

ASLA 2015

ANNUAL MEETING & EXPO NOV. 6-9 • CHICAGO

PERSPECTIVES

Presentation Title: Assessing the Results of Sustainable Strategies – **10 to 30** Years Later
Panel Outline Handout

Presenters:

Moderator: Jim Stickley, ASLA, Principal, WRT

Jim Stickley is a landscape architect and urban designer with over thirty years' experience in urban design, community design and planning, and landscape architecture. His experience on a number of complex projects both domestically and internationally has spanned the full spectrum from large scale planning assignments to detailed design and implementation projects. Jim has extensive experience in developing plans to enhance urban districts and public space including complex projects involving community engagement. Jim serves as Design Principal in WRT's San Francisco office and oversees landscape architecture and urban design projects in that office.

Panelist 1: John Gibbs, ASLA, Senior Associate, WRT

John Gibbs is a registered landscape architect and urban designer and senior associate in WRT's San Francisco office. With over fifteen years of experience in a range of innovative work that includes community revitalization, streetscape enhancements, park design, and detailed construction documentation, John seeks to engage social culture, ecology, and sustainability in the landscape.

Potential Specialist: Dr. Richard Bailey, Biologist, Lake Merritt Institute (to be confirmed)

Panelist 2: Joseph Brown, FASLA, Former Principal/CEO, EDAW / AECOM

Joe Brown's career has spanned leadership roles as Principal, CEO and guiding visionary of EDAW / AECOM, working on a wide variety of project types and strategic initiatives around the globe. Despite his many leadership roles, Joe remained a designer's designer and a practicing landscape architect whose notable works include the Signers' Memorial in Washington, D.C.; redevelopment of Denver's Stapleton Airport; Tokyo midtown; and recently, the public domain for the World Trade Center site in New York. Recipient of the 2009 ASLA Medal, Joe is now semi-retired and remains a passionate spokesperson for the values and ideals of his profession.

Potential Specialist: Amanda Hoffsis, President, Campus Partners, (confirmed)

Panelist 3: Doug Smith, ASLA, President, Principal, EDSA

Over his nearly 30 year career at EDSA, Doug has risen to the dual role of Design Studio Leader and President. Well-versed in the broad range of the design and planning field, his skills enable him to effectively transcend a wide array of project challenges. Be it formulating an early planning strategy or project concept, permitting or detailing a design opportunity, Doug makes the transition seamless. He embraces the notion that sound planning and design requires measured judgment and patience. He explores all of the natural, cultural and economic influences that make communities successful and sustainable.

Session Statement:

Principals from three legacy firms talk about how sustainable strategies have played out decades after their projects were completed. Each firm will focus on one of the *three realms of sustainability; ecological, social and economic* – and cite specific results of the original strategies developed for their projects.

Session Outline:

- I. Introduction
(Jim Stickley, WRT)
 - a. Introduce presenters
 - b. Impetus for the session
 - c. Inter-relationship of 3 realms of sustainability – all intertwined
 - d. Explain importance of post-occupancy metrics
- II. Lake Merritt Park, Oakland, CA, **2002** – *Ecological Sustainability*
(John Gibbs, WRT)
 - a. Vision of the Master Plan
 - b. Sustainable strategies proposed
 - i. Reopen the lake to increased tidal action
 - ii. Restore habitat
 - iii. Institute stormwater management BMPs
 - c. Projects implemented from the Master Plan
 - i. Boathouse renovation and landscape
 - ii. Lakeside Drive promenade
 - iii. 12th Street crossing
 - d. Evidence of the effect of sustainable strategies – **10 years later**
 - i. Water quality results
 - ii. Increased wildlife
 - iii. Increased recreational use of the park – land and water-based
- III. University Neighborhoods Revitalization Plan, Columbus, OH, **1996** – *Social Sustainability*
(Joe Brown, EDAW/AECOM)
 - a. Reflection & Overview: Evolution of thinking from “sustainability” to “resiliency”
 - b. Vision & core values of the original plan
 - c. Strategies proposed
 - i. Model for town-gown community
 - ii. Place of pride – conserve quality & character of place
 - iii. Promote cultural & socio-economic diversity
 - iv. Improve student quality of life
 - v. Encourage public-private investment
 - d. Key projects and initiatives implemented
 - i. Establishment of Neighborhood Planning Areas and stakeholder groups
 - ii. Clarify and develop multi-modal circulation networks
 - iii. Promote code enforcement, parks & greenways and trash/solid waste management
 - iv. Increase home-ownership / residential revitalization
 - v. South High Street commercial revitalization / redevelopment project
 - e. Evidence of Sustainable outcomes – **20 years later**
 - i. Stabilized enrollment growth for University
 - ii. Stabilized social conditions in the neighborhoods
 - iii. Higher quality of on- and off-campus community life
 - iv. Commercial / retail diversity
 - v. More functional town-gown relationship
- IV. Ft Lauderdale Beach Revitalization Plan, Ft Lauderdale, FL, **1988** – *Economic Sustainability*
(Doug Smith, EDSA)
 - a. Redevelopment of Urban Waterfronts
 - b. Pre-Project Tourism Profile
 - c. Vision, Goals and Implementation of the Revitalization Plan
 - d. Post Completion Tourism Profile
 - e. Public Investment / Private Investment
 - f. Economic Impacts – **30 years later**
 - g. Challenges Ahead: Planning for Coastal Resiliency
- V. Conclusion
(Jim Stickley, WRT)

Learning Objectives:

1. To convey a better understanding the importance and interrelationship of *economic, social and ecological sustainability*.
2. To discuss Landscape Architects' broader role in influencing social, environmental and economic change.
3. To learn how to develop long-term strategies and understand the need for on-going metrics and assessment of outcomes.
4. To convey the importance of learning from evaluation of our past work and adjusting our methodologies and strategies for future work?

Source Materials:

Lake Merritt:

Lake Merritt Master Plan:

<http://www2.oaklandnet.com/oakca1/groups/pwa/documents/webcontent/oak028480.pdf>

Miller, Amy. "Polishing Oakland's Crown Jewel: Lake Merritt Reborn", *Quest*, Aug 2010

Sonnenfeld, Josh. "After 143 years, Oakland's Lake Merritt Reunites with the Bay", *Save the Bay*, Sept 2012

Sonnenfeld, Josh. "River Otter Sighting a sign of Lake Merritt's Recovery", *Save the Bay*, Oct 2013

Pre-project monitoring: Pham, Giang N. "Monitoring the water quality of Lake Merritt, Oakland, CA.: A study on species abundance in compliance with water quality index". 2001

Current monitoring: <http://www.lakemerrittinstitute.org/>

<http://www.inaturalist.org/projects/lake-merritt-bioblitz>

University Neighborhoods:

University Neighborhoods Revitalization Plan:

http://campuspartners.osu.edu/assets/documents/Concept_Plan.pdf

Sterrett, Stephen A. "Planning and Partnerships for the Renewal of Urban Neighborhoods", *Journal of Higher Education Outreach and Engagement* – v.13, 2009:

<http://openjournals.libs.uqa.edu/index.php/jheoe/article/view/69>

Colgan, Ian. "Case Studies in University Led Neighborhood Revitalization", *DCI*, 2011

Ft Lauderdale Beach:

Ray, Dan. "Record Spring Break Leaves City Reeling." *The Miami Herald*, April 14, 1985.

Reisinger, Sue. "City Embraces a Wealthier Spring Break." *The Miami Herald*, March 28, 1999.

Longa, Lyda. "City Proves there is Life after Spring Break- Ft. Lauderdale Basking in Banishment of Breakers." *Daytona Beach News-Journal*, February 27, 2002.

Satchell, Arlene. "Fort Lauderdale Remains Favorite for Spring Break." *Sun-Sentinel*, March 11, 2012.