

**At the Corner of Healthy and Profitable:**  
the Return on Investment in Developing  
Healthy Places

ULI Spring Meeting in Houston  
Wednesday, May 13  
2:45 - 4:15

# At the Corner of Healthy and Profitable

- More and more developers are positioning their projects to capitalize on the demand for healthier lifestyle. But is the effort and extra money it takes to focus on wellness worth it?
- This session will explore the deal side, and look at the return on innovative projects that have emphasized health.
- Share lessons learned from projects under development and completed from across the country.

# At the Corner of Healthy and Profitable

## Moderator

- **Gadi Kaufmann**, managing director and chief executive officer, RCLCO

## Discussion Leaders

- **Andrew P. Cohen**, co-chief executive officer, Gensler
- **David P. Cropper**, managing director, TMG Partners
- **Clare De Briere**, chief operations officer and executive vice president, The Ratkovich Company
- **Stephan Nygren**, managing partner, Serenbe

# ULI's 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.*

Around the world, communities face pressing health challenges related to the built environment. For many years, ULI and its members have been active players in discussions and projects that make the link between human health and development; we know that health is a core component of thriving communities.

In January 2013, ULI's Board of Directors approved a focus on healthy communities as a cross-disciplinary theme for the organization. Through the Building Healthy Places Initiative, launched in late July 2013, ULI will work over two years to promote health in projects and places across the globe.

ULI is focusing on four main areas of impact:

- Awareness—raising awareness of the connections between health and the built environment in the real estate community and working to make sure health is a mainstream consideration;
- Tools—developing or widely sharing tools, including best practices, criteria, and other materials that define and advance approaches to healthy buildings, projects, and communities;
- Value—building understanding of the market and nonmarket factors at play in building healthy places and of the value proposition of building and operating in health-promoting ways; and
- Commitments—gaining commitments from members and others, including local governments, to work, build, and operate in more health-promoting ways.

# Ten Principles for Building Healthy Places

1. Put People First
2. Recognize the Economic Value
3. Empower Champions for Health
4. Energize Shared Spaces
5. Make Healthy Choices Easy
6. Ensure Equitable Access
7. Mix It Up
8. Embrace Unique Character
9. Promote Access to Healthy Food
10. Make It Active

# Ten Principles for Building Healthy Places

## 1. Put People First

- Individuals are more likely to be active in a community designed around their needs.
- Basic necessities and community amenities should be accessible by walking or biking
- Daylight and views of nature are associated with reduced pain and depression
- Quality air-ventilation leads to lower incidence of respiratory disease and increased worker productivity
- Consider health upfront
- Integrate health into planning
- Consider health impacts

## 2. Recognize the Economic Value – Healthy places can create enhanced economic value for both the private and public sectors.

# Ten Principles for Building Healthy Places

3. Empower Champions for Health – Every movement needs its champions:
  - Communicate the benefits.
  - Encourage grassroots action.
  - Broaden the base.
  - Build a brand.
  - Forge unlikely partnerships.
  
4. Energize Shared Spaces – Public gathering places have a direct, positive impact on human health:
  - Map community assets
  - Take back the street
  - Rethink public places
  - Program early and often
  - Explore fail-fast initiatives
  - Encourage public/private cooperation

# Ten Principles for Building Healthy Places

5. Make Healthy Choices Easy – Make healthy choices be SAFE – Safe, Accessible, Fun, and Easy.
  - Safety (sidewalks, bikeways, bike crossings, buffer unsafe or unattractive areas)
  - Accessibility and transportation options?
    - Can people walk to their destinations?
    - Can they bike to them?
    - Can they use transit?
    - How many users would reasonably have these choices?
  - Will the experience of getting there be fun and interesting?
  - Will it be easy?
  
6. Ensure Equitable Access – Many segments of the population would benefit from better access to services, amenities, and opportunities.
  - Design for all ages and abilities – Equitable in Use, Flexible in Use, Intuitive in Use, Easy to use
  - Integrate land use and transit
  - Focus on schools



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7. Mix It Up - A variety of land uses, building types, and public spaces can be used to improve physical and social activity.
  - Incentivize the mix
  - Remove regulatory barriers
  - Rethink parking
  - Optimize uses
  
8. Embrace Unique Character – Places that are different, unusual, or unique can be helpful in promoting physical activity.
  - Rediscover assets
  - Integrate natural systems

# Ten Principles for Building Healthy Places

9. Promote Access to Healthy Food – Because diet affects human health, access to healthy food should be a considered as part of any development proposal.
  - Rethink the grocery store
  - Make food a destination
  - Incorporate access to healthy food into local land use and economic policy
  
10. Make It Active - Urban design can be employed to create an active community.
  - Co-locate activities
  - Begin every trip with a walk
  - Implement active-living guidelines
  - Design for flexibility

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## Conclusion

- Demographic and socioeconomic trends drive attention to community health
- Issues and solutions apply in cities, suburbs and rural areas
- Personal and public health are top of mind in America and around the globe
- Properly designed buildings, appropriate placement of structures, easy-to-reach parks, programming of community spaces, and access to healthy foods can have an extraordinary impact on community health
- Communities need to leverage their health advantage and reimagine how property is developed and how people live so they can stay competitive and relevant