Building the Healthy City; Inciting the Healthy Choice

HEALTHY CITY DESIGN INTERNATIONAL
by dan burden, director of innovation and inspiration
At the age of 8, how far did you travel on your own or with friends, not an adult?
MOTHER: Vicky aged eight in 1979 was allowed to walk to the swimming pool alone half a mile away.

SON: Ed, now eight is only allowed to walk on his own to the end of his street (300 yards).

GRANDFATHER: Jack aged eight in 1950. Able to walk about one mile on his own to the woods.

GREAT-GRANDFATHER: George aged eight in 1919. Allowed to walk six miles to go fishing.
In this session we wish to:

- Provide a pathway to health
- Build sustainable urban places
- Make active transportation the easy choice
- Cover basic principles on why we must return to past town making principles
- Stop squandering the resources of future generations
- Develop a sense of urgency

active transportation, compact land form, housing diversity, urban greening, connectivity, mixed land use, age-friendly design, placemaking, activity centers, parks and green spaces, smart growth, and healthy urban planning are all featured in this session.
35th Anniversary of Walk

1969

GUTS ... COURAGE ... BRAVERY
MAN WALKS ON MOON
NATION FILLED WITH PRIDE
"Giant Leap For Mankind"

2004

GUTS ... COURAGE ... BRAVERY
MAN WALKS DOWN STREET
NATION FILLED WITH CRIME
"I needed milk so I went for it"

Courtesy of Ian Lockwood
WITH THE DARK YEARS OF MODERNISM WE STARTED BUILDING TRANSPORTATION THROUGH COMMUNITIES, AND NOT COMMUNITIES THROUGH TRANSPORTATION
The Advent of Suburbia

In 2017 the world crossed a major threshold, more than half of the world’s population now live in urban places; and in the U.S., Canada, Australia and much of Europe, urban dwellers already range from 80-90%. This urban growth is both good and bad; good for minimizing human impacts if done right, bad if we continue our current car-centric practices. Cities laid out for cars foul our air, water, deplete land resources, breed crime, isolate us, and produce major losses in physical, emotional, mental and even spiritual health.
Colonial pre-car cities

Guanajuato, Mexico
HAVING LESS OF THIS...

REQUIRES MORE OF THIS...
Livable Streets by Appleyard

Low traffic, many associations on each side
3.0 friends
6.3 acquaintances

Moderate traffic, reduced use of public space
1.3 friends
4.1 acquaintances

Heavy traffic few associations. Few friends across street
.09 friends
3.1 acquaintances
With almost double the cost per capita of the average OECD nations, the U.S. receives less in the way of health care and health outcomes.

This is not sustainable.

Source: The Kaiser Family Foundation, April 2011
Welcome to the VUCA World
Changing Socioeconomic Landscape

Volatile
Uncertain
Complex
Ambiguous

Bruce LaRue, Author
Can we take the principles of city making, restore the historic patterns of civilization, bring back active living and active transportation and expand our ideas and concepts to achieve a fully sustainable world?

We have reached the precipice. What Do we do now?
Courtesy of Ian Lockwood
HEALTHY PEOPLE, HEALTH COMMUNITIES
Where it All Began
Blue Zones Longevity Hot Spots

LOMA LINDA, CA

SARDINIA

IKARIA

NICOYA PENINSULA, COSTA RICA

OKINAWA
Shared Traits of the Longest-Lived People

**MOVE NATURALLY**
1. Make daily physical activity an unavoidable part of your environment

**RIGHT OUTLOOK**
2. Know your purpose
3. Downshift: work less, slow down, take vacations

**EAT WISELY**
4. Eat until 80% full
5. More veggies, less meat & processed food
6. Drink a glass of red wine each day

**BELONG**
7. Create a healthy social network
8. Connect/reconnect with religion
9. Prioritize family
What Determines Our Health?

- Genetics: 20%
- Environment: 20%
- Healthy Behaviors: 50%
- Access to Care: 10%

BLUE ZONES PROJECT
Fig. 1. U.S. gross national product (GNP) and mean life satisfaction from 1947 to 1998.
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There are no silver bullets

But there is silver buckshot
A Blue Zones Project leverages a best practice framework for strategic planning with the following key phases:

1) **Analysis or Assessment**, where an understanding of the current environments is developed,

2) **Strategy Formulation/Blueprint Development**, where high level strategy is developed and a strategic plan is documented

3) **Strategy Implementation**, where the high level plan is translated into more operational planning and action items, and

4) **Evaluation of Progress and Results**, where ongoing refinement and evaluation of outcomes occur.
A Different Value Model

Semi-Permanent and Permanent Changes

Compounding and Enduring Effects

Ongoing Value Growth From Initial Investment
Value Generation

Impact Progression

Year 1 Year 2 Year 3 Year 4 Year 5 +

Engagement, Participation, Ongoing Exposure

Process and Behavior Change

Outcomes
DOES BLUE ZONES MAKE A DIFFERENCE?
Implement a ‘Roundabouts First’ Policy

Albert Lea, Minnesota took the above opportunity (see above before and after photos) to focus on safety first. Although the Minnesota DOT simply wanted to perform a low cost pavement overlay to Broadway, the city staff and BZP steering committee insisted, “do it our way by taking out the three unnecessary lanes, making this a walkable, bike and retail friendly place, or spend your money elsewhere”. In time the DOT saw the value of building a safer road. Even without the roundabout in place until further project funding, the road diet brought crashes down 71%. Now the Minnesota DOT brings city leaders to Albert Lea to promote safer, more efficient people-focused roads.
RESULTS PILOT PROGRAM
ALBERT LEA, MN

CITY WORKER’ S HEALTH CARE COSTS
DROPPED
49%
WHAT ARE THE KEYS?
**Transportation Core Best Practices**

**Recommendations:**
- Formally adopt *NACTO Street Design Guide*, with the potential to create one unique to Salinas.
- Formally adopt *a Complete Streets Policy* for the City of Salinas.
- Create a *Complete Streets Implementation Plan*.
- Set *Target Speeds* on principal roads.

**Land Use Core Best Practices**

**Recommendations:**
- Adopt an *Urban Design Manual* to simplify and streamline current code alignment.
- Support implementation of *Parking Management Plan*.
- Pursue citywide *Transportation Demand Management* strategies.
- Promote housing diversity, *affordability* and infill through ADU-focused policy efforts.

**Safety-Focused Best Practices**

**Recommendations:**
- Create a *Vision Zero Action Plan*.
- Develop a *Safety Education Campaign*.
- Create *School Slow Zones* with appropriate corresponding design treatments.
- Develop a *Salinas Safe Routes to School Master Plan*. 
Health and safety applications and benefits come in various forms:

- Physical, mental, Social, environmental, and economic.

**Structural Readiness**
- **Social Capital – Community Engagement**
- **Complete Streets**
- **Healthy Land Use Practices**
- **Transportation Trail Network**
- **Bicycle and Pedestrian Accommodation**
- **& Active Transportation Encouragement**
- **Transit Policy & Implementation**
- **Housing Policy & Implementation**
- **Safe Routes to School (SRTS).**
• Provide the health link --Establish the health tie between the design and pattern of streets and people.
• Discuss the challenge of correcting for having overdesigned for single occupant vehicle travel, the lack of community identity lifestyles and walkability
• Introduce and apply the art and science of walkability
• Build the case for equity
• Build the case for multiple partners (transportation, land use, political leaders, advocacy and health)
• Provide success stories and core principles
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The Life Radius Approach to Community-Building

The more places that we have in or near our neighborhoods that we can walk or bike to, the lighter and healthier we become.

How close is your nearest park?
How close is your nearest school?
How close is your nearest friends house?
How close is your nearest store?
How close is your nearest work center?
How close is your nearest coffee shop, library, worship center?

At one time all neighborhoods met all of our needs, stores, places to gather with others, play, attend school and participate in events.

What is your life radius?
Not a good place for Seniors

Not a good place for multi-family

Not a good place people with disabilities

Not a good place for the town hall

Locational Efficiency

Buildings and transportation together accounted for about 70 percent of energy use in the United States and about 62 percent of U.S. greenhouse gas emissions. Housing type and location, along with energy-use features of homes and vehicles, all have an important role to play in achieving greater energy efficiency.
Locational Efficiency

The most effective way to reduce energy consumption is to locate homes of all types in areas where households could replace some automobile use with transit use, leading to reductions of 39 to 50 percent in household energy use.
Among other things Tottenham Court and Fitzrovia gave birth to or inspired:

• Karl Marx, Utilitarianism (greatest happiness for the greatest number),
• Vagabondism, John Wesley and the Methodist Church, birth control, Charles Dickens, Charles Darwin, George Bernard Shaw, Dylan Thomas, Desmond Morris, Picasso, Salvador Dali, Yates, Gertrude Stein, Whistler and Augustus John.

• Anesthesiology, Anti-slavery, the liberation of Venezuela, reformism, campaigns for women’s rights
• and, of course, Boy George also had roots or blossomed here.
Bloomsbury

A district in the West End of London, famed as a fashionable residential area and as the home of numerous prestigious cultural, intellectual, and educational institutions. It is bounded by Fitzrovia to the west, Covent Garden to the south, Regent's Park and St. Pancras to the north, and Clerkenwell to the east.

Bloomsbury is as an intellectual and literary hub for London, as home of world-known Bloomsbury Publishing, publishers of the Harry Potter series, and namesake of the Bloomsbury Set, a group of famous British intellectuals, including author Virginia Woolf and economist John Maynard Keynes, among others.
The Seven Dials
TRANSPORTATION
A Balanced Transportation System -

Allows all people of all ages and abilities full access to all parts of their community. Switching from one mode of travel to another is seamless.

To achieve this requires a close partnership with land use and transportation.

Quality of life and health increase as policies, programs, and people are considered in each and every decision, and budget, we set in motion.
Car-Centric, International Drive, Orlando, Florida

People-Centric, Farmington Avenue, West Hartford, Ct
Repurposing a Street

The placeless street above created no joy or opportunity. The street was re-imagined and became the vibrant, fun and successful street on the right. The question should not be “won’t it cost too much?” Instead frame the conversation on “what block in our town will do the most to turn our downtown around?”

Thanks to Victor Dover and Kenneth Garcia
PLACEMAKING
Placemaking

People seek places of the heart. While this may be a beach or other cherished natural or cultural place, the built environment can be enlivened by design decisions.

Place-based planning assesses all land use and transportation investments to ensure they align with the community’s vision.

Streets occupy so much of our shared public space that they must be considered as a community-building opportunity.

The siting of parks and schools offers tremendous opportunities with significant impacts to health and well-being.

Images: Winter Garden and Winter Park, Florida
Imagine a person stopping here to photograph if the parking lot was out in front.
PAVEMENT TO PARKS

How do you get projects on the ground? (i.e. pogo park,
IS THIS A CITY!

Tyson's Corner, VA
A CITY!

Office

Historic Architecture

Retail

Civic Statue

Trees

Sidewalks

Public Space

Residential
Cities throughout human history were ALWAYS built around the human footprint.
This panel and the next two illustrate what drained the life and vitality out of town centers, and then shows why authentic mixed use villages will bring back this important wave of town making, Blue Zones style.
“The Strip”

A linear pattern of commercial development along suburban arterial roadways

Courtesy of Michael Freedman
Falling out of Favor: Linear Strip format
The **Illustrative Plan** (above) is the result of this planning approach; it shows the hypothetical buildout of the corridor, locating building footprints (new and existing), open space, and parking areas. The corridor was divided into four study areas, the Western Gateway, the Neighborhood Center, the Village Center, and the Town Center. Each area has its own unique characteristics and challenges which were addressed.   (Courtesy of Victor Dover)
Based on the 1928 drawings by Clarence Perry

The intensity of uses should gravitate away from the neighborhood center. Townhouses frame the square while open space provides an outdoor environment for nearby residents. The largest lots of the TND can be at the edge. In these cases where a TND is bordered by a principal street, higher intensity uses such as medium density housing can be used in creating the edge. Civic buildings should be terminated at street or open space vistas.
Building our cities around our cars, not people, started in earnest in the 50’s. We have tens of thousands of these strips and malls. Can we convert these into villages?
Marina Transit Station / Town Center Design Workshop
The Winter Park Mall began to fail once a newer, larger regional mall was built in a nearby town. Victor Dover (Dover-Kohl Associates) was asked to put “lipstick on the pig” in order to have this mall better compete. Instead, designers recommended scraping the mall, saving a few key buildings, and lay out a village. The new village is FAR outcompeting the new mall.
Strip to Village conversions, University Place, Washington. A MUCH bigger way to expand our work goes beyond malls (50-1000 acres), and picks up strips-to-village conversions. (3-40 acres). This next two panels explain what we have already inspired in University Place, Washington, a town of about 35,000 population. The land below was once a successful strip. Today it is a thriving mixed use village complete with a new WHOLE FOODS and a Trader Joes. Whole Foods said that they would not have come here before we rebuilt the road and made the strip conversion. We are working with this city on the design of 7 more strip to village conversions. You can see that we are adding new streets.
OTHER
Capacity of Streets
For Breakfast tomorrow...

Tips on how to change the world...

Captiva Island, Florida, 1994

Anchorage, Alaska
Don’t forget that your role as an elected leader or top community official – you are the custodian of the past, and the builder of the future. This calls for a unique blend of an observer, problem solver, and a change agent.

Oh, you are also a networker, a coalition builder, a champion.

Make a Difference!
For More Information

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