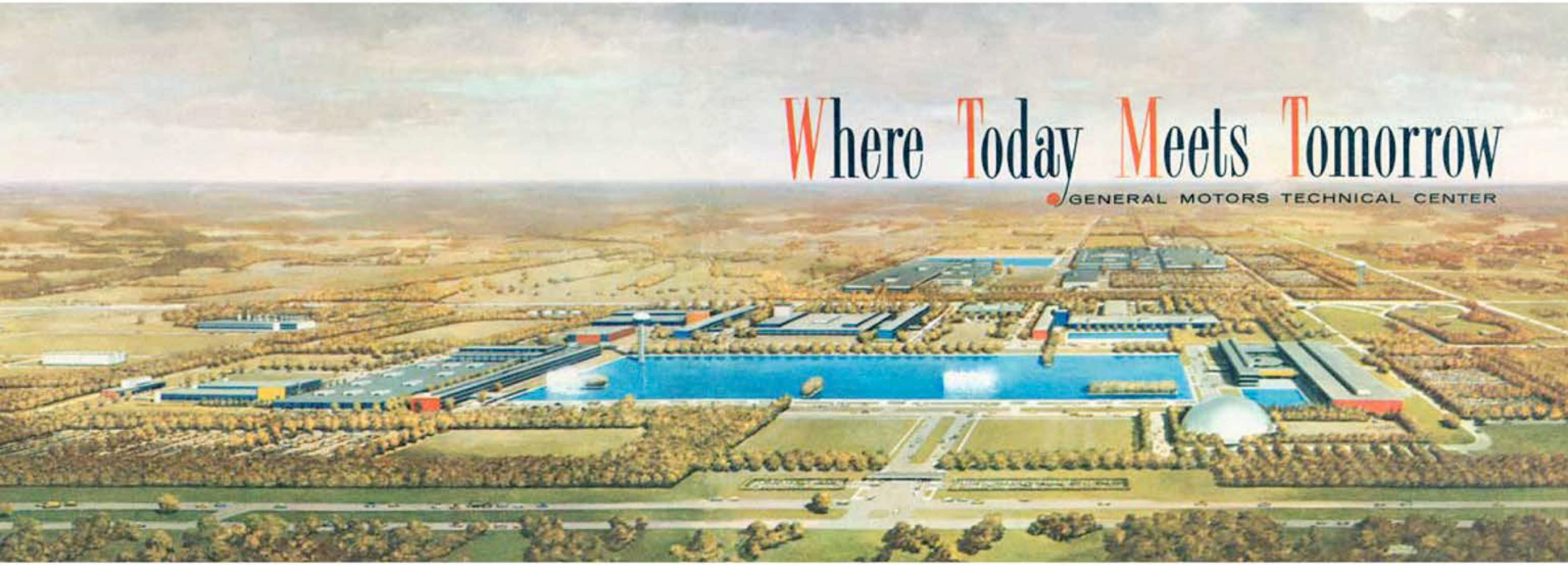
Commercialising Health: The Future of Productive Neighbourhoods

Perkins&Will



1956 brochure advertising General Motors' new Technical Center in Warren, Michigan

An Urban Morphology Phenomenon

A short history in the UK

TIMELINE

1950

New space for research (CSP)

Move to the suburbs

Land Availability from MOD and Rail Closures

Private car affordability

1987

Introduction of B1 Use Class

Enterprize Zone Policy

2000

Urban Renaissance

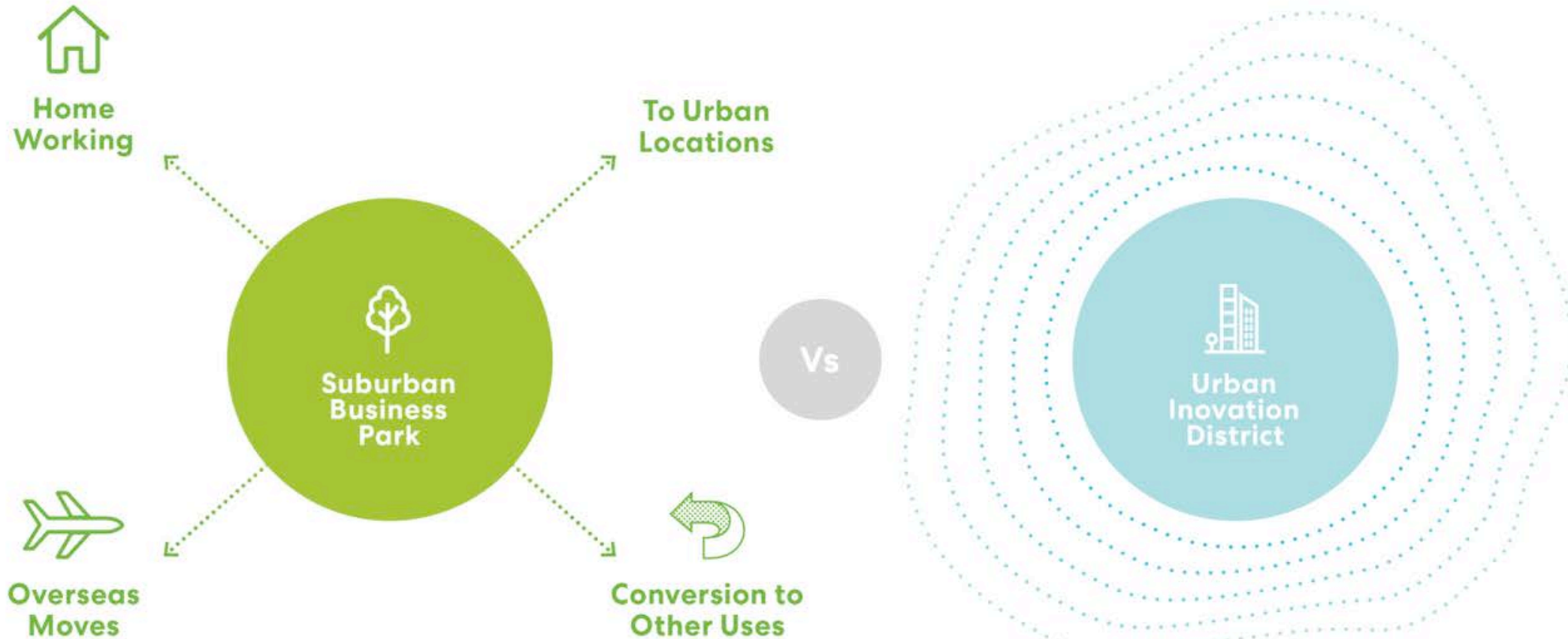
Growth in the knowledge economy

Second garden town movement

"...Employment opportunity figures a great deal in the percentage of those who wish to escape the inconvenience of today's crowded metropolitan areas"

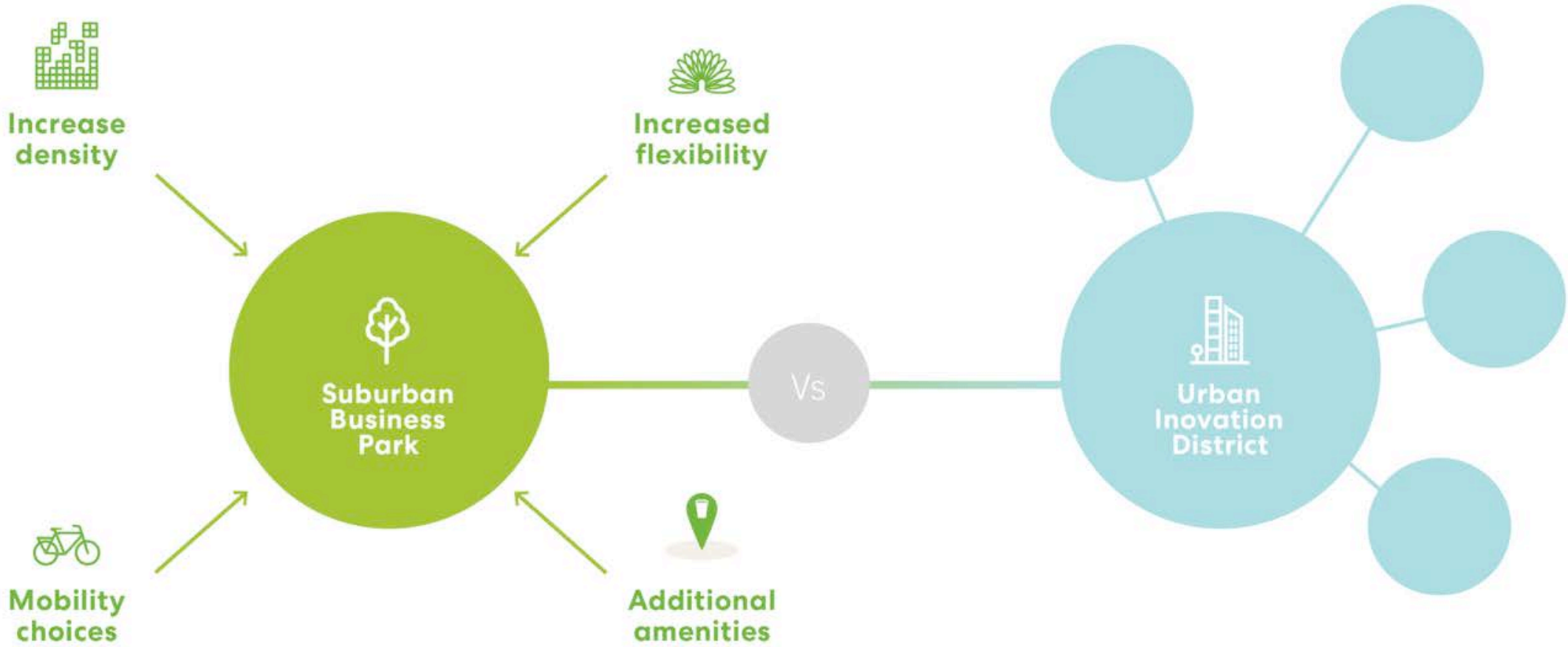
US influence

Was this the future utopia?



Abandon to challenges

Expand to opportunities

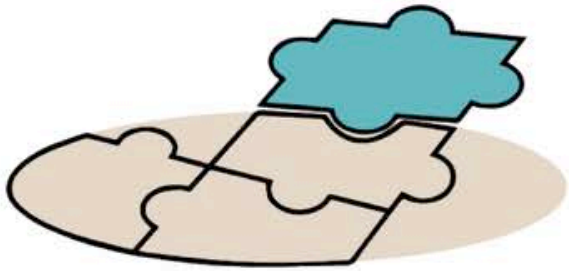


Evolve to challenges

Dispersed opportunities

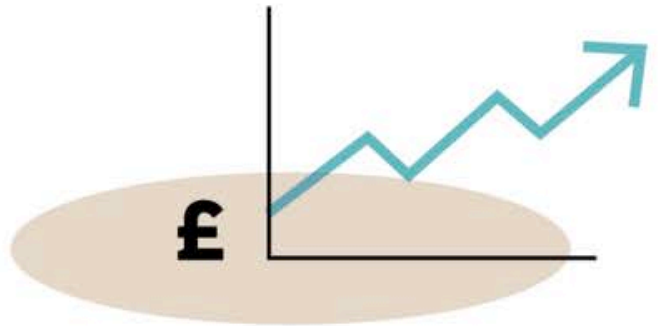
Leading Change or Following Trend

Broad trends observed in the UK

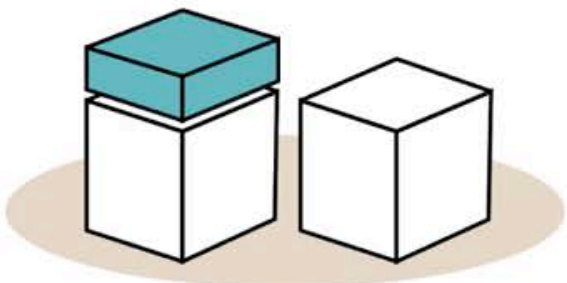


Creating tenant portfolio

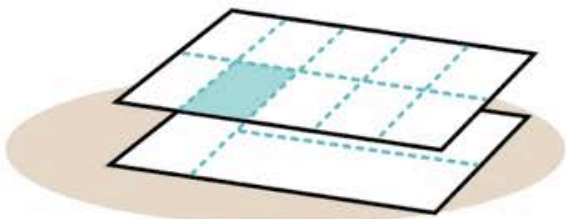
More amenities



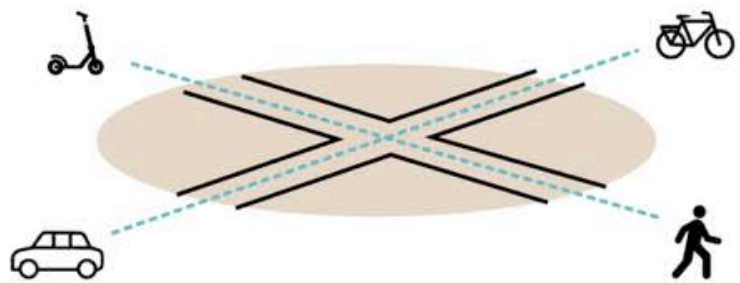
Increasing leases in return
for greater service



Increasing density



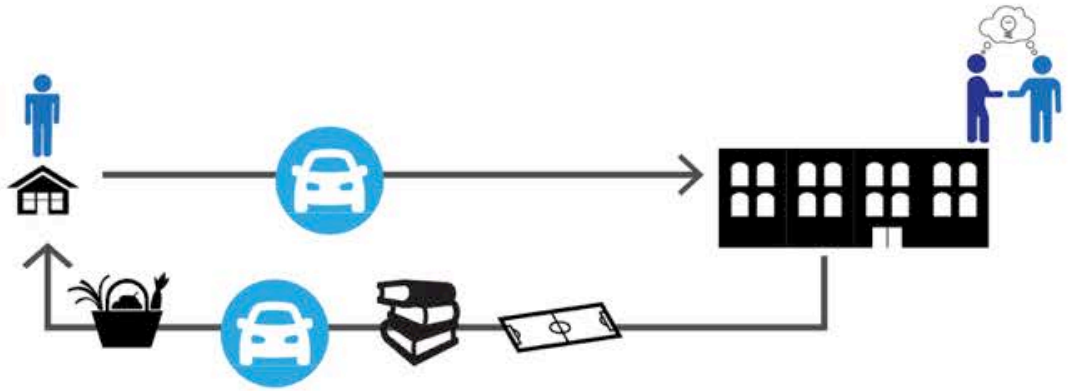
Smaller companies



More mobility choices

The Future is....Transformational

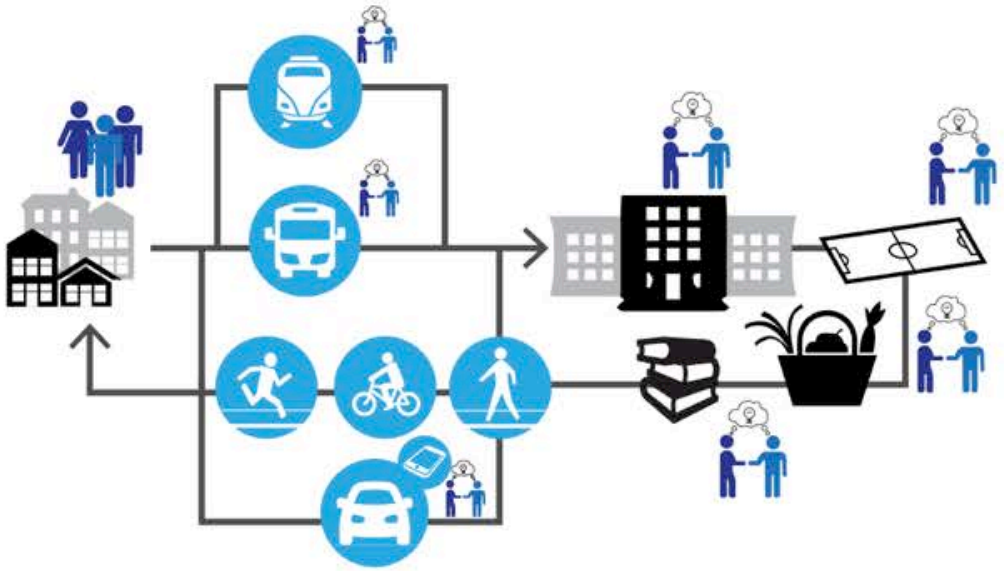
- Mobility choices are fast becoming a key aspect of both consumer preference and branding.



Car-dependant mobility

The Future is....Transformational

- Mobility choices and mix of uses support the desire for increased interaction and networking between companies.



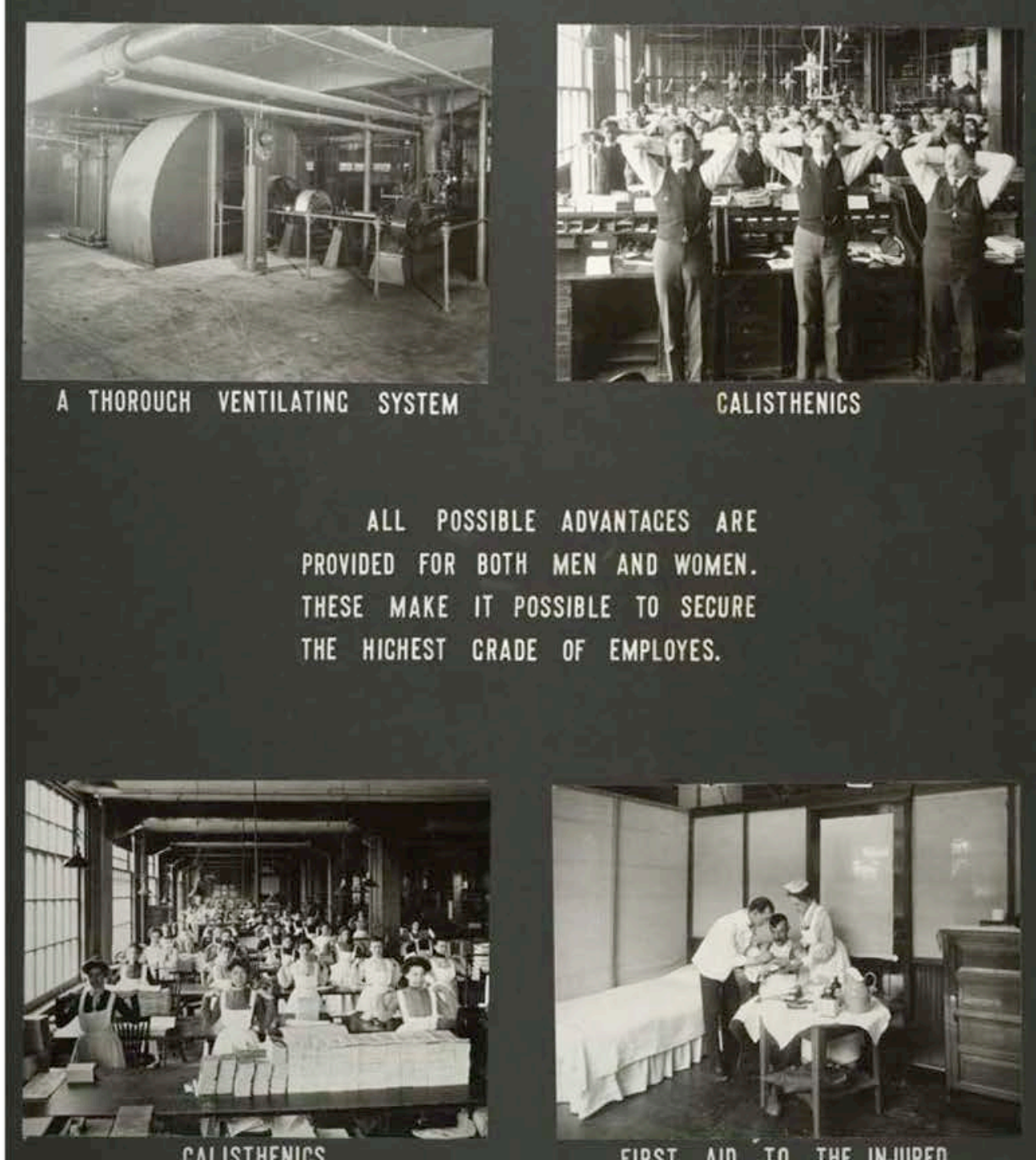
Multiple-choice mobility

The Future is....Transformational

- Providing varied, interesting, and continually updating amenities adds value and culture that employees are businesses are looking for.

The Future is....Transformational

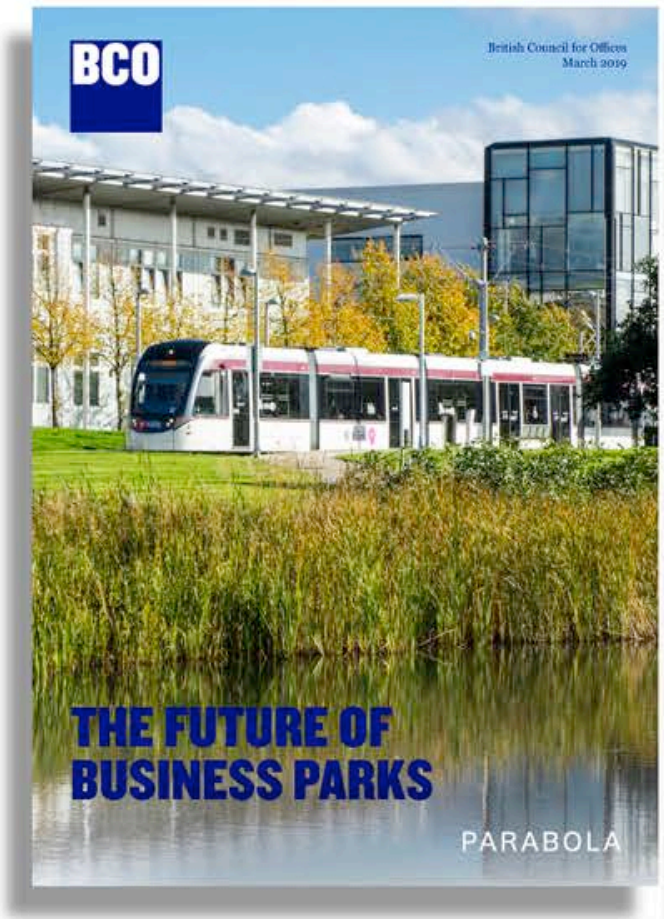
- Recruitment and retention has, in recent years, started to rise up the list of factors important to site selection and business location.

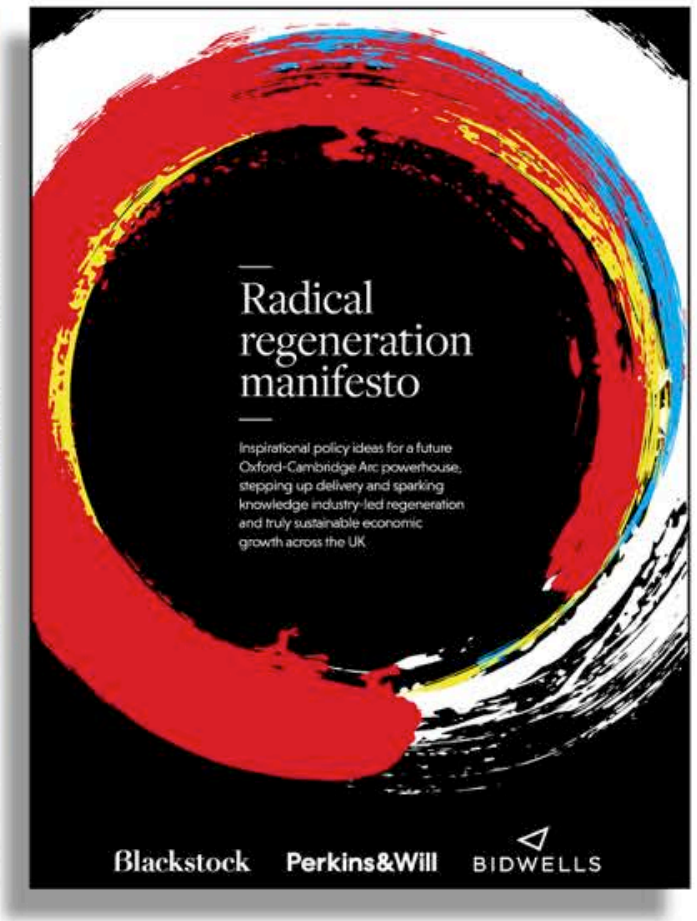


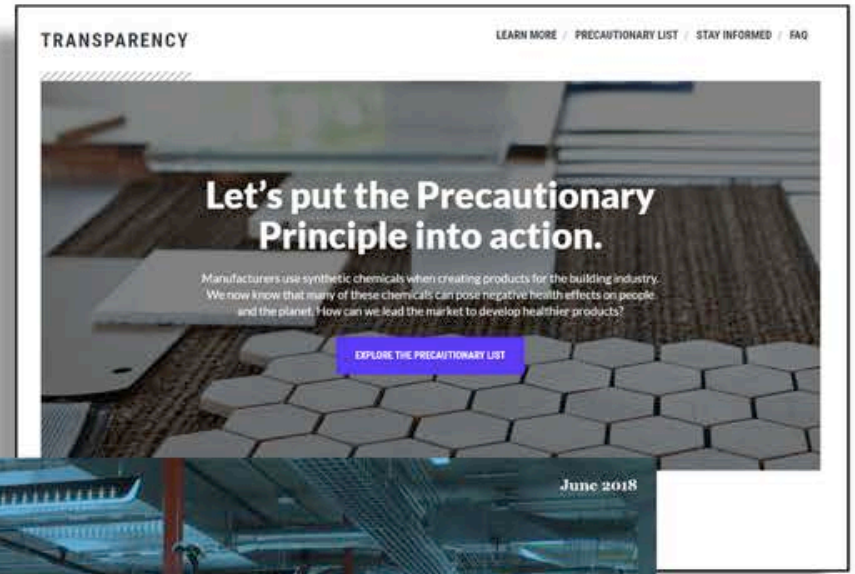
An explanation of employee welfare programs used at the National Cash Register Company's factory in Dayton, Ohio, 1903. Via the Harvard Art Museums.

https://www.collectorsweekly.com/articles/stuck-in-1950s-suburbia/

Research


BCO
British Council for Offices
March 2019
THE FUTURE OF BUSINESS PARKS
PARABOLA


Radical regeneration manifesto
Inspirational policy ideas for a future Oxford-Cambridge Arc powerhouse, stepping up delivery and sparking knowledge industry-led regeneration and truly sustainable economic growth across the UK
Blackstock
Perkins&Will
BIDWELLS


TRANSPARENCY
LEARN MORE / PRECAUTIONARY LIST / STAY INFORMED / FAQ
Let's put the Precautionary Principle into action.
Manufacturers use synthetic chemicals when creating products for the building industry. We now know that many of these chemicals can pose negative health effects on people and the planet. How can we lead the market to develop healthier products?
EXPLORE THE PRECAUTIONARY LIST


BCO
June 2018
WELLNESS MATTERS
Health and wellbeing in offices and what to do about it

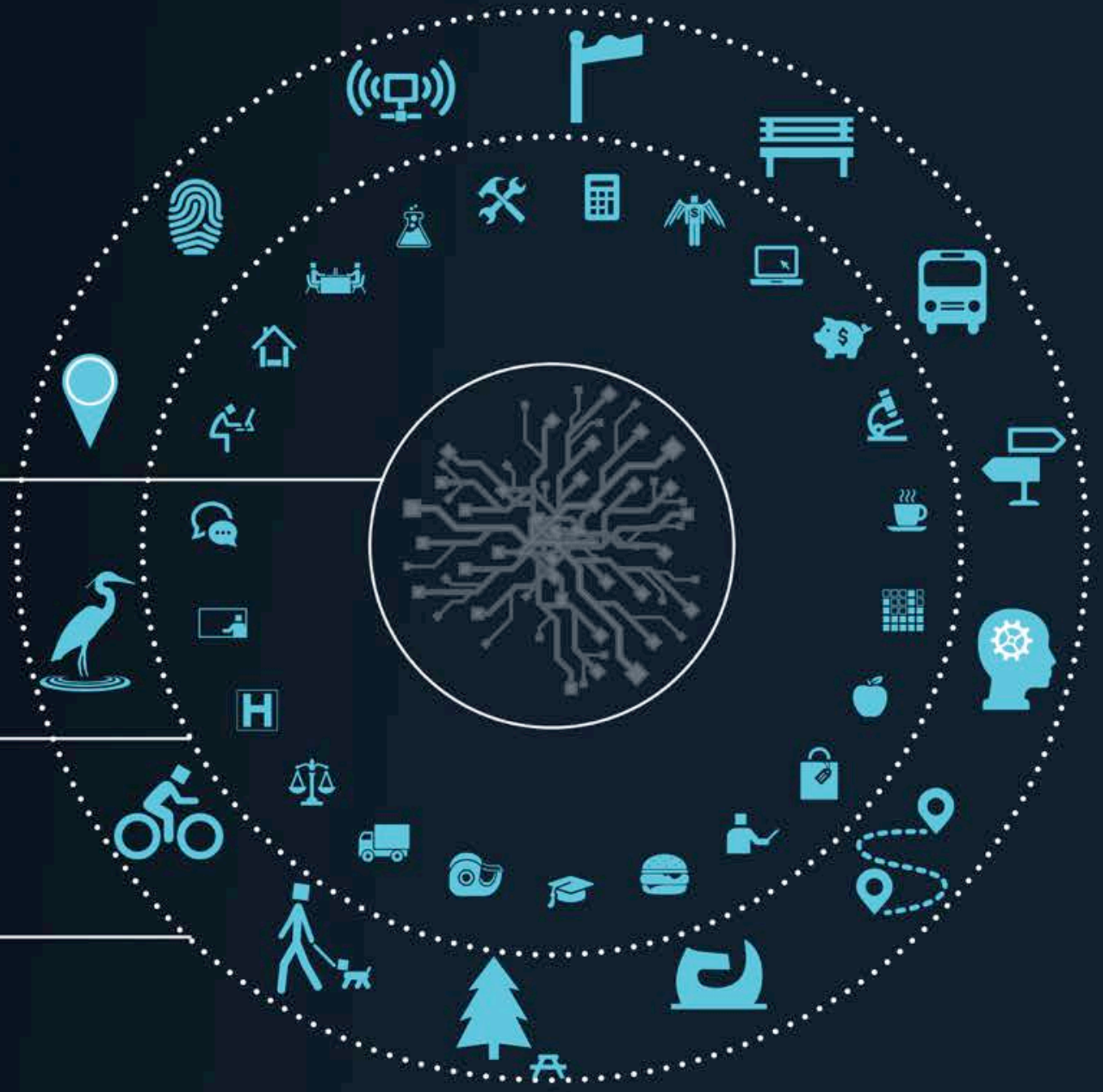
Research

From trends to data focus

COLLOCATION/
CONVERGENCE/
COLLABORATION.

NURTURING
ECOSYSTEM.

FUNCTIONAL
HABITAT.



Research

What we need to know?

1. Drivers

Which are the economy drivers in your area?
Is there affordable housing accessible from these drivers?

2. Mobility

Where do people come from?
How do people commute?
What is the public transport service?
Are there enough transport choices?

3. Market

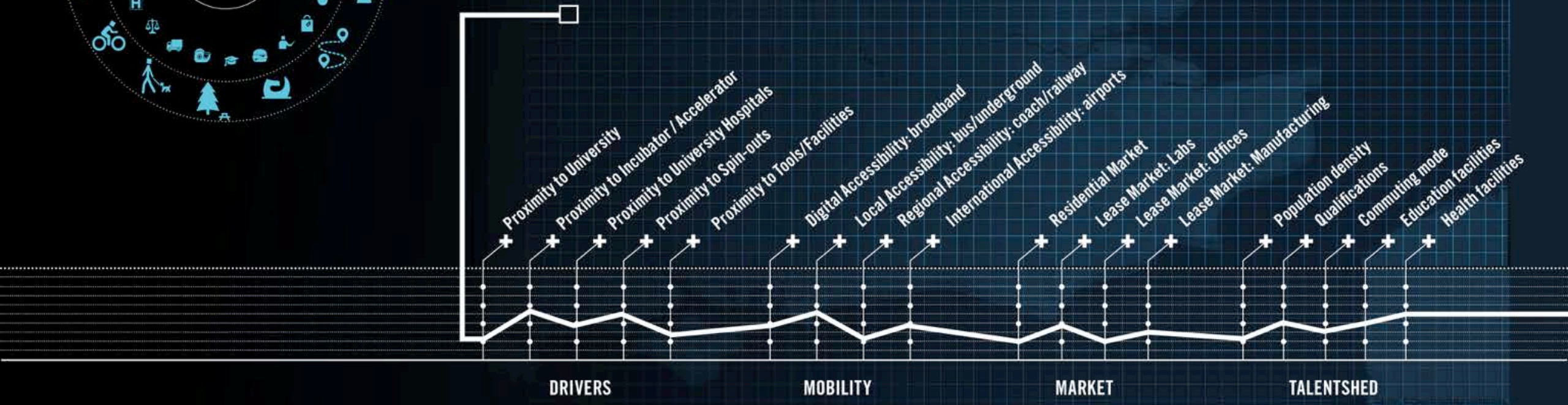
How affordable is the commercial space?
How affordable is the residential market?
Is the housing offer meeting different people's demands?

4. Talentshed

What are the qualifications of the population?
Do these match the employment opportunities?
What are the services people have access to?

Research

What metrics do we need?



Research

Area of interest

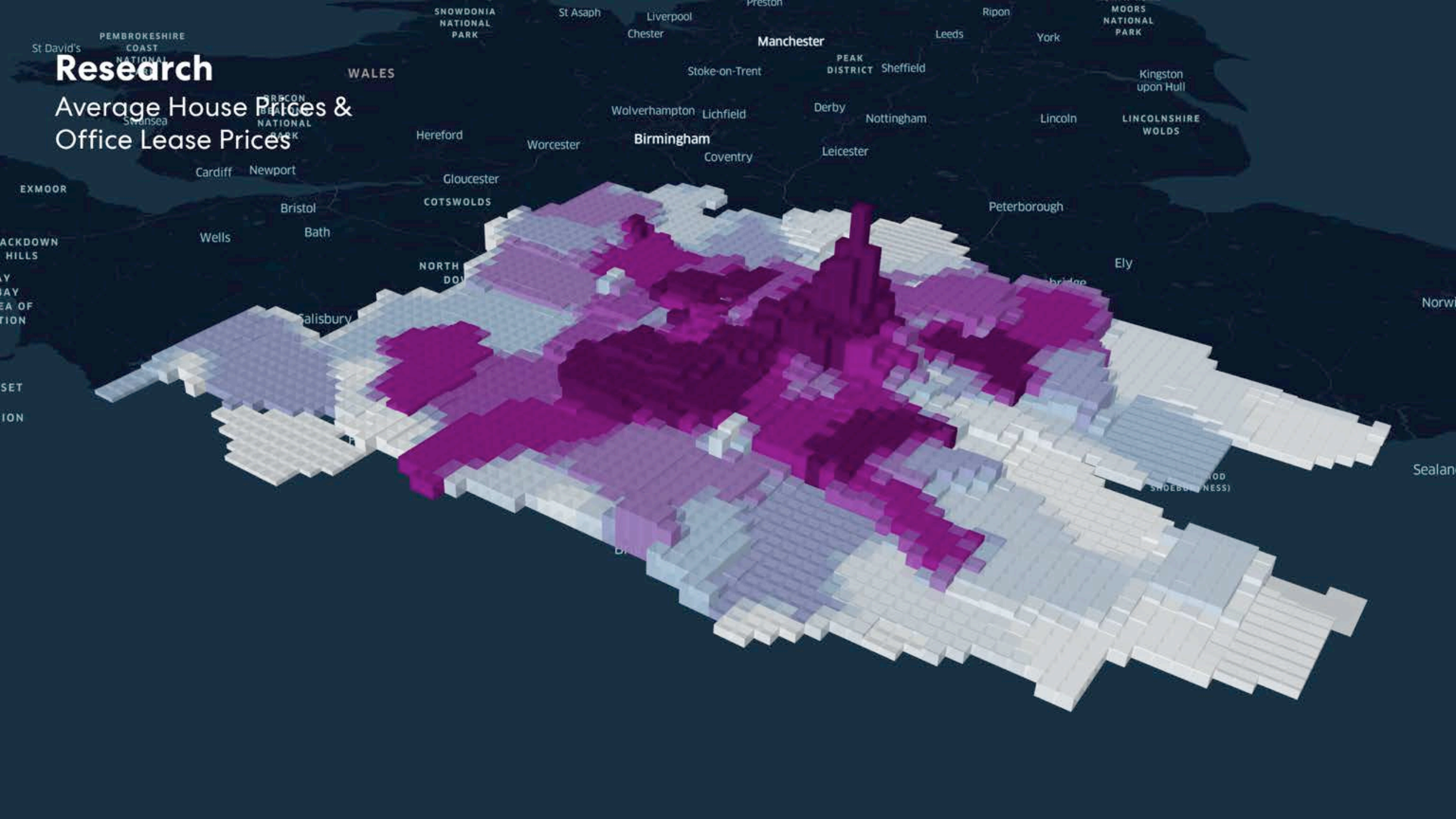
This is a sample area of the south east to demonstrate the area of investigation

Research

Average House Prices

Research

Average House Prices & Office Lease Prices



Research

Average House Prices & Office Lease Prices & Access to Rail-based Transport System

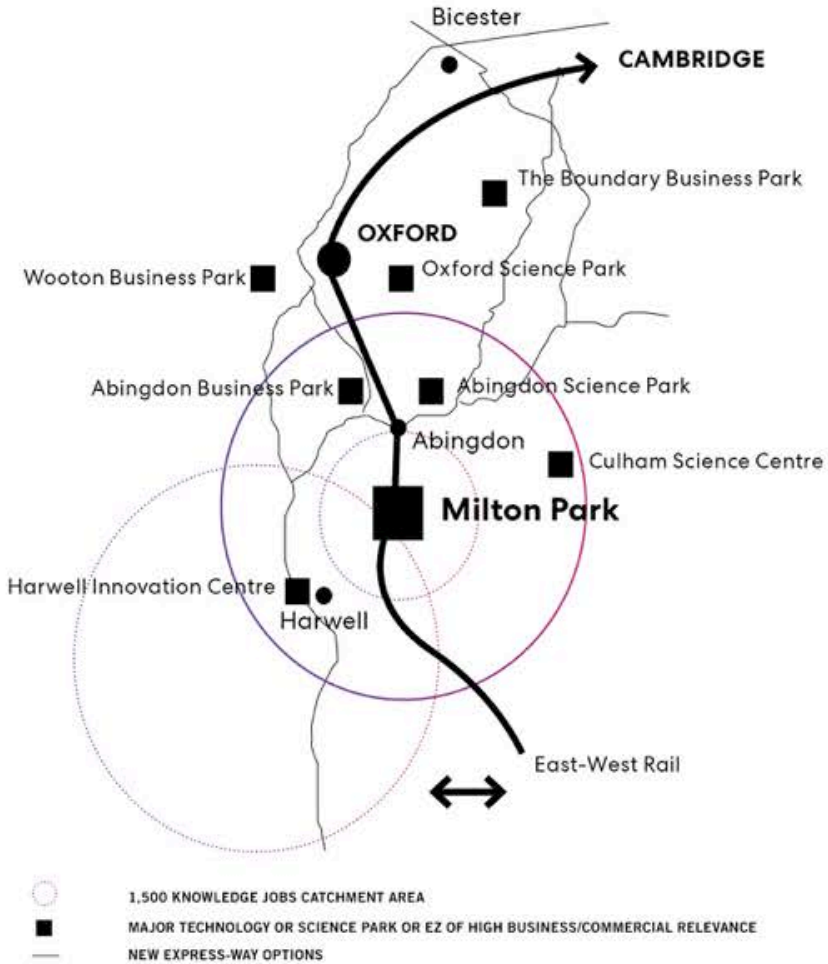
Research

Average House Prices & Office Lease Prices & Access to Rail-based Transport System & University Hospital Locations

The People Perspective: Milton park case study

The People Perspective

Milton Park case study



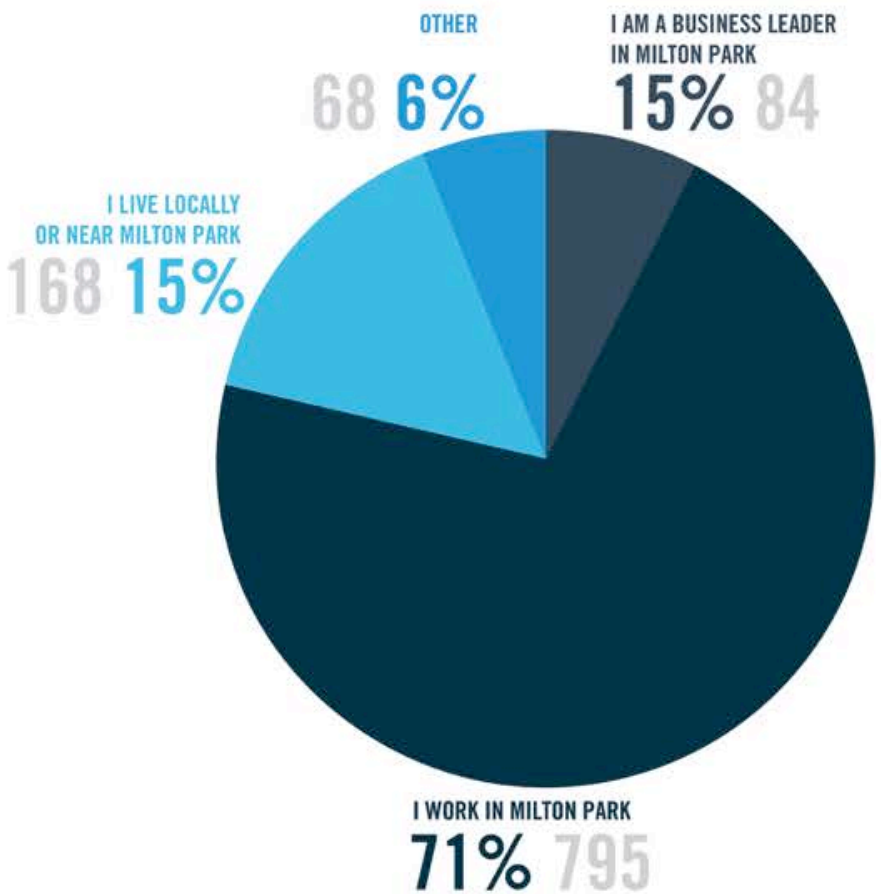
Source: Oxford to Cambridge Express-way Strategic Study Stage 3 Report

20 Spin-outs

Park Wide Survey: Opinion and Ideas

Mixing people opinions with quantitative data

- Four groups of survey responses, self classification, open to all employees within Milton Park.
- 168 respondents identified themselves as living locally as their primary relationship with Milton Park.
- Those identified as Other include Milton Park stakeholders, agents, partners, suppliers, etc.



1119 respondent sample.

Affordability + Demographics

Livability: House Prices

Employee origin and house price bands

The employee postcode origin data from the travel survey can be mapped against house price bands to understand livability patterns.

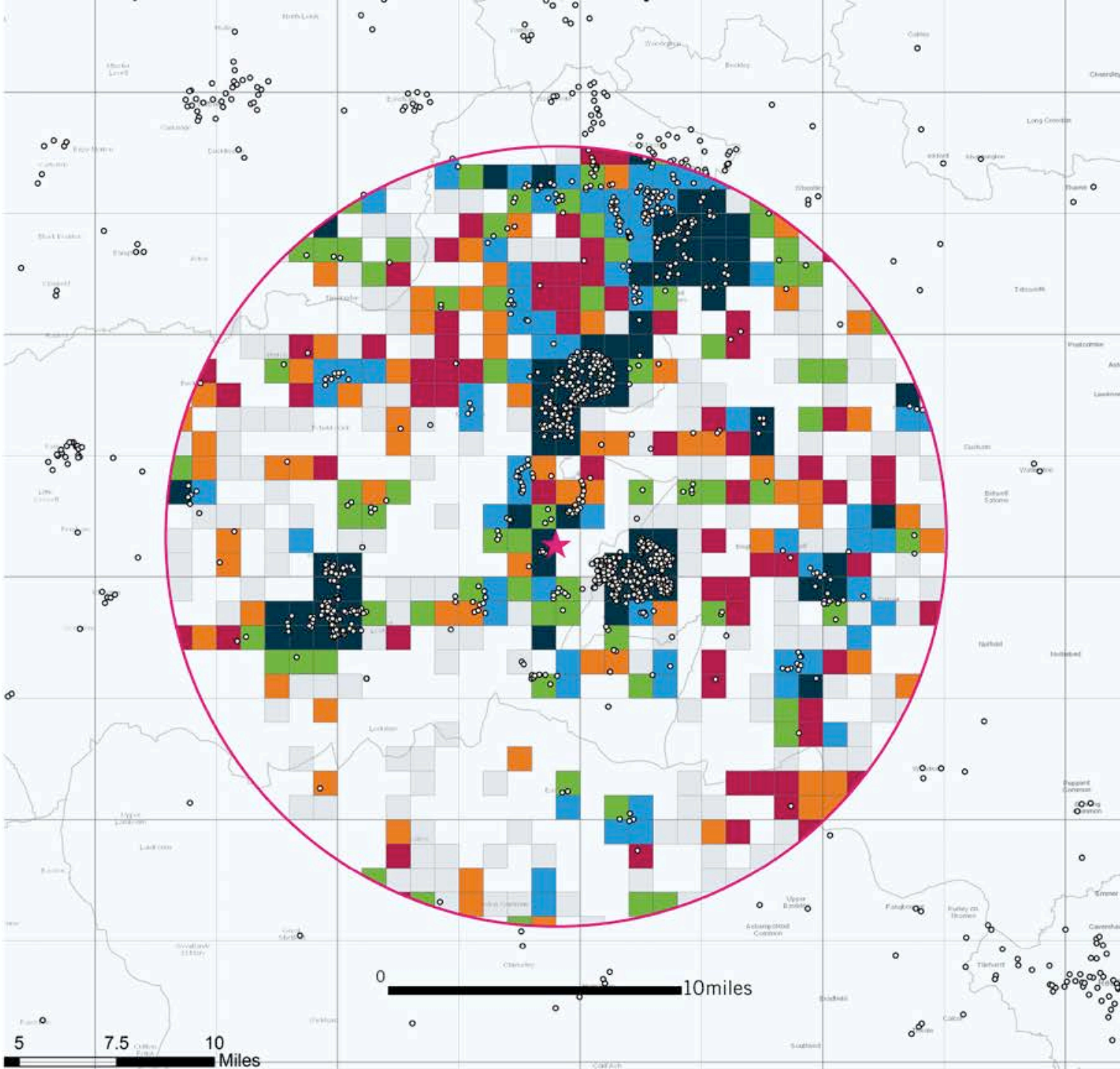
Average house sale prices
Housing price index adjusted
All transactions, 1995-2017

- Bottom 20% quantile (£213,000 - £402,000)
- 21%-40% quantile (£402,000 - £486,000)
- 41%-60% quantile (£486,000 - £595,000)
- 61%-80% quantile (£595,000 - £760,000)
- Top 20% quantile (£760,000 - £2,036,000)

Grids with <10 transactions shown in grey

- Local Authority Boundaries
- 10KM*10KM grid
- 5KM*5KM grid
- Milton Park
- Zone around a 10-mile radius from Milton Park
- Travel Survey Respondent Journey Origins

Data Source: Milton Park Travel Survey 2017

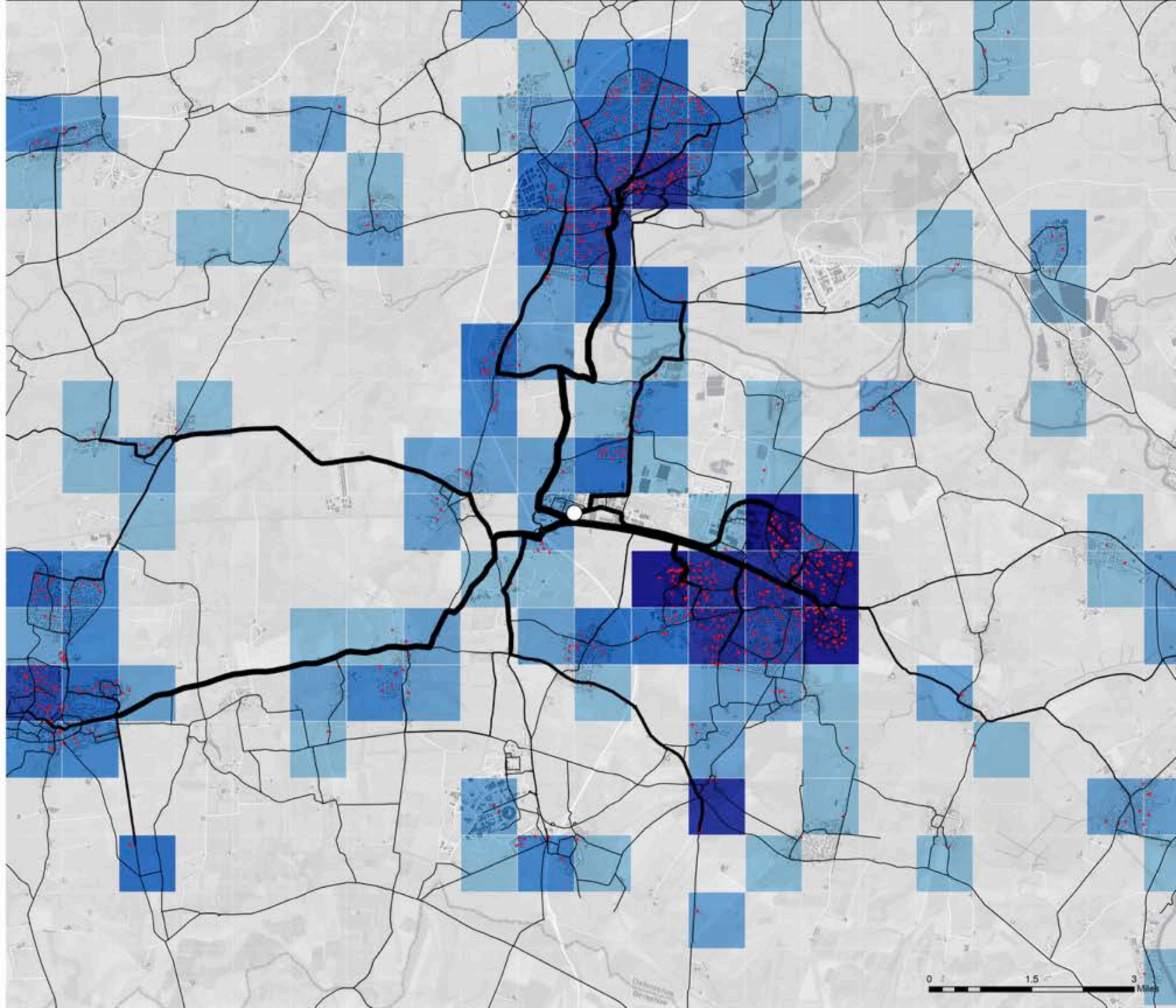


Connectivity Analysis

Movement

Existing cycling network

The cycling network has been built based on biker experience as shown in Strava Heatmaps as a representative of avid cyclists.



Data Source: Milton Park Travel Survey 2017 /
OS Local Map / Strava Heatmap

Connectivity Analysis

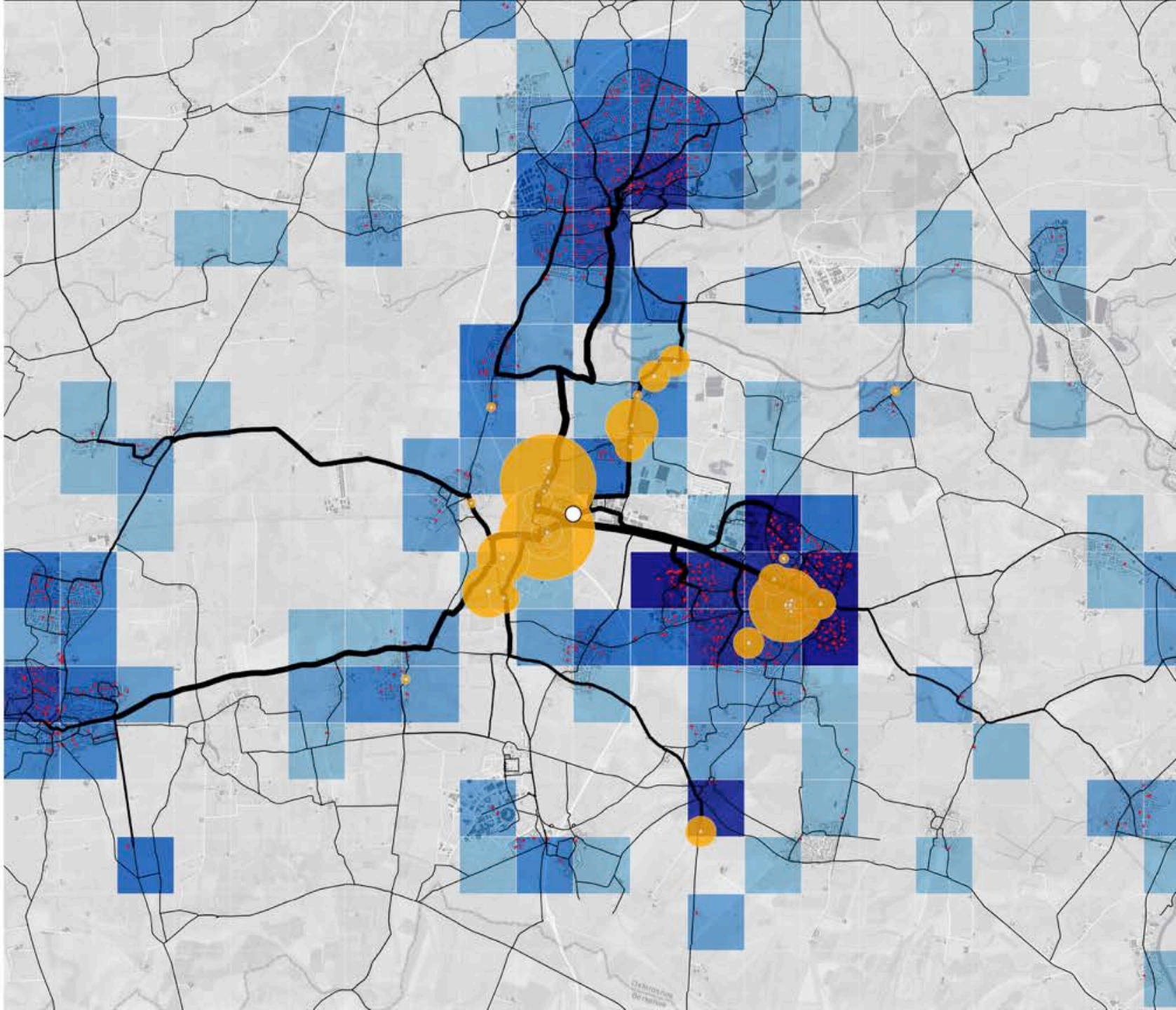
Movement

Existing cycling network

Existing cycling network

+ LIVABILITY

Main activities mentioned in Stakeholder Survey



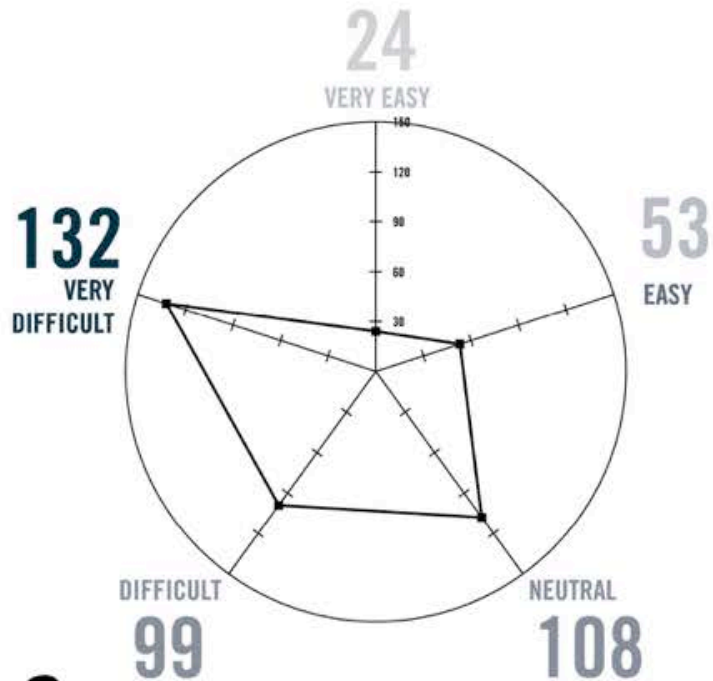
Data Source: Milton Park Travel Survey 2017 / OS Local Map / Strava Heatmap

Survey Results

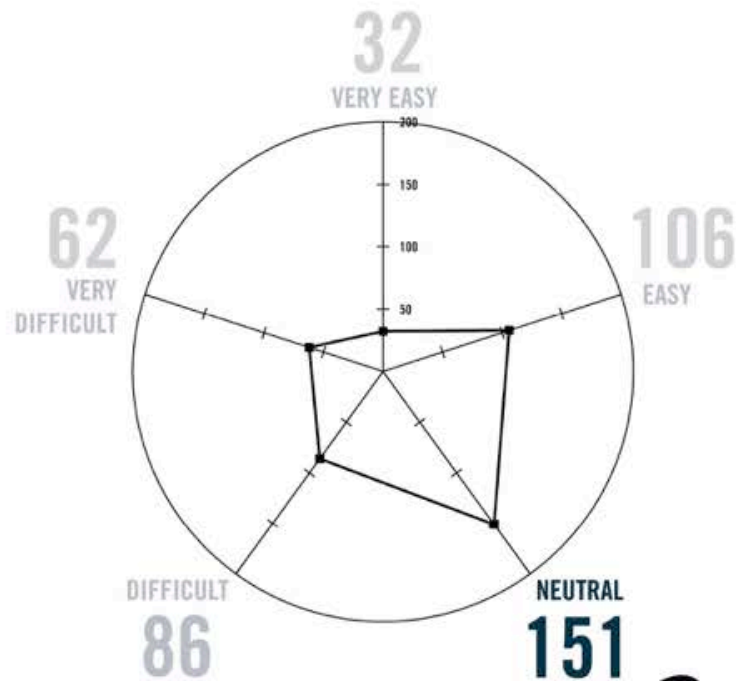
How easy is it to get to Milton Park?

- Walking to Milton Park is perceived to be very difficult whilst cycling is seen as neutral.
- Similar questions in relation to driving identified the site as easy to access by car.

ACTIVE MOBILITY



WALKING



CYCLING

Connectivity Analysis

Movement

Active commuting

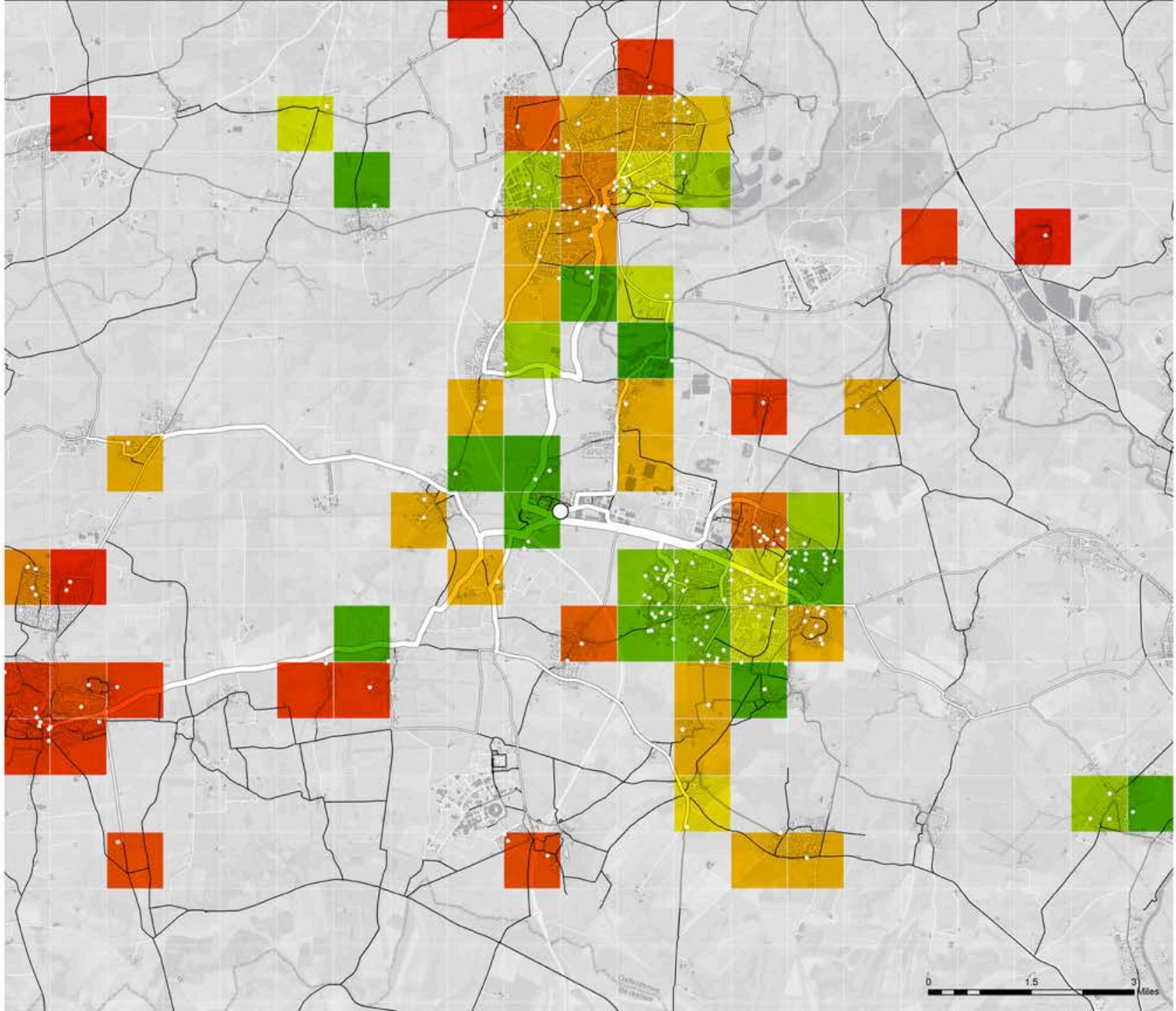
+ USER EXPERIENCE

Current perception of the ease of cycling

Very Easy

Very Difficult

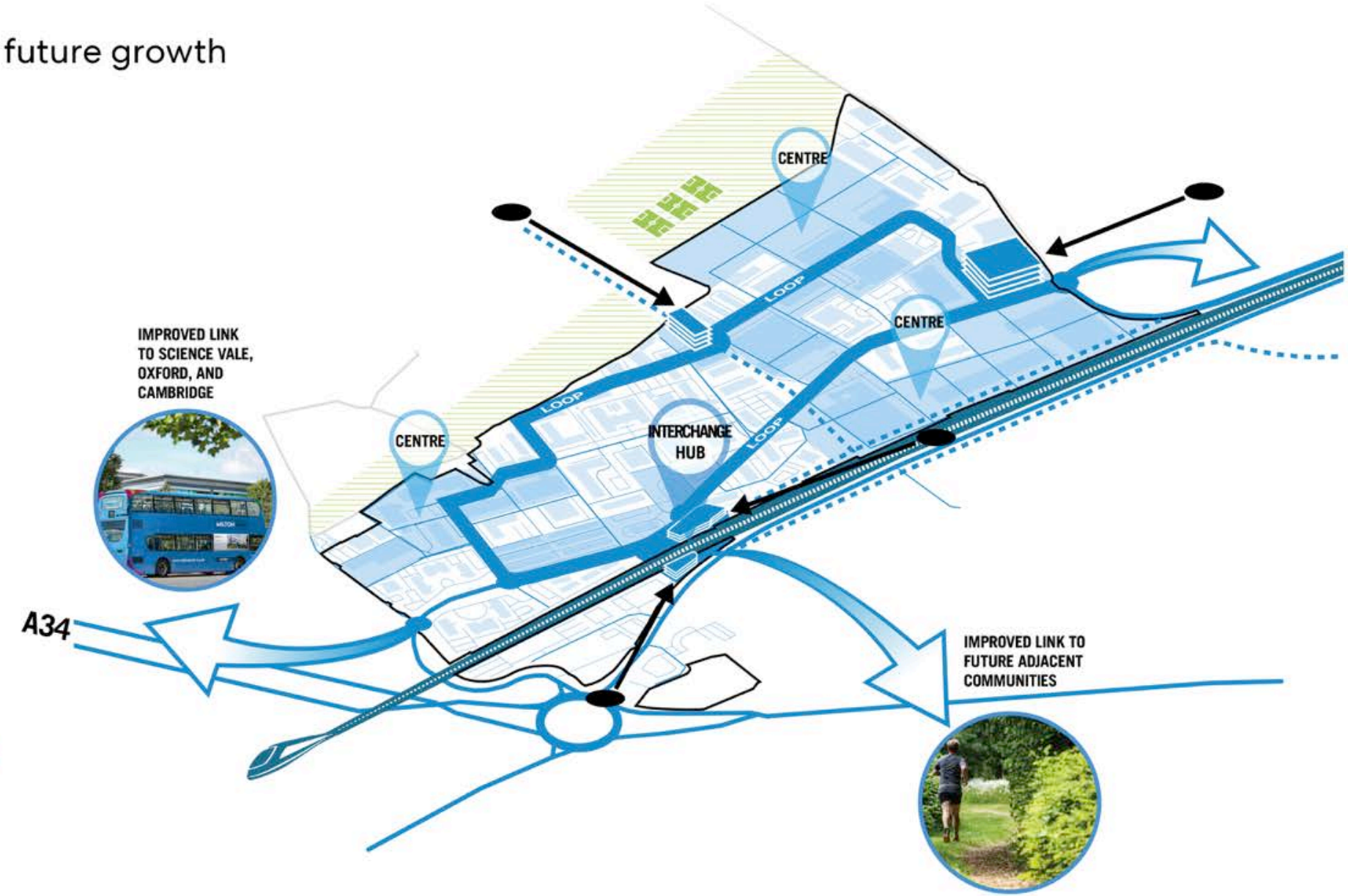
Data Source: Milton park Vision 2040 Survey/
OS Local Map / Strava Heatmap



Masterplan

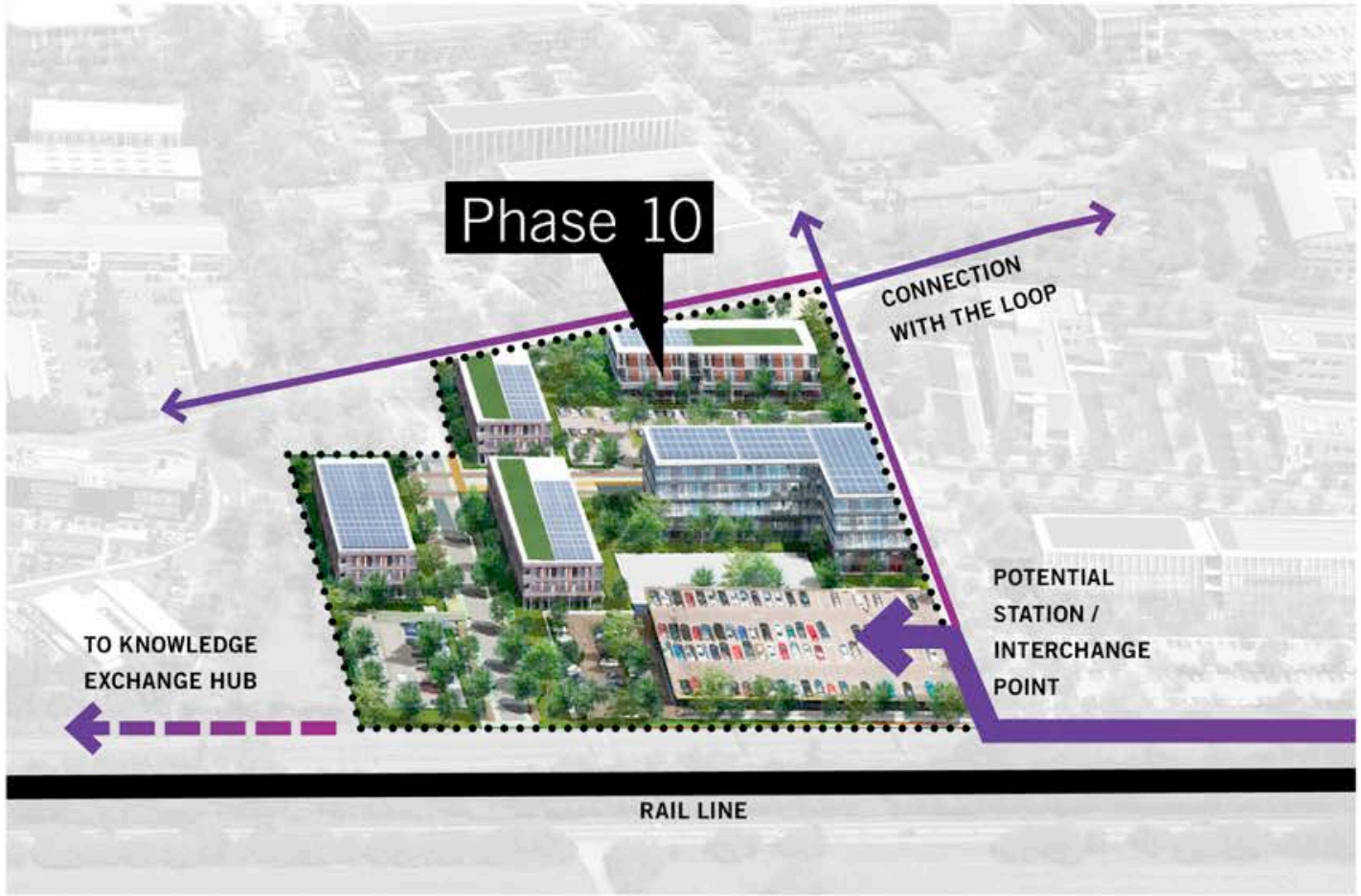
Creating a framework for future growth

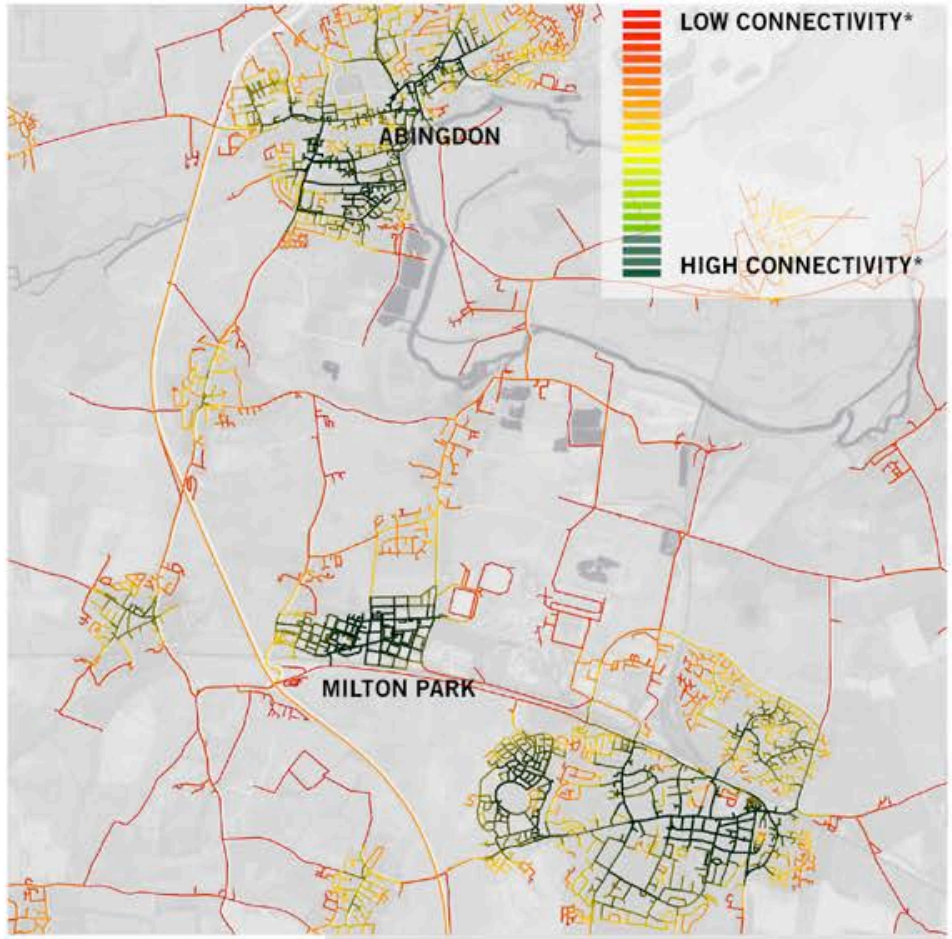
- ACCESSIBILITY
- STEWARDSHIP
- IDENTITY
- EXPERIENCE
- ADAPTABILITY
- IMPLEMENTATION



Sustainable Growth

Applying Design Principles





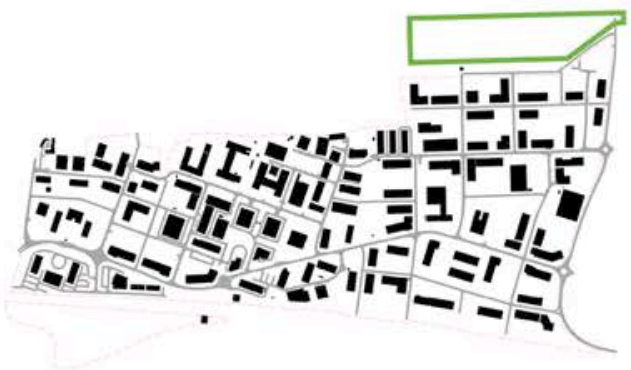
**Connectivity calculated as length on the network within a walkable radio.*

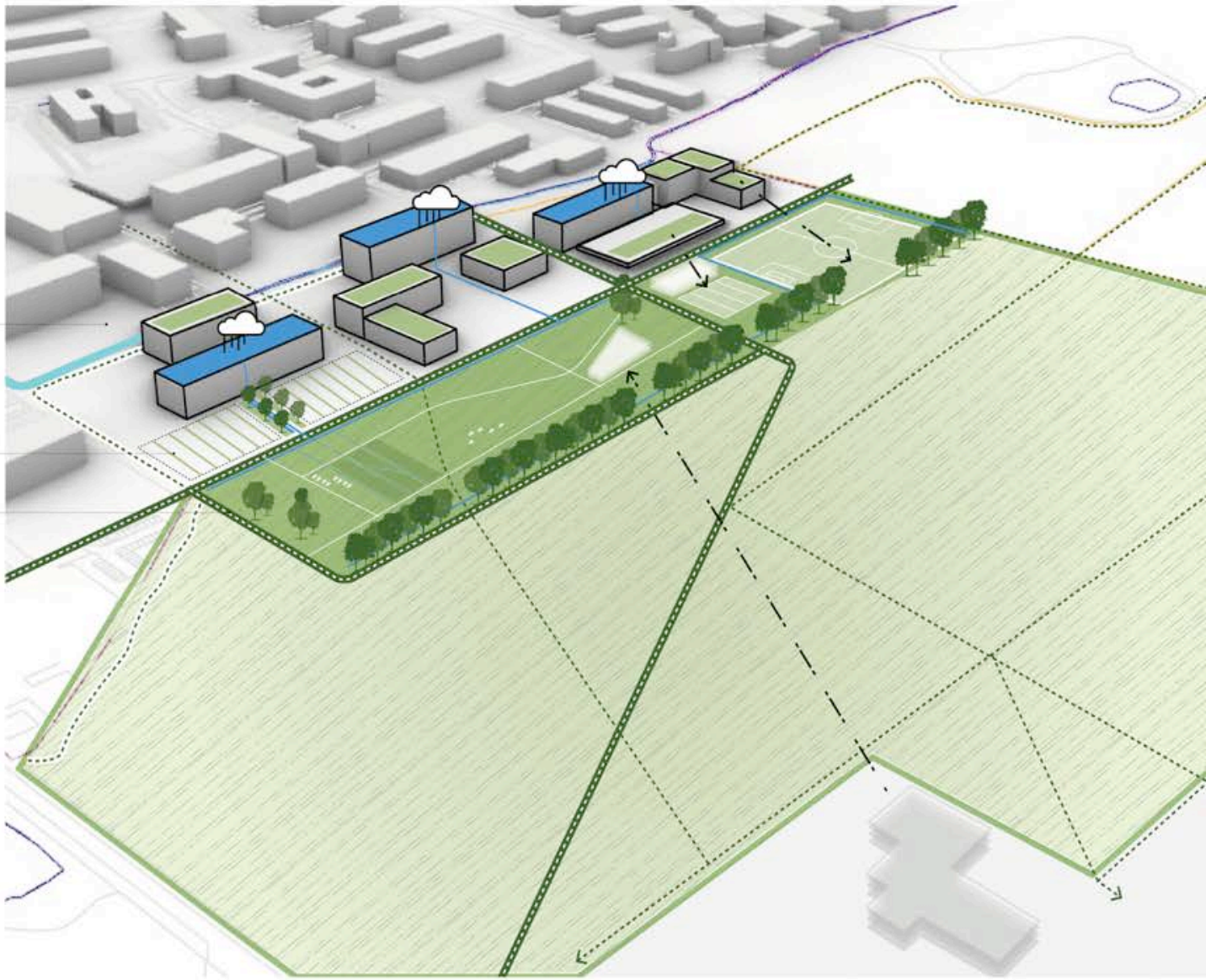
Source: Cooper, C., Chiaradia, A., Webster, C. (2016) Spatial Design Network Analysis, Cardiff University, www.cardiff.ac.uk/sdna/

Resiliency

Landscape Identity

Maximize landscape value
Community engagement “changer”
Increase live-work-play balance
Minimize peak hour effect
Minimize flooding risks

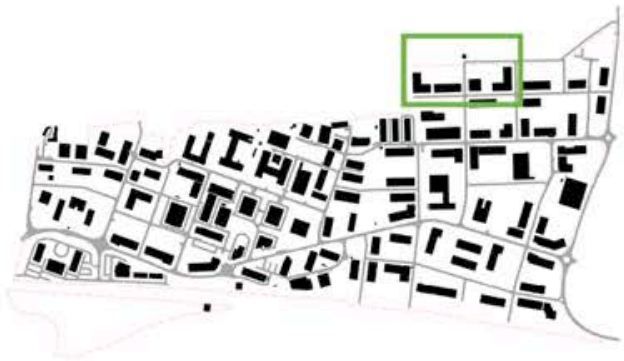




Resiliency

Energy/Resources

Reduce peak runoff
Reduce external energy demand
Reduce water for demand for non-potable uses
Offset clean energy back to the grid
New energy centre both generator and back-up source



Near Term

Mobility and community projects

BIKE TRAILS

CYCLE CONNECTION TO ABINGDON AND OXFORD

A new dedicated lane

SPORTS

Sports and Recreation for employees and community

New Substation to power future demand

SUPPORT SYSTEMS

Micro-mobility options

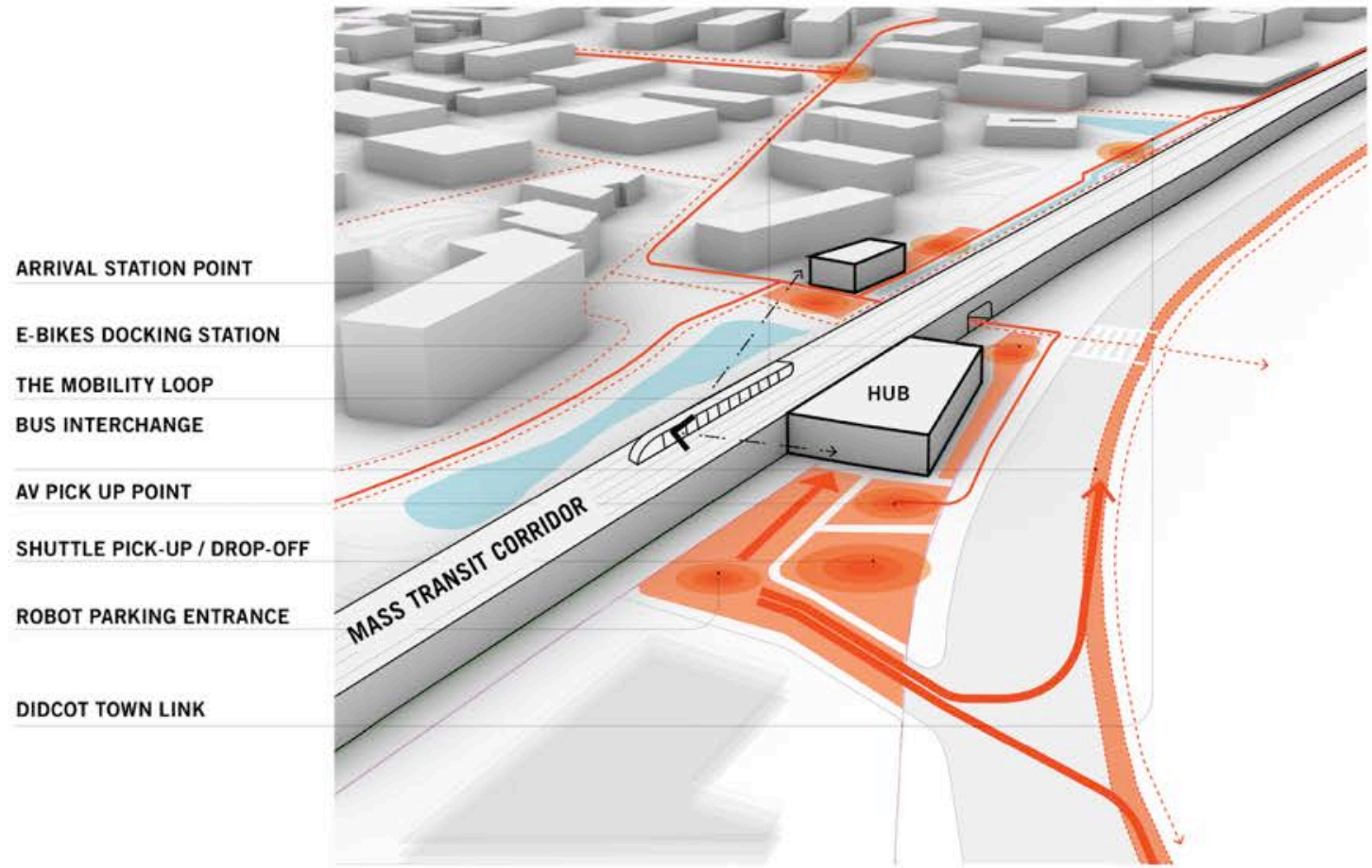
THE LOOP

Aims for the future

Data to inform design

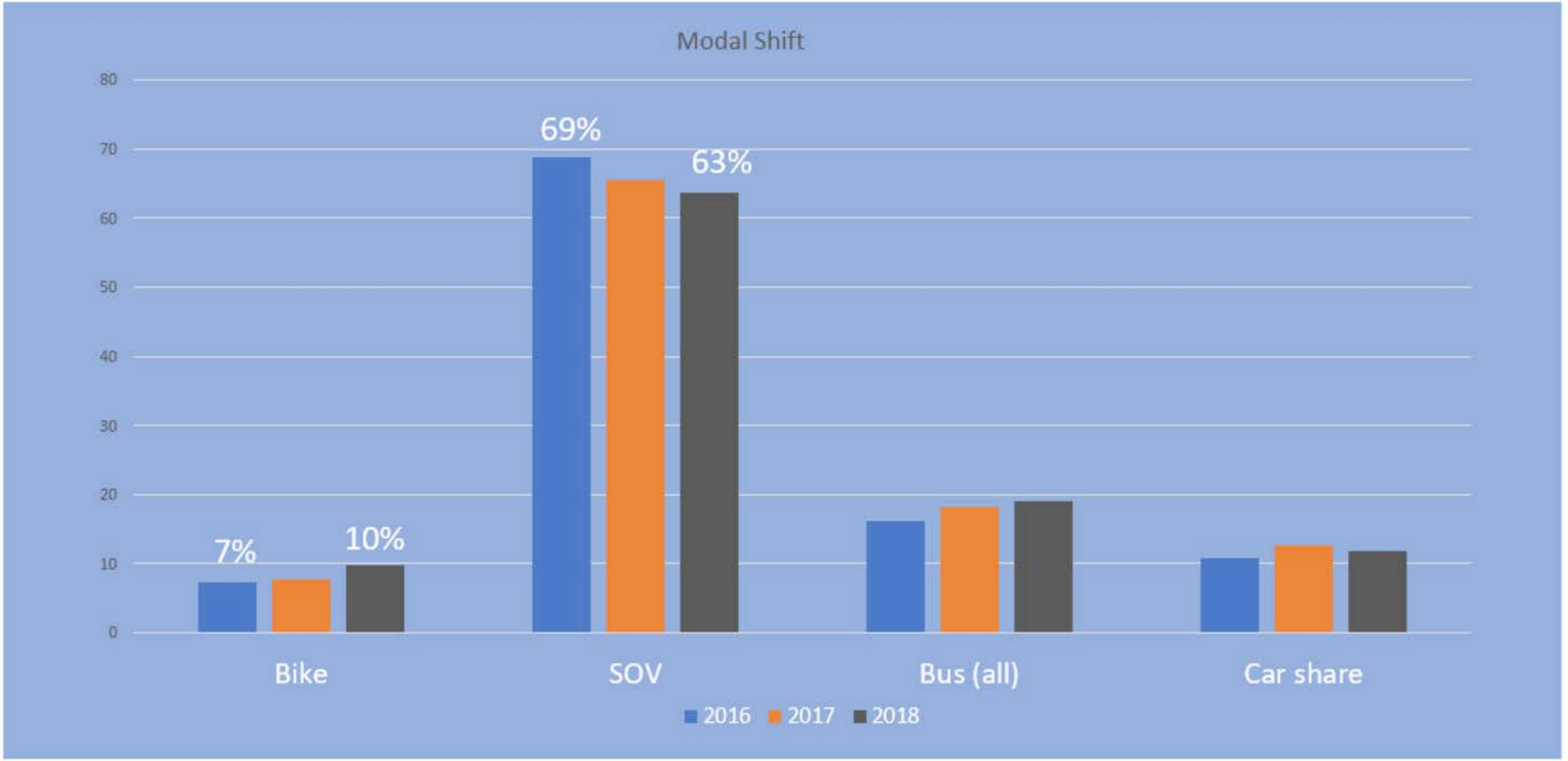
Aim is to reduce single occupancy car mode to no more than 35% by 2040 and 65% of journeys to be sustainable modes.

- Grow cycling mode share to 25%
- Grow bus use to 25%
- Car share, new demand-responsive bus services, autonomous taxis and pods – 15%
- Parking strategy
- Incentives and rewards



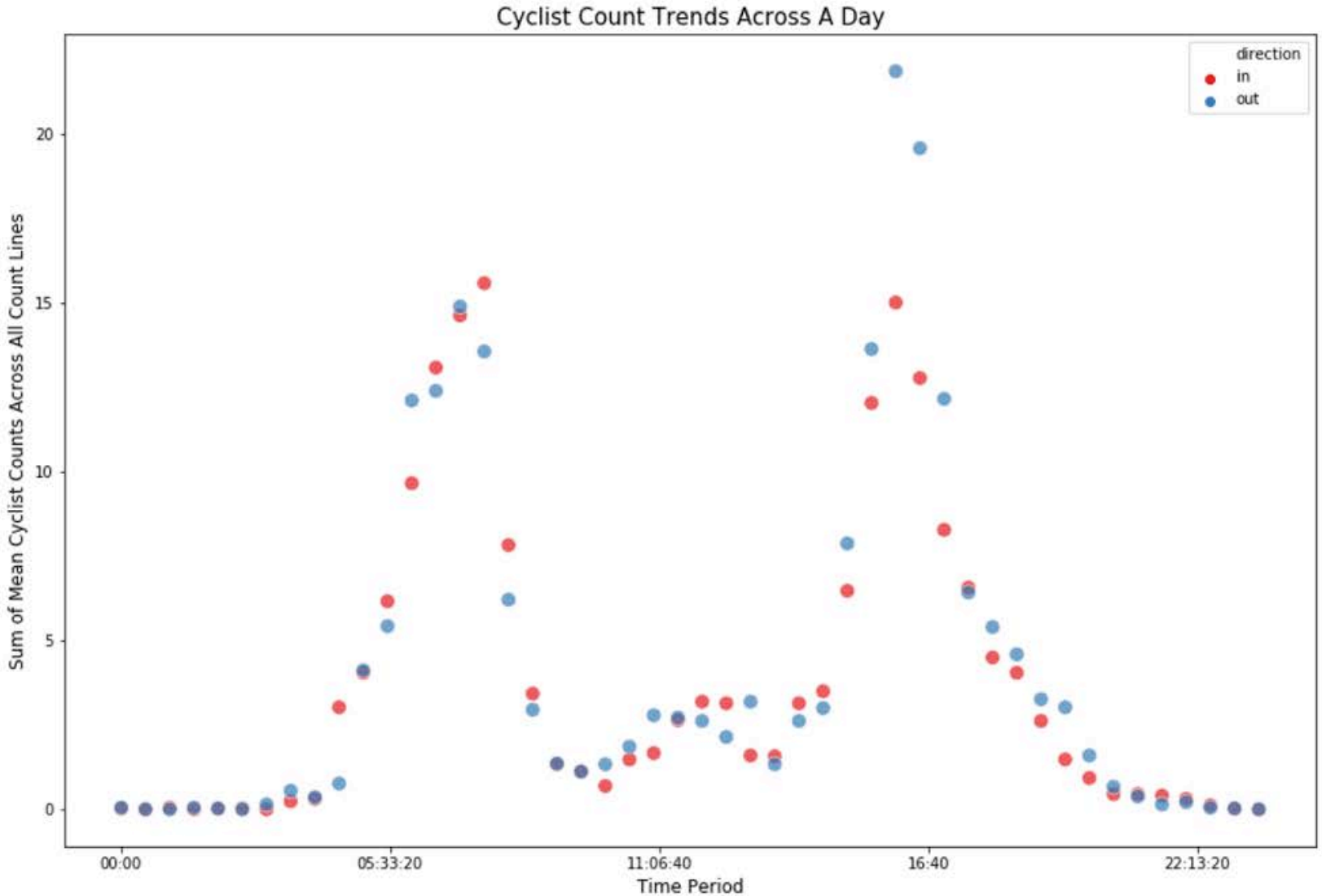
Data to inform design

3 years of travel surveys



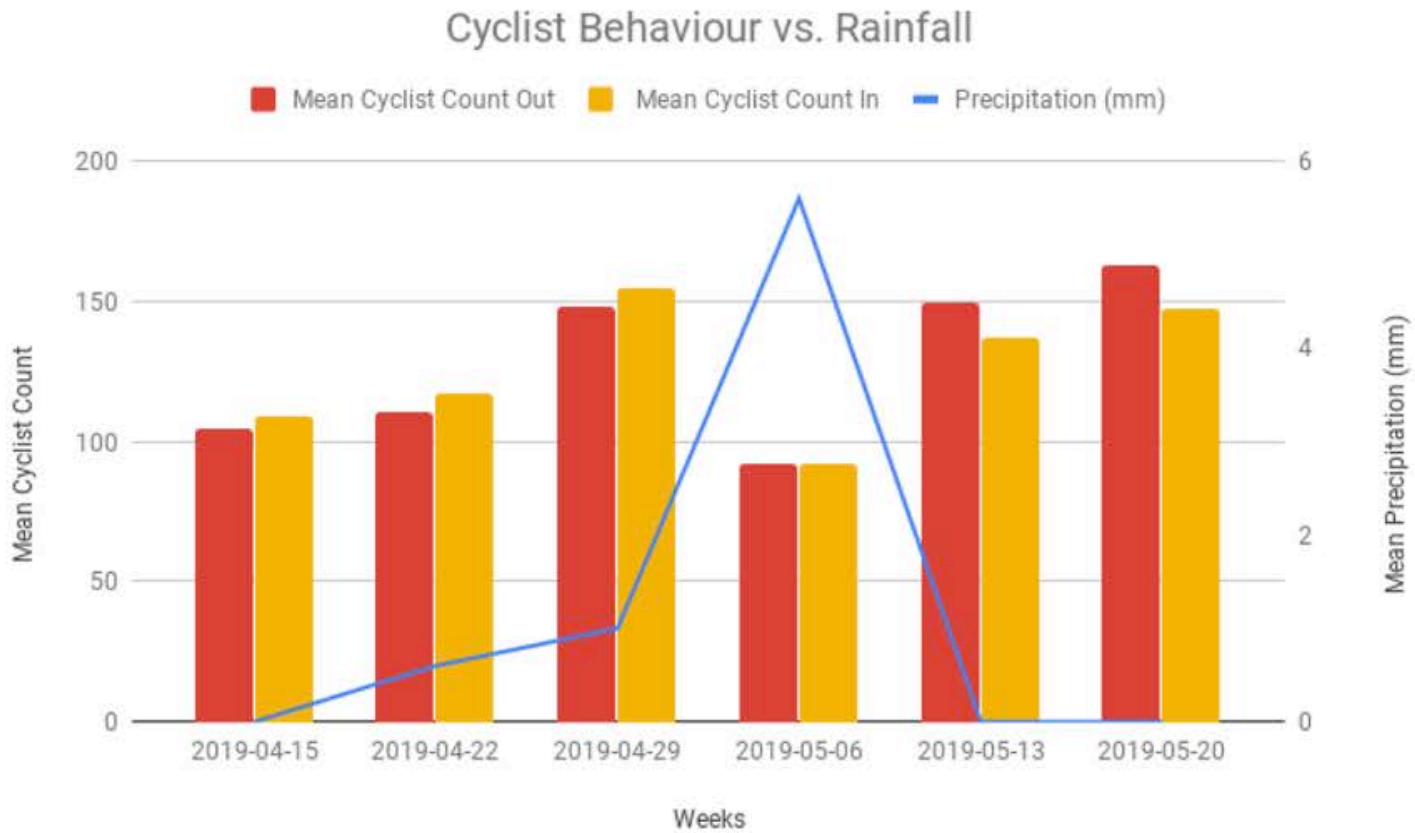
Data to inform design

New sensor data



Data to inform management

New sensor data



The Future of Productive Neighbourhoods

Key Plan

The Future of Productive Neighbourhoods

Key Plan

The Future of Productive Neighbourhoods

The Future of Productive Neighbourhoods

Happier & healthier places to:

Attract and retain employees

Facilitate investment and funding

Strengthen communities & improve productivity

Be a part of the conversation