Welcome to PPN Live

ASLA Campus Planning & Design and Landscape – Land Use Planning Professional Practice Networks

Sunday, October 21
10:00 – 10:45 am
Elaine Linn
City of Virginia Beach
Parks & Recreation
Planning, Design and Development
Chair
elinn@vbgov.com

Your Name Here!
Co-Chair
Update: Landscape – Land Use Planning

Call for Volunteers!

Increase your participation and expand your professional network

Join our Leadership Team: Become a PPN Co-Chair or Officer!

The Landscape – Land Use Planning is one of the largest ASLA Professional Practice Networks with over 700 members and a LinkedIn network of over 1,000 professionals

Campus Planning & Design and Landscape – Land Use Planning PPN
2018 ASLA Annual Meeting & EXPO
Update: Landscape – Land Use Planning
2018 Member Survey Update

We reached out to you with a survey this year and here’s what you told us you want more of...

- Up and coming trends and case studies
- Smart growth land use planning
- Adaptive design and planning for resiliency; redevelopment and reclamation
- Land use planning for non-motorized linkages and connectivity, greenways, trails, recreation planning
- Environmental planning and sustainable development

Your preferred communication resources:
- Webinars
- Newsletter

Room for growth:
- PPN LinkedIn Group
- The Field Blog
PPN Officers: Campus Planning & Design

Katharyn Hurd
Page
Co-Chair

Krista Van Hove
Stanford University
Co-Chair

Laura Tenny
MIT

David Cutter
Cornell University

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Update: Campus Planning & Design

Thank you! to our PPN networking breakfast sponsor:

Call for Volunteers:

Interested in serving as a PPN officer? Got ideas for connecting with other members? Get involved!

Find or email any of us after the meeting!
Update: Campus Planning & Design

2018 Member Survey Update

We reached out to our 500-member PPN; 38 members responded. From that small sample size, here’s what we learned:

- Career focus ranges widely, from infrastructure to transportation to sustainability and resilience topics
- 50/50 split of campus and university staff vs. private practice
- 10% in affiliated disciplines such as civil engineering
- 65% have more than 20 years of experience
- 75% are involved with SCUP, given its university focus
- 90% are registered Landscape Architects

The top three topics of interest identified for future PPN focus were:

- Landscape Design and Built Projects
- Resiliency and Sustainability
- Campus Master Planning
Resiliency Themes Broadly Considered

**Physical:** climate change adaptation; green infrastructure; water use/conservation; renewable energy

**Economic:** affordability/opportunities for students; partnerships with host communities

**Social/cultural:** inclusivity/social equity; ADA accessibility; wellness/health
Today’s Presenters

Jessica Fernandez  
Clemson University

Margaret Baldwin  
Ayers Saint Gross

Drew Brown  
Stanford University

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INCLUSIVITY AND THE DESIGN PROCESS IN THE AMERICAN COLLEGE TOWN

ASLA Campus Planning & Design and Landscape – Land Use Planning PPN
Sunday, October 21st

Jessica Fernandez, Ph.D.
PLA, ASLA, LEED AP ND
Clemson University &
ALPHA Design Studio
In response to forces such as rising student enrollments and campus growth (Coulson et al, 2016), the past few decades have witnessed a proliferated call for collaboration between universities and their surrounding communities (Miller & Haffner, 2008).
Changes which affect the edge “usually have an immediate impact on the neighborhood and even on the entire city” (Sungri-Eryilmaz, 2009)
“I think what you will find is [the University] fortifying its real estate against the City's”

“University and City planners don’t really communicate. I don’t know why”

“Maybe there’s cooperation, but I wouldn’t call it collaboration between the University and the City”

“It feels like we’re being frozen out”
The campus-community edge provides a platform for the joining of town and gown. It is often a place for tradition, celebration, and positive interaction between local residents and the academic community.
“We talk at a confidential level about projects down the line. You can really hurt yourself if that trust isn’t there”

“The University absolutely has a vested interest in a vibrant downtown”

“At edges we have to work closely with one another. We send plans back and forth. It saves the University and City time”

“A quarter of our City downtown is completely greenspace. It is the campus”
“The clear evidence is that… we can organize our institutions to serve both local and national needs in a more coherent effective way. We can and must do better.”
(Kellogg Commission on the Future of State and Land-Grant Universities, 1999)

“…there is a persistent, if limited, homology that associates the university at its best with the city at its best”
(Bender, 1988, p. 4)
<table>
<thead>
<tr>
<th>SOCIAL ALTERITY (Level of Perceived Acceptance Between Town and Gown)</th>
<th>PLACE SIGNIFICANCE (Level of Perceived Sense of Place at Campus-Community Edge)</th>
<th>EDGE PHYSICALITY (Landscape Visual Character at Campus-Community Edge)</th>
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<tbody>
<tr>
<td><strong>ANOTHER</strong></td>
<td><strong>PLACE</strong></td>
<td><strong>INTERRELATED</strong></td>
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<td>Intergroup Contact Theory</td>
<td>Sense of Place Theory</td>
<td>Landscape Aesthetic Theory (Biophilia, Info Processing, Aesthetic of Care, Genius Loci, Prospect-Refuge, Topophilia, Landscape Heritage)</td>
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<td>P1: Increasing levels of town-gown collaboration during design and planning processes results in higher levels of social acceptance among primary stakeholders.</td>
<td>P2: Increasing levels of town-gown collaboration during design and planning processes results in more positive perceptions of the built environment, including the campus-community edge, among primary stakeholders.</td>
<td>P3: The character of the campus-community edge is positively affected by higher levels of collaboration between town and gown primary stakeholders.</td>
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<tr>
<td><strong>OTHER</strong></td>
<td><strong>SPACE</strong></td>
<td><strong>DISJOINTED</strong></td>
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Researchers have found that when campuses and communities work together there is “all-too-often dichotomous collaborative efforts” where the university is “almost always in control” (Miller & Hafner, 2008; Ascher & Schwartz, 1989; Perkins et al, 2001).
There is a moderate to strong positive correlation between overall acceptance of groups and town-gown collaboration.
“As we contemplate how the sense of place on the campus may change in the future, we need to recognize that the sense of place that is changing goes far beyond the campus gate” (Chapman, p. xxxiii)
A higher level of sense of place is present in the case study where there is a higher level of collaboration.
“Today, edges must be more porous, as institutions seek ways to be part of, rather than separate from, their neighborhoods” (Kenney et al, 2005, p. 229).
“Treatment of the *edge* between the institution and the town is one of the most decisive actions an institution can take in building vitality in its neighborhood. Many colleges and universities, considering only the organization of functions within their campuses, ignore this opportunity. They do so at their peril” (Kenney et al, 2005, p. 229)
Planning and implementing change to the physical environment can be a powerful vehicle for turning a negative community relationship into a positive one (Kenney et al, 2005).

THANK YOU

Jessica Fernandez, Ph.D.
PLA, ASLA, LEED AP ND
Clemson University & ALPHA Design Studio

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Making the Most with the Least

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Opportunity:

**Poor Soil**

low productivity

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Opportunity:

Program

center for environment and society

Nursery Garden
Opportunity:

PROGRAM

center for environment and society

Seed Bank

Meadow
Opportunity:

REGULATION

storm
water
management

Rich Plantings
Opportunity:

RIVER
FLOW THROUGH
OUTFALL

Novel
Ecology

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Resiliency in the Face of Change
Stanford Tree Relocation

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Stanford Tree Relocation

- PROGRAM INITIATION
  - Why? How?

- PROGRAM PROCESS

- MOVING TREES

- RESULTS
Charles Shinn: local landowner, garden writer, arboriculturist

“Senator Stanford was always a lover of trees. He spent much time upon his plantations (properties) and he never allowed a healthy Oak tree to be removed.”
PROGRAM – Why?

Quality of outdoor experience

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PROGRAM – Why?

Pace and scale of change

1935

1960

2015
PROGRAM – How?

- **Budget**
  - Tree management as a Project line item
  - Stanford Infrastructure Program (SIP) funds

- **Project planning**
  - Building Footprint and Site Program
  - Tree evaluation and assessment
  - Transplant candidate QUALITY & VIGOR, SIZE, VALUE

- **Coordination and Management**
  - Departments working together
  - Pay it Forward Approach

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Program Process

Tree Disposition Plan

Arborist report and survey
Verification
Value/Risk/Cost
Size/Form
Origin Site

Access?
Utilities?
Transport Route?
Timing?
Safety?
Direct Relocation or Storage?
Digging > Side-Boxing > Bottom-Boxing >
Rigging > Lifting > Transport > Storage > Maintenance
Destination Site

Active Construction?
Schedule?
Access?
Utilities?
Irrigation?
Protection and Maintenance?
Results

Approximately 1325 trees relocated and re-planted since 1996

Majority Live Oak, some Redwood, Olive, Pistache, Pine, Other

~82% successful re-establishment

Failures are expected and accepted

Project Funding + Infrastructure Program Funding

100% Documented, Maintained and Monitored for 10 years minimum
Project Impact – New Buildings

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Project Impact – New Buildings

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Project Impact – Historic Buildings

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Project Impact – Historic Buildings

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Project Impact – Campus Space
Thank you for joining us!

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David Cutter dmc86@cornell.edu

Please find us after the meeting with any suggestions or questions

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