



St. Johns County  
Growth Management Department,  
APA First Coast Section and  
FPZA First Coast Chapter  
*proudly presents*

**Monday, February 8, 2010**

***St. Johns County Emergency Operations Center***

## ***Conservation Design and Commercial Corridors*** ***A Design Workshop with Randall Arendt***

This workshop will address two issues that St. Johns County's Growth Management Department is exploring with end-goals being a more effective design approach to Conservation Subdivisions (including Planned Rural Developments) and Commercial Corridors and the policies that will guide and regulate them.

The workshop describes and illustrates practical, proven techniques for protecting community-wide open space networks through "conservation design" principles in updated Land Development Codes, in a density-neutral manner consistent with underlying zoning. In addition, the afternoon workshop shares approaches to commercial corridor" design strategies in efforts to create mixed-use centers from existing highway strips, to help communities implement smarter, more sustainable development patterns, and includes ideas for improving economic viability and attractiveness.



### **Workshop Agenda**

***Only 100 seats available ~ first come, first serve!***

- 8:00 am to 9:00 am: Registration (light refreshments provided)
- 9:00 am to 11:00 am: Session One - Conservation Subdivision Design
- 11:00 am to 11:15 am: Morning Break (light refreshments provided)
- 11:15 am to 12:30 pm: Session One - Conservation Subdivision Design (continues)
- 12:30 pm to 2:00 pm: Lunch on your own (many venues at SR 16 & I-95)
- 2:00 pm to 4:30 pm: Session Two - Commercial Corridor Design

**Location:** St. Johns County Emergency Operations Center

3125 Agricultural Center Drive, St. Augustine, Florida 32092 **(Directions Attached)**

**Cost:** Session One \$25.00 / Session Two \$15.00 / Sessions One and Two \$30.00

**Credits:** AICP and PE Credits are being applied for continuing education purposes

**RSVP:** Contact Lara Diettrich at [lara.diettrich@kimley-horn.com](mailto:lara.diettrich@kimley-horn.com) or 904-828-3967

## Conservation Design Session

This workshop session , with its optional *Hands-on Design Exercise*, helps developers and local officials work together to accomplish complementary goals: the construction of full-density residential subdivisions (developer's goal) in a way that helps build a community-wide network of permanent conservation land in a healthful, attractive manner (official's goal).

This session is geared toward experienced members of planning boards and commissions and to professional planners who write codes and review site plans. Model zoning and subdivision ordinance language is provided to program participants, upon request. The session draws on numerous examples, ranging from those built at lower rural densities using individual wells and septic systems, to those created at higher densities in serviced locations. Examples also span a wide spectrum of price points, from affordable to entry level to upscale.



## Commercial Corridor Design Session

This workshop session is of interest to professional planners, civic leaders, Planning Board/Commission members, 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 and downtowns 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. Plus, 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, particularly in areas with existing infrastructure, increasing the viability of businesses, service providers, and current/future public transit operators.*

As a **bonus**, model zoning and subdivision ordinance language will be provided to program participants, upon request, for both of the above sessions.





## 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.

### Author

Mr. Arendt is the author of more than 20 publications. After co-authoring the award-winning *Dealing with Change in the Connecticut River Valley: A Design Manual for Conservation and Development*, he produced a 450-page sequel entitled *Rural by Design: Maintaining Small Town Character*, in 1994, which is listed among 39 volumes recommended by the American Planning Association for "the essential planning library". His third major work *Conservation Design for Subdivisions: A Practical Guide to Creating Open Space Networks* (1996) was followed by a companion volume three years later, *Growing Greener: Putting Conservation into Local Plans and Ordinances*. Also in 1999 his fifth book, *Crossroads, Hamlet, Village, Town: Design Characteristics of Traditional Neighborhoods, Old and New*. His latest book, *Envisioning Better Communities: Seeing More Options, Making Wiser Choices*, is being published by the APA and the Urban Land Institute, and will be available in late March.

### Lecturer

Mr. Arendt is the country's most sought-after speaker on the topic of creative development design as a conservation tool. He has presented slide lectures in 47 states and five Canadian provinces. In recent years he has been featured as a key speaker at national conferences sponsored by the American Planning Association, the Urban Land Institute, the American Farmland Trust, the American Society of Landscape Architects, the National Association of Home Builders, the Land Trust Alliance, and the US EPA. His work has been featured in leading periodicals including the *New York Times*, the *Christian Science Monitor*, the *Wall Street Journal*, *Landscape Architect*, *Urban Land*, the *Amicus Journal*, the *Smithsonian*, and the *New Yorker*.

### Site Designer and "Twice Green" Results

Mr. Arendt has designed "conservation subdivisions" for a wide variety of clients in 21 states. His designs are "twice green" because they succeed both environmentally and economically. Achieved in a "density-neutral" manner, they respect landowner equity and allow developers to build at the legal density, but require significant conservation through more compact layouts. One community in Livingston County, Michigan, which has implemented conservation design over the past decade, has protected nearly 2,000 acres through this approach in the course of a single decade, representing a land value of at least \$40 million. Hanover County VA has preserved more than 5000 acres using these ordinances during a similar period.

Added Value: In Tennessee, his re-design saved one developer approximately \$212,000 in street construction costs, while at the same time introducing significantly more quality open space into the layout. By respecting natural terrain and designing around existing site features on an 80-lot development in Texas, he recently cut grading costs by 83%, or one quarter-million dollars (from \$300,000 to \$50,000). Another design is credited by an Indiana developer as having added \$20,000 to \$25,000 of value to each of his 40 lots (an added value of \$800,000 to \$1m), while still providing for full development density.

## Directions to the St. Johns County EOC

From  I-95 North



Take the SR-16 exit, EXIT 318 0.3 mile



Turn RIGHT onto FL-16 West 0.2 mile

Turn SLIGHT LEFT onto CR-208 West 0.1 mile

Turn LEFT onto Agricultural Center Drive 1.2 miles

Turn RIGHT onto EOC Drive 0.3 mile

From  I-95 South



Take the SR-16 exit, EXIT 318 0.3 mile



Turn LEFT onto FL-16 West 0.1 mile

Turn SLIGHT LEFT onto CR-208 West 0.1 mile

Turn LEFT onto Agricultural Center Drive 1.2 miles

Turn RIGHT onto EOC Drive 0.3 miles

After turning onto Agricultural Center Drive there will be orange EOC directional signs along the roadside.

Some landmarks to look for - a 120' monopole at the EOC with a tripod antennae mount on top and the building is tan with a green roof.

Lat – 29° 54' 16.54"  
Long – 81° 24' 49.13"

## *Thank you to our sponsors!*

