

Placemaking & Value

..... Creating Sustainable Assets

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Arboricultural Association 2016



Simple Proposition

‘If individuals are prepared to pay more for places that are well planned, well designed and well built, developers will deliver them.’



Creating Sustainable Assets

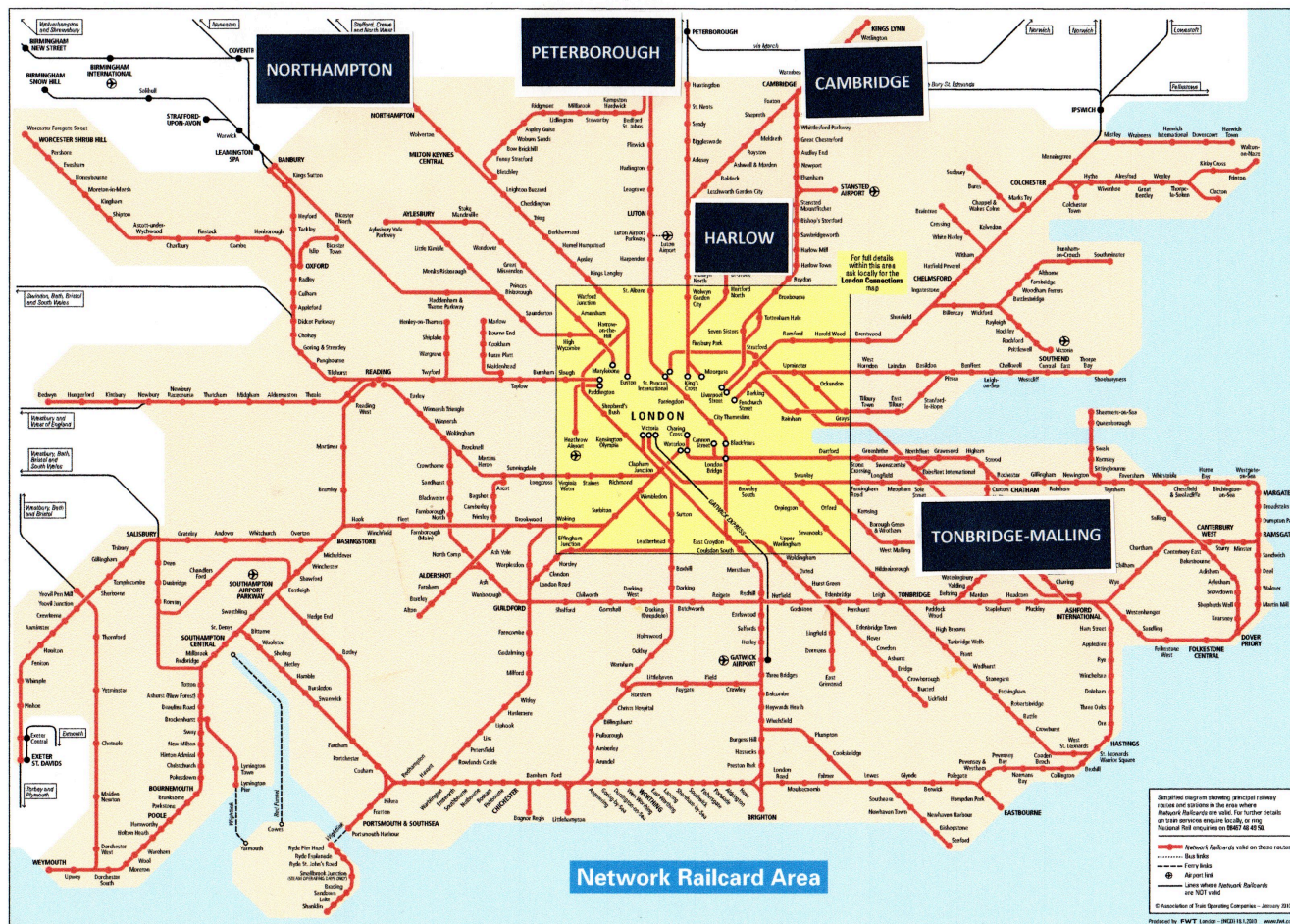


Assets not Liabilities!



5 Case Studies

Within 1 Hour rail commute from London



5 Case Studies

Upton, Northampton



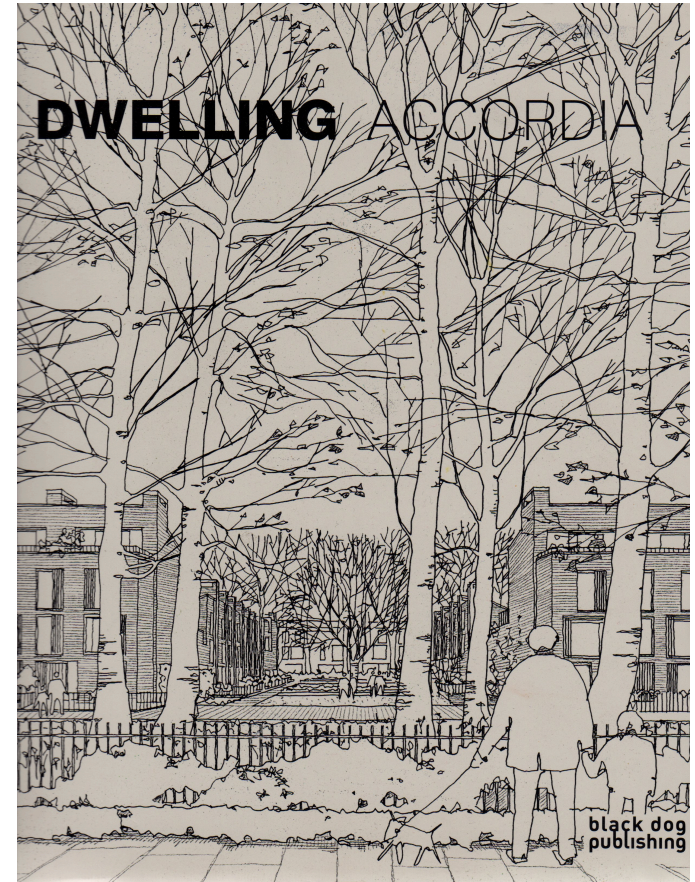
5 Case Studies

Hampton, Peterborough



5 Case Studies

Accordia, Cambridge



5 Case Studies

Newhall, Harlow



5 Case Studies

Kingshill, Kent



Guiding criteria

Based on previous work undertaken by CBRE

- **Development team**
- **Clarity of vision**
- **Quality of architecture and design**
- **Layout**
- **Commercial and community provision**
- **Public and private amenity space**
- **Transport, car parking, accessibility, walkability**
- **Effective community engagement**
- **Sustainability**

Planning Policy Context

Climate Change Agenda

Four Priorities

- Sustainable Consumption and Production
- Climate Change and Energy
- Natural Resource Protection/ Environmental Enhancement
- Sustainable Communities

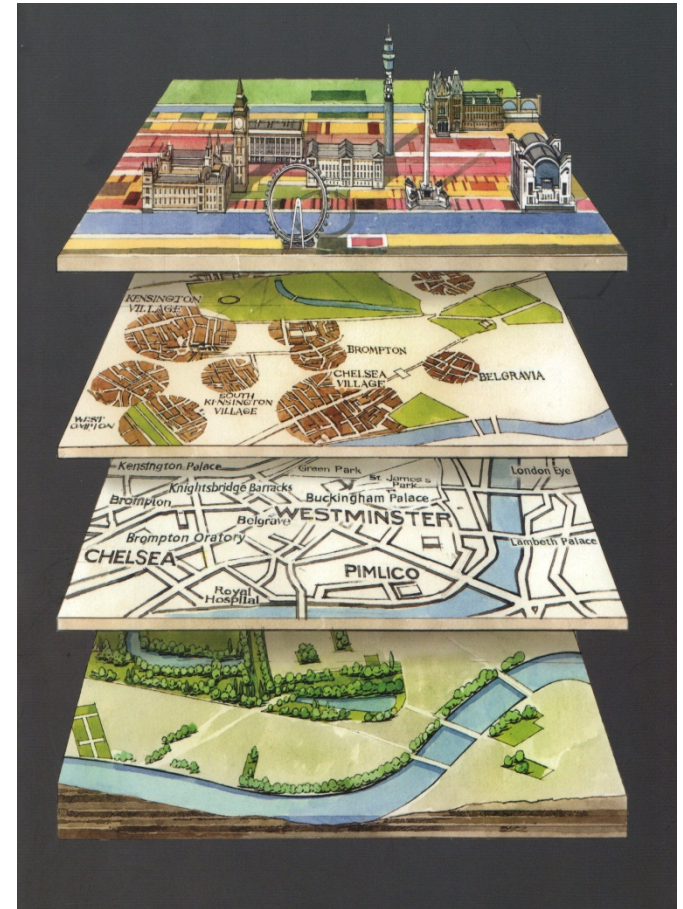
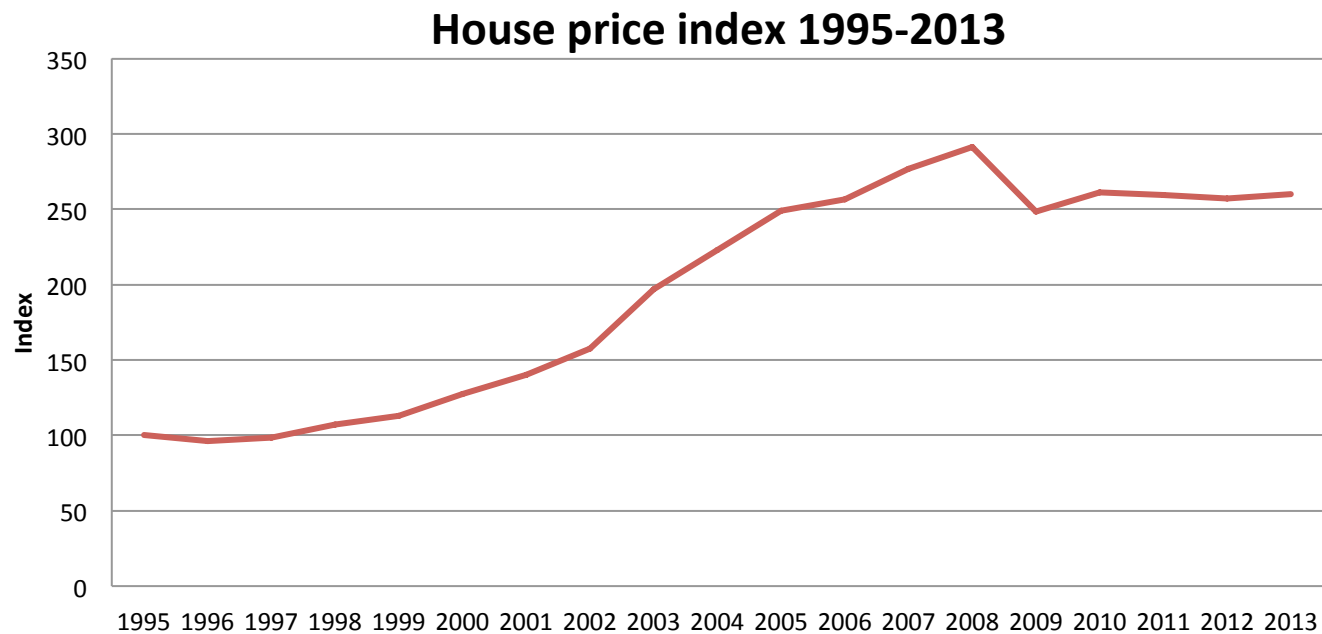
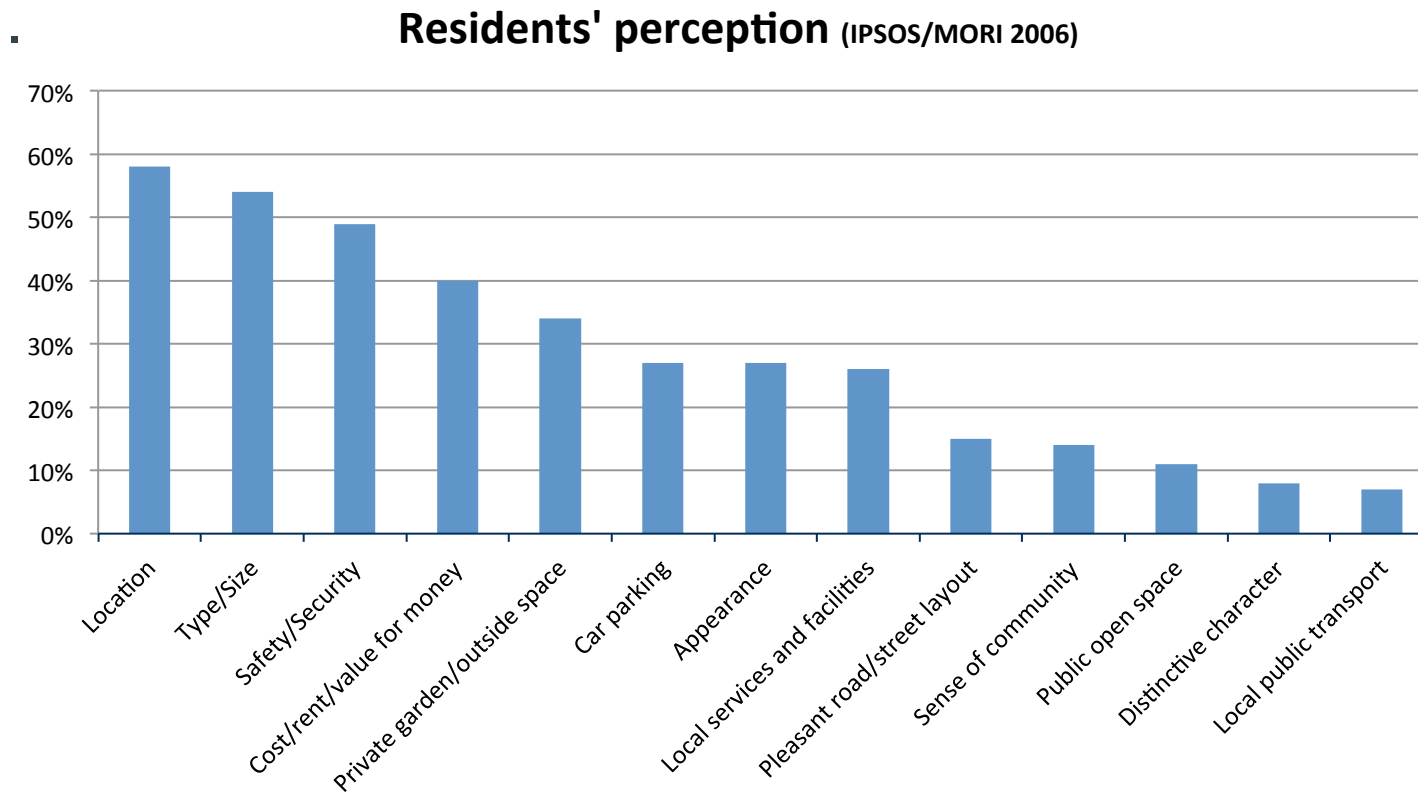


Fig. 1 House Price Index (Land Registry)



What placemaking means for residents

Fig. 2 Residents' perceptions of important factors (Ipsos/Mori 2006)



What placemaking means for developers

It depends!

Developer ultimately responsible for quality and appearance of development

Developers see all aspects of design as essentially a means to a financial end and not an end in itself

Benefits of placemaking accrue in longterm so business time horizon is critical

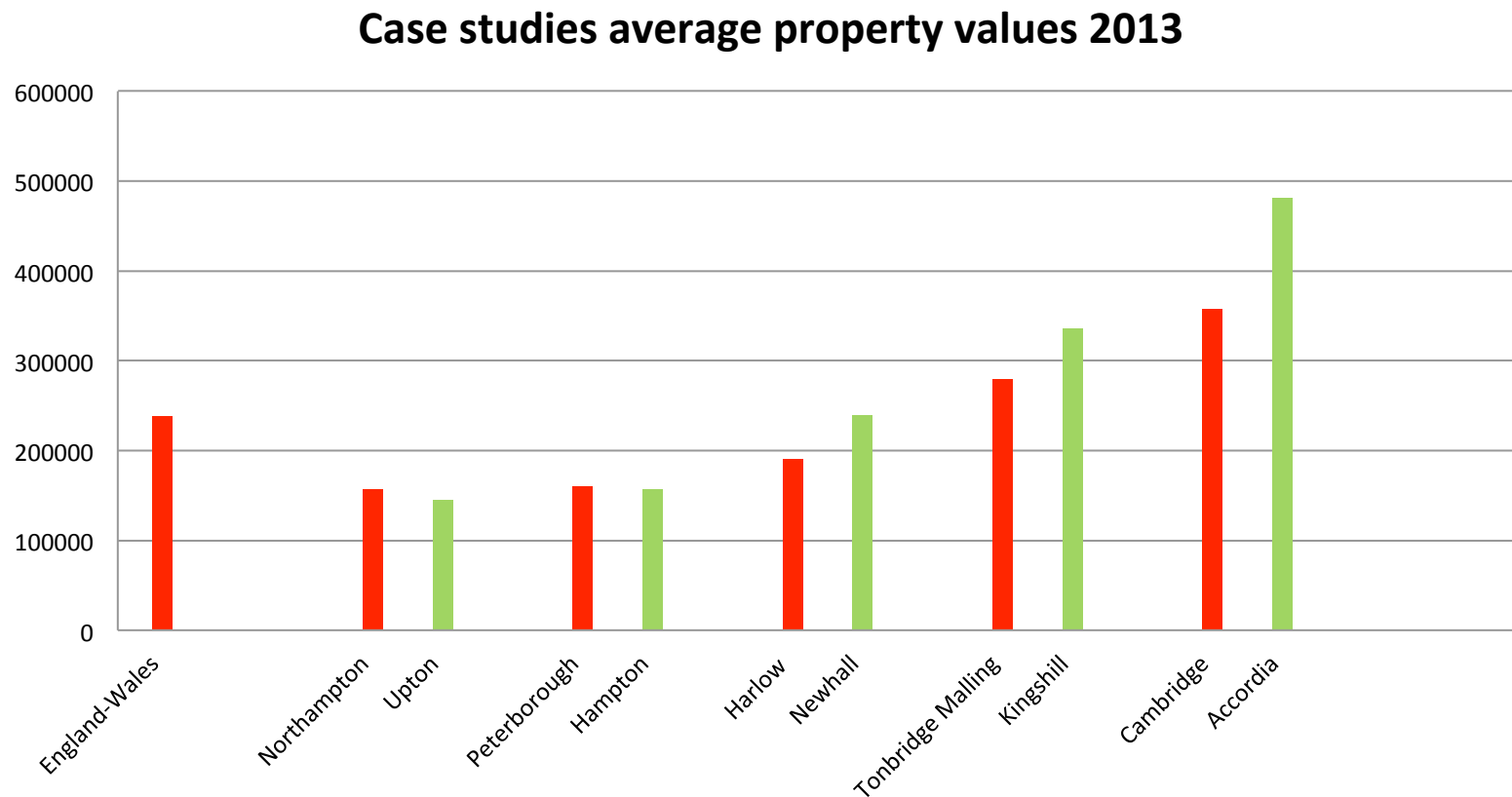
Land owners or end owners benefit from the enhanced value

Standardisation v innovation (risk!)



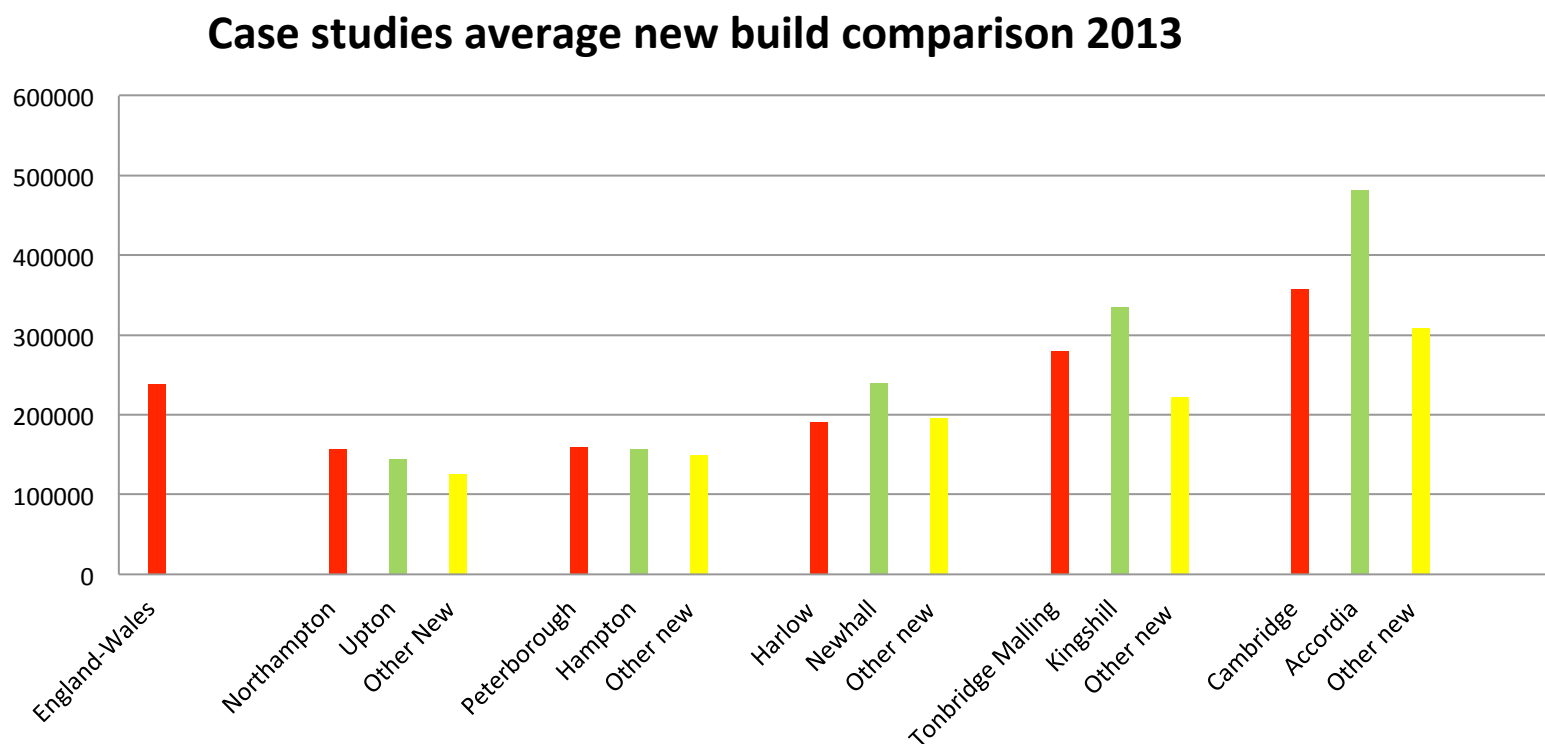
What the case studies revealed

Fig. 3 Case Study average property values (CBRE/Land Registry)



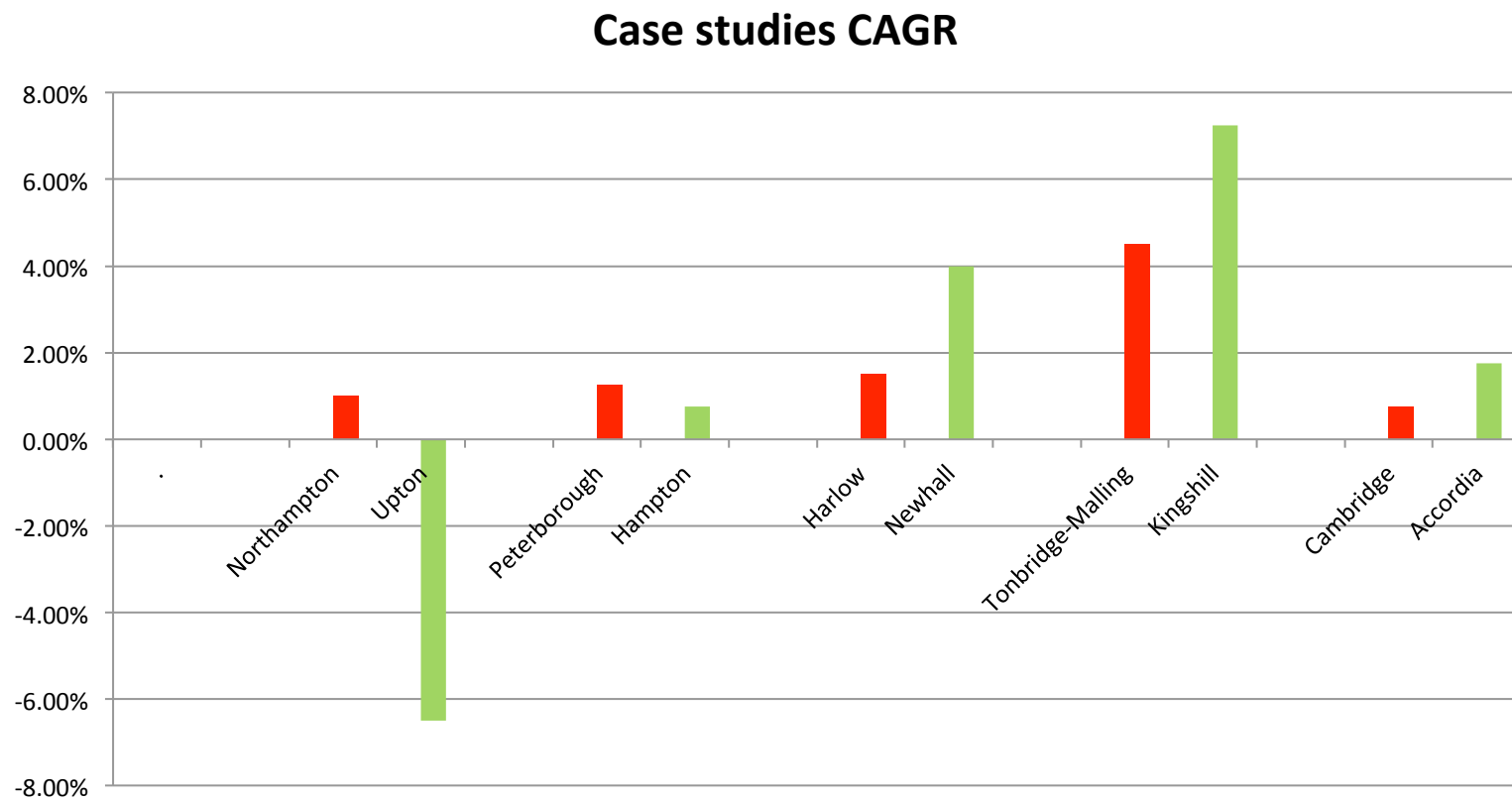
What the case studies revealed

Fig. 4 Case study average new build comparison (CBRE/Land Registry)



What the case studies revealed

Fig. 5 Compound Annual Growth Rate (CBRE/Land Registry)



Some key lessons

Diverse schemes with common experiences

- **Phasing of commercial and community buildings**
- **Architecture and design codes**
- **Layout**
- **Green space**
- **Sustainability**
- **Leadership**
- **Enhancing value**

Implications for practice/policy

What changes might be necessary?

- **Density, transportation and car parking**
- **Retail/commercial provision**
- **Local market conditions**
- **Schools**

Trees in the urban landscape

Kingshill



Trees in the urban landscape

Kingshill



Trees in the urban landscape

Accordia



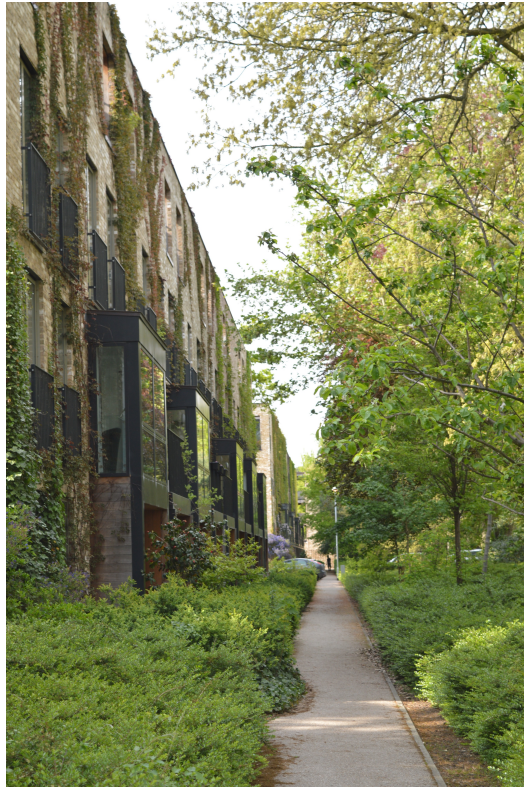
Trees in the urban landscape

Accordia



Trees in the urban landscape

Accordia



Trees in the urban landscape

Accordia



Trees in the urban landscape

Accordia



Trees in the urban landscape

Newhall – Phase 2 adjoining Barnsley Wood



Trees in the urban landscape

Newhall – Phase 2



Thank you!

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