



**Provider:** Unilock  
**Program Name:** Successful Streetscapes  
**Program Number:** SEGSTRTPAV

**Length:** 1 hour  
**Credits:** AIA – 1 LU  
**LACES** – 1 PDH  
**HSW:** Yes



**Description:** For many towns and cities, the identity can often be associated with the main downtown area. Historically, this is the place where people with gather for shopping, eating, strolling or conducting business with banks, doctors or government agencies. Main Street is the place where we live, work and play. Over the last generation, Main Street has dissolved as the need to “go downtown” has been surpassed originally by shopping malls and more recently by big box retail. The communities with a thriving downtown have something in common. They’ve managed to enhance their identity by creating unique and versatile streetscapes with attractive amenities such as alfresco outdoor seating, shade trees and visually inviting and creative concrete paver patterns. These appealing streetscapes can be economic drivers for cities. A great streetscape can truly define a city and attract people. In this presentation, we will explore examples of streetscape trends and the impact of segmental concrete pavers as the main feature.

**Learning Objectives:** After completion of this presentation, designers and specifiers will be able to:

- Identify firm, stable and slip-resistant paver elements for streetscapes to ensure the health and safety of road and sidewalk users.
- Explain case studies of the latest trends to make streetscapes stand out and engaging for all users.
- Evaluate textures, colors and patterns for updating the visual impact of streetscapes.
- Understand how parklet options can quickly retrofit downtown streetscapes for added economic activity.
- Learn how to layout paver patterns to fit special requirements and explain what to include in contract documents when laying out concrete paver areas.

**HSW Statement:** This course provides attendees with the knowledge required to begin preliminary planning and development of successful streetscapes designed with segmental concrete pavers. Attention is made towards selecting appropriate pavers that are ADA compliant, stable and slip-resistant to ensure the health and safety of streetscape users. This course also offers streetscape design strategies for increasing

economic activity of the downtown or ‘Main Street’, with concrete pavers as the main feature. Visually inviting paving designs aid in creating appealing streetscapes, which can enhance the user experience. A great streetscape site design can truly define a city and can attract residents and visitors.

**Target Audience:** Architects, Engineers, Landscape Architects, Specifiers and Developers. This program meets the needs of professionals at every experience level.

**Teaching Format:** PowerPoint with informational handouts and sample products.

**A/V Needs:** Electrical power and screen for the PowerPoint slide presentations. Unilock will supply the laptop and projector.

**Costs:** There is no cost to bring this program to your office.

**Certificates:** All attendees will receive a certificate. Speaker will administer AIA credits.

**Company Background:** Unilock, a family-owned and operated business, originally introduced the paving stone to North America in 1972. Backed by family values and a commitment to quality and innovation, Unilock has become the premier manufacturer of paving stones and retaining walls.

**Facilitator Qualifications:** Michael Anderson ASLA, MBA, PMP has over 20 years of experience in the Landscape Architectural and Commercial Contracting fields. He has both a Bachelors of Science in Landscape Architecture and Masters of Business Administration degrees from Purdue University. Mike is an ASLA member in several states and is a Project Management Professional certified by the Project Management Institute. He is currently a Commercial Sales Manager with Unilock Midwest, Inc.