



CML's 94th Annual Conference June 21 - 24, 2016 Vail, Colorado



How Designing & Building Infrastructure for Healthy Living Drives Economic Development

Clark Anderson, Executive Director, Community Builders

Mark Deven, City Manager, Arvada

Julie George, Director, HEAL Cities & Towns Campaign





Advisory Committee

- Charles Bayley – Bennett
- Mike Braaten – Littleton
- Rene Bullock – Commerce City
- Mark Deven, Arvada
- Shane Hale - Cortez
- Pamela Gould - Golden
- Nikki Knoebel – Oak Creek
- Nicole Nicoletta – Manitou Springs
- Heidi Williams - Thornton



The Campaign

Three Focus Areas

1. Active community
2. Access to healthy food
3. Healthy workplace

Four Levels of Recognition

1. Eager
2. Active
3. Fit
4. Elite



43 HEAL Cities/Towns





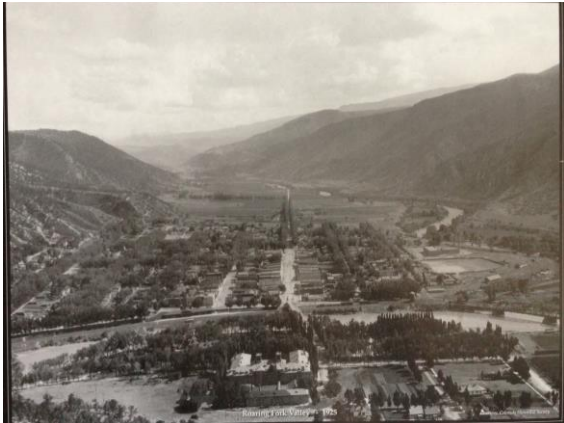
Place Value

New Directions in Building Community Prosperity



Colorado Municipal League Conference
Vail, CO \ June 2016



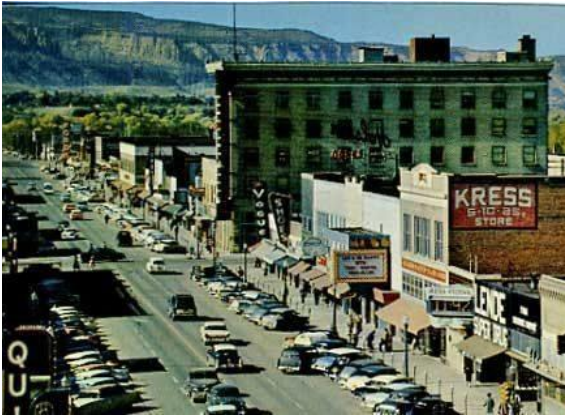


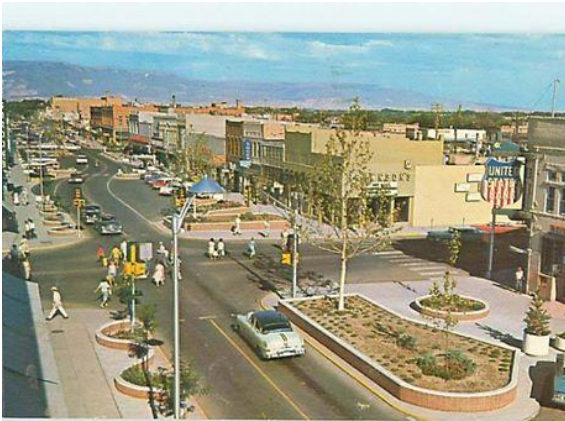




















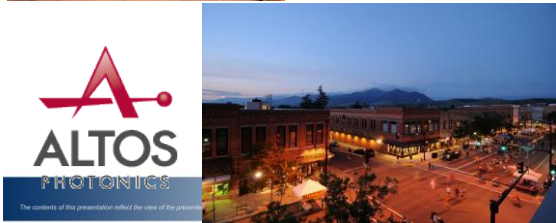


















BACKBONE

MEDIA





Economic Shifts



The competition for jobs & talent is underway...









People and businesses are drawn to great places



Businesses Prioritize Community Quality

How important are the following factors in your decision to locate/maintain your business in the current community?





people will sacrifice salary for ideal community (17% higher salary vs. 83% ideal community)

Growing firms want to be located in a place where they can attract & retain talent



Cost of housing is important

68% of employees: insufficient housing choices

60% of employers: housing costs impact ability to attract employees

Jumps to 76% for employers seeking to fill open positions

COVER STORY

Malls are like, totally uncool, say hip teens

The bigger question for retailers is, will parents follow their offspring?

By Bruce Horowitz
USA TODAY

The future of retailing in America may all come down to where Jessica Pfeiffer shops. There's one place it's not: the mall.

Anyplace but the mall. For this 18-year-old high school senior and her 15-year-old sister, Andrea, the mall



the shifting market



What do people want out of their communities?



Walkable Places



90% said living walking distance to community destinations **CBS** important to housing decisions

Commercial Trends



Convenience & access to amenities



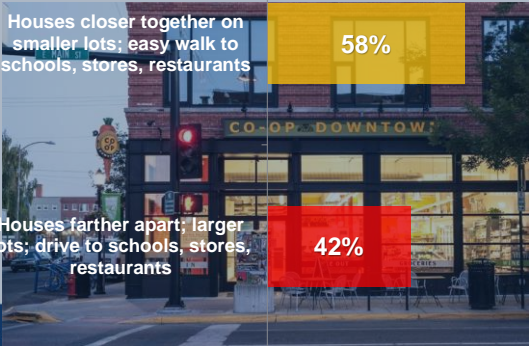
Convenience & access to amenities

Houses closer together on smaller lots; easy walk to schools, stores, restaurants

58%

Houses farther apart; larger lots; drive to schools, stores, restaurants

42%





Access to Open Space & Recreation









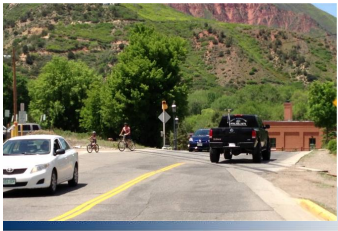




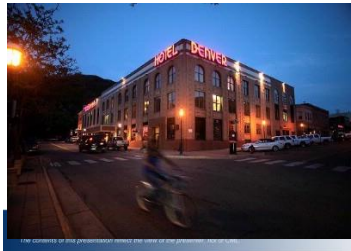




Transportation
Choices



Use Transportation to
Connect Places *and* Create Places





Places, Not Uses







**Colorado Downtown Streetscapes Manual:
A Guide to Building Great Streets**

Topics:

- Benefits of Great Streets
- Design Considerations and Strategies for Different Contexts
- Addressing Challenges when Main Street is a State Highway
- Lessons Learned from Colorado Case Studies

Partners: DOLA, CDOT, CDPHE, Community Builders
Timeline: Final Complete August 31, 2016

TRAVELWAY

Definition: The roadway portion of the street adjacent to the curb and used for travel. It includes the travelway and the shoulder, but excludes median and parking areas.

Similar Terms to use in various contexts:
 - Travelway
 - Street
 - Right-of-way
 - Roadway
 - Travelway
 - Street
 - Right-of-way

Standard Practice Dimensions:

| | |
|--------------------------|-----------|
| Travelway Width | 30-40 |
| Travelway Depth | 3-6 |
| Travelway Slope | 2-4% |
| Travelway Surface | ASPH/CONC |
| Travelway Edge Treatment | ASPH/CONC |
| Travelway Edge Finish | ASPH/CONC |
| Travelway Edge Material | ASPH/CONC |
| Travelway Edge Color | ASPH/CONC |
| Travelway Edge Texture | ASPH/CONC |
| Travelway Edge Sound | ASPH/CONC |
| Travelway Edge Vibration | ASPH/CONC |
| Travelway Edge Smell | ASPH/CONC |
| Travelway Edge Taste | ASPH/CONC |
| Travelway Edge Sight | ASPH/CONC |
| Travelway Edge Touch | ASPH/CONC |
| Travelway Edge Feel | ASPH/CONC |
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| Travelway Edge Taste | ASPH/CONC |
| Travelway Edge Sight | ASPH/CONC |
| Travelway Edge Touch | ASPH/CONC |
| Travelway Edge Feel | ASPH/CONC |

Component Overview: The travelway is the portion of the street that is used for travel. It includes the travelway and the shoulder, but excludes median and parking areas.

DOWNTOWN CONSIDERATIONS: In downtown areas, the travelway is often narrower than in suburban areas. This is due to the presence of buildings, trees, and other street furniture. The travelway must be designed to accommodate these elements while still providing a safe and efficient travel surface.

TRAVELWAY WIDTH CONSIDERATIONS: The travelway width should be determined based on the volume of traffic and the type of vehicles that will be using the street. In downtown areas, a travelway width of 30-40 feet is typically required.





PEOPLE. PLACE. PROSPERITY.



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Council Priority: *Vibrant Community and Neighborhoods*



- Sustain Arvada
- Zoning and Municipal Code amendments to encourage community agriculture, including City owned property
- Street design guidelines, Connectivity, Bike/Ped Master Plan Mixed Use Development near transit stations and inventory of missing sidewalks
- Updated Comprehensive Plan and Parks Master Plan that recognized Health
- Programming - Safe Routes to School, Employee Wellness, Community Meet-Ups focused on biking and walking
- LiveWell HEAL Cities and Towns Campaign
- Healthy Places Initiative



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Healthy Places Initiative

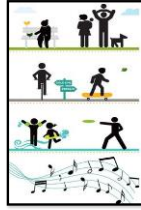
- Healthy Places Initiative:
 - Arvada (3-year, \$1M grant)
 - Urban Land Institute partnership with the Colorado Health Foundation
- Prioritize:
 - Healthy Programming Options
 - Fitness and concerts in parks
 - Art Walks, Bike Rides, Races
 - Built Environment:
 - Safe, easy, and appealing for physical activity
 - Sidewalks, bike racks, park amenities, way finding signage



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Healthy Places Is...

- **Community-led**
- **Safety**
- **Movement... and fun**
- **Good business**



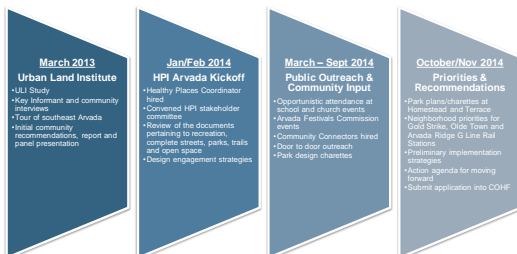
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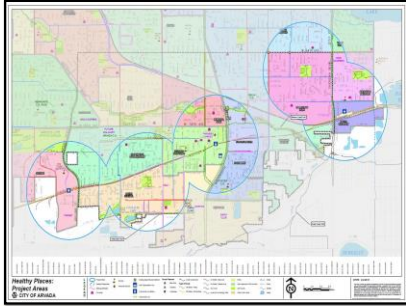
Healthy Places: Timeline



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location, location, location



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Healthy Connections to Transit Stations

- Zoning changes to support density near transit stations
- Adding bike lanes and reducing sidewalk gaps
- Adding bus benches on all routes that connect to transit stations
- Public education promoting alternate means of travel
- Circulator study to address the last mile travelled



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Healthy Places: New Commuter Rail



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Infrastructure and Outreach



Bicycle Blended Smoothies



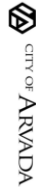
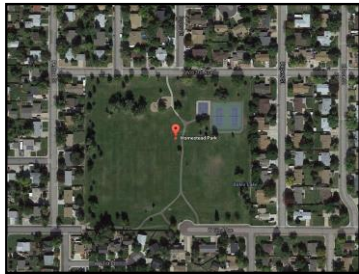
Bike Corral at the Farmers Market



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Homestead Park



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Activating Homestead Park

- Outdoor Fitness Equipment
- Loop Trail, Zen Rock Garden
- Information Kiosk For Communication
- Shade Structure & Boulder Seating
- Increased Lighting
- YMCA Boot Camp, Yoga, Soccer, Bird Watching Rambles
- Homestead Neighborhood Group

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Homestead Park Activation



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Terrace Park



CITY OF ARVADA

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Activating Terrace Park

- Micro-Dog Park & Increased Lighting
- West Side Trail to Form Park Loop
- Way Finding Signage & Info. Kiosk
- Outdoor Fitness Equipment
- YMCA Yoga, Tai-Chi In the Park, Health Fair
- Friends of Terrace Park Neigh. Group
- Benches & Shade Structures

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Terrace Park Activation



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Healthy Places

- **Challenges:** Measuring economic impact, community engagement
- **Priorities:** Sidewalks, way-finding signage, bike racks, healthy programs, transit education and park amenities
- **Next Steps:** Building citizen leadership, programming and completing infrastructure



 CITY OF ARVADA

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Thank You



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Resources

- **Julie George** – LiveWell Colorado, Director, HEAL Cities & Towns Campaign, juliegeorge@livewellcolorado.org
- **Cate Townley** – Colorado Department of Public Health and Environment, Built Environment Specialists, cate.townley@state.co.us
- **Ted Heyd** – Bicycle Colorado, Policy Director, Ted@bicyclecolorado.org
- **Betsy Jacobsen** - Colorado Department of Transportation, Bicycle/Pedestrian/Scenic Byways Section Manager, betsy.jacobsen@state.co.us
- **Shay Coburn** - Colorado Department of Local Affairs, Main Street Coordinator, shay.Coburn@state.co.us



Resources

- **Urban Land Institute Building Healthy Places Toolkit**
<http://bhptoolkit.uli.org/>
- **Active Transportation and Real Estate: The Next Frontier**
<http://uli.org/wp-content/uploads/ULI-Documents/Active-Transportation-and-Real-Estate-The-Next-Frontier.pdf>
- **Active Living research : Promoting Active Living in Rural Communities**
http://activelivingresearch.org/sites/default/files/ALR_Brief_RuralCommunities_Sept2015.pdf
- **CDOT Safe Routes to School** - Next funding announcement will be released in August <https://www.codot.gov/programs/bikeped/safe-routes>



Resources

- **The Complete Parks Playbook**
<http://www.changelabsolutions.org/publications/complete-parks>
- **Video: Making the Business Case: City Planning for Healthier Communities** <https://youtu.be/Dkdlu7zBrD4>
- **Video: Making the Business Case for Prevention: Health Initiatives Boost Economic Development** https://youtu.be/dPuRqpyGu-4?list=PLvrp9iOILTQakIFMK28M7_0mju-qXnjjV
- **Step It Up! The Surgeon General's Call to Action to Promote Walking and Walkable Communities**
<http://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/#Call to Action>

