

23.4 Retail and commercial activity in proximity to green space

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Direct economic activity: Use of ground floor building space for retail, commercial or public purposes in the area surrounding implemented NBS	New Economic Opportunities and Green Jobs Place Regeneration
Description and justification	The atmosphere of a neighbourhood and its overall liveability are influenced by the use of ground floor spaces for commercial and public purposes. The availability of amenities not only enhances the consumer experience, but also contributes to successful retail and commerce by supporting small businesses and retailers (Arlington Economic Development, 2014). Residential and office buildings generally have the most potential for increased use of ground floor space.
Definition	Proportion of ground floor surface of buildings within a specified distance (300 m) from NBS of at least 0.5 ha that is used for commercial or public purposes, expressed as percentage of total ground floor surface
Strengths and weaknesses	+ The indicator is easy to define - A large quantity of input data need to be collected and processed
Measurement procedure and tool	This metric is calculated as: $\left(\frac{\text{Ground floor space for commercial or public use (m}^2\text{)}}{\text{Total ground floor space (m}^2\text{)}} \right) \times 100$ <p>This indicator may be limited to a defined urban area within a specific linear distance of 300 m from NBS of at least 0.5 ha in size (e.g., for consistency with <i>Green space accessibility</i> indicator), but may be extended to a greater linear distance in the case of large-scale NBS.</p>
Scale of measurement	Neighbourhood or district scale
Data source	

Required data	Data about ground floor space usage can be obtained from administrative documents and/or from interviews with the department for urban planning within the local municipality
Data input type	Quantitative
Data collection frequency	Before and after NBS implementation
Level of expertise required	Low to moderate
Synergies with other indicators	Synergies with the <i>Green space accessibility</i> indicator, and with the <i>New Economic Opportunities and Green Jobs</i> indicator group
Connection with SDGs	SDG 8 Decent work and economic growth, SDG 9 Industry, innovation and infrastructure
Opportunities for participatory data collection	No opportunities identified
Additional information	
References	<p>Arlington Economic Development. (2014). Ground Floor Retail and Commerce: Policies, Guidelines and Action Plan. Draft – September 2014. Arlington, VA: Arlington Economic Development Department, Real Estate Development Group. Retrieved from https://www.arlingtoneconomicdevelopment.com/index.cfm?LinkServID=6E1B9F23-AA29-D1AC-1DFE1072C67F5C64&showMeta=0</p> <p>Bosch, P., Jongeneel, S., Rovers, V., Neumann, H.-M., Airaksinen, M., and Huovila, A. (2017). CITYkeys indicators for smart city projects and smart cities. CITYkeys project D1.4. http://nws.euocities.eu/MediaShell/media/CITYkeysD14Indicatorsforsmartcityprojectsandsmartcities.pdf</p>