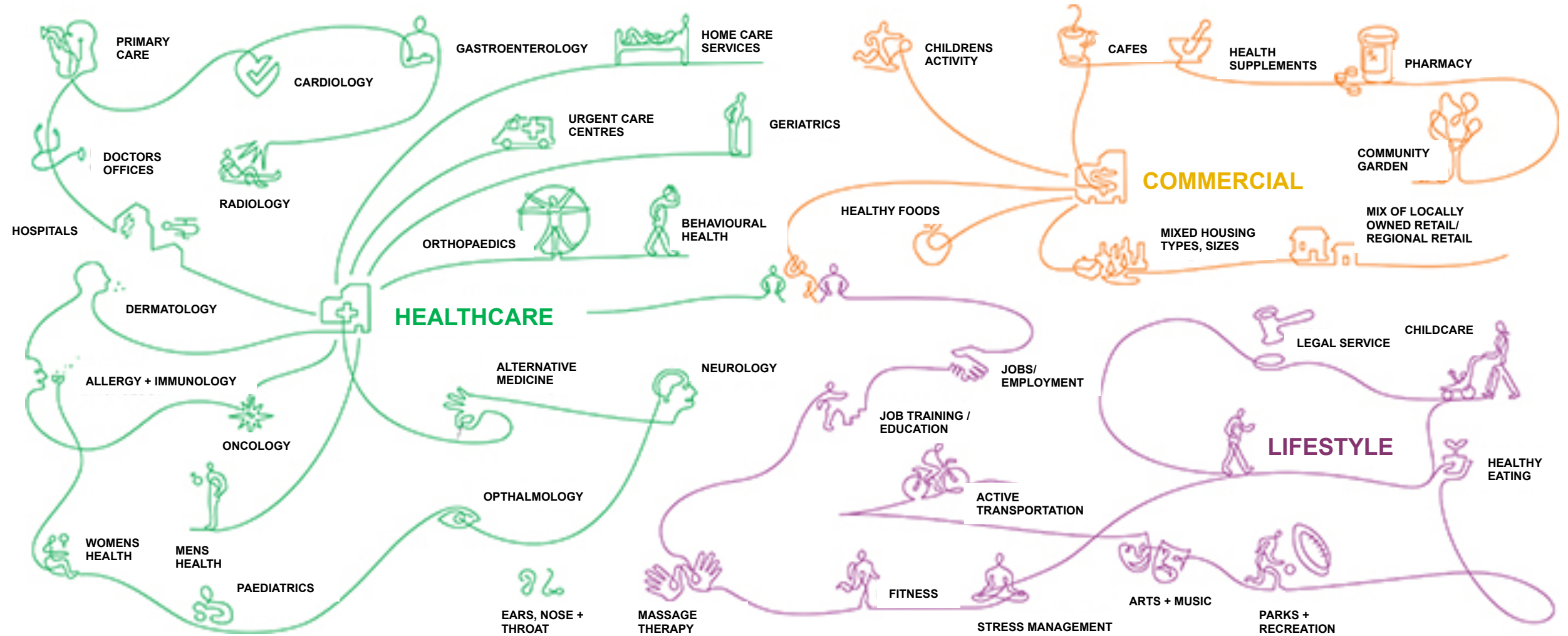


Physical, mental and civic health: suburban intensification and integration

Kathryn Firth, Urban Design Director - NBBJ

David Lewis, Partner - NBBJ

nbbj



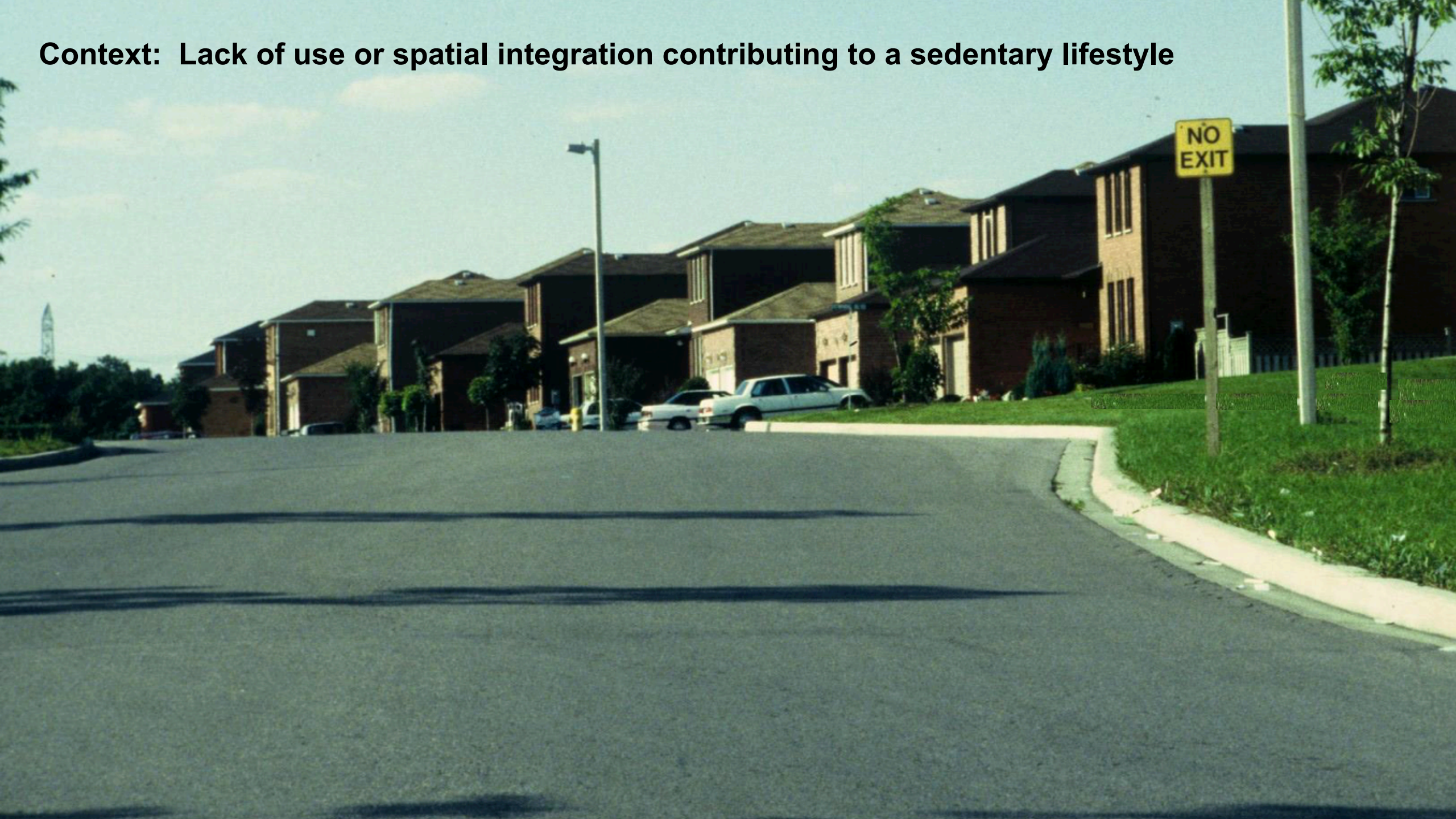
Why focus on the suburbs?

A symbiotic relationship exists between the **environmental** and **social context** and **health**.

Context: Prevalence of infrastructure for the car



Context: Lack of use or spatial integration contributing to a sedentary lifestyle



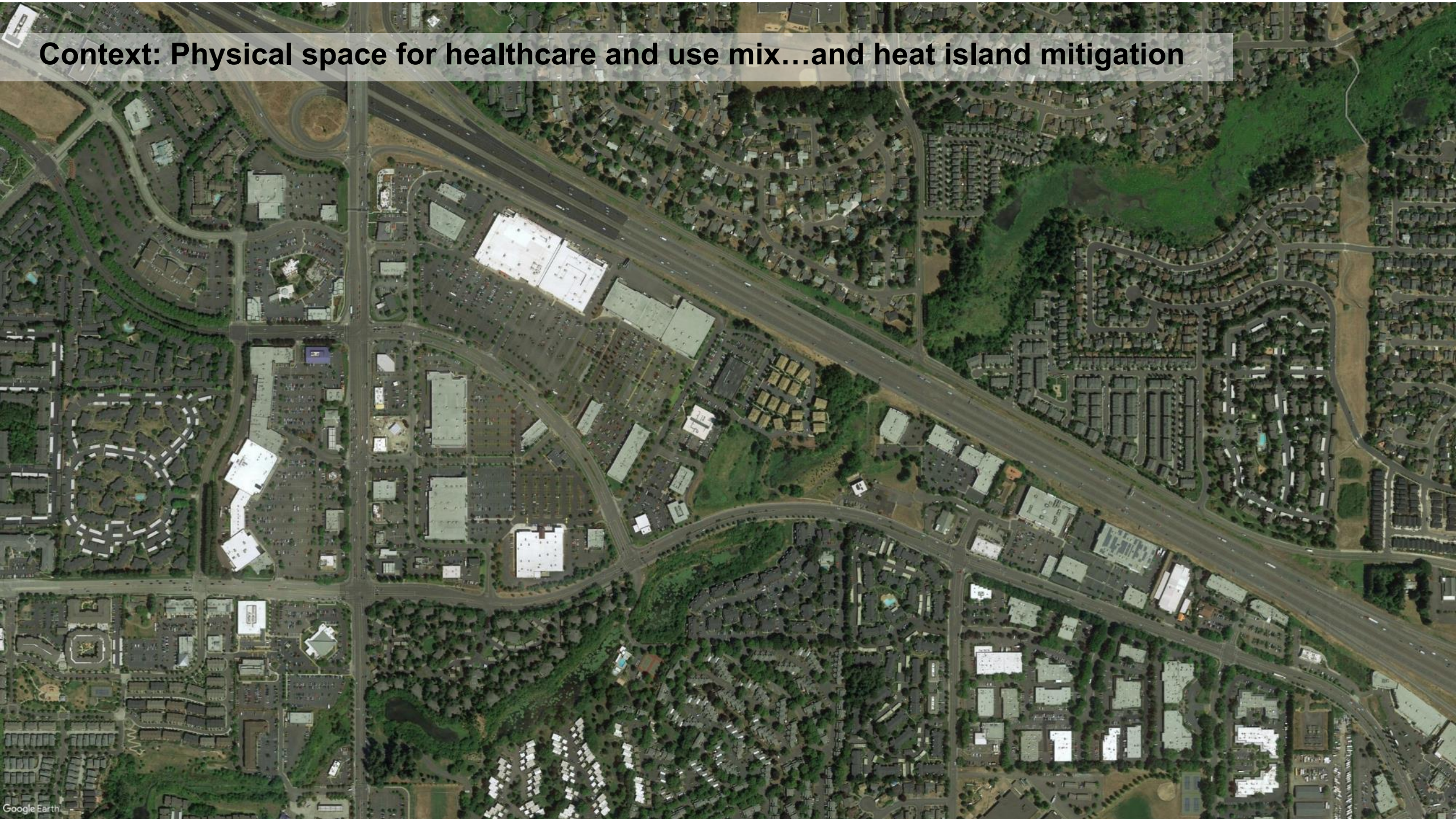
Context: Isolation of an increasingly ageing population



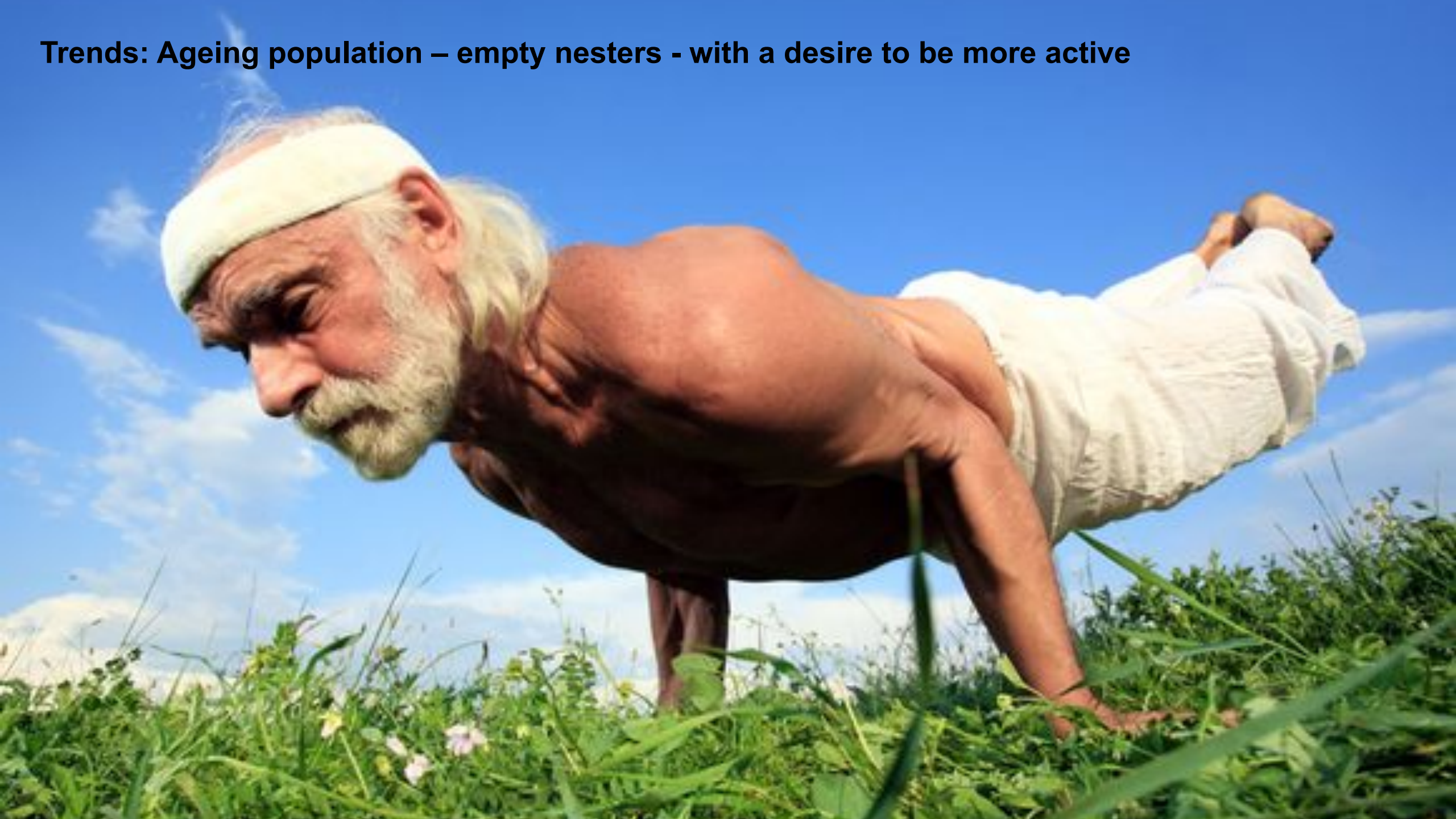
Context: Opportunity to exploit close proximity to nature



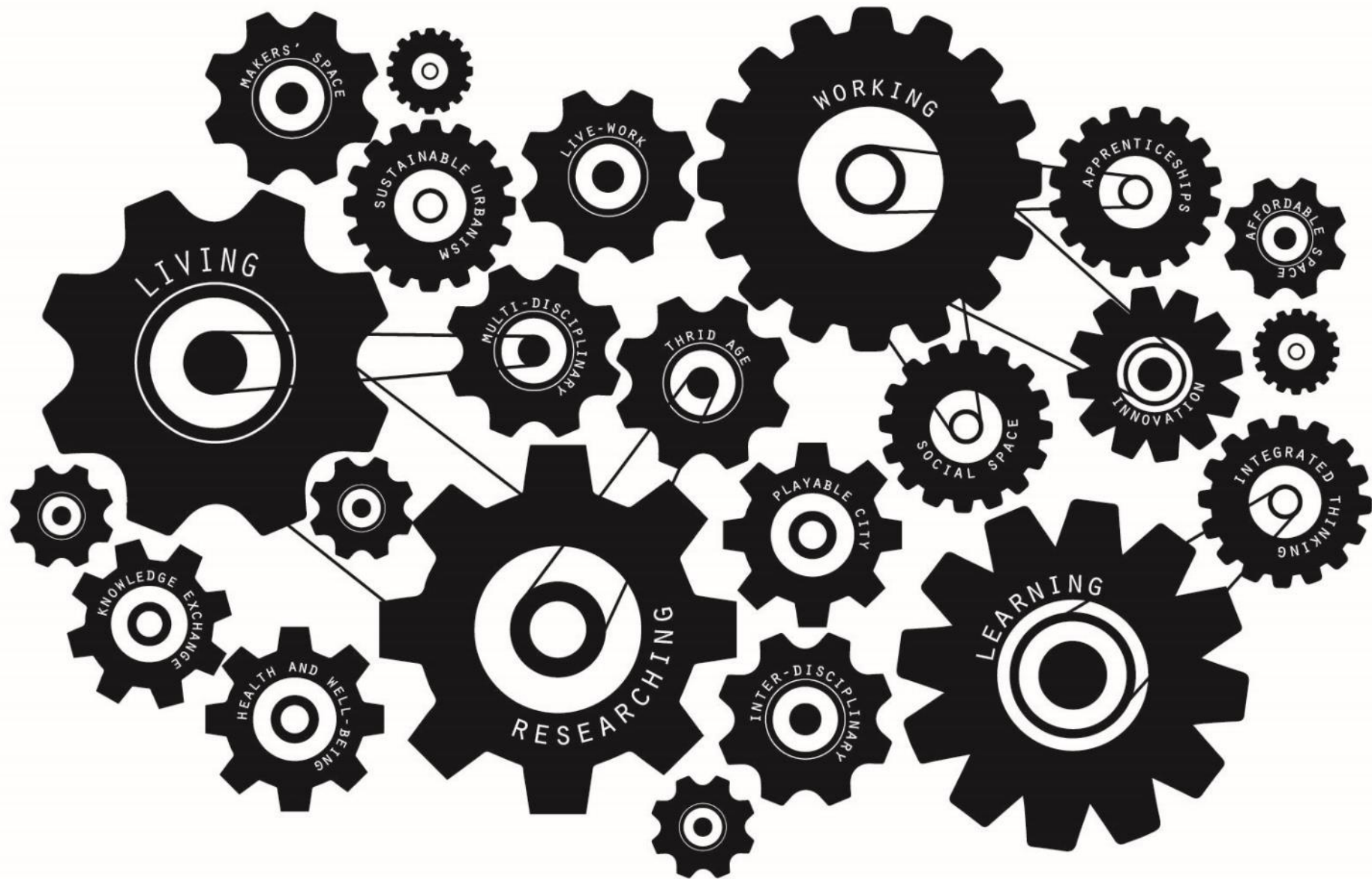
Context: Physical space for healthcare and use mix...and heat island mitigation



Trends: Ageing population – empty nesters - with a desire to be more active



Trends: Appetite for use + spatial integration and intensification...**HIPSTURBIA**



Trends: Emphasis on **well care** rather than sick care



Community-based, lower-cost healthcare facilities will help people see physicians **before they develop acute illnesses** that require expensive treatment.

The management of care through an **optimized network of diverse community facilities rather than a large, centralized facility** improves the patient experience by empowering them with options and choice.

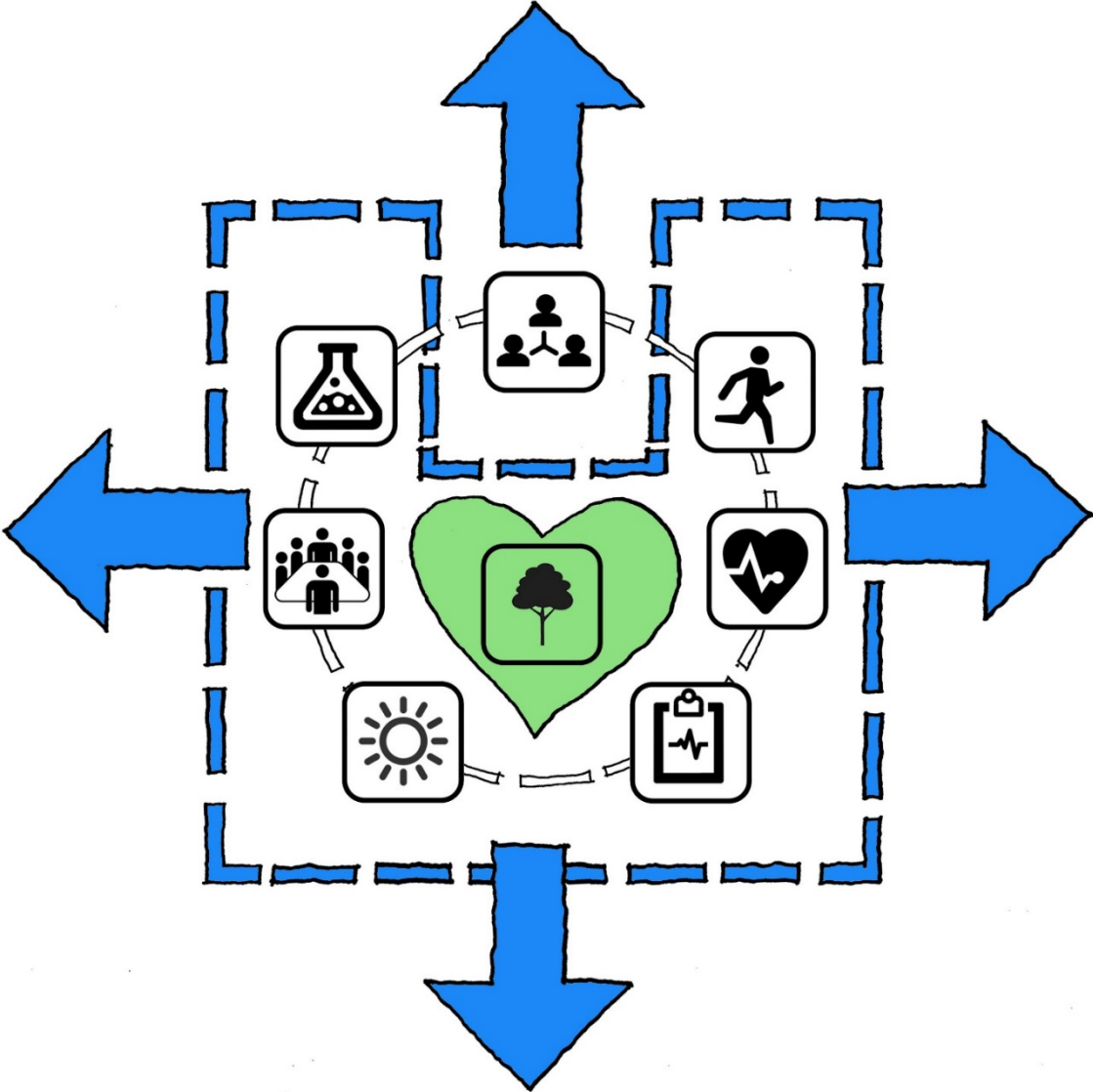
(one of JLL's four healthcare industry trends for 2019)

Trends: Hospitals and health systems are 'going local'

'The way we deliver care has got to change fundamentally with a **shift to prevention rather than 'fix and repair' and the promotion of healthy cities**, early detection and early intervention. Hospitals, after all, are 'dangerous places....We are **bringing care** out of hospitals into primary care, out of primary care **into the community....combining healthcare with social care.**'

Professor Sir Malcolm Grant

Trends: Promotion of Healthy Cities - a Health Engine



Trends: The future of healthcare is primarily driven by **research**

“Research and innovation (is) at the heart of the
NHS”

Professor Sir Malcolm Grant CBE, Chair of NHS England

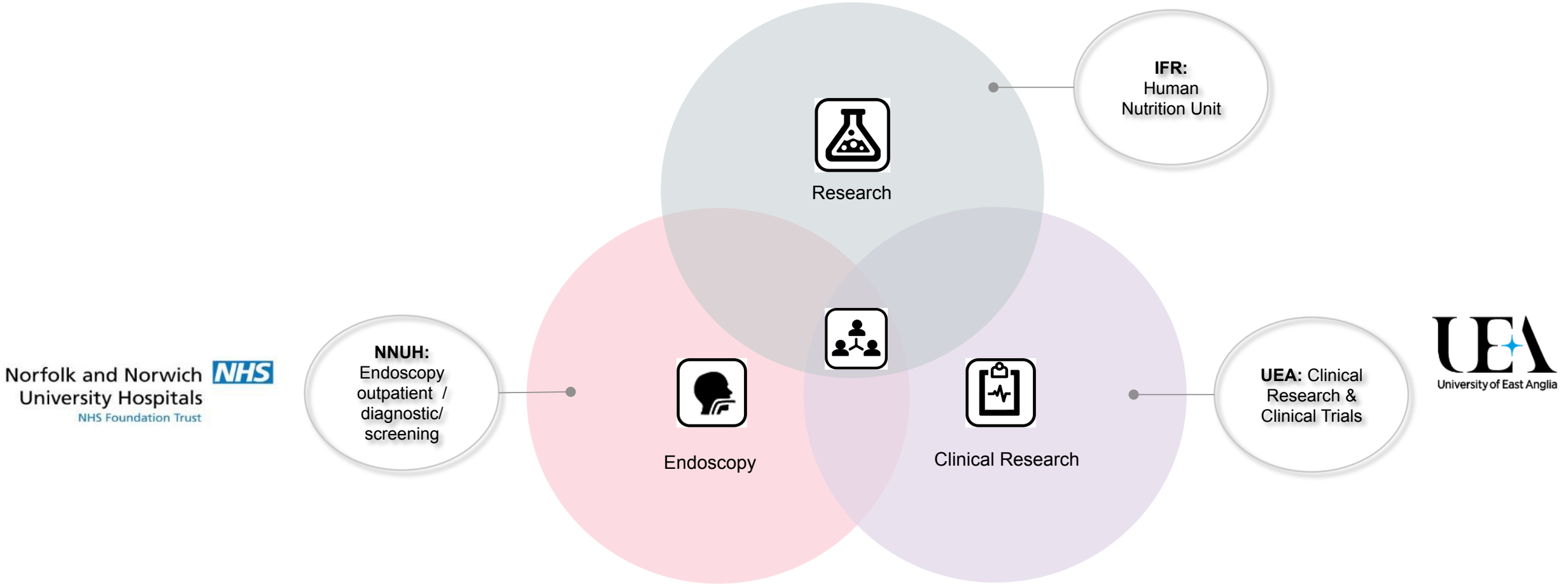
What does it look like?

Norwich Research Park

Six world-class institutions within 1km



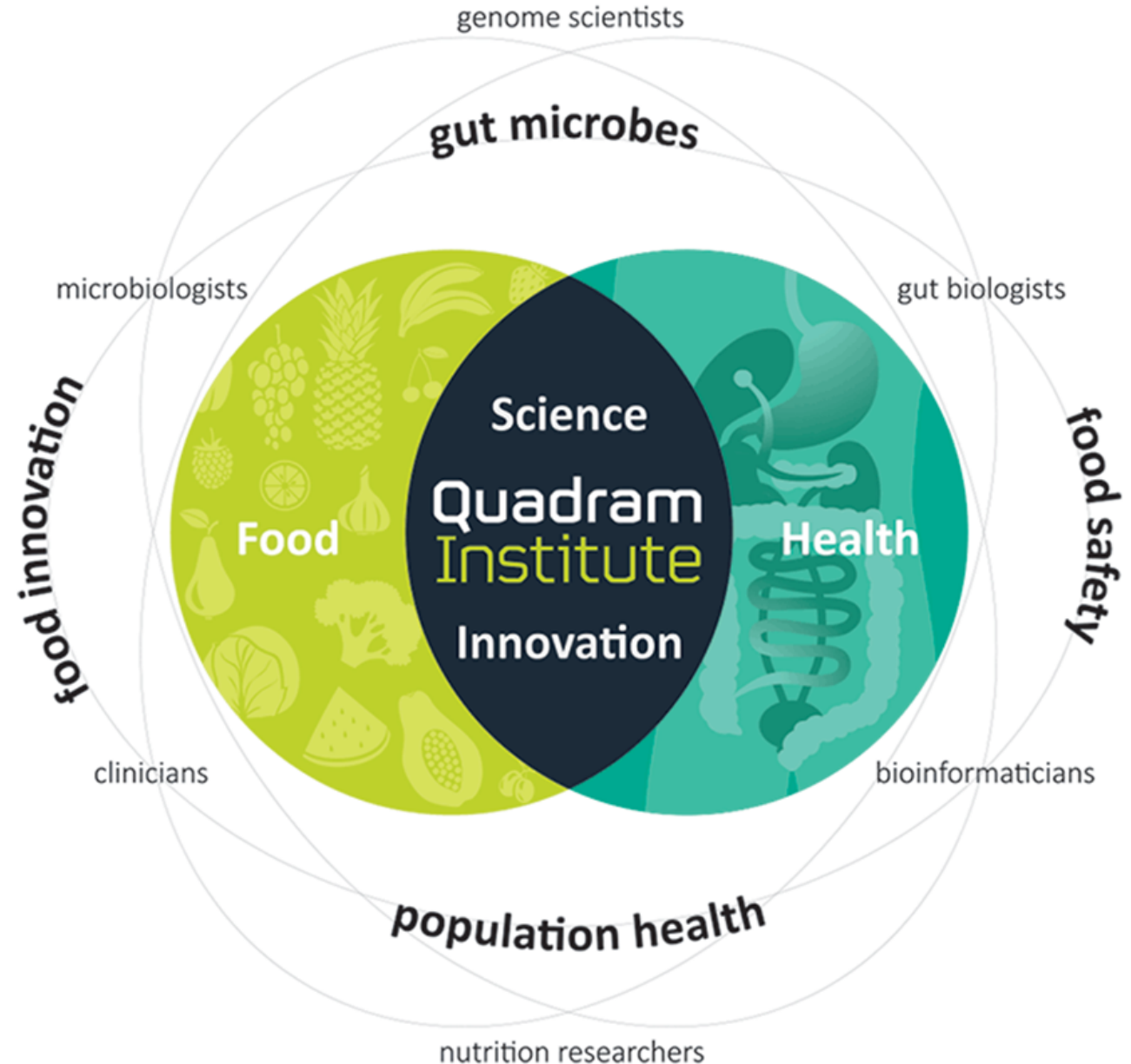
The Quadram Institute



The Quadram Institute

Creating for the future:

- High performing spaces
- Blending functions
- Shared amenities
- Mixed community
- Discovery
- Staff retention
- Attracting talent



The Quadram Institute

The Prize

- Daily 'Diet and health' news
- Public, consultants and GPs need hard evidence
- Large scale human trials to verify findings in the lab
- The science is more complicated than we thought
- We need a new approach



Daily Mail

How drinking red wine with your steak cancels out cancer causing effects of red meat

The Quadram Institute

nbbj

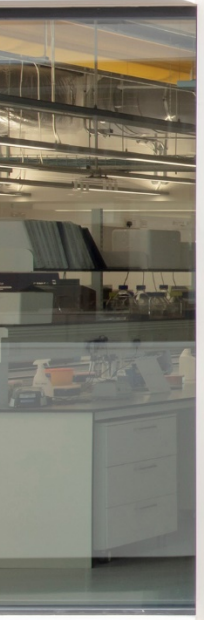
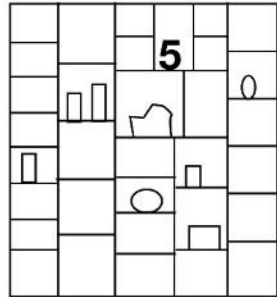
ONE identity
ONE address
ONE door
ONE BUILDING



ENDOSCOPY



Showcase Health & Science



The Quadram Institute

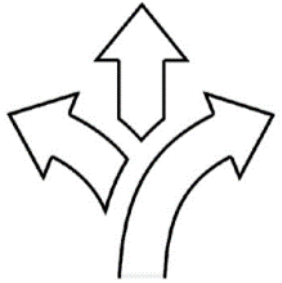
nbbj

Collaboration





nbbj



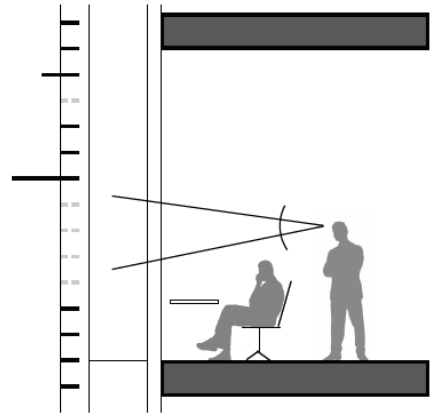
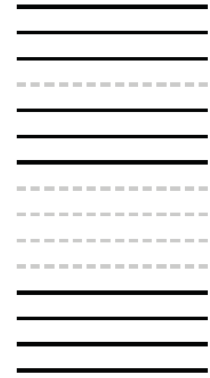
Flexible





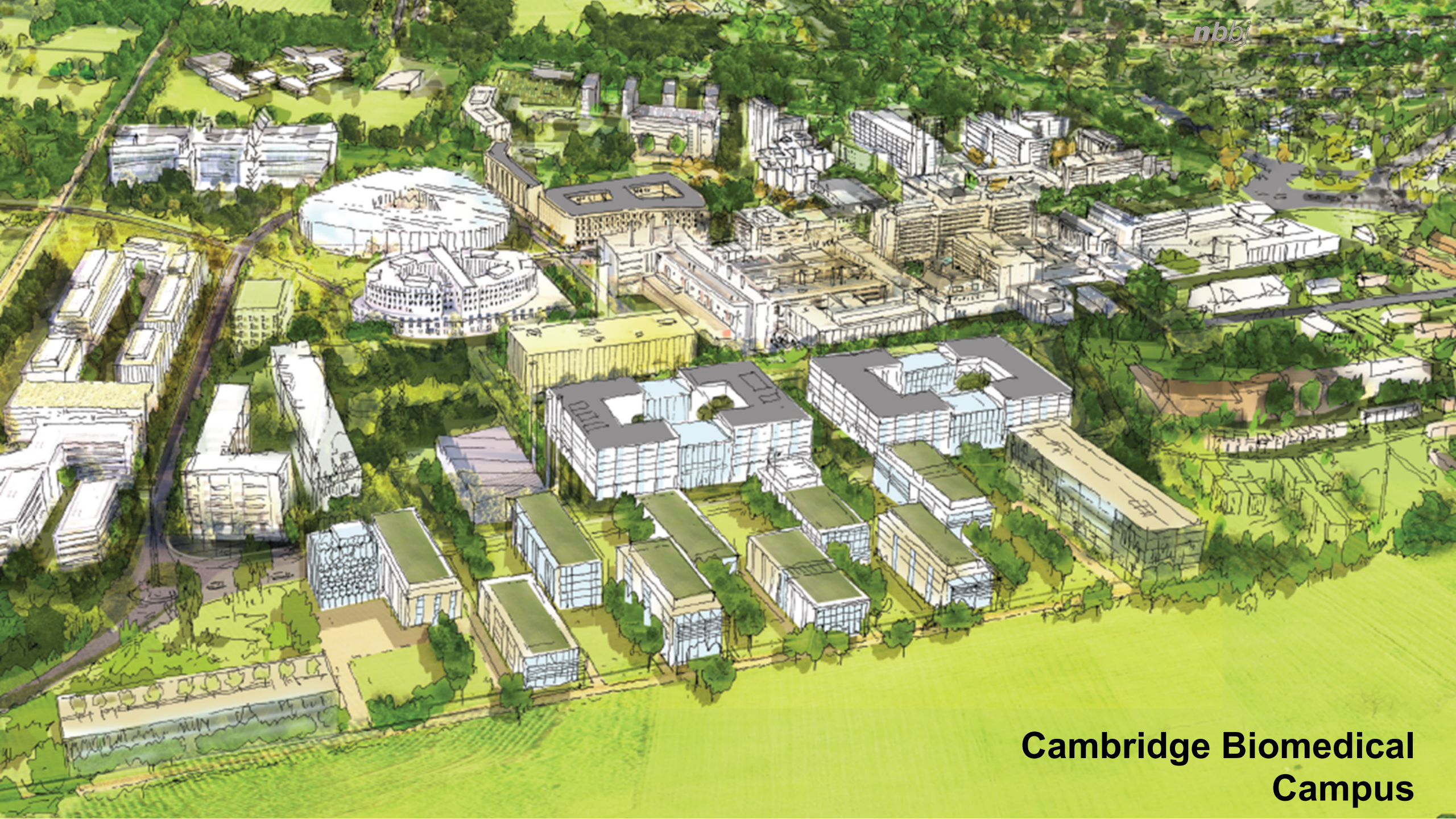
nbbj

Sustainable



The Quadram Institute



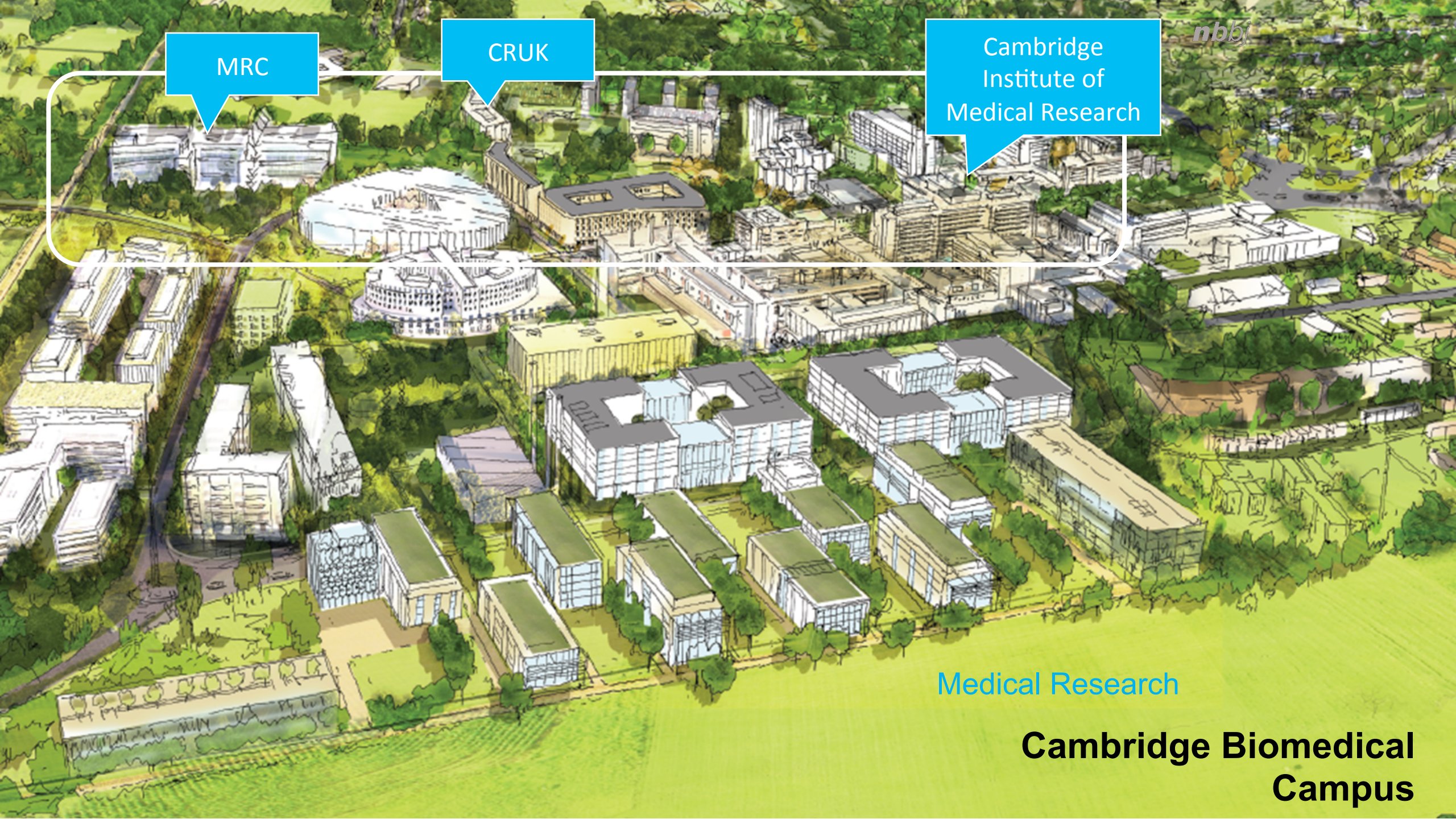


**Cambridge Biomedical
Campus**

MRC

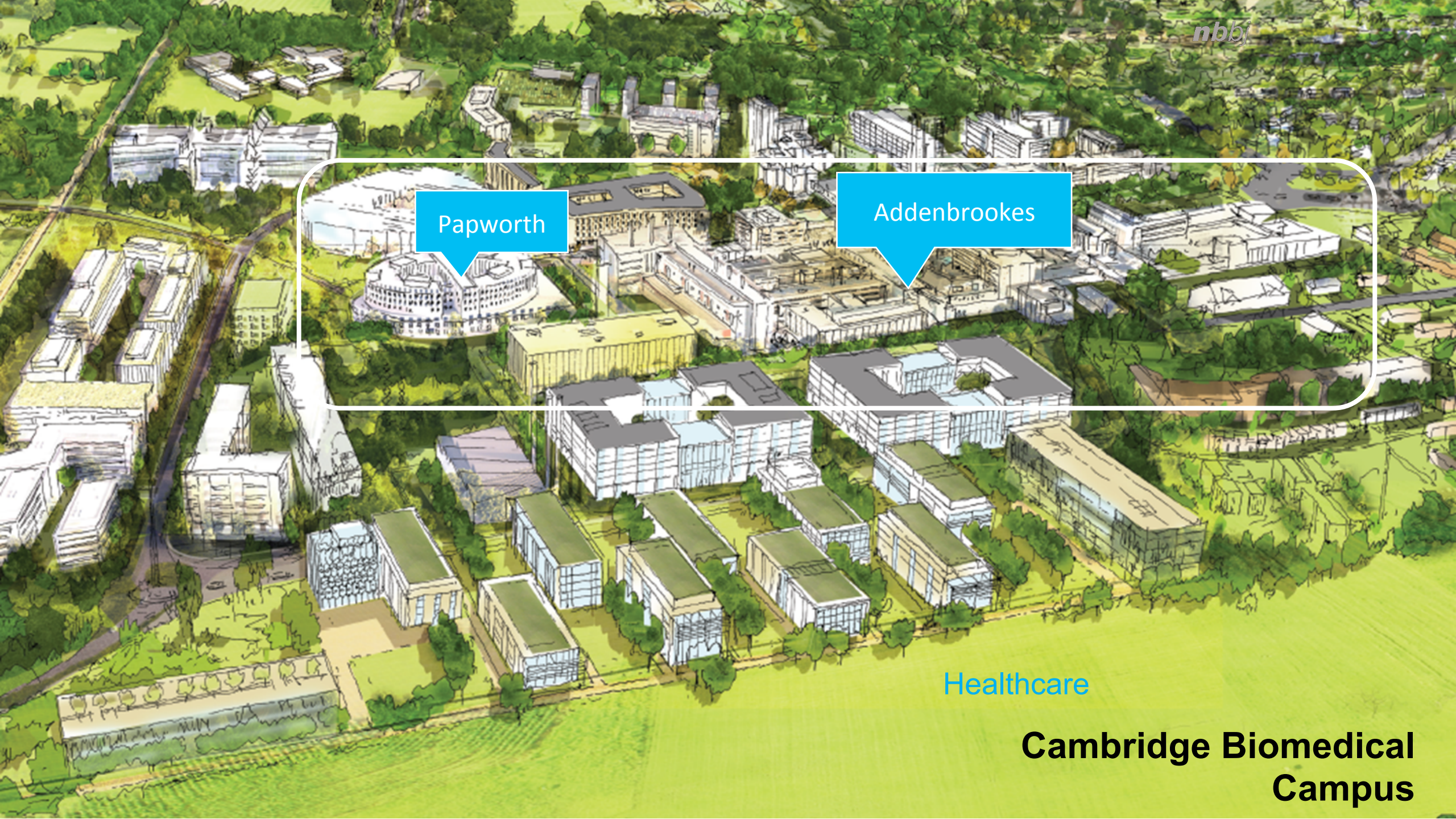
CRUK

Cambridge
Institute of
Medical Research



Medical Research

**Cambridge Biomedical
Campus**



Papworth

Addenbrookes

Healthcare

Cambridge Biomedical Campus

AstraZeneca

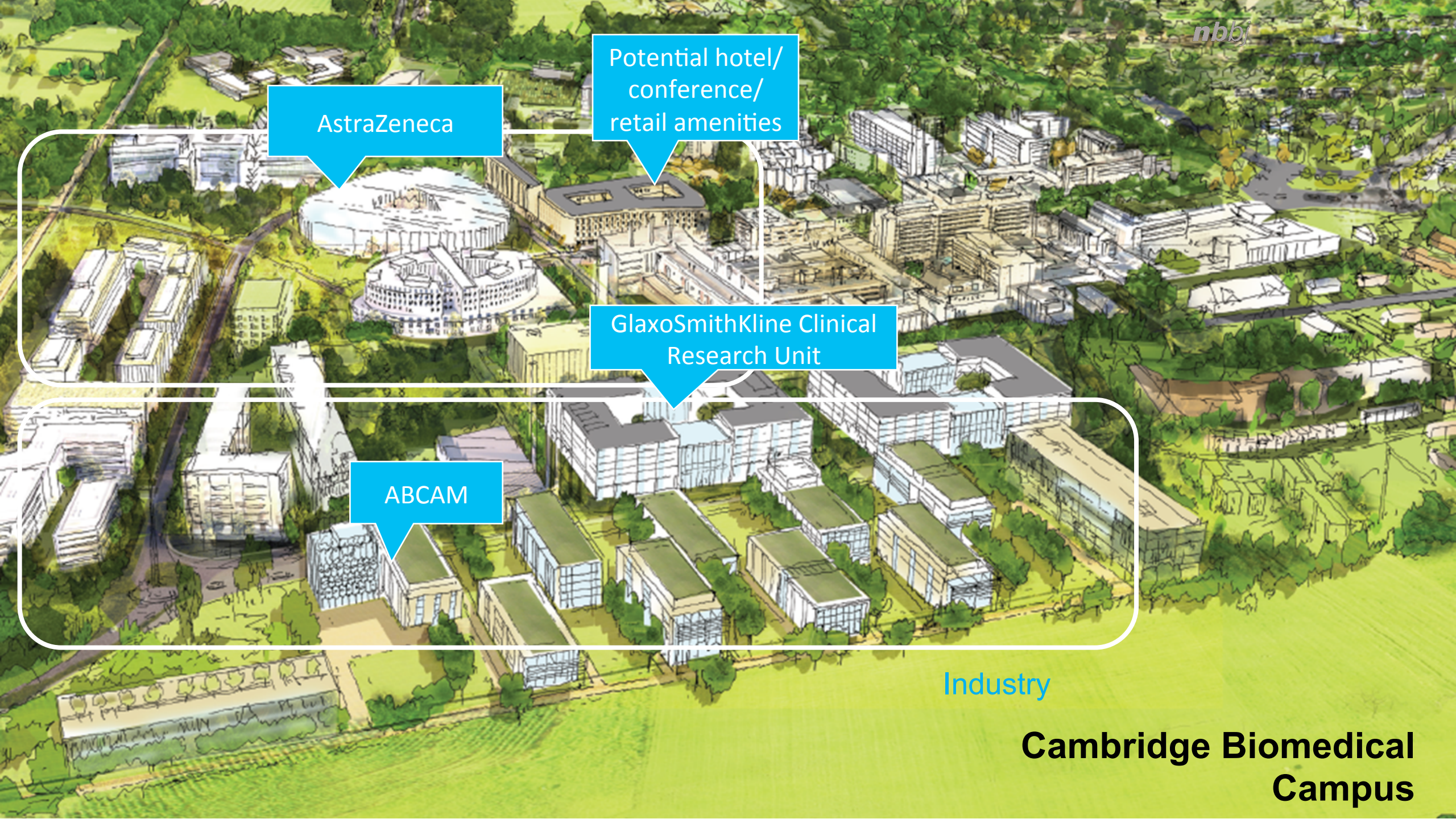
Potential hotel/
conference/
retail amenities

GlaxoSmithKline Clinical
Research Unit

ABCAM

Industry

Cambridge Biomedical Campus



Lessons from across the pond
Anchor Institutions: EDs + MEDs

Harnessing the economic power of America's hospitals...

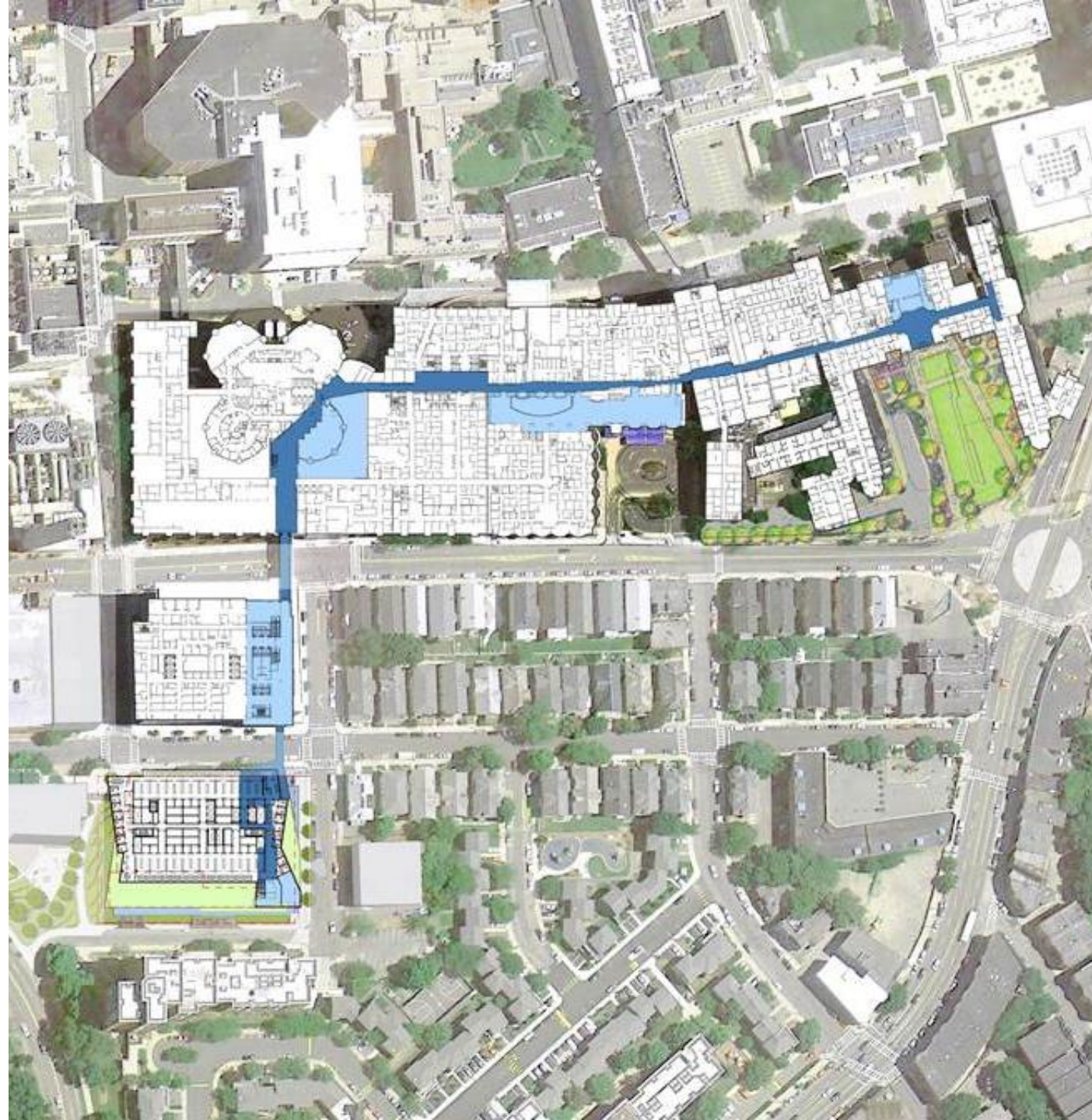
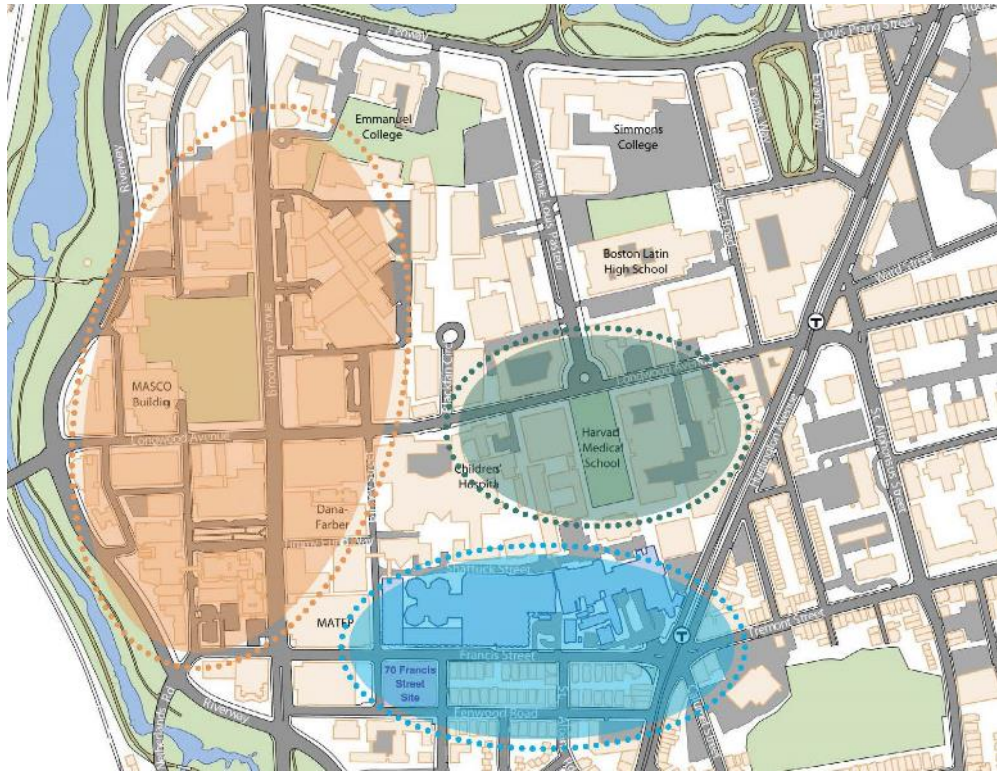
An anchor strategy is more than the sum of individual community engagement programmes or philanthropic initiatives; it is a mission developed to address persistent community challenges, and implemented to permeate an institution's culture and change the way it does business.

Hospitals and universities are rooted in their local communities by mission, invested capital or relationships to customers, employees, and vendors.

Lessons from across the pond

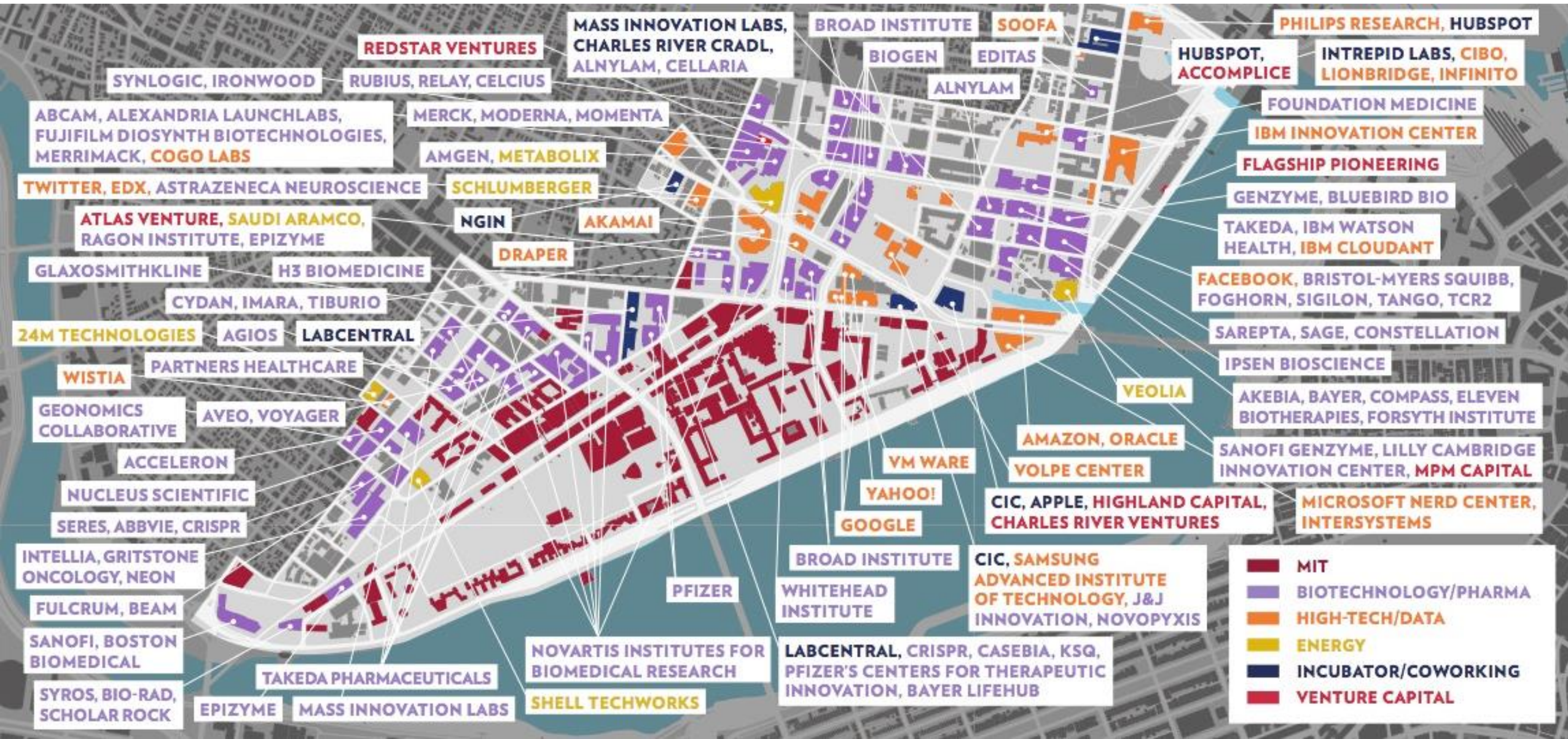
Longwood Medical Area: EDs + MEDs

- A city within a city
- Key corridors connect distinct clusters and the neighbourhood



Lessons from across the pond

EDs + MEDs: Kendall Square



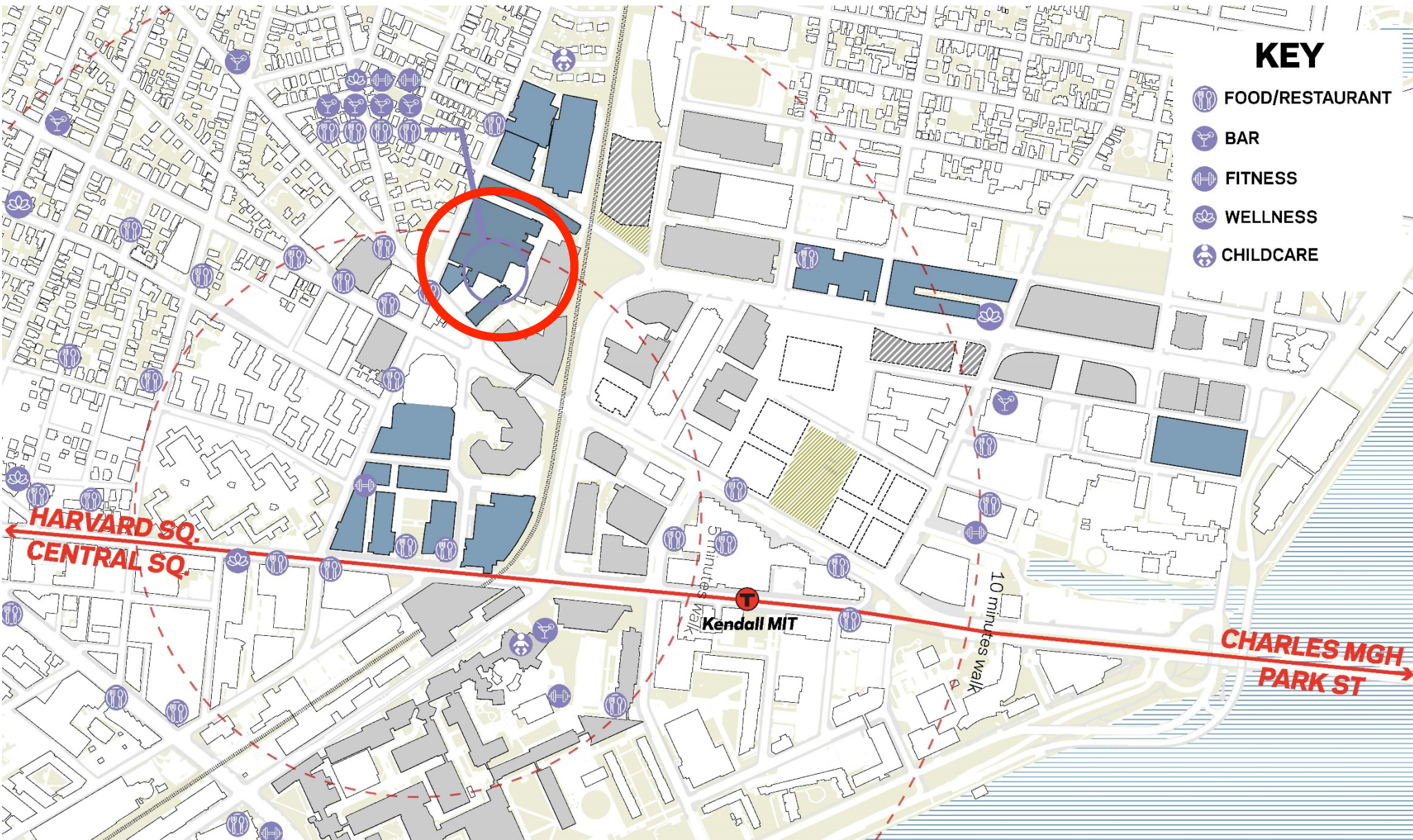
Lessons from across the pond

EDs + MEDs: Kendall Square



Spatial integration of EDs + MEDs

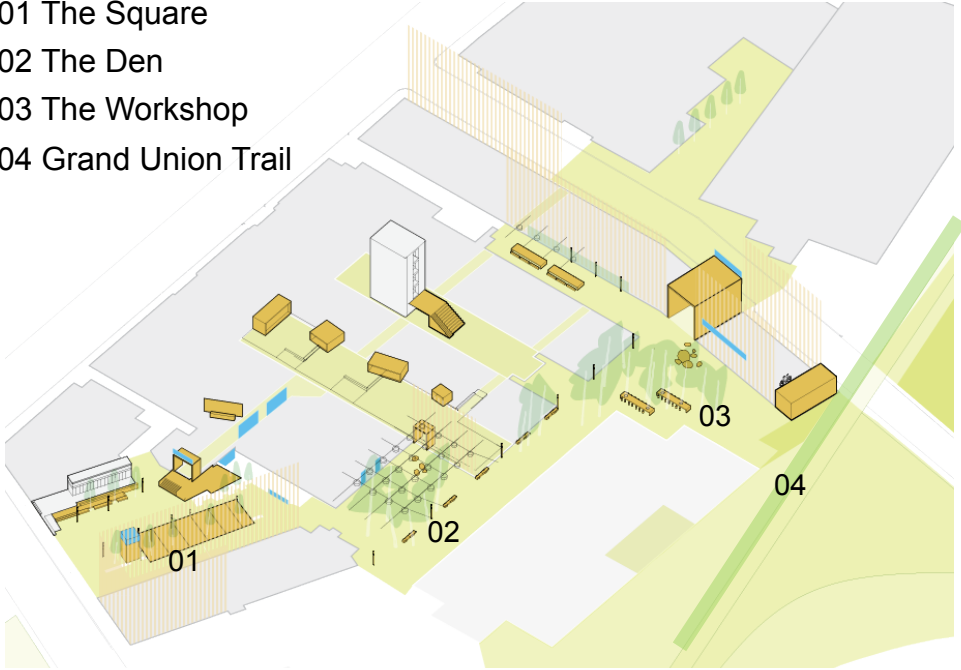
Kendall Square, Cambridge MA



Spatial integration of EDs + MEDs

Kendall Square, Cambridge MA

- 01 The Square
- 02 The Den
- 03 The Workshop
- 04 Grand Union Trail



Spatial integration of EDs + MEDs

Kendall Square, Cambridge MA



Advancing the concept of 'total health'

Kaiser Permanente Oakland Replacement Hospital, CA



- **workforce wellness** initiatives for its employees and customers
- increasing access to **healthy foods and physical activity** in thousands of schools
- reducing the organization's institutional carbon footprint by purchasing **green energy**

Advancing the concept of 'total health'

Kaiser Permanente Farmers' Markets



Beginning
April 13, 2016

Uptown Oakland
**FARMERS
MARKET**

WEDNESDAYS
10 a.m. - 2 p.m.

THE
ORDWAY
PLAZA

One Kaiser Plaza, Oakland
Behind the Cathedral
of Christ the Light,
near Harrison and 21st Streets

Brought to you by:



KAISER PERMANENTE. thrive



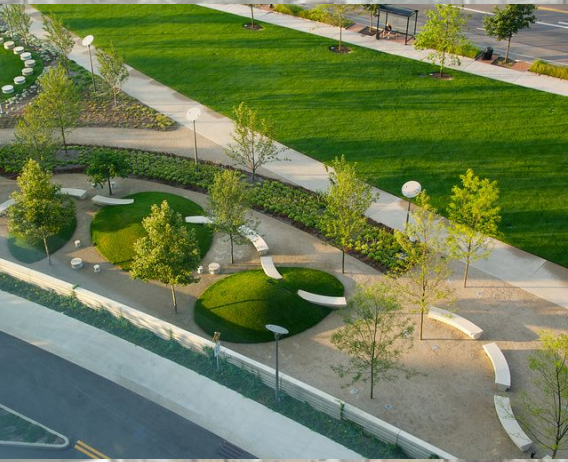
Neighbourhood integrated - and buffering - campus

Nationwide Children's Hospital, Columbus, OH



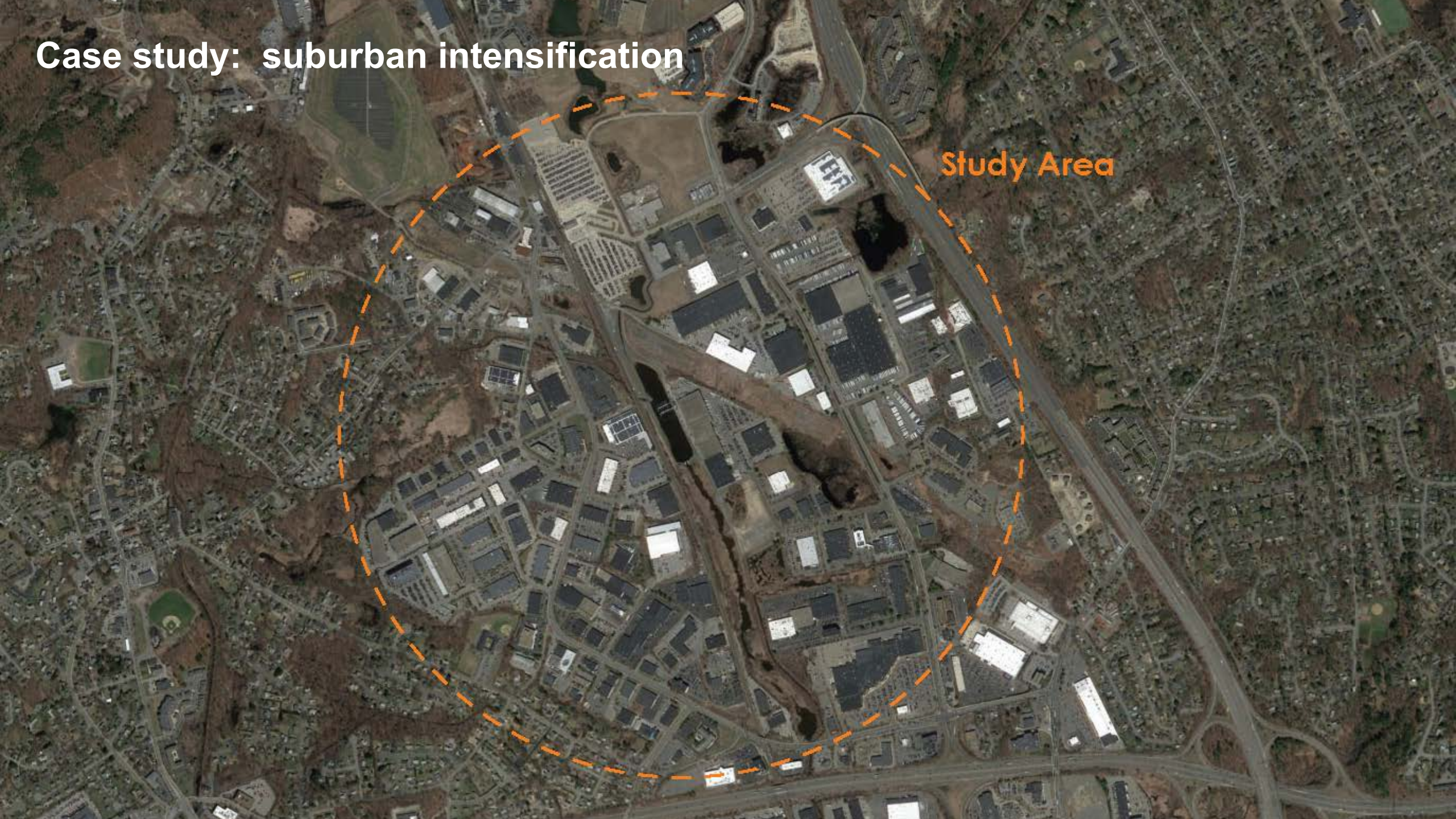
Neighbourhood integrated - and buffering - campus

Nationwide Children's Hospital, Columbus, OH



Case study: suburban intensification

Study Area



Case study: suburban intensification



Case study: suburban intensification

Manu/logistics	756,369sf
Workplace	354,567sf
Housing	0sf
Amenities	22,689sf
Commercial	20,406sf
Healthcare	6,000sf

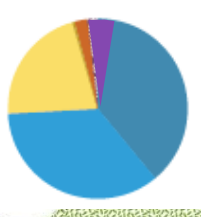


Residential Amenities Commercial Health Care Manufacturing/Logistics Workplace Parking Existing Softscape



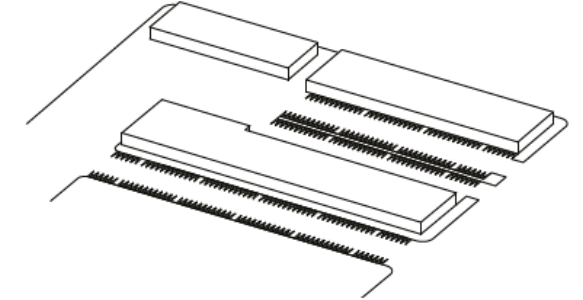
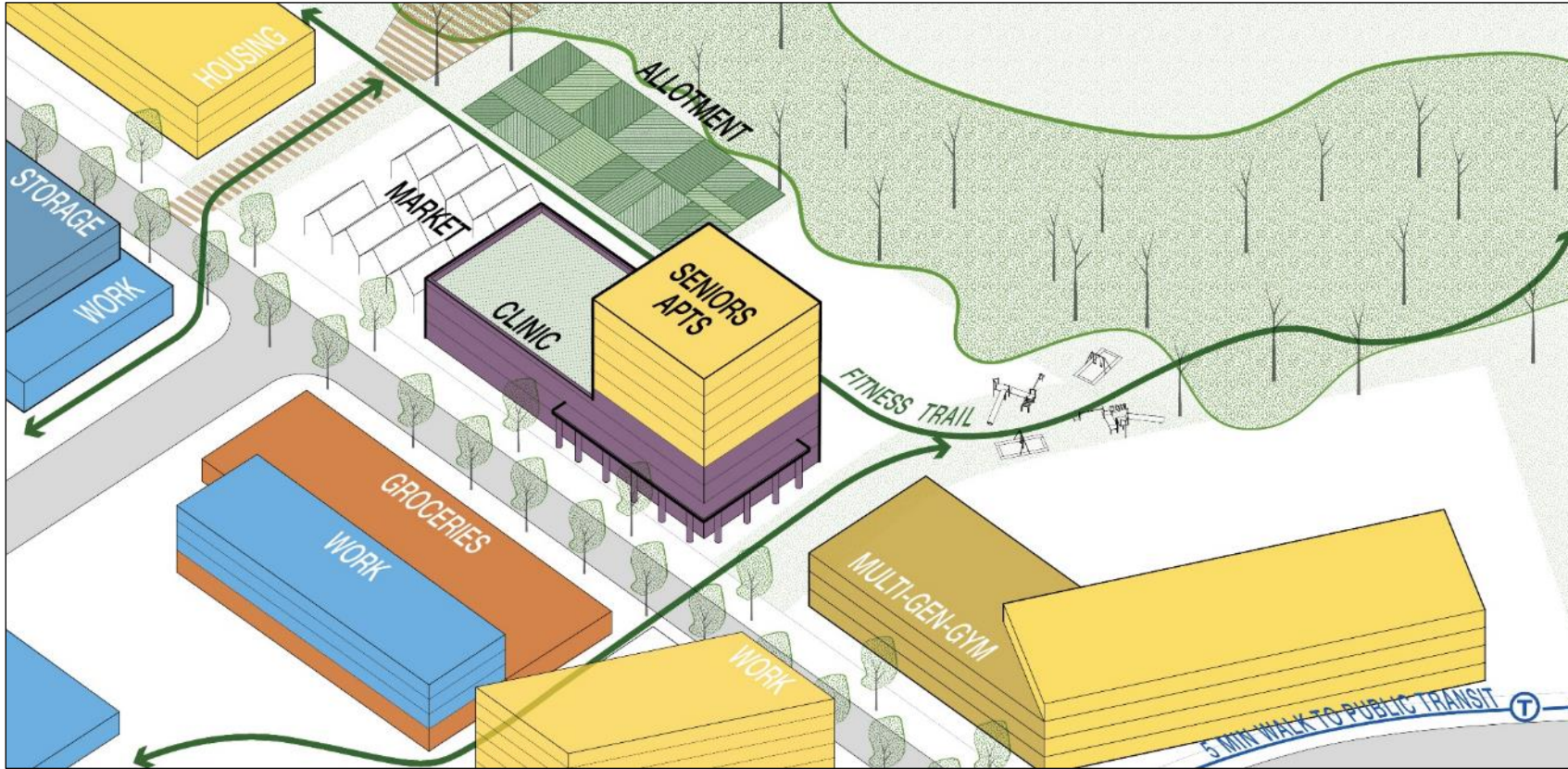
Case study: suburban intensification

Manu/logistics	658,106sf
Workplace	592,000sf
Housing	360,000sf
Amenities	6,500sf
Commercial	40,000sf
Healthcare	30,400sf

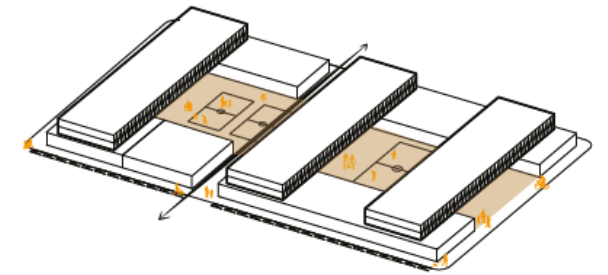


- Residential
- Amenities
- Commercial
- Health Care
- Manufacturing/Logistics
- Workspace
- Parking
- New Hardscape
- Existing Softscape
- New Softscape
- Future Development

Case study: suburban intensification

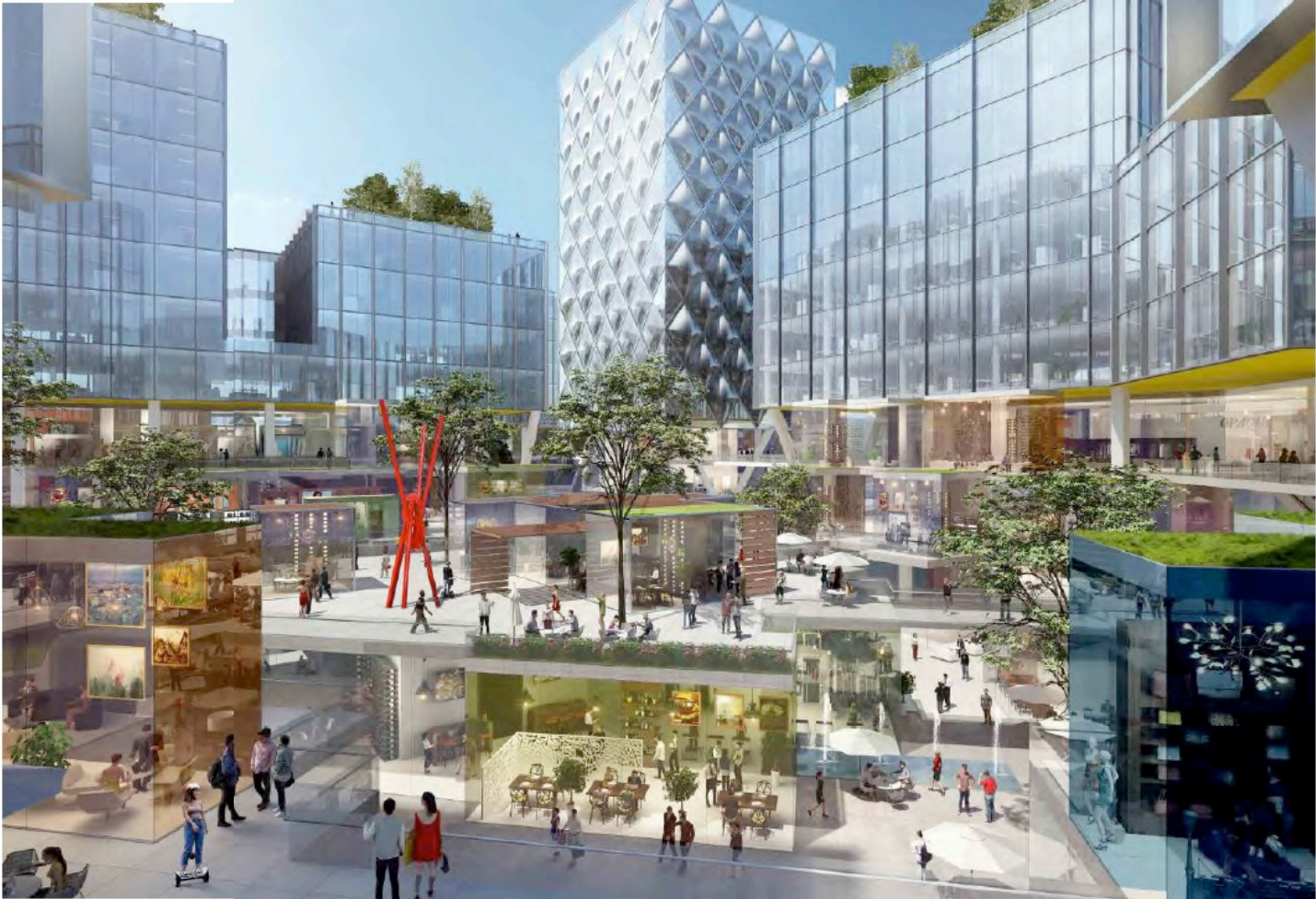
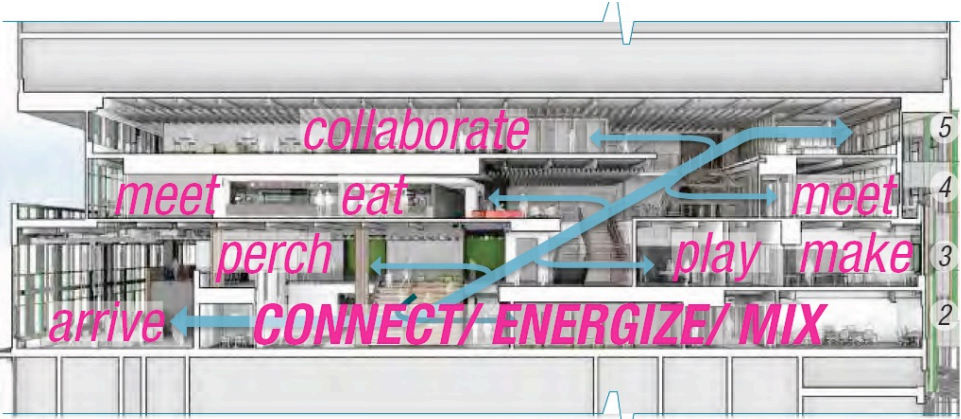


Daytime peak: logistics space



Off-peak: Stacking storage frees up ground floor space for active 'courtyard' space

Horizontal *and* vertical activation





Healthy Hipsturbia