Active Living Design Vignettes
Envisioning Healthy, Fit-Friendly Environments

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Development Patterns

- Florida Administrative Code 9J-5 defines “Urban sprawl”
  - Development characterized by one or more of the following conditions:
    (a) conversion of rural land to other uses;
    (b) development unrelated to the adjacent area;
    (c) development areas which fail to maximize the use of existing public facilities where public services are currently provided.

- Manifests in leapfrog or scattered development; ribbon or strip commercial or other development; or large expanses of predominantly low-intensity, low-density, or single-use development.
Growth Management Policy

- Accommodate population increase within carrying capacity
- Measure Levels of Service and add services incrementally outward
- How to get to the things we need?
  - Option 1: Cover longer distances more quickly
  - Option 2: Concentrate facilities closer to us
Growth Management Policy

2007-2008 Pedestrian Danger Index

1. Orlando-Kissimmee, FL  221.5
2. Tampa-St. Petersburg-Clearwater, FL  205.5
3. Miami-Fort Lauderdale-Pompano Beach, FL  181.2
4. Jacksonville, FL  157.4
5. Memphis, TN-MS-AR  137.7
6. Raleigh-Cary, NC  128.6
7. Louisville/Jefferson County, KY-IN  114.8
8. Houston-Sugar Land-Baytown, TX  112.4
9. Birmingham-Hoover, AL  110.0
10. Atlanta-Sandy Springs-Marietta, GA  108.3

Source: Dangerous by Design, Transportation for America Coalition

Photos: Orlando Sentinel and FDOT

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Smart Growth Strategies

Concentration Techniques

- Compact design
- Higher density
- Reuse of existing buildings / Revitalization
- Limit outward expansion
- Preserve open space and agriculture
- Mix uses
- Reduce vehicle travel / Activate & mobilize people

Photo from the National Complete Streets Campaign
Advantages of Smart Growth Strategies

It makes perfect sense, right?

- Reduce public costs for services
- Improve region’s economic performance
- Bring economic gains to suburbs and cities
- Individual transportation and utility savings
- Agricultural preservation = food
- Health & physical activity = body
- Quality of life = mind & spirit

Image from the thehabitatblueprint.com
Public Sector Value
Show me the money!!

- Economy of Scale – Cluster residents and save on new service costs
- Economy of Geography – Covering shorter distances means less cost
- Quality of Place Value – Economic, environmental, health and social capital

Public Sector Value – Economy of Scale

Easier and more cost effective to provide services to clusters of people.

Example: Two scenarios illustrating cost for postal carrier to serve 200 households...
Public Sector Values – Economy of Geography

Distance Between Houses & Businesses

Length of streets, sidewalks, drainage systems, sewer lines, water lines

Cost to provide services
Public Sector Value – Quality of Place

- **Economic Benefits**
  - Denser labor markets
  - Efficient transportation
  - Clustering of talented people
  - Competition, Higher productivity

- **Environmental Benefits**
  - Air and water quality improved with reduced vehicle travel
  - Natural and agricultural land preservation, biodiversity

- **Social Benefits**
  - Vibrant centers improve mental health
Private Sector Value

- Enhanced real estate market
- Urban containment
- Benefits of convenience are amenities that raise value
- Overall desirability

Source: Collier County TIF Update Study by Tindale Oliver
Personal Value

- CEOs for Cities Network found average American drives 25 miles/day
  - In compact development, drive 50% less
- US Environmental Protection Agency found:

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<tr>
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<th>Heating, cooling, lights, appliances</th>
<th>Transportation</th>
<th>Total</th>
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<tr>
<td>Energy star rated home in</td>
<td>26 million/yr</td>
<td>132 million/yr</td>
<td>158 million/yr</td>
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<td>Suburbs</td>
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<tr>
<td>Average home in Transit</td>
<td>108 million/yr</td>
<td>39 million/yr</td>
<td>147 million/yr</td>
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<td>Oriented Development</td>
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BTUs=British Thermal Units measure energy consumption

Heating, cooling, lights, appliances

Transportation

Total

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Personal Values – HEALTH Savings

- Vehicular traffic is a leading cause of death in America
  - 2000 Homicides | 15,517
  - 2000 Traffic Fatalities | 41,821

- Fatality rates are higher in low density areas

Distance Between Houses & Businesses

Lower speeds

Less risk, less injury, less cost
Social Value
“They used to have cattle drives down the center of town. There were dirt roads, and everybody walked most everywhere.”

“She attributed a lot of her longevity to that, all that walking.”

Onie Ponder from Ocala, FL passed away in January 2011 at the age of 112, the oldest person in Florida, and among the 25 oldest people in the world.
The Florida “Design” Process
Visioning from our individual “silo of expertise”
The REAL Design Process

Successful projects are created through **COLLABORATION** and are always evolving ➞ Creating the BEST experience for end user

- Programming
  - Entire Team

- Schematic Design
  - Entire Team

- Design Development
  - Entire Team

- Construction Documents
  - Entire Team

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Quality of design and experience should not be based on a formula.

Gated Community Clubhouse usually does not equal community center.

Gates do not CREATE community, but solitude.
Design/Planning for Health – What it DOES Mean

- Choices
- Connectivity
- Mixed Uses
- Safety
- Education
Designing for TECHNOLOGY
How to design for the resource of the future

- WIFI is truly everywhere
- Virtual Schools are here to stay
- Social media is for communicating
- Learning Labs keys to Community Centers
Active Living By Design- TOOLBOX

- Choices – Live, work, and play
- Multimodal transportation
- Walkability
- Synergies/Partnership – on all levels, public/private partnerships
- Aesthetics – quality of place, inviting, where people want to be
- Incentives – zoning and tax based
- Resources – natural, public, private
- Stewardship – utilize, not ignore, natural elements and features
- Density – rethink our views of “High” or “low” density
- Quality of Life
- The 5 Ps – Preparation, Promotion, Programs, Policy, Physical Projects (http://www.activelivingbydesign.org/our-approach/5p-strategies-tactics)
Who are we designing for?
The short answer – it should be EVERYBODY
Thank you and Questions?

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Resourceful Links

- [http://www.activeliving.org/](http://www.activeliving.org/)
- [http://www.lgc.org/issues/communitydesign/activeliving.html](http://www.lgc.org/issues/communitydesign/activeliving.html)
- [www.activelivingresearch.org](http://www.activelivingresearch.org)
- [http://www.bcbsnccfoundation.org/fittogether](http://www.bcbsnccfoundation.org/fittogether)