

Honorary Membership Nomination Narrative

Nominee: Dan Gottlieb

Nominee's Address: 4630 Mail Service Center

City/State/Zip: Raleigh, NC 27699

Phone: 919-664-6818

Nominator: Brian Starkey, NC Chapter Trustee

North Carolina is one of a small number of states that have chosen and built its State's Capital City from scratch. In 1792 the Legislature acquired 1000+/- acres for Raleigh, created it as a legal entity, and adopted a master plan for its street pattern and five initial public squares. In 1928 the NC State Art Society had solicited private funds and approximately 75 paintings, and the following year an exhibition space was opened in the Agriculture Building. The Legislature later appropriated \$1 million to purchase a collection of art for the people of NC, allowing the purchase of an additional 139 paintings and sculptures, and facilitating the need for relocation of the Museum to a renovated State Highway Division building in 1956. A decade later the Legislature created a Commission to choose a new site and oversee construction of a new museum, initiating an extended debate about a "downtown vs urban fringe" location. Ultimately the perimeter site was authorized, allowing accumulation of 164 acres that had a rich but challenging history: Native American habitation, Civil War training site, Prison camp & farm, and later a Youth Prison. A new E. D. Stone designed museum finally opened in 1983, followed by a second building designed by Thomas Phifer and Partners in 2002.

The first master plan for the surrounding land was produced in 1988 to characterize its natural and constructed features. With design and construction of the second building, attention began to turn to more seamless integration of the buildings with the surrounding Museum Park and its preexisting art and ecology program. Landscaped sculpture gardens, as well as temporal and permanent art objects within the park, and aesthetically pleasing stormwater management features were prioritized. The current master plan, completed by Civitas in 2014, calls for a refined campus entrance and circulation pattern, increased parking capacity, woodland and meadow restoration, additional park trails and infrastructure, improved sustainability measures, refined sighting for more outdoor works of art, and restoration of House Creek through the Museum Park.

Over the past several decades, growth of the NC Museum of Art (NCMA) has been overseen by Dan Gottlieb, the Museum's Deputy Director of Planning and

Design. During his career there, he has applied his knowledge, talents, and enthusiasm to the task of incremental transition of the NCMA into a world-class indoor and outdoor museum within the expanding Triangle Region. His inclusive and sustained attention to the NCMA's interrelationship with the evolving culture and demographics of its members, visitors, and potential visitors, are the basis for his nomination for Honorary Membership.

In his role, Dan understands cultural marketing. A related public survey found that about 80% of respondents consider visiting a national or municipal park to be an authentic cultural experience, on par with visiting a museum or attending a theater. That finding underscores a growing sense that meaningful cultural encounters have less to do with engaging in a specific activity, than in stoking transcendent ideas and emotions. This will be observed in April 2018 when the Cultural Landscape Foundation holds its "Leading With Landscape IV" Conference & Take It Outside Weekend: "Transforming NC's Research Triangle"; with the NCMA hosting the opening reception, and Dan as a panelist and the NCMA as a tour site.

Outside the NCMA's boundary, Dan's vision and expertise is leading to a tidal change in the urban image, quality of life, and landscape. (1) Prior to 2011 he successfully participated with neighboring advocates for initiation of a "Blue Ridge Road District Study: A Blueprint for Collaborative, Integrated Planning and Development", that was completed and is being institutionalized. The initiative succeeded and will function as a place-making tool for property owners to follow, including uniform and complimentary public design guidelines that will allow the district to fulfill cohesive community objectives. This will result in a coherent land use pattern, more seamless urban image, and higher quality landscape throughout the greater district. (2) Raleigh is recognized as having the first jurisdiction-wide greenway network master plan, c:1970s. It proposed a greenway corridor and trail through the land that later became the NCMA. He welcomed the opportunity to have the additional public use integrated into the Museum Art Park, and it is now a beloved origin/destination along the almost 4000 acre greenway corridor network, that includes about 120 miles of public greenway trail. (3) In recognition of these and his other NCMA activities, in 2016 the NCSU COD, Dept of Landscape Architecture presented a Lifetime Achievement Award to Dan "for his vision, wisdom, passion, talents, and tenacity for design, making, and stewardship of the Museum of Art Campus and Park".

Over the last century the NCMA has progressed from its germination as a traditional museum to being among the largest Museum Art Parks in the world. This is being accomplished without losing the cues to guide future generations through the meaning and living memory of our community landscapes. Through Dan's oversight of its most current phases, the newly christened "Ann and Jim Goodnight Museum Park", has evolved, from the Pastoral Transcendental scenery of the early public parks movement, to integrate complementary works of art into the people's landscape.



TRIANGLE GREENWAYS COUNCIL

January 12, 2018

Honorary Membership Nomination
ASLA Eye Street, NW
Washington, DC 20001-3736

ADVISORY BOARD MEMBERS

TERRY REEVES
SMEDES YORK
GREGORY POOLE

Dear Distinguished Committee Members,

It is with great pleasure that the Triangle Greenways Council [TGC] joins in support of the nomination of Dan Gottlieb as an Honorary Member in the ASLA. Over the past several decades I have observed his initiative and success at his outreach to the greater community on behalf of the NC Museum of Art [NCMA]. As a result the NCMA has successfully transitioned from a repository for art objects, to a vibrant organ within the growing urban organism, and a beloved example of incremental, but integrated planning and design success.

The TGC's first involvement with Dan was when he called to invite us to tour the MCMA campus, and talk about opportunities for greenway corridor and trail access. At that time Raleigh's Greenway Master Plan anticipated a corridor in proximity to the campus, but its initiation was facing several major constraints. Foremost, a bridge would be required across an Interstate highway to accommodate trail access. Then public access would have to be allowed, either along NCDOT right of way around the NCMA campus, or through the campus. I was surprised when Dan informed me that the NCMA was in discussions with the NCDOT about prioritizing the bridge, and that the Museum Board thought that the greenway would be compatible with the vision of the future campus as part of an integrated community fabric.

I was impressed with their unilateral embrace of the greenway plan's concept and the public's open use of the campus. Then Dan mentioned that the vision included both the paved greenway trail and a contemplation trail [shorter, more secluded, and unpaved]. He then requested the TGC's assistance with implementation of that shorter "Woodland Trail", as an early physical symbol of progress and experiences to come. The TGC welcomed the invitation, supplied trail location advice and appropriate hand tools for the job, as well as supervisors for NCMA's weekend volunteer trail construction crews. Since this collaboration, NCDOT completed the required highway bridge crossing, the City's paved greenway trail has been constructed, and both permanent and temporal outdoor art has been installed on the campus. The "Cloud Chamber" was the first permanent art feature on the Woodland Trail. It is a walk-in scale pinhole camera. After entering, the visitor's eyes adjust to the dark and shadows appear on the concrete floor. Slowly the visitor recognizes the image as tree canopy and clouds, but they are looking down. An educational challenge from a dreamlike change of perspective.

The TGC's second involvement with Dan was more than a decade later, when he called to ask if we might be interested in participating in the Blue Ridge Road Corridor initiative. This began as a private effort to launch a collaborative initiative to build support for a uniform vision, plan, and program for implementation of a high quality public infrastructure product along this multi-lane urban corridor. **Connecting the State Fairgrounds, NCSU Veterinary Medicine Campus,**

BOEIM MEMBERS:
JON ANDERSON, WILLIAM BREAZEALE, SKIP BROWDER, NORMAN CAMP, RICK CANNITY, SUSAN CARL, BONNIE ESTES,
WILLIAM FLOURNOY, LARRY GILES, ROBERT HINSON, ANDREW LEAGER, DAVID PERMAR, GRADY SHIELDS.

NCMA, a regional hospital, commercial office buildings, and residential development, the corridor had no consistent identity, appearance, or quality. Over several years the initiative organized and built positive relationships with City, State, and Federal agencies and elected officials. Ultimately grant funding was secured and a plan evolved that was adopted and will be implemented in the greater public interest.

In this decade the local Dix Park Conservancy [DPC] was advocating for the 300+ acres of a former State Mental Hospital to be sold to the City of Raleigh as a future inner city park. The TGC, NCASLA, and NC Sierra Club approached the DPC to explore joint sponsorship of an event to energize and focus advocates on that vision, in preparation for the final effort. While Dan had a minor role in this initiative, his past outreach made the NCMA's auditorium and patio the logical location for the event. A representative of each sponsoring organization had an opportunity to make brief supporting statements, and one of National Public TV's programs on Fredrick Law Olmsted was shown to several hundred assembled advocates. While this was but one small step in a multi-year marathon, it did contribute to multiple objectives that resulted in the State agreeing to sell the property to the City. Currently, a multi-year master planning exercise is underway, and the new Dix Park will join the NCMA's Park as a destination along the City's continuous and interconnected greenway network. It is not surprising that Dan has been appointed by the City Council to be a member of the Dix Park Master Plan Advisory Committee, and that service continues.

Over the past decades the TGC has had a meaningful relationship with the NCMA, thanks to Dan's inclusive approach and commitment to the Museum's broadest possible positive impact on the Capital City and growing region. He is a testament to, and example of the direct, indirect, and cumulative impact that art can have on the public and their communities.

Sincerely,

A handwritten signature in blue ink that reads "Bill Flournoy". The signature is fluid and cursive, with a long horizontal stroke at the end.

William L. Flournoy, Jr. FASLA
President



North Carolina Museum of Art

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TEL 919.839.6262 FAX 919.733.8034 WEB ncartmuseum.org

January 19, 2018

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

Dear Sirs,

Leaders assigned the task of finding a new location for the young NC Museum of Art ultimately identified a blighted site on the western edge of Raleigh bounded by Blue Ridge Road and Wade Avenue. This was not a popular decision in the mid-1970's. Polk Youth Center, an incarceration facility for criminal youth, was the principal occupant of the site—and remained so until 1999. The transformation of this 164-acre site into a cultural center and a highly programmed park is largely the work of Dan Gottlieb, chief of design and a deputy director of the Museum—at least since the early 1990's.

When I became the Museum Director in 1994, Dan had already helped steer the imperfect Utopia project that brought leading landscape architects, architects, and artists together to imagine a future for the site where art, nature, and community would be the essential raw material and the defining forces in making a place.

On becoming Director, I asked Dan to further develop a plan for the land including the completion of the Park Theater as an outdoor performing and film center. This opened in 1997 and has remained an energetic expression of the expanded mission of the Museum. Subsequent opportunities aligned quickly—always in partnership with interested sectors of the community. Building a trail infrastructure not only locked down the potential play of valuable real estate but was the catalyst for DOT making a large investment in a bridge crossing I-440 and connecting to the greenway system of Raleigh a priority.

Commissions of environment-related art works and the development of partnerships, particularly with NC State University and corporations large and small, became an ongoing behavior. The Park became animated with people using it for recreation and enjoyment of the art. When the Museum began to plan an expansion, in fact to build a new building, it was clear that it must connect the experience of art with the Park. Dan was a central player and force in the planning and design of the Thomas Phifer-designed West Building, which opened in 2010.

Dan has been a constant voice in the community conversation about the future of land use in West Raleigh and along Blue Ridge Road. Mixed-use vibrancy and innovative and excellent design have always been hallmarks of his ongoing contributions to these discussions.

The opportunity to develop a front porch for the Park and a defining design for a huge swath of Blue Ridge Road was made possible by a major gift from Ann and Jim Goodnight. Dan was the driver in its planning and execution. Civitas Group from Denver was chosen as the planning and design partner. The redevelopment of the Blue Ridge frontage into a welcoming experience into the Park was completed in the fall of 2016. Without question, it has set extraordinarily high design standards for street frontage and greenspace design.

Dan continues to lead the charge. In late 2018, a new visitor center designed by In Situ Architects will be completed in partnership with Wake County. Dan is directing the project.

Dan Gottlieb is a gifted thinker, planner, and designer. His contributions have been invaluable to the Museum, to the region, and to the state. He has been a gift to me. I recommend him for your honor.

Sincerely,


Lawrence J. Wheeler

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January 25, 2018

Honorary Membership Nomination
ASLA Eye Street, NW
Washington, DC 20001-3736

**Re: Honorary Membership Support Letter
Daniel Gottlieb, Director of Planning, Design and Museum Park**

Dear Distinguished Committee Members,

I write to you in support of granting Honorary Membership to Daniel Gottlieb, Director of Planning Design and Museum Park at the North Carolina Museum of Art. I have known Dan since 2001 and had the pleasure of working with him on his highly influential North Carolina Museum of Art projects, in other art institution projects and charitable capacities.

It is hard to overstate the influence the North Carolina Museum of Art has had upon landscape architecture in the southeastern United States. The museum is a free to public art collection and park situated on 164-acres of picturesque rolling hills in one of the fastest growing urban regions in the country. With its vision: "To enrich lives through the power and wonder of art," the museum embodies the visual arts heart of the entire state. In addition to extensive interior galleries, the museum has created one of the largest art-focused parks in the United States. The recent West Gallery expansion [completed in 2010] was named by *Architectural Record* as one of the top 125 most important works of architecture built since the magazine's founding in 1891, and its success is directly related to the positive relationship created between the building and landscape. The project has garnished accolades from Landscape Architecture Magazine as it was featured on the cover of the inaugural January 2011 issue. The project went on to win in 2017 an Honor Award with the American Society of Landscape Architects. This project and subsequent Park projects have proven to be a watershed for the region. Its commitment to sustainability, its design and craftsmanship, and attention to modern design has elevated the community's understanding and expectation of landscape architecture.

Dan's vision has led the museum to create a surrounding site that encourages outdoor activity and interaction with art, nature and architecture. His personal efforts led to an establishment of a major greenway connection through the park to the robust City of Raleigh system, resulting in the most highly bicycle visitation nodes on the greenway. His participation in the planning of the adjoining corridor has resulted in a vision for the district that adds housing, commercial and other uses that can build on the success of the museum. Dan also contributes his expertise to numerous art related ventures around the State of North Carolina. His invaluable involvement in the Wilson Whirligig Park and The Contemporary Art Museum both resulted in projects that elevate the status and execution of landscape architecture in North Carolina.

Without Dan Gottlieb, the status and state of landscape architecture with North Carolina would be substantially less than it is with his influence. It is with unreserved enthusiasm that I recommend the approval of Daniel Gottlieb for the Honorary Membership status to the American Society of Landscape Architects.

Sincerely,



Walter R. Havener, ASLA
Surface678, PA

Surface

January 20, 2018

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

RE: Honorary Membership Nomination - Daniel P. Gottlieb

Dear Distinguished Committee Members,

It is my pleasure to nominate Daniel P. Gottlieb, Deputy Director for Planning and Design for the NC Museum of Art campus in Raleigh for honorary membership in ASLA. Dan has been instrumental in the visioning and implementation of a significant public open space and greenway known as Museum Park, a 165 acre open space themed with art and culture and the gem in a collection of cultural institutions serving the state's citizenry. The Museum Park provides a unique opportunity for experiencing art and active living. That contribution alone, given its significance and direct alignment with the core tenants of the landscape architecture profession, would be worthy of Honorary Membership in our professional organization.

I have had the honor of working closely with Dan in various capacities over the past decade, most notably through his role in the Blue Ridge Road Corridor Study in Raleigh. At that time, the Raleigh City Planning Department under the leadership of Mitchel Silver, AICP, initiated the study by establishing a public private partnership between the City of Raleigh and the NC Department of Administration, NC State University, the NC Museum of Art, the PNC Sports Arena, and Rex Hospital along with other institutional and private stakeholders. All the stakeholders own or manage significant properties and facilities along this strategic two-mile long urban growth corridor and cultural district.

The objective of the BRRCS study was to provide a coordinated blueprint and vision to guide future development within this unique assemblage of institutional land and the fabric of the City. These large institutional land owners, private property owners, and the City joined together to establish a framework for transportation, mixed use, green infrastructure and economic development informing zoning, comprehensive land use plans, urban design guidelines and transit related design improvements.

As a key member of the Blue Ridge Corridor stakeholder group, Mr. Gottlieb represented the programmatic and strategic interests of the Museum and its future plans. Serving as a lead design consultant for the planning study, I was engaged to work directly with the stakeholder group. Over the course of the study, Dan emerged as a strong advocate and public voice for thoughtful urban design, sustainability, public open space, greenways, the arts and private and public partnerships. With a backdrop of individual institutional interests and conflicting state and local political perspectives, the

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January 20, 2018

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study encountered adversarial viewpoints on a number of the recommended urban design solutions. As the plan was shaped through public discourse and partnership debate, Dan served as a clear voice of advocacy for the core principles of complete streets, healthy places, open space, the arts, community engagement, bike pedestrian facilities and quality urban design. There is no doubt that many of the key institutional leaders recognized the value of Dan's design insights as they consistently solicited his perspective and guidance on key design issues. His hard-earned professional stature, and his ability to examine, clearly explain and advocate for the key urban design concepts, afforded him the opportunity to lead the institutional stakeholders toward supporting the core tenants of the corridor and district recommendations.

As the project landscape architect, it was clear to me that without Dan's design leadership and vocal support of urban design and landscape architecture, the difficult institutional and public discourse that often emerges around visionary change in urban environments would certainly have had a less successful outcome. Dan was instrumental in advancing the successful transformation of the corridor into a vital asset for the city and the community.

In the years following the study's successful conclusion, Don continued to serve a leading voice for urban design for the Blue Ridge Corridor Alliance, a stakeholder advocacy group established to translate the study recommendations into reality. Dr. Stuart Levine, M.D., President of the Blue Ridge Corridor Alliance offered this observation: *"Dan has been a guiding light for the Blue Ridge Corridor Alliance from the time he drew a diagram of the District on the back of a napkin at the old Museum Cafe back in 2004. He is passionate about good design and sustainable development. Dan is interested in getting the details right while seeing the big picture. He has been a pleasure to work with and learn from, but perhaps the highest praise I can express is that Dan is truly a visionary."*

Dan Gottlieb serves as an exemplary leader and an allied professional who, through his engagement and activities, advances the goals and aspirations of our landscape architecture professional. He consistently fosters credibility and recognition of Landscape Architects through his continuous engagement of landscape architect professionals in the design of this unique Museum campus. Dan is a friend to our profession. I am honored to nominate him for Honorary Membership in the American Society of Landscape Architects.

Sincerely,



Lawrence R. Zucchini, FASLA, C.E.O.

JDavis Architects, PLLC