

ASLA Annual Meeting Field Session Submission Sample

Field Sessions begin with 50-60 minutes of classroom instruction followed by a field experience. Classroom instruction may take place at the convention center or on location. The classroom instruction portion ensures that participants meet the Landscape Architecture Continuing Education System (LA CES) criteria for earning Professional Development Hours (PDH). While General Sessions and Education Sessions are included in the full meeting registration, Field Sessions cost extra.

Filed sessions should be planned to accommodate at least 50 attendees (based on the average capacity of a motor coach). Please remember that this is a large scale event with approximately 6,000 total attendees. Field sessions should reflect this scope of planning.

Field Session Presentation: Disneyland Resort--Behind the Magic of Placemaking

Presenters with Bios:

Field Session Co-Leaders:

Jennifer M. Mok, ASLA

Walt Disney Imagineering

Jennifer has 28 years of experience in master planning, architecture, transportation design, and theme park design and construction. Since joining WDI in 1996, she has been on the design and field teams for Disney's Animal Kingdom, Disney's California Adventure, and Hong Kong Disneyland. More recently, she was the principal landscape architect for Carsland at Disney's California Adventure and Fantasyland at the newly-opened Shanghai Disneyland.

Russell E. Larsen, ASLA

Walt Disney Imagineering

Russell has over 27 years' experience within multi-disciplinary firms with an emphasis on large-scale master planning, park and recreation projects and resort development. Russell has been with WDI for 15 years, where he has been involved with projects from conception through final construction phases. His most-recent projects include field art direction for the Carsland expansion at DCA and Pandora—the World of AVATAR at Disney's Animal Kingdom.

Additional Presenters:

Phil J. Schenkel, ASLA

Walt Disney Imagineering

Phil has worked at WDI for 25 years. During that time he has worked on the design and construction of multiple Disney theme parks and theme park attractions in California, Florida and around the world. His work experience spans from planning and concept designs to hands-on completion of construction documentation, specification writing and has logged extensive hours on the construction site providing art direction and quality assurance.

Julie M. Bush, ASLA

Walt Disney Imagineering

Julie began her Disney career at Imagineering in 1991 and later joined the WDI staff at the Disneyland Park office in 1993, where she mentored under Disney Legends Bill Evans and John Hench. Julie is responsible for design and site construction oversight for all Disneyland Resort area development capital work. She led the design and installation of Disneyland's 10-year Resort-wide paving plan. Julie regularly visits Tokyo Disneyland Resort and Disney's Aulani Resort to assist on area development show quality issues.

Adam A. Schwerner

Walt Disney Parks & Resorts

Adam came to the Disneyland Resort in early 2014 from Chicago, where he was the Director of the Chicago Park District's newly-formed multidisciplinary Department of Cultural and Natural Resources, where Adam spearheaded the Park District's initiatives to forge bold, inclusive connections between the arts and Chicago's neighborhoods. He is past president of the Chicago Parks Foundation, and served at a number of other Chicago-based councils & committees. Prior to his extensive work in Chicago, he spent 12 years working at the NY Botanical Garden.

Topic

1st choice: Parks / Recreation / Play / Sports Facility Design

2nd choice: Hospitality

Instruction Level: Intermediate

Health, Safety and Welfare: Yes

Learning Outcomes:

1. Gain an understanding of what defines Placemaking in the design of a theme park attraction and the role of the landscape architect in the design of hardscape and softscape spaces.
2. Learn about some of the design challenges that designers are confronted with and how guest safety is considered and integrated into an attraction and storyline.
3. Learn insight into how landscapes are maintained, enhancements are incorporated into the park after park hours and associated efforts to minimize guest impact within a challenging and public environment.
4. Understand how the resort is evolving their approach to maintaining the park in an environment where minimizing water use is becoming critical and other current challenges facing the landscape.

Session Marketing Statement

The Disneyland Resort's iconic landscapes have been an integral part of the guest experience for over 60 years. Learn how Disney Imagineers and Horticulture team members work together to design, develop and maintain compelling outdoor spaces. Learn how Disney landscape professionals support storytelling through the highly-collaborative process of Placemaking.

Presenter Diversity

The mixed-gender panel of presenters, including those with a background in Landscape Architects as well as ornamental horticulture, have diverse backgrounds within their respective disciplines. Each landscape professional contributes his or her specialized talents to create and maintain scenes that support Disney storytelling throughout the park. Every presenter has followed a different professional path to arrive at Disney, and contributes their talents to a variety of projects around the world, which has helped them develop a broad range of perspectives that each brings to a project. Despite their diversity of backgrounds and expertise, they all share a common vision – to make magical environments that delight guests year round.

Session Outline

The tour will begin with pick-up at the LA Convention Center at 7:30am and will proceed to the Disneyland Resort and will return to the Convention Center in late afternoon.

The 50 ASLA guests will be divided into 2 groups of 25 (A&B) allowing for a more-personal experience, with the two tours beginning at opposite ends of the tour on resort property, receiving the same information, but in reverse order, with one group beginning the tour on Disneyland Park (DL) and concluding at Disney California Adventure (DCA) the second group beginning with a tour on Disney California Adventure property and concluding at Disneyland. Guests will receive headsets and will listen to a live narrative tour led by the tour presenters through these headsets for the length of the tour, allowing them to adjust the volume as necessary.

The tour will involve a fair amount of walking during the course of the day, so comfortable footwear is recommended but tour is fully accessible to all. Because October in southern California can be warm and sunny, protective headwear and the use of sunscreen is highly recommended.

The following topics will be discussed by those leading different portions of the tour:

I. Security Check-in (allow 30 min.)

II. Introduction

A. Legacy of Planting Design of the Parks--Evans brothers & Ruth Shellhorn

III. The design of the Area Development in Disney parks—the role of the landscape architect in an entertainment context

A. The importance of Placemaking and coordination in attraction design. What are some of the disciplines that landscape architects/Area Development interfaces with?

B. What are some of the challenges that Area Development faces when developing the design of outdoor spaces in the park?

C. Addressing screening and visual intrusion issues—berm vs. no berm/internal vs. external screening issues; the use of physical and 3D models in the design process

D. Designing for sustainability and low-water landscapes

E. Efficiently handling large numbers of guests/addressing guest safety issues

IV. How does Imagineering interface with Horticulture—the role of the Landscape Architect in the design and installation process

A. How do designers interface with park Horticulture during the design process?

B. What factors do landscape architects/Area Development consider in the design of park spaces?

C. How has the design of park attractions/park spaces changed over time?

D. What types of materials are successful in a theme park context? What materials are (or have been) least successful? How have material choices have evolved over time?

V. The logistics of maintenance—night shift work, keeping the resort looking picture-perfect without impacting the guest experience

A. How does the resort accomplish the amount of maintenance needed to keep the park operating

without guest impact

B. How has maintenance and strategy evolved over the past 60 years?

- C. How much of an impact have foreign pests had on the resort landscape?
- D. What are the greatest challenges confronting park landscapes?
- E. How is the park addressing state water efficiency initiatives?
- F. What sustainability initiatives has the resort incorporated?
- G. What landscape (or specific trees) are original to the park opening 60 years ago and stories associated with these specimens/on-going maintenance; other trees of note.

Field Session Timetable

7:30-7:45 am	Board the bus at LA Convention Center
7:45am	Depart for Disneyland Resort
8:30-9:00 am	Arrive Disneyland Resort—Ball Cast Member Lot; receive security clearance
9:00-9:10 am	Travel to Ball Security Gate 7. Arrive Team Disney Anaheim (TDA), proceed to Parade Bldg./Back-of-House (BOH) drop-off
9:10-9:25 am	Off-load at Parade Bldg.

Tour A begins at TDA, headsets handed out, Tour B boards BOH cast tram to Disney California Adventure (DCA)

TOUR A (25 Guests)

9:30-9:40am	Introduction of Julie Bush and Adam Schwerner/Park Horticulture Brief intro on Imagineering and working relationship with Resort stakeholders;
9:40-9:50am	Review of low-water garden at TDA and discussion of water conservation measures used at the Resort
9:50-10:00am	Walk to Toon Town
10:00-10:10am	Design challenges facing Imagineering
10:10-10:20am	Planter protection
10:20-10:30am	Walk to Hub
10:35-10:45am	Design changes through time around the Hub
10:45-10:55am	Water challenges
10:55-11:05am	BREAK
11:05-11:10am	Walk to Town Square
11:15-11:25am	Julie-SQS (Show Quality Standards) efforts at the parks
11:25-11:35am	Right planter/right place
11:35-11:45am	Walk to La Brea Bakery
11:45am-12:45pm	LUNCH-La Brea Bakery (There is an opportunity to discuss topics or answer attendee questions during lunch.)
12:45-12:55pm	Walk to DCA
12:55-1:05pm	Brief intro on Disney California Adventure; history including opening and reboot
1:05-1:10pm	Walk to Buena Vista Street
1:15-1:30pm	Buena Vista Street—project history, challenges, points of note
1:30-1:40pm	Walk to Cars Land
1:45-2:00pm	Cars Land—project history, balancing stakeholders' requirements, design challenges
2:00-2:15pm	Cars Land—installation challenges, post-opening lessons learned
2:15-2:25pm	BREAK
2:25-2:35pm	Walk to Hollywood Tram Stop
2:35-3:00pm	Travel via Cast Member BOH tram up to Parade Bldg./TDA
	Meet up with Tour Group B; concluding comments, return headsets

TOUR B (25 Guests)

9:30-9:50am	Travel via Cast Member BOH tram to Hollywood Tram Stop
9:50-10:00am	Walk to Buena Vista Street
10:00-10:10am	Brief intro on Disney California Adventure; history including opening & reboot
10:10-10:20am	Buena Vista Street—project history, challenges, points of note
10:25-10:35am	Walk to Cars Land
10:35-10:45am	BREAK
10:45-10:55am	Walk to Cars Land
11:00-11:15am	Cars Land—project history, balancing stakeholders' requirements, design challenges
11:15-11:30am	Cars Land—installation challenges, post-opening lessons learned
11:30-11:45am	Walk to La Brea Bakery
11:45am-12:45pm	LUNCH-La Brea Bakery (There is an opportunity to discuss topics or answer attendee questions during lunch.)
12:45-12:55pm	Walk to Town Square
1:00-1:10pm	Introduction of Julie Bush and Adam Schwerner/Park Horticulture
1:10-1:20pm	Brief intro on Imagineering and working relationship with Resort stakeholders
1:20-1:30pm	Julie-SQS (Show Quality Standards) efforts at the parks
1:30-1:35pm	Right planter/right place
1:30-1:35pm	Walk to Hub
1:40-1:50pm	Design changes through time around the Hub
1:50-2:00pm	Water challenges
2:00-2:10pm	BREAK
2:10-2:20pm	Walk to Toon Town
2:25-2:35pm	Design challenges facing Imagineering
2:35-2:45pm	Planter protection
2:45-2:55pm	Walk to TDA
2:55-3:00pm	Review of low-water garden at TDA and discussion of water conservation measures used at the Resort

Meet up with Tour Group A; concluding comments, return headsets

3:00-3:15pm	Both Groups A & B board buses for return to LA Convention Center
3:15pm	Depart for LA Convention Center (There is an opportunity to discuss topics or answer attendee questions during the return trip to LA Convention Center.)
4:00-4:15pm	Arrival at LA Convention Center (estimated)
4:15-4:30pm	Off-load from buses at LA Convention Center

Sources

Source 1

Designing Disney, Landscape Architecture Magazine, May 2009

Source 2

Walt Disney Imagineering: A Behind the Dreams Look at Making More Magic Real; Disney Editions, May 18, 2010

Field Session Planning Questions

Classroom Component

No

Classroom Component PT 2.

The tour will take place on the Disneyland Resort property. Any classroom time that will be needed can take place at the Team Disney Building on resort property.

Equipment Required

Special Room Setup

Transportation Needs

Passenger Bus

Transportation Needs - Other

Restrictions

No

Additional Needs

Check here if you need a DVD player on the bus. (Players can run DVDs only. They will not run PowerPoint.)

Distance

27 miles

Catering

Lunch provided by outside caterer

Contact for La Brea Bakery: Michael ([michael @sample](mailto:michael@sample)) Ph. 123-456-7890

\$13 per person plus tax, includes Fountain Drink and choice of one of the following:

Turkey Avocado Sandwich with chips or side salad
Ham and Gruyere Sandwich with chips or side salad
Sundried Tomato and Fresh Mozzarella Sandwich with chips or side salad
Chicken Caesar Salad
Tomato Bisque or Clam Chowder Bread Bowl

Do any of the sites that will be visited during the session require advanced security checks? If so, please describe below.

No. Guests will be cleared through security at the park.

In addition to the field session co-leaders and attendants, how many presenters will be riding the bus with the group?

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Field Session Fees

Park Entrance Fee

Park Permit Fee (for entrance or park use)

Museum Entrance Fee

Tolls

Public Transportation Costs

Other Fees