The Value of Urban Design

There is significant value that can be generated by well designed buildings and sites, neighbourhoods and city. This value can be realized by both the Public and Private Sectors.

Public Value of Urban Design

- Healthier communities
- Encourages walking, cycling, transit
- Reduction in air emissions
- Reduction in energy consumption
- Preserves natural heritage
- Improved quality of life
- Establish a distinctive and attractive City image
- Contributes to civic pride and sense of identity
- Attract quality labour force – economically attractive
- Allow for liveable forms of higher density development
- Better use of public infrastructure
- Better use of land
- More sustainable forms of development
- Reduce reliance on automobiles
- Help viability of transit and other forms of transportation
- Greater adaptability to future changes
- Supports aging in place
- Allow greater opportunities for gathering and social connectedness

Private Sector Value of Urban Design

- Often increases development yield on a site
- High quality development can allow for competitive advantage over other development projects
- Can help to gain acceptance of development proposals in existing communities
- Attracts highly skilled workers and new economy
- Assists in the branding of cities and regions
- Can assist with viability of local & neighbourhood businesses
- Can provide for energy and infrastructure savings
- Can reduce criminal activity – including vandalism
- Can utilize parking facilities more efficiently
- Can reduce household expenditure on transportation
- Often leads to on-site functional improvements & efficiencies