

# HEALTHY PLACEMAKING

GOOD HOMES ALLIANCE WEBINAR

13 JUNE 2023





# JTP

Architects, Masterplanners  
& Placemakers

- Founded in 1995
- 3 studios: London, Edinburgh & Bristol
- Employing 125 People
- Placemaking projects at every scale: from cities and towns, to neighbourhoods, streets and the design of individual buildings





# WHAT IS HEALTH?



**A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity**

– World Health Organisation

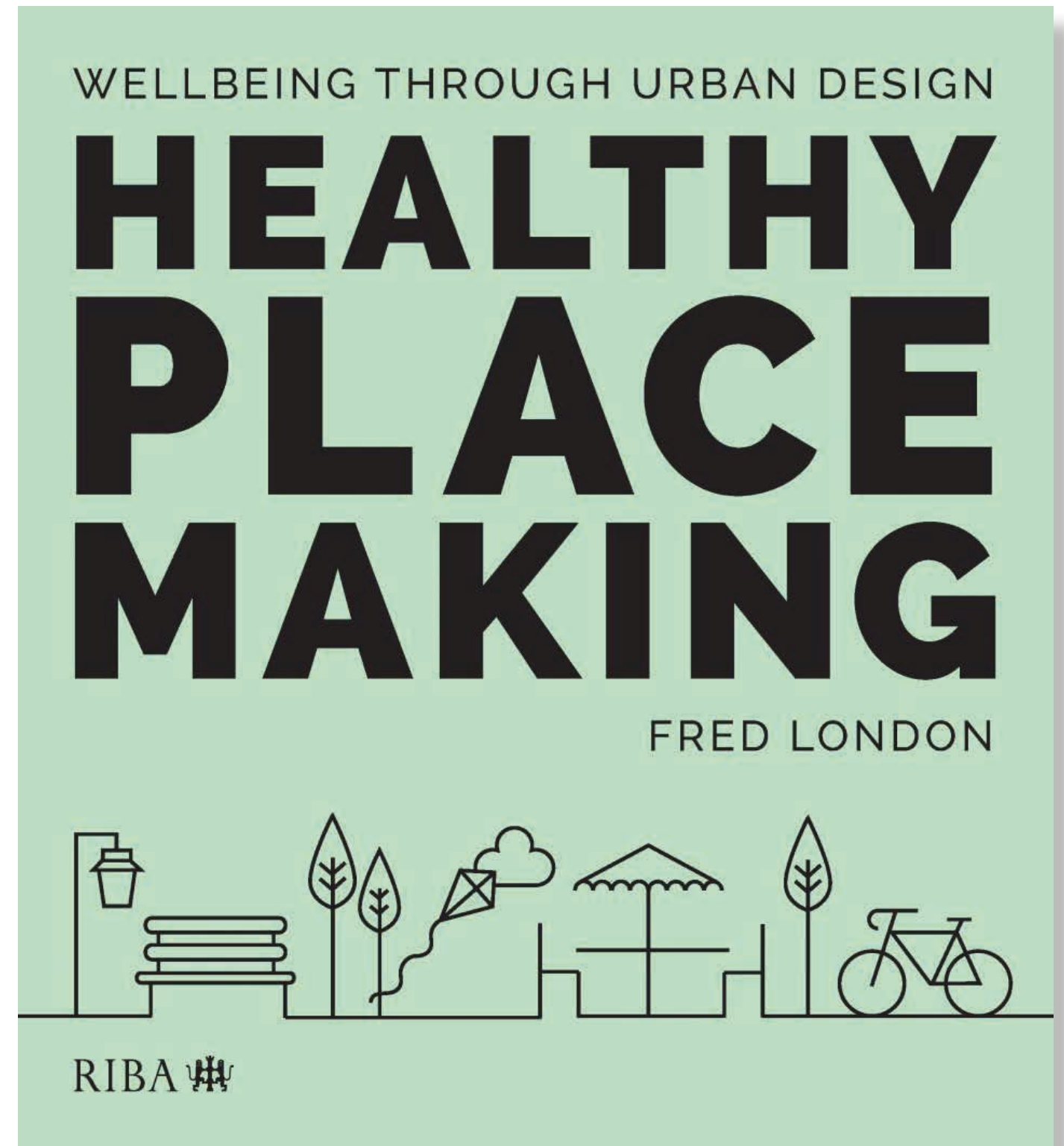


# HEALTHY PLACEMAKING

A people-centred approach to designing places that work better for everyone

In modern-day society the main threats to public health are now considered 'avoidable illnesses', which are often caused by a lack of exercise and physical activity.

In 2020, JTP founder partner, Fred London, released a book through RIBA Publishing, framed around six distinct, but mutually compatible, principles of Healthy Placemaking.



# ADDRESSING AVOIDABLE ILLNESSES

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Cardiovascular disease, type 2 diabetes, and obesity; several forms of cancer (referred to as ‘avoidable illnesses’)	Sedentary lifestyle and lack of exercise	Enable exercise in daily life
	Poor diet and food poverty	Provide education, accessible facilities and available green spaces

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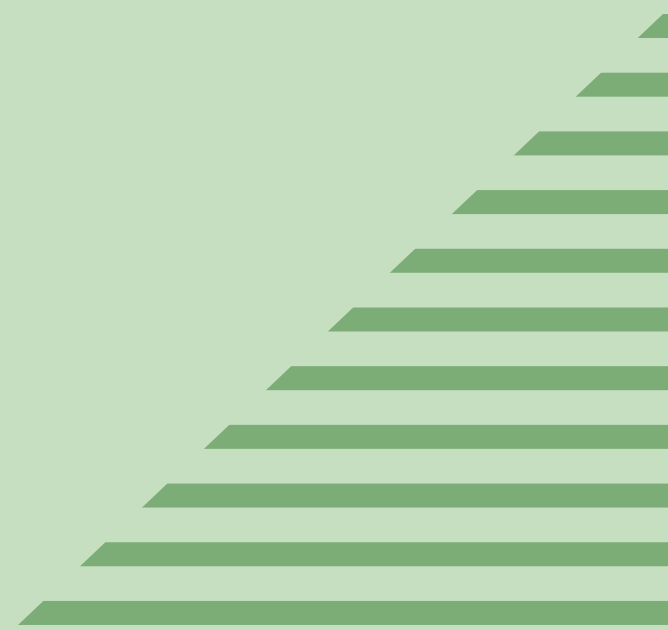
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Transport related accidents	Interaction of vehicles with cyclist and pedestrians	Good urban and transport design



# PROMOTING HEALTH

7 separate but interconnected 'health targets' that can enable people's lives to be led healthily

- I. **Clean air:** removing (or significantly reducing) pollutants caused by vehicles and other emitters





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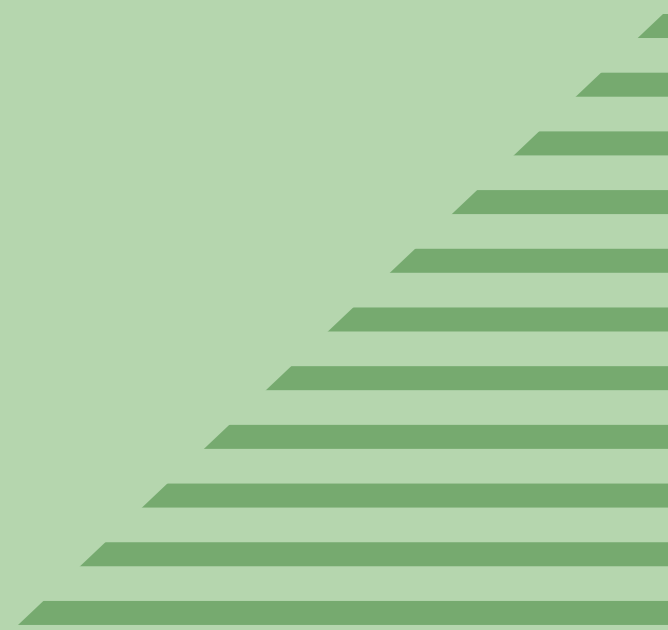
1. Clean air
2. **Contact with nature:** having easy access to green spaces, and making use of them



# PROMOTING HEALTH

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1. Clean air
2. Contact with nature
3. **Social interaction:** experiencing the stability and warmth of social interaction in a supportive community



# PROMOTING HEALTH

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1. Clean air
2. Contact with nature
3. Social interaction
4. **Feeling safe:** feeling safe and avoiding fear of crime in the urban environment



# PROMOTING HEALTH

7 separate but interconnected 'health targets' that can enable people's lives to be led healthily

1. Clean air
2. Contact with nature
3. Social interaction
4. Feeling safe
5. **Living somewhere healthy:** benefiting from a walkable, mixed-use urban structure for convenient daily life

# PROMOTING HEALTH

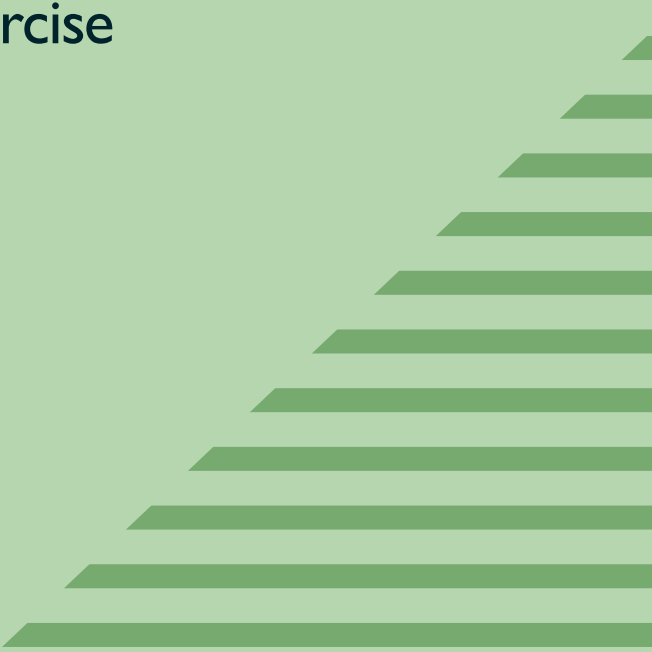
7 separate but interconnected 'health targets' that can enable people's lives to be led healthily

1. Clean air
2. Contact with nature
3. Social interaction
4. Feeling safe
5. Living somewhere healthy
6. **Peace and tranquillity:** having the opportunity to benefit from time spent in quiet and peaceful environments



# PROMOTING HEALTH

7 separate but interconnected 'health targets' that can enable people's lives to be led healthily

1. Clean air
  2. Contact with nature
  3. Social interaction
  4. Feeling safe
  5. Living somewhere healthy
  6. Peace and tranquillity
  7. **Regular exercise:** avoiding problems associated with sedentary lifestyles through regular exercise
- 



# PARTICIPATORY PLACEMAKING IS HEALTHY



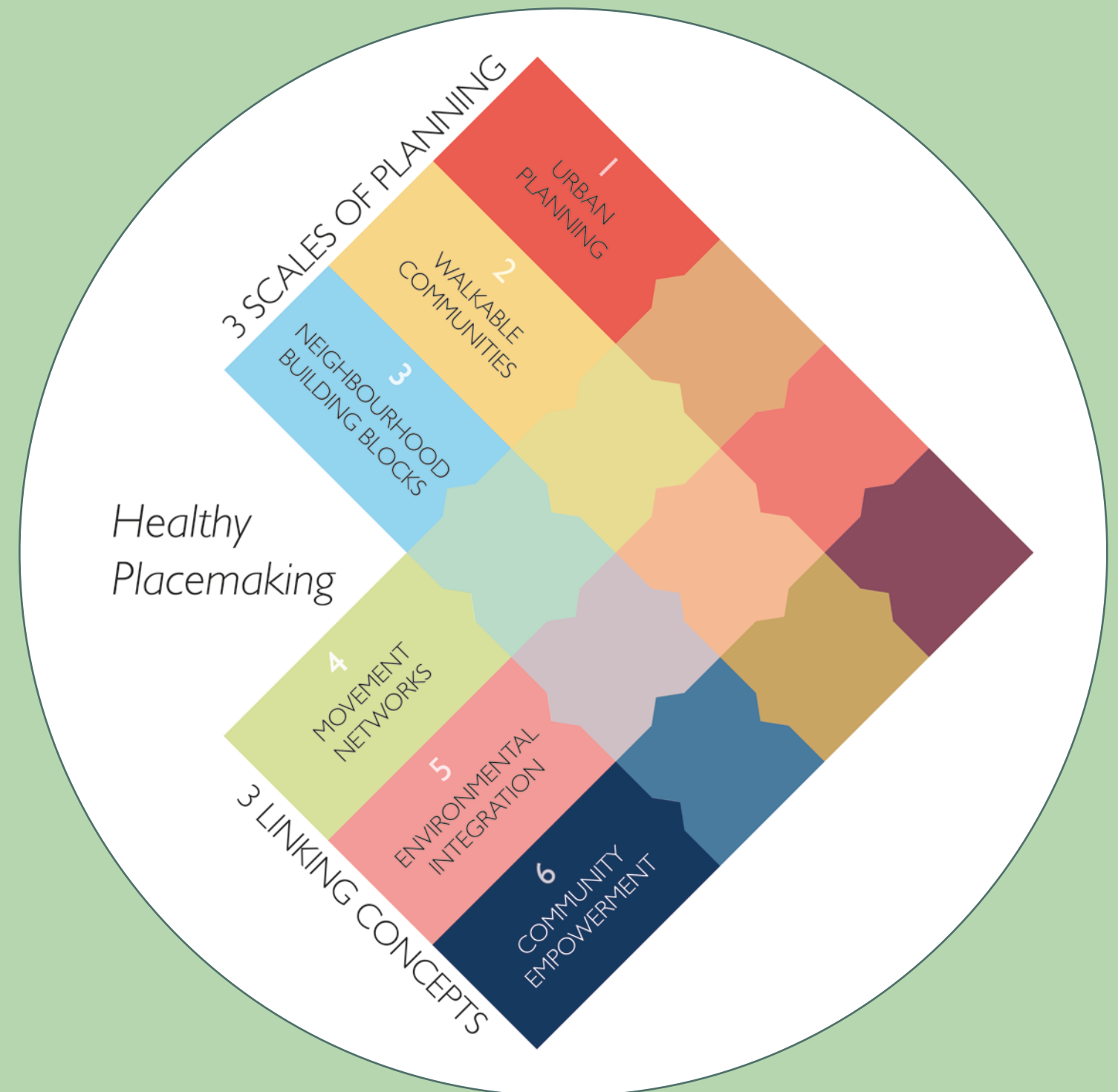
 The community's  
involvement  
leads to a sense  
of ownership 



# THE 6 PRINCIPLES OF HEALTHY PLACEMAKING

The 6 Principles of Healthy Placemaking:

1. **Urban Planning**
2. **Walkable Communities**
3. **Neighbourhood Building Blocks**
4. **Movement Networks**
5. **Environmental Integration**
6. **Community Empowerment**





# 1 URBAN PLANNING

**Compact mixed-use urban structures allow shorter travel distances and easier mobility. This leads to reduced congestion, better air quality and healthier lifestyles.**

- Controls on vehicles entering urban centres
- Commercial vehicles only permitted access at controlled times
- Rebalance the space allocated to private vehicles
- Attractive areas of public realm
- Well-distributed local green spaces
- Walkable, mixed-use neighbourhoods
- Active travel encouraged





# 2 WALKABLE COMMUNITIES

**A compact, centrally located heart close enough to be accessible to all by foot or bicycle, benefitting from social interaction within an attractive and lively public realm.**

- Neighbourhood centres with a wide choice of mixed uses
- Housing development within 10-minutes' walk of neighbourhood centres or within 5-8 minutes' walk of public transport stops
- Housing at a density that supports the viability of regular public transport
- Compact areas of public realm
- Respond to local character and climate
- Street trees to soften urban environments
- Designated cycle lanes to encourage safe cycling for all





# 3 NEIGHBOURHOOD BUILDING BLOCKS

**A series of focus points consisting of housing and mixed uses where locals with interests in common can meet on a social basis, learn, and share new skills and develop local businesses.**

- Well-managed buildings that include facilities where local residents can meet
- Well-designed, sustainably constructed houses and flats
- Clear definition between public and private space
- Mixed-uses and front doors creating active frontage onto public streets and spaces
- Balconies and terraces to provide amenity space and natural surveillance of streets
- Environments that encourage social diversity and inclusion
- Beautiful, safe, tranquil public spaces

Dickens Yard, London





# 4 MOVEMENT NETWORKS

**Providing many options for sustainable and active travel makes getting about safer and quicker.**

- Dependable, interconnected public transport systems
- Electric vehicles are not a panacea
- Incorporate e-bikes and scooters into travel plans
- Narrow streets, widen pavements and plant street trees
- Thoughtful street design can be more effective than speed limits
- Limit urban parking
- Plan for gradual change as street layouts become more equitable





# 5 ENVIRONMENTAL INTEGRATION

**Green/blue spaces weaving through the urban structure and being accessible from all dwellings within less than 10 minutes' walk.**

- Linear green routes combine exercise and getting to destinations
- Link green space together
- Nature trails, wetland areas and coastal walks as destinations
- Gardens and allotments
- Small urban greenspace interventions
- SuDS infrastructure designed as safe and attractive public amenity space
- Trees in streets and public spaces
- Make space for nature





# 6 COMMUNITY EMPOWERMENT

**The sense of collaboration is a potent force that strengthens social networks, raises aspirations and leads to positive change. Reducing the effects of loneliness and isolation.**

- Make people feel comfortable and safe within streets and spaces
- Enable community activities
- Promote participatory events to empower local people
- Support local groups motivated to shape their own environment
- Create Community Development Trusts to manage larger developments
- Seek to minimise social inequality and build confidence



The Tuning Fork, Rugby



## Project Example

# ALCONBURY WEALD

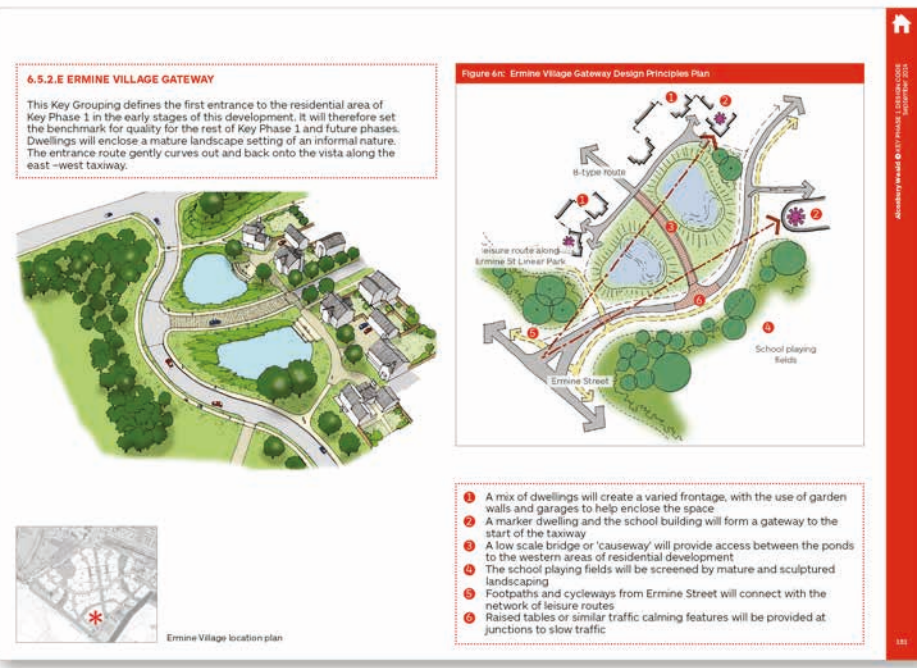
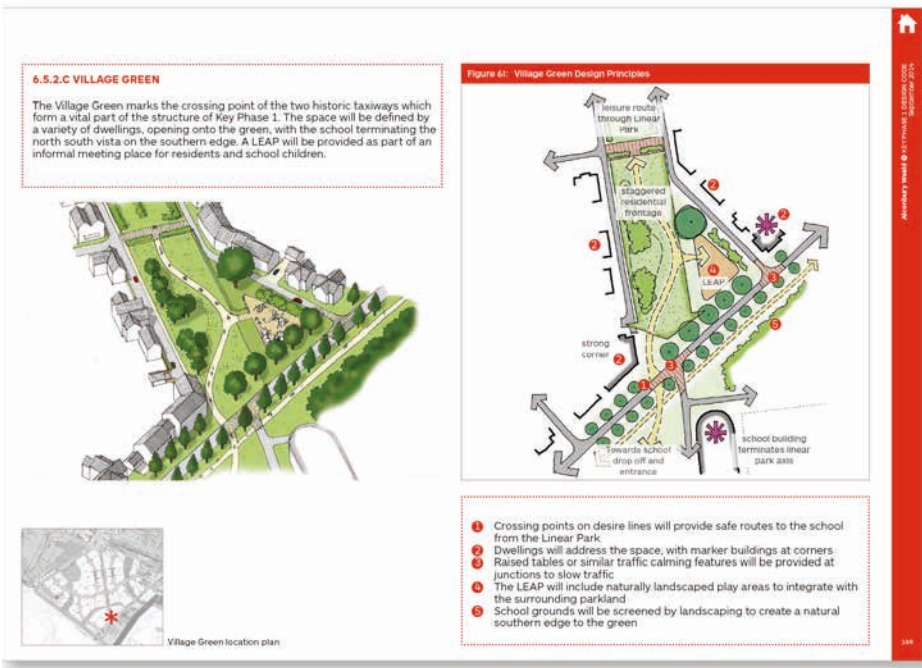
- Transformation of a Former Cold War Airfield
- Site Location:  
Cambridgeshire
- 575 ha brownfield site
- Providing over 5,000 homes, an employment Enterprise Campus, new schools, transport linkages, energy infrastructure and community facilities – all integrated within over 280 ha of open space.
- Client: Urban and Civic





# Project Example

# ALCONBURY WEALD





# SUMMARY

## Six Healthy Principles



Urban Planning



Walkable Communities



Neighbourhood Building Blocks



Movement Networks



Environmental Integration



Community Empowerment



**A people centred approach to the built environment, entraining the best of both health and design thinking, can work wonders for health, wellbeing and sustainability.**



– Dr Howard Frumkin  
(Welcome Trust and University of Washington School of Public Health)







architects  
masterplanners  
placemakers

THANK YOU

