

# Constructing Healthy Spaces through Multisector Partnerships

June 9, 2015 2:00 p.m. Eastern

Joanna Frank, Center for Active Design

Hillary Fulton, The Colorado Health

Rachel MacCleery, Urban Land Institute

# Healthy Places

*Designing an Active Colorado*

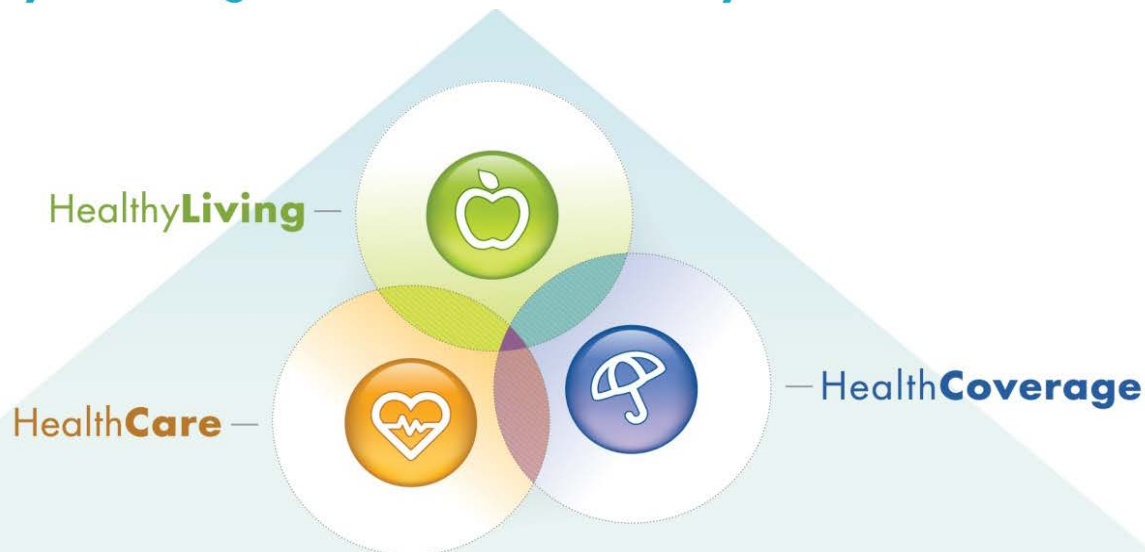


## Constructing Healthy Spaces through Multisector Partnerships

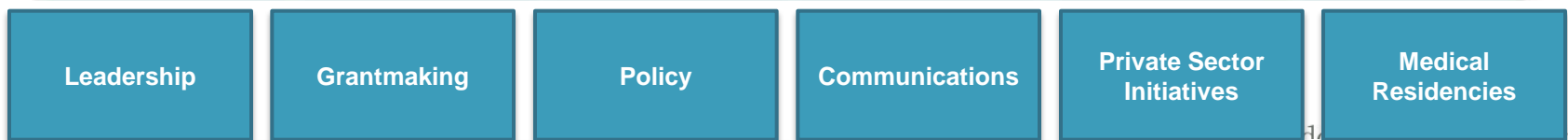
June 9, 2015

Together, we will make Colorado the healthiest state in the nation.

By investing in our three community outcomes...



and by using six key tools...



we will achieve our measurable results.

# Healthy Places: Designing an Active Colorado

- Five year, **\$4.5 million commitment**
- **Promote safe and active living** through public and private projects
- Diverse target populations: **suburban, urban, and rural**



# Healthy Places

## Phase I

- Convene advisory stakeholder committee
- Select technical assistance provider and evaluator
- Community selection

## Phase II

- Conduct ULI expert panels
- Make implementation grants

## Phase III

- Evaluation completed
- Disseminate lessons learned



# Arvada



# Westwood



# Lamar





## Urban Land Institute Partnership

- Learning to engage the private sector – the right messengers
- Bringing public health expertise
- Connecting with residents and community supports
- Local and national strands

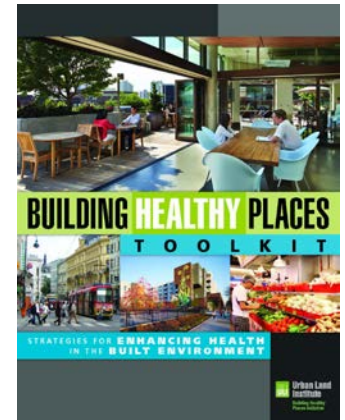




# Urban Land Institute Partnership



Ten Principles for Building Healthy Places



HOUSING OPPORTUNITY 2014

Healthy Housing, Healthy Places  
ULI Terwilliger Center for Housing Annual Conference

Urban Land Institute Building Healthy Places Institute



The Colorado Health Foundation™





## Recommendations for Funders

- Don't be afraid to start somewhere – and ride the wave of opportunity
- The health care community and land use professionals are willing partners
- Identify what you bring from a mission standpoint to the partnership
- Broad set of perspectives strengthens relevancy and engagement



## Questions?

Hillary Fulton

HFulton@ColoradoHealth.org

## Stay informed:

[www.ColoradoHealth.org/healthyplaces](http://www.ColoradoHealth.org/healthyplaces)

@COHealthFDN





# Grantmakers in Health Webinar: Tools and Strategies to Engage Land Developers to Create Healthy Places

**Rachel MacCleery, Urban Land Institute**



**June 9, 2015**

**ULI** Urban Land Institute  
Building Healthy Places Initiative

# Urban Land Institute

## Mission

To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

## Members and Networks

ULI is comprised of over 34,000 members. Membership ranks are comprised of real estate industry professionals (developers, design, financial services, public sector). Network of 52 District Councils, 20 National Councils, and 49 Product Councils.

## Priorities

- Advising communities in need
- Shaping cities and regions
- Developing excellence through education
- Driving innovation in real estate and urban development
- Building sustainably
- Connecting capital and the built environment



# ULI 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**

- Raising awareness
- Defining the approach
- Exploring the value proposition
- Advancing the state of practice and policy

**Launched July, 2013**

**Research | Convenings | Outreach and Education |  
Solving Local Challenges | Partnerships**

# Why health?

- Chronic and communicable **diseases** are directly or indirectly related to the **built environment**:
  - By 2020 U.S. health care expenditures will consume **19 percent** of GDP
  - Obesity rates in Europe have risen **300%** since the 1980s
  - **366 million people** globally will have diabetes by 2030
  - Asthma, respiratory diseases, cancer all linked to built environment

## Living and Working Conditions in Homes and Communities Influence Health

*Factors influencing health*

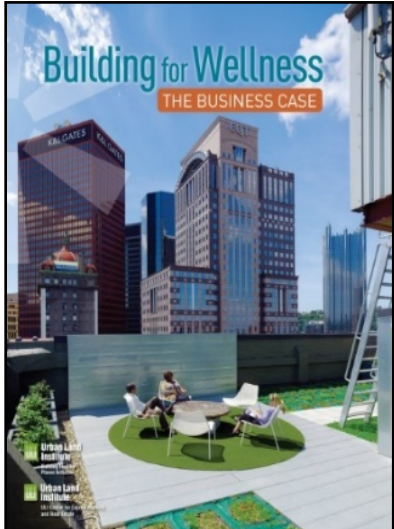
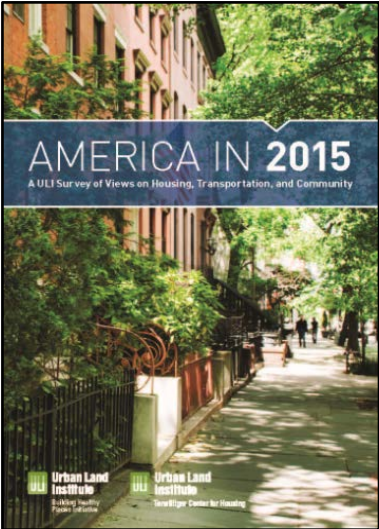
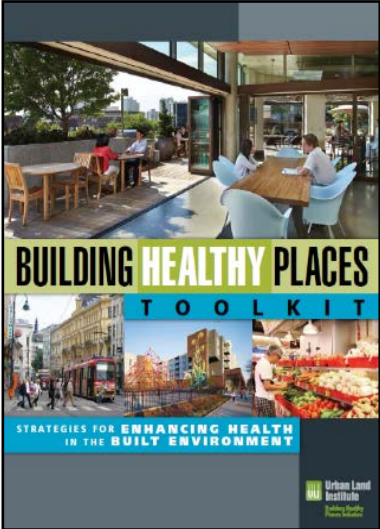
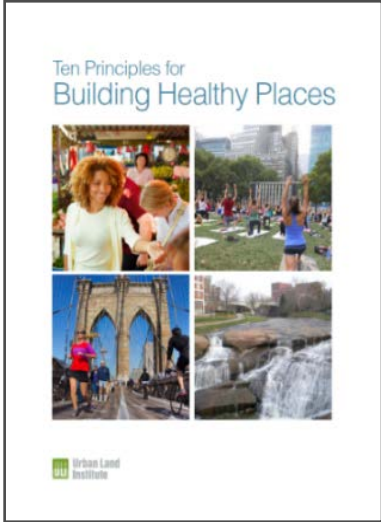
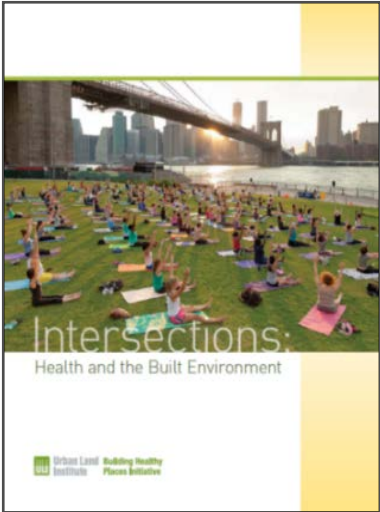
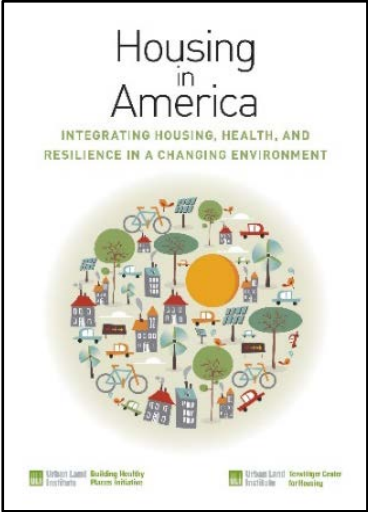


# ULI members can promote health:

- Through their organizations
- Through their investment and project decisions
- Through their work in communities

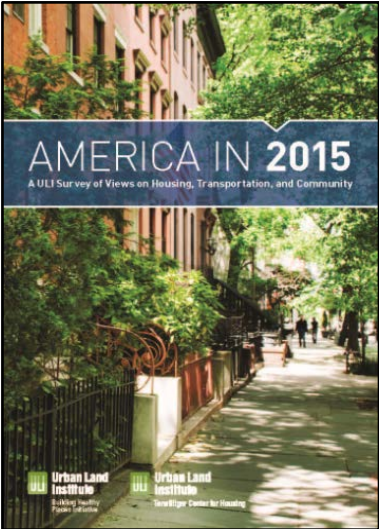
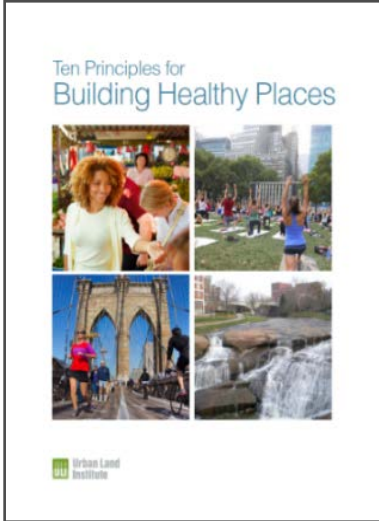
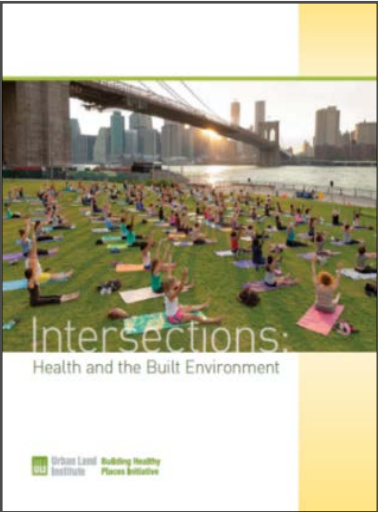
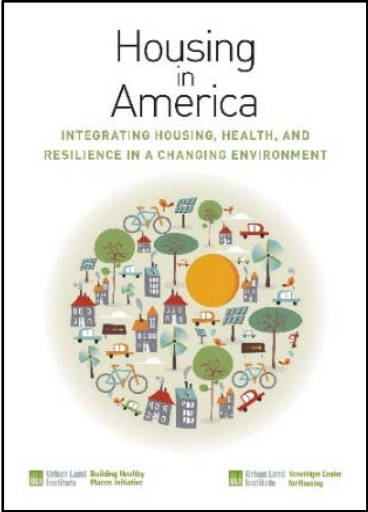


# Building Healthy Places Research and Publications





# Building Healthy Places Research and Publications



# Building Healthy Places Convenings



Sessions on health and the built environment  
Every ULI Spring and Fall Meeting



Building Healthy Places Conference  
Los Angeles, CA  
February, 2014



Healthy Housing, Healthy Places  
Conference  
Denver, Colorado  
May, 2014



Building Healthy Places Networking Break  
Spring Meeting, Houston Texas  
May, 2015

# Foundation Partnerships



The Colorado Health Foundation™



Robert Wood Johnson Foundation

 **Knight Foundation**



## The Colorado Health Foundation™ ... and ULI

- Colorado Advisory Services Panels
- *Building Healthy Places Toolkit*
- *America in 2015 and Colorado in 2015*
- Healthy Corridors Project
- Building Healthy Places Initiative overall
  - Building Healthy Places Conference
  - Convenings on food (upcoming)
  - *Ten Principles for Building Healthy Places*
  - General support for program



# BUILDING HEALTHY PLACES

## T O O L K I T



STRATEGIES FOR ENHANCING HEALTH  
IN THE BUILT ENVIRONMENT

**ULI** Urban Land  
Institute  
Building Healthy  
Places Initiative



## THE BUILDING HEALTHY PLACES TOOLKIT

- ➔ Specific, practical, and evidence-based strategies to enhance health outcomes
- ➔ Audience is developers, designers, investors, and others making project decisions
- ➔ 21 evidence-based Recommendations
  - ➔ Supported by Evidence-Based Strategies and Best Practice Strategies
- ➔ Schematics to apply recommendations in various sectors



## PROJECT PARTNERS

- ➔ Center for Active Design
- ➔ Colorado Health Foundation
- ➔ Estate of Melvin Simon



The Colorado Health Foundation™

# PHYSICAL ACTIVITY

- 1** Incorporate a mix of land uses
- 2** Design well-connected street networks at the human scale
- 3** Provide sidewalks and enticing, pedestrian-oriented streetscapes



- 4** Provide infrastructure to support biking
- 5** Design visible, enticing stairs to encourage everyday use
- 6** Install stair prompts and signage



- 7** Provide high-quality spaces for multigenerational play and recreation
- 8** Build play spaces for children

# HEALTHY FOOD AND DRINKING WATER



- 9** Accommodate a grocery store
- 10** Host a farmers market
- 11** Promote healthy food retail



- 12** Support on-site gardening and farming
- 13** Enhance access to drinking water



# HEALTHY ENVIRONMENT AND SOCIAL WELL-BEING

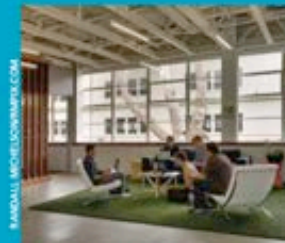
- 14** Ban smoking
- 15** Use materials and products that support healthy indoor air quality
- 16** Facilitate proper ventilation and airflow



- 17** Maximize indoor lighting quality
- 18** Minimize noise pollution
- 19** Increase access to nature



- 20** Facilitate social engagement
- 21** Adopt pet-friendly policies







### 3

## PROVIDE SIDEWALKS AND ENTICING, PEDESTRIAN-ORIENTED STREETSCAPES

### STRATEGIES ▼

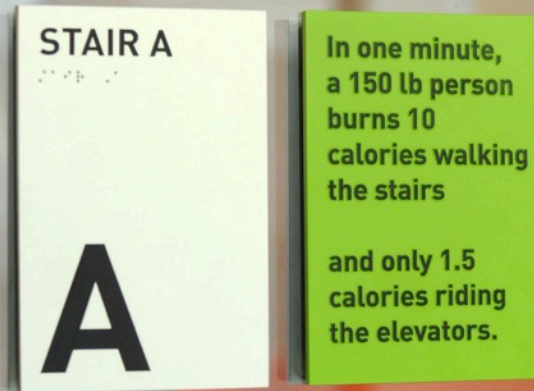
- ➔ Build sidewalks in all new communities.
- ➔ Include well-marked crosswalks, special pavers, and curb extensions.
- ➔ Provide amenities to turn sidewalks into appealing spaces.
- ➔ Light streets, trails and public spaces to minimize dark and unsafe areas.

# 6

## INSTALL STAIR PROMPTS AND SIGNAGE

### STRATEGIES ▼

- ➔ Provide stair prompt signage near elevators and staircase entrances.
- ➔ Install wayfinding signage to direct visitors to the nearest stairway.





## 13

# ENHANCE ACCESS TO DRINKING WATER

## STRATEGIES ▼

- ➔ Install drinking fountains in parks, playgrounds, gyms, and public spaces.
- ➔ Provide taps for bottle filling on drinking fountains or stand-alone filling stations.
- ➔ Connect drinking-water filters to sink faucets.

**Grow Community**  
Bainbridge Island, WA



**Amazon Headquarters**  
Seattle, WA

# 17

## MAXIMIZE INDOOR LIGHTING QUALITY

### STRATEGIES ▼

- ➔ Optimize daylighting within buildings.
- ➔ Minimize light pollution with automated lighting shutoffs.
- ➔ Provide lighting system control to building occupants.



**Ecopark**  
Hanoi, Vietnam

## 20 FACILITATE SOCIAL ENGAGEMENT

### STRATEGIES ▼

- Create community gathering spaces.
- Design on-site spaces to accommodate classes and programs.
- Design spaces for maximum accessibility to allow people of all ages and abilities to participate.
- Craft a calendar of regular programming.

# APPLYING THE RECOMMENDATIONS

## MIXED USE

Recommendations that apply but are not shown:

- 6
- 7
- 8
- 10
- 11
- 13
- 14
- 15
- 16
- 18



# APPLYING THE RECOMMENDATIONS

## SINGLE FAMILY

Recommendations that apply but are not shown: **7** **8** **12** **15** **16** **18**



PHYSICAL ACTIVITY

FOOD & WATER

ENVIRONMENT

## 1. INCORPORATE A MIX OF LAND USES

READ MORE



# ULI MEMBER SPOTLIGHT

## **Susan Powers**

**Urban Ventures | Denver, CO**

“Creating mixed income and multigenerational communities that offer access to healthy food and a healthy lifestyle is what I’m most interested in and I believe the result will be improved health.”





## FEATURED PROJECT

# Aria Denver, Colorado

### PROJECT TEAM

Urban Ventures LLC

- ➔ Built on a former convent site, a mixed income, mixed use master planned community
- ➔ Market rate housing commanding strong prices, above neighborhood averages
- ➔ Partnership with Regis University and the Colorado Health Foundation
- ➔ Comprehensive food program, with gardens on site and food sold at Regis University
- ➔ Investing in trails and neighborhood parks outside of campus area

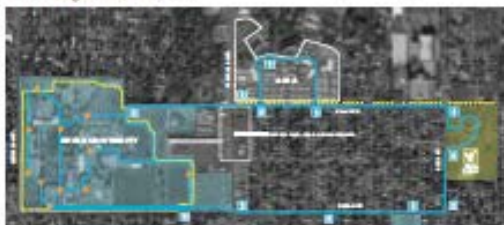


# CULTIVATE HEALTH



## 3 WELLNESS WALK AND WAYFINDING SIGNAGE

The walkable area on the Regis University campus and the Denver Parks and Recreation system at Zuni Park will be linked into a 3.7-mile walk. Signage and mapping indicating the wellness walk pathway will be provided and will indicate walking and bicycling distances between neighborhood destinations.



## 5 BICYCLE INFRASTRUCTURE AND SAFETY CLASSES

Boyd e Colorado will provide bicycle safety and repair classes to the community and day-long bicycle fairs at Beach Court Elementary School. These classes will teach people how to do basic bike repairs, cycle in an urban setting and also help identify and recruit neighborhood residents to be bicycling champions for the community. These class plans will help sustain the program by leading group bicycle rides, sharing safety techniques and assisting with bike fairs.



## 4 COOKING AND NUTRITION CLASSES

Cooking and nutrition classes will be offered to the community at Beach Court Elementary School and the Cultivate Health Center. These classes are in partnership with Share our Strength Cooking Matters, Colorado and Regis University graduate nursing students. Topics include cooking on a budget and grocery store tour to show people ways to shop smarter call for healthy food.



## 1 AREA PRODUCTION AND FOOD COMMUNITY GARDENS

Aria Denver currently partners with UrbanCulture Community Farms to organize and maintain a vegetable and herb garden on the Aria Denver campus. Garden produce is sold at a pop-up you can farm stand and is distributed to local nonprofits. Future plans include expansion to a production garden, which will also sell food to commercial accounts, and adding permeable community gardens. Regis, College Center for Urban Agriculture and Nutrition and UrbanCulture will offer educational programs to Regis students and area residents.



## 2 OUTDOOR ADULT FITNESS EQUIPMENT

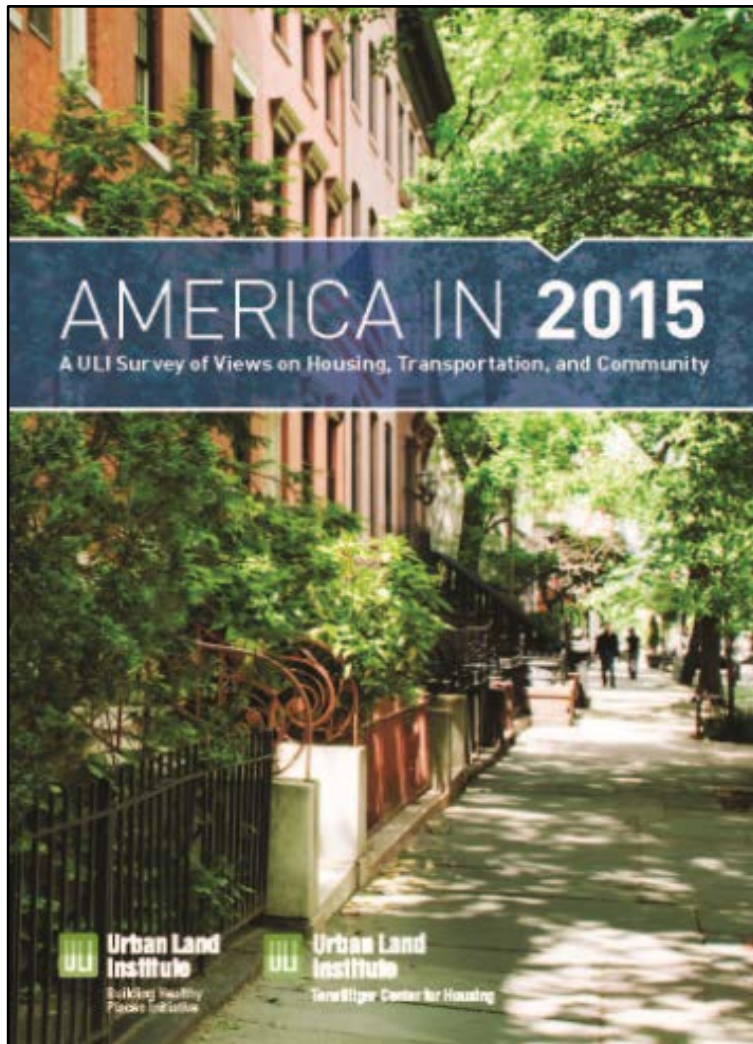
Adult fitness equipment will be installed outdoors at Zuni Park and the Margyrest Assisted Living facility to provide adults with opportunities to be physically active socially and enjoy the outdoors. At Margyrest Assisted Living, three pieces of specially-designed equipment will be installed for people with limited mobility.



## 3 CULTIVATE HEALTH CENTER

The Cultivate Health Center will house an interdisciplinary team of Regis faculty and students that will provide proactive, preventive and personal health services at Regis CARES Nurse practitioners, physical therapists, behavioral health specialists, pharmacists and community partners will work together to provide coordinated care for the community. The first floor will include multi-purpose rooms, education kitchen, fitness center.





## AMERICA IN 2015

- ➔ Statistically representative survey of American's preferences and feelings about community, transportation and health
- ➔ Americans express a strong desire for health-promoting communities
- ➔ Many Americans face significant community design-related barriers to living a healthy life

[www.uli.org/communitysurvey](http://www.uli.org/communitysurvey)

## ULI MEMBER VIEWS – SUMMER 2014

**ULI members say that health is a vital consideration for the real estate industry. (All numbers trended up between Summer 2013 and Summer 2014)**

- **86%** of respondents agree or strongly agree with “when I think about development projects, policies, or investments, promoting health and wellness is an important consideration.”
- **89%** of respondents say that their work incorporates approaches intended to promote health and wellness.
- **52%** of respondents indicated that, as a result of things they have learned at ULI about the connections between human health and the built environment, they have changed the decisions they make at work about policies, projects, or investments. (Summer 2013 number was **37%**)

## ULI/CHF LESSONS LEARNED

- Real estate and land use community is interested in and committed to healthy practices
- Market forces can drive positive change
- The private sector is needed to build a movement
- Partnerships can help take solutions to scale by leveraging strengths of each partner

# ULI BUILDING HEALTHY PLACES INITIATIVE

**Thank you!**

**#ulihealth**

**health@uli.org**

**www.uli.org/health**

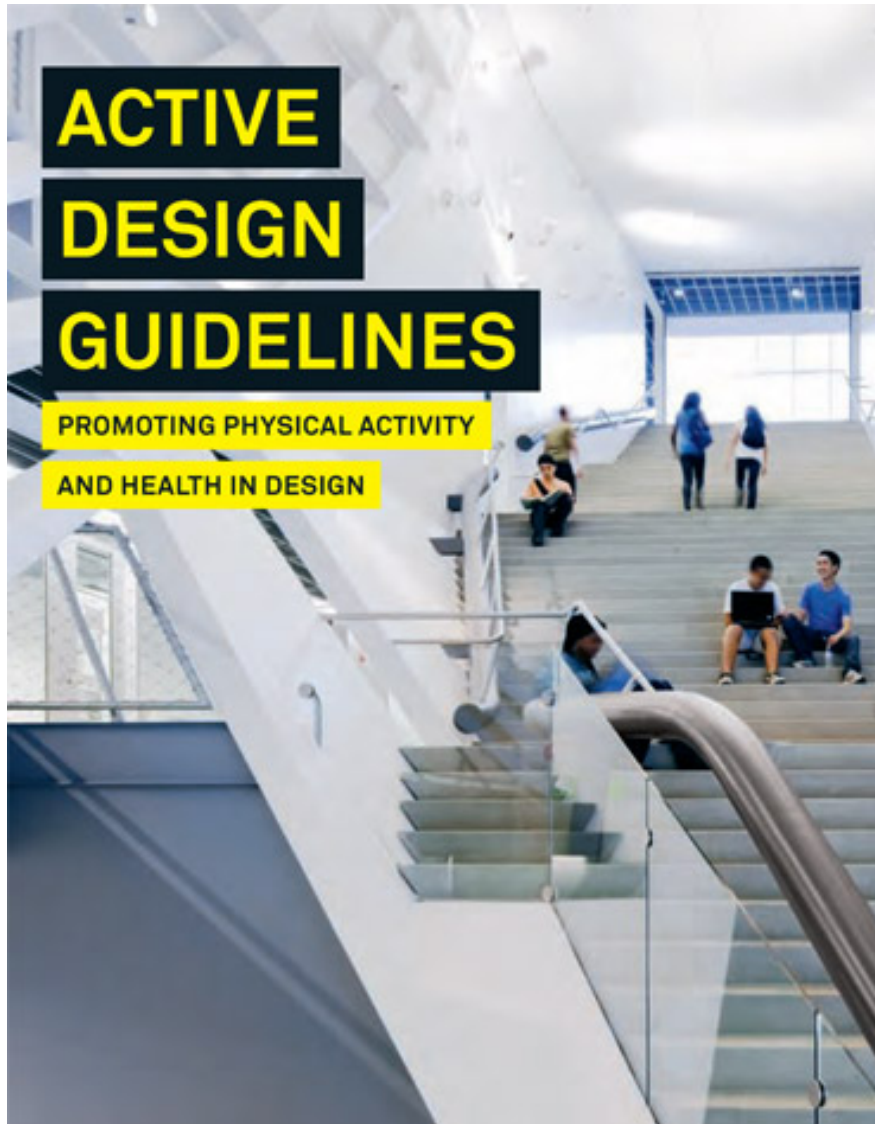
**www.uli.org/toolkit**





# Engaging Land Developers to Create Healthy Communities – June 2015

# Center for Active Design



## About Us

The Center for Active Design is an independent, not-for-profit organization committed to transforming design practice to make health a central priority

## Our Approach

- **Translating health evidence into practical, implementable design strategies**
- **Innovative partnerships – such as ULI**
- **Embrace diverse perspectives – work across public/ private, sectors, disciplines**
- **Measureable results - Recognize power of evidence, data mapping + visualization**
- **Identify key synergies (sustainability, resiliency, universal design)**
- **Connect with business priorities (economic development, social equity, public safety, health)**
- **Celebrate success and learn from each other**

# Active Design: Key Concepts

## ACTIVE TRANSPORTATION



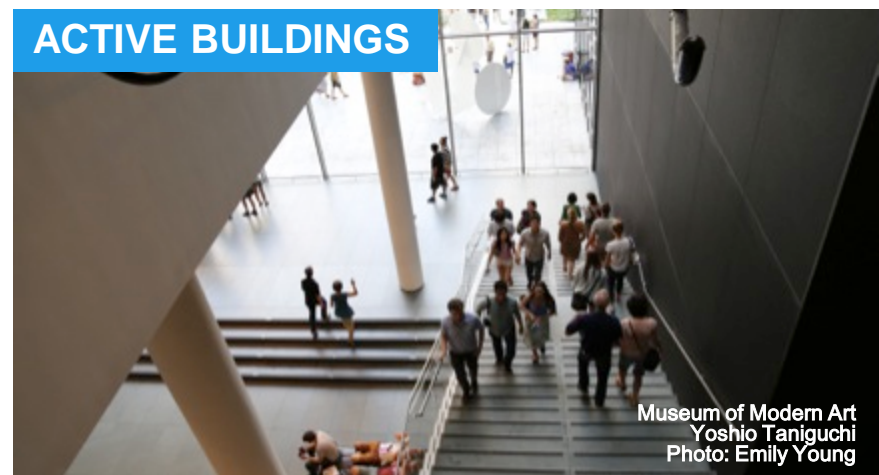
## ACTIVE RECREATION



## FOOD ACCESS



## ACTIVE BUILDINGS



# How to Bring a Health Perspective to Development?



## ULI Building Healthy Places Initiative - Making the Case:

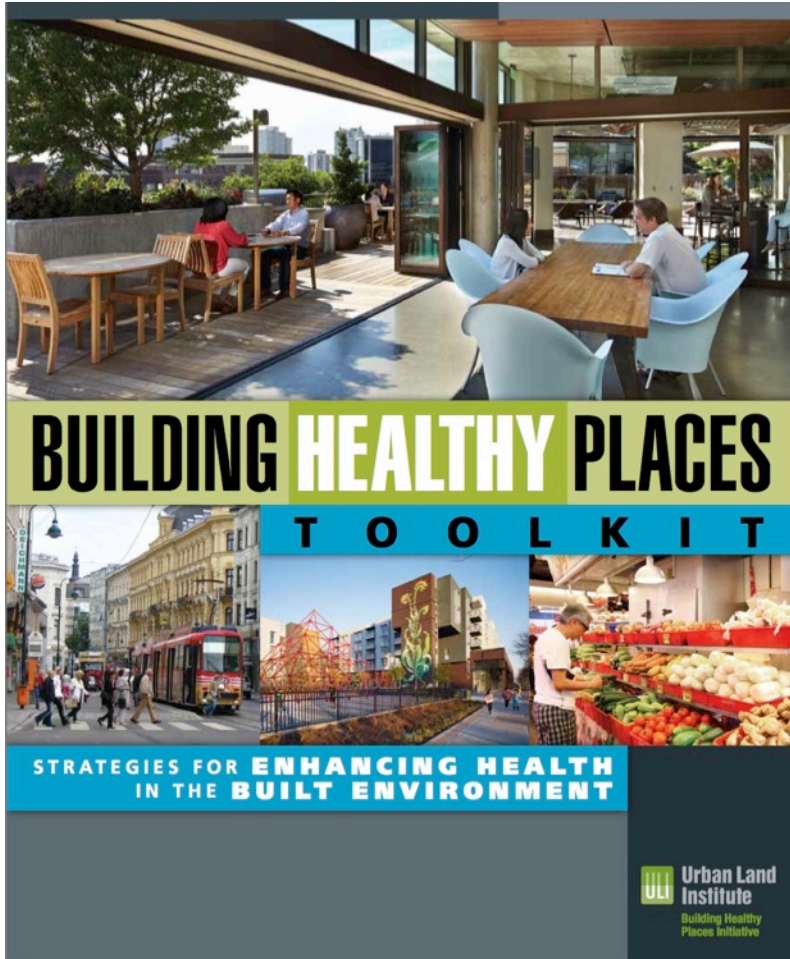
Historical precedent

Synergies with existing industry priorities

Data

Translating health evidence to resonate with developers

# Urban Land Institute: Building Healthy Places



Bringing a health perspective to the development community

Expert content advisor and co-author

## HIGHLIGHTS

- Arvada, CO—Community planning advisory panels and neighborhood design recommendations, presented to the Arvada City Council
- *Building Healthy Places* publications—Content experts, authors, and researchers for *Ten Principles for Building Healthy Places* (2013) and *Building Healthy Places Toolkit* (2015)

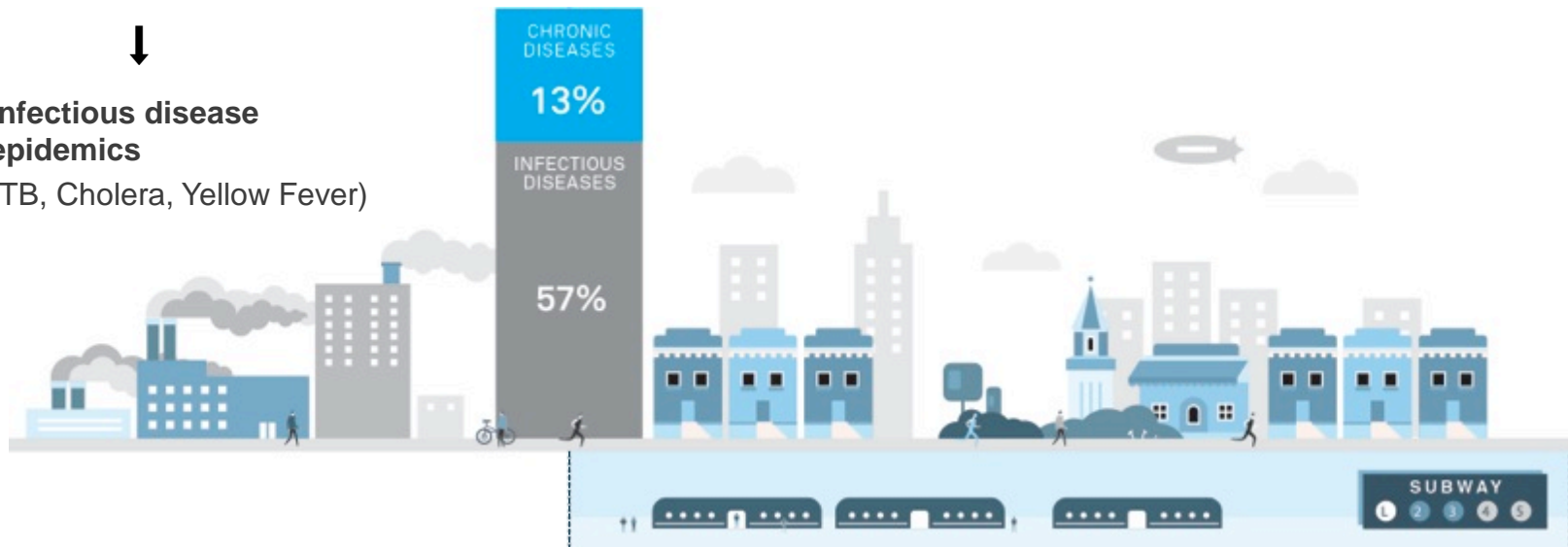
# History of Health and the Built Environment

- + overcrowded cities
- + inadequate public health systems



**infectious disease epidemics**  
(TB, Cholera, Yellow Fever)

## 1800



**1881-1940**

**Cities used design + infrastructure to improve environmental problems**, which led to a reduction in deaths from infectious diseases. New York City examples:

- Department of Street-Sweeping (Department of Sanitation)
- Tenement House Act; Zoning Ordinance
- Subway

# History of Health and the Built Environment

## 1940

The proportion of deaths from infectious and chronic diseases in New York City reverses.



Environmental changes in the United States continue to design movement out of daily lives. The resulting lack of physical activity takes a toll on health.



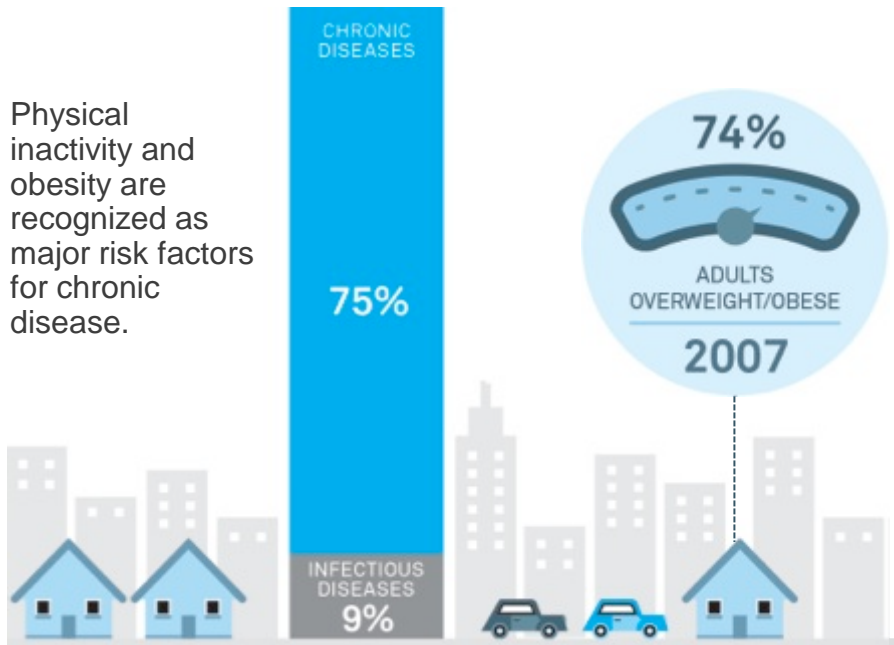
1947-1962

Federal highway financing and mortgage subsidies led to a rise in car ownership and car dependency. Only 1% of trips are made on bicycles and 9% on foot.

# History of Health and the Built Environment

## 2005

Physical inactivity and obesity are recognized as major risk factors for chronic disease.



## 2030

If trends continue, 86% of U.S. adults will be overweight or obese.



**IT'S TIME TO REVERSE COURSE.**

**PRESENT DAY**

Physical inactivity has replaced smoking as the leading cause of preventable death in the world.



# Making The Case: Synergies

## Environmental Sustainability



## Universal Accessibility



## Tenant Priorities



## Market Differentiation



# Making the Case: Economic Data

**\$2,262** estimated sales price premium for homes located near parks

**\$34,000** average increase in value for homes located in areas with **above-average walkability or bikeability** compared with similar homes in areas with average walkability or bikeability

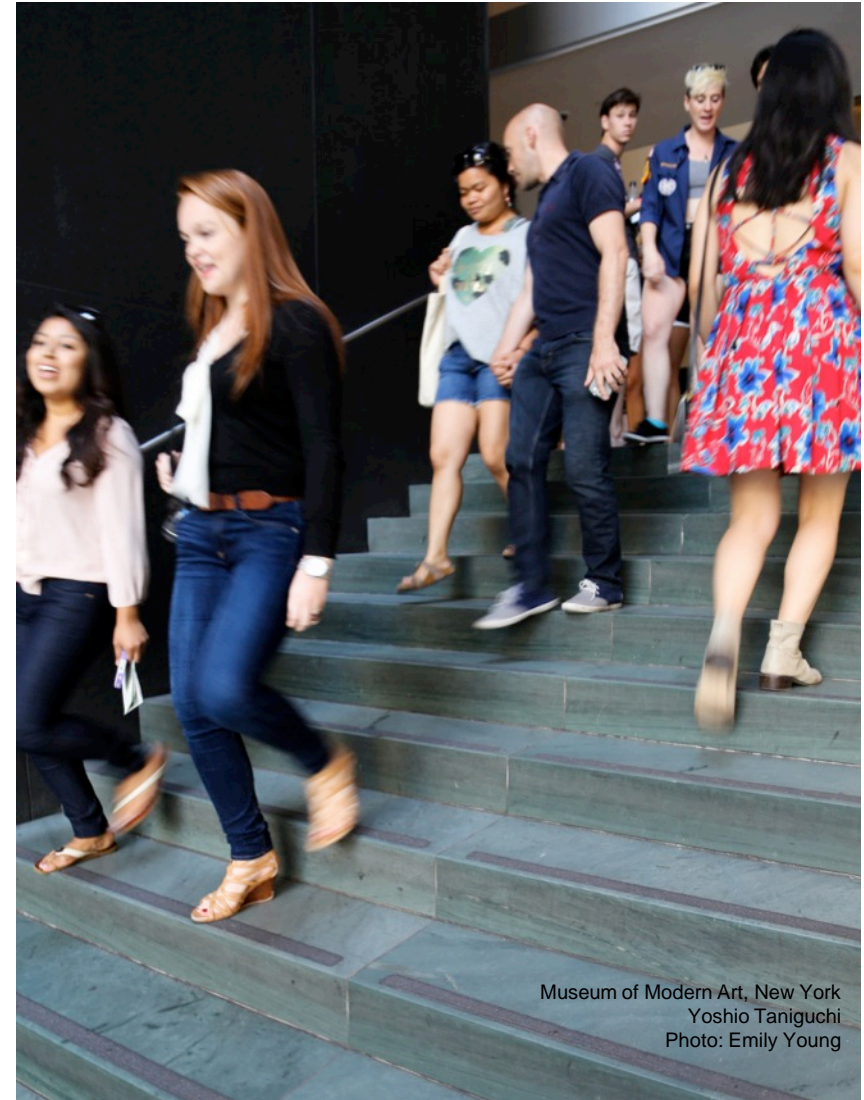


# Making The Case: Health data

Just **2 minutes** (about 6 floors) of **stair climbing a day** burns enough calories to prevent average U.S. adult annual weight gain.

**Each hour spent in a car per day contributes a 6% risk in obesity** and chronic disease while each km walked contributes a 5% decrease in risk

Creating a more enticing and walkable public realm can result in a **161% increase in physical activity** (e.g. walking and biking)



Museum of Modern Art, New York  
Yoshio Taniguchi  
Photo: Emily Young



## HEALTH EVIDENCE

- ➔ **21 Recommendations**
  - ➔ Peer-reviewed publication of at least five cross-sectional or two longitudinal studies OR Equivalent systematic review
  
- ➔ **Evidence-Based Strategies**
  - ➔ Health evidence
  
- ➔ **Best Practice Strategies**
  - ➔ Lack a published health evidence base at this time but are anticipated to promote health

# PHYSICAL ACTIVITY

1. Incorporate a mix of land uses
2. Design well-connected street networks at the human scale
3. Provide sidewalks and enticing, pedestrian-oriented streetscapes
4. Provide infrastructure to support biking
5. Design visible, enticing stairs to encourage everyday use
6. Install stair prompts and signage
7. Provide high-quality spaces for multi-generational play and recreation
8. Build play spaces for children

Only one in five U.S. adults gets enough physical activity.

“Sitting is the new smoking”

# Translating Evidence Base

**According to an ALR study, residents of communities with a mix of shops and businesses within easy walking distance have a 35 percent lower risk of obesity than residents of communities that do not have these services within easy walking distance**

**Designing for Active Transportation, San Diego:  
Active Living Research, February 2005**

**Funded by Robert Wood Johnson Foundation**





**Harper Court**  
Chicago, IL

# 1 INCORPORATE A MIX OF LAND USES

## STRATEGIES ▼

- ➔ Provide a mix of uses in new projects, such as residential, retail, office, recreation, and community facilities.
- ➔ Provide retail and service uses on the ground floor.

# Translating Evidence Base

**When using playgrounds that are painted with designs for games and imaginative play, kids engage in moderate to vigorous activity for more than 50% of their recess period**

*Source: Stratton G and Mullan E. “The Effect of Multicolor Playground Markings on Children’s Physical Activity Level During Recess.” Preventive Medicine, 41(5–6): 828–833, 2005.*







## 8

# BUILD PLAY SPACES FOR CHILDREN

## STRATEGIES ▼

- ➔ Preserve or create natural terrain to support play.
- ➔ Think beyond classic swings and slides.
- ➔ Provide shelters that offer shade and wind protection.
- ➔ Install drinking fountains.

# HEALTHY FOOD AND DRINKING WATER

9. Accommodate a grocery store
10. Host a farmers market
11. Promote healthy food retail
12. Support on-site gardening and farming
13. Enhance access to drinking water

**10% of the world's population is obese.**

**On any given day, half of all Americans consume sugary drinks.**

**Sugary drinks represent top calorie source in American teenagers' diet.**

# Translating Evidence Base

**Decreased availability of large supermarkets was associated with higher risk of obesity.**

*Black, J. L., Macinko, J., Dixon, L. B., & Fryer, G. E., Jr. (2010). Neighborhoods and obesity in New York City. Health Place, 16(3), 489-499.*

**The presence of at least one healthy grocery option in low-income neighborhoods is associated with a reduction in BMI/obesity risk**

*Zick, C. D., Smith, K. R., Fan, J. X., Brown, B. B., Yamada, I., & Kowaleski-Jones, L. (2009). Running to the store? The relationship between neighborhood environments and the risk of obesity. Social Science and Medicine, 69(10), 1493-1500.*



Museum of Modern Art, New York  
Yoshio Taniguchi  
Photo: Emily Young



**Pinehills**  
Plymouth, MA

## 9 ACCOMMODATE A GROCERY STORE

### STRATEGIES ▼

- ➔ Provide space to accommodate a full-service grocery store.
- ➔ Check local zoning code requirements and industry standards to ensure retail space meets specifications.

# Healthy Food / Physical Activity

**Children in schools that received a school garden had a significant decrease in sedentary activity and showed a greater increase in percent of time spent in moderate and moderate-to-vigorous physical activity**

*Wells, N. M., Myers, B. M., & Henderson, C. R., Jr. (2014). School gardens and physical activity: a randomized controlled trial of low-income elementary schools. Preventive Medicine, 69 Suppl 1, S27-33.*





**Willowsford**  
Ashburn, VA

## 12

# SUPPORT ON-SITE GARDENING AND FARMING

## STRATEGIES ▼

- ➔ Provide space for growing food on-site through community gardens, edible landscaping, or a small-scale farm.
- ➔ Facilitate opportunities to get locally grown produce to residents.
- ➔ Partner with local community organizations that offer gardening or farming expertise.

# HEALTHY ENVIRONMENT AND SOCIAL WELL-BEING

14. Ban smoking
15. Use materials and products that support healthy indoor air quality
16. Facilitate proper ventilation and airflow
17. Maximize indoor lighting quality
18. Minimize noise pollution
19. Increase access to nature
20. Facilitate social engagement
21. Adopt pet-friendly policies

**People spend 90% of their time indoors.**

**Humans need indoor and outdoor environments that are healthy.**

**We need social engagement to thrive.**

# Translating Evidence Base

**Trees, plantings, and earthen berms can absorb sounds that contribute to noise pollution and affect physical and mental health.**

*Foraster, M, et al. 2014 "High Blood Pressure and Long-Term Exposure to Indoor Noise and Air Pollution from Road Traffic." Environmental Health Perspectives 112 (11). Doi: 10.1289/ehp1307356*







**Harriet Apartments**  
San Francisco, CA

## 18 MINIMIZE NOISE POLLUTION

### STRATEGIES ▼

- ➔ Reduce exposure to noise pollution for building occupants.
- ➔ Incorporate evergreens and plants with thick, waxy leaves to maximize noise absorption.
- ➔ Use green roofs to absorb noise and reduce outside sound levels.

# Translating Evidence Base

**Creating a more vibrant public realm supports economic and social health of communities**

*New York City Department of Transportation. Measuring the Street: New Metrics for 21<sup>st</sup> Century Streets. October 2012*





**Ecopark**  
Hanoi, Vietnam

## 20 FACILITATE SOCIAL ENGAGEMENT

### STRATEGIES ▼

- Create community gathering spaces.
- Design on-site spaces to accommodate classes and programs.
- Design spaces for maximum accessibility to allow people of all ages and abilities to participate.
- Craft a calendar of regular programming.

# Case Study - Facilitate Social Engagement

## Guthrie Green, Tulsa OK

Community led redevelopment of truck loading facility, brownfield site

Focused on childhood health to address some of highest obesity levels in the US

Public / Private Partnership – Project lead and funder George Kaiser Family Foundation



# Case Study: Guthrie Green

Created a gathering place for 3 diverse, low income communities

Guthrie Green helped revitalize an industrial neighborhood, and has become the focal point of the Brady Arts District, which hosts over 10,000 annual visitors



# Case Study: Guthrie Green

Create community gathering spaces – **Interactive fountain**

Design on-site spaces to accommodate classes and programs – **Lawn, amphitheater and stage**



# Case Study: Guthrie Green

Design spaces for maximum accessibility to allow people of all ages and abilities to participate – 11,200 sq. ft. café Pavilion

Programming – schedule of diverse classes posted on social media site

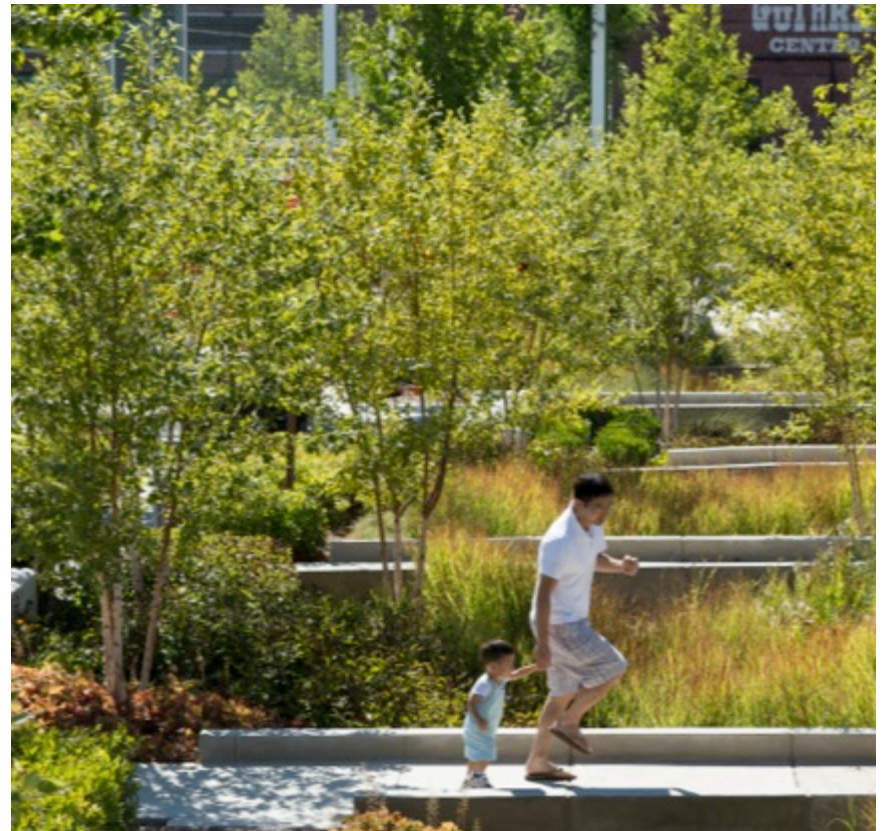


# Case Study: Guthrie Green

Host a farmers market - **Farmers Market, space for food trucks**

Increase access to nature – **Universally accessible nature walks**

**Partners with local business to provide food, programming and entertainment**







## TAKING IT TO THE NEXT LEVEL

- ➔ Forge new partnerships that support health priorities.
- ➔ Work toward a deeper understanding of community health needs.
- ➔ Measure health outcomes.
- ➔ Use language that reinforces health messages.
- ➔ Consider health at every stage of development.



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# Thank You!

- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at [heal@gih.org](mailto:heal@gih.org)