



A neighborhood **credit rating** and **diagnostic** tool

Enhancing the triple bottom line through urban design



The Power of **PLACE**

“**Places**” have become **products** – they are consumed, branded, advertised, differentiated

Their “sellers” – place managers – **compete** with each other **for resources** – educated residents, “talent,” businesses, investment

Americans are **choosing** which locations to “consume” based on **place quality**



Increasing demand for Walkability = Proxy for place quality

58% of Americans prefer to live in a neighborhood where you can easily walk to stores and businesses (NAR, 2012)

Two-thirds factor walkability into their home purchase decisions

Demographic trends pushing preferences for walkable places

But “walkable” housing undersupplied by 19%; “drivable” housing oversupplied by 18%



In this stiff competitive place “marketplace” – walkability is no longer an “intangible luxury”

And walkability = economic indicator*

Can quantify the value of place....

Based on study* of 61 neighborhoods in the Washington DC region, walkability as measured by the State of Place™ index is linked to premiums of *up to*:

- +74% residential rents/unit**
- +\$1200/unit residential rent**
- +108% office rents**
- +84% retail rents**
- +23% premium valuation before recession;**
- +44% premium post**

For DC, this translates into *up to*:

- +\$744 mill in residential property taxes/
neighborhood**
- +\$96 mill in retail taxes generated/
neighborhood**



*Based on Leinberger & Alfonzo, "Walk this Way," Brookings Institution, May 2012



So...why the shortage of walkability?

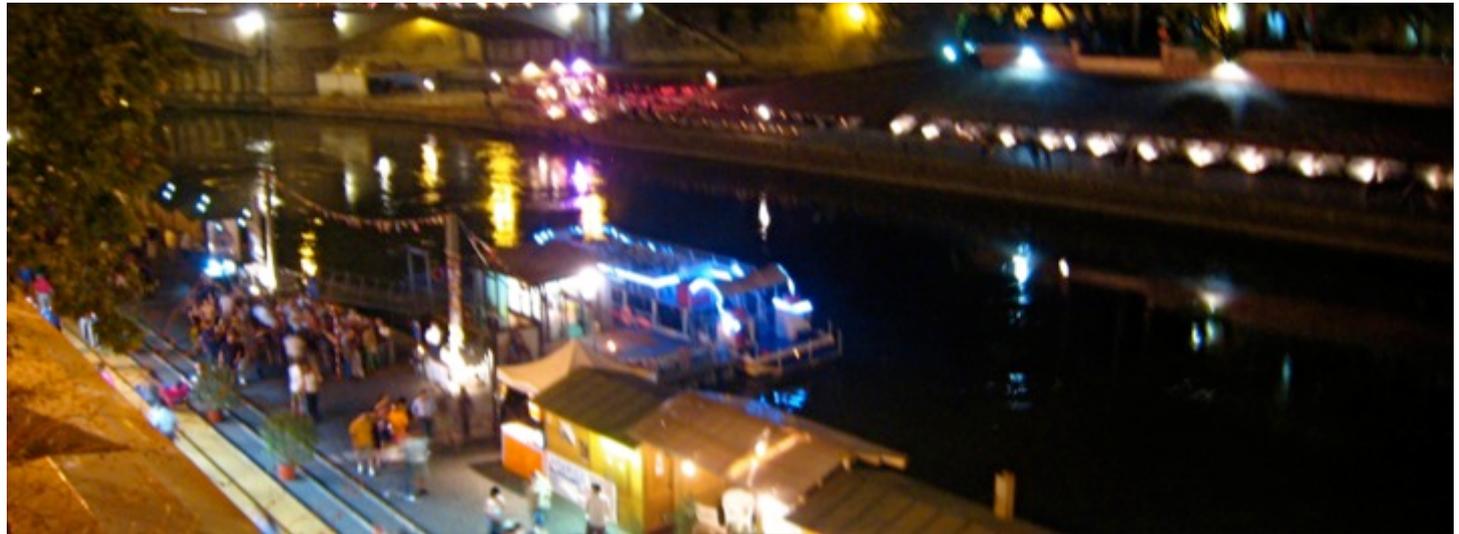
Public policy hurdles +

Legal issues +

NIMBYism +

Lack of benchmarks and metrics

= More difficult to finance/underwrite



State of Place™ Index = solution

Based on extensive list of built environment features – collected on-site at the street block level

Divided into ten sub-scores of urban design tied to walkability

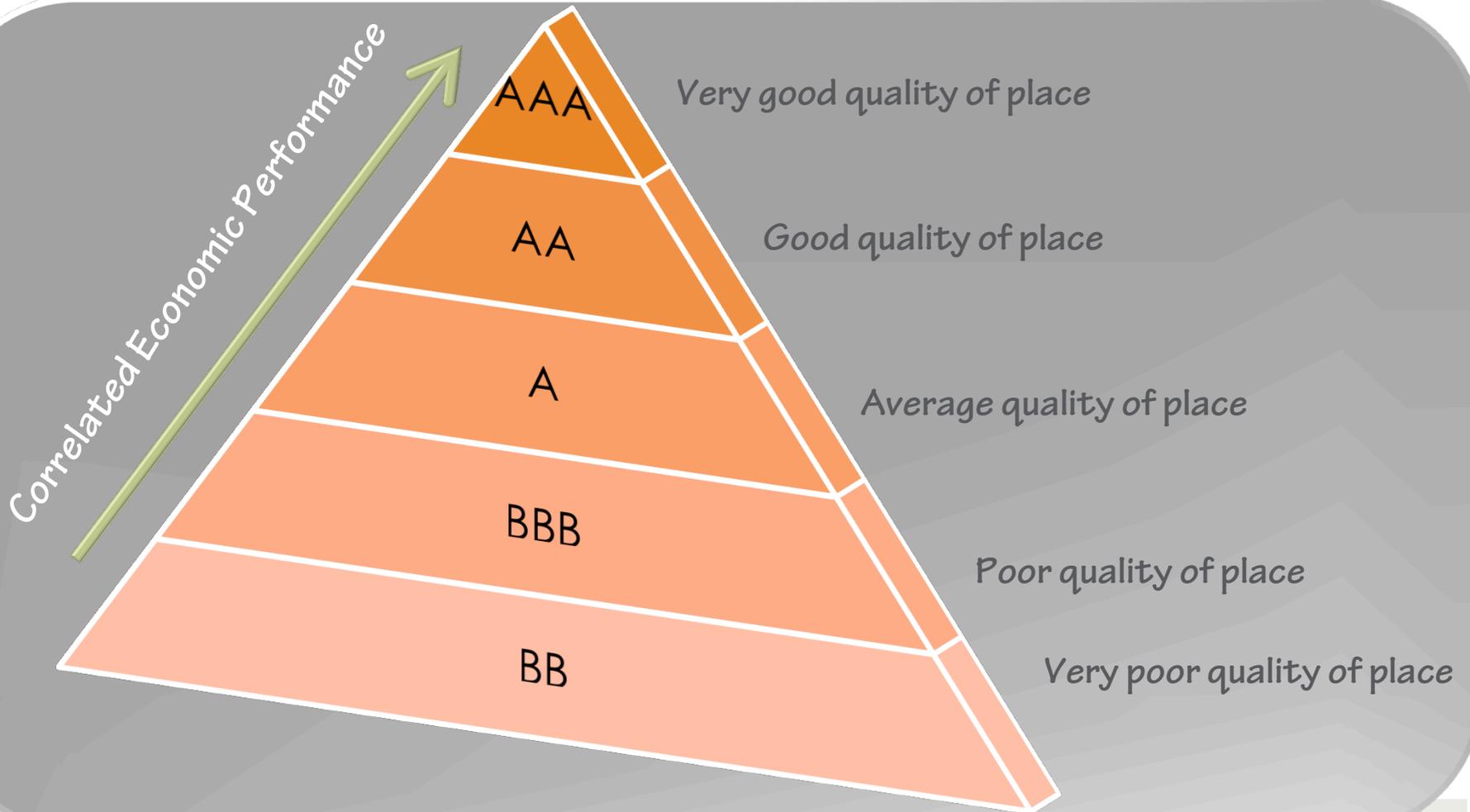
Five walkability levels

Linked to economic performance – for overall index and sub-scores

Can be used by: 1) Planning agencies; 2) Real estate lenders, investors & developers; 3) Funding agencies; 4) International agencies

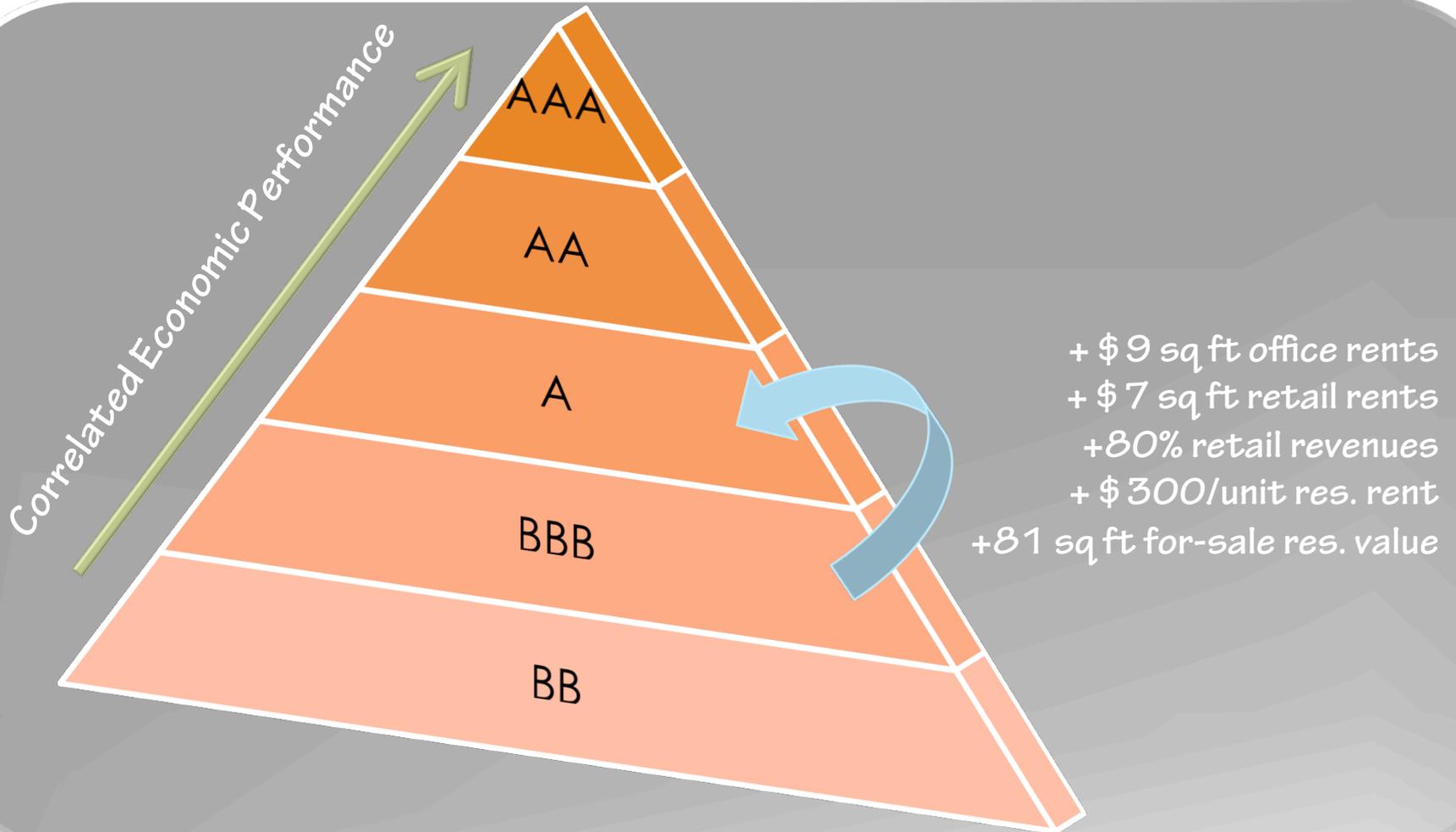
what *is* State of Place™?

Works like an S&P rating for neighborhoods



what *is* State of Place™?

That Ties Built Environment & Economic Value



what *is* State of Place™?

Helps guide investment & underwriting; Aids branding



what *is* State of Place™?

With diagnostic capacity

Sub Indices

Form/Layout

Density

Proximity

Connectivity

Public Space/Parks

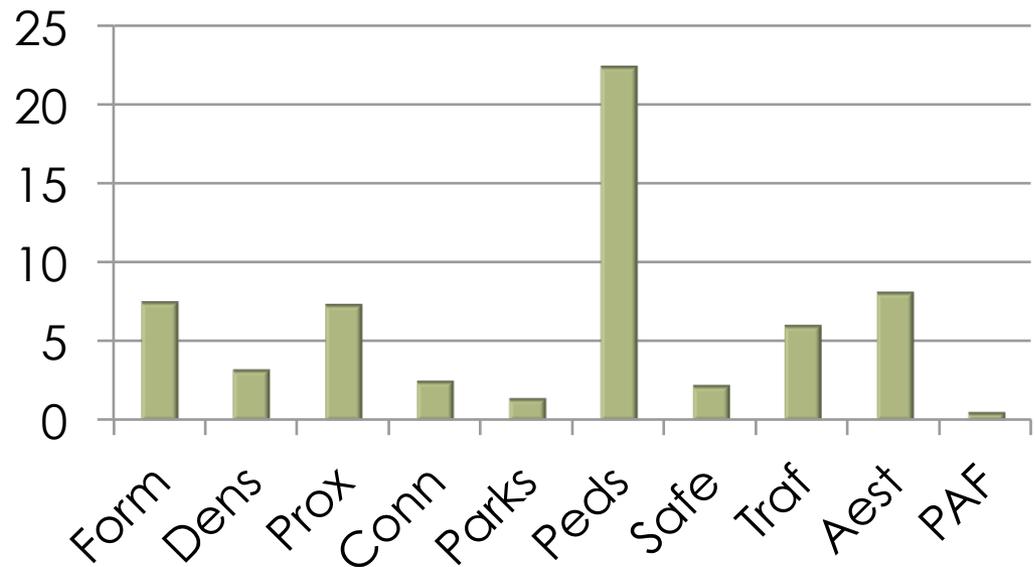
Crime Safety

Traffic Safety

Aesthetics

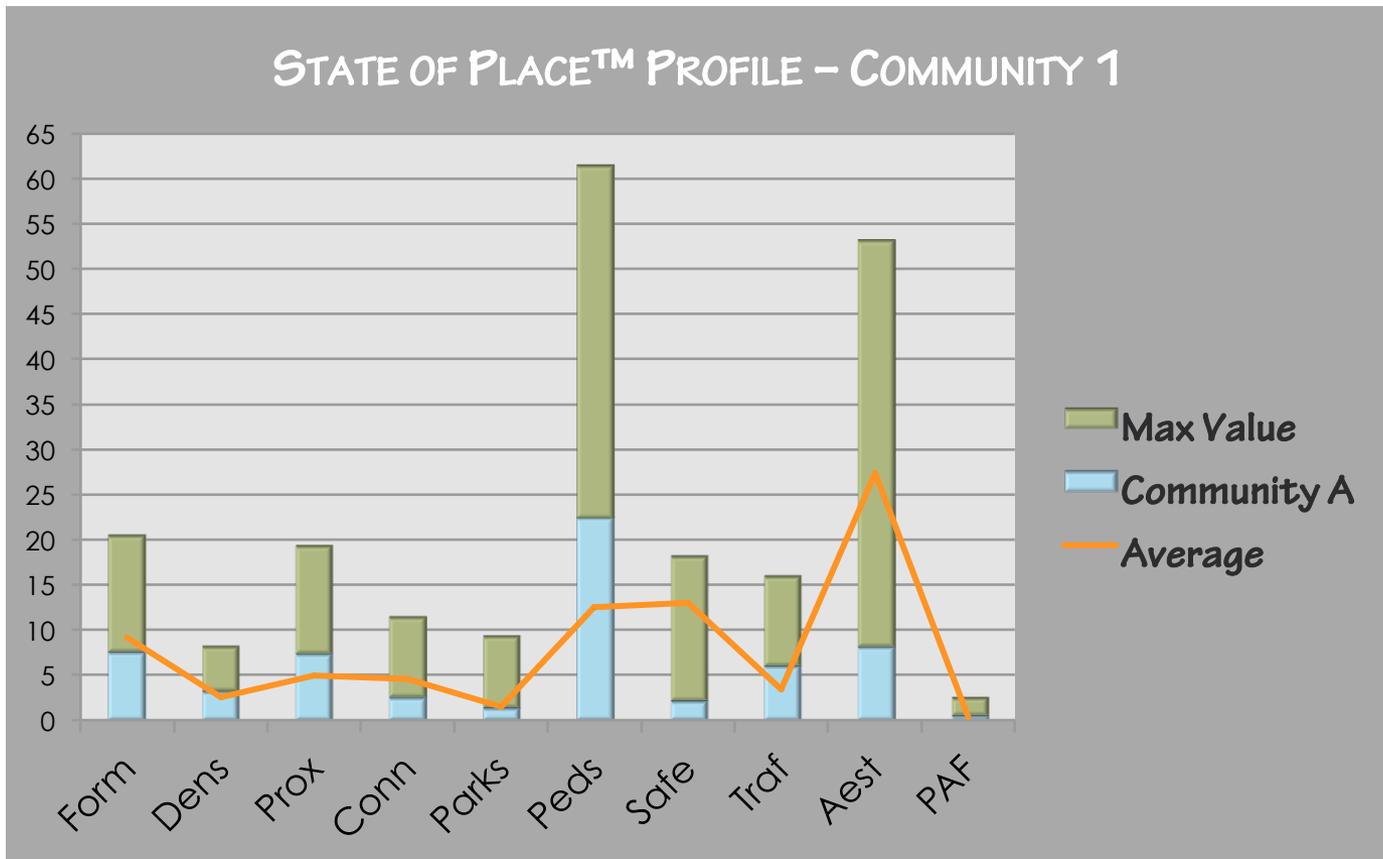
Physical Activity
Facilities

State of Place™ Sub-indices



what *is* State of Place™?

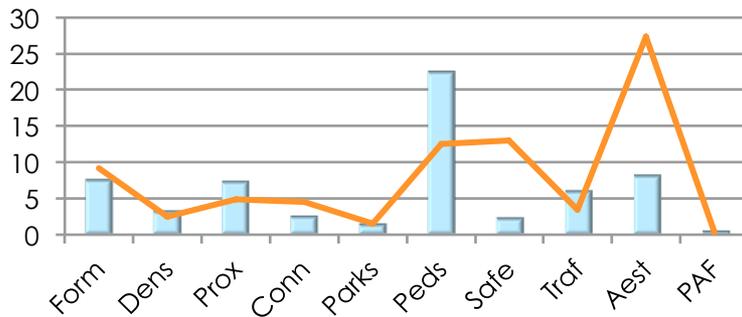
**That Provides a Roadmap; Establishes Benchmark;
Facilitates Accountability**



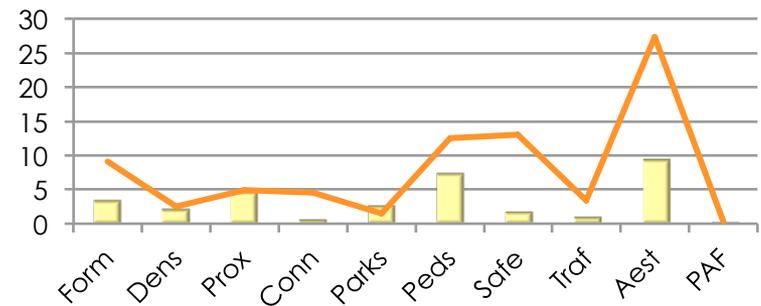
what *is* State of Place™?

Guides Customizable, Contextual Solutions

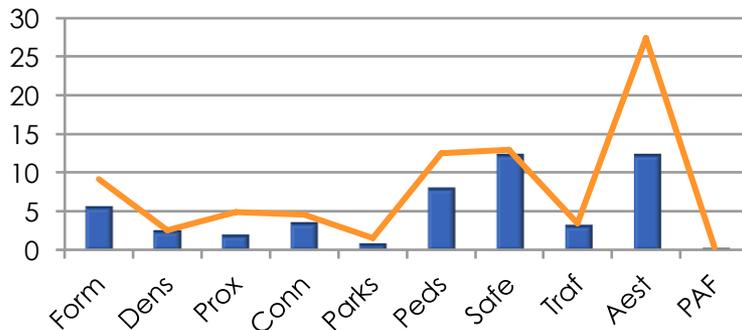
Community 1 –
Strong Form, Peds; Weak Aest.



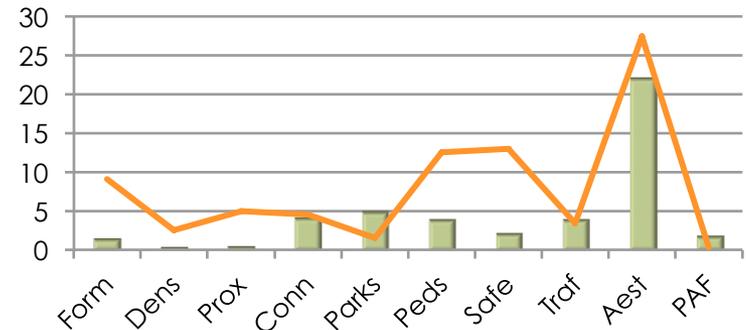
Community 2 –
Strong Prox., Weak Safety



Community 3 –
Strong Safe, Traf.; Weak Prox.



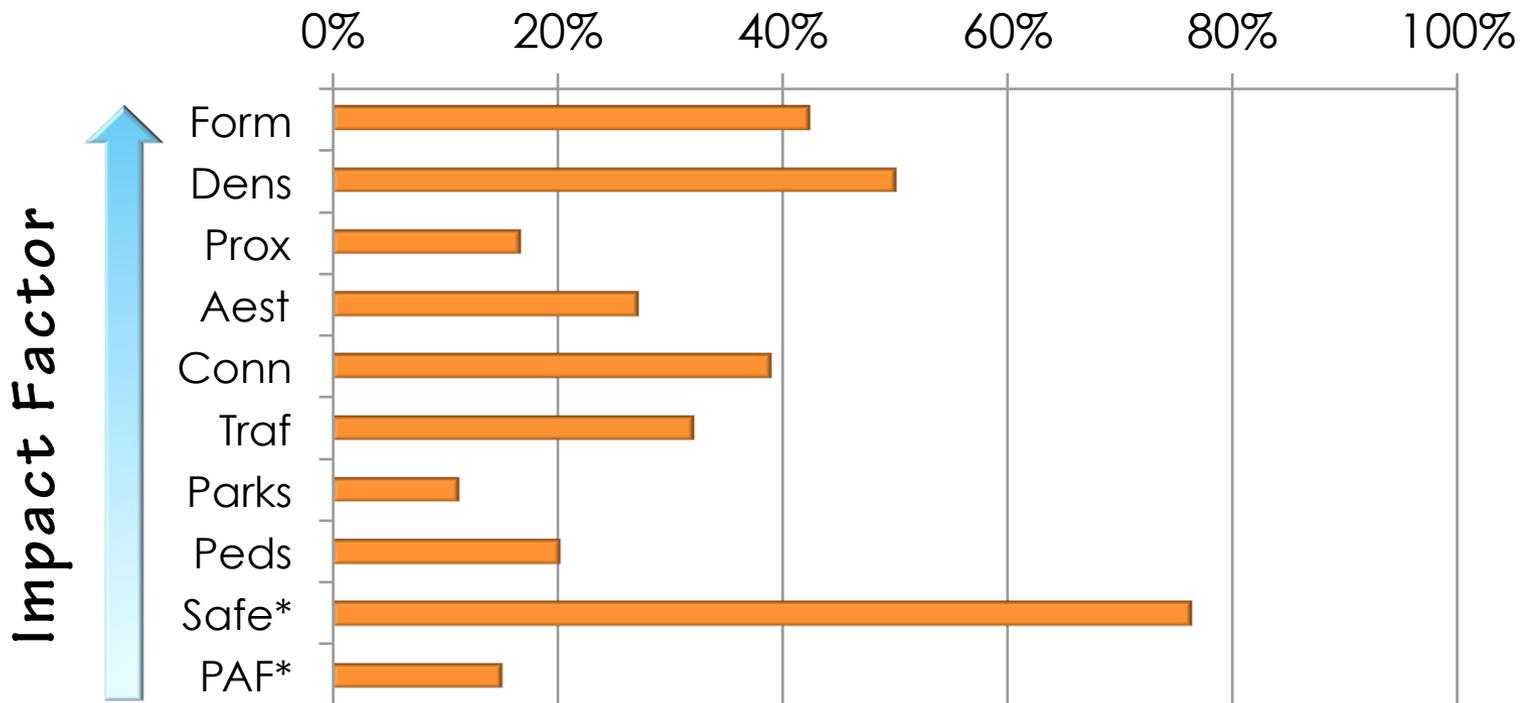
Community 4 –
Strong Aest., Weak Form, Peds.



what *is* State of Place™?

Can prioritize investments based on impact + budget

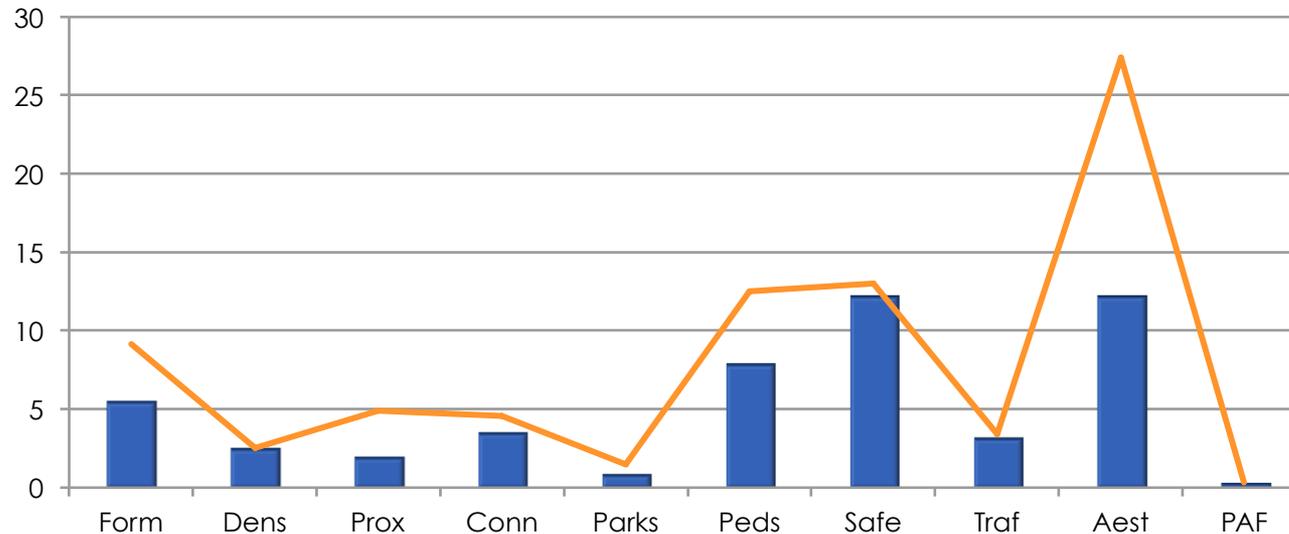
Percent Capacity – Community 3



what *is* State of Place™?

Guides Customizable, Contextual Solutions

Community 3 –
Strong Safe, Traf.; Weak Prox.



Budget = \$150k

Priority foci:

Prox. (e.g. Zoning changes; Retail bonuses)

Aest. (e.g. Façade improvements)



Who can **Benefit** from **State of Place™**?

Users	Uses					
	Funding Allocation	Investment Decisions	Policy guidance	Diagnostic	Siting	Branding
Place Managers (Public, Quasi-public & Private Sector)		X	X	X	X	X
Investors (Debt/Equity)		X				
Funders (Non Prof, NGOs)	X		X			
Social Equity Advocates	X			X		
Businesses (Retailers, Corps)		X			X	X
Developers		X		X	X	X



And who **Benefits** from **State of Place™** outcomes?



Lack of walkability = Societal problem

Tied to obesity & chronic diseases:

- In 2010, 35.7% of adults, 16.9% children = obese

Creates pedestrian safety issues + social equity problems

Linked to quality of life concerns

Related to decreased air quality



Increasing walkability = Sustainability

Better public health and reduced rates of chronic illness

Social well-being and mental and spiritual health

Decreased driving rates – tied to reduced CO2 emissions & GHGs

More thriving neighborhoods

ALPES-A

ID Segment ID Setting Observer Date

Answer questions 1-6 based on this end of the segment:
Intersection of:

Neighborhood Identification	Street Crossing	
1. Monument/markers <input type="text" value="b"/>	2a. Street Crossing <input type="text" value="c"/>	4. What type of traffic/pedestrian signal(s)/system(s) is/are provided? Mark all that apply.
	2b. What type of marking do the crosswalks have? Mark all that apply.	5. How safe it is to cross <input type="text" value="a"/>
	White painted lines <input type="text" value="b"/>	6. How convenient it is to cross segment
	Colored painted lines <input type="text" value="b"/>	
	Zebra striping <input type="text" value="b"/>	Traffic Signal <input type="text" value="b"/>
	Different road surface or paving <input type="text" value="b"/>	Stop Sign <input type="text" value="b"/>
	Other <input type="text" value="b"/>	Yield Sign <input type="text" value="b"/>
	3. Curbcut <input type="text" value="c"/>	Pedestrian activated signal <input type="text" value="b"/>
		Pedestrian crossing sign <input type="text" value="b"/>
		Pedestrian overpass/underpass/bridge <input type="text" value="b"/>

Pretty/very safe
 Not very safe/unsafe
 Cul de sac

How does State of Place™ *work* ?

Uses street-level built environment data
 Collected using the Irvine Minnesota Inventory (IMI)
 162 items

- Sidewalk presence, street trees, street benches, parks, street facades, land uses, etc.

Reliable, used widely in research

How does State of Place™ work ?

Raters receive full day training; tested for accuracy/reliability

Data collected for sample of blocks in a neighborhood

- 7-10 min/block
- Avg. 40-50 blocks/neighborhood

Neighborhood defined based on existing boundaries

State of Place score based on proprietary algorithm

Neighborhood Identification		
1. Are there monuments or markers including neighborhood entry signs that indicate that one is entering a special district or area?	1	yes = 1; no = 0
Street Crossing		
2a. Consider the places on the segment that are intended for pedestrians to cross the street. Are these places marked for pedestrian crossing?	2	all = 3; some = 2; none = 0; NA = 8
2b. What type of marking do the crosswalks have? Mark all that apply.		
White painted lines	3	yes = 1; no = 0
Colored painted lines	4	yes = 1; no = 0
Zebra striping	5	yes = 1; no = 0
Different road surface or paving (e.g. tiles, colored concrete, marble, etc)	6	yes = 1; no = 0
Other	7	yes = 1; no = 0
3. Are there curb cuts at all places where crossing is expected to occur?	8	all = 3; some = 2; none = 0; NA = 8
4. What type of traffic/pedestrian signal(s)/system(s) is/are provided? Mark all that apply.		
Traffic signal	9	yes = 1; no = 0
Stop sign	10	yes = 1; no = 0
Yield sign	11	yes = 1; no = 0
Pedestrian activated signal	12	yes = 1; no = 0
Pedestrian crossing sign	13	yes = 1; no = 0
Pedestrian overpass/underpass/bridge	14	yes = 1; no = 0
5. For an individual who is on this segment, how safe (traffic wise) do you think it is to cross the street from this segment?	15	pretty/very safe = 1; not very safe/ unsafe = 0; cul de sac = 8
6. For an individual who is on this segment, how convenient (traffic wise) do you think it is to cross the street from this segment?	16	pretty/very convenient = 1; not very/inconvenient = 0; cul de sac = 8
Answer questions 7-11 while standing at the beginning of the segment		
Neighborhood Identification		
7. Does the segment have banners that identify the neighborhood?	17	some/a lot = 3; few = 2; none = 0
Street Characteristics		
8a. Is this a pedestrianized street?	18	yes = 1; no = 0
8b. Is the street a ...	19	one way = 1; two way = 2
9. Is this segment an alley?	20	yes = 1; no = 0
10. How many vehicle lanes are there for cars? (Include turning lanes).	21	six or more = 6; five = 5; four = 4; three = 3; two = 2; one = 1; NA (no lanes for car travel) = 8
Views		



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Please contact me to learn more about how State of Place™ can be practically applied to your planning, design, development, or social impact investment projects.

To learn more about the link between walkability and economic performance, see the report I co-authored (with Chris Leinberger) published by the Metropolitan Policy Program at the Brookings Institute, May 2012

Walk this Way: The Economic Promise of Walkable Places in Metropolitan Washington, D.C.