

Defensible Space: The Argument for Placemaking



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Hard Times Ahead!

- 64% of City CFOs report that their city are less able to meet financial needs. 2009 = 80%
- Property tax revenues are expected to decrease by 5% causing decreases in city services and more fees assessed.
- On the chopping blocks are services for parks, recreation centers, and prevention programs.



Why Greenspace is Important: A Health Perspective

Greenspace Yields Happiness

Outdoor interaction
Restorative properties
Stimulates development
Multisensory experience
Experiential learning
Mood enhanced

"Without health there is no happiness. An attention to health, then, should take the place of every other object." TJ

Greenspace Yields Happiness

Happiness Yields Health

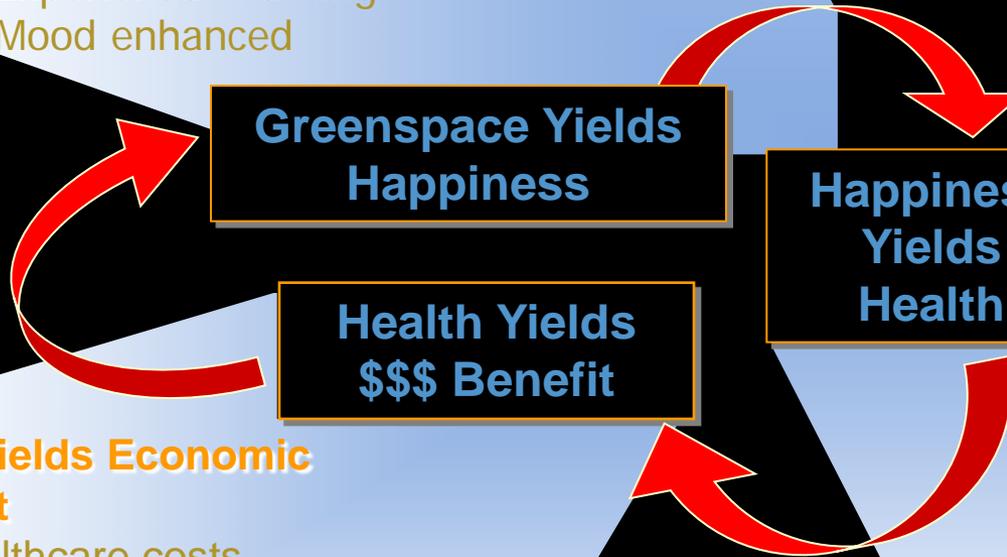
Health Yields \$\$\$ Benefit

Health Yields Economic Benefit

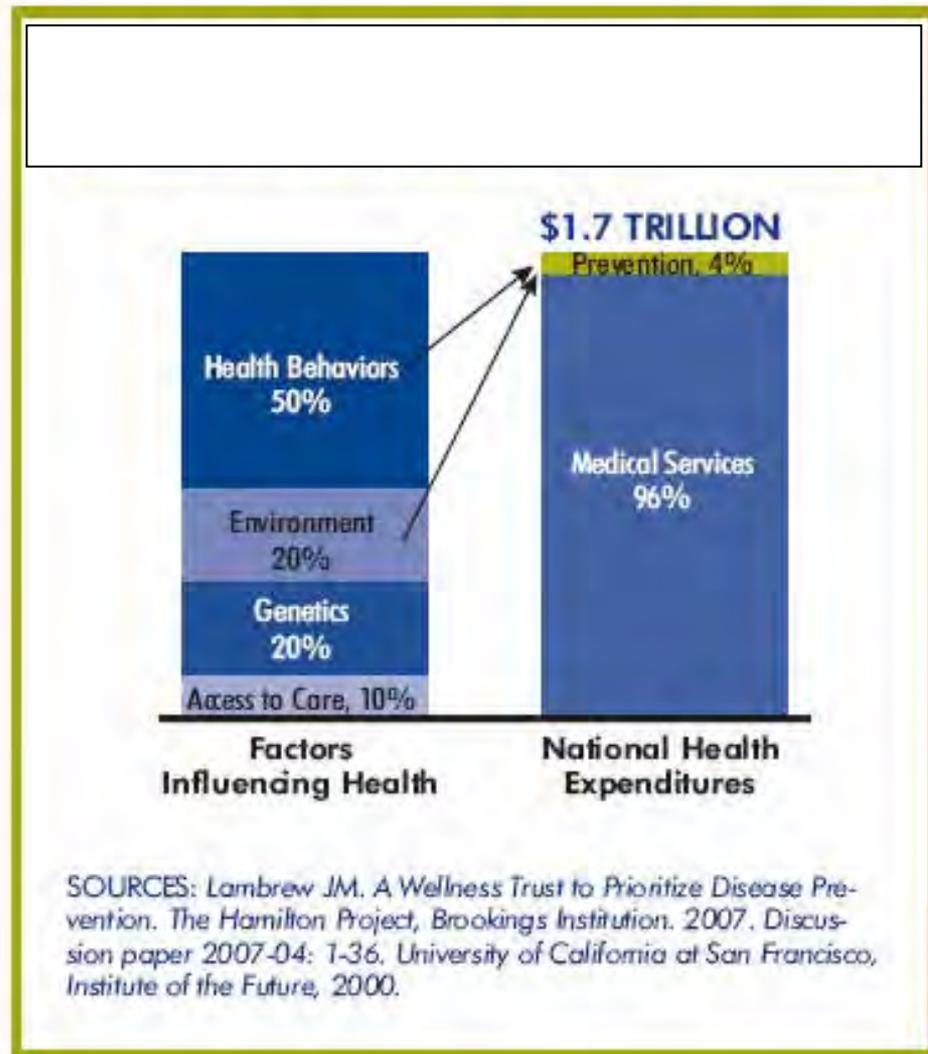
Less healthcare costs
Less healthcare utilization
Improved QoL = \$ spent on business not healthcare
Stronger business environment
Increased demand for greenspace

Happiness Yields Health

Increase in activity
Decrease in blood pressure
Controlled eating
Less weight gain
More positive outlook on life
Increase in self-esteem
Increase in locus of control
Less depression & anxiety



Shifting the Investment to Prevention











Low Density



Large, Segregated Single-Use Zones



Sparse Network



Lack of Centers











We Are Where We Live





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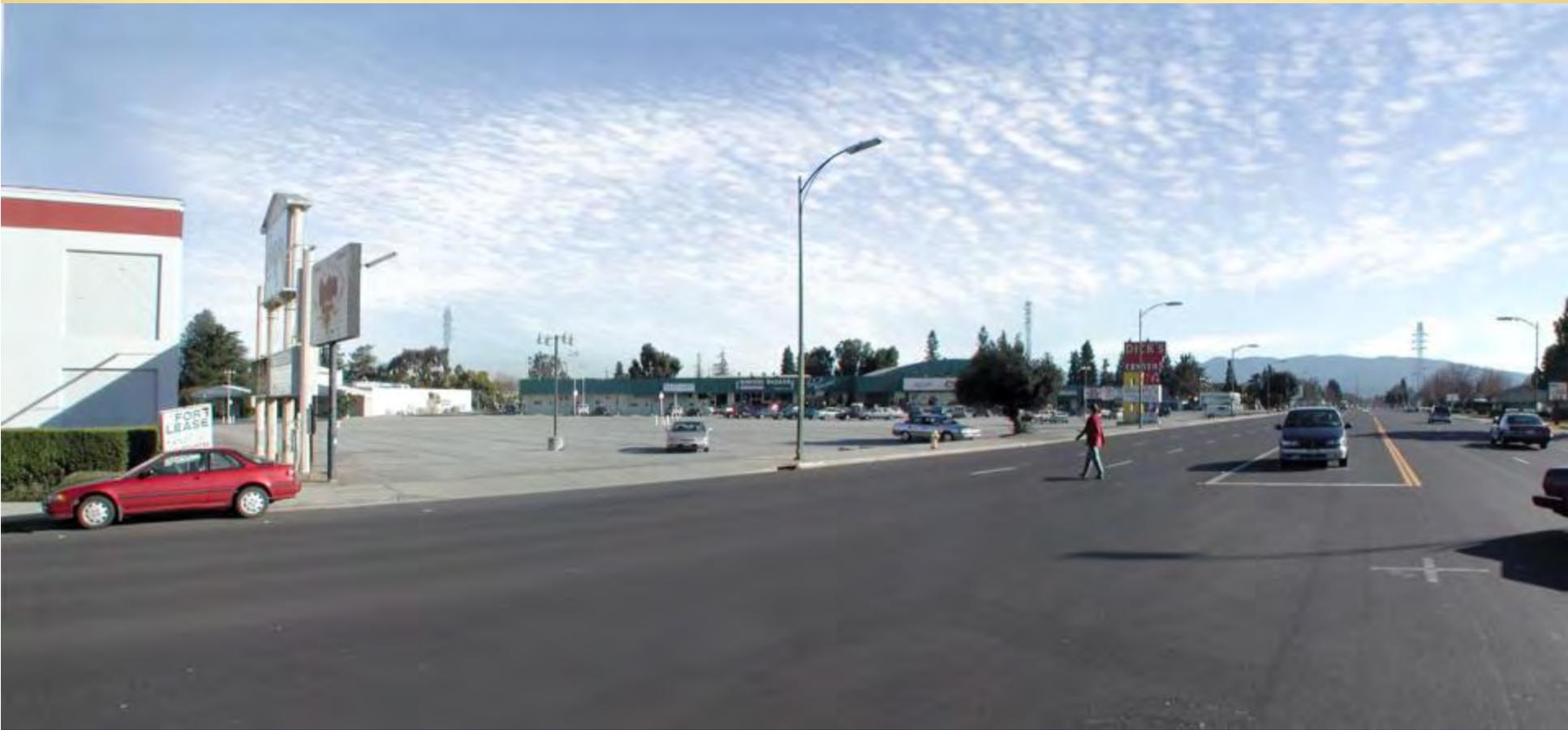
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I couldn't believe that I could actually understand what I was reading. The phenomenal power of the human mind according to a researcher at Cambridge University.

It doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be in the right place. The rest can be whatever and you can still read it without a problem.

This is because the human mind does not reach every letter by itself, but the word as a whole. Amazing and I always thought spelling was important.























Too often, the advocates of trails and linear parks along rights-of-way come up against officials who recognize only one kind of park—the squared-off kind that comes in chunks; and one kind of recreation—the supervised kind known as ‘organized sweating.

Such officials refuse to acknowledge that there has been a change in US recreation trends, reflected in the growth of walking, biking, hiking and other physical activities...

Constance Stallings

Placemaking Considers the Possibility That...

- the pattern of growth may upset the balance of human behavior.
- the social costs of development may be far more reaching than traffic jams and sprawl.
- the healthy new developments we live in may not be so healthy.



Indicator Species



A Dream



A Detour



A Dependency

A Disturbing Trend

Emergence of a Sedentary Society

- Automobile
- Television
- Computers
- Convenience Engineering
- Built Environment



The Burden of Physical Inactivity

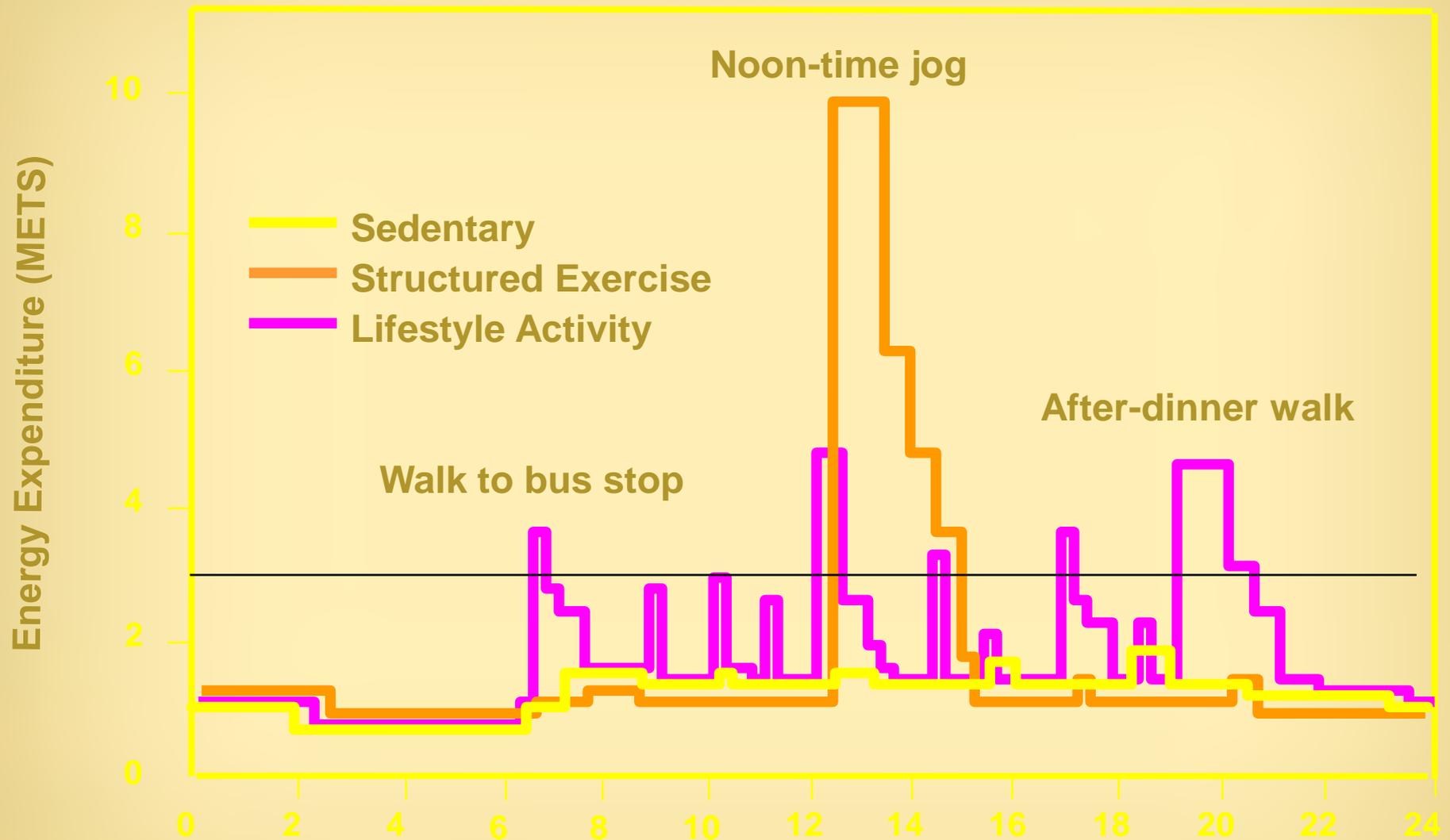


- The Problem
 - 1 in 4 adults are sedentary (VA = 21%)
 - Over two-thirds do not achieve recommended dose
- The Public Health Burden
 - 64% overweight 31% obese (VA = 61/25)
 - Physical inactivity is a primary factor in over 200,000 deaths annually.
- The Economic Burden
 - Medical costs associated with physical inactivity/poor diet exceed \$78.5 billion annually.
 - Virginia = \$375M annually

Data Sources: 2006 BRFSS, 2000 NHANES, McGinnis 2004, Pratt 2003

Current Research - Effective Physical Inactivity Interventions

Bouts of Physical Activity – When & Where?



Blair – Cooper Institute for Aerobic Research 1992, 1996, 2002, 2004

#1

P.A. – T.I.P.S.



**Physical
Activity
Through the
Introduction of
Predatory
Species**

Place Matters



- Place determines.....
 - Quality of Life
 - Overall Health Status
 - Economic Vitality
 - Intellectual Capital
 - Sustainability

The Basic Argument: Public Space Makes Good Fiscal Sense



- Accumulating evidence indicates that open space is not an expense but an investment that produces important economic benefits.
- Open space protection is good for a community's health, stability, beauty, and quality of life. It is also good for the bottom line.
- Every \$1 investment in parks and trails for physical activity led to \$2.94 in direct medical benefit.

Parks, Trails and Other Open Space Have Economic Benefits!

- Chattanooga: Redeveloped riverfront / greenways, the number of businesses and jobs downtown doubled, and assessed property values went up by \$11M - an increase of 127.5%.
- Spartanburg: property values downtown increased 325 percent after a park was built as part of a new commercial office complex there.
- San Antonio: the Riverwalk park outdraws the Alamo as the single biggest attraction in the city's \$3.5 billion tourist economy.

The TOP issue behind “Talent Pool” that corporations look for in locating their business is “Quality of Life” and within this indicator the most important issues are availability of parks, trails, recreation, and other similar amenities.

Small company owners say it is their highest priority in choosing a new location for their business.

An investment of \$10 per person per year to increase physical activity and other community health promotion programs could save the U.S. more than \$16 billion annually within 5 years.

This is a return of \$5.60 for every \$1 invested.

Advancing the Concept of Active Living



Active Living is a way of life that integrates physical activity into daily routines.



Provide a social and physical environment to support an extra 15-30 minutes of walking per day to expend enough calories to control weight gain of about a pound per month.

Saelens, *Annals of Behavioral Medicine*, 2003

If You Build It Will They Come?

- The more facilities that were available and destinations that were close by, the more people walked.
- People who live within walking distance of trails, parks or stores walked more frequently.
- The power of doing this is leveraged by the proximity of assets. The more assets in a “walkable” space the more people are drawn to it.

King, W., *Am. J. of Public Health* 2003



If You Build It Will They Be More Active?



- Access to sidewalks people are 28% more likely to be active

- Access to walking/jogging trails people are 55% more likely to be active

- Access to neighborhood parks people were twice as likely to be active

- Access to places for physical activity increased activity and weight loss



Youth, Design, & Activity



- Access to facilities like parks and time outdoors is associated with more activity
- More children walk to school where there are sidewalks and safety improvements
- Students were more active at school with more facilities, equipment and supervision
- Parental concerns about traffic and “stranger danger” are linked to children’s activity levels

Sallis et al, 2001, 2000; 1993; Klesges et al, 1990; Baranowski et al, 1993; Ewing; Staunton et al, 2003

Active Living by Design

What Do We Know?

- Activity Friendly Communities could...
 - Generate 2 more walk/bike trips per person per week
 - Prevent up to 1.7 pounds of weight gain per year
 - Positively impact the total minutes of physical activity (40% more physical activity)
 - Decrease amount of time spent in a car. Each hour spent in a car is associated with a 6% increase in obesity.
 - Increase life expectancy by 4 years.



■Ewing et al 2003, Saelens et al 2003, Giles-Corti 2003, Frank et al 2003, Sturm et al 2004, Frank et al 2004, Lopez 2004

Active Living Movement

Special Initiatives



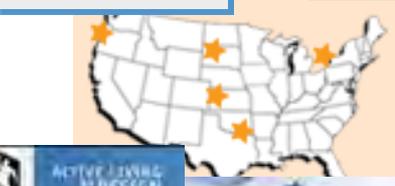
Partners



Leadership

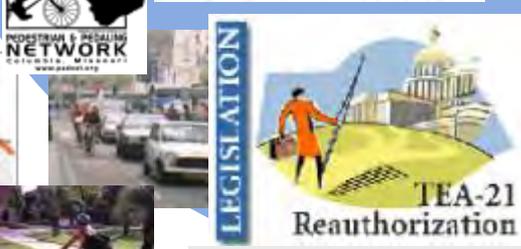


Models



Research

Tools



Policy Achievements



Media/Outreach





ACTIVE LIVING
BY DESIGN

Active Living by Design Community Partnerships



Active Living Strategies



- Preparation
- Promotion
- Programs
- Policies
- Physical Projects

Strategy 1: Preparation

- Build diverse partnerships
- Develop a common vision
- Assess people, policies and environments
- Create an action plan
- Identify a champion
- Prepare local resources



Strategy 2: Promotions

- Develop key messages for focus areas and people
- Utilize mass media for awareness and advocacy
- Schedule Events
- Develop Awards and Recognition Program



Strategy 3: Programs

- Safe and Active Routes
- Festivals / Events that Connect to Lifestyle / Community Change
- Bicycle Friendly Communities
- Parks and Trails Efforts that Build the Case
- Healthy Business & Schools



Strategy 4: Policies

- School Physical Activity
- Greening of public space
- Multi-use public facilities for the community
- Incentives for Developers and Others to Connect Schools with Trails

SMART COMMUTE DAY '08



Take the Commuter Challenge!

Strategy 5: Physical Projects

- Build safe and well-connected pedestrian and bicycle networks
- Neighborhood pocket parks
- Trail connections to destinations of interest
- Create pleasant and functional urban “greenspace” settings



Calls to Action

- Imagine Something Different
 - What can you be the best at in your field?
 - What drives your economic and social engine?
 - What are you deeply passionate about?
- Identify and Integrate Partners



Resource Partners

- National Foundations/Campaigns
 - Convergence Partnership
 - Funders Network for Smart Growth
- Regional/State Funders
 - Governor's Council
- Local Funders
 - Foundations, Hospitals, Schools
 - YMCA, Big Brother/Big Sister, Boys and Girls Club
- Corporate Sponsorships
 - PepsiCo, Kraft, Nike, New Balance



What Will Your Community Look Like in 2028?





Chicago, IL

“Active Living by Design – Logan Square Chicago”

Population:

White - 44.0%

Black - 6.1%

Other - 49.9%

Hispanic - 70.0%

Project:

- Walking clubs with incentives
- Culturally appropriate family programs
- Crime prevention through environmental design
- School district policy changes



Columbia, MO

“Bike, Walk and Wheel: A Way of Life in Columbia”

Population:

White - 65.0%

Black - 26.3%

Other - 8.7%

Hispanic - 2.8%

Project:

- Safe Routes to School programs
- Youth-led transit ridership initiative
- Safe routes programs to key destinations
- Promotion of city trail network
- Competitive organizational challenges



Denver, CO

“Stapleton Area Partnership”

Population:

White - 44.2%

Black - 30.7%

Other - 25.1%

Hispanic - 38.2%

Project:

- Redevelopment of former airport
- Pedometer programs
- Safe Routes to School programs
- Feet First educational outreach
- Take 10! Elementary curriculum
- Commuter choice events
- Recreation maps



Jackson, MI

“Increasing Active Transportation in Jackson”

Population:

White - 73.9%

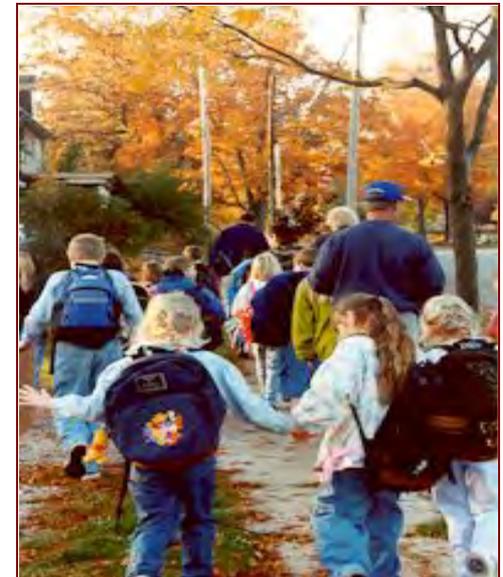
Black - 19.7%

Other - 6.4%

Hispanic - 4.0%

Project:

- Safe Routes to School programs
- Youth-led transit ridership initiative
- Safe routes programs to various destinations
- Promotion of city trail network
- Competitive organizational challenges



Santa Ana, CA

“Active Living In Santa Ana”

Population:

White - 42.7%

Black - 1.7%

Other - 55.6%

Hispanic - 76.1%

Project:

- Crime prevention through environmental design
- Connecting destinations with loop trail
- Access to faith-based and school facilities
- Increasing physical activity for students during school
- Fitness related programming at new YMCA



