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April - Landscape Architecture Month

April 8 6 p.m. Lecture: Mark Johnson, CIVITAS, Denver - Central Library, 330 Park Avenue, Mary Hollis Room, 6 p.m. Reception, 7 p.m. Lecture.

April 11 1:30 to 5:00 p.m. ASLA MeetUp Landscape Architecture Firm Tour - Join us for a downtown walk to visit 3-4 landscape architecture firms and enjoy a post tour happy hour in Little Italy. www.meetup.com/asla-meetup.


April 23 6 p.m. Meet the Fellows - NewSchool of Architecture and Design, Gallery/Second Floor, 1249 F Street, San Diego, CA 92101. 6 p.m. Network with ASLA Fellows, Emerging Professionals and other design professionals, 7 p.m. Fellows Presentation.
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“Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it!”

---Johann Wolfgang von Goethe

from the President

A Great Time to be a Landscape Architect

The month of April is Landscape Architecture month, and we have several exciting events to celebrate our profession! We start with a lecture on April 8th by Mark Johnson, FASLA from Civitas out of Denver, Colorado. He will be profiling some of his recent work in San Diego and his international work. On April 11th, the Emerging Professionals will tour several downtown offices and conclude with a happy hour in Little Italy. Then, on April 19th, our very own Vicki Estrada, FASLA will be speaking as part of the Panama-California Exposition Balboa Park Lecture Series on the history of Balboa Park. Lastly we will have our Meet the Fellows event on Wednesday, April 23rd at the NewSchool of Architecture & Design. This year each participating Fellow will profile one of his/her projects that most impacted their professional career. This should prove to be an interesting presentation! I encourage all of you to attend at least one of these events and celebrate the profession of Landscape Architecture.

I am so happy to report that one of our local firms, KTU+A, is setting a new policy regarding professional membership! The firm will now pay the professional membership dues and fees for all staff. This is a great policy, particularly for our emerging professionals who may be struggling financially. We all will benefit from an expanded ASLA membership. I want to personally thank Sandy Swaner, Mike Singleton, Sharon Singleton and Kurt Carlson for their leadership in this area! If your firm provides a similar benefit, please let me know.

I have to also mention that we have an unprecedented number of sponsorships from allied professionals and their companies for 2014. This is clearly a sign that the times are getting better and that our profession is valued by the landscape industry. We are always looking for ways to promote our sponsors, so please get in touch with me if you are interested in participating in one of our monthly events.

Request for Proposals to redesign our ASLA website have been submitted, and we plan to have an exciting website that appropriately profiles our profession this fall. A special thanks goes to Matt Wilkins from KTU+A for his dedication on this project.

As the newsletter goes to press, ASLA has had over 130 people RSVP for the Bioswale / Bioretention Workshop scheduled for March 14th at Mesa Community College. This is an unprecedented number of attendees for one of our monthly lectures. Special thanks to Tim Smith, our President-elect, and the Stewardship Committee for planning this outstanding event!

On a national level it has been a great year for the Complete Streets movement. The trend continues to rise with the adoption of over 600 Complete Streets policies across the country to date. As the quality and number of Complete Streets policies increases every year, it becomes more evident that our country needs a national Complete Streets policy that would ensure all neighborhoods, cities, towns and states have the opportunity to enjoy the benefits of safer roads, healthier lifestyles, increased convenience and economic growth. As part of ASLA Advocacy Day in May, Mark Steyaert, Chapter Trustee, Tim Smith, President-elect and I will be going to Washington D.C. to meet with our congressmen to encourage them to support national Complete Streets legislation.

It is truly a great time to be a landscape architect!
First and foremost, I want to thank our 2014 Lecture Series Sponsors. Without them we could not promote education through these incredible programs we have scheduled. Our sponsors are:

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Thank you to everyone who attended our Irrigation Series. We heard from a lot of great speakers on the latest in irrigation technology. A special thank you to Chris Roesink with Hunter Industries for his wonderful coordination and work on the series. Also, thank you to our panelists on day 1: Mary Radley – City of Chula Vista, Gary Hoyt – City of Poway and Menifee, David Kahler – County of San Diego, and Laurie Levine – City of Calimesa, Canyon Lake, Eastvale, Murrieta. And, thank you to our teacher for day 2, Rick Dortch – Velocity Irrigation, and to the Balboa Park Japanese Friendship Garden, Larry Hall from HydroScape, Mike Madewell / Matthew Lashinsky from Hunter, and Bernard Everling from KTU+A for a wonderful hands on approach to learning on the final day (see photo at right).

The theme for this year’s Lecture Series is “inter-disciplinary firms - an organizational unit that crosses traditional boundaries between academic disciplines or schools of thought,” (Wikipedia).

**Lecture series Presentors**
- April 8th – Mark Johnson of CIVITAS in Denver. Make your reservations now for this exciting lecture (please see the flyer on the next page).
- September 9th – Mario Schjetnan of Grupo de Diseno Urbano in Mexico City.

I am excited to report we also have great evening education events coming up. Yep, you heard me. The lunch and learns have been moved to the end of the day to make it easier for all to attend.

On March 28, we learned about I-Con Wall panels with Concrete Contractors Interstate. On May 7, from 5 to 7 p.m., join us for Cocktails and Compost with Agri Service in Oceanside (something to learn for every office). Watch Eblasts for further information!

If you would like to lend a hand with planning education events this year or if you have thoughts on how we can rock this series, please email me at kathryn@kda-landscapearchitects.com.
MARK W. JOHNSON, FASLA

Mark Johnson is a founding partner of Civitas, Inc. of Denver. In 30 years of leading the firm he has played a strong role in many projects leading to the successful regeneration of inner city, brownfield and industrial areas. Foremost among these is his leadership of the planning and design of the regeneration of the Stapleton International Airport in Denver. He has led the process for defining the design vision, master plan, governance and plan implementation, which has led to a current population exceeding 12,000 residents on the former airport and almost 1,000 acres of new parks and open spaces.

Mark has achieved national recognition for leadership and design of complex urban park, plaza, waterfront and public space projects. In San Diego he has been lead designer for the North Embarcadero, Convention Center Expansion, Lane Field and Plaza de Panama projects. His current work includes the design of St. Patrick’s Island Park in Calgary, Riverfront Park in Tampa, and Museum Park at the North Carolina Museum of Art in Raleigh.

Mark has won many awards for design, planning and service in his history of pushing the envelope of practice for landscape architects and urban designers. He is a frequent lecturer at universities, a regular panelist for ULI Forums, lecturer and faculty at the International Academy of Design and Health, Stockholm and core member of the Working Group on Sustainable Cities at Harvard.

APRIL 08, 2014
Reception 6 pm, Lecture 7 pm
SD Central Library – Mary Hollis Clark room (next to gift shop)
Sign up on Brown Paper Tickets:
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In an effort to support professional development and encourage employees to connect with their profession, colleagues and peers, KTU+A recently instituted an initiative that funds professional membership dues and fees for all staff. KTU+A President Sandy Swaer-Carmona noted, “As a professional office we are pleased to support our employees and their involvement in local and national professional associations. The educational, volunteer and networking benefits through programs, tours, presentations, and professional events are outstanding.”

Founded in 1970 by Frank Kawasaki and Michael Theilacker and later joined by Don Ueno, the founding KTU+A principals set the bar high for employee development and client relationships. KTU+A has continued to promote these practices while expanding the boundaries of a traditional landscape architecture office by incorporating active transportation, community planning, federal planning, natural resource management, 3D modeling and public engagement practices into our portfolio. With this diversity, KTU+A has the ability to help shape the bigger picture while addressing the fine-grained details that contribute to the development of healthy natural and built communities.
VP Membership

ASLA Membership: Benefits and Rewards
Richard Risner, ASLA

Whether you are a licensed professional, an emerging professional, a student, or a person who just loves landscape architecture, ASLA membership gives you valuable benefits such as: free access to a network of information and professional resources, discounts on registration for the ASLA Annual Meeting and EXPO, and access to local activities and events. Your membership helps support ASLA state licensure, federal congressional advocacy, our lecture series, sustainability efforts and education programs. ASLA is a non-profit organization that could not exist without the support of your membership.

Why be an ASLA SD member?
• Raise awareness of the profession. The annual awards programs in San Diego and on the national level recognize the outstanding work being done by landscape architects and generate great press coverage. Our outreach efforts help raise awareness of the profession by the general public, public officials and within the design and construction communities.

• Volunteer your time, attend chapter events, and meet Landscape Architects who have jobs to fill or members who are looking for jobs. Members hire members.
• Grow your business with professional resources. Receive a free listing on the firm finder. Receive Landscape Architecture Magazine. Use ASLA’s standard contract form for professional services. Gain access to salary and business indicator surveys. Network at ASLA events and lectures. Demonstrate your commitment to the profession by joining and using the ASLA suffix after your name.
• Learn best practices and expand your expertise. The training and events we pay for help to increase your professional knowledge and marketability. Our lecture series will help you develop new areas of expertise and stay on top of the latest design requirements. Plus, members receive discounts to the ASLA Annual Meeting and Expo.
• Grow your employees. The educational and networking opportunities offered by the San Diego Chapter are great ways for your employees to increase their expertise and become even more passionate about their profession. Offer 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 wisely.
• Influence public policy. Your dues support our advocacy efforts, which protect the practice of landscape architecture. 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.
• ASLA offers a monthly payment option. Choose this option and your monthly dues payment is a direct debit through your checking account. It spreads your total dues balance over 12 easy installments. Don’t put it off. Renew or join today by going online to www.ASLA.org. For those of you who have already renewed, THANK YOU. You’re the reason the San Diego Chapter is among the best in the nation.

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Your faithful Trustee here, reporting on all issues national. Check out these street news items if you do or are interested in doing streetscape or urban planning projects.

**COMPLETE STREETS:**

“Complete Streets” policies promote the creation of more walkable and public transportation-oriented communities, thereby improving pedestrian safety, encouraging healthy and active lifestyles, helping improve air quality and helping to reduce dependence on foreign oil (but you know all that). The Complete Streets movement is growing in momentum, with over 600 state and local Complete Streets policies adopted throughout the nation.

ASLA aggressively supports legislation that encourages designing transportation corridors to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders. The National Complete Streets Coalition, of which ASLA is a Steering Committee member, has released its yearly report, The Best Complete Streets Policies of 2013, which scores and ranks the top Complete Streets policies in America. A national Complete Streets policy would ensure that all our nation’s right-of-ways are safe for all users.

**SAFE STREETS:**

ASLA is working with Representatives Doris Matsui (CA) and David Joyce, along with Senators Mark Begich (AK) and Brian Schatz (HI), to introduce the Safe Streets Act (HR 2468 & S 2004), which would require that the safety, interests and convenience of all users be considered in the design and construction of federally-funded transportation projects.

**STREET PROJECT GRANTS:**

The U.S. Department of Transportation (DOT) has released a Notice of Funding Availability (NOFA) of $600 million for the Transportation and Investment Generating Economic Recovery (TIGER) program to be awarded on a competitive basis. The TIGER 2014 grant program will target projects that support reliable, safe, and affordable transportation options that improve connections for both urban and rural communities, making it easier for residents to reach work, school, and other ladders of opportunity. DOT will prioritize capital projects that create better connectivity for people to jobs and training opportunities, for neighborhoods separated by physical barriers, such as highways and railroads, as well as promote neighborhood redevelopment. For more information, visit the U.S. Department of Transportation NOFA announcement.

Finally, I will be attending the annual “Advocacy Day” in Washington DC, May 15th (ooh, better get my flight locked in!). Don’t know the agenda of initiatives we will be pushing to our respective politicians, but safe to say, it will include Safe Streets and Complete Streets.

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**Emerging Professionals Committee**

**EPC Moves into 2014**

Kristen Koehrn, Emerging Professionals Committee

Building off of the enthusiastic momentum from the end of 2013, the Emerging Professionals Committee is quickly evolving into a significant positive contributing force to the local ASLA Chapter. In support of licensure and to ensure an enriching experience for new members, we have accomplished the following tasks so far this year:

- Continued a regular committee meeting schedule at a variety of local firms to welcome new members and foster professional relationships on a month-to-month basis.
- Coordinated with the Social Club on events to encourage mentorships among emerging professionals and licensed landscape architects.
- Established a core group of study support including study materials and in-person study sessions for the L.A.R.E Section 1.
- Secured a strong foundation of 40+ volunteers for events like the 3-day Irrigation Workshops in January and Spring Home & Garden Show in February and March along with our website redevelopment to come shortly.
- Strengthened our social media presence through our Facebook page with meeting and event reminders along with links to educational articles and outreach to local organizations including the U.S. Green Building Council.

Things to keep an eye out for as the exciting year continues are the organization of educational seminars and presentations and the continued strengthening of our reliable volunteer base.

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Mark Steyaert, Jr., ASLA, Trustee

Emerging Professionals Committee

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Things to keep an eye out for as the exciting year continues are the organization of educational seminars and presentations and the continued strengthening of our reliable volunteer base.
The recent survey conducted by CCASLA has resulted in a plethora of information that will help shape future efforts to protect the interests of landscape architects throughout California. Over 200 licensees responded, roughly 10% of all licensees in the state. This response will help show the breadth and depth of the profession when addressing identified issues with state legislators and other decision makers. The specific purpose of the survey was to gauge the state’s licensees on what they feel are the most pertinent issues and how to prioritize these in shaping CCASLA’s legislative and regulatory goals and objectives.

Who responded
Seventy-four percent of respondents reported being in private practice with roughly half of these (46%), being owner or principal in the firm. The majority of firms (54%) identified themselves as landscape architecture in nature and the majority of respondents (58%) practice locally. Forty percent of respondents reported a statewide practice. The vast majority (82%) are licensed in California.

Licensure and Continuing Education
Of those respondents who do not currently hold a license, 42% plan to take the licensure exam in the next two years, while 58% do not plan to take the exam. Just over half (56%) support establishing required continuing education for license renewal, while 44% do not. Most of the comments from those who support the requirements state that it would increase the credibility and professionalism of the profession and bring landscape architects on par with other licensed professionals. The primary concern of those not in favor of a continuing education requirement was cost. A few of the respondents already participate in continuing education for their own knowledge, or because they are licensed in another state that requires it.

Industry Issues of Most Concern to Landscape Architecture Professionals in California
When asked to rank industry categories, the categories ranked #1 most often included small business concerns (13%), funding of university programs (9%) and licensure (8%).

Top Ranked Areas of Concern by Category
In the category of Regulatory Review, climate change and air quality were of primary concern, with CEQA coming in as a close secondary concern. In the category of Plant Knowledge, poisonous plant identification was clearly the top priority. In the category of Sustainability, site development was a primary concern. Local food production, urban agriculture and community gardens were identified as top issues. Within the category of Water, the California Delta and Water Diversions is the topic of most concern, with more than one-third of the #1 ranking (37%) in this area, although stormwater and drought management are also of concern.

For the category of Park and Recreation, there was no clear-cut priority, with all three categories (preservation, trails and acquisition) receiving fairly even scores across the board. Within the Urban Design category, pocket parks emerged as the clear priority, followed by urban forestry. For the topic of Transportation, transit-oriented development and Complete Streets were priorities, with multi-modal facilities a lower priority.

Business Concerns
Enforcement of state landscape architecture licensure regulations came out as a top priority. In the category of Small Business concerns, state lien laws, workers’ compensation and healthcare costs were identified as equal concerns.

Strengthening the Profession
The overwhelming response to this question was to give high priority to promoting the profession to the public. Respondents indicated that the visibility of the profession and projects is paramount, highlighting the knowledge that landscape architects bring to conservation, preservation and beautification of outdoor spaces.

In addition, strengthening the university presence was mentioned by several respondents, indicating the need to work more closely with university programs to promote the profession and options within it.

Key Legislative Issues
Two issues came to the forefront in the legislative arena: water issues and licensure/practice act concerns. Many of the respondents are concerned with drought, water management and related fire prevention design. Most emphasized a need to educate legislators, policy makers and other decision makers on the importance of landscape architecture in addressing these issues. Related to the profession, there is strong interest in strengthening the practice act with an increased emphasis on education and demonstrated competency as the framework for protecting the public health, safety and welfare.

Moving Forward
CCASLA will utilize these survey results to finalize a program designed to educate state legislators and others on the role of landscape architecture in addressing key legislative issues. Your participation in this effort is highly encouraged. CCASLA will be reaching out to licensees throughout the state to contact and dialogue with their local representatives and lay the groundwork for protecting the profession’s interests and helping shape future policy.
ASLA Landscape Architect Residential Practitioners together with AIA and ASID residential practitioners collaborated again in the "Ask the Experts" booth at the Spring Home & Garden Show on February 28, March 1 and 2. The goal of our combined organizations was to build public awareness of our professions, specifically addressing the residential consumer and how we can and do provide professional licensed services for the average homeowner.

The three day event, held at the Del Mar Fairgrounds, was exciting with a non-stop flow of consumers stopping by for information on ASLA and landscape architecture as well as from our AIA and ASID friends. The free 30 minute design consultations, reserved online through Brown Paper Tickets, were nearly all booked when the event began, and quickly became over-booked from people without an appointment entering the booth with their questions. Though busy, we were able to accommodate everyone. Landscape Architects were providing free consultations and professional advice. Typical questions ranged from drought tolerant plantings, to city codes and requirements, to retaining walls, details, and lighting ideas, to irrigation and drainage techniques and explaining the difference between a Landscape Architect and a Landscape Designer. We provided pamphlets and information from National ASLA and the State License Board.

We couldn’t have done it without the help of our volunteers. Thank you to everyone who helped. We asked for help from our ASLA Emerging Professionals. They came through with numerous volunteers who did a great job keeping our booth organized and professional. All were polite, punctual and very professional. Thank you Kristen Koehm, Jeni Chan, Matthew McCready, Toni Turbyfill, Nathan Stout, Samantha Williams, Brian Johnston, Rosalvina Macias, Troy Waisanen, and Michael Chambers.

Our volunteer ASLA Landscape Architects provided excellent design consultation services. I appreciate their dedication to our profession and organization. Thank you Jim Benedetti, Bruce Dugmore and a special thanks to our ASLA President-elect Tim Smith who was there every day.

Finally, I would like to thank all our sponsors for their donations of time and/or materials.

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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-san_diego.org and do business with their representatives. Thanks so much for your support.

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Modern Builders Supply had its beginnings in 1952 when Modern Block, a concrete block manufacturing company in Oceanside, was formed. In the early 1990s, partners Bill Gibney and Ray Raub joined together to form Modern Builders Supply. Soon after they were joined by their third partner Jim Thompson.

The most notable benefit of a visit to the Modern yard in San Marcos is the array of “pop out” natural stone displays. The panels give the designer a chance to see the product as it is installed, including corner views and capstone options. They represent a nice selection from the impressive $5 million dollar inventory Modern maintains at their three San Marcos yards.

As proud as Modern is of that vast selection on hand, they are prouder still of their staff. The dozen or so employees who work the counter at Modern are the most experienced, knowledgeable and friendly crew around, with an intimate knowledge of the material, and stack up favorably against any purveyor, anywhere, at any time. Each staff member averages well over twenty years in the industry and has had virtually no turnover in years. They probably have the answers to your questions on masonry, and if they don’t, they’ll find it for you. Their goal is to assist you throughout the entire process with service that equals the quality of the premium products they carry.

Most are aware of Modern’s two registered trademark products, Padre Gold Sandstone which clads Petco Park, and Southern Buff Limestone which is prominent in all the architecture at Pelican Hills Resort, but Modern is constantly expanding their product lines. Recent acquisitions include Ocean Blue Lavastone, Navajo Tan Sandstone, Turning Leaf Quartzite, Blue Black Granite Tumbled Cobbles, Argentine Indian Red Porphyr and Jerusalem Gray Gold Limestone. In addition, Modern’s exclusive Telluride Goldstone was installed at the new Pacific Coast Grill on the beach in Cardiff.

Modern is also proud to be a Belgard stocking distributor in San Diego. They boast an attractive display of all of Belgard’s profiles and colors arrayed in a design friendly format in their showroom and are prepared to assist with any of your Belgard line needs.

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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.