

WHAT MAKES A LIVEABLE CITY?

Places, mobility and the good life: How to make people happy
Santarcangelo di Romagna 07 Dicembre 2023



Urban Living





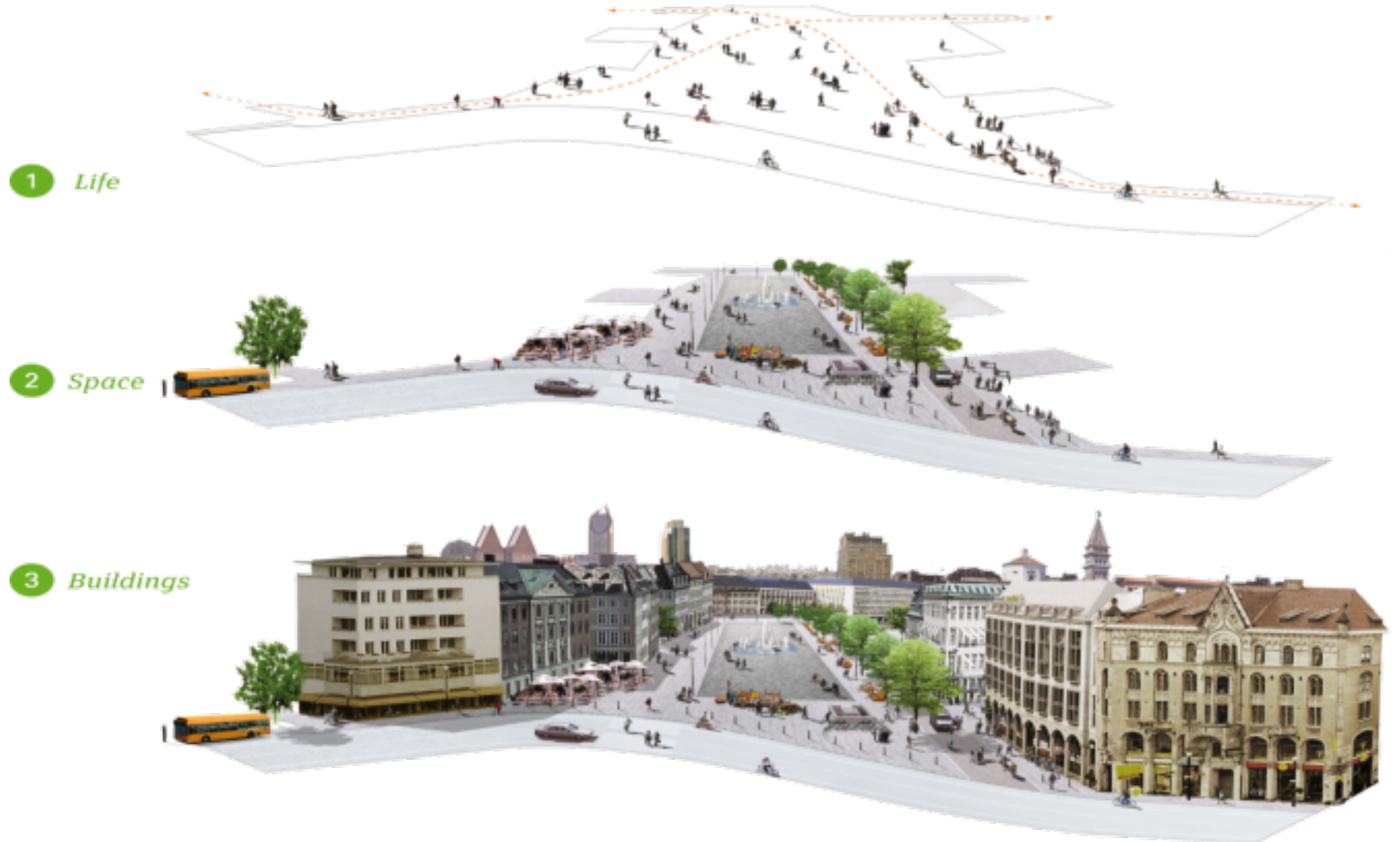
futuro
presente





Urban Living

Our Methodology



CO-CREATION

**“Tell me and i will forget.
Show me and i will remember.
Involve me and i will understand.
Step back and i will act.”**

Old Chinese proverb

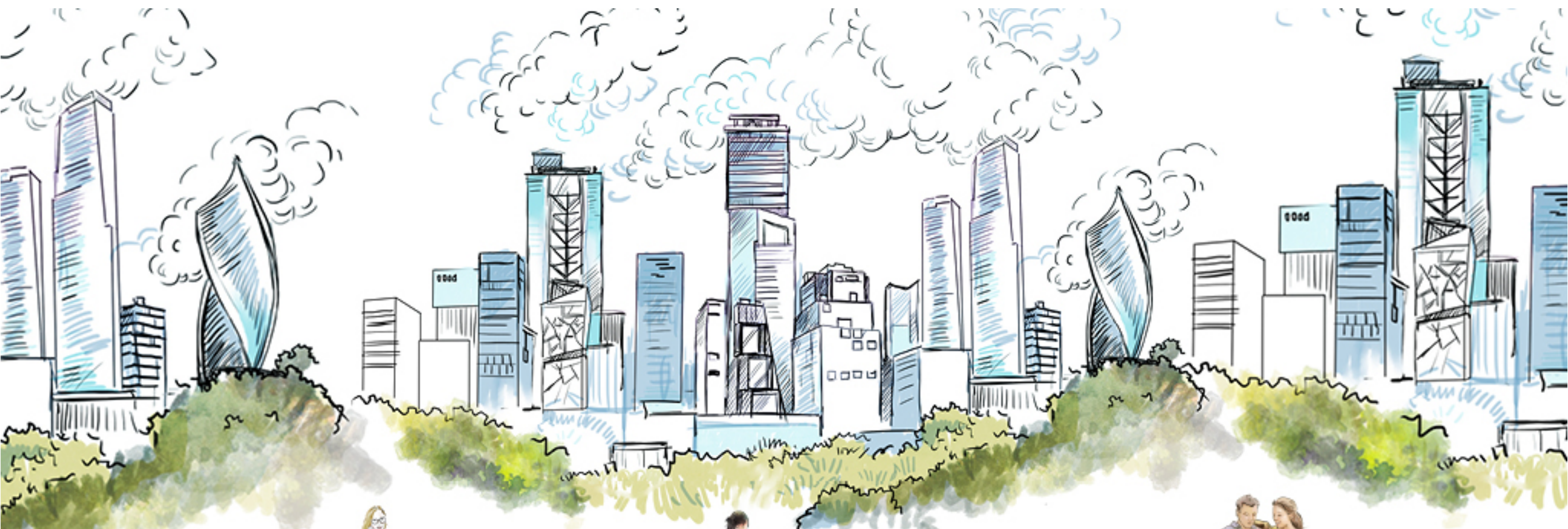


CBRE

At a time when
technology allows us to
work anywhere....
we all want to be
somewhere



Urban Living



PLACE

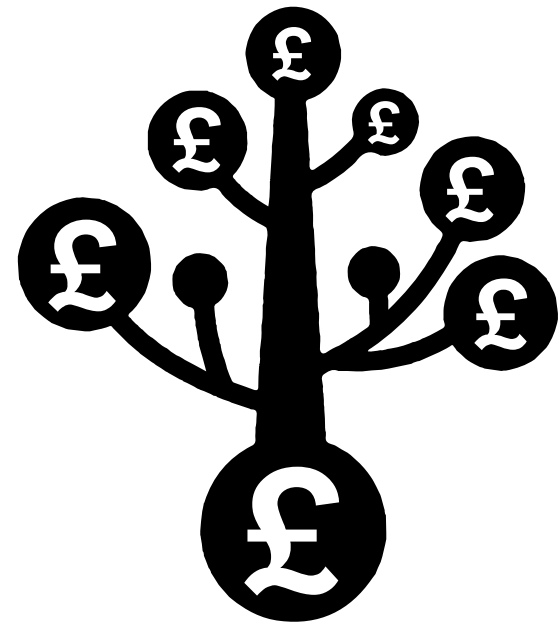


MAKING

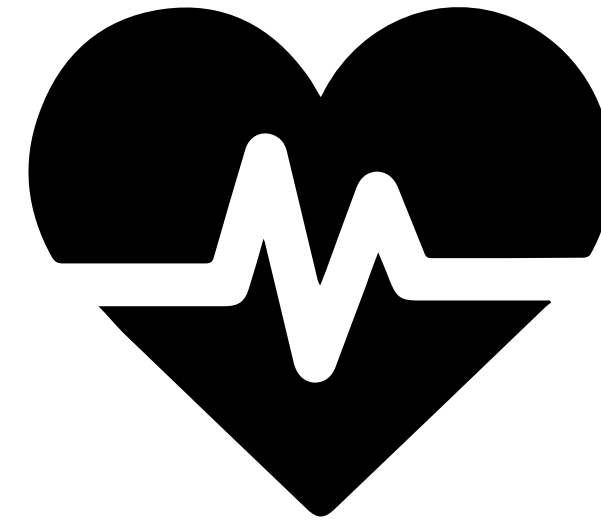


VALUE AND THE PUBLIC REALM

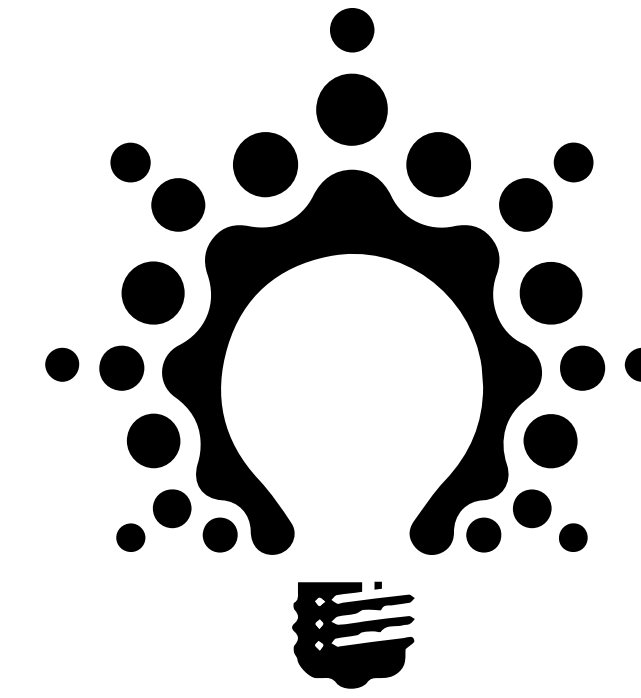
PLACEMAKING IS IMPORTANT...



INVESTMENT –
NEW
FUNDAMENTALS

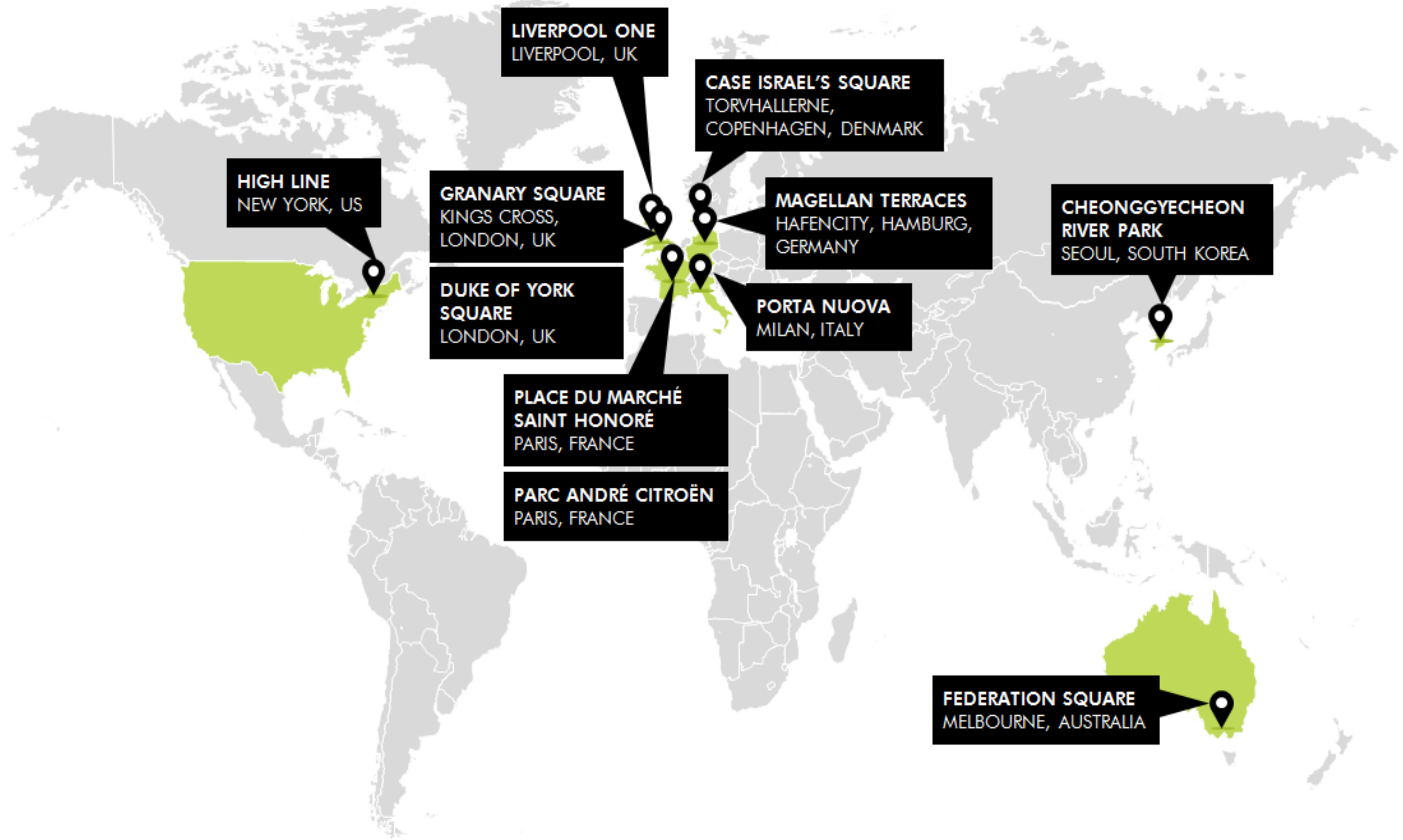


WELLBEING –
RETURN TO
CITY LIVING



THE
CREATIVE
ECONOMY

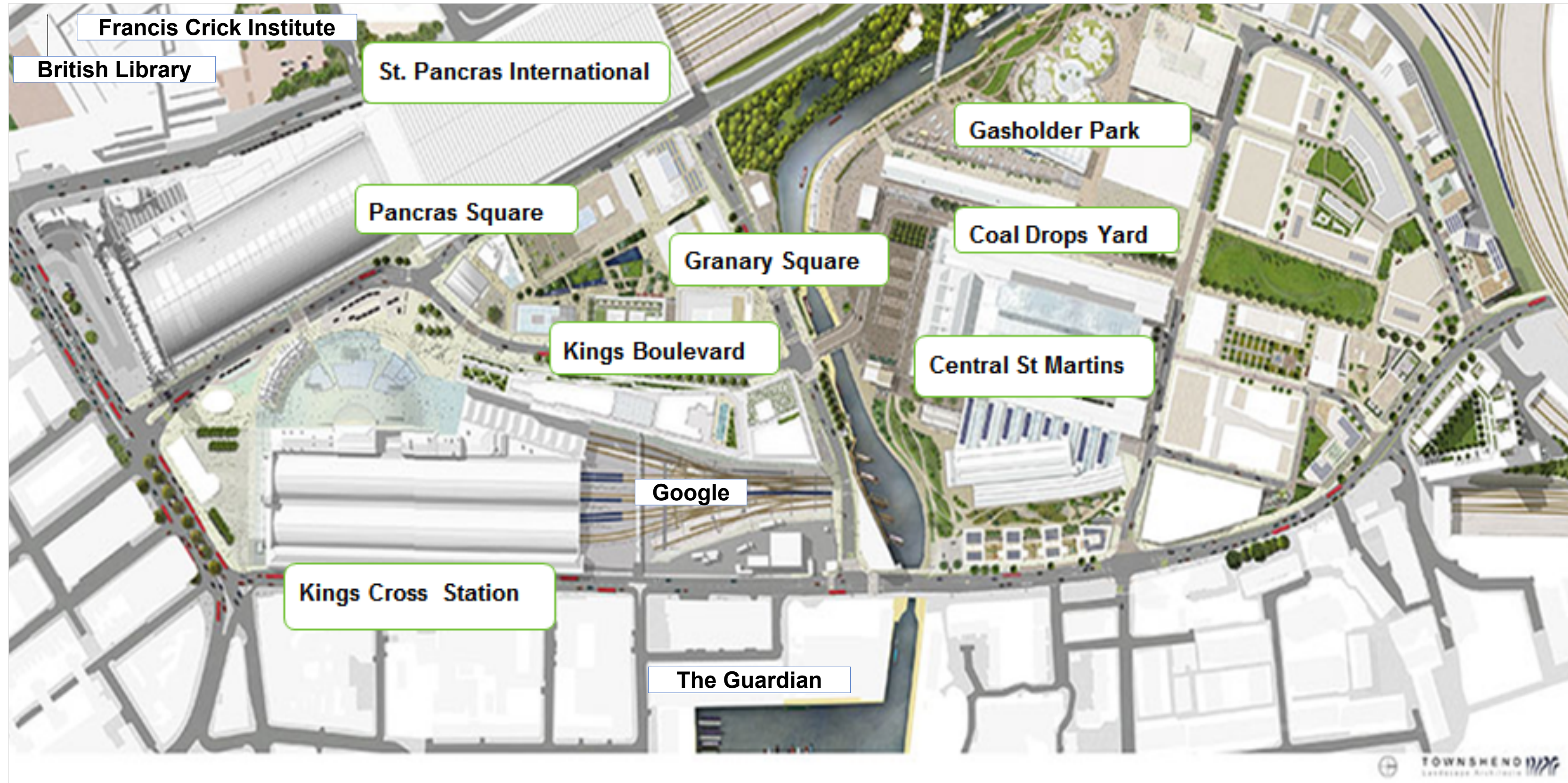
The case studies



Granary Square, Kings Cross

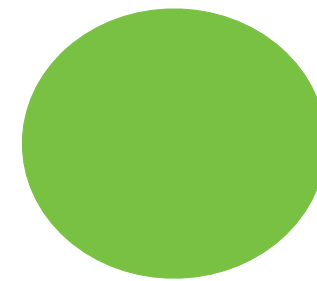


Granary Square, Kings Cross

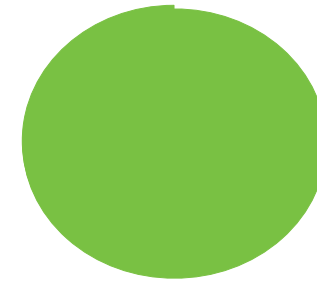


What was the result?

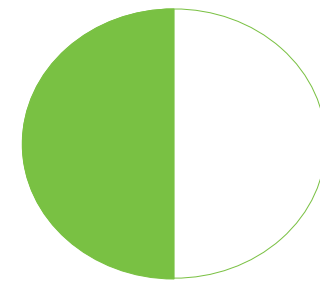
PROTECTION



Feeling safe

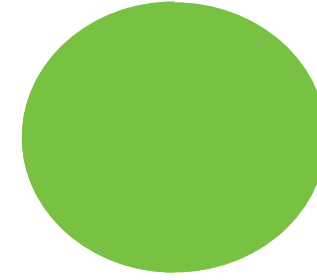


Feeling secure

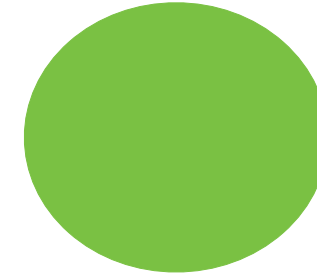


Micro Climate

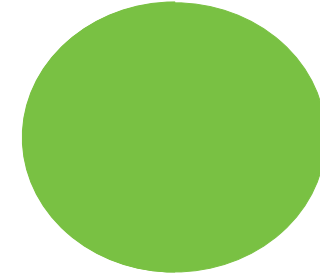
COMFORT



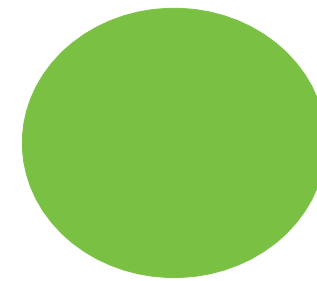
Connected



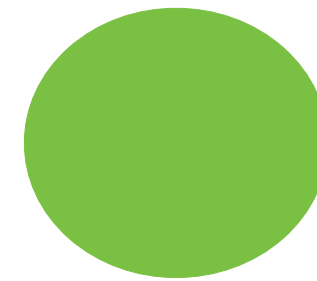
Walkable



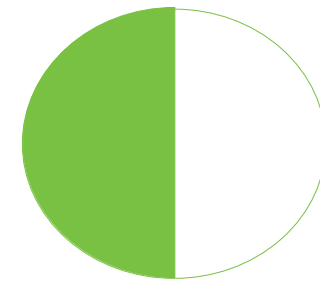
Sit & Stay



Seeing

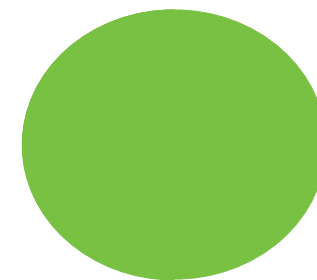


Talk & Listen

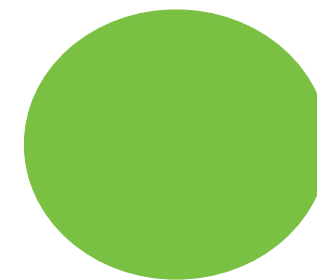


Activity & Functions

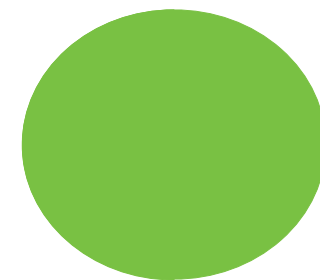
ENJOYMENT



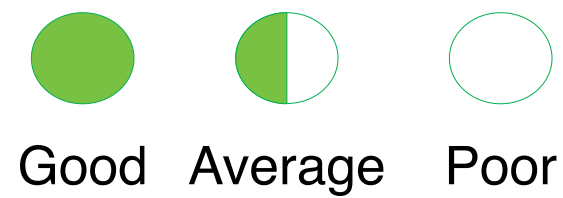
Human Scale



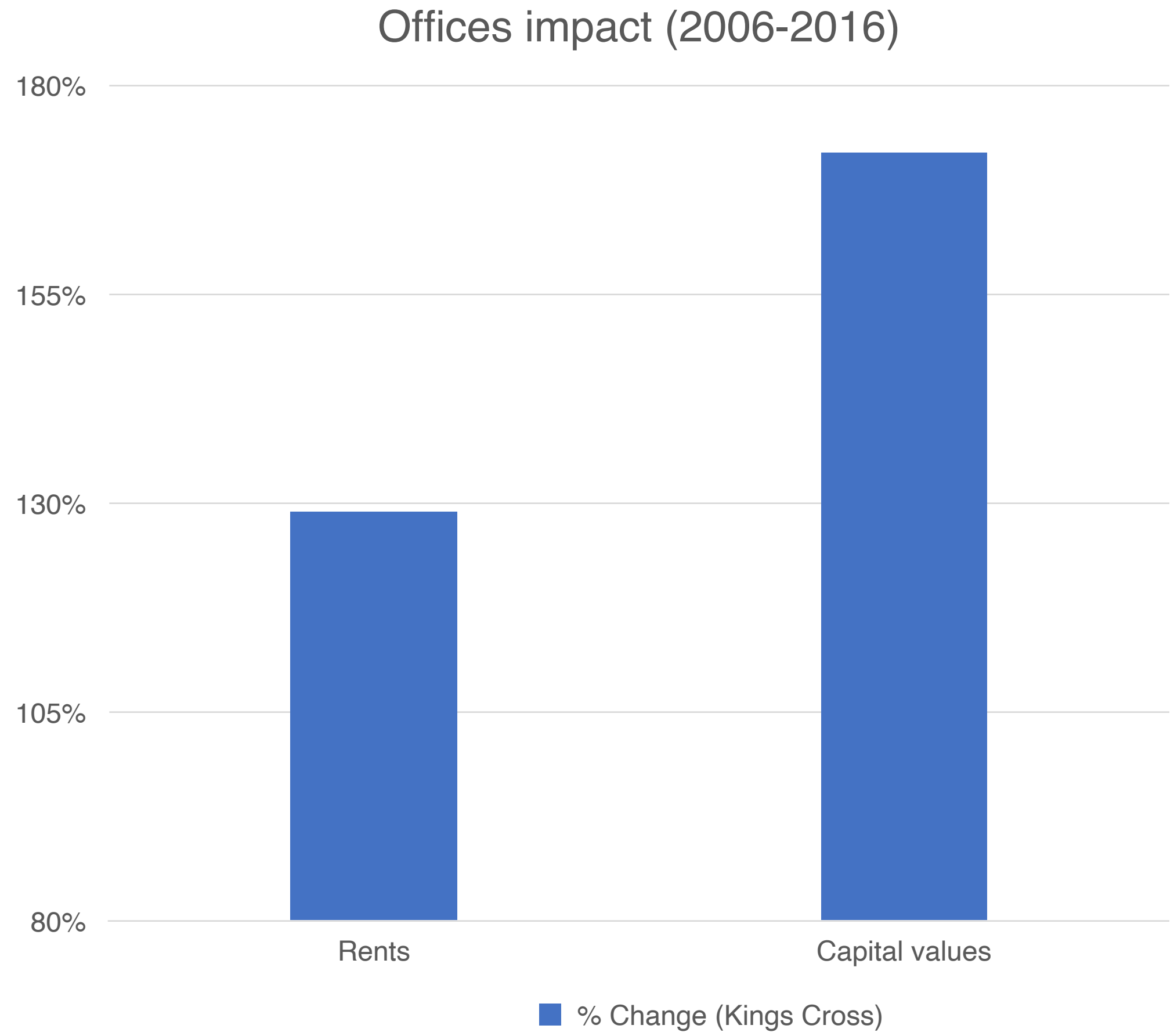
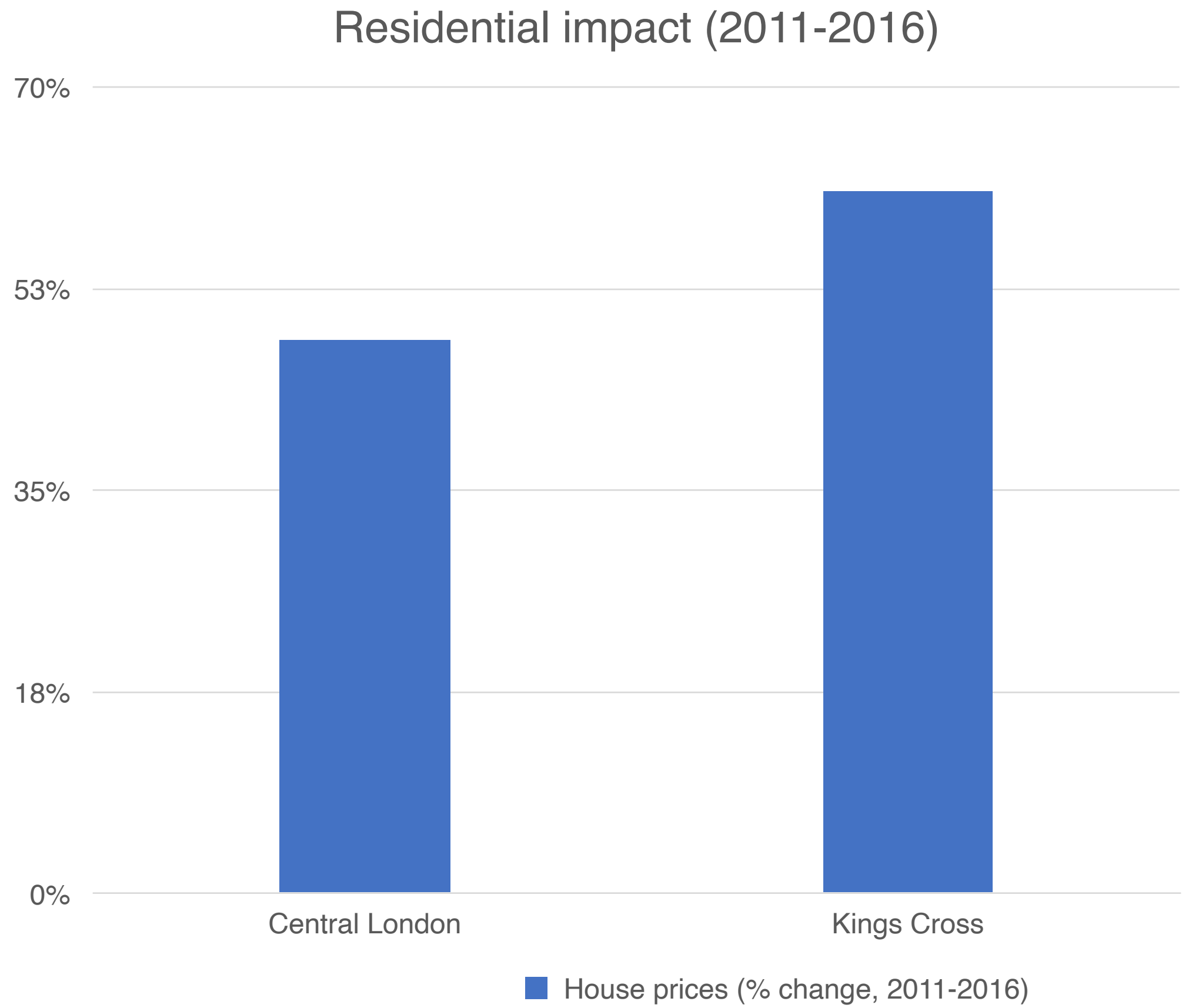
Identity



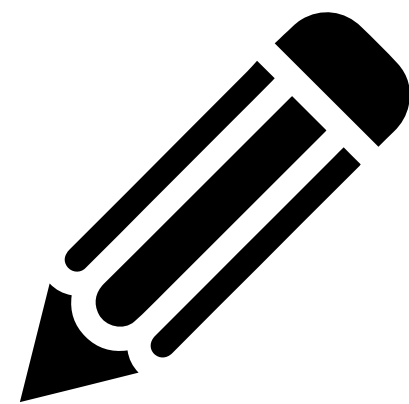
Senses



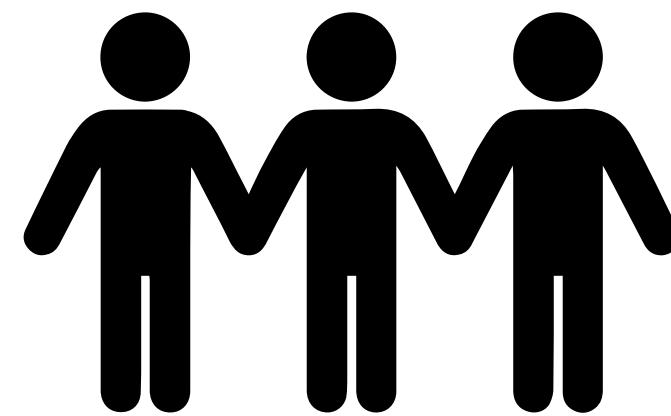
WHAT WAS THE RESULT?



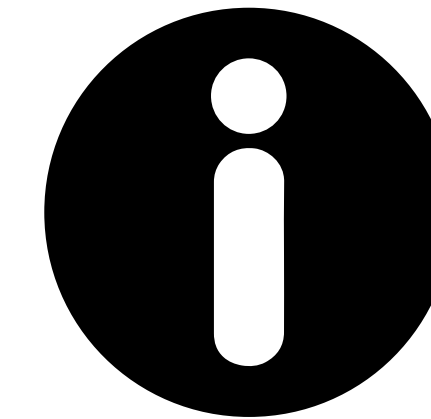
WHAT HAVE WE LEARNED?




VALUE CANNOT BE
BOUGHT...
IT HAS TO BE **CREATED**



THE **HUMAN**
EXPERIENCE IS
FUNDAMENTAL



PLACEMAKING
IS ALL ABOUT **CONTEXT**

A woman wearing a yellow headscarf and a white long-sleeved shirt is driving a white Suzuki scooter. A young child is seated in front of her, and an elderly woman is seated behind her. The elderly woman is wearing a blue and orange sari and has a blue bag with a globe design on her back. They are on a city street with several cars in the background. The text "EVERYONE WANTS PROGRESS - NO ONE WANTS CHANGE." is overlaid on the left side of the image.

**EVERYONE WANTS
PROGRESS - NO
ONE WANTS
CHANGE.**

Soren Kirkegaard







小型 | 小型 | 混合 | 大型
车道 | 车道 | 车道 | 车道
60 | 60 | 50 | 40

禁止停车
禁止货车
自行车



Before **Place** – Place is made



Urban Living



Urban Living



Place – Place is value



Urban Living





Urban Living











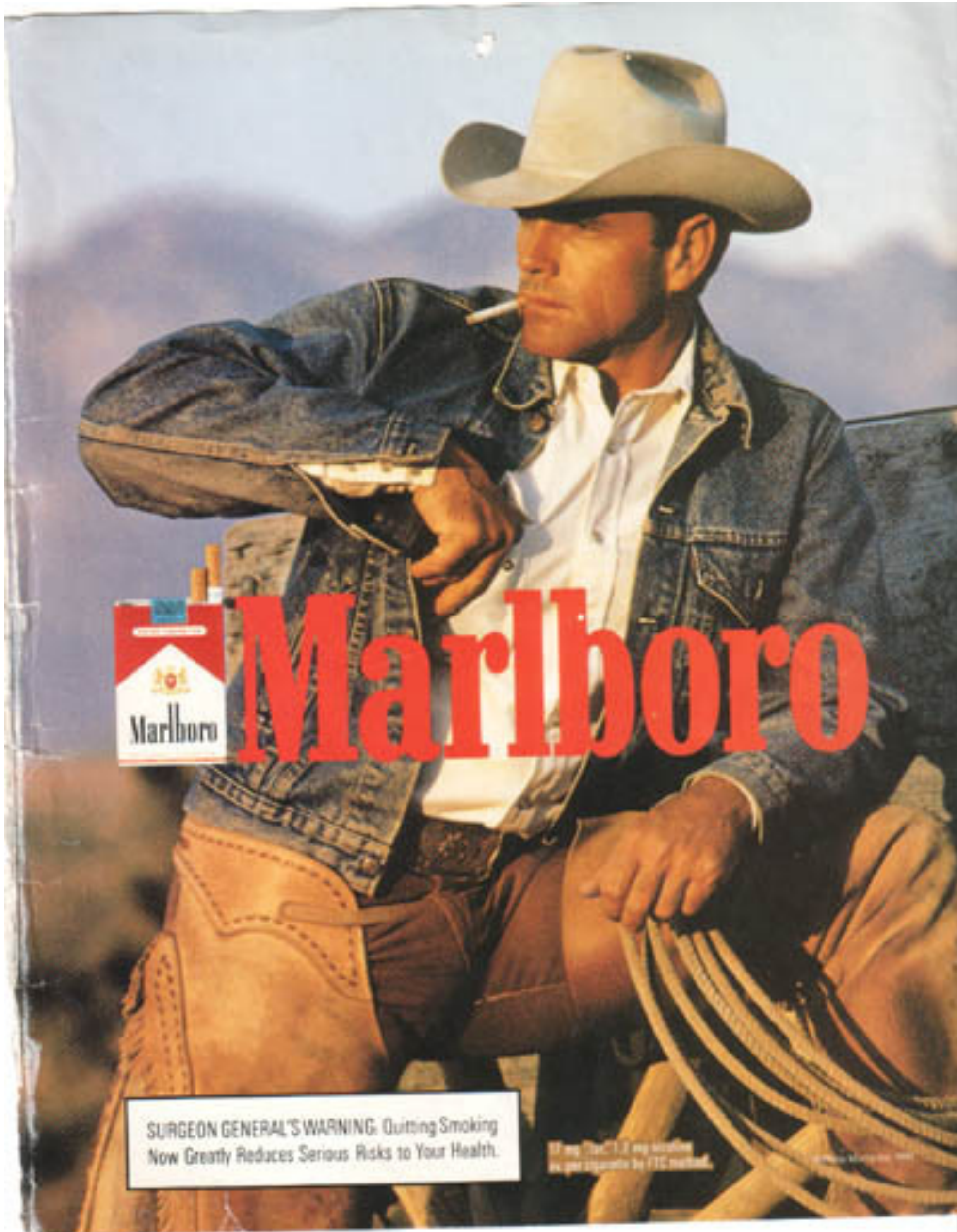
Urban Living

how can we

CHANGE







Urban Living

SMOKING CAUSES BLINDNESS



Brand
Variant

25

The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

WARNING

SMOKING CAUSES MOUTH AND THROAT CANCER



Mouth cancer

Brand
Variant

25

The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

WARNING

DON'T LET CHILDREN BREATHE YOUR SMOKE



Brand
Variant

25

The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

WARNING



Urban Living



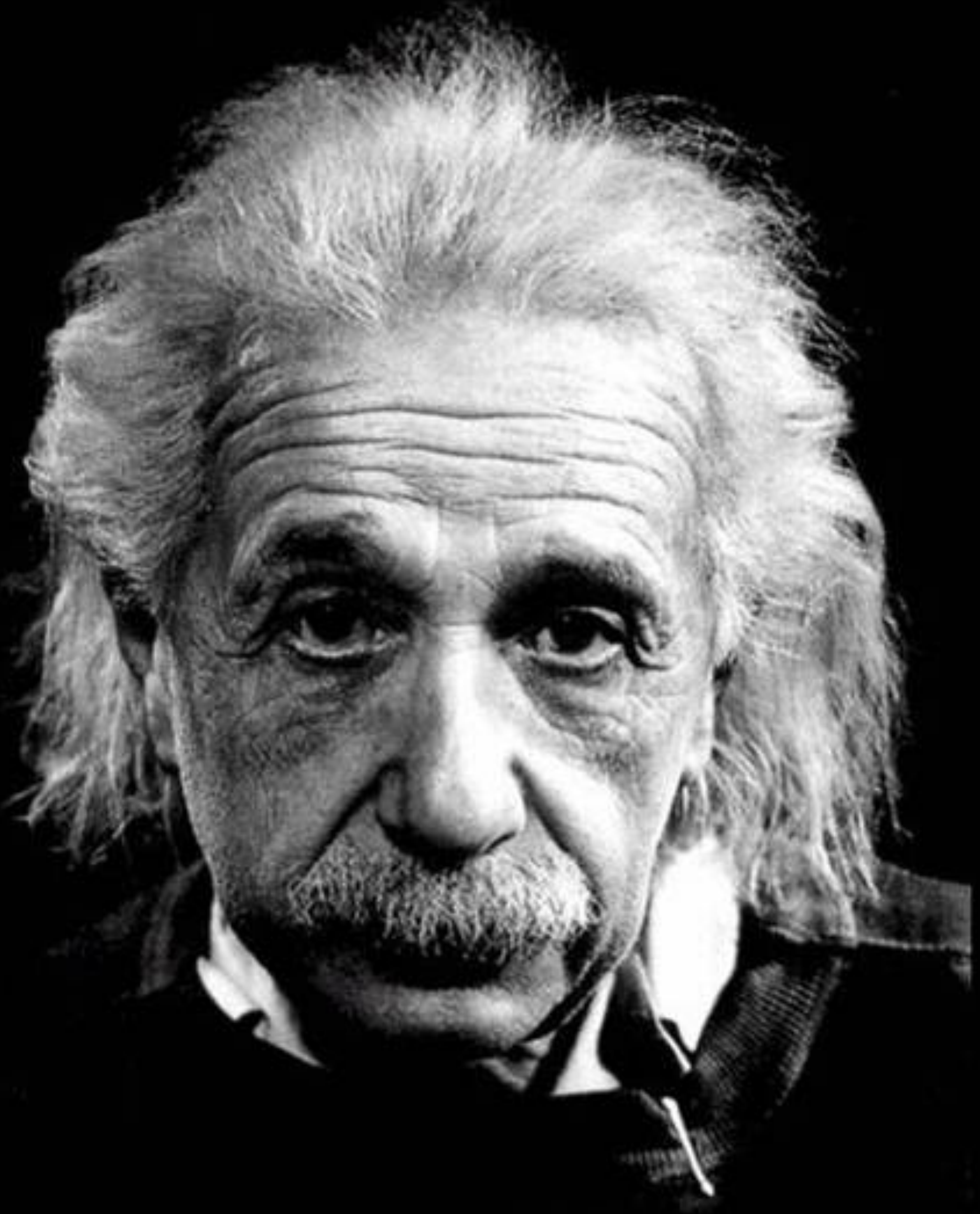
Urban Living



LIVEABILITY

IS ESSENTIAL TO THE ECONOMIC VIABILITY OF CITIES & INVESTMENTS





“Insanity is this:
doing the same thing
over and over again
and expecting different
results.”

Albert Einstein

People don't change their behaviour when you tell them to;



People change when the context makes it easy!





HOW TO MAKE A PEOPLE CENTRED CITY

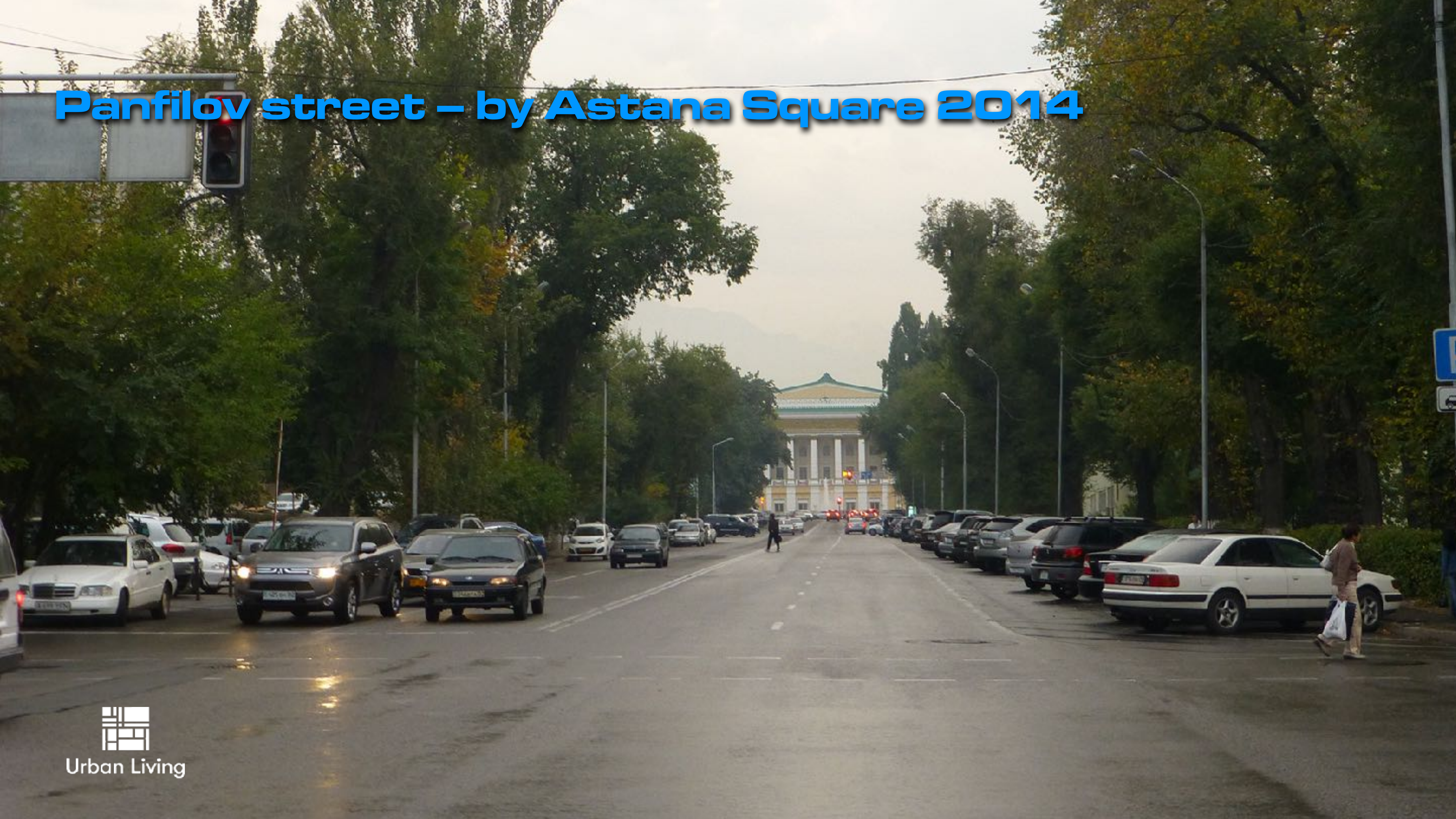


NOT THEORY BUT REAL CHANGE



Urban Living

Panfilov street – by Astana Square 2014

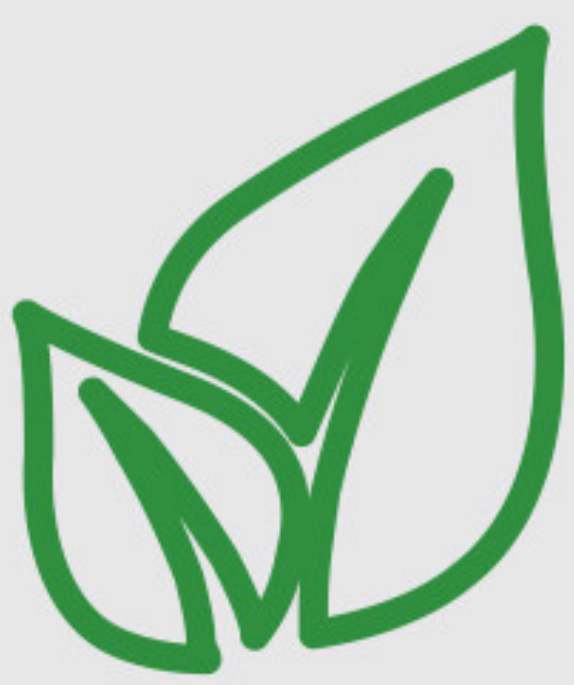


'LA DOLCE VITA'

what is it that makes a place the kind of place that we want to spend time in



Urban Living



Environmental

Renewable fuels
Greenhouse gas (GHG) emissions
Energy efficiency
Climate risk
Water management
Recycling processes
Emergency preparedness



Social

Health and safety
Working conditions
Employee benefits
Diversity and inclusion
Human rights
Impact on local communities



Governance

Ethical standards
Board diversity and governance
Stakeholder engagement
Shareholder rights
Pay for performance

Home Insert Page Layout Formulas Data Review View

Cut Copy Paste Format Painter Clipboard

Font: 10, Bold, Italic, Underline, Text Color, Background Color

Alignment: Wrap Text, Merge & Center

Number: General, Currency, Percentage, Increase/Decrease

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Find & Filter, Select

C2 Agree

	A	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	
1	ID	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25		
22	2177298224	Strongly A	Strongly A	Did not att	Did not att	Did not att	Did not att	Did not att	Did not att	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A	Agree	
23	2180632275	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Disagree	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	
24	2308620528	Strongly A	Strongly A	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A	Agree
25	2308883682	Strongly A	Strongly A	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Agree	Strongly A	Agree
26	2185154743	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Did not att	Did not att	Did not att	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A	Agree	
27	2181447791	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Did not att	Did not att	Did not att	Strongly A	Strongly A	Strongly A	Did not att	Did not att	Did not att	Strongly A	Agree	
28	2177570284	Strongly A	Strongly A	Agree	Agree	Agree	Agree	Agree	Disagree	Did not attend			Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Disagree		
29	2176941927	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Agree	Agree	Agree	Agree		
30	2177311334	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
31	2177462261	Strongly A	Strongly A	Disagree	Agree	Disagree	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Strongly A	Agree
32	2177641496	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
33	2181535704	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Agree
34	2218325790	Strongly A	Strongly A	Agree	Strongly A	Strongly A	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Strongly A	Agree
35	2308914316	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
36	2176900240	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
37	2177252211	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
38	2177341181	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
39	2177566454	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
40	2205193369	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
41	2308263282	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
42	2309612997	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
43	2177350512	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree
44	2181519005	Strongly A	Strongly A	Agree	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Strongly A	Agree
45	2181912909	Strongly A	Strongly A	Strongly A	Agree	Strongly A	Strongly A	Agree	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Strongly A	Agree	Agree	Agree	Agree	
46	2205483510	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Strongly A	Strongly A	Strongly A	Agree			Agree	Agree	Agree	Agree		
47	2178167317												Agree	Agree		Strongly A	Strongly A	Strongly A	Strongly A	Agree	

Equal To

Format cells that are EQUAL TO:

Strongly Disagree with Light Red Fill with Dark Red Text

OK Cancel



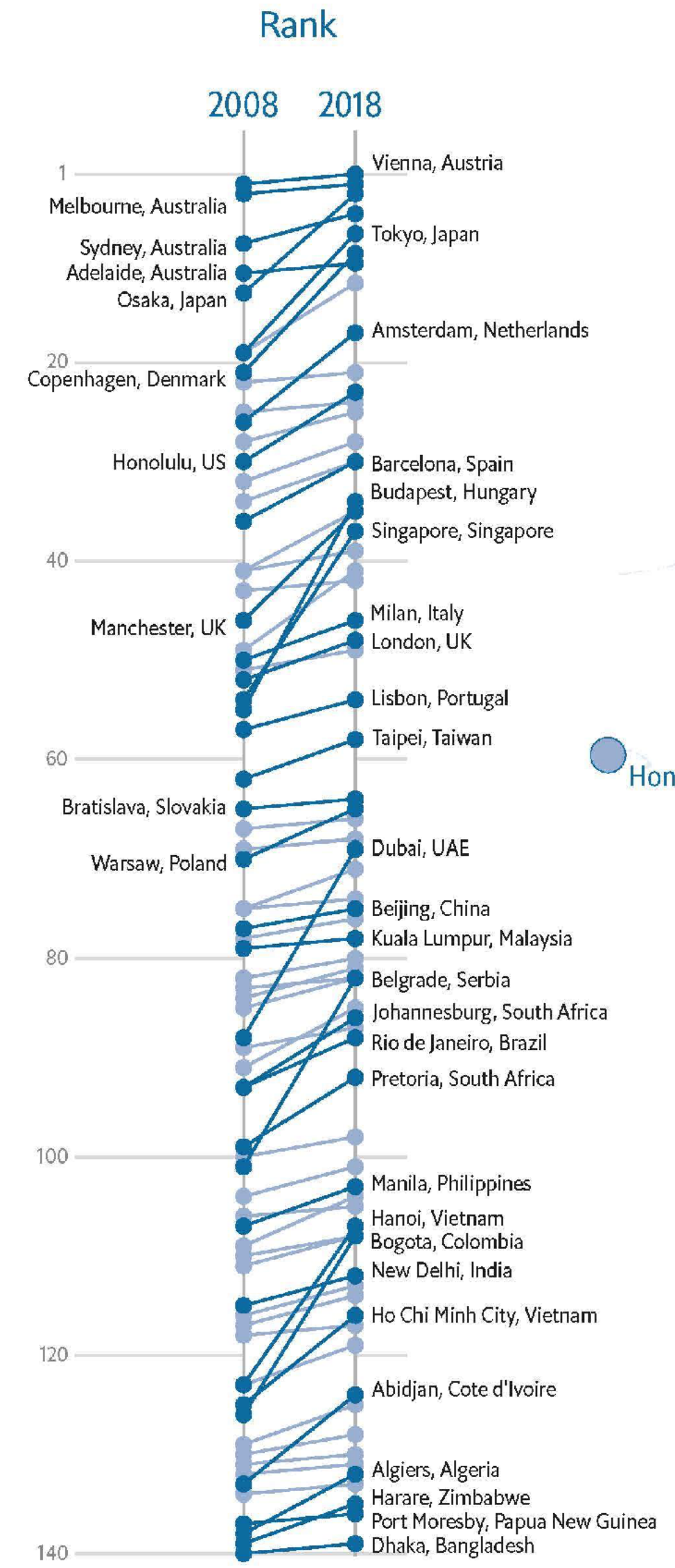
=



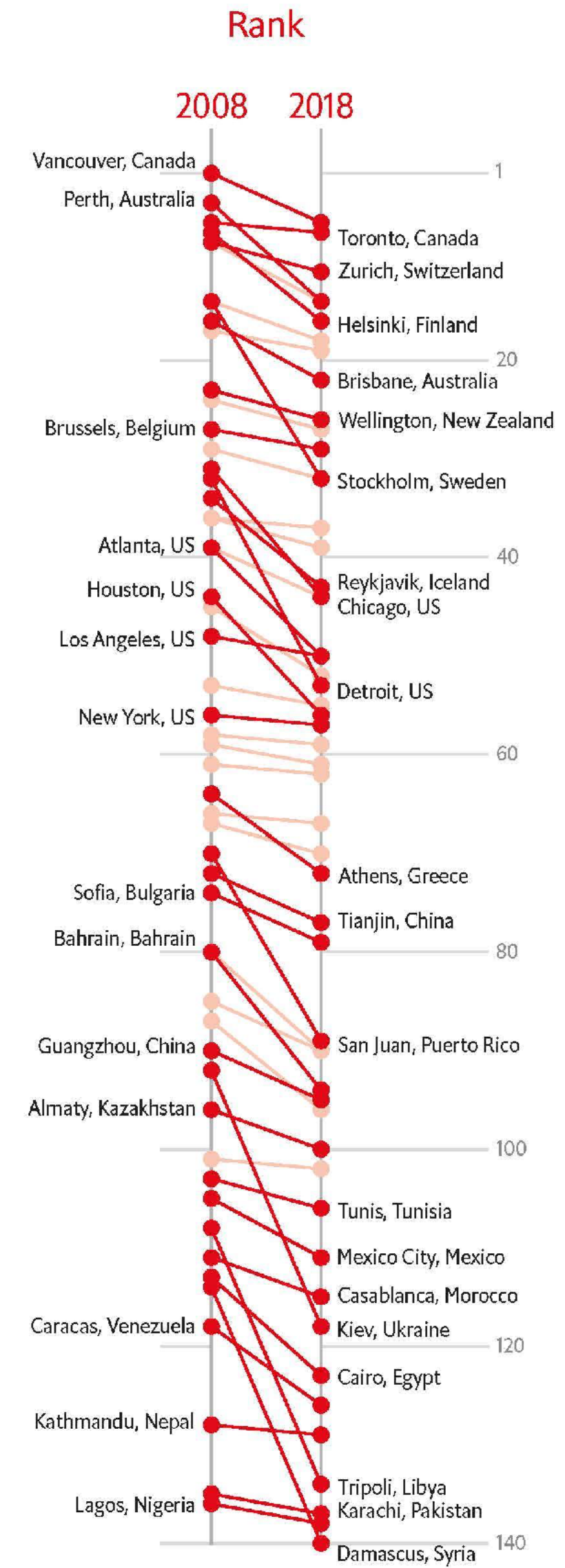
Urban Living

Liveability Index 2018

More liveable cities

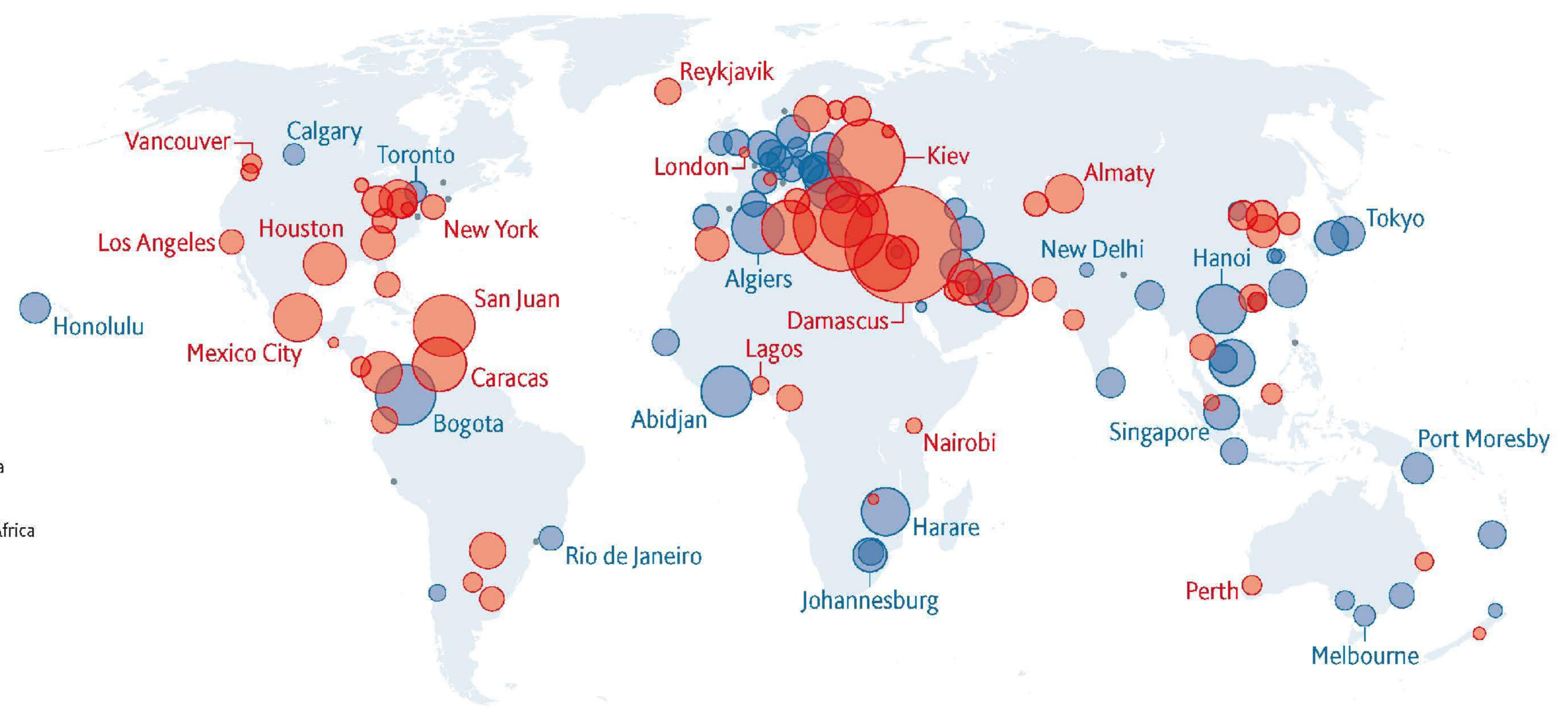


Less liveable cities

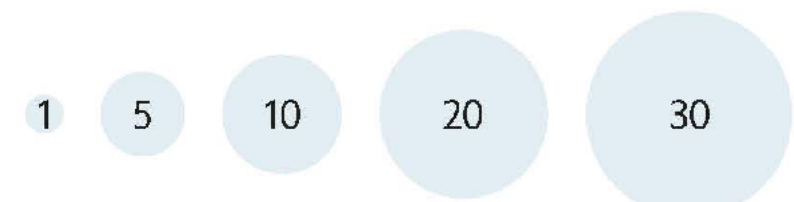


Change in liveability score

2008-2018 ● Increase ● No change ● Decrease



Change in liveability score rank



Source: Economist Intelligence Unit *Based on 30 factors spread across five areas: stability, infrastructure, education, health care and environment



WHAT MAKES A LIVEABLE CITY?



UrbanLiving



PEOPLE



PEOPLE



PEOPLE



UrbanLiving

THE HUMAN SCALE

People centric planning



THE HUMAN SCALE

People centric planning



THE HUMAN SCALE

People centric planning



LIVEABILITY



THE MONOCLE
GLOBAL QUALITY
OF LIFE SURVEY

Paris 10

HELSINKI 5

Munich 2 ↓

福岡 17
Fukuoka 17 →

VANCOUVER 8

Copenhagen 1

Sydney 11

14 Berlin

N-13
Madrid
↓

“In the past man has been first, in the future the system must be first.....”

Frederick Winslow Taylor 1856 - 1915



Urban Living



{{PD-old}}

TIME=MONEY



Urban Living



Urban Living

TAYLORISM APPROACH TO PLACE





Urban Living



WHY SEND A POSTCARD?





EDINBURGH



EDINBURGH



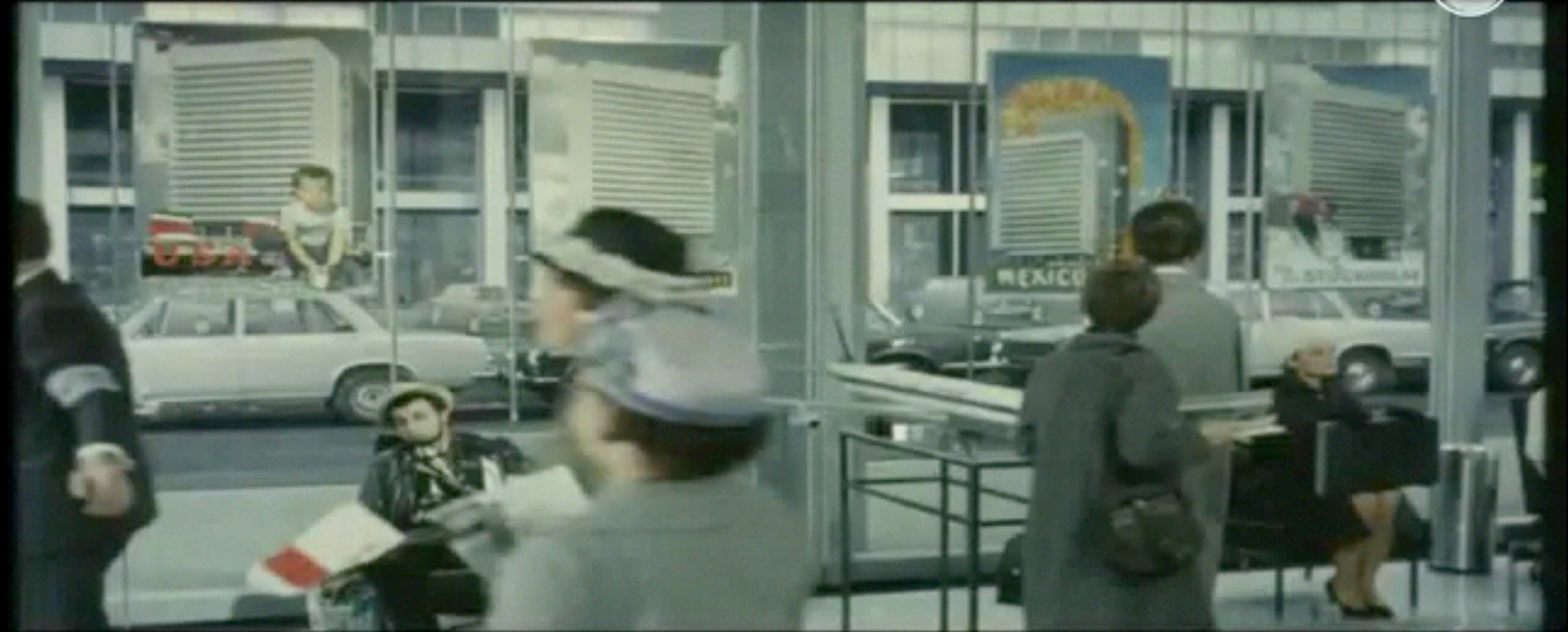
EDINBURGH



EDINBURGH



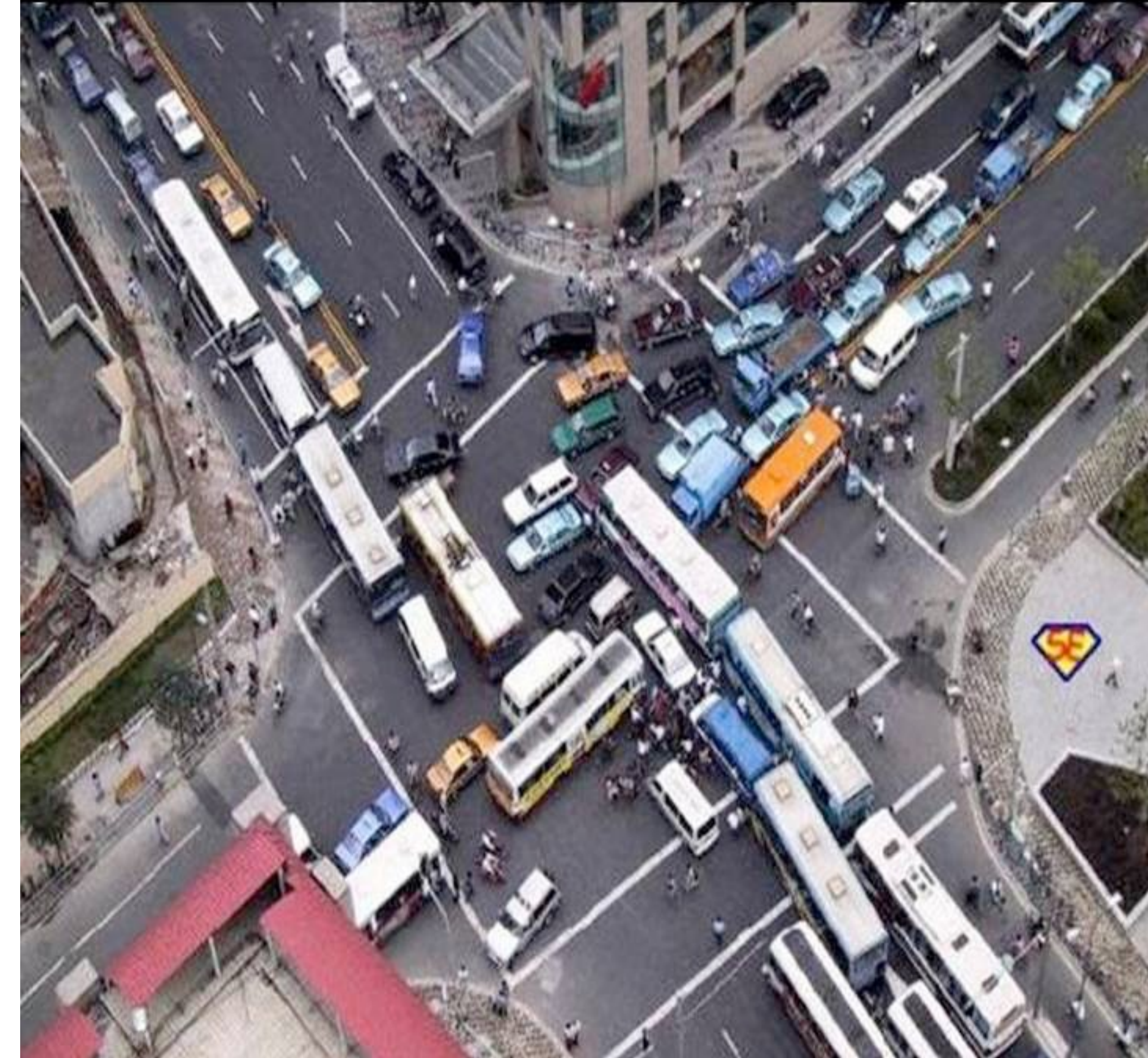




The Traditional City



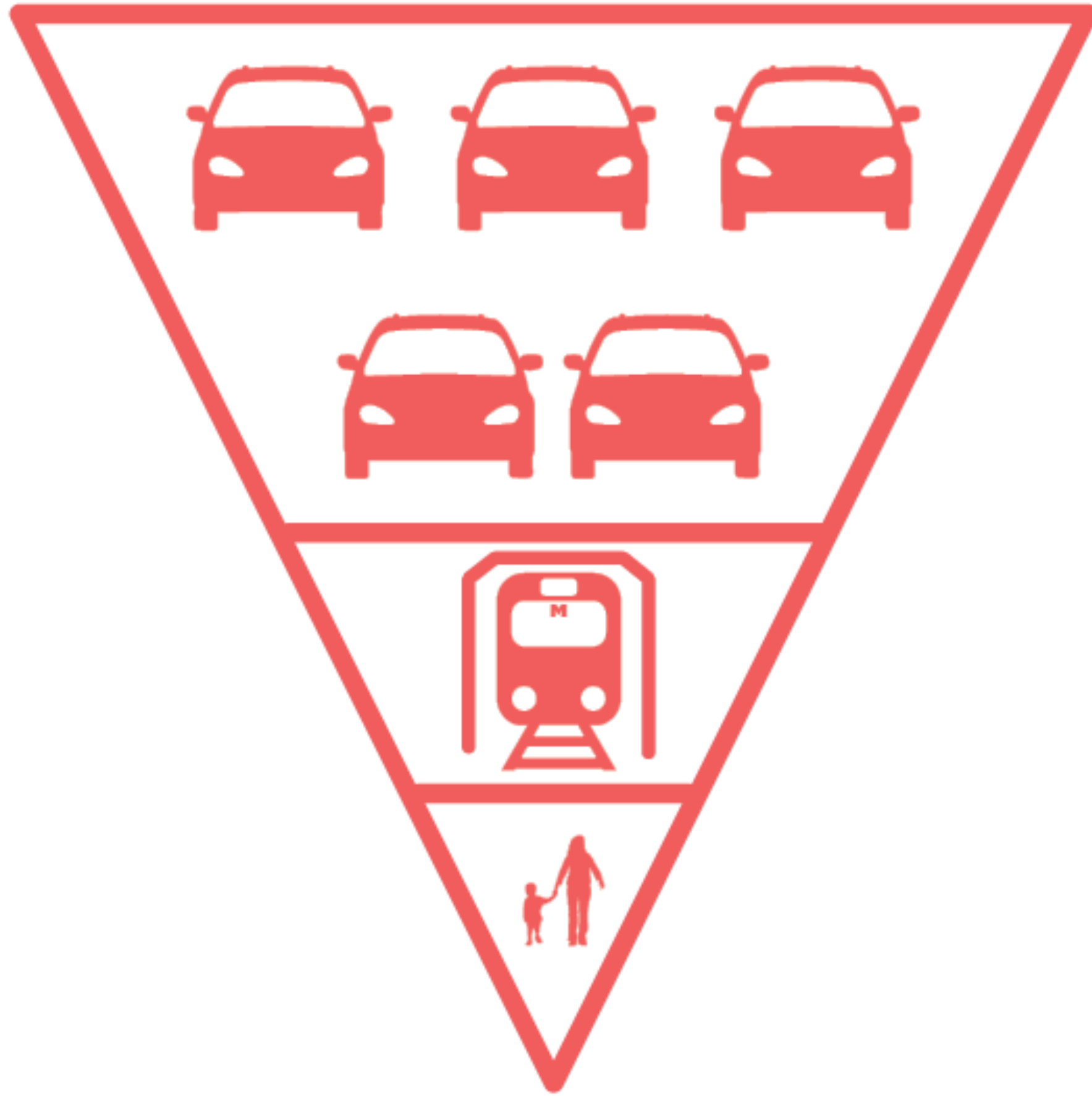
The Invaded City



The Abandoned City







1

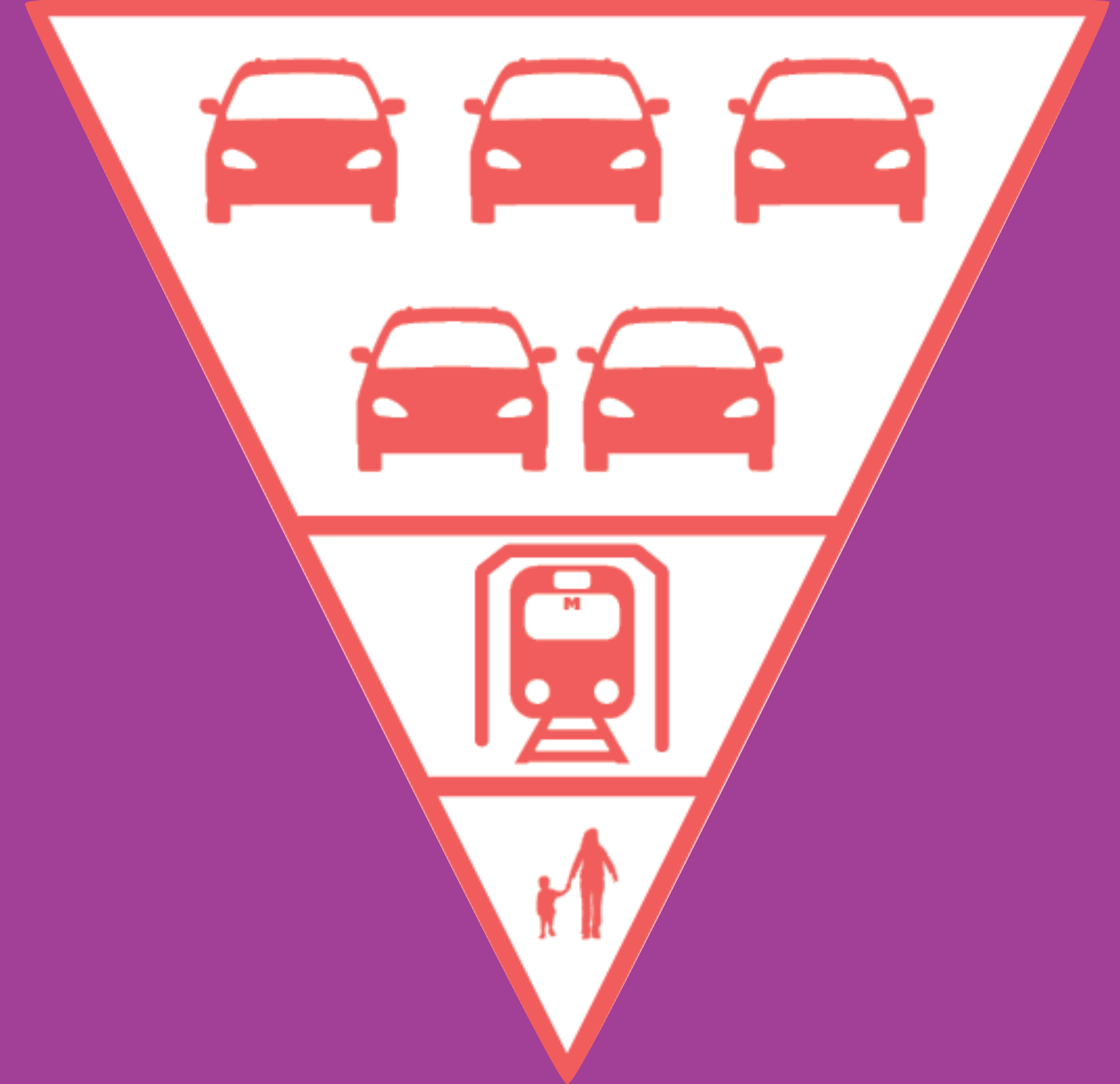


2

Cortisol

(cor·ti·sol)

Stressed out? This hormone is released during times of stress, increasing heart rate, blood pressure, blood glucose, respiration and muscle tension in response. It also temporarily shuts down the body's systems that aren't needed in the face of crisis, such as digestion and reproduction.



Oxytocin

(ox·y·to·cin)

Cupid's arrow is dipped in this stuff. Dubbed the love hormone, oxytocin levels rise when we make physical contact with another human. It's also the maternal hormone because large amounts of it are released during childbirth and helps with milk letdown during lactation.



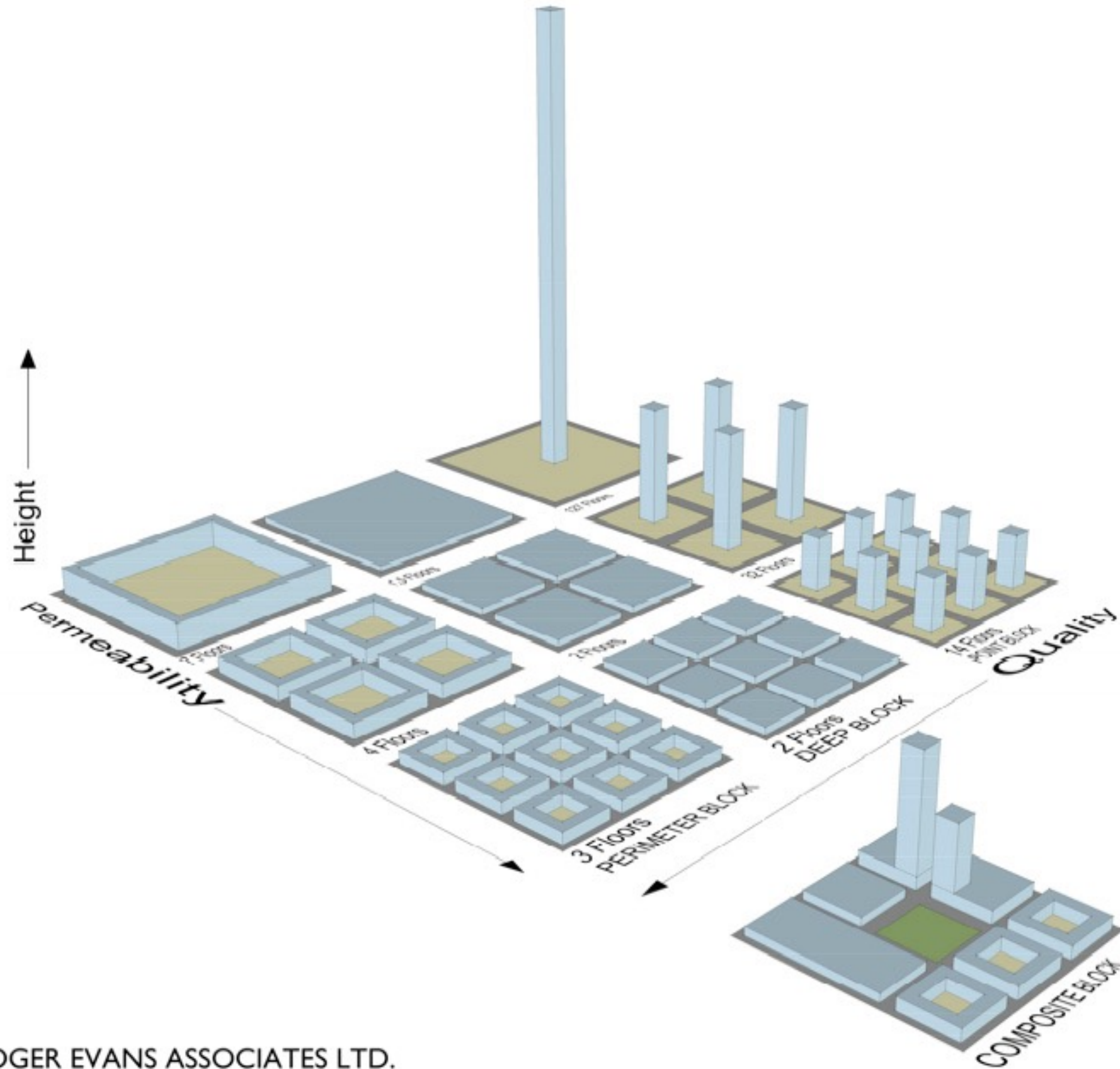
THE DENSITY QUESTION

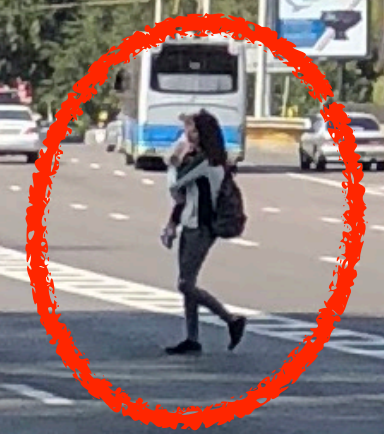
how to *efficiently* deal with the rapid growth of your city!





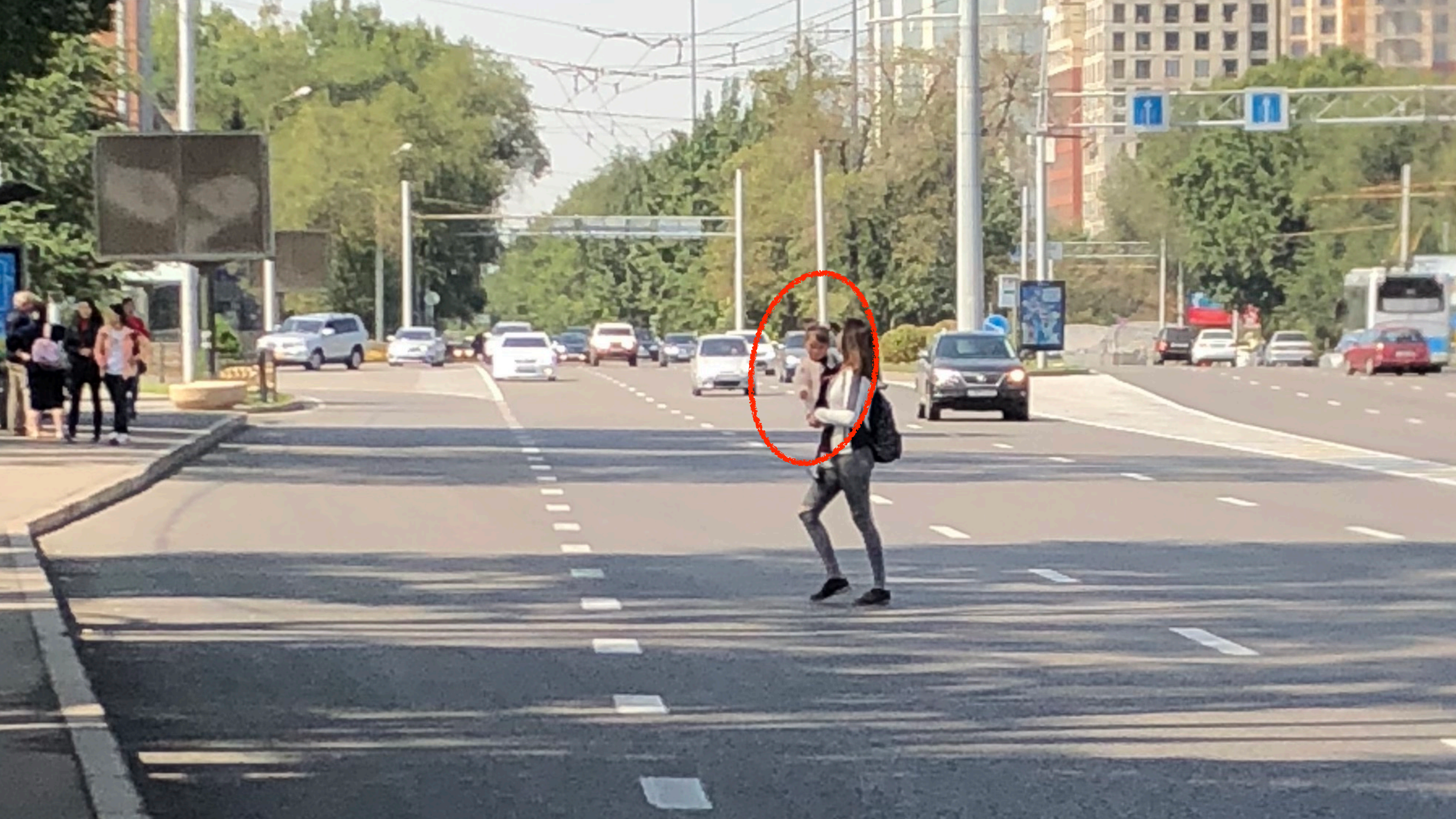
10 ways of delivering 3 hectares of land to achieve the **SAME** density





МУҚАНОВ КИШИ
ул. МУҚАНОВА →








WHAT KIND OF CITY DO YOU WANT?



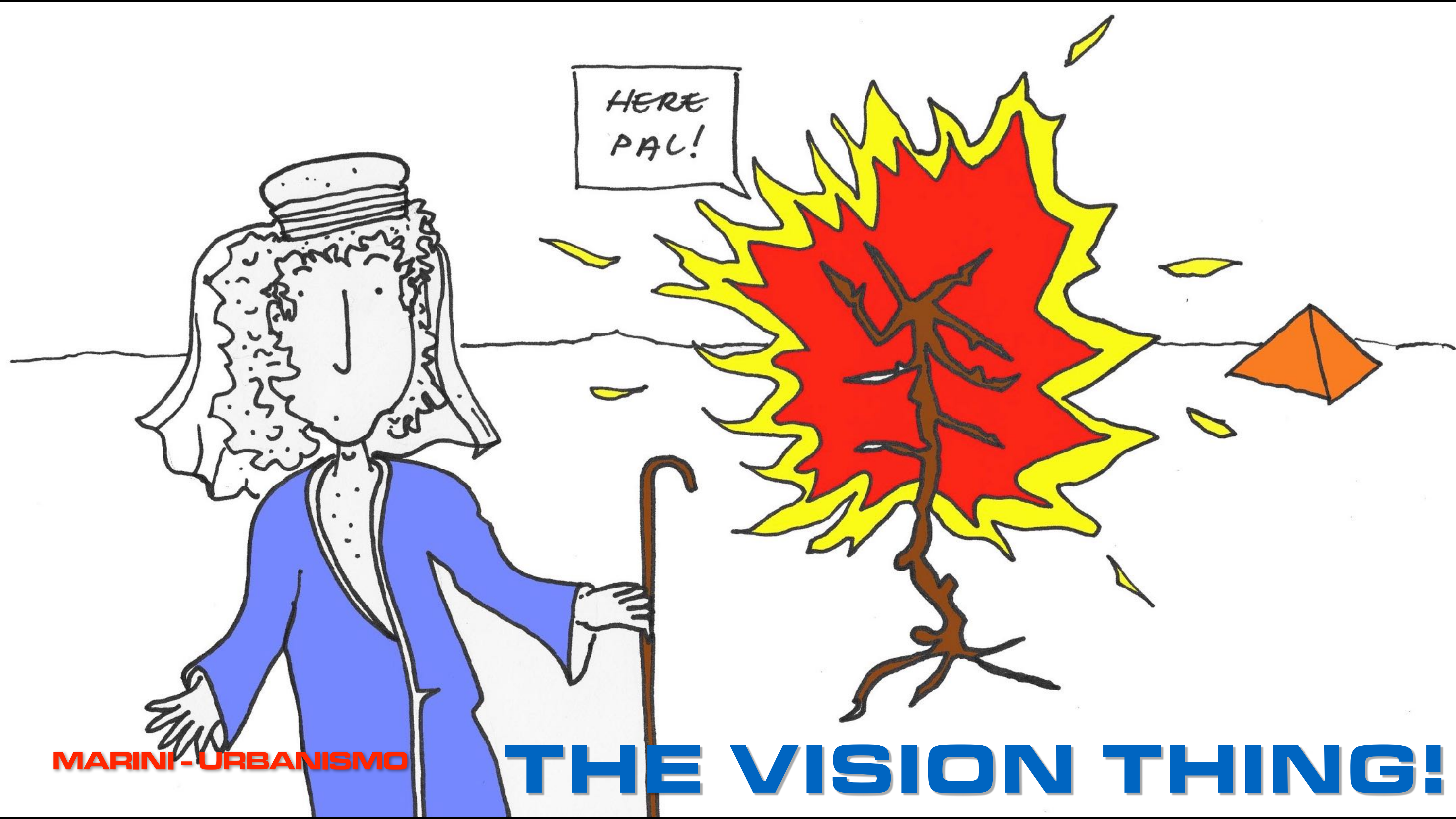
Urban Living

A CITY OF HIGHWAYS



An aerial photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and a river in the background. The text "A CITY OF STREETS" is overlaid in white, bold, sans-serif font across the upper portion of the image.

A CITY OF STREETS



HERE
PAL!

MARINI-URBANISMO

THE VISION THING!

WELCOME

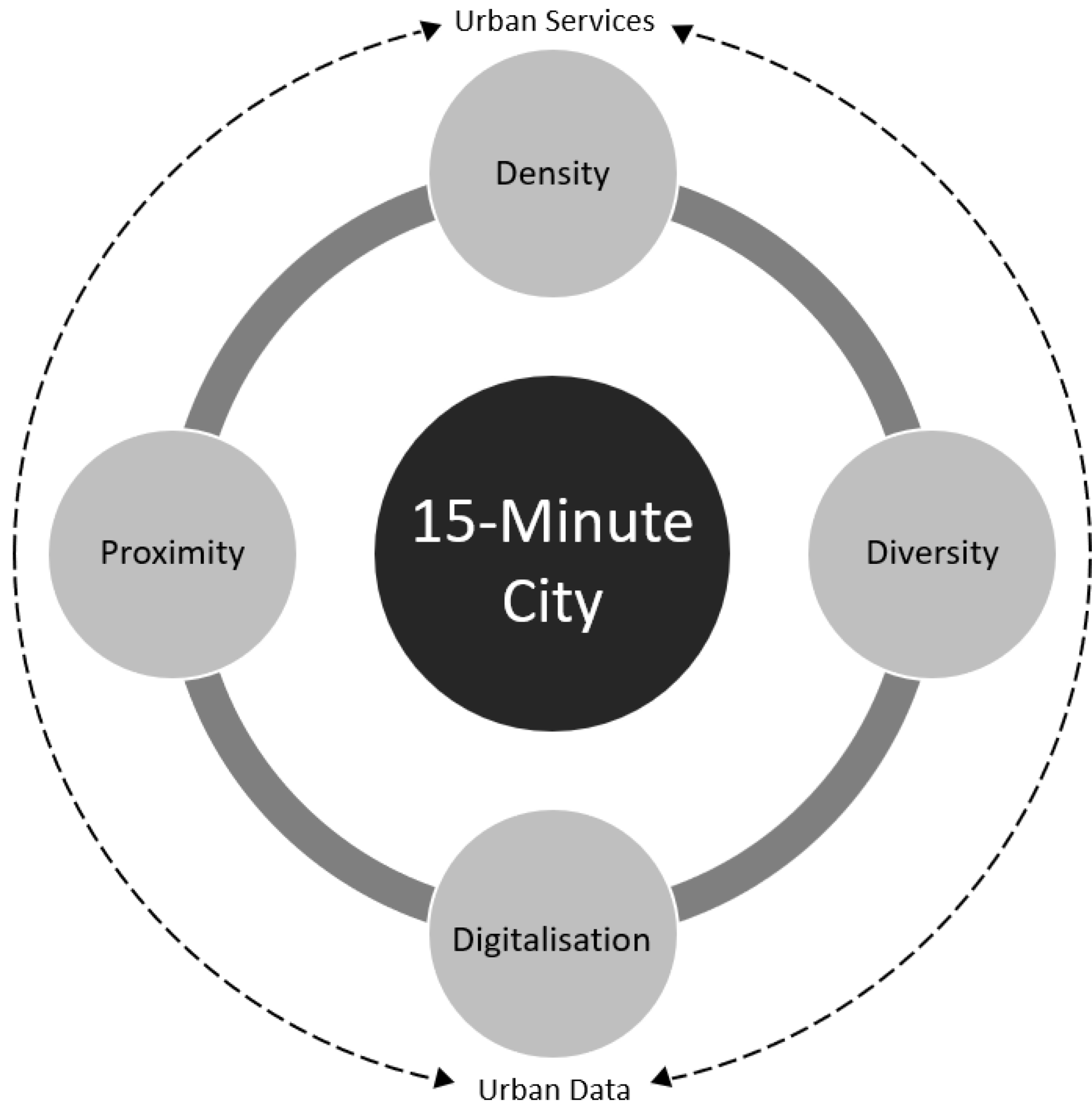
TO *Fabulous*

LAS VEGAS

NEVADA



MANDALAY BAY



WHAT CAN SUCCESS LOOK LIKE

How could Copenhagen change from being a car dominated city to the bicycle city it is today?





From car invasion.....



From car invasion.....to people place



pre 1980's a **car park** for 180 cars



since 1980 a **destination** for **6000** people

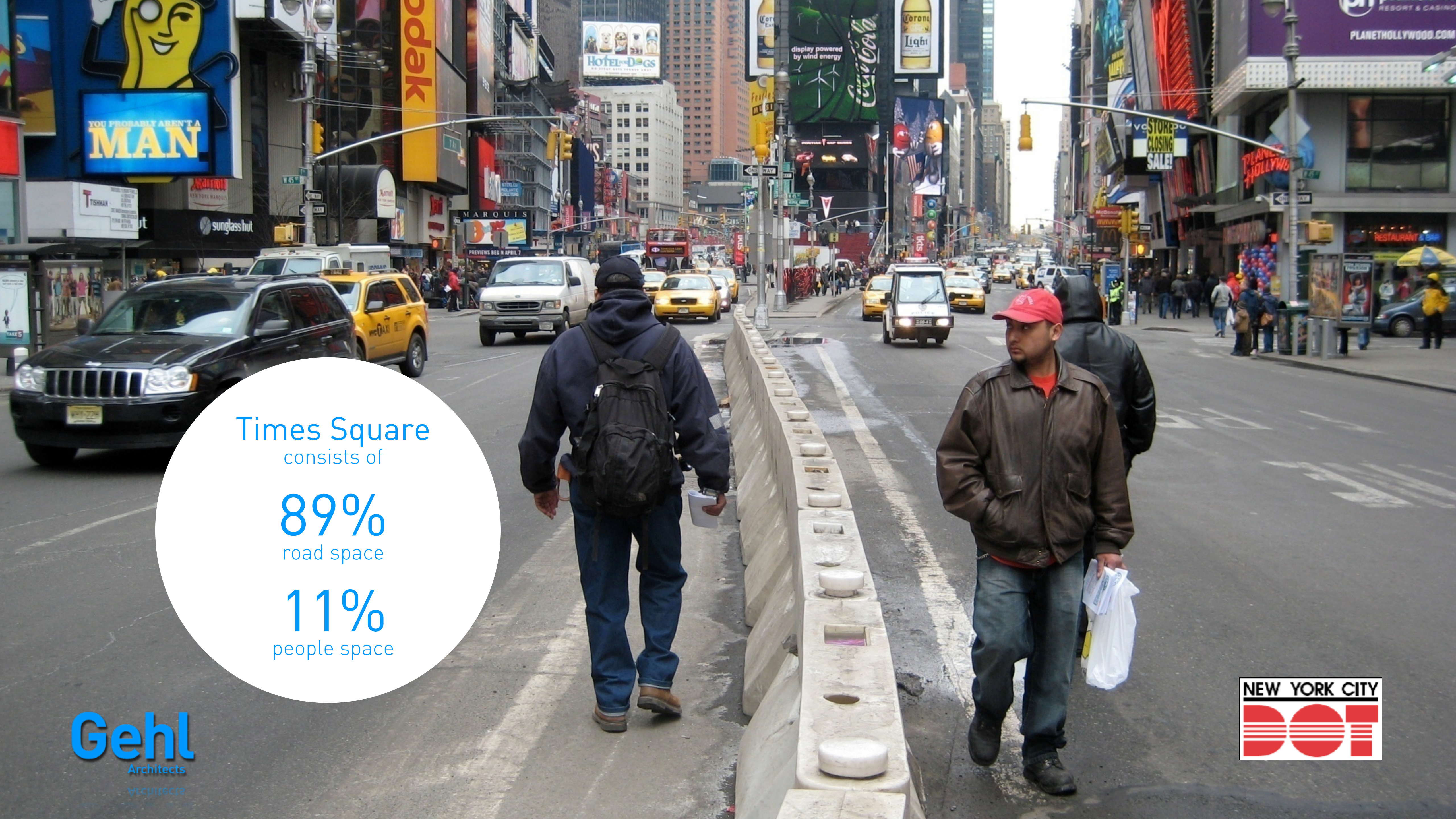




New York is turning people friendly!



Place Making is about the **economy stupid!**



Times Square
 consists of

89%
 road space

11%
 people space

Times Square - before



Times Square - after



New York City Manhattan, Population: 1.63 million

17% improvement in travel times

11% increase in pedestrian activity

42% of locals now shop more often

63% decrease in injuries

74% say Time Square has improved dramatically

80% fewer pedestrians walking in roadway

84% increase in stationary activities

The background features a stylized city map in shades of teal and light blue. Overlaid on the map are several black silhouettes of people walking in various directions, suggesting a busy urban environment. The map lines represent streets and paths, with some thicker lines indicating major thoroughfares.

MOSCOW

TOWARDS A GREAT CITY FOR PEOPLE

PUBLIC SPACES & PUBLIC LIFE 2013

GEHL ARCHITECTS
URBAN QUALITY CONSULTANTS



**INSTITUTE OF
GENPLAN MOSCOW**

STUDY AREA: MOSCOW CITY CENTRE



CITY OF MOSCOW – METROPOLITAN AREA



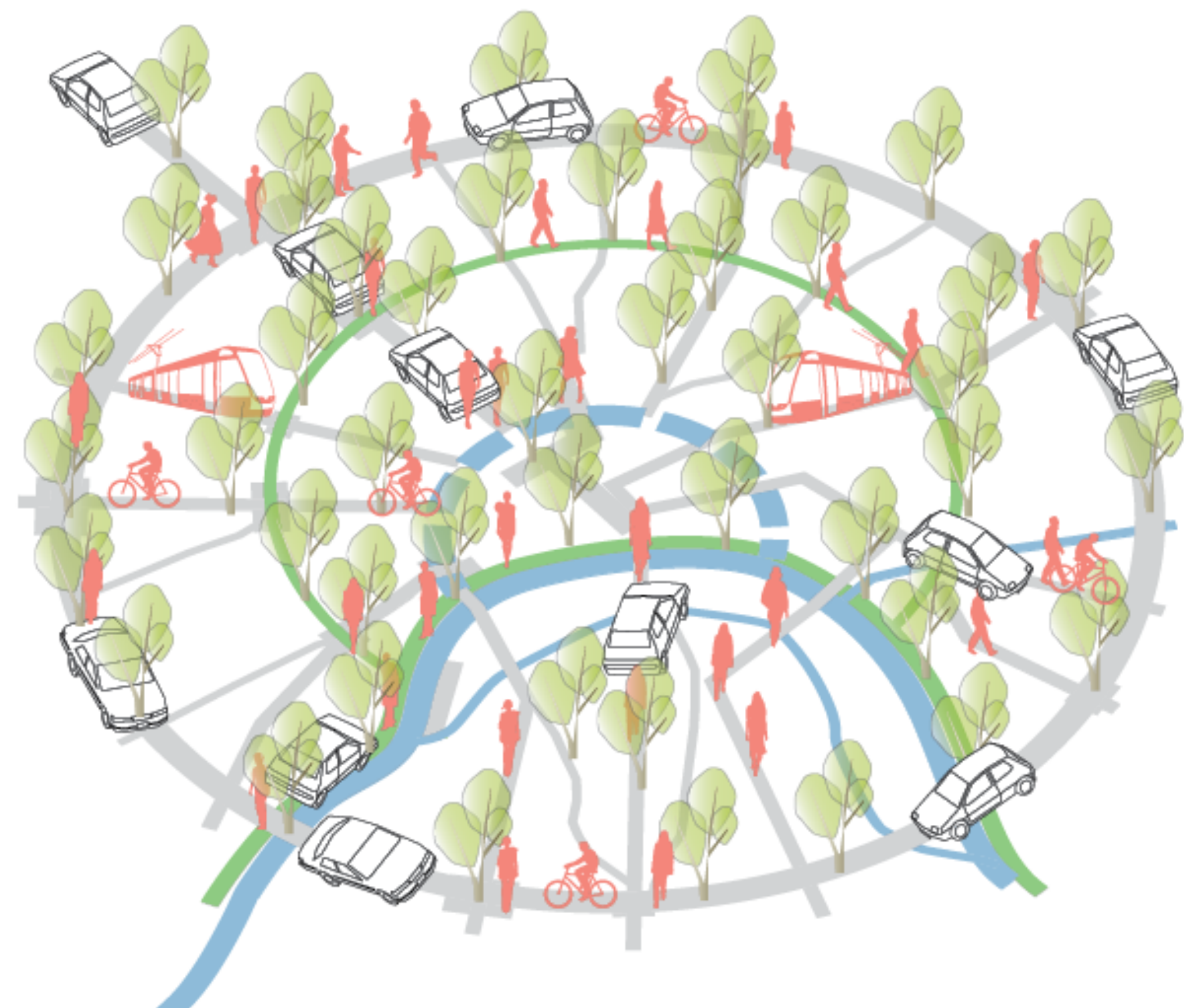
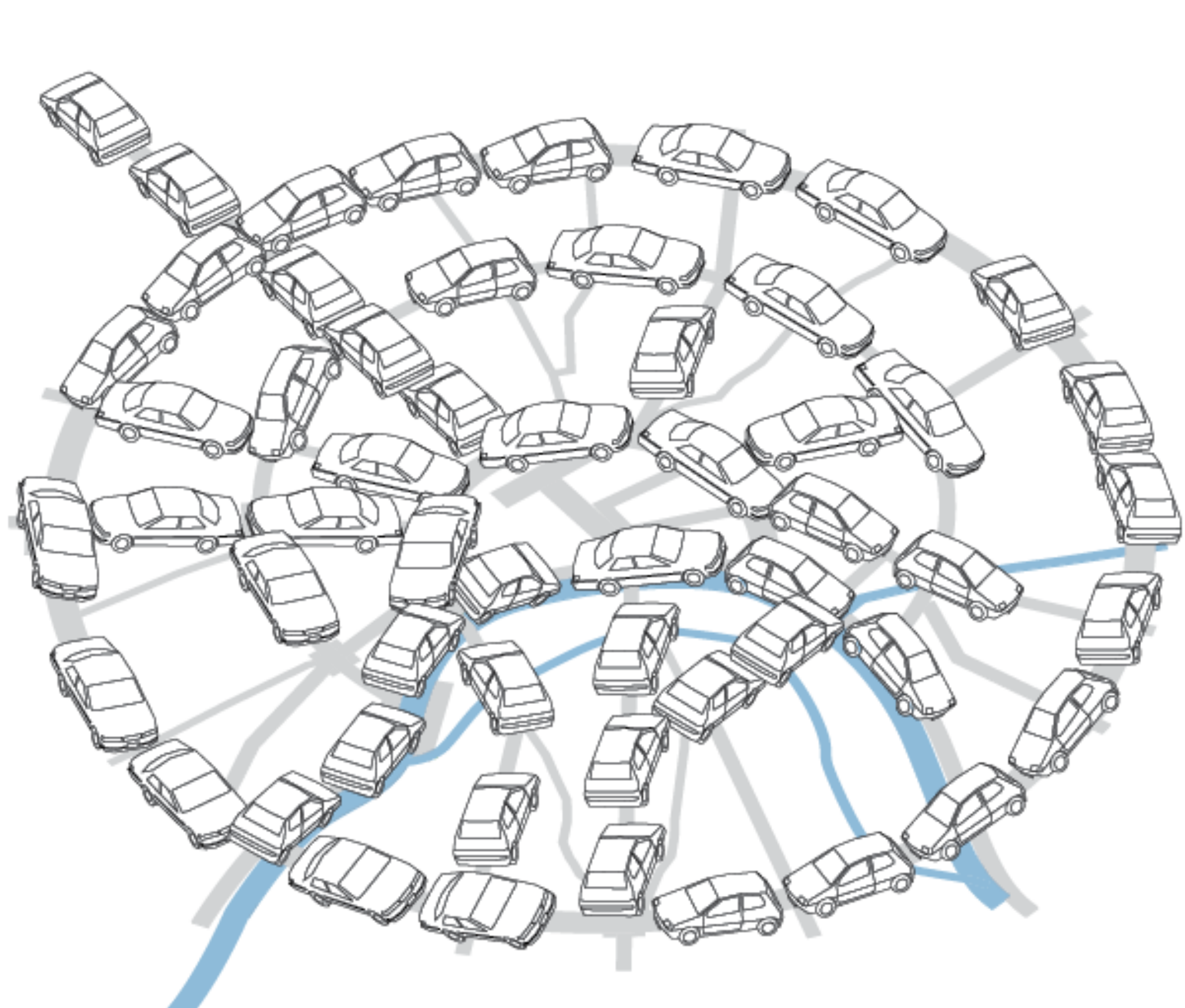
CITY CENTER OF MOSCOW



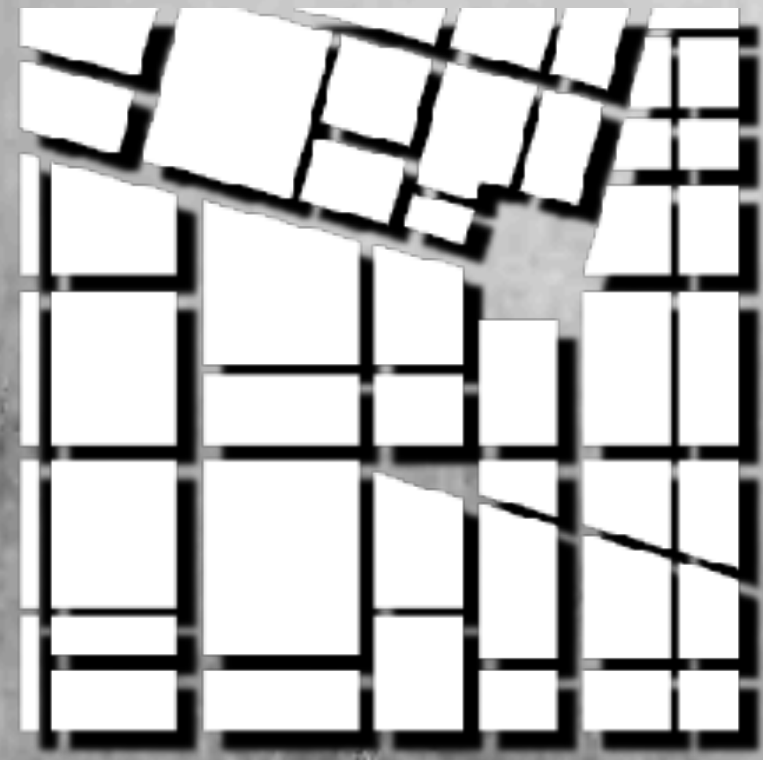




KEY RECOMMENDATIONS: CELEBRATE UNIQUE QUALITIES







Urban Living

THANK YOU FOR LISTENING



[@riccardomar](#)

[@urban4living_](#)





1000 m

Google Earth

1985

44°03'41.68" N 12°26'53.02" E elev 0 m eye alt 4.32 km

Telegram