

CHAFFIN/LIGHT ASSOCIATES

ASLA Design Medal Nominations
c/o Carolyn Mitchell
Honors and Awards Coordinator
636 Eye Street, NW
Washington, DC 20001-3736

Dear Committee Members:

It is with a great deal of pleasure that I enthusiastically endorse the nomination of Richard Shaw as a recipient of the American Society of Landscape Architecture Design Medal. For the past 36 years I have been a developer of recreation, resort and retirement communities on the Southeast Coast, Rocky Mountains, Pacific Northwest and Southern California. We are a conservation-based development company that attempts to create authentic, natural and livable places of interest in desirable natural environments. I consider it a great privilege and good fortune that my career has been greatly impacted by relationships with three former ASLA Medal honorees, Messrs. McHaag, Stone and Marvin. I have also had the privilege of a long-term client/planner relationship with Richard Shaw. He has helped us create natural and livable human settlements in diverse landscapes throughout the country. I have no hesitation in opining that his work is comparable to the aforementioned distinguished planners and certainly worthy of ASLA recognition and acknowledgment.

As the Chairman of The Urban Land Institute [ULI], an international research and education institute dedicated to excellence in land use, I had the privilege of visiting with community leaders and public officials throughout our country and around the world. I began to measure the stature of planners, architects and developers not simply by the impressiveness of their physical products, but equally by their commitment to the overall quality of life in their communities. Balancing economic viability, environmental sensitivity and community livability takes leadership and a sense of civic responsibility. I observed it through the efforts of design professionals around the world. Richard Shaw twice received ULI's prestigious Award of Excellence for urban core revitalization plans in Aspen, Colorado and Blackcomb Resort in British Columbia.

Richard Shaw is a 'citizen/designer.' He has focused not only on the impact that his projects might have, but also he has provided a design and growth management 'conscience' wherever he has worked. Rather than simply bask in the bounty that unprecedented growth brings to a leading design firm, Mr. Shaw has been a tireless

community leader advocating responsible growth planning and design fundamentals. He has used his exceptional design and leadership skills to impact quality of life locally, nationally and internationally.

Richard Shaw is authentic: he is real, both in his approach to landscape architecture and his approach to life. He wants the places he creates to exhibit and maintain that same sense of authenticity. He is humble about what the site naturally has to offer and works hard at balancing the site needs with the client needs. He never loses sight of how a place might impact the behavior of people who enter the space. He has a passion for human scale, and he insists that every opportunity is taken to put the human in touch with natural, nurturing elements of the landscape. In other words, he is a master at creating and maintaining a sense of place.

The legacy of Richard Shaw is not just the projects he has done, but the people he has mentored. When you observe the work of his protégés around the country and around the world, you come in contact with his real and lasting legacy. Richard's quiet modesty however, means that perhaps many landscape architects are unfamiliar with his work. As a former member of the Board of the Landscape Architecture Foundation I am encouraged that the American Society of Landscape Architects Medal will increase the exposure to Richard Shaw's uncommonly meaningful and significant work. If the goal of the Medal is recognition of someone who has 'made a visible difference' and to thereby share 'best practices' with fellow practitioners, this medal can find few more worthy than Richard Shaw.

Warmest regards,

A handwritten signature in blue ink, reading "Jim Chaffin". The signature is fluid and cursive, with a large initial "J" and "C".

James J. Chaffin, Jr.
President