

RONALD LEE FLEMING FAICP

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Urban Planner and Designer
Preservation Advocate
Environmental Educator and Critic

EDUCATION

1967 Harvard University Graduate School of Design, M.C.P.
1963 Pomona College, Claremont, CA, B.A. cum Laude, Honors in Government

PROFESSIONAL EXPERIENCE

1979-2007 **The Townscape Institute**, Founder and President, non-profit public interest advocacy organization and think tank addressing urban design, placemaking, public art, and environmental education projects.
1971-1978 **Vision, Inc.**, Executive Director and Planner, pioneered “Main Street” and interpretation projects in New England.
1969-1971 **Marshall Kaplan, Gans, and Kahn** (San Francisco planning firm), Planning Consultant, evaluated Model Cities programs and other innovative federal projects in Cambridge, Denver, Rochester, and New Orleans.
1966-1968 **U.S. Army**, Intelligence Officer, 5th Special Forces Group, Nha Trang and Joint US Public Affairs Office, Saigon, special projects; honorably discharged with rank of Captain.

MAJOR ACCOMPLISHMENTS AND PROFESSIONAL ACTIVITIES

The very nature of Ronald Lee Fleming’s career has involved risk taking as he has spent the bulk of his professional life running small not-for-profit organizations in venture endeavors that often involved philanthropic support. Called a ‘Renaissance man’ last year when he received the *William H. Whyte Jr. Lifetime Achievement Award* from the Partners for Livable Communities in Washington D.C., he has defined his role as a professional practitioner with multiple, interdisciplinary activities and responsibilities. Indeed, just as cities are found to be richer with multiple use zoning, Fleming’s work as planner has engaged him in the activities of research, writing, public advocacy, and environmental education. In fact, he would argue that to be an effective professional planner one should indeed engage in these various actions.

He was recognized as a pioneer in the *Main Street Revitalization Movement* in the early 1970s. Using small grants from regional foundations and employing students from Harvard’s Graduate School of Design, he defined the scope of townscape projects for communities across New England. The dramatic implementation over decades of his proposals for streetscape improvements, in Bellows Falls, VT, the riverfront boardwalk in Exeter, NH, the innovative façade design changes and pioneering use of 2% for “public orientation” in Chelsea, MA, and the foot bridge connecting the Frog Hollow Arts Center to the marble works commercial center in Middlebury, VT, were particular results of his advocacy and planning efforts. These were among the more than twenty Townscape projects that he has supervised. These projects inspired emulation as the “Main Street Movement” gained momentum in the late 1970s and 1980s.

His innovative concept of “placemaking”, which has now become a standard word in the lexicon of city and town planning proposals, grew out of his experience leading the Cambridge Arts Council. As the founding Chairman (1975-1979) of the first municipally-funded council in Massachusetts, he led the organization in a holistic strategy for enhancement of the cityscape, rather than the usual model as distributor of art monies to existing groups. He was the Chairman of the city’s 1% for public art commission, the first in Massachusetts, which he championed before the city council. This experience as a civic leader within the arts arena influenced his writing and commissioning of public art as a placemaking exercise.

The most memorable of his placemaking projects was the *Radnor enhancement strategy*, 1989-1999. This strategy involved the transformation of a five-mile corridor of the old Lancaster Pike (now Route 30) on Philadelphia’s Main line. Using a team of planners, landscape architects, and an artist, he conceived a strategy that enhanced community and created meaning at a highway scale. He demonstrated how a synergy between landscape elements, public art and urban design can reinforce the collective narrative of a highway corridor. This included Megalithic monuments establishing continuity with the original Welsh settlers’ recollected landscape. New highway scale milestones recall America’s first turnpike markers. An iconography of symbols on sound barrier panels, on granite

mile markers, and in the extended trap rock form of a griffin figure alongside the Blue Route (476) exit to Radnor evoke the township's seal. This project received the first annual award given by the Environmental Design Research Association and *Places Magazine* in 1998. What was once a stretch of shabbily developed roadway is now a community identifier, conjuring up visions of the township's patrimony and giving motorists and residents visual indicators of their location in time and space. With its integrated approach, this pioneering project fostered public art and improved environmental quality. Some twenty elements already in situ illustrate how the new Surface Transportation Act might secure innovative approaches to the problem of community identity and vehicular orientation in future decades. The work has been the subject of articles in The Washington Post and Planning Magazine and was in an exhibit on "Planning Futures" at the National Building Museum.

A third element in Ronald Lee Fleming's professional life has been his research and writing on the built environment. His works have served as key primers in environmental education to a range of audiences. The poster series and book on the evolving community of New Providence: A Changing Cityscape, on the quality of public space and proprietorship (On Common Ground: Caring for Shared Land from Common to Urban Park), on the character of Main Street buildings as seen over time (Facade Stories: Changing Faces of Main Street Storefronts and How to Care for Them) were innovative. His books on placemaking are probably best known. His work on the built environment caused the distinguished Massachusetts Historical Society, with its 300 members to nominate his trilogy, The Power of Place: towards an Ethic for the Built Environment, for a Pulitzer Prize. Since that time, he has examined alternatives to corporate franchise design; a larger and updated edition of the original book was published in 2002 by the American Planning Association (Saving Face: How Corporate Franchise Can Respect Community Identity). This has been a best selling book for the APA, has attracted a legion of followers across the country, and has been featured in conferences and clinics around the country.

Ronald Fleming's third volume on placemaking, The Art of Placemaking: Interpreting Community through Public Art and Urban Design, appeared in bookstores in May 2007. It is his most powerful thesis on the connection between place and community identity. It makes an ethical argument for increased proprietorship based on a strategy of increased public meaning. The work focuses on elements of public art, street furniture, and interpretation, to illustrate how even small project elements can add to the narrative of place. In addition, it offers a powerful critique of federal public art programs, and an analysis of past failures in public space. The most significant planning element is an appendix which defines how citizens can empower themselves in the public art commissioning process and achieve greater place related content for these projects. A recent review by Fredrick Starr, former President of Oberlin College, stated:

"Placemaking is a wonderful concept and a pure act of subversion aimed against the usual practice of architecture, town planning and 'urbanism'. Everything you write *should* be obvious but in reality none of it is. Reading the book, I picture you like a rehabilitation therapist, explaining to the patient who has suffered a stroke how to put each foot in front of the other and how to pronounce essential words. Placemaking is a timely (possibly too late for many cities, where criminal planning prevails), and also an inspiring book and very well written."

The books have also harvested the visual evidence allowing Mr. Fleming to present compelling arguments at national conferences. He has spoken at some 24 conferences for the National Trust for Historic Preservation since 1974 and some 7 conferences for the APA. He has also spoken at the American Council for the Arts, for the Urban Land Institute and, of course, for municipalities across the country and abroad. In fact, his public advocacy based on the documentation of his work on Main Street and on placemaking in civic space has resulted in workshops, charettes, newspaper editorials and articles throughout the country (see publications).

PLANNING AND INTERPRETATION

Objective: to facilitate a multidisciplinary understanding which strengthens the fabric of places so that the whole becomes more than the sum of the parts. Mr. Fleming has been involved in the following projects:

URBAN PLANNING

Design Guidelines, Plympton, MA – 1989: Developed a set of design review guidelines reinforcing Plympton's village character by addressing such issues as landscaping, parking, signage, gas stations, and design review of fast-food establishments.

Planning - 1972 to 1987: formed design teams to work on initiatives in some of the first American "Main Street" projects in the following cities and towns: Bellows Falls, VT, Exeter, NH, Flint, MI, Middlebury, VT, New Haven, CT, Oyster Bay, NY, Plymouth, MA, Plympton, MA, Portsmouth, NH, Riverhead, NY, Southbridge, MA, Staunton, VA, Warren, RI, Westerly, RI, Windsor, VT, Worcester, MA, York, ME.

INTERPRETATION

Brookline, MA, Cypress Street Development 2004 - 2005: Teamed with Resource Capital Group in historic building re-use development to create interpretive bronze markers and sidewalk inlays working with two artists he selected (Nancy Webb, Cambridge, MA and Gregg LeFevre, New York, NY).

Radnor Gateways Enhancement Strategy, Radnor, PA - 1988 to 1999 (See Urban Design).

Historic Interpretation Program, Boston, MA - 1976: Supervised the definition, research and implementation of a system of 280 markers celebrating the city's bicentennial, the most comprehensive identity program in any American city to date.

Lexington Marker System, Lexington, MA - 1976: Oversaw the development of a system of 30 markers linking key sites in a walking trail system, each sign being connected to the next marker. A key innovation was to photographically illustrate the impact of a zoning policy change.

Strawberry Banke, Portsmouth, NH - 1971: Wrote the NEA funded grant and supervised installation of 40 "visual labels" for the South End, a neighborhood adjacent to Strawberry Banke, to build a sense of value in a community threatened by urban renewal.

URBAN DESIGN AND PUBLIC ART PLANNING PROJECTS

Place Making Strategies, 1999 to 2003: Part of a team working on the rehabilitation of the cathedral-like space of the Santa Fe Rail Road Locomotive Repair shops that were to be converted into a proposed new convention center with two adjacent hotels. Mr. Fleming worked on the public space design. He proposed a placemaking environmental brief for the key node in Centerville, Ohio, an affluent suburb of Dayton. He worked with American Communities Partnership to define gateways for Ogden, Utah, which included a conceptual design of a neon entry across the artery bridge to the 25th historic district in the old downtown.

Comprehensive Plan for Oxford, OH - 1997 to 1998: Constructed a placemaking strategy as part of a comprehensive plan prepared for the University of Miami and the City of Oxford by American Communities Partnership in Columbus, Ohio, and Urban Initiatives in New York.

Radnor Gateways Enhancement Strategy, Radnor, PA - 1988 to 1999: Recruited and coordinated a collaborative design team including an environmental artist and a landscape architecture firm for the design of a five-mile corridor of historic Lancaster Pike and the intersection of a new arterial highway, the "Blue Route." The strategy included a megalithic "mental" landscape recalling Radnorshire, Wales, with 20 sculptural elements. These comprised "Stonehenge," a 22-foot cairn, a 26-foot granite obelisk sandblasted with symbols from the Township seal, a 90x100 foot griffin on the Blue Route, as well as carved milestones recalling the old Lancaster Pike. He more recently supervised the construction and installation of the "Radnor Timepiece," an animated clock glockenspiel utilizing design elements from the Township seal.

Meridian Urban Design Plan, Prince George's County, MD - 1989 to 1990: Served as the urban design and public art consultant for developers of Meridian, a proposed new town at the end of the metro line in Washington D.C., with a projected 20 year built out of a billion dollars of construction (the developer went bankrupt and the project was not built).

Korean War Memorial, Washington, DC - 1989: Served on a team of advisors reviewing over 350 entries for this competition. A jury of soldiers made the final selection from the 10 finalists selected by the advisors.

Merion Street Transit Parkway Plan and Public Art Strategy, Tampa, FL - 1988 to 1989: Co-developed a public art plan and implementation strategy for the Marion Street transit parkway. He also juried the resulting public art commissions and brought in the artist, Hera, who completed the transit stop.

Old City Hall Art and Amenity Plan, Boston MA - 1982 to 1988: Served as the strategic planner for an integrated series of public art elements including a hopscotch pavement and *trompe l'oeil* mural, created to evoke the "mental" landscape of Old City Hall. The artist was Lillian Rosenberg.

Sit Down Strike Memorial, Flint, MI - 1986 to 1987: Created the design parameters and commissioned the painter, Johan Sellenraad of New York City, to create a ceramic tile monument on the riverfront depicting significant scenes from a major labor victory. He developed the concept of combining literary quotations, cast cement auto seats, and cast bronze auto hinges as part of a holistic design and animation strategy for the site adjacent to the Carrigtown Historic District which serves as amphitheater and entry marker to the historic district.

City Entrances Plan, Springfield, MA - 1986: Served as the urban planner working with the city planning department to define site profiles of eight portals to this city using native brownstone. This project was not implemented.

James Center Art Plan and Commissions, Richmond, VA - 1984 to 1986: Working for a developer, he addressed the need to humanize the ground level of downtown Richmond's largest commercial complex. He defined guidelines and metaphors for public art suited to the surrounding area and coordinated five art commissions valued at more than one million dollars.

Public Art Strategy, Bethesda, MD - 1983 to 1984: Represented The National Capital and Planning Commission in negotiations with 10 development teams to broaden their vision of how to meet the public art requirement of an innovative zoning strategy for 1.5 million square feet of new development around the subway station. This strategy encouraged increased amenities in exchange for more commercial square footage.

Arts Planning, Pemberton Square, Boston, MA - 1982: Worked on planning and commissioning aspects of this project which involved defining a public art, interpretation, and animation strategy for the barren downtown space in front of the Suffolk County Courthouse. He commissioned a Judge's Bench sculpture for the area, with artist William P. Reimann, whom he recruited.

Arts District Planning, Richmond, VA - 1981 to 1982: Supported by the Federated Arts Council of Richmond, Mr. Fleming developed an environmental art and animation plan for a newly created arts district in an historic black business district.

\$3.6 Million Streetscape Commission, Chelsea, MA - 1977 to 1979: Devised a plan to incorporate 2% of project funds for public art in an award-winning plan. He supervised the facade design including a "memory wall" along a public walkway recalling the history and personalities of the community, bronze pavement inlays in the crosswalk, and sidewalk sculptures. He also recruited the landscape designers, Carol Johnson and Associates, for implementation of streetscape sculptures and a 3.5 million dollar streetscape design.

PRESERVATION EDUCATION

PRESENTATION AND CONSULTING

- 2007 National Trust for Historic Preservation Conference, Presenter, St. Paul, MN
- 2007 Boston Athenaeum, "The Art of Placemaking", Boston, MA
- 2007 American Planning Association, AICP National Symposium Presenter, "Greening Great Places", Washington, DC
- 2007 Preservation Society of Newport County, "Finding Our Way with Public Art and Urban Design", Newport, RI
- 2007 Scenic America Annual Conference, "The Art of Placemaking", Lake Tahoe, NV
- 2007 American Planning Association National Conference Presenter, "Cultural Heritage in Overlooked Places" and "The Art of Placemaking" for the Brick Association, Philadelphia, PA
- 2006 Historic Deerfield, "The Future of Historic Preservation: One Advocate's Holistic Journey toward a Past for the Future."
- 2006 Pewaukee Wisconsin Main Streets, "Can Corporate Franchise Respect Community Identity?"
- 2006 American Planning Association, 2006 Annual Conference, panel presentation, "Rethinking the National Historic Preservation Act", San Antonio, TX
- 2006 Preserve America Summit: Charting a Future Course for the National Historic Preservation Program, Participant, New Orleans, Louisiana
- 2005 US/ICOMOS: official delegation to the 15th ICOMOS General Assembly in Xi'an, China, presented "The Setting and the Stage: A Chronicle of Three American Cities Requesting World Heritage Designation" (Annapolis, Newport, Savannah)
- 2005 National Trust for Historic Preservation Conference, Corporate Good Neighbor Proposal, Portland, OR
- 2005 National Trust for Historic Preservation Conference, Corporate Visual Responsibility Panel, Charleston, SC
- 2005 America the Beautiful Fund, "An Ethic for the Built Environment" at the Forum on Natural Beauty for 25th Anniversary, Mount Vernon, VA
- 2004 Association of Federated Garden Clubs, lectured about gardens and landscaping of public space, MA.
- 2004 New York Preservation Archive Project's First Bard Lecture Featured speaker, "Beyond Bard: Aesthetics and the Public Good in the 21st Century"
- 2004 Commonwealth of Massachusetts, Capital Planning Projects Division, presentation on Integration of Public Art and Craft Design into Public Buildings
- 2003 American Planning Association Annual Meeting, design review of corporate franchises, Denver, CO
- 2003 National Trust for Historic Preservation annual Conference, Denver, CO
- 2002 US State Department, consulted and spoke on corporate visual responsibility for the Department, Reykjavik, Iceland
- 1999 The Committee To Save The City/Charleston Preservation Society/College of Charleston, workshop Leader/Keynote Speaker, Joint Workshop with Charleston, SC
- 1999 Special Presentation Speaker, Scenic America Board Meeting, Charleston, SC
- 1998 Retail Merchants Association keynote speaker, annual meeting, Shipshewana, IN
- 1997 Cincinnati Preservation Association Gala Keynote speaker, Cincinnati, OH
- 1997 Livable Communities Conference Workshops on placemaking and gateway strategies, Meridian, MS
- 1996 New Jersey Chapter American Society of Landscape Architects keynote speaker, Rutgers University
- 1996 Consultant to City of Taipei, Taiwan, on public art plan, including analysis of specific sites
- 1996 APA National Conference, Urban Design Workshop and Design and Transportation Workshops, Orlando, FL
- 1996 Preservation Experts Series, University of Hawaii, Honolulu, HI
- 1995 Identity Management Conference, *Identity Magazine*, Phoenix, AZ
- 1995 Prince of Wales Architectural School Speech sponsored by Urban Villages Forum, London, England
- 1995 Rockfall Symposium, Keynote Speaker, Essex, CT
- 1995 APA Louisiana Chapter, Keynote Speaker, Lafayette, LA
- 1995 First National Main Street Conference Keynote Address, Maryborough, Australia, with speeches before city council, Sydney, Urban Design Department, city of Melbourne.

DESIGN CHARRETTES

In most of these listed cities and towns where Mr. Fleming was invited to lead a charette or to give a public address, Mr. Fleming was usually the lead speaker or “outside expert”, brought in to serve as advocate, analyst, or catalyst. At times, he was brought in to strengthen a message the planning department wanted to deliver; at other times he was brought in by a citizens group that did not have the attention of the local government. His usual format might include a meeting with community leaders, a physical reconnaissance of sites with local city staff and residents, a conversation with a newspaper reporter and public address. Mr. Fleming’s role has usually been catalyst with the outside vision and wealth of visual examples to show alternatives to current practice. When the Prince George’s County Planning Staff brought him into the county seat to do a workshop on the development of a new fair ground, for example, Allen Feinberg AICP, then of the staff, reported that Mr. Fleming’s advocacy persuaded the county to change from contemporary sheds to a Victorian theme more in keeping with the architecture of the area. His legal testimony in North Conway, NH, resulted in the defeat of the state sign association’s effort to break the town’s sign ordinance. His speech to the planning commission and citizens in Radnor, PA, a main line suburb, led to the innovative highway corridor strategy which he later directed and for which he chose the environmental artist and landscape architects. Speeches in Flint led to a unique entryway ceramic mural where he selected the artist and to a façade renovation program which his staff developed. In Bethesda, MD, his work, a speech to the Maryland National Capital Park and Planning Commission, resulted in consultations with local developers to implement an innovative administrative plan that provided incentives for public art and open space animation in exchange for additional commercial footage. He was then hired to work directly with the developers to insure the quality of their commitments.

Albuquerque, NM	Claremont, CA	Louisville, KY	Phoenix, AZ	Savannah, GA
Annapolis, MD	Cleveland, OH	North Conway, NH	Pittsburgh, PA	Seattle, WA
Bethesda, MD	Dayton, OH	Oakland, CA	Portland, ME	Syracuse, NY
Chapel Hill, NC	Denver, CO	Ogden, UT	Pr. George’s Co., MD	Tampa, FL
Charleston, SC	Flint, MI	Olympia, WA	Radnor, PA	Tucson, AZ
Centerville, OH	Grand Rapids, MI	Oxford, OH	Richmond, VA	University, WA
Cincinnati, OH	Lancaster, CA	Palm Springs, CA	Salem, NH	Ventura, CA

PUBLICATIONS

Some of the publications listed below have been described as “classics” which pointed a new direction or documented a condition. *The Changing American Cityscape* was actually adapted by citizens in Olympia, WA, who developed their own site-specific version for the main square in this capitol city. Mr. Fleming was invited to speak about what he saw that could be improved around this square. The book and poster series have been used in class rooms around the country and the international rights were purchased by the English conglomerate Pearsons. Mr. Fleming is invited as speaker around the country as the result of his recent publication, *The Art of Placemaking*, and keynoted a conference on cultural towns in New Harmony this fall, examining this theme. The book on visual alternatives for franchise design, *Saving Face*, is one of the best selling books at the APA. Mr. Fleming has worked with the National Trust to develop a “Corporate Good Neighbor” program which can expand upon this documentation in conversations with corporate executives.

The Art of Placemaking: Interpreting Community through Public Art and Design, Merrell Publishers, New York and London, April 2007. This heavily illustrated 384 page volume includes case studies of placemaking public art from around the US, as well as in-depth analysis of interpretation and planning techniques used in public art, trends and past failures, aimed at grassroots public art organizers as well as professionals in the arts, planning, urban design, and urban development.

Saving Face, How Corporate Franchise Design Can Respect Community Identity, American Planning Association, Chicago, Illinois, June 1994. Revised edition, February 2002. A technical manual that shows visual alternatives to the standard design of fast food and gasoline stations, including five case studies of cities and towns with design review ordinances.

Do We Have To Be Ugly? The Ubiquitous Utility Pole Continues to Desecrate New England’s Village Greens and Historic Sites. Case studies of MA towns that have underground wires and policy recommendations to the Massachusetts Historical Commission, April 1993.

New Providence: A Changing Cityscape, Harcourt Brace Jovanovich, May 1987, paperback ed., National Trust for Historic Preservation, 1992. Traces the evolution of an imaginary but typical American city from the turn of the century to 1990 with issues documented in 55 American cities and towns. Won three awards, including Horn Book recognition. As co-producer of this book, Mr. Fleming researched many of the cities.

A Changing American Cityscape - Poster Series: Addison Wesley, 1993, Menlo Park, CA. This environmental education strategy involved converting the book, *New Providence: A Changing Cityscape*, into a kit including posters and accompanying teachers’ manual for use in classrooms and by urban planners, adding an earlier 1875 view of the city.

Censored Laughter, privately published, 1976. Collection of Czech political cartoons from the Dubcek period which Mr. Fleming co-edited after experiencing Christmas in Prague during the time of the Russian occupation in 1968.

Co-Authored the trilogy **The Power of Place: towards an Ethic for the Built Environment**, which includes:

Facade Stories: Changing Faces of Main Street Storefronts and How to Care for Them, Hastings House, NY, December 1982, **On Common Ground: Caring for Shared Land from Common to Urban Park**, Harvard Common Press, Boston, April, 1982, **Place Makers: Creating Public Art that Tells You Where You Are**, Hastings House, NY, 1981, 2nd Edition, 1987.

SELECTED ARTICLES

The inventory of articles demonstrates Mr. Fleming's advocacy for change and illustrates the range of non-planner audiences to whom he has conveyed planning techniques and knowledge. The urban designer for Cambridge, Roger Booth, indicated for example, that the op-ed piece in the *Cambridge Chronicle* on visually changing the western gateway encouraged the city planning department to focus on this project and to apply for federal funds which resulted in several million dollars of enhancement street trees, new side walks, and cross walks on Fresh Pond Parkway. The op-ed piece in the *Newport Daily News* made a timely argument to encourage the city to hire a preservation planner (which happened in the past year). The early articles on Cambridge in *Local Government and the Arts* published by The American Council for the Arts, focused attention on the need for a civic arts policy which helped give the Cambridge Arts Council national recognition. This also built confidence for the city council and in the manager's office which then secured passage of a one percent for public art ordinance (Mr. Fleming testified before the city council). Mr. Fleming used published materials with DOT environmental staff in Washington to affirm their commitment to an administrative policy encouraging public art in transportation systems. His personal advocacy in Washington garnered a million dollars of public art in four subway (red line) head houses in Cambridge. "Questions to Ask a Space" has been used in planning classes at MIT and elsewhere.

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| <p>"The Nature of Newport"</p> <p>"A Childhood Shaped by a Ghost Town"</p> <p>"Framing the View: Dusty Sage to Urban Oasis"</p> <p>"A Planner Look at Preservation in China (or the Simulacrum Thereof)"</p> <p>"Public Art for the Public" (with Melissa Tapper Goldman)</p> <p>"A Tale of Four Cities: Eugene Oregon"</p> <p>"The Preservation Movement Needs Some Snap Crackle and Pop"</p> <p>"Newport Repeats Mistakes of its Past"</p> <p>"Design Review Comes to My Garden"</p> <p>"Reinventing an Old Idea: A Plea for Custom Street Furniture that Supports Specific Places"</p> <p>"The Changing Place of Interpretation in American Public Space"</p> <p>"Suburban Sprawl Blights Cities, Too"</p> <p>"Definition of Landmark"</p> <p>"Public Also Has A Role To Play In City Projects"</p> <p>"Finding Our Place"</p> <p>"Saving Shopping Centers, An Owlsh View, or, Give a Hoot for Enhancement"</p> <p>"Time is now to beautify city's western gateway"</p> <p>"Art and the Infrastructure"</p> <p>"Castle and Context"</p> <p>"Save Our Historic Sites"</p> <p>"A Tale of Two Villages"</p> <p>"Questions to Ask a Space"</p> <p>"Whatever Became of the Public Square?" Co-author</p> <p>"Making Cities Memorable" Co-author</p> <p>"Aggressive Resource Planning"</p> <p>"It's Time to Halt the Uglification of America"</p> <p>"After the Third Battle of Manassas"</p> <p>"The View for the Road: Public Art and Place Making in the Highway Corridor"</p> <p>"With Heritage So Threatened"</p> <p>"How to Stop the Uglification of America"</p> <p>"Civic Design in the American Cityscape"</p> | <p><i>Newport News</i>, January 2008</p> <p>Essay in the book <i>Where Do The Children Play?</i> E. Goodenough, October 2007</p> <p><i>Pomona College Reflections on a Campus</i>, 2007</p> <p><i>Forum Journal</i>, National Trust for Historic Preservation, Summer 2007</p> <p><i>Public Interest</i>, spring 2005</p> <p><i>Public Art Review</i>, Spring/Summer 2005</p> <p><i>Planning</i>, October 2005</p> <p>Op-ed, <i>Newport News</i>, May 14, 2004</p> <p><i>Planning</i>, June 2004</p> <p><i>Landscape Architecture</i>, July 2004</p> <p><i>Places: A Forum of Environmental Design</i>, Fall 2003</p> <p>Op-ed, <i>Boston Globe</i>, October 26, 1994</p> <p><i>The Encyclopedia of the Environment</i>, 1994</p> <p>Op-ed, <i>Boston Globe</i>, October 4, 1993</p> <p><i>GSD News</i>, fall 1993</p> <p><i>SAH Forum</i>, April 1993</p> <p><i>Cambridge Chronicle</i>, April 8 1993</p> <p><i>Christian Science Monitor</i>, October 20, 1992</p> <p><i>Places</i>, Summer 1992</p> <p>Op-ed, <i>New York Times</i>, April 11, 1992</p> <p><i>Places</i>, summer 1991</p> <p><i>Places</i>, Summer 1990</p> <p><i>Harper's</i>, July 1990</p> <p><i>World Monitor</i>, February 1990</p> <p><i>History News</i>, November/December 1988</p> <p>Op-ed, <i>USA Today</i>, November 1988</p> <p><i>Classic America</i>, winter 1988</p> <p><i>The City of the 21st Century</i>, Sept. 1988</p> <p><i>History News</i>, May/June 1988</p> <p>Op-ed <i>New York Times</i>, October 24, 1987</p> <p><i>Urban Resources</i>, Spring 1986</p> |
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“Why Merchants Renovate Storefronts”	<i>Home Again</i> , spring 1984
“Public Art at a Neighborhood Scale: An Energy Source that Needs Public Support”	<i>Art New England</i> , June 1984
“The New Senate Building”	<i>Wall Street Journal</i> , February 4, 1983
“The Making of Place”	<i>Public Interest</i> , January 1982
“Public Art and Place Meaning Some Comparable Impressions of Europe and the United States”	<i>Livability</i> , Spring 1982
“A Special Islamic Townscape with a Conservation Plan and No Policy”	<i>Momentum</i> (ICOMOS), Vol. 19, 1982
“Lovable Objects Challenge the Modern Movement”	<i>Landscape Architecture</i> , January 1981
“Process, Problems, Solutions”	<i>Livability Digest</i> , May 1981
“Bus Station Interpretive Centers”	<i>Partners for Livable Places</i> , May 1981
“Interpreting and Enhancing Townscape: Appealing to the Landscape of the Mind”	<i>Small Town Design Resource Book for Small Communities</i> , Nov/Dec 1981 (Special design issue supported by the NEA)
“Recapturing History: A Plan for Gritty Cities”	<i>Landscape</i> , January 1980
“Seeds for the Soul: Beyond Landscape: Strategies for Lovable Places”	<i>The 1980 Longwood Program Seminars</i> , Vol. 12 University of Delaware, Newark, DE
“Aesthetic Policy and Community Identity” and “Cultural Thinking in Cambridge”	<i>Local Government and the Arts</i> , American Council for the Arts, October 1979
“Strategies for a Lovable Environment”	<i>Environmental Comment</i> , Urban Land Institute, May 1979
“Images of a Town”	<i>Historic Preservation</i> , Oct/Dec 1978
“Local Government and the Arts: The Cambridge Arts Council”	<i>Management Information Service</i> , December 1978
“Color Again, After a Long Off-White Era”	<i>Landscape Architecture</i> , September 1977
“Neighborhood Value - Reinvestment by Design”	<i>Public Management</i> , August 1977
“A Banking Code for the Visual Environment”	<i>United States Banker</i> , April 1975
“Perspectives on Architectural Education”	<i>Journal of Richmond</i> , January 1975
“Corporate Rape of the Visual Environment”	<i>The Designer</i> , January 1975
“Corporate Design: It All Looks the Same”	<i>Environmental Action</i> , August 1974
“A Call for Visual Relevance”	<i>Historic Environmental Action</i> , July/September 1973
“After the Report What? The Uses of Historical Archeology A Planner’s View”	<i>Journal of the Society of Historical Archeology</i> , 1971

ARTICLES AND BOOKS FEATURING RONALD LEE FLEMING’S WORK

Louise Nicholson, “Newport News”, *Apollo Magazine*, September 2007
Maggie Bolt, “Book Review: The Art of Placemaking”, *Green Places*, June 2007
David Brussat, “Giving Art its Public Place”, *Providence Journal*, September 2, 2007
Jill Walker Robinson, “Mental Landscapes”, *Pomona College Magazine*, spring 2007
Nell Porter Brown, “Living History”, *Harvard Magazine*, September/October 2006
Christopher Mason, “The House of Worth”, *New York Times*, February 15, 2006
Keith Franklin West, “In the Public Realm”, *Charleston Magazine*, May/June 2001
Ronald Lee Fleming, “Radnor: Gateways Enhancement Strategy”, *Places Magazine*, fall 1998
Mark Clayton, “In Australia, Some Towns Balk When Golden Arches Beckon”, *Christian Science Monitor*, May 13, 1996
Mark Clayton, “Towns Demand Companies Bend to Visual Identity”, *Christian Science Monitor*, June 14, 1995
Theo Stein, “Land Use Planner Tells Ways to Preserve Regional Identity”, *Middletown Press*, October 1, 1994
Ruth Eckdish Knack, “From McPlace to This Place”, *Planning Magazine*, April 1994
John Pierson, “There are No Ordinary Roadside Attractions”, *Wall Street Journal*, April 26, 1993
Anthony Hiss, *Experience of Place*, Random House, August 1990
“Planning News - Radnor, PA Project”, *Planning Magazine*, October 1989
Charlotte Sutton, “Art Could Echo City Life”, *St. Petersburg Times*, January 13, 1989
Ruth Eckdish Knack, “Painting the Town Red”, *Planning Magazine*, May 1988
Henry Davis, “Urban Design Specialist Calls For More Public Art”, *Syracuse Herald American Stars*, 1988
Carol P. Miller, “Vision of Hope for Our Cities”, *Cleveland Habitat*, April 14, 1988
Paul Goldberger, “On the Streets Where We Live”, *New York Times Book Review*, November 8, 1987
David S. Hawkins, “Saving Face”, *American Way*, November 1985

“Sense and Nonsense of Place”, *Landscape Architecture*, Sept/Oct 1983
 “Toward More Livable Cities”, *Time*, November 2, 1981
 “Chelsea Downtown Revitalization”, *Landscape Architecture*, 1980 Awards Issue
 Sam Hall Kaplan, “Putting Some Imagination in the City”, *Los Angeles Times*, October 15, 1979
 Luisa Kreisberg, “Aesthetic Policy and Community Identity”, *Local Government and the Arts*
 “Cultural Thinking in Cambridge”, American Council for the Arts, October 1979
 “Le Modelage Du Paysage Urbain Americain”, *Architecture Interieure C ree*, June 1978
 “A National Urban Design Policy”, *Urban Design*, Summer 1977
 “Enhancing the Visual Environment of the Twilight Commercial Zone: The Great Neck Plaza Experiment”, *The Harvard Environmental Law Review*, 1977, Vol. 2, Developments of 1977
 “Townscape Conservation ou le Design Culturel,” *Architecture Aujourd’hui*, August 1977
 “Profile: Practice of Townscape Conservation”, *IA Journal*, June 1975
 “The Windsor Renaissance”, *Vermont Life*, June 1975
 “How Marketers Are Helping to Make Stations Conform with Environments”, *National Petroleum News*, February 1974
 “Visual Conservation in Portsmouth, N.H, Pilgrims with Painted Faces,” *Progressive Architecture*, December 1974
 “Fixing Up Four New England Towns: The Consistent Imposition of Good Taste”, *Architectural Record*, December 1974
 “Industry Cooperates to Soften the ‘Sell’ for a Better Environment”, *Yankee Oilman*, December 1973

COMPUTER SOFTWARE AND MEDIA PROJECTS

“Scenic Solutions” CD-ROM, Scenic America 2003: Contributed three case studies for and supervised an educational CD-ROM distributed by Scenic America.

“What So Proudly We Hailed” - Exhibit and Video - 1989 to 1990: Produced a traveling exhibit on threatened American cultural landscapes and an accompanying video slide show intended for distribution to American policy makers. The exhibit contained 347 photographs on 20 panels and premiered at the National Trust for Historic Preservation meeting in Charleston, SC, in October 1990 and traveled around the country co-sponsored by local preservation groups. He supervised the project and spoke on location in Albuquerque, NM, Charleston, SC, New York City (The Municipal Art Society hosted the exhibit there).

City Identity System - Computer Software, Cincinnati, OH - 1987 to 1988: Co-developed a computer software program in free standing kiosks that enticed Cincinnati Bicentennial passersby’s with a rich 2000-page inventory of text and full-color video images featuring architectural, cultural, and historical anecdotes as well as current listings of cultural events, performances, restaurants, and tourist-related services.

“On Common Ground” - Traveling Exhibit - 1983: Funded by the National Endowment for the Arts and based on Mr. Fleming’s book of the same name, sixteen panels premiered at the Boston Athenaeum and traveled throughout New England, the Middle West, and California, accompanied by a slide show on the New England greens and commons and their relationship to the proprietorship of public space today.

“A Measure of Change” - Film - 1975: Executive Producer of this award-winning, 28-minute film on Newburyport, MA, which documents the evolution of preservation planning as well as “Main Street” and waterfront design issues in an early American city.

OTHER LEADERSHIP ACTIVITIES PROMOTING PLANNING AND ITS VALUES

HONORS, AWARDS, RECOGNITIONS

2008 FAICP, Induction into College of Fellows of the American Institute of Certified Planners, Las Vegas, NV
 2006 William H. Whyte Lifetime Achievement Award, Partners for Livable Communities, Washington DC
 1999 Boston Society of Architects Urban Design Award for Radnor Gateways Enhancement Strategy, Washington, DC
 1998 EDRA/*Places* Design Award for Radnor Gateways Enhancement Strategy
 1993 Horn Book Award for *New Providence: A Changing Cityscape*
 1990 Fellow, Institute for Urban Design, New York
 1982 Fellow, Royal Society for the Arts, London
 1982 *The Power of Place* trilogy nominated for a Pulitzer Prize by the Massachusetts Historical Society
 1981 American Society of Landscape Architects Merit Award
 1981 NEA/Department of Transportation Commendation for Chelsea Revitalization Project
 1975 Columbia University Film Festival, Best Film on Urban Design, “A Measure of Change”, New York
 1978 Salzburg Seminar Fellow, Schloss Leopoldskrom, Salzburg, Austria
 1969 Attingham Fellow, Shropshire, England, on English decorative arts country house and architecture
 1968 Independent travel to Europe and Middle East and produced a book of Czech political cartoons from Dubcek period in Paris.

- 1965 University of Washington, Landscape Architecture Fellowship, Japan
- 1961 Selected by Pomona College for Crossroads Africa; worked on construction project in Kitwe, Northern Rhodesia (now Zambia)
- 1963 Heritage Fellow, American decorative arts and history, Deerfield, MA

PUBLIC SERVICE (many of these positions relate to planning of the built and natural environment)

- Director, Royal Oak Society (American Branch of the National Trust of the United Kingdom, 2007)
- Board Member US/ICOMOS, chairs Historic Towns Committee
- Official US/ICOMOS Delegate 15th ICOMOS General Assembly, Xi'an, China
- Board Member and Public Policy Committee, Preservation Society of Newport County (2004 – present)
- Board Member; Standing Committee, Fathers and Families (2004 – present)
- Board Member, Trustees of Reservations, Beverly, MA (1985-1997)
- Board Member, Save Venice, Boston Chapter (1985-present; Chairman, 1993-96)
- Former Vice Chairman and Board Member, Scenic America, Washington, DC (1984-present)
- Former Vice Chairman and Board Member, Preservation Action, Washington, DC (1981-1996)
- Fleming Fellowships and Lecture Program Initiator with family members, designed to strengthen career interests in the built environment, later extended to Claremont Colleges, Pomona College, Claremont, CA (1976-94)
- Governor's Appointee, Massachusetts Historical Commission (1985-1990)
- Trustee, Friends of the Public Garden, Boston (1985-1990)
- Cambridge Center for Adult Education, Board Member (1980-1987)
- First Chairman & Member, Cambridge Public Art Committee, administered 1% program of Cambridge public construction monies (1980-1987)
- Chairman, Board of Overseers, Strawberry Banke, a historic neighborhood, Portsmouth, NH (1979-1984)
- Director, Architectural Conservation Trust for Massachusetts (1978-1984)
- Trustee, Massachusetts Horticultural Society (1978-1984)
- Founding Partner, Partners for Livable Communities: first Secretary of this national coalition of public interest groups concerned with built environment livability, Washington, DC (1977-1984)
- Founder and first Chairman, Cambridge Arts Council, largest and oldest municipal arts council in Massachusetts (1975-1979)
- Overseer, Castle Hill Concerts, Ipswich, MA (1974-1984)
- Chairman/Board member, Massachusetts Roadside Council (1974-1984)
- Trustee, Society for the Preservation of New England Antiquities, now Preserve New England (1974-1981)

MEMBERSHIP IN ALLIED ORGANIZATIONS

- American Friends of Attingham
- Congress for the New Urbanism
- Friends of the American Museum in Britain
- Forum for Urban Design
- Historic New England
- Historic Deerfield
- Institute for Urban Design (Fellow)
- International Society of City and Regional Planners
- Massachusetts Historical Society
- National Trust for Historic Preservation, National Council
- Preserve Rhode Island
- Royal Society of the Arts (Fellow), London
- Scenic America

PHILANTHROPIC INTERESTS THAT SUPPORT PLANNING INITIATIVES
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Through management of successive but modest family trusts over the past twenty five years, Mr. Fleming has been able to leverage some resources for programs affecting the built environment and to kick start others. One of the most satisfying was the student fellowships for the Claremont Colleges where summer fellows researching built environment topics were required to return to the campus and to make public presentations. In addition, the program supported bus trips that related to the lecture themes which changed each year. Mr. Fleming had to stop this program when he ran out of faculty to administer it.

Fleming charitable trust grants launched the first meeting of Architectural Critics which the Institute for Urban Design brought together. With a first small grant, a Fleming charitable trust grant leveraged much more money from established foundations to publish the AIA guide to Newport, RI this past year. Currently, grants from the Fleming Charitable Trust are paying for a historic marker program along Bellevue Avenue in Newport, which addresses the condition of entire blocks rather than single buildings. It will encourage a walking trail when all eleven markers are completed, which will reduce auto traffic. Another grant through the Preservation Society of Newport County supports a broadening of the preservation society's mission to include planting a golden diadem of daffodils that will stretch from one western entry to the eastern edge of the city at First Beach. Thirty thousand bulbs have been planted in two years, and the committee expects that to double this year. A third grant leveraged support for the first neighborhood plan in Newport which resulted in a compact between the Bellevue Ochre Point Neighborhood and Salve Regina College and the Preservation Society of Newport County, thus creating a policy basis for neighborhood conservation. This encouraged the city to hire a preservation planner in the past year.