

EDAW INC

150 CHESTNUT STREET

SAN FRANCISCO CALIFORNIA

94111

TEL 415 433 1484

FAX 415 788 4975

www.edaw.com

March 16, 2004

Susan L. B. Jacobson, FASLA
President
American Society of Landscape Architects
636 Eye Street NW
Washington, DC 20001

Re: ULI Support Letter

Dear Susan,

I am writing to express my strong support for the nomination of the Urban Land Institute to receive the Landscape Architecture Medal of Excellence.

As an active member of ULI for many years and a current member of their board of trustees, I have witnessed firsthand their significant contributions to landscape architecture policy, research, education, project planning, and design.

ULI initiates research that anticipates emerging land use trends and issues, and works collaboratively with developers, planners, designers, and public officials to propose creative solutions based on that research.

ULI documents best practices and publishes studies, books, and periodicals to impart cumulative knowledge to help the development community continuously improve its performance. We have worked with ULI on books such as *Ten Principals for Reinventing Suburban Strips*, *Inside City Parks*, and *Great Planned Communities*.

ULI recognizes progressive leadership in land use through its prestigious awards programs, recognizing collaborative efforts among developers, designers, and public officials and providing case studies of responsible leadership in land use. I have served on the juries for the ULI Awards for Excellence and the J. C. Nichols Prize, and currently chair the ULI/Gerald D. Hines Student Urban Design Competition jury, which brings both design and economics to graduate level competition. These awards also help the public become more aware of the benefits of superior planning, design, and development—a goal shared by ULI and ASLA.

UNITED STATES

EUROPE

AUSTRALIA

ASIA

DESIGN, PLANNING AND ENVIRONMENTS WORLDWIDE

Susan L.B. Jacobson, FASLA

March 16, 2004

Page 2

Most importantly, ULI is the preeminent forum for open exchange among developers, planners, designers, and public officials.

I am proud to be a member of ULI, an organization committed to creating responsible leadership in the use of land to enhance the total environment, and I applaud their nomination for the Landscape Architecture Medal of Excellence.

Sincerely,

A handwritten signature in dark ink, appearing to read "Joe Brown", with a long horizontal flourish extending to the right.

Joseph E. Brown, FASLA
President/CEO

cc: Jeffrey Lofton, APR
Public Relations Manager
American Society of Landscape Architects
636 Eye St., NW
Washington, DC 20001