

# Place Matters

## Moving Towards a Healthy “New Normal” in the Built Environment

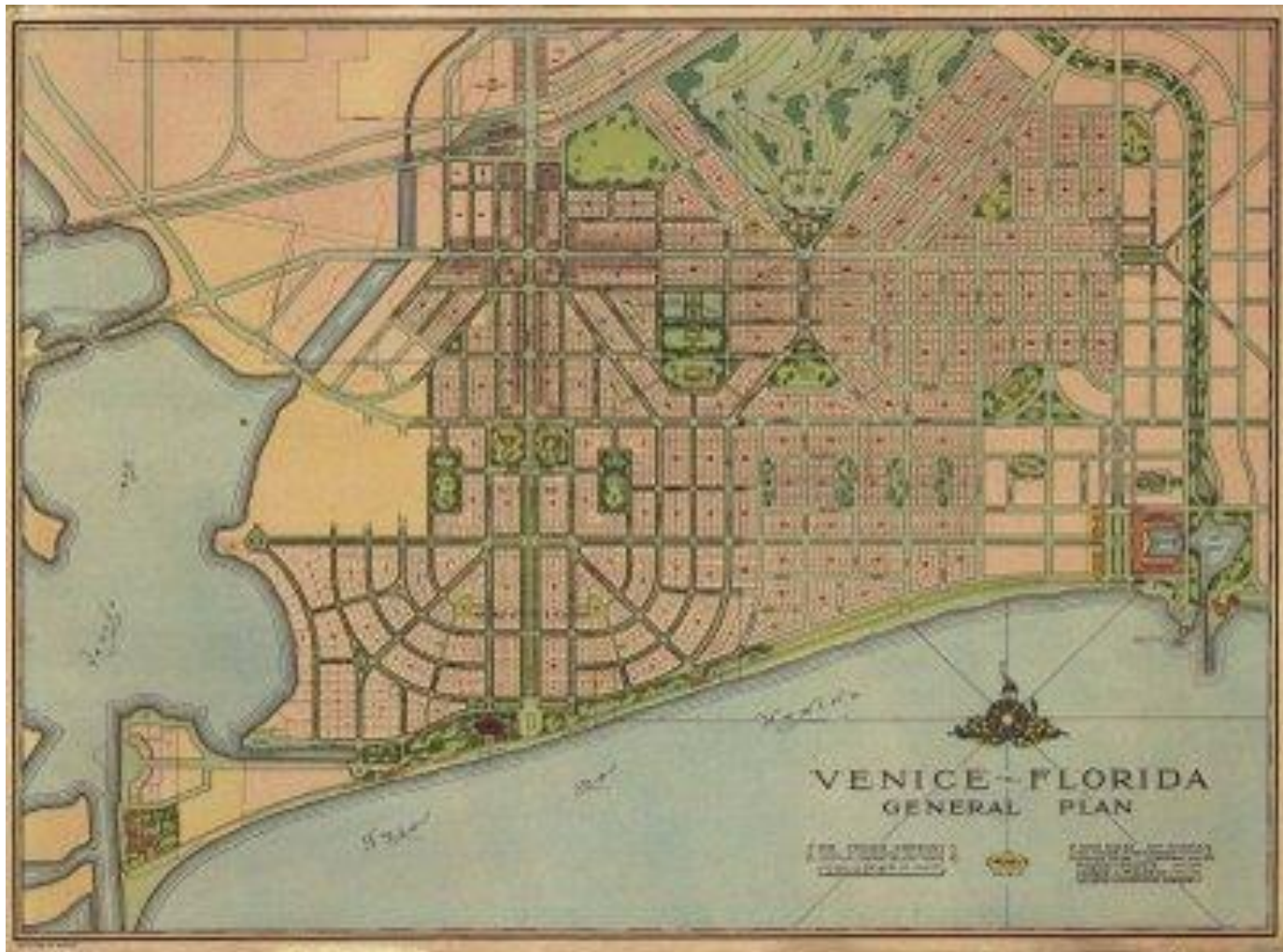
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# Traditional Town Design



# Human Scale



Oriented  
towards  
walking

# Main Street



# Suburban Design: post WWII



# Driving was in!



# Now everything is spread out



# This is how we get around



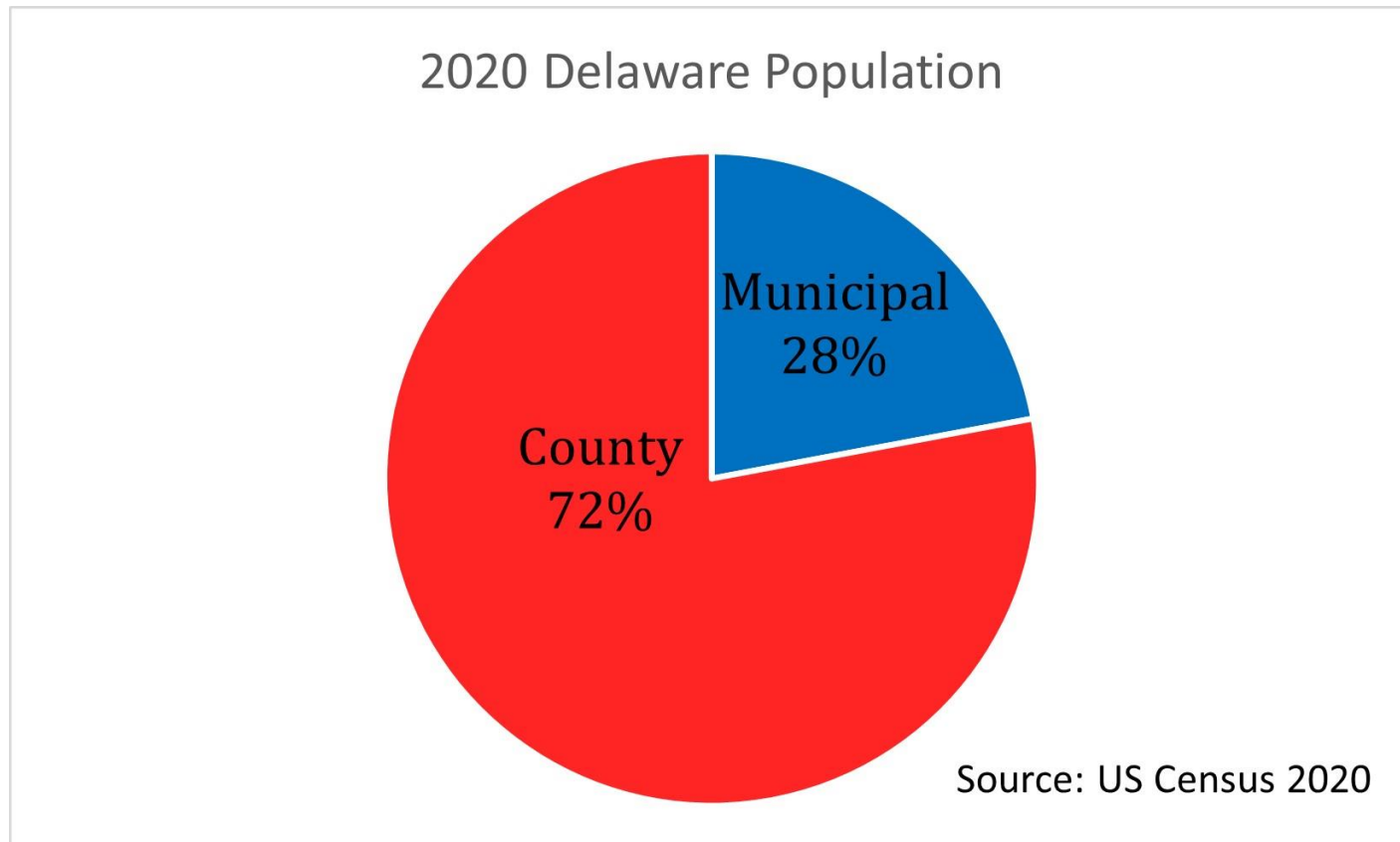
# Walking can be dangerous



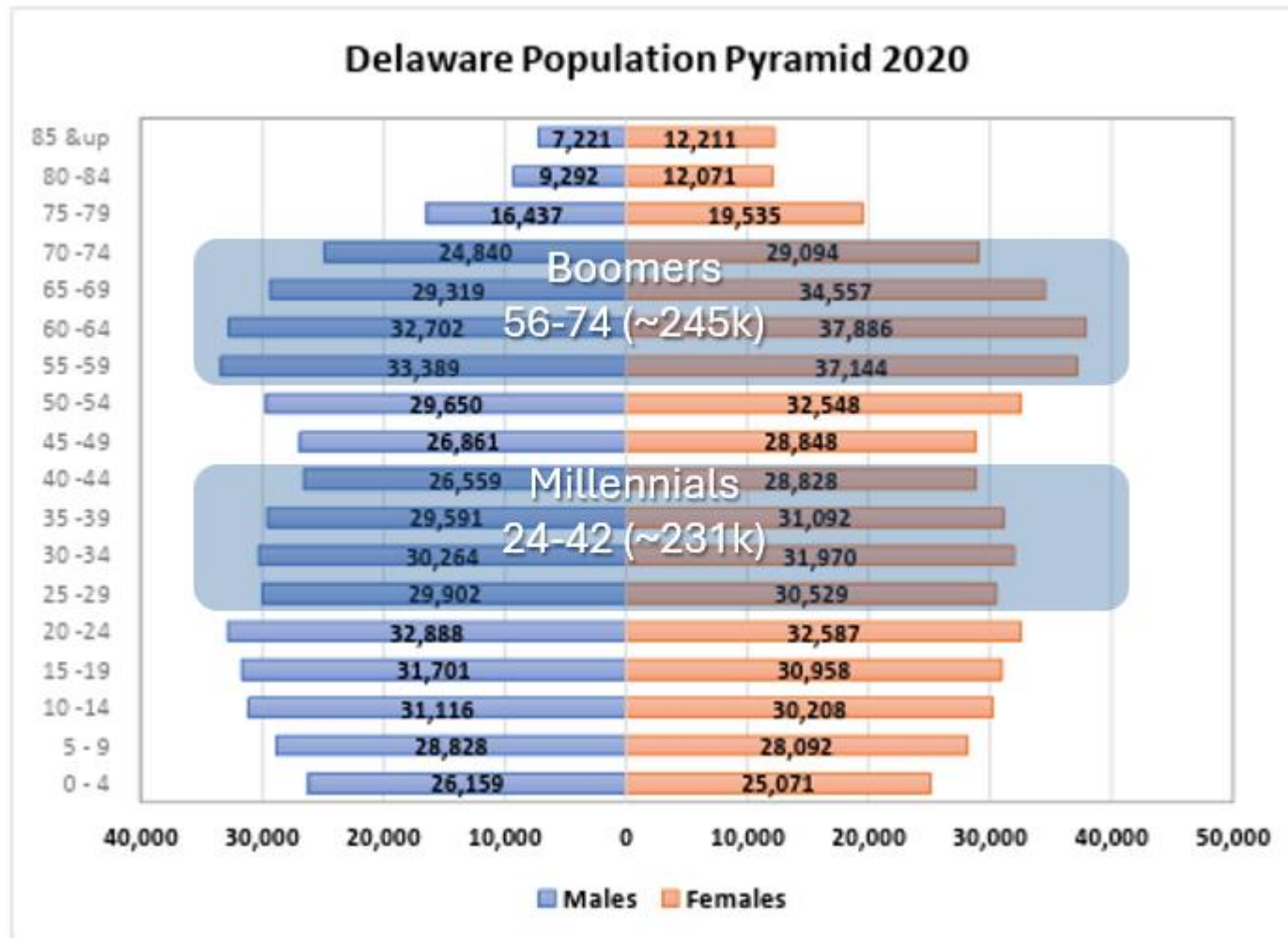
# Suburban design makes physical activity difficult



# And most people live in the suburbs



# Demographic shifts are coming



# Baby Boomers



# Millennial Generation (Y)



# The Alternative: Healthy Community Design



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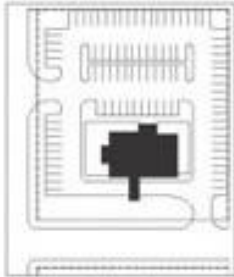


# The Alternative: Healthy Community Design



# Re-Thinking Suburban Design

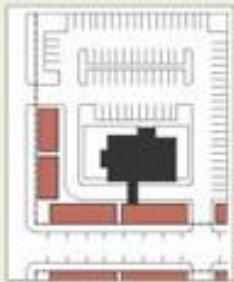
BEFORE



Existing Suburban Restaurant Pad



AFTER



Proposed Liners



# Conclusion

- In healthy communities, the built environment matters!
  - Active transportation
  - Active recreation
  - Access to healthy foods
- Demographic shifts, consumer preferences, and affordability favor creation of more healthy communities.



*Thank you!*

Questions?

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