

2020 Call for Presentations Track Descriptions

Business of the Business

In a competitive market, many landscape architecture firms are working to develop and grow their businesses. How do you seek out new opportunities for business development? Do you have lessons learned from starting a firm or stepping into a leadership role? Share your insights for developing successful business operation strategies for small, medium, and large firms.

Topics within this track might focus on:

- Accounting/financial planning
- Contract management
- Employee retention and growth
- Firm design and brand identity
- Insurance and liability
- Marketing and public relations
- Project management
- Risk management
- Transition planning for long-term firm success

Climate Change and Resilience

Climate change is intensifying the negative impacts of standard development practices and putting people and communities at risk. Landscape architects have the responsibility to address these challenges in practice, advocacy, education, and research. We need a new paradigm for building and enhancing communities that works in tandem with natural systems and considers the needs of all. Share effective, resilient landscape planning and design projects that are helping communities prepare and adapt to a changing climate, illustrating how landscape architects are responding with innovation and leadership.

Topics within this track might focus on:

- Adaptation
- Built environment and climate policy
- Changing ecologies and migration corridors
- Climate-vulnerable populations and landscapes
- Disaster planning
- Ecological restoration
- Financial costs of resilience
- Mitigation
- Remediation
- SITES® strategies
- Stormwater management

Design

Landscape architecture design projects differ in scale and complexity, but all start with a big idea. What is your approach to turning visionary ideas into reality? Where do you draw inspiration? Share your insights on directing the design process through project ideation, making critical design decisions, project experimentation, research based-methodology, and design execution.

Topics within this track might focus on:

- Community design
- Conceptualization to implementation
- Construction & constructability
- Creative process & inspiration
- Cultural design
- Design detail and execution
- Excellence in design
- Firm design identity
- Healthcare and therapeutic design
- Hospitality
- Inclusion in design
- International design
- Research-based methodology
- Universal design

Equity, Diversity, and Inclusion

ASLA is committed to advancing the diversity, equity, and inclusion culture of landscape architecture, where diverse voices are active in all aspects of our profession. Landscape architects improve the livability and viability of communities through the practice of thoughtful and inclusive design. We understand that achieving equity is a continuous process, and we invite proposals that promote inclusion and equity within practice and resolve to achieve just, equitable, and inclusive communities for all.

Topics within this track might focus on:

- Accessibility
- Community-first design
- Environmental justice
- Public interest design
- Health equity
- Improving racial representation in landscape architecture
- Inclusive leadership
- Socioeconomic impacts of environmental and land-use decisions
- Universal design

Historic Preservation

Historic landscapes are subject to loss and change through land use decisions, redevelopment, vandalism, and other forces. The preservation of historic landscapes focuses on preserving natural and cultural features and unique resources, as well as the ways landscapes were and are used, celebrating their historical significance. We invite proposals that present the principles, theories, concepts, methods, and techniques of preserving cultural landscapes through research, planning, and stewardship.

Topics within this track might focus on:

- Evaluation criteria
- Gentrification of cultural landscapes
- Historic American Landscapes Survey (HALS)
- Monument removal
- New, innovative ways to interpret historic landscapes
- Planting design and maintenance
- Post-industrial landscapes
- Remembrance landscapes
- Renewing historic and cultural sites with high performance landscapes
- Retrofitting legacy landscapes

Leadership & Career Development

Share your experience and knowledge essential to leadership and career development. Help others make important career decisions and acquire sound advice for the next phase of their career, alternative career paths, or building an inclusive work environment. How do you foster professional development within your own practice? How are you recruiting new, diverse voices to build inclusive practices?

Topics within this track might focus on:

- Career transitions and advancement
- Effective collaboration and communication strategies among colleagues, clients, or stakeholders
- Equity, diversity, and inclusion
- Work-life balance
- Cultivating your own professional practice
- Diversity of landscape architecture careers
- Mentorship
- Staff development

Materials, Specifications & Maintenance

Material selection, specifications, and maintenance guidelines allow the landscape architect to take a decisive path to ensure that the design and materials they've specified will be successfully implemented on a project. We invite proposals that share tools and methods for communicating design intent through successful documentation, innovative strategies, and new technologies for the design and construction process.

Topics within this track might focus on:

- Interpretation of standards and codes
- Material selection and carbon footprints
- Monitoring long-term maintenance management goals
- Performance metrics
- Plant selection
- Retaining design intent through maintenance
- SITES® strategies
- Soil management techniques
- Specification writing
- Sustainable Products and Materials

Parks & Recreation

Parks and recreation build community. Parks play a fundamental role to boost community resilience, improve community health, support local biodiversity, and protect the vanishing landscape in rural areas. As urbanization continues, increasing access to parks is essential to support physical, mental, social and environmental health. We invite proposals that demonstrate the transformative value of parks on the health and vitality of communities.

Topics within this track might focus on:

- Designing for equity and activation
- Health benefits
- Parks as infrastructure
- Private-public relationships
- Revenue generation and funding sources
- Safety considerations
- Sustainable and resilient park design
- Universal design
- Universal design & equity

Planning

Land consumption created by the growth of metropolitan regions results in the permanent loss of rural areas, farm and forest lands, and the pollution of watersheds. In concert with these losses, is the decline of inner-city economies and air and water quality, and increased traffic congestion and dependence upon the automobile. We invite proposals that examine these issues and showcase land use decisions and policies that respect ecological and cultural systems, promote economic development, strive for social equity, and endeavor to create more sustainable and resource-efficient communities.

Topics within this track might focus on:

- Adaptation and mitigation planning
- Affordable housing
- Agricultural and rural planning
- Campus planning and design
- Community design
- Environmental justice
- Health and the built environment
- Infrastructure design
- Land use planning
- Natural resources and environmental planning
- Opportunity zones
- Place making and policy making
- Smart growth policies
- Visual impact assessment
- Zoning and land use laws

Residential

Residential landscape architecture is an extension of a client's lifestyle into the exterior environment. There are many roles of outdoor living - entertaining, relaxation, contemplation and recreation. If part of a broader integrated site design, a residential landscape can not only provide a beautiful outdoor living space, but can dramatically reduce water usage, help eliminate the need for fossil fuel-based energy, and yield productive plant systems, while creating a healthy residential environment.

Topics within this track might focus on:

- Design-build
- Innovative design and construction techniques
- Irrigation design
- Maintaining long term client and/or contractor relationships
- Managing workflow from the studio to the job site
- Planting design
- Post installation management and documentation
- Qualifying prospective clients
- Specifier-producer relationship

Sustainability

Sustainable landscapes create ecologically resilient communities better able to withstand and recover from floods, droughts, wildfires, and other catastrophic events. High-performance landscapes have the capacity to protect and even regenerate natural systems, thereby increasing the ecosystem services they provide. These services are the beneficial functions of healthy ecosystems such as managing stormwater, cleaning air, sequestering carbon, regulating climate, and providing habitat for wildlife. We invite proposals that address design and development processes that align with the functions of health ecosystems.

Topics within this track might focus on:

- Constructing habitats
- Development of successful plant communities
- Ecology-based planning and design
- Environmental planning
- Green roof and green wall design
- Human health and well-being
- Landscape performance and metrics
- Pollinators
- SITES® strategies
- Soil management
- Stormwater management and green infrastructure
- Sustainable water amenity design
- Wildlife corridors

Technology

Technological advances in design software and expanding data sources have opened exciting new avenues to design exploration. Technology is thoroughly entrenched as an essential tool for designers and is both a technical and cultural force impacting our profession. Landscape architects are using technology to aide communication among interdisciplinary design teams, provide opportunities for greater participatory design, and make cities smarter and safer.

We encourage proposals that demonstrate the current state of software use in the profession and innovative integration of new technologies into the design process, construction implementation, and site programming.

Topics within this track might focus on:

- 2D and 3D rendering
- 3D modeling
- Augmented reality (AR) and virtual reality (VR)
- Building information modeling (BIM)
- Computer-aided design (CAD)
- Construction administration / project management digital tools
- Digital fabrication in landscape architecture
- Drone / unmanned aerial vehicle (UAV) applications
- Geographic Information Systems (GIS)
- Parametric and other algorithmic design methods
- 'Smart' systems in the landscape / smart cities
- Technology hacks
- Visualization and animation of landscapes

Transportation

Transportation corridors and facilities are major components of the nation's landscape and public realm. Integrating comprehensive transportation planning with natural systems analysis and land use planning is essential for creating livable communities in sustainable environments. The alignment, scale, and character of our thoroughfares play an integral role in determining urban form, development patterns, and a sense of place.

We invite proposals that consider these issues, as well as others that highlights challenges and opportunities of interconnected transportation options, particularly for pedestrians, bicyclists, transit riders, and people with disabilities.

Topics within this track might focus on:

- Active Transportation
- Autonomous vehicles
- Autonomous vehicles
- Complete streets
- Connecting transportation networks
- Envisioning future streetscapes
- Green infrastructure for roadside design
- Micromobility (scooters, Ebicycles, bikeshare, etc.)
- Recreational and multi-use trails
- Retrofitting for public transit
- Roadway design & wildlife corridors
- Transit-oriented development
- Visual impact assessments

Urban Design

As cities work to adapt to economic challenges as well as climate change, the design of our urban environments must be approached with a resiliency mindset that goes beyond addressing individual site design and explores systems that create larger scale benefits. Landscape architects play an important role in these complex, cross-professional efforts through comprehensive planning; prioritizing walking, biking, and transit; promoting healthy, livable communities; embracing equity and environmental justice; and designing for resilience.

Topics within this track might focus on:

- CPTED & security design
- Creating healthy and equitable communities
- Environmental justice
- Equitable community engagement
- Public/private partnerships
- Social data-driven design
- Tactical urbanism
- Urbanizing the suburbs