

Honorary Membership Nomination Narrative

Nominee: Candace Damon, Vice Chairman of HR&A Advisors

Nominee's Contact Information:

99 Hudson Street, 3rd Floor
New York, NY 10013
1-212-977-2706

Nominator: Gina Ford, FASLA, Principal and Co-Founder, Agency Landscape + Planning

Dear Esteemed Honors and Awards Committee Members:

I am writing on behalf of hundreds of landscape architects, civic leaders, business entities and institutional champions that have been empowered by her work to nominate Candace Damon for Honorary Membership to the American Society of Landscape Architects.

According to the nomination criteria, successful candidates for this honor should demonstrate "achievements of national or international significance or influence have provided notable service to the profession of landscape architecture". I can think of no better candidate than Candace. As a principal of HR&A Advisors, she has been a powerful force behind some of the greatest works of 21st century landscape architecture in America. Personally, I have worked with her on a number of projects including the Sarasota Bayfront, the renovation of Raleigh's Moore Square and the Fort Wayne Riverfront implementation plan. In each instance, her role has been absolutely essential to the strategic alignment of resources, the plan for the long-term success of the effort and, ultimately, to project realization.

She has devoted her 30-year career to crafting sustainable urban redevelopment strategies in cities across North America, often leveraging the potential of public parks, open space, waterfronts and public realm as the driving catalyst. Her specific areas of expertise include supporting master planning efforts for large-scale revitalizations, ensuring the long-term viability of urban open space, leading organizational planning for non-profits and institutions, and addressing the financial challenges of making commercial and multifamily residential buildings energy efficient. Candace also specializes in engineering successful strategies for downtown and waterfront redevelopment across the country.

Enabling Outstanding Works of Landscape Architecture

Candace creates innovative development strategies for signature open spaces, and devises funding frameworks to balance operations and maintenance requirements. She created a development strategy for **Brooklyn Bridge Park**; an operations and maintenance plan for **Shelby Farms in Memphis**, and a revenue generation strategy for a renewing the **Seattle Waterfront** following the removal of an expressway. Most recently, Candace evaluated the economic, environmental, and social benefits created by the **Dallas Park System**, one of the largest park systems in the United States.

Inspiring Economic Reinvestment in Cities

Candace engineers successful strategies for downtown and waterfront redevelopment throughout the country. In Philadelphia, Candace provided an award-winning phasing and parcelization plan to revitalize **Penn's Landing on the Delaware River Waterfront**. She

developed programs to attract, capture, and grow tech companies within the **Brooklyn Tech Triangle** by incentivizing commercial landlords to configure appropriate leases and spaces for tech tenants. Additionally, Candace advised the repositioning of **Atlanta's Tax Allocation District Program** to support the City's broader economic development goals and stimulate job creation. Candace has also developed successful strategies for **Brooklyn, Minneapolis-St. Paul, Greensboro, Charlotte, Memphis, San Diego, and Toronto**.

Empowering Institutions to Drive Change

Candace advises a variety of non-profit organizations on partnership opportunities, sustainable business planning, and real estate strategies to advance organizational mission and vision. Candace prepared a real estate strategy for the **Brooklyn Academy of Music's** 600,000 square feet expansion of rehearsal, performance, gallery, and exhibition space. She also planned for the revitalization of **Peavey Plaza in Minneapolis** on behalf of the Minnesota Orchestral Association. Ten years ago, Candace united six independent Brooklyn organizations – the Brooklyn Botanic Garden, Brooklyn Children's Museum, Brooklyn Museum of Art, Brooklyn Public Library, Prospect Park Alliance and Prospect Park Zoo – to create a new community partnership, **the Heart of Brooklyn**, for the purpose of collaborating on initiatives, and sharing resources. Candace designed its governance structure, framed its goals, and recommended an implementation strategy that drew immediate foundation interest and financial support. Since its formation, Heart of Brooklyn has undertaken a dynamic set of projects that have increased the vitality of Brooklyn's central public institutions, strengthened local businesses and attracted new entrepreneurs.

Providing Critical Leadership and Advocacy

Candace is a member of the Board of the **City Parks Alliance** and the **Urban Green Council**, a founding partner of G. Works. She is also a member of the **New York City YMCA Real Estate Advisory Committee**, and a member of the Advisory Board and President Emeritus of the Atlantic Avenue Local Development Corporation. She received the **Women of Influence Award** from the Real Estate Forum in 2008. Prior to joining HR&A in 1988, Candace worked as a Real Estate Associate at Webster & Sheffield, a Research Associate at the **Lincoln Institute of Land Policy**, and as an analyst at the **New York City Office of Management and Budget**. Candace holds a Bachelor of Arts from Amherst College and a Juris Doctor from Harvard Law School.

The letters of support speak to Candace's broad range of impact with representatives from perspectives that include a practitioner (Michael Van Valkenburg), an academic (Marilyn Taylor of the University of Pennsylvania), an executive director (Heather Hughes of Waterfront Seattle), a parks director (Willis Winters of Dallas Parks and Recreation) and a non-profit leader (Adrian Benepe of the Trust for Public Land). Their letters speak to her passion, her effectiveness, her advocacy and her impacts across our nation in articulating the value of and enabling the implementation of great works of landscape architecture. For these reasons, please give due consideration to Candace for this wonderful recognition. We truly believe she is a worthy and true champion of our profession!

Sincerely,



Gina Ford, FASLA
Principal and Co-Founder
Agency Landscape + Planning



December 6, 2018

ASLA
636 Eye Street, NW
Washington, DC 20001-3736

Dear Honorary Nomination Committee:

I am enthusiastically submitting this letter in support of Candace Damon for consideration as one of this year's ASLA Honorary Members. I have had the pleasure to work with Ms. Damon on the Waterfront Seattle project where her expertise and knowledge informed the strategic direction for a once-in a-century civic project which will transform Seattle's central shoreline. Ms. Damon is thoughtful and creative. Her passion and deep personal interest in the environmental and economic sustainability of urban places and open space is evidenced by her long-term involvement in transformational projects like the Seattle central waterfront project.

Her work in Seattle showcased her unique ability to marshal economic analysis to support both world-class design and successful long-term stewardship of a dynamic public space. Waterfront Seattle is a complicated urban space that will serve as a 26 block park for all Seattleites in an environmentally sensitive area that also operates as a multi-modal transportation hub and working waterfront. Her work on the economics of the project formed the basis for a sustainable long-term funding plan for operations and programming from public and private sources. As we begin to build the park and implement the operating plan, her continued support for Friends of Waterfront Seattle – the City's nonprofit partner created to steward this important new resource for Seattle – has been important to establish our credibility as an operator and to model sustainable operating scenarios.

Not only has her work been strategic and tactical, but it has also helped us create a compelling narrative for ongoing support by quantitatively demonstrating the benefits of investment in world-class open space that establishes a city's identity and promotes equitable and sustainable growth. With her guidance and in-depth studies, we have been able to establish the role open space may play in creating economic benefits for the surrounding community, catalyze already-occurring economic growth, and create a path for public-private partnerships to reinforce more equitable growth that includes opportunities for underserved communities.

I am thrilled that you are considering Ms. Damon given her broad array of talents and experience that she tirelessly applies to public space projects across the country. She is a stalwart partner to projects that provide significant economic, environmental and social benefits to their communities.

Best regards,


Heidi Hughes, Executive Director



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January 10, 2019

Honorary Membership Nomination
c/o Terry Poltrack
ASLA
636 Eye Street, NW
Washington, DC 20001-3736

To the Honors and Awards Committee Members:

I am writing to endorse the nomination of Candace Damon for Honorary ASLA Membership. As another non-landscape architect who several years ago was selected as an Honorary ASLA member, I can attest to both what a great honor it is for those of us who aid and venerate the practice, but also to just how deserving Candace is of this honor.

I have known Candace for several decades, principally as one of the “architects” for the astoundingly innovative and successful financial and planning model for Brooklyn Bridge Park. Candace and colleagues at HR&A Advisors provided the intellectual and fiscal blueprint for one of the most successful public-private park creation projects in the nation’s history. While many doubted it would succeed, it has, beyond anyone’s imagination. Candace was a lively, focused, and highly visionary (and practical) collaborator with the City and State of New York on this project, which has reached full fruition just in the last year, as well as an effective collaborator with Michael Van Valkenburgh Associates (MVVA), the firm that drew up the landscape design for this magnificent park. Perhaps most important, the innovative financial model has worked out perfectly, generating the millions of dollars necessary annually to have for the first time a major public park’s maintenance entirely funded through adjacent development projects.

I have also visited and become intimately knowledgeable about various other projects led or partnered in by Candace and HR&A, including the Seattle waterfront (Jim Corner Field Operations), Dallas park system master plan, Penn Landing in Philadelphia, and Dorothea Dix Park (also with MVVA) in Raleigh, NC, among many, many others. In short, Candace and her HR&A team have become indispensable partners to landscape architects and public officials in figuring out the most daunting of all challenges—the financing of park construction and operations.

I can think of few people more deserving of the Honorary ASLA membership.

Sincerely,

Adrian Benepe
SVP and Director of National Programs

**MICHAEL
VAN
VALKENBURGH
ASSOCIATES
INC**

5 October 2018

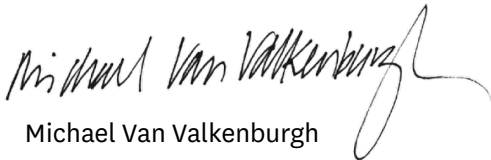
Honorary Membership Nomination
c/o Terry Poltrack
ASLA
636 Eye Street, NW
Washington, DC 20001-3736

To the ASLA Executive Committee and Board of Trustees,

Candace Damon epitomizes the outsider to landscape architecture, who works for us within our professional lives. Her knowledge of park financing is remarkable, as is her infectious enthusiasm for parks and the public realm.

I give her nomination my support.

Sincerely yours,

A handwritten signature in black ink that reads "Michael Van Valkenburgh". The signature is fluid and cursive, with a long, sweeping tail that extends to the right.

Michael Van Valkenburgh
FASLA



Marilyn Jordan Taylor, FAIA

Professor of Architecture and Urban Design, Dean of the School 2008 – 2016

Former Partner and Chairman, Skidmore Owings & Merrill LLP

Governing Trustee and Former Global Chair, Urban Land Institute

January 10, 2019

Honorary Membership Nomination
c/o Terry Poltrack
ASLA
836 Eye Street NW
Washington, DC 20001-3736

Candace Damon
Nominee for ASLA Honorary Member

Dear ASLA Leadership and Committee Members:

I have known and admired Candace Damon for at least a quarter of a century. Over the decades, we have worked together on many urban projects that might well have failed, or been lesser, without her consummate strategic leadership. Her skills in assessing project viability and value generation, in proposing structures for project implementation and financing, and in advancing community engagement and stewardship have been essential to the successful realization of truly remarkable parks and public places.

She is a tremendous friend and mentor to rising design professionals -- women and men -- who are willing to be challenged by her high expectations. Despite her "on-the-go" workstyle, she generously accepted my invitation to join us at PennDesign each spring to teach design students the basics of project implementation in a highly-demanded cross-disciplinary seminar.

Further, as her friends and colleagues know well, Candace is indeed "a force of nature." She is undaunted and unmatched in her commitment to advocating for the value of landscape architecture and to realizing its very best goals and visions.

I strongly support her nomination.

With best regards,

Marilyn Jordan Taylor, FAIA

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January 17, 2019

Honorary Membership Nomination
c/o Terry Poltrack
ASLA
636 Eye Street, NW
Washington, DC 20001-3736

RE: *Nomination of Candace Damon for Honorary American Society of Landscape Architects membership*

Dear Honors and Awards Committee Members:

I am writing this letter to support and endorse the nomination of Candace Damon for Honorary ASLA membership. I was able to work closely with Ms. Damon on Dallas Park and Recreation's first economic impact study, *Economic Value and Benchmarking Study of the Dallas Park System*. Ms. Damon's role as principal-in-charge of the report was invaluable as she has a deep and thorough knowledge of park system economics and the value of urban and open space.

This economic value study, which presented to the Dallas Park and Recreation Board in February 2016, analyzed the economic value of the entire Dallas park system. Among the key findings were that trails bring a 50:1 return on investment, that proximity to a park bring \$119M of increased property values annually, and parks act as green infrastructure to bring \$26.5M in environmental value annually. Overall, the report found that Dallas parks annually return \$678M to the local economy, a 7:1 return on public investment.

Through this innovative project, the department was able to quantify the return on the City's investment and this report has been used to justify further capital spending and solicitation of third-party donations. Candace's work was influential in the passage of a \$312M Bond Program that was matched by \$100M in private match funding.

In addition to their important contributions in Dallas, Ms. Damon and HR&A have performed nationally recognized work typically involving innovative development strategies in projects such as the Seattle Waterfront project, Brooklyn Bridge Park, Shelby Farms in Memphis, and Penn's Landing in Philadelphia to name just a few. She is a leader in the field of public/private development economics and planning and routinely contributes her expertise to successful and award-winning projects.

Thanks to Ms. Damon's notable and most impressive work in Dallas and around the country, I enthusiastically support her nomination for Honorary ASLA Membership.

Sincerely,

A handwritten signature in black ink that reads 'Willis Winters'.

Willis Winters, FAIA
Director,
Dallas Park and Recreation Department