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# ASLA PHL2018

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**Annual Meeting  
and EXPO**

**October 19-22  
Philadelphia**

**#ASLA2018**

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**SUN-B10: Designing the Public Realm: Equity and Beauty**

Sunday, October 21, 2018, 2:30 PM – 4:00 PM, Room: 120

Featuring:

Thaisa Way, University of Washington, moderator

Gina Ford, Agency Landscape + Planning, panelist

Diana Fernandez, Sasaki, panelist

Shannon Nichol, GGN, panelist

**Session Description:**

Equity, and Resilience are elements of good design and yet they are often isolated. Experienced designers will consider projects in which they designed as a means to foster equity by create beautiful places as a means to create more enduring and resilient designs in the public realm.

**Learning Outcomes**

- Understand how landscapes are designed to be both beautiful and equitable
- Appreciate the role of landscape to contribute to social justice and equity
- Explore the contributions of beauty and design to improving the public realm

**Session Outline**

**Welcome and Introduction (10 minutes)**

- Beautiful Design and its importance in the public realm
- Social Justice and the responsibility of landscape architects to contribute to equity in the public realm

**Case Studies (50 minutes)**

- India Basin, Bayview, San Francisco: Shannon Nichol, GGN
- Port of Los Angeles Waterfront: Diana Fernandez, Sasaki
- Sarasota Bayfront: Gina Ford, Agency Landscape + Planning

**Audience Q&A (30 minutes)**

## Case Studies:

### India Basin, Bayview, San Francisco: Shannon Nichol, GGN

- History of site and community
  
- Problems:
  - A beautiful walkable waterfront hilltown needlessly cut off from waterfront
  - Public housing neighborhood lacks economic or cultural connection to waterfront
  - Gentrification likely given recent demographic changes
  
- Possible design resources and responses;
  - Developments bring mitigation and tax funds for shoreline and street improvements.
  - Adjacent development contributes funds to hold a design competition to improve and expand India Basin Shoreline Park
  
- Design Project Competition by Trust for Public Land, San Francisco Rec & Parks
  - Design competitions: the right wiring for doing the right thing?
  - Waterfronts are important landscape to pay attention to given interests and needs
  - Need to identify vulnerabilities and low-hanging potential improvements
  
- Design Process and Lessons Learned
  - Created the "most unwinning" design competition submission
  - 3 big ideas: 1) Soften the big edge 2) create a walkable crossgrain 3) restore the heart of the neighborhood
  - The public process critical as well as partners in the project

Next steps

## Port of Los Angeles Waterfront: Diana Fernandez, Sasaki

- A tale of environmental justice and social resilience
  - History of city of Wilmington and America's largest port
  - Community Engagement as a medium for change and social resilience
- Phase 1: The Wilmington Waterfront Park
  - A 30 acre Brownfield Site - Environmental Justice
  - Extensive Community Engagement Process - Advocacy as a form of equity
- Phase 2: Wilmington Waterfront Promenade
  - A return to the Sea - How one parcel of land can be an allegory for a whole city's history
  - Heterogeneity – diversity epitomized in physical design; the intentional shaping of physical design to celebrate difference in physical space as a means of creating an inclusive design product
  - Authenticity - transparency and honesty of process as a means for change
  - A place for machines, less for people—is transformed through design intervention into a place where a community can meet the water's edge
- Uncommon Design Inspiration
  - not place but people as ultimate and overriding inspiration – the spirit of the people of Wilmington
- Planting Design Sensitivity
  - Unique planting design bringing together native plant palette with community aesthetic
- Design Program
  - Play, Recreation, and Leisure/gathering
- Water Edge Typologies
  - varied experiences amplify importance of space (return to the sea for the community)
- Lesson Learned and Next Steps
  - Cultural Fabric – a important layer in the design process one which requires deep listening and empathy
  - Challenging Proven Design Strategies to create an urban realm representative of it's constituents
  - Next Steps – Construction

## **Sarasota Bayfront: Gina Ford, Agency Landscape + Planning**

- Introduction to the Site and Project
- The Competitive Process
  - Strategy to Compete: the Avengers model in action
  - Diversity/Empathy: the role of emotional intelligence in winning the work
  - The Client Perspective: assembling a team with capacity to drive the process
- Site Challenges
  - Flooding + Sea Level Rise: working in coastal Florida
  - Connectivity: moving from, along and to the bay
  - Underutilized: activation of existing site misaligned with community
- Community Engagement as Design Driver
  - Public Open Houses: structuring a conversation over time
  - Site Tours / Walks: learning to read the site with the community
  - Mayor's Town Hall: reaching the hard-to-reach and disengaged
- Design Process
  - Facilitating a design process for inclusivity and contribution
  - Exploring wildly different design ideas
  - Creating a vision that speaks to all
- How Diversity Fueled the Creative Process
  - Allowing contribution, conflict and conversation
  - Seeing the untapped programmatic potential
  - Creating a "common ground" for a diverse community