

Building Healthy Communities

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Office of University Partnerships National Conference

2010 San Antonio Texas



1. In a generation the percentage of **overweight** children has tripled.

2. Sharp increases in cases of **type 2 diabetes**.

3. In the past 15 years **asthma** rates in children have increased by 160%.

4. The leading cause of death for school-age children is **motor vehicle crashes**.

5. Among older adults **falls** are the leading cause of fatal and non fatal injuries.











1. Design for **physical activity**



2. Plan for **traffic calming** and safer **pedestrian and bike access**

3. Conserve **resources**

4. Facilitate community **connectedness**

5. Improve indoor and outdoor **environmental quality**





1 . Reduce moisture levels

2 . Integrated Pest Management

3 . Easy to clean no/ low Volatile Organic Compound(VOC) Materials

4 . Smoke Free

5 . Filtered and fresh air







1. Change all the **rules**

2. Change **attitudes**

3. Work in **interdisciplinary teams**

4. Plan **incrementally**

5. Play **!**



Turn-of-the-century Progressives' (Democrats, Republicans & Third Party members) advocacy for social and political reform includes exposing the conditions in which the poor live.

The NYC Tenement Law of 1901 was the country's first housing quality standard.

The NYC death rate dropped from 19.90 per thousand in 1901 to 13.52 per thousand in 1915.



Housing Act of 1937 to “*provide decent, safe, and sanitary housing in good repair*”





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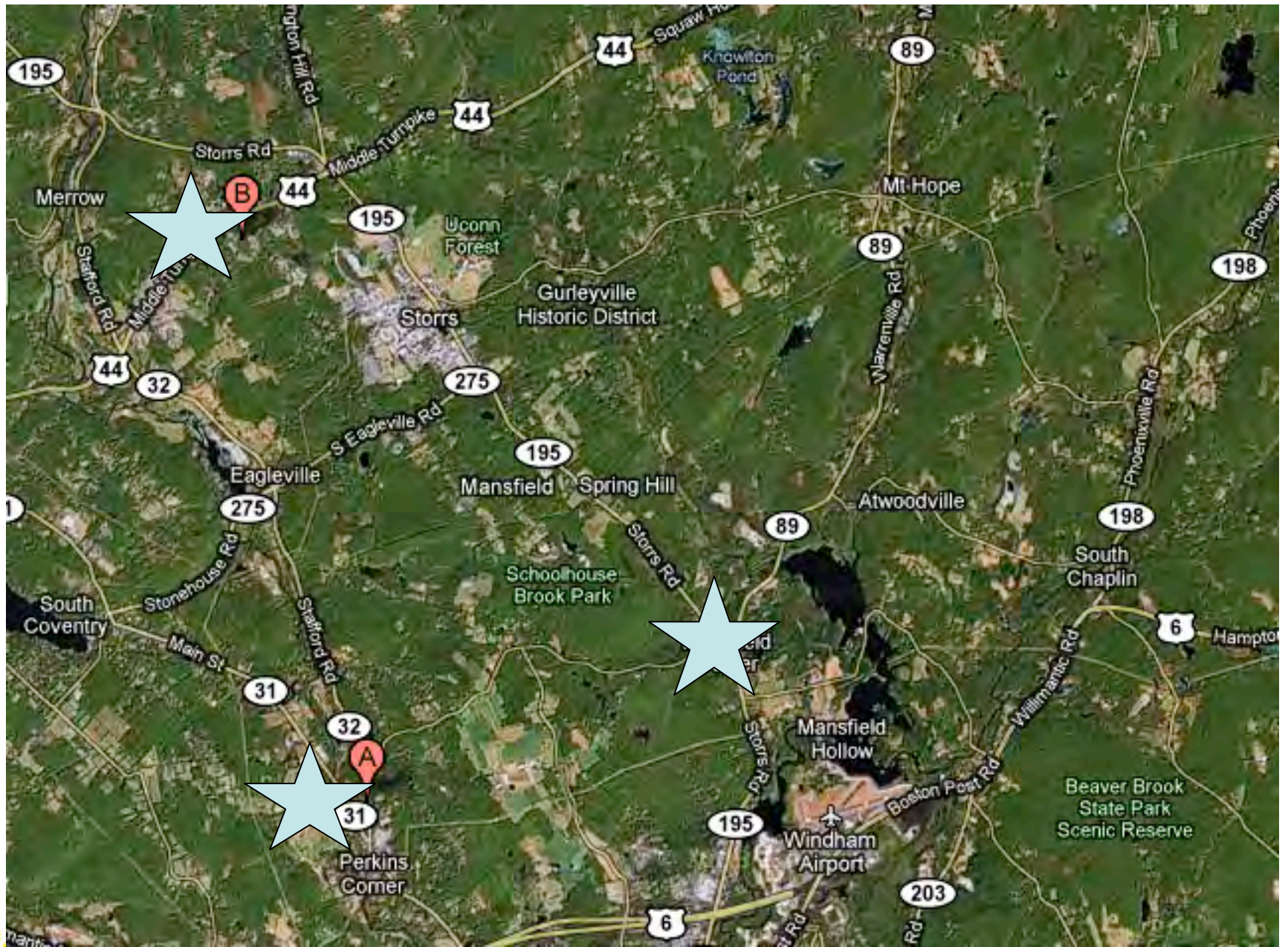




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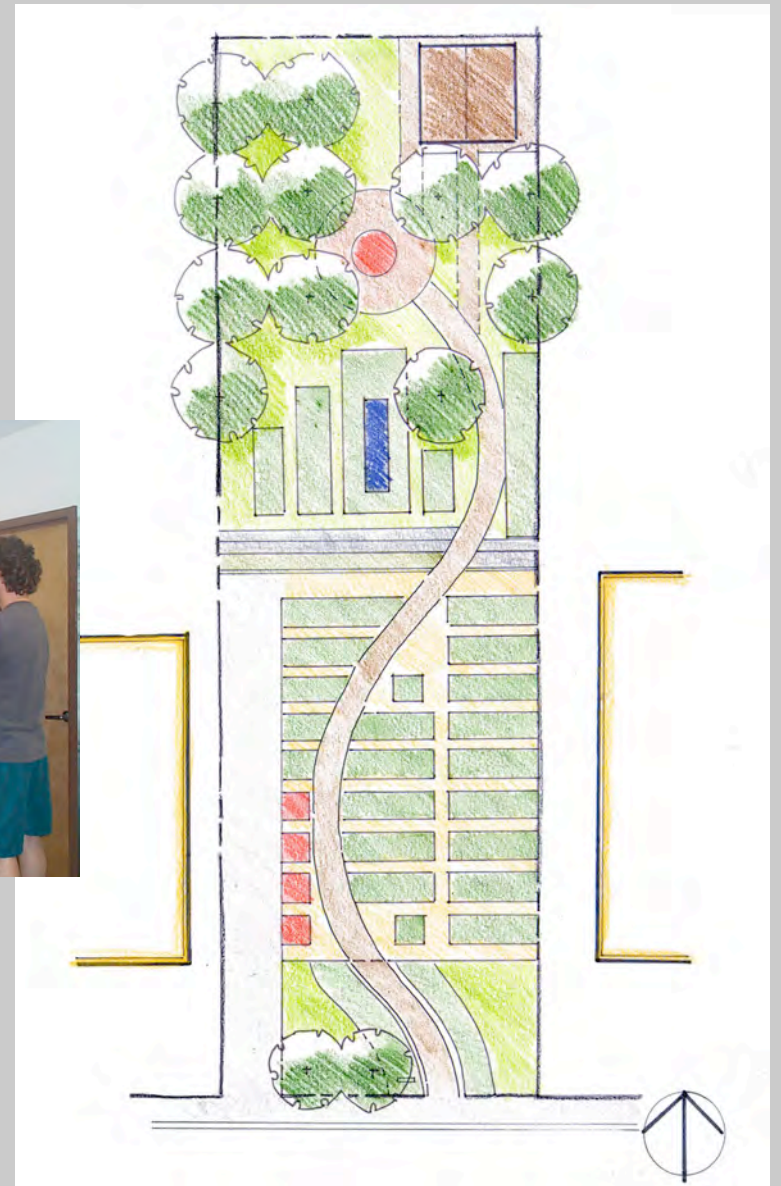
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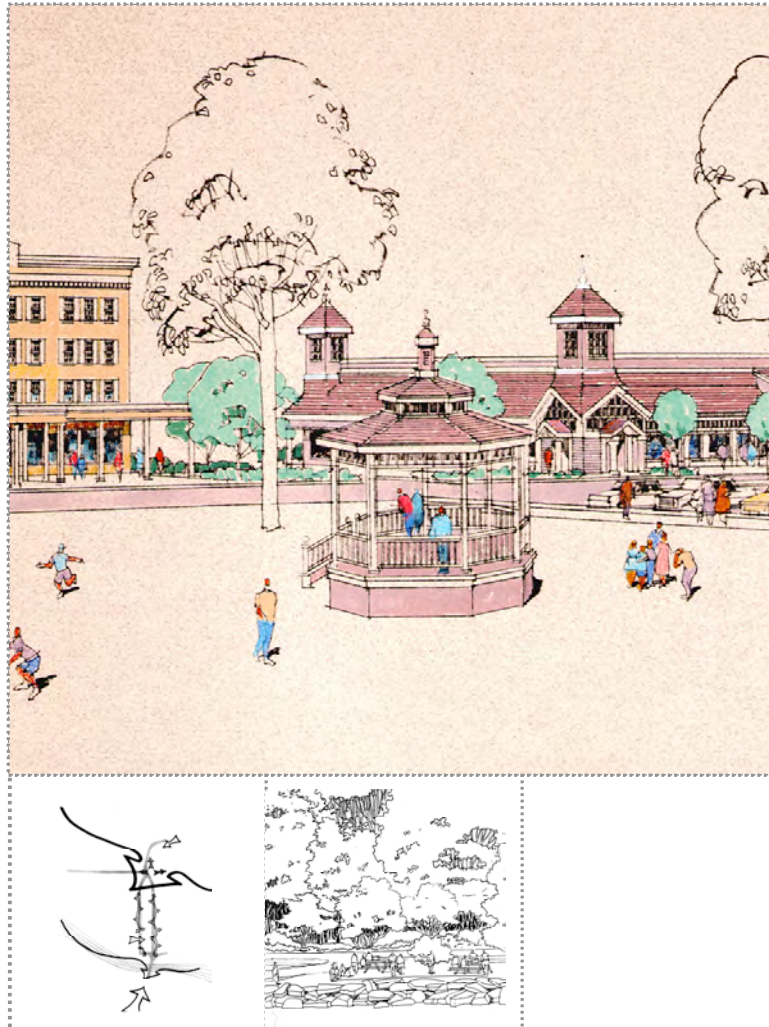
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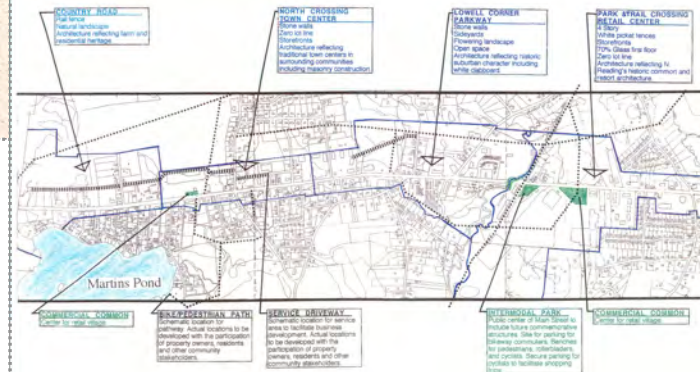


Landscape



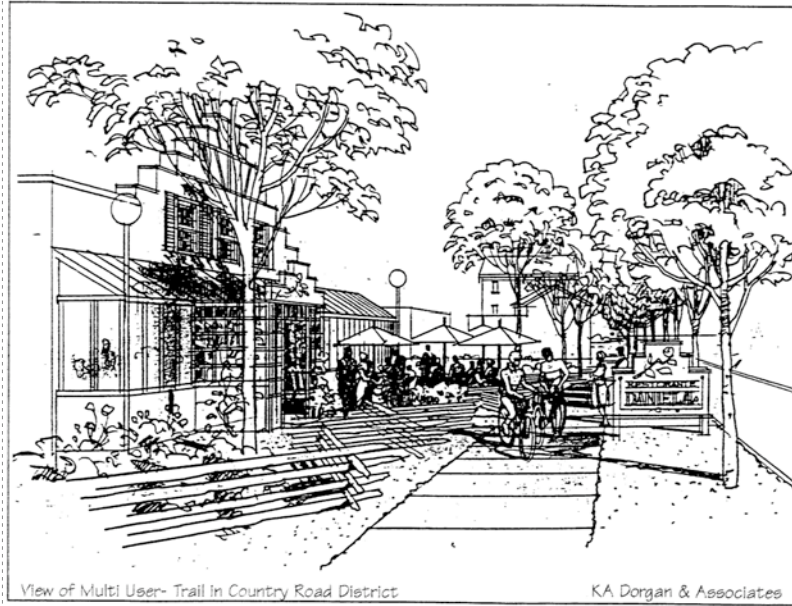
Chanticleer
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ashley@gardencommonvocabulary dorgan architecture & planning



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View of Multi User- Trail in Country Road District

KA Dorgan & Associates



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STOREFRONT



GOAL #1: WELCOME CUSTOMERS

The following physical elements along with maintenance were identified as important to creating the perception that a retail environment is welcoming to existing and new customers:

- Gateway
- Lighting
- Accessibility
- Transparent Storefronts
- Sustainable Practices
- Landscape
- Active Storefronts

GUIDELINES: ANALYSIS



GUIDELINES: what's wrong with this picture?

1
'Inappropriate industrial materials should not be allowed.'



GOAL COMMUNITY

GATEWAY

The advisory committee identified the Subway entrance located at Lexington and E. 103rd Street as the primary Gateway to the community. Therefore, investment in the streetscape of this location should receive the highest priority.

Among the possibilities for streetscape enhancements that will not obstruct the sidewalk are the following:

- Projected images
- Window boxes
- Banners



SCOPE



GOAL #3: PRESERVE ARCHITECTURAL CHARACTER

Gloversville has a very high quality historic building fabric. A defining characteristic of the district is the ornate display windows which are made possible by meeting entrance doors. This configuration should be maintained in all new renovation and re-roofing.

In addition to following the Secretary of the Interior's Standards for Rehabilitation, attention to the following items will assist in maintaining the area's distinct and valued character:

1. Signage
2. Retractable Awnings
3. Display Windows
4. Street Edge
5. Remove Inappropriate Alterations



SIGNAGE

Design signage to complement the building's design character. Signage should fit within the appropriate area on a building and should not cover any architectural features.


Adapted from the New York State Historic Preservation Office, New York State Historic Preservation Office, New York State Historic Preservation Office



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SIGNS: TYPES

WHERE?	HOW?	WHY?
1. Flush	1. Iconic or graphic	1. Temporary
2. Hanging	2. Individual letter	2. Directional - wayfinding
3. Window	3. Internally lit	3. Off-premise ad
4. Awning	4. Exterior lit	4. On premise
5. Freestanding - Monument	5. Informal - hand-lettered	5. Directory
6. Sidewalk	6. Product display	6. Menu
7. Plaque	7. Changeable copy	

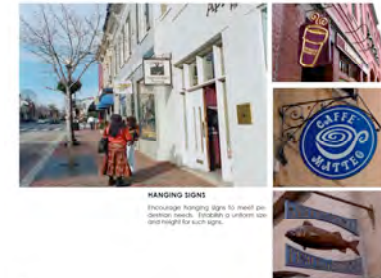


design guidelines for main street programs *eye alter*

SIGNS: TYPES - iconic



design guidelines for main street programs *eye alter*



HANGING SIGNS

Encourage hanging signs to meet pedestrian needs. Encourage uniform size and height for each sign.



revitalizing town & neighborhood centers

GUIDELINES: VISION

Times square:
requires bright lights and large signs



Photo courtesy of iStock.com
Attribution: Thomas Ales 22
Photo: iStock.com/Thomas Ales 22

design guidelines for main street programs *eye alter*



AWNINGS

GUIDELINES: APPROACH



Streetscape Design Manual
City and County of Denver
Uses photographs of local conditions

design guidelines for main street programs *eye alter*

GUIDELINES: APPROACH



Design Review Guidelines
Mobile's Historic District
Brief text with illustrations

design guidelines for main street programs *eye alter*



DISPLAY



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BOARDED AND INFILLED WINDOWS DETRACT FROM THE DESIGN OF HISTORIC ARCHITECTURE AND CONVEY A SENSE OF ABANDONMENT. REPLACE PANELS WITH NEW WINDOWS OR ART INSTALLATIONS.



FEASIBILITY
Appropriate art construction is required to restore public spaces. Unless the owner, prior to public improvement cost recovery, can be offered a grant or other financial assistance, the project is not feasible. The project is not feasible due to the high cost of construction for art in this location.

The code category #3 is specifically created to be used in making appropriate multiple area use in historic commercial areas. As described in the preceding code, this category is used for cases where construction for use as a historic building is not appropriate.

The cost of developing appropriate structure will depend on: 1) rapidly changing construction costs; 2) specific design; 3) methods of construction; 4) the job of the project manager; and 5) the availability of the building and the requirements of the program. The following analysis shows the cost of construction for the historic building. Costs in the historic context are intended to be used by the project manager in the future. The figure is intended to be used in the future.

Analysis of potential construction options

Category	Year 1	Year 2	Year 3	Year 4
Construction	\$1,177,000	\$1,424,939	\$541,450	\$18
Off-site visitor expenditures	\$313,600	\$350,291	\$119,168	4
TOTAL ANNUAL IMPACT	\$1,490,600	\$1,775,230	\$660,618	22 FTE

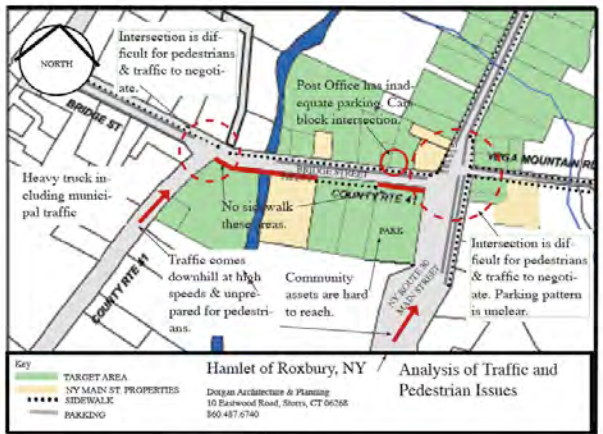
TREES ARE AN IMPORTANT ELEMENT OF THE STREETScape. ADDITIONAL TREES ARE REQUIRED ON THE TARGET BLOCKS. PLACE TREES IN FRONT OF BLANK WALLS & BETWEEN BUILDINGS. DUE TO SPACE CONSTRAINTS USE LIMITED GROWTH

MAIN STREET FOCUS AREA STREETScape NOTES

II. RITZ OPERATIONS: ECONOMIC MODEL FOR ARTS DEVELOPMENT

SUMMARY OF TOTAL IMPACTS

The jobs impact as shown below includes jobs directly related to the operations of the Ritz, as well as jobs that it induces in the downtown economy. For example, the Theater will be printing programs for its events, which in turn will lead to additional revenues and jobs for local printers, and so on. The jobs related to its operations are the first set listed, above. The second sets of jobs are those induced by the off-site spending by consumers who are brought into the district because of the Ritz. These are restaurant, retail, and other jobs brought on by the demand of new customers.



Ritz Theater Income

Category	2010	2011	2012	2013	2014
# Events					
Avg. Sales/Show					
Seats					
Avg. Ticket Price					
Ticket Revenue					
Attendance					
Revenue	0	1,500	3,000	4,000	4,500
Interest Income	0	4,000	7,000	7,350	7,500
Misc. Other Income	15,000	18,000	24,000	25,200	26,500
Advertising Income	10,000	20,000	30,000	32,000	34,000
Cession Income	5,000	5,000	10,000	10,000	10,000
City/County Support	15,000	25,000	40,000	42,000	44,000
Membership Income	20,000	25,000	27,000	27,500	28,000
Production Sponsors	5,000	10,000	20,000	20,000	22,000
Contributions					

ORGANIZATION EXPENDITURES (Year 2)	Direct input / Expenditure	Output	Worker Income	Employment Impact
Total Organization Expenditure Impact	\$1,177,000	\$1,424,939	\$541,450	18
OFF-SITE VISITOR EXPENDITURES				
Total Off-Site Impact	\$313,600	\$350,291	\$119,168	4
TOTAL ANNUAL IMPACT	\$1,490,600	\$1,775,230	\$660,618	22 FTE



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AUDIENCE DEVELOPMENT STRATEGY OPTIONS

Mechanisms can work together and with other stakeholders to promote Roxbury's Central Business District and build an audience for its goods and services. There is a strong organizational effort in place, which has achieved notable success in the Liberty Street Area, to lead the engagement. Next steps might include:



BRAND:

- select themes to approach for example: history, neighborhood, historic (L&S);
- Organize events, promotions and other activities to support the theme. An organization might include the following and grow to include: monthly events:
 - art history;
 - for history (I Love Lucy);
 - industrial history (West Point);
 - food history;
 - music history; and
 - art history (Roxbury Street School).

Broadway, Liberty Street, Corcoran Street



Example of temporary intersection landscape



INTERSECTION ENHANCEMENTS:

Create a temporary planter bump out at key intersections such as the corner of Broadway and Liberty Street, Robinson Avenue and Broadway and Washington and Smith Streets.



KEY INTERSECTIONS

Source: Architecture & Planning



Hamlet of Roxbury Alt. B Schematic Concept

Source: Architecture & Planning

DATE: 04/2017

04/2017



EXISTING



Jalapeno Deli DESIGN OPTION

OWNER REQUEST: lighting signs, security gate, and door for energy conservation.

PROGRAM REQUIREMENTS: Integrate colors on building, signage complement building fabric.

DATE: 04/2017

04/2017



EXISTING



DESIGN OPTION



EXISTING



EXISTING



DESIGN OPTION



PROPOSED VALENCIA BAKERY



DETAIL OF HANGING SIGN



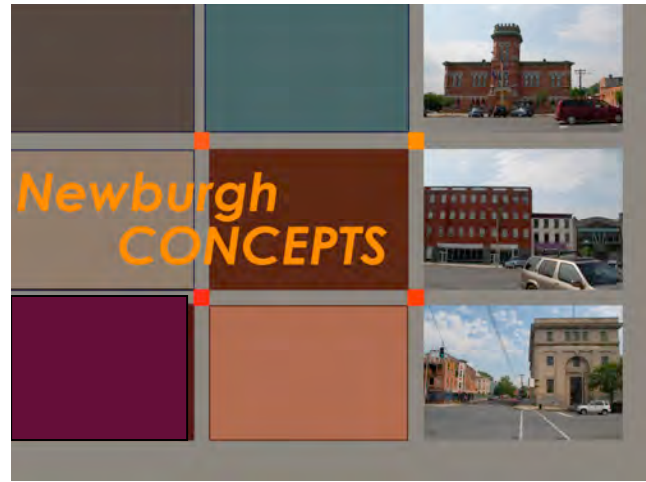
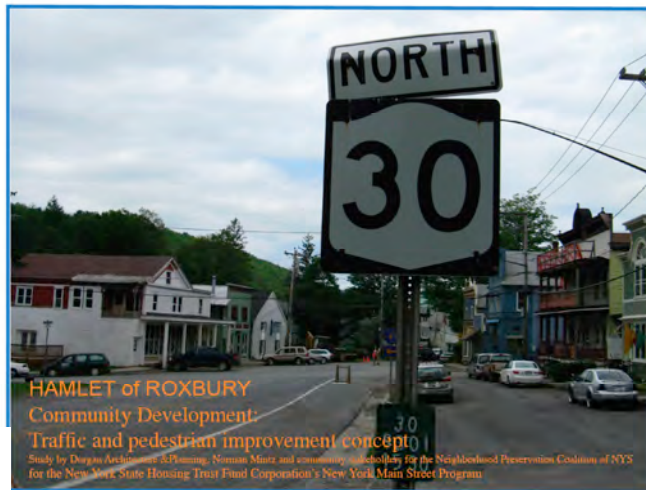
Existing conditions on the left do not effectively communicate a quality business environment or facilitate pedestrian access. Addition of a canopy, canopy and exterior lighting, signage and architectural elements as shown below will improve the customer experience.



Source: Architecture & Planning

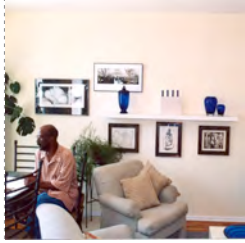
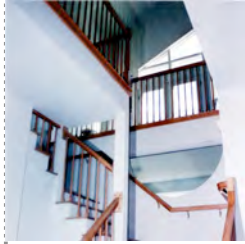


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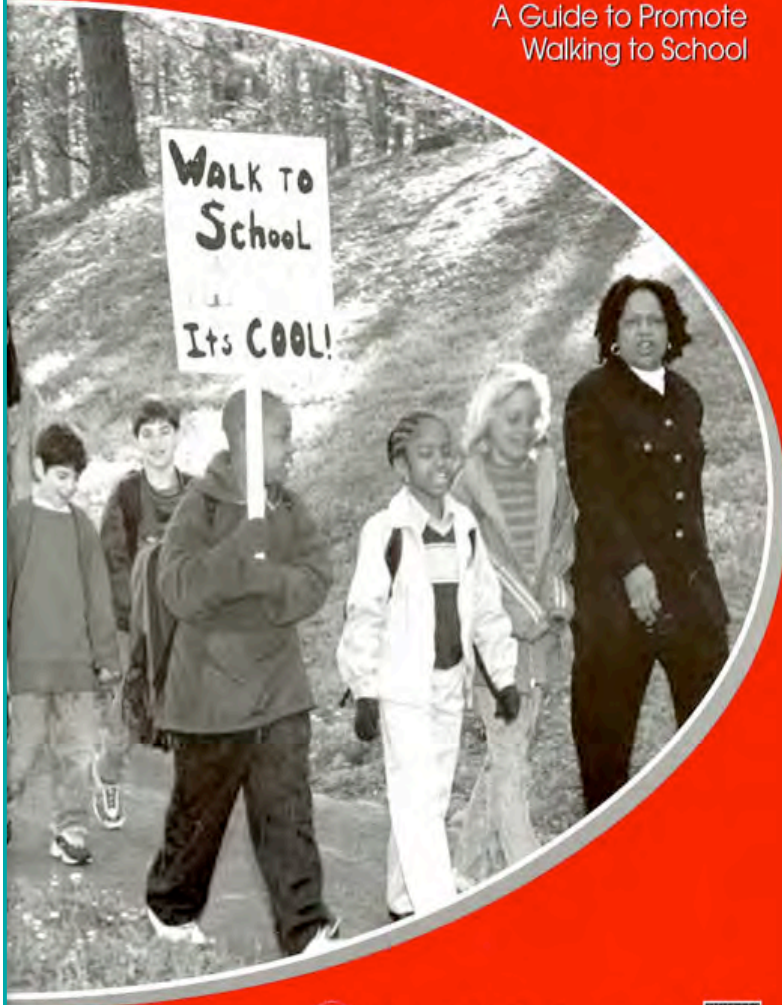
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We do not need magic to change the world, we carry all the power we need inside ourselves already; we have the power to imagine better.

J. K. Rowling

Kidswalk-to-School

A Guide to Promote
Walking to School



Department of Health and Human Services
Centers for Disease Control and Prevention



KidsWalk-to-School Materials

- Step-by-Step Guide
Walkable Routes to School Survey
- Brochure
- Web site

www.cdc.gov/nccdphp/dnpa/kidswalk

For copies:

www.cdc.gov/nccdphp/kidswalk



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Resources

National Center for Healthy Homes

<http://www.nchh.org/Home.aspx>

Healthy Building Network

<http://www.healthybuilding.net/>

Rebuilding Together Safe at Home Initiative

<http://rebuildingtogether.org/section/initiatives/safehomes>

Smart Growth America

<http://www.smartgrowthamerica.org/>

Policy Link

<http://www.policylink.org/>

U.S. Green Building Council

<http://www.usgbc.org/>

Center for Disease Control and Prevention

<http://www.cdc.gov/>

Walkable Communities, Inc.

<http://www.walkable.org/>



Bio- Integral Resource Center

<http://www.birc.org/>

Design Center for CPTED

<http://www.designcentreforcpted.org/>

International CPTED Association

<http://www.cpted.net/>

Collaborative for High Performance Schools

<http://www.chps.net/>

Green Existing School Improvement Workbook - USGBC

<http://www.usgbc.org/ShowFile.aspx?DocumentID=6427>

National Institute of Building Sciences

National Clearinghouse for Educational Facilities

<http://www.edfacilities.org/>

High Performance School Design Online training

<http://www.nyserda.org/hps/acknowledgements.asp>

Coalition for Community Schools

<http://www.communityschools.org/>



Association for Community Design

<http://www.communitydesign.org/>

Toward a Just Metropolis:

2010 Annual Conference

June 16-20, San Francisco Bay Area



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*Constructing livable
communities of
choice and justice.*

If not

Now,

when ?

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