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

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!
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
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??