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The purpose of Sitelines is to provide an open forum for the exchange of ideas and information pertaining to the profession of Landscape Architecture. Individual opinions expressed are those of the writers and not necessarily of those of the BCSLA

The Business of Landscape Architecture

BY LARRY DIAMOND MBCSLA

t wasn't long ago that, like children during the Victorian era, landscape architects were expected to be seen and not heard, and the less of the former the better. As a profession, we can happily proclaim that those days are largely behind us. Landscape architects across Canada currently play vital roles in major projects and, in some instances, coordinate and manage teams that include architects, engineers and specialized consultants rather than only making cameo appearances.

With our increasing commitment to sustainable processes, we have focused on ways of improving long-term environmental benefits for our communities. However, relatively little attention has been accorded to financial sustainability of the profession itself. The word 'business' has literally been a taboo topic. It is therefore probably timely that we become more open about landscape architecture as a business. Such a dialogue would benefit both private and public sector practitioners as well as our clientele. A better understanding of the financial opportunities and challenges facing our profession leads to more responsible operation, realistic expectations and the budgets that can accommodate them. A pragmatic and sound business approach reinforces work procedures and products that are commensurate with the demands of a project and that recognize the vital importance of our role. Improved remuneration also entices high achieving students to select landscape architecture as a career. While not exhaustive, this article highlights some key business considerations that should receive detailed coverage in future Sitelines issues and workshops.

Having a Business Strategy

Whether you have a large firm with satellite offices or are a sole practitioner, having a business strategy is essential to guide your practice and to establish goals. Five years is a realistic time horizon, although looking into a longer term is useful. A business strategy not only firms up your own expectations, it helps you to address the financial implications in concert with the human resources at hand. For example, do your objectives accommodate the particular personalities of yourself, associates, and staff? Is making a large profit an overriding priority or is balancing practice with family needs, travel and outside interests more your fit? Where are your strengths and what do you do best?

On the dollar side, where will investment and cash flow come from? Do expectations only reflect the current buoyant demand for services (mostly fuelled by low interest rates) or do they acknowledge that markets can change, sometimes abruptly? These are among the questions you need to address in formulating a business strategy. Like all good strategies. it should be a framework with built in CONTINUED ON PAGE 4

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- flexibility in response to shifting circumstances. At a minimum, a business strategy should include: A) a statement of your current assets and liabilities including all costs; B) a realistic projection of income; C) a statement of goals for a five year
- period: D) areas of interest and strengths and ability to promote these assets;
- E) projected growth over time and anticipated costs; F) sources of income; projected
- improvements (i.e. upgrades in technology, office improvements or a move):
- G) people needs, of advancement, staffing or retirements.

In addition to being an important guide, a business strategy is an asset in establishing better rapport with your bank. It also helps your accountants to tailor their services to best meet your needs.

Profitability: Projections, Fees and Management

Running a practice so that its income exceeds its costs is the objective of any operation that wants to stay in business. In today's marketplace, this entails efficient operation, ensuring sufficient cash flow and running jobs so that they stay "in the black". As part of a business strategy, allocating

sufficient resources to promotion and toward pursuing good clients is essential. While the techniques of promotion should be the focus of a separate article, emphasizing particular strengths and targeting clientele that best fit with your interests, aptitudes, experience and goals is most efficient and realistic. For example, if you have never undertaken school design, it's probably not efficient to allocate a lot of time and energy contacting school boards when better results might be achieved promoting parks or mixed-use developments (providing that you have the abilities that these type of projects require).

While there are some niche players in our profession, many of us are generalists

whereby we undertake a broad range of work. A key reason is that landscape architecture with its environmental and creative design roots is applicable to many sites, circumstances and clientele. However, it also reflects the reality that compared to some allied professions, notably architecture and engineering, per-project fees are often smaller. Thus to make a reasonable living and to meet expenses, we usually have to garner more projects and move them through an office efficiently while assuring an excellent level of design and rigorous technical output. This is one of the most critical challenges that we often face, particularly where fixed fees are entailed.

In this context, securing sufficient fees at the proposal writing or negotiation stage has taken on greater importance as operating costs continue to increase. As well, there is now more emphasis on the front end of projects. If a public process is entailed, it often includes open houses, workshops and council presentations. These are all time consuming and usually require excellent graphics, strong verbal skill and sometimes use of PowerPoint. In the B.C. Lower Mainland, many municipalities have advisory design panels that yield increasing clout in the approvals process. Time required for meetings with municipal staff, for travel and preparation is often underestimated by landscape architects. The result can be that you end up subsidizing a client's project - good for them but not beneficial for your practice. Therefore, identifying and specifying the number of meetings, design presentations, revisions anticipated and a basis for travel and preparation is vital.

Rationale for requesting additional fees should be clearly identified in a proposal for service. Valid reasons include: major changes beyond your control, major revisions, and requests for additional work, special tasks and specialized products. Having additional fees approved in writing by a client is essential before undertaking these tasks. Being pressured into accepting low fees only comes back to haunt a firm. It may be far better in the long run to turn

British Columbia Society of Landscape Architects

down a job with an inadequate budget than to end up doing it at one's own time and expense

It is also prudent to verify a client's reputation for timely payment of bills, or in some instances, to research their financial stability. If there are any questions about a client's ability to pay, it is best not to undertake the work. It is not unreasonable to request a retainer for services with new or unproven clientele. and certainly good practice if the work is overseas.

If you are a sub-consultant, identifying the ultimate client is sound business as well as noting who actually signs off and processes invoices. To misunderstand these procedures could mean that your bill sits in someone's "in basket" for a long time while you are faced with bills from suppliers plus monthly rent and payroll obligations.

Job Costing: A Helpful Tool

Once a job is secured, it needs to be managed efficiently. A very helpful tool is a job costing chart that allocates available budgets to different work phases related to staff and principal charge out rates while building in a margin for overhead and profit. The job costing schedule estimates how many hours should be spent for each phase of a project, its overall budget and predicted profit margin. The chart provides each member of the project team with an indication of time allocation. It establishes motivation for improved efficiency and alerts project managers if a job is exceeding budget or if there are tasks being requested that warrant additional fees.

Following (on page 11) is an example of a job costing schedule. Note that figures in brackets indicate where a work phase has exceeded its budget. The implications are that the subsequent work phase should be managed more efficiently to recoup initial shortfall and to meet with staff to identify issues or problems that are making the job costly to operate. For example, is there a redundancy or inefficiency in completing tasks or are there client requests to undertake services that are additional to or changed from an original contract? CONTINUED ON PAGE 11



BCSLA Calendar of Events 2004

Now through November 21	BCSLA Places Exhibition, Surrey Art Gallery	
October 20-21	Canadian Urban Forest Conference, Kelowna, BC	
October 21	BCSLA Board of Examiners Fall Sitting	
October 26	BCSLA Board of Directors Meeting	
October 29 - November 2	ASLA Annual Meeting & Expo Salt Lake City, UT	
October 31	2005 Sitelines Annual Updates Submission Deadline	
November 10-12	Greenbuild International Conference & Expo, Portland, OR	
November 23	BCSLA Board of Directors Meeting	
December	BCSLA Festive Season Party	
December 6-7	LARE Candidate Sitting (Sections C and E)	
December 21	BCSLA Board of Directors Meeting	
December 31	BCSLA 2005 Membership Dues Payable	
December 31	BCSLA Mandatory Continuing Education Form Submission Deadline	



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Realistically, not every job may be a "winner". However, the job costing process will provide important information regarding realistic budgets for similar future projects and guide the firm in making decisions about what types of jobs and clients to pursue. This information is vital at the proposal stage so that adequate funds can be requested when bidding on a job and the appropriate level of effort can be anticipated.

The Bigger Picture

Many landscape architects have a peculiar belief that somehow what we do is isolated from the broader economy. Without reiterating Bill Clinton's famous refrain from his 1992 presidential campaign, it is sufficient to suggest that those who ignore the larger picture do so at their own peril. While we all like to be optimistic, it's a good idea to also look ahead. Would you board a jetliner whose flight crew rarely glanced at the radar? Probably not.

Therefore, staying abreast of financial trends, changes in the market place, fluctuating prices of labour and materials, upcoming environmental and development legislation, potential interest rate hikes, the potential (and inevitable) bubble burst in the housing market and the spiraling costs of energy makes the task of guiding a firm less onerous. Being ahead of the curve will help in estimating staffing levels and upcoming work loads, making or deferring financial commitments and in identifying which markets to pursue. For example, if at some point the development industry takes a breather, there may be outlays by various government levels for infrastructure and parks as they play catch up or prepare for the next growth spurt. Spiraling energy costs imply that clients increasingly may request low maintenance landscapes and green roofs. The Economist, Business Week, Business in B.C. and the Globe & Mail make good bed-time reading (or at least during lunch break) on economic information. The more prepared a company is to be flexible, responsive and efficient, the greater its chances are that it will also be financially

successful and adaptable to meet its client's requirements.

Summary

Hopefully, this short article identifies a need for much greater discussion and constructive work to be done on this long neglected and evaded aspect of our profession. Through the ASLA, our American colleagues have benefited from its efforts to improve business performance and have developed programs that offer educational and advisory assistance, knowing that a financially healthy profession positively affects all practitioners and gives it the political strength to exert influence at all government and private sector levels. It is therefore incumbent upon both the BCSLA and the CSLA that they play broader and more assertive roles in supporting and enhancing the real business aspects of the landscape profession. Some initial ways in which our provincial and national societies could help include:

- A) encouraging greater dialogue among practitioners, particularly principals and senior staff to identify and address common business challenges facing our profession;
- B) encouraging and actively lobbying for improved fees related to services that we offer;

NEW INTERN MEMBERS

BCSLA is pleased to welcome the following new Intern Members:

Ted Uhrich. We wish you good luck in all of your endeavors.

Blair Arbuthnot, Alison Condé, Timothy Dobson, Sarah Howie, Udit

Kapur, Derek Masselink, Bruce McLeod, Elaine Naisby, Ian Stewart and

- C) facilitating contact with specific advisors that know our profession who can offer financial and legal advice on business matters relevant to our membership:
- D) conducting work sessions and educational seminars on the business aspects of landscape architecture; E) encouraging open discussion about critical business issues of landscape architecture during our AGM's and including workshops on these aspects as part of the AGM's program (this might also encourage greater interest and attendance):
- F) requesting and publishing articles in Sitelines and the CSLA journal that address the specific challenges of our business. Topics could encompass: promotion, proposal writing, hiring and dismissal, evaluating and remunerating staff, project management, client-landscape architect fee negotiation and client-consultant dispute resolution (among others).

As practitioners, we've been operating too long in isolation with a foxhole mentality. Lets openly address and embrace landscape architecture as a business as well as a creative and environmental endeavor.

Killarney Park: Creating a Centre for Play in East Vancouver

BY HEATHER SCOTT MLA

P ublic parks play an important role in the bealth -f · ! the health of the community. Not only are they places to play sports and run the family dog, they also provide an essential interface between the natural world and the built environment. They are the place where the natural world can find its way into people's everyday lives; they are a place of equality where social stratification can be less visible; and they are the most significant venue for play in the community.

Killarney Park and Killarney Community Centre were built as a sports-oriented community facility. While the extensive sports fields are quite well-used during game times, the community is not often seen interacting with the landscape or using this openspace for purposes other than sportsplaying. As well, the current park design fails to meet several programmatic needs of the community. Tai Chi practitioners and local youth find themselves without an appropriate venue for their interests. While the needs and profile of the



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community of Killarney have changed since the park's inception, the local recreation facilities have fallen short of providing for the diverse needs of this diverse community.

This new look at the neighbourhood park seeks to create a place where the whole community can come together for their formal and informal recreation needs. It recognizes that recreation exists in diverse forms for diverse people and seeks to address that diversity with a unified design. The proposal seeks to create harmony between the natural processes of the site and the programmatic needs of the community. Stormwater management systems interface explicitly with the main circulation system and put the site's ecological functioning in the public eye. This project proposes a design for Killarney Park that seeks to directly address the needs of the community. Through a programmatic approach that examines and formally addresses the needs of the





Killarney Plan by Heather Scott

community, a useful, delightful place of community interaction will be created. The design for Killarney Park is a place of local celebration where sports viewing, outdoor watching, and local produce selling all find a home. The needs of the natural world are addressed by enhancing the stormwater infiltration and fruit production on the site. Allowing this aspect of the project to influence the design will reveal the role public open-space can and should play in lessening the impact the urban fabric has on the healthy functioning of the local ecosystem. Close attention has been paid to the selection of materials that are at once contemporary, timeless and familiar. Natural materials such as granite and wood speak to the vernacular while the manufactured sleek nature of concrete, metal and glass express a contemporary appeal. Children's play equipment finds itself integrated into the landscape, and the use of natural materials such as rock and wood create a sense of connection with the landscape. By incorporating the park's features with the landscape, the relationship between site and place is enhanced and the role of the public park becomes rooted in the community.

For more information about Heather's UBC Landscape Architectural MLA thesis research, please contact her at: hfeathers1@hotmail.com.



Memento Mori; Siting the Sacred in the Urban Realm

BY LEILA ZEPPELIN MLA

 \boldsymbol{S} ites of remembrance have long been a central feature in the urban landscape setting, as a means of commemorating the dead and reflecting cultural values of the present and past. Twentieth century fears around death relegated urban cemeteries to the physical and consequently spiritual fringes of cities and society. Clearly, history has helped to determine the form and placement of today's cemeteries, yet the underlying reasons for their organization and limited function must be re-examined. Death is part of life, so its integration into the public realm is essential, and will contribute to the depth and diversity of the urban fabric. The goal of this project is to design a multifunctional, sacred space for remembrance within downtown Vancouver.

The proposed site is the prominent Beatty Street escarpment, located on the

eastside of downtown, between the Dunsmuir and Georgia Street viaducts. The site is flanked by various public institutions including B.C. Place, G.M. Place and Stadium Skytrain Station. As part of the original False Creek shoreline, the escarpment is a defining element of the downtown peninsula and a historic landmark that demands a public function.

The layout and design is concerned with the passage of time. The multiple layers of the site reflect accretion over time and reference the history of the site. For example, the CPR tunnel built in1936 that cuts through the escarpment is an integral part of the tunnel procession through which people pass from the upper level of the escarpment to the lower level. The design does not dissolve or attempt to bury or erase the past. Like a palimpsest,

the site becomes a living urban narrative of past, present and future.

Site materials further reveal the passing of time. The continually changing surfaces of rusting steel, weathering concrete, and plant material that changes throughout the seasons, enhance the notion of transition. With time and weather inevitably intervening in the work, covering, eroding, and allowing it to become part of the natural landscape the cemetery will be seen less as a burial ground and more as a forest and field. Here, through the choreography of life, death and change, the sacred is sited in the urban realm

For more information about Leila's UBC Landscape Architecture MLA thesis research, please contact her at: leilazeppelin@hotmail.com.



Places Exhibition

6

BCSLA is part of the Walk Ways Exhibition that runs until November 21 at the Surrey Art Gallery (13750 88 Avenue, Surrey). Walk Ways brings together a selection of works by a diverse group of individuals who explore the theme of walking as an action and/or metaphor. The "Places" portion of the exhibition showcases landscapes designed by BCSLA Members. "Places" is intended to be a touring exhibit of the entire province once the show closes. Many thanks to WMW Reprographics for their support with the awards boards and to those Members and firms who participated. Admission is by donation and the show is open to the public. For viewing hours please visit : www.city.surrey.bc.ca/Living+in+Surrey/Arts/Surrey+Art+Gallery/About+the+Gallery.htm.



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Finding out the cause at an early stage can help to rectify problems quickly so that the overall job comes in on budget.



An Example of a Landscape Architectural Job Costing Schedule

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for the flowing water. These schemes were not realized, however they were shortlisted as designs for the pedestrian connections surrounding Rockefeller Centre. During the planning of Rockefeller Centre, the team of architects saw the grid as precluding "the creation of premeditated perspectives", and so they responded by relocating the Beaux-Arts sensibility in the basement, where the grand design culminates in the entrance to the subway. The site of Rockefeller Centre had been the location of Elgin Botanic Garden in the early 19th century, and architect Raymond Hood proposed an extensive system of landscaped roofs for the new complex to honour the history of the site. He saw it as "nature reinforced" to deal with the demands of the Culture of Congestion".

It's a shame this part of the project was not realized, because the renderings show a series of spectacular roof gardens on the two low rise buildings fronting Fifth Avenue, Koolhaas finishes the book with the story of the creation of the United Nations complex on the East River.

Although 'Delirious New York' was originally published 26 years ago, the story it tells of New York's role in the development of modern urban form remains just as topical as it was in the 1970's. Visiting the fantasy landscapes which have been lost; those planned and never built, and the skyscrapers we have come to know as symbols of Manhattan is always worth an afternoon or two when the rains set in

*Originally published in 1978, this version has been in print since 1994. It's available in paperback at amazon.ca.



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Realizing the Sustainable City Park: A Redesign of John Hendry Park BY HONGBING CHEN MLA

 ity parks play an important role in urban life. By using sustainable techniques to revitalize parks and their adjacent neighborhoods, we can provide sustainable places where people want to be, that can be maintained with minimal cost. This project demonstrates different methods to achieve a sustainable city park. Goals of this project are to enrich the old park program, increase the attraction, enhance the sustainability of John Hendry Park and allow for public activities and community functions. John Hendry Park in East Vancouver is one of the larger neighborhood parks in the city and is currently used for sports and recreational purposes. The plan highlights the following areas:

Community Centre & Outdoor Activity Area

To create a harmonious relationship between the Community Centre and the lake, a friendly walkway with water features connects the Centre with the lake. A small deck with an arbour floats on the lake at the end of the walkway. Several open spaces along the path provide for outdoor activities. The walkway and the deck integrate the centre and the park as a whole. To collect the roof water, a goldfish pond is situated East of the Centre. This is a good place for enjoying the fish, chatting and viewing the park.

Daylight Stream & Wetland

To improve the water quality of the lake, a biofiltration wetland is created to the Southeast of the park. The source of the stream is the water pumped from the dog release pond and the duck ponds. After being treated in the wetland, the purified water goes back into the lake.

Habitat Restoration & the Woods To enhance habitat diversity, small islands, peninsulas and a dyke are created on the Northeast of the lake to offer territories for

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different species. The Nature House is located on one peninsula and provides public education. It is also a demonstration building using various sustainable technologies.

Community Garden & Summer Farm Market

The community garden, along with the parking lot, which is used as the summer farm market, occupies the Northwest corner of the park. A water feature provides water for the garden, and serves as a centre for the market as well.

Sports Area

For efficiency, two baseball fields and a soccer field are overlapped. To achieve a Sustainable City Park, several methods can be combined. In this park, sustainable techniques, such as: swales, biofiltration systems, porous pavement, minimal impact technologies, roof gardens, wetlands, water harvest, cisterns, compost, grass pavers etc., are all applied. City parks have multiple functions.



John Hendry Park Plan by Hongbing Chen

They are crucial areas to increase landscape diversity and to enhance wildlife habitat. Sustainable development does not conflict with other park functions. The key is to find a balance. Sustainable City Parks can play a significant role in modern life.

For more information about Hongbing's UBC Landscape Architecture MLA thesis research, please contact her at: hongbing_cherie@hotmail.com.

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Contemporary Kitchen Gardens: The Marriage of Form and Function

BY KATIE MURRAY MLA

F ood production and the betterment of the urban landscape find a common form within the contemporary kitchen garden. This project focuses on integrating kitchen gardens into the East Fraserlands residential development in southeast Vancouver. A range of intentions drives the design. These include: enhancing the overall health of the community, demonstrating the aesthetic qualities of vegetables, herbs, fruits and their maintenance facilities; bringing the process of eating and cooking closer to the productive garden, and increasing civic spirit through community involvement in the processes of growing and harvesting food in the city.

East Fraserlands is located on the northern shoreline of the Fraser River in Southeast Vancouver. Historically, the site was an agricultural area until the early 1900s when it was converted into a logging operation. While currently zoned industrial. the City of Vancouver plans to redevelop the site to house 10,000 people in a range of housing types. This design implementation focuses on reorganizing the open space

configuration of East Fraserlands for improved agricultural, as well as community use. For simple classification, a range of kitchen garden typologies or "types" was defined in various locations throughout the community. These garden typologies were grouped into several categories: interstitial/ adjacencies, public open spaces, semi public spaces and private spaces.

For the purposes of this project, three typologies were designed: The restaurant garden, street and community allotment garden. These Kitchen gardens were selected to represent a range of the typological groups to demonstrate the differences and similarities among the gardens. Each garden contains valuable design implications, speaking to the overall productivity and to the betterment of the visual landscape. For a detailed design. the restaurant garden was chosen. The restaurant garden design focuses on the interaction between the building and garden, while drawing on historical garden

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Our Cover: Kitchen Garden Plan by Katie Murray

forms, and maximizing production capacity. Historically, kitchen gardens were not only places of production, but also places of beauty and contemplative retreat. "It was to vegetable gardens that the literati retreated from governmental affairs, often recording musings about their vegetable patch in essays and poems." 6

With this in mind, the project will rediscover the beauty and meaning of Kitchen Gardens, and incorporate them into a contemporary urban residential community, Thus, the kitchen garden becomes more than a vegetable plot, it is an artistic ingredient that has the possibility of making communities a more beautiful and healthy place. I cannot think of a more captivating way to live than to bring back the ritual of growing and celebrating one's own food.

6 Pennington, Susan J. (2002) Feast Your Eyes

For more information about Kate's UBC Landscape Architecture MLA thesis research, please contact her at katmur@telus.net.



The Needle, the Globe and the Green Roof

REVIEW BY ADRIENNE BROWN MBCSLA

Delirious New York: A Retroactive Manifesto for Manhattan by Rem Koolhaas, 1994*, The Monacelli Press, New York, 310 pages.

fter visiting the new Seattle Library A in the summer, I ran across this title in Elliot Bay Books (a seemingly endless series of niches and balconies, fitted out like the Bootlegger stores were in the early 70's). A quick glimpse of the illustrations convinced me that this would be a great read. 'Delirious New York' presents the revelations and theories Rem Koolhaas has come up with to describe the enduring appeal of 'Manhattanism', and its vocabulary of urban form. It is also an engaging biography of New York, as well as a collection of stories about the people who designed and built many of the landmarks of the 20th century

Koolhaas sees Coney Island as a dress rehearsal for Manhattan; as "an accumulation of possible disasters that never happen", and makes a compelling case for the needle and the globe as the extremes of the city's formal vocabulary. We've lived to see a possible disaster take place, but that



Manhattan came to be the city it is today. The history of Coney Island is illustrated with a generous selection of photographs, renderings and plans of the many attractions; many of which lasted for only a decade, and have been gone for a century now. Throughout the book Koolhaas keeps the story moving with a new title every few paragraphs: titles which describe the topic at hand, such as "blob", "tongue",

doesn't take away from the story of how

as monumental forms are dramatically represented in the charcoal drawings of Hugh Ferriss from the 1930's, and items such as the 1909 "Skyscraper as a Utopian device for the production of an unlimited number of virgin sites" are explorations of how gardens might be built in the sky. "Vertical Schism" is the term Koolhaas uses to describe the separation of themes

and "the Great Lobotomy", for the disconnection between the inside and the outside of the building. He argues that Manhattan is a success as an urban space because the skyscraper, as mandated by the 1916 zoning law. resembles a gigantic gabled house, and grid: a traditional village. The notion is that this shift in scale takes little away from its validity as urban form.

We are introduced to Harvey Wiley Corbett's Metropolitan Suburb, connected by footpaths which are enlivened by a multitude of female forms. This is seen by Koolhaas as the most appealing version of the tower-in-the-park formula ever proposed, and he argues that it foreshadowed Le Corbusier's Radiant City plan. Corbett went on to conceive of the New York streets as Venetian canals with the pedestrian traffic relocated to a network of arcades and bridges, with the traffic standing in CONTINUED ON PAGE 10



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