

Thank you to our Conference Sponsors

PLATINUM



SILVER



BRONZE



SUPPORTER/EXHIBITOR





**Urban Land
Institute**

**Building Healthy
Places Initiative**

The Equity Equation: Investing in Health to Serve the Bottom Line and the Greater Good

9:15 a.m. – 10:30 a.m.

Moderator

Angela Glover Blackwell
PolicyLink

Colleen M. Carey
the Cornerstone Group

Wendy A. Rowden
Jonathan Rose Companies

Elizabeth Schilling
Smart Growth America



Smart Growth America
Making Neighborhoods Great Together

Healthfields: New Resources for Redevelopment

ULI Building Healthy Places
Los Angeles, CA
February 21, 2014

What is a healthfield?





What is a healthfield?



STOCKTON
95202
Life Expectancy
73



IRVINE
92606
Life Expectancy
88

Your **ZIP Code** shouldn't
predict **how long you'll live**,
but it does.



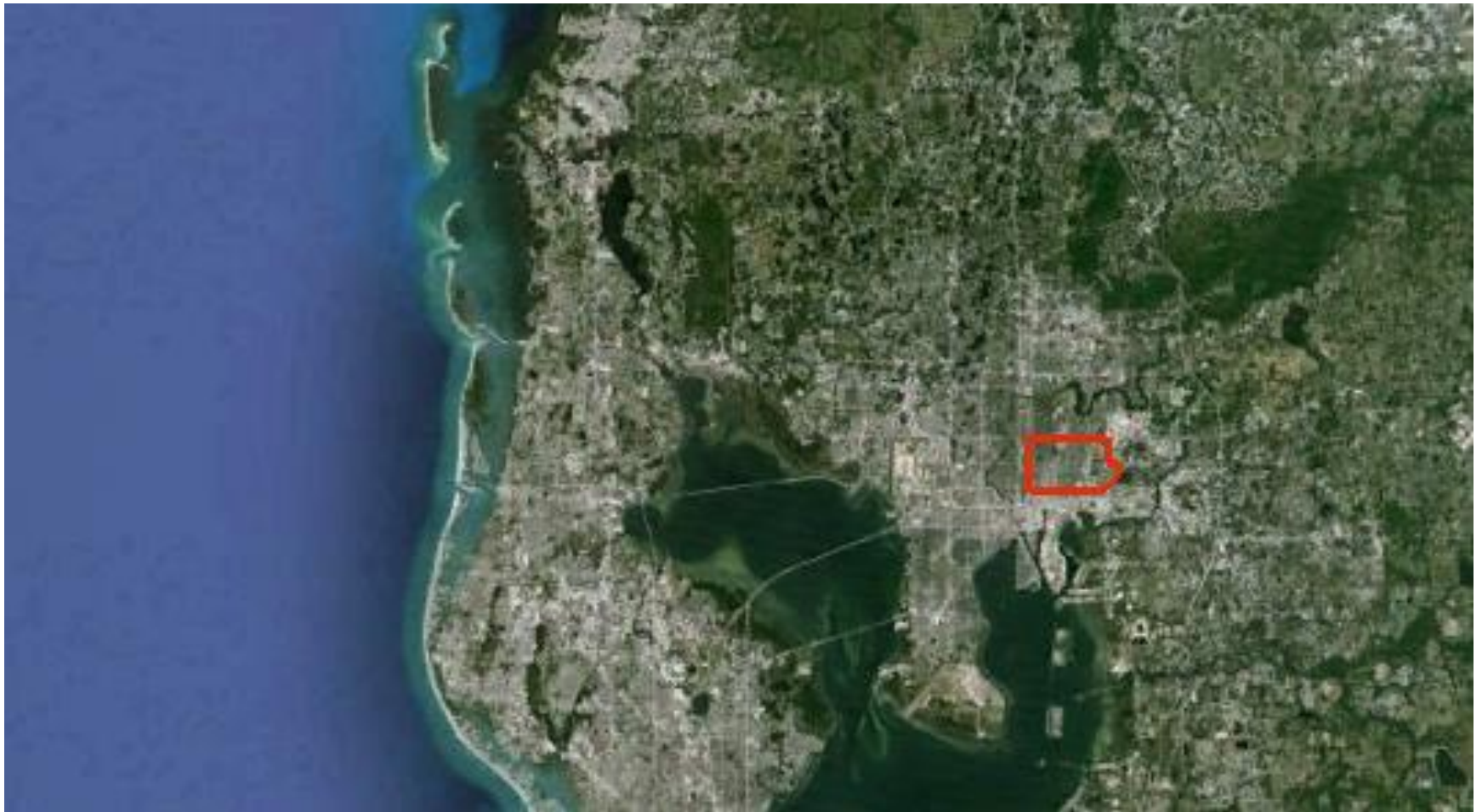
www.calendow.org

health
happens
here 

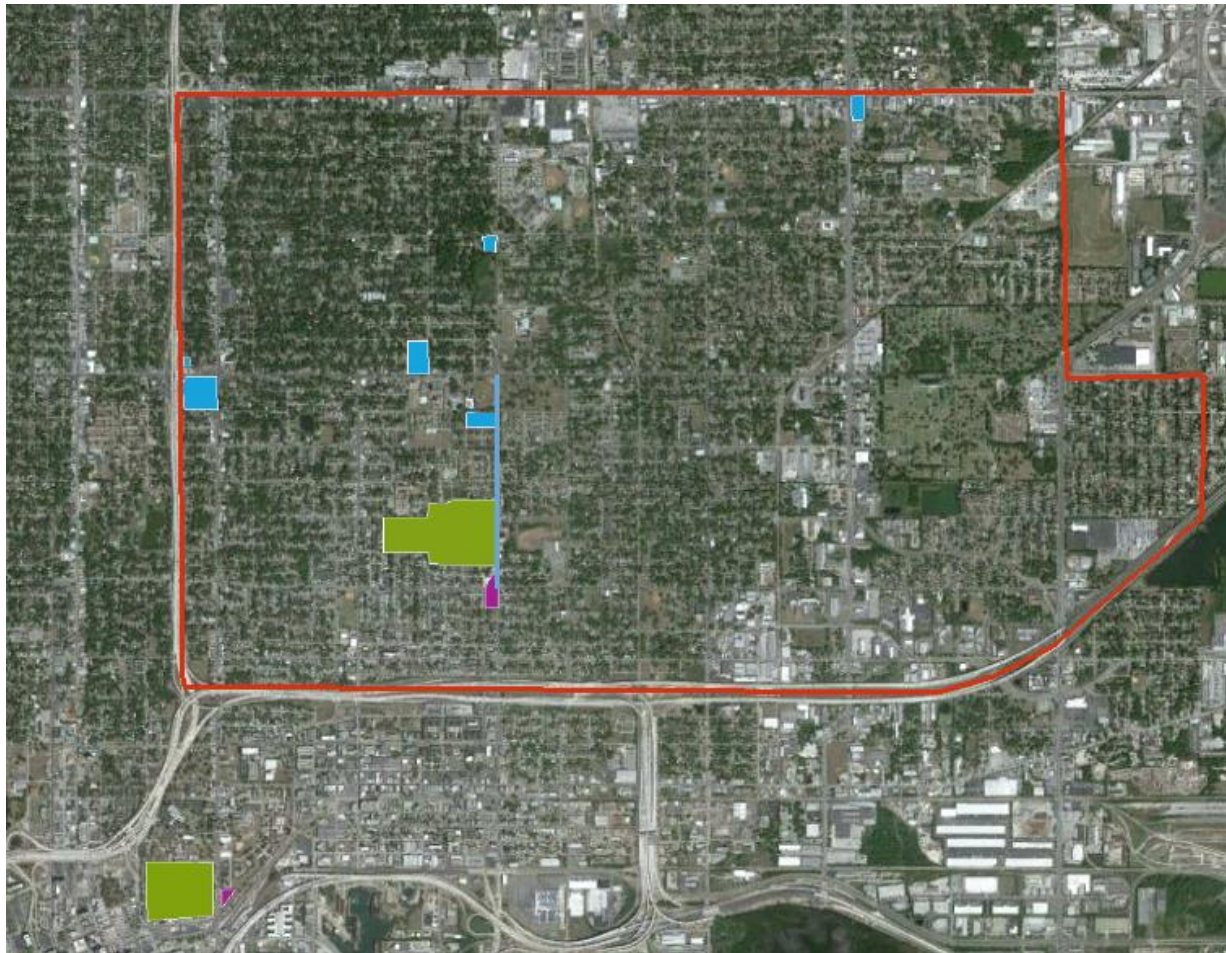


Smart Growth America
Making Neighborhoods Great Together

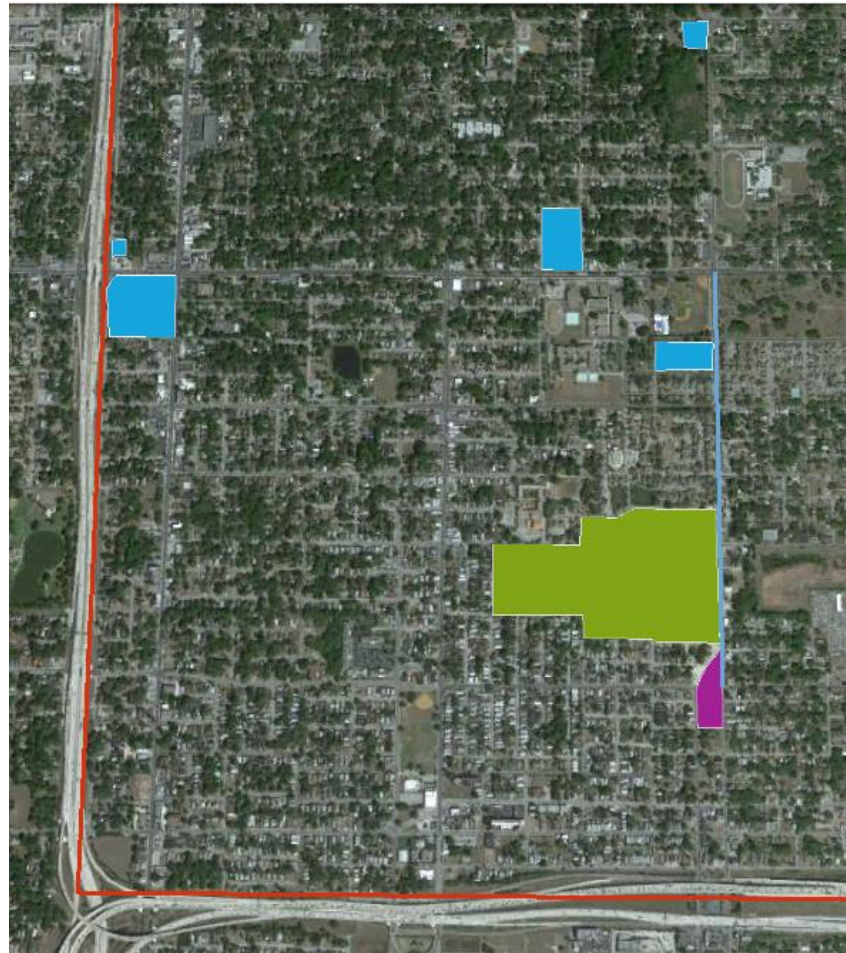
Tampa, FL



East Tampa Community Redevelopment Area



Healthfields as Redevelopment Strategy





Smart Growth America

Making Neighborhoods Great Together

Smart Growth America is the only national organization dedicated to researching, advocating for and leading coalitions to bring smart growth practices to more communities nationwide.

www.smartgrowthamerica.org

1707 L St. NW Suite 1050, Washington, DC 20036 | 202-207-3355

ULI: BUILDING HEALTHY PLACES CONFERENCE

UNLOCKING THE VALUE EQUATION





A mission-driven, values-led development company:

Transforming the spaces that surround us to the places that inspire us.

Creating healthy, connected and creative communities for all.



ELEMENTS OF A HEALTHY PLACE

Great Design includes:

- **Aesthetically beautiful spaces**
- **Informed by the history and culture of the place**
- **Intentionally designed for people's well-being**
- **Constructed and maintained with healthy materials**
- **Safe and appealing to people of all ages and abilities**
- **Comfortable and convenient places for people to sit, walk and bike**
- **Access to public transportation and other options for car-free mobility**



BIRDS EYE VIEW FROM COMMUNITY GARDEN



Center Stage

Community Bread & Pizza Oven

Restaurant

Lakewinds Natural Foods

Community Gardens

Trail connection to Richfield Lake

Lyndale Gardens
RICHFIELD | MINNESOTA

PH: AUG 11, 2013 CUNNINGHAM GROUP

LYNDALE GARDENS LIVE MORE PLAY

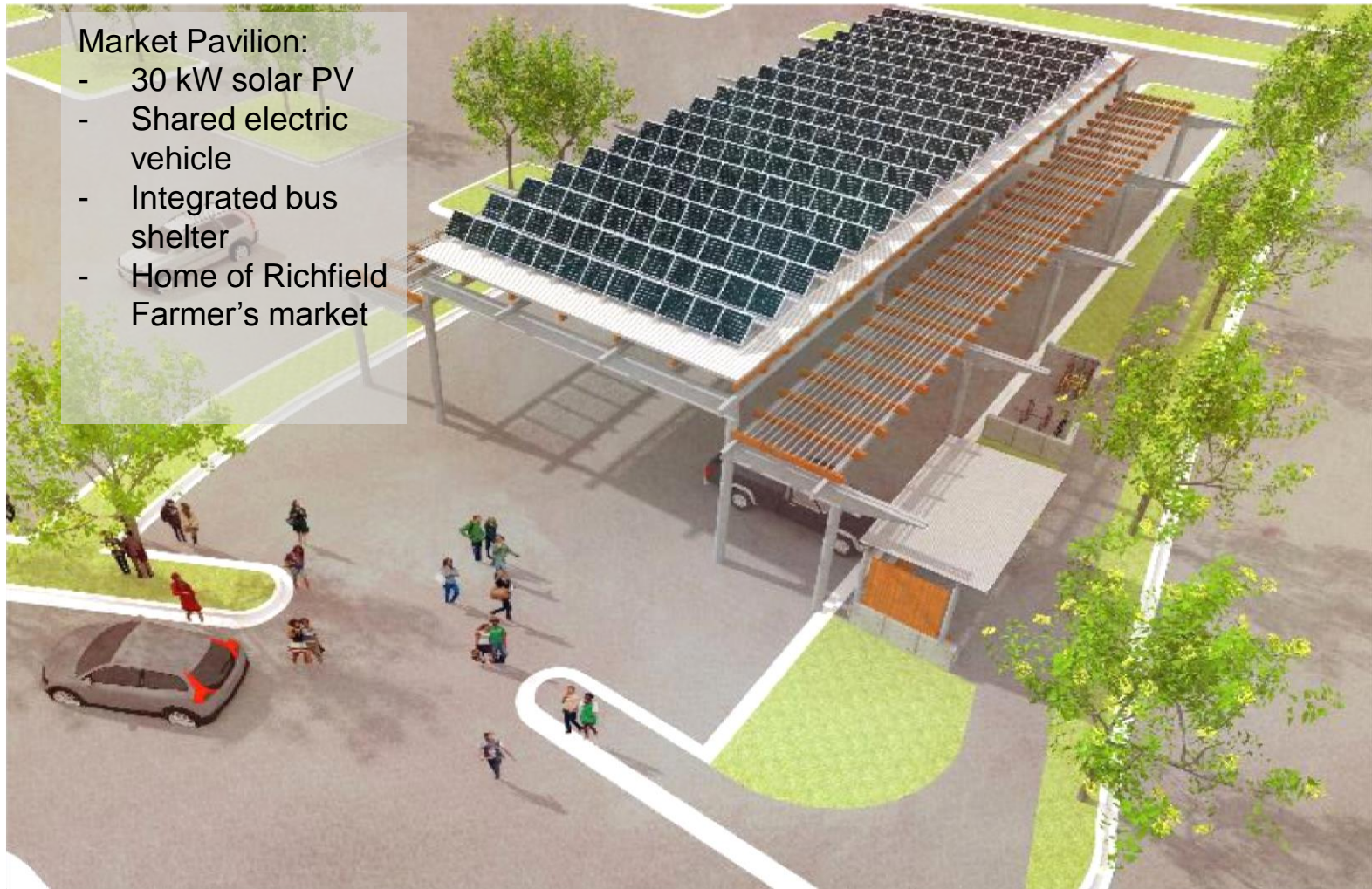
THE CORNERSTONE GROUP

LYNDALE GARDENS
LIVE • WORK • PLAY



Market Pavilion:

- 30 kW solar PV
- Shared electric vehicle
- Integrated bus shelter
- Home of Richfield Farmer's market



MORE ELEMENTS OF A HEALTHY PLACE

Commitment to equity includes:

- A rich mix of affordable and market rate housing options
- Opportunities for local businesses to prosper and for people to have living-wage jobs
- Acceptance and respect for people of all ages, shapes, sizes and colors
- An engaged and resilient community that addresses issues with innovation, fairness and cooperation



151 rental homes
80% Market rate
20% Affordable at 50% AMI



STILL MORE ELEMENTS OF A HEALTHY PLACE

Comprehensive approach to community building includes:

- **Arts and cultural activities and programming**
- **Nature and open spaces and opportunities for physical activity.**
- **Places to grow and eat good, healthy, local food.**
- **Culture of lifelong learning and social connection.**





Center Stage

Artist designed splash pad & ice skating

Paint the pavement

Promenade

LYNDALE  **GARDENS**
LIVE • WORK • PLAY

www.lyndalegardens.com



CHALLENGES AND OPPORTUNITIES

Obstacles to building more healthy places include:

- 1. Lack of new models—What is it? What does it look like?**
- 2. Resistance to true innovation—How do we know it will work?**
- 3. Reluctance of private capital to come to the table—How do we get the capital market to accept a new asset class for investment?**
- 4. Incorporating mixed income housing—How can we provide places for ALL PEOPLE, regardless of income?**



Jonathan Rose Companies

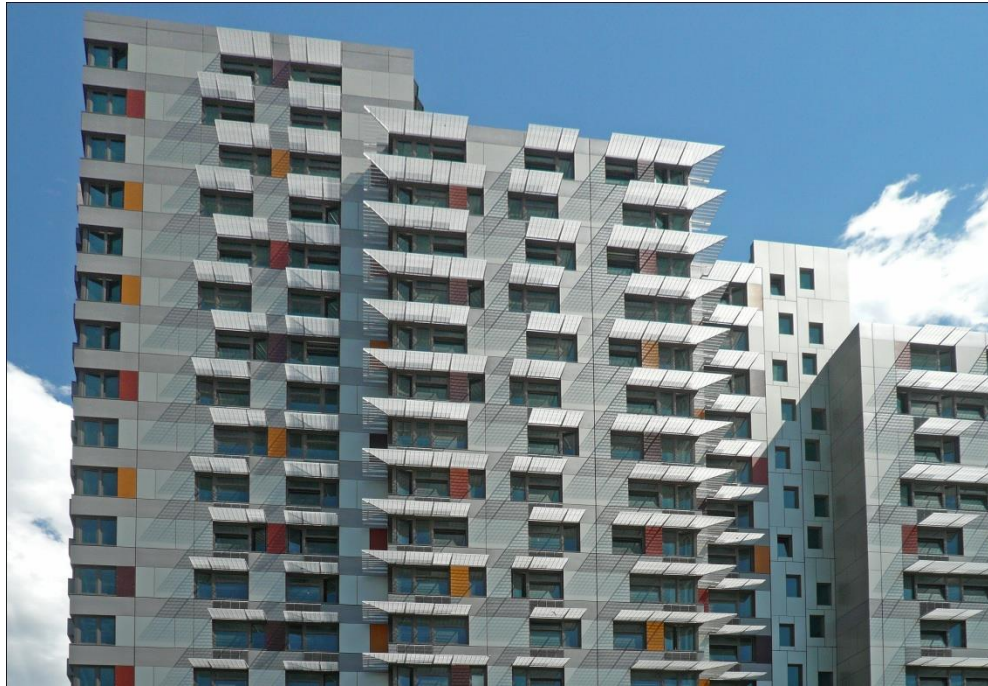


Urban Land Institute

Building Healthy Places: Unlocking the Value

February 21, 2014

The New York Times



In a Bronx Complex, Doing Good Mixes With Looking Good

By MICHAEL KIMMELMAN

...The rebirth of the South Bronx isn't news. But [Via Verde](#) is. And it makes as good an argument as any new building in the city for the cultural and civic value of architecture. The profession...has been fixated for too long on brand-name luxury objects and buildings as sculptures instead of attending to the richer, broader, more urgent vein of public policy and community engagement, in which aesthetics play a part.













Westport Center for Senior Activities Synergies



Aquatherapy Pool



Cyber Cafe



Fitness Center



Watermark University





**Urban Land
Institute**

**Building Healthy
Places Initiative**

The Equity Equation: Investing in Health to Serve the Bottom Line and the Greater Good

9:15 a.m. – 10:30 a.m.

Moderator

Angela Glover Blackwell
PolicyLink

Colleen M. Carey
the Cornerstone Group

Wendy A. Rowden
Jonathan Rose Companies

Elizabeth Schilling
Smart Growth America

Thank you to our Conference Sponsors

PLATINUM



SILVER



BRONZE



SUPPORTER/EXHIBITOR

