Mayoral Leadership: Engaging Landscape Architects in the Design of Cities

“MICD [THE MAYOR’S INSTITUTE IN CITY DESIGN] FOR ME WAS LIKE PUTTING ON A MUCH NEEDED PAIR OF GLASSES FOR THE FIRST TIME. [I GAINED] CLARITY AND PERSPECTIVE ABOUT THE PUBLIC REALM OF DESIGN IN CITY PLANNING.”

- BALTIMORE, MD MAYOR STEPHANIE RAWLINGS-BLAKE

SUNDAY, NOVEMBER 08, 2015: 11:00 AM – 12:30 PM
Civic leaders are leveraging opportunities within their cities through the act of “design”. Understanding that the City is a landscape, enlightened mayors are turning to landscape architects for the refurbishment of their metropolises. This session focuses on national experiences and the arc of one mayor, in particular.

LEARNING OBJECTIVES
• Understand what motivates local leaders, and what mayors can do to improve the quality of the built environment and advance green design practices.
• Learn how local elected officials are addressing design through a variety of city offices and initiatives.
• See examples from all over the country of mayors acting to promote the public realm and livability; take a deep dive into Baltimore as a case study
• Learn new approaches to civic design and implementation that are replicable to your practice and community.

PART 1: THE MAYOR’S INSTITUTE ON CITY DESIGN // SIMONS
Executive Director Trinity Simons introduces the role and process of the Mayors’ Institute in City Design, a leadership initiative by the National Endowment for the Arts, American Architectural Foundation and the United States Conference of Mayors, which helps to transform communities by preparing mayors to be chief urban designers of their cities.

PART 2: AN INSPIRED CIVIC LEADER AND THE VALUE OF DESIGN AS A PROBLEM-SOLVING TOOL / GREENAN
Brian Greenan, Economic Development Officer for Central Baltimore at the Baltimore Development Corporation, discusses the unique role of Mayor Stephanie Rawlings-Blake and her ability to influence and shape social issues within the City of Baltimore through urban design.

PART 3: A HUMAN-CENTERED VISION FOR A DOWNTOWN ARTS DISTRICT // GREENAN + RUBIN
Tasked with the design of the Westside’s Bromo Arts and Entertainment District in downtown Baltimore, Brian Greenan and David Rubin discuss the design and outreach process, and how city stakeholders informed the vision for this revitalized neighborhood.

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ASLA 2015
ANNUAL MEETING & EXPO NOV. 6-9 • CHICAGO
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MAYORAL LEADERSHIP: ENGAGING LANDSCAPE ARCHITECTS IN THE DESIGN OF CITIES

SPEAKER BIOS

TRINITY SIMONS
DIRECTOR // MAYORS’ INSTITUTE ON CITY DESIGN
Trinity Simons is Director of the Mayors’ Institute on City Design. As such, she works with mayors across the country on their most pressing city design challenges. She currently serves as on the Board of Directors of Association for Community Design and has previously served on the Board of Directors of the NAAB, ACSA, AIAS, and the DC chapter of the AIA. She has a Bachelor of Architecture from the University of Arkansas and a Master of City Planning from the Massachusetts Institute of Technology.

BRIAN GREENANAN
ECONOMIC DEVELOPMENT OFFICER FOR CENTRAL BALTIMORE // BALTIMORE DEVELOPMENT CORPORATION
Prior to Brian’s appointment as Economic Development Officer at the Baltimore Development Corporation (BDC), Brian was Project Coordinator for the Mayor’s Office of Economic Development, The City of Baltimore. He has 6 years of public real estate development experience in urban Baltimore, and 15 years of public economic development experience, especially near transit centers, artistic hubs and historic districts. Brian is bilingual English-Spanish, and active with the International Economic Development Council and the Urban Land Institute. Brian served two and a half years in the United States Peace Corps in Niger, West Africa. A recovering community organizer, Brian aspires to a legacy of acknowledgment as a fun, devoted Dad. Brian has recognized publicly that, had he understood the profession at an earlier age, he would have studied Landscape Architecture as his profession.

DAVID A. RUBIN, ASLA, FAAR
PRINCIPAL // LAND COLLECTIVE
David is principal 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. Rubin is the 2011-12 Rome Prize recipient in Landscape Architecture from the American Academy in Rome. He is responsible for the design of Eskenazi Health Hospital’s “The Commonground” in Indianapolis, and while equity partner at Olin, Lenfest Plaza at The Pennsylvania Academy of the Fine Arts, Canal Park and the Potomac Park Levee on the National Mall, both in Washington, D.C., among other efforts. His current work includes the new Pennovation Campus at the University of Pennsylvania in Philadelphia, the plaza and streetscape of the New York Stock Exchange in Lower Manhattan, the new Cummins Headquarters in Indianapolis, and “The Junction” in Westfield, Indiana, among others.