

State of Place™

The Art & Science of Quantifying Walkability,
Place Quality & the Triple Bottom Line



How MWCOCG is using *State of Place™* to guide
Economy Forward

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Why *walkability*? = Sustainability & The Triple Bottom Line

- 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
- Higher image value; Enhanced cultural value
- More thriving neighborhoods



Why *walkability*? = Demand, Competition, Economy

- Place quality → Place consumption
- 58% of Americans prefer to live in a neighborhood where you can easily walk to stores and businesses (NAR, 2012)
- Demographic trends pushing preferences for walkable places
- Mixed-use developments generate 25-59x revenue
- Residential values more stable in walkable neighborhoods



Why *State of Place*TM?

- Art → Science: Quantifying walkability
- Comprehensive, Objective, Reliable
- Captures “*Micro-scale*” & “*Sensory*” features
- Diagnostic, Empirically-Based
- Ties place quality, Economic Impact
- Evidence-based decision making, Accountability
- Provides empirically-based ROI predictions

Comprehensive. Reliable. Micro-scale.



Measuring **Walkability**: The Irvine Minnesota Inventory

Uses street-level built environment data

Collected using the Irvine Minnesota Inventory (IMI)

162 micro-scale features

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

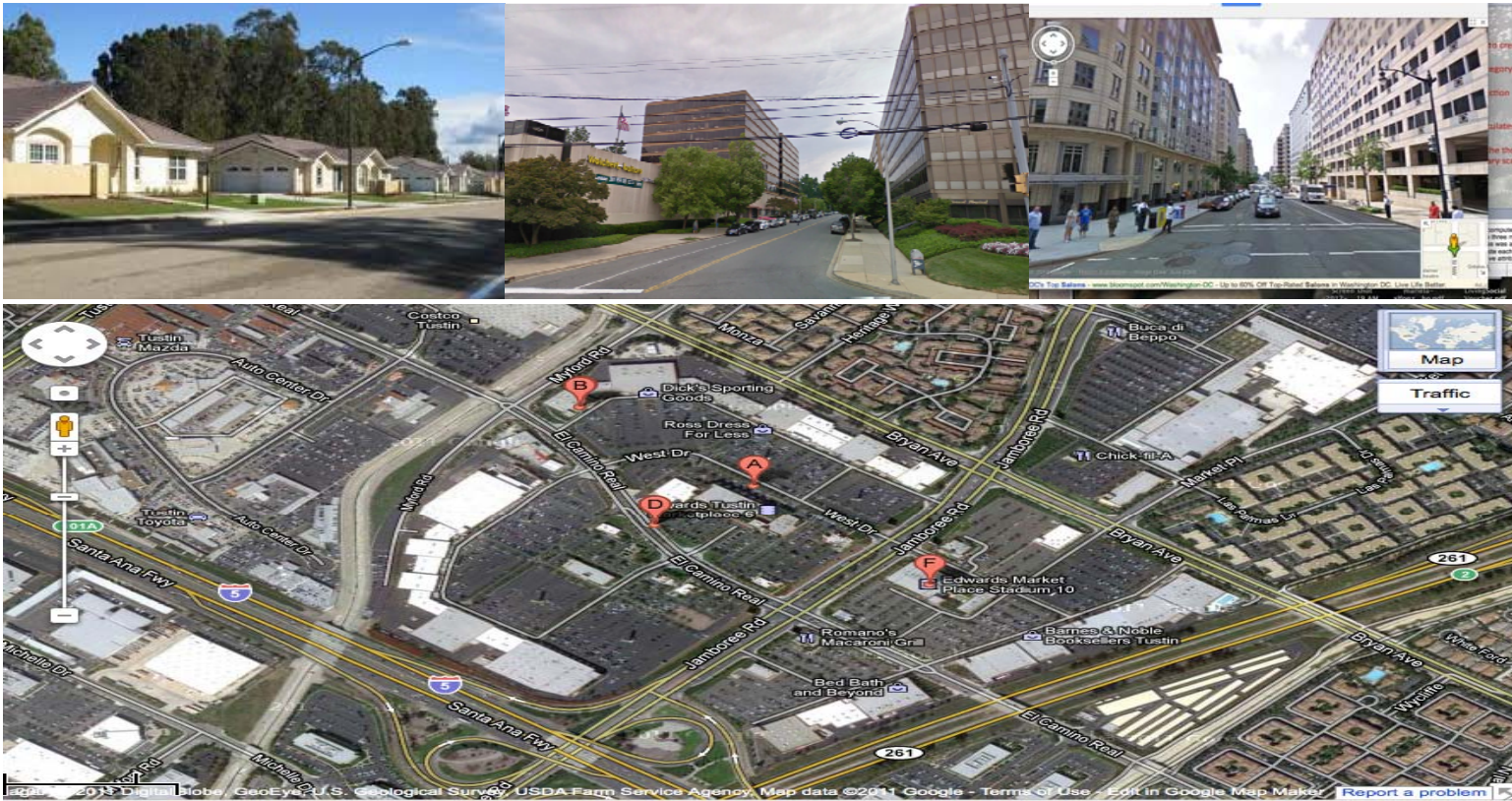
Reliable, used widely in research

Diagnostic. Empirically-based.

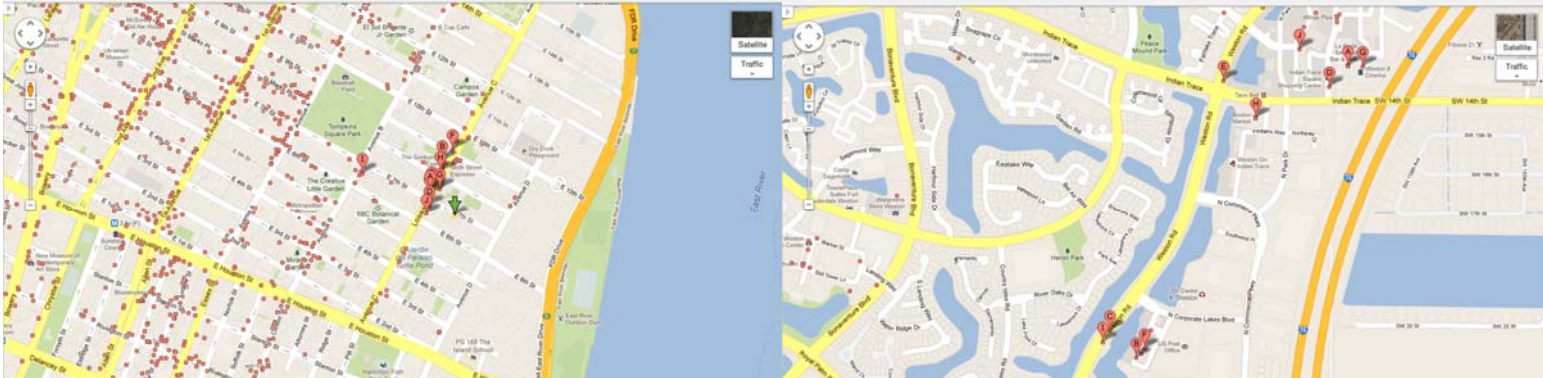
State of Place™ :

The IMI Scoring Algorithm

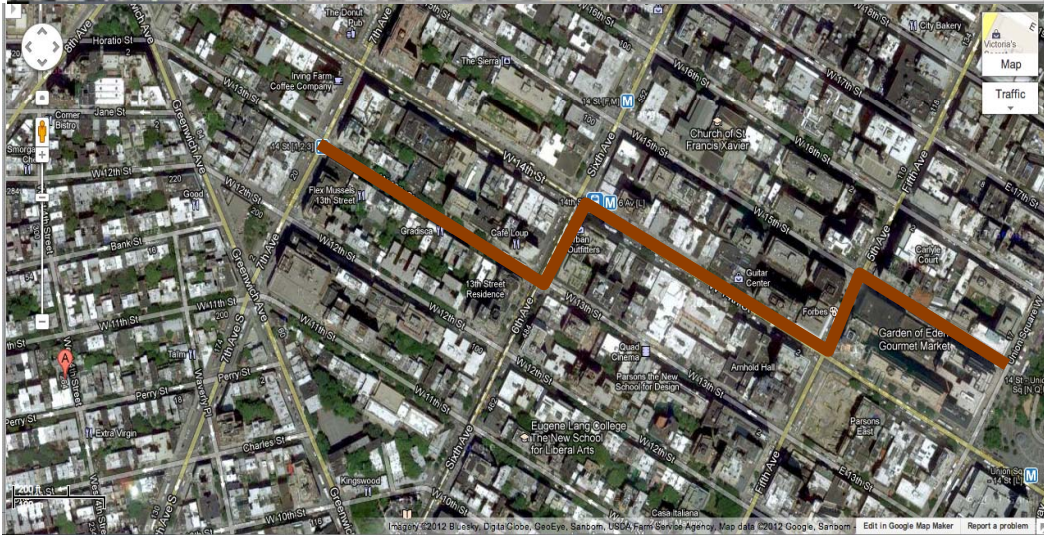
Dimensions	Description/Example Items
Density	Measure of enclosure based on building concentrations and height
Proximity	Presence of non-residential land uses
Connectivity	Measure of disconnectivity; Potential Barriers (e.g., six-lane roads)
Form	Measure of streetscape discontinuity (e.g. drive-thrus)
Parks and Public Space	Parks, Playgrounds, Plazas, Playing Fields
Pedestrian Infrastructure/Amenities	Curbcuts, Sidewalks, Street Furniture, Bike Racks
Personal Safety	Graffiti, Litter, Windows with Bars
Traffic Measures	Traffic Signals, Speed Limit, Traffic Calming
Aesthetics (Pleasurability & Maintenance)	Attractiveness, Open Views, Outdoor Dining, Maintenance
Physical Activity Facilities	Gym/Fitness Facilities, Other Recreational Uses



Density



Proximity



Connectivity



Form



Parks & Public Space



Dan Burd

Pedestrian Infrastructure & Amenities



Personal Safety



Traffic Safety



Aesthetics

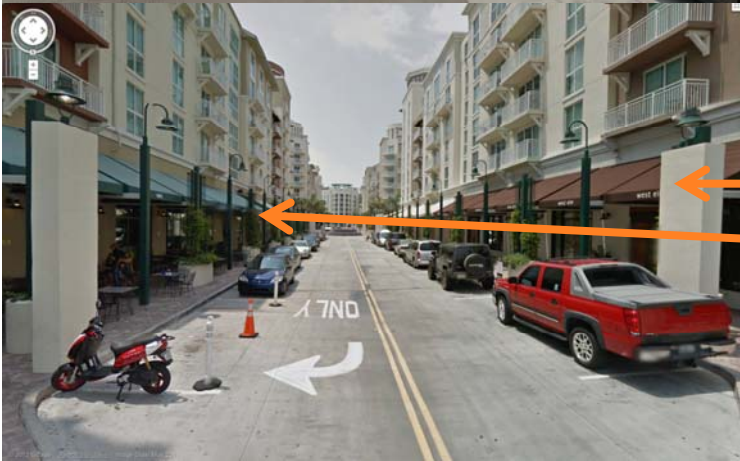


Physical Activity Facilities



Density

Form

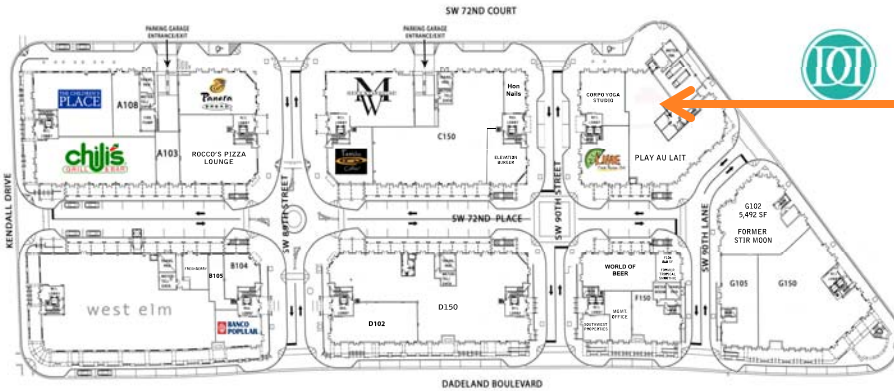


Pedestrian
Amenities



Traffic Safety

State of Place™
Dimensions



Proximity

101 CHILDREN'S PLACE	5,070 SF	101 MEN'S WAREHOUSE	5,125 SF	101 WORLD OF BEER	3,114 SF	CENTER TOTAL	
102 CHEFS	6,500 SF	102 PASION DEL CIELO	2,511 SF	102 SW PROPERTIES	853 SF	BUILDING "A"	24,232 SF
103 AVAILABLE	1,481 SF	111 NON NALS	1,021 SF	104 MANAGEMENT OFFICE	1,448 SF	BUILDING "B"	21,874 SF
104 ROCOCO'S PIZZA	5,411 SF	150 AVAILABLE	13,300 SF	105 AVAILABLE	860 SF	BUILDING "C"	22,037 SF
105 PANAJA BRAD	3,625 SF	BUILDING "DIAL"	22,037 SF	150 AVAILABLE	2,369 SF	BUILDING "D"	17,874 SF
106 AVAILABLE	2,145 SF	BUILDING "D"	3,700 SF	BUILDING TOTAL	8,640 SF	BUILDING "E"	14,181 SF
BUILDING TOTAL	24,232 SF	150 AVAILABLE	13,974 SF	BUILDING "F"	5,492 SF	BUILDING "G"	8,640 SF
		BUILDING TOTAL	17,674 SF	102 AVAILABLE	3,765 SF	BUILDING "H"	19,640 SF
101 WEST ELM	16,431 SF	103 AVAILABLE	17,674 SF	105 AVAILABLE	3,765 SF	TOTAL	128,258 SF
103 BANCO POPULAR	1,800 SF			150 AVAILABLE	10,263 SF		
104 AVAILABLE	1,508 SF			BUILDING TOTAL	19,640 SF		
105 AVAILABLE	1,094 SF	101 CORPO VOGA STUDIO	2,622 SF				
107 AVAILABLE	1,043 SF	150 PLAY AU LAIT	8,865 SF				
BUILDING TOTAL	21,874 SF	9005 LIME FRESH MEX GRILL	2,734 SF				
		BUILDING TOTAL	14,161 SF				



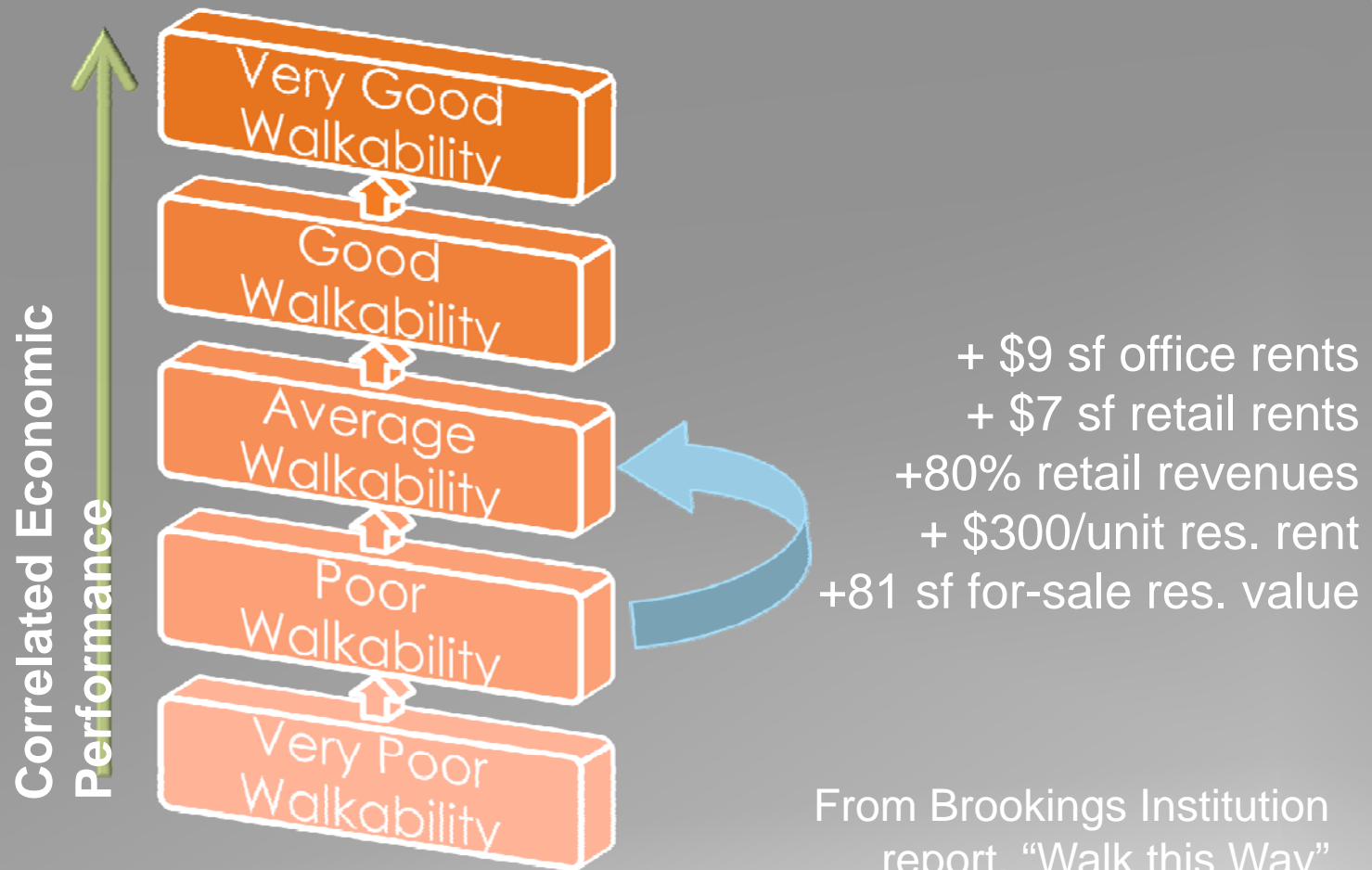
Aesthetics

State of Place™
Dimensions

Place Quality. Economic Impact.

State of Place™

Built Environment tied to Economic Value



Walkability = Economic Indicator

Can quantify the value of place....

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*:

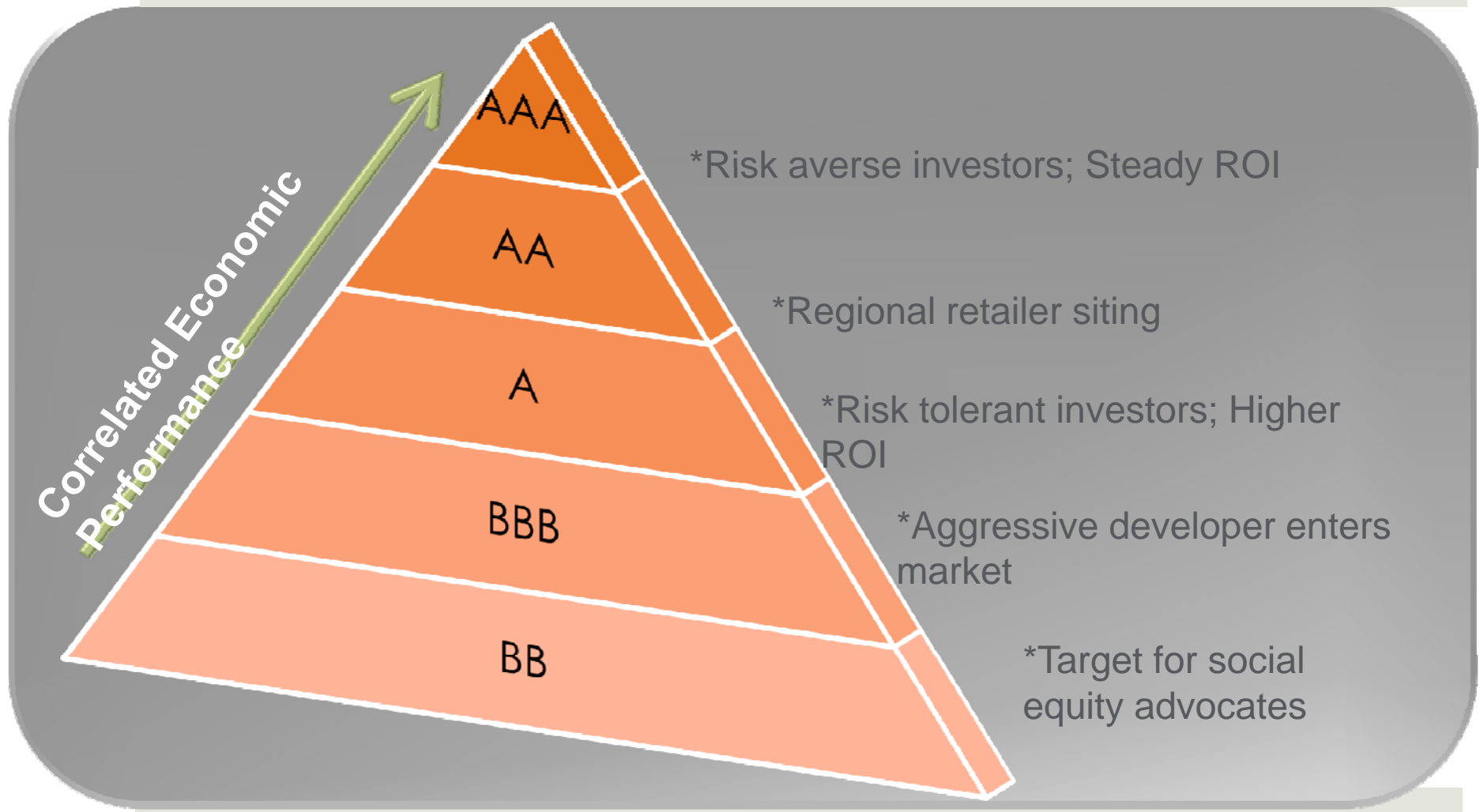
- +\$744 mill in residential property taxes/neighborhood**
- +\$96 mill in retail taxes generated/neighborhood**



Decision-making tool.

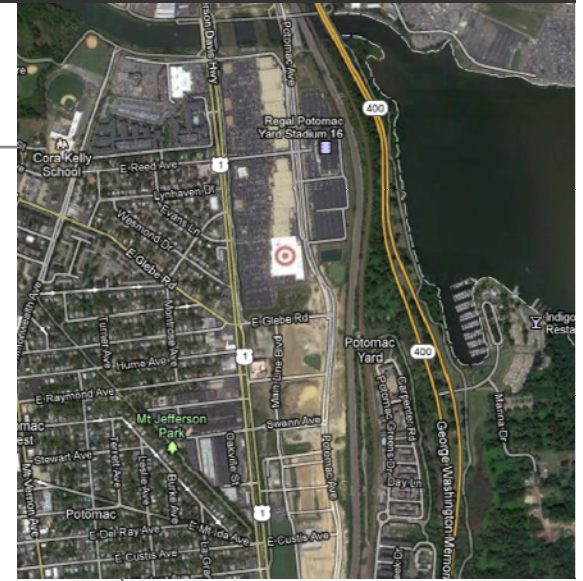
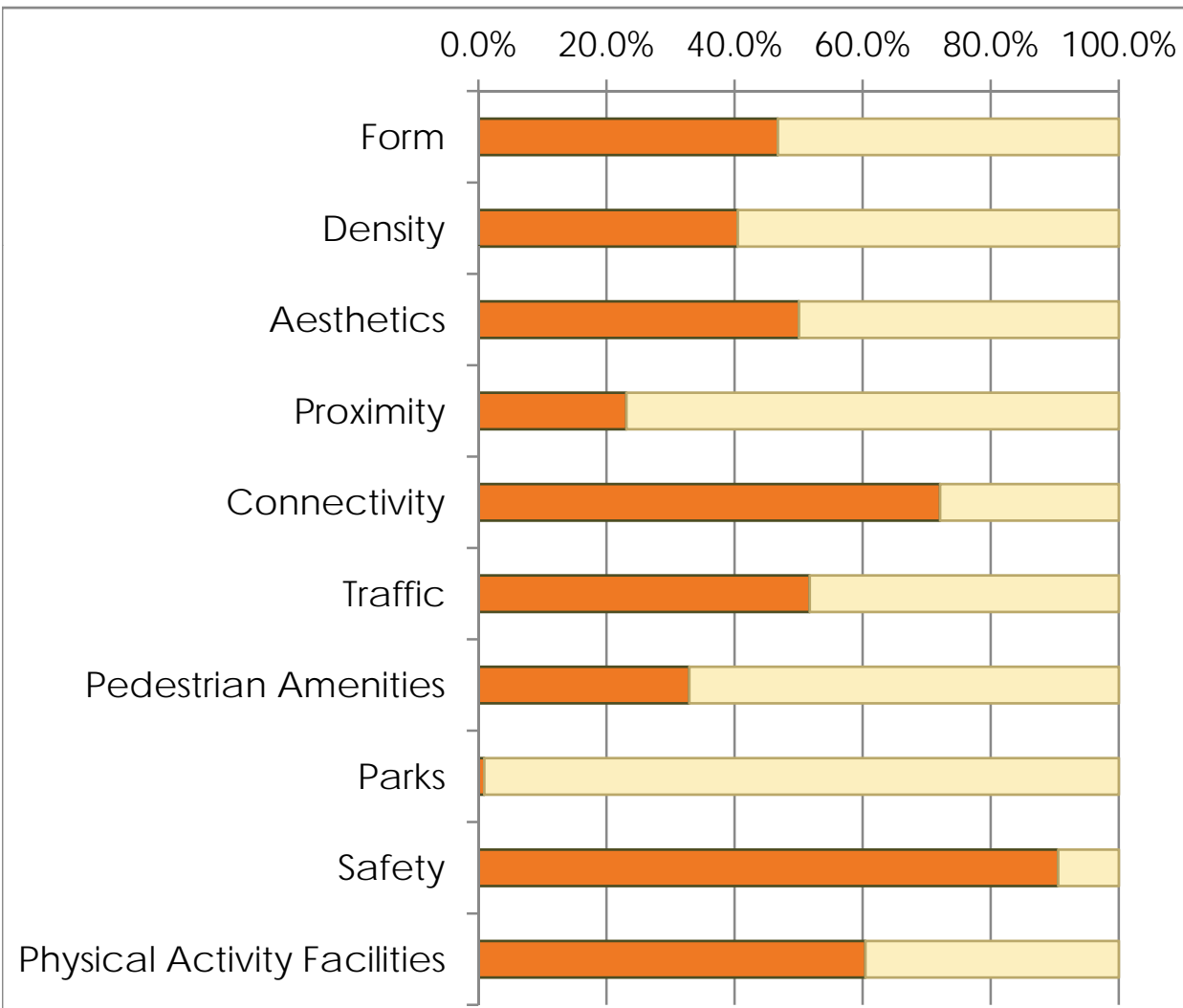
what *is* State of Place™?

Like an S&P rating for neighborhoods; Helps guide investment & underwriting; Aids branding; Siting



ROI Predictions. Prioritize. Maximize.

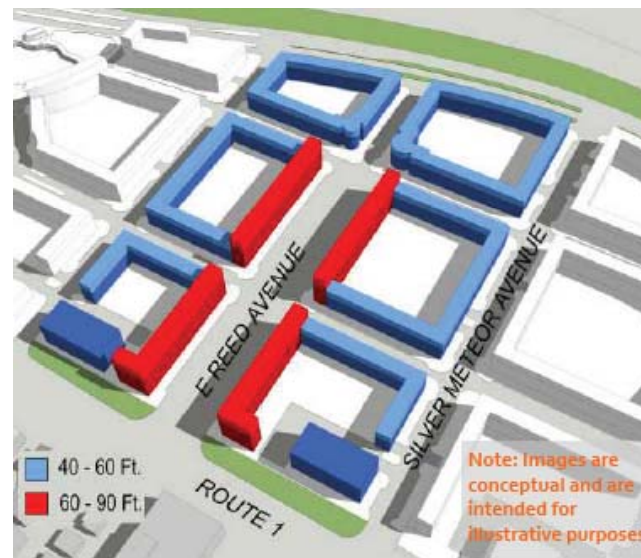
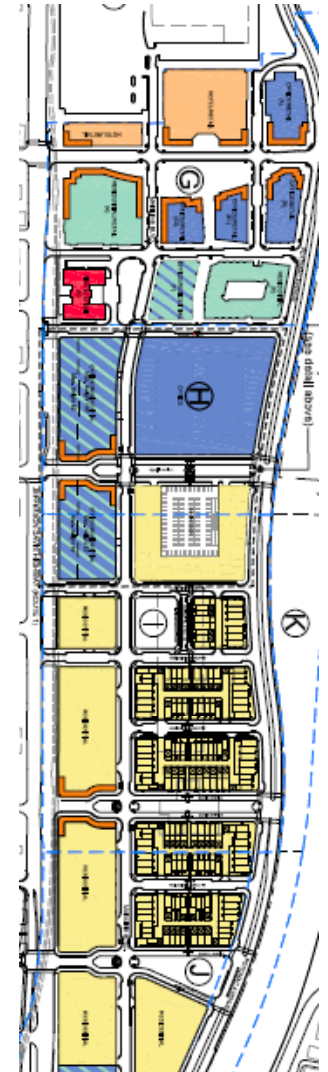
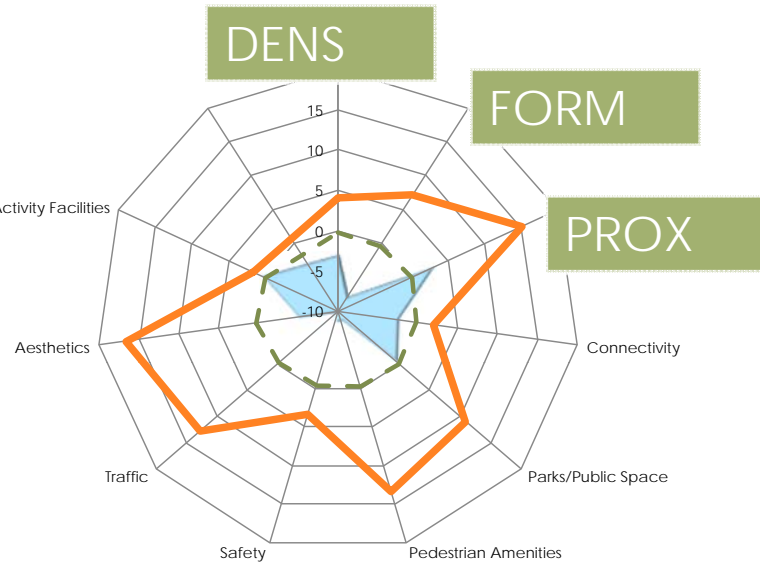
Potomac Yard Alexandria



Max

Potomac Yard Alexandria – Example Interventions

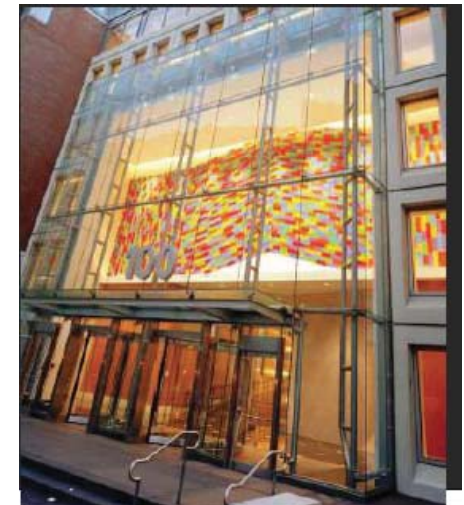
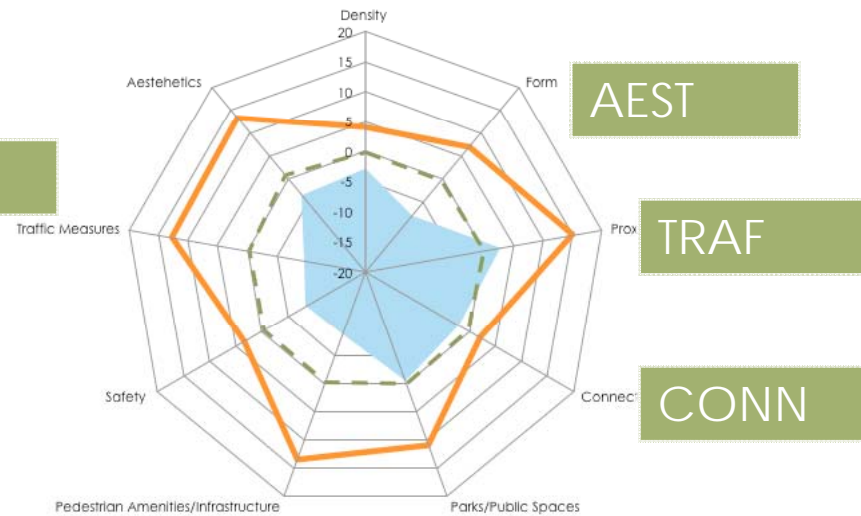
- Add grid of streets
- Add Commercial office, retail, housing (as market bears)
- Add infill Metrorail station
- Add BRT Transit Line



Potomac Yard Alexandria – Example Interventions

- ▣ Add sidewalks, buffers
- ▣ Add street furniture
- ▣ Add plaza, public space
- ▣ Streetscape improvements
- ▣ Traffic calming

PEDS



Results. To Date.

State of Place™ & Economic Performance in select MWCOG Activity Centers

