



Urban Land
Institute

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**.*

Ten Principles for Building Healthy Places

January 24, 2014

Tampa Bay

Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

- Independent global nonprofit
- 30,000 members
- Real estate development and land use disciplines

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Building Healthy Places

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Overarching theme
for all of ULI

Activities

- Convenings
- Networks and Councils
- Research and publications
- Leadership and partnership

Connect!

- Website: www.uli.org/health
- Twitter: #ulihealth
- Email: health@uli.org

Health Challenges

- Many of today's chronic health challenges are directly or indirectly related to the **built environment**:
 - U.S. health care expenditures will consume **19 percent** of the nation's gross domestic product by 2020.
 - Obesity rates in Europe have risen **300%** since the 1980s.
 - **366 million people** globally will have diabetes by 2030.
 - **Poor air quality** is causing respiratory disease in Asia.

The Role of the Built Environment

Living and Working Conditions in Homes and Communities Influence Health

Factors influencing health



Source: Robert Wood Johnson Foundation.

Healthy places support the well-being of the people who live, work, learn, and visit there.

- Stable, healthy, and affordable housing options
- A variety of safe, comfortable, and convenient transportation choices
- Access to healthy foods, parks , and nature
- Thoughtful design, with an eye to making the healthy choice the easy choice
- Use of health-promoting materials



Areas of Impact

- **Awareness:** Connection between health and the built environment
- **Value:** Understanding of the market and non-market factors
- **Tools:** Strategies which advance approaches to healthy development
- **Commitments:** To work, build and operate in more health promoting ways



Members and others can lead:

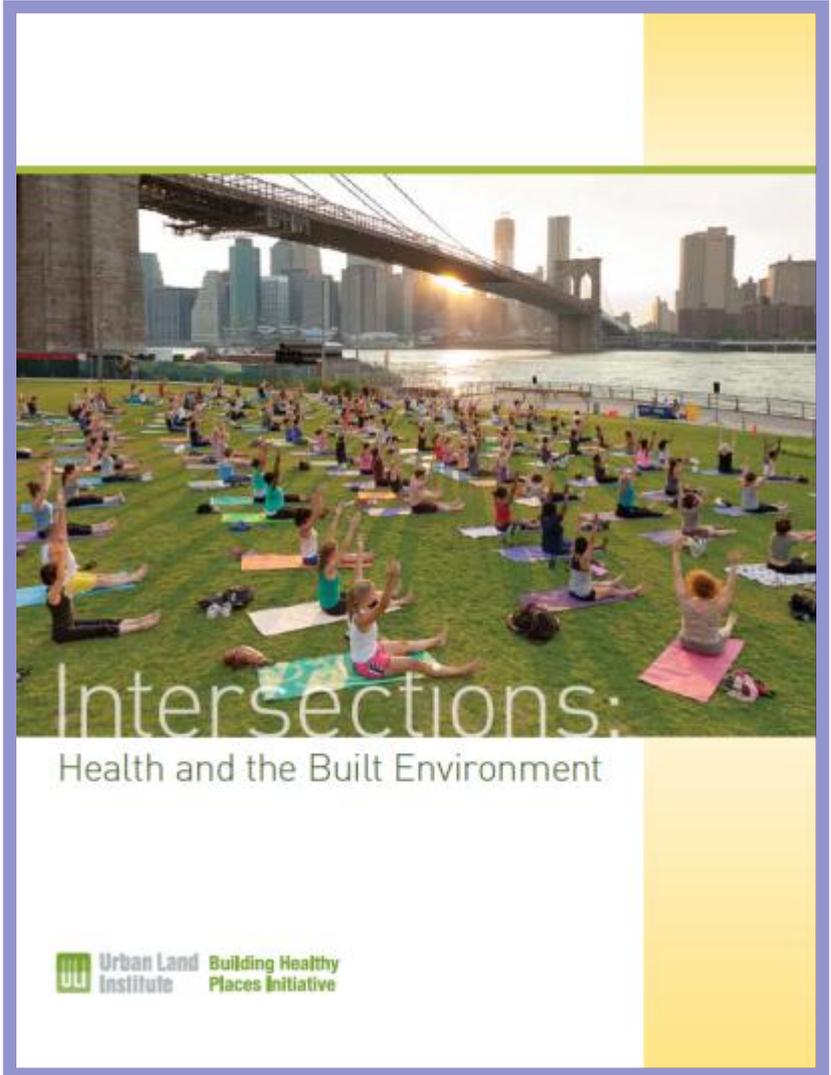
- Through their organizations
- By incorporating health as a fundamental consideration in development projects
- Through their influence on policy



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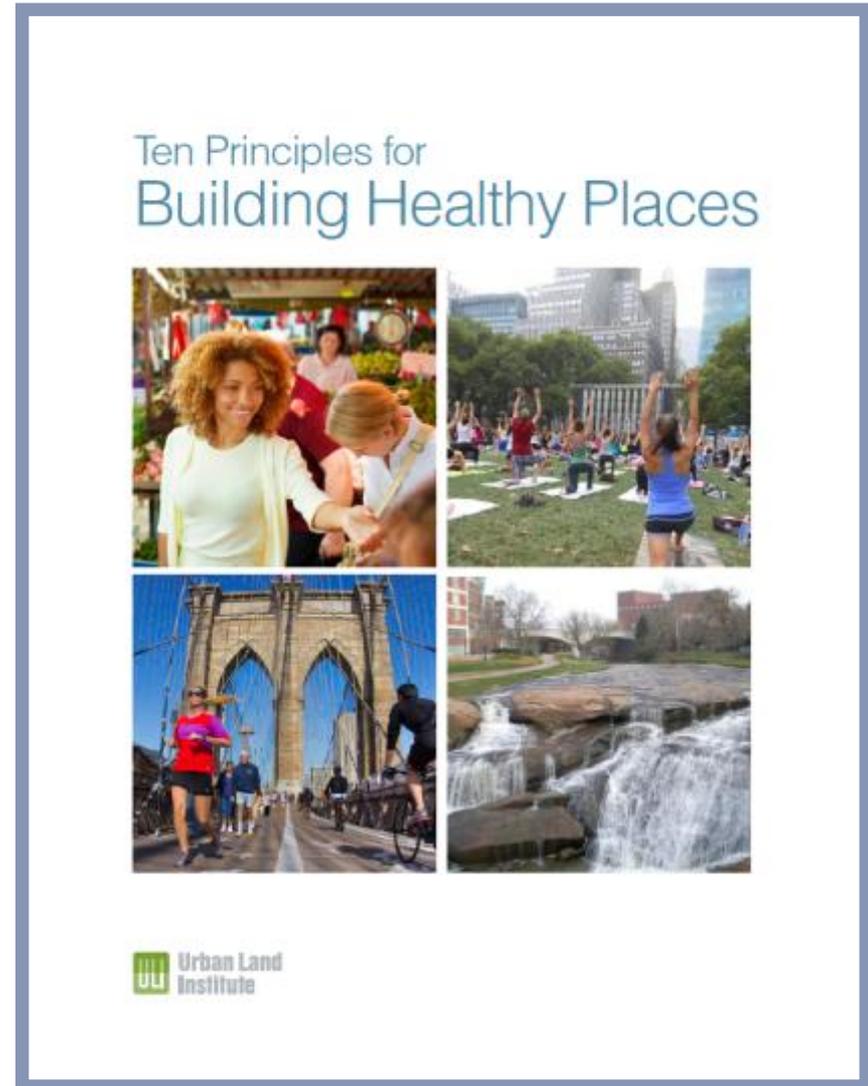
Intersections: Health and the Built Environment

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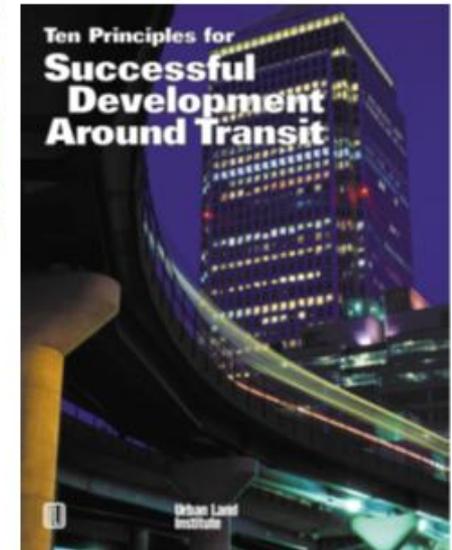
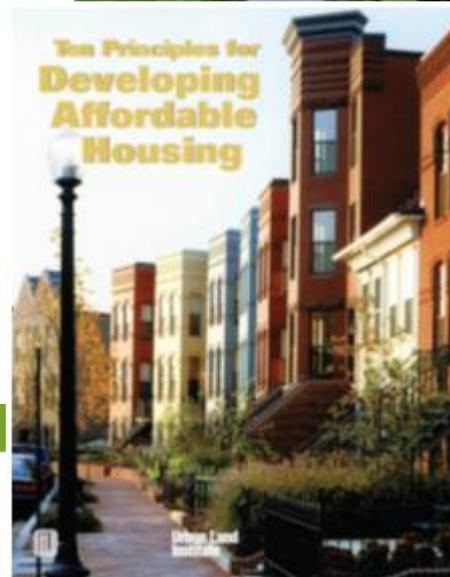
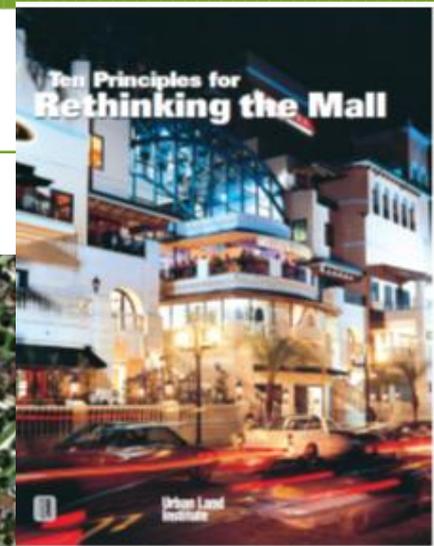
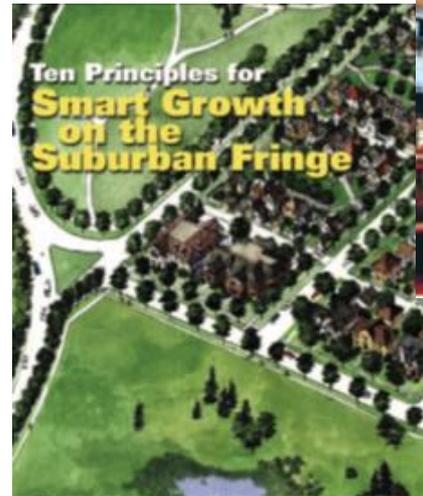
Origins

- Distills insights from three Colorado Advisory Services panels
- July, 2013 workshop with two dozen industry and health leaders
- Supported by James and Sharron Todd and Colorado Health Foundation



Ten Principles Report Series

- Reinventing America's Suburban Strips
- Successful Town Centers
- Successful Development Around Transit
- Smart Growth on the Suburban Fringe
- **Building Healthy Places**



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. Provide Equitable Access
7. Mix It Up
8. Embrace Unique Character
9. Provide Access to Healthy Food
10. Make It Active



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1. Put People First

Individuals are more likely to be active in a community designed around their needs

- 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 public and private sectors

- Consumers want walkable, vibrant communities
- Projects that promote health will be worth more, lease faster and at higher rates, and retain value
- Use health for economic development



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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 spaces have a direct, positive impact on human health.

- Map community assets
- Take back the street
- Rethink public spaces
- Program early and often
- Explore fail-fast initiatives
- Encourage public/private cooperation



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5. Make Healthy Choices Easy

Communities should make the healthy choice one that is **SAFE**-- safe, accessible, fun, and easy.

- Do people feel safe?
- How accessible are the transportation options?
- 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
- 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 community assets
- Integrate natural systems



9. Promote Access to Healthy Food

Because diet affects human health, access to healthy food is essential.

- Rethink the grocery store
- Make food a destination
- Incorporate access to healthy food in 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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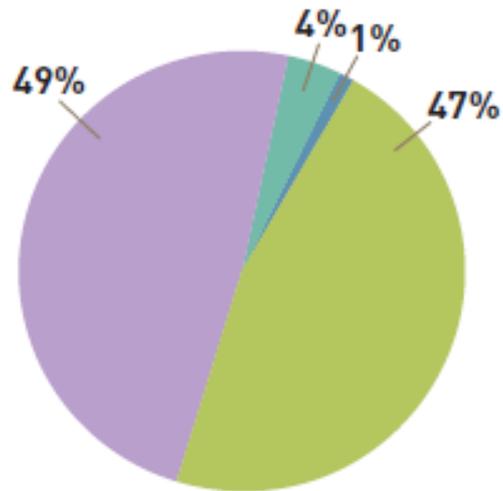
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Connections between health & value

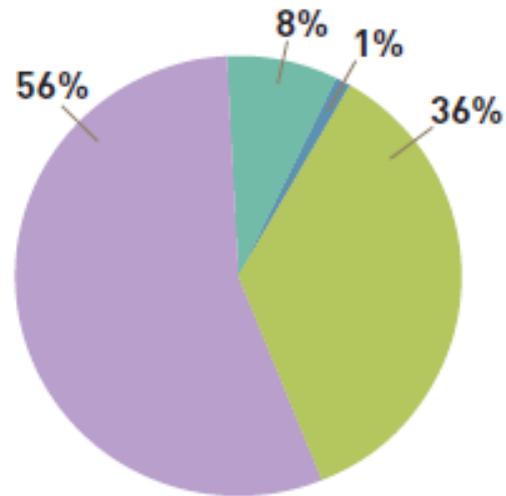
- Homes located in neighborhoods with **good walkability** are worth \$34,000 more
- Homes **near parks** have a 10% price premium
- 68% of Gen Yers think **proximity to a park** is an important consideration; 76% want **walkability**
- 84% of older Americans want to **age in their own homes**
- **12 bikes can fit in one parking space**, presenting opportunities for development cost savings

ULI Member Views

The real estate industry has an important role to play in efforts to promote health and wellness.



The degree to which a project or place supports health and wellness can affect its market success and/or economic value.



What it adds up to

- When it comes to health, the **built environment** is an important part of the story.
- We **can** build our way to better health.
- Projects and communities that **promote health and respond to changing market demands** will see their **value** endure over time.
- **Real estate leaders** have a critical role to play.
- We need to make the **healthy** choice the **easy** choice.

Coming Soon

- *Building for Wellness: The Business Case*
- Toolkits for Healthy Development
- *Active Transportation and Real Estate: The Next Frontier*
- *Housing in America: Housing, Health, and Resilience*
- *Intergenerationalism and Community Development*

Thank you!

Connect

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Twitter: [#ulihealth](https://twitter.com/ulihealth)



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