



**BLUE ZONES®**

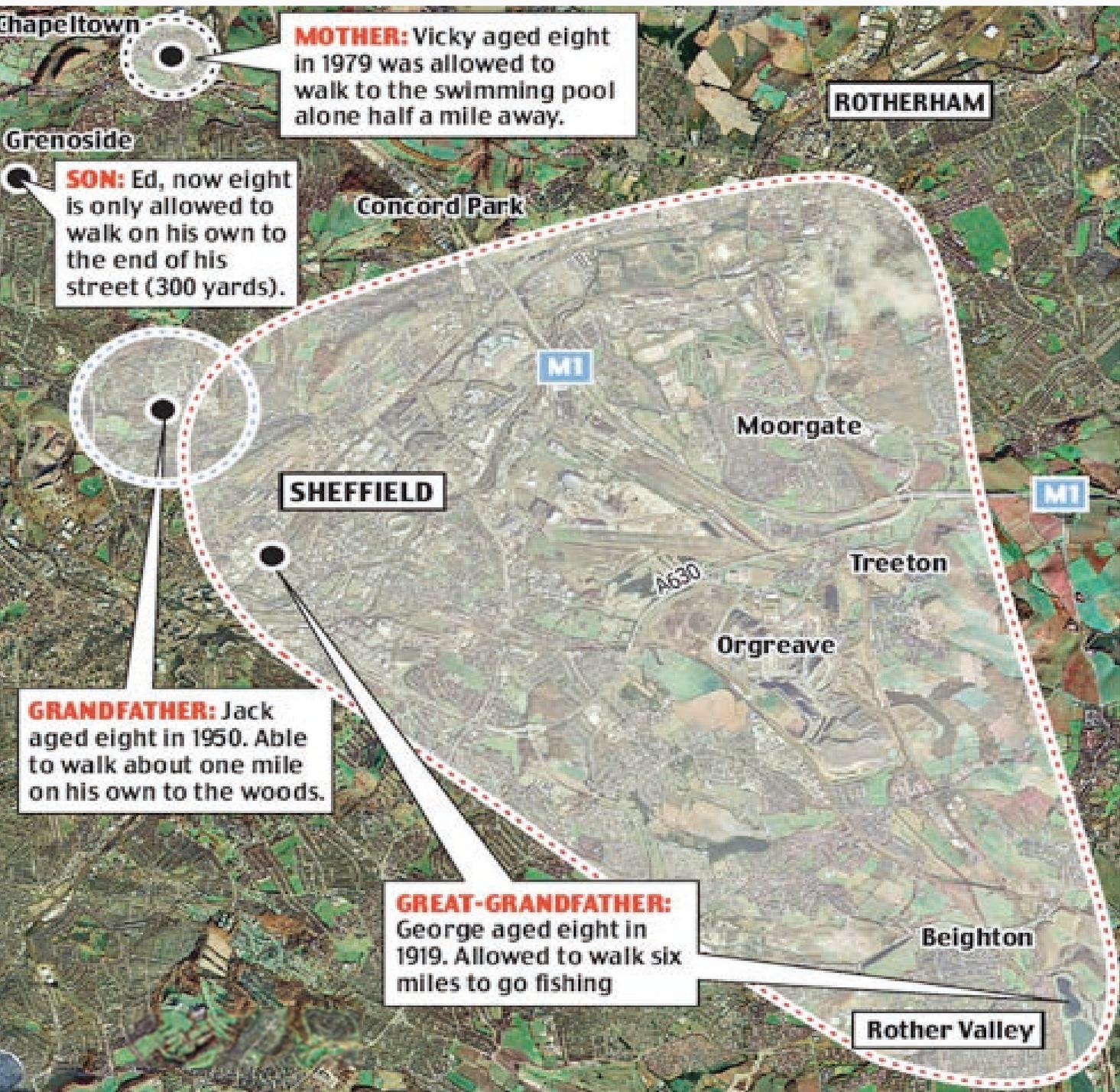
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# **Building the Healthy City; Inciting the Healthy Choice**

**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?





Chapeltown

**MOTHER:** Vicky aged eight in 1979 was allowed to walk to the swimming pool alone half a mile away.

Grenoside

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

Concord Park

ROTHERHAM

M1

Moorgate

SHEFFIELD

M1

A630

Treeton

Orgreave

**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

Beighton

Rother Valley



# 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.*

# 35<sup>th</sup> Anniversary of Walk

1969



2004



Courtesy of Ian Lockwood



WITH THE DARK  
YEARS OF  
MODERNISM WE  
STARTED BUILDING  
TRANSPORTATION  
THROUGH  
COMMUNITIES,  
AND NOT  
COMMUNITES  
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







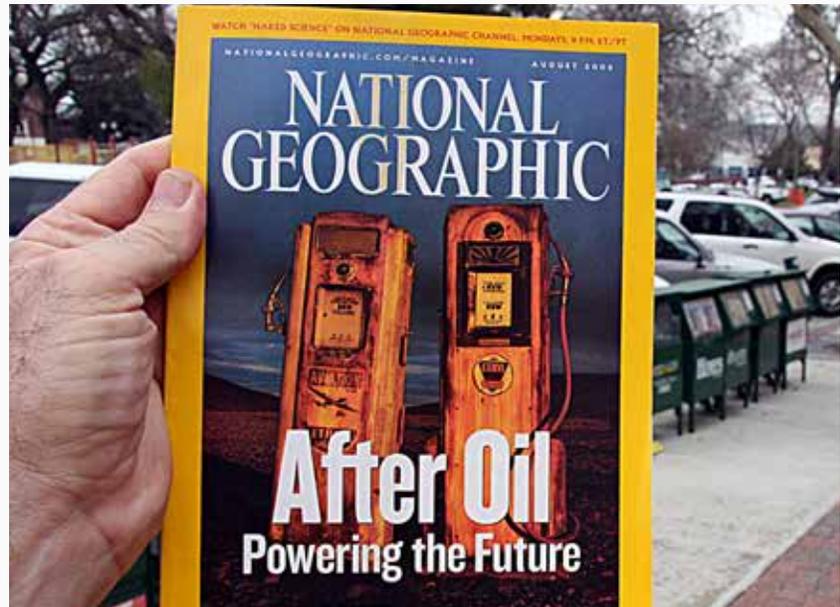
Houston, Texas

Guanajuato, Mexico





BY THE SEA: Seaside towns have a special lure for travelers. The picturesque sights, the tang in the air and the friendliness of the fishermen make a few days' visit seem like a full vacation.





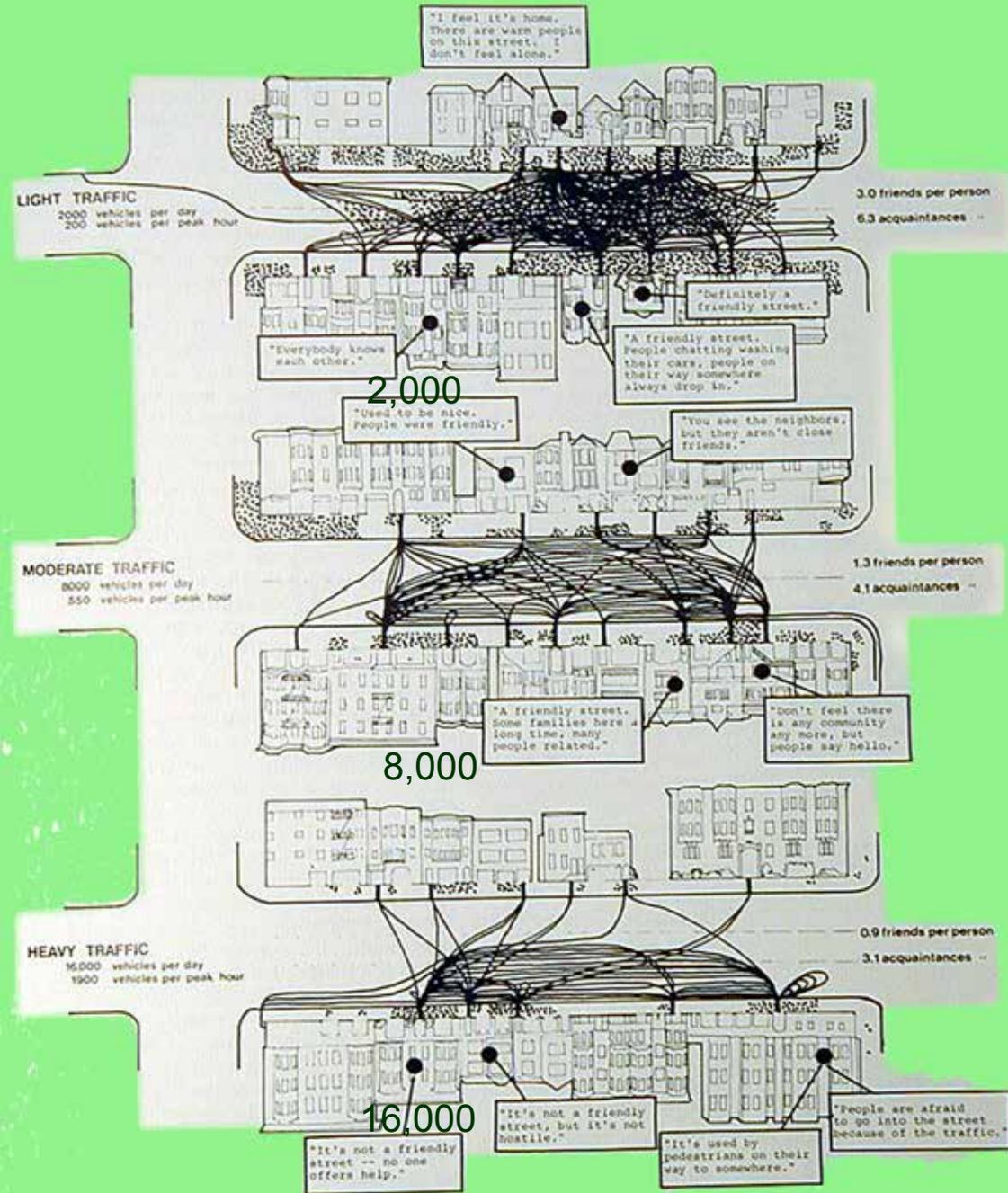


HAVING  
LESS OF  
THIS...

REQUIRES  
MORE OF  
THIS...



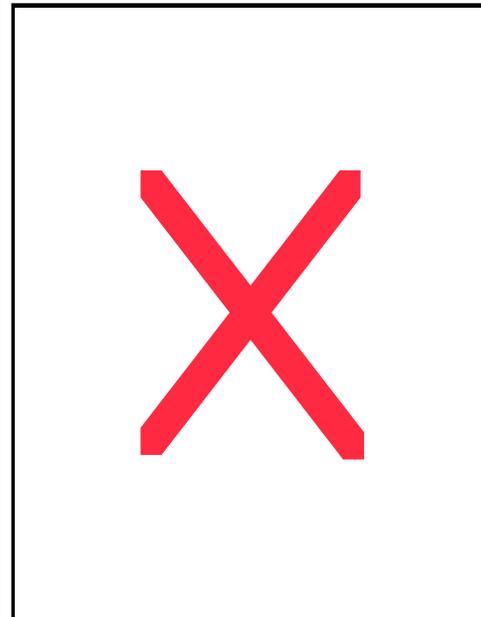
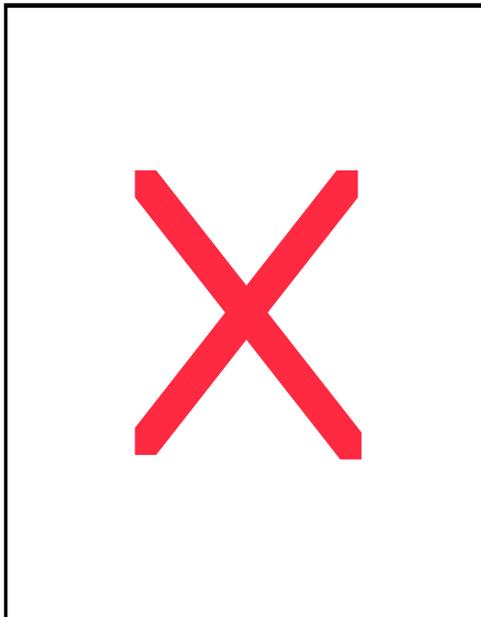
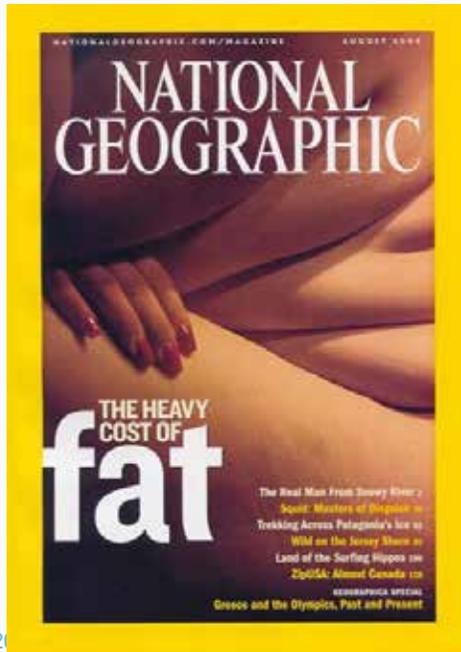
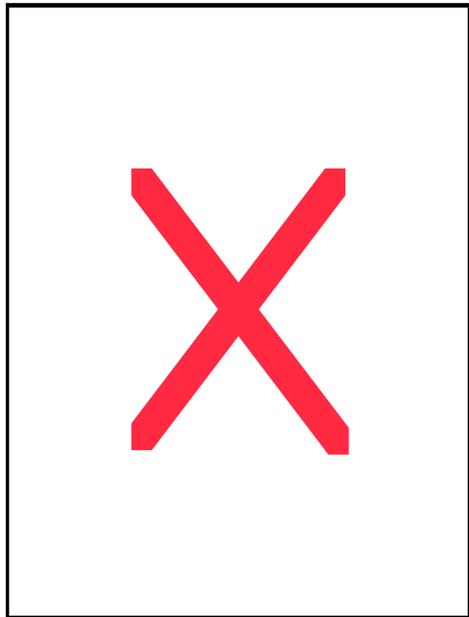
# Livable Streets by Appleyard

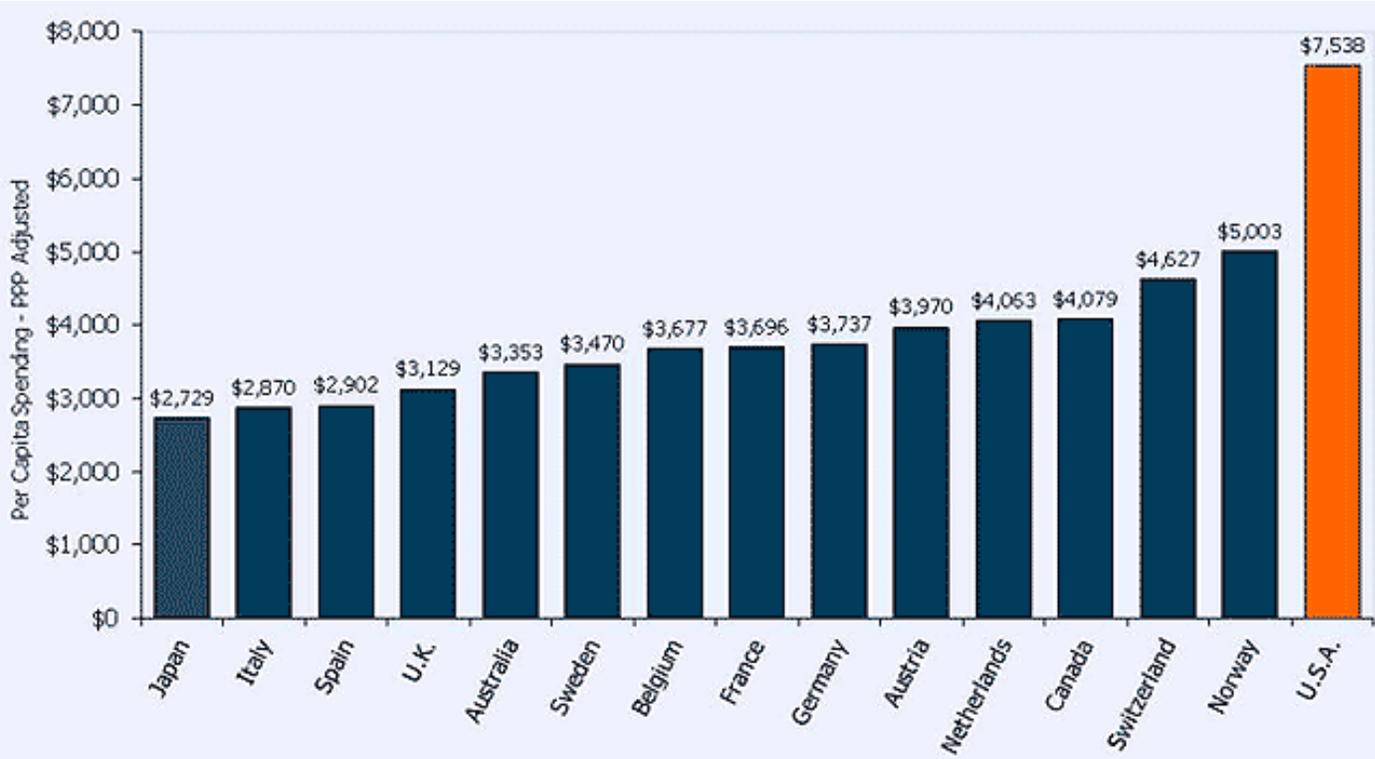


Low traffic, many associations on each side  
3.0 friends  
6.3 acquaintances

Moderate traffic, reduced use of public space  
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Heavy traffic few associations. Few friends across street  
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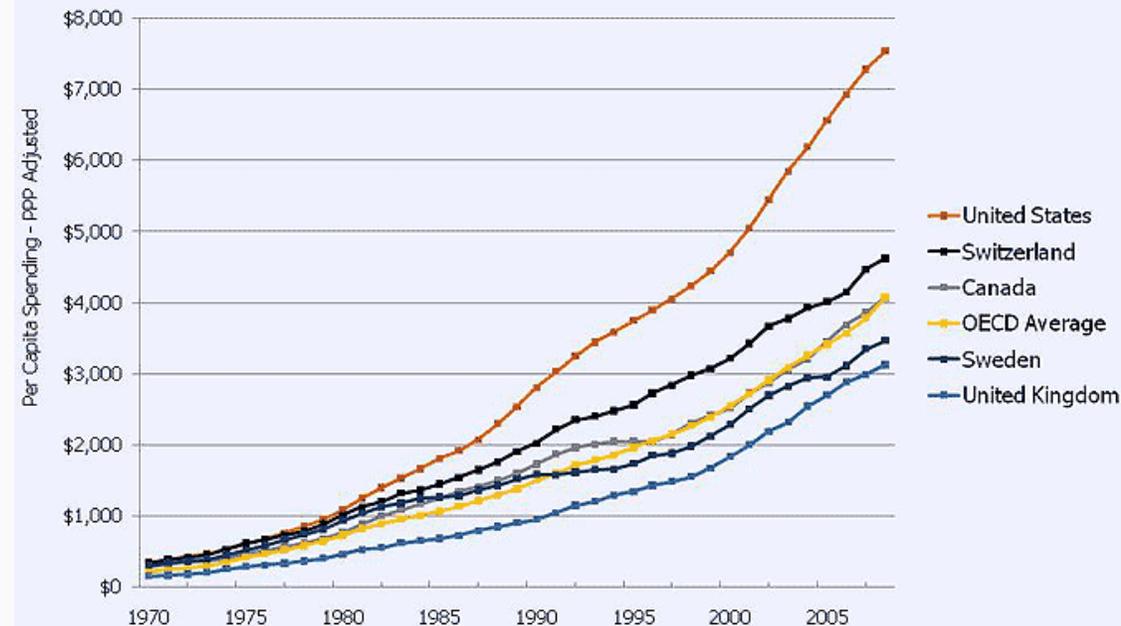


The Average U.S. Family now pays \$18,000 per year in health care costs, and this figure is rising.

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





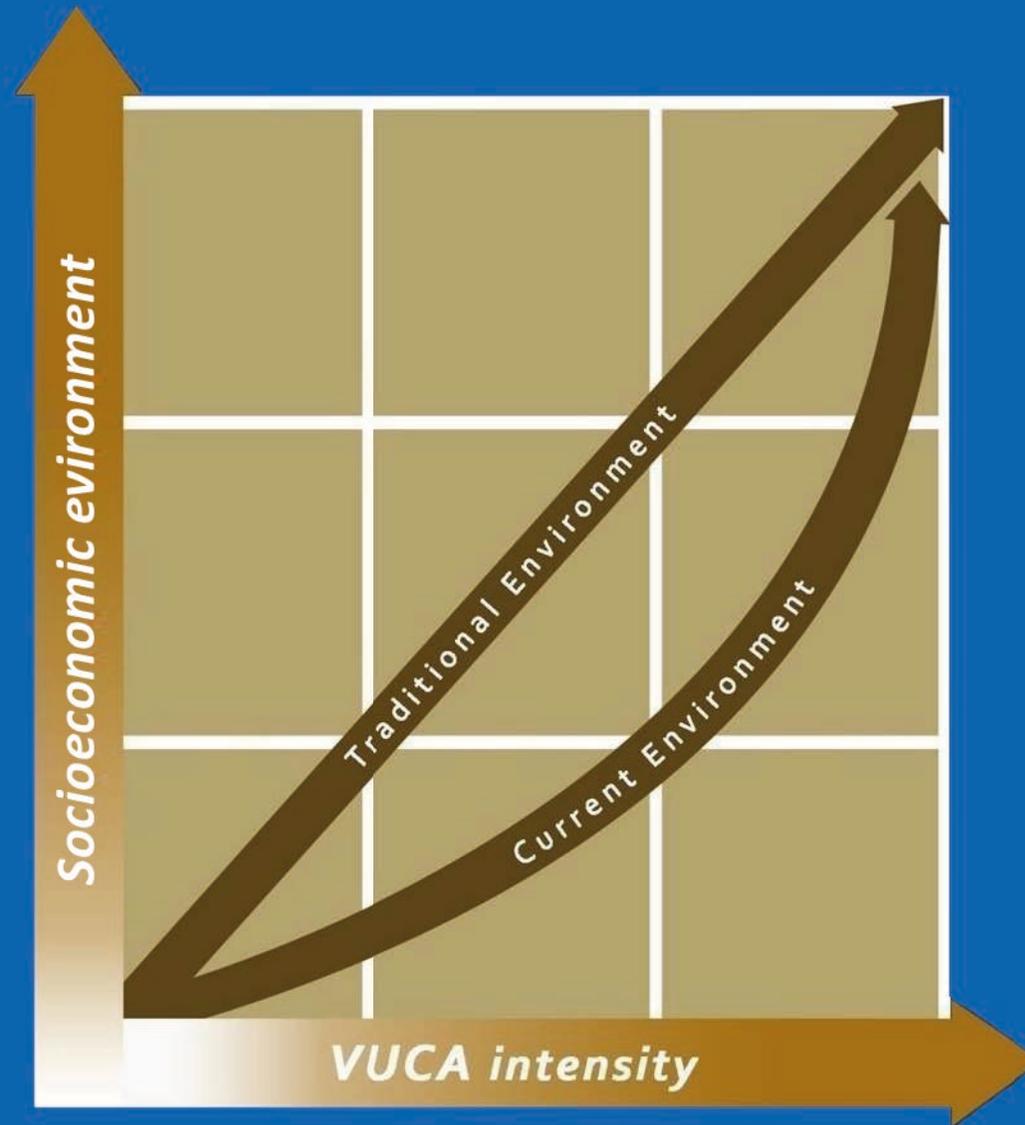
**Welcome to the VUCA World**





# Changing Socioeconomic Landscape

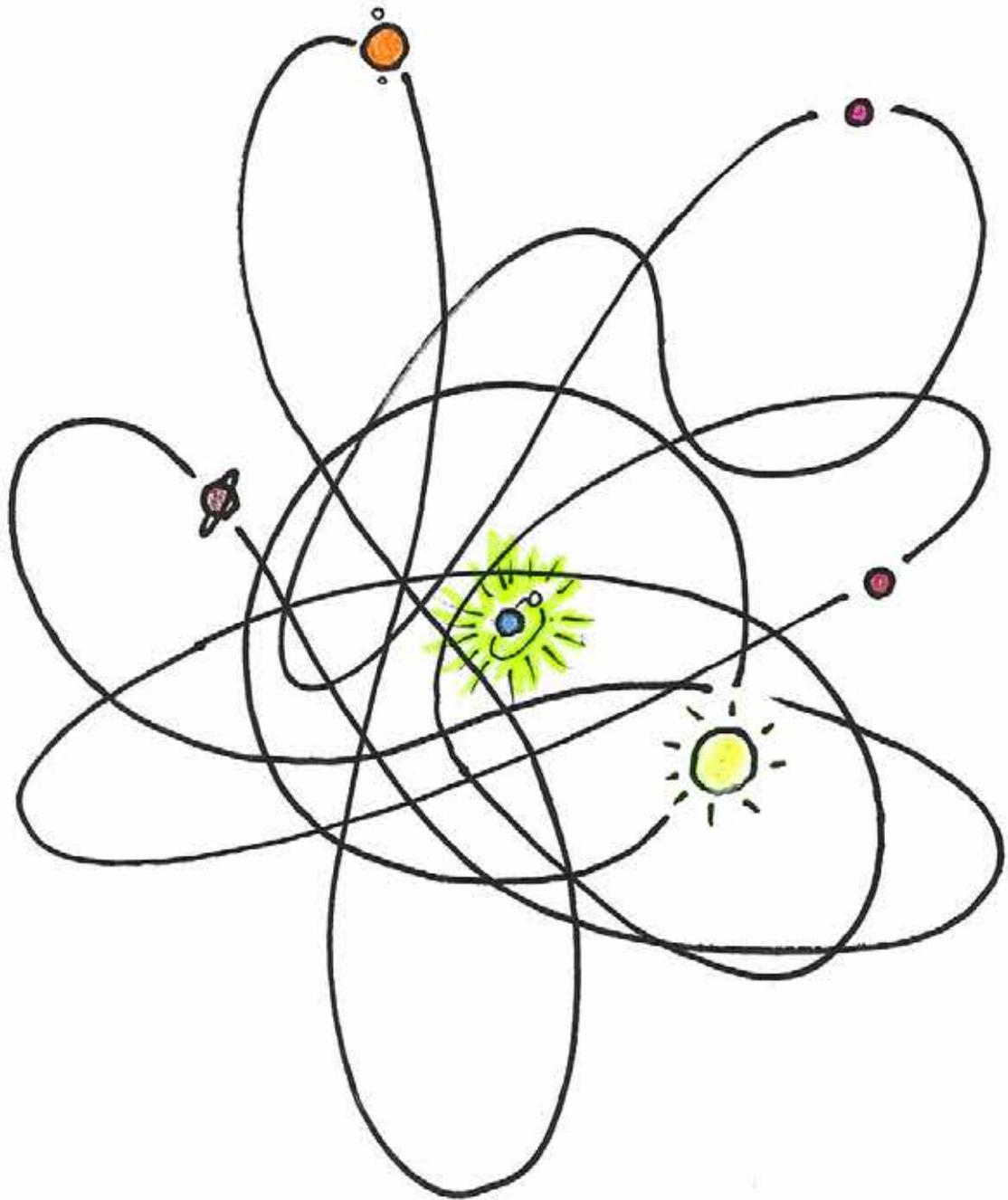
**V**olatile  
**U**ncertain  
**C**omplex  
**A**mbiguous





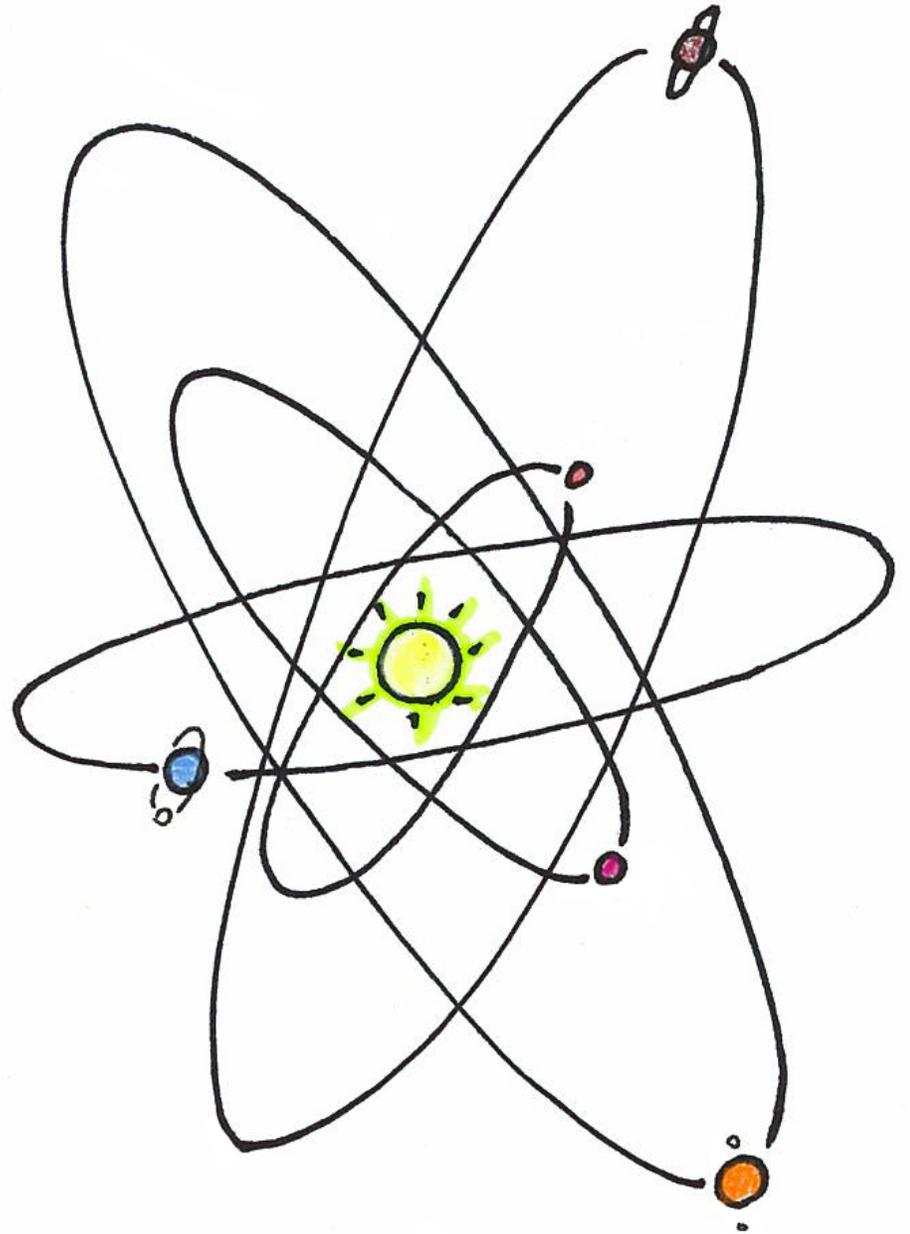
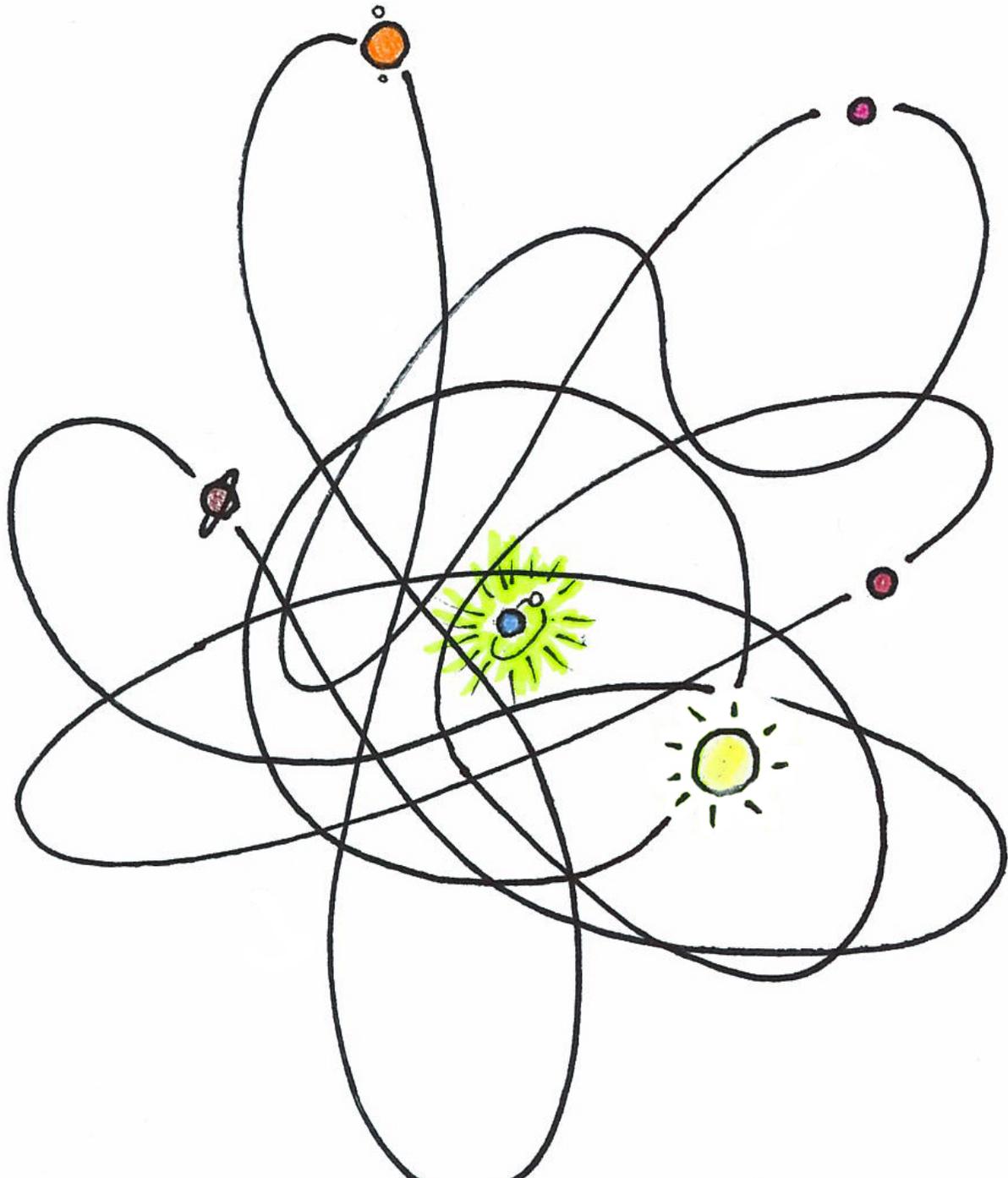
Can we take the principles of city making, restore the historic patterns of civilization, bring back active living and active transportation and expand our ideas and concepts to achieve a fully sustainable world?

We have reached the precipice. What Do we do now?

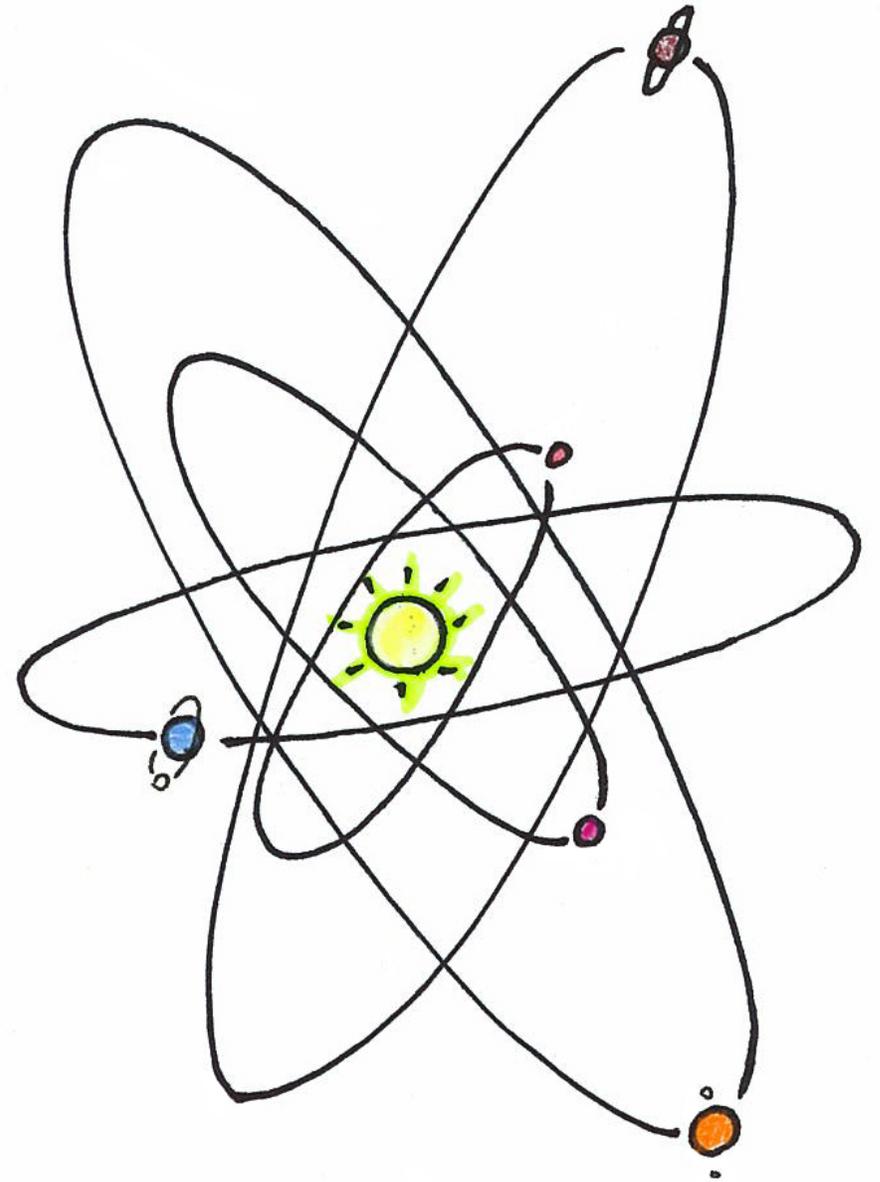
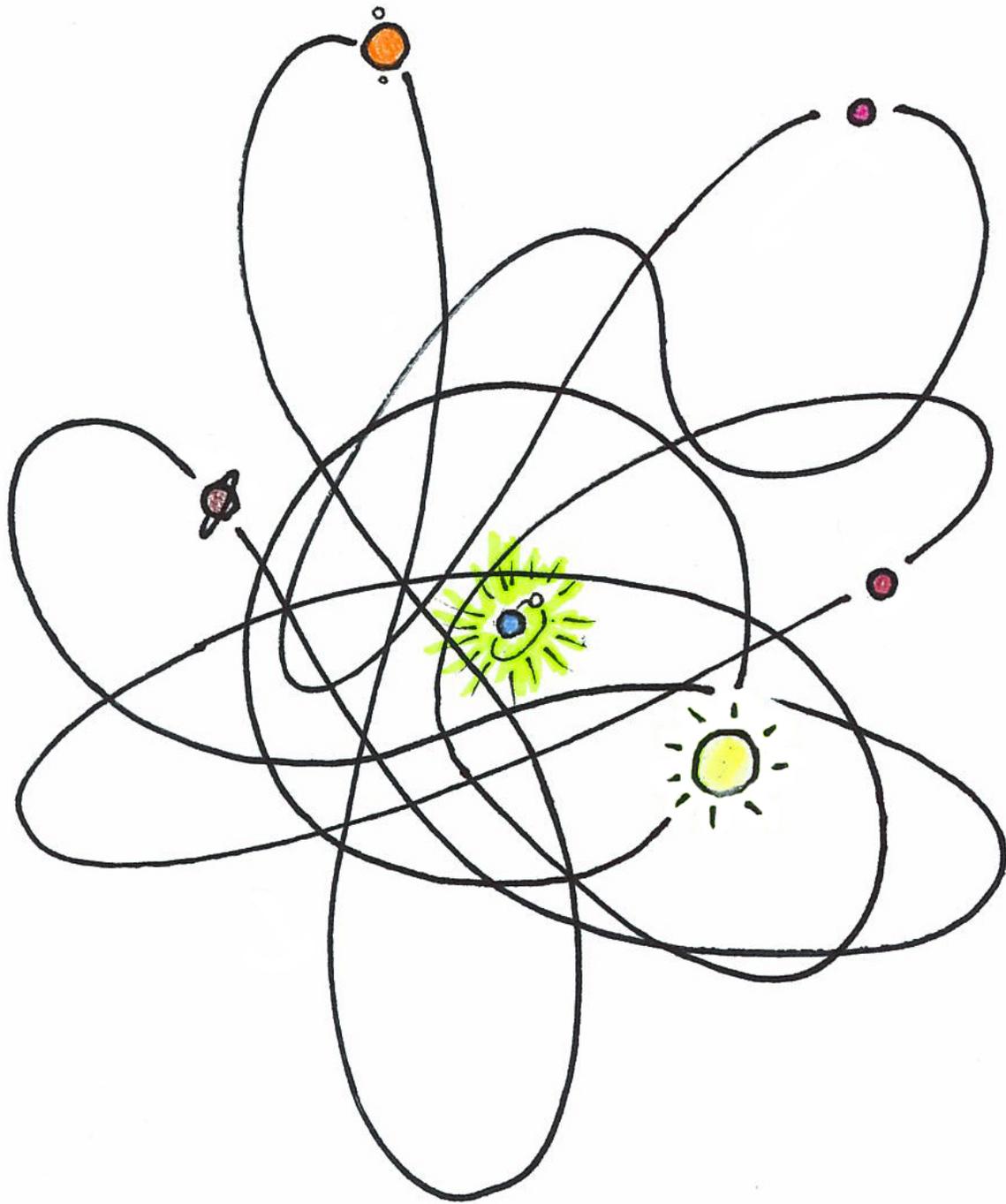


Courtesy of Ian Lockwood

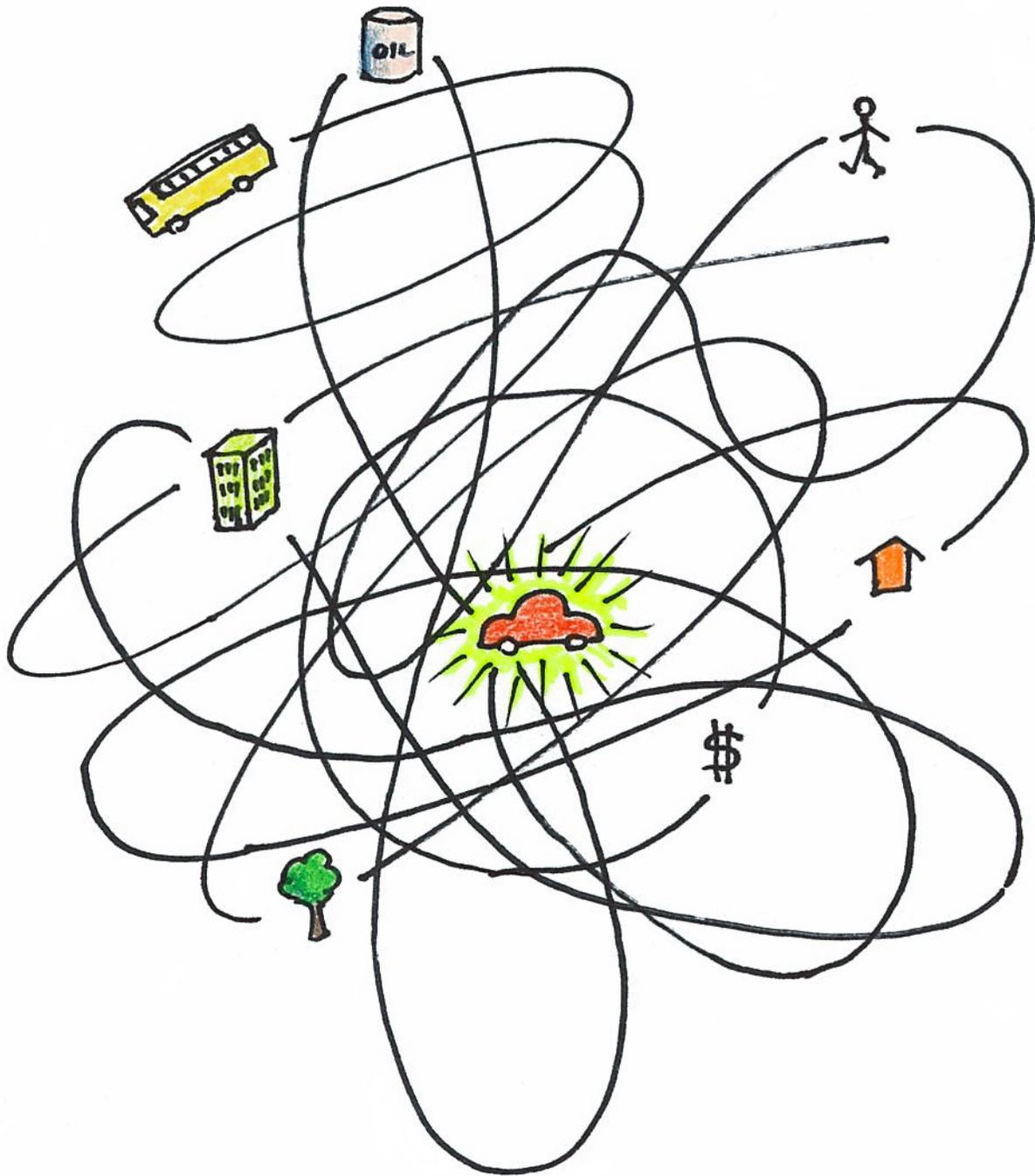




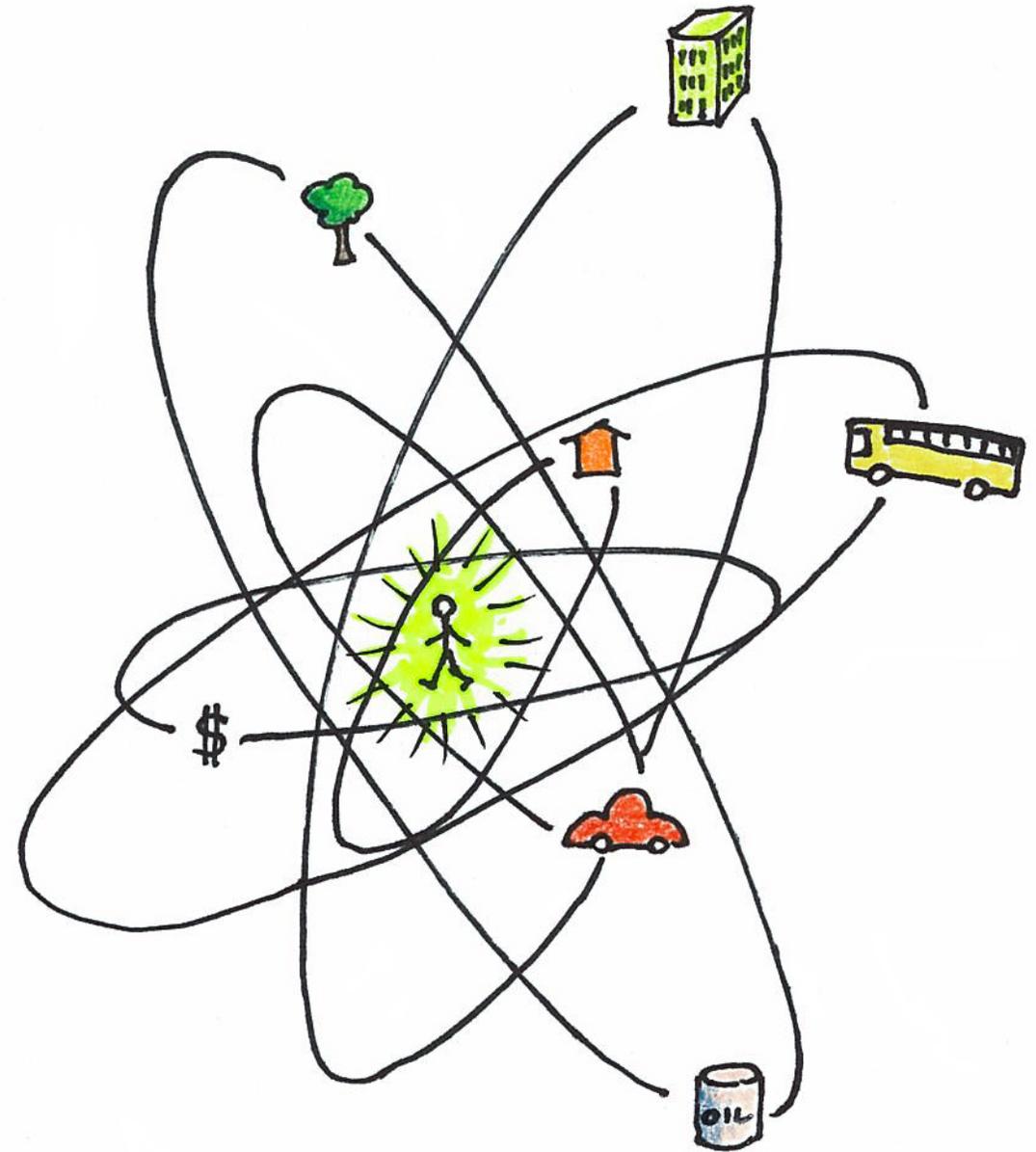
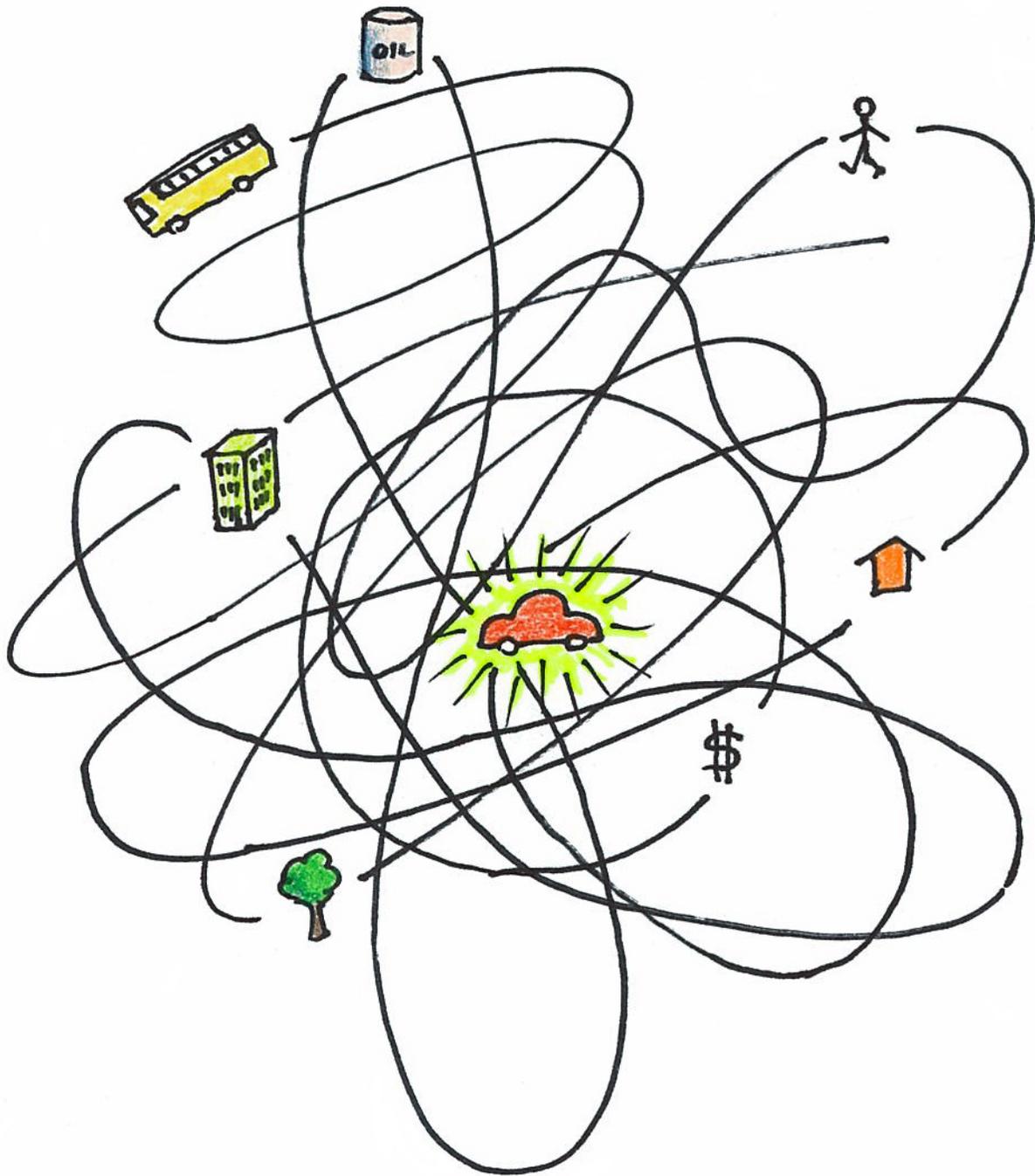
Courtesy of Ian Lockwood



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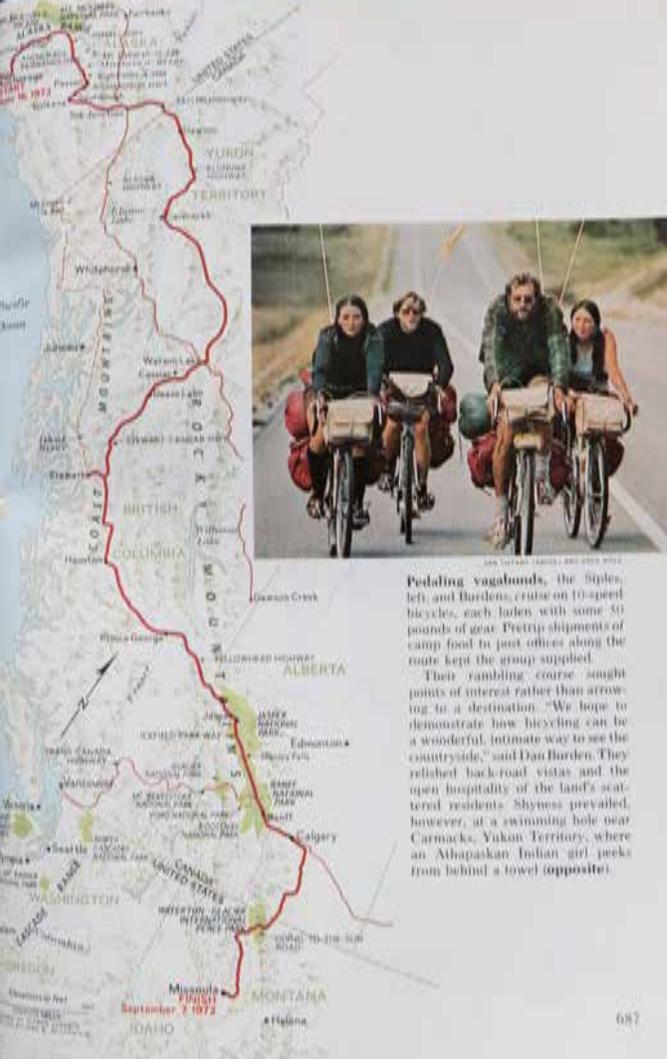


Courtesy of Ian Lockwood

The background features a light blue color with a pattern of stylized, overlapping leaf or petal shapes in a slightly darker shade of blue. The shapes are arranged in a repeating, symmetrical pattern that flows across the page.

**HEALTHY PEOPLE, HEALTH COMMUNITIES**







# Where it All Began

NATIONALGEOGRAPHIC.COM/MAGAZINE

NOVEMBER 2005

# NATIONAL GEOGRAPHIC

## The Secrets of Living Longer

**Nepal: Inside the Revolution** 49

Autumn in Acadia 28

Stealth Cats 68

War Letters 76

Indonesia's

Undersoa Oddballs 98

ZipUSA: Thanksgiving

Turducken 114

# Blue Zones Longevity Hot Spots

LOMA LINDA, CA

SARDINIA

IKARIA

OKINAWA

NICOYA PENINSULA,  
COSTA RICA



# Shared Traits of the Longest-Lived People

## MOVE NATURALLY

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

## RIGHT OUTLOOK

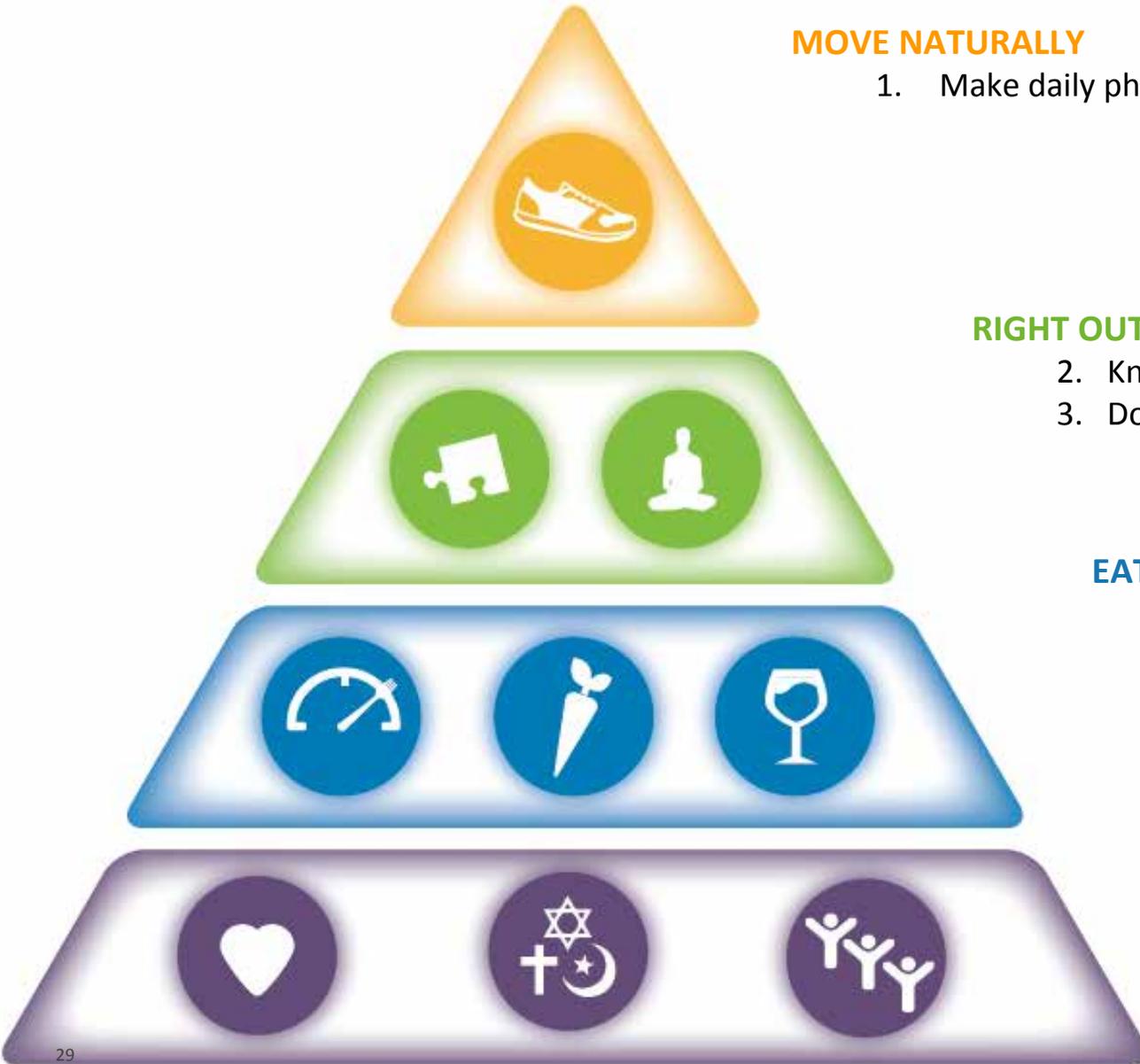
2. Know your purpose
3. Downshift: work less, slow down, take vacations

## 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?



**BLUE ZONES PROJECT**

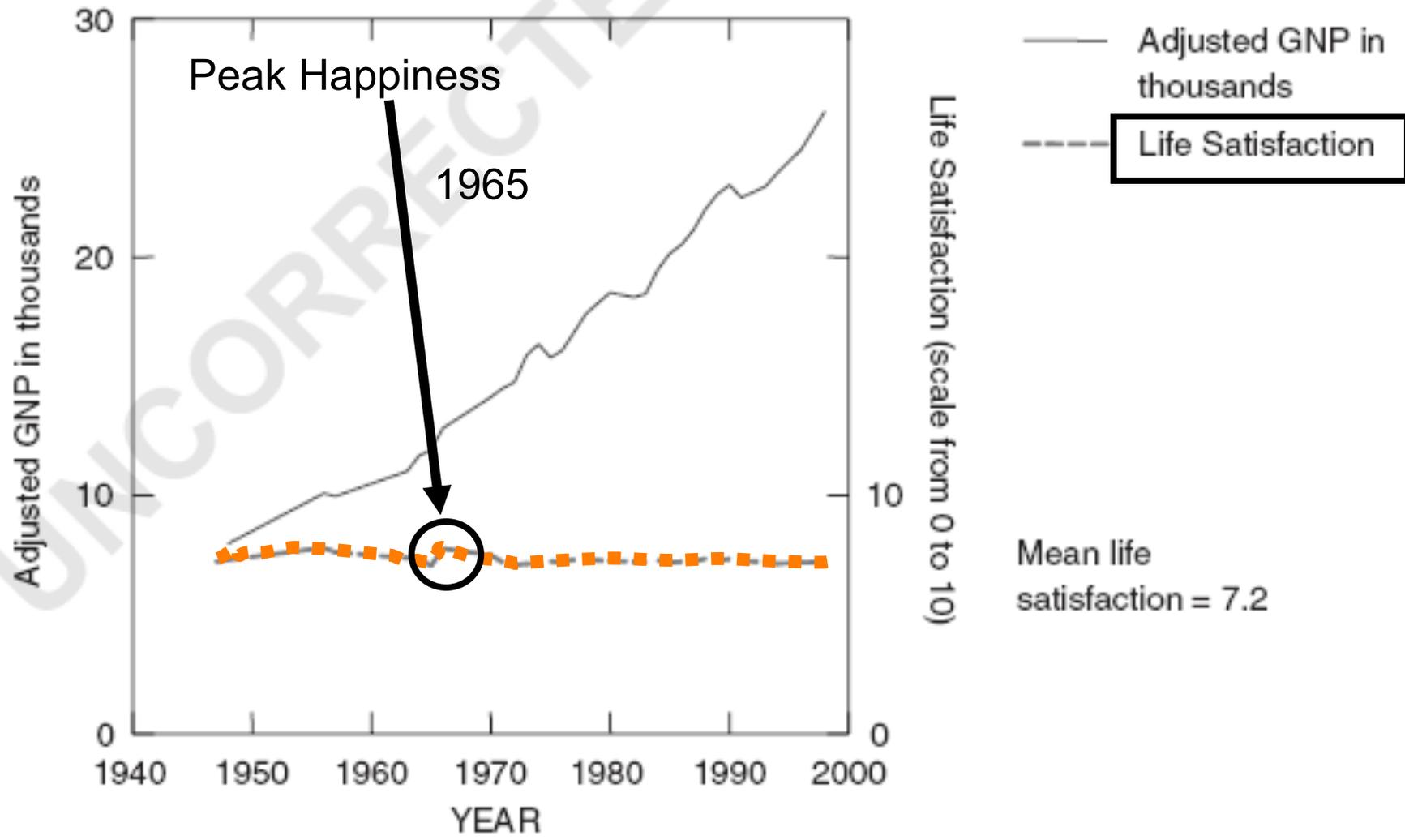


Fig. 1. U.S. gross national product (GNP) and mean life satisfaction from 1947 to 1998.

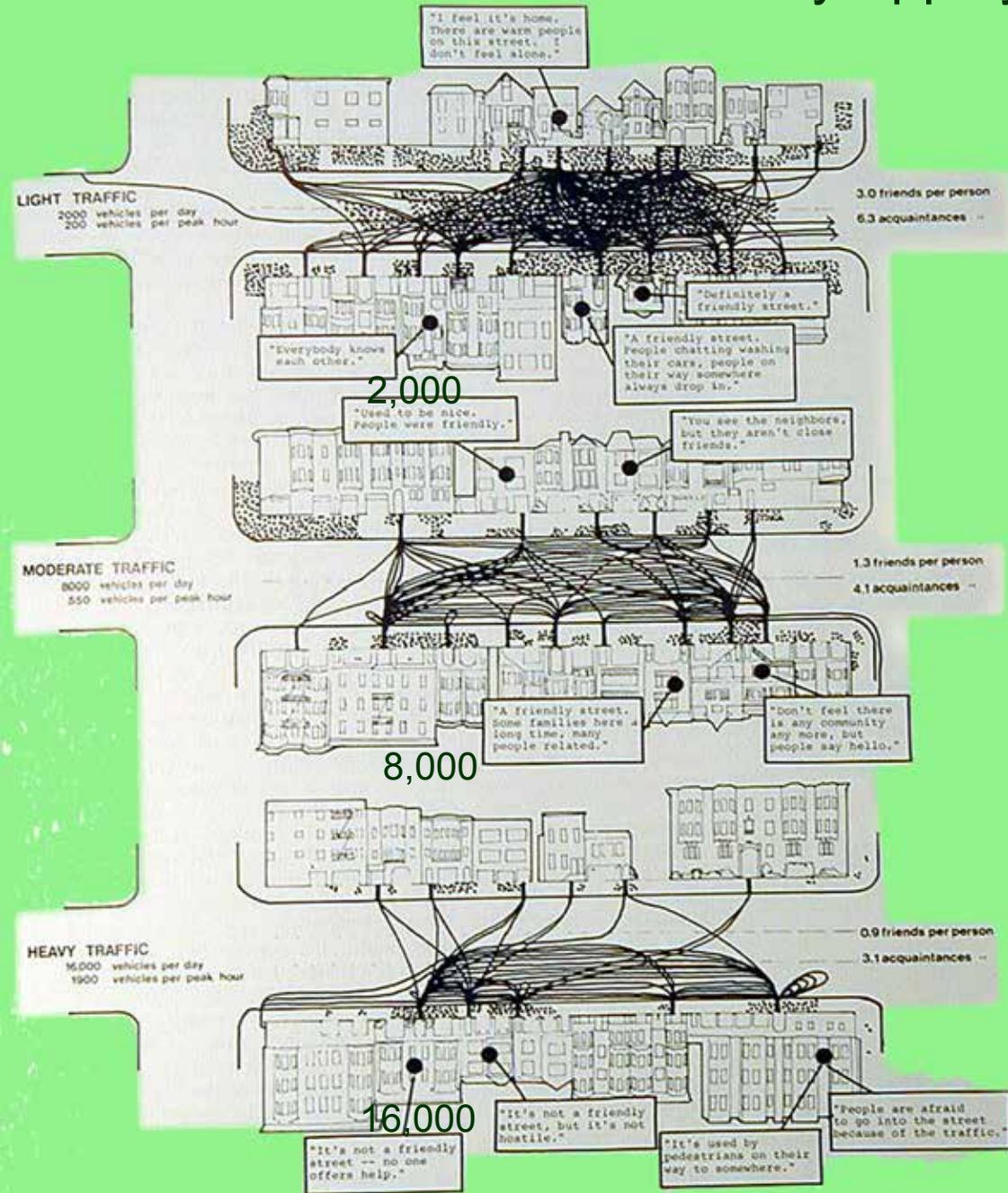


Bryant Park, New  
York City





# Livable Streets by Appleyard

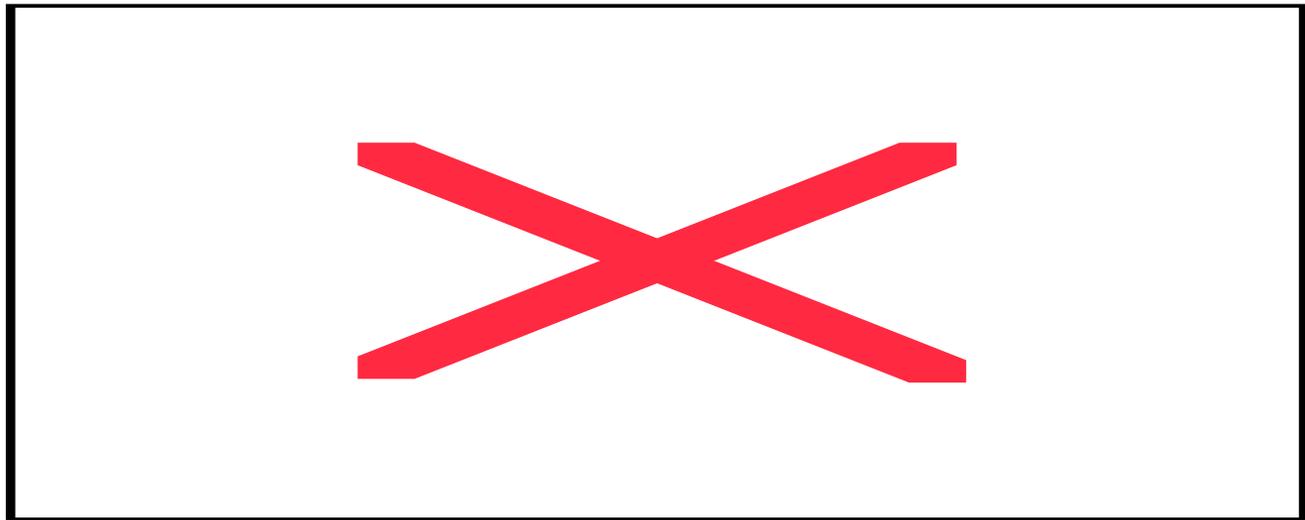


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There are no  
silver bullets



But there is  
silver buckshot



Where are we now?  
Current Environment

Where do we want to be and how will we get there?  
Blueprint Development

Implementation

What have we achieved?  
Results

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





**DOES BLUE ZONES MAKE A  
DIFFERENCE?**



Albert Lea, Minnesota



# 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%





**Muscatine, Iowa**   **20,000 population**   **\$425M now invested**





**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**

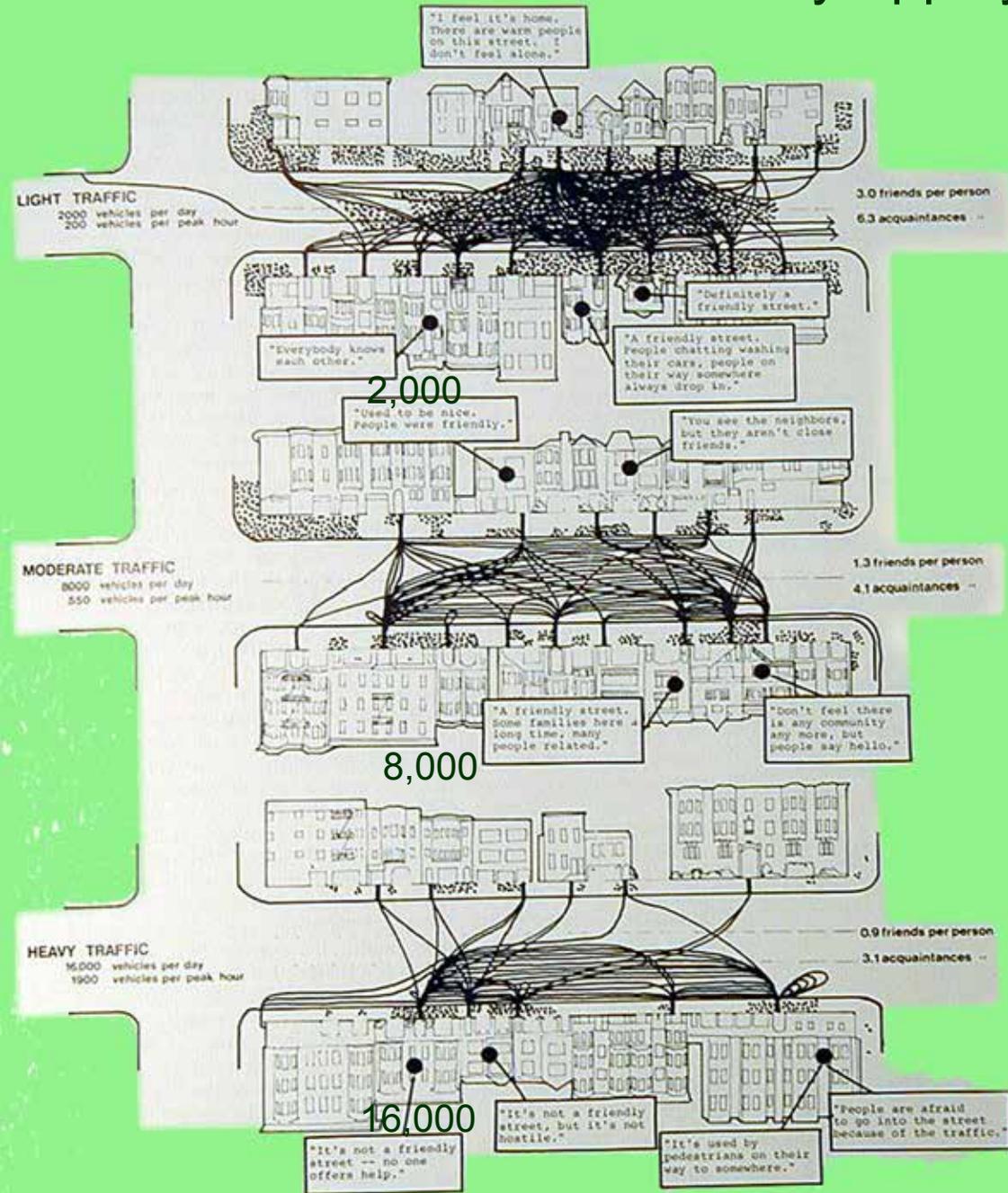
**Safe Routes to School (SRTS).**

# BLUE ZONES PROGRAM MODEL

- Provide the health link --Establish the health tie between the design and pattern of streets and people.
- Discuss the challenge of correcting for having over designed 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



# Livable Streets by Appleyard



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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?

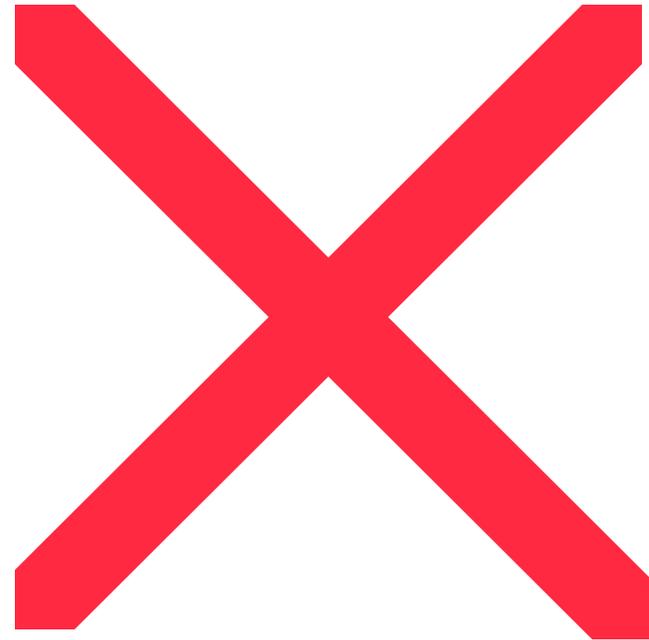
How close is your nearest store?

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?





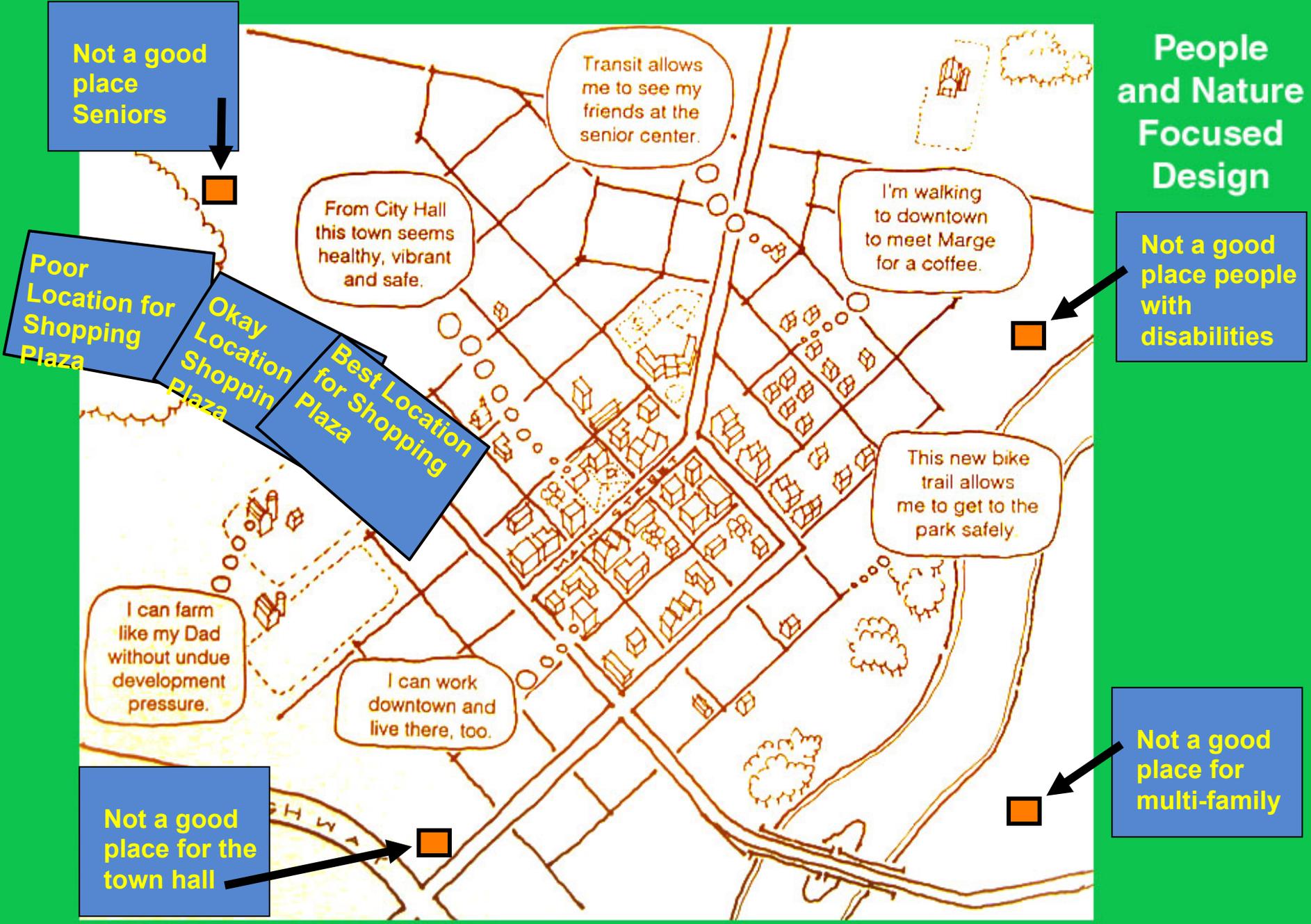




# Locational Efficiency

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.

## People and Nature Focused Design

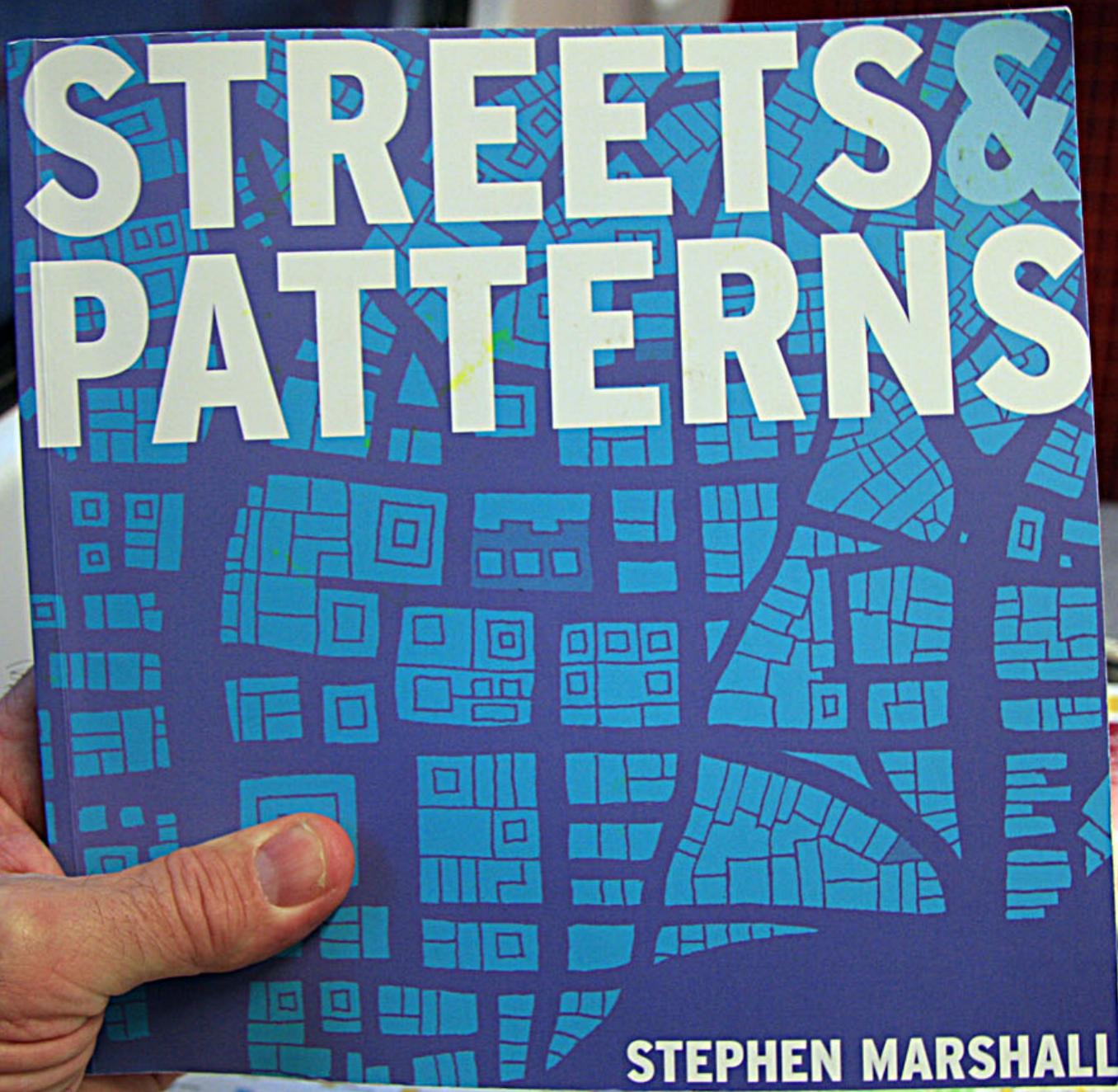




# Locational Efficiency

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.

IF THIS COUPLE COULD LIVE WHERE THEY MIGHT LIVE CAR LIGHT OR CAR FREE, DO THEIR SHOPPING, FIND ENTERTAINMENT AND NATURALLY BUMP INTO OTHER PEOPLE THEIR HEALTH, HAPPINESS AND LONGEVITY INCREASE -- AND SOCIETY/HEALTH COSTS GO DOWN.

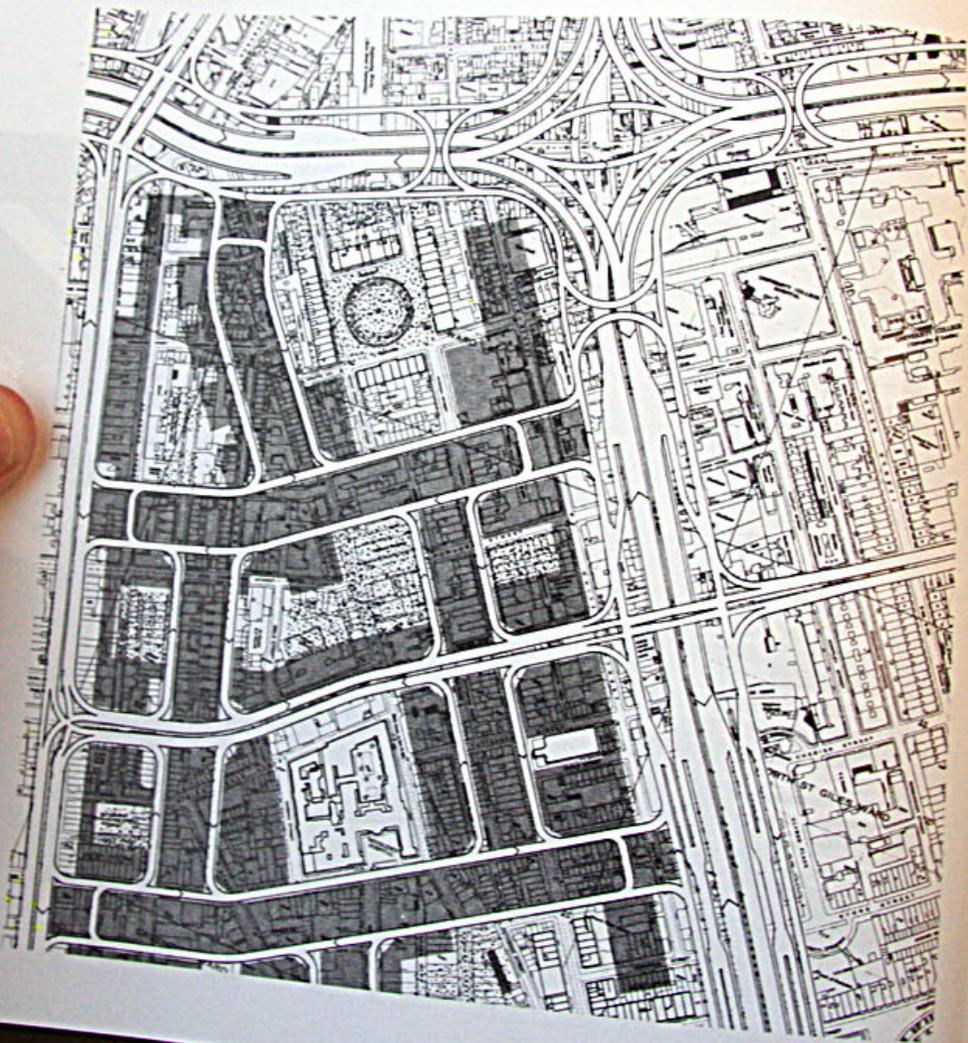


# CENTRAL LONDON

**B** London Map Key

- Green: Park and open space
- Red: Areas of historical interest or conservation
- Blue: Water and other geographical features
- Orange: Major roads
- Yellow: Other roads
- Grey: Railways

Scale: 0 miles / 0 km



questioned by radical urban  
the lifeblood of cities rather  
Christopher Alexander, who  
But, in the vision of  
Court Road as an urban  
bury to the east would  
lar precincts. Shops would  
passing trade. Buses would  
tributor level. The family  
stop, and the pub on the  
on the corner, since no  
visibility requirements  
banned on traffic flow  
'streets': just a series of

The vision was more  
It expressed principles  
road layout, not only a  
a snapshot of an urban

## REVOLUTION

What was this urban  
of urban structure compared  
system of vehicular highways  
Richard Llewelyn-Davies  
impact of modern transport  
half of the twentieth  
grip on urban design,  
formation in thousands

The cataclysm of  
velopment and the in  
happened before, was  
modern road planning  
routes and buildings.

*The cataclysm of Modern*  
Over the course of his  
the main streets: they  
trading, hawking, busk  
thing, there seemed to  
vital streets and the m

11 • Inner London transformed. In this illustration from *Traffic in Towns*, the north-south commercial street Tottenham Court Road is replaced by a multi-lane motorway, severing the Fitzrovia district (west) from Bloomsbury (east).



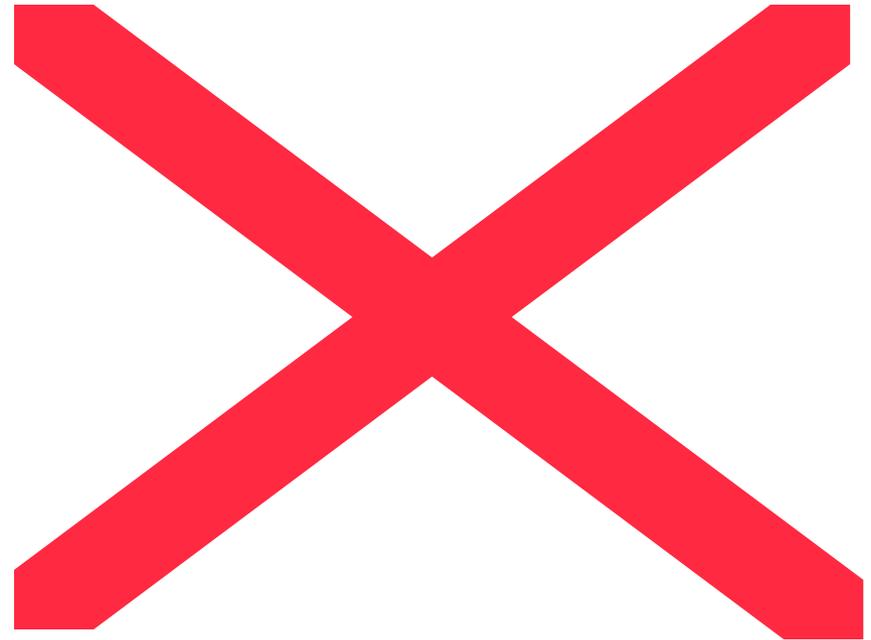
## Among other things Tottenham Court and Fitzrovia gave birth to or inspired:

- 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.

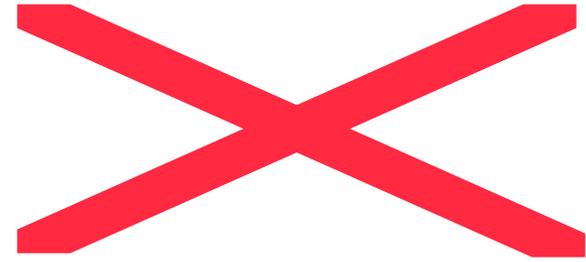
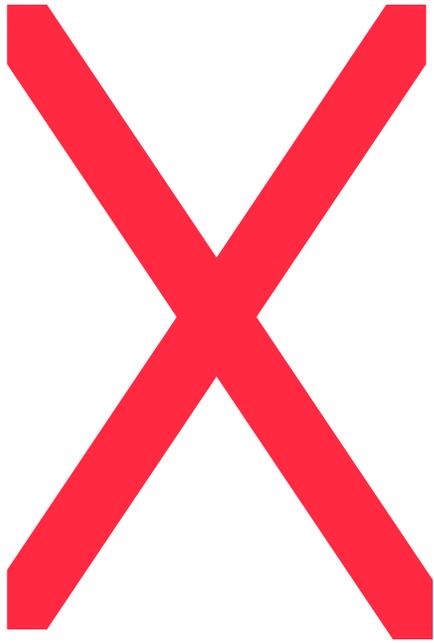




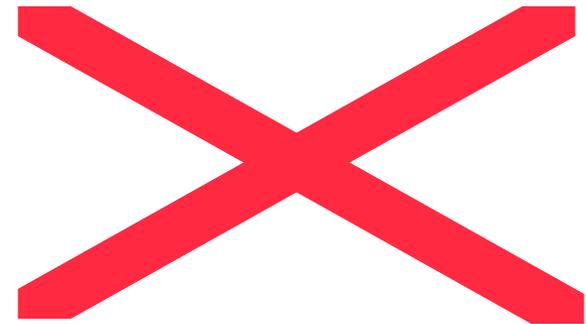


Tottenham Court Rd. Whitefield's Chapel, c1820's





The Seven Dials ACTIVATE





**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.

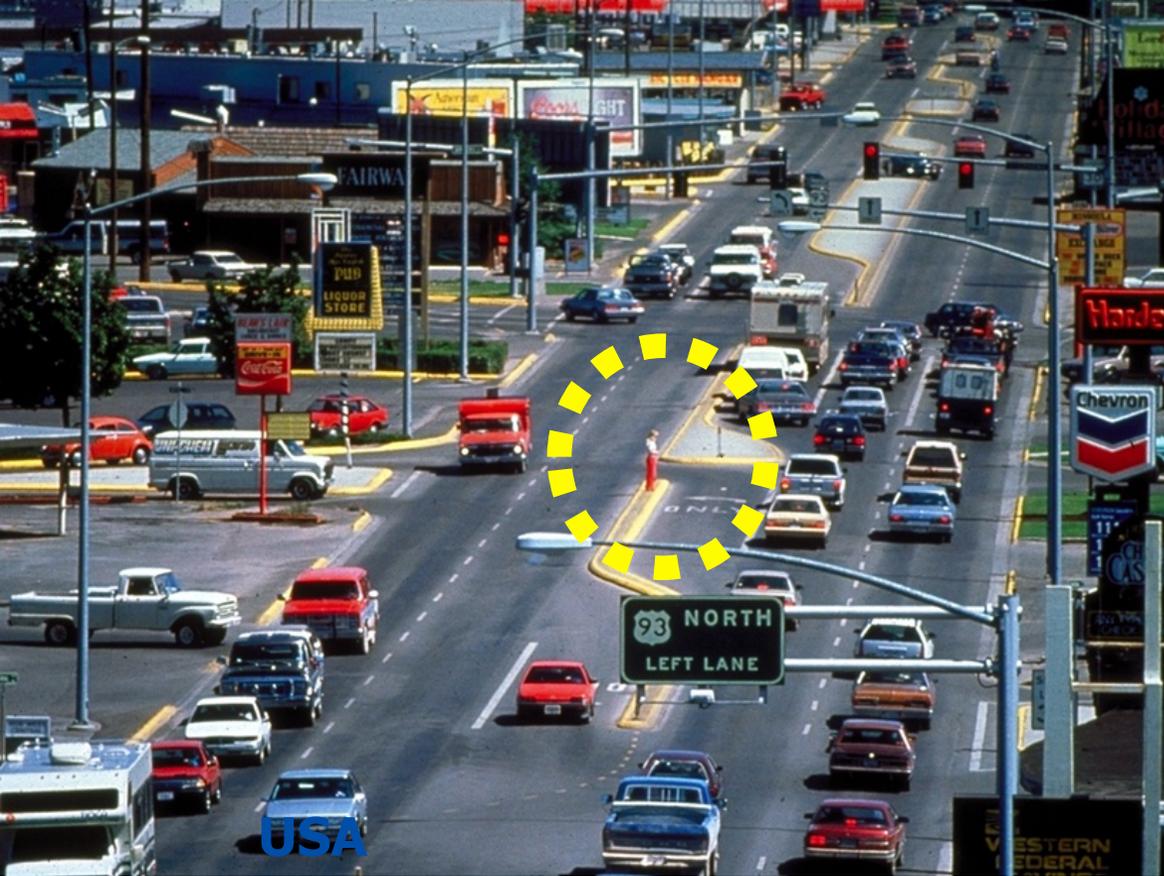




**Car-Centric, International Drive, Orlando, Florida**



**People-Centric, Farmington Avenue, West Hartford, Ct**



Highway 93, Missoula, Montana

Marine Drive, Dundarave, B.C.



# 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,



Monterey, California

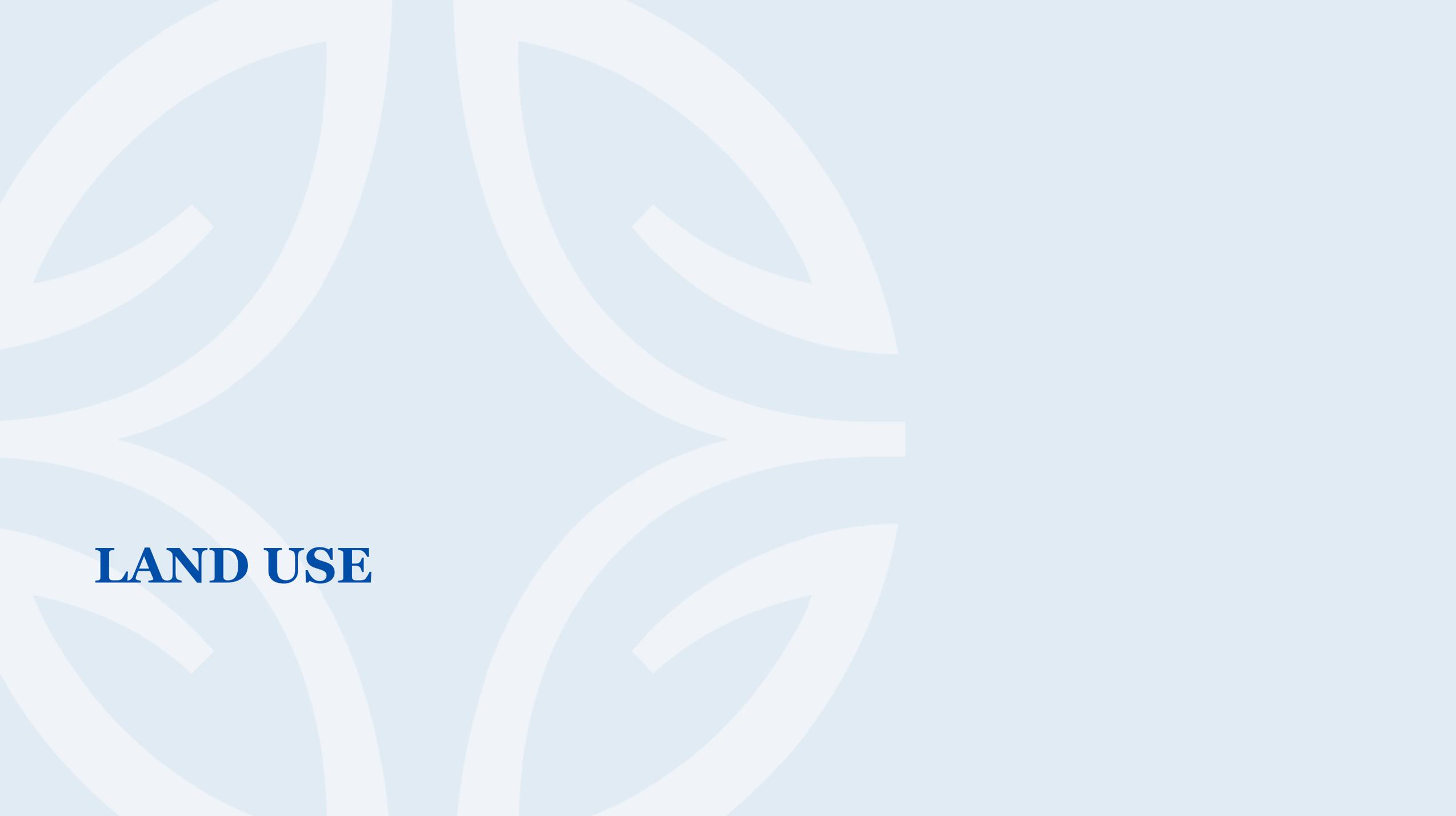


Monterey, California





West Palm Beach, Florida



# **LAND USE**





# IS THIS A CITY!

Residential

Office

Retail

Retail

Residential

Tyson's Corner, VA

# A CITY!

Office

Residential

Retail

Historic Architecture

Trees

Civic Statue

Sidewalks

Public Space

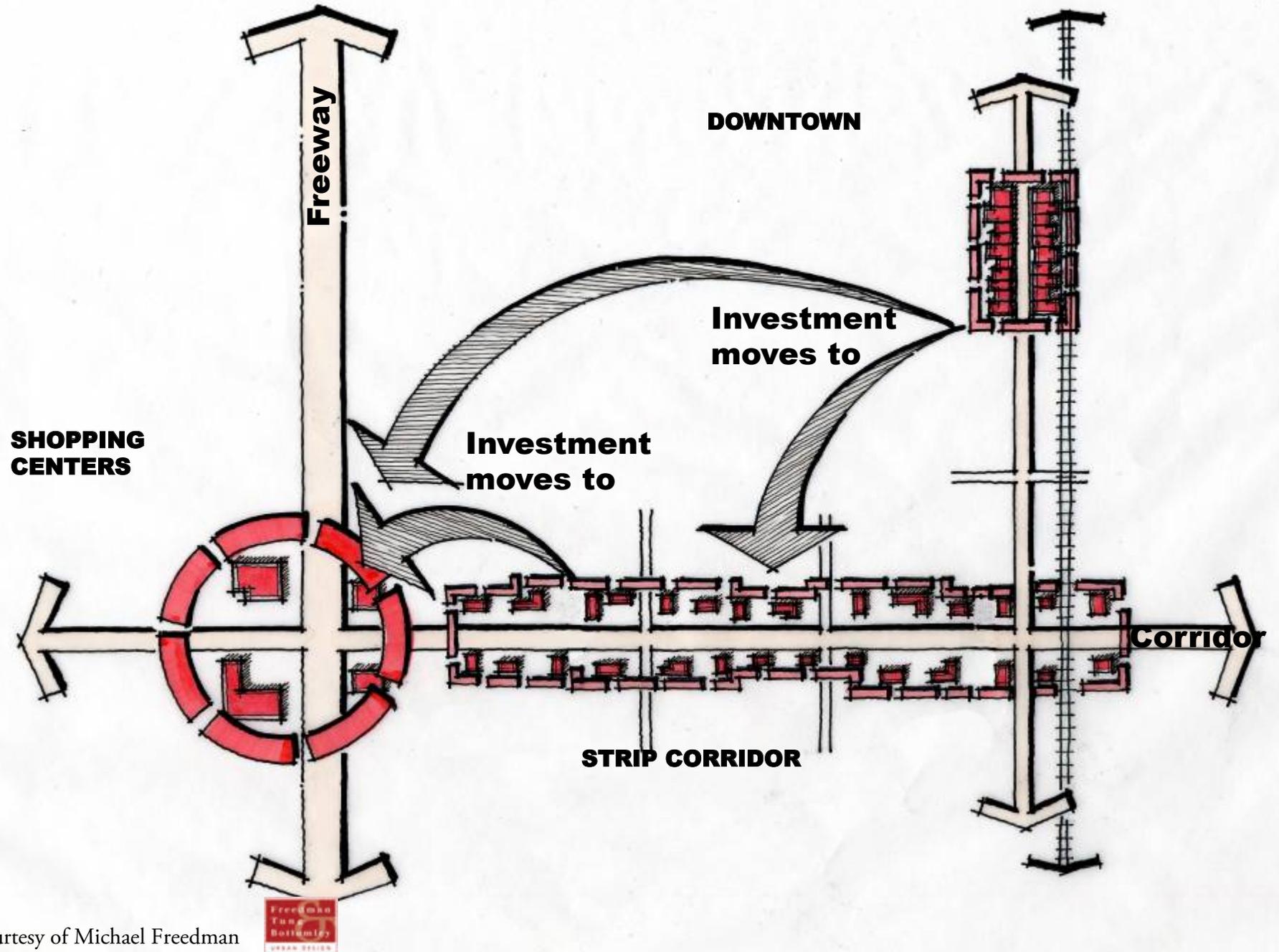




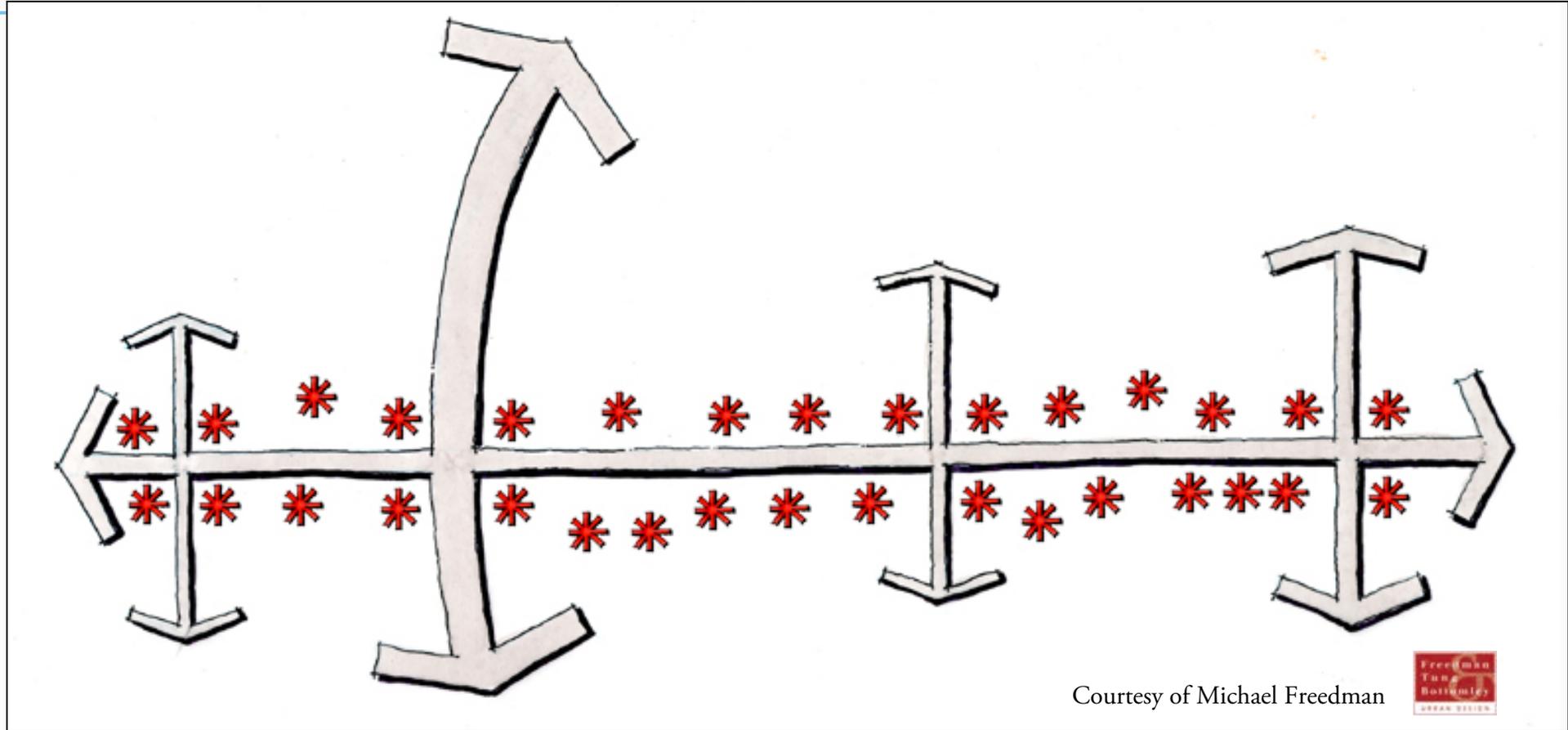
Cities throughout human history were ALWAYS built around the human footprint.

Alexandria, Virginia

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.

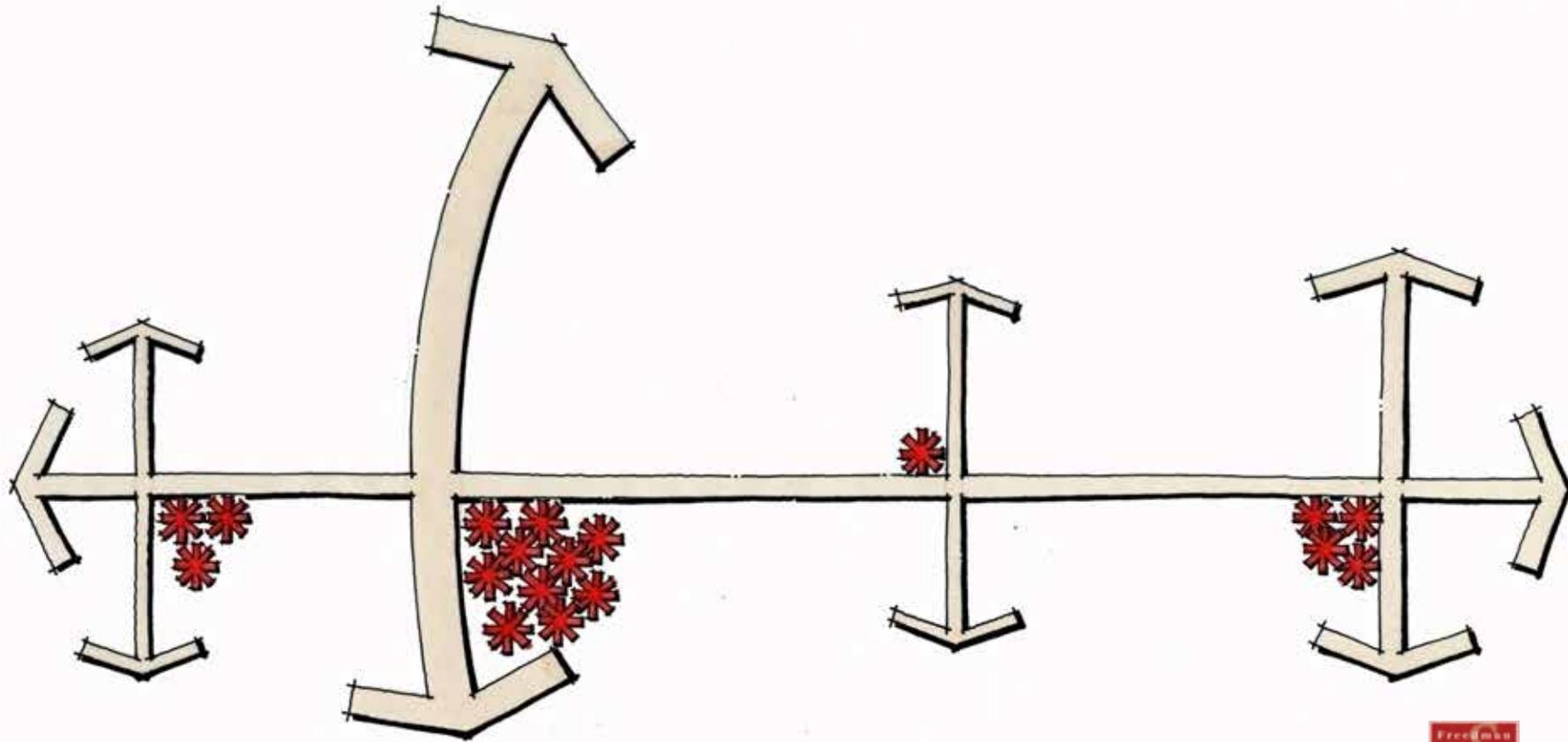


# “The Strip”



A linear pattern of commercial development along suburban arterial roadways

# Falling out of Favor: Linear Strip format



Courtesy of Michael Freedman

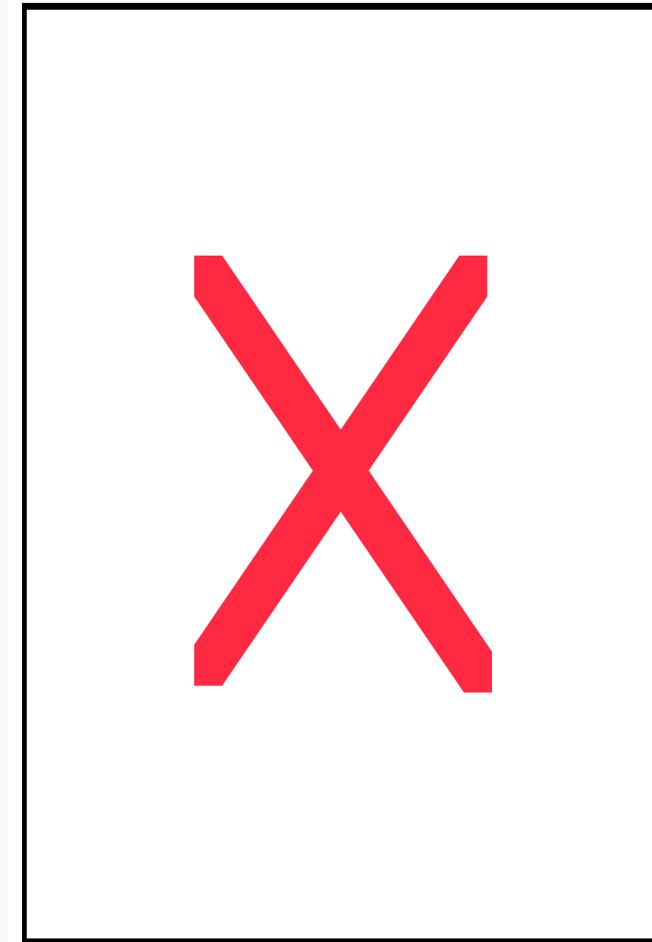




The *Illustrative Plan* (above) is the result of this planning approach; it shows the hypothetical buildout of the corridor, locating building footprints (new and existing), open space, and parking areas. The corridor was divided into four study areas, the Western Gateway, the Neighborhood Center, the Village Center, and the Town Center. Each area has it's own unique characteristics and challenges which were addressed. (Courtesy of Victor Dover)



# Seaside, Florida



*Based on the 1928 drawings by  
Clarence Perry*





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?

















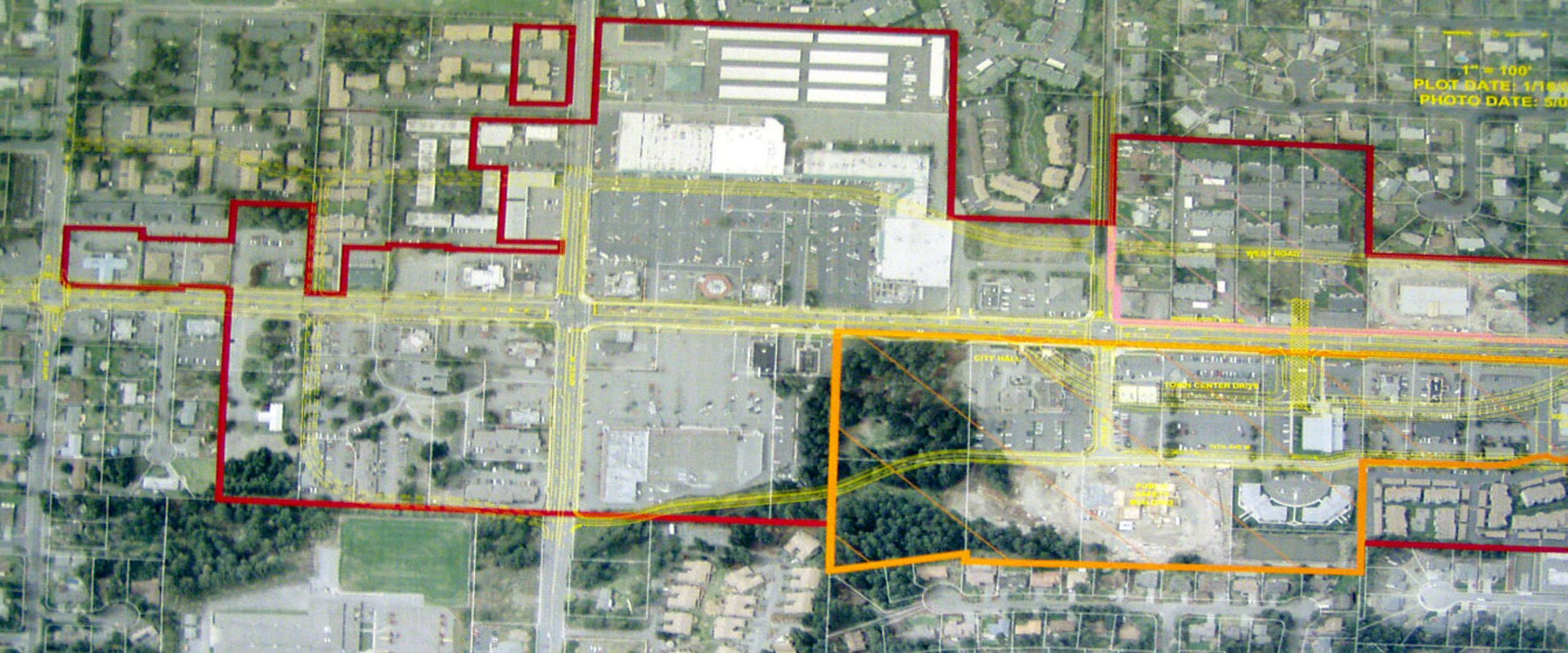




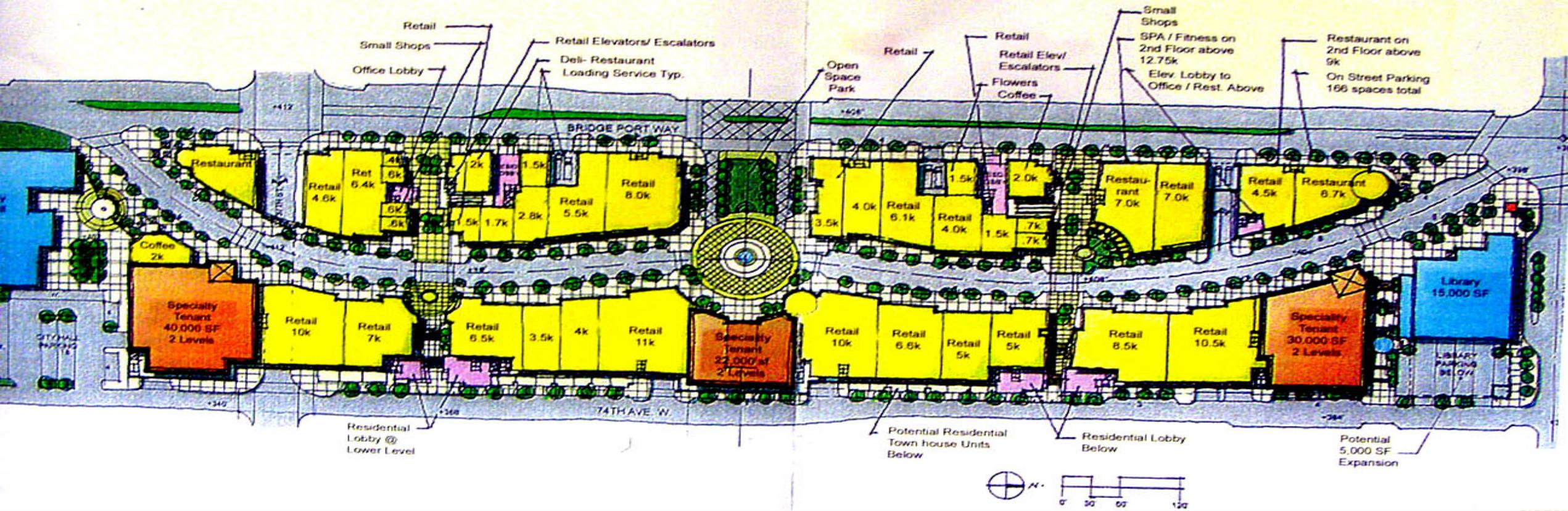


The Winter Park Mall began to fail once a newer, larger regional mall was built in a nearby town. Victor Dover (Dover-Kohl Associates) was asked to put “lipstick on the pig” in order to have this mall better compete. Instead, designers recommended scraping the mall, saving a few key buildings, and lay 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**



Bridgeport Way, University Place, Washington



9/29/1999 2:06pm









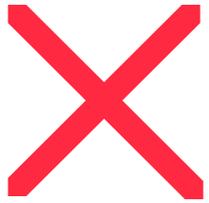




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# For Breakfast tomorrow...



**Captiva Island, Florida, 1994**



**Anchorage, Alaska**

# Tips on how to change the world...





YOU'RE  
AWESOME

**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



BLUE ZONES®

Dan Burden  
Director of Innovation and Inspiration  
614-595-0976  
[Dan.burden@bluezones.com](mailto:Dan.burden@bluezones.com)

Sarah Bowman  
Director of Strategic Engagement and Impact  
Trinity College  
01 896 2771  
[Bowmans@tcd.ie](mailto:Bowmans@tcd.ie)