

REDEFINING THE FUTURE OF URBAN WELLNESS

AN URBAN DESIGN TOOLKIT FOR POST PANDEMIC CITIES

THE 15 MINUTE CITY: IS IT A FUTURE OF URBAN LIVING?



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Gensler



RESILIENT INTERIORS

DESIGN STRATEGIES FOR
THE HUMAN EXPERIENCE

REDISCOVERING THE VALUE OF

HUMAN CONNECTION

The desire to be together is driving the recovery and reminding us of the true impact of real estate.

This development will create a new gateway to downtown that is inclusive, welcoming, and equitably prosperous.

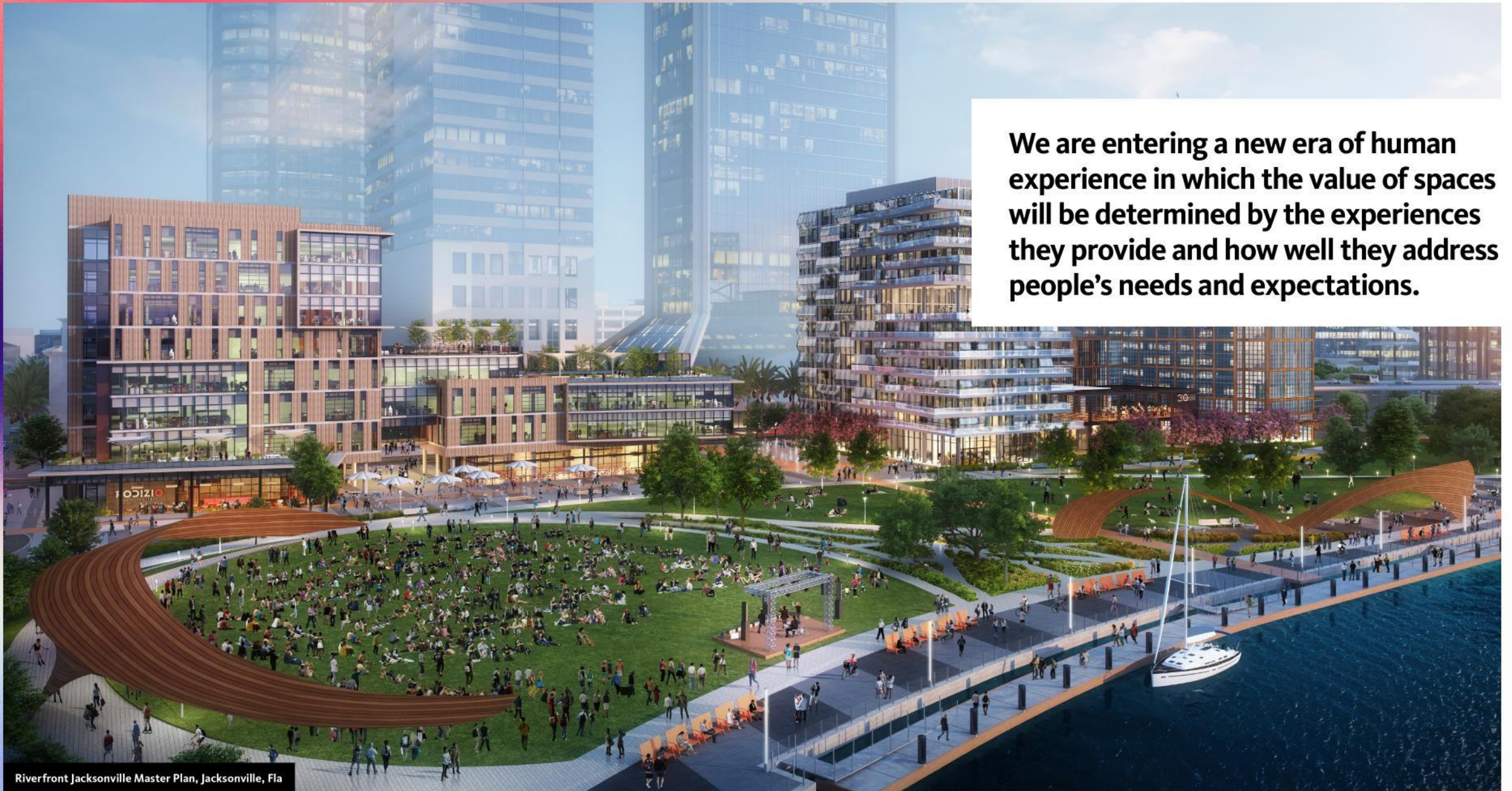
Infill on the Cut, Detroit

Since the start of the pandemic, developers and organizations have been grappling with the pressures of economic recession, social equity, and climate change while simultaneously trying to make decisions about how to reset for the future. As the vaccine rolls out across the globe and our cities open up once again, what are the opportunities our clients have available to them to increase the value of their real estate in a post-pandemic world?

During the pandemic, we vacated the spaces we typically frequent, and because of that we also lost the experiences that go with them. We were deprived of choice — home became the singular place to work and live. We relied on delivery services to bring us food and other goods, and we were consumed by virtual technologies to connect us with others.


While we were initially enamored by the new technologies that helped us stay connected, we also became exhausted by them. The absence of being able to work and socialize together in person has underscored how important those things are. Being apart has reminded us how valuable the places and spaces in which we work, live, and play are to our health and well-being.

Today, the desire to be together is driving the recovery. How can we safely bring people back together while also providing meaningful experiences? The opportunity we see is a realignment of real estate with human experience. By designing with people at the center, we can add value to real estate because in a post-pandemic future people will prioritize their use of real estate based on its human experience value. Real estate is the stage on which life is lived, and its value can be maximized if it is designed to enhance those experiences.



We are entering a new era of human experience in which the value of spaces will be determined by the experiences they provide and how well they address people's needs and expectations.

Riverfront Jacksonville Master Plan, Jacksonville, Fla



Design will be the instrument of change because it has the ability to transform lives and transform cities.

The challenges cities face now are not new, but they have taken on new sense of clarity and urgency because of the context in which we face them.

49%

Only 49% of people feel optimistic about their city's future.

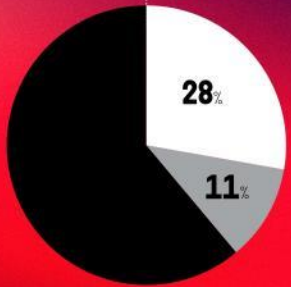
Source: Gensler City Pulse Survey Fall 2021

Fifth + Broadway, Nashville, Tenn

To become carbon neutral, we need to eliminate or offset the impact of both operating and embodied carbon.

39%

Constructing and operating buildings accounts for nearly 40% of global carbon emissions.



■ Building Operations
■ Building Materials & Construction

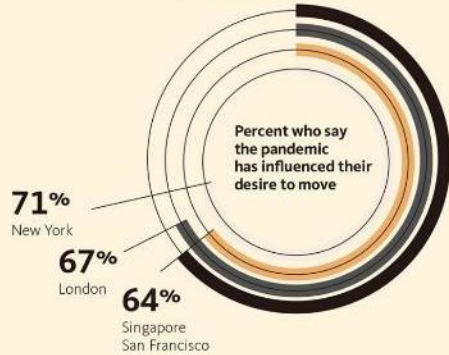
Source: Architecture 2030

We continue to articulate the urgency of climate change and the need for the building industry – and the opportunity the building industry has — to take climate action.

The Old Post Office, Chicago (rooftop)

THE PANDEMIC IS STRAINING PEOPLE'S RELATIONSHIPS WITH THEIR CITIES. ROUGHLY TWO-THIRDS OF URBAN RESIDENTS WHO WANT TO RELOCATE SAY THAT THE PANDEMIC HEALTH CRISIS HAS MADE THEM MORE LIKELY TO MOVE.

—GENSLER CITY PULSE SURVEY 2020



THE PRINCIPLES OF THE 20-MINUTE NEIGHBORHOOD

The concept of the 20-minute neighborhoods has every commercial, residential, and institutional need within a 20-minute walk or bike ride of each other. According to C40 Cities, here are the core elements of such neighborhoods:

- 1 EASY ACCESS TO GOODS AND SERVICES, PARTICULARLY GROCERIES, FRESH FOOD, AND HEALTHCARE**
- 2 A VARIETY OF HOUSING TYPES, OF DIFFERENT SIZES AND LEVELS OF AFFORDABILITY, TO ACCOMMODATE MANY TYPES OF HOUSEHOLDS AND ENABLE MORE PEOPLE TO LIVE CLOSER TO WHERE THEY WORK**
- 3 CLEAN AIR, FREE OF HARMFUL AIR POLLUTANTS, AND PUBLIC GREEN SPACES**
- 4 SMALLER-SCALE OFFICES, RETAIL AND HOSPITALITY, AND COWORKING SPACES THAT ALLOW PEOPLE TO WORK CLOSER TO HOME**

NOW MORE THAN EVER, WE HAVE THE OPPORTUNITY TO REIMAGINE THE FUTURE OF CITIES.



For several years, we've been focused on the critical role of the world's cities and our primary goal to design for people living, working, and playing in urban environments. Shaping the future of cities for the human experience has been our call to action and the centerpiece of our purpose as designers. That purpose is even more true now.

According to Gensler's City Pulse Survey findings, people's relationships with their cities are shifting as the pandemic continues to disrupt city life — in particular, persistent health concerns over the use of public transit. This is part of what's driving a trend toward 20-minute neighborhoods, where every commercial, residential, and institutional need is within a 20-minute walk or bike ride of each other.

As we continue to emerge from lockdown living, the developments that motivate us to leave our homes will be the most in-demand, yielding the biggest financial returns for developers and investors. We see this trend continuing to play out, which is why people's health, wellness, and experiences must be at the center of our design decisions.



META TRENDS

Here are five key metatrends impacting the cities sector, and how design is responding:

01

A FLEXIBLE PUBLIC REALM
WILL DELIVER A MORE
RESILIENT FUTURE

02

20-MINUTE
NEIGHBORHOODS WILL
DRIVE EQUITY

03

CLIMATE ACTION DEMANDS
WILL ADVANCE THE PATH TO
NET ZERO

04

CITIES AND ORGANIZATIONS
WILL FOCUS ON
REGENERATION AND REUSE

05

INNOVATION DISTRICTS WILL
CONTINUE TO THRIVE

Confidential Mixed-Use District



META TRENDS

Here are five key metatrends impacting the lifestyle sector, and how design is responding:

01

BELONGING AND PLACEMAKING WILL BRING PEOPLE TOGETHER

02

AMENITIES THAT DRIVE COMMUNITY WILL BE HIGHLY VALUED

03

FLEXIBILITY WILL BECOME A CRITICAL INVESTMENT

04

DIGITAL AND PHYSICAL WILL BLEND TO DELIVER CONNECTED EXPERIENCES

05

PLACES FOR GATHERING WILL BECOME NEIGHBORHOOD CATALYSTS

Cadillac House, Shanghai

Places that support a variety of activities and behaviors yield better experiences overall. The best environments support a diversity of activities and experiences.

Source: Gensler Residential Experience Index 2021



Features of a 20-Minute Neighborhood

Source: The Conversation

EQUITY AND THE 20-MINUTE NEIGHBORHOOD

"We're seeing a ripple effect in our neighborhood storefronts — and well before this pandemic, many of those storefronts, especially in our neighborhoods, were already vacant. There's an opportunity to start to think about how these spaces can be repurposed, and how they can fill some gaps in healthcare — how we can populate these spaces to address some of these overdue needs in the community."

—ANDRE BRUMFIELD, GENSLER CITIES & URBAN DESIGN LEADER



TREND 04 | PRIORITIZE ACCESSIBILITY

EQUITY SHOULD FRAME THE 20-MINUTE NEIGHBORHOOD CONVERSATION

To make a 20-minute neighborhood work, it must first be infused with the necessary services to support residents' quality of life, including healthcare, affordable housing, education, healthy food, retail, and greenspace. Access for all residents must be an absolute priority. This becomes especially important as shortages in revenues are affecting investment in updates to ailing transportation infrastructure. Over time, this will increase reliance to use mass transit in major cities, which amplifies the importance of creating cities where all residents can find what they need within walking distance.



ENVIRONMENTAL FACTORS MATTER MORE THAN WE REALIZE

We must seriously consider the fact that the pandemic is a product of the alterations we've made to the natural landscape and the lack of harmonization of our cities with nature. We have to start adapting cities to the landscape, to nature, and not the other way around.

—GENSLER DIALOGUE BLOG, "A Q&A WITH A COSTA RICAN MAYOR ABOUT THE FUTURE OF CITY DESIGN"





Shanghai Lockdown





" Lockdown increase the connection between people living in the same community in different way. Before we don't know our neighbours, sometimes just smile in the elevator then rush out. Now we share food, milk, even toilet paper. It reminds me of 20-30 years ago, living in 'Communism Community' everyone know each other, all the kids play together, but seems modern life has been breaking those kind of connections,

The importance of community self-governance/ Maintained, the bottom-up organization to engage all neighbours to exchange and help each other. "



"The importance of community self-governance/Maintained, the bottom-up organization to engage all neighbours to exchange and help each other. "



The Context

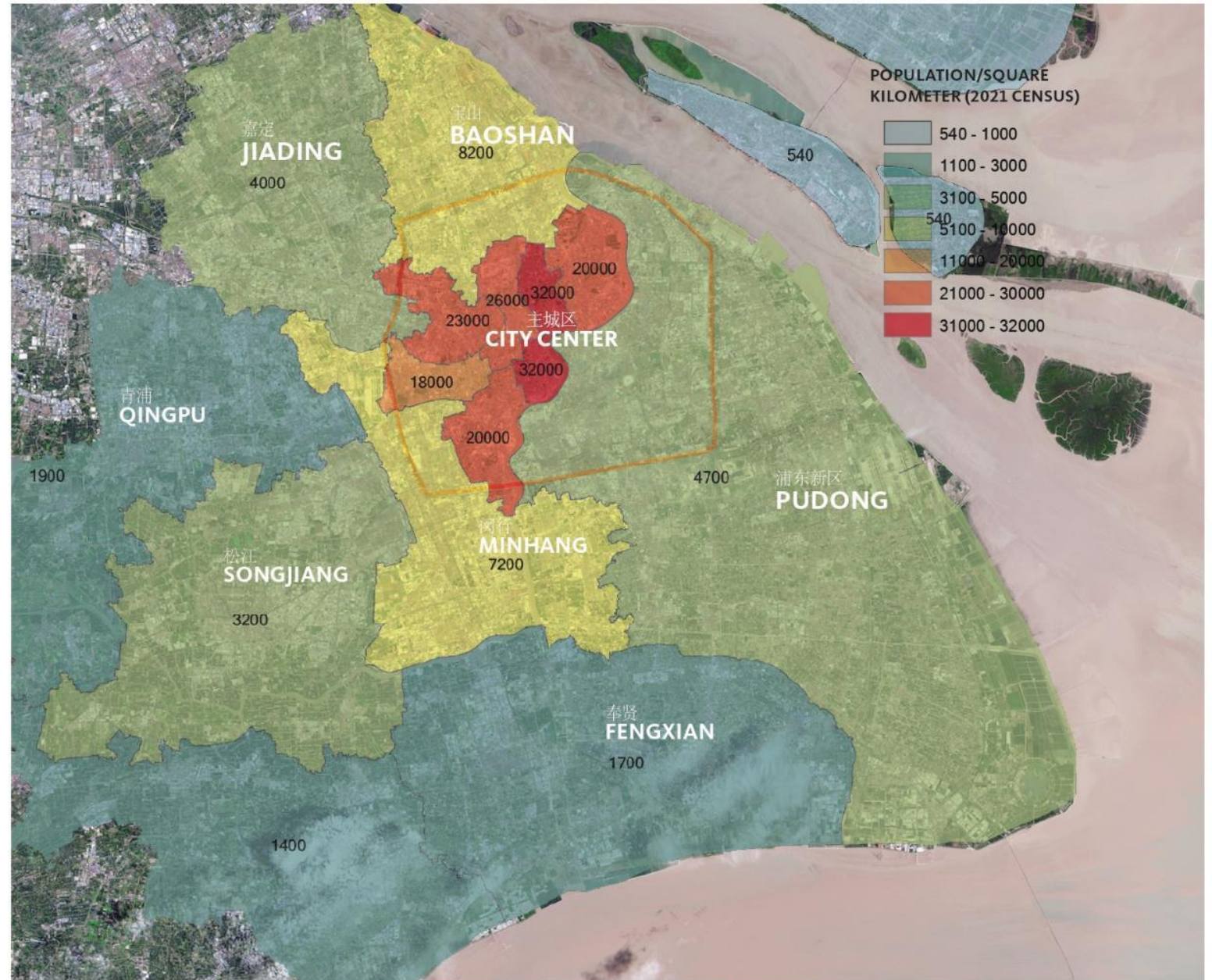
A CONCENTRATED
POPULATION WITHIN
CITY CENTER

23,092 PPL/KM²

CITY CENTER POPULATION DENSITY

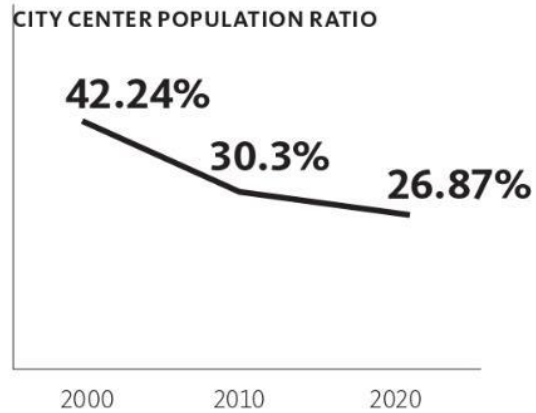
3,006 PPL/KM²

SUBURBAN POPULATION DENSITY

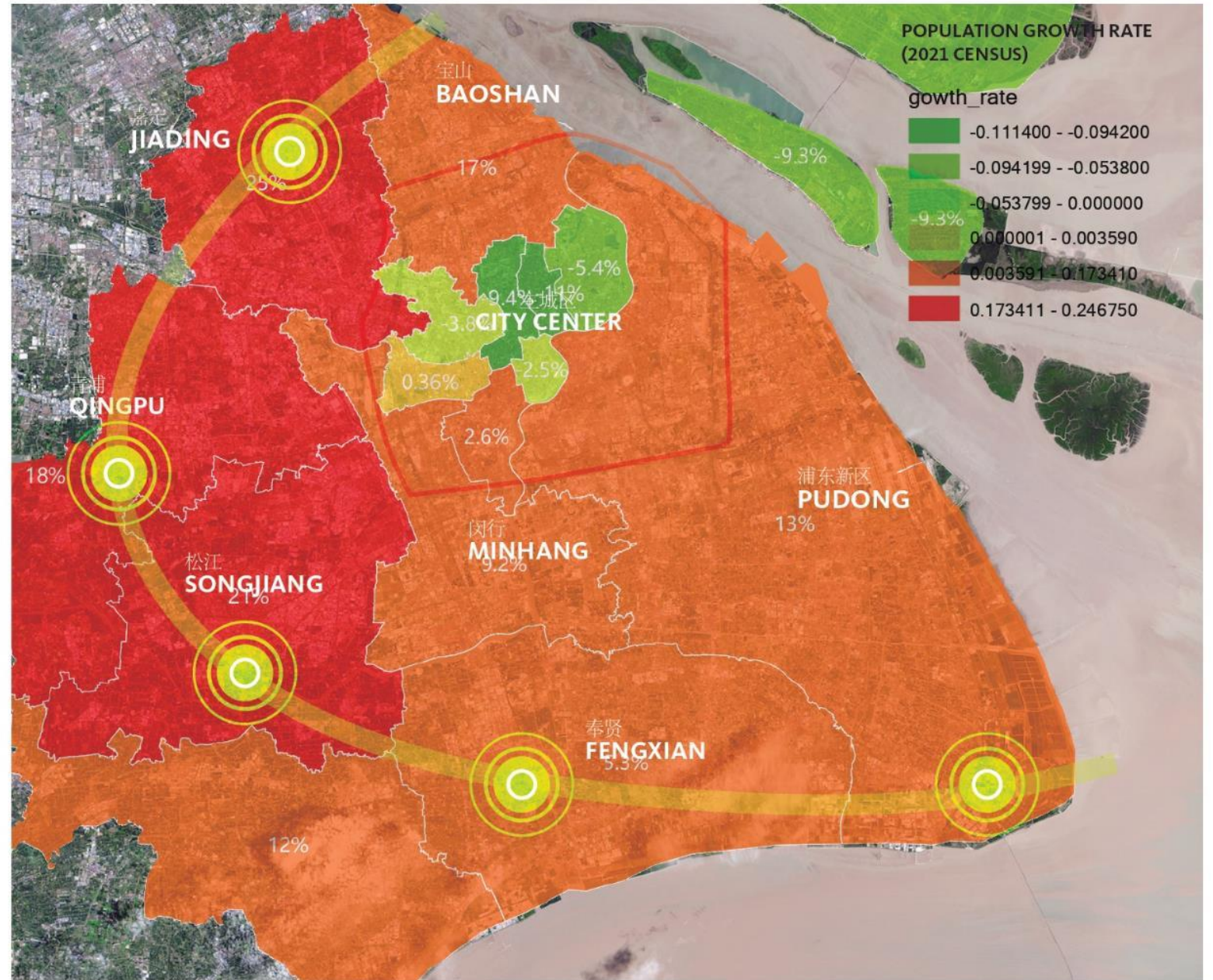


The Context

THE POPULATION IS MOVING TOWARD THE OUTER SKIRT OF THE CITY



SHANGHAI SPATIAL STRUCTURE
1 CAZ
5 NEW TOWNS



The Goal

To explore **an urban design toolkit to promote urban wellness and enhance the “city immune system”**, which not only promotes chronic health but also reduces vulnerability to contagious diseases. The research aims at reviewing and rethinking urban design strategies in the post covid-19 time within the Chinese context.

Giving roadways back to the pedestrian / community

Driven by covid restriction for restaurants to only seat outside. These tenants utilized sidewalks and even parking isles which are now starting to become permanent.

In certain areas the roadways have been reduced down to one lane and even completely dedicated to the pedestrian.

The city has not removed them – possibility of becoming part of a new zoning initiative



Giving roadways back to the pedestrian / community



5 MINS NEIGHBORHOOD WITHIN 15 MINS CITY

- Local Business
- Mini stores
- Market
- Covinient Stores
- Sports facilities
- Urban Farm/Courtyard
- Farm
- Food supply
- Fresh food delivery
- Pharmacy
- Daycare
- Library
- Security
- Garbage Collection
- Delivery Collection



THE RESULTS : WHAT IS THE SPACE FOR URBAN WELLNESS



XINTIANDI

An Initiative towards a Diverse Public life

CASE STUDY 1: XINTIANDI



Area: 218 ha, 1920s-current
A mixed use urban renewal neighborhood
Diverse typology: Lilong, high-end resi compounds, shopping mall, retail street and amenities



URBAN LIVING ROOM UNDER THE TREE CANOPY



SIDEWALK AS A SPACE TO STAY



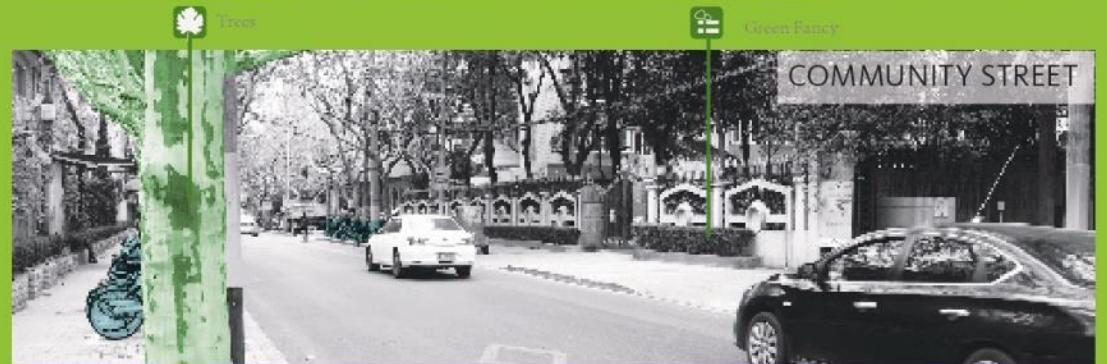
ENCOURAGE PUBLIC LIFE OF 24HOURS



XINTIANDI

FEATURES

- MIX OF LAND USES
- ACTIVE STREET-SCAPE
- CLOSE TO WATER
- INCREASE ACCESS TO NATURE
- SUPPORT BIKING



THE RESULTS : WHAT IS THE SPACE FOR URBAN WELLNESS



ANSHAN

A progressive “neighborhood unit”

CASE STUDY 2: ANSHAN



Area: 232 ha, 1950s-1970s
Typical socialist workers village, using the “neighborhood unit” model, aging community University & Incubator



SUPPORT ON-SITE GARDENING AND FARMING



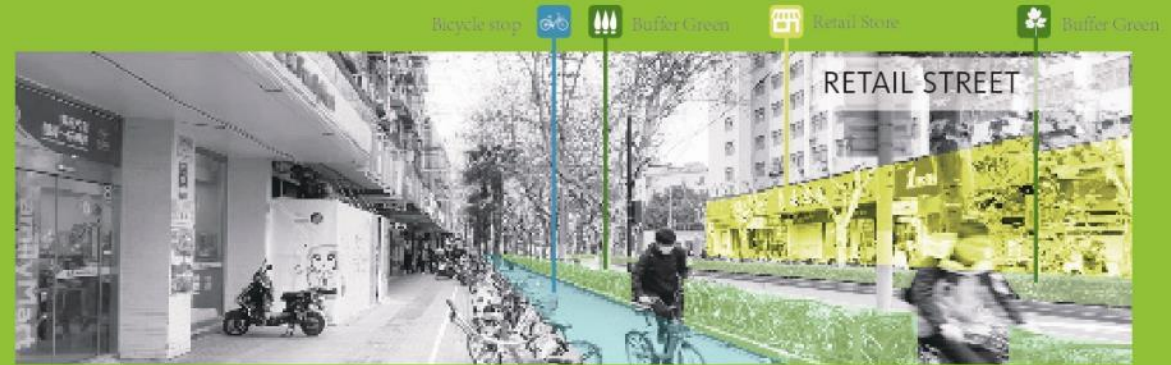
COMMUNITY PARKS THAT ENCOURAGE PHYSICAL ACTIVITIES



ANSHAN

KEY FEATURES

- SHADING SPACE
- PROVIDE INFRASTRUCTURE TO SUPPORT BIKING
- ACCESSIBLE GREEN SPACE
- WELL CONNECTED TO COMMUNITY
- EXERCISE PLACE
- SPACE FOR EVERYDAY USE



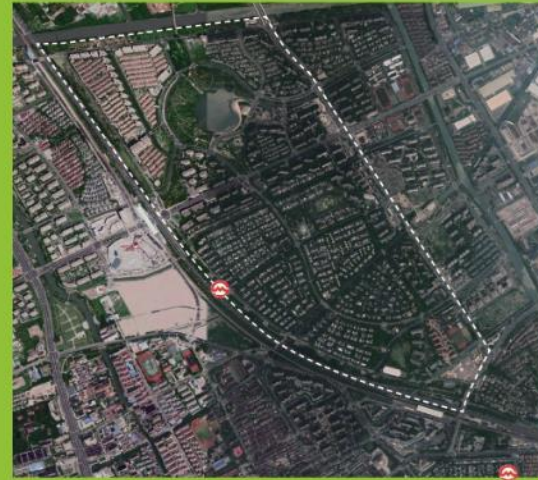
THE RESULTS: WHAT'S IS THE SPACE FOR URBAN WELLNESS



NANXIANG

Presence of Nature

CASE STUDY 3: NANXIANG



Area: 232 ha, 2005-current
Typical suburban residential compound, large block and lush green area, TOD development

OPEN SPACE FOR GATHERING AND SUNSHINE

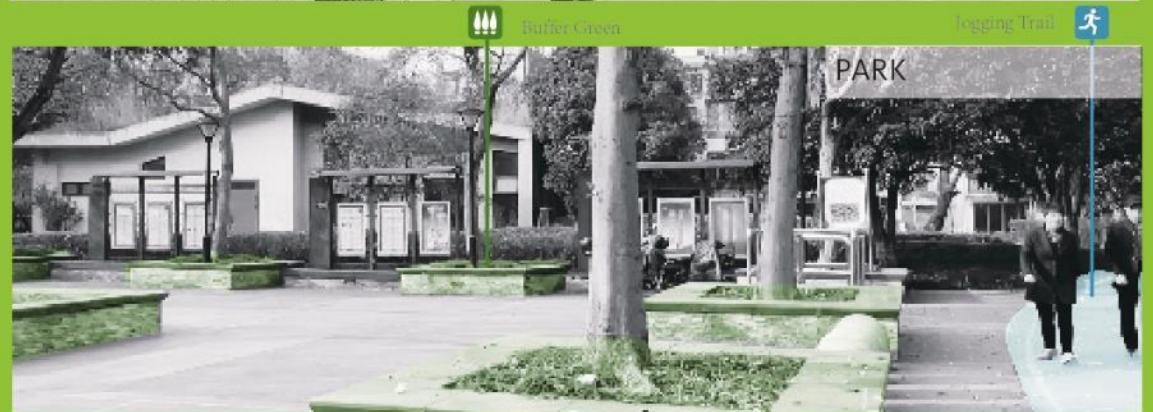


CONSERVATION AND RESTORATION OF NATURE WATER-FRONT



NANXIANG

- FLEXIBLE MARKET SPACE
- NO-CAR ZONE
- MINIMIZE NOISE POLLUTION
- REST AREA





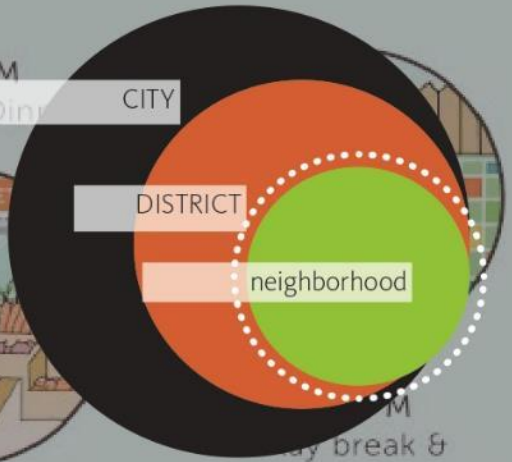
Hi! My name is Amia and this is my daughter Lili. We love that we can get so much done around our neighborhood bus stop every day.



8:30AM
Off to Work



4:45PM
Shop for Dinner



What's Next?! For Shaping the future of 15 mins(or 5 mins?) healthy neighborhood.

8:00AM / 4:30PM
Drop off / Pick up Lili

Take aways from our lockdown,

Morning Coffee

Day break & then off to home!

Proper scale neighborhood as a functional/operational unit;

Community self-governance/Maintained, the bottom-up organization

Bring back the neighborhood school.

Make sure food and basic necessities are available locally.(Urban Farming)

Third Places come in all shapes and sizes(public realm system, even vertically)

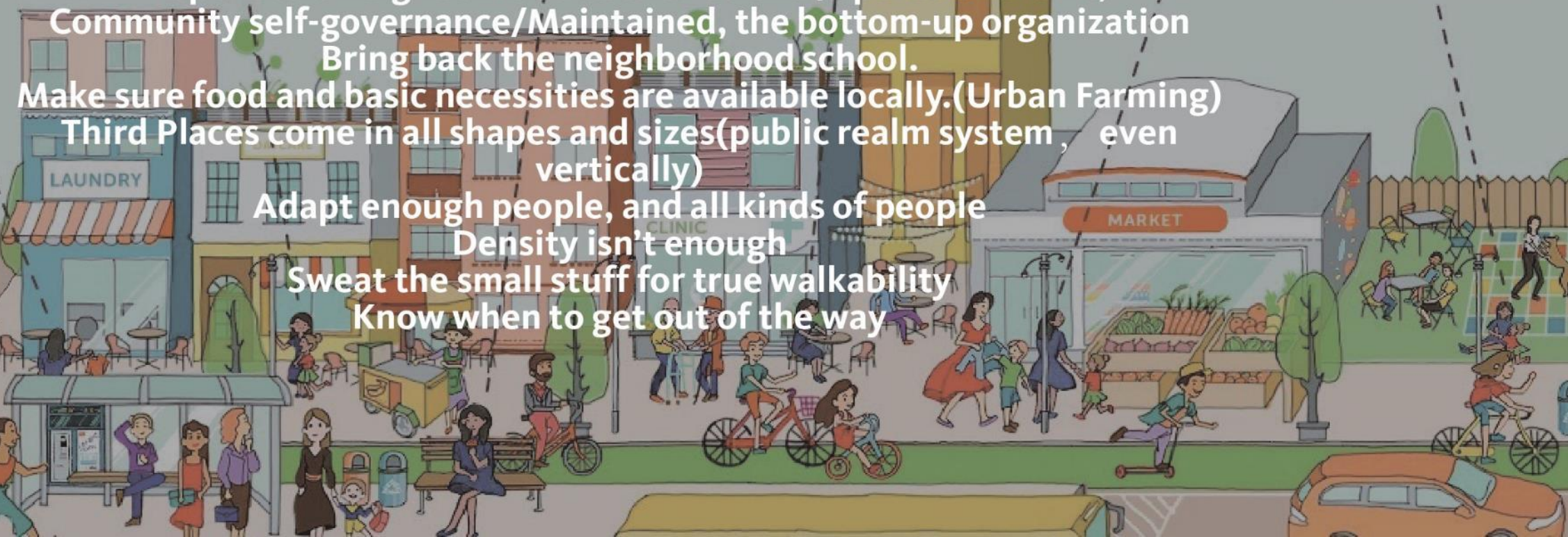
Adapt enough people, and all kinds of people

Density isn't enough

Sweat the small stuff for true walkability

Know when to get out of the way

8:10AM
Dryclean



THE RESULTS: PLACE MAKING GUIDELINE

A FOCUSED TOOLKIT ON HEALTHY BUILT ENVIRONMENT PLACE MAKING

Through the Focused Toolkit, we are establishing A design approach to shape PROJECTS and PLACES in ways that improve the health OF PEOPLE and NEIGHBORHOODS.



Design Implications: GUIDELINE FOR 15-MIN HEALTHY NEIGHBOURHOOD

ACCESSIBILITY



Cycling as a lifestyle

- 01 Separated Bike lane
- 02 Green buffer & Tree Canopy
- 03 Public changing Room
- 04 Adequate Signs & Paving
- 05 Digital Support
- 06 Parking & Charing Zone
- 07 Safety Crossing



Easy access to Goods & Services

- 01 Continuous Ground floor retail
- 02 Community Canteen
- 03 Host a farmers market
- 04 Community Clinic
- 05 Direct drinking Water Supply
- 06 Support on-site gardening and farming
- 07 Food delivery Service



FLEXIBILITY



Multi-functional Public Spaces

- 01 Presence of Flexible Furnitures
- 02 Use of noise-reduction strategies in the space
- 03 Children's playground and/or features for play
- 04 Public access toilets
- 05 presence of features or facilities that promote physical activity
- 06 Concessions, kiosks, or other commercial activity serving the space
- 07 Evidence of programming (Events)



Streets as places for gathering

- 01 Semi-public space for talking
- 02 Presence of Public Art
- 03 Formal or informal
- 04 Street facing Bar
- 05 Opening for Plaza or Gathering space
- 06 Shade or sheltering structures



Design Implications: GUIDELINE FOR 15-MIN HEALTHY NEIGHBOURHOOD

COMFORT



Activated Public Realm

- 01 Incorporate a mix of land uses
- 02 Well Connected sidewalk
- 03 Public and Cafe sitting area
- 07 Encourage Pet friendly zone
- 04 Accommodate Temporary activities
- 05 Well connected to Public trans-
- 06 Facade Opened to street



Presence of Nature

- 01 Install Planters along sidewalk
- 02 Support on-site gardening and farming
- 03 Plants to improve air quality
- 04 Tree canopy to minimize air pollution
- 05 Lawn for Gathering and Sunshine
- 06 Conservation and Restoration of Nature Water Bodies



TECHNOLOGY



Data-driven Operation

- 01 Air-Quality evaluation
- 02 Geo-located information
- 03 Adaptive traffic signals
- 04 Real-time monitor traffic



Digital Experience

- 01 Full wifi Coverage
- 02 Facilities Smart Infrastructure (Light, sign, camera)
- 03 Separated Bike
- 04 Presence of Digital Art
- 05 Autonomous Vehicle
- 06 Dynamic (LED-embedded) pavement



Design Implications

GUIDELINE FOR 15-MIN HEALTHY STREET SCAPE

- 01 Incorporate a mix of land uses
- 02 Well Connected sidewalk
- 03 Public and Cafe sitting area
- 07 Encourage Pet friendly zone
- 05 Well connected to Public transport
- 06 Facade Opened to street
- 01 Semi-public space for talking
- 02 Presence of Public Art
- 01 Separated Bike lane
- 02 Green buffer& Tree Canopy
- 03 Public changing Room
- 03 Seating, formal or informal
- 01 Full wifi Coverage
- 02 Facilities Smart Infrastructure(Light, sign, camera)



Design Implications

GUIDELINE FOR 15-MIN HEALTHY PARKS

- 01 Separated Bike lane
- 04 Adequate Signs & Paving
- 04 Tree canopy to minimize air pollution
- 07 Encourage Pet friendly zone
- 05 Lawn for Gathering and Sunshine
- 06 Conservation and Restoration of Nature Water Bodies
- 02 Use of noise-reduction strategies in the space
- 05 Presence of features or facilities that promote physical activity



Design Implications

GUIDELINE FOR 15-MIN HEALTHY GARDENS

- 01 Continuous Ground floor retail
- 02 Community Canteen
- 04 Community Clinic

- 05 Direct drinking Water Supply
- 06 Support on-site gardening and farming
- 07 Food delivery Service

- 05 Lawn for Gathering and Sunshine
- 04 Tree canopy to minimize air pollution
- 03 Children's playground and/or features for play

- 05 Presence of features or facilities that promote physical activity
- 01 Full wifi Coverage
- 02 Facilities Smart Infrastructure (Light, sign, camera)



THE RESULTS: PUBLIC HEALTH AND THE BUILT ENVIRONMENT

Built environment (especially the public realm) in city can play a critical role in promoting healthy urban environment, and become drivers of sustainable change towards a healthier public life. Therefore, we need to raise awareness (especially from a design perspective) of the connections between public health and the built environment.



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