

# Transforming the Strip:

## Towards a Smarter, More Sustainable Future for Gateway Approaches



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"Attractive, well-designed, and landscaped highway corridors are always more profitable than corridors cluttered with giant signs and haphazard development. Both the public and private sectors are recognizing that investing in high-quality design is good for both business and the community."

*Ed McMahon, ULI Senior Fellow, Urban Land Institute, Washington, DC*

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### Re-development Design Strategies to Create Mixed-Use Centers including a discussion of Planning for Conservation Subdivisions

## A Workshop conducted by Randall Arendt

To be held at the University of Maryland Landscape Architecture Program  
Room 1130 Plant Sciences Building, College Park, MD

Friday, March 6, 2009

9:00am – 4:00pm

**\$45.00 includes morning coffee and lunch**

Registration and coffee 8:30-9:00am Critique Hall (0104 Plant Sciences Building)

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This presentation focuses on practical ways of reclaiming existing highway strips characterized by dysfunction and visual blight. Multiple strategies blend the twin disciplines of Conservation Design and New Urbanism for rebuilding these corridors. Innovative concepts offer opportunities for mixed-use redevelopment in areas that have existing infrastructure, increasing the viability of the businesses, service providers, and public transit.

A digital slideshow illustrates progressive approaches that emphasize multi-story mixed-use buildings and affordable housing, public transit possibilities, shade tree planting, design standards, signage, native landscaping, improved circulation, parking lot orientation, stormwater infiltration and recharge, night sky protection, and solar features.

This topic is of interest to civic leaders, Planning Board members, professional planners, landscape architects, and

engineers, commercial property owners, investors, and developers who will benefit from the redevelopment and adaptive reuse of aging highway commercial corridors into multi-use centers for the 21<sup>st</sup> century.

*Because the typical design life of so many commercial highway buildings is only 25 to 30 years, communities can position themselves to guide future building replacement. By working now to articulate a vision, adopt plans, enact flexible codes, and provide incentives, community leaders can help produce economically viable and aesthetically attractive corridors for the future.*

A discussion of Conservation Subdivisions for residential development, including a hands-on exercise, will follow in the afternoon session. Participants will have opportunities to engage the speakers and each other throughout the day.



## Agenda for Friday, March 6, 2009:

8:30 am – 9:00 am	Registration and Coffee
9:00 am – 11:15 am	Highway Corridor Workshop
11:15 am – 12:00 pm	Panel Discussion, Q&A
12:00 pm – 1:15 pm	Lunch
1:15 pm – 2:45 pm	Conservation Subdivision Workshop
2:45 pm – 3:00 pm	Break
3:00 pm – 4:00 pm	Hands-on Exercise, Review, Q&A

### The workshop addresses the following specific topics, among others:

- Planting shade trees extensively along the highway, internal streets, pedestrian ways, and parking areas;
- Calming traffic through landscaped medians and roundabouts and ensuring safe pedestrian walkways;
- Integrating with existing or future mass transit (bus routes and light rail lines);
- Providing opportunities for housing above shops and offices and encouraging vertical integration;
- Designing with natural and historic cultural features;
- Managing stormwater to emphasize groundwater infiltration and recharge;
- Using native plant species – and a diversity of plants;
- Setting maximum building setbacks from the highway and creating internal streets for inter-parcel circulation;
- Establishing standards for signage, emphasizing smaller-scale and less “aggressive” signs;
- Requiring outdoor lighting to have vertical “cut-offs” to reinforce the value of dark-sky principles.

**REGISTRATION:** Please fill in the information below, copy, and mail with payment to:

**Randal Arendt Workshop**  
2102 Plant Sciences Building  
University of Maryland  
College Park, MD 20742-4452

**PAYMENT:** \$45.00 includes morning coffee and lunch.

Please pay by check only, payable to “**University of Maryland**”.

Deadline for Registration is **Friday, February 20, 2009**.

Space is limited; please register soon to assure your participation.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City, State and Zip \_\_\_\_\_

E-mail address \_\_\_\_\_

Questions? Contact Jack Sullivan, FASLA, [jack@umd.edu](mailto:jack@umd.edu).