WELCOME TO THE FUTURE.

Spatial Organization & Rejuvenation of City Destinations
Overview

This presentation is based on ongoing research at George Washington University’s School of Business of Dr. Don Hawkins, Eisenhower Professor Tourism Policy, Dr. Salvador Anton, Research Scholar, International Institute of Tourism Studies and Chris Leinberger, Research Professor and Chairman, Center for Real Estate and Urban Analysis and principal of Locus: Responsible Real Estate Developers & Investors

My presentation will set the stage for the panel by focusing on how walkable places in cities create spatial dynamics for transforming the urban landscape through:

- the rejuvenation of public space
- enhancement of mobility and accessibility
- development of heritage resources
- expansion of recreational facilities/amenities.

This process not only contributes to a quality visitor experience but also safeguards and enhances the quality of life for residents of the local community.
The rise of walkable places and city tourism development

Source: Gehl, 2010 and Borghi et al 2011
What are walkable urban places?

Places like these

Source: Gehl, 2010 and Borghi et al 2011
What are walkable urban places?

Not These!

Source: Gehl, 2010
Bryant Park: From “Needle Park” to Best Park in Country
WHAT'S THE PRIMARY REASON FOR MARKET DEMAND FOR WALKABLE URBAN PLACES?

The Millennials!

Television as a reflection of how we want to live... then & now.
OTHER REASONS FOR MARKET DEMAND FOR WALKABLE URBAN PLACES

- **Baby Boomers** have become *empty nesters* and soon *retirees*, starting in 2012 in big numbers. ONLY 14% of new households over next 20 years will have children / 86% without.

- **Boredom** with drivable sub-urbanism; “More is Less”

- **Creative Class** demanding the option of urbanism

- **Expense** of maintaining the household fleet of cars
the 7 types of walk ups

TRADITIONAL DOWNTOWN

DOWNTOWN ADJACENT

URBAN COMMERCIAL

URBAN UNIVERSITY
the 7 types of walk ups

SUBURBAN TOWN CENTER

DRIVABLE SUB-URBAN REDEVELOPMENT

GREEN FIELD / BROWN FIELD
Washington Metro Area Walk UPs

DC metro area 43 Walk Ups represent the 0.91-1% of metro DC: 34% of metro jobs and 44% of metro knowledge jobs are located in these walkups.

Achilles Heel--Washington DC: A growing share of African American residents (55%) say that redevelopment has been bad for people like them.
Boston

511 million square meters of real estate

41% to 134% square meter premium of walkable urban VS drivable sub-urban real estate valuation

Metropolitan Land Use Options

**WALKABLE URBAN**

- **WALKUPS:**
  - Established & Emerging:
    - 1.2% of the land in metro Boston

- **Walkable Neighborhoods**
  - 4.4% of the land in metro Boston

**DRIVABLE SUB-URBAN**

- **Drivable Edge Cities**
  - 2.4% of the land in metro Boston

- **Drivable Sub-Divisions**
  - 92% of the land in metro Boston
**Significant and increasing** real estate premiums for Walkable Urban real estate over Drivable Sub-urban across all product types.

**Pent-up demand for walkable urbanism** probably take 20-30 years to satisfy (2% added in **good** year)
Urban Walkability Features

• Corporate location or relocation to downtown walkable places
• Benefits: mobility, consumer cost savings, efficient land use, livability (walk, bike, & transit scores), economic development, social equity, improved fitness & public health.
• Walkable = close, barrier free, pedestrian infrastructure, upscale & cosmopolitan
• Reduction of motorized vehicles, traffic congestion, air pollution, and parking facilities
Eventfull & Sociable places
sensorial
taste, smell, touch, hear and see

Marrakech
small scale

Source: Gehl, 2010
eye level

Figure 7: Guidelines for the conservation of historical buildings; not only was the old structure itself considered but its relationship with the nearby new development was examined.
Source: Shanghai Urban Planning Bureau.

Figure 8: Physical pattern of Nanjing Road after its pedestrianisation: the numbers indicate the locations of some significant new developments (see Figure 9).
Source: Adopted from tourist map by authors.

Source: Lang & Xu, 2009
Lively and Healthy
Connected
Experiential & Creative
GOAL 11

MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

SUSTAINABLE DEVELOPMENT GOALS
More at sustainabledevelopment.un.org/sdgsproposal
Missing Levels of Governance

Current Levels of Government

Regional/Provincial Government

Local Government

Metropolitan

Place Management

Missing Levels of Governance
PLACE MAKING IS A THREE-LEGGED STOOL

Walkable Urban Place

Public Sector

Private Sector

PLACE MANAGEMENT KEY

LOCUS: RESPONSIBLE REAL-STATE DEVELOPERS & INVESTORS
City Tourism To Do List

• Create linkages & capacity building for place management organizations, e.g., BID’s, Main Street, Historic Districts, Shopping Streets & Centers, Neighborhood Associations

• Collect GIS data on real estate, tourism and social equity to identify existing/potential WalkUPs

• Recognize the need to expand beyond marketing into place management

• Reform tourism management & urban development education & research to include place management
for today and
in the future...

THANK YOU
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Annexes
Walkable Urban Place Analysis
Next step: place-based performance metrics for Metropolitan Areas

Real Estate Data

- Real estate census & valuation on per square meter basis
- Fiscal revenue generation for local government
- Potential of place-based GDP

Tourism Data

- Tourism market segmentation (walkable urban, resort/theme park, environmental, etc.)
- Hotel real estate valuation, taxes and performance metric (occupancy, REVPAR, ADR, tax generation, etc.)
- Shares accommodation indices (e.g. Airbnb units/beds)
- Attractions: Heritage assets, entertainment, sports, parks, etc. (attendance, receipts, etc.)
- Available Big Data information (credit cards payments/twitter activity, cell phones tracking)

Social Equity Data

- Housing affordability
- Transportation accessibility
- Job opportunity
Resources

Economic Value of Walkability
http://www.vtpi.org/walkability.pdf

Walk Score Methodology
https://www.walkscore.com/methodology

Trust for Public Lands ParkScore
http://parkscore.tpl.org/
http://parkscore.tpl.org/methodology.php

Boston WalkUP Report
http://www.smartgrowthamerica.org/locus/walkup-boston

Place Making Tool Kit
http://www.realtor.org/articles/placemaking-toolkit-resources

Project for Public Places
http://www.pps.org/

Curitiba, Brazil Case
https://www.youtube.com/watch?v=zoq88oEhgHs

Millenials: Generation Why
https://www.youtube.com/watch?v=R7pk_gtnR6Y

How mobility transforms smart cities
https://www.youtube.com/watch?v=Cm7V3uOCkLo

Charlotte North Carolina, USA
http://charmeck.org/city/charlotte/charlottefuture/CIP/CNIP/Pages/default.aspx

Unexpected City
https://www.youtube.com/watch?v=q_1C5JVWf-0

Walking Town, Washington, DC USA
https://www.culturaltourismdc.org/portal/walkingtown-dc1

Neighborhood Heritage Trails, Washington, DC USA
https://www.culturaltourismdc.org/portal/neighborhood-heritage-trails

India Smart Cities Challenge
https://www.youtube.com/watch?v=GOqYMzEVE_g