Mario Schjetnan Speaks to Record Crowd

The final lecture for the 2014 season did not disappoint. Mario Schjetnan, FASLA, shared some of Grupo de Diseño Urbano’s international and state side projects. His passion for giving people safe and fun places to play, meditate, and travel hopefully inspired us all to engage in social equalization for at risk children and adults in urban areas.

The joy on his face when he shared pictures of young adults snuggling on custom built furniture proves he is genuinely proud of the success of the projects and not focused on the money. Mario noted that the nature of this work is to give some (if not a lot) of your time freely for the good of the project and the people.

We had a record crowd of about 85 people for the lecture and a beautiful setting and fantastic food in the Sculpture Patio for the reception. Everyone enjoyed the personal time with the speaker and their peers.

Thank you to our lecture sponsors who made this year a most remarkable one! Anonymous donation and Rick Engineering as our speaker sponsors; Kimley-Horn and Associates as our reception sponsor, David Reed LA, OJB, Schmidt Design Group, Spurlock Poirier LA, and Wimmer Yamada and Caughey as our friend sponsors.

At right: Patricia Trauth, Mario Schjetnan and Tim Smith.
SAN DIEGO ASLA STEWARDSHIP COMMITTEE WORKSHOP
FIRE SAFE DEVELOPMENTS AND LANDSCAPES NEAR URBAN CANYONS

OUR EXPERT PANELISTS:
BRAD LEWIS - LANDSCAPE ARCHITECT
DAVID KOVACH - DEVELOPER
CLIFF HUNTER - WILDFIRE CONSULTANT
VINCE SCHEIDT - BIOLOGIST

WILL PRESENT THE LATEST THINKING ON IMPROVED LANDSCAPE AND DEVELOPMENT PRACTICES NEAR OUR URBAN CANYONS AS IT RELATES TO FIRE SAFETY. THEY WILL DISCUSS CONFLICTS BETWEEN BIOLOGICAL AND FIRE SAFETY NEEDS.

WHO SHOULD ATTEND:
- CITY AND COUNTY AGENCIES
- LANDSCAPE ARCHITECTS
- ARCHITECTS
- BIOLOGISTS
- CONTRACTORS
- DEVELOPERS
- GENERAL PUBLIC

WHERE: CONFERENCE CENTER HEARING ROOM
COUNTY OPERATIONS CENTER
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SAN DIEGO, CA 92123

WHEN: OCTOBER 14th, TUESDAY
5:00- 6:00PM SIGN IN & SOCIAL HOUR
6:00PM - 8:00PM EDUCATION SESSION

CLICK BELOW TO REGISTER:
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RSVP: FREE EVENT IF RSVP ONLINE BY OCTOBER 10th, 2014
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SAN DIEGO ARCHTOBERFEST 2014
archtoberfest
San Diego Architecture and Design Month
from the President

San Diego ASLA 2014 Accomplishments

As we head into the last quarter of the year, I want the members to know that we have had a very successful year thanks to the efforts of our Executive Committee and all our volunteers. At the beginning of the year, I had three goals: to make landscape architecture more visible throughout the region; to engage in thought provoking events; and to mentor young professionals. Here is an assessment of where we are in these areas.

Representing our membership as the President of the San Diego chapter of ASLA and as a landscape professional I have been interviewed by the San Diego Business Journal, San Diego Home and Garden Magazine, San Diego Metro, and had two interviews with the Union Tribune On-Line Talk Radio. The “Art on the Land” columns written by Delle Willett and featured in San Diego Downtown News have profiled landscape architecture in a total of seven articles published thus far including San Diego’s Urban Canyon, The Monarch School, Horton Plaza, Old Police Headquarters, Waterfront Park, San Diego City College and Lindbergh Field. Visibility has certainly increased with these published articles!

Our Chapter website redesign is progressing nicely and will be operable at the beginning of November. The website will profile ASLA in a more creative and meaningful way and will increase visibility of our profession and our members to the general public viewing the site. The site is more intuitive, and it is much easier to find information. We have increased the amount and quality of graphics representing our designs, and I’m happy to report that social media will be integrated into the site as well. A new events calendar will be in a prominent location and our sponsors will get more exposure with links to their websites.

Our events this year have had unprecedented attendance, and that has quite a bit to do with the quality of the events. Lecturer Mark Johnson presented some of his international projects — the Qatar neighborhood cluster in particular — to a packed house. It was truly transforming to see what our fellow professionals are accomplishing. Joe Yamada’s life history featured in a YouTube video was captivating and inspirational, and Vicki Estrada’s lecture tracing the history of Balboa Park was thought provoking. To date, we have had a total of ten events with our Awards Ceremony – Celebrating the Power of Place – scheduled for December 4th at the San Diego Central Library.

With regard to mentoring young professionals, Nate Magnusson VP of Community Outreach, and I spoke at several local high schools about the profession of landscape architecture, and I spoke at Cuyamaca College as well. For the first time in the history of the San Diego Chapter, we will have student awards at our awards ceremony to recognize their achievements. Students from the four local community colleges that have landscape programs will be represented — Mesa Community College, Mira Costa College, Cuyamaca College, and Southwestern College. The Meet the Fellows event has been specifically programmed to get seasoned professionals and emerging professionals together to have a thoughtful conversation about our profession. I’m committed to continuing this event in the upcoming years because I think it is important to have synergy between the two groups. Our Meet Up events, organized by Joe Dodd VP of Programs and Social Activities, have provided young professionals an opportunity to socialize and network with other professionals. All of these events combined with the Emerging Professionals Committee’s events have given emerging professionals many opportunities to advance in the profession of landscape architecture.

Lastly, I would like to say that it has been a pleasure and an honor to serve as your President. My presidency has been exciting and very fulfilling! If you have ever thought about getting more involved in ASLA, I highly recommend it.
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2013/14 Executive Committee

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Green Tools You’ll Find Outside the Box: Funding Urban Transformation

Joy Lyndes, Landscape Architect, PLA, ASLA
Coastal SAGE Landscape Architecture

A recent National Research Council study concluded that 42% of all urban land will be redeveloped by the year 2030. The Census Department also reports that by 2030, our population will grow by 20%; and by 40% by the year 2050. This is our opportunity to advance green infrastructure as an important component of shaping community urban redevelopment – and improving community health.

Let’s ask these questions:

- Does our community have a greenprint or green infrastructure plan?
- What new green ideas will guide policy?
- Who is funding change, and are we at the table driving decisions?
- “Just as you would not build a house without a Blueprint, we should not continue to build our communities without a Greenprint,” said Chuck Flink, FASLA, Founder and President of Greenways Incorporated and co-author of two award-winning books about greenways and trails. Urban redevelopment will be driven by policy and funding. Learn the language of policy and funding, and use it to build green infrastructure. If you understand the tools and are engaged, you will make a difference.

TOOL #1: Red Fields to Green Fields (RF2GF) is an innovative funding model, developed out of Georgia Tech Research Institute with support from the Speedwell Foundation. It’s exploring the feasibility of turning real estate that is “in the red” into green parks using innovative funding strategies for the acquisition of underutilized and vacant commercial properties, and eventual conversion to parks and open space or redevelopment to relieve banks of their bad assets. The objective: provide low-cost loans via a land bank and parkland acquisition fund provided by the nation’s banking system and led by the Federal Reserve, Treasury, and FDIC. Funding could also come from creative financing options such as tax credits, leveraged with local equity capital. In 2011 the City of Phoenix RF2GF program was presented by Chris Ewell, City of Phoenix Landscape Architect, at an Educational Session at the ASLA NA Chapter Annual Gala. Phoenix is one of the 11 cities identified to implement signature pilot projects, and even though according to Chris it has not advanced significantly over the past year, an assessment report has been completed which identifies opportunities http://rf2gf.org/PP/pdf-presentations/CityStudies/Phoenix.pdf In 2012 a RF2GF presentation was led by Catherine Nagel, City Parks Alliance Executive Director, at the ASLA National Conference. According to Catherine, since then the cities involved in the research have been pushing projects forward, and the Federal Reserve and land bank community have been recently re-engaged. For more go to www.redfieldsgreenfields.org

TOOL #2: For the past few years the US Environmental Protection Agency’s (EPA) Office of Wastewater Management has awarded grants to communities to implement green infrastructure, to protect water quality and build more sustainable communities. The EPA Green Infrastructure Technical Assistance Program (GITP) provides assistance to help communities overcome the most significant barriers to green infrastructure, and to develop innovative approaches to implementation. This assistance helps cities meet multiple environmental, social, and economic goals and is expected to produce valuable policy and funding tools. Pima County Regional Flood Control District was awarded one of these grants in 2013 for assistance completing a green infrastructure guidance manual addressing selection, design, construction, and maintenance of green infrastructure practices. The City of Phoenix was awarded one of these grants in 2012 for the report: Green Infrastructure Barriers and Opportunities in Phoenix, Arizona (PDF), which examines the compatibility of green infrastructure practices with zoning and development codes in an urban, arid environment. This report identifies provisions in Phoenix’s plans, policies, and codes that either support or present barriers to green infrastructure, recommends code changes that address barriers to green infrastructure and strengthen opportunities for green infrastructure implementation. For more information http://water.epa.gov/infrastructure/greeninfrastructure/agi_sup-port.cfm#2014TechnicalAssistance

Our opportunity to lead the transformation of our cities is here. Continue to drive the discussion about green infrastructure. Build the greenprint legacy and transform our urban landscape.

Thanks to ASLA Golf Tournament Chair for Aloha Spirited Event

Over 132 golf enthusiasts competed in the ASLA San Diego Golf Tournament in August. The tournament benefits local community organizations selected for the Chapter’s Annual Community Grant.

Tom Picard, ASLA (Tributary 17 Landscape Architecture) outdid himself this year challenging members to wear their worst Hawaiian shirts, compete in several spirited contests with the minions, don grass skirts and enjoy a polynesian barbeque and shaved ice as they played at the beautiful Lomas Santa Fe Country Club.

Our Chapter thanks Tom Picard and the following tournament sponsors who helped underwrite a day of fun, sun and golf.

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Thank you to Good Earth/Greenscaped for a wonderful event full of information and technologies on greenroofs and greenwalls. We walked away with knowledge of what works best in various situations, touching and inspecting solutions for ourselves, and some even walked away with plants that were for sale at incredible prices.

I hope you all had a chance to join us for our lecture in September. I am writing this prior to the event, but have no doubt that Mario Schjetnan wowed us.

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with his passion for urban environmental justice. It has been my pleasure serving you this year and I am excited about all the possibilities that lie ahead for 2015. As the most interesting man in the world would say, "Stay thirsty my friends..." for knowledge that is.

If you have any ideas for speakers for the lecture series next year, please email me at kathryn@kda-landscapearchitects.com.

AWARDS in Landscape Architecture: Landscape Architecture and the Power of Place
Joy Lyndes, Landscape Architect, PLA, ASLA, Coastal SAGE Landscape Architecture
DJ Taylor, Landscape Architect, ASLA, City of Chula Vista

Join your colleagues and community leaders to celebrate Power of Place at the 2014 Design Awards on December 4, 2014 at 6 pm at the San Diego Central Library, 300 Park Blvd. The program will begin at 7 p.m. and be held at Joan A Irwin Jacobs Common, 9th Floor Shiley Special Events Suite. Come celebrate the contributions we all have made to creating a healthy and prosperous San Diego community.

The Design Awards Committee is still looking for volunteers to help plan and coordinate this event. If you are interested in helping on this committee, please contact committee chairs Joy Lyndes, PLA, ASLA at jlyndes@coastal-sage.com or DJ Taylor, PLA, ASLA at djtaylor@chulavistaca.gov to volunteer.

For over 30 years, landscape architects have engaged with community leaders and environmental planners to understand and raise awareness about environmental justice and the extraordinary power of place. As stewards of our built and natural environments, landscape architects are uniquely poised to shape equitable, engaging, and healthy spaces for all people.

The Central Library in San Diego was chosen for our 2014 Design Awards Event because of the passion and perseverance invested in making it a success. This has distinguished it as a powerful and significant community space.

The San Diego Chapter of ASLA welcomes you to share in the celebration, come and have some fun, and bring your clients and collaborators. The cost of the event is $60 for full professionals and $35 for students. Please RSVP by December 1st using the form in this newsletter or visit the SD/ASLA website at www.asla-sandiego.org.

SEE YOU THERE!
Trustee’s Report:
Services Offered by ASLA National: What’s Old, What’s New
Mark Steyaert, Jr., ASLA, Trustee

From time to time, I like to drop some info about services the ASLA National offers that you haven’t heard of, or you may have heard of but have forgotten what they are. If you already are informed about these topics, well...good for you and you just saved yourself 2 minutes of reading my report! For the rest of you, I simply encourage you to take advantage of what is out there to make you the best LA you can be.

Professional Practice Networks
Most of you probably know, but some of you may not, that ASLA National organizes a fantastic resource for those who practice in the specialized realms of our field. We often extol the virtues of the wideness of reach of landscape architecture but the downside is that some practitioners in the niches don’t feel they get enough out of ASLA. The purpose of the Professional Practice Networks (PPNs) is to provide the bridge between the specialized resources of the PPNs and the general resources of ASLA. They are made up of fellow practitioners with common interests so they can share ideas and groundbreaking practices.

Current PPNs include:
• Campus Planning and Design
• Children’s Outdoor Environments
• Design-Build
• Digital Technology
• Healthcare and Therapeutic Design
• Historic Housing and Community Design
• International Practice Preservation
• Water Conservation
• Women in Landscape Architecture
• Landscape Architecture and Transportation
• Landscape/Land Use Planning
• Parks and Recreation
• Planting Design
• Reclamation and Restoration
• Residential Landscape Architecture
• Sustainable Design and Development
• Urban Design

ASLA members receive one free membership in the PPN of their choice with additional memberships available for a nominal annual fee of $15. You can contact professionalpractice@asla.org to sign up. Start networking!

If you are so inclined, you can form your own PPN in a specialized field not already covered! Any group of seventy-five (75) individuals or more representing an area of specialized landscape architecture practice may petition the ASLA Executive Committee for establishment of an ASLA PPN.

The Green Infrastructure Guide
As mankind continues to trample — some heavily and some lightly — on our little planet, green issues remain a major focus of ASLA on the national and international level. A press release was issued recently announcing the relaunch of a totally revamped Green Infrastructure Guide, offering hundreds of free research studies, news articles, and case studies organized by green infrastructure scale from broad to narrow. This easy to access information is designed as a resource for students and practitioners. The premise: Green infrastructure should be considered a conceptual framework for understanding the “valuable services nature provides the human environment.” How do we convince others to view green infrastructure — parks, open space, green roofs, wetland water treatment — on par with roads, sewers, electrical grid, etc?

The guide is separated into four sections:
• Park Systems
• Wildlife Habitats and Corridors
• Urban Forestry
• Green Roofs (and Walls)

Check it out on the ASLA National website and be informed (www.asla.org/greeninfrastructure.aspx)!

Thank You to our 2014 Sponsors
Thank you to our 2014 and returning sponsors for your support of our Chapter. We encourage members to look up our wonderful sponsors on our website at www.asla-sandiego.org and do business with their representatives. Thanks so much for your support.

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CCASLA has been following a number of legislative bills of interest throughout the 2014 legislative year. Several of these bills, if enacted, will have some bearing on business opportunities for landscape architects or will otherwise affect the practice. These bills include:

**AB 1193, Bikeways** – Will require Caltrans to establish minimum safety design criteria for a new class of bikeways, called cycle tracks or separated bikeways, and defines them as bikeways that provide a right-of-way designated exclusively for bicycle travel adjacent to a roadway and are protected from vehicular traffic. The bill will also authorize local agencies to utilize minimum safety design criteria other than those established by Caltrans under specified conditions.

**AB 2104, HOA Drought Resistant Plant Restrictions** – Specifies that architectural or landscaping guidelines or policies of a common interest development (CID), including HOAs, are void if they prohibit the use of low water-using plants and other water conservation measures. In addition, the law would prohibit CIDs from preventing a homeowner from installing landscaping that complies with a city’s or county’s water-efficient landscape ordinance or from complying with any restrictions on watering that a city or county adopts in response to severe water shortages.

**AB 2282, Building Standards: Recycled Water Infrastructure** – If enacted, this law will direct the California Building Standards Commission (CBSC) to adopt mandatory building standards for the installation of recycled water systems in newly constructed commercial and public buildings and single- and multi-family dwellings, in areas where there is or will be access to a water recycling facility. The law will also authorize the Department of Housing and Community Development (HCD) to research standards for different types of water recycling systems, including non-centralized systems, to the extent that they meet all specified health and safety standards. These standards could be enacted as early as 2016 and will likely include regulations and other provisions for use of recycled water in the landscape.

**AB 2723, Small Business Cost Impacts of Regulatory Changes** – If enacted, this law will make clarifying changes to the Administrative Procedure Act (APA) to include “sole proprietorships” and “small businesses” in the required standardized regulatory impact analysis when a state agency proposes to adopt, amend, or repeal a major regulation. Landscape Architecture firms with less than 50 employees were specifically listed as benefitting from this legislation. The law would mandate consideration of the impact of a proposed rule on the industry’s ability to compete with businesses in other states and require assessing any regulatory proposal’s impact on the creation or elimination of jobs and new and expanding businesses.

These are examples of the legislation CCASLA continues to monitor and respond to on behalf of you and the profession. Strengthening the profession through support of such legislation continues to be a key goal.

In the coming months, CCASLA will continue work with the Landscape Architects Technical Committee to track and prepare for the California regulatory Sunset Review Process which will enter a critical stage in the Spring of 2015. I will write extensively about this effort in the next newsletter. Should you have any questions on the bills listed above or other legislative or regulatory matters, please feel free to contact me at jsreschinsky@pacbell.net.
VP Membership
ASLA -- Members, Partners and Fun!
Rich Risner, ASLA

Membership is more than just paying dues. Sure, your dues go towards protecting your right to practice as a Licensed Landscape Architect and participate in the wonderful profession of Landscape Architecture, which is GREAT! But, do you realize that your dues do so much more?

Your dues also go towards:
• Promoting public awareness of our profession, while providing members the opportunity to be in the forefront of many environmental design related issues. Landscape Architects are being called upon by legislators, governing agencies, planners, engineers, scientists, environmentalists, developers, contractors, architects and interior designers. We are a unique group of individuals who can offer professional insight on numerous design and environmental issues. We resolve issues that not only confront us today, but may become potential issues in the future.
• Providing the opportunity to build and expand your skills as well as your professional expertise. This keeps you up-to-date with current technology, regulations, and design practices.
• Influencing public policy. ASLA advocacy helps reach out to policy makers on a state and national level, shaping policies on environmental protection, water resources, security design and many other issues.
• Providing an opportunity to attend many of our ASLA guest lectures. The Lecture Series is a great opportunity to learn from your respected peers.
• Helping grow your business with professional resources. You will receive a free listing on the firm finder, can use ASLA’s standard contract form for professional services, have access to salary and business indicator surveys, plus much more.
• Helping generate the next crop of professionals. If you are an employer, provide membership as a benefit to your employees and encourage their participation in our chapter. These emerging professionals and employees are our future. We need to mentor them to appreciate the profession.
• Providing access to numerous educational and social networking opportunities. Our ASLA SD Chapter has the best social events. These events are a great way for you or your employees to become even more passionate about the profession.

Recently many ASLA members gathered with our AIA and ASID partners at a design professional mixer event hosted by PIRCH at their showroom in UTC La Jolla. PIRCH provided an amazing location and an abundance of great food and beverages. The concept was to gather like-minded design professionals in one location where they could freely mix, mingle, enjoy each other’s company and possibly gain a new design contact or client. Don’t miss out on the fun! Join today by going online to www.ASLA.org.

Landscape Architects Residential Practitioners:
Fall Home & Garden Show
By Richard Risner, ASLA

First, I would like to thank all the volunteers who spent time in our booth at the Fall Home and Garden Show at the Del Mar Fairgrounds in September. They did a great job keeping our booth organized and professional. All were polite, punctual and very professional. Most of all I appreciate their dedication to Landscape Architecture and our ASLA organization. A special thanks to everyone who helped set up and take down the booth during those hot days.

ASLA again joined forces with the local AIA and ASID residential practitioners at the Fall Home and Garden Show. Together we created a large dynamic booth with free 30 minute “Ask the Experts” design consultations for the consumer. The goal of our combined organizations was to build public awareness, specifically addressing the residential consumer. The goal of ASLA specifically was to show that there are many Landscape Architects who provide professional licensed services to the average homeowner. We continue to provide information on the benefits of hiring a licensed professional and the multitude of services they can provide.

The three day event was exciting with a non-stop flow of consumers stopping by for information from us or from our AIA and ASID friends. The free design consultations, reserved online through Brown Paper Tickets, were nearly all booked when we started the event and quickly became over-booked from walk-ins with questions visiting the booth. Though busy, we were able to accommodate everyone. We had a minimum of 2 to 4 Landscape Architects giving free consultations and professional advice. Typically we answered questions that ranged from drought tolerant plantings (especially pertaining to the SD County WaterSmart/turf replacement program), to city codes and requirements, retaining walls, details, lighting ideas, irrigation and drainage techniques and explaining the difference between a Landscape Architect and a Landscape Designer. We provided pamphlets with information that is available from our National ASLA organization and the State License Board.

I would also like to thank all the event sponsors who donated time or materials to our “Ask the Experts” booth, which helped make this event a great success.

ReproHAUS – Printing
Sunset West – Outdoor Furniture
FX Luminaire – Lighting
Diego Delivery – Furniture Delivery
Grounded Modern Living – Pottery & Plants

If you are interested in participating in the next H&G Show or interested in becoming a new ASLA SD member please contact me through the ASLA SD website.
Sponsor Spotlight
reproHAUS

ASLA San Diego would like to express our gratitude for the support we have received from ReproHAUS as a Four Seasons Sponsor. They have provided printing services for the chapter and been there for us on short notice when we needed printing to announce our events or create long-term use prints. Their professional services have earned them recognition as one of the Top Shops by Wide-Format Imaging for three consecutive years.

reproHAUS offers a plethora of services to our industry. They offer the usual printing of plans, plus Océ dimensional cutting, which enables them to cut an intricate design into any substrate up to 2 inches thick. This can be applied to 3-D models from CAD files onto a high performance composite material and can be done very quickly.

reproHAUS also does banners, pole banners, signs and much more in nylon or fabric. Their services include floor graphics and posters.

reproHAUS is committed to safeguarding the environment by utilizing sustainable printing practices. Besides its hybrid vehicle delivery fleet and its use of recycled and post-consumer recycled papers, reproHAUS has a number of on-line plan services to help their customers save trees. Their on-line plan services include: the flagship Plan Center, FTP, Océ PlanWell, BiSCaster, DFX, and PDM construction documentation systems. This enables those of us who prepare drawings for a living to have them distributed immediately on-line, greatly reducing paper use, the cost of delivery and all the gasoline, electricity and other carbon use that comes with it. Check it out, it's quite seamless.

reproHAUS also has a scanning center and can scan items up to 54 inches in width, helping us to digitize and preserve original artwork, do photo enlargements and archiving.

Company president, Tito Taing, would love to have you drop by the shop. They are located at 1400 L Street, next to the Wonder Bread building and across from Petco Park (other side of the Tailgate Park) and are open 7:30 am to 8:00 pm, Mon. – Fri. They can be reached at 619-234-4287.

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Vision
A world where the built and natural environments coexist in harmony and sustainable balance; where all peoples can express their diverse heritage and their individual desires to grow and thrive; and where we, as a profession, can substantially contribute to the process of achieving these ends.

Mission
To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.