

## Steps you can take to build healthier communities

Robert S. Ogilvie PhD

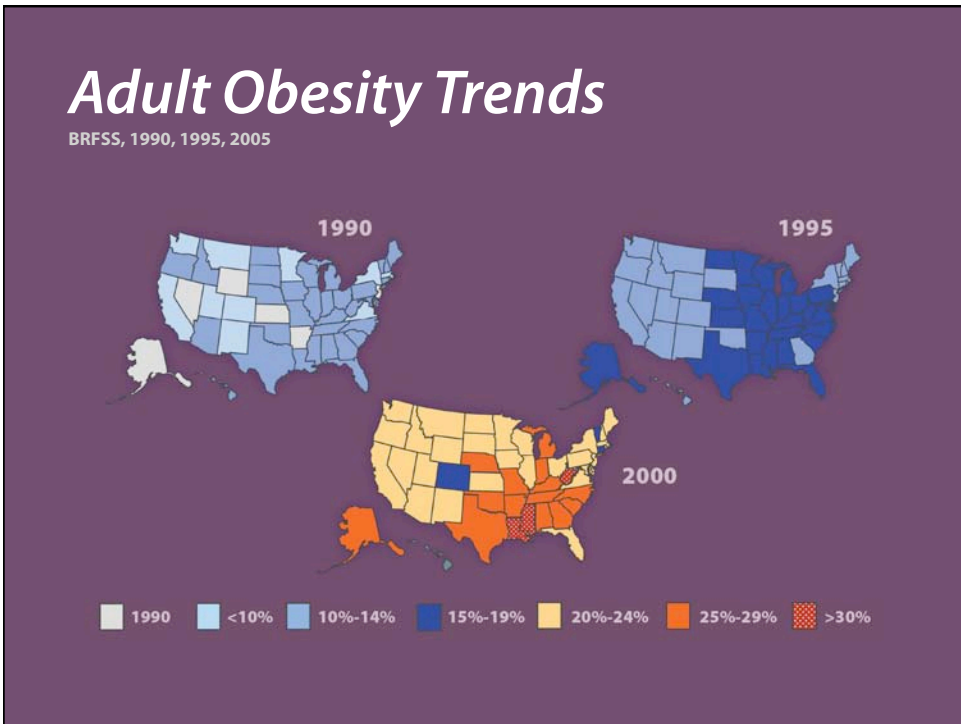
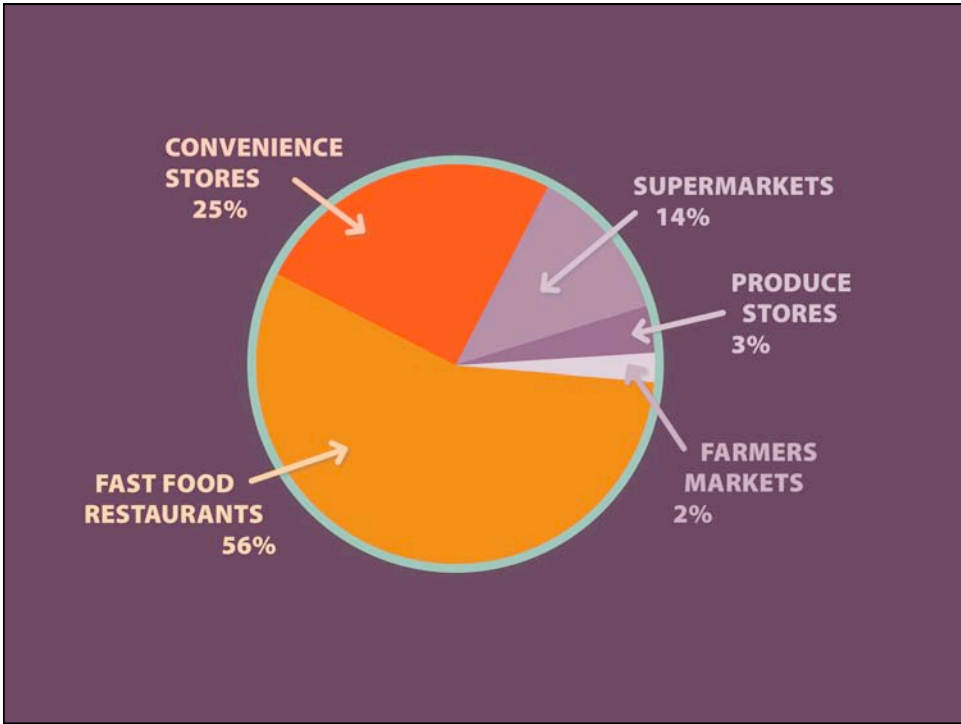
*Land Use*  
**DECISIONS**  
Lead to  
*Human Health*  
**CONSEQUENCES**

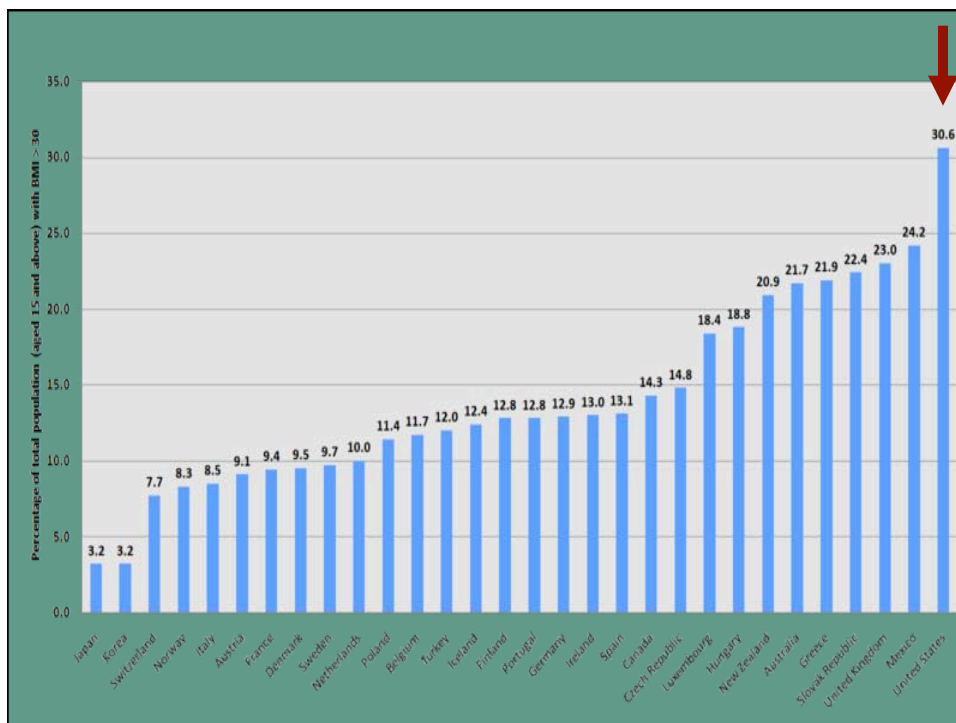
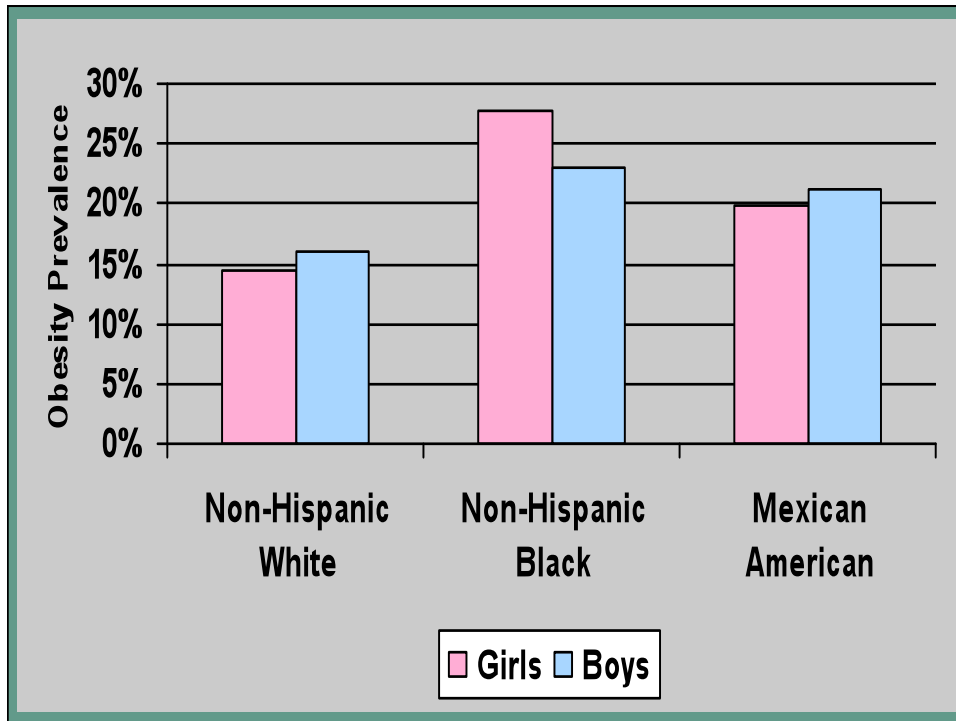
*...unhealthy transportation infrastructure*











*What are the tools we can use to  
change this and build  
healthy communities?*



The  
**General  
Plan**

Health-oriented language  
in the General Plan and in the  
Redevelopment Plan provides a  
legal foundation for later policies,  
plans, and implementation  
strategies

*support* **mixed-use  
developments**



Source: Congress for the New Urbanism

*connect* people to **transit  
and services**



Source: Affordable Housing Design Advisor





Ensure sidewalk presence and completeness



Create attractive and safe pedestrian facilities



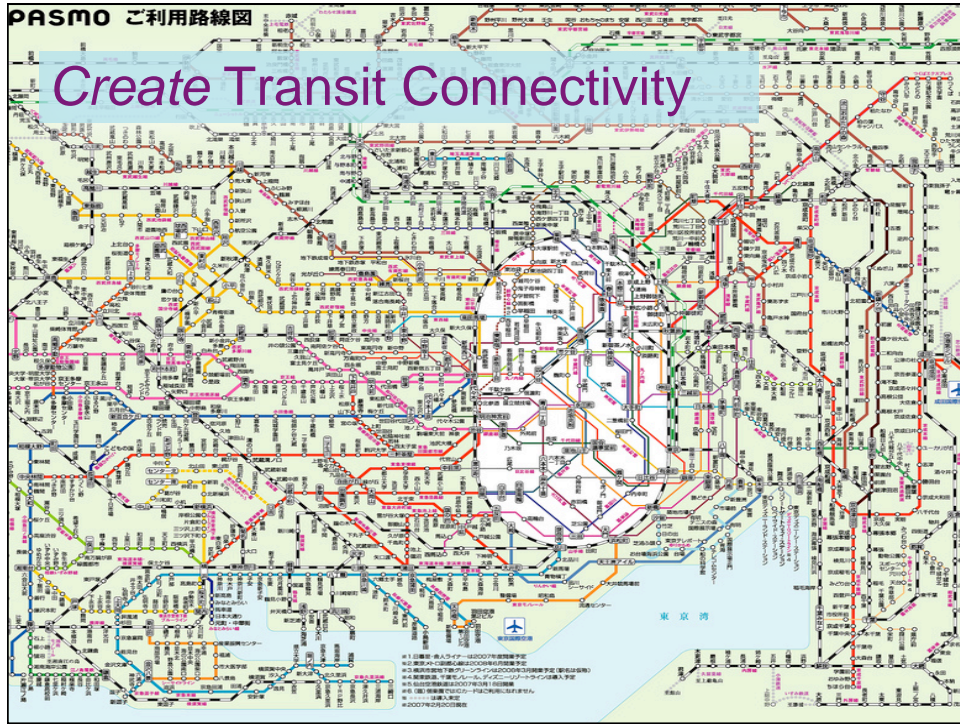
Create Hospitable and safe bicycle environments



Create safe public spaces



Promote walkability



Make it easier or more difficult  
for **grocery stores** to open  
in underserved communities

Source: <http://www.flickr.com/photos/jlilivingroom/401344313/>

Regulate where **farmers markets** can operate

Regulate where **farmers markets** can operate



## Example Policy Language

**Good:** Policy 1.0: Promote opportunities for regular physical activity by locating residential developments near services

**Better:** Policy 1.1: Set a walkability standard (*for example, 1/4 to 1/2 mile*) for residents' access to daily retail needs and nearest transit stops

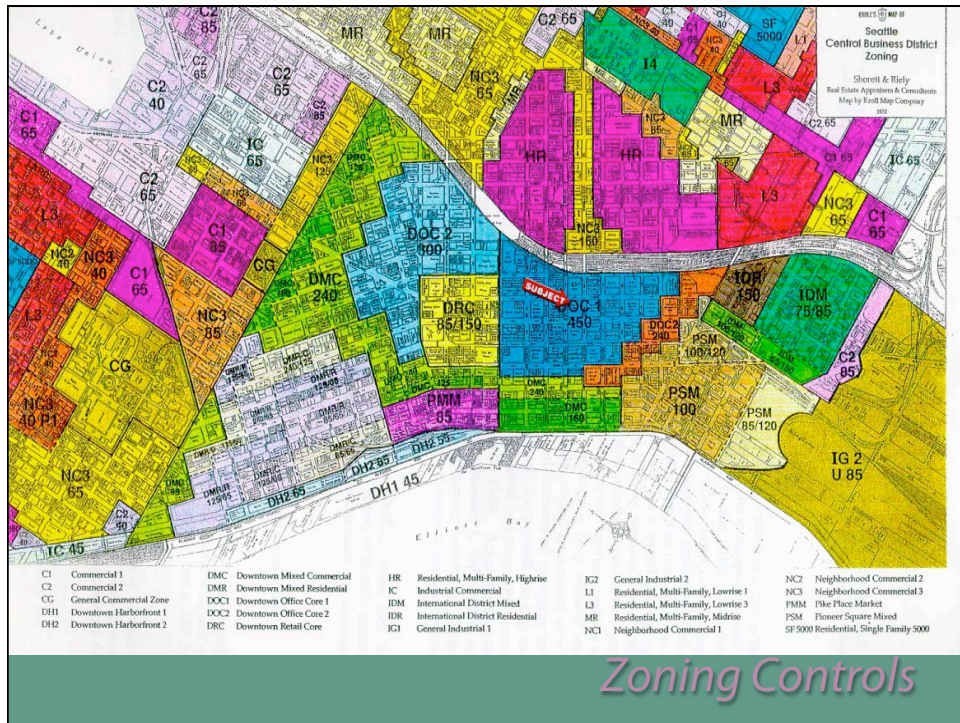
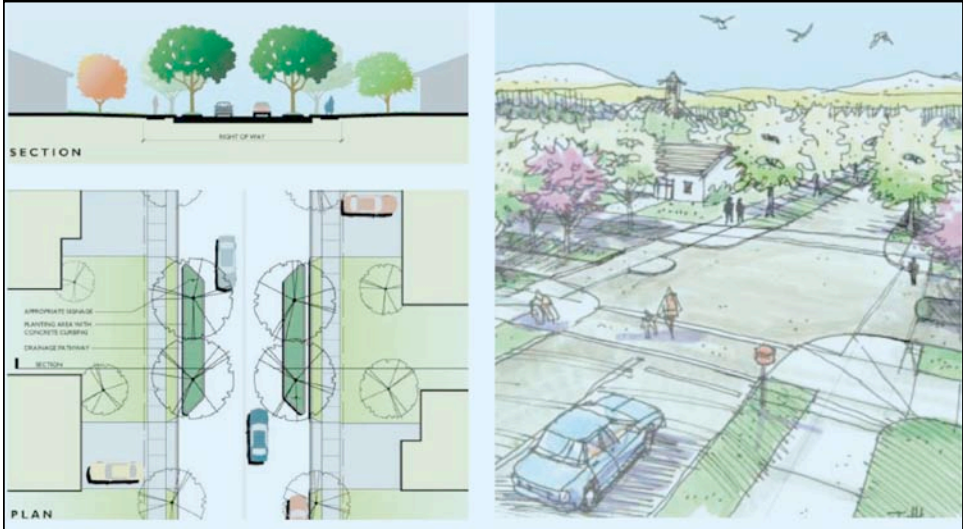
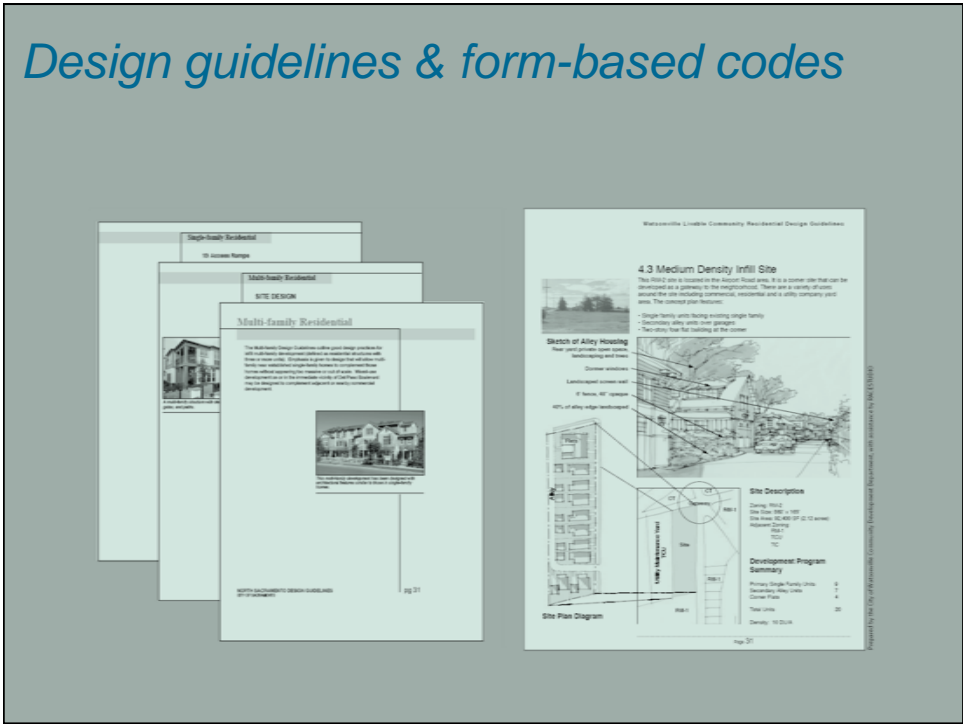




Photo simulation by Steve Price, Urban Advantage ([www.urban-advantage.com](http://www.urban-advantage.com))

# Design guidelines & form-based codes



Drawings courtesy of the City of San Jose Department of Transportation

# “Traffic Calming”

# Development Review Examples

**Public Health Development Checklist**

TYPE:  Subdivision Site Map  Commercial Site Map  Other

**1. Neighborhood Streets:**  Applicable  Not Applicable

A. Connectivity	B. Street Widths	C. Block Length
<input type="checkbox"/> Grid	<input type="checkbox"/> >26ft.	<input type="checkbox"/> >500
<input type="checkbox"/> Cul-de-sac	<input type="checkbox"/> <26ft.	<input type="checkbox"/> <500
<input type="checkbox"/> Curvilinear		

**Healthy Design:**  
Streets with a grid pattern that have a width of less than 26 ft. which includes curb, gutter and informal parking and block length minimum of 200 ft and maximum of 500ft.

**2. Traffic Calming:**  Applicable  Not Applicable

	Yes	No
A. Chicanes	<input type="checkbox"/>	<input type="checkbox"/>
B. Bulb outs	<input type="checkbox"/>	<input type="checkbox"/>
C. Traffic circles	<input type="checkbox"/>	<input type="checkbox"/>
D. Raised street crossings	<input type="checkbox"/>	<input type="checkbox"/>
E. Pedestrian signals	<input type="checkbox"/>	<input type="checkbox"/>
F. Pedestrian crossings every 300-600ft.	<input type="checkbox"/>	<input type="checkbox"/>

Other: \_\_\_\_\_

**Healthy Design:**  
Streets in and around residential areas incorporate traffic calming measures that make pedestrian and bicyclist safety a priority.

**3. Commercial Project Features:**  Applicable  Not Applicable

Public Space

**Healthy Design:**

**steward**

**more information, visit:**  
[www.epa.gov/water/years/clearwater/docs/roadwater.pdf](http://www.epa.gov/water/years/clearwater/docs/roadwater.pdf)  
<http://ghonline.osu.edu/ws-fact/0003.html>  
[www.ire.sbc.ca/ecoresearch/publica3.html](http://www.ire.sbc.ca/ecoresearch/publica3.html)  
[www.ftwa.dot.gov/environment/vtrb96.htm](http://www.ftwa.dot.gov/environment/vtrb96.htm)  
[www.cdc.gov/healthplaces/about.htm](http://www.cdc.gov/healthplaces/about.htm)

## Sample Food Policy Language

Condition **neighborhood markets** (convenience stores) at the time of development review to devote **10 percent** of the store's shelf space to the sale of *fresh* fruits and vegetables.

WATSONVILLE, CA



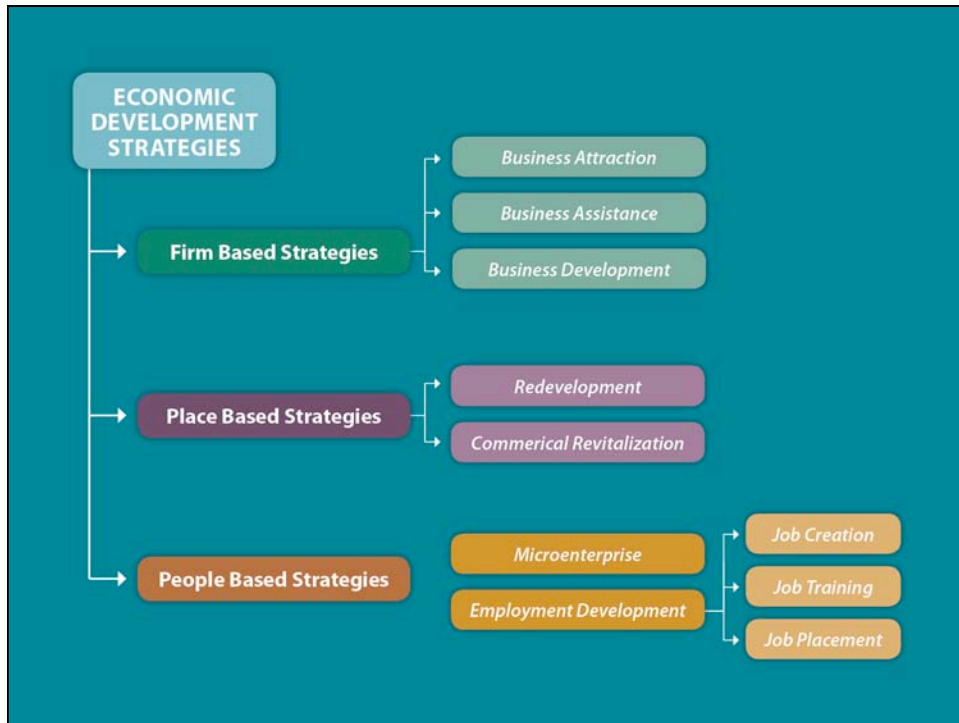


## *Economic Development:*

The **institutional changes** made to promote economic betterment.

The **social/organizational changes** made to promote economic growth.







**SMALL STORE DEVELOPMENT**

*Build new produce markets or small format groceries*



**CORNER STORE IMPROVEMENT**

*Assist willing corner store operators in upgrading their offerings to include fresh food for sale in existing stores*



*Powers of the*

# Redevelopment Agency

*Tax increment financing*

*Improving blighted conditions*

*Master planning authority*

*Mobilizing other public funds*

*Eminent domain*

# Potential Health

*Implications*

*Building new affordable housing*

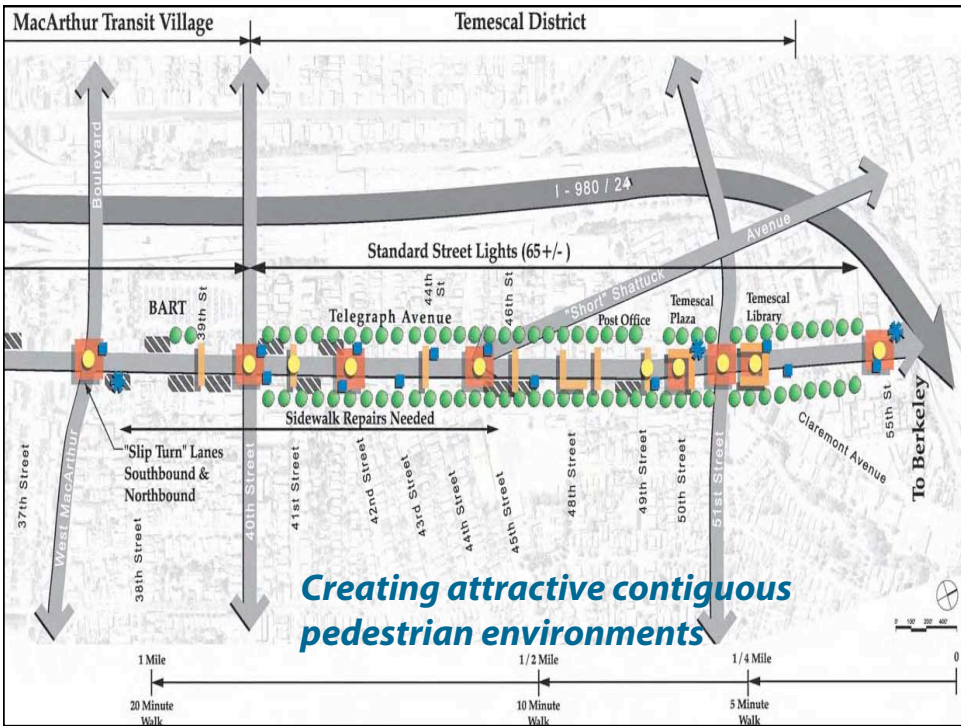


*Mixed Use/Smart Growth*





**Rehabilitate Brownfields**



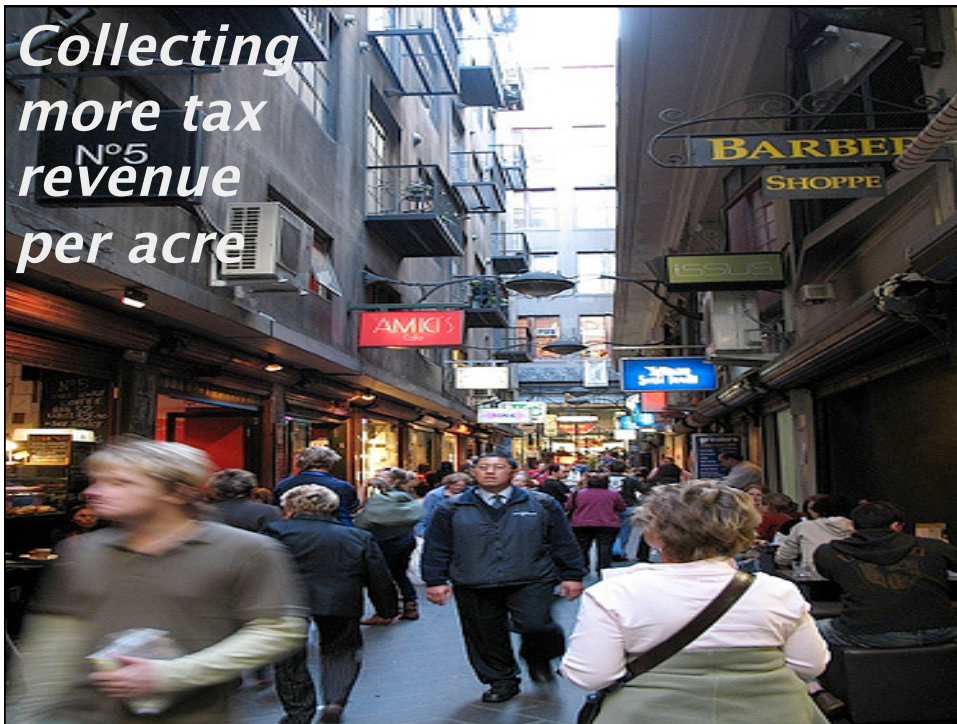




*Creating jobs that are closer to home*



*Collecting  
more tax  
revenue  
per acre*



## *Public Process:*

State law requires public participation in the planning and approval of redevelopment plans.



## *Think broadly about the potential impact of healthy changes:*

- Tax revenue
- Job creation
- Quality of life
- Business development
- Blight removal



## *Pay attention to broader sources of data:*

- Health data
- Consumer spending
- Competition
- Leakage
- Unmet demand



## **New Partnerships: Public Health and the Built Environment**

“Healthy Communities” collaboratives and working groups

- **Roundtables/summits on the built environment and health**

(Regional: Bay Area, Los Angeles County; County-level: many)

- **Board orders – form “Ad-Hoc Committee on Smart Growth”**

(Contra Costa County, Humboldt County, more?)

- **Public health policy language and priorities in city/county general plans**

(Chula Vista, Watsonville, Marin County, lots more in the works)

- **Public health elements in general plans**

(Chino, Richmond, Southgate all in the works – more to follow!)

- **Public health participation in development review**

(Shasta County, Riverside County)



 public health law & policy  
planning for healthy places

*Thank you!*

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