



Land Use Innovation:

Experiences in the Adoption of Land Use Policies to Promote Active Living

Jennifer Dill, Ph.D. ♦ Portland State University
Deborah Howe, Ph.D. ♦ Temple University

Study Aim



- Understand the process of local government innovation in land use policy related to active living
 - ▣ Motivations
 - ▣ Barriers
 - ▣ Resources

Study Components



- Survey of best practices communities
- Survey of randomly selected jurisdictions
- Case studies of four innovative communities
- Interviews of innovative developers

Survey Methodology



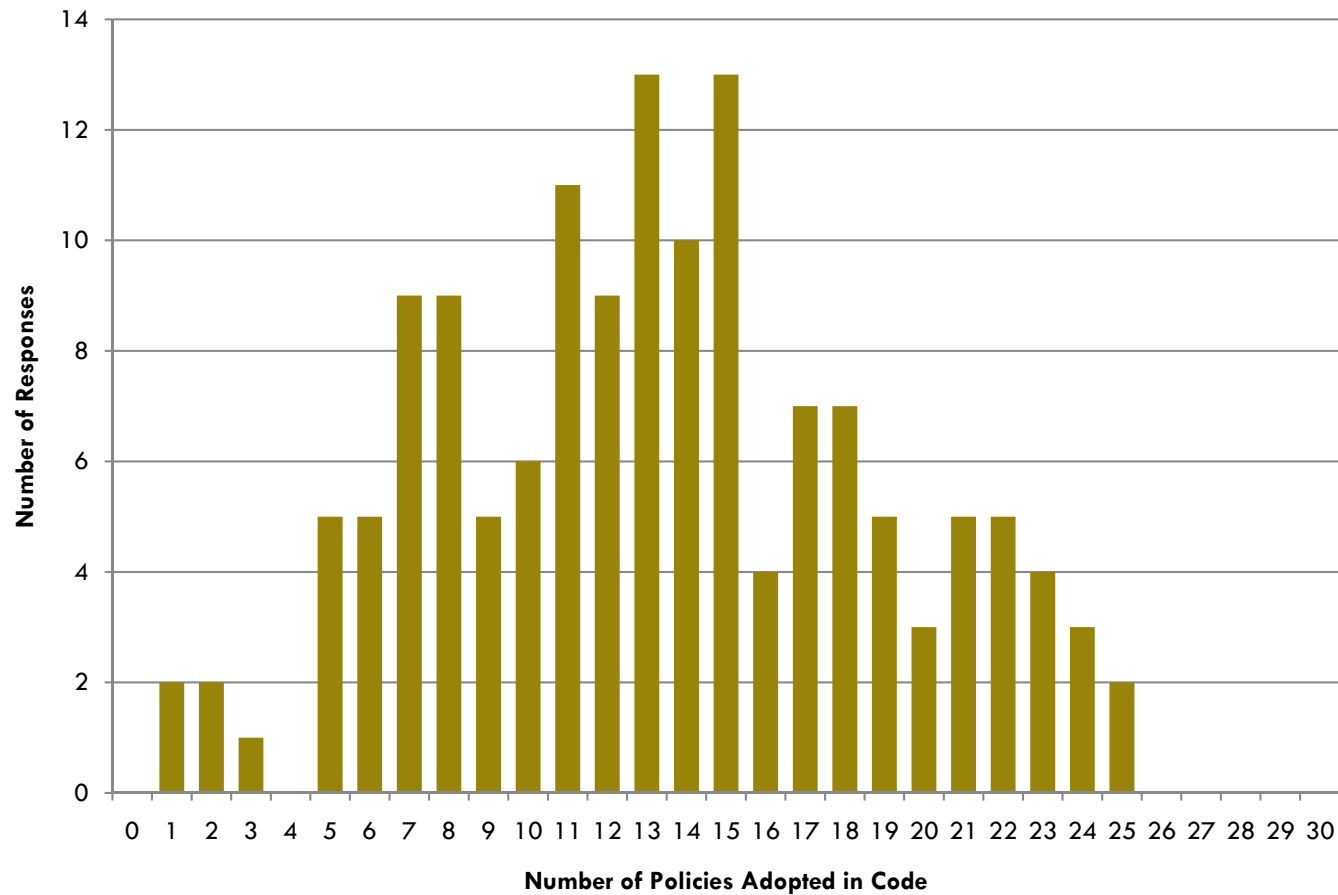
- Best Practices Survey

- Sample: Cities and counties with mixed-use zoning and new mixed-use projects built or underway
- Response rate: 24% (53 of 221)

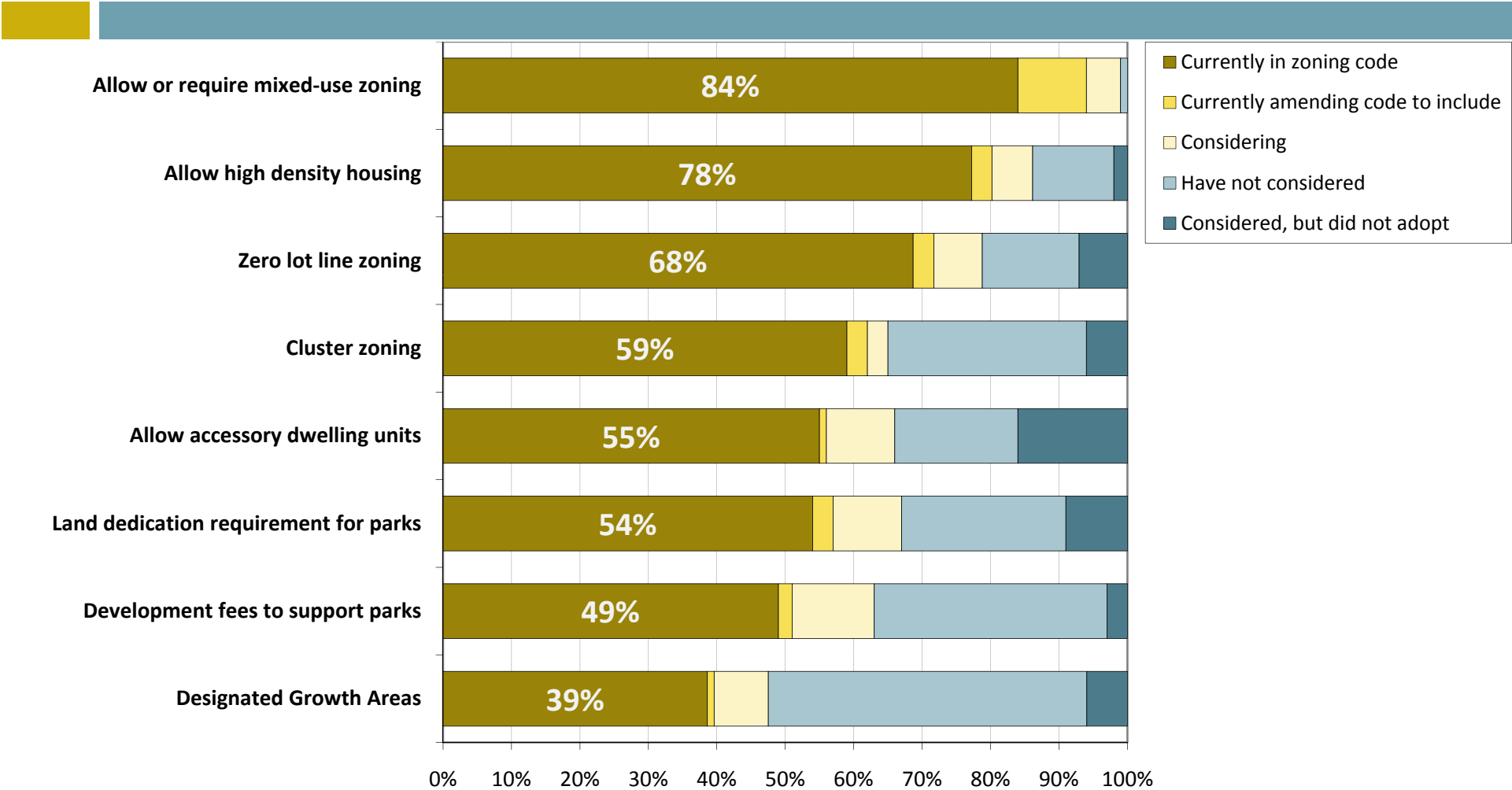
- Random Survey

- Sample: Cities/Towns of population 25,000-200,000
- Response rate: 29% (145 of 498)

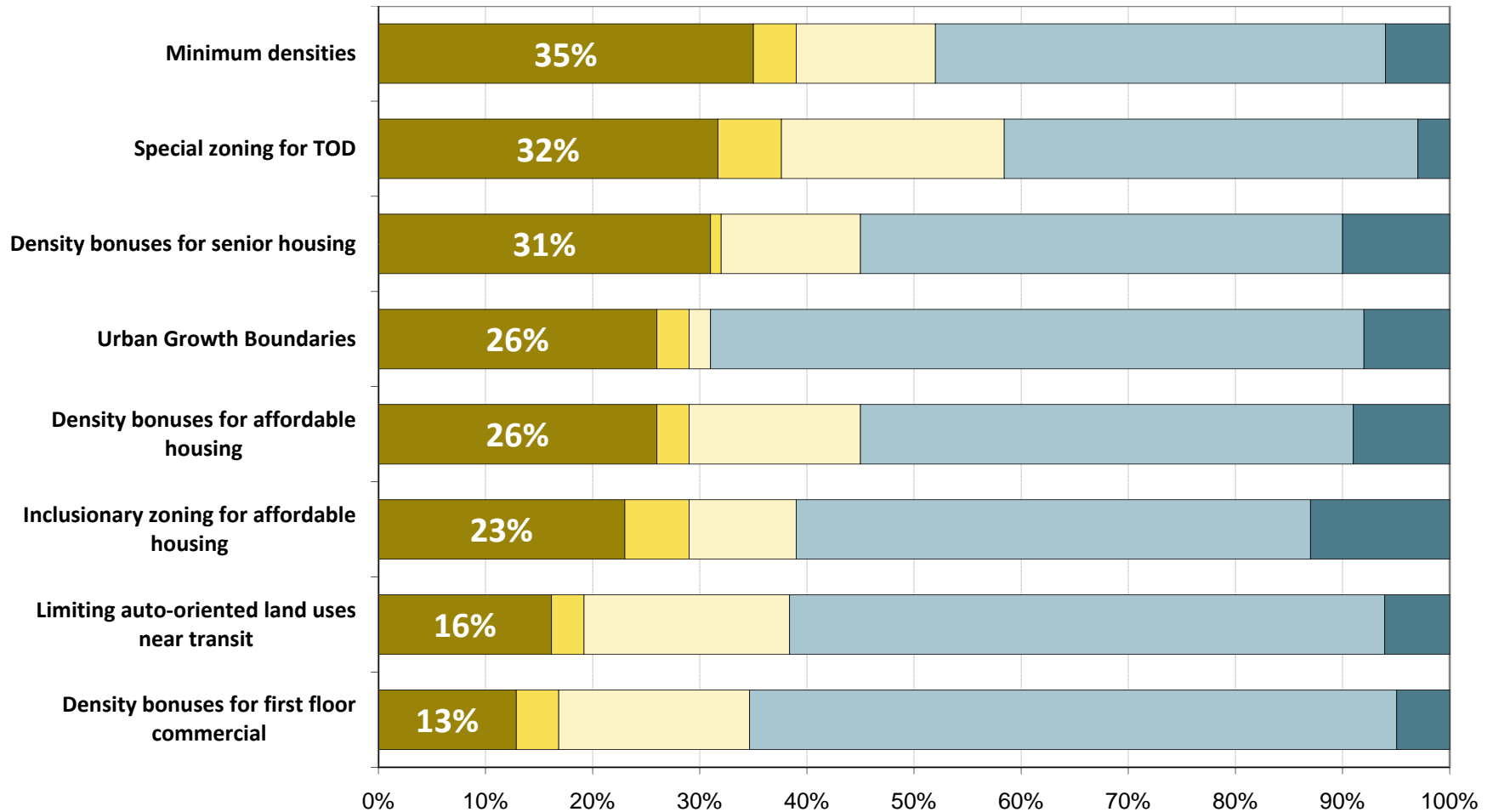
Findings: Levels of Innovation



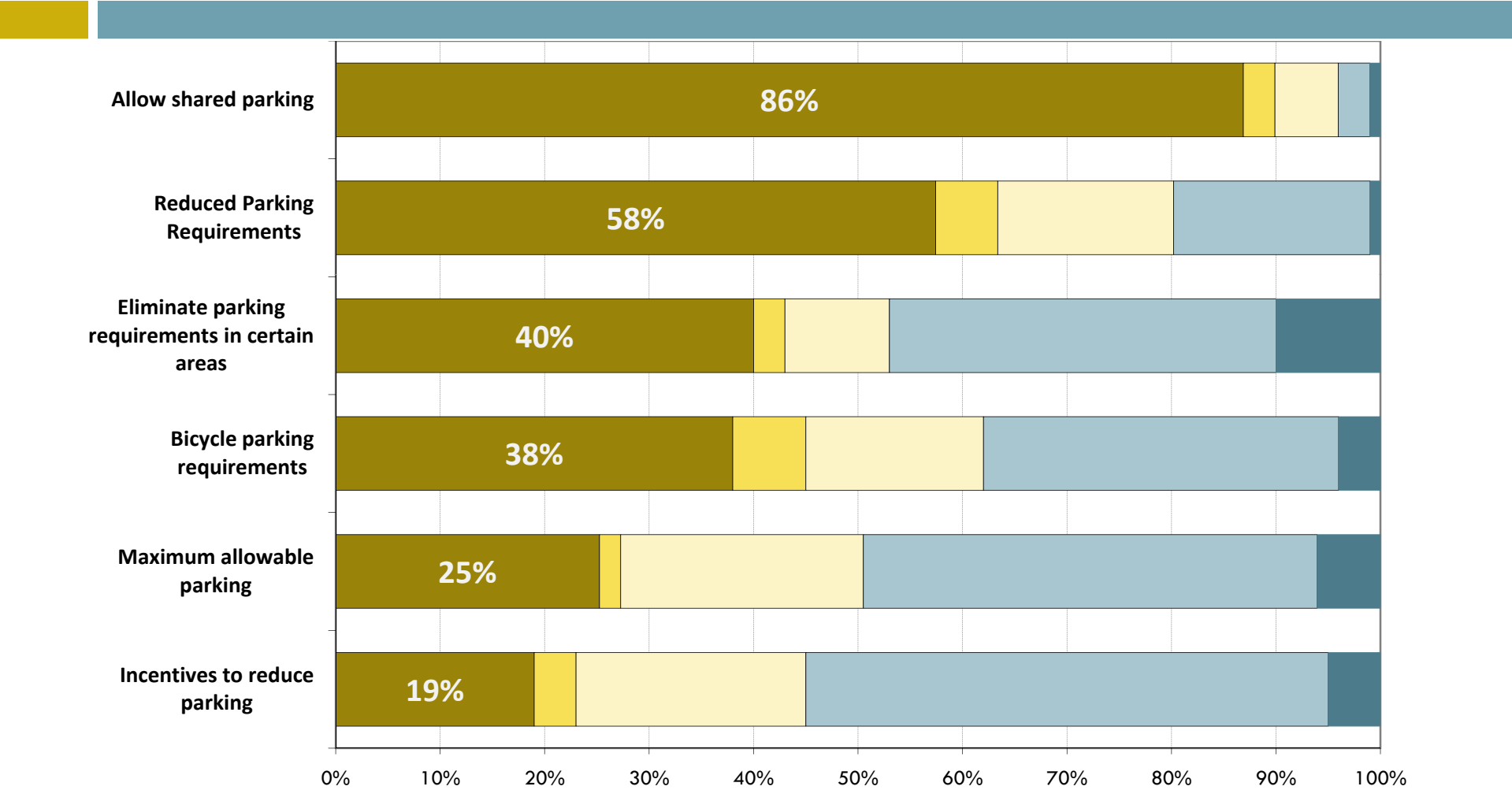
Findings: Land Use Policies Adopted



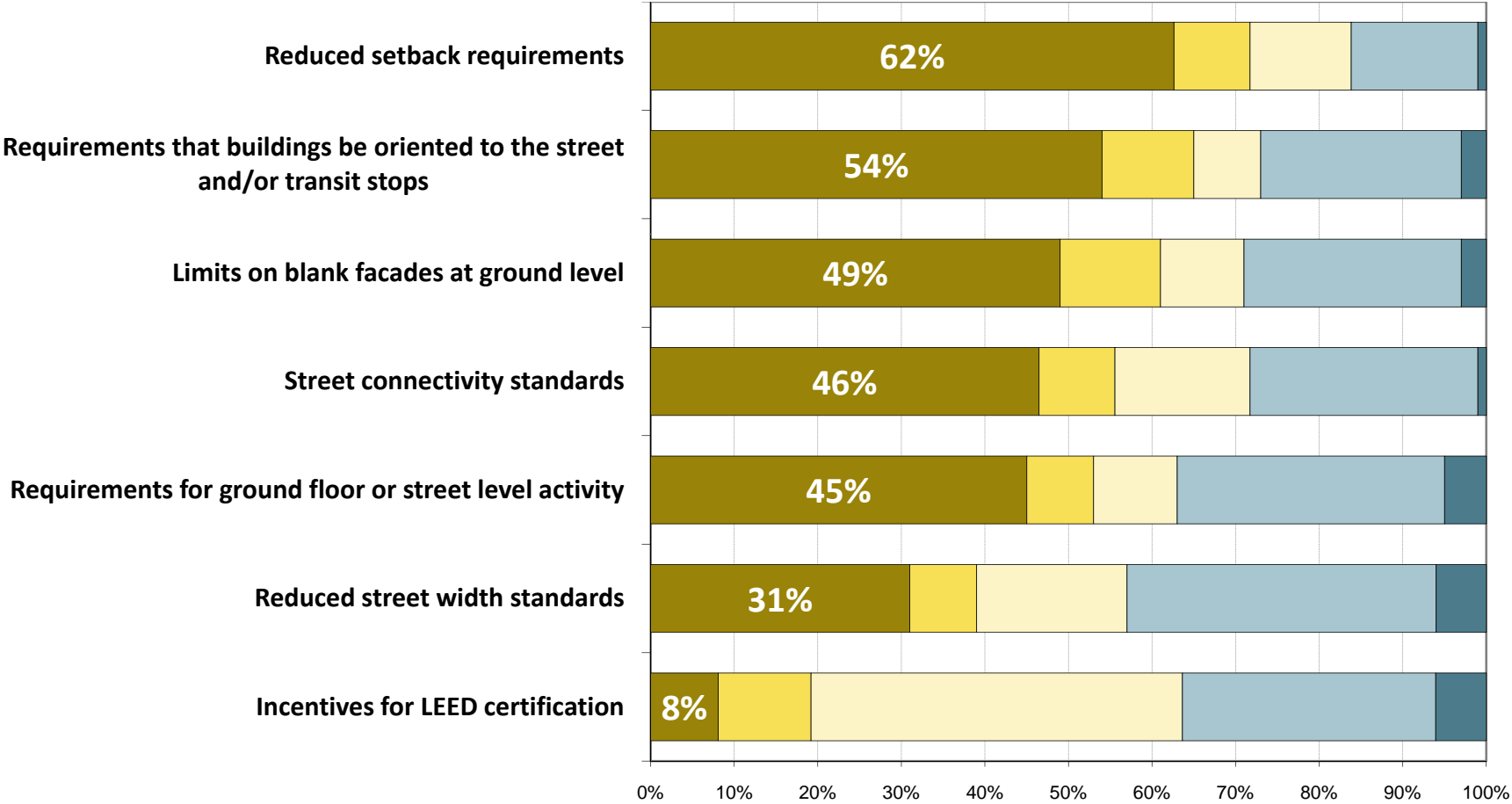
Findings: Land Use Policies Adopted



Findings: Parking Policies Adopted



Findings: Design Policies Adopted



Findings: Motivations

- Top *issues* motivating adoption include
 - ▣ “Livability”
 - ▣ Economic development
 - ▣ Creating dynamic centers
- Plans and mandates play a role
- Higher population growth (1990 to 2000) ⇒ more land use and design policies adopted
- Better current economic health ⇒ more parking and design policies adopted

Findings: Motivations



- Physical activity not a major motivation, but...
 - ▣ Increasing importance in this past decade compared to 1990s and earlier
 - ▣ Associated with higher numbers of policies adopted
- Public health agencies are not playing a role in these policy discussions

Reasons for Not Adopting Policies

	Somewhat + Very much	Very much a reason	Somewhat of a reason	Not a reason at all	Don't Know
A lack of planning staff time	65%	21%	44%	32%	3%
Opposition from residents	65%	21%	44%	27%	8%
Opposition from business community	57%	12%	45%	34%	9%
Lack of leadership from elected officials	52%	20%	32%	44%	5%
Opposition from other organizations	41%	7%	34%	39%	20%
Lack of knowledge about such policies	40%	3%	37%	57%	3%
Lack of leadership from planning commission	31%	3%	28%	65%	5%
Lack of leadership from planning director and/or department	13%	3%	10%	84%	4%

Resources



- The most useful sources of information were
 - ▣ Policies/language from other jurisdictions (top)
 - ▣ Consultants
 - ▣ Field visits (within and outside jurisdiction)
 - ▣ Professional conferences

Implications of the Findings

- Health and physical activity could become a more significant motivation
- Need to target elected officials
- External plans and policies can be influential
 - ▣ State-level planning mandates
 - ▣ Transportation plans (is there a role for HIAs here?)
- Planning departments need more resources
 - ▣ Sharing good examples may help (codes and site visits)

That's all for now...

- Contact information:
 - Jennifer Dill, jdill@pdx.edu
 - Deborah Howe, dhowe@temple.edu