Street Trees Make a Difference!

Lack of Sign Control

ATTRACTIONS – EXIT 30A
UMASS LOWELL
Tsongas Arena
LeLacheur Baseball Park
Lowell National Historical Park
AMERICAN TEXTILE HISTORY MUSEUM
Sports Museum of New England

Mobil
RESTAURANT

Best Western
The Lodge
AT JACKSON HOLE
Black Bear
BISTRO

McDonald's

BAILEYS
THE PERFECT NIGHT CAP.
BAILEYS
THRIFT SHOP
FAMILY'S
ATTIC

Oversized

Poorly Planned

Badly Located

Too Numerous

Corridor Clutter

- "The distinguishing characteristic of suburban strips is their undisguised ugliness, although traffic congestion runs a close second."

- This ugliness must be eradicated if suburban retail is to remain competitive and successful in the future."

- Source: ULI. Ten Principles for Reinventing America's Suburban Strips, 2004

Issues to Consider

- Image
- Cost
- Effectiveness

Image

PORTAGE
PORTO-PED SHOES FOR MEN
MANUFACTURERS
SHOE OUTLET
PEPSI
NUFACTURERS SHOE OUTLET
MANUFACTURERS
MENS SHOE BOYS
OUTLET
TROJAN
HOTEL

Cost

Westlake Village
FRANKLIN FINANCIAL
EZPAWN
VIDEO XPRESS
Pro Top NAIL
600

HIGHLANDS PLAZA
Bryson's Food Store
Highlands Hardware
Highlands Printing
Norma's Yarns
Bedroom & Bath Designs
First Union
Highlands Auto Parts
Thoroughbreds

Effectiveness

Harris Teeter
Quincy's
FAMILY STEAKHOUSE
Pic 'n Pay Shop
GIFTS FOR ALL GOOD
THE BOOK
ART of
SUBWAY
CANDLELIGHT
MEXICAN FD
ALL SEATS
LION KING PG
DEMON KNIGHT R
SANTA CLAUSE PG
INTERVIEW VAMPIRE R
FOR LEASE

Bobby's
BAR-B-Q
Buffet
Professional
Plaza
HAIR SAF
DUMAS COMPUTER
TOTAL CARE
Trout's
ABC
STORE
CELLULAR
PAGERS
SPEED
LIMIT
30
'95 2 22

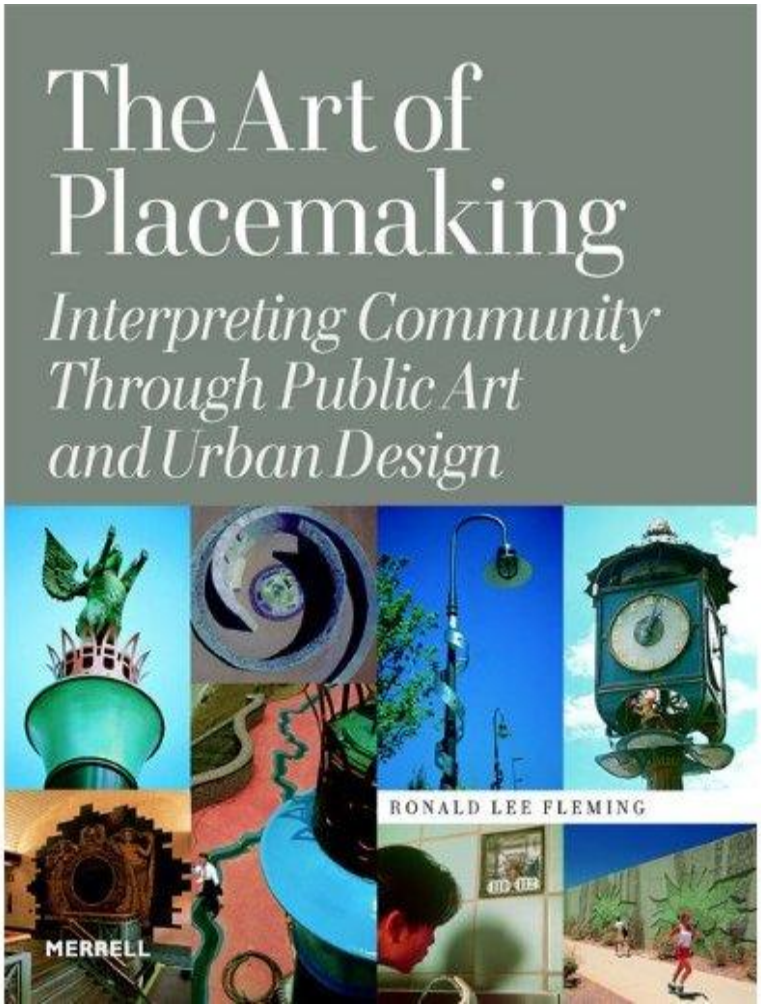
Cracker Barrel
Old Country Store

Hardee's
Auto Clinic

Public Art

Public Art Comes in All Sizes and Styles

Placemaking Public Art



- Placemaking public art is art that that relates to local history, culture , geography, folklore or tradition.
- It is art that helps people understand where they are.
- It is not art dropped from outer space.

Use Public Art to Tell a Story

Dolly Parton Statue, Sevierville, TN

Thurgood Marshall Statue, Annapolis, MD

Celebrate Famous People

Babe Ruth – Baltimore, MD

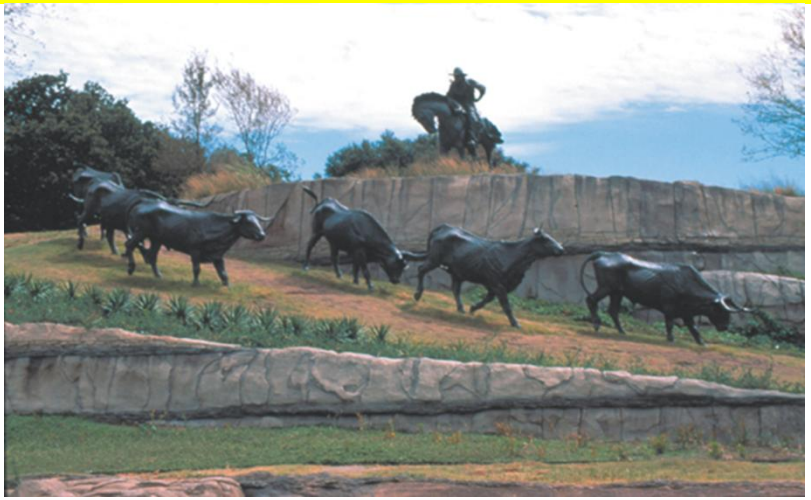
Buddy Holly – Lubbock, TX

Celebrate Famous Events

Lunch Counter Sit-In, Greensboro, NC

Celebrate Ordinary People

Waterman – Massachusetts



Ranchers – Texas

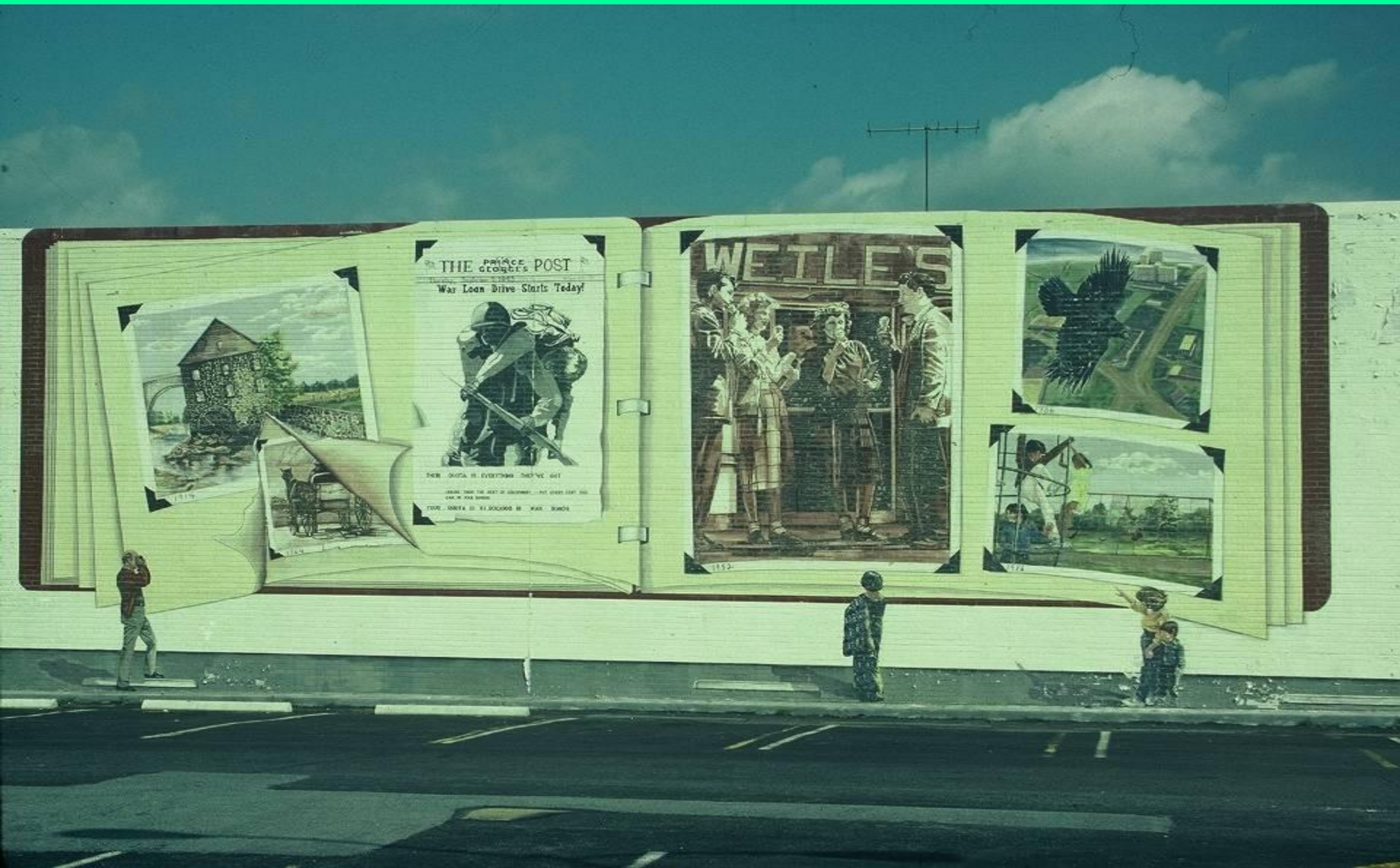
Coal Miners – Pennsylvania

Unemployed Workers - DC

People Waiting for the Bus

Chisholm Trial Mural – Ft. Worth, TX

Family Album – Takoma Park, MD



Louisville Slugger Museum

Big Postcard Orlando, FL

Integrate Art and Infrastructure

Memorial Bridge – Washington, DC

Lion Bridge – St Augustine, FL

Frog Bridge, Willimantic, CT

Denver, Colorado

Big blue bear at Denver Convention Center

CLAYTON

HERSHEY

Existing Condition

Add curbs, sidewalks, crosswalks

Street trees and benches

Mix of housing types

Fountain and play area

Keys to Corridor Upgrades

- Develop a vision
- Engage leaders and the public
- Remove impediments
- Enhance development mechanisms
- Create supporting codes
- Invest in infrastructure
- Think about health impacts
- Execute relentlessly

Thank You!

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