

Farrer

Huxley

Associates



## SUSTAINABILITY

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economic

environmental

social

## IS SOCIAL SUSTAINABILITY A REALITY IN TODAY'S SOCIETY?

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AN HISTORICAL DICHOTOMY

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# CITIBNDPRIVATE



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Urban spaces of  
necessity, are the  
places where  
culture, society,  
language and art  
have evolved.

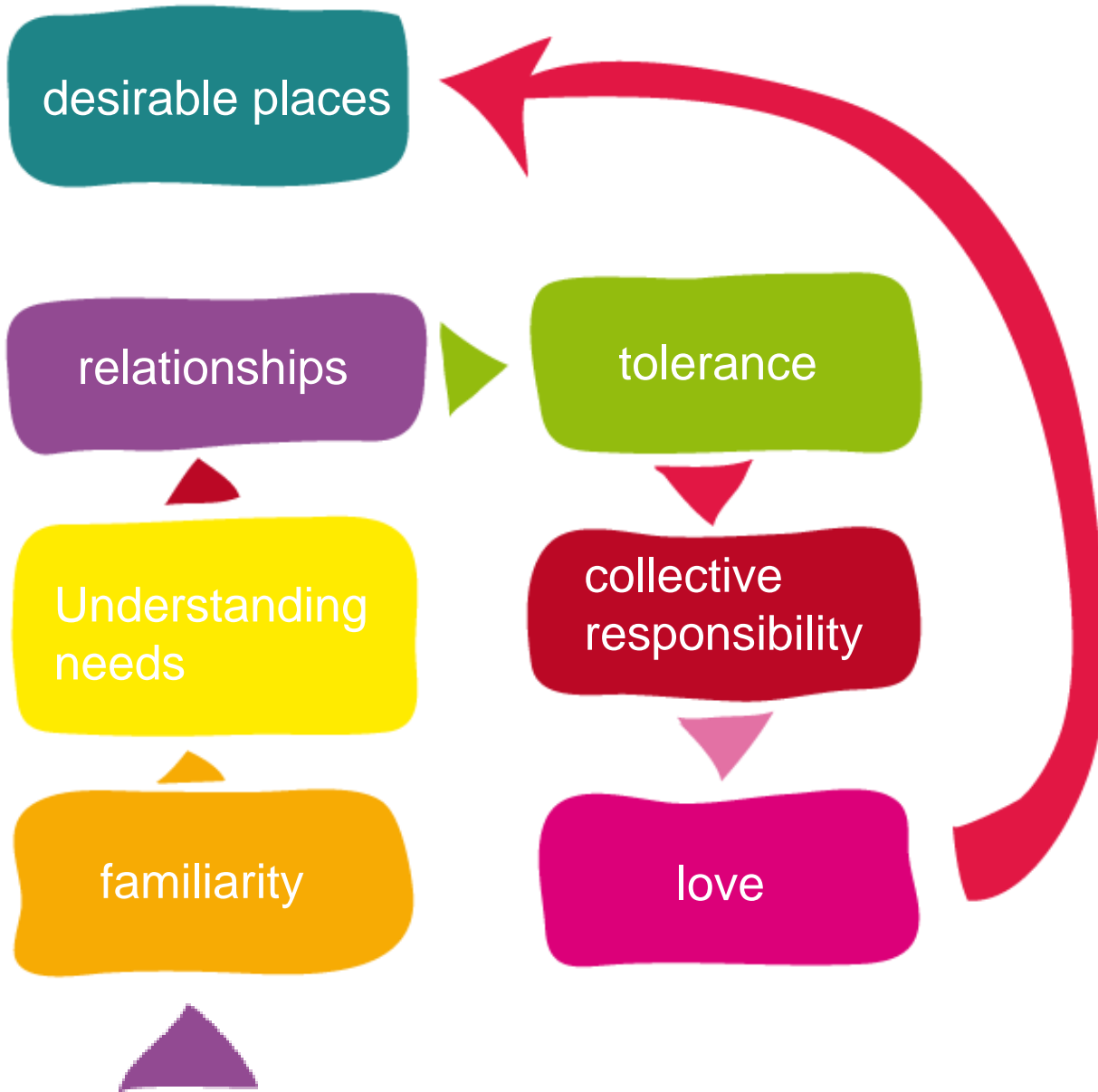
Carolyn Steel - Hungry City 2009







People = Shit



Jane Jacobs -  
Death & live of  
great American  
cities - 1961

# THE TRUE VALUE OF NATURE

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## THE NATIONAL ECOSYSTEM ASSESSMENT: A CONVINCING PREMISE?

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**‘The natural world, its biodiversity and its constituent ecosystems are critically important to our **well-being** and economic prosperity but are consistently **undervalued in conventional economic analyses and decision making.**’**

*UK National Ecosystem Assessment; Synthesis of the Key Findings p.5*

# THE NATIONAL ECOSYSTEM ASSESSMENT: A CLOSER LOOK

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## THE NATIONAL ECOSYSTEM ASSESSMENT: VALUE

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CASH PRICE ON THE  
ENVIRONMENTAL  
SERVICES PROVIDED =  
BY NATURE

£30  
BILLION

## THE NATIONAL ECOSYSTEM ASSESSMENT: THE RESULT?

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AT BEST

A positive attempt at valuing the landscape that allows people to measure just how important landscape is.

AT WORST

Dumming down nature to something purely objective and monetary.



George Monbiot  
guardian.co.uk, Monday 6 June 2011 20:00 BST  
[Article history](#)

Love, economists have discovered, is depreciating rapidly. On current trends, it is expected to fall by £1.78 per passion-hour between now and 2030. The opportunity cost of a kiss foregone has declined by £0.36 since 1988. By 2050 the net present value of a night under the stars could be as little as £56.13. This reduction in the true value of love, they warn, could inflict serious economic damage.

None of that is true, but it's not far off. Love is one of the few natural blessings which has yet to be fully costed and commodified. They're probably working on it now.

## THE BENEFIT OF VALUING THE LANDSCAPE AT £30BN

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AT BEST

A real cost for planners and decision makers when considering development

AT WORST

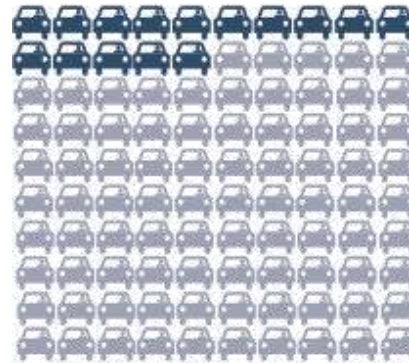
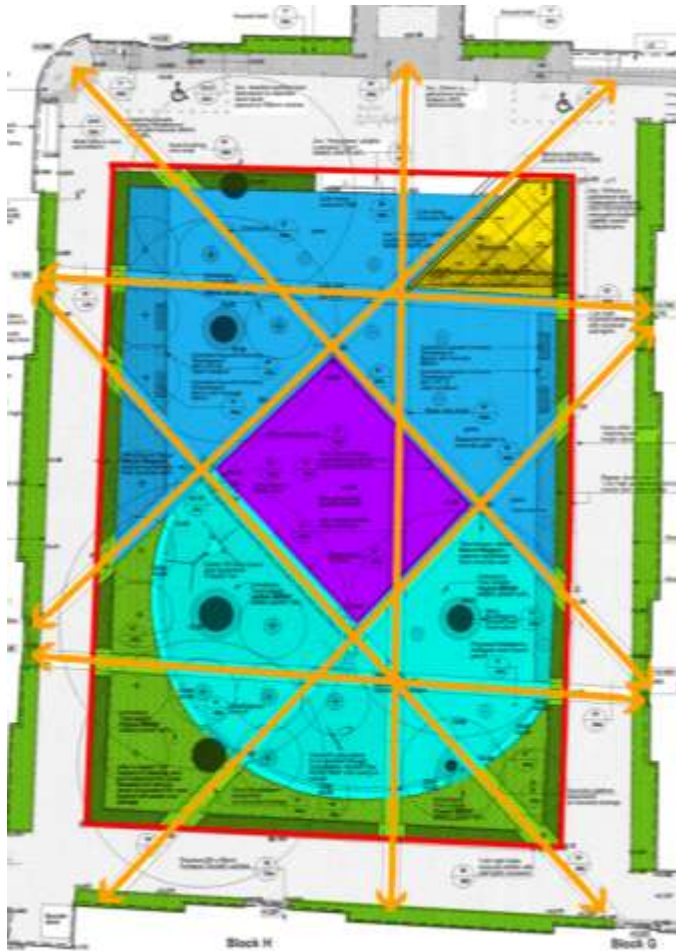
An impossible calculation for individual sites that can only lead to compromise

# Branch Banking

## **How much a street tree is really worth.**

City foot soldiers counted 592,130 non-park trees altogether. Each tree's type, age, size, and location was fed into a computer program, developed by the U.S. Forest Service and the University of California, Davis, that quantified the plant's annual value in saving energy costs (more shade means less air-conditioning), improving air quality, absorbing storm-water runoff, and prettifying the block. The study determined that street trees are collectively worth \$122 million a year to the city, with an average of \$50 to \$300 apiece. Not surprisingly, the oldest and largest are worth the most.

# ABBEY ORCHARD



Less than  
**15%**  
Car Ownership

**70%**  
**Agree**  
*to a no car park landscape*

**30%**



# ABBEY ORCHARD

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ABBEY ORCHARD

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# ABBEY ORCHARD







# POTENTIAL IN POSSIBILITIES

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Photo taken from  
Islington Tribune

## POTENTIAL IN POSSIBILITIES

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SO WHAT IS THE CURRENCY FOR THE VALUE OF LANDSCAPE?

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£30

BILLION



## SO WHAT IS THE CURRENCY FOR THE VALUE OF PLANTS ?

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JOY  
DELIGHT  
WONDER  
EXPLORATION

SO WHAT IS THE CURRENCY FOR THE VALUE OF PLANTS ?

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JOY  
DELIGHT  
WONDER  
EXPLORATION

Priceless

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