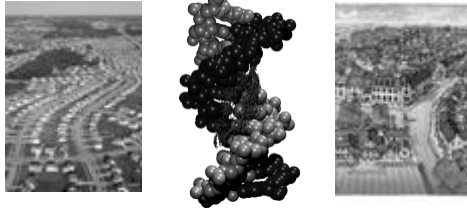
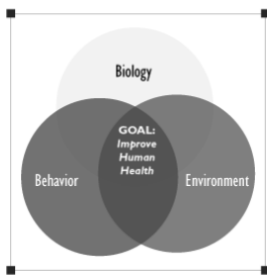


The DNA of Healthy Places: Cracking the code



November 18, 2005

Shaping our environment



The human habitat

“Reliance on physical activity as an alternative to car use is less likely to occur in many cities and towns unless they are designed or retrofitted to permit walking or bicycling. The location of schools, work sites, and shopping areas near residential areas will require substantial changes in community or regional design.”

Journal of the American Medical Association Editorial

CRACKING THE CODE



1. AUTO-ADDICTION
2. THE ORIGINS OF SPRAWL
3. THE DNA OF SPRAWL
4. APPLYING A NEW CODE
5. FORM AND CHARACTER
6. THE BENEFITS
7. HOW DO WE START?

AUTO-ADDICTION

Building for cars,
not people





In love with our cars?

According to the MTC, from 1990-2000 Santa Clara County VMT increased 20%, with the average adult resident logging 25 miles on the road each day



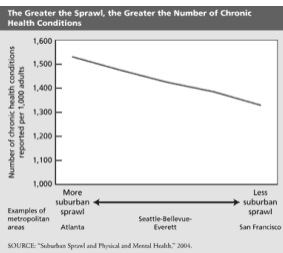
“High mileage moms”

Two-thirds of all trips to shuttle others around are made by women.

61 % of women make at least one stop after work vs. 46 % of men make a stop on the way home.



Making ourselves sick



“There is increasing evidence that the way we design our communities discourages physical activity such as walking and cycling, contributes to air pollution, and promotes pedestrian injuries and fatalities.”
Center for Disease Control

Public health crisis



“People living in automobile-dependent neighborhoods walk less, weigh more, and are more likely to suffer from high blood pressure.”

*“Relationship between Urban Sprawl and Physical Activity, Obesity and Morbidity”
American Journal of Health Promotion*

Going to waist



“Expanding roads to solve traffic congestion is like loosening your belt to cure obesity”

Walter Kulash



Illegal in 50 states

Mixing uses



THE ORIGINS OF SPRAWL



Sprawl America

Placeless
"Generica"



Livable America

A unique historic
heritage



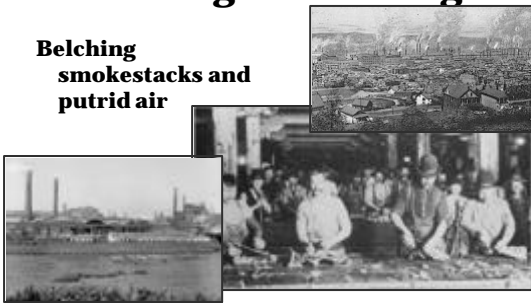
What went wrong?

Shame of the cities



The origin of zoning

Belching
smokestacks and
putrid air



A better model

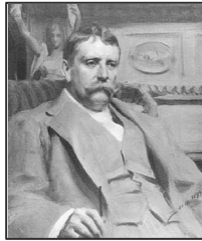
Chicago
World's Fair



Imagine a Great City

“Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work . . . Let your watchword be order and your beacon beauty. Think big.”

Daniel Burnham



America hits the road

“My interest in good roads is not merely an interest in the pleasure of riding in automobiles. It is of the most fundamental importance that the United State should think in big pieces, should think ultimately as a whole.”

Woodrow Wilson



Green towns

“An experiment that out to be copied by every community in the United States”

Franklin Roosevelt



Autopia

1939 brought the dream of Futurama



Deferred dream

Pent-up demand



Healthier lifestyle

Read with Dick and Jane



We Look



The grass is greener

THE DNA OF SPRAWL

The new landscape



Experts

Planners, developers
and lawyers



The unchallengeable

Traffic engineers



Conventional suburban development

- Zoning segregates homes, schools, stores and jobs
- Produces auto-dependence
- Is the law in virtually every city in California



Crayola zoning

From making places to making maps



Euclidean zoning codes



“... excluding from residential areas the confusion and danger of fire, contagion and disorder which in greater or less degree attach to the location of store, shops and factories.”

Village of Euclid, Ohio vs. Ambler Realty Company

What do you want it to be?

Interpreting the code



Chapter 23-62
U.S. GOVERNMENT PRINTING OFFICE

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EVOLUTION OF SPRAWL



We have adapted to our environment

One project at a time

Ad hococracy



You get what you plan for

Is this the best we can do?



The reaction

Growth vs.
no growth



The reactionaries



High hopes





CHANGING THE CODE



Taking on the status quo

Back to the future

New Urbanism



Renewing the public realm



The time is right

"Nothing is more powerful than an idea whose times has come"



Alternate world view

“Where there is no vision, the people perish”

Proverbs 29:18

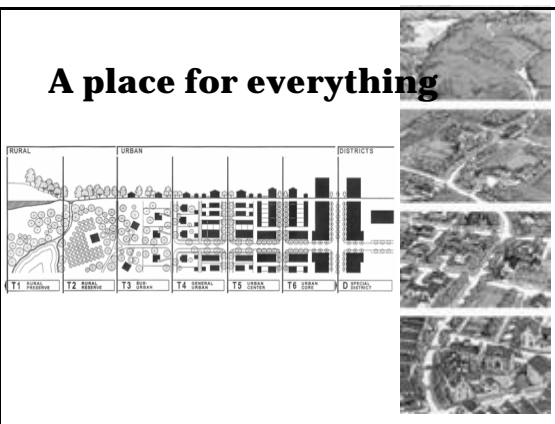


Working with developers



It helps to know what you want

A place for everything



Designing our future



A “fine-grain” mix of uses, offering a wide range of ways to get around

A place for everything and everything in its place

Neighborhoods, districts and corridors are short and

Creating choices

Form-based codes can create places that work for people



Planning neighborhoods



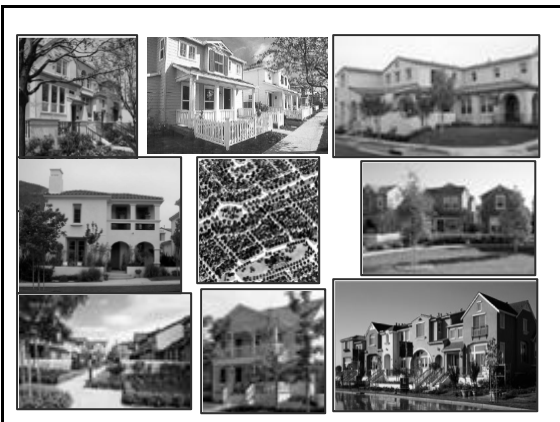
Projects vs. places

The American Dream



Evolution of subdivisions





Reclaiming the crudscape



Evolution over time



Survival of the fittest



THE BENEFITS

Getting what we want



A healthier lifestyle

“We must be alert to the health benefits, including less stress, lower blood pressure and overall improved physical and mental health when people live and work in accessible, safe, well-designed, thoughtful structures and landscapes.”

Dr. Richard Jackson, MPH



Community vitality



Creating places

Form-based codes make buildings behave and create quality places instead of fighting battles project by project



Economic prosperity



Development certainty and a distinct sense of place revitalize older areas and promote smart growth

HOW DO WE START?

Citywide vs. specific area

Resources:

- Local Government Commission
- Congress for the New Urbanism
- Form-Based Codes Institute



Where is it taking hold?



Florida
Texas
California
Gulf Coast

Popular mandate



The process will be a locally-based one that focuses on the right issues

- Building homes at optimal density
- Renewing the inner city
- Using existing infrastructure

Who are potential allies?

“Not the usual suspects”
Planners, developers and Realtors
Business
Environmentalists and historic preservationists



Your role

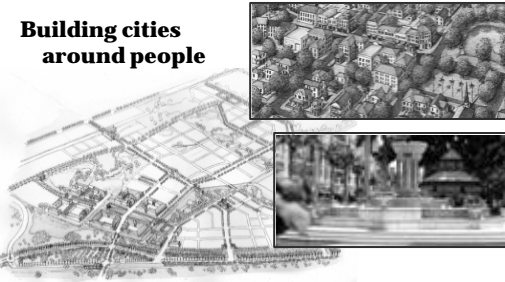


**The bully pulpit:
advocating for
change**

**Fostering a
constituency for
change**

Key to success

**Building cities
around people**



Healthy cities

Why not here?

