

Urban Design
Gold Dust

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

Partner
Oliver Toogood

Local Data Company Ltd

Research team:
Alain Chiaradia
Angela Koch

Cardiff University CPLAN
ImaginePlace Ltd

**URBAN
DESIGN
GROUP**

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

Paved with gold
The real value of good
street design



2007

Design better streets



CABE representatives & advisory group members:

Joyce Bridges (Chair),	CABE commissioner
Tom Bolton	CABE project coordinator
Louise Duggan	CABE
Dominic Church	CABE
Jim Meikle	Davis Langdon
William Hawkins	Construction Industry Council
Jillian Murray	Perth and Kinross Council
Matthew Carmona	Bartlett School of Planning

Research team:

Paul Buchanan	Colin Buchanan Ltd
Angela Koch	Colin Buchanan Ltd
Martin Wedderburn	Colin Buchanan Ltd
Louie Sieh	Bartlett School of Planning
Simon Ho,	CACI Ltd

<http://webarchive.nationalarchives.gov.uk/20110118095356/http://www.cabe.org.uk/publications/paved-with-gold>

Paved with gold
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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

Images for use of roads



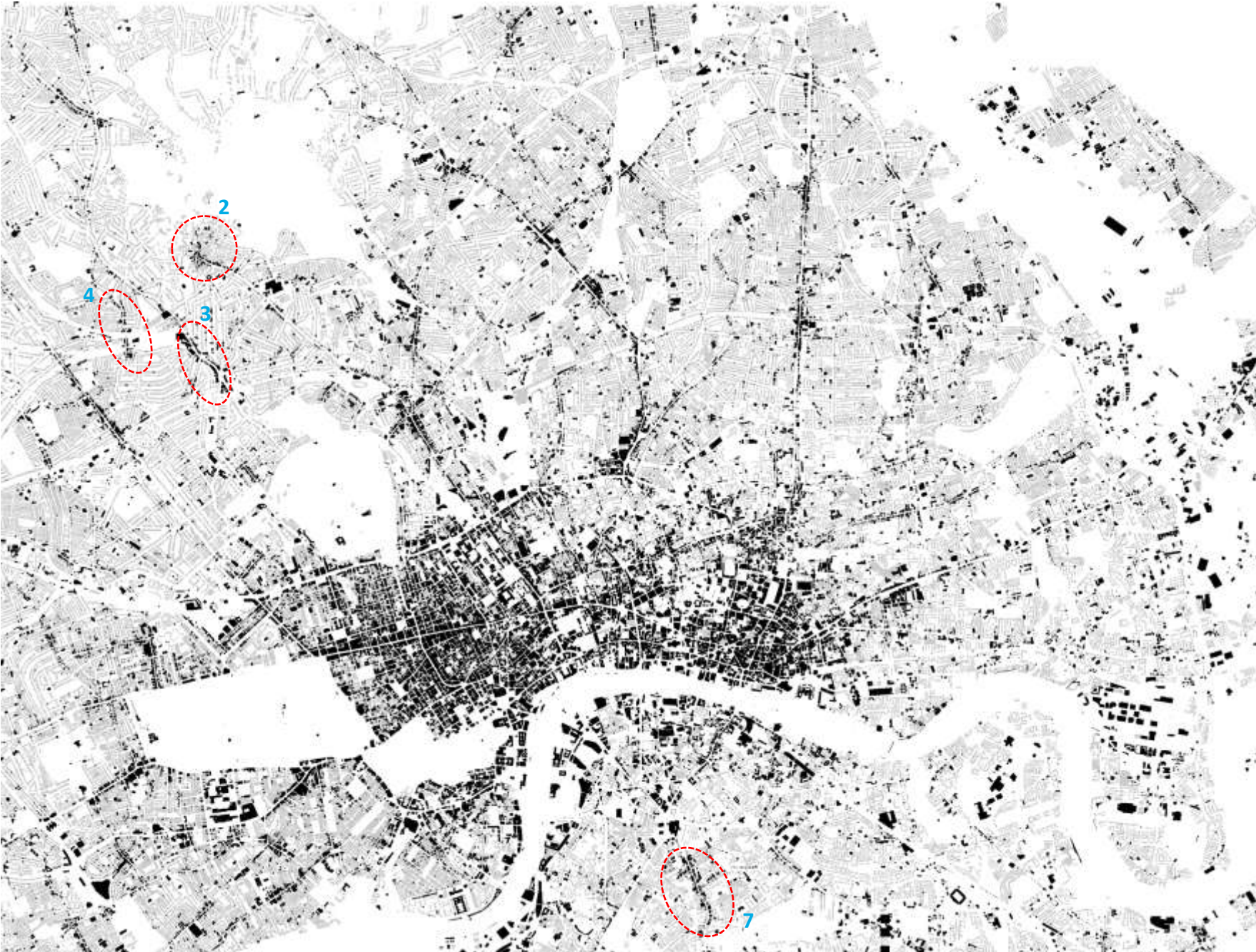
- 7. **Walworth** WH ***
- 9. Tooting TG **
- 4. **Kilburn** KN **

- 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

Paved with Gold | 10 High streets in London



- | | | |
|-------------------|----|-----|
| 7. Walworth | WH | *** |
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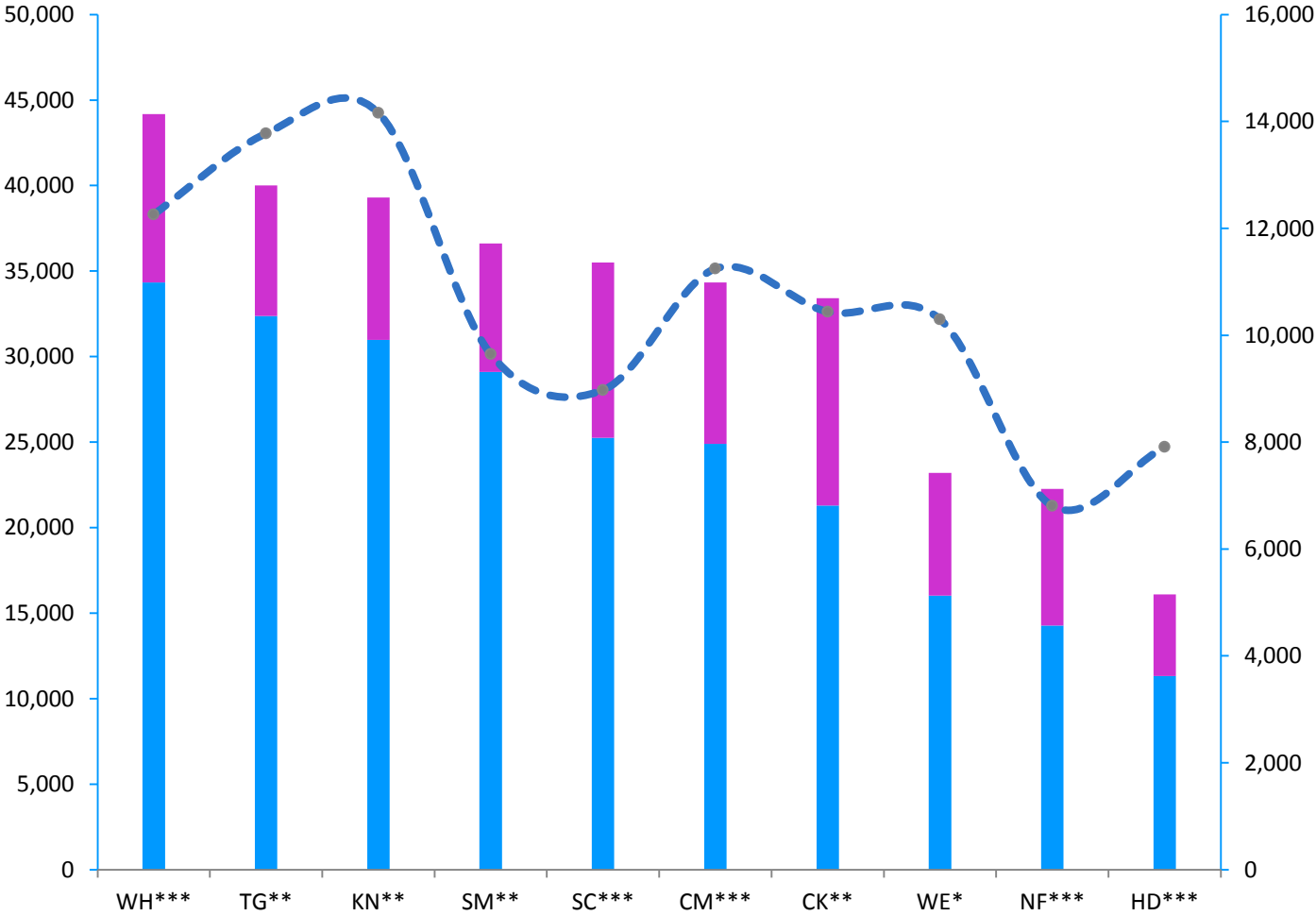


What Paved with Gold also said but nobody talk about it...

Pedestrian user levels in high street are associated with (resident + job) levels

Resident + jobs density explains 80% of variation

Counts 2007, Census & Job 2001



Pedestrian user levels

Census 2001

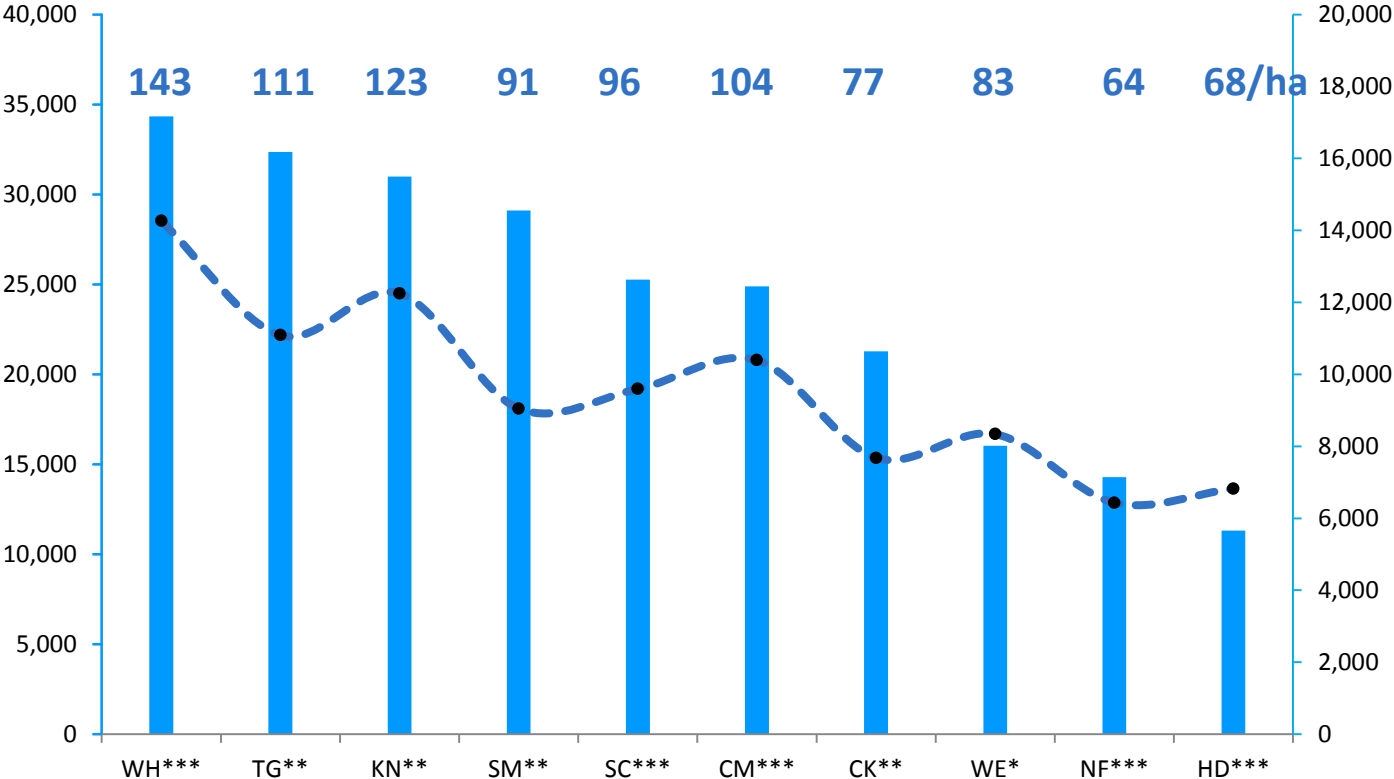


Resident + jobs

High streets are located in higher density neighbourhoods

Residential population density within 800 m (≈10 min walk)

Residential population density



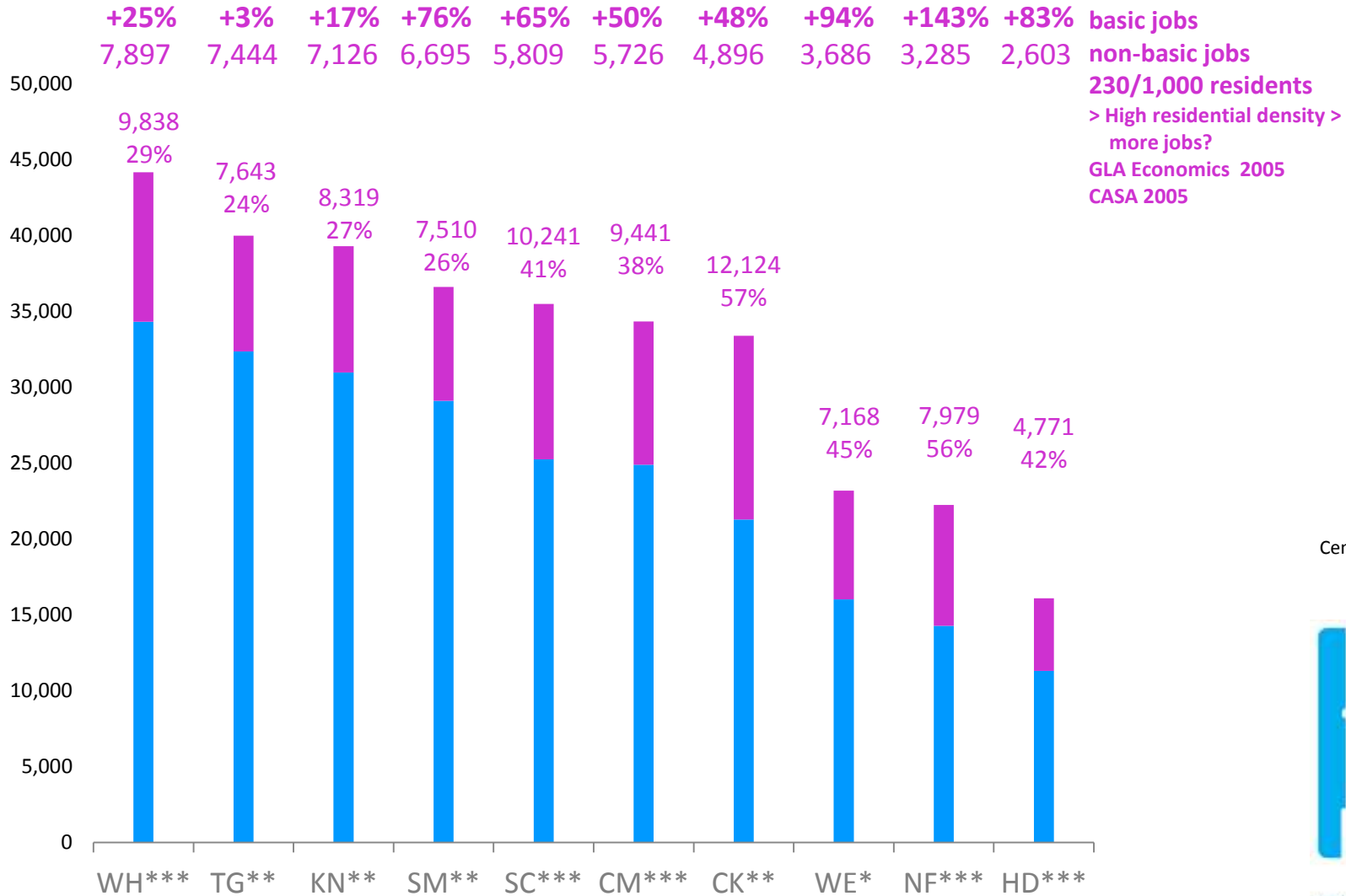
Census 2001



Residential population

High streets are the neighbourhood's job centre

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



Census 2001

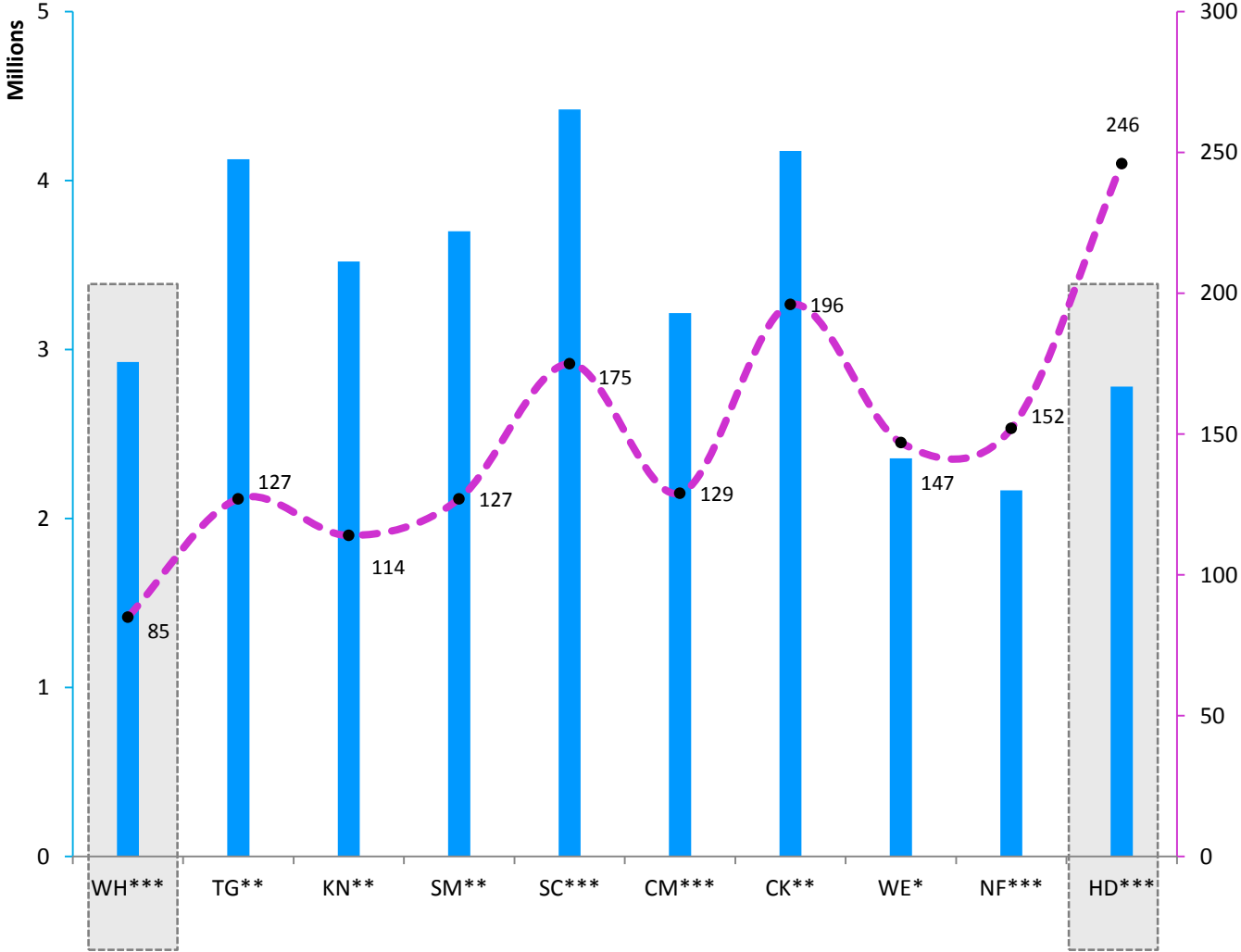


Residential population + Jobs

Different high street economic profiles have the same economic potential

Area weekly expenditure potential (bar in £m)

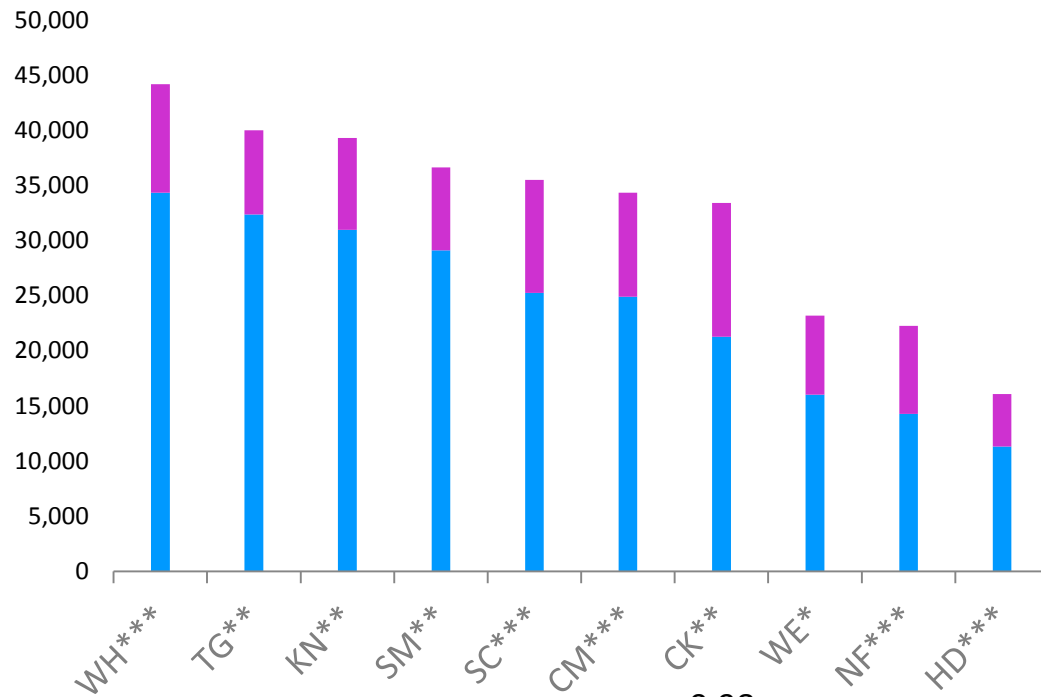
Average expenditure per capita (line in £)



Census 2001



The more people living and working on/around the high street the less good is the user experience for the pedestrian? ...

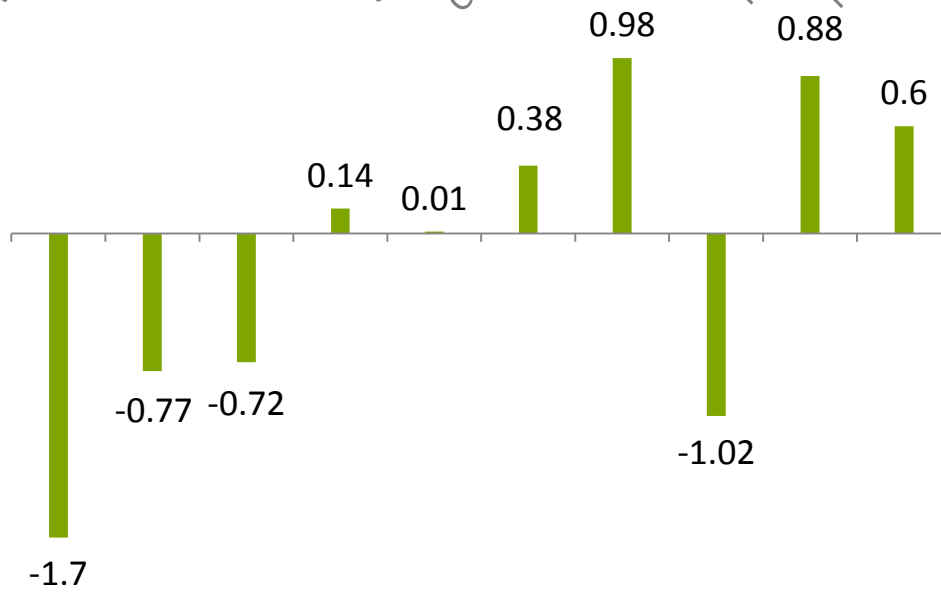


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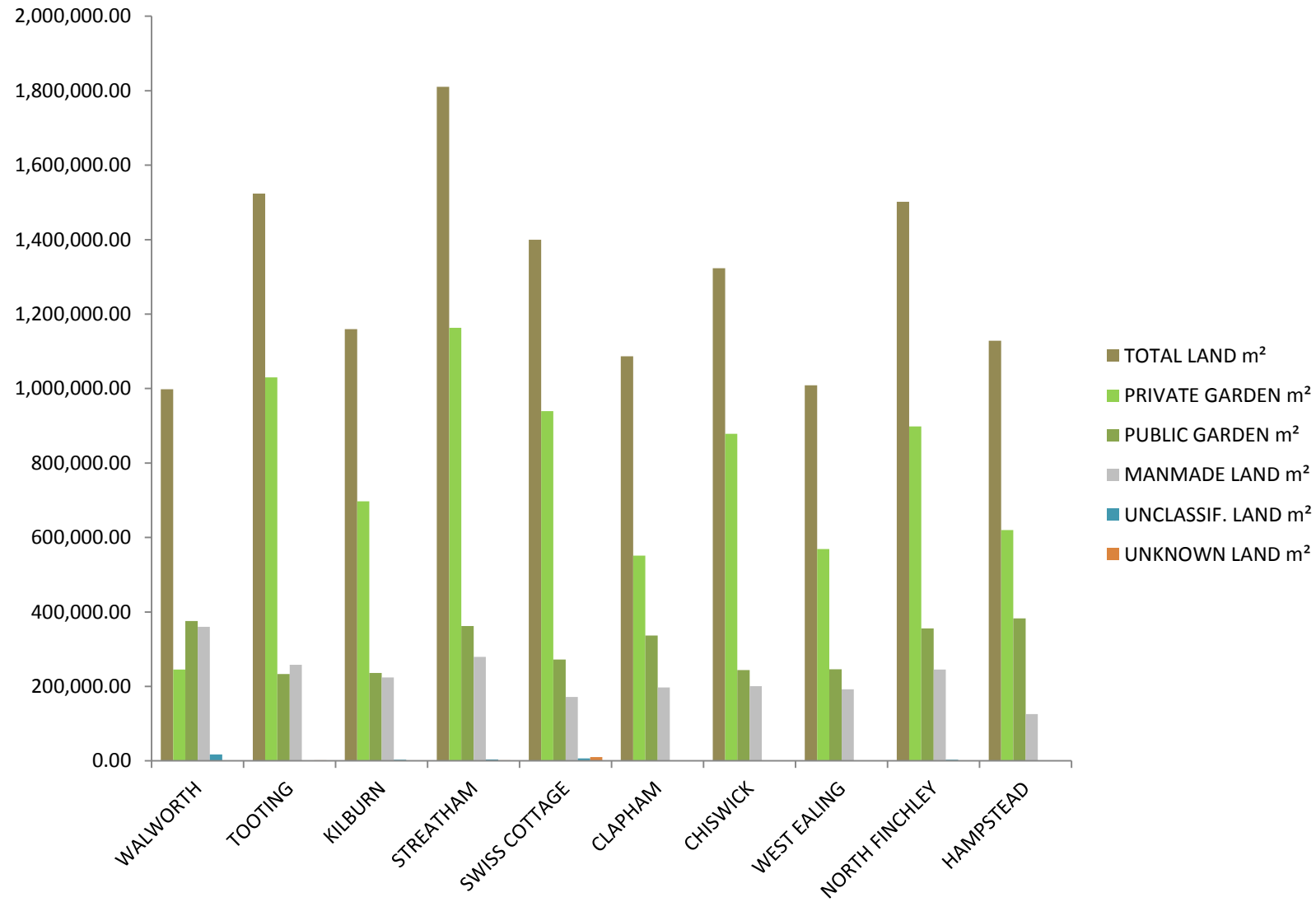


Census 2001



Space between building profile – 800 m around High Street

Room to grow



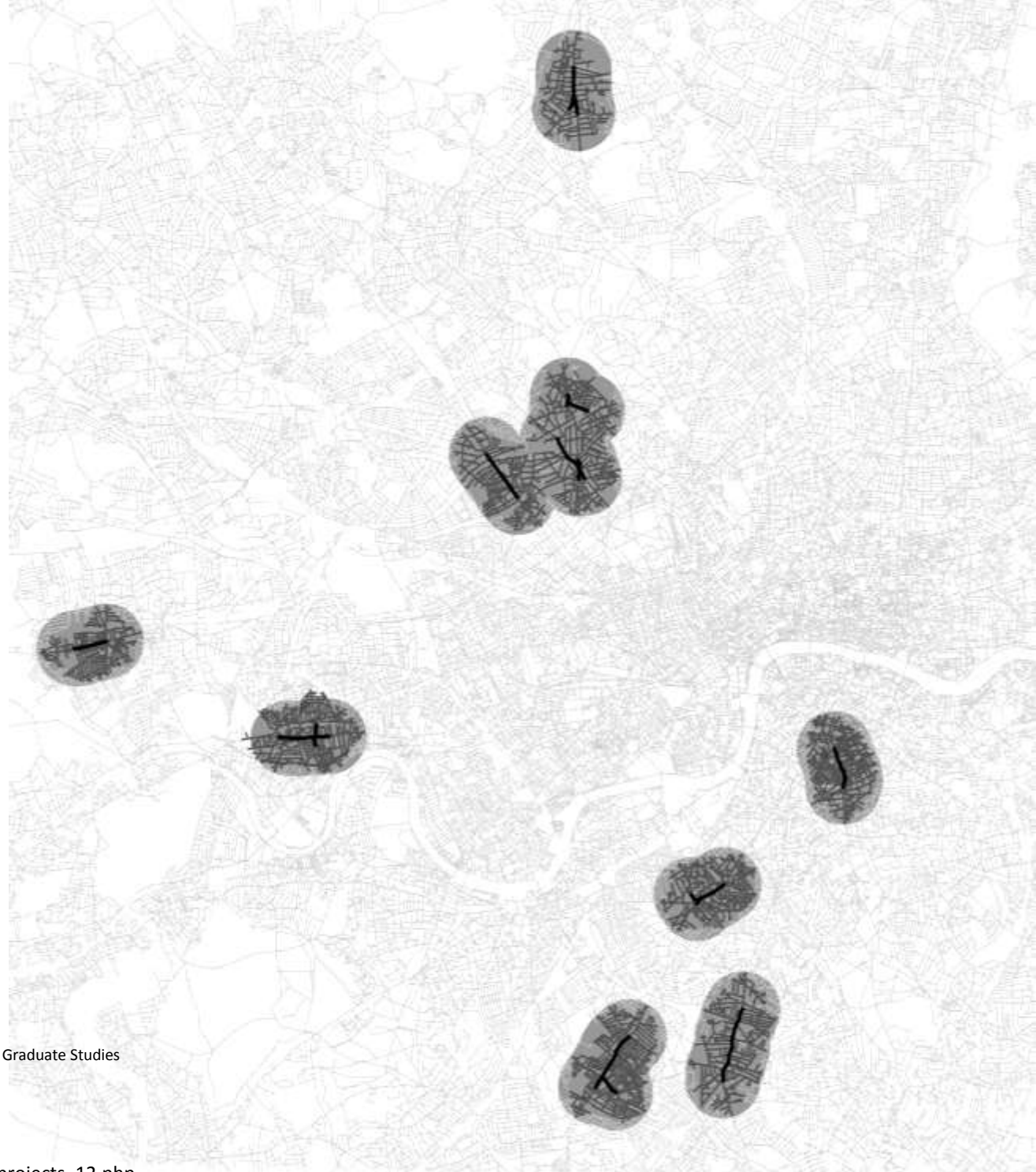
OS Mastermap

Formed with gold
The tangible value of
urban layout



2009

10 High streets in London



Partners

EEDA, SEEDA, GLA Economics, CABE, Hants CC; LB Croydon; 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

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Bartlett School of Graduate Studies
Space Syntax
Colin Buchanan

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

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

Formed with gold
The tangible value of
urban layout



2009

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

Partners

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The Oxford Institute for Sustainable Development (OISD)



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

Others findings

Two high street profiles

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

Example: Hampstead

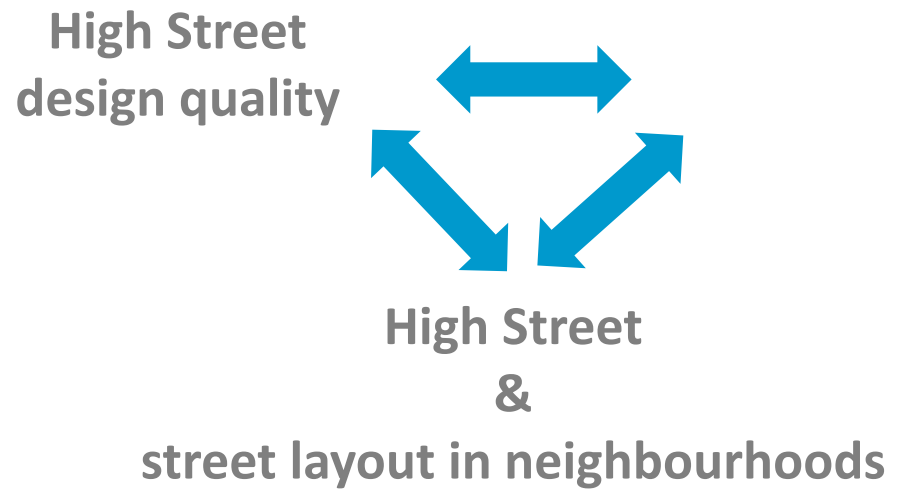
Findings relevant to the Urban Designer

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





Urban Design
Gold Dust

What happen 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

Partner
Oliver Toogood

Local Data Company Ltd

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10 High streets

3,400 businesses

4 Years (2008-2012)

1,000 closed

1,100 created

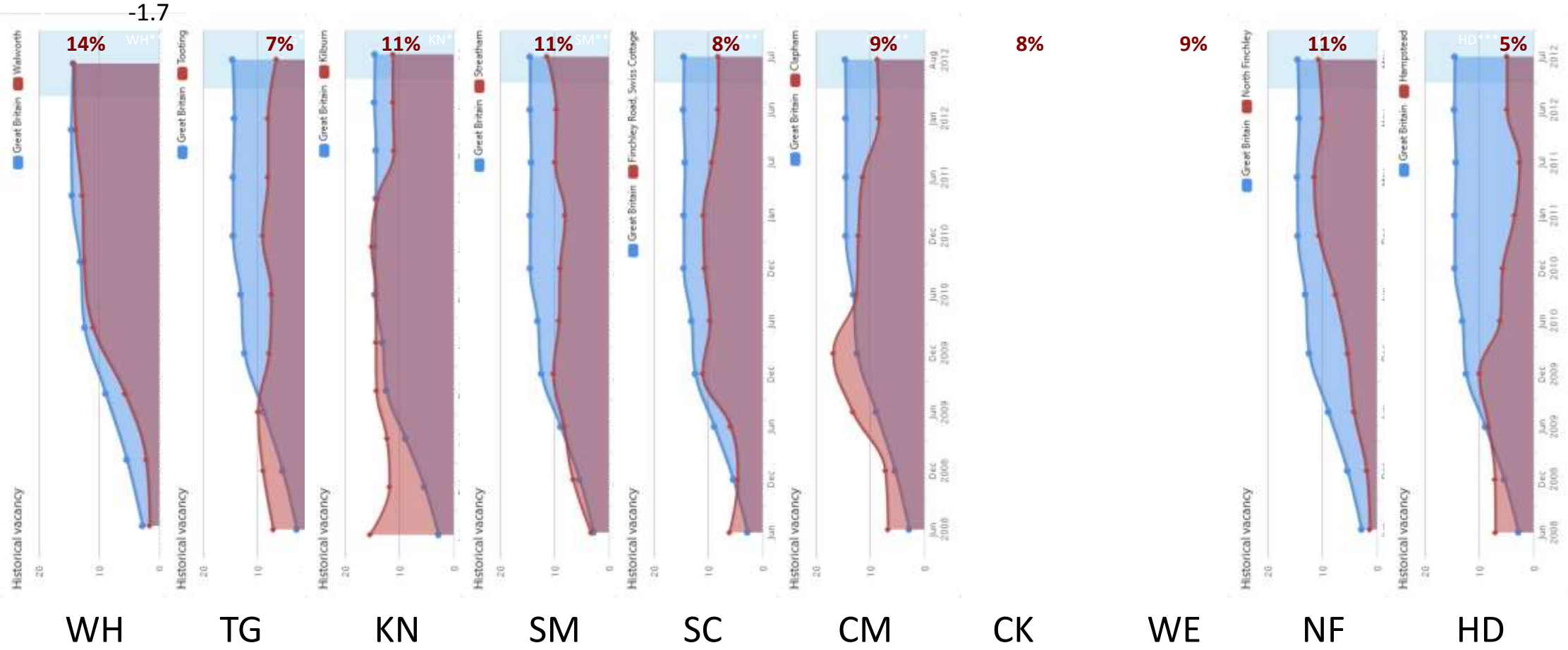
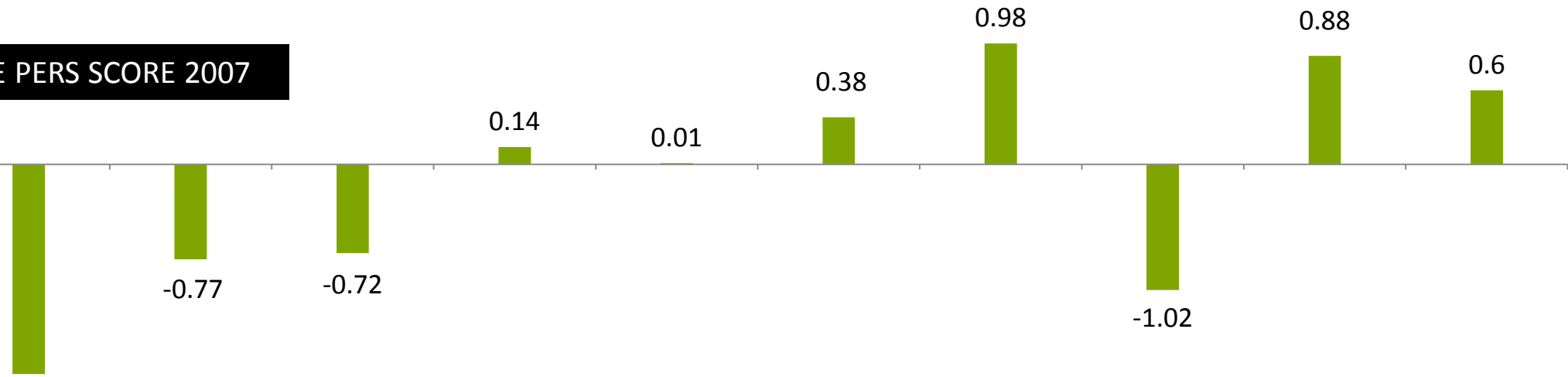
**As much multiple and independent closing and created
yet more multiple staying**

Comparison businesses are closing faster than they are created

Service are growing faster than they are closing

Convenience and leisure stable

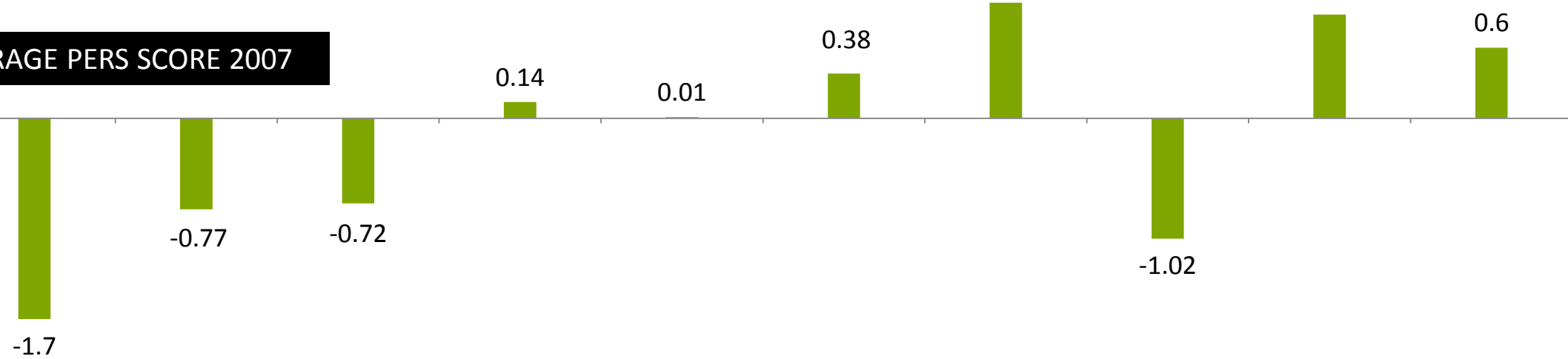
AVERAGE PERS SCORE 2007



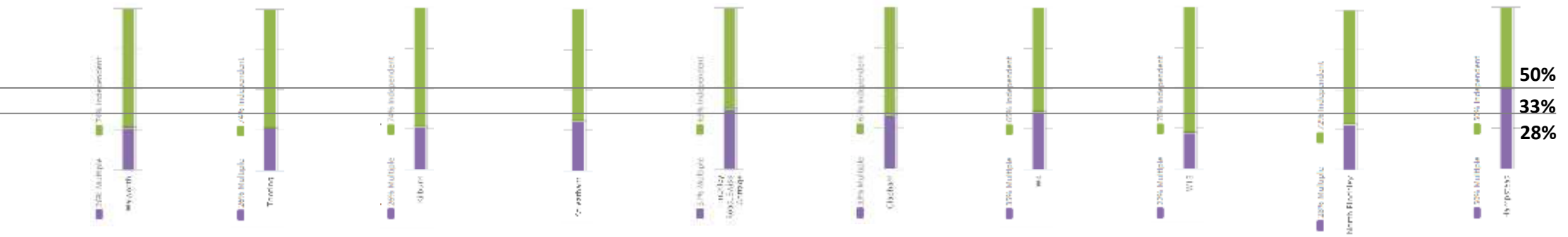
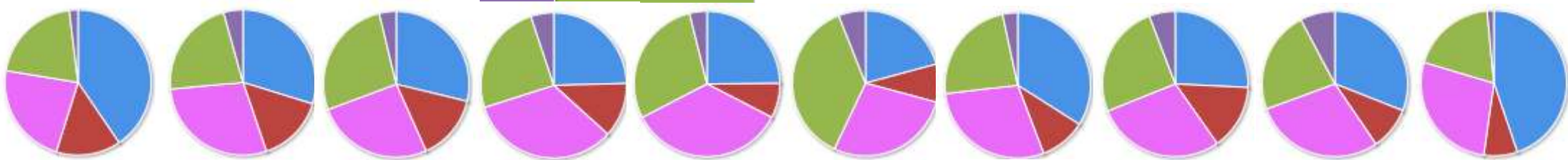
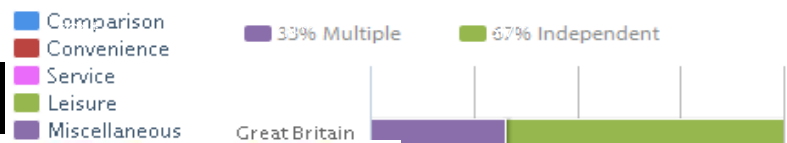
Vacancy Rate June 2008 to August 2012

WH TG KN SM SC CM CK WE NF HD

AVERAGE PERS SCORE 2007



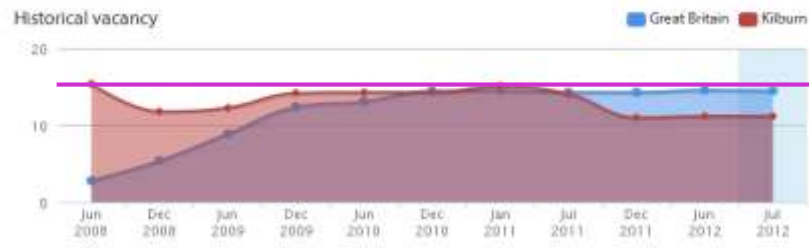
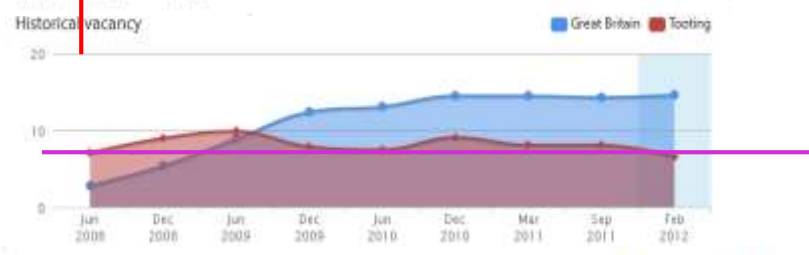
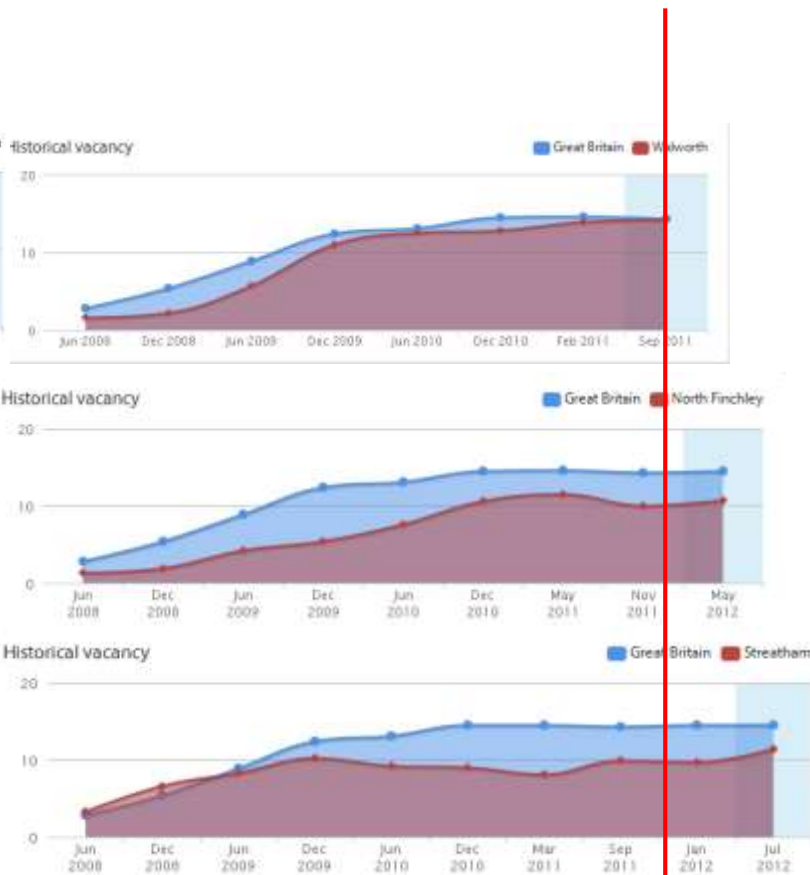
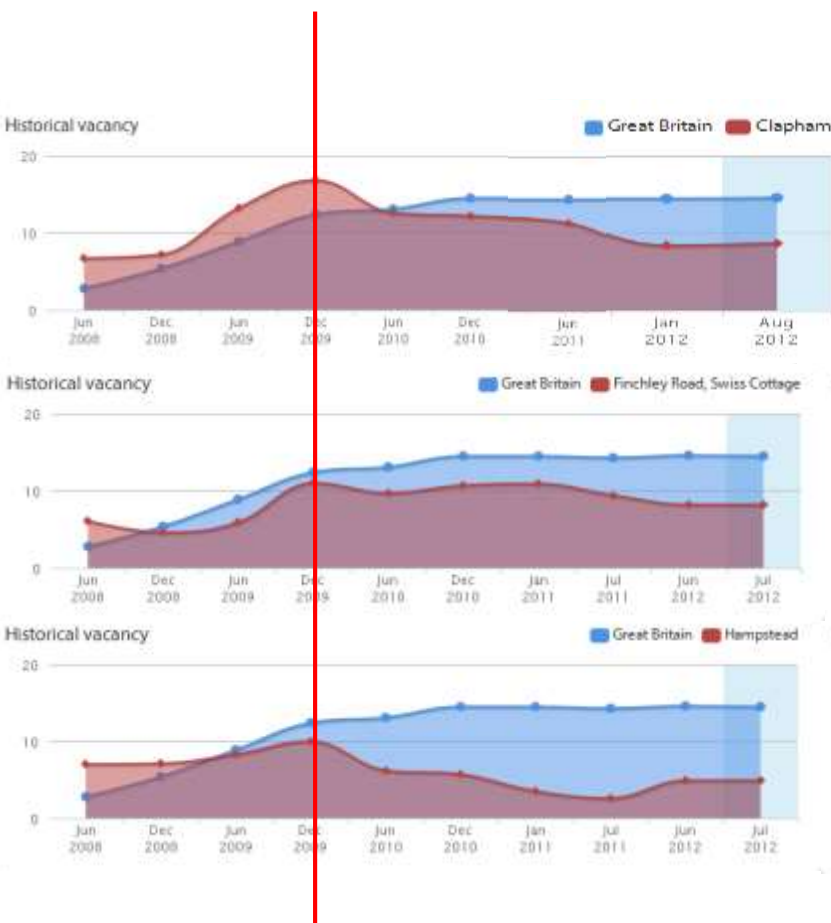
TYPE OF USE



VACANCY RATE

14% 7% 11% 11% 8% 9% 8% 9% 11% 5%

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 of leases

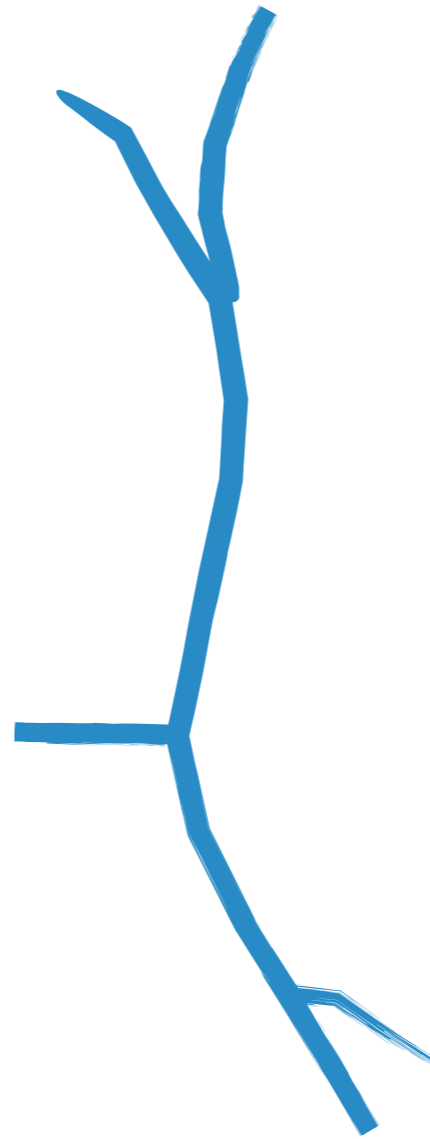
Business rate changes

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

KENTISH TOWNS

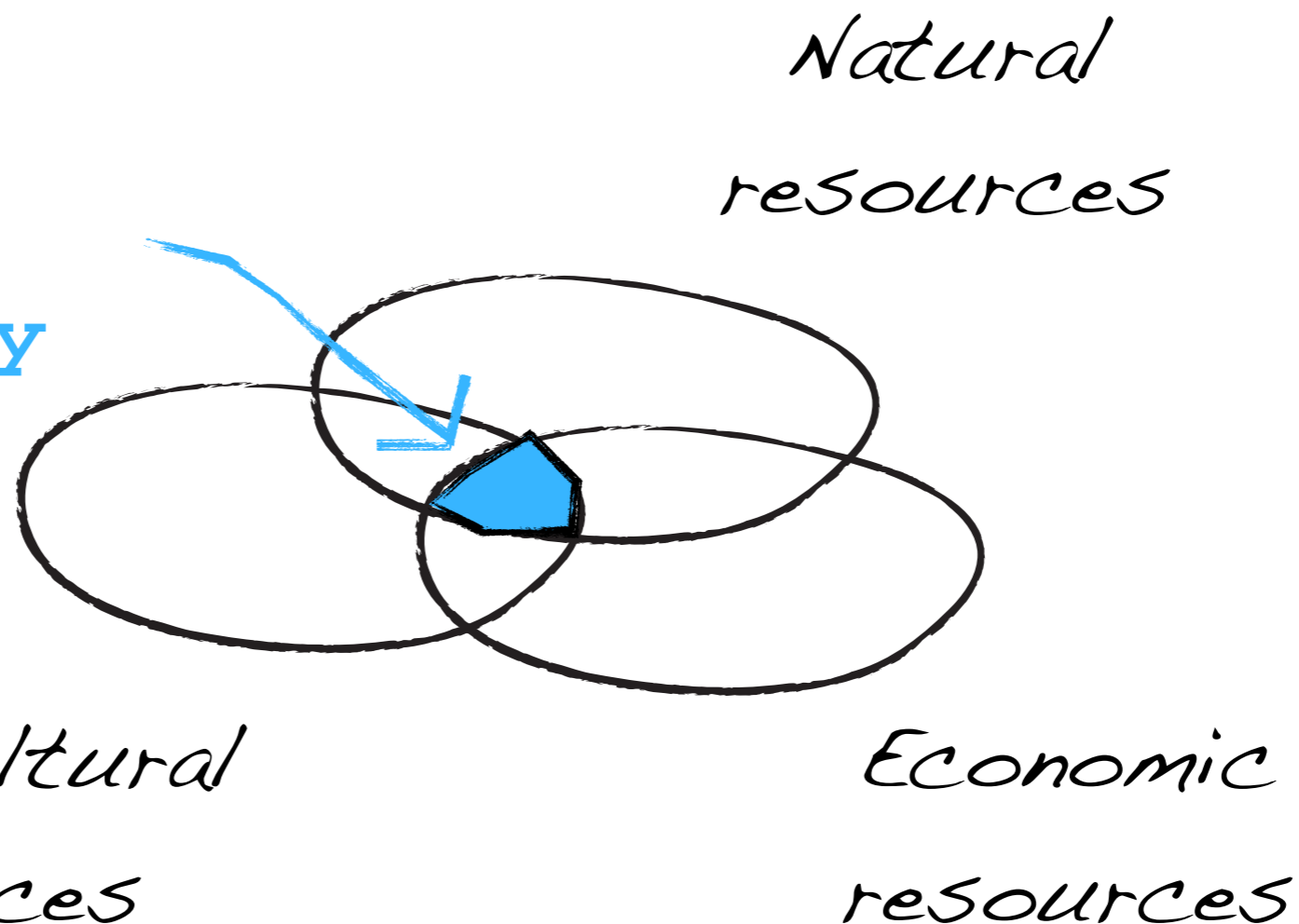




A good high street makes the best
of its available resources!

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

Optimised by
people
&
design quality
changes



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 refurb/Swimming Pool refurb /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 refurb/ Southampton Arms/ Ann's pub refurb /The Grafton refurb/Lion and Unicorn Theatre pub

*Coffee Warehouse

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

....



KEENTIIISH TOWN



J. SAINSBURY

Financial Times, 28/04/12

Last updated: April 28, 2012 12:51 am

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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) Lycée 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.

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EDITOR'S CHOICE

LIFE & ARTS



Lucy Kellaway judges the Booker of video games

FT MAGAZINE



Jancis Robinson reveals the parentage of the grape varieties

Keep an eye on the top 5% of London property. Watch 'Savills Talks' online today.



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
 situate to Hastings Road of Fifty feet Eleven inches
 bounded by Parklands Estate (Chichester) Limited to
 the West, Worthing Limited in fee simple and their
 production of the within written Conveyance was
 read.

THE KENTISH TOWNER

Whereas the above mentioned plot of land situate to Hastings Road of Fifty feet Eleven inches bounded by Parklands Estate (Chichester) Limited to the West, Worthing Limited in fee simple and their production of the within written Conveyance was read.

ENDORSEMENT

of plots of land situate at
 the Marine Park Estate,
 Worthing, Sussex.

Dated 1st March 1938

Marine Park Estate (Worthing
 Limited) and its Liquidators
 to

Parklands Estate
 (Chichester) Limited.

Worthing, Sussex.

West End
Stationers

186
PHOENICIA
MEDITERRANEAN FOOD HALL

Phoenicia
Mediterranean



TimeOut
London

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

- * more independant 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)

Billing authority reference	Address of property	Description	Composite property	Appeals	With effect from	Rateable value	TC
00363018619208	<u>GND FLR 186 - 192, KENTISH TOWN ROAD, LONDON, NW5 2AE</u>	SHOP AND PREMISES	N	0	27 Jul 2011	£ 126,000	<u>Y</u>

[View valuation](#)

Earlier valuations from the 2010 rating list (1st April 2010 - 31st March 2015)

Billing authority reference	Address of property	Description	Composite property	Appeals	With effect from	Rateable value	TC
00363018619208	<u>GND FLR 186 - 192, KENTISH TOWN ROAD, LONDON, NW5 2AE</u>	SHOP AND PREMISES	N	<u>1</u>	01 Apr 2010	£ 105,000	N

[View valuation](#)

Most recent valuation from the 2005 rating list (1st April 2005 - 31st March 2010)

Billing authority reference	Address of property	Description	Composite property	Appeals	With effect from	Rateable value	TC
00363018619208	<u>GND FLR 186 - 192, KENTISH TOWN ROAD, LONDON, NW5 2AE</u>	SHOP AND PREMISES	N	0	15 Nov 2006	£ 59,000	N/A

[View valuation](#)

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 than 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 trends**



PEOPLE FACTOR

Demand

Supply

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

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

'Ability to adapt offer'

Co-produced Economic Value
...Dependency...



Urban Design
Gold Dust

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

