ASLA, SAN DIEGO CHAPTER

Our 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.

Our Mission

To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

Founded in 1899, the American Society of Landscape Architects (ASLA) is the national professional association for landscape architects, representing 18,000 members in 48 professional chapters and 68 student chapters from all 50 states, U.S. territories, and 42 countries around the world.

Membership is open to all landscape architects as well as students and others interested in the profession's issues, values, and goals. ASLA promotes the profession and advances its practice through advocacy, education, communication, and fellowship. In addition, stewardship of the land has always served a central role in the mission of the ASLA and is an integral element of all outreach. Members of the Society use the ASLA suffix

after their names to denote membership and their commitment to the highest ethical standards of the profession.

ASLA works to increase the public's awareness of and appreciation for the profession of landscape architecture and its contributions to quality of life. ASLA is an active advocate for the profession at the local, state, and national levels on public policy involving licensure, the environment and sustainable design, livable communities, surface transportation, historic preservation, and storm-water management issues, among others.

Other key ASLA programs and services include the ASLA website, www.asla.org, featuring information and services for the profession and the general public; *Landscape Architecture* magazine; Firm Finder, an online directory of landscape architects; *LAND Online* e-newsletter; the ASLA Annual Meeting and Exposition; Sweets *Landscape Architecture Directory*, the official product guide of the ASLA; the Professional Practice Library; *LATIS*, the Landscape Architects Technical Information Series; *JobLink* online employment listings; the ASLA Awards Program; and many more.

Through such resources, collaboration, advocacy, and outreach, ASLA is the voice of the landscape architecture profession.

Who are their clients?

Residential design is the largest market sector (approximately 32 % of billing hours). Most of that work consists of single-family homes, but also includes multi-family and retirement communities.

Three largest client groups, in descending order:
Developers
Private-home owners
Cities/municipalities

For smaller firms (four employees or fewer):
Private-home owners

WHAT IS LANDSCAPE ARCHITECTURE?

Landscape architecture encompasses the analysis, planning design, management, and stewardship of the natural and built environments.

Types of projects include:

Academic campuses
Conservation
Corporate and commercial
Gardens and arboreta
Historic preservation and restoration
Hospitality and resorts
Institutional
Interior landscapes
Land planning
Landscape art and earth sculpture
Monuments
Parks and recreation
Reclamation
Residential
Security design
Streetscapes and public spaces
Therapeutic gardens
Transportation corridors and facilities
Urban design
Water resources

ASLA BY THE NUMBERS

At year-end 2010, ASLA reported 15,597 members and 48 chapters, representing all 50 states, U.S. territories, and 66 countries around the world.

In 2008 the U.S. Department of Labor identified 26,700 employees in the landscape architecture field.

ASLA has 11,775 Full, Fellow, and Associate members; therefore ASLA represents roughly 44% of the landscape architecture profession.

Approximately 16,000 landscape architects are licensed. Licensure is required in all 50 states to be identified as a "landscape architect" and in 47 states to practice landscape architecture.

In 2010, 5,165 ASLA members worked at landscape architecture firms; 2,906 worked at architecture, engineering, or multi-disciplinary firms; and 1,017 were employed by design-build firms. A total of 1,197 members worked for federal, state, or local government.

Approximately 70% of the profession is in the private sector, 26% is the public sector, and 4% in academia, based on responses to the 2010 – 2011 ASLA National Salary Survey.

Average annual salary and bonuses for those in the landscape architecture field total $76,600 (2010 – 11 ASLA National Salary Survey)

Some 66% of respondents to the 2010 – 2011 Business Indicators Survey reported revenues in 2009 of less than $1 million.

In a still-troubled economy, business conditions for landscape architects have begun to stabilize. Continuing a series of upticks, 65.6% of respondents to the third quarter *Business Quarterly* survey reported their firms' billable hours as stable or improved over second quarter 2010; 69.9% reported inquiries as stable or improved in the same period.

The three largest clients groups in descending order:
Private home-owners
Architects
Cities/municipalities

For smaller firms (up to three employees):
Private home-owners

LANDSCAPE ARCHITECTS, ARCHITECTS AND CIVIL ENGINEERS

Although the landscape is visible, its design and the design *process* often are not.

Clear differences exist between landscape architecture and other design professionals.

Architects primarily design buildings and structures for specific uses, such as houses, offices, schools and factories.

Civil engineers typically apply technical scientific knowledge to the design of city infrastructures such as roads, bridges, and public utilities.

Landscape architects offer an essential array of talent and expertise to plan and design the built environment.

Landscape architecture is one of the most diverse design fields. A landscape architect is knowledgeable in the physical and life sciences as well as the art of design and principles of construction.

In addition to the better known arenas of parks, streetscapes, and public plazas, landscape architects are trained in visual quality assessment, public facilitation and mediation, environmental impact studies, wetlands mitigation, urban design, historic preservation, large- and small- scale master planning, erosion control, and landscape water management.

In addition to technical design, landscape architects incorporate social and behavioral elements throughout the entire design process. Training in social sciences (such as behavioral psychology, sociology, anthropology, and economics) allows them to bring a human dimension to their designs. They are skilled in evaluating existing environments, environmental perceptions, and effects of environments on people.

By combining technical science and a design background with advanced training in social sciences, landscape architects are adept at planning for special needs populations, such as children, the elderly, or the disabled.

FINDING AND SELECTING A LANDSCAPE ARCHITECT

Obtain the names of several landscape architects from more than one source. Ask someone you know who has worked with a landscape architect. Look in the yellow pages of the telephone directory bodies, such as city or county planning departments, under landscape architects for individuals, firms, and professional neighborhood planning groups, homeowner's associations, associations of landscape architects.

The LATC does not maintain a referral service and cannot recommend landscape architects. However, consumers are encouraged to call construction specialists (e.g., architects, pool contractors) to confirm that a landscape architect is licensed and ascertain whether any disciplinary action has been taken as the result of a consumer complaint. You may want to contact several landscape architects for proposals to compare relevant qualifications, prices and quality consistency with design intent of work.

LANDSCAPE ARCHITECTURE FOR RESIDENTIAL PROJECTS

Landscape architects use their technical and artistic talents to plan and design the built environment. They formulate graphic and written criteria

(including drawings, construction documents, and specifications) that govern the allocation, arrangement, and construction of land elements and water resources.

Typical landscape architecture plans for a residential project might include a site analysis, the location of the house and other structures, design of driveways and walks, patios, water features, and selection and placement of plants on the property.

Detailed plans prepared by a landscape architect could also include grading and drainage, irrigation systems, erosion-control measures, lighting plans, trellises, shade structures, fire-safety zones, and other landscape features.

Landscape architects offer an essential array of services and expertise and are adept at designing for special-needs populations, such as children, the elderly, and the disabled.

Landscape architects work with homeowners to improve the function, value, and appearance of their properties. Depending on the client's needs, landscape architects can provide designs the homeowner installs or that can be installed by licensed contractors. Landscape contractors install their own designs or the design work of landscape architects.

To practice landscape architecture in California, individuals must be licensed by the state. Licensure requires six years of education and experience in the field of landscape architecture and demonstrating entry-level competency by passing the licensing examination.

The service typically provided by landscape architects include any or all of the following:

Discussion of client needs and preferences
Analysis of property features and constraints
Development of a preliminary design plan to illustrate the client's ultimate vision within the constraints of the property and budget.

REGIONAL POSITION PAPERS

The San Diego Chapter of the American Society of Landscape Architects (SDASLA) has brought together a group of professionals to serve as a

technical committee to prepare a series of regional position papers. These position papers are available to local policy makers, the media, and the public to raise awareness of our Chapter's position on these issues and to help encourage the adoption of local policies and practices affecting our regional landscapes.

The following position papers are available for download:

- Water Conservation
- Fire Safety and Landscaping
- Golf Course Water Conservation
- Gray Water and Rainwater Use for Irrigation
- Home Owner-Association Water Conservation
- Reclaimed, Recycled and Repurified Water
- Regionally Appropriate Landscapes
- Revegetation/ Restoration
- The Value of Native Plants
- The Value of Parks
- The Value of Trees
- Use of Turf Grass in the San Diego Region
- Vegetative Erosion Control
- Water Quality

For more information on the SDASLA Position Papers, please email ASLASD@sbcglobal.net

FIVE WAYS LANDSCAPE ARCHITECTS ARE SAVING THE WORLD

Landscape architects help us get around `round `round

Landscape architects help communities by designing multi-use transportation corridors that accommodate all users, including pedestrians, bicyclists, motorists, people with disabilities, and people who use public transportation. These multi-use transportation systems reduce reliance on a single-use automotive transport, which in turn reduces traffic, improves air quality, and promotes a sustainable way of life.

Landscape architects accentuate the positive, eliminate the negative

Landscape architects use technologies and design techniques that have positive impacts on communities and the environment. They create more sustainable communities using green building technologies like site planning, tree canopy coverage, and green roof, helping to reduce storm-water runoff, improve air and water quality, mitigate urban heat island effect, and increase energy savings.

Landscape architects keep us movin' and groovin'
Landscape architects create and improve access to places for physical activity within our communities, including parks, recreational facilities, bicycle paths, walking trails, and sidewalks.

Landscape architects keep our water clean
Landscape architects use design strategies to help keep our water clean, thereby protecting our economic vitality, homeland security, quality of life, and natural ecosystems. By adopting strategies to control run-off, such as effective storm-water management, we can begin to reduce non-point source pollution.

Landscape architects work the hill for us
Landscape architects work with Congress to ensure the National Park Service has the funding necessary to effectively support nationally significant landscapes.

CODE OF ENVIRONMENTAL ETHICS

PREAMBLE

Members of the American Society of Landscape Architects should make every effort within our sphere of influence to enhance, respect, and restore the life-sustaining integrity of the landscape for all living things.

Members should work with clients, review and approval agencies, and local, regional, national, and global governing authorities to educate about, encourage, and seek approval of environmentally positive, financially sound, and sustainable solutions to land-use, development, and management opportunities.

The following tenets are the basis of the ASLA Code of Environmental Ethics:

- The health and well-being of biological systems and their integrity are essential to sustain human well-being.
- Future generations have a right to the same environmental assets and ecological aesthetics.
- Long-term economic survival has a dependence upon the natural environment.

- Environmental stewardship is essential to maintain a healthy environment and a quality of life for the earth.

Ethical Standards

As landscape architects and Members of ASLA, we have an ethical obligation to:

Support and facilitate the environmental public policy statements of the Society, a synopsis of which follows:

The coastal zone and its resources should be preserved, developed, and used in a carefully planned, regulated, and responsibly managed manner.

Parks and public areas throughout the world should be created, expanded, and managed for the well-being of the populations and resources of this planet.

Public lands should be maintained and administered in a manner promoting ecosystem health, while recognizing special issues relating to stewardship and long-term sustainability inherent in wildland environments.

State, regional, and local governments should continue to build on the strong nationwide legacy of parks and other protected public areas to preserve lands of significance for future generations and provide safe and healthful outdoor recreational opportunities for all citizens, while conserving landscape character and natural, historic, and cultural resources.

Open-space preservation should be incorporated into every planning effort, from the regional to the site level.

The rural landscape is a limited resource that is vital to the well-being of the earth's life forms; the rural landscape's essential qualities should be conserved as the competing needs of a growing population are met.

Historic sites, districts, and cultural landscapes should be identified, inventoried, evaluated, classified, protected, and enhanced to ensure that they are available for the education and enjoyment of this and future generations.

The appropriate use of vegetation in the built environment is a major influence on the quality of life in a healthy environment; re-created indigenous plant communities or representative communities should be

integrated into the built environment with attention given to appropriate species selection and the creation of a suitable growing environment.

The character and condition of the visual environments is as important as that of natural, historic, and cultural resources and should be maintained and enhanced and safeguarded from actions that degrade or destroy critical scenic resources.

Water resources should be equitably allocated, available water supplies should be efficiently used, all forms of water pollution should be eliminated, and land use should conserve and protect water resources and related ecosystems to sustain a high-quality standard of living and the maintenance of the quality of ecosystems.

Wetlands are essential to the quality of life and the well-being of the earth's ecosystems; wetland resources should be protected, conserved, and enhanced and site-specific development and management efforts should allow for compatible land use, while preserving the ongoing functions of wetland resources.

The natural and cultural elements of waterways and their corridors should be protected through the systems of national, state, and local designation of rivers and greenways to ensure their integrity and use by this and future generations.

The principles of land-use planning and design and the principles of wildlife habitat protection should be integrated to promote the enhancement, protection, and management of landscapes that promote wildlife.

Transgenic plants should not be used until the best available science indicates there will be no adverse environmental effects caused by their use.

Non-native invasive species adversely impact the ecological function of natural systems worldwide. Non-native invasive species should not be introduced where those species could contribute to the degradation of the environment and long-term maintenance and management programs should be established to control or remove non-native invasive species from land and water.

Act responsibly in the design, planning, management, and policy decisions affecting the health of the natural systems.

In developing design, planning, management, and policy, identify and invoke stakeholders—both communities and individuals—in helping to make

decisions that affect their lives and future; ensure that they have appropriate access to relevant information, presented in an understandable form, and create opportunities for them to contribute to solutions.

Respect historic preservation and ecological management in the design process.

Strive to maintain, conserve, or re-establish the integrity and diversity of biological systems and their functions. Restore degraded ecosystems. Use indigenous and compatible materials and plants in the creation of habitat for indigenous species of animals.

Develop and specify products, materials, technologies, and techniques that conserve resources and foster landscape regeneration.

Seek constant improvement in our knowledge, abilities, and skills; in our educational institutions; and in our professional practice and organizations.

Actively engage in shaping decisions, attitudes, and values that support public health and welfare, environmental respect, and landscape regeneration.