

# Value of placemaking

Based on statistics

version: concept, 14 December 2020





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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The background of the slide features a dark red color with a subtle pattern of faint, overlapping silhouettes of four people standing in a group, facing right. The silhouettes are rendered in a slightly lighter shade of red than the background, creating a layered effect.

# **1. Placemaking benefits** **for *property and retail value***



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)  
[https://commons.wikimedia.org/wiki/File:Panos\\_Street\\_in\\_the\\_neighborhood\\_of\\_Plaka\\_In\\_the\\_background\\_the\\_Acropolis](https://commons.wikimedia.org/wiki/File:Panos_Street_in_the_neighborhood_of_Plaka_In_the_background_the_Acropolis)



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 Alfonzo 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).

*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](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\\_DSC00340.jpg](https://commons.wikimedia.org/wiki/File:Stockholm_2018_DSC00340.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 Maethordae  
[https://commons.wikimedia.org/wiki/File:Greenmarket\\_square1.jpg](https://commons.wikimedia.org/wiki/File:Greenmarket_square1.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)

The background of the slide features a group of five stylized human silhouettes in a darker shade of red. They are arranged in a loose cluster, with some appearing to be in conversation. The overall aesthetic is clean and modern, with a strong color palette.

## **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 km<sup>2</sup>.**

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

(UN Habitat 2015 in Stahle 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.


(Karssenberg, et.al, 2016)



## 5. Placemaking benefits for *biodiversity*



Credit to Wirbel1980.  
-<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)

Credit to Bryan Ledgard  
<https://commons.wikimedia.org/w/index.php?curid=58245163>

*High Line, New York*

The background of the slide features a solid red color. On the left side, there are faint, semi-transparent silhouettes of several people's heads and shoulders, suggesting a group of people in a meeting or discussion. The text is centered on the slide.

## **6. 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](https://www.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 Stahle 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)



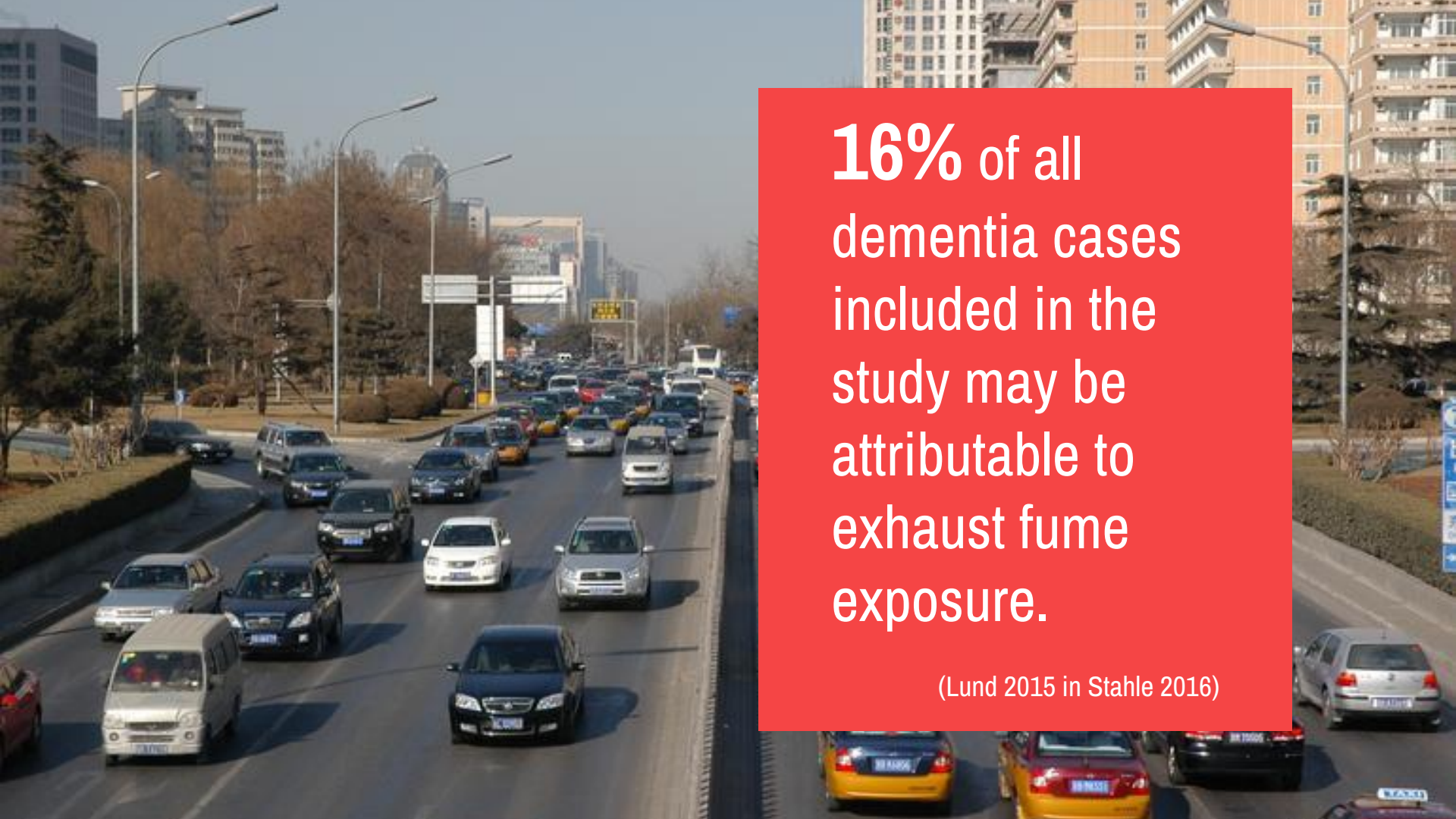
A hazy cityscape with a red sun or moon in the sky, overlaid with a red text box. The background shows a dense urban environment with various buildings and a prominent tall, thin tower. The sky is a uniform, hazy orange color, suggesting smog or a sunset/sunrise. The red text box is positioned on the left side of the image, containing white 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 stari4ek  
<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 ft<sup>2</sup> (before crisis)  
2009 - \$891 per ft<sup>2</sup> (year of closure)  
2010 - \$1,700 per ft<sup>2</sup> (after closure)  
2019 - \$1,889 per ft<sup>2</sup>

\* *“asking retail rents”*

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