

# Peter Rummell Eyeing JEA site for Rollout of Healthy Town

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Peter Rummell is getting back into the real estate development game, eyeing the JEA's Southside Generating Station site for a health-focused residential development.

For more than 40 years, Rummell has been instrumental in the real estate development industry, from beginning his career with the Sea Pines Company to his presidency of Disney Development Corp.

His new vision, which he's calling Healthy Town, is a community focused around health rather than something like a golf course. Rummell, who is working with developer Mike Balanky, has discussed the Healthy Town concept before, but said he's now ready to make it a reality.

"We need a place to do it and a site," he said. "The one potential place is the JEA site on the river. In terms of time, we are ready to go."

Bids for the JEA site are due to the utility by Oct. 7.

The Healthy Town idea is a living environment concept with all the elements, facilities, amenities and resources necessary to promote the optimal health of the people who live there, Rummell said.

"It's someplace where you can live a normal life, but not feel guilty if you have a glass of wine at 6 p.m.," he said. "It's not about more lanes in the pool, building a fancier gym or a wider bike path, it's about lifestyle and by virtue of living here your

family will feel healthier and be healthier.”

The idea for Healthy Town resembles a large lifestyle neighborhood, complete with a “base camp” for health and wellness guidance that will connect people to the appropriate classes or hobbies that they desire.

“Base camp is just a term we use,” Rummell said. “It’s like a concierge service on steroids that provides a multitude of services that support the needs of all generations, from exercise classes to activity programming to community gardening, and even a ‘health concierge’ for physician referrals.”

So, how do you make the layout of a town healthier for its residents?

Beyond the requisite bike paths and fitness center, the town will integrate natural and virtual environments that are solely designed to support healthy living. Plans for the development include adopting new ways for people to exercise without them realizing it, with opportunity for “unintentional exercise” part of the overall design and operation, Rummell said.

For example, most elevators are placed in front of stairs, but when the stairs are made more prominent, more people find themselves using them, Rummell said.

The developers have financing lined up, Rummell said, and are ready to start the project in Jacksonville before expanding elsewhere.

“I want to start it in one place and get it right and really refine it,” he said. “My attention would be to roll it out as quickly as possible in lots of places.”