

Creating Community Character
Sustainable Tourism and Commercial Corridors in the Schuylkill Highlands
May 5 & 6, 2011
9:00 a.m. - 4:00 p.m. both days.

Location: Franklin Commons
400 Franklin Avenue, Phoenixville, PA 19460
Workshop \$20
Workshop and Bus Tour (2-day registration) \$40

Lunch included both days. Space at this workshop is limited, so REGISTER TODAY. Join two national experts for a one-day workshop followed by a choice of two optional full day bus tours in the Schuylkill Highlands region.

This program describes and illustrates various re-development design strategies to create and sustain vibrant communities, with a focus on community gateways and commercial corridors. Speakers will include Ed McMahon, Senior Resident Fellow for Sustainable Development, at the the Urban Land Institute and Randall Arendt, Senior Conservation Advisor at the Natural Lands Trust. Learn how communities can use their unique historic and natural assets to attract sustainable tourism and economic opportunities. Hear how communities are creating mixed-use centers from existing highway strips, to help communities implement smarter, more sustainable development patterns, and learn new ways to improve downtown economic viability and attractiveness.

As a follow-up to the morning presentations, an afternoon participatory workshop offers attendees with an opportunity to learn first-hand how to retrofit an existing section of degraded commercial highway strip, rural crossroads or community gateway. Using actual Schuylkill Highlands places, participants will be guided through a hands-on design exercise illustrating how the kinds of improvements described and illustrated in the preceding presentation could be implemented in the typical example provided.

We encourage landscape architects, engineers, planners, developers, municipal leaders, non-profits representatives, interested community members, and commercial property or business owners to attend.

More information is available online at the Schuylkill Highlands Website:
[LINK TO 'CREATING COMMUNITY CHARACTER' WORKSHOP PAGE](#)

If you have questions about this event or exhibit space for this event please contact Carol De Wolf, Director Schuylkill Highlands at 610-353-5640 ext 268 or cdewolf@natlands.org.