

Value of placemaking

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HUNC



placemaking



europe



Placemaking is an increasingly important approach in area development. Even so there is still debate on the value of it.

This research shows the direct and indirect benefits of placemaking in different contexts.

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1. Placemaking benefits for property and retail





In 2011, the Stockholm County Council together with six municipalities conducted a survey of the link between the real estate market and city living.

“There was found to be a 90% correlation between walking distance to shops, restaurants, culture, parks, water and public transport, a coherent street grid for pedestrians and cyclists, and the price of homes.”

(Stahle 2016)

When a house is within walking distance of a “green” environment, e.g. a park, the value increases by 6%.

(Luttik 2000)





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Credit to [George E. Koronaios](https://commons.wikimedia.org/wiki/File:Panos_Street_in_the_neighborhood_of_Plaka_In_the_background_the_Acropolis.jpg)
https://commons.wikimedia.org/wiki/File:Panos_Street_in_the_neighborhood_of_Plaka_In_the_background_the_Acropolis.jpg



A place with good walkability [...] commands **\$8.88/sq. ft.** per year more in office rents.

(Leinberger and Alfonzo 2012)



In 2011, the Stockholm County Council together with six municipalities conducted a survey on the link between the real estate market and city living.

Walking distance to regular public transport, shops, restaurants and other offices explain nearly **90%** of the difference in office rent.

(Stahle 2016)



56% prefer communities with a mix of housing types, various destinations within walking distance, public transportation, and less parking.

(NAR survey in Leinberger and Alfonso 2012)



A place with good walkability [...] commands **\$301.76** per month more in residential rents, relative to a place with fair walkability.

(Leinberger and Alfonzo 2012)



A place with good walkability generates **80%** more in retail sales as compared to the place with fair walkability.

(Leinberger and Alfonzo 2012)



A place with good
walkability [...] commands

\$6.92/sq. ft.

per year higher
retail rents.

(Leinberger and Alfonzo 2012)



The value of office space is on average **75%** higher in walkable urban areas compared with drivable suburban areas.

(Stahle 2016)





The redevelopment had measurable impacts on its surrounding neighborhood.

“Only a **4%** vacancy in buildings adjacent to the High Line, compared to **21%** one block away”.

(Cohen et al. 2018)

Credit to U.S. Department of Agriculture
<https://commons.wikimedia.org/w/index.php?curid=44809354>

High Line, New York



The redevelopment stimulated the development and uplift in property values.

Buildings adjacent to the High Line are an average of 51 % higher [in property value] than comparable buildings one block away.

(Cohen et al. 2018)

High Line, New York

By Dansnguyen
<https://commons.wikimedia.org/w/index.php?curid=89088130>

Urban intervention in Dayton, OH:
transforming two-way streets into cul-de-sacs.

House prices were up 15%,
compared to a 4% increase in
the region.

(Newman: 1995)

Urban intervention in Dayton, OH:
transforming two-way streets into cul-de-sacs.

There was a **55%** increase in
housing sales during this period
of the intervention.

(Newman: 1995)

Car traffic
generates
noise, which
causes a
depreciation of
housing of up
to **30%**.

(Stahle 2016)



Noise pollution from traffic
reduces the property value by
-5%.

(Luttik 2000)



The restoration of the stream started in the early 2000s and brought new life to the area. Non-residential values dramatically improved since completion of the project.

Values within 100 meters rising by **33%**, and within 500 meters growing by **7.3%**.

(Robinson et al. 2017)
Cheonggyecheon River Park, Seoul



When regenerated areas are compared to the wider borough.

They measured an average housing uplift of 4.7% per annum.

CBRE Residential study of six regeneration schemes in London neighbourhoods (in Cohen et al. 2018)

Harbor Drive in Portland was demolished as long ago as in 1974 and replaced with a park along the water.

Since then, land value has increased by **10% every year** for the surrounding properties.

(Stahle 2016)



Credit to Steve Morgan
https://commons.wikimedia.org/wiki/File:Waterfront_Park_from_Hawthorne_Bridge.jpg

On the square a multi-story car park was replaced by a large transparent mixed-use building and a series of covered walkways.

The residential values of the square have increased since 2006 by around **53%**.

*(Robinson et al. 2017)
Place du Marché Saint-Honoré, Paris*



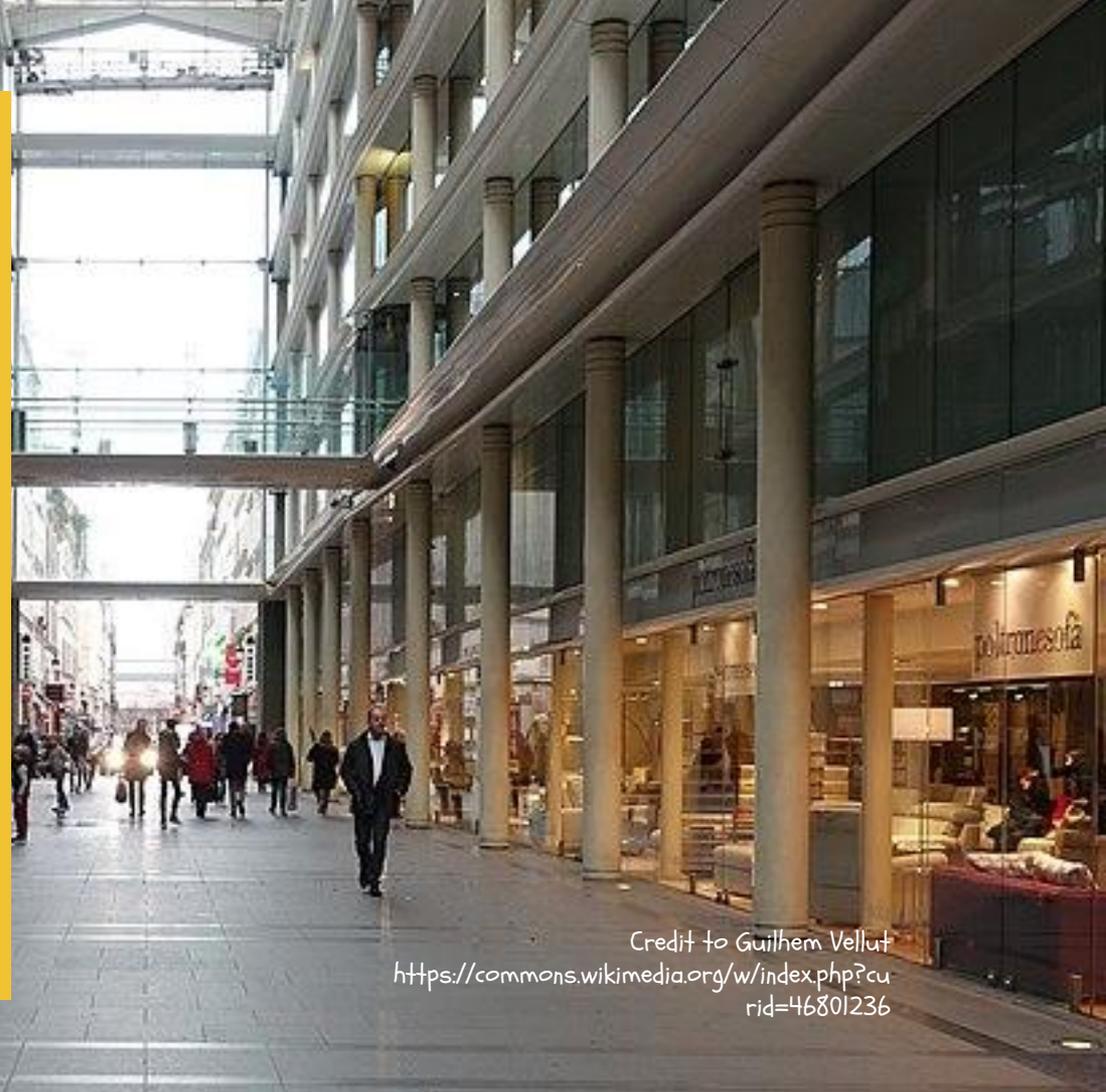
Credit to Par Mbzt
<https://commons.wikimedia.org/w/index.php?curid=16357168>

A multi-story car park was replaced by a large transparent mixed-use building and a series of covered walkways.

“Retail values have risen by **166%**, and by even more in the adjacent street, where rents have more than trebled over 5 years.”

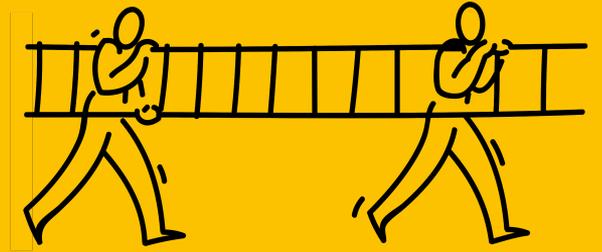
(Robinson et al. 2017)

Place du Marché Saint-Honoré, Paris



Credit to Guilhem Vellut
<https://commons.wikimedia.org/w/index.php?curid=46801236>

2. Placemaking benefits for the local economy



A study of more than 100 pedestrianised cities worldwide measured the impact of pedestrianisation on turnovers in the city centers of these cities.

Turnovers increased in
49% of the cities and
remained stable in **25%**.

(Kumar & Ross 2006)



Cities in Austria,
Germany and
Scandinavia
experienced increase
in turnover of more
than **60%** as a
result of
pedestrianisation.

(OECD 1978 in Kumar & Ross 2006)



Credit to Øyvind Holmstad
https://commons.wikimedia.org/wiki/File:Stockholm_2018_DSC0034_0.jpg#filelinks



In spring 2015, the City of Stockholm decided to close Swedenborgsgatan in South Stockholm to car traffic over the summer months.

After the trial the shops and restaurants along the street were asked to comment on their experience. One restaurant reported that their turnover had gone up by **20%**.

(Happy Sweden & STIPO in Stahle 2016)

Greenmarket Square and surrounding roads in Cape Town South Africa was pedestrianised.

Changes in turnover of restaurants and coffee shops on the square range between **15-80%**.

(Moosajee 2009)

Greenmarket Square, Cape Town



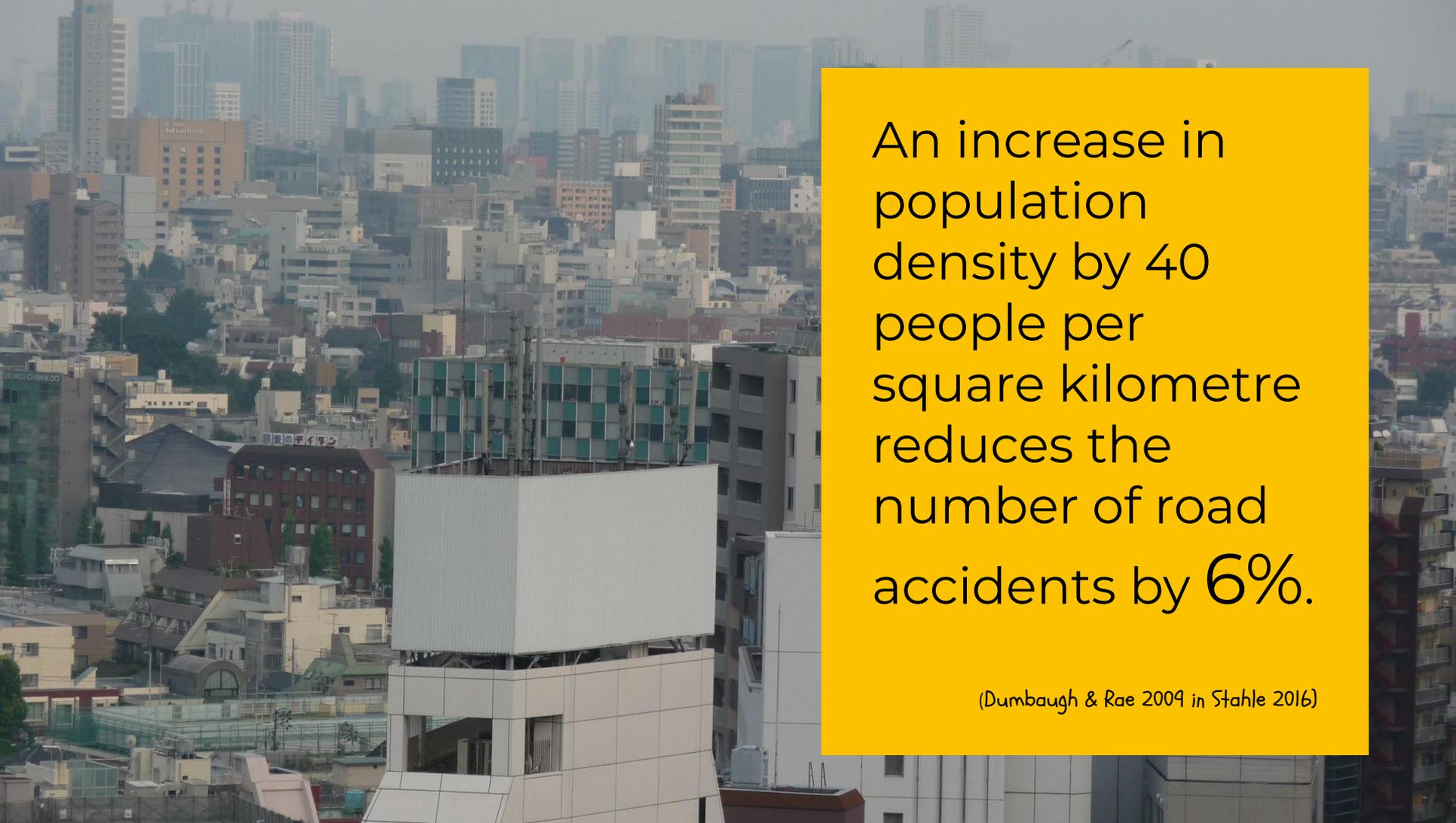
Credit to Maethor daer
https://commons.wikimedia.org/wiki/File:Greenmarket_square.jpg



For every \$100 spent at locally owned businesses an additional \$45 to \$58 is contributed to the local economy.

(Patel and Martin 2011 in Schnake-Mahl 2018)

3. Placemaking benefits
for safety and crime reduction



An increase in population density by 40 people per square kilometre reduces the number of road accidents by 6%.

(Dumbaugh & Rae 2009 in Stahle 2016)

*Urban intervention in Dayton, OH:
transforming two-way streets into cul-de-sacs.*

Crime was reduced by **26%** and violent
crime by **50%**.

(Newman: 1995)

*Urban intervention in Dayton, OH:
transforming two-way streets into cul-de-sacs.*

Crime in the surrounding communities
decreased by 1.2%.

(Newman: 1995)

4. Placemaking benefits for the local community





80% of
informal
contact
between
neighbours
happens at the
front door.

(van Ulden, Heussen & van der Ham 2015)

A sustainable urban density is reached at
150 people
per 0.01 km².

This roughly corresponds
to one neighbourhood
block of buildings that
are four storeys or higher.

(UN Habitat 2015 in Stahlé 2016)





Based on data from two studies we find between a 90% and 140% higher odds of walking in high density vs. low density areas.

(Schnake-Mahl 2018)



The 'Measuring Sprawl 2014' reports, residents of walkable urban neighbourhoods represent positive economic mobility and are more likely to find gainful employment.

With a **10%** rise in density, a child will be **4%** more likely to transition from low-income earner to high-income earner.

(Stahle 2016)



Streets with more than 90% sidewalk connectivity had a significant positive impact on social cohesion.

(Wilkerson et al. 2011)



Results from a study in Boise, Idaho, US, found that the presence of sidewalks increased trust by 63 %.

(Mason 2010)



The ground floor
may be only **20%**
of a building, but it
determines **80%**
of the building's
contribution to the
experience of the
environment.

(Karssenber, et.al, 2016)



5. Placemaking benefits for biodiversity





Credit to Wirbell1980.
-<https://commons.wikimedia.org/w/index.php?curid=26737682>

A water storage canal is also used as a recreational park for residents.

“Biodiversity has reportedly increased by **30%** in the park, with sightings of otters, egrets, and other wildlife” (Kaw et al. 2020).

Bishan-Ang Mo Kio Park, Singapore



With the monarch [bird] population down 90% in the past 20 years, planting milkweed has become pivotal to their survival.

“The 2019 overwintering populations of monarchs in Mexico are up **144%**”
(High Line Gardens 2020)

High Line, New York

Credit to Bryan Ledgard
<https://commons.wikimedia.org/wiki/index.php?curid=S8245163>

5. Placemaking benefits
for (mental) health

77% of respondents cited 'bettering my health/ wellbeing' as the motivator for going to a public park.

(CultureTrack numbers on TheHighLine.org 2020)



81% of respondents cited 'feeling less stressed' as the motivator for going to a public park.

(CultureTrack numbers on TheHighLine.org 2020)





A Swedish study confirms that physical activity is higher and that people move around more in dense city districts where you can access services by foot.

Having a grocery store within walking distance, the risk of being overweight is reduced by **11%**, ostensibly on account of less car travel.

(Eriksson 2013 in Ståhle 2016)



In areas where 90% of the environment around the home is green, only 10.2% of the residents feel unhealthy.

As compared with areas in which 10% of the environment is green, where 15.5% of the residents feel unhealthy.

(Maas et al. 2006)

Problems like high blood pressure, breathing problems, and migraines are less common in areas with 90% greenery.

(Bos 2011)



In areas with fewer green spaces, people go to their doctor with signs of depression 33% more, compared to very green living areas.

(Bos 2011)



A photograph of a city skyline shrouded in thick smog. A bright red sun is visible in the hazy sky. The buildings are dark and indistinct due to the low visibility. A yellow rectangular box is overlaid on the left side of the image, containing text.

In China,
there are an
estimated
4.000
smog-related
deaths every
day.

(Pak 2015 in Stahle 2016)



16% of all dementia cases included in the study may be attributable to exhaust fume exposure.

(Lund 2015 in Stahle 2016)

The revitalisation of the 'Cheonggyecheon River Park' involved the replacing of an overpass with streams and wetlands.

They recorded a **35 %** reduction in air pollution to the area.

(Robinson et al. 2017 in Cohen et al. 2018)



Credit to stari4tek
<https://commons.wikimedia.org/w/index.php?curid=4005363>



The removal of fossil fuel air pollution by urban trees in the U.S. may lead to 850 fewer deaths.

(Eisenman 2016)

In neighbourhoods with little greenery, 15.5% of residents do not consider themselves healthy. In neighbourhoods with a lot of green space this is 10.2%.

(Bos 2011)





In Times Square, retail rents* rose significantly after the 2009 closure of streets and the creation of spaces for people.



- 2007 - \$797 per ft² (before crisis)
- 2009 - \$891 per ft² (year of closure)
- 2010 - \$1,700 per ft² (after closure)
- 2019 - \$1,889 per ft²

* "asking retail rents"

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