Valuing the Urban Realm
WestTrans Progress Meeting
25th July 2013
Ealing Town Hall

George Weeks
Urban Designer at Transport for London
Valuing Urban Realm

George Weeks - Urban Designer at TfL

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HIGH QUALITY PUBLIC REALM

Commercial benefits
Travel mode shift
Increased legibility
Pleasant spaces
Higher footfall
Encourage regeneration
Increased accessibility
Sense of place
Play and recreation
Shelter from weather
Reducing climate change
Higher quality environment
Fewer accidents
Easier to cycle
Higher rents
Safer streets
Coping with climate change
Wildlife habitat
Inclusive
Increased sociability
More pleasant to walk
Lower crime
Complementing surrounding buildings
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99% of people prefer the new street

600% increase in footfall
Qualitative vs. Quantitative

How much?

Measurements

Dimensions

£/m²

NPV

Discount rate?

Maintenance costs

Pedestrians/m?

Time value

£

£

£

£

£

£

£

Accident rates

Sense of place

Walkable

Civilised

Attractive

Quality

Desirable

Well designed

Legible

Sociable

Business case?

Fitted

Interesting

Inviting

Resilient

NO!

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EVIDENCE?
EVIDENCE?

Valuing Urban Realm - Research

2006 - 2010

3 Phases
Research and Evidence

Phase 1: Physical changes – Valuing Urban Realm

2006 – 2007

Phase 2: Property Values, Rents & Land Values

2007 – 2008

Phase 3: Social, Cultural & Health Benefits

2008 – 2010

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Phase 1: Physical changes – Valuing Urban Realm

CONCLUSION:
“Members of the public value high quality streets and places and are willing to pay for Improvements”
Phase 2: Property Values, Rents & Land Values

CONCLUSION:
“There is positive, significant and consistent value added to private business by maintaining and improving the urban realm”

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CONCLUSION:

- Elements of the urban realm do not exist in isolation but are intertwined.
- Health and wellbeing are positively affected by space and community events.
- Social cohesion is positively affected by space and maintenance.

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Valuing Urban Realm – Partners and consultees
RECAP: Research Conclusions

1: Physical changes

“Members of the public value high quality streets and places and are willing to support improvements”

2: Seeing Issues Clearly

“There is positive, significant and consistent value added to private business by maintaining and improving the urban realm”

3: Social Cultural & Health Benefits

“Elements of the urban realm do not exist in isolation but are intertwined”

All underpinned by rigorous and statistically significant research
Valuing Urban Realm Toolkit

Intermediate & Advanced

- A. Climate change
- B. Economic impacts
- C. Equality of opportunity
- D. Quality of life & environment
- E. Safety, security & health
### Proposal for New Streetscape

**Est’d project costs:** £1.4m

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Before</th>
<th>After</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Security</td>
<td>-2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Lighting</td>
<td>-1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Quality environment</td>
<td>-2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Maintenance</td>
<td>-3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Gradient</td>
<td>-1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Surface Quality</td>
<td>-3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>User conflict</td>
<td>-1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Obstructions</td>
<td>-2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Dropped kerbs</td>
<td>-1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Permeability</td>
<td>-2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Colour contrast</td>
<td>-2</td>
<td>-1</td>
<td>1</td>
</tr>
<tr>
<td>Legibility</td>
<td>-1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Effective Width</td>
<td>-1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Tactile information</td>
<td>-1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

**Total:** -23

**Total Change:** 18

**Total Change:** 41

NB: PERS Scores range from -3 to 3. PERS software also works standalone and can be purchased from TRL.
Inputs – Property Prices

**Retail Property - Rateable Values**
Valuation Office Agency (rateable values for property in England and Wales)

**Residential Values**
Rightmove (interface sourced with Land Registry Data) [www.rightmove.co.uk/house-prices.html](http://www.rightmove.co.uk/house-prices.html)
## Output – Summary of Impact

<table>
<thead>
<tr>
<th>Borough</th>
<th>London Borough of Islington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheme implementation year</td>
<td>2012</td>
</tr>
<tr>
<td>Evaluation period (no. years)</td>
<td>10</td>
</tr>
</tbody>
</table>

### Policy objective

<table>
<thead>
<tr>
<th>Benefit (or disbenefit)</th>
<th>Qualitative impact/benefit</th>
<th>Quantitative measurement</th>
<th>Indicator</th>
<th>Unit</th>
<th>Monetised benefit over lifespan of project (Present Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B: Economic impact</strong></td>
<td><strong>B6: Retail impact</strong> Liverpool Road will become a more attractive shopping environment as a result of this scheme, attracting shoppers from outside the area as well as from the surrounding shopping destinations. This benefit can be captured through increased rental and business rates.</td>
<td>Change in PERS score</td>
<td>Annual net change in Zone A rental values</td>
<td>(£)</td>
<td>£ 2,710,903</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Change in PERS score</td>
<td>Annual net change in residential house prices</td>
<td>(£)</td>
<td>£ 6,337,839</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Subtotal economic impact</td>
</tr>
<tr>
<td><strong>B7: Residential property price impact</strong></td>
<td>Residential properties, and especially property prices, will benefit from this scheme being delivered as the dramatically improved streetscape will make Liverpool Road a more attractive environment to live as well as socialise and spend time.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **D: Quality of Life and Environment** | **D2: User experience of the public realm** | The scheme allows for much easier pedestrian movement between the 2 attractions, that are currently separated by a busy road. Moreover, the scheme will improve pedestrian movement at the junction of Liverpool Road and Tolpuddle Street. | Change in PERS score | Annual journey ambience benefits | (£) | £ 5,929,286 |
|                                          |                                                                                                                   |                                                    |                                        |      | Subtotal quality of life and environment               | £    | 5,929,286 |

Total monetised economic benefit from improving the Urban Realm £ 5,929,286
Total monetised financial benefit from improving the Urban Realm £ 9,048,742

| TOTAL FINANCIAL BENEFIT (value uplift)                     | £ 5,929,286 |
| TOTAL PROJECT COSTS (capital and maintenance)              | £ 1,471,174 |
| BENEFIT/COST RATIO                                         | 4.03:1      |
Example: Prioritising projects

- Strategic
- Results feed into decision making process
- other issues to consider e.g. political

<table>
<thead>
<tr>
<th></th>
<th>Benefit/Cost Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>1.6:1</td>
</tr>
<tr>
<td>X</td>
<td>1.3:1</td>
</tr>
<tr>
<td>Y</td>
<td>2.4:1</td>
</tr>
<tr>
<td>Z</td>
<td>1.4:1</td>
</tr>
</tbody>
</table>
Example: Deciding on level of improvements

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Example: Deciding on level of improvements
Example: Working with developers

V.U.R.

A. Climate change
B. Economic impacts
C. Equality of opportunity
D. Quality of life & environment
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A. Climate change
B. Economic impacts
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Summary

Objective justification for public realm investment

Major Intervention

Scheme costs
= £1,471,714

Total economic benefit
= £9,048,742

BCR = 4.03 : 1

YES!

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Available online – free to use
Summary

Objective justification for public realm investment
Specific relevance to private and public sector
Evaluates benefits across five key policy areas
Ensures best level of investment in the best place
All backed by rigorous research

Travel mode shift
Pleasant spaces
Increased legibility
Higher quality environment
Fewer accidents

Good public realm makes financial sense

Higher rents
Reducing climate change
Safer streets
Easier to cycle

Higher footfall
Coping with climate change
Wildlife habitat
Increased sociability

Encourage regeneration
Inclusive
Increased accessibility
Lower crime
More pleasant to walk

Play and recreation
Shelter from weather
Higher rents
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