Session Working Title: At the Corner of Healthy and Profitable: the Return on Investment in Developing Healthy Places

Time: ULI Spring Meeting in Houston on Wednesday, May 13, 2:45-4:15

Description: More and more developers are positioning their projects to capitalize on the demand for healthier lifestyle. But is the effort and extra money it takes to focus on wellness worth it? This session will explore the deal side and look at the return on innovative projects that have emphasized health. Don’t miss the chance to hear about lessons learned from some projects, under development and completed, from across the country.
Serenbe: On the edge of urban Atlanta for all ages.
The Beginning
1991
Connecting our children to nature for a healthy lifestyle
Development Comparison

Conventional Development

- 30,000 Homes
- 80% of Land Disturbed
  - 40,000 Acres
  - 75% Max Yield
  - = 30,000 Homes

Villages and Conservation Subdivisions

- 38,000 Homes
- 16% of Land Disturbed
  - Three 640 Acre Villages @ 6720 Units Each
  - 480 Acres @ 8 Units an acre
  - 160 Acres @ 18 Units an acre
  - =20,160 Units in the Villages
  - =1920 Acres Disturbed
  - 17840 Units in Conservation Subdivisions with 1/4 Acre Average Lot Size
  - =4460 Acres Disturbed

Total Area Disturbed = 6380 Acres = 16% Disturbed
This includes Commercial, Service, and Civic Uses

The old way

A new way
Serenbe
an example of balanced growth

70% protected green space

The discovery is people are healthier when clustered. Infrastructure costs 40% less.
Atlanta’s BeltLine is an example of reinventing the urban core for a healthy, active lifestyle connected to nature.
Serenbe: A community landscaped for health

Non-lawn landscape cost 40% more at installation and 80% less to maintain each year
Instalation and maintaence is no more than ornamental planting. Benefits are large.

Serenbe: A community of edible land...
Serenbe: A community of food

Organic farm was self supporting by year 4 and expense was charged off to marketing in first years.
SEI is developing cost comparisons.

Serenbe: where storm water is a feature in nature.
Serenbe: A community of paths and natural nature

Cost of nature trails is minimal especially compared to parks or golf courses.
Serenbe: A community of health

University intern coordinates activities. Cost $25,000 a year charged to marketing.
Serenbe: A place for meditation

Benefits of MEDITATION

- Increases your attention span
- Improves immunity and helps fight diseases
- Improves metabolism and helps you lose weight
- Helps you have a good night's sleep
- Helps you feel more connected
- Helps you appreciate life more
- Reduces ageing
- Adds more hours to your day
- Makes you and those around you happier

Cost - a few $100. per bench + access to nature.
Serenbe: A community with accidental collisions.
What are the costs and what are the benefits?
The Importance of Nature and the Development of our Children
WHAT ARE THE BENEFITS?

Protected Land offers better air quality.

Serenbe ArborScout Tree Inventory
Assessing Effects and Values of Urban Trees

An average car emits one pound of carbon for every mile driven, and the average Atlanta commuter drives 40 miles to and from work every day. Thus, the average commuter puts out 40 pounds of carbon a day!

Serenbe’s trees sequester the equivalent of 7,213 car’s carbon emissions for a year! The total amount of carbon stored in the tissue of Serenbe’s trees is the equivalent of 182,717 cars emissions for one year.
There is increasing evidence for a positive relation between green space in people’s living environment and self-reported indicators of physical and mental health. The annual prevalence rate of 15 of the 24 disease clusters was lower in living environments with more green space in a 1km radius. Increasing evidence shows that green space has beneficial effects on people’s health. Exposure to nature has been found to have a positive effect on mood, concentration, self-discipline and physiological stress.
Care Expenditures as Percent of GDP

Something must change.
What is the cost of providing healthy places to live? Is the cost of thoughtful planning?
Serenbe: Living in Community
The little girls grew up.