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…

<table>
<thead>
<tr>
<th>From Building Healthy Places Forum</th>
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<tbody>
<tr>
<td>✓ People focused</td>
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<td>✓ Has a variety of housing options for all</td>
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<td>✓ Has affordable and readily accessible options for physical activity</td>
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<td>✓ Has enough density for vitality</td>
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<td>✓ Has multi-modal transportation options (with sidewalks, bike lanes, transit, safe crosswalks)</td>
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<td>✓ Has a mix of land uses, vertically and horizontally</td>
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<td>✓ Has coordination between a variety of stakeholders</td>
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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:

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

**Pop-Up MANGo**

Station 1: CHICANES

**Better Block Indy: East Washington Street**

Saturday June 08
Noon to 5PM
East Washington Street between Rural and Oxford

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

Indycog

ULI
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
Short Distances to Large Gaps in Health

ATLANTA, GEORGIA

Life expectancy at birth (years)

Shorter
Longer

2 miles

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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 if 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??
ENERGIZE OUR NEIGHBORHOODS

BEN QUINTANA
Council Member
City of Boise, Idaho
ENERGIZE OUR NEIGHBORHOODS

WHY
We Believe in Livability

HOW
Engaging Our Community

WHAT
Changing How We Do Business
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
VISTA CORRIDOR

Areas of Opportunity

ENERGIZE OUR NEIGHBORHOODS
Joaquin Torres
Deputy Director, Office of Economic and Workforce Development, City of San Francisco
INVEST IN NEIGHBORHOODS

FOCUSED & CUSTOMIZED ASSISTANCE FOR NEIGHBORHOOD COMMERCIAL DISTRICTS

SAN FRANCISCO
Existing Businesses Thrive

- One on One TA
- Loans
- TI Grants
- Neighborhood Marketing
- Business Guides
- Branding - Banners - Shop Local
- Events
- Festivals
- Art Walks
- Targeted Business Attraction
- New Development

High Quality of Life

- Community Group to Advocate/Implement
- Neighborhood Association
- CBD
- CBO
- Steering Committee
- Merchant Association
- Sustainable Funding Stream (e.g., CBD)

Healthy Commercial District

- Attractive Physical Conditions
  - Façade Grants
  - Window Signs
  - Murals/Beautification
  - Public art installations
  - Neighborhood landmarks
  - Streetscape Improvements
  - Outdoor furniture
  - Design Guidelines
  - Appropriate Zoning
  - Infrastructure Investments

Strong Community Capacity

- Crime Prevention
- Graffiti & Trash Removal
- Sidewalk Cleaning
- Activated public space
Program Elements

• Neighborhood Profiles

• Baseline Services

• Customized Services
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