Street Trees Make a Difference!
Lack of Sign Control
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
Cost
Effectiveness
Public Art
Public Art Comes in All Sizes and Styles
Placemaking Public Art

- Placemaking public art is art 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
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
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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