National Conference on Urban Design 2012

The value of urban design

What is the financial, economic, social and environmental value of good urban design?

18 – 20 October 2012 – Saïd Business School

The Urban Design Group’s 30th annual conference organised in partnership with Oxford Brookes University and with the generous support of Savills LLP Ltd, David Lock Associates and Nathaniel Lichfield & Partners
10 HIGH STREETS IN LONDON OUTSIDE THE CAZ

Paved with gold, the real value of good street design

Formed with gold, the tangible value of urban layout

Urban design gold dust: what happen over time

Case study: Kentish town high street
Design better streets

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Tom Bolton
Louise Duggan
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Main findings

Demonstrates a direct link between high street design quality (measured with PERS) and property prices.

Demonstrated 1 point PERS score increase in a high street design quality can add at 5 per cent to the price of homes and to the level of retail rents.
Paved with Gold | 10 High streets in London

7. Walworth  WH  ***
9. Tooting     TG  **
4. Kilburn     KN  **
8. Streatham   SM  **
3. Swiss Cottage SC  ***
10. Clapham    CM  ***
6. Chiswick    CK  **
5. West Ealing  WE  *
1. North Finchley NF  ***
2. Hampstead   HD  ***

* Metropolitan
** Major
*** District
GLA

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What Paved with Gold also said but nobody talk about it...
Pedestrian user levels in high street are associated with (resident + job) levels

Resident + jobs density explains 80% of variation

Counts 2007, Census & Job 2001
High streets are located in higher density neighbourhoods

Residential population density within 800 m (~10 min walk)
High streets are the neighbourhood’s job centre

Residential population + Jobs within 800 m (≈ 10 min walk)

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Residential Population</th>
<th>Jobs within 800 m</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>WH***</td>
<td>9,838</td>
<td>7,694</td>
<td>+25%</td>
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<tr>
<td>TG**</td>
<td>7,897</td>
<td>6,916</td>
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GLA Economics 2005
CASA 2005

230/1,000 residents
> High residential density > more jobs?
Census 2001
Different high street economic profiles have the same economic potential

Area weekly expenditure potential (bar in £m)
Average expenditure per capita (line in £)

Census 2001
The more people living and working on/around the high street the less good is the user experience for the pedestrian? ...
Space between building profile – 800 m around High Street
Room to grow
10 High streets in London

Formed with gold
The tangible value of urban layout

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Bartlett School of Graduate Studies

Martin Buchan

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LB Tower Hamlets; Sustainable London 2012; Housing Corporation; Department for Health; London 21; Better Archway Forum; The Prince's Foundation; Savills;
Buchanan; JMP; EDAW; SKANSKA

External Evaluator
Oxford Brookes University
The Oxford Institute for Sustainable Development (OISD)

http://www.ucl.ac.uk/urbanbuzz/projects_12.php
Main findings

Demonstrates a direct link between high street layout and property prices

Increase in a high street layout design score can add at least 5 per cent to the price of homes and to the level of retail rents
Others findings

Two high street profiles

High street with a dense context and low spatial footprint per capita on main arterials:

Example: Walworth

High street with a sparse context and a high spatial footprint per capita on a secondary arterial route

Example: Hampstead
Findings relevant to the Urban Designer

Two high street profiles

High street with a dense context and low spatial footprint per capita on main arterials:

Example: Walworth

High street with a sparse context and a high spatial footprint per capita on a secondary arterial route

Example: Hampstead

High streets have a distinctive spatial layout design signature that distinguish them from their surroundings

High streets have shorter links length than their surroundings (-40%)

High streets have smaller block size than their surroundings
High Street design quality

High Street & street layout in neighbourhoods
What happens to gold overtime?

Using Local Data Company data set

In the UK, LCD surveys high street business since 2008

**LONDON**

Businesses 72,164
Premises 78,909
Shops 52,606
Vacant shops 5,996
CLG shops 31,529
CLG vacant shops 3,115

Shop vacancy rate @ August 2012
London 11.4%
Great Britain 14.6%

London

10 High streets outside CAZ = 4% sample
London without central activity zone (CAZ)
10 High streets = 7% sample
10 High streets
3,400 businesses
4 Years (2008-2012)

1,000 closed
1,100 created

As much multiple and independent closing and created yet more multiple staying

Comparison businesses are closing faster than they are created

Service are growing faster than they are closing

Convenience and leisure stable
Vacancy Rate June 2008 to August 2012

Average Pers Score 2007
VACANCY RATE: DYNAMICS/RESILIENCE/ADAPTABILITY TEST?
Data we’d wish we had for the 10 High Streets in time but didn’t … to understand the dynamics better…

Landownership patterns and length of leases

Business rate changes

Level of ‘organised centre management’ (BIDs, Business Associations, Residents Associations, Neighbourhood Planning, Civic Societies… )

Level of attention the Council and TfL is giving to a High Street

Vacancy spatial pattern
A good high street makes the best of its available resources!

A good high street can adapt to changing conditions ('internal' and 'external')!

Optimised by people & design quality changes

Natural resources

Social-cultural resources

Economic resources
Keentiiiiish Town 2005 to 2012

*More space for pedestrians on the high street*
*Overground improvements*
*Use of old warehouses for additional local jobs / Small amounts of new residential*
*Library refub/Swimming Pool refub /A new French School Organic Shop /Pret a manger*
*Woolworth gone/Sainsbury returns*
*Move of Sports Equipment shop up the road /Loss of Paint & DIY shop*
*Assembly House refub/ Southampton Arms/ Ann’s pub refub /The Grafton refub/Lion and Unicorn Theatre pub*
*Coffee Warehouse*

Arancini Brothers: Food Factory / The Renoir/ Pizza East /NW5 Canteen

....
The French connection

By Isabel Berwick

A new bilingual school has added to the growing buzz about Kentish Town in north London

Kentish Town, NW5, is probably best-known to many drivers as just another traffic-clogged high street on a main road out of London. It’s stuck between the overflowing tourist traps of Camden Town and the greener, more exclusive heights of Highgate. But beyond the exhaust fumes and grime there’s a growing buzz about the place. There are excellent shops, pubs and restaurants. It’s got a newly refurbished swimming pool complex. And it’s about as close to the West End as one can live (less than 15 minutes by cab to Oxford Circus) and still have a house, a garden, and plenty of open spaces nearby – including Hampstead Heath.

But what’s really kick-started the market in the area is the Collège Français Bilingue de Londres (CFBL), a private school teaching the French curriculum. The first pupils arrived last September, and when it’s full the school will have 700 children aged between four and 15, giving Francophone parents an alternative to the long-established (and hugely oversubscribed) Lyceé Français Charles de Gaulle in South Kensington. Another attraction for French residents is that St Pancras International, for Eurostar trains direct to Paris, is just four minutes from Kentish Town on First Capital Connect trains.
Best New Opening 2011: Arancini Brothers Factory Cafe

by Kentishtowner on December 14, 2011 in Awards, Food
And here’s what it looks like right now, three months away from its August 1 opening. There’ll be a downstairs bar and upstairs restaurant. And it’s not hard to imagine the big windows and concrete interior shaping up quite nicely.

A tweet last night brought back a mass of opinion, retweets and feedback, with most of you falling down on the side of the opening being a Good Thing. The only cautious note raised was its location, as it’s been an ‘interesting’ site, home to a succession of ventures in recent times, such as notable incarnation The Highgate.

Camden New Journal’s @dannycarrier said, ambiguously, ‘the place has been cursed over the years...no biz lasted there long...[but it] means competition for the
By a Conveyance dated the First day of thousand nine hundred and forty a plot of land
ontage to Hastings Road of fifty feet Eleven inches
ed by Parklands Estate (Chichester) Limited to
ites (Worthing) Limited in fee simple and their
roduction of the within written Conveyance was

THE KENTISH TOWNER

Marine Park Estate (Worthing)
Dated 14th March 1933

Conveyance

Parklands Estate (Chichester) Limited

Marine Park Estate (Worthing)

Worthing Limited
I believe we can create more jobs and training in Kentish Town by:

- more independent shops
- make the young people understand hard work is needed for success
- there is a cultural challenge
### Current valuation - 2010 rating list (1st April 2010 - 31st March 2015)

<table>
<thead>
<tr>
<th>Billing authority reference</th>
<th>Address of property</th>
<th>Description</th>
<th>Composite property</th>
<th>Appeals</th>
<th>With effect from</th>
<th>Rateable value</th>
<th>TC</th>
</tr>
</thead>
<tbody>
<tr>
<td>00363018619208</td>
<td>GND FLR 186 - 192, KENTISH TOWN ROAD, LONDON, NW5 2AE</td>
<td>SHOP AND PREMISES</td>
<td>N</td>
<td>0</td>
<td>27 Jul 2011</td>
<td>£126,000</td>
<td>Y</td>
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### Earlier valuations from the 2010 rating list (1st April 2010 - 31st March 2015)

<table>
<thead>
<tr>
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<th>Description</th>
<th>Composite property</th>
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<td>GND FLR 186 - 192, KENTISH TOWN ROAD, LONDON, NW5 2AE</td>
<td>SHOP AND PREMISES</td>
<td>N</td>
<td>1</td>
<td>01 Apr 2010</td>
<td>£105,000</td>
<td>N</td>
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</tbody>
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### Most recent valuation from the 2005 rating list (1st April 2005 - 31st March 2010)

<table>
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<tr>
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<td>SHOP AND PREMISES</td>
<td>N</td>
<td>0</td>
<td>15 Nov 2006</td>
<td>£59,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>
A complex story of change

... with many decisions made by Design teams, landlords, residents, visitors and business people (public/private realm)

.... changing quality of offer and filling gaps in the supply of local services (better alignment between demand /supply)

... a wider catchment/competition while knowing their local customer base exploiting accessibility

... all happening in empty premises or/ premises that added little to the profile of the High Street offer
A complex story of change

... the more interesting stories are at the cheaper edges of the high street

... lack of comparison shopping a good thing? /online-shopping

... and all that while business rates/rents have almost doubled in the last 7 years.

Interestingly, there is no Business Association (yet) in Kentish Town, but the hundreds of premises are owned by less then 10 individuals and there is a KT Road Action Group... and now a Neighbourhood Forum!

The Kentish Towner Online Magazine had a large impact on sharing local stories/news and amplifying tends
Demand

- No People (living/working/visiting)
- £Spend per Person/day
- Proportion of that locally spend
- Profile of needs/Lifestyle/Knowledge

Supply

- Type of premise/Dwelling
- Rent + Business rates
- Footfall/Dwelltime
- Market/Catchment
- Knowledge/Ideas
- Execution/Leadership

'Ability to adapt offer'

Co-produced Economic Value

...Dependency...
5 Actions for more vitality by design (for now):

- Know your place and its people
- Manage competition, use dynamic intelligence
- Understand, coordinate and manage High Streets better with landlords
- Design and build higher population and employment density on and around High Streets to increase local base of activity/spend & demand while reducing need for moving around.
- Extend buildings upwards, sideward, downwards and backwards
- Use social infrastructure strategically
- See empty premises as signs of adaption and be an advocate for flexibility
- Appreciate the ‘in/significance’ of Urban Design Quality when Rateable Values have doubled over the last 7 years