

## From the Planners' Bookshelf...

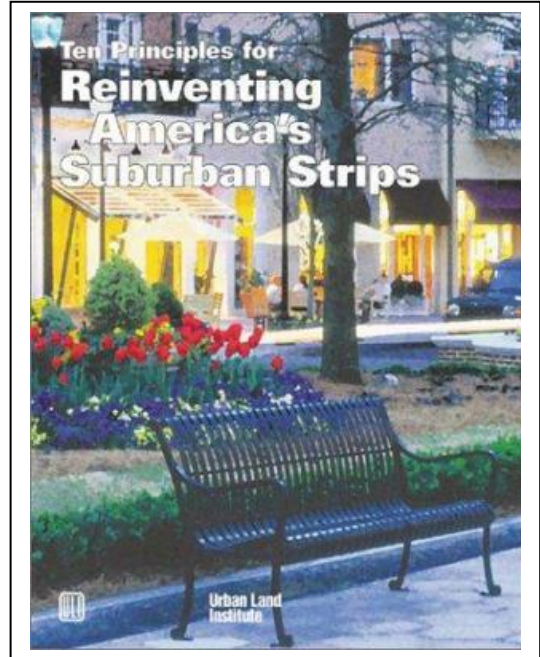
### ***Ten Principles for Reinventing America's Suburban Strips***

by Michael D. Beyard and Michael Pawlukiewicz, published by ULI, 2001.

#### **The Mission.**

The ugly, marginalized, dangerous commercial corridors found in almost every town in America are valuable assets waiting to be rediscovered. Their location and physical features are generally sound having survived years of mis-use, shoddy buildings and environmental abuse. But their locations and general suitability for development remain. The challenge is to see beyond the trashy rubble along the corridor and envision a different place; a place of infill and redevelopment; a place that contributes to the tax base of the city; a place that presents a better face to residents, businesses and visitors who travel the road.

***Ten Principles for Reinventing America's Suburban Strips*** is a tremendous piece of work wrapped in a simple, useable package with outstanding illustrations. Every commercial or multiple use corridor can benefit from the principles found in their work. The Urban Land Institute continues to provide interesting and useful information and ideas for better community development. **LINK:** [uli.org/wp-content/uploads/.../Tp\\_SuburbanStrips.ashx\\_.pdf](http://uli.org/wp-content/uploads/.../Tp_SuburbanStrips.ashx_.pdf)



#### **The Ten Principles.**

- **Ignite Leadership and Nurture Partnership**
- **Anticipate Evolution**
- **Know the Market**
- **Prune Back Retail-Zoned Land**
- **Establish Pulse Nodes of Development**
- **Tame the Traffic**
- **Create the Place**
- **Diversify the Character**
- **Eradicate the Ugliness**
- **Put Your Money (and Regulations) Where Your Policy Is**

#### **From The Transportation Research Board:**



***“Ten Principles for Reinventing America's Suburban Strips.*** The demands of today's consumer, retail formats, and economy are challenging the status quo in suburban strip development. Based on a study conducted by a team of planning and development experts, this pamphlet identifies the critical issues and challenges that strips face and provides an action plan to reinvent them to ensure their long term competitive position. Developers and communities throughout the nation will find this guide an invaluable starting point for creating strategies that fully harness the tremendous market potential of suburban strips.”

**LINK:** <https://trid.trb.org/view.aspx?id=585288>