



Looking to the Future

The Landscape Architecture Profession **POST-PANDEMIC**

Regional Conference ▶ June 9 & 10, 2021



Program and Schedule (as of 4/6/2021)

June 9, 10am-3:30pm

Day 1: 4.5PDHs

10-10:15 Conference Welcome & Introduction

10:15-11:20 **Parkpulse.io: Using Landscape Analysis to Support Safe and Equitable Access to Nature**
Parkpulse.io is a public facing web-resource designed to support safe and equitable access to parks and nature by empowering users with location-specific detailed park information to assist recreation decision-making. Initiated through a partnership between Knot and the State of Oregon Office of Outdoor Recreation (OREC), Parkpulse was carried out with the assistance of the Nassauer Lab at University of Michigan as a collaborative response to the global pandemic. Providing comprehensive information on potential destinations and their key attributes in an interactive user-friendly format represents a deep and previously unmet need. This need has been heightened during the global pandemic when agencies are facing extraordinary management challenges, use of outdoor recreation is increasing and risks from Covid and crowding remain real. The relationship between landscape and human well-being, via public health and sustainability, is a critical area of research and practice for landscape architects in the 21st century. Parkpulse is built on a comprehensive custom GIS database containing information for over 7,200 recreation points, aggregating recreation opportunity information across agencies and displaying a user-specific set of data based on location. Metrics which can influence decision-making include custom metrics for crowding potential, COVID-19 prevalence, park amenities, distance away, open/closure status and external links to current agency specific restrictions. The resulting web-resource represents a strategy for reducing community risk, improving safe and equitable access to outdoor recreation and reducing impacts to the public natural environment by providing key analytical information to the public at the point of decision making.

Presenter: Michael Yun, PLA, ASLA
Principal, Director of Anti-Disciplinary Design, Knot

11:20-11:30 Break 1

11:30-12:30 **Lunchtime Presentation: Change Grows Here: ASLA National Programs and Priorities**
The landscape architecture profession is collectively mobilizing to address the climate crisis and creating comprehensive tools and practices we all can use. Adaptation, mitigation, and re-envisioning our community infrastructure will be critical to creating resilient places for future generations. ASLA is developing programming and policies to help landscape architects lead the way in climate action, and working with allied organizations to advocate for the profession's high-impact work that effects public health, safety, and welfare.

Presenters:

Torey Carter-Conneen, CEO, ASLA

Tom Mroz, FASLA, President, ASLA

12:30-12:40 Break 2

12:40-2:15 **The Evolving Role of Urban Waterfronts in Shaping Urban Form, Community Health and Equity: Case History of the Alexandria Waterfront**

This panel presentation and discussion will describe how urban waterfronts currently fulfill two major roles: 1) their historic and current role in shaping urban form in a sustainable fashion, and 2) their expanded role in addressing complex environmental and social issues such as flooding, protection of natural resources, public accessibility to open space and parks, public access to healthy environments, public expressions of social equity and fairness, places for people to congregate safely, and opportunities for artistic expressions of cultural and historic resources and other community stories. Finally, the authors believe that Urban Waterfronts can play a pivotal role in COVID19 recovery as their open space networks, shoreline parks and green infrastructure solutions contribute to improved public health, climate adaptation, multi-cultural artistic expressions and increased economic activity.

Panel:

Skip Graffam, FASLA, RLA, LEED AP BD+C
Partner and Director of Research, OLIN

Dennis Carmichael, FASLA, LEED AP
Carmichael Associates

Richard Lawrence Jr, AICPC
Principal Planner, City of Alexandria, VA

Daniel Straub ASLA, RLA, LEED AP
Urban Planner and licensed Landscape Architect

2:15-2:25 Break 3

2:25-3:30

Property in Perspective: The White Supremacist Roots of U.S. Land Policy

The past several years have seen a heightened awareness that racism is pervasive in the U.S. Many of the effects play out on our medium – the land. Over the past four hundred years, a belief in the superiority of White and capitalist systems has shaped land policy at all levels. Access to land is wildly unequal, and decisions about where to locate undesirable and unhealthy land uses have hit people of color hardest. Landscape architecture has been complicit, for example in Frederick Law Olmsted’s involvement in writing racially restrictive covenants. But we have also worked to foster environmental justice – see Kate Orff’s exposé of the tragedy of industrial pollution along ‘Cancer Alley’. This talk seeks to recognize the pervasiveness of the problem, and to begin to fill the holes in our educational systems. A holistic approach emphasizes a connection between the dispossession of Indigenous people, and the systematic exclusion and marginalization of Black people and other non-Whites. The American system of property ownership is unique, and landscape architects can’t address systemic inequities without a better grasp of this foundational history. At the same time, we can become more engaged with people and organizations that are already devising solutions – from the Indigenous-led LandBack movement to Community Land Trusts that are gaining traction among Black activists.

**Presenter: Zoé Edgecomb, PLA, ASLA
Zoé Edgecomb Design Build**

Day 2: 5.5 PDHs

June 10

10am-4:30pm

10-10:15 Conference Day 2 Welcome & Introduction

10:15-11:50 **Paradigm Shift: Influencing Positive Change in a Polymath Profession**

Landscape Architects are capable of designing incredible spaces that have broad impacts on the built and natural environments. However, a frustrating number of projects are not realized because decision makers too often misunderstand both the profession or the design benefits provided. COVID-19 stood as a reminder for how valuable outdoor spaces are to people’s wellbeing as users flocked to parks, waterways, campgrounds, and other outdoor destinations. This conversation will focus on how landscape architects can embrace their “jack-of-all-trades” identity to strengthen their voice to create better projects on multi-disciplinary teams. Our diverse panel of professionals have deep knowledge in areas of city planning, master planning, large scale development, zoning, and cross-disciplinary design to offer perspective on how the profession evolves into the future. Different urban locations including Richmond, Arlington, and Virginia Beach will provide real-world context to the discussion by analyzing the Richmond-300 Masterplan, the Tidewater Area planning initiatives, and Arlington urban community outreach.

**Jeanette Ankoma-Sey, PLA, ASLA, LEED AP
Arlington County, VA Department of Parks and Recreation (DPR)**

Barry Frankenfield, PLA, FASLA, LEED AP
City of Virginia Beach (retired) and consultant

Maritza E. Mercado Pechin, AICP
Deputy Director, City of Richmond, VA

Borden Edgerton, PLA, ASLA
Federated Lighting Virginia

11:50-12:00 Break 4

12:00-1:00 **Lunchtime Discussion with Maryland, Potomac, & Virginia Chapter Presidents**

1:00-2:40 **Design for Distancing – Reactivating Baltimore’s Public Realm**
Design for Distancing (D4D) is a Baltimore-based tactical urban design initiative intended to help small businesses in Baltimore reopen or continue to operate during Covid-19 without compromising public health, and seeks to support social gathering through safe physical distancing. The panelists will share case studies from several D4D design-build installations, and discuss ideas for safely and equitably reactivating urban environments. State legislators will be invited to join the presentation to discuss the value of services landscape architects, urban designers, and placemakers bring to the reshaping of the public realm.

Panel

Heidi Thomas, PLA, ASLA
Founding Principal of EnviroCollab

Jennifer Goold
Executive Director, Neighborhood Design Center

Tyler Miller, AIA
Associate, Gensler

Kevin Day, AIA
Principal, Living Design Lab

Graham Coreil-Allen
Founder, Graham Projects

2:40-2:50 Break 5

2:50-4:30 **Pandemics & Protests: Reshaping Company Culture**
As we emerge from the 2020 pandemic and protests, how will firm operations change to promote inclusion and balance in the workplace? In this session, three panelists from design firms large and small will come together to discuss the operational changes made

in response to the events of 2020 and what long-term impacts they hope to achieve so that both workers and businesses can thrive moving forward.

Panelists confirmed to date:

Heba Root
Director of Human Resources, LandDesign

Tom McGilloway
Principal, Mahan Rykiel Associates