

Building Healthy Corridors and Healthy Places

Rachel MacCleery
Urban Land Institute
November 21, 2019



Urban Land
Institute

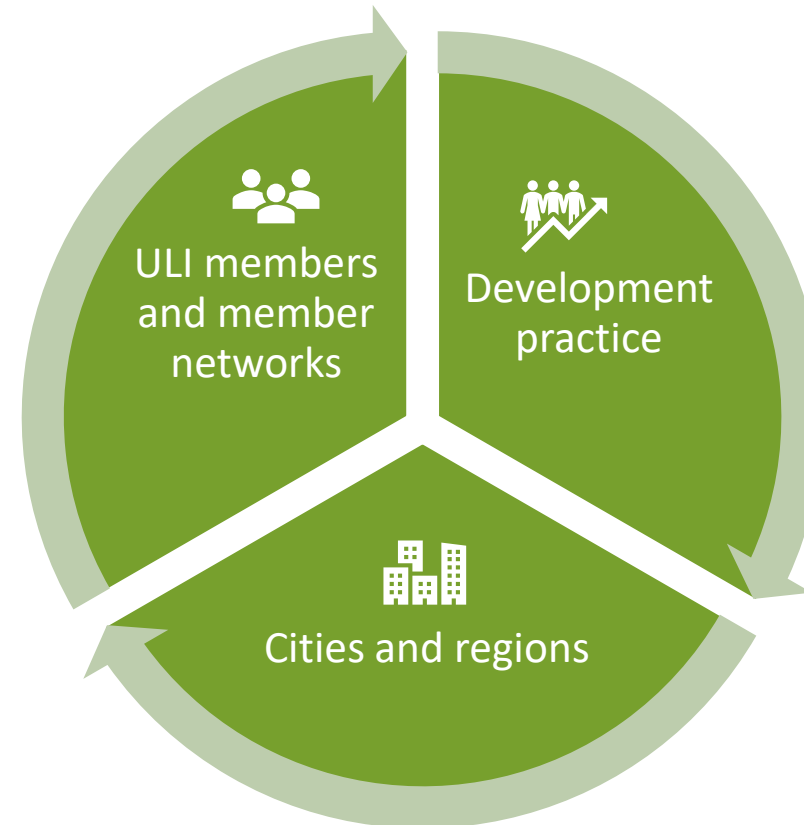
Building Healthy Places Initiative

LEVERAGING THE POWER
OF ULI'S GLOBAL
NETWORKS TO SHAPE
PROJECTS AND PLACES
IN WAYS THAT IMPROVE
THE HEALTH OF PEOPLE
AND COMMUNITIES



BUILDING HEALTHY PLACES INITIATIVE

Engages, informs, and inspires ULI members to promote health, wellness, and social equity in their professional practice and in their communities.

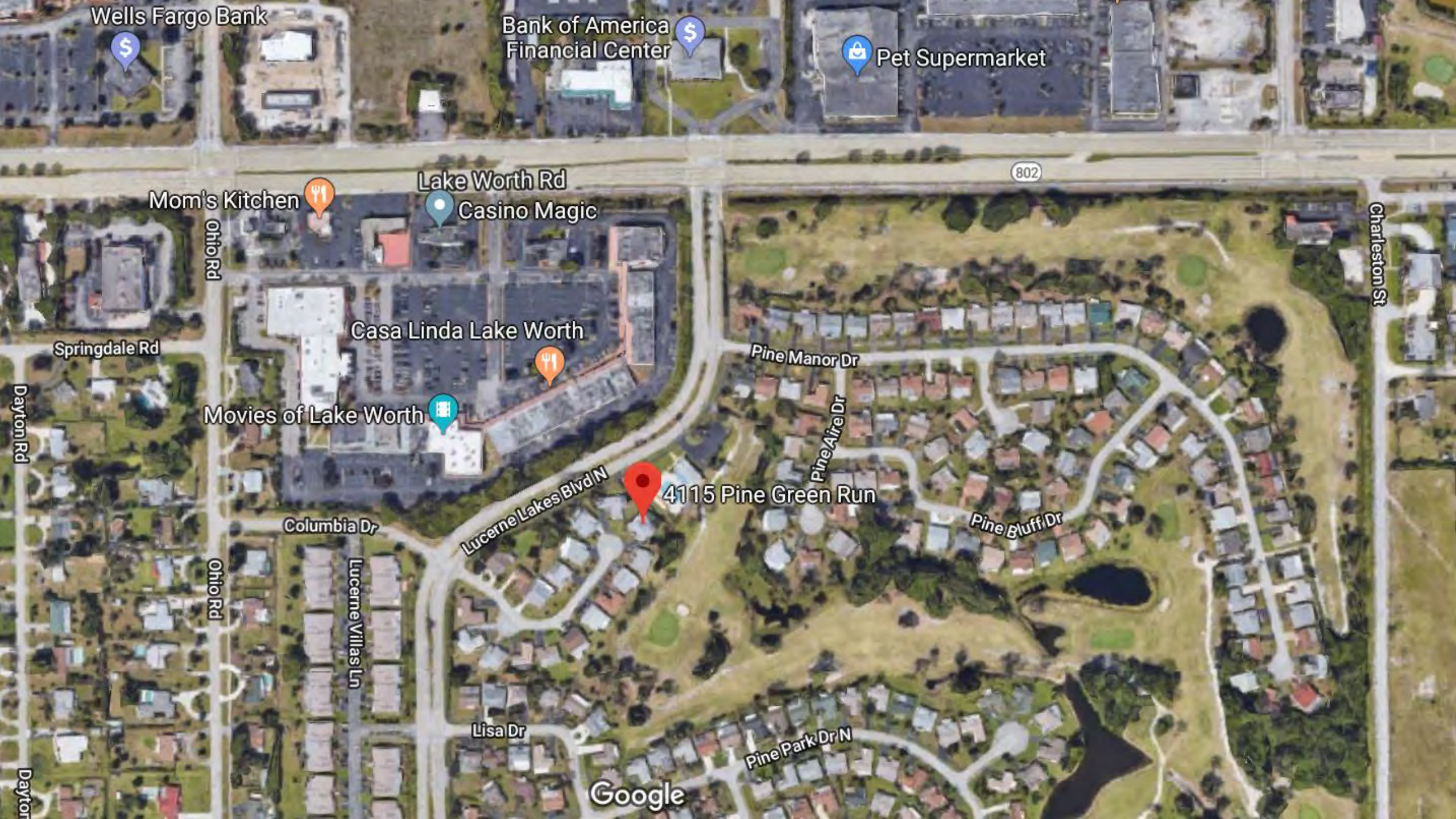


The background of the slide features a series of thin, curved lines in shades of gray, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

ULI CENTER FOR SUSTAINABILITY AND ECONOMIC PERFORMANCE

Dedicated to creating **healthy, resilient, and high-performance** communities around the world.

Through the work of its Greenprint, Building Healthy Places, and Urban Resilience programs, the Center provides leadership and support to real estate and land use professionals to invest in energy efficient, healthy, resilient, and sustainable buildings and communities.



Wells Fargo Bank

Bank of America
Financial Center

Pet Supermarket

802

Mom's Kitchen

Lake Worth Rd
Casino Magic

Casa Linda Lake Worth

Movies of Lake Worth

4115 Pine Green Run

Lucerne Lakes Blvd N

Columbia Dr

Lucerne Villas Ln

Lisa Dr

Pine Park Dr N

Pine Bluff Dr

Pine Manor Dr

Pine Aire Dr

Dayton Rd

Ohio Rd

Ohio Rd

Charleston St

Google

PLACE SHAPES HEALTH

Health is not just what happens in the doctor's office. Instead, health is significantly shaped by factors that include housing, transportation, education, and job opportunities—the social determinants of health.

Low income people often have the least access to the ingredients of a healthy life.





Vista Avenue, Boise, Idaho



Federal Boulevard, Denver, Colorado

Charlotte Avenue, Nashville, TN



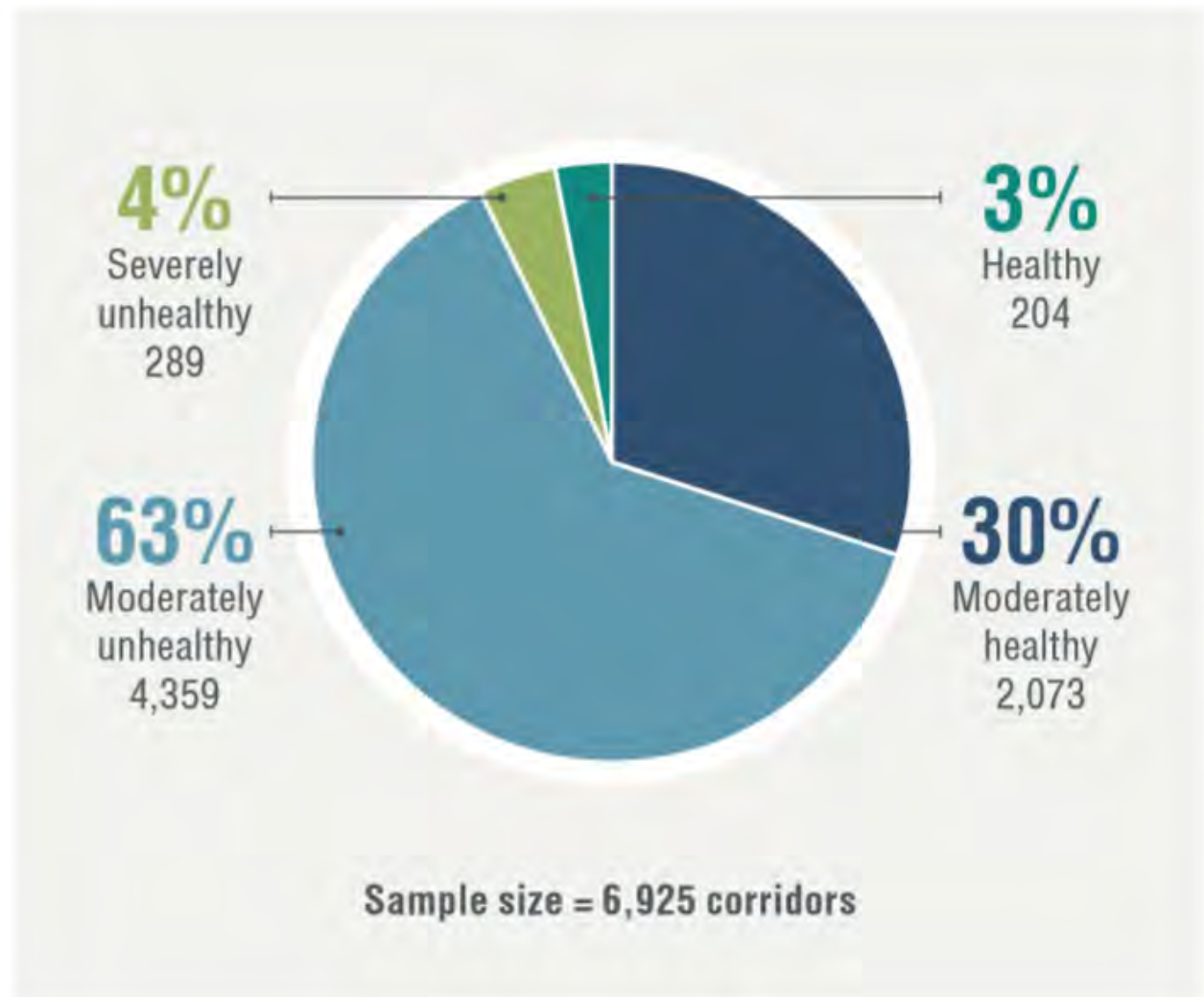
UNHEALTHY CORRIDORS ARE EVERYWHERE

Automobile-centric commercial corridors exist in nearly every community, characterized by:

- wide road with multiple lanes
- high-speed traffic
- nonexistent or limited transit service
- buildings set back from the street
- obstructive utility poles and wires
- lack of trees and vegetation
- few healthy food options
- poor quality sidewalks
- few connections with adjacent neighborhoods



Most corridors
in this country
are unhealthy.



Source: Blind Spots: How Unhealthy Corridors Harm Communities and How to Fix Them



Arterials account for **4%** of roads but **28%** of all road deaths

15% of people killed in traffic crashes on all roads nationally were on foot, but people on foot account for **32%** of traffic deaths along ***arterials***

Older people and Latinos are particularly likely to be killed along unhealthy corridors

Source: *Blind Spots: How Unhealthy Corridors Harm Communities and How to Fix Them*

Principles for Creating Healthy Corridors



PUT PEOPLE FIRST

Make existing residents and businesses the priority

Preserve and add affordable housing

Provide training and support to current and aspiring business owners

Offer small loans and grants to help improve storefronts

Authentically engage community members



Local business improvements on College Avenue, Fayetteville, AR

H Street NE in Washington, DC

Strategies

- **Enhanced development plans and transportation infrastructure**
- All new streetscape – sidewalks, lighting, signage, etc.
- Arts and culture focus
- Hundreds of dollars in private investment – mixed use, retail, housing
- Streetcar came online in 2017
- Growing housing affordability challenges



H Street NE in Washington, DC Before and After



2008



2018

FIX LAND USE PATTERNS

Adopt mixed-use zoning
or form-based codes

Revise parking
ordinances

Penalize owners for
leaving land vacant

Adopt land-value taxes

Leverage BRT for
“horizontal mixed use”



Columbia Pike, Virginia

Columbia Pike, Arlington, VA

Strategies



Before

- Enhanced corridor through Form-Based Codes
- Commitment to affordable housing
- Faster than normal approvals and reduced opposition to new projects
- Walkable, high quality design
- Tax Increment Financing (TIF) devoted to transit improvements and affordable housing.
- Over 1 million sqft of new commercial space, 3000 units of new housing
- Now the busiest bus transit corridor in Virginia



After

Columbia Pike, Virginia Before and After



2009



2018

MAKE TRANSPORTATION CONNECTIONS

Adopt Complete Streets
policies – with bus, transit,
sidewalks, bike lanes

Focus on safety

Change policies and
practices that prioritize
cars

Connect with adjacent
neighborhoods

Take local control of
streets



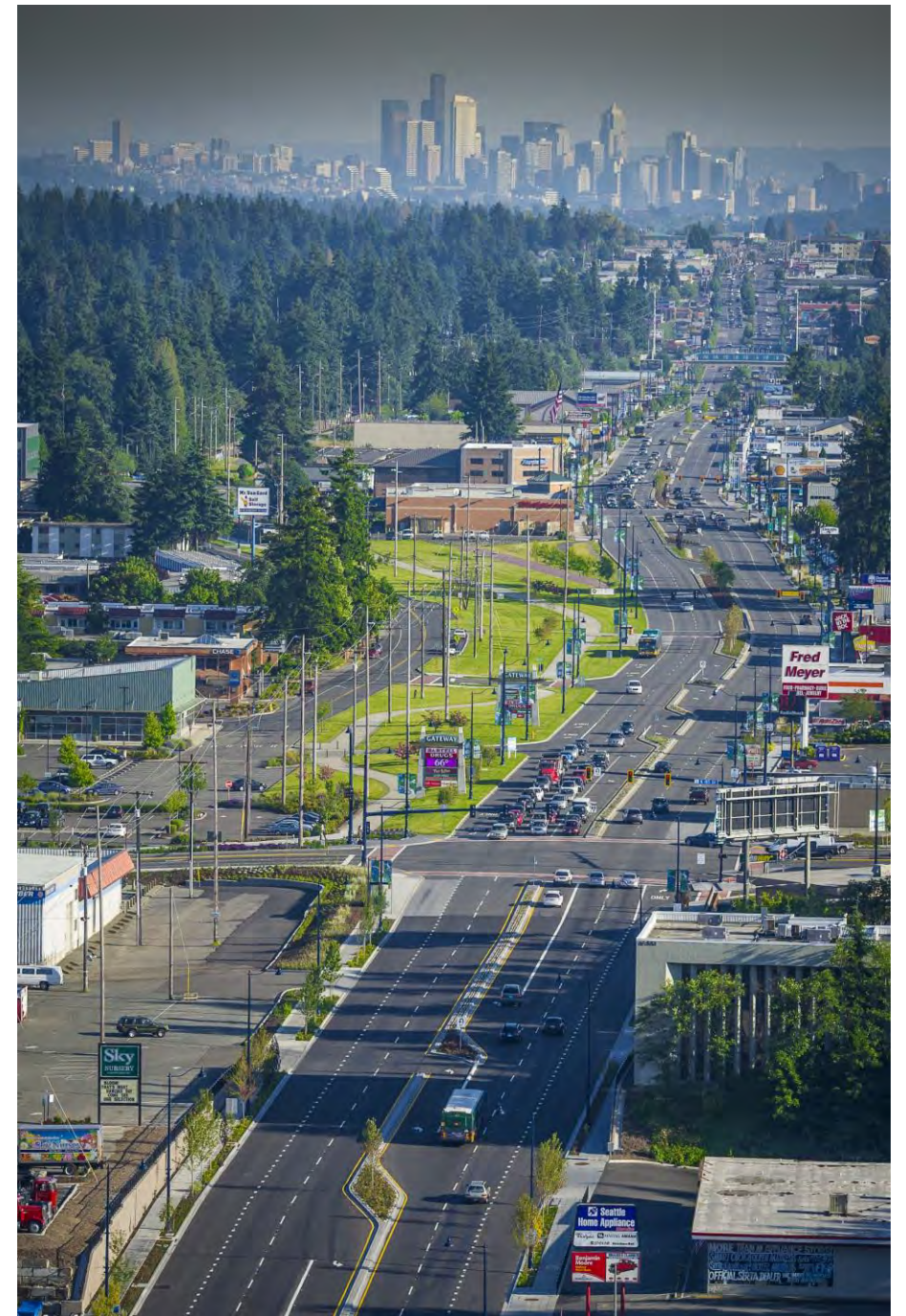
Jack Byerly

Grey's Ferry, Philadelphia

Aurora Avenue in Shoreline, Washington

Strategies

- Better corridor through infrastructure investment.
- \$140 million in improvements included: sidewalks, bike trail, medians, lighting, undergrounded utilities
- A new bus rapid transit (BRT) service – King County RapidRide with Business Access Transit (BAT) lanes
- Accidents reduced by 60%, bus ridership increased
- Multiple new businesses and development – horizontal mixed use
- New city hall and high school, 700 units of new housing, 1000 more in permitting or under construction



Aurora Avenue in Shoreline, Washington Before and After



LEVERAGE PARTNERSHIPS AND ANCHOR INSTITUTIONS

Take advantage of nearby
employees

Make connections

Work together on
investments and
programming

Consider a BID or CID



Shoreline, Washington

Euclid Avenue in Cleveland, Ohio

Strategies



- **Enhanced corridor through BRT and upgrades**
- 9.2 mile corridor linking major health care institutions
- \$200 million transit investment includes BRT, new sidewalks, bike lanes, lighting, public art and street trees
- \$6.3 billion in new development, 13,000 new jobs, 4,000 new residential units
- Travel times reduced from 40 to 28 minutes. Ridership up 70%

Euclid Avenue in Cleveland, Ohio

Before and After



CELEBRATE WITH ARTS AND CULTURE AND EVENTS

Build community with
culture and programs

Implement placemaking
and placekeeping

Celebrate successes and
milestones



Short North Arts District, Columbus Ohio



Van Nuys Boulevard Pacoima, Los Angeles



2016 ULI Los Angeles Health Zone
Tactical urbanism
Arts incubator



LEAD WITH HEALTH

Consider doing a Health
Impact Assessment

Emphasize outcomes for
people and planet

VISTA AVENUE A Healthy Corridor

Our Vision

Vista Ave is a healthy and vibrant economic corridor, that is connected to the community and is a gathering place for all neighborhood members.

Our Goals

- 1 Vista Avenue is a **thriving commercial corridor** that promotes positive change, reflects our diverse character, and offers opportunity for all.
- 2 Vista Avenue is a beautiful, livable **neighborhood gathering place and vibrant business center**.
- 3 Vista Avenue is an **attractive destination** our City can be proud of.
- 4 Vista Avenue provides **good access** to, from and around our neighborhood for everyone.

Three Focus Areas



Streets and Circulation

Make the street safer, more comfortable, and attractive for pedestrians, bicyclists and people using public transit.



Economic Development

Improve the appearance and economic vitality of businesses on Vista Avenue.



Character, Health and Connectedness

Create an identity for Vista Avenue that builds community, opportunity and well-being.

Into ACTIONS



Moving

- Provide safe bike routes
- Widen sidewalks
- Add signals and crosswalks



Greening

- Plant more trees and landscaping
- Add small parks and plazas



Enlivening

- Host events
- Improve storefronts
- Add public art



Leading

- Support and strengthen business association
- Tell the story of Vista's past and future
- Encourage local leadership

Start improvements in small, focused areas, and grow investments along the length of the corridor over time.



Dick Jackson, MD

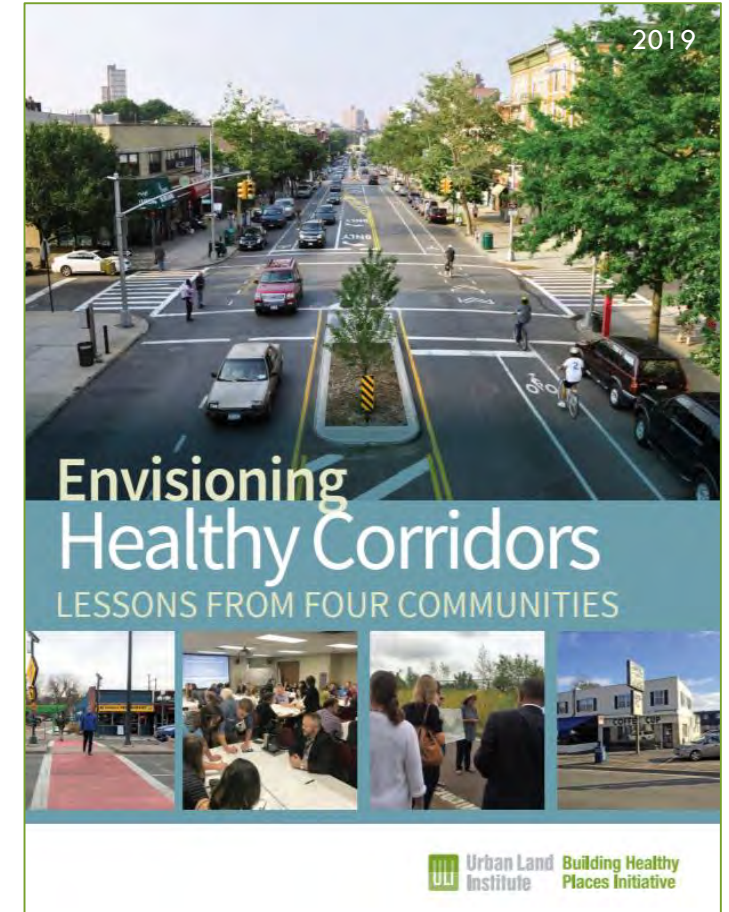
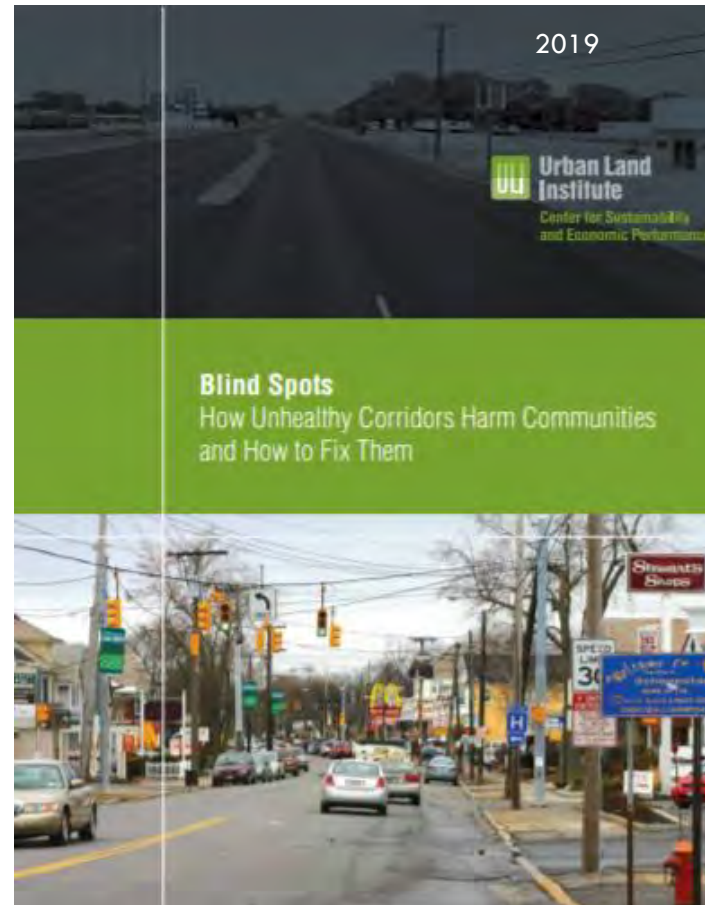
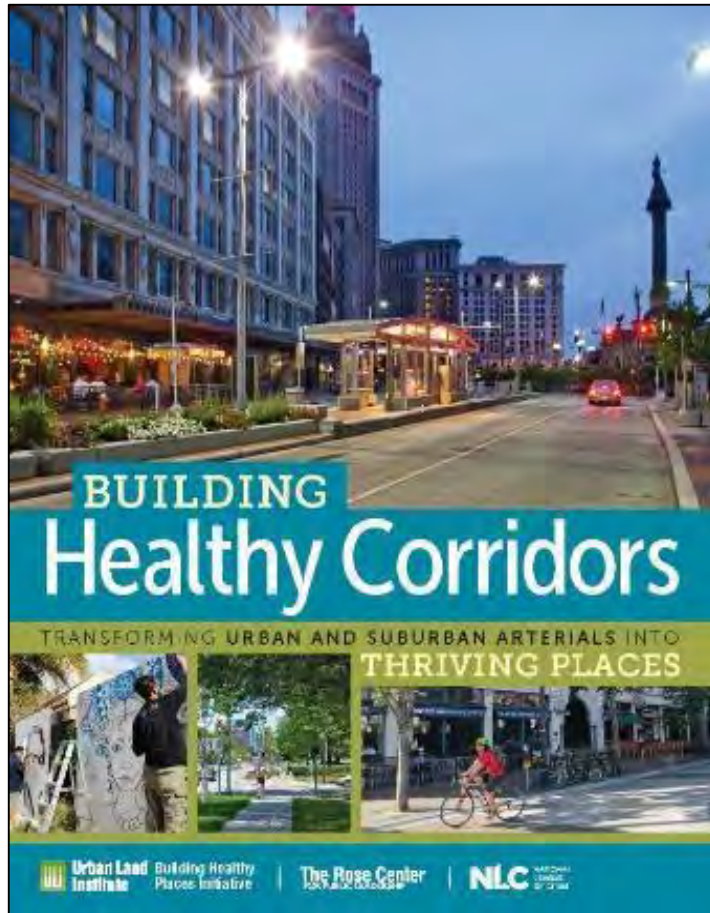
“We now know that developers can be more effective in achieving public health than the doctors in white coats.”



ULI Healthy Corridors Resources

www.uli.org/healthycorridors

Using the lens of health to reimagine the future of urban and suburban arterials.



Thank you!

rachel.maccleery@uli.org

health@uli.org

uli.org/health