ULI Healthy Corridors National Study Visit
Van Nuys Boulevard

Los Angeles, California
February 3-5, 2016
About the Urban Land Institute

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

- ULI is a member-driven organization with over 36,000 members worldwide.

- ULI Los Angeles has robust membership and programming.
Building Healthy Places Initiative & Rose Center for Public Leadership

Building for Wellness
The Business Case

Ten Principles for Building Healthy Places

National League of Cities 90 Years Celebration 1924-2014
About the Healthy Corridors Project

Across the U.S., communities aspire to become more economically vibrant, equitable, and sustainable places.

Corridors often impede this aspiration: can we reinvent them in healthier ways?

Supported by the Colorado Health Foundation and the Robert Wood Johnson Foundation
About the Healthy Corridors Project: Demonstration Corridors

Boise – Vista Avenue (ULI Idaho)

Nashville - Charlotte Avenue (ULI Nashville)

Los Angeles - Van Nuys Boulevard (ULI LA)

Denver - Federal Boulevard (ULI Colorado)
About the Healthy Corridors Project: Goals and Outcomes

• Spur equitable health, safety, transportation, and land use improvements along Demonstration Corridors
• Advance a new, healthier vision for corridors and surrounding land uses
• Help nurture and create a new community of practice for “corridor oriented development”
The National Study Visit Participants

Chair: **Clare De Briere**, The Ratkovich Company, Los Angeles, CA
**Dan Eernisse**, City of Shoreline, Shoreline, WA
**Aliza Gallo**, City of Oakland, Oakland, CA
**Cece Gassner**, Boise State University, Boise, ID
**Amy Slonim**, Robert Wood Johnson Foundation, Princeton, NJ
**Chris Smith**, The Colorado Health Foundation, Denver, CO
**Cate Townley**, Colorado Department of Public Health & Environment, Denver, CO
**John Vick**, Metro Nashville Public Health Department, Nashville, TN
Local Leadership Group

Chair: Melani Smith, Former Principal, Meléndrez
Jean Armbruster, Los Angeles County Department of Public Health
Michael Banner, Los Angeles LDC, Inc.
Jane Blumenfeld, LA Department of City Planning
Nat Gale, Office of Mayor Eric Garcetti
Diane Philibosian, Institute for Community Health & Wellbeing, CSU Northridge
Dan Rosenfeld, Indivest Incorporated
Carter Rubin, Office of Mayor Eric Garcetti,
Susan Wong, Legislative Deputy for Felipe Fuentes, LA City Councilmember
National Study Visit Assignment

- In an economically and environmentally challenged, but culturally rich area, such as Pacoima, what are opportunities for improving the health and economic needs of the community, whether through providing jobs, services, or goods?

- How can Van Nuys Blvd property owners take advantage of the imminent opportunity presented by a proposed new transit line, and other investment in the corridor, in order to develop businesses now and prevent displacement in the future?
The Study Area

**Length of Study Section:** 0.75 miles

**Average # of Lanes:** 5 lanes of traffic

**Average Vehicle Speed:** 35 mph

**Available Transit Options:** Bus

**Bike lanes:** 0 miles

**Income Data:** Per capita income of $13,180; 20% of Pacoima residents are under federal poverty limit, 10% are unemployed

**Health Issues:** High levels of childhood obesity, diabetes mortality, and stroke in adjacent neighborhoods

**Land Use:** Primarily fast food restaurants, strip malls, and auto repair shops; there are no park/open spaces in the corridor.

**Distinguishing Features:** Selected as a corridor for the LA Great Streets Initiative; has numerous murals by local artists along the corridor; possible corridor for a future BRT or LRT route
Presentation Overview

• Assets and Challenges
• Defining a Healthy Van Nuys Boulevard
• Recommendations
  – Community Health and Development
  – Economic Development
  – Getting People to the Boulevard
• Priorities: Where to Start
• Q&A
Van Nuys Boulevard Assets

- High percentage of homeownership
- Strong entrepreneurial spirit
- Placement of buildings
- Continuous sidewalks
Van Nuys Boulevard Challenges

- Auto-dominated environment – few pedestrian and bicycle amenities
- High traffic speed
- Lack of diversity of businesses
- Businesses close early – nowhere to go after 5pm
- Policies/regulation to support accessory dwelling units
- No obvious unification of corridor priorities
Recommendations

- Community Health and Development
- Economic Development
- Getting People to the Boulevard
Values of a Healthy Van Nuys Boulevard

Opportunity  Arts & Culture  Equity

Celebrate Pacoima!
Community Health and Development

What are components of “neighborhood health?”

Leveraging Social Connectedness

- Enhance active transportation safety, convenience & aesthetics
- Produce regular marquee events and programming that celebrates Pacoima’s unique and diverse culture
- Create places for the community to gather outdoors
- Foster local human capital assets
Community Health and Development

Perception of Safety in Community
- Create agreement among businesses to stay open later
- Promote family friendly spaces, businesses and activities
- Work with library to become even further involved with the community

Healthy Housing
- Streamline permitting for multiple family units
Community Health and Development

Access to Healthy Food

• Create a location on corridor where residents can sell neighborhood produce on a regular basis
• Work with an existing restaurant in San Fernando Valley and develop tools to get them to locate in Pacoima
• Prioritize restaurants with healthy food options in incubator
• Enhance education around food growing, production & safety
Economic Development

Define a “Heart of Pacoima”

- Street/infrastructure transformation
- Leverage other grants and funding
- Murals program
Economic Development

Build Entrepreneurial Eco-System

• Expand business development opportunities
• Feature local businesses
• Provide training and mentorship
Economic Development

Position City Hall as “Partnership Hub”

- VEDC (Valley Economic Development Center)
- Banks
- Philanthropy
- SCORE (Service Corps of Retired Executives)
- Colleges and universities
Getting People to the Boulevard

Marketing Opportunities

• Logo for “Celebrate Pacoima”
• Embrace hashtags: 
  #celebratepacoima, 
  #muralmile
• Street lamp banners
• “Downtown Pacoima” along Van Nuys
• “Pacoima at Night” night market, evening art walks

Night market in Camden, NJ
Getting People to the Boulevard

Promote Corridor Activation

• cicLAvia Pacoima
• Chalk art street mural festival
• Pacoima Week: culture, community, food
• Regional reach: Hansen Dam “DASH to the Dam”
Priorities: Where to Start

- Transform street infrastructure on study section of Van Nuys Boulevard
- Use city resources to bolster a city liaison position that works with local businesses
- Position City Hall as a catalyst for change
Discussion, Comments, and Questions