Perspectives on Building Healthy Places
The Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is an independent global nonprofit supported by members representing the entire spectrum of real estate development and land use disciplines.
Global Reach, Local Impact

• Founded 1936
• 82 Nations
• 40,000 members
• 55 District Councils North America
• 50 Product Councils focusing on 24 areas of activity
Who Belongs to ULI?

Investment firm and financial institution professionals: 18%

Developers: 32%

Government, nonprofit, and academia: 16%

Architects, attorneys, consultants, and other service professionals: 34%
• Indiana
  • Founded 2007
  • 300+ members

• Kentucky
  • Founded 2014
  • 125+ members

• Cincinnati – 200+ members
• Michigan – 375+ members
• Chicago – 1,300+ members

If you are a member, you can participate anywhere!
## How do you join?

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Regular Rate</th>
<th>Discounted Rates</th>
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<tbody>
<tr>
<td><strong>Associate Member</strong></td>
<td>$440/Yr.</td>
<td>Under 35 - 50% off - $220</td>
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<td></td>
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<td>Public/Academic/Nonprofit – 50% off - $220</td>
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<td>Student – 75% off - $110</td>
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<tr>
<td><strong>Full Member</strong></td>
<td>$1220/Yr.</td>
<td>Under 35 - 50% off - $620</td>
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<tr>
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<td></td>
<td>Public/Academic/Nonprofit – 75% off - $305</td>
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<tr>
<td>(requires three references)</td>
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<tr>
<td><strong>Public/Academic/Nonprofit Agency Membership</strong></td>
<td>$565/yr.</td>
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<tr>
<td>• Includes 1 Full and 2 Associate Memberships; additional are $100 each</td>
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[uli.org/join](uli.org/join)
What do we do?

- Educational & Networking Events
  - Breakfast Series Events
  - On Location – after work project tours & happy hours
  - Real Estate Trends
- Member Affinity Groups
  - Young Leaders Group (YLG)
  - Women’s Leadership Initiative (WLI)
What do we do?
What do we do?

- Technical Advisory Panels (TAPs)
- Central Indiana Council of Elected Officials (CICEO)
- Other community technical assistance on request
- National Advisory Service Panels (Speedway, GM Stamping Plant, Bloomington)
What other benefits are there?
Research & Publications

- Research
- Centers & Initiatives
  - Building Healthy Places
- General Information
  - About
  - Reports
  - Updates
- Areas of Prior & On-Going Research
  - Active Transportation
  - Creative Placemaking
  - Food & Real Estate
  - Healthy Corridors
  - Healthy Housing
  - BHP Toolkit

What other benefits are there?
ULI Goals for Building Healthy Places

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

Healthy Food and Drinking Water

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

Healthy Environment and Social Well-Being

- Maximize indoor lighting quality
- Minimize noise pollution
- Increase access to green space
- Facilitate social engagement
- Adopt pet-friendly policies
ULI Health Leaders Network

Join ULI’s inaugural cohort of national health leaders

Generously supported by the Robert Wood Johnson Foundation, Colorado Health Foundation, and Randall Lewis.
The ULI Health Leaders Network will empower real estate and land use professionals with the skills, knowledge, and networks to improve health outcomes in their professional practice and communities.
Participants will gain valuable skills and connections that will help them advance their careers, as well as practical knowledge about the intersection between health and the built environment.
Thirty-two professionals in real estate development, planning, design, engineering, finance, and healthcare from across the country have been selected to participate in the first cohort.
Program Goals and Benefits

- **Learn**: Cultivate leadership skills
- **Network**: Participate in a cross-sector network
- **Make a Difference**: Advance a culture of health
Initial Impressions

• Health means different things to different people

• Create a common language

• Need to understand health equity and the social determinants of health
Health and the Built Environment

- This connection is still a new concept for many professionals
- Make it a normal part of what we do
- Use a policy, systems and environmental change approach
Health Starts -Long Before Illness-
In Our Homes, Schools and Jobs
Increase access to physical activity

- Provide links to Local Transit
- Connect existing sidewalks in the community
- Provide safe pedestrian crossings
- Provide safe bicycle parking and storage
- Provide housing near destinations
- Provide safe access to places to play
- Use a Crime Prevention Through Environmental Design (CPTED) approach
Create Partnerships to Sustain Healthy Communities

- Partner with local government for cost sharing and support
- Work with regional transportation agencies (such as the MPO)
- Partner with regional health coalitions
- Work with Purdue Extension and others
- Work with local schools and park districts on safe routes efforts
Building Healthy Corridors:
Transforming Urban and Suburban Arterials into Thriving Places

uli.org/healthycorridors
Leveraging the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities.

**Goals**

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

**Recent Reports**
Automobile-centric commercial corridors exist in nearly every community, characterized by:

- a wide road with multiple lanes
- high-speed traffic
- nonexistent or limited transit service
- buildings separated from the street
- unsightly utility poles and wires
- a lack of trees and vegetation
- sidewalks in poor condition
The Healthy Corridor Approach

A healthy corridor is a place that reflects the **culture of the community**, promotes **social cohesion**, inspires and facilitates **healthy eating** and **active living**, provides and connects to a variety of **economic and educational opportunities** and **housing and transportation choices**, and adapts to the **needs and concerns of residents**.
## The Healthy Corridor Typology

| Improved Infrastructure | »Frequent, safe, and well-marked pedestrian crossings  
»Safe and well-marked bike lanes  
»Traffic speeds that accommodate pedestrians, bicyclists, and other users  
»Utility lines and traffic signs and signals that are underground or that blend in  
»Sidewalks that link adjacent neighborhoods to the corridor  
»Streetscapes that include amenities for visual interest and safety |
|------------------------|--------------------------------------------------------------------------------------------------|
| Design and land use patterns that support community needs | »Vibrant retail environment  
»Housing options for all income levels  
»Buildings adjacent or proximate to sidewalks  
»Improved parking strategies and shared parking  
»Healthy food options |
| Engaged and supported people who live, work, and travel along the corridor | »Engaged residents and local business owners  
»Organizations that facilitate long-term improvements and resident engagement  
»Regular programs in community gathering spaces  
»A defined identity, drawing on the arts and culture of the community  
»Measures to address safety and perceptions of safety |
| Linkages to other parts of the city | »Well-connected, multimodal street networks  
»Transit, including enhanced bus service or rail  
»Bike infrastructure on or adjacent to the corridor |
Healthy Corridors Project Overview

Key Components:
• Engagement with District Councils
• Four Demonstration Corridors
• Local Leadership Groups
• National Working Group

Convenings and Events:
• Local Workshops (summer 2015)
• National Forums (spring & fall 2015)
• National Study Visits (winter 2016)
Demonstration Corridor
Federal Boulevard
Denver-Adams County-Westminster CO

Lessons Learned

Public partnerships essential when corridor spans jurisdictions

Strong leadership necessary to coordinate multiple governing bodies

Length of study section: 2.5 miles
Number of lanes: 6-8 traffic lanes
Average posted vehicle speed: 35-40 mph
Transit options: bus
Bike lanes: 0 miles
Sidewalks: missing on 59% of the corridor
Income: 53% of residents are low income
Corridor population: 13,978
Ethnicity: 62% Hispanic, 24% other people of color
Demonstration Corridor
Vista Avenue
Boise ID

Lessons Learned
Survey local stakeholders to understand their needs
Establish a process to guide redevelopment

Length of study section: 1.7 miles
Number of lanes: 4-6 traffic lanes
Average posted vehicle speed: 35-40 mph
Transit options: bus
Bike lanes: 0 miles
Sidewalks: 4 ft. sidewalks adjacent to street
Income: $35,551 median household income
Safety: 23,000 cars/day but only 7 pedestrian crosswalks
Land use: single-family housing, strip land uses

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Demonstration Corridor
Van Nuys Boulevard
Los Angeles CA

Length of study section: 0.75 miles
Number of lanes: 5 traffic lanes
Average posted vehicle speed: 35 mph
Transit options: bus
Bike lanes: 0 miles
Sidewalks: 100% of corridor has sidewalks on both sides but lacks other pedestrian amenities such as benches
Income: $13,180 per capita income

Health issues: high rates of childhood obesity, diabetes, and cardiovascular disease

Lessons Learned

Leverage and capitalize on existing assets
Demonstrate potential changes to the corridor
Demonstration Corridor
Charlotte Avenue
Nashville TN

**Lessons Learned**

Identify easily implementable quick wins to demonstrate improvements

Establish a corridor oversight group to lead implementation

**Length of study section:** 3.9 miles  
**Number of lanes:** 4-5 traffic lanes  
**Average posted vehicle speed:** 40 mph  
**Transit options:** bus rapid transit lite  
**Bike lanes:** unprotected on majority of corridor  
**Sidewalks:** on both sides of street, adjacent to street  
**Income:** mix of income levels (higher income in neighborhoods south of Charlotte, lower income in neighborhoods north)
## Healthy Corridor Principles

<table>
<thead>
<tr>
<th></th>
<th>Use the lens of health to convene local stakeholders</th>
<th>Proactively identify and address transportation and infrastructure challenges</th>
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<tbody>
<tr>
<td>2</td>
<td>Identify champions</td>
<td>Engage proactively with communities and advocacy groups along the corridor</td>
</tr>
<tr>
<td>3</td>
<td>Understand the context &amp; jurisdictional boundaries</td>
<td>Engage with business owners and landowners</td>
</tr>
<tr>
<td>4</td>
<td>Analyze and understand the corridor’s development potential</td>
<td>Facilitate healthy food access through retail and policy solutions</td>
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<tr>
<td>5</td>
<td>Create a long-term corridor vision strategy while also delivering quick wins</td>
<td>There is no one source of funding</td>
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## Process for Change

<table>
<thead>
<tr>
<th>Phase</th>
<th>Duration</th>
<th>Activities</th>
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</thead>
<tbody>
<tr>
<td>Phase I</td>
<td>6-9 months</td>
<td>Startup &amp; Partnerships</td>
</tr>
<tr>
<td>Phase II</td>
<td>3-4 months</td>
<td>Convenings &amp; Issue Identification</td>
</tr>
<tr>
<td>Phase III</td>
<td>3-4 months</td>
<td>Priority Setting &amp; Quick Wins</td>
</tr>
<tr>
<td>Phase IV</td>
<td>9-12 months</td>
<td>Implementation &amp; Working for Change</td>
</tr>
<tr>
<td>Phase V</td>
<td>Ongoing</td>
<td>Sustaining Progress &amp; Avoiding Problems</td>
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What's Next: Implementation

VISTA AVENUE
A Healthy Corridor

Our Vision
Vista Ave is a healthy and vibrant economic corridor that is connected to the community and a gathering place for all neighborhood members.

Our Goals
1. Make Vista Ave a thriving transportation hub for people on the move.
2. Make Vista Ave a beautiful and welcoming place for all neighborhood members.
3. Make Vista Ave an inviting place for pedestrian activity.
4. Make Vista Ave a vibrant place for commercial business.

Three Focus Areas

Streets and Circulation
Make the street safer, more comfortable, and more attractive for pedestrians, bicyclists, and people using public transit.

Economic Development
Improve the appearance and economic vitality of businesses on Vista Avenue.

Character, Health and Connectivity
Create a sense of the Vista Avenue that locals and visitors can connect to.

Into ACTIONS

- Provide safe bike routes
- Widen sidewalks
- Add bike/lane signals and crosswalks

- Plant more trees and landscaping
- Add small parks and plazas

- Host events
- Improve storefronts
- Add public art

Catalyst for Action

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What’s Next: Phase II Demonstration Corridors

- Philadelphia – Grey’s Ferry Avenue (ULI Philadelphia)
- Fayetteville, Arkansas - Highway 71 B (ULI NW Arkansas)
- St. Paul – Rice and Larpenteur Gateway (ULI Minnesota)
- Englewood, CO – South Broadway (ULI Colorado)
Thank you!

uli.org/healthycorridors  health@uli.org