Healthy Community Design
The Parramore Story

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THE PATH TOWARDS HEALTHY COMMUNITY DESIGN.

1. Synergy
   Relationship between the environment we live in and our health.

2. Design
   How healthy communities improve our physical health and empower personal growth.

3. Purpose
   The economic benefits of healthy communities and their impact in our everyday lives.
WHY IS HEALTHY COMMUNITY DESIGN SO IMPORTANT?

HEALTH

Factors that determine our health:

Family Health History
Built Environment
Behaviors/Lifestyles
Consequences

OBESITY TRENDS AMONG U.S. ADULTS

1991

2010

No Data <10% 10-14% 15-19% 20-24% 25-29% 30% +
“Health is where we live, not a doctor’s office.”

Dr. Richard Jackson, MD, MPH
HEALTH CARE MEGATREND

We could save $5.5 Billion in health care costs related to obesity if one in 10 adults started a walking program.

Physical inactivity and unhealthy diet are second only to tobacco use as the main cause of premature death in the U.S.

HOW WE DESIGN COMMUNITIES

reinforces the epidemic of obesity, diabetes, high blood pressure, heart disease, asthma, orthopedic, and psychological disorders.
An area that lacks grocery stores, farmers' markets, and healthy food providers

Healthy foods may not be readily available

Healthy foods may be too expensive

Low-income/underserved communities have less access to healthy foods

What is a food desert?

An area that lacks grocery stores, farmers’ markets, and healthy food providers
SOCIAL CONNECTIONS
The fabric of a community

CREATE SOCIAL BONDS AND SENSE OF COMMUNITY
with social interaction, civic engagement, personal recreation

INCREASE SOCIAL CONNECTION
via parks, public spaces, mixed-use communities
WE HAVE CHANGED HOW MUCH WE WALK OR BIKE.

66% walked or biked to school in 1974

13% walked or biked to school in 2000
HOW CAN WE REVERSE THE TRENDS?

“PUBLIC HEALTH is no longer solely the business of health professionals.”

THERE IS A RELATIONSHIP BETWEEN OUR BUILT ENVIRONMENT AND OUR HEALTH

- Connection between transit rich communities and better health outcomes
- Health is becoming a competitive advantage for cities and their economic development efforts
- Opportunities to be healthy are influencing what people want in their communities, workplaces, schools and public spaces
BENEFITS OF HEALTHY COMMUNITY DESIGN

- Improve air and water quality
- Promote good mental health
- Promote social equity and fair access to all services and opportunities
- Lower the risk of traffic-related injuries
- Easier to include physical activity into everyday life
- Increase social connectivity and sense of community & access to healthy food
Healthy Community Design is the new approach for community planning.

**LAND USE**
- Planning
  - Housing Opportunities
  - Mixed Use Development
  - Safe Places for Social Interaction

**TRANSPORTATION**
- Public Access
  - Access to Public Transportation
  - Active Transportation Solutions

**ECONOMICS**
- Business
  - Create a Unique Identity
  - Social and Environmental Equity
  - Access to Job Opportunities
  - Make Education the Cornerstone

**HEALTH**
- Wellness
  - Physical Activities for Residents
  - Empower Health Champions
  - Access to Healthy Food
  - Walking Access to Parks
Healthy Community Design Principles

1. Maximize the Opportunity for all Residents to Get Physical Activity
2. Increase Housing Opportunities
3. Promote a Healthy Environment and Social Well-Being
4. Empower Champions for Healthy Community
5. Encourage Mixed-Use Development
6. Make Education the Cornerstone of Community Development and Redevelopment
7. Improve Access to Job Opportunities
8. Invest in Active Transportation Solutions
9. Promote Access to Healthy Food
10. Drive Economic Development
CASE STUDY

PARRAMORE
Healthy Community Design
Part of $2.4 million U.S. HUD Sustainable Communities Regional Planning Grant being led by the ECFRPC centered on SunRailstation areas

INITIAL GOAL:
Develop community vision and recommendations for improving economic growth, jobs, health, transportation options, education, housing, and infill development
Parramore then

819 acres
35% public ownership
13% vacant

Median household income
$15,500

Unemployment rate 23%

9% homeownership rate

Low educational attainment

“Food desert”

Chronic health problems
The “grocery store”
The challenge: balancing heritage and economic development
Parramore Kidz Zone (PKZ) Household Survey Report

86% of families run out of money

32% of children lost a loved one in the past year

78% of parents need more help with their children

87% say tutoring assistance is the most needed

61% of children under five aren’t in childcare/pre-k

41% of children have chronic health problems
Integrated Approach of Healthy Community Design for Parramore

**LAND USE**
- Planning
  - Increase housing opportunities
  - Encourage mixed-use development

**TRANSPORTATION**
- Public Access
  - Invest in people, not cars
  - Active Transportation Solutions

**ECONOMICS**
- Business
  - Create a unique identity
  - Improve Access to Job Opportunities
  - Make education the cornerstone of revitalization

**HEALTH**
- Wellness
  - Empower champions for a healthy community
  - Promote access to healthy food

CASE STUDY
PARRAMORE Ideas
Drive economic development by creating a unique identity

- Expand the City’s Main Street program, thereby linking Parramore’s commercial district to downtown Orlando
- Promote and fund signature community events
- Promote as a place where everyone can celebrate African American history and culture
- Seek opportunities to secure private sector investment along the OBT corridor
**ECONOMICS**

**Business**

Make education the cornerstone of revitalization

- Support the development of the Parramore PS-8 School as a “Community School”
- Continue to support and strengthen the PKZ Cradle to Career pipeline
- Coordinate with UCF, Valencia College & other non-governmental organizations to establish scholarship programs for Parramore students
Increase housing opportunities

- The City has selected a developer to build 211 units, consisting of both apartments and townhomes. The project is scheduled to be completed in 2019. 80% of the units will be affordable, including 5% permanent supportive housing for the homeless.
- Partner with community housing consortium to build 10 sustainable single family houses per year for 20 years.
Empower champions for a healthy community

- Establish formal neighborhood associations for Arlington Heights, Callahan, and Holden/Parramore
- Organize and implement neighborhood watch programs
- Ensure plan implementation through monitoring by community ambassadors and the faith community
Promote access to healthy food

- Partner with local organizations to expand nutrition education and healthy food preparation classes
- Develop a strategy to attract a neighborhood-serving grocery store
- Develop a local food culture which celebrates historic traditions while creating new ones
Parramore Community Vision Plan

10+ Small Group Meetings
Neighborhoods, Social Services, Faith Community, Youth, West Church Street Property Owners, Walking Audits

5 Large Scale Community Workshops
Established issues, concerns and strategies

Three Vision Alternatives
Implementation of the Plan

- Over **400** new mixed income housing units approved
- Repair of **325** sidewalk gaps and 90 ADA ramps, including **175** new/updated crosswalks
- Construction of new Westmoreland Drive multi-use path with “Walking School Bus” to new school
- All **street lamps upgraded** to white LEDs
- **$98,753** awarded to local businesses through the Minority/Women Business Entrepreneur Assistance Program
- **$7M** committed to address homelessness
- 61% decline in juvenile arrests, 56% decline in teenage pregnancies
- New West Orlando farmers market and Community Supported Agriculture (CSA) pilot project
Healthy Community Design Principle #5
Make Education the Cornerstone of Revitalization
Economic Impact

- 2,000 new jobs
- $400M economic impact
- 390% economic benefit ROI
- $20M state investment
Cradle to Career: Every child who graduates from the Parramore PS-8 and Jones High School will receive a college scholarship.
Learn more:
http://www.cityoforlando.net/city-planning/parramore-comprehensive-neighborhood-plan/
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