# Is there a consistent, appropriate and easy to use way to classify, measure and value place?

The concept of place is not new but it is continuing to permeate through the transport industry*.* However there is currently no consistent, industry accepted approach to place. There is a willingness to support place from a transport perspective but many encountered difficulty in implementation – Place becomes complex quickly. Despite the complexity, finding a way to capture and communicate a sense of place is important, because data invariably dictates city and transport planning outcomes.

During this conference session we will present research – conducted on behalf of Austroads - that investigated whether there is a consistent, appropriate and effective way to classify, measure and value the place function within road and street corridors and their adjacent land use.

The research was informed by an international literature review, practitioner workshops across Australia and New Zealand (talking to over 200 professionals) and in-depth case studies (including proprietary place tools). The recommendations were then prepared by planners, engineers and economists, with expert advice provided by Steve Thorne and Professor Peter Jones (OBE).

#### In the conference session we will:

#### Present the findings from Austroads 2019/20 project

#### Give practical examples that relate to New Zealand

#### Suggest ways to navigate the various complexities and establish a Place framework by which the benefits of place can be captured, communicated and, ultimately, inform road transport planning, design and investment decision-making.

The full report is published on Austroads website as Project Reference NEG6181.