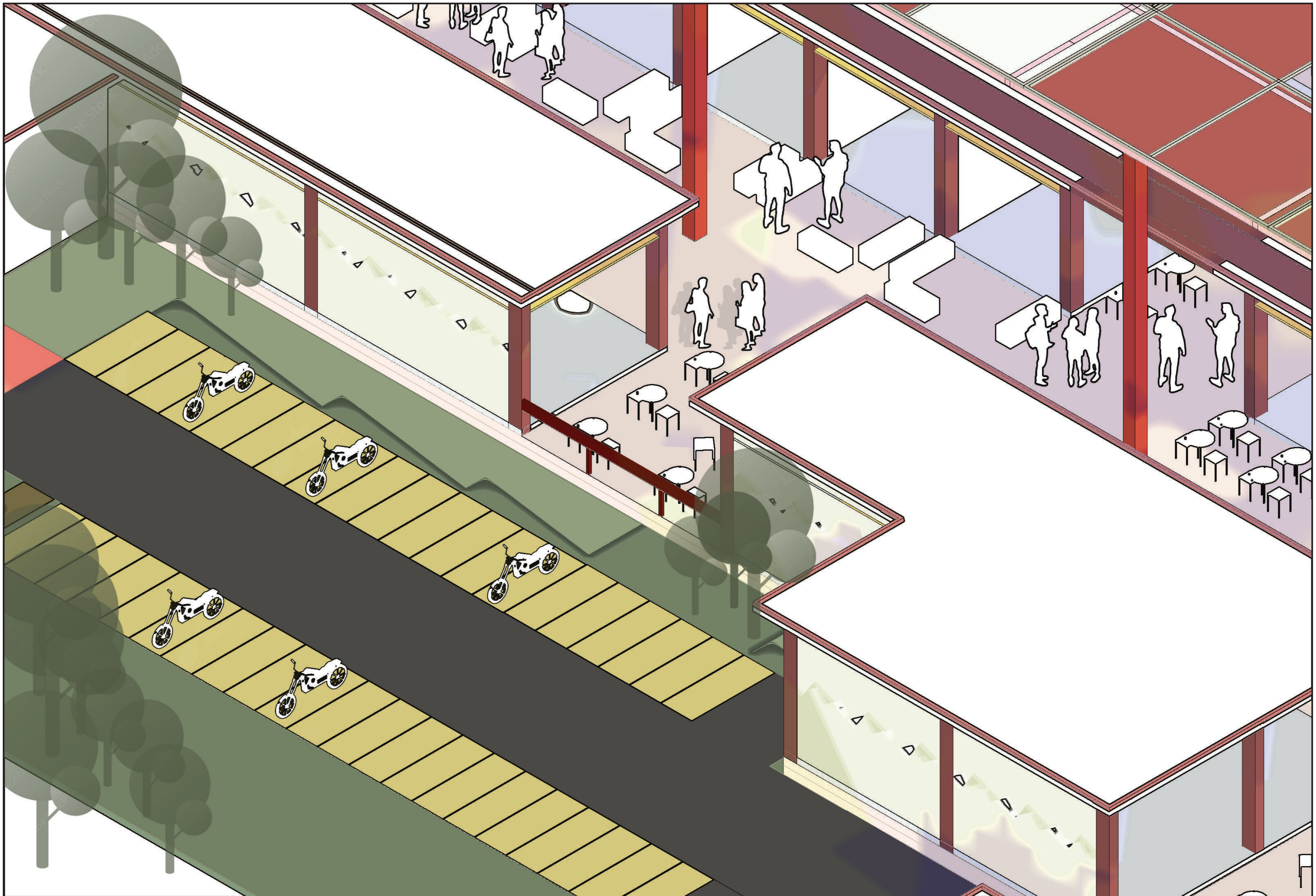
HYDRAULIC LIFT CORE



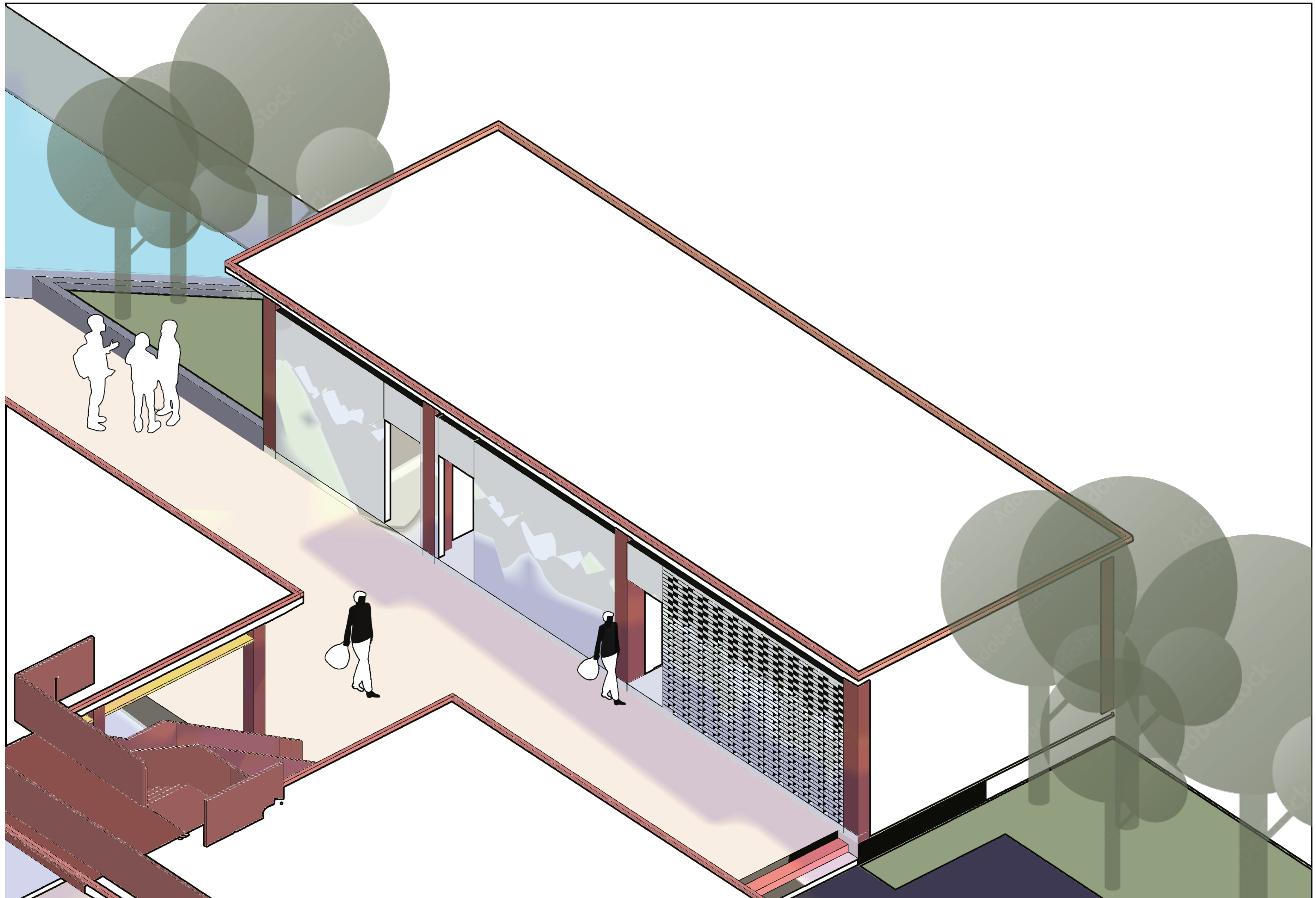
SCREEN AND SOLID WALL TREATMENT



PLAZA AREA STAIR



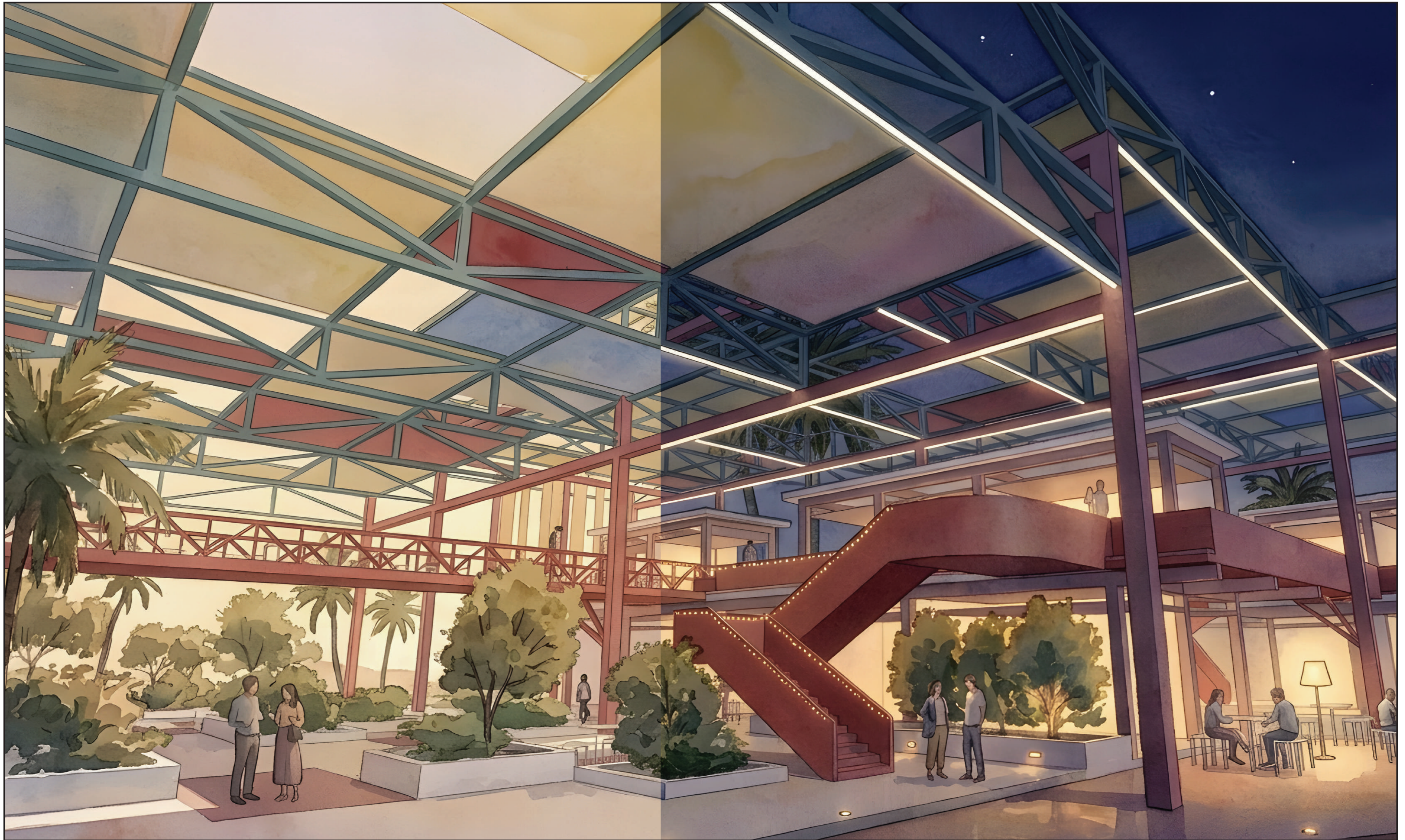
PARKING AREA (THE MAJORITY OF USERS ACCESS THE SITE BY MOTORCYCLE)



TOILET AND GARBAGE ROOM













The project demonstrates how behavioral mapping can guide urban designers in creating more successful and meaningful public spaces.

Rather than forcing users to adapt to architecture, the design evolves from observed human behavior, social interaction, and user needs. Through improved accessibility, visibility, openness, environmental comfort, and spatial flexibility, the proposal transforms Ghatpar into a more inclusive, active, and behavior-responsive public space.

THANK YOU