



**The Long Island Section**  
of the  
American Planning Association  
**New York Metro Chapter**

*Making Great Communities Happen*

*proudly presents*

**Reclaiming Commercial Strips**  
**A Design Workshop with Randall Arendt**  
nationally recognized for creative design redevelopment techniques

held in conjunction with the

**2010 Arthur H. Kunz**  
**Memorial Scholarship Lunch**  
**March 18<sup>th</sup>, 12:00 – 4:30 pm**  
Register at  
**[www.APALongIsland.org](http://www.APALongIsland.org)**

This workshop addresses an issue of relevance to virtually every community on Long Island: how to guide redevelopment along existing highway strips to gradually transform them into vibrant, transit-friendly mixed use districts, with a more traditional urban form.

This workshop, with its hands-on design exercise using local examples, will help communities implement smarter, more sustainable development patterns, and includes ideas for improving economic viability and attractiveness.



**Only 80 seats available ~ first come, first serve!**

- **Location:** The Long Island Association, 30 Broadhollow Road, Suite 110W, Melville, NY
- **Cost:** Luncheon and Workshop (in advance): 12:15-4:00 PM, cost \$60 (APA), \$75 (non-APA);
  - ❖ If using payment by check: please mail checks payable to “Long Island Section” to Kathy Eiseman (NP&V, 572 Walt Whitman Road, Melville, NY 1174)
  - ❖ Or, register online at [www.APALongIsland.org](http://www.APALongIsland.org)
- **Credits:** AICP and AIA credits pending.

**SPONSORSHIP OPPORTUNITIES AVAILABLE- [APALongIsland@gmail.com](mailto:APALongIsland@gmail.com)**

This workshop session is of interest to professional planners, civic leaders, Planning Board/Commission members, architects, landscape architects, engineers commercial property owners and investors, and developers, who stand to benefit from the **redevelopment and adaptive reuse** of aging highway commercial corridors into **multi-use centers for the 21st century**, as well as residents who care about the future economic vitality and livability of their community.

*This presentation includes multiple strategies blending twin disciplines of Conservation Design and New Urbanism for rebuilding highway corridors, gradually increasing functionality and attractiveness.*

*Also discussed are the fundamentals of Form-Based Zoning (to locate different building types appropriately, according to scale and massing), and Low Impact Development strategies (to reduce the negative effects of new construction, particularly involving stormwater infiltration).*

These concepts offer significant opportunities for commercial and mixed-use redevelopment, especially in areas with existing infrastructure, increasing the viability of businesses, service providers, and current/future public transit operators.



## Comments Received from Past Sponsors of this Workshop

“Thanks for your energetic and inspiring presentation. It was truly what we needed, in order to jump start this project, and our guests left inspired. We look forward to working with you again!”

*Sally Wakefield, 1000 Friends of Minnesota*

“Everyone loved your presentation and thought it was very informative, especially the graphic pictures – which really helped our local officials to visualize the concepts and prove they can be implemented! One person commented that you were very laid back and he appreciated the fact that you didn’t preach to the group, and that you just shared your knowledge and experience in a way that informed and inspired.”

*Jill Weyer, Senior Planner, Sullivan County Planning & Environmental Management, Monticello, NY*

“Thank you so much for leading the workshop at the Mid-America Regional Council in Kansas City. It was probably the most valuable workshop I have the pleasure of attending. It came at a perfect time, as I am working to create design guidelines and revise our codes and ordinances. I will definitely use your book as a resource to help me with these endeavors.

*Amy Kynard, Planner, City of Gardner, Kansas*

“Thank you for your recent visit to Hickory. I greatly appreciate your efforts. Your presentation Reclaiming the Commercial Strip: Toward a More Sustainable Future for our Gateway Approaches was enthusiastically received. I have heard nothing but positive comments since the presentation. Over 40 persons attended from three counties, including elected and appointed officials, Planning Commission members, planning staff, civic leaders, business persons, developers and local citizens. It was a great “kick-off” for our planned revisions to our future land-use plan and land --development code. The topics that you addressed were timely and quite pertinent to our current redevelopment and land use issues. I greatly appreciate the additional hour that you spent addressing attendee’s questions. It was a lively give and take session.

Thank you again for your time and the passion that you exhibited. The session was well-received and one that every municipality should hear.”

*Brian Frazier, AICP, Planning Director, City of Hickory, NC*



***"I really enjoyed your workshop on transforming the strip. I've always felt that the 'traditional' zoning methods have caused more harm than good, and have been a hindrance to good design. I hope that the local county staff members can take the workshop to heart and move away from the fossilized establishment to a better vision of redevelopment and a return to integrating of land uses, horizontally and vertically."*** Kevin Mack, RLA, ASLA, Dewberry Associates, Gaithersburg, MD

*"The Reclaiming the Commercial Strip workshop was a huge success! It's difficult to say if our capacity attendance and active audience participation was due to the timing of the topic relative to local development trends, your enthusiasm of your presentation, or their anticipation based upon your very popular 'Conservation Subdivision' presentation last year. No matter what the reason, both the private and public sectors are now talking about the same vision for the community and it looks like we're entering into a concerted era of development...or, better put, re-development!"* Steve Ribble, ASLA, CLARB, Ames A/E, Bangor, Maine

*"Your recent community training workshop for Chautauqua County was extremely well received. People became really involved in your presentation and asked many good questions.. Participants particularly liked your method for converting them, slowly over time, into attractive and successful mixed-use corridors through good design."* Terry H. Martin, Ph.D., Consultant to Chautauqua County (NY) Planning Department



## About Randall Arendt

Randall Arendt is a landscape planner, site designer, author, lecturer, and an advocate of "conservation planning".

He received his B.A. degree from Wesleyan University (*magna cum laude* and Phi Beta Kappa) and his M.Phil. degree in Urban Design and Regional Planning from the University of Edinburgh, Scotland, where he was a St. Andrew's Scholar. He is Senior Conservation Advisor at the Natural Lands Trust in Media, Pennsylvania, and is the former Director of Planning and Research at the Center for Rural Massachusetts, University of Massachusetts at Amherst, where he also served as an Adjunct Professor. In 2003 he was elected a Fellow of the Royal Town Planning Institute in London. In 2004 he was named an Honorary Member of the American Society of Landscape Architects, and in 2005 he received the American Institute of Architects' Award for Collaborative Achievement. In 2008 he received an Honorary Degree in Landscape Planning and Design from the Conway School of Landscape Design, in Conway, Massachusetts.