



THE 0S AND 1S OF PLACE:
*HOW DATA AND TECHNOLOGY CAN HELP
CREATE AWESOME PLACES PEOPLE LOVE.*



STATE OF PLACE

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Founder/CEO
Wuhan Placemaking Week
December 12th, 2018









24
HOUR

FITNESS

FITNESS
QUALITY WORKOUT
BY
MORNING
BY
MORNING
BY
MORNING

WEIGHT LOSS
BY
MORNING

FITNESS

24
HOUR

POINT LO
HANDIC
TO UPPE
LOCATED
24 HOUR





+\$9 SF OFFICE RENTS

+\$7 SF RETAIL RENTS

+80% RETAIL REVENUES

+\$300 UNIT RES. RENT

+\$81 SF FOR-SALE RES. VALUE

*PREMIUMS FOR EACH LEVEL INCREASE



B | Metropolitan Policy Program

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

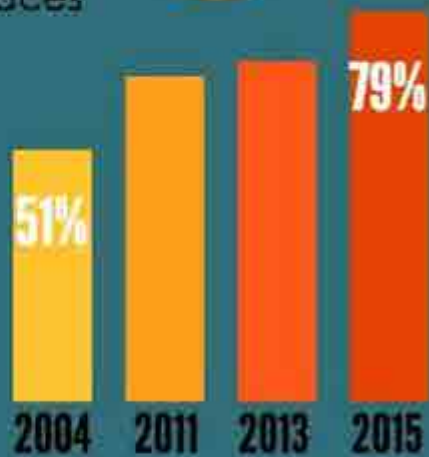
Findings

- **Walkable places perform better economically.** For metropolitan areas with the greatest walkability, median household income is 10% higher, median unit rent is 30% higher, and median office and retail rents are 10% higher.
- **Walkable places have higher retail revenues.** For metropolitan areas with the greatest walkability, median retail revenue is 80% higher.
- **Walkable places have higher housing costs.** For metropolitan areas with the greatest walkability, median unit rent is 30% higher and median for-sale value is 10% higher.
- **Walkable places have higher population density.** For metropolitan areas with the greatest walkability, population density is 10% higher.

The findings of this study offer policymakers a glimpse of the benefits of walkability. Walkable places are more economically vibrant, more socially connected, and more resilient to economic shocks. They are also more attractive to young professionals, who are the engine of economic growth. Policymakers can use the findings of this study to guide their decisions on how to invest in walkability. This report provides a framework for policymakers to use the findings of this study to guide their decisions on how to invest in walkability. This report provides a framework for policymakers to use the findings of this study to guide their decisions on how to invest in walkability.



More
Americans
want to live in
WALKABLE
places



Firms are
relocating
to more
WALKABLE
places



Only 30% of U.S. Cities with
over 200k population are
WALKABLE

A vibrant, colorful street scene at night. The image is heavily stylized with a rainbow-like color palette. Tall palm trees line a sidewalk where several people are walking. In the background, there are multi-story buildings with lit windows and outdoor seating areas with tables and chairs. The overall atmosphere is lively and urban.

WANT

A wide, open street intersection under a cloudy sky. Several cars are driving through the intersection. In the background, there is a large, modern building with a red and black facade. The scene is more desolate and less vibrant than the 'WANT' image.

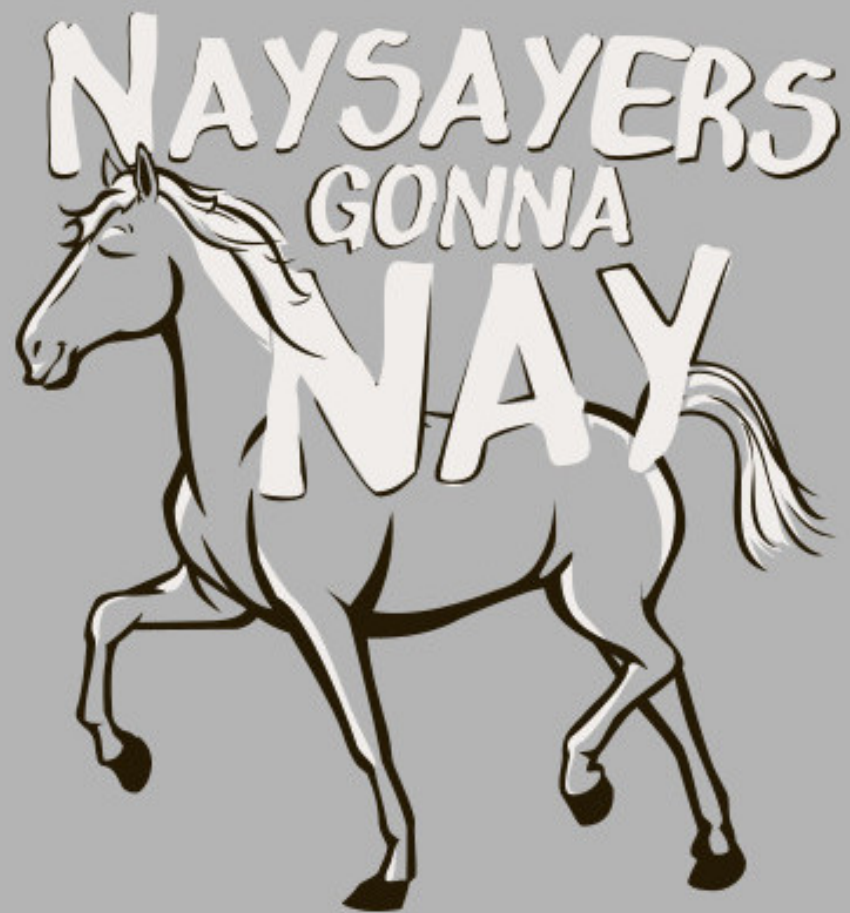
REALITY









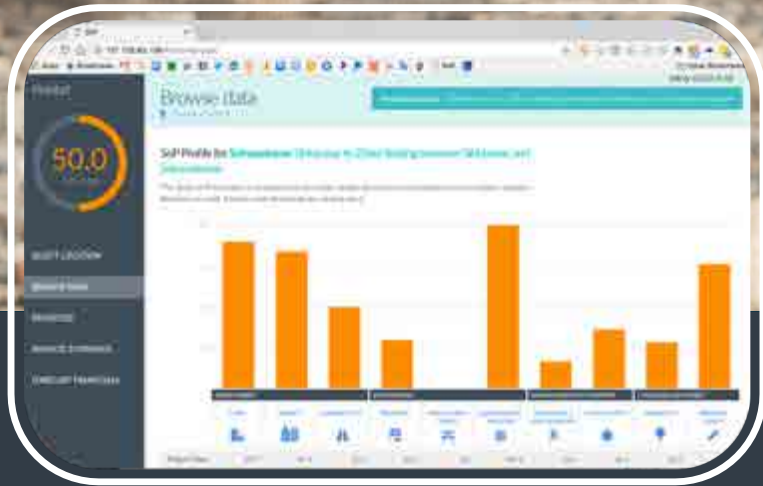
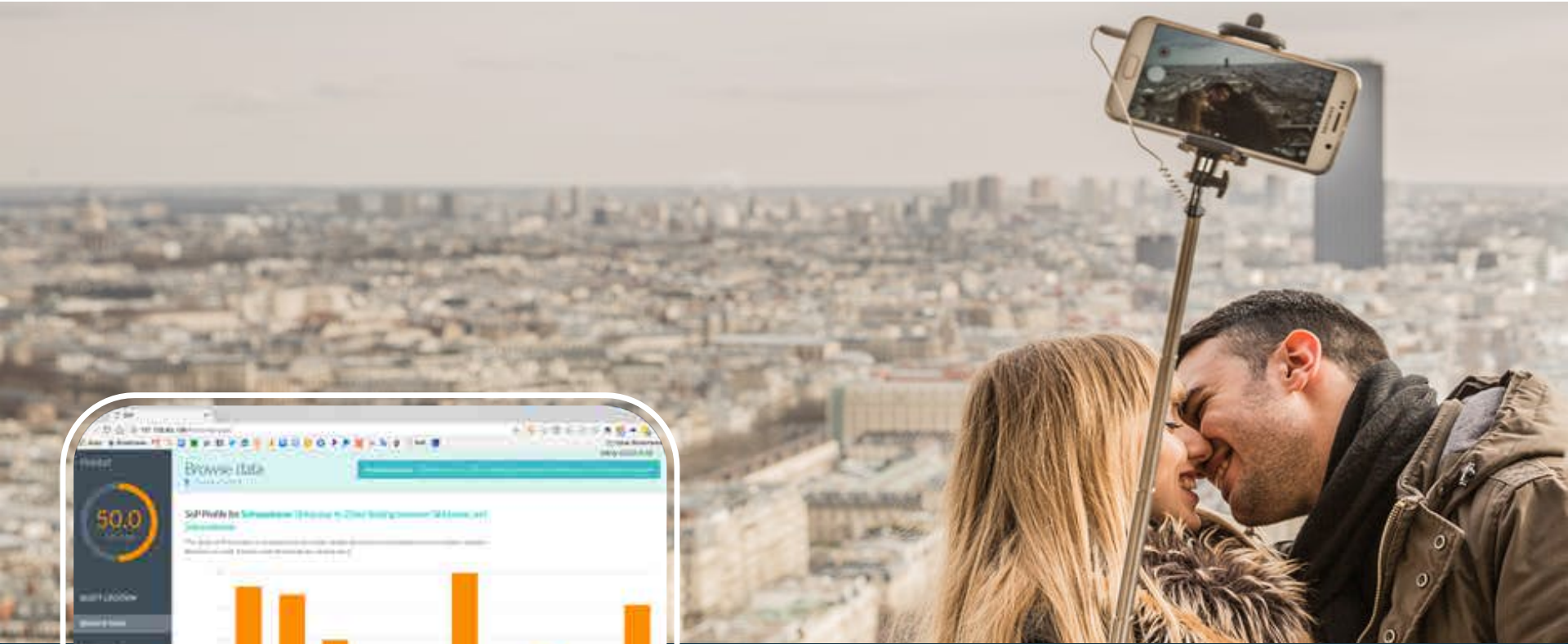




NO!?



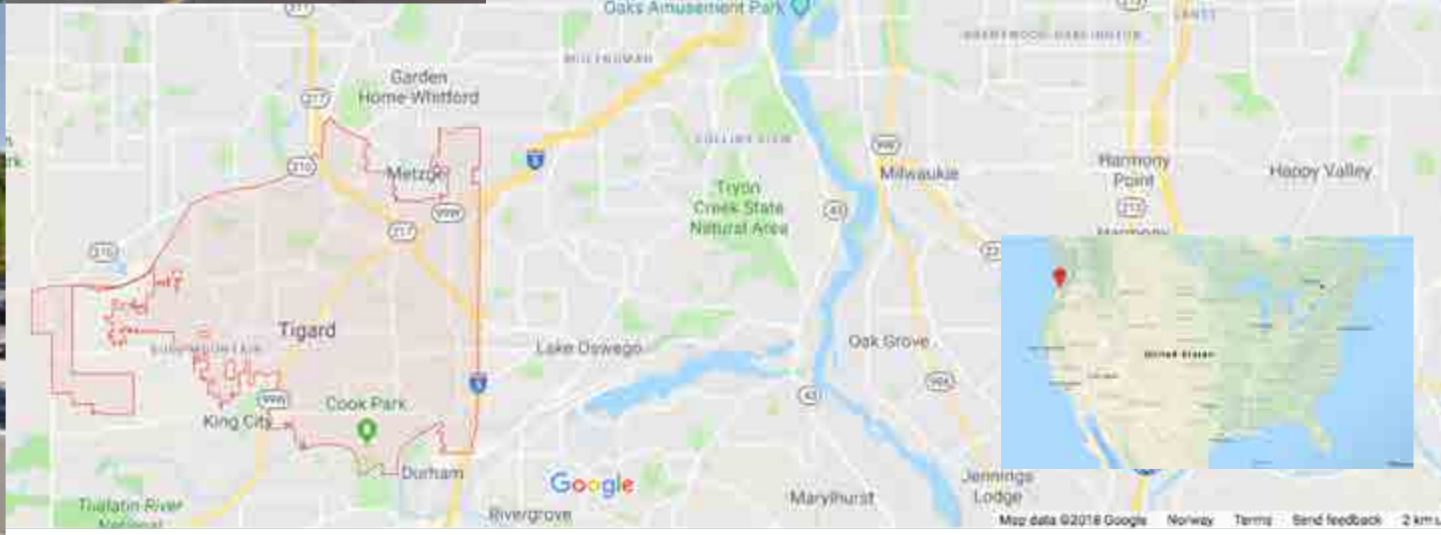
YES!?



STATE OF PLACE

Walkability in Tigard

Tigard's strategic plan vision is to be "the most walkable community in the Pacific Northwest where people of all ages and abilities enjoy healthy and interconnected lives."



290
TOTAL!



14

15

13

12

10

8

9

6

7

3

2

4

1

11



STATE OF PLACE

Top 10 Urban Design Dimensions for Walkability



DENSITY

Building compactness and height.



AESTHETICS

Urban design features that make places dynamic and inviting.



TRAFFIC SAFETY

Quality and safety of the intersection; traffic calming features.



CONNECTIVITY

Ease of access; lack of pedestrian barriers (e.g. six lane roads).



PARKS & PUBLIC SPACES

Presence, quality and access to hard and soft landscape public space.



PERSONAL SAFETY

Features that influence perception of safety (graffiti, litter...).



FORM

Streetscape continuity & enclosure (setbacks, street width, building heights...).



RECREATIONAL FACILITIES

Presence of outdoor and indoor physical activity facilities.



PEDESTRIAN & BIKE AMENITIES

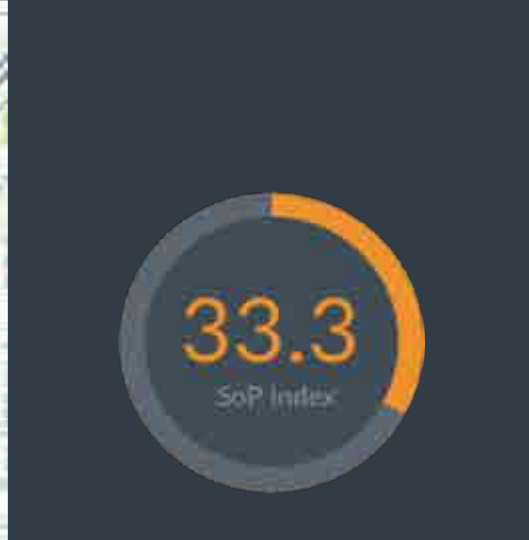
Features that make it comfortable for pedestrians & bicyclists (sidewalks, seating...).



PROXIMITY

Access to non-residential destinations. Diversity of land use mix.





33.3

SoP Index

Prioritize Goals:

Committed years

What are this project's most important

- Increase walkability
- Increase office rents
- Increase retail rents
- Increase retail revenues
- Increase residential rents
- Increase residential sale value

Relative importance of each dimension

All blocks in the project

- 1. Pedestrian & Bike Amenities
- 2. Proximity
- 3. Density
- 4. Traffic Safety
- 5. Park & Public Spaces
- 6. Aesthetics
- 7. Recreational Facilities
- 8. Connectivity
- 9. Form
- 10. Personal Safety



Relative importance of each dimension

State of Place prioritization identifies which urban design dimensions should be emphasized, considering three key factors:

- The project area's current performance across the ten dimensions (SoP Index)
- Predicted impact on key goals
- The feasibility (level of difficulty) in improving each of the ten dimensions

ADJUST FEASIBILITY

Analyze Scenarios

Download Report

CREATE NEW SCENARIO

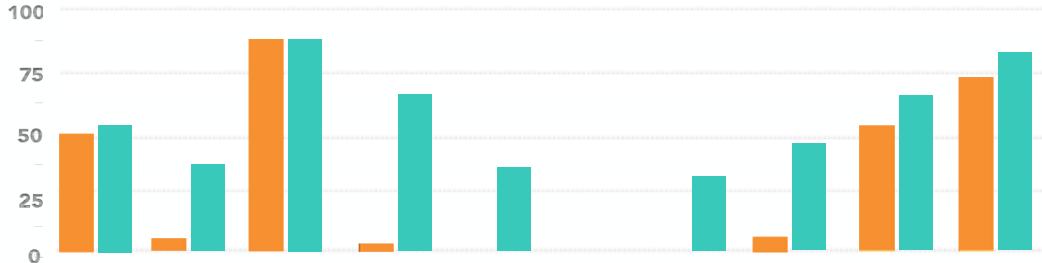
OR

LOAD A SAVED SCENARIO

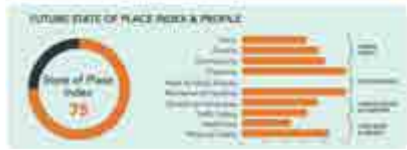
MASTER PLAN

SoP Indexes for MASTER PLAN

The State of Place Index is composed of ten urban design dimensions empirically known to impact people's decisions to walk. Explore each dimension by clicking on its tile.



	URBAN FABRIC			DESTINATIONS			HUMAN NEEDS & COMFORT		LIVELINESS & UPKEEP	
	FORM	DENSITY	CONNECTIVITY	PROXIMITY	PARKS & PUBLIC SPACES	REC. FACILITIES	PEDESTRIAN & BIKE AMENITIES	TRAFFIC SAFETY	AESTHETICS	PERSONAL SAFETY
Existing	22	10	81	8	0	0	0	11	52	74
Future	53	39	81	68	33	0	29	47	68	79



SELECT LOCATION

BROWSE DATA

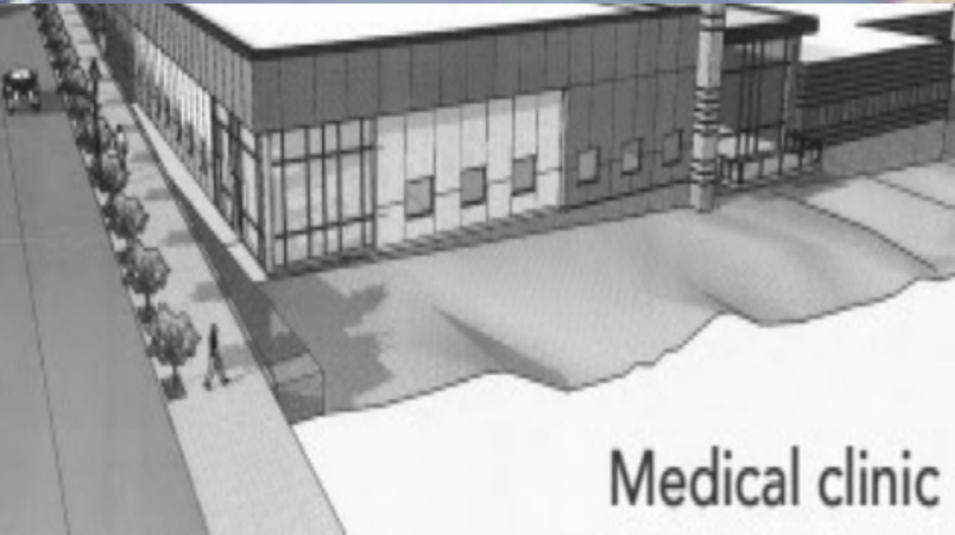
PRIORITIZE GOALS

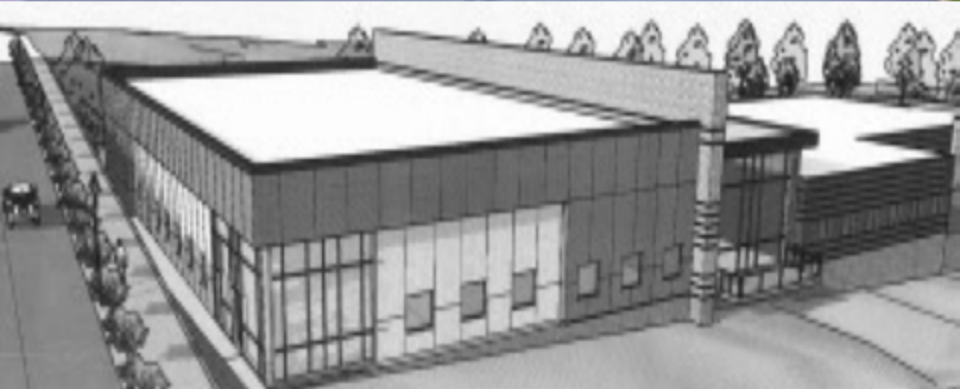
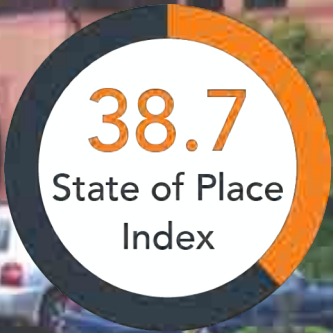
ANALYZE SCENARIOS

FORECAST FINANCIALS

22

STATE OF PLACE
INDEX





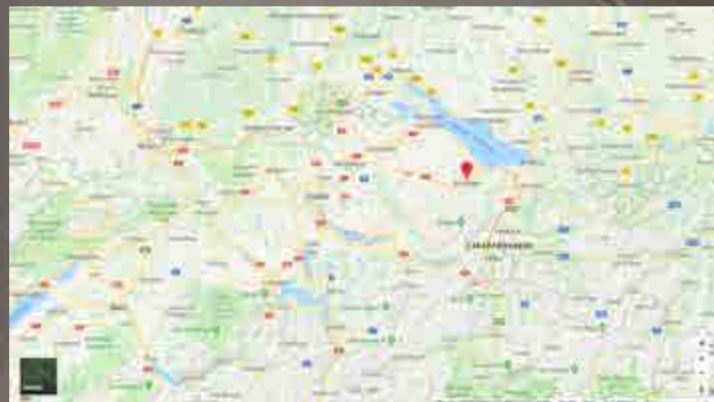
Medical clinic



Adrienne



Google



Map



SELECT LOCATION

MAP (Beta)

BROWSE DATA

PRIORITIZE

ANALYZE SCENARIOS

FORECAST FINANCIALS

API

Design dimension heatmap

- State of Place Index
- Form
- Density
- Connectivity
- Proximity
- Parks & Public Spaces
- Recreational Facilities
- Pedestrian Amenities
- Traffic Safety
- Aesthetics
- Personal Safety

Click on a different dimension to recolor the heat map

Legend



STATE OF PLACE INDEX for Block 43
Im Feld between Industriehaus & Zürcherstrasse



STATE OF PLACE PROFILE



Form

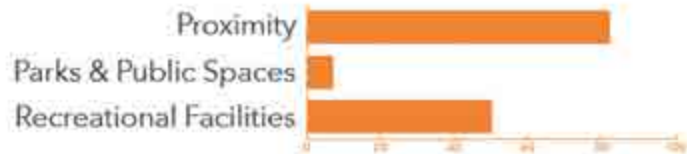
Feature	Description
	Vertical Mixed Use
	Continuous Streetscape

	Driveways
	Setbacks

Density

Feature	Description
	Vertical Mixed Use
	Multifamily Housing
	Multiple Buildings
	Prominent Building Height

	Undeveloped Land
--	------------------



Connectivity

Feature	Description
	Other Paths

STATE OF PLACE INDEX for Block #1

Herisauer Str between Zurcherstrasse & Bildweiherstrasse

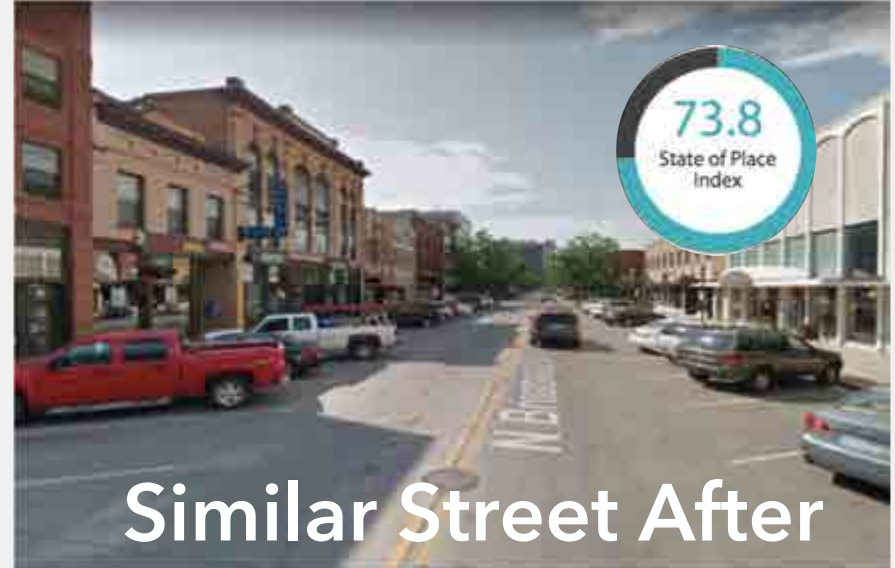


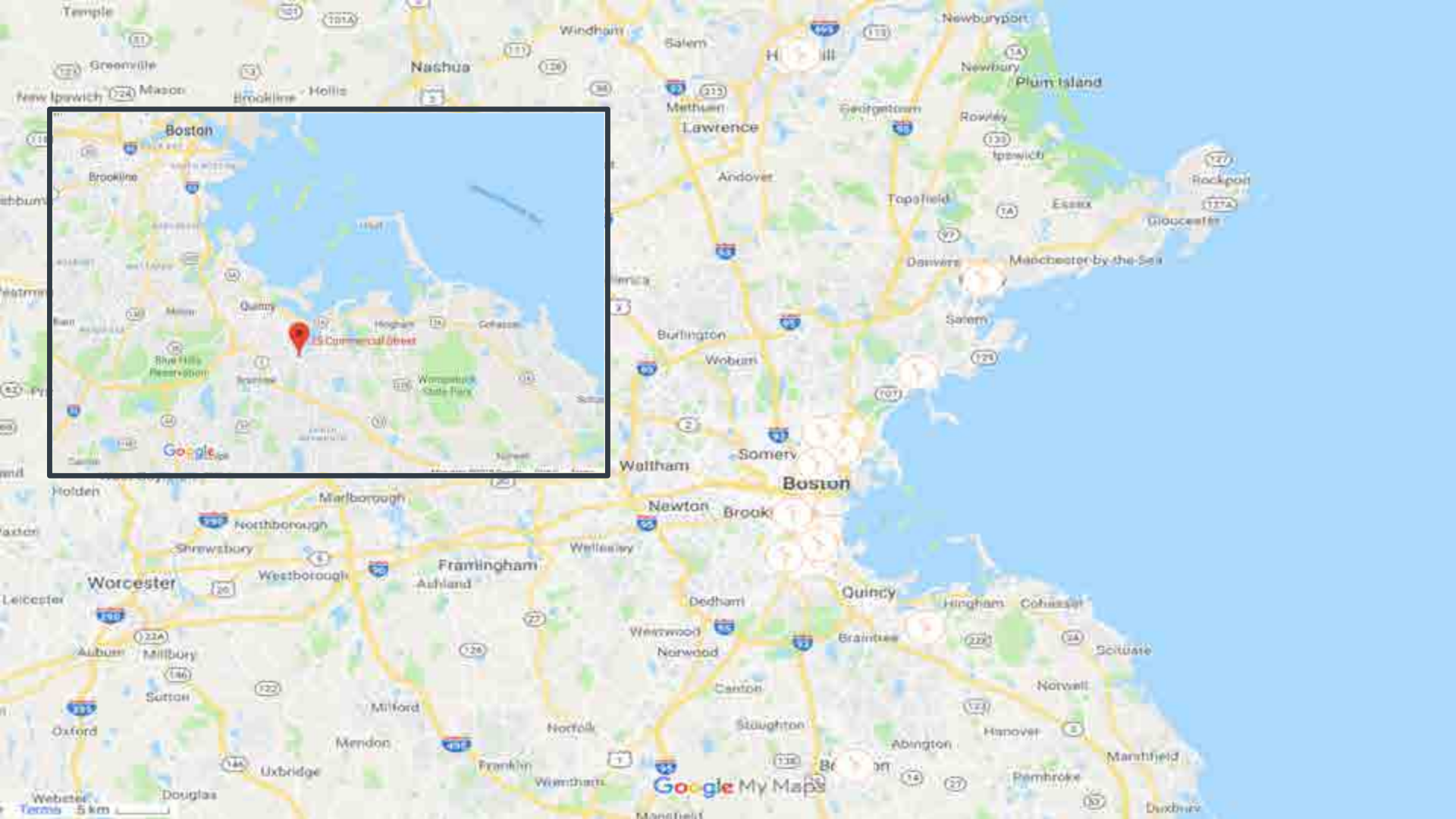
	URBAN FABRIC	DESTINATION	HUMAN SCALE AND COMFORT	ENVIRONMENTAL IMPACT
	FORM	DENSITY	CONNECTIVITY	PRIORITY
	FORM & PUBLIC SPACE	NEIGHBORHOOD QUALITY	ACCESSIBILITY & MOBILITY	TRIPLE NETS
	ACTIVITY	TECHNOLOGY		
Existing Profile	43.5	46.4	41.2	23.7
Herisauer Str Zurcherstrasse to Bildweiherstrasse	33.6	47.8	47.2	25.7

Block that Matches the Existing Built Environment - an 85% match
Murphy Ave and Alton Pkwy, Irvine, CA



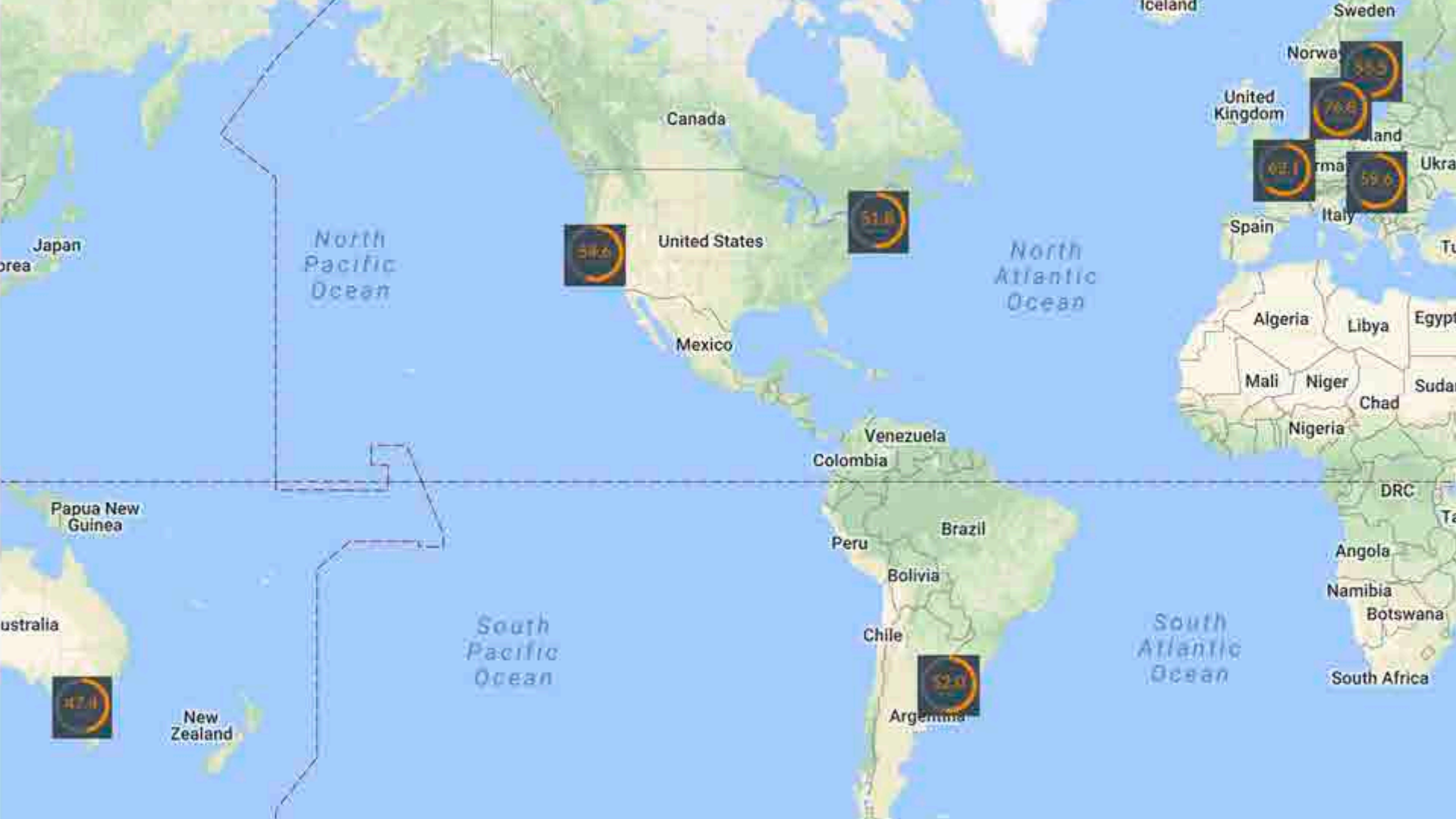
Block that Matches the Proposed Scenario's Built Environment: a 70% match
N Broadway and 1st Ave, Fargo, ND



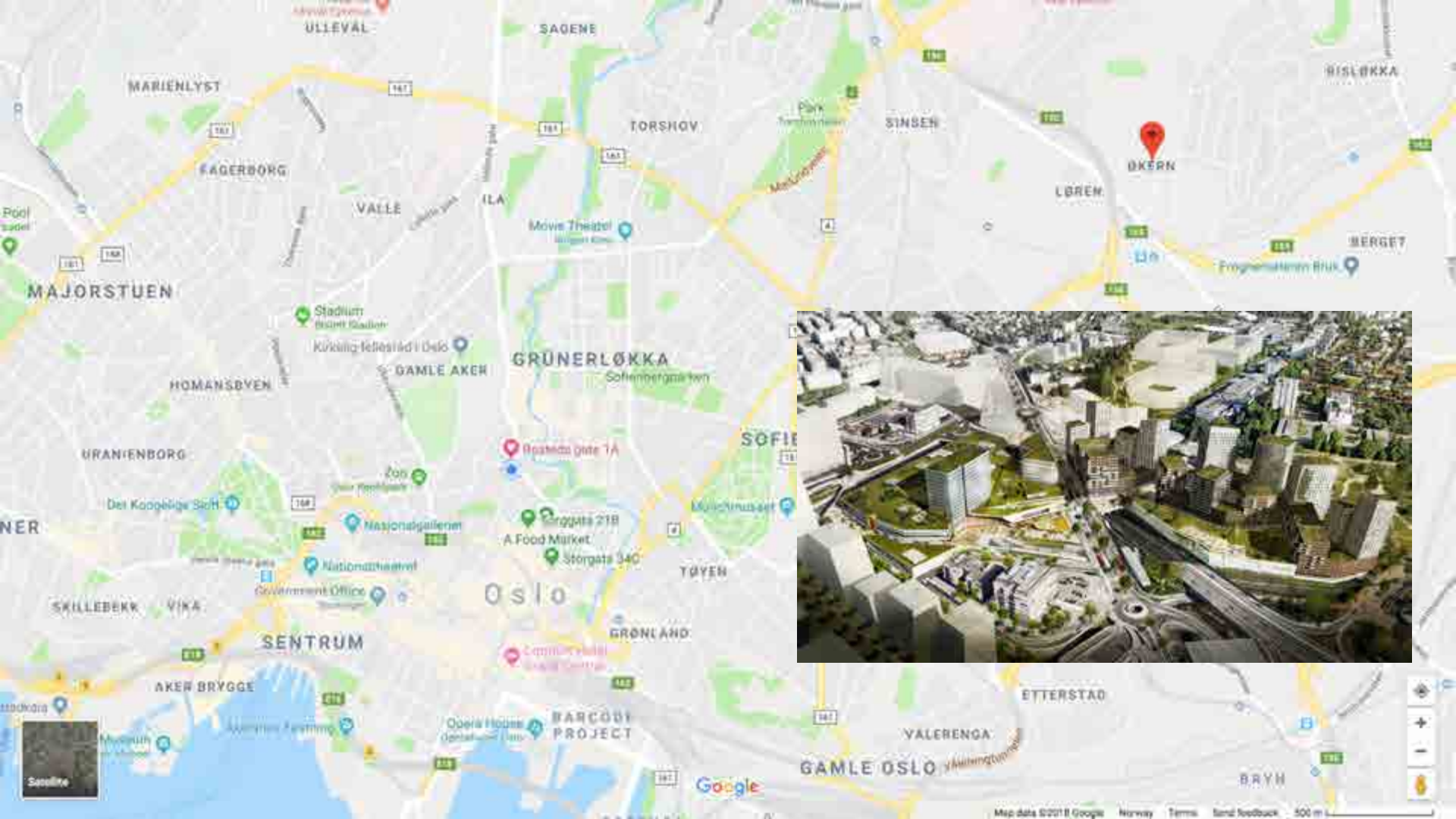


Commercial Street







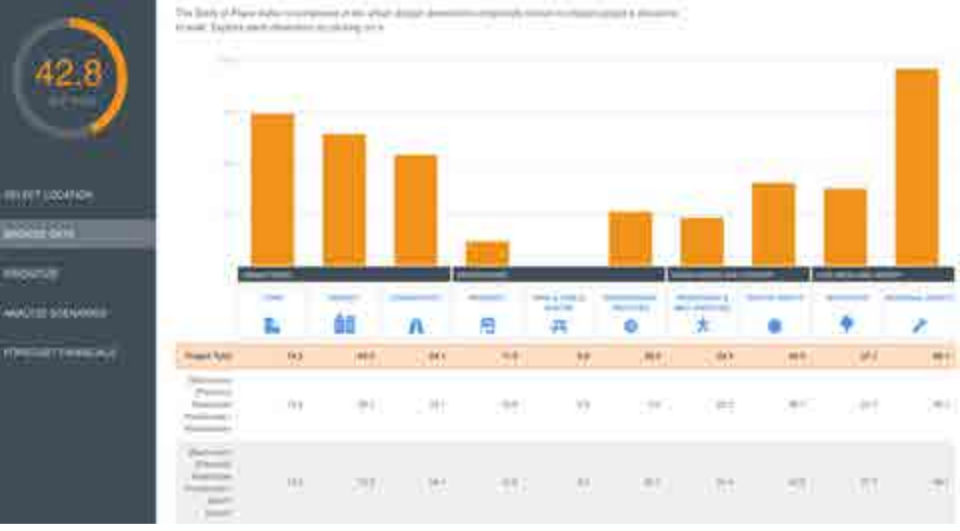




Existing



Proposed



Analyze Scenarios

[Download report](#)

Create New Scenario

OR

LOAD A SAVED SCENARIO

Test

SoP Profile for Test

[Edit Scenario](#)

The graph below describes the State of Place indexes for the Test scenario, broken down into the ten urban designs dimensions:



81.0

SoP Index

Test(+52.1)

SELECT LOCATION

BROWSE DATA

PRIORITIZE

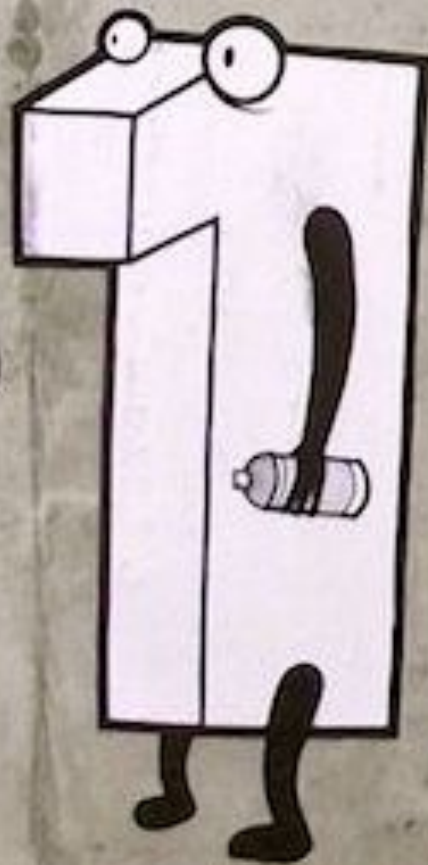
ANALYZE SCENARIOS

FORECAST FINANCIALS

WELL... SO YOU
WANT TO TELL
ME THAT YOU
HAVE NOT
PAINTED
THE WALL?!

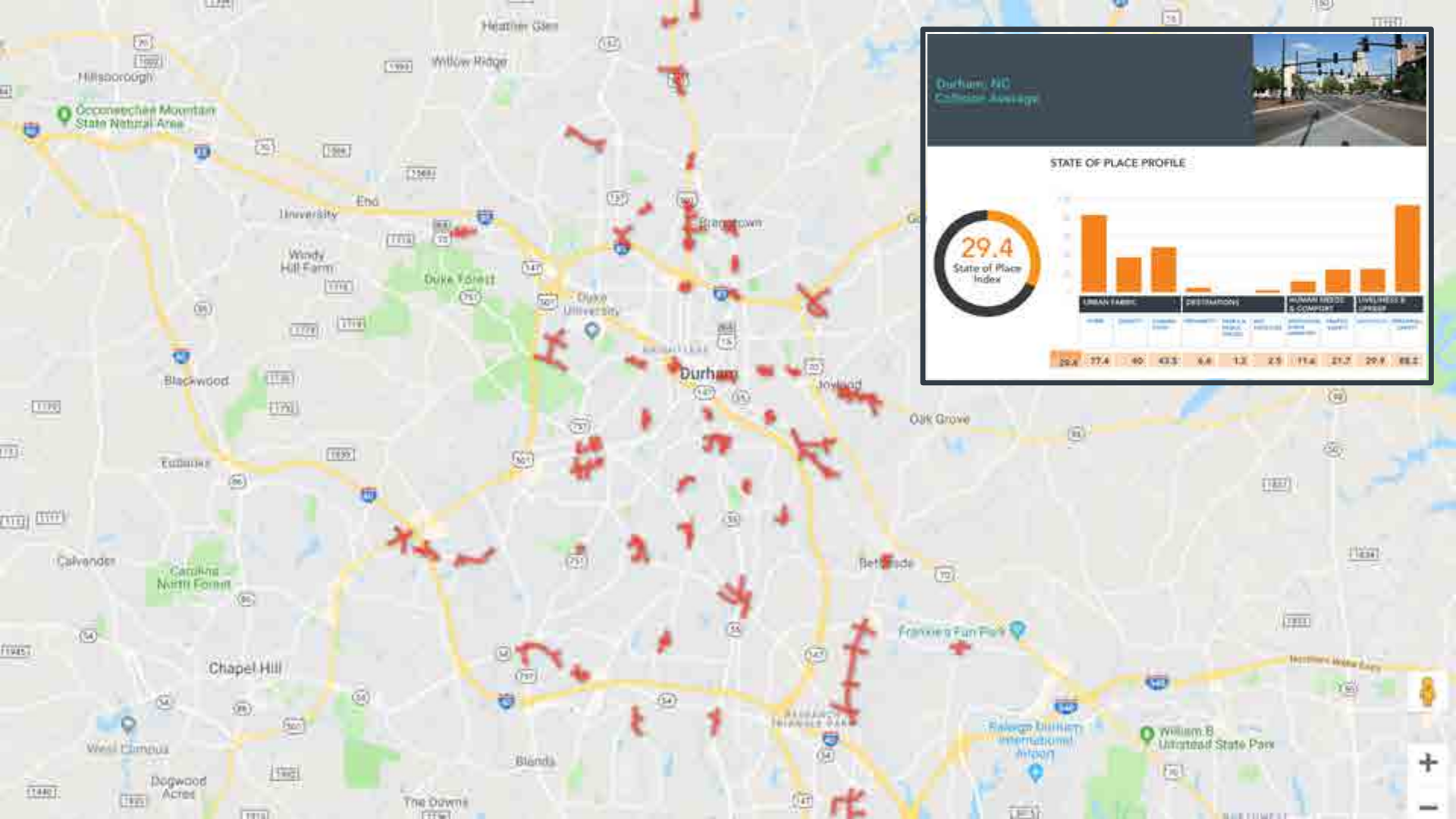


NUMBERS
DONT LIE!



URBEN





Durham, NC
Custom Average

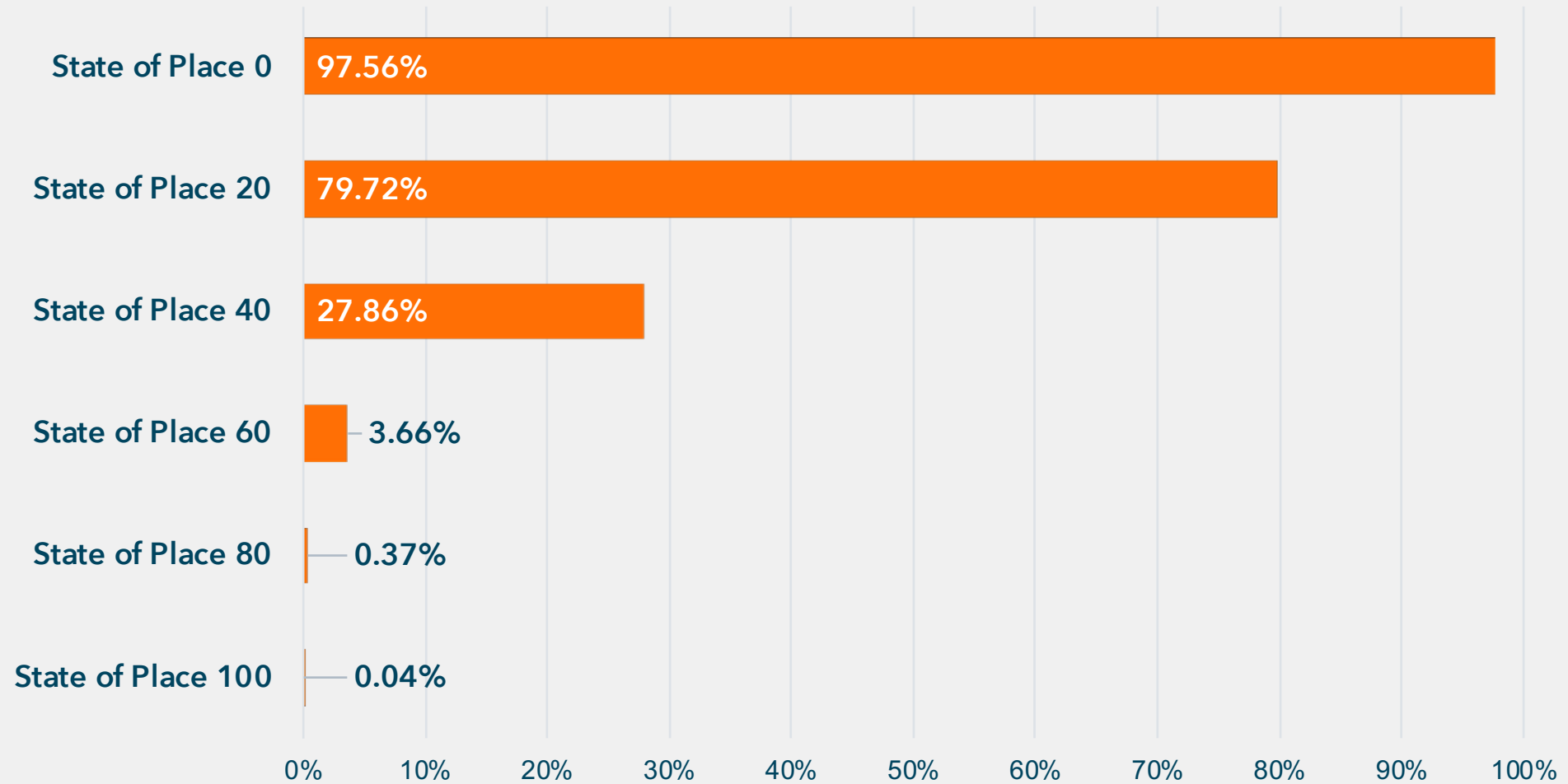
STATE OF PLACE PROFILE

29.4
State of Place Index

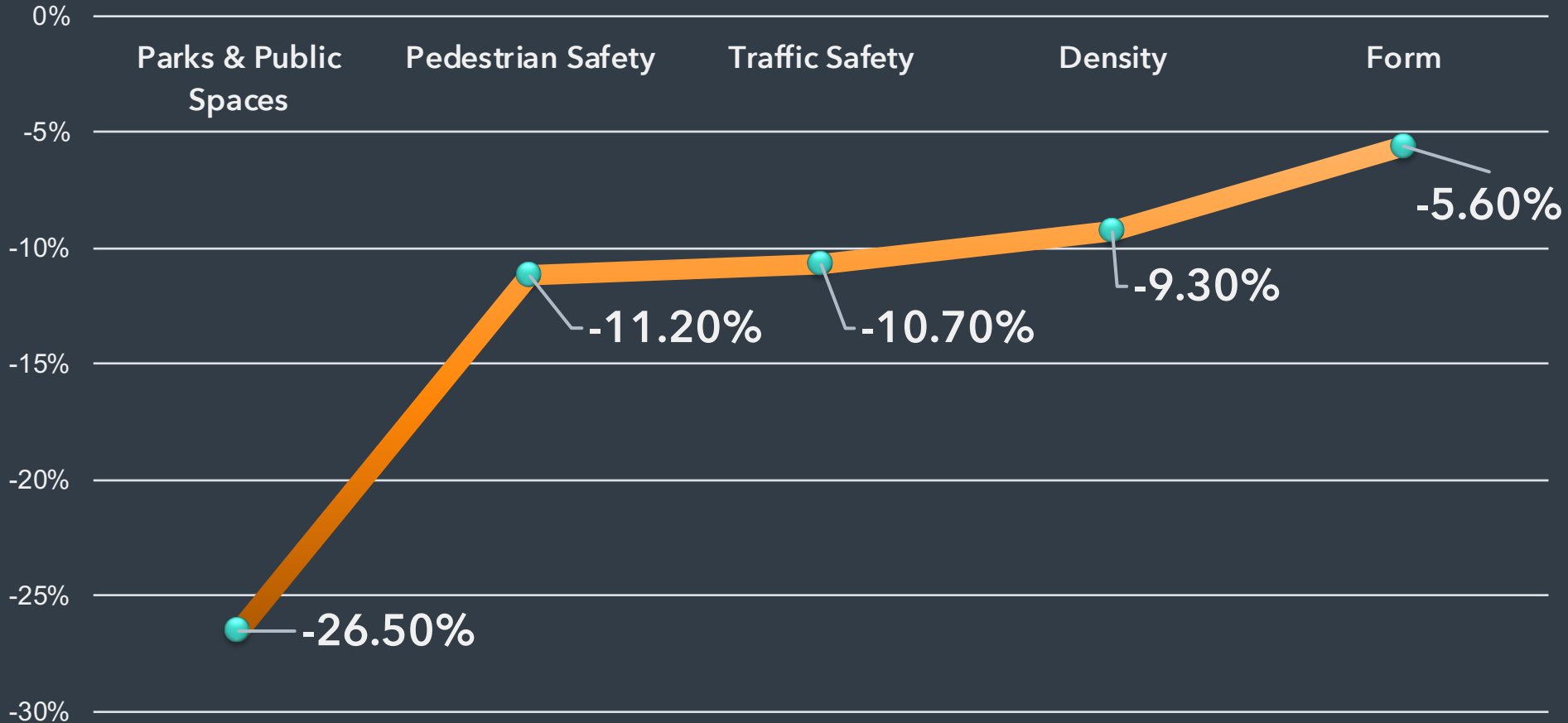
URBAN FABRIC		DESTINATIONS		HUMAN SCALE & COMFORT			LIVABILITY & UPLIFT			
SCORE	PERCENTILE	SCORE	PERCENTILE	WALK & BIKE FRIENDLY	ART DISTRICTS	GREEN SPACES	RECREATION	QUALITY OF LIFE	PERFORMANCE	
29.4	27.4	40	43.3	6.6	1.2	2.5	11.4	21.2	29.9	88.2

FOR EVERY **1**-POINT INCREASE IN THE
STATE OF PLACE INDEX,
THE ODDS OF A COLLISION DECREASE BY
12.3% ON AVERAGE

PROBABILITY OF A COLLISION BASED ON STATE OF PLACE INDEX



REDUCED ODDS OF A COLLISION BASED ON A ONE POINT INCREASE IN STATE OF PLACE DIMENSION



INCREASED ODDS OF A COLLISION BASED ON 1 POINT DECREASE IN STATE OF PLACE DIMENSION





+22 MIN



COMMUTING



+3.5MIN

DESTINATIONS

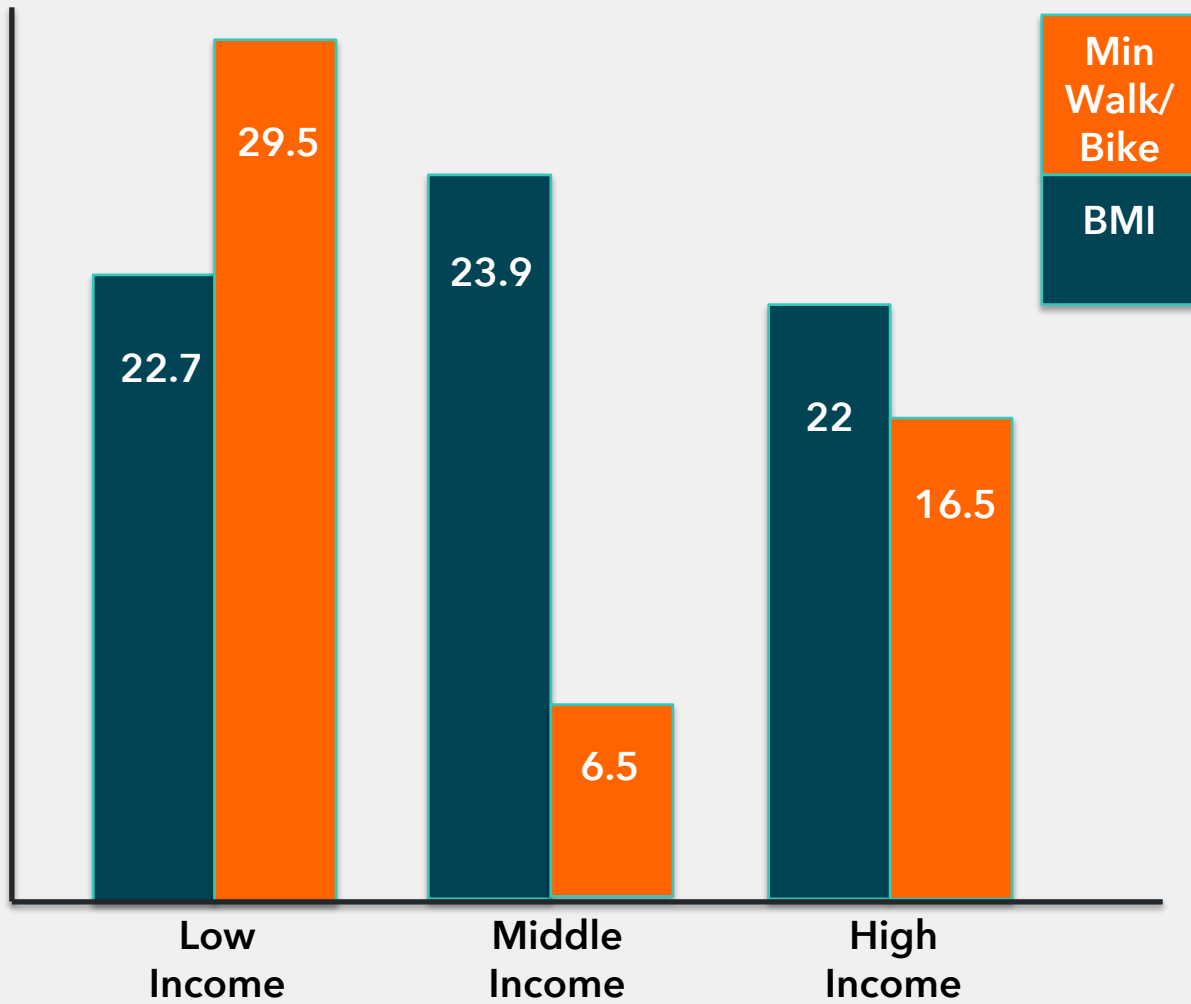


+4.6MIN

EXERCISE



+14MIN





SBB CFF FFS

City

RailCity

I DON'T BELIEVE IN
GLOBAL WARMING



**STATE OF PLACE TEAM:
DATA GEEKS &
PLACE LOVERS**

ME!
Founder/CEO

Andy Likuski
CTO

Michelle Woodhouse
COO





I



MIAMI

LET'S MAKE AWESOME
PLACES PEOPLE LOVE!!



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