

Liveability.

How Does It Benefit Your Development?

Every day the development industry shapes how communities live, move, work and play. The community and consumer benefits of **incorporating liveability** principles into development are well known. Did you know that incorporating liveability into your project also has benefits for you?

Whether it's greenfield or brownfield, education or retail, residential or entertainment, a site or precinct, consider the following benefits for your next project.



Improve your end product.

- **Compact and walkable mixed-use developments** in Australia can achieve higher and faster residential sales and lease prices, as well as attract more potential buyers compared to conventional developments.¹
- **Developments which combine multiple uses and encourage pedestrian activity**, command a 10% price premium.²
- **Buildings with access to outdoor spaces** attract higher commercial prices, as 49% of commercial building owners internationally will pay more for buildings that have a demonstrated positive impact on the health of occupants.³
- **Clearly identifying a development's value to the public**, whether a park, through-site link or bike parking stand, can expedite the approval process and save you time and site holding costs.²
- **Master planned developments with quality urban design**, achieve higher commercial value (between 5% and 56%) compared to other new developments in the same area.⁴



Good for your future Tenants & Owners.

- In Australia, **investing upfront in healthy design elements** (such as footpaths) **can reduce costs** by up to 50% in comparison to retrofitting a development.⁵
- **Good design encourages further good design** in an area, increasing individual asset value, raising the overall standards and creating a cluster effect.⁶
- Attract and retain top talent by incorporating **health and wellness** into design and operation. Internationally, annual profits for commercial tenants improved by up to 45% when leasing space in buildings used liveable design.⁷



Strengthen Your Marketability.

- Use third party development certifications which include **liveability criteria** as positive proof of your organisation's commitment to corporate social responsibility.⁸
- **Improve liveability** to attract investors who are increasingly using environmental, social and governance screens to make investment decisions and manage portfolio risk.⁸



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You can explore other liveability resources at:

<https://www.healthyactivebydesign.com.au/resources/active-living-nsw>

References

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4. Cities, health and well-being, RICS, London, 2018, pg 31 UK
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8. Green Building Council of Australia website: **<https://new.gbca.org.au/news/gbca-media-releases/gbca-builds-powerful-and-positive-case-green-star/>**