Place value
Why do we need great urban design?

Prof. Matthew Carmona

@ProfMCarmona
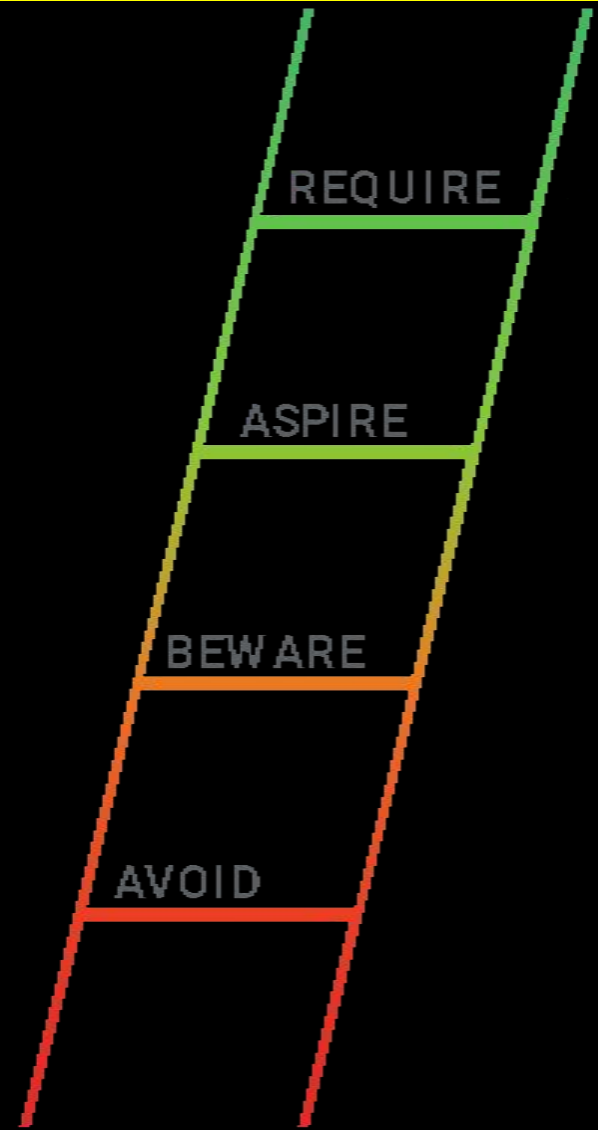
REQUIRE

ASPIRE

BEWARE

AVOID

PL CE ALLIANCE
campaigning for place quality

UCL

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UCL

A man who knows the price of everything and the value of nothing

Oscar Wilde

Price vs. Value

Oscar Wilde

Place value

Cities and places

Prosperity or poverty

Health and well-being

place

Economic productivity and opportunities

Social and cultural experience

place

Togetherness and empowerment

place
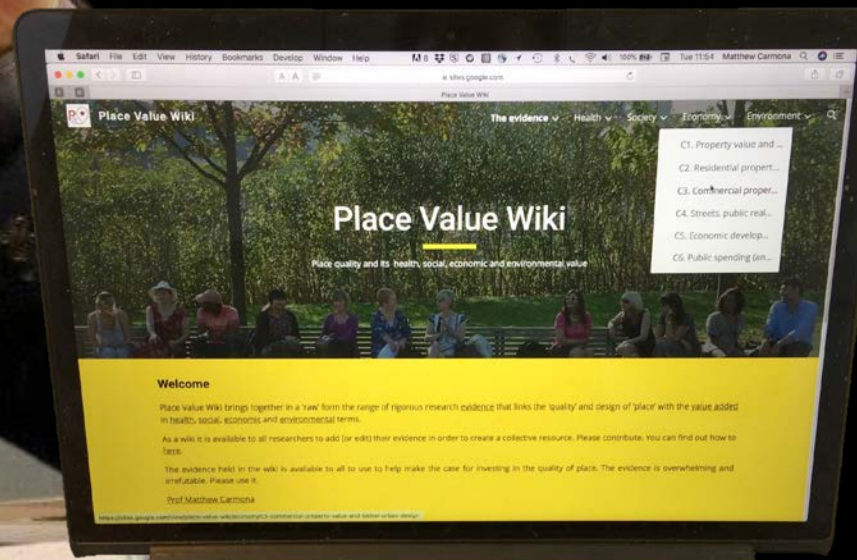
place

Real estate markets
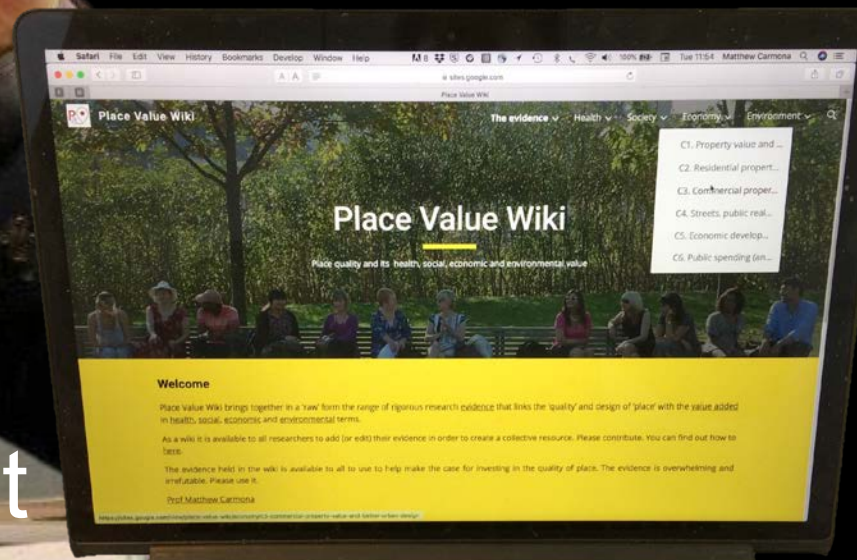
Evidence linking quality to value
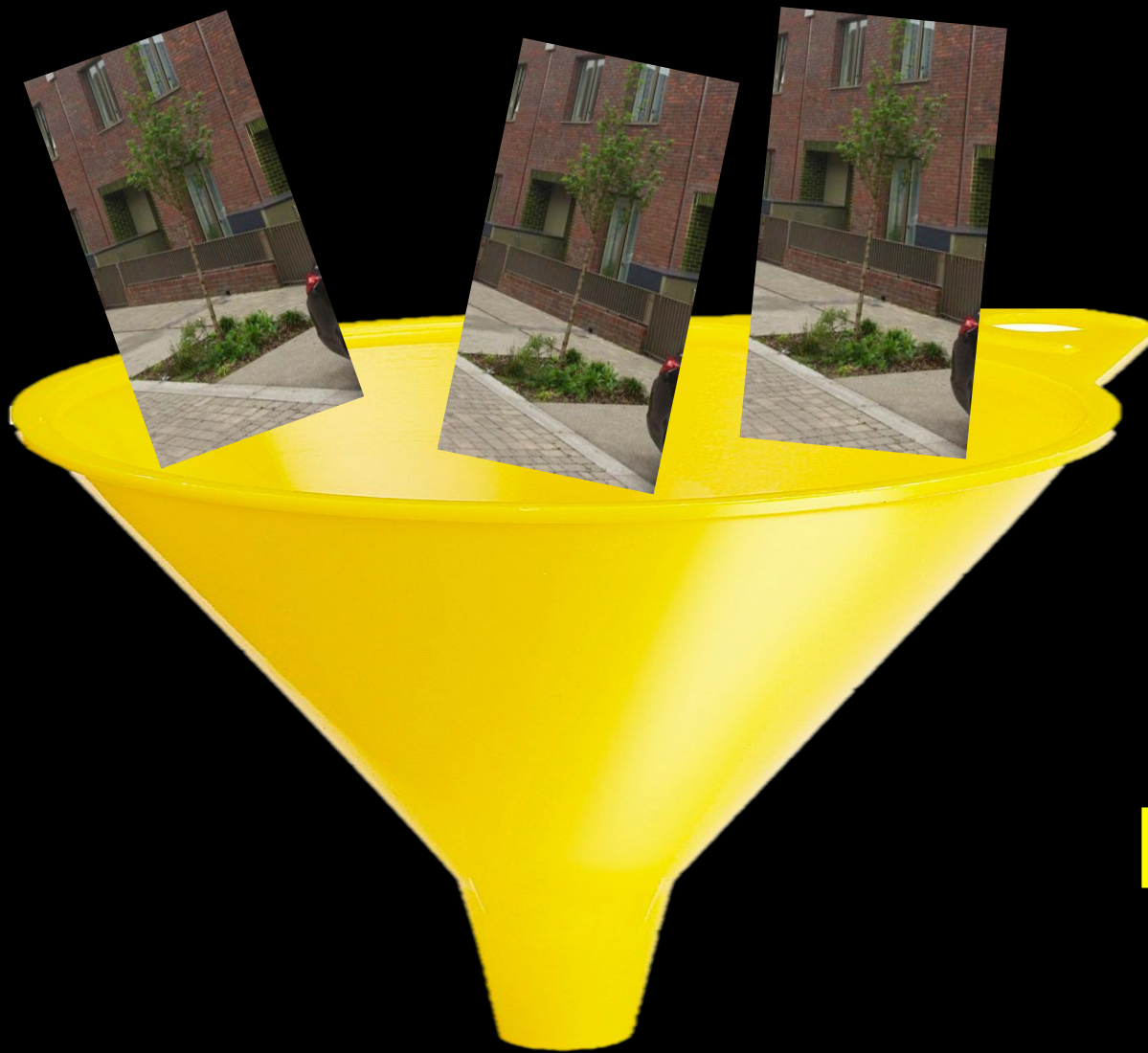
Evidence linking quality to value

Evidence linking quality to value

Evidence linking quality to value

13,700

Evidence linking quality to value

13,700

300

Evidence linking quality to value

Reinventing value

Reinventing value

"The degree to which different qualities of the built environment impact either positively or negatively on different policy priorities"

Reinventing quality

Reinventing quality

"That which returns the greatest value to its users"

Healthy

Reinventing quality

"That which returns the greatest value to its users"

Reinventing quality

"That which returns the greatest value to its users"

Reinventing quality

"That which returns the greatest value to its users"

Classifying the evidence

Health

A1. Greenness and physical health
A2. Greenness and psychological well-being
A3. Place quality and mental health
A4. Walkability, active travel and related health
A5. Place quality and physical health

Society

B1. Street layout and crime
B2. Environmental design and crime
B3. Street design and safety from collisions
B4. Place quality and liveability
B5. Urban vitality
B6. Inclusivity and social capital
B7. Enabling environments
B8. Place quality, play and learning

Economy

C1. Property values and green space
C2. Residential property values and urban design
C3. Commercial property values and urban design
C4. Streets, public realm and economic value
C5. Economic development and regeneration
C6. Public spending (and savings)

Environment

D1. Urban form, density and energy use
D2. Transport, technology and carbon reduction
D3. Thermal comfort, cooling and pollution
D4. Ecology and resilience

What the evidence says

Health

1. **Better physical health:** lower obesity, less type two diabetes, lower blood pressure, reduced heart disease, lower rates of asthma and respiratory disease, faster recovery from illness, and from fatigue
2. **Better mental health:** less stress and more psychological restfulness, reduced depression, anxiety and anger, reduced psychosis
3. **Better general fitness:** increased walking (for both travel and recreation), increased exercise, sport and recreation, and more cycling
4. **Greater daily comfort:** reduced air pollution, heat stress, traffic noise, and poor sanitation and, reduced exposure of lower socio-economic groups to the effects of debilitating neighbourhoods
5. **Enhanced quality of life:** increased sense of emotional well-being and satisfaction, greater happiness, reduced fear, and higher energy levels.

1. **Fewer accidents:** reduced collisions and casualties on the road, and reduced fearfulness of accidents
2. **Social integration:** reduced stratification and greater integration of social groups and larger social networks locally, with stronger social support
3. **Lower rates of crime:** reduced burglary from homes, lower street crime, less fear of crime, and stronger perceptions of safety
4. **Better educational outcomes:** increased child independence and positive play behaviours, and enhanced learning and educational achievement,
5. **Enhanced street level vitality and sociability:** a richer public life, enhanced social interaction, and greater longevity of use in urban streets and spaces
6. **Stronger civic pride:** an increased sense of pride, local morale, social resilience, and community life, and enhanced social capital (social and political engagement) generally
7. **Greater inclusiveness:** enhanced use of the city by marginalised and socio-economically disadvantaged groups, and greater female empowerment and acceptance of cultural and social difference
8. **More enabling environments:** in older age and for those with disabilities.

1. **Property uplift in the residential sector:** influenced by access to views, trees, and open space, lower pollution, mixed use (up to a point and as long as homes are not too close to retail), walkability, neighbourhood character, access to public transport (if not too close to homes), external appearance, public realm quality, connectivity, and vitality
2. **Property uplift in the retail sector and reduced vacancy:** influenced by urban greenery, walkability, public realm quality, external appearance, street connectivity, and frontage continuity; all leading to increased retail viability
3. **Property uplift in the office sector, and reduced vacancy and depreciation:** influenced by walkability, external appearance, design innovation, and street connectivity
4. **More viable investments and extended regeneration benefits:** by making investment more attractive, enhancing competitiveness through differentiation, and strengthening community support for development
5. **Reduced public expenditure:** through reduced capital and maintenance costs for roads infrastructure, reduced public realm maintenance and management (including security) costs, support for the historic built environment and urban regeneration, lower crime and policing costs, and reduced health and social care expenditure (thanks to reduced levels of medication, prescriptions, and hospitalisation)
6. **Higher local tax take:** through attracting new development; and generating a greater willingness to pay for place services from businesses and communities alike
7. **Lower costs of living:** through lower car use and public transport costs (more viable / cost effective public transport), and lower costs for health insurance, and reduced energy consumption and smaller carbon footprints (from transport, infrastructure and buildings)
8. **Higher productivity:** more efficient property and workers, easier recruitment of employees, the enabling of higher density development and more efficient land use, greater adaptability of buildings and spaces over time, and avoiding the unnecessary costs associated with bad design.

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8. **Ecological diversity:** Through supporting a greater diversity of species and a greener built environment.

Society

Economy

Environment

What the evidence says

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Better mental health: less stressful and more psychological restful environments, leading to reduced depression, anxiety and anger, reduced psychosis

What the evidence says

Society | **Economy** | **Environment** | **Health** (vertical labels on left)

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8. **Higher productivity:** more effi... ...pment and more efficient land use, greater adaptability of building...

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Lower rates of crime: reducing opportunities for burglary from homes, increasing natural surveillance with lower street crime, less fear of crime, and stronger perceptions of safety

What the evidence says

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Property uplift in the office sector, and reduced vacancy and depreciation: influenced by walkability, external appearance, design innovation, and the mix of uses

What the evidence says

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What the evidence says

Society / **Economy** / **Environment** / **Health** (left margin labels)

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JOURNAL OF URBAN DESIGN
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Routledge — Taylor & Francis Group

OPEN ACCESS

Place value: place quality and its impact on health, social, economic and environmental outcomes

Matthew Carmona

The Bartlett School of Planning, UCL, London, UK

ABSTRACT

This paper explores the link between the quality of the built environment and its value, in health, social, economic and environmental terms. This is the link between the quality of the built 'place quality', is conceptualized as existing within a virtuous loop in which quality dictates value and value defines quality. To test this, a systematic review brought together wide-ranging international research evidence. The work confirmed a range of definitive associations between the quality of place and its place derived value. It also makes a clear link back from the evidence on place value to the sorts of qualities that enhance or detract from that value. These, in turn, define the constituent elements of place quality.

Introduction

The urban places that most of us inhabit are made up of buildings, streets, spaces and land-scape, various land uses and a community of users. 'Place' is therefore a socio-physical con-struct, and numerous claims are made about the power of place. The international literature suggests that whoever we are, our everyday engagement with the places in which we live, work and play will influence, for good or ill, the lives we lead, the opportunities available to us, and our personal and communal happiness, identity and sense of belonging (Speck 2012; Montgomery 2013). Place underpins cultural activities and social opportunities, including to grey, green and social infrastructure (Tonkiss 2013; Inam 2014). The experience of place is political, influencing provision of and access to common assets, including to grey, green and social infrastructure and is influenced by housing conditions, real estate markets and ... ... ology, and the experience of place is fundamental to our physical and mental ... ... ing (Adams and Tiesdell 2013; Barton 2017). Place has an impact ... ... our democracy and local decision making, on community ... ... and on much, much more. ... explore whether the types of ben-... fits advocated by those

What sort of places should we build?

What sort of places should we build?

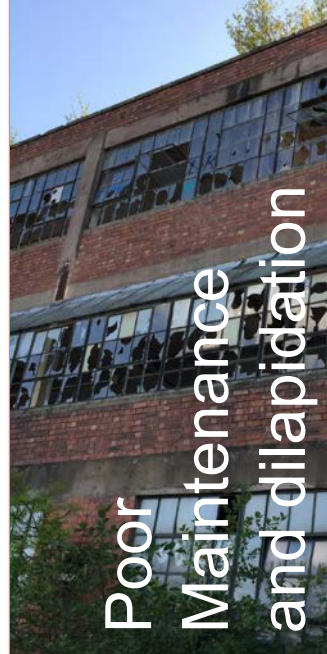# A ladder of place quality

REQUIRE

ASPIRE

BEWARE

AVOID

Very strong evidence
of negative outcomes

AVOID

Very strong evidence of negative outcomes

AVOID

Poor Maintenance and dilapidation

Segregated areas e.g. rear parking courts

Absence of local green space

Wide carriage-way widths

Car-dependent and extensive suburbanization

Roads with high traffic

BEWARE

BEWARE

Street length and connectivity

Particular architectural styles

Shared spaces
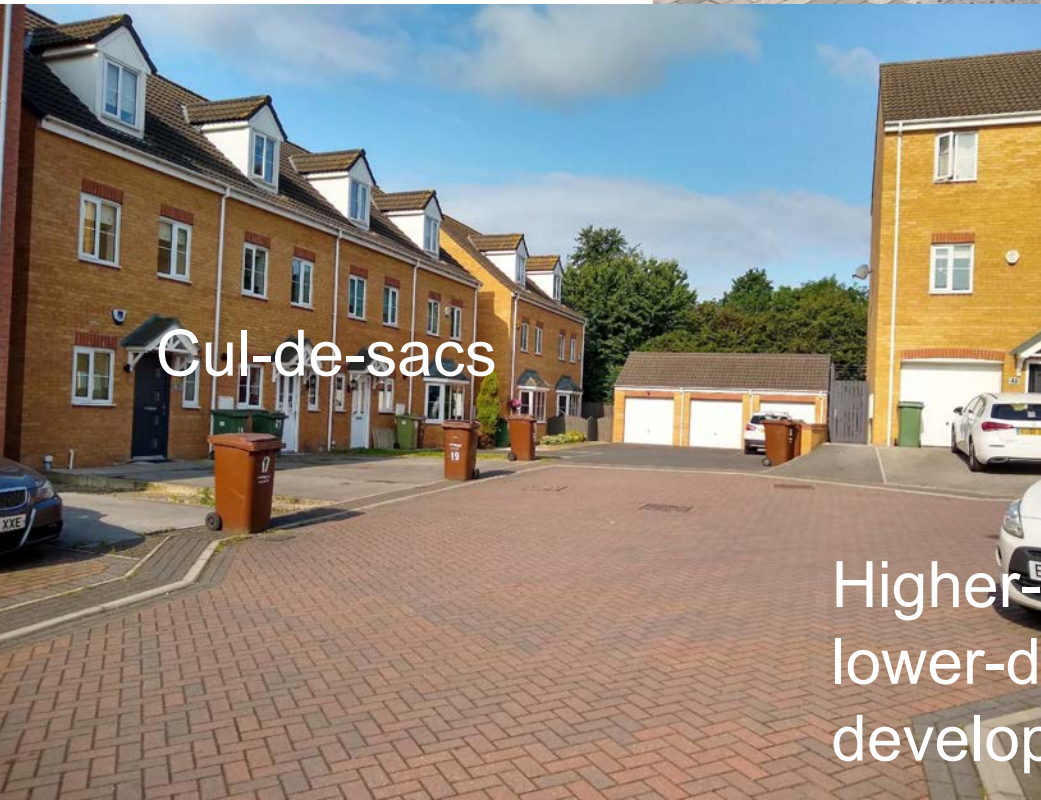
Cul-de-sacs

Higher- versus lower-density development

High-rise living

ASPIRE

Good evidence of positive outcomes

ASPIRE

Natural surveillance

Façade continuity

Low traffic speed

Sense of place

Pedestrian scale

Attractive and comfortable public space

Street-level activity

Architectural quality (beauty)

REQUIRE

Very strong evidence
of positive outcomes

REQUIRE

Very strong evidence
of positive outcomes

Public transport connectivity
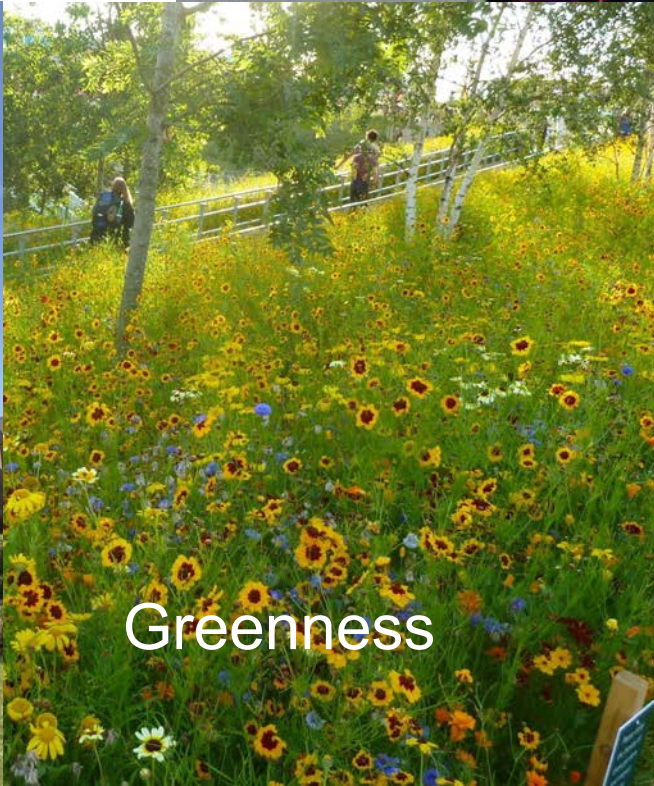
Walkability

Mix of uses

Low levels of traffic

Greenness

Compact and coherent pattern of development

Bikeability

The Ladder of Place Quality
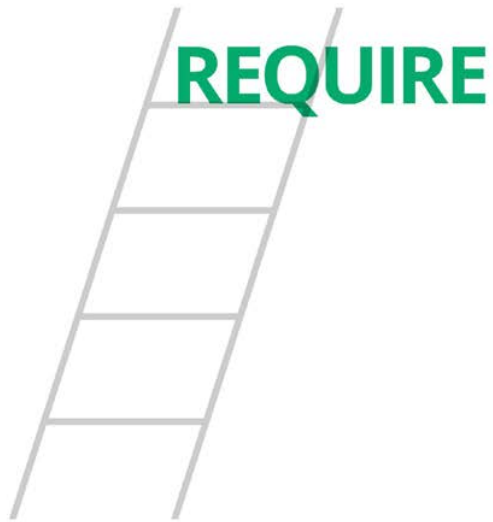
REQUIRE	**Very strong evidence of positive outcomes**	• Greenness • Mix of uses • Low levels of traffic • Walkability	• Compact and coherent pattern of development	• Bikeability • Public transport connectivity
ASPIRE	**Good evidence of positive outcomes**	• Visual permeability • Sense of place • Pedestrian scale • Façade continuity • Natural surveillance • Street-level activity • Good street lighting • Denser street network	• Low traffic speeds • Low neighbourhood noise • Attractive and comfortable public spaces • Social public/private threshold features	• Integration of built heritage • Integration of natural features and ecosystem • Architectural quality (beauty)
BEWARE	**Association not yet definitive**	• Particular architectural styles • Higher- versus lower-density development • Extreme densities	• High-rise living • Street length and connectivity • Cul-de-sacs • Shared spaces	• Vehicle/pedestrian separation • Proximity of retail to residential properties
AVOID	**Very strong evidence of negative outcomes**	• Car-dependent and extensive suburbanisation • Absence of local green space • Rear parking courts and segregated areas	• Poor maintenance and dilapidation • Overcrowding • Presence of too many fast-food stores • Roads with higher traffic loads and speeds	• Wider carriage-way widths • Roads that are elevated

https://placealliance.org.uk

Goldsmith Street - Norwich

REQUIRE

- Connected
- Walkable
- Green
- Mixed (area)
- Low traffic
- Compact and coherent
- Community-building

Goldsmith Street - Norwich
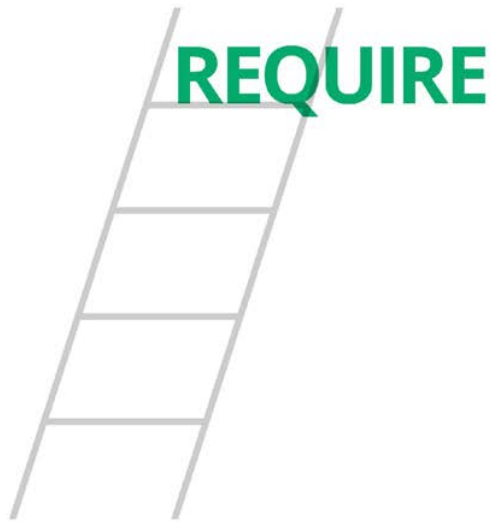
REQUIRE

- Connected
- Walkable
- Green
- Mixed (area)
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- Compact and coherent
- Community-building

Fundamentally <u>good</u> for us
- Economically
- Socially
- Environmentally
- Health outcomes

Goldsmith Street - Norwich

Millers Field - Norwich

AVOID

- Disconnected
- Parking dominated
- Hard
- Single use
- Car-dependent
- Sprawling
- Socially isolating

Millers Field - Norwich

AVOID

- Disconnected
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- Sprawling
- Socially isolating

Fundamentally <u>bad</u> for us
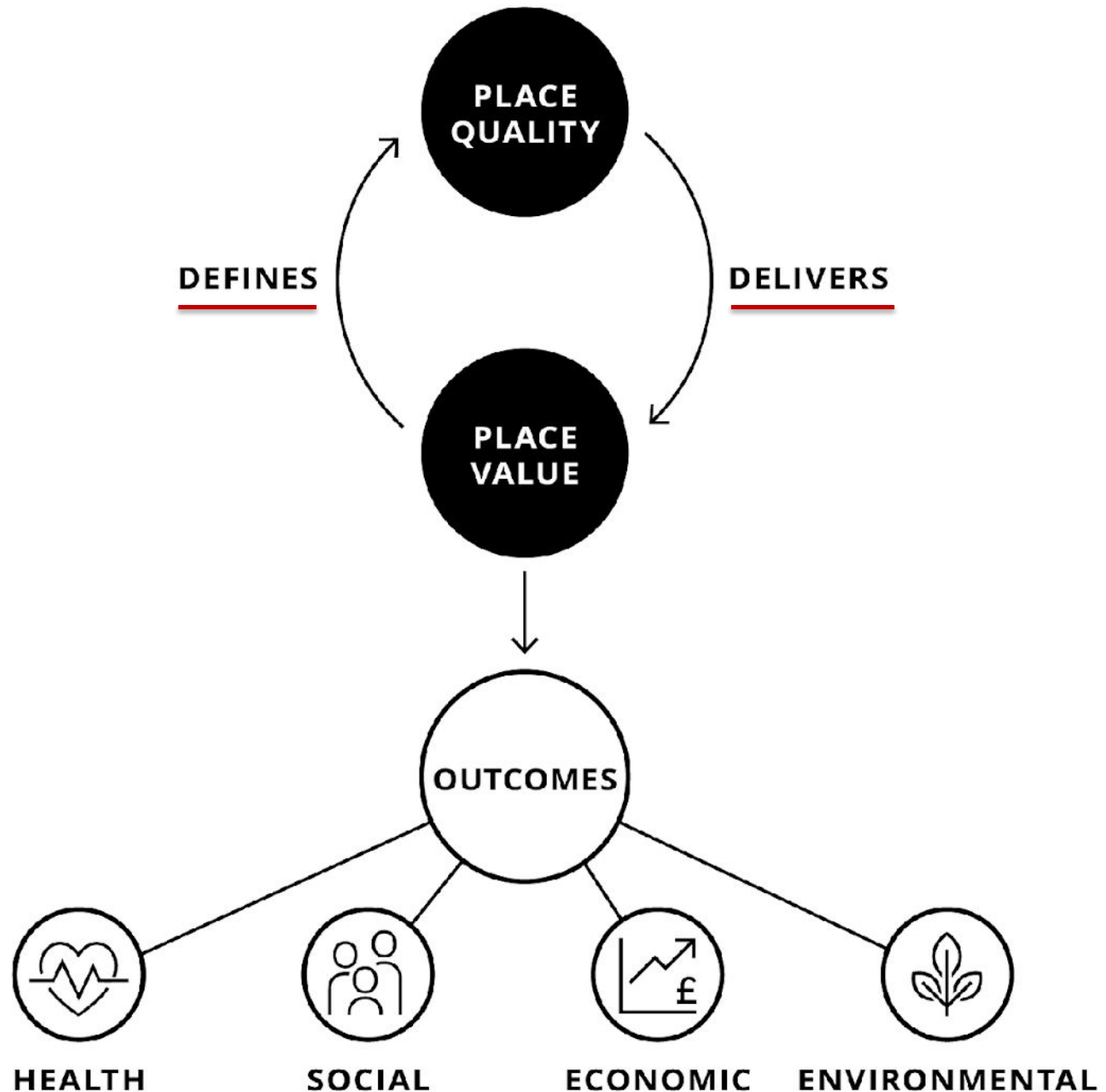- Economically
- Socially
- Environmentally
- Health outcomes

Millers Field - Norwich
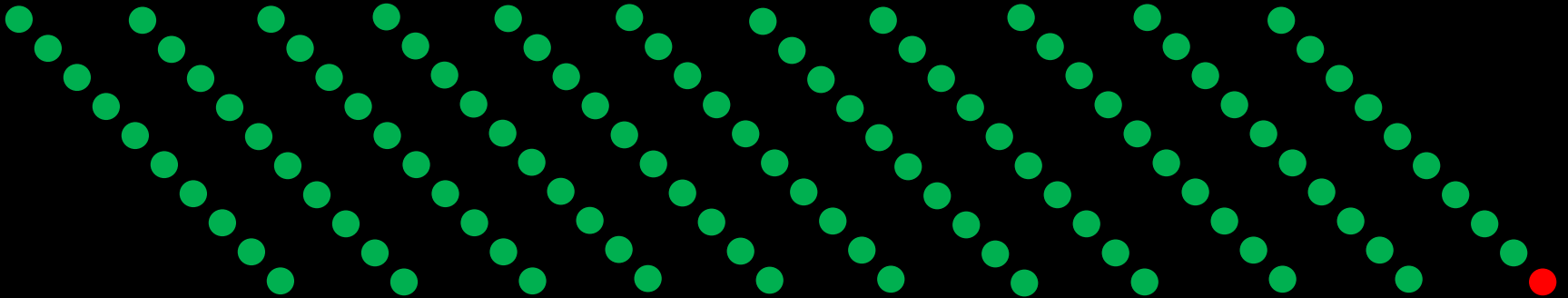
The virtuous loop of place quality

But, not a luxury – a necessity of life

Urban design, the evidence is clear

REQUIRE

ASPIRE

BEWARE

AVOID