

# **ULI BUILDING HEALTHY PLACES INITIATIVE**



## **ULI Healthy Corridors:**



## **Project Updates and Next Steps**

**April 14, 2016**

# ULI BUILDING HEALTHY PLACES INITIATIVE

## Agenda

- Healthy Corridors project progress
- Updates from Demonstration Corridors
- Reflections on National Study Visits and progress
- Next steps
- Q&A



# Updates and Progress

# ULI BUILDING HEALTHY PLACES INITIATIVE

## National Study Visits

- January and February
- Recommendations tailored to each corridor

## Communications

- ULI University
- ULI Foundation Governor's Retreat
- Healthy Corridors flyer
- Video

## Final Report

- Vision
- Typology
- Audit tool
- Process roadmap
- Case studies



# ULI BUILDING HEALTHY PLACES INITIATIVE

## Vision

**A healthy corridor has land uses and services that allow residents and visitors to easily make healthy lifestyle choices.**

It reflects the culture of the community, inspires and facilitates healthy eating and active living, provides and connects to a variety of economic opportunities as well as housing and transportation choices, and adapts to residents' needs.



# ULI BUILDING HEALTHY PLACES INITIATIVE

## A Healthy Corridor Has:

### Design and land use patterns that support community needs.

- Buildings pulled up to sidewalks
- Improved parking strategies
- Housing options
- Vibrant retail environment
- High-quality parks and public spaces
- Healthy food options

### Linkages to other parts of the city.

- Well-connected, multimodal street networks
- Safe and easily identifiable connections, including sidewalks and trails
- Transit, including enhanced bus service or rail
- Bike infrastructure

### Engaged and supported people who live, work, and travel along the corridor.

- Regular programs in community gathering spaces
- Accommodations for pets
- A defined identity
- Measures to address safety and perceptions of safety
- Engaged residents and local business owners
- Organizations that facilitate long-term improvements and resident engagement

### Improved infrastructure.

- Safe and well-marked pedestrian crossings
- Traffic speeds that are conducive to pedestrians and other users
- Utility lines and traffic signs and signals that are underground or that blend in
- Sidewalks wide enough for a variety of users, buffered from the street, and unobstructed
- Streetscapes that add visual interest and safety, with trees and green buffers

## Healthy Corridors Process Roadmap

**Phase 1: Startup and  
Partnership Development**  
(6–9 months)

**Phase 2: Convenings and  
Issue Identification**  
(3–4 months)

**Phase 3: Priority Setting  
and Quick Wins**  
(3–4 months)

**Phase 4: Implementation  
and Working for Change**  
(9–12 months)

**Phase 5: Sustain Progress  
and Avoid Problems**  
(ongoing)

## Ten Principles for Healthy Corridors

- 1 Use the lens of health to convene stakeholders.
- 2 Understand the context of the corridor and determine how jurisdictional boundaries affect the corridor.
- 3 Analyze and understand the corridor's development potential; rethink land uses and zoning that are incompatible with community needs.
- 4 Proactively address transportation and infrastructure challenges.
- 5 Leverage anchor institutions as key partners (including hospitals, major employers, and universities).
- 6 Identify champions; redeveloping the corridor in a holistically healthy way will require many partners.
- 7 Engage proactively with communities along the corridor, and put in place strategies to prevent residential displacement.
- 8 Engage with business owners and landowners; local businesses that serve the corridor should remain and thrive.
- 9 Facilitate healthy food access through retail and policy solutions.
- 10 There is no one source of funding: seek out multiple opportunities from public and private sources.



**Updates from Demonstration Corridors**  
**National Study Visits**  
**Planning for Change**  
**Next Steps**

**Nashville  
Charlotte Avenue**

# Denver Federal Boulevard



# Healthy Corridors Federal Boulevard



Urban Land Colorado  
Institute

# National Working Group Visit

## 40 Action Packed Hours On Federal

- January 19 - 21
- National Team
  - James Moore, Principal, Jacobs Advance Planning Group
  - Cece Gassner, Director of Economic Development, Boise State University
  - Ed Icenogle, Senior Shareholder, Icenogle Seaver PC
  - Alison Nemirow, Senior Associate, Strategic Economics
  - Khanh Nguyen, Portfolio Director, Healthy Living, The Colorado Health Foundation
  - Karina Ricks, Principal, Nelson\Nygaard
  - Melani Smith, Former Principal, Meléndrez
  - Alan Thompson, Vice President, Ragan-Smith Associates
  - Gary Toth, Director, Transportation Initiatives
- Dinner, Tour, Interviews, Work Session, Presentation
- Had great community participation
- Energized the community leaders into action

# National Working Group

## Our New Friends and National Experts Pointed Us Toward These Top-Tier Issues

- How can the three jurisdictions work together, specifically to promote health?
  - Adams County
  - City of Westminster
  - City and County of Denver
- What are the opportunities for new retail along the corridor?
  - We're in a food desert and a used tire store "rainforest"
- What types of funding and partnership strategies would be best?
- How can concerns about gentrification be addressed?
- What is the lead role for each stakeholder entity?

# What's Happening Now

## Collaboration Is Underway

- Regis University Is Acting as a Catalyst
- Edward Iconogle has organized a “meeting of the minds” among political leaders from all three jurisdictions
- Sheila Lynch organized another grant that shakes hands with this effort
- Continued momentum building
- The two rail lines will be opening soon . . . We are working to make the new station areas healthy!!

**Los Angeles  
Van Nuys Boulevard**





# Van Nuys Blvd., Pacoima Healthy Corridor Project

APRIL 14, 2016

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URBAN LAND INSTITUTE  
HEALTHY CORRIDORS WEBINAR

# Our Process



## Information Gathering

Corridor Tour  
MANY Past Studies



## Stakeholder Convening

Health Groups  
Community Groups  
Agencies  
Artists



## National Study Visit

Community Health + Dev  
Econ Dev  
Getting People to the Blvd



## Demonstration “Showing” not “Telling”

# Next: DEMONSTRATE “Pop Up” or “Tactical Urbanism”

- “Show” residents, don’t just “Tell” them
- On the ground testing with the public as a partner.
- Catalyst for a longer term test or permanent improvement.



**SATURDAY JUNE 08**  
NOON TO 5PM  
**EAST WASHINGTON STREET BETWEEN RURAL AND OXFORD**  
[FACEBOOK.COM/BETTERBLOCKS.INDY](https://www.facebook.com/betterblocks.indy)  
[BETTERBLOCKS.INDY](http://betterblocks.indy)

It's a one-day-only transformation of one block of East Washington Street, and you're invited to make it a vibrant, healthy block! Come experience the block as it's transformed from the current configuration of 5 traffic lanes and vacant lots into a space for people, bikes, transit, local shops, artists, and food: a vision of what it could be the future! Activities all day!

**LET'S MAKE EAST WASHINGTON STREET TOGETHER!**

PRESENTED BY

THANKS TO

PARTNERS

A collection of logos for various organizations and sponsors, including I-AD, INDYCOG, and others.

# Participants:



## Pacoima Health Zone Thanks its Sponsors and Partners

|  |   |  |
|--|---|--|
| <br><b>Felipe Fuentes</b><br><small>Councilmember of the Seventh District</small>        |   | <br><b>GREAT STREETS</b>                                     |
| <br><b>L.A. Care</b><br><small>HEALTH PLAN</small>                                       | <br><b>VALLEY CARE</b><br><small>Community Consortium</small>           | <br><b>ValleyCrest</b><br><small>Landscape Companies</small> |
| <br><small>THEODORE PAYNE FOUNDATION</small><br><small>1851 ELMORE &amp; MADISON</small> | <br><b>SFCHC</b><br><small>SAN FERNANDO COMMUNITY HEALTH CENTER</small> | <b>MELÉNDREZ</b>   |
| <br><b>Neuro Valley Health Corporation</b><br><small>a california health center</small>  | <br><b>Pacoima Beautiful</b>  | <br><b>MÁS</b>   |
| <br><b>CSUN</b>  | <br><small>BOOKSTEIN CENTER</small>                                     | <br><small>MARILYN MAGARAM CENTER</small>                    |
| <br><small>INSTITUTE FOR SUSTAINABILITY</small>  | <br><b>strengthunited</b><br><small>A CSUN Community Agency</small>     | <br><small>SYLMAR HIGH SCHOOL</small>                        |

#CelebratePacoima

## Pacoima Health Zone Resources for healthier people and places

- ▶ **CSUN – Bookstein Community Outreach Tax Clinic**  
Information, consultation and questions answered on tax issues
- ▶ **CSUN – Institute for Sustainability**  
Information about rebates and programs for homeowners to save on their water bills, giveaways
- ▶ **CSUN – Magaram Center**  
Information on recipes and diet analysis, body fat analysis on site, wheel of fortune game with nutrition questions and incentives
- ▶ **CSUN – Strength United**  
Information regarding free services for survivors of sexual assault, domestic violence, and child maltreatment
- ▶ **L.A. Care**  
Information table, fitness classes, nutritional workshops, smoothie and recipe giveaway  
**Dance Aerobics:** 11:00 am, 12:00 pm, 1:30 pm  
**Nutrition Demo:** 11:30 am, 12:30 pm, 2:00 pm
- ▶ **NEVHC - Choose Health LA Kids Team**  
Information on nutrition, grocery store tours, CHLA's Restaurant program and healthy fundraising policies
- ▶ **Office of Councilmember Felipe Fuentes, 7th District**  
Information on potential streetscape enhancements
- ▶ **Office of Mayor Eric Garcetti, Great Streets Initiative**  
Information about upcoming Great Streets community resources and projects
- ▶ **SFCHC**  
Glucose Screenings, dental home coordinator and enrollment counselors
- ▶ **Sustainable Sunday with Pacoima Beautiful, Sylmar High School**  
Food swap, plant giveaways, food demos and info station
- ▶ **Theodore Payne Foundation**  
Display of plants, informational displays, handouts
- ▶ **VCCC**  
\*Rethink your Drink\* demonstration


#CelebratePacoima




# ULI Health Zone at CicLAvia March 6, 2016

## PACOIMA HEALTH ZONE

### SUSTAINABLE SUNDAY & HEALTH FAIR



EXPERIENCE OUR "POP-UP PARKLET" DURING  **CICLAVIA**

**COFFEE & JUICE LOUNGE**      **GIVEAWAYS**      **FOOD & COOKING DEMOS**

**RETHINK YOUR DRINK DEMO**

**WATER REBATE INFO**      **HEALTH SCREENINGS**      **PLANT GIVEAWAYS**

**FREE FOOD & SMOOTHIES**      **HEALTHY LIFESTYLE INFO**

**MARCH 6TH** PACOIMA CITY HALL  
10AM - 3PM      13520 VAN NUYS BLVD  
PACOIMA, CA 91331

FOR MORE INFORMATION PLEASE CONTACT THE PACOIMA OFFICE AT 818.485.0600



# ULI Health Zone at CicLAvia 3/6/16



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# ULI Health Zone at CicLAvia 3/6/16



# Next Steps...

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1. “Road Diet” community outreach started in March, and finishes this month.
2. Metro EIR for transit system is currently in progress
3. Council office is seeking a NEA grant to fund an Arts Incubator as well as its Art Curator
4. Council office has some funds for targeted property acquisition as well as housing protection

**Boise  
Vista Avenue**

## National Study Visit Assignment

1. How can the Vista corridor public infrastructure be re-configured to improve health & enhance the corridor's function as a gateway?
2. What are key place-making strategies that will create activity and drive on-going re-investment?
3. What are successful processes to create and implement a corridor vision plan?
4. How can corridor programming and improvements be funded or financed?
5. What is the best organizational structure to champion this effort now and over the long haul?

## What needs to be done?

- Infrastructure
- Land Use
- Economic Development
- Culture, Social Connectivity, and Health



## Key Recommendations

### Infrastructure

1. Reconfigure Vista Ave
  - 5 lanes to 3 with protected bike lanes, or
  - 5 lanes with off-peak parallel parking and bike lanes on parallel streets
2. Improve pedestrian safety and comfort
  - additional signalized intersections with pedestrian countdown
  - transit nodes with shelters, benches, schedule displays
  - 12' pedestrian and planting space back of curb

## Key Recommendations

### Land Use

1. Promote mixed-use development
2. Adopt a form based code to create a distinct sense of place
3. Optimize parking

### Economic Development

1. Support local businesses
  - facade grants
  - low interest loans
2. Promote redevelopment- affordability, sustainability
3. Develop infill prototypes



## Key Recommendations

### **Culture, Social Connectivity & Health**

1. Use place making to build identity, ownership, parks, gathering places
2. Build relationships between stakeholders, neighborhood associations
3. Support formation of a business association
4. Encourage public art by local artists
  - gateway locations
  - activity nodes
5. Embrace international culture
6. Encourage “tactical urbanism”
7. Maintain diversity/affordability of housing
8. Promote local affordable/diverse food options



## What is the process?

- Establish Vista Avenue executive steering committee through inter-agency agreement: Boise, ACHD, CCDC
- Conduct an objective assessment of the corridor district
- Develop a unified vision to help prioritize opportunities
  - Coordination between city, Energize initiative, Depot Bench, ACHD, etc.
- Ensure appropriate staffing
  - Hire an individual with responsibility for Vista
- Evaluate potential funding sources
  - Federal, state, regional, local, philanthropy
- Establish an implementation program



## Post Visit Progress and Next Steps

- City has commenced gateway art project
- Initial steps taken to form a corridor URA
  - TIF financing
- Inaugural First Friday on the Bench staged
- Additional Speaker Series, workshops and events scheduled
- Neighborhood Walking Group forming
- Bus shelter additions/improvements funded
- Local Merchant Association discussions underway
- ULI Idaho hosted Moving People First Summit
- Begin work for a Corridor Vision Plan

# Reflections on National Study Visits and Progress

**Michael Wojcik**  
**Rochester, MN City Councilman**  
**National Working Group member**

# Next Steps

# ULI BUILDING HEALTHY PLACES INITIATIVE

## Creative Placemaking

*“Deliberate integration of arts and culture into a comprehensive community development approach to stabilizing disinvested neighborhoods.”*

- Creative Placemaking Fellow
- Grants for Corridor-related CP efforts (open to both Demonstration Corridor and non-DC corridors)
  - Two rounds
  - Applications will be due in the Fall
- Advising to District Councils on CP opportunities
- Support from the Kresge Foundation



# ULI BUILDING HEALTHY PLACES INITIATIVE

## Next Steps

- Synthesis report with recommendations - October, 2016
- Communications, outreach, and coalition building
- Demonstration Corridors implementation activities
- Creative Placemaking opportunities



# Healthy Corridors Questions & Discussion