

# **From Dismal to Great:**

How Underperforming Commercial Corridors are  
Crafting a Healthier, Better Connected Future

**October 7, 2015**

**Urban Land Institute**

**Fall Meeting San Francisco**



# Participants:

- **Moderator:**

Melani V. Smith, AICP, Principal, Melendrez

- **Discussion Leaders:**

Sharon Roerty, Senior Program Officer, Robert Wood Johnson Foundation

David Thorpe, Vice President, Shaw Construction

Ben Quintana, Councilmember, City of Boise

John Vick, Research Analyst, Division of Epidemiology and Research, Metro Nashville Public Health Department

Joaquin Torres, Deputy Director, Office of Economic and Workforce Development, City of San Francisco



# Many street corridors are:



- Dangerous
- Dirty
- Disconnected
- Dismal

But they are also assets for communities...

***Can we reinvent them in healthier ways?***

# Healthy Corridors Project

## Key Activities

- 4 District Council “demonstration corridors” selected
- Convening of National Working Group
- National Forum at 2015 Spring Meeting
- Local Workshops
- National Forum at 2015 Fall Meeting
- National Workshops
- Ongoing dissemination and communications
- Summary/final recommendations report

Supported by the Robert Wood Johnson Foundation and the Colorado Health Foundation





# Healthy Corridors Project

## Goals and outcomes

- Spur equitable improvements in and along demonstration corridors
- Advance a new, healthier vision for urban and suburban corridors
- Develop and refine typology for a healthy corridor
- Nurture national community of practice for “corridor oriented development”



Play Video Here



# A Healthy Corridor...

## From Building Healthy Places Forum

✓ People focused	✓ Place focused
✓ Has a variety of housing options for all	✓ Has access to healthy and affordable food
✓ Has affordable and readily accessible options for physical activity	✓ Has connections to green space and nature
✓ Has enough density for vitality	✓ Is environmentally sustainable and adaptable
✓ Has multi-modal transportation options (with sidewalks, bike lanes, transit, safe crosswalks)	✓ Is safe (real and perceived) and clean
✓ Has a mix of land uses, vertically and horizontally	✓ Evaluates and measures a variety of health outcomes (economic, environmental, social, physical, mental)
✓ Has coordination between a variety of stakeholders	✓ Fits within the larger city network



# PACOIMA ASSETS

HEALTHY VAN NUYS BOULEVARD



- ★ CITY HALL
- PARK
- SCHOOL
- LIBRARY
- POST OFFICE
- FIRE DEPT

- REC CENTER
- BRADLEY PLAZA
- M.E.N.D.
- V.E.D.C.
- VACANT LOT
- GREAT STREETS SEGMENT

# Van Nuys Blvd. is SPECIAL...

*it has Arts & Culture:*





# Van Nuys Blvd. is SPECIAL...

*it has a Neighborhood Anchor*



# Van Nuys Blvd. is SPECIAL...

*it has High Storefront Occupancy*



# Van Nuys Blvd. is SPECIAL...

*it has a “Great Streets” designation*

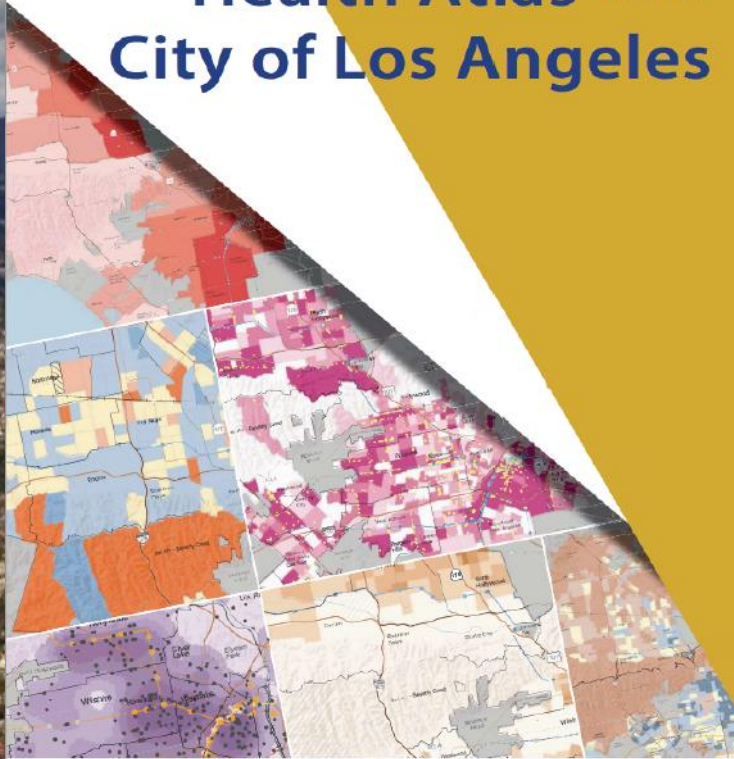




# The community has been STUDIED:

## Health Atlas for the City of Los Angeles

June 2013



- Demographic and Social Characteristics
- Economic Conditions
- Education
- Health Conditions
- Land Use
- Transportation
- Food Systems
- Crime
- Housing
- Environmental Health
- Community Health and Equity

raimi+  
associates



dcp  
Los Angeles  
Department  
of City Planning

# Residents WANT:

- More walking, biking and transit
- Safer, cleaner, quieter streets/neighborhood, more trees
- New stores, that will attract neighbors and their kids
- Access to healthy food
- Developers to take advantage of the buying power there, within walking distance
- Artists to also be employed to embellish the streetscape
- More open space, maybe add parklets
- Green alleys



# Stakeholder Convening This Summer:



# Now it's time to DEMONSTRATE:

- “Show” residents, don’t just “Tell” them - “Pop Up” or “Tactical Urbanism”
- Make an installation, for a few hours, a few days, weeks or months, to test on-the-ground, and with the public as a partner.
- This may be a catalyst for a longer term test or permanent improvement.





# Community Event/Demonstration



**SATURDAY JUNE 08**  
NOON TO 5PM  
**EAST WASHINGTON STREET BETWEEN RURAL AND OXFORD**  
[FACEBOOK.COM/BETTERBLOCKS.INDY](https://FACEBOOK.COM/BETTERBLOCKS.INDY)

It's a one-day-only transformation of one block of East Washington Street, and you're invited to make it a vibrant, healthy block! Come experience the block as it's transformed from the current configuration of 5 traffic lanes and vacant lots into a space for people, bikes, transit, local shops, artists, and food: a vision of what it could be the future! Activities all day!

**LET'S MAKE EAST WASHINGTON STREET TOGETHER!**

PRESENTED BY

THANKS TO

PARTNERS

# Temporary or Pilot Installation



# What are our next steps?

- Building a Team - summer/fall 2015
- Planning the Demonstration/Pilot with Great Streets Challenge Grant Winners – through early 2016
- Demonstrating a Healthy Van Nuys Blvd – early Spring 2016 (to coincide with a planned open streets event on the street)
- Developing a Final Report – late Spring 2016
- Summer 2016 – Sharing our findings and conclusions





**Robert Wood Johnson Foundation**  
**Building a Culture of Health in America**

*Infrastructure Matters*

Sharon Roerty, AICP/PP, Senior Program Officer



Robert Wood Johnson Foundation





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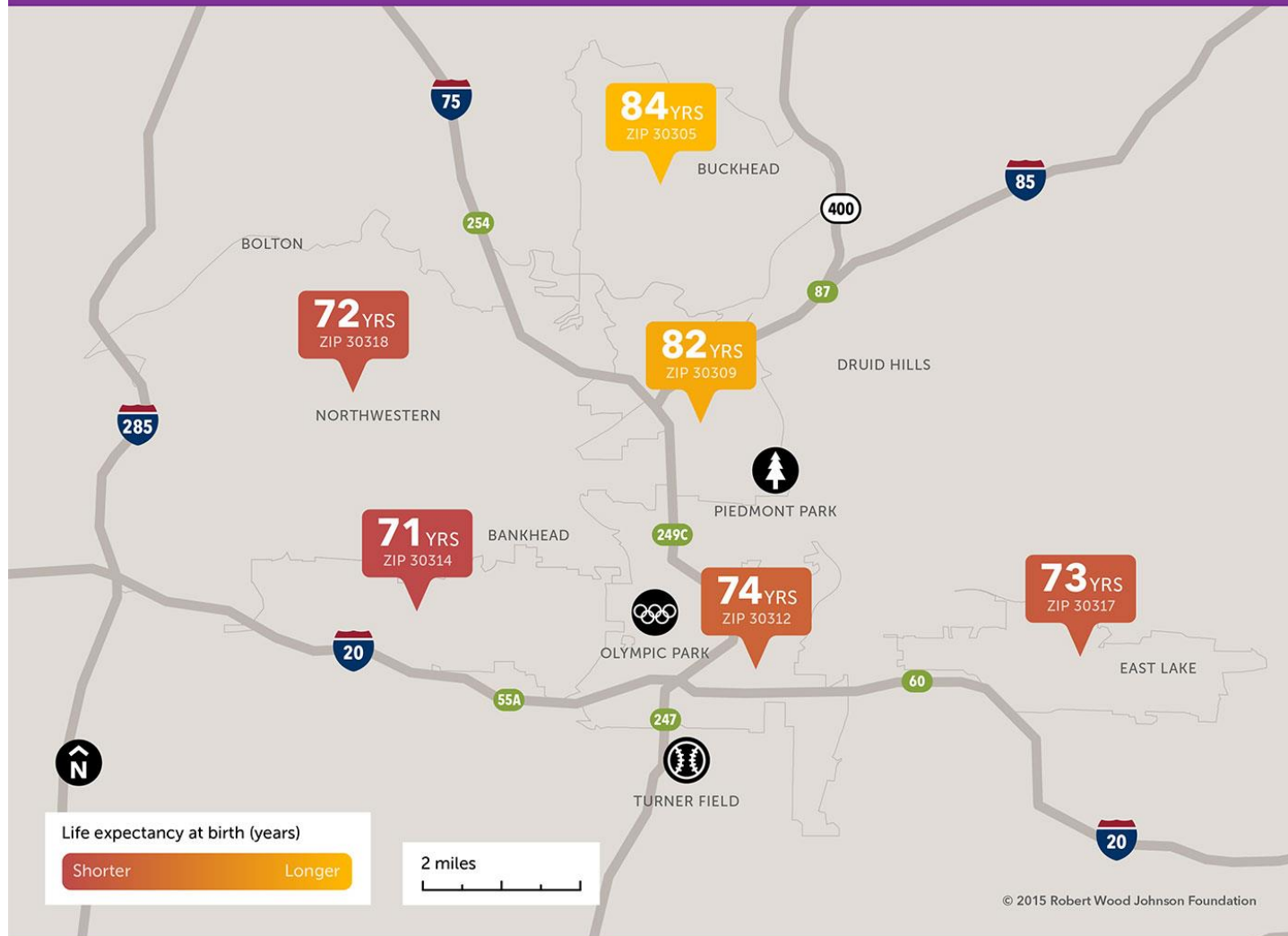


ATLANTA, GEORGIA

Follow the discussion

#CloseHealthGaps

## Short Distances to Large Gaps in Health



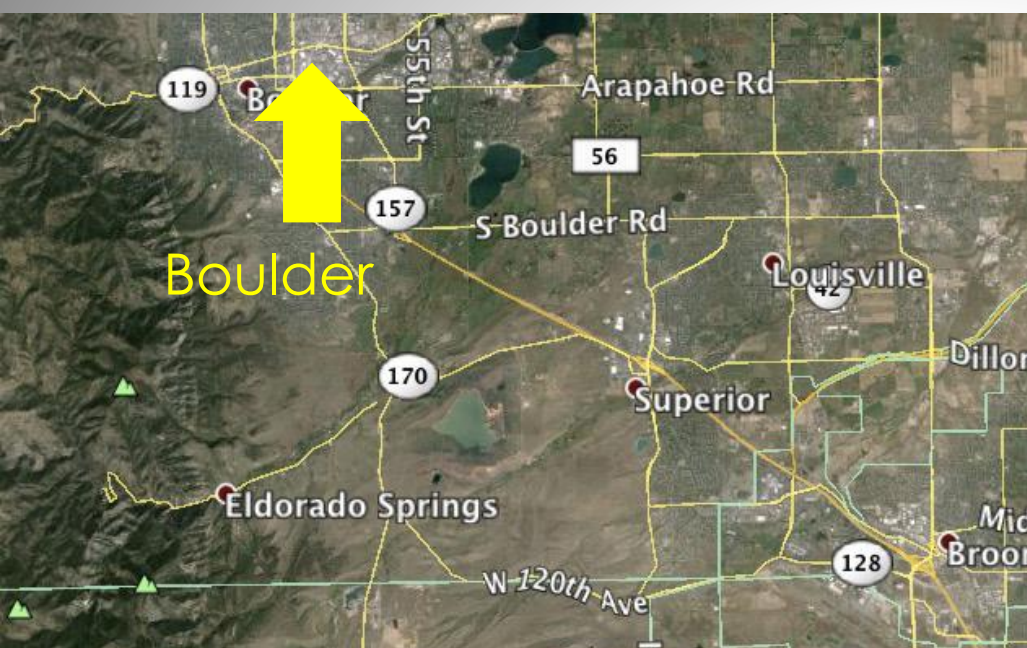
**David Thorpe**

Vice President, Shaw Construction





# Where is The Federal Corridor?



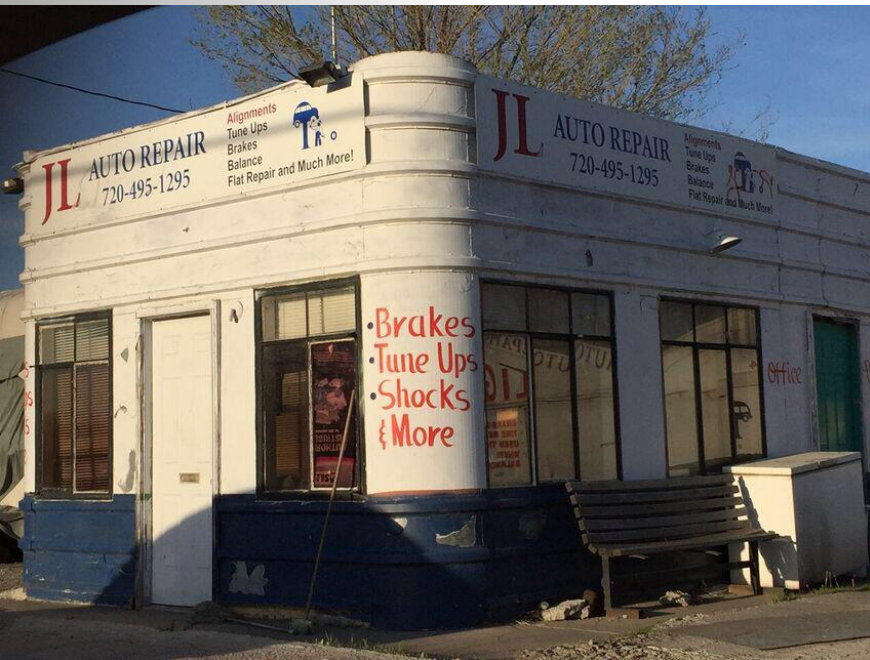


# Why Federal Boulevard?

- Huge Potential for Redevelopment
- Catalytic Development In Process
- Two New Rail Stations
- Anchored by Regis University
- Three Municipal/County Governments
- Colorado DOT
- Water Districts *Beyond Current Capacity*
- Engaged and Energized Stakeholders
- Challenging Issues



# Health Impact Assessment



- One in Four Residents Live Below Poverty Level
- Fear Plays a Role
  - Crossing the street is fraught
  - Healthy Habits Inhibited
- Concern About Gentrification
- Lack of Facilities for Exercise
- Food Desert
- Few worthy walkable destinations
- Lacking (adequate) sidewalks



# Task Force Efforts

- Leveraging Work To Date
- Outstanding Participants
- Tour and Outreach
- Great Turnout and Collaboration
- ULI Was Asked to Keep The Group Working Together
- County, Cities, CDOT and Developers Planning Together
- Intergovernmental Collaboration Possible

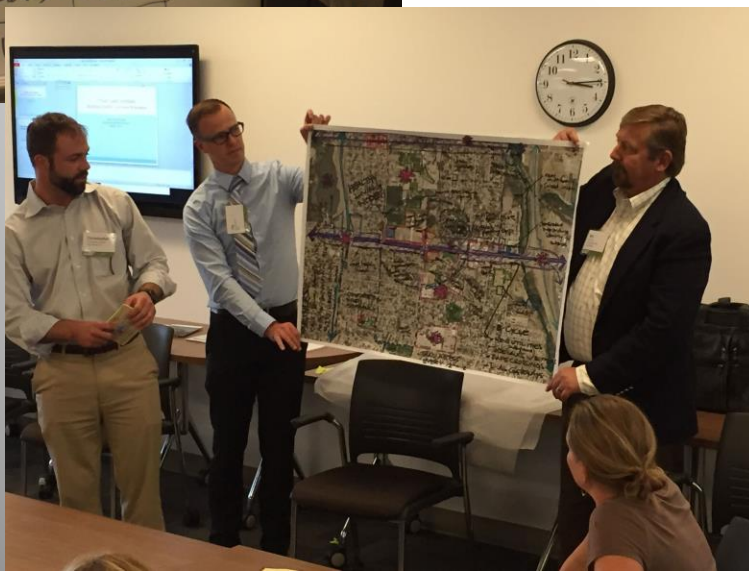


# Thoughts So Far . . .

- Place Making?
- More a tapestry of places
- Hold fast to health
- Remember existing residents
- Who “carries the torch” forward??

NEXT STEPS

WHAT	WHO	WHEN	WHAT	WHO	WHEN
COMMUNITY ENGAGEMENT	LIVE WELL ADAM SOUTH ADAM COUNTY	7/29/15	OUTREACH TO ELECTED	APRIL	9/1/15
PAKE B.S.M. RICE STRATA	DOUGL BAKER	7/1/15			
HIRE CONSULTANT IMPLEMENT	ADAMS COUNTY	9/1/15			
COORDINATOR PLAN	CITY DENVER	11/2016			
ALL PRODUCTION FARM	ARIA	10/31/15			
OPEN COMMUNITY HEALTH CTR	REGIS	AUG 2016			
COMPILE IDEAS	ULI	8/30/15			
WORK ON FINANCE MECHANISM	JOE	8/15/15			
BRICKS COLORADO EVENT	REGIS	SEPT			
	REGIS	8/7			
SET NEXT MTL					



- THE PEOPLE IN THIS ROOM  
SHOULD/MUST MEET AGAIN



# ENERGIZE OUR NEIGHBORHOODS

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**BEN QUINTANA**

Council Member

City of Boise, Idaho

ENERGIZE OUR NEIGHBORHOODS





# ENERGIZE OUR NEIGHBORHOODS

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## WHY

We Believe in Livability

## HOW

Engaging Our Community

## WHAT

Changing How We Do Business

**ENERGIZE OUR NEIGHBORHOODS**



# LIVABILITY FOCUS AREAS

Children & Youth  
Economic Development  
Health & Community Services  
Housing  
Placemaking, Arts & History  
Public Safety  
Sustainability  
Transportation



ENERGIZE OUR NEIGHBORHOODS





# THE VISTA CORRIDOR

## GATEWAY

- Boise Airport
- Boise State University
- Downtown

**ENERGIZE OUR NEIGHBORHOODS**





ENERGIZE OUR NEIGHBORHOODS



# VISTA CORRIDOR

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Areas of Opportunity

**ENERGIZE OUR NEIGHBORHOODS**

# Joaquin Torres

Deputy Director, Office of Economic  
and Workforce Development, City of  
San Francisco







**FOCUSED & CUSTOMIZED  
ASSISTANCE FOR**

**INVEST  
IN  
NEIGHBORHOODS**

**SAN FRANCISCO**

**NEIGHBORHOOD  
COMMERCIAL DISTRICTS**







# Program Elements

- Neighborhood Profiles
- Baseline Services
- Customized Services





# CENTRAL MARKET/TENDERLOIN STRATEGY

August 2015





# Community Impact Framework



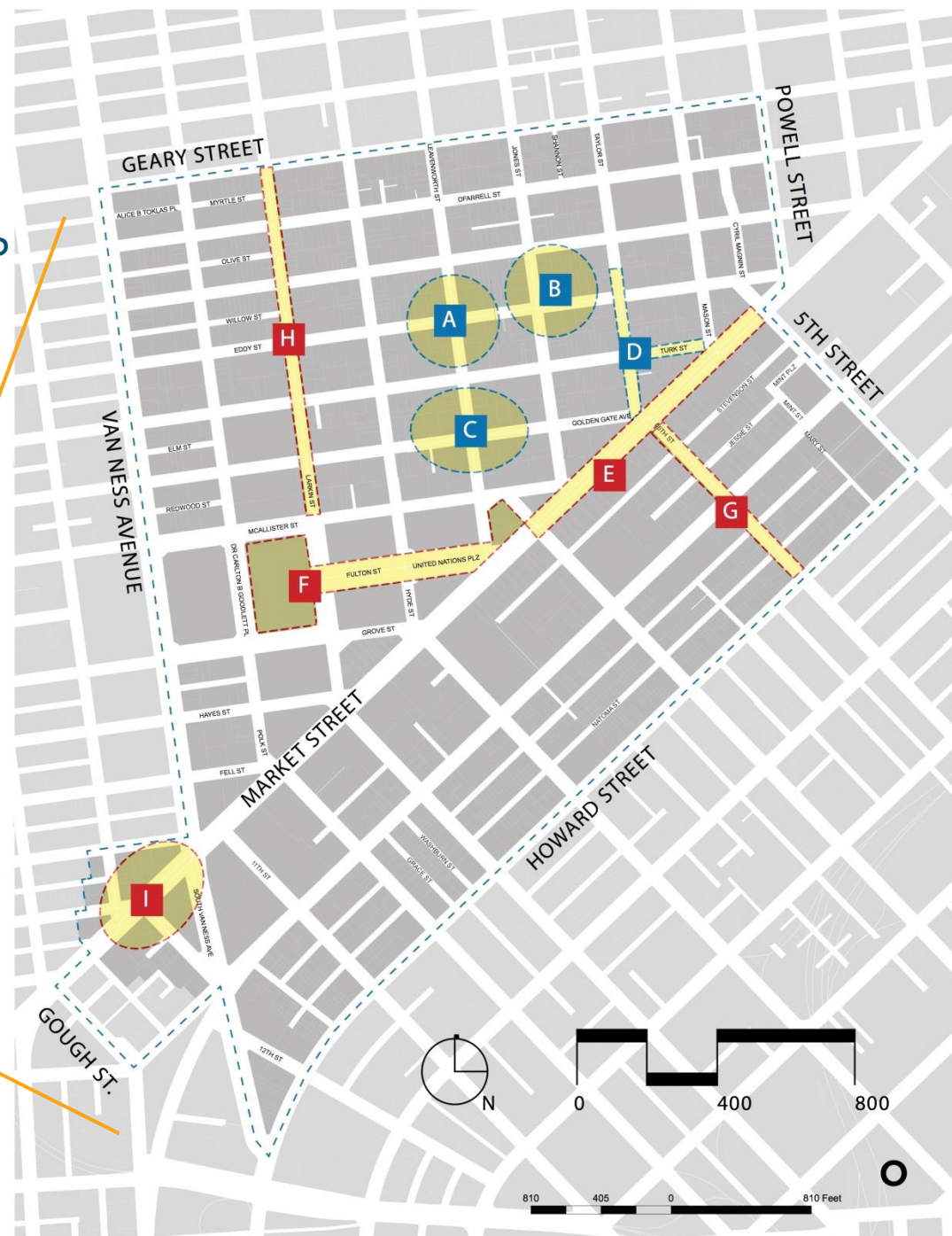
## GOAL

A diverse, healthy mixed-income neighborhood where safety and well-being are within the reach of all who live and work in Central Market and the Tenderloin.

# Action Zones

■ Action Zones Identified by TLHIP community Planning Process

■ Action Zones Identified by Community Benefit Districts and other community partners



# NEIGHBORHOOD- WIDE OBJECTIVES

Affordable Housing

Arts Organization Support

Cleanliness

Mental Health

Nonprofit Retention

Safety

Small Business Support

Streetscape Improvements

