

WI ASLA Spring Conference 2015

Growing Healthy Communities – Value-Added Environments

Title: The Economics of Revitalization - A 30 Year Case Study of How Landscape Architecture Can Influence a Community

Presenter: Chad D. Danos, FASLA, PLA | ASLA President-Elect

Description: The presentation provides a thirty-year (30-yr) case study of how the collective work of the landscape architecture community can create a \$2 Billion investment in the revitalization of a downtown. With 60% of projects completed to date, emphasizing inspiring project examples will demonstrate a community's path toward a sustainable economic future. Mr. Danos will offer a chronological depiction of the initial efforts and how it was transformed into a plethora of opportunity for countless local, regional, and national landscape architects. He will also outline some of the local policies and codes enacted with contributions provided by local landscape architects that was instrumental in establishing a dynamic market for practice over the last seven years.

Title: Best Ethical and Risk Management Techniques for Landscape Architects

Presenter: Roy E. Wagner, Esq. | von Briesen & Roper s.c. | Chair - Construction Law Section

Description: This presentation will review contractual and ethical issues confronting landscape architects as they relate to understanding: 1) contracting process, 2) risk management process, 3) increased collections, 4) claim avoidance or management.

Title: UW-Milwaukee as an Urban Green Infrastructure Demonstration Site

Presenter: James Wasley, AIA, LEED AP

Description: An overview of the UWM as a Zero-Discharge Zone Masterplan and the ecological demonstration projects that have resulted from it. Five major projects have been built to date- the Sandburg and Golda Meir Green Roofs, the Lot 18 Spiral Garden, the Power Plant Cisterns, and the Sandburg Gardens water storage system. A project dwarfing all of these is on the boards as part of the Sciences Quad masterplanning process.

Title: Grant Writing 101

Presenter: Nancy Schumm, CWS, CPESC, CMS4S | Schumm Consulting, LLC

Description: Grant writing is not rocket science, but it helps to know the questions to ask and the answers to provide when seeking outside funding. Grant writing 101 teaches the basics to audiences who want to learn to hone their grant writing skills.

Title: Minus Zero

Presenter: Tom Oslund, FASLA, PLA, FAAR

Description: Oslund and associates is thriving landscape architecture firm in Minneapolis, MN. Principal Tom Oslund will discuss the details of life influences and how his life mentors and experiences have sculpted him as a designer and influence his practice. Then he will describe five built projects of Oslund and Associates that vary in depth and complexity. Each project will address design complexities and solutions. Topics covered will range from garden design, water management, working with contaminated soils, creating sculpture out of space, plaza and park design, community and culture integration, and finally memorial design.

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Title: Invasive Species Rule NR40 Revisions 2015: How does it affect the landscape architect?

Presenters: Christa Wollenzien, PLA, ASLA and Kelly Kearns, WDNR

Description: Invasive species threaten our economy and environment. Wisconsin has enacted state-wide, cross-taxa regulations to address these threats and slow the spread of invasive species more effectively. Chapter NR 40, the Invasive Species Identification, Classification, and Control Rule provides the legal backing to accomplish this effort. With the broad goals of prevention, education, and consistency, this rule classifies invasives as prohibited or restricted and establishes clear regulations.

NR 40 has gone through a recent revision where it has expanded and made revisions to invasive species list. This presentation will discuss the revisions and how they will affect landscape architects, the green industry, and how the revisions will be implemented. This session covers the purpose, terminology and mechanisms of Wisconsin's Invasive Species Rule, and describes how the rule applies to the field of Landscape Architecture. From design to implementation, we will discuss what you can do to keep invasive species out of Wisconsin's landscapes.

Title: Grounded Landscapes - Soils as the Foundation to Site Design

Presenter: Michael Curry | GreenSite, Inc.

Description: Healthy soils are the foundation of successful landscapes. Soil evaluation is critical in the early stages of any project to determine what conditions exist, what affect it could have on plants and humans, and what amendment or mitigation may be required. This session will present practical analysis, design, specification and construction techniques used in creating long term, healthy and productive landscapes.

Title: Reconnecting Euclid to its Shoreline: A Public-Private Partnership

Presenter: Jason Stangland, PLA, LEED AP

Description: The City of Euclid, Ohio stretches along the shore of Lake Erie and includes nearly four miles of shoreline largely inaccessible to the public. Beginning in 2008, the City partnered with SmithGroupJJR to conduct a feasibility study for a private marina, with a public interest in creating additional park space and shoreline access. The result, after significant research, public outreach and negotiation, is a holistic master plan for the waterfront, fully endorsed by public and private entities. Upon completion, the project will stabilize the eroding bluff edge, provide almost one mile of new public lakefront access, and completely transform the City's shoreline into a vibrant, publicly accessible destination. In addition, the project will enhance near shore habitat, protect and improve property values, and serve as a catalyst for economic investment and downtown revitalization.

Waterfront projects are extremely complex, involving multiple landowners and stakeholders with various vested interests, dynamic environmental conditions, and a complex regulatory framework. As implementation of the Euclid Waterfront Improvements Plan is ongoing, this session will present how the team is addressing legal agreements associated with public access and private owner/riparian rights use, working with agency regulatory and grant staff to secure permits and funding for future phases, and designing a shoreline edge that stabilizes the eroding bluff face while increasing coastal wetland habitat.

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Title: Green Infrastructure 2.0

Presenter: Anthony Mayer | CEO and Founder | Hanging Gardens, LLC

Description: From its genesis of to its present status, green infrastructure's function, form and utility have varied dramatically over the last decades. As technology within the field continues to evolve at a rapid pace, so must our design and maintenance standards. Green Infrastructure 2.0 represents a paradigm shift from half-hearted notions of sustainable responsibility to creating performance driven systems capable of enduring 50+years. This presentation will examine how evolving design standards, performance products and triumphing integrated maintenance protocols are shaping the future of green infrastructure.

Title: Westlawn Gardens: The Performative Aspects of Interstitial Space

Presenters: Bruce Morrow, PLA, ASLA, LEED AP and Aaron Williams, PLA, ASLA

Description: Participants will learn about the process, successes, and lessons learned in the \$82M development of Phase I of the State's largest public housing project, Westlawn Gardens. Located on the north side of Milwaukee, the 33 acre project razed the 1950's barrack style housing and suburban-style street pattern to realize an innovative vision for sustainable and affordable housing based on traditional neighborhood principles. Attendees will gain insight into the role the landscape architect played in the project, from community visioning through construction administration. Special attention will be paid to role of the landscape architect in creating a LEED ND (neighborhood development). A representative of the Housing Authority of the City of Milwaukee (HACM), the project client, will begin the presentation with a discussion of his organization's emphasis on sustainability and its pursuit of LEED. The HACM representative will also outline project metrics related to demographics, funding, and organization structure.

Title: Passion to Business

Presenter: Nancy Schumm, CWS, CPESC, CMS45 | Schumm Consulting, LLC

Description: Introducing sociologically accepted business models, the course will allow the audience to evaluate their degree of passion and reflect on the reasons we follow our dreams and find success.

Title: New & Exciting Developments and the Impact on the Street Car in Milwaukee

Presenter: Rocky Marcoux | Commissioner | City of Milwaukee Department of City Development

Description: The seminar will focus on major developments in the city of Milwaukee including the street car that will have a major impact on the street.

Title: Permeable Paver Design and Performance

Presenter: Nathan Fuelleman | County Materials

Description: County Materials offers this one hour comprehensive educational course in which you will learn how improperly managed storm water has enormous and lasting impacts on the environment and economic health of every community, Permeable pavers when properly installed are a cost effective, best management practice for storm water run off and filtration. Permeable Pavers Design and Performance is relevant for architects, landscape architects, engineers, developers, builders and municipalities who are seeking answers to their storm water run off challenges.

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Title: Drexel Town Square - Sustainable Infrastructure Analysis and Implementation

Presenter: Patrick Kressin, ASLA, PLA, LEED AP and Larry Witzling, PhD, AIA, ASLA

Description: Drexel Town Square represents a major learning opportunity for the practical application of sustainable design features in an urban redevelopment project. The key to its success has been thorough a process that followed several key steps (which will be illustrated): adopting a broad set of goals, linking best management practices to specific site opportunities, understanding first cost and return on investment, keeping the design flexible to allow for changes in the application techniques, establishing a robust monitoring program ranging from simple inspections to more technical analysis.

Title: The Architecture of Trees

Presenter: Chris Miracle, PLA, ASLA

Description: Chris plans to share several reasons for his fondness of trees and inspire the attendees to expand their usage of these amazing plants. Their structural and visual contributions will be the main focus, with occasional caveats or suggestions relating to their site sensitivities, growth potential, seasonal interest, etc., as appropriate.

Title: Vegetated Segmental Retaining Wall Systems for Bio-Engineered Solutions

Presenter: Jay Gehler, ASLA | Agrecol | WI ASLA Chapter President

Description: Vegetated Segmental Retaining Wall Systems and Vegetated Mats are sustainable solutions for a wide range of applications, including traditional retainment and erosion control, such as stream bank stabilization and shoreline protection, as well as truly innovative applications such as vegetated drainage and bio-swales – creating aesthetically-pleasing and environmentally-conscious solutions.

Title: The Vision of ASLA -Leading the Design and Stewardship of Land and Communities

Presenter: Chad D. Danos, FASLA, PLA | ASLA President-Elect

Description: The presentation provides an overview of the American Society of Landscape Architects and how its programs serve members by advancing the profession through advocacy, communication, education, and fellowship. The organization's President-Elect will provide an insight of his goals during his Presidency while remaining consistent with the Board's established Strategic Objectives and Annual Operating Plan. Mr. Danos will then demonstrate how these member programs positively affect how landscape architects practice their craft on a daily basis. He will outline specific objectives that will sure enlighten and inform on the value of ASLA membership.

Title: St. Elizabeth Hospital - Planning and Design for Healthcare Facilities

Presenter: Joe Pepitone, ASLA, PLA, LEED AP and Jennifer Voigt AIA, LEED AP BD + C, EDAC

Description: St. Elizabeth Hospital is a new healthcare campus being developed on a 100 acre greenfield site in O'Fallon, Illinois. This presentation shall identify the design process taken to develop the overall design character and approach from conceptual design through final design and how these design elements have been integrated into the building and landscape to enhance the "healing experience" for the patient and users experience.

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Title: Urban Ecology Center & Environmental Education

Presenter: Ken Leinbach | Executive Director | Urban Ecology Center

Description: TBD

Title: Ethics - Environmental Justice

Presenter: Jay Gehler, ASLA | WI ASLA Chapter President

Description: Environmental Justice addresses issues of the distribution of resources such as clean air and water, healthy food, homes, parks, places to walk and sit in public; the accessibility to public goods and resources because of transportation, cost or discrimination; and exclusion from facilities and full participation in decisions about one's community largely because of poverty, prejudice, race, income, recent immigration, or other marginal status. Landscape architects increase or diminish environmental justices by nearly every act of planning and design, either knowingly or unwittingly.