

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...

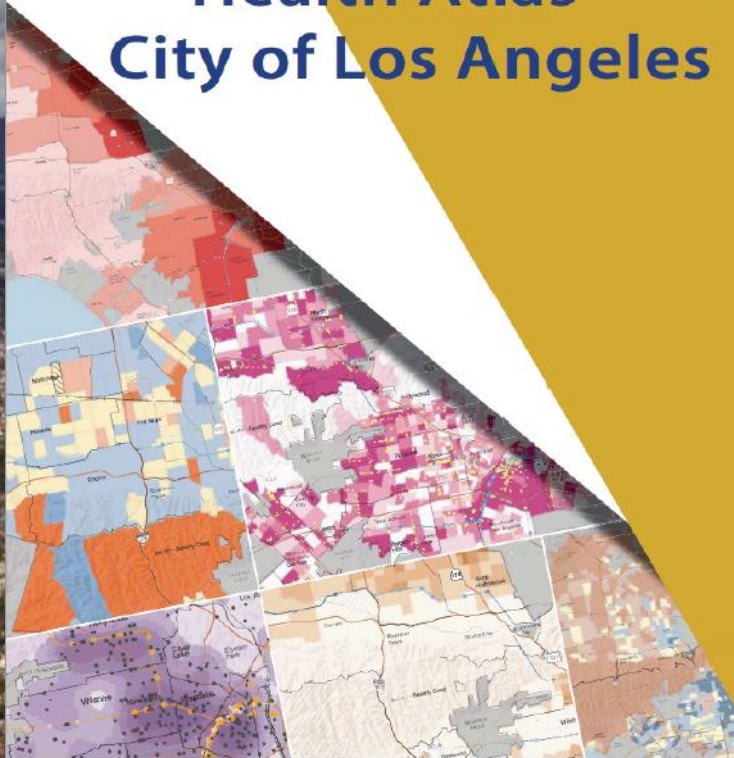
it has a “Great Streets” designation



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

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

A collection of logos for various organizations. The logos include IndyCOG, The Library, URBAN USG, and others. The logos are arranged in a grid-like fashion.

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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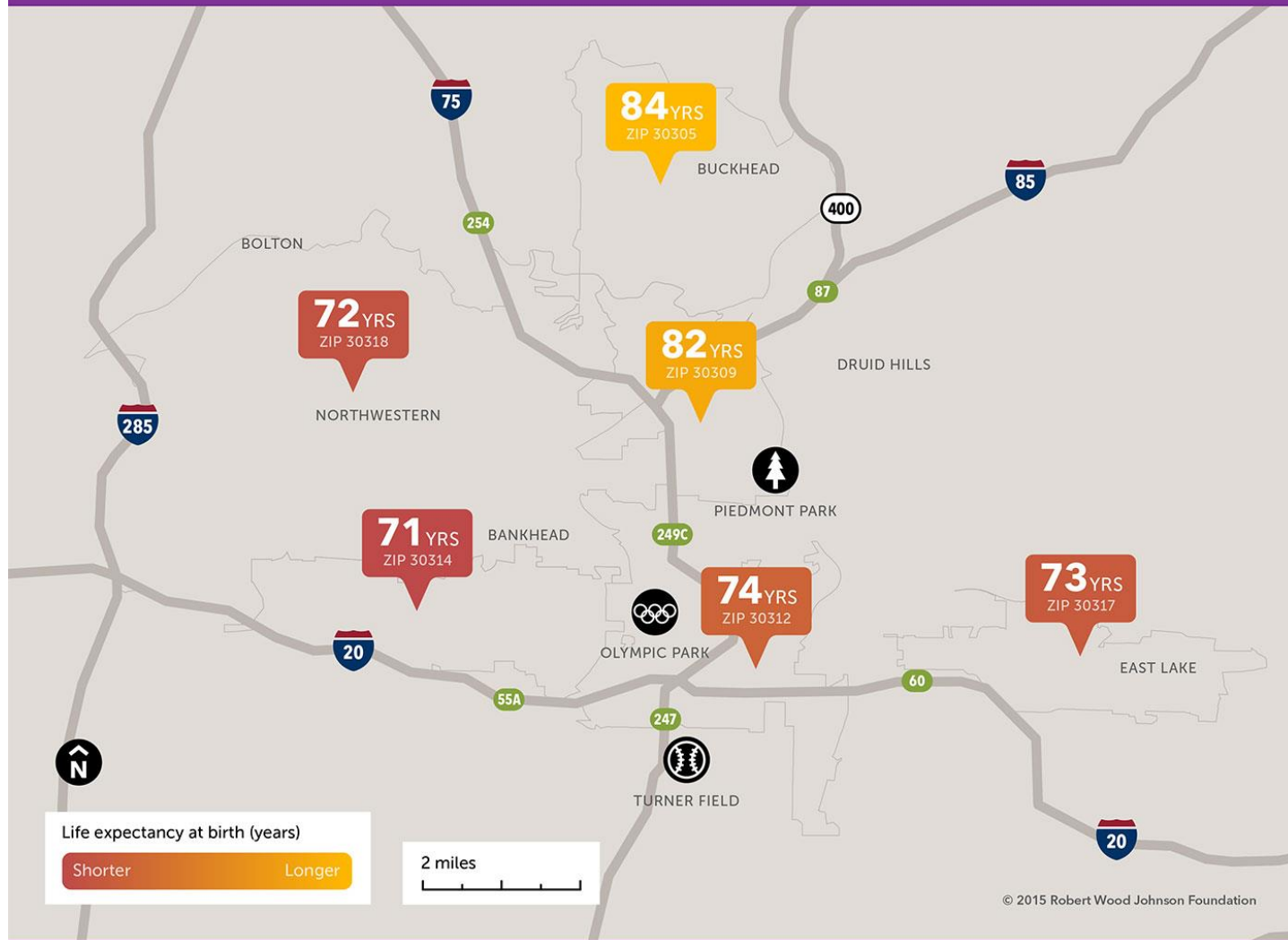


ATLANTA, GEORGIA

Follow the discussion

#CloseHealthGaps

Short Distances to Large Gaps in Health

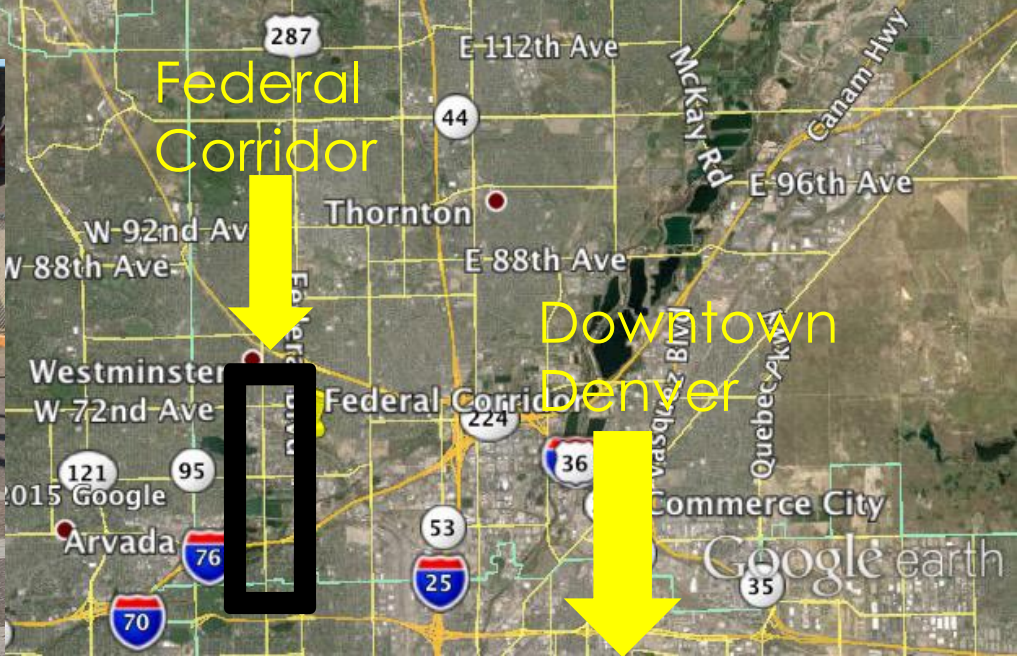


David Thorpe

Vice President, Shaw Construction

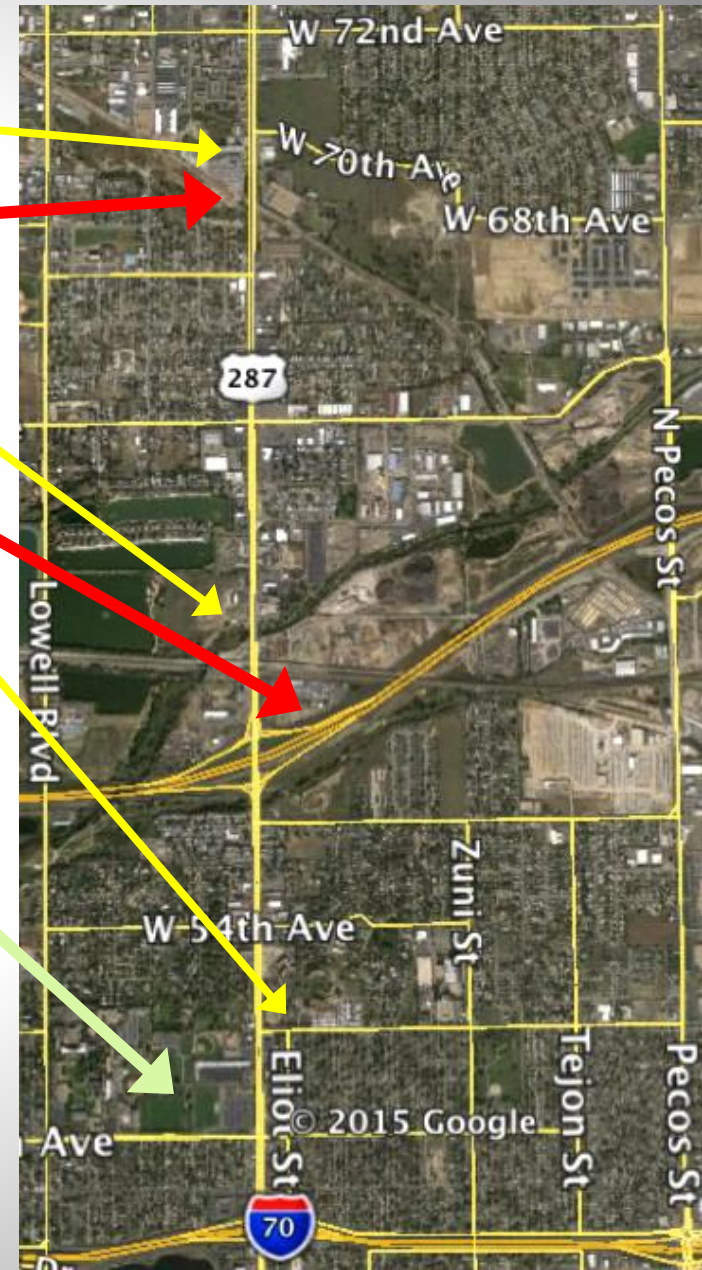


Where is The Federal Corridor?

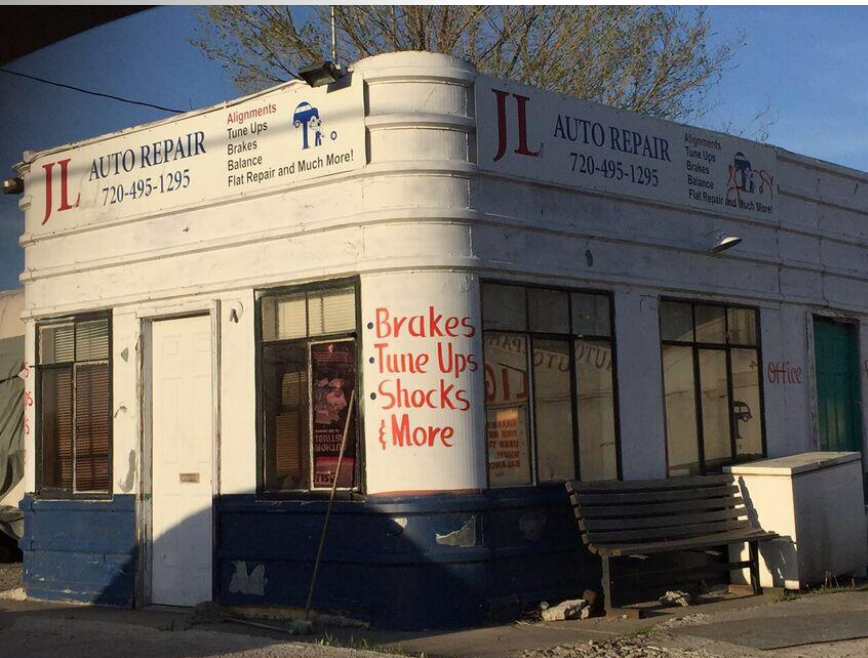


Why Federal Boulevard?

- 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

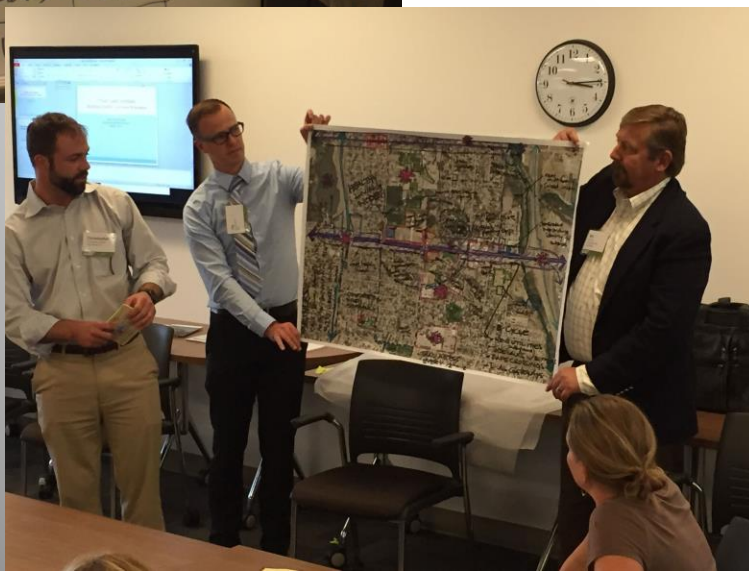


Thoughts So Far . . .

- 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	9/1/15			
HIRE CONSULTANT IMPLEMENT	ADAMS COUNTY	9/1/15			
ORDINANCE 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