**Deciding with the Community**

**The Ben Yehuda Street Pop-Up: What to Plan and Where?**

Beyond improving the level of maintenance, it was important to understand the points of interest and the street’s significance to local residents. As part of the planning process, preliminary research was conducted to assess the needs of the residents and business owners. This involved interviews with passersby and business owners, observations of the intervention areas, and sample measurements of traffic and pedestrian flow.

This approach made it possible to begin implementing the improvement plan and choose the pop-up’s location based on the data and in coordination with the light rail construction works. The decision to hold the pop-up activities in the section between Bugrashov and Trumpeldor Streets was based on a survey of establishments along the entire length of Ben Yehuda Street that revealed that the Bugrashov area had a particularly high concentration of food and beverage businesses, making it an ideal location for holding community activities in the public space.

[Images - from top to bottom, left to right]

**Interviews with visitors on the premises**

What brings you here?

* Local residents
* The beach
* Running errands
* Tourists
* Passersby
* Visiting acquaintances
* Work

**Interviews with business owners**

Business location by street section

* Bugrashov-Trumpeldor
* Mapu-Mendeli
* Mendeli-Bugrashov
* Gordon-Mapu

[Bottom image]

* Beauty and cosmetics
* Jewelry and souvenirs
* Food and drink
* Real-estate agency
* Supermarket/convenience store
* Art (gallery, design)
* Hospitality, hotel, travel agency
* Health
* Hobby shop
* Shoes and clothing
* Currency exchange/pawn shop
* Household/hardware items
* Warehouse
* Electronics, computers and cellphones
* Sports and fitness
* Animal store
* Health food store
* Riding equipment
* Laundromat
* Tattoo shop
* Synagogue
* Residential
* Unidentifiable
* Renovations
* Closed

Pop-up activity section