SESSION SAT-A02  11:00 AM – 12:30 PM

FOOD FOR THOUGHT:
PRODUCTIVE LANDSCAPES IN THE PUBLIC REALM

Urban agricultural landscapes and their proponents practice at the intersection of design, health and policy. Landscape architects, social activists and municipalities are embracing this burgeoning movement, encouraged by the benefits of community organization, healthful living, and revenue opportunities. A not-for-profit gardening programs director, a landscape architect, and a city official present opportunities toward societal health at the intersection of .org, .com, & .gov.

LEARNING OBJECTIVES

- Learn about current code constraints and opportunities for productive landscapes within municipalities.
- Explore a broad spectrum of productive landscapes to re-condition the urban experience, to establish community, to inform societal health and vigor, and to revivify modern food production, in particular, how it can positively appreciate the value of culture in a cosmopolitan setting.
- Discover new ideas and opportunities to incorporate productive landscapes in design efforts at a variety of scales.
- Understand the challenges and potential successes to practitioners in the private sector and the public realm, as well as community activists and those aligned with health services, educational environments, and civic leadership.

PRESENTATION OUTLINE

1. Introduction: Moderated by Nat Bradford, ASLA
2. From Small Town to Great Nation – Options and Opportunities for Productive Landscapes: David A. Rubin, ASLA, FAAR
   a. Trends: From the White House Garden to community-building, how productive landscapes are informing societal goals: anti-obesity, healthful living, nutrition, social connection.
   b. The Edible Schoolyard Project: a productive landscape in every school (and the food that’s served from it).
   c. Eskenazi Health Hospital and the Sky Farm.
   d. Green Tracks – Baltimore’s Last Mile.
3. Building Community through Design: Claire Baker
   b. City Harvest: urban greening and community engagement.
   c. Forming partnerships for success.
   d. The Community Farm and Food Resource Center at Bartram’s Garden and the Mantua Urban Peace Garden.
4. Code Constraints and Opportunities: The Municipality’s View toward Success: Luisa Oliveira ASLA
   a. Anti-obesity program: “Shape-up Somerville”.
   d. Urban issues: toxicity of soils, density challenges, promoting community, economic development.
e. Organization of the Ordinance: by scale.
f. Communication of the Code: ABC’s – Agriculture, Bees and Chickens

g. Lessons Learned.

5. Conclusion: David A. Rubin
a. Where do we go from here? The value of productive landscapes and current culture of reform and implementation.
b. A New Vision for the American Landscape?

PRESENTERS

David A. Rubin, ASLA, FAAR is the founding partner of LAND COLLECTIVE, an international landscape architecture and urban design firm dedicated to empathetic-thinking and social sustainability in the design of the public realm. A former partner and youngest owner of Olin, Rubin is the 2011-12 Rome Prize recipient in Landscape Architecture from the American Academy in Rome, and was recently acknowledged by Dell as an #Inspire 100 honoree, “100 influencers in entrepreneurship, philanthropy, education and media who use technology to empower and inspire others.” He is responsible for the design of Eskenazi Health Hospital Campus and Commons in Indianapolis, and while partner at Olin, Lenfest Plaza at the Pennsylvania Academy of the Fine Arts, in Philadelphia, and Canal Park and the Potomac Park Levee on the National Mall, both in Washington, D.C., among other efforts. land-collective.com

Claire Baker is the Director of Gardening Programs at the Pennsylvania Horticulture Society, including City Harvest, Garden Tenders and Green City Teachers. Under her stewardship, participation in City Harvest has grown from 22 gardens in 2006 to 140 growing sites in 2013. More than 250,000 pounds of fresh, organic fruits and vegetables have been donated to emergency food cupboards and soup kitchens or sold at farm stands, farmers markets and micro-CSA's in the neighborhoods where the food was grown. www.phsonline.org

Luisa Oliveira, ASLA, is a Senior Planner for Landscape Design in the City of Somerville, Massachusetts, the most densely populated city in the Northeast. She has worked in both public and private offices and was the landscape architect leading Mayor Joe Curtatone’s interdisciplinary municipal team that created the first Urban Agriculture Ordinance in New England. In 2013 the City of Somerville won a Boston Society of Landscape Architecture Award for its communication strategy of the Ordinance. In addition to working on urban parks and open space projects in Somerville, Luisa writes the Somerville Urban Ag Blog: somervilleurbanag.tumblr.com

Nat Bradford, ASLA, is a father, farmer, philanthropist in Upstate South Carolina where he practices holistic landscape architecture. He is guiding his firm toward the fusion of Landscape Architecture and Sustainable Agriculture.