

BOOSTING BOSTON'S



STATE OF PLACE™

A RESEARCH & PRACTICE LOVE STORY

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40 ST

THAI DU KANG
PAMRY LIQUOR & MERCHANDISE

PRESIDENTE
SUPERMARKET



Our Philosophy is simple: **WALKABILITY**

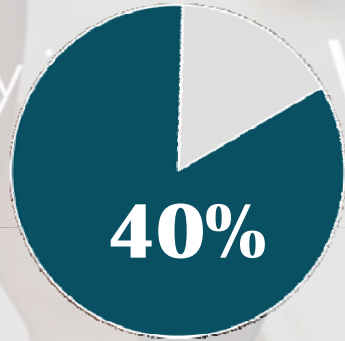
Performance technology makes style comfortable.



"I love the idea of an urban corporate campus with all the energy and variety that provides"
Twitter co-founder, Jack Dorsey



80%
OF 18-34
YEAR OLDS
SURVEYED WANT
TO LIVE IN
WALKABLE
NEIGHBORHOODS



40%
> 50 YRS OLD
WANT TO LIVE
WITHIN
1 MI
OF DAILY
GOODS &
SERVICES

WALKABILITY

Technology makes style comfortable.

IN TOP 5 VC INVESTMENT MARKETS

58% **OF CAPITAL WENT TO**

CENTER CITY OR WALKABLE SUBURBS



AVERAGE WALKSCORE OF
141 US CITIES
WITH POPULATIONS OVER
200K

=

47



The Irvine–Minnesota Inventory to Measure Built Environments Development

Kristen Day, PhD, Marlon Boarnet, PhD, Mariela Alfonso, MURP, Ann Forsyth, PhD



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

Christopher B. Leinberger and Mariela Alfonso

Date	Observer	Segment #	Answer questions 1-6 based on this end of the segment
Intersection			
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.	3	white painted lines	yes = 1; no = 0
3. Colored painted lines	4	yes = 1; no = 0	
4. Zebra striping	5	yes = 1; no = 0	
5. Different road surface or paving (e.g. tiles, colored concrete, marble, etc.)	6	yes = 1; no = 0	
6. 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.			
4a. Traffic signal	9	yes = 1; no = 0	
4b. Stop sign	10	yes = 1; no = 0	
4c. Yield sign	11	yes = 1; no = 0	
4d. Pedestrian activated signal	12	yes = 1; no = 0	
4e. Pedestrian crossing sign	13	yes = 1; no = 0	
4f. 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 one way street?	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			
11a. Is this segment characterized by having a significant open view of an object or scene that is not on the segment? The view must be a prominent one.	22	yes = 1; no = 0	
11b. How attractive is the open view?	23	attractive = 3; neutral = 2; unattractive = 1; NA (no views) = 8	
Begin walking along segment to answer questions 12-18			
12a. What types of land uses are present on this area? Mark all that apply.			
Residential			
Single family home - detached	24	yes = 1; no = 0	
Single family home/duplex - attached (2 units or fewer)	25	yes = 1; no = 0	



REAL ESTATE



DOWNTOWN

The core of Downtown Houston is characterized mainly by mid- to high-rise buildings that come up to the street. Various architectural styles are present, including historic styles, as well as 1950s to 1970s Modern and Postmodern. Main Street forms the heart of Downtown, and the addition of the light rail system makes this area visually appealing, with large sidewalks featuring distinctive paving treatments, human-scaled lighting features and street furniture. The pedestrian-friendly Main Street provides horizontal public space – a valuable amenity for this neighborhood as well as for the entire region. There are several public spaces throughout the neighborhood, including parks, plazas and the new Main Street Square. Downtown also offers public art, fountains, street trees, street furniture, historic buildings, on-street parking, bus stops and crosswalks. Downtown's leaders have made great public investments over the last several years, and the steps it is taking for urban village development to follow. The extensive underground tunnel system, containing many restaurants catering to the 9 to 5 work population, breaks a large part of pedestrian traffic, however still is one of the biggest challenges to retail resurgence on the street. Downtown Houston generally accommodates pedestrians quite well, although there are many surface parking lots that interrupt the connectivity of the street. Fifty years ago, Downtown was the retail center for the city and it appears ripe for retail revitalization today. Foley's Department Store remains a major retail anchor at the 1100 block of Main Street. Across the street, the former Safeway Department Store is currently being redeveloped to its original retail use. On the adjacent block, Entertainment Development Group is planning a large-scale, three-block, mixed-use project with big merchants and several hundred residential units. This mixed-use project will create a vital pedestrian link between the Convention Center and Main Street, helping to solve Downtown's connectivity problem. Further north on Main Street, some mixed-use developments have already occurred where there is a good integration of use (e.g., the Rice Hotel). The core of Downtown that feels most like an urban village today is the northern end, where burgeoning job growth has helped bring residents back to the central city. With more new residents moving back downtown, though, the lack of local services (e.g., a grocery store) catering to residents needs to be addressed. Furthermore, there is an essential need for additional housing, including affordable and workforce housing projects, in order for a critical mass of residents to occur.

BAR

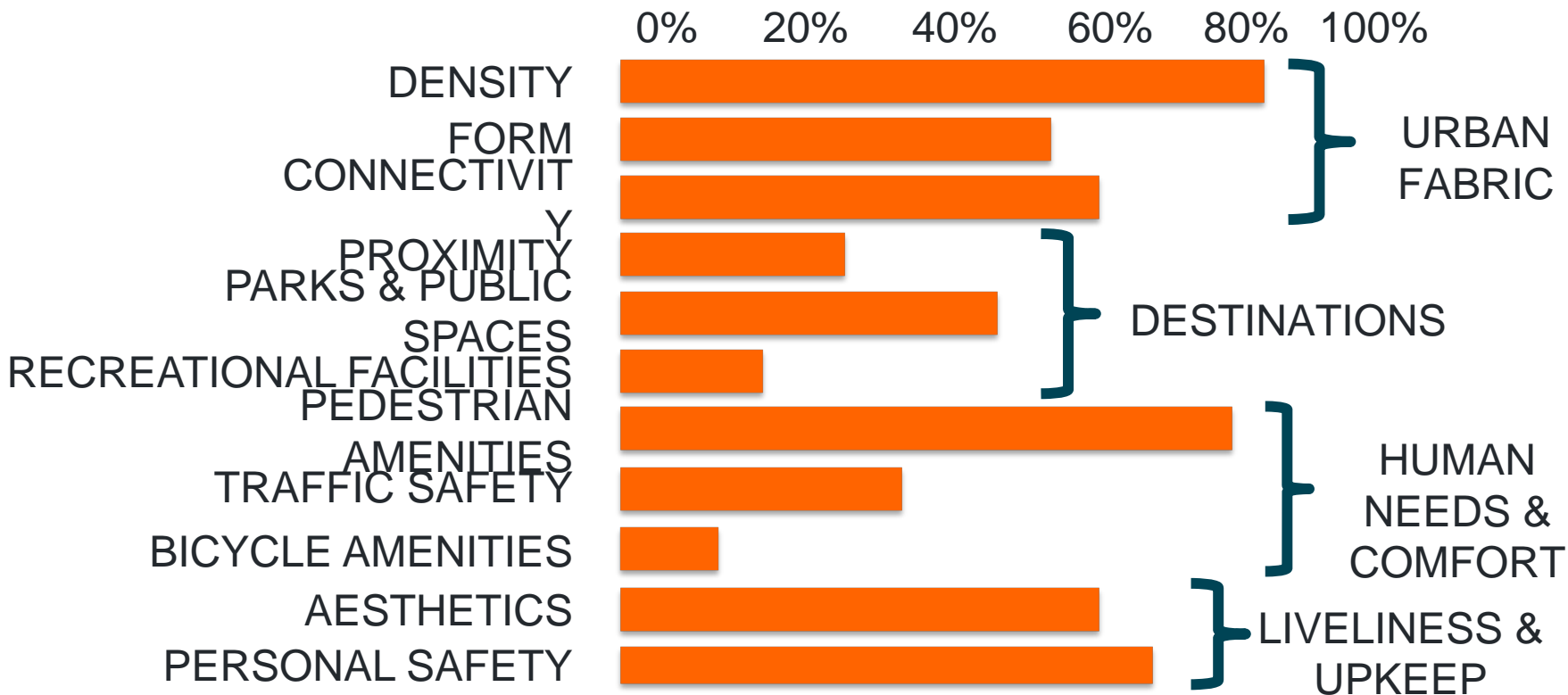


MIDTOWN

Midtown has a tremendous opportunity to become a true urban village as a result of the revitalized Main Street Corridor. The Midtown neighborhood is an urban planner's dream, not because it is a model approach to planning, but because it is still such a blank slate. Located between Downtown and the Texas Medical Center, this area is nestled between the two largest job magnets in the city, and could not be more suited for urban village development. Even though there has been much mixed-use development on Main Street itself, there has been a resurgence of new development and new residents coming into the neighborhood over the last several years. Much of the new development in the area has been multi-family residential units, mostly townhomes. There are several historic buildings and a fairly continuous buffered sidewalk network with street trees. Midtown has several public spaces, including Golden Park, which is currently undergoing a major redevelopment. Some areas have on-street parking, on a negative note, there are some blank streets that could present a barrier to pedestrianism, although many of the large parking lots have crosswalks. There is one vertical mixed-use development in the neighborhood, Fair Midtown, that has balconies overlooking the street, street furniture and gathering places, and a middle urban village project. However, the city's lack of zoning and controls seems to be having an impact. Across the street from Fair and a neighborhood park, CDO Property recently opened a new, suburban-style store, despite neighborhood opposition. With all the parking in the front, the store's layout does not interface with the street, practically eliminating the opportunity for further urban village development adjacent to this great project and park. Local leaders are hoping to pass a neighborhood plan that would control how future growth occurs along the Main Street Corridor, to ensure that Main Street is developed in a responsible, pedestrian-friendly way.



STATE OF PLACE™ INDEX & PROFILE





State of Place™ Index Tied to Economic Value

- + \$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





State of Place™ Index: 5, Very Low



+ \$37 sq. ft. Office Rents
+ \$30 sq. ft. Retail Rents
+340% Retail Revenues
+ \$1281/Unit Residential Rent
+\$347 sq. ft. For-sale Residential

State of Place™ Index: 90, Very Good





STATE OF PLACE

STATE OF PLACE IS AN URBAN DATA ANALYTICS PLATFORM THAT ENABLES PLACEMAKERS TO IDENTIFY AND ECONOMICALLY JUSTIFY OPTIMAL URBAN DESIGN, PLANNING, AND DEVELOPMENT PROJECTS

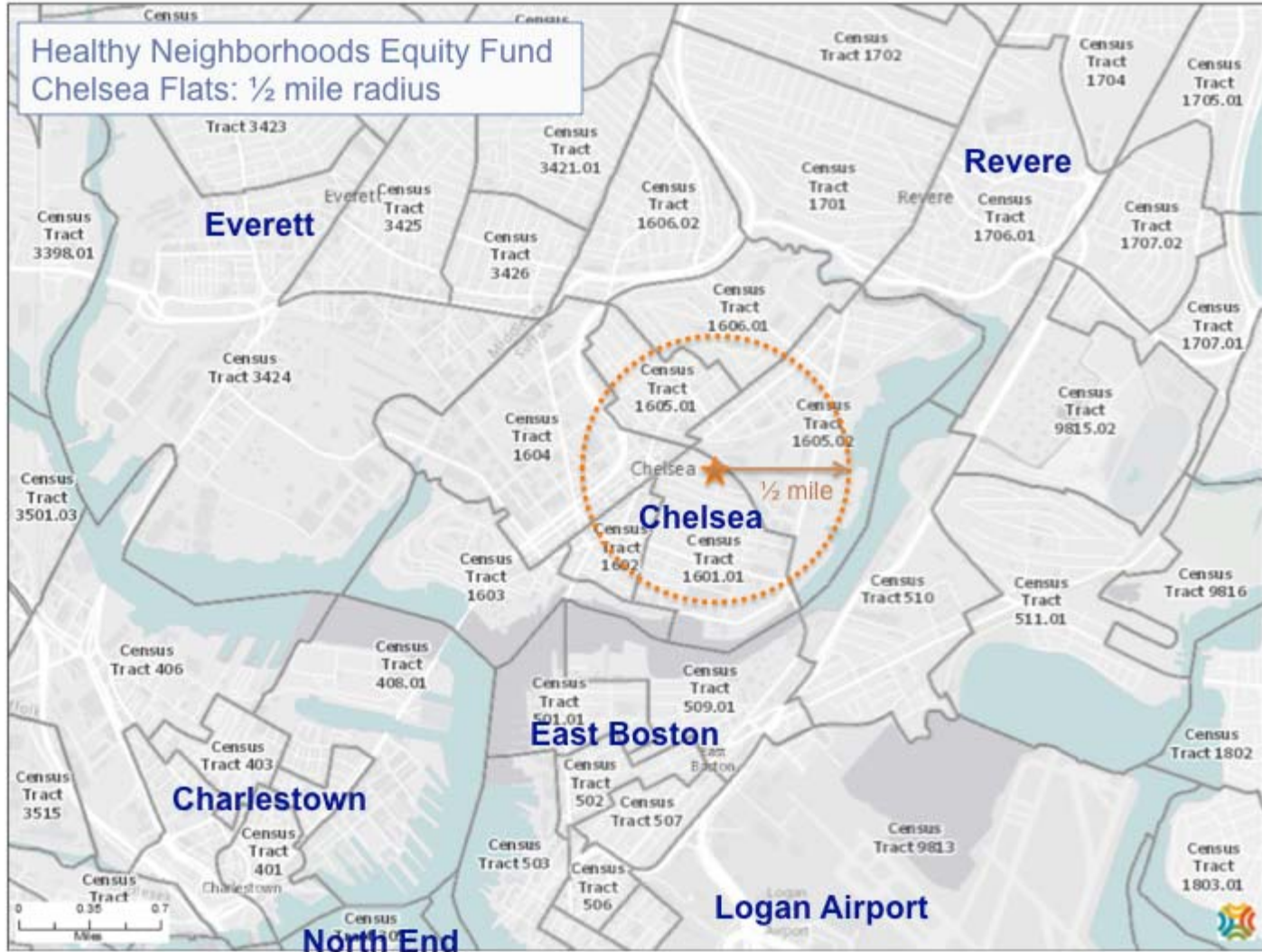



Healthy Neighborhoods Equity Fund

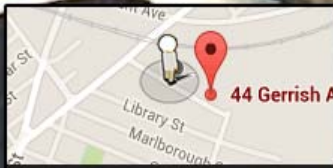


Massachusetts
Housing
Investment
Corporation

Healthy Neighborhoods Equity Fund
Chelsea Flats: ½ mile radius

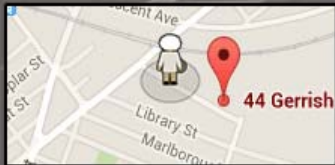


 **29 Gerrish Ave**
Chelsea, Massachusetts
Street View - Sep 2007



Back to Map





Back to Map

Google



Buildings

31a. What building heights are present on this segment? Mark all that apply.

NA (no buildings) OFF

1 story OFF

2-3 stories OFF

4-8 stories OFF

9-12 stories OFF

13-39 stories OFF

40+ stories OFF

31b. How many stories are most buildings on the segment?

1 story
2-3 stories
4-8 stories

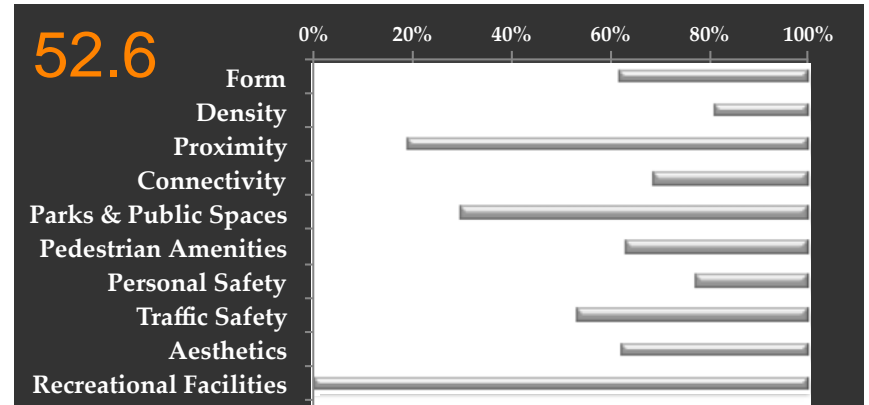
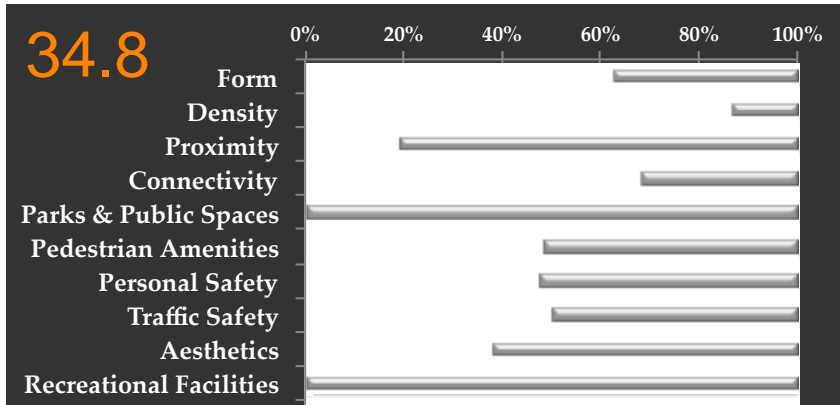
32. Are there abandoned buildings or lots on this segment?

none
few
some/a lot



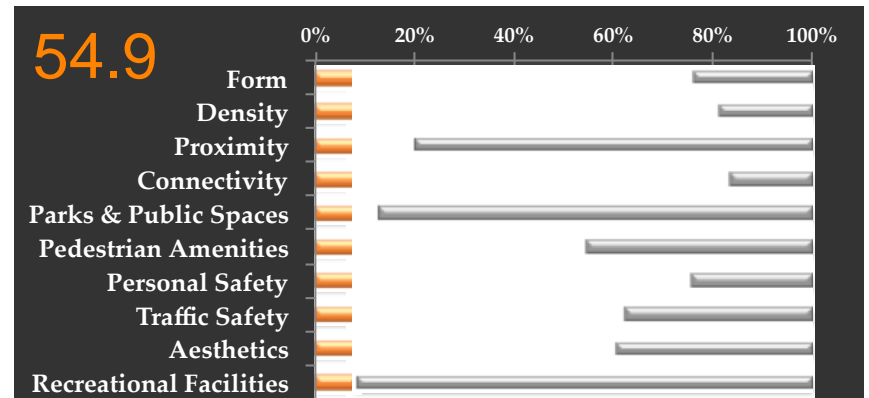
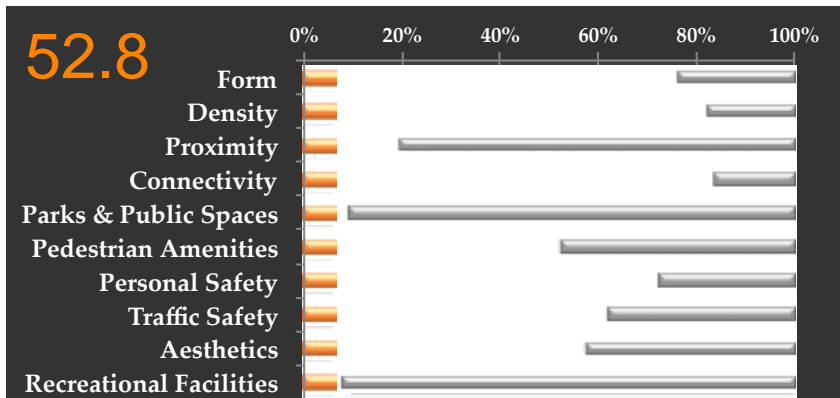
Chelsea Project Area

P
R
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Chelsea Neighborhood

P
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S
T





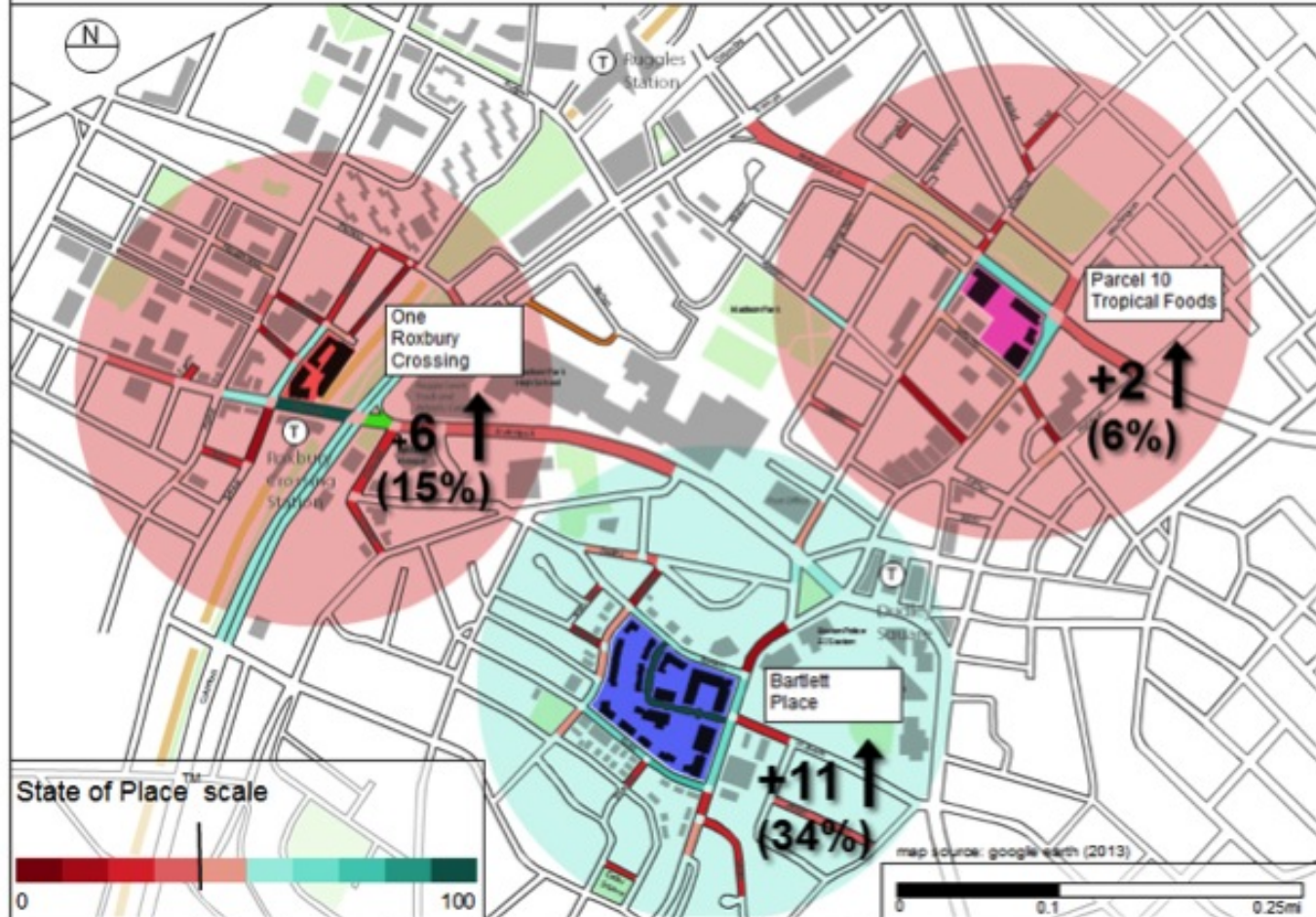
Neighborhood Analysis: Roxbury

current walkability rating (SoP score) **34**



Proposed TOD Developments

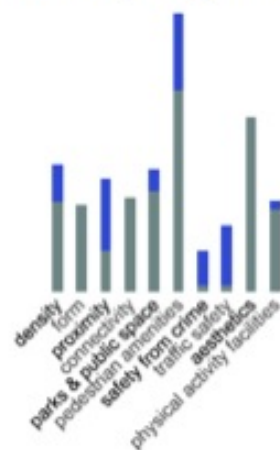
- current conditions
- One Roxbury Crossing (?)
- Bartlett Place (?)
- Parcel 10 / Tropical Foods (?)
- all projects



Neighborhood Analysis: Roxbury

future walkability rating (SoP score) **40**

+6 \uparrow
(18%)



Proposed TOD Developments

- current conditions
- One Roxbury Crossing (?)
- Bartlett Place (?)
- Parcel 10 / Tropical Foods (?)
- all projects



Chelsea Flats HealthScore: Project Criteria

Project Screening Criteria:	Maximum Possible Points:	Total Points*:
Neighborhood walkability	20	12
Transformative Impact	15	13.5
Housing choice and affordability	10	8
Community safety	10	9
Economic opportunity	10	4
Green space and recreational access	10	7
Transit-supportive development	10	7
Healthy food access	5	2.5
Indoor air quality	5	0
Building and site performance	5	4
TOTAL Project Score:	100	67

**Sum of over 25 sub-indicators*



State of Place Index

State of Place Profiles

Identify Priorities



Scenario Analysis

Run Analytics

Platform conducts “multi-criterion assessment” to identify top urban design priorities

Dimension	Performance	Ranking for Goal (Walkability)	Impact*	Feasibility	Community	Score
Density	76.5	9	.432	1	4.3	91.4
Form	65.4	9	.543	1	7.1	169.1
Connectivity	55.8	9	.342	1	6.3	136.0
Proximity	74.3	9	.765	2	9.5	353.9
Parks & Public Spaces	23.5	9	.634	2	7.4	873.0
Recreational Facilities	13.4	9	.548	2	5.7	854.2
Pedestrian Amenities	55.4	9	.813	3	8.6	979.0
Traffic Safety	43.1	9	.745	3	8.8	1144.5
Aesthetics	58.4	9	.436	4	7.5	962.3
Personal Safety	71.3	9	.512	4	9.3	529.0

Impact scores listed here are for explanatory purposes only; the actual impact scores are proprietary.



State of Place Index

State of Place Profiles

Identify Priorities

Scenario Analysis 

Run Analytics



Compare Interventions



Compare Projects

See Recommendations



Choose Urban Design Dimensions To Compare

- Density
- Form
- Connectivity
- Proximity
- Parks & Public Spaces
- Recreational Facilities
- Pedestrian & Bicyclist Amenities
- Traffic Safety
- Aesthetics
- Personal Safety



Select Interventions

Parks & Public Spaces	Pedestrian & Bicyclist Amenities	Traffic Safety
<p>Add Park</p> <p>Add Plaza</p> <p>Park Maintenance</p>	<p>Arcades</p> <p>Benches</p> <p>Sidewalk Buffers</p> <p>Street Trees</p>	<p>Crosswalks</p> <p>CurbCuts</p> <p>Midblock Crossing</p> <p>Pedestrian Countdown</p>
\$80,000	Enter Project Cost	Enter Project Cost



Select Goal

Com. property tax

For-sale residential

Office rents

Retail Rents

Residential rents

Res. property taxes

Vacancy Rates



Enter Baseline

Calculate Predicted ROI





Parks & Public Spaces	Pedestrian & Bicyclist Amenities	Traffic Safety
Park Maintenance	Sidewalk Buffers	Curbcuts
\$80,000	\$300,000	\$150,000

Impact on State of Place Index

+4.3%	+3.1%	+3.7%
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Predicted ROI: **Retail Rents**

\$1.09/sf	\$0.89/sf	\$1.43/sf
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Compare Interventions

Compare Projects 

See Recommendations



Enter Project Information

Neighborhood 1

Project 1

\$1,800,000

Neighborhood 1

Project 2

Enter Project Cost

Neighborhood 1

Project 3

Enter Project Cost



Select Goal

Com. property tax

For-sale residential

Office rents

Retail Rents

Residential rents

Res. property taxes

Vacancy Rates



Enter Baseline

Calculate Predicted ROI





Neighborhood 1	Neighborhood 1	Neighborhood 1
Project 1	Project 2	Project 3
\$1,800,000	\$2,700,000	\$2,300,000

Impact on State of Place Index

+6.0%	+2.0%	+11.0%
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Predicted ROI: Retail Rents

\$1.43/sf	\$0.99/sf	\$1.56/sf
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Map It 



STATE OF PLACE™

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