

PUTTING HEALTH AT THE CENTER OF COMMUNITY PLANNING: NON-TRADITIONAL PARTNERSHIPS THE PORT TOWNS EXAMPLE



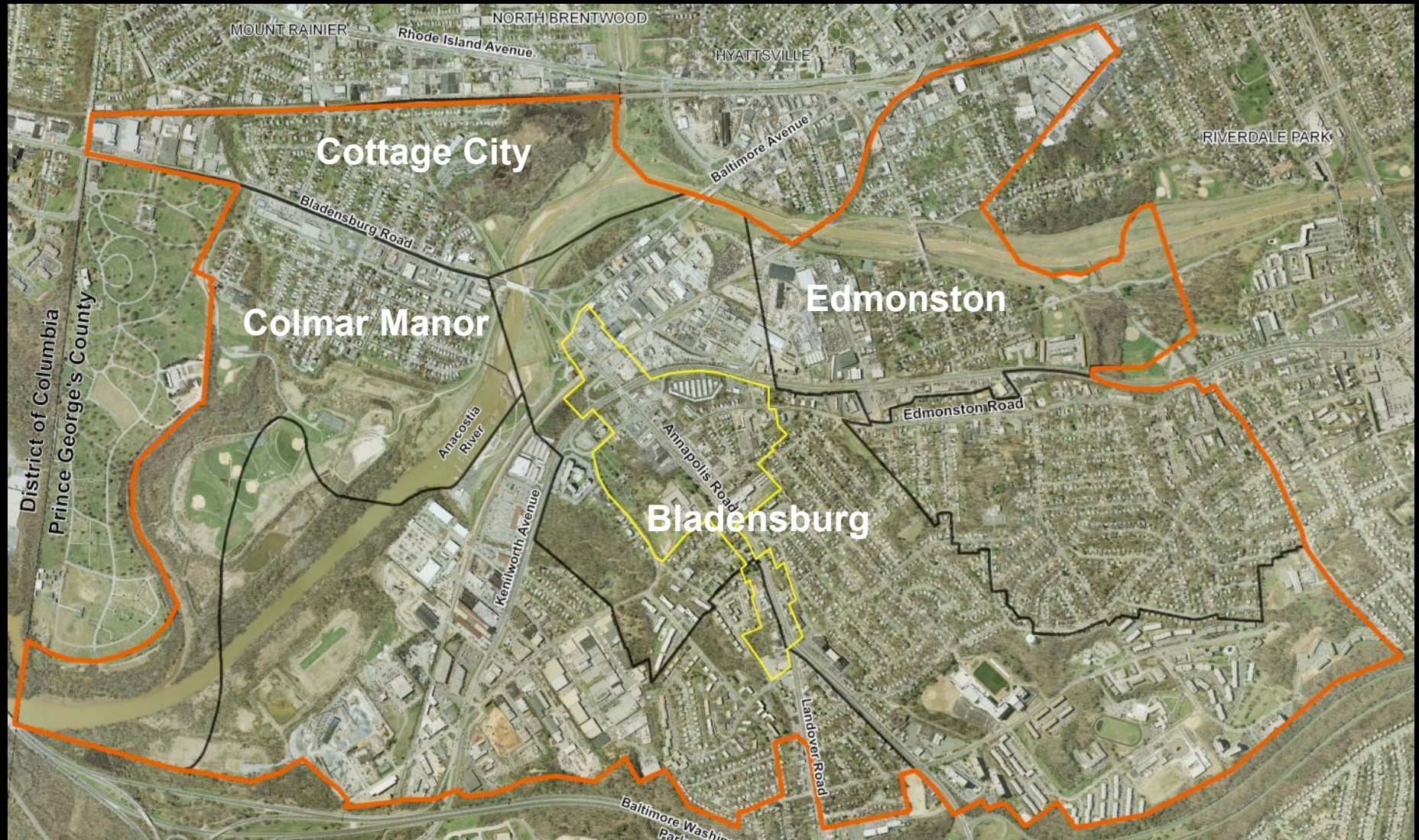
NEW PARTNERS FOR SMART GROWTH CONFERENCE
February 2011



THE PORT TOWNS PLAN

Deana Rhodeside, Ph.D.
Rhodeside & Harwell

Port Towns Sector Boundary



The Port Towns



The Port Towns Sector Plan Goals

Define a workable strategy that will:

- Set the stage for positive, directed change
- Provide incentives for continued change
- Revitalize the community through greater public awareness
- Provide a regulatory framework to build broad-based Community Wellness

Engaging the Community

Stakeholder outreach:

- Interviews with property owners
- Focus groups with key stakeholders
- Public workshops
 - Pre-Charrette Community Brainstorming
 - Charrette
 - Post-Charrette
- Project web site

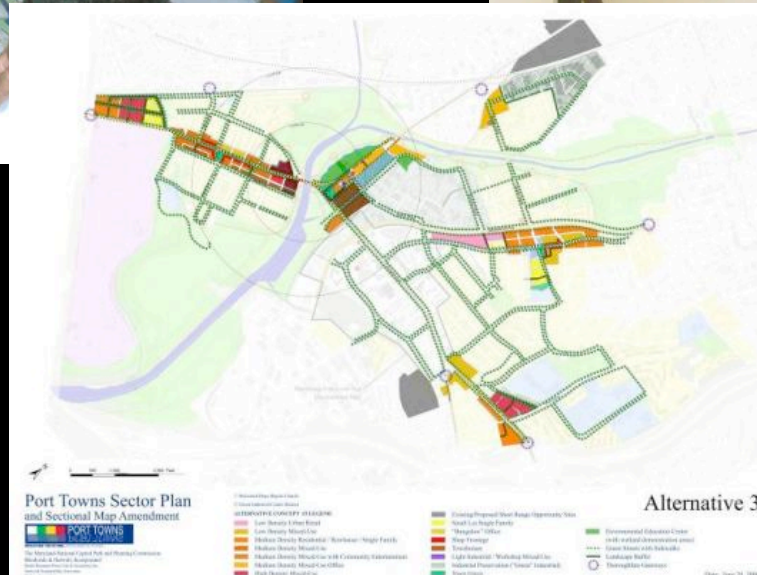
Engaging the Community

Tours and Youth Group Involvement



Engaging the Community

Charrette Community Workshop



Alternative 3

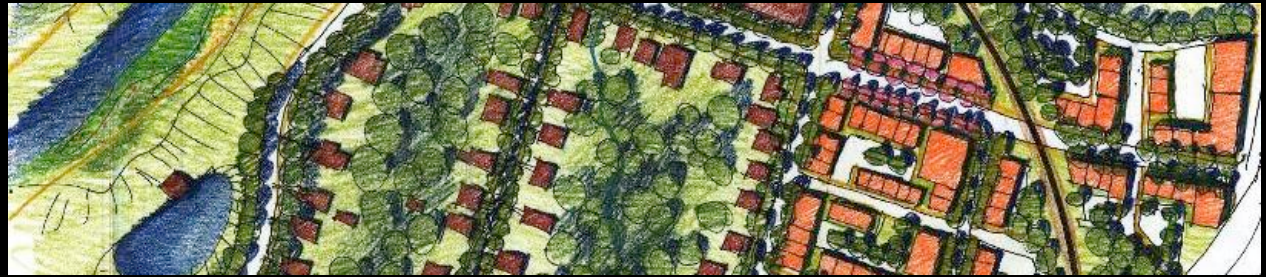
Refined Alternative

GGUGLP N N OGU: ?

Tours and Youth Group Involvement



COMMUNITY WELLNESS CONCEPT



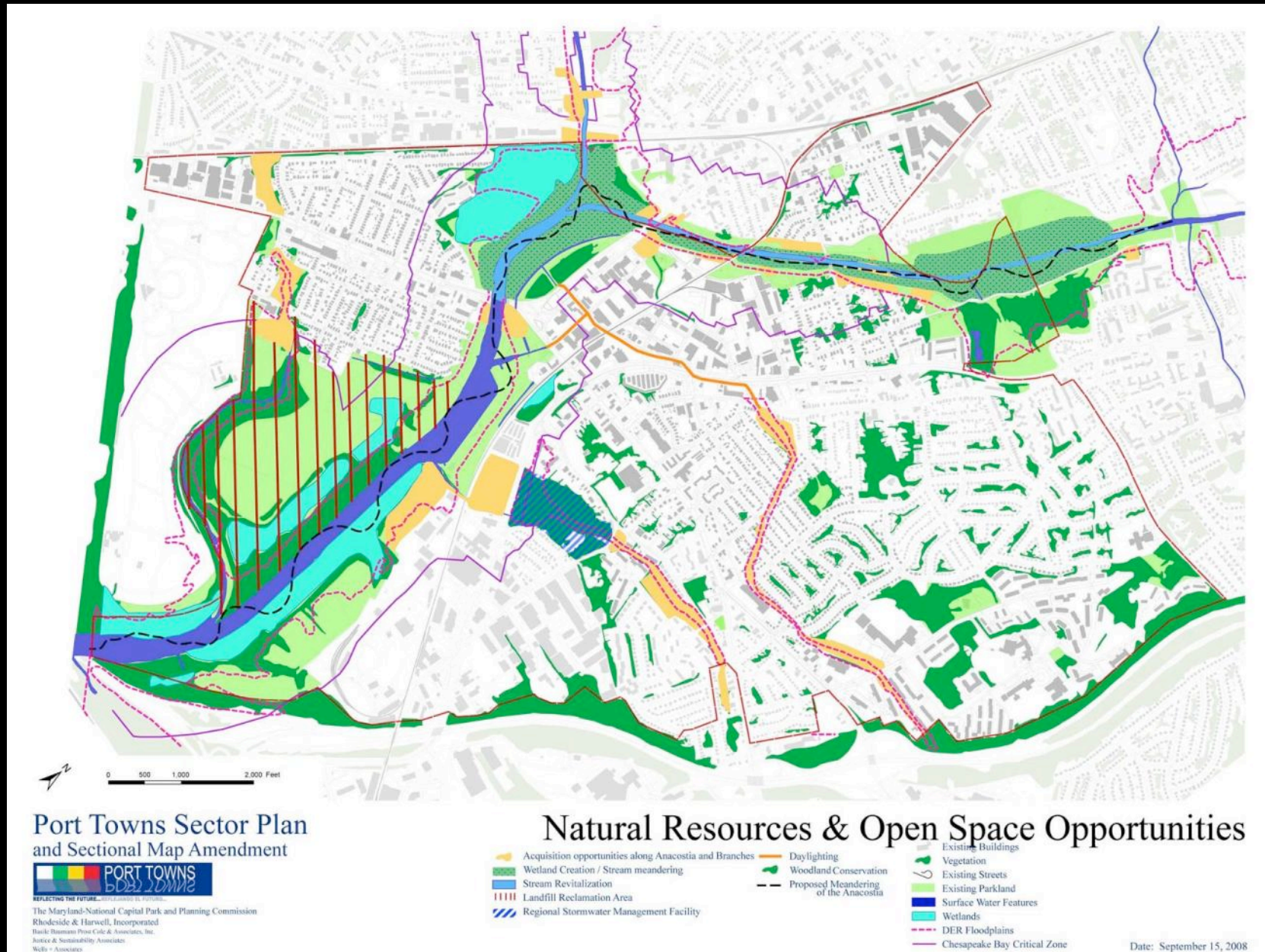
Community Wellness: Healthy Lifestyles



Community Wellness: Environment



Community Wellness: Open Space



Community Wellness: Pedestrian Needs

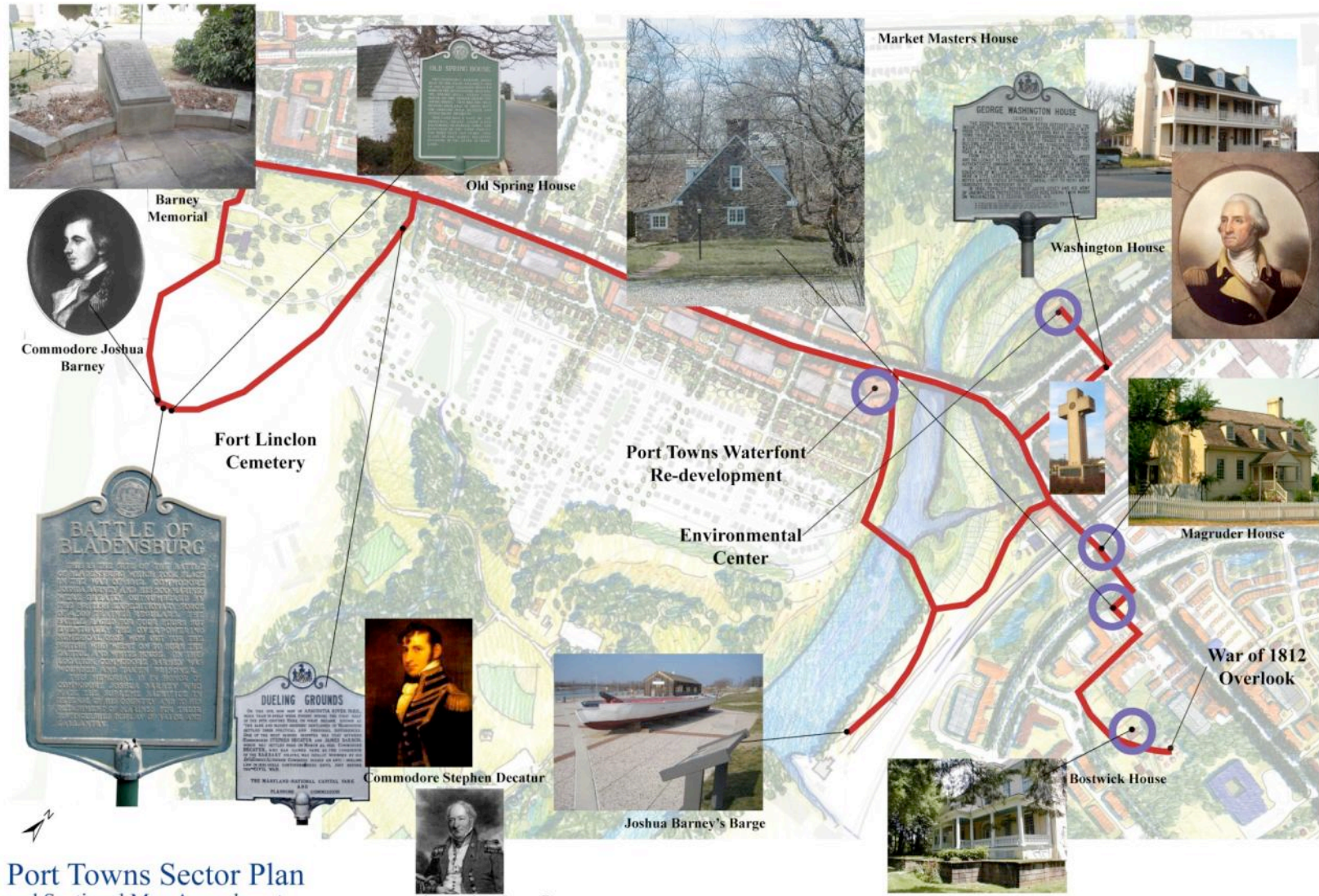
- Pedestrian countdown signals
- Streets as connectors, not dividers
- Medians as pedestrian refuge
- Sidewalks - fill in missing sections
- Redesign pedestrian tunnels

Community Wellness: Transit Needs

Transit



Community Wellness: Highlighting History



Port Towns Sector Plan
and Sectional Map Amendment



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Rhodeside & Harwell, Incorporated
Barthelme Planning Firm & Associates, Inc.
Jortner & Sustainability Associates
Wells & Associates

— Tour Route
○ Possible War of 1812 Interpretive Center Sites

Historic Interpretation

Date: September 17, 2008

Highlighting History: Interpretive Trail

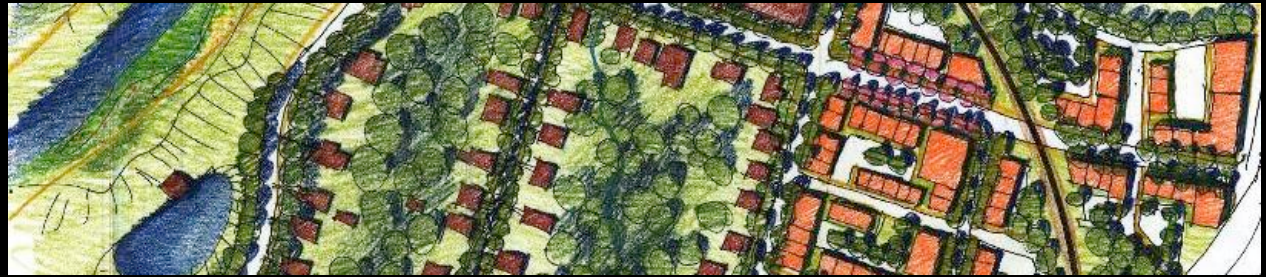
Pavement
Treatment



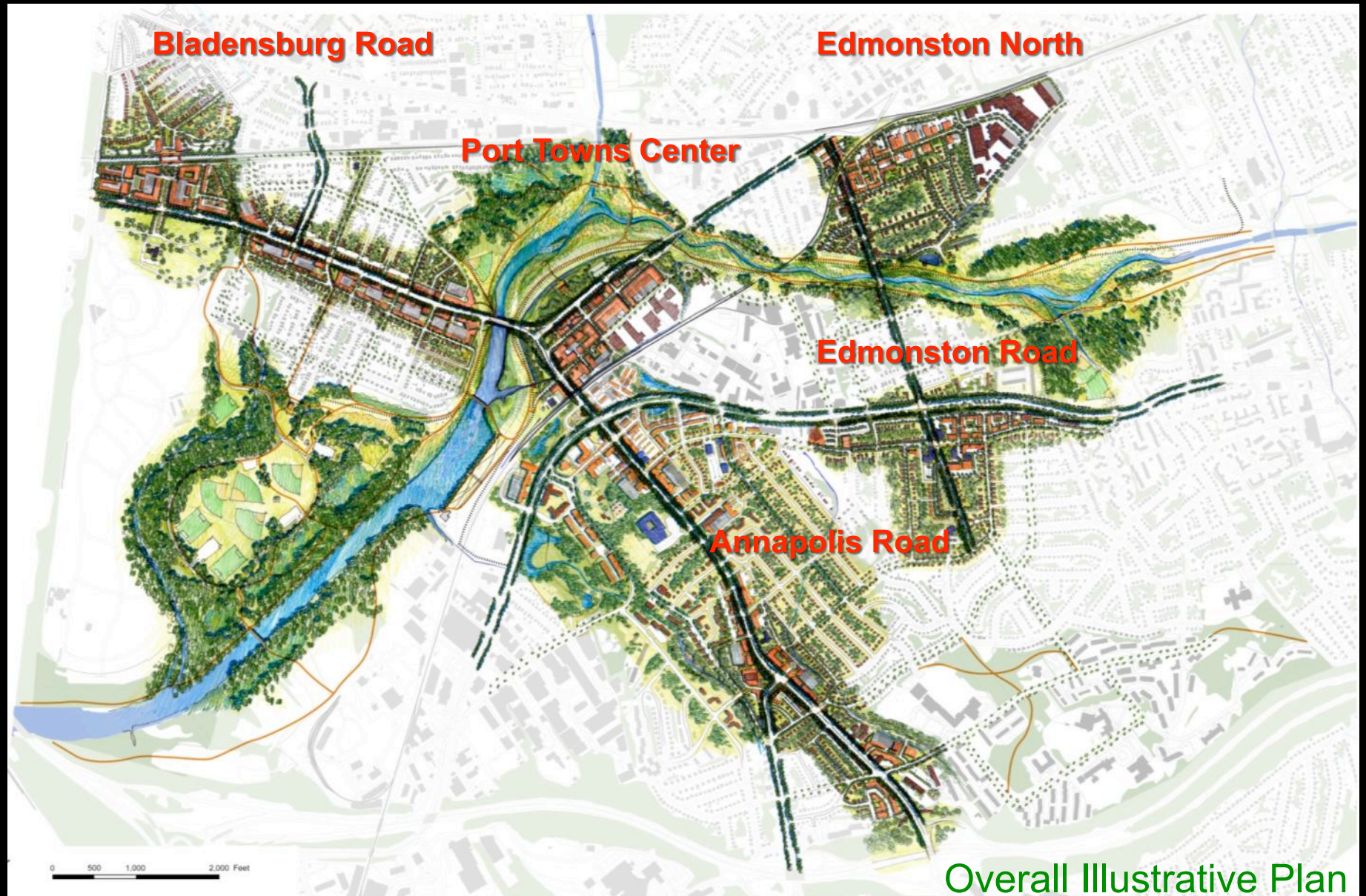
Interpretive
Signage



SECTOR PLAN RECOMMENDATIONS

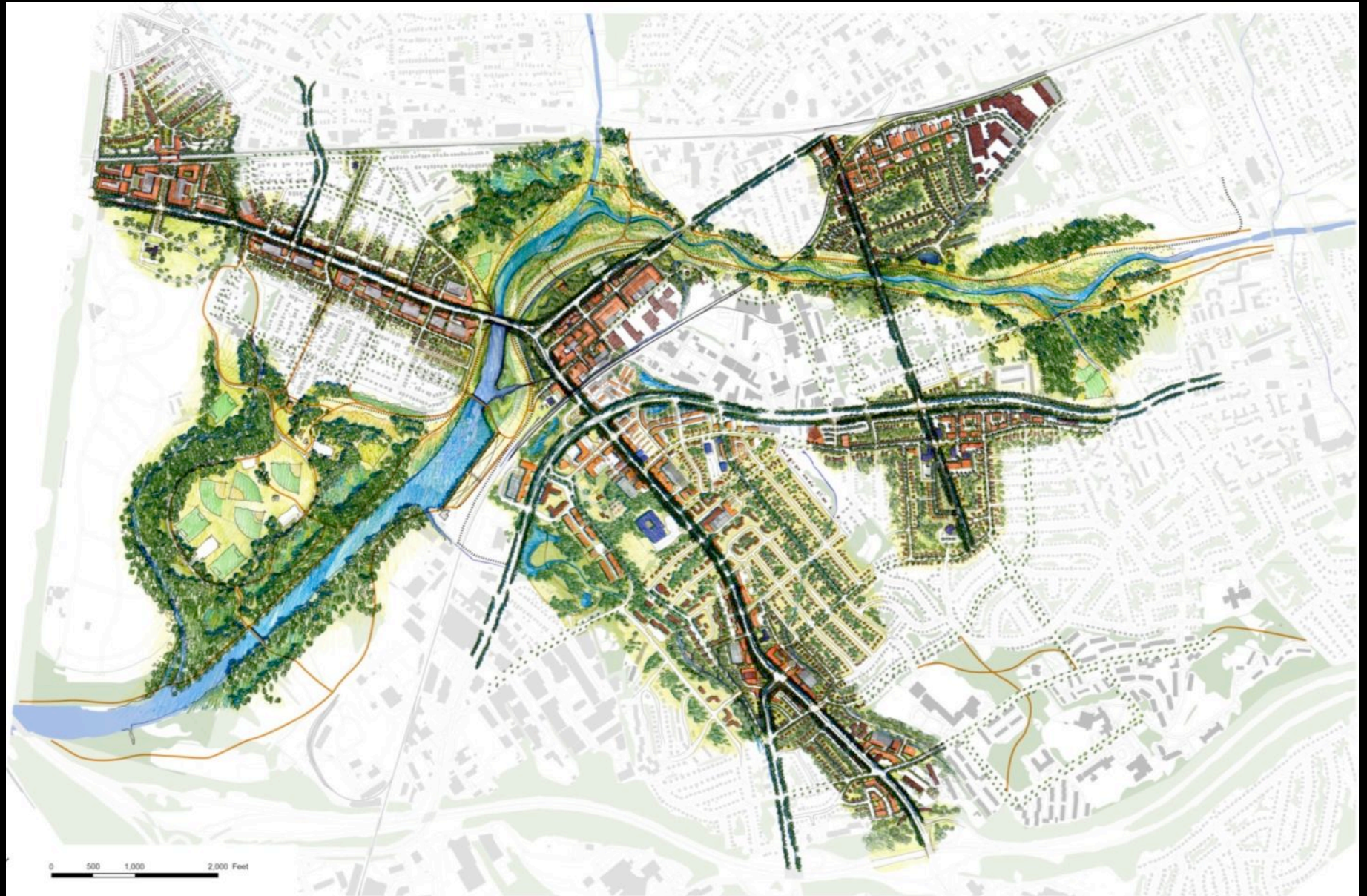


GC: LG: HH ELOG: A



Overall Illustrative Plan

Example 1: Port Towns Center



Example 1: Port Towns Center



Example 1: Port Towns Center

Baltimore Avenue (Alt Route 1)



Annapolis Road

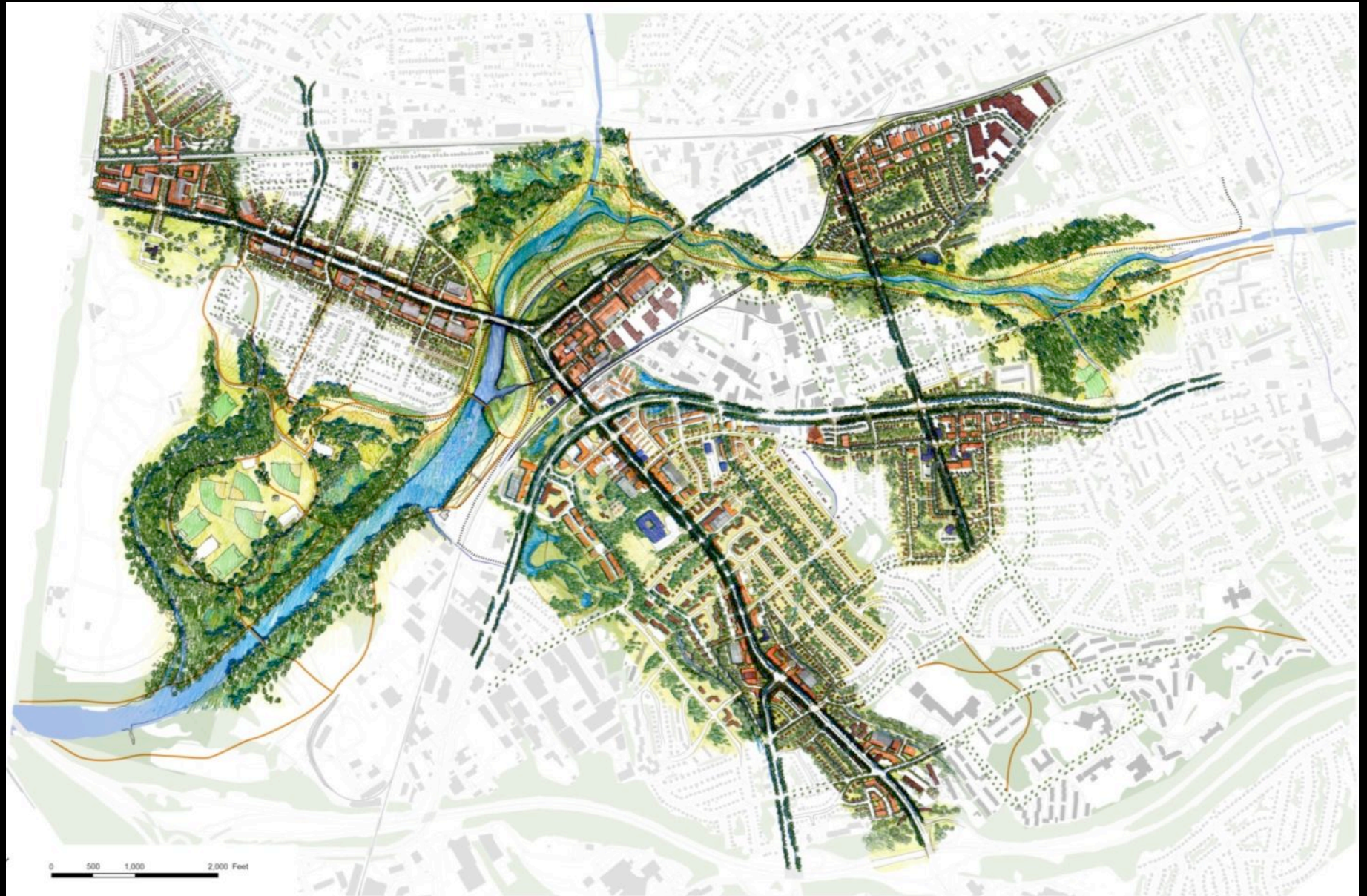
- Center of the Port Towns
- Mixed use overlooking waterfront park
- Higher density
- Reconfigured Peace Cross area
- Improved gateways/river access
- Family entertainment
- Environmental education center
- Architectural style appropriate to existing historic structures

Example 1: Port Towns Center



Peace Cross Area

Example 2: Edmonston - North



Example 2: Edmonston - North



Railroad



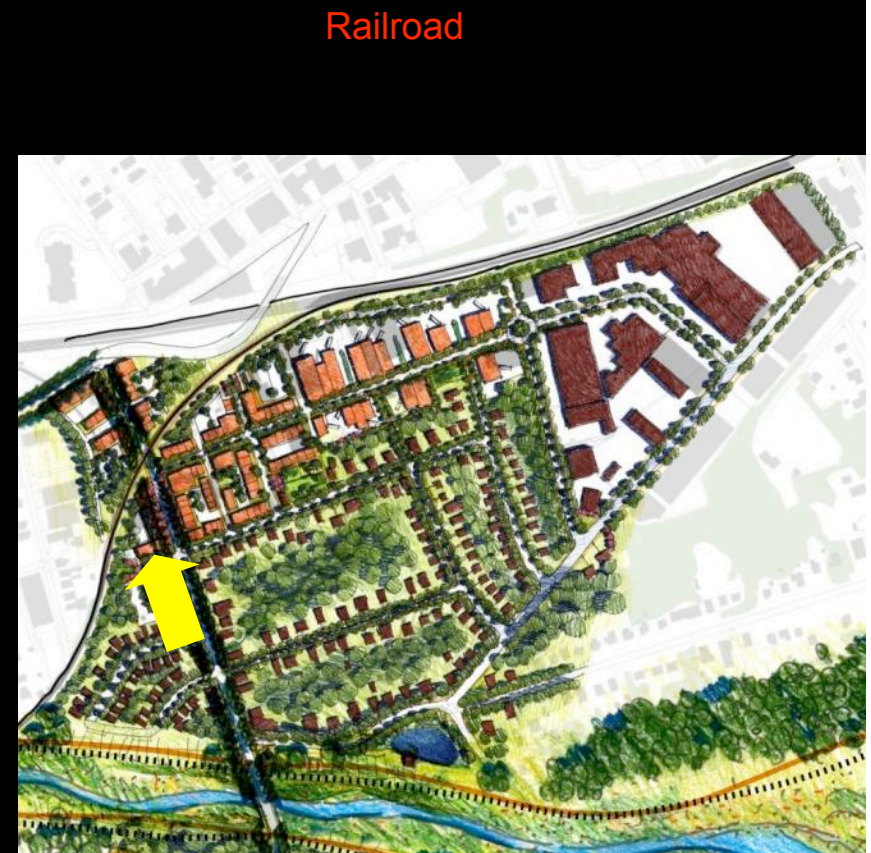
Decatur
Street

46th Avenue



Example 2: Edmonston - North

- Mixed use and townhouses
- Existing park as part of mixed use complex
- Industrial traffic limited through neighborhood
- Industrial preservation/greening
- Mixed-use “workshop” industrial structures
- Stormwater management



Railroad

Decatur
Street

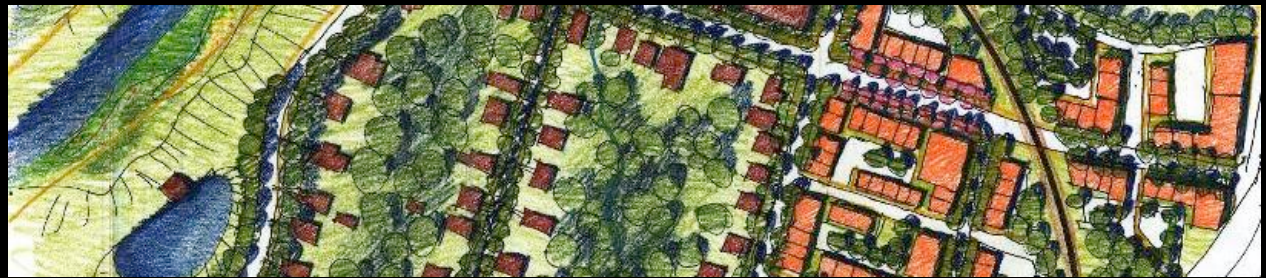
46th Avenue

Example 2: Edmonston - North



Decatur Street

STRATEGIES FOR BRINGING ABOUT CHANGE



Implementation Strategies

SHORT TERM (2 – 5 years)

- Short-term Community Actions
- Catalyst Sites
- Economic Incentives and Strategies
- Community Improvements
- Historic and Open Space Destinations
- Zoning Strategies
- Environmental Improvements

LONGER TERM (6 - 15 years)

- Public Improvements
- Economic/Funding Strategies
- Community Wellness
- Environmental Improvements

THE PORT TOWNS COMMUNITIES

From Surviving to Sustaining

Sadara Barrow
Executive Director
Port Towns CDC

2011 Legislative Priorities Overview

- **Economic Anchors** will lay the foundation for sustainability within the Port Towns.
- **Sustainable Industry**, if wisely developed will both revitalize the present economy as well as preserve it for future generations.
- **Environmental Anchors** protect the health of our natural resources and promote our stewardship over them.
- **Strategic Use of an Economic Accelerator** – such as the Battle of Bladensburg will derive both short term and long term benefits.

Private Industry Incentive

- Develop enabling legislation to create a “**Green Sustainable Enterprise District**” including funding incentives for Green and Healthy Living Ventures that also include youth development in their business practices.
- Based on Wellness Zone Designation

Our late **State Senator Britt** remarked that the leadership and framework that the Port Towns provides the delegation is indeed a model that other communities should replicate:

“After we sit down with the PTCDC board and Port Towns elected officials – we walk away knowing exactly what your priorities are – so we can better set our legislative priorities”

HOW DID WE GET HERE?

Economic History of the Port Towns

- Major Commerce Port on the East Coast
- Bladensburg was a important city were several historic activities took place
- War of 1812 – Battle of Bladensburg 1814
- River started to silt in – Major vessels could no longer navigate the Anacostia
- Washington Suburb Developed
- Wide use of automobile moved suburbs further out

Economic History of the Port Towns

- Retail investment declined
- Industrial investment increased
- Population declines
- School performance declines
- Government takes notice of inner beltway economic decline
 - Maryland-National Capital Park and Planning Commission, Neighborhood Division (North Team) assigned to the area to develop an action plan
 - Port Towns CDC created to continue actions established by North Team

The Community Challenge

- Aging inner ring suburbs
- Lack of local community involvement due to large metropolitan anchor
- Lack of local community awareness
- Complacency
- Transient population and inertia



WHAT WAS NEXT?

Planning for Deliberate Economic Change

- Study -- Assets / Liabilities · Strengths / Weaknesses · Opportunities/Obstacles
- Develop an Approach
 - Redevelop – build new markets and recruit
 - Establish a common theme
 - Rezone around the theme
 - Reclaim Blight/Vacancies & Redevelop to attract new business and residents interested on theme
 - Revitalize – strengthen and let the market do the rest
 - Stabilize and grow economy to support current residential demographic
 - Strengthen Asset Base
 - Rezone to support current demographic and new strengthened asset base
 - Redevelop around new zoning
 - Recruit new businesses and residents interest in the strengthened asset base

The Port Towns Approach - Revitalization!

Building Blocks:

1. Unite
2. Brand
3. Improve Government Infrastructure and Major Assets
4. Market Assets and Improve Citizen Awareness of the assets
 - a) Media/outreach
 - b) Low budget/highly effective activities -community events
5. Support Existing Business Development
6. Determine Potential theme and Direction – **Sector Plan**
7. Recruit Private Investment for New Development --
Sustainability

Critical Success Factors

- People want to move to the Port Towns and current residents want to stay.
- Businesses thrive based on patronage from residents, commuters, and tourists.
- Homes and businesses are well maintained.
- Schools have positive reputations.
- Community is safe and perceived as safe.

“Growth is never by mere chance; it is the result of forces working together.”

James Cash Penney
Founder, J. C. Penney Department Stores

Port Townsend Community Development Corporation

Port Townsend Community Development Corporation

The Strategy: PARTNERSHIPS

- **Community Based Organizations**

- Port Town CDC
- Anacostia Watershed Society
- Anacostia Heritage Trail Area
- Port Towns Boys & Girls Club

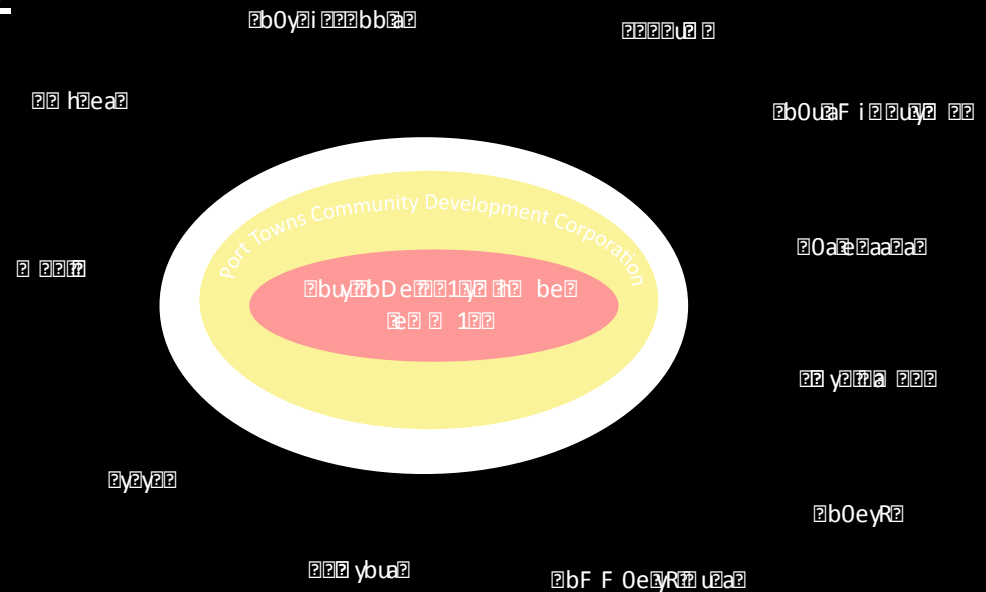
- **Faith Based Organizations**

- End Time Harvest Ministry
- Colmar Manor Baptist Church
- Bladensburg Seven Day Adventist
- Bladensburg Incentive Youth Program
- Other Faith Based Organizations and Groups

- **Businesses**

- Bladensburg Local Development Corp.
- Colmar Manor Business Association
- Commitment to the community
- Investment in physical renovations
- Recruiting national stores

- **County, State, Federal Government**



- **Municipal Partnerships**

- The Port Towns
- Gateway communities (Mount Rainier, Brentwood, North Brentwood),
- Prince George Municipal League
- Inter-Municipal Service Sharing

Building Successful Relationships With Community Based Organizations

is a challenge -- multiple groups with multiple
agendas

Key to Successful Collaboration--
Establish a Coordinating Organization

Establish a Coordinating Organization

Port Towns Community Development Corporation

Mission

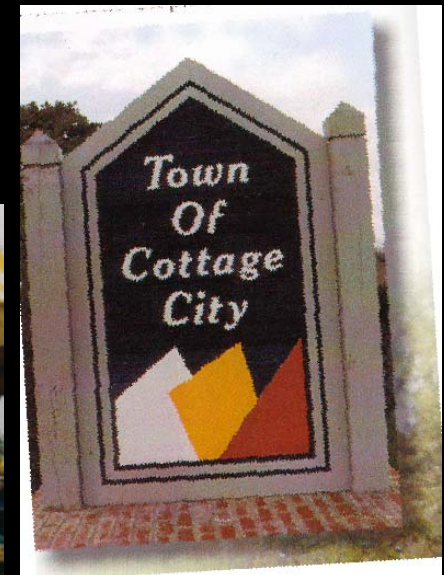
The Port Towns Community Development Corporation leads and engages in strategic partnerships and collaborative economic development for the Port Towns of Bladensburg, Colmar Manor, Cottage City and Edmonston. We are a reflection of our diverse community and united around our unique historical, environmental and other assets. We enhance quality of life through social and economic investment.

A Key Investment in Sustainability

“This is an amazing moment in the Port Towns, the youth are now a key component of the revitalization work with a place at the table, and we applaud the PTCDC leadership for making this such a high priority.”

Rev. Gail Addison,
PTYC Director and Founder
End Time Harvest Ministries

? E? G? UG??



Making the Investment and Making the Difference

**ROI – Return on Investment
Annual Meeting
April 29, 2003**

RESULTS

- Redeveloped Bladensburg Marina → Bladensburg Waterfront Park
- Façade Improvements Port Towns Shopping Center at Colmar Manor
- Facade Improvements Port of Bladensburg Shopping Center
- New Elementary School
- Façade Improvements Bladensburg Shopping Center
- Rebuilt Bladensburg High School
- Full funding and initiation of the 450 Train Over Pass – planned for completion – spring 2008
- Colmar Manor restoration of dueling grounds
- Pedestrian Bridge linking Anacostia Trails to Waterfront Park
- Improved Trail System
- Streetscaping on Bladensburg Road
- Sustained ownership of George Washington House, and Market Master
- Home Remodeling Re-use Center – Community Forklift
- New Traffic Bridge over the Anacostia
- Port Towns Youth Council
- Port Towns Job for Youth
- Conflict Resolution Center initiated at Bladensburg High School
- Port Towns Façade Improvement Program
- Port Towns Mural Program
- Port Towns Scholarship Program
- Port Towns Boys and Girls Club
- Port Towns Day
- Kite Day
- Port Towns Business Development Center
- Project 450 – Youth Clean up Program
- New sit down restaurant – Mango Café
- Bank of America in Shopping Center
- Brand Name Stores
- Port Towns Senior and Youth Bus Service

WELLNESS

New Sector Plan and Sectional Map Amendment

Wellness Opportunity Zone

- Land Use Planning to support:
 - Environmental Stewardship
 - Healthy Eating and Active Living
 - Youth Development
 - Historic Preservation
 - Economic Sustainability

Current Sustainability Partners

- The Towns of Bladensburg, Colmar Manor, Cottage City and Edmonston
- Port Towns Community Development Corporation
- Aeon Preservation Services, LLC
- Anacostia Watershed Society
- Anacostia Trails Heritage Area, Inc.
- Chesapeake Bay Trust
- Community-Visions Initiatives
- Community Forklift, LLC.
- Consumer Health Foundation
- DW Communications and Media
- End Time Harvest Ministries — Port Towns Youth Council — Youth Leadership Institute
- Engaged Community Offshoots
- Ernest Maier Block, LLC
- Green reVisions, LLC
- Hilleary Topercer, Renewable Energy Consultant
- Kaiser Permanente
- MD National Capital Park and Planning
- Neighborhood Design Center
- Sustainable Community Initiative
- With support from Federal State and County

Creating Long-Term Sustainability

- Develop enabling legislation to create a “**Green Sustainable Enterprise District**” including funding incentives for Green and Healthy Living Ventures that also include youth development in their business practices.
- Based on **Wellness Zone Designation**

Edmonston Urban Farm



The Message

- Communities and Municipalities that...
 - work together, create partnerships with community organizations,, are supported by and support their business community, make an investment in their community growth, and provide support to their youth and seniors -- will reap the rewards of the investment
 - and gain additional support to build on their momentum to help them build even greater communities
- This is what's happening in this Model



INVESTING IN HEALTH IN THE PORT TOWNS

A PLACE-BASED COMMUNITY HEALTH INITIATIVE

Celeste A. James
Director, Community Health Initiatives
Kaiser Permanente

Investing in Health in the Port Towns

- Place Matters – more than health care and genetics
- A healthy place for healthy people – clean, safe parks and trails...pedestrian-friendly streets and easy access to transportation...safe routes to schools...easy access to fresh, healthy foods...and much more.
- Community Health Initiative to improve Place – neighborhoods, schools, worksites...

CHI Goals

- Measurably reduce and prevent obesity, chronic conditions; increase healthy behavior in the Port Towns
- Foster built-environment and policy changes to improve everyday access to healthy eating and active living
- Build capacity of Port Towns communities to collaborate and shape/lead a wellness agenda; model for PGCo.

CHI Commitment

- Funding - 4 funders; \$800K over 4 years
- Planning Support - TA, Evaluation and project management during planning phase
- Cross-Sectoral Engagement – residents, nonprofits, municipalities, businesses, schools, and others countywide
- Learning, Evaluation, Cross-Site Sharing – HEAL education (youth/adults), youth jobs, data collection, peer-to-peer
- Planning – Guide and inform, Sector Plan/WOZ recommendations, Community Action Plan

Community Environments Drive Behavior and Impact Health

Physical environmental solutions and public policies and practices that support healthy eating and active living can shape health behaviors and health outcomes.



Neighborhood Activity Strategies

- Complete sidewalks and streets
- Community revitalization/redevelopment (transit-oriented)
- Safe Routes to School
- Safe, usable parks and playgrounds, with quality programming
- Trails, walking/bike paths



- Healthy corner stores
- Healthy food displays/ marketing in grocery stores
- Transportation to healthy food
- Farmers markets/farm stands
- Community Gardens



School Activity

- Equipment and playground facilities
- Daily recess breaks
- Standards for, and implementing minimum daily PE minutes
- Qualified and trained PE teachers
- Open school facilities after school and on weekends



School Food

- Improved nutritional quality and appeal of school meals
- Nutrition standards for vending, a la carte, snacks
- Eliminate beverage contracts and marketing of unhealthy food on school grounds
- Guidelines for fundraising using healthy foods/non-foods
- Clean tap water/working drinking fountains



Healthy Worksites

- Support breastfeeding at work
- Healthy food options for employees
- Establish healthy nutrition standards for cafeteria and vending food
- Activity breaks for meetings longer than one hour/walking meetings
- Enable/encourage use of stairs



HEAL in Healthcare

- Adopt worksite practices that promote HEAL
- Healthy foods in cafeterias, vending, coffee carts, etc. (workplace strategy)
- Adopt routine BMI screening, nutrition and physical activity counseling with patients
- Baby- and breastfeeding-friendly medical facilities



Sector Plan Policy Recommendations

Objective

Ensure that residents will be able to walk and bike to meet their daily needs.

Policy

Complete walkability/bikeability audits to identify inconvenient or dangerous routes and prioritize infrastructure improvements in communities with the greatest need. Adopt a Safe Routes to School program where needed.

Sector Plan Policy Recommendations

Objective

Provide safe, convenient opportunities to purchase fresh fruits and vegetables by ensuring that sources of healthy foods are accessible in all neighborhoods.

Policy

Use existing economic development incentives and/or create new incentives to encourage small grocery stores / corner stores to sell fresh healthy foods in underserved areas (i.e., tax breaks, grants and loans, dedicated funding)

Sector Plan Policy Recommendations

Objective

Create a healthy and vibrant Port Towns economy that provides living wage jobs and supports a healthy community.

Policies

- 1.Ensure that redevelopment planning includes representation and participation from multiple agencies to attract new industries.
- 2.Attract and retain green businesses
- 3.Encourage use of recycled water for landscaping, etc. in new (re)development

Challenges

- Upstream vs. Programs – Making the transition
- Data – Neighborhood level
- Individual Town Identities – Valuing differences
- Community Engagement – Including all voices
- Relationships – Trust
- Process – Time, commitment, passion/urgency

Accomplishments

- Vision for health (sustainability)
- Organizational capacity/Collaboration
- Learning – site visits, conferences, youth jobs
- Appetite for health - community gardens, community events
- Finalizing CAP – high-level strategies (food systems, walkability/bikeability, safe green streets)

For More Information

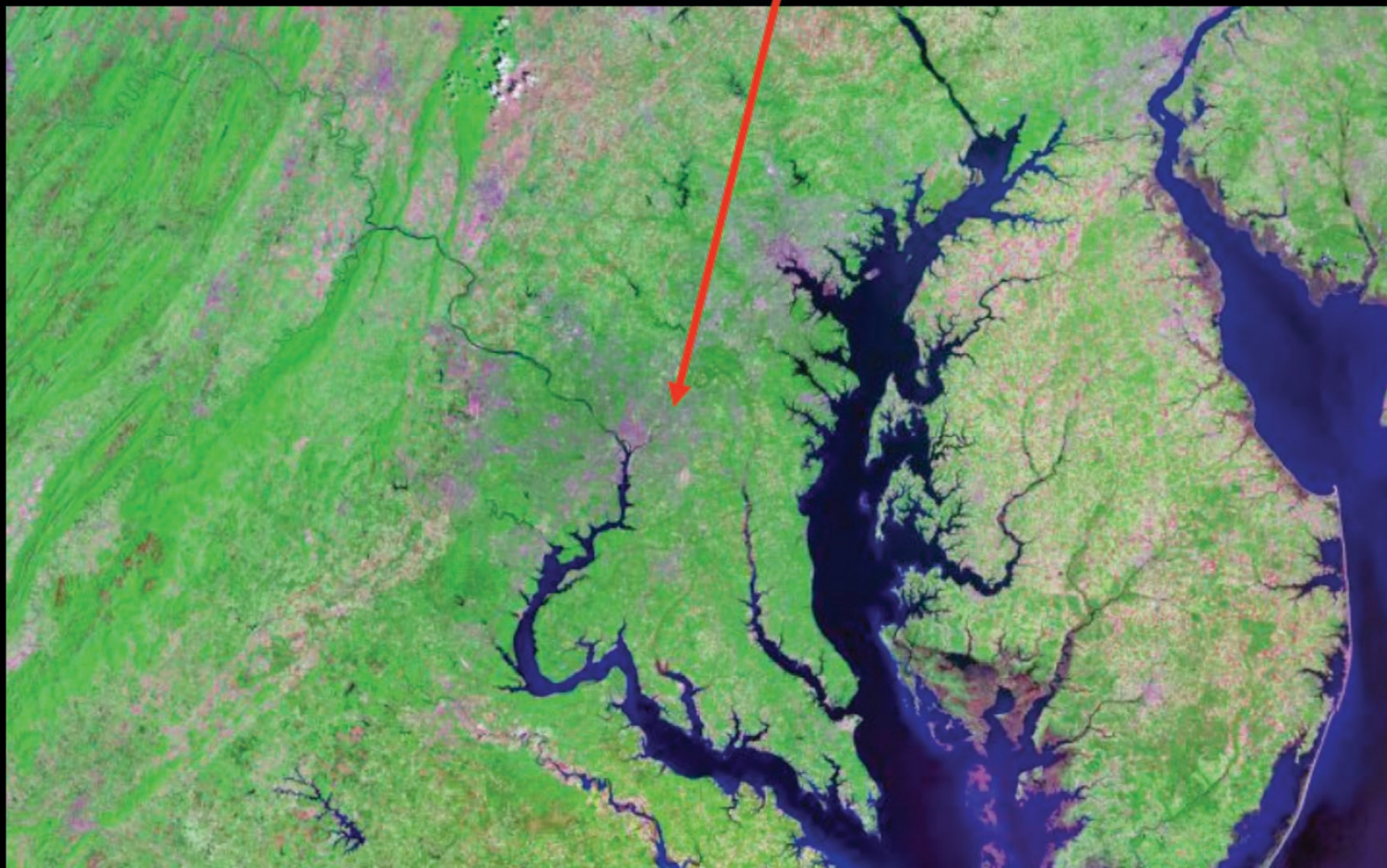
Celeste James

301-816-6496

celeste.a.james@kp.org

GRAY STREET TO GREEN STREET

Adam Ortiz
Mayor
Edmonston, MD







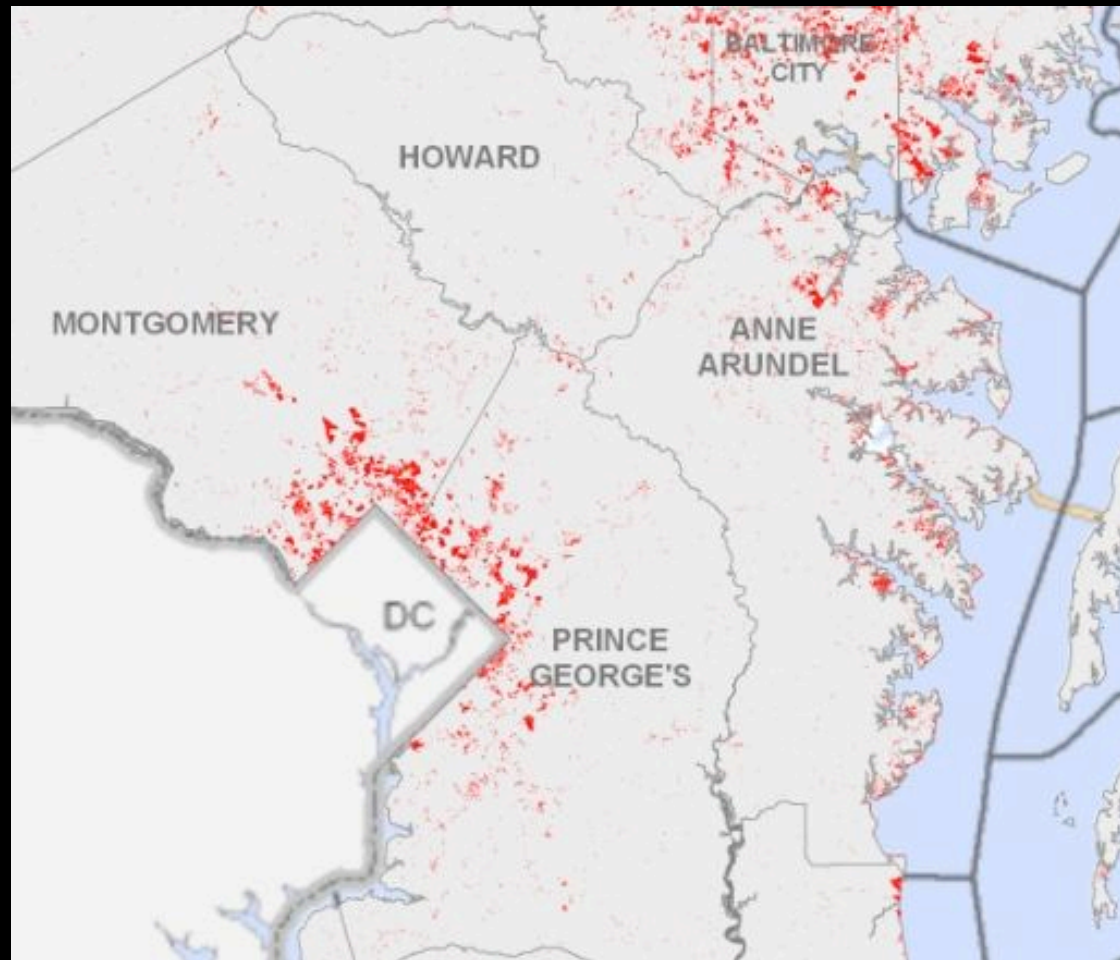
Charles Benedict Calvert



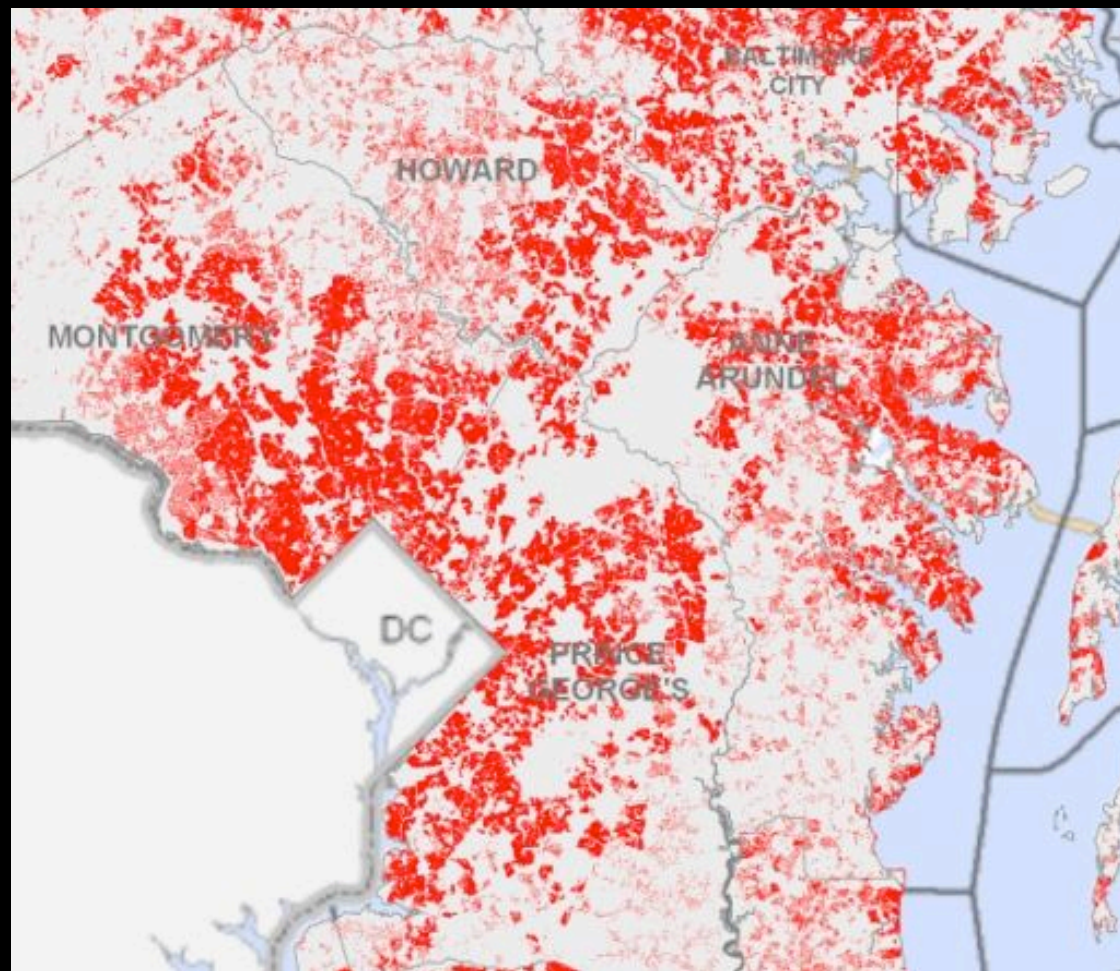
Adam Frances Plummer



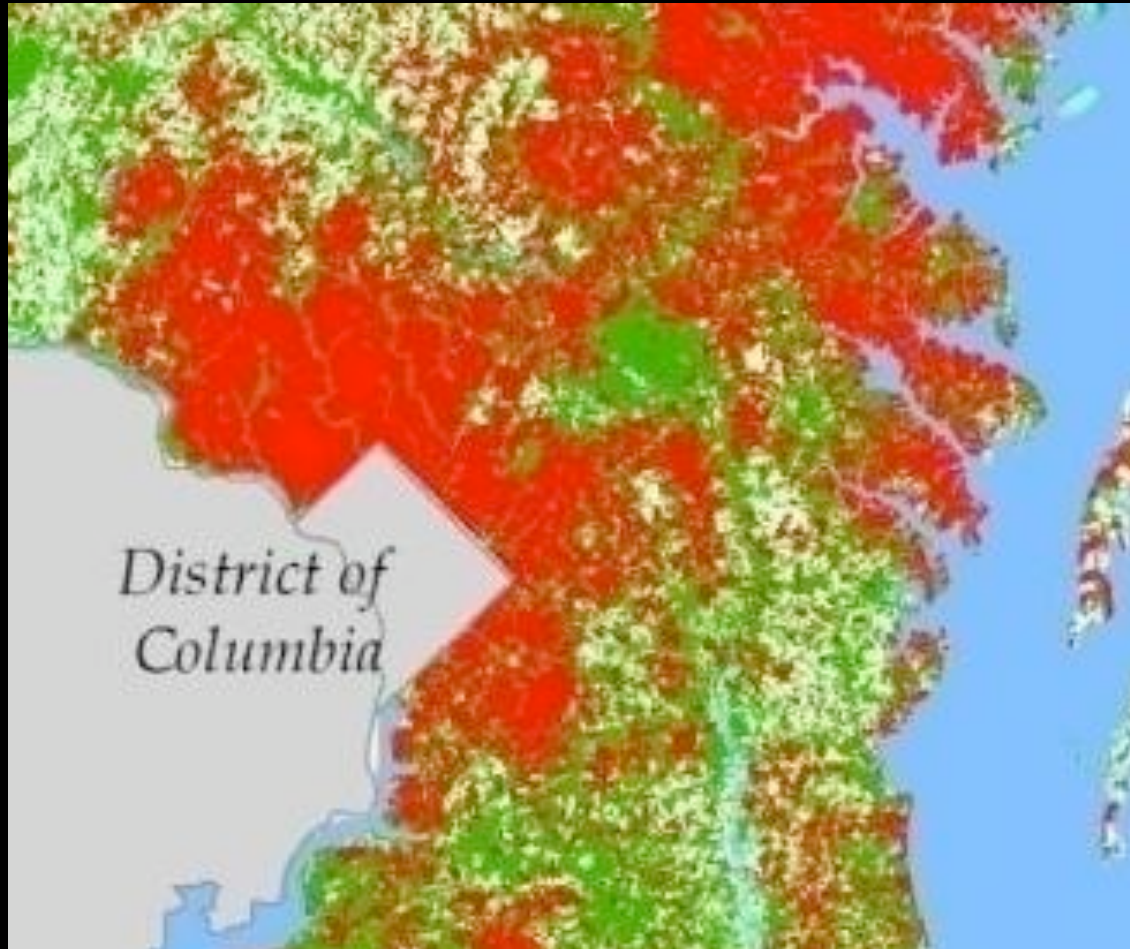




Residential Development: 1949



Residential Development: 2008



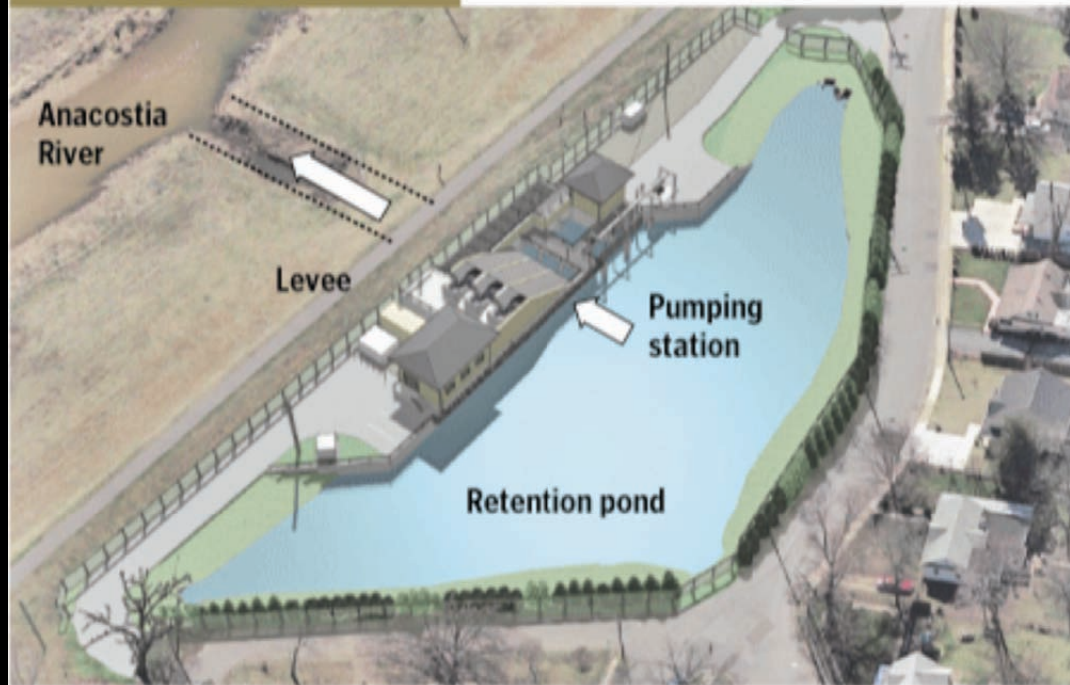
Total Developed Land Cover







Edmonston pumping station



When the basin's water level rises, pumps with Archimedes screws activate.

The screws, positioned at 30-degree angles, twist and move water upward.

Water flows through the levee system and into the Anacostia.

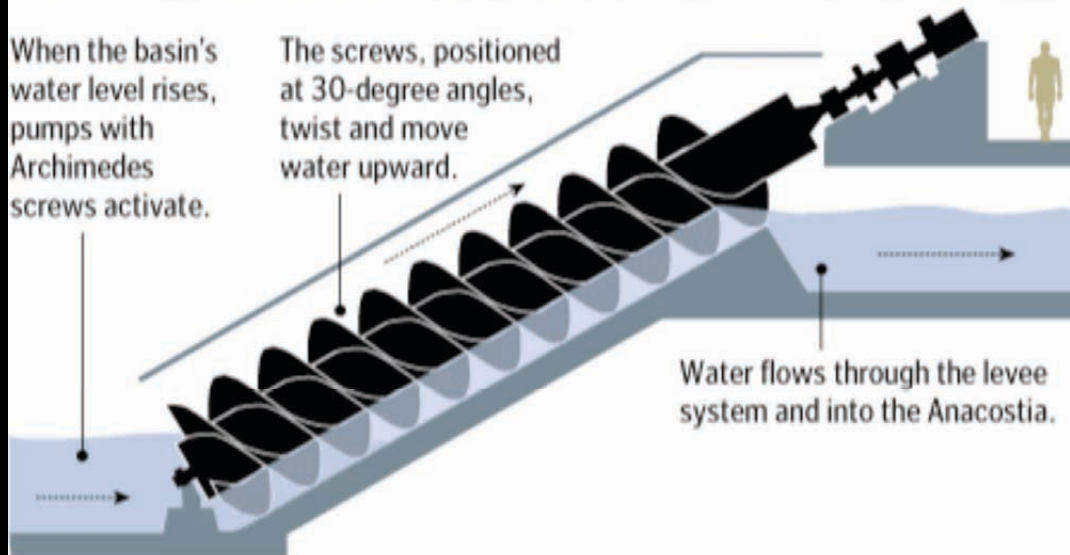


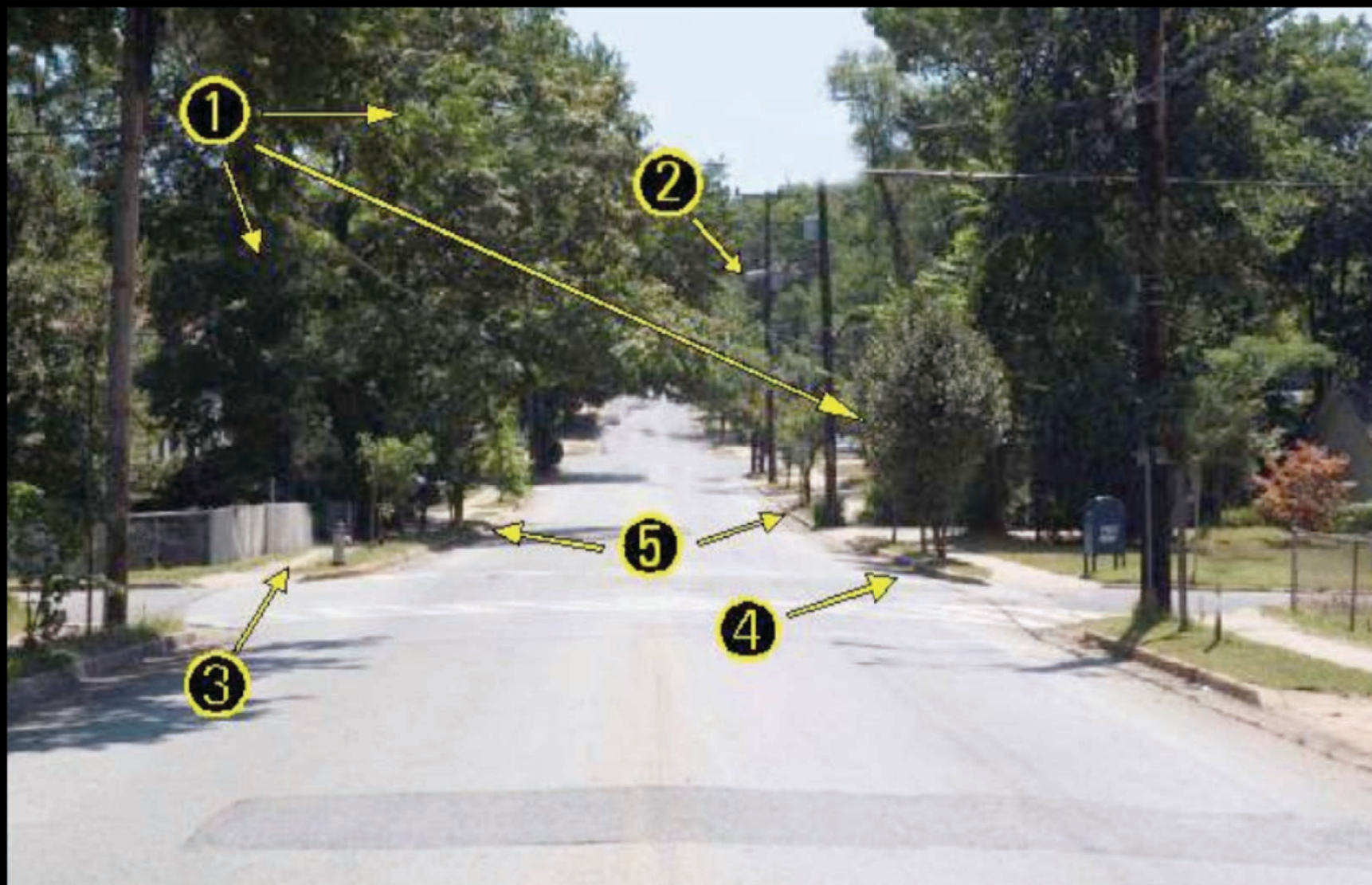


Photo credits: Washington Post





















"Green Use Transfer"

In many towns and cities, the public space available for improvements is limited unless eminent domain is used. Here, the vehicle lane has been narrowed substantially, freeing approximately four feet of road width to be transferred for greener use without taking any private land. Sidewalks, bike lanes and raingardens will be installed where vehicle pavement was before.

*4700 block, Decatur Street
Looking East*



Local Investment and Green Job Creation

- \$1.4M total project cost
- 70% spent on local business (<25mi)
- 60% spent on certified minority-owned firms

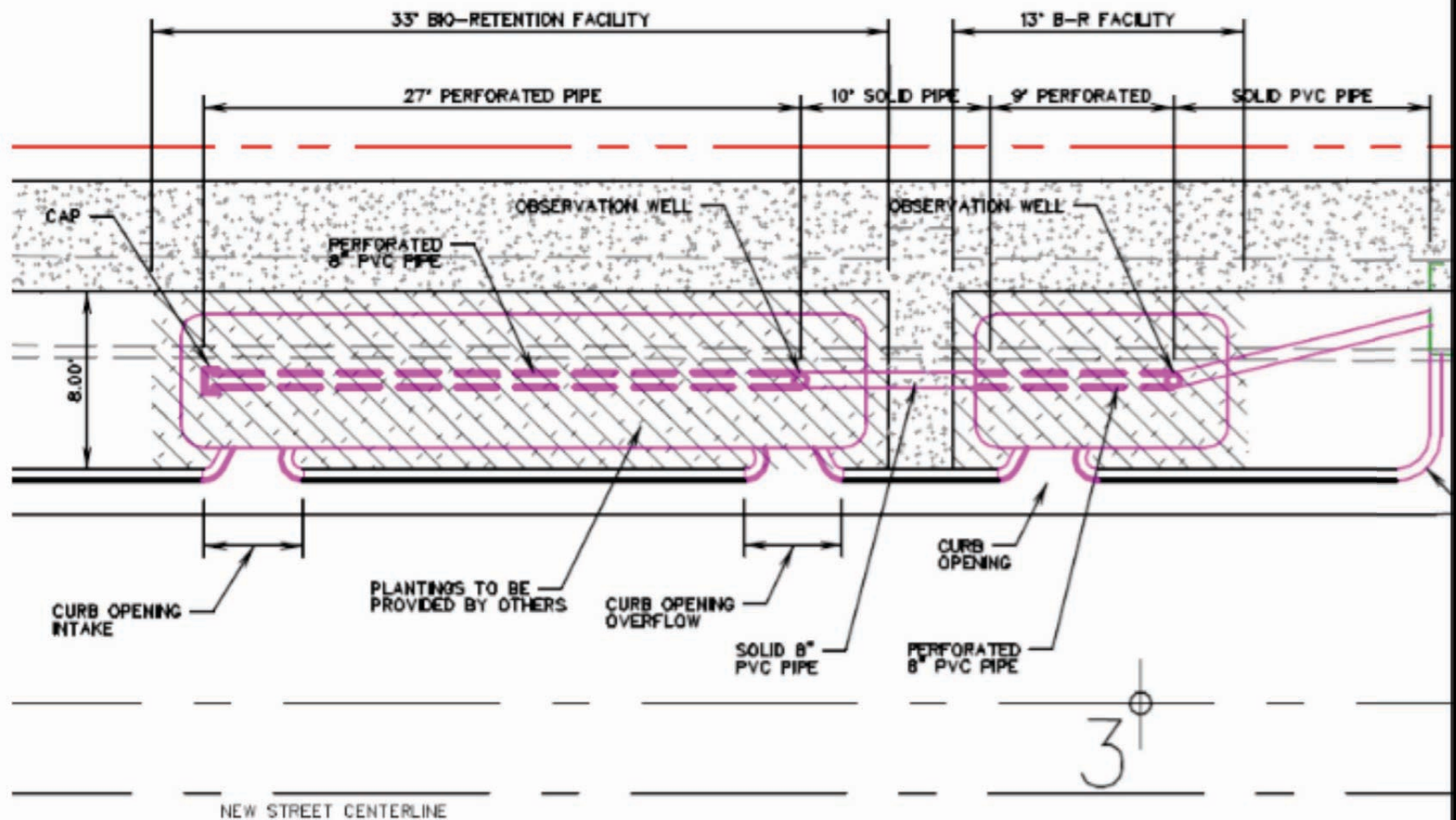


Sustainability: Stormwater Control

- Maryland Standard
 - Capture **1 inch** of rainfall on **50%** of impervious surfaces
- Edmonston Green Street
 - Captures **1.33 inches** of rainfall on **90%** of impervious surfaces.
 - Raingardens treat 62%
 - Permeable pavement of the bike lanes treat an additional 28%
 - $62\% + 28\% = 90\%$

Partnerships

- Seed funding and administration: **The Chesapeake Bay Trust**
- Environmental Engineering: **The Low Impact Development Center** (Beltsville, MD)
- ARRA Support: **US EPA, Region III**
- ARRA Support: **MD Department of Environment**
- Landscape Design: **Neighborhood Design Center** (Riverdale Park, MD)
- General Engineering: **G&C Consultants** (Beltsville, MD)
- Contractor: **VMP Construction** (Lanham, MD)



BIO-RETENTION FACILITY #5

Steal our ideas at:
www.edmonstonmd.gov

