



Leading with Landscape IV: North Carolina's Research Triangle April 12-15, 2018

The Cultural Landscape Foundation (TCLF) connects people with those who share your interests. Sponsors of TCLF's programs, tours, conferences and other events have opportunities to forge direct connections with landscape architects and allied professionals, their clients, and others who value great design and the stories behind the places we often move through every day.

In our effort to broaden awareness of the public realm transformation underway across the Raleigh-Durham Research Triangle, TCLF will curate a conference and related events on April 12–15, 2018 that will draw an audience that is local, national, and international in scope. In developing the conference and related events, TCLF in partnership with the City of Raleigh, North Carolina Museum of Art, NC State University, and Sasaki Associates, are working to excite and inspire constituents, helping them to understand that the ambitions of their region are worthy of critical analysis and evaluation, and broadcasting. Based on past conferences, TCLF's anticipates that 60% of the attendees will be from the region, with the rest coming from throughout the U.S. and abroad. (In addition, all conference presentations will also be videotaped with three cameras and richly edited so that they are available to those not in attendance for the event).

Over the past fifteen years TCLF has organized numerous conferences—all of them sold out events—that examine urban planning and landscape architecture. Most recently, the foundation's *Leading with Landscape* conferences in San Antonio (2017), Houston (2016) and Toronto (2015) have taken multi-disciplinary approaches to understanding the balance that exists between stewardship of natural and cultural resources and the evolving identities of urban areas. Conference attendees included landscape architects and allied practitioners, urban planners and related municipal officials, stewardship advocates,



[Top: Raleigh Skyline from Dorothea Dix Park, , Bottom - Rendering of Moore Square, both courtesy of Raleigh Parks, Recreation and Cultural Resources Department]



Schedule of Activities:

- Thursday Evening, April 12: Opening Reception, North Carolina Museum of Art
- Friday, April 13: Leading with Landscape Conference, James B. Hunt, Jr., Library, North Carolina State University
- Saturday and Sunday April 14-15: What's Out There Weekend, Raleigh-Durham-Chapel Hill

educators, elected officials, and other interested parties. All three conferences also secured the participation of their mayors, and key public, non-profit, and academic sector leaders and tastemakers.

For this ambitious undertaking, the conference partners need your support. The summary that follows provides background and opportunities for support and collaboration. Specifically, your support of TCLF's *Leading with Landscape* conference and related events will enable us to design a conference that will successfully:



[Top, left: 1872 Map of Raleigh; Top, Right: Duke University, photo by James Ewing, courtesy of Duke University; North Carolina Museum of Art, photo courtesy of Civitas]



Conference Goals



Broadcast the Needs and Aspirations of One of the Nation's Fastest Growing Regions

The Research Triangle, now with a metropolitan population of more than 1.2 million, is one of the nation's fastest growing regions. New businesses, restaurants, cultural destinations, and residents are moving to the region and need more open space.



Honor a Region Built on Its Educational and Cultural Institutions

Landscape Architecture is an integrated part of a thriving regional design community buoyed by strong area institutions, including Duke University, North Carolina State University, University of North Carolina – Chapel Hill, and North Carolina A&T State University as well as cultural institutions like the North Carolina Museum of Art.



Promote Sound Stewardship of the Region's Unique Heritage, History, and Memory

From Raleigh's role as a stopover for African Americans between Atlanta and Washington, D.C., to Durham's rich tobacco legacy, the communities of the Triangle have played a central role in American History. The cultural history of the region is both broad and deep, with a powerful connectivity to African American narratives and lifeways.

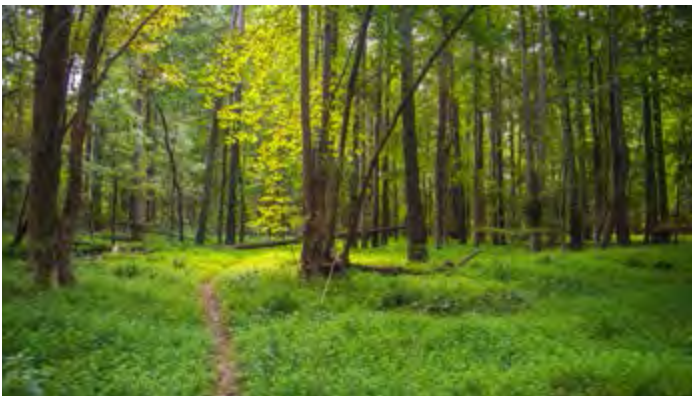


Conference Goals (cont.)



Draw Attention to Engaged Civic Leadership

Ranging from Durham's eight-time Mayor Bell and Raleigh's passionate open space and arts advocate Mayor McFarlane to past planning director and now New York City Parks Commissioner Mitchell Silver, the region benefits from motivated champions with successful records and broad support.



Broaden Stakeholder Input to Park and Open Space Decision-Making

Recent planning efforts across the region have promoted an inclusive public process, reflecting a shift towards experience-based park planning models. This approach helps to ensure that the public realm is adapting to meet the needs of the growing and changing population.





Individual Program Sponsorship Levels for Leading with Landscape in Raleigh

Corporate and philanthropic support is critical to our success. Your funding will help us pay for expenses such as researching, writing, designing and producing the event websites plus printing the guidebook, conference video recording and post-production, onsite audio/visual technical support, registration management, web blasts, catering, and more. Program sponsorships for the Leading with Landscape conference and What's Out There Weekend range from \$25,000 to \$1,000. These individual levels of support each come with their own benefits:

Premier Sponsor: \$25,000

- Logo and hyperlink on the *Leading with Landscape* conference and *What's Out There Weekend* program's web pages;
- Recognition with large logo and hyperlink on dedicated e-mail blast for both events;
- Large logo on full-page ad in *Landscape Architecture Magazine*;
- Coordinated, exclusive social media recognition;
- Recognition by name in press release (sent to more than 800 recipients) with direct link to your website. (Release with link also resides in TCLF's online press room);
- Recognition on Friday conference "Welcome Screen" commensurate with sponsorship level;
- Four complimentary registrations to the Thursday Reception and preferred seating for four at the Friday Conference;
- Logo in *What's Out There Weekend* Guidebook and online City Guide; and
- Collateral in conference folder distributed to attendees upon check-in

Lead Sponsor: \$10,000

- Logo and hyperlink on the *Leading with Landscape* Conference and *What's Out There Weekend* program's web pages;
- Recognition with logo and hyperlink on dedicated e-mail blast for each program;
- Small logo on full-page ad in *Landscape Architecture Magazine*;
- Coordinated, exclusive social media recognition;
- Recognition by name in press release (sent to over 800) with direct link to your website. (Release and link also reside in TCLF's online press room);
- Recognition on Friday conference "Welcome Screen" commensurate with sponsorship level;
- Two complimentary tickets to both the Thursday Reception and Friday Conference;
- Small logo in *What's Out There Weekend* Guidebook and online City Guide; and
- Collateral in conference folder distributed to attendees upon check-in.



Presenting Sponsor: \$5,000

- Small logo and hyperlink on the *Leading with Landscape* conference and *What's Out There Weekend* program's web pages;
- Recognition with hyperlink on dedicated e-mail blast for each program;
- Name on full page ad in *Landscape Architecture Magazine*;
- Coordinated, exclusive social media recognition;
- One complimentary ticket to the Thursday Reception and one for the Friday Conference; and
- Bold name in *What's Out There Weekend* Guidebook and online City Guide;

Supporting Sponsor: \$2,500 (both Conference and WOTW program)

- Bold name and hyperlink on the *Leading with Landscape* conference and *What's Out There Weekend* program's web pages;
- Recognition with name on dedicated e-mail blast for each program;
- Coordinated, exclusive social media recognition;
- One complimentary ticket to the Friday Conference; and
Name in *What's Out There Weekend* Guidebook and online City Guide;

Friend Sponsor \$1,000 (One program only)

- Name and hyperlink on the *Leading with Landscape* conference OR *What's Out There Weekend* program's web pages;
- Recognition with name on dedicated e-mail blast for ONE program;
- Coordinated, exclusive social media recognition for one program;
- One complimentary ticket to the Thursday Reception;

When considering program support note that:

- TCLF's website receives 500,000+ unique visitors annually and more than 1.3 million page views;
- Bi-monthly e-newsletters and dedicated e-blasts go to more than 30,000 subscribers;
- Social media across multiple platforms has 60,000+ followers;
- *Landscape Architecture Magazine* ads reach 60,000+ readers;
- As a tax-exempt 501(c)(3) nonprofit organization, contributions to TCLF are tax-deductible to the full extent allowed by law;
- Contributions will be recognized in TCLF's Annual Report.



Conference Website

A dedicated conference website will provide important information including: conference overview; registration; list of speakers and speaker biographies; abstracts; schedule of events; travel and transportation options; places of interest and things to do in the area. Sponsors are noted at the bottom of every page of the conference site, noted by level and logo or name with hyperlink as appropriate.

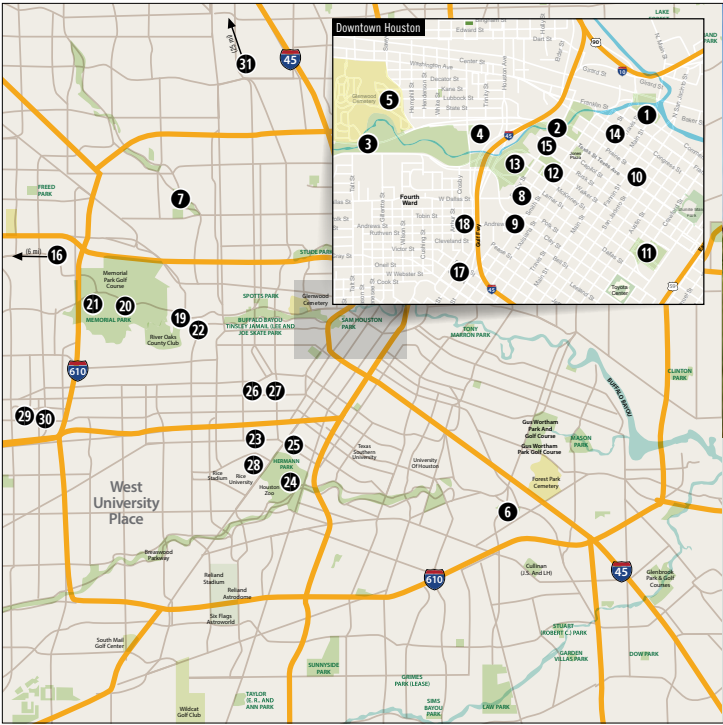
What's Out There Weekends and Guidebooks

Since 2010 TCLF has organized *What's Out There Weekends* featuring free, expert-led tours of parks, designed landscapes and open spaces in cities throughout the U.S. and in Canada. In tandem with some of the *Weekends*, TCLF has created *What's Out There Guidebooks*, which are available for sale in a print format and as a free, downloadable PDF on TCLF's website. There are currently fourteen guidebooks. Each printed guidebook: is 60-to-70 pages in length; covers up to 30 sites; includes detailed maps of each location; features original photography; includes designer attributions; and, provides engaging 250-word site narratives about each site.

TCLF will oversee and carefully vet the production of the Raleigh guidebook, working with local partners, including the City of Raleigh Parks Recreation and Cultural Resources Department, and with written and visual materials generated by two North Carolina State University graduate-level classes in landscape architecture. The



[Top, left: Screenshot from the *Leading with Landscape* conference webpage. Top, right: Screen shot from *Renewing San Antonio's Brackenridge Park* conference. Bottom: Cover of the *What's Out There Houston* Guidebook]



Sabine Promenade

List of sites

- 1 Allen's Landing Park
- 2 Sesquiennial Park
- 3 Buffalo Bayou Park
- 4 Sabine Promenade
- 5 Glenwood Cemetery
- 6 Gragg Park
- 7 White Oak Bayou Greenway
- 8 Allen Center
- 9 Antioch Park
- 10 Christ Church Cathedral
- 11 Discovery Green
- 12 Hermann Square
- 13 Sam Houston Park
- 14 Market Square Park
- 15 Tranquility Park
- 16 CityCentre Houston
- 17 Bagby Park and Streetscape
- 18 Bethel Park
- 19 Bayou Bend Collection and Gardens
- 20 Memorial Park
- 21 Houston Arboretum and Nature Center
- 22 Rienzi House Museum
- 23 Broadacres Historic District
- 24 Hermann Park
- 25 Lillie and Hugh Roy Cullen Sculpture Garden
- 26 Menil Collection Campus
- 27 University of St. Thomas
- 28 Rice University + Raymond and Susan Brochstein Pavilion
- 29 Post Oak Boulevard
- 30 Gerald D. Hines Waterwall Park
- 31 The Woodlands

Bayou Allen Parkway, Houston

Stretching 2.3 miles along both sides of Buffalo Bayou between Sabine Street and Shepherd Drive, this 156.52-acre park transformed a formerly blighted area west of downtown Houston.

Photo by Jenna Soudjian, courtesy SWA Group



Allen Parkway, Houston Bayou

Buffalo Bayou Park

In his 1913 report to the Houston Park Commission, Arthur Comey recommended the acquisition of land along Buffalo Bayou for use as parkland. As the slowly moving waterway was also used for commercial shipping, many of Comey's recommendations were not realized and, instead, the riverbank was steadily industrialized. Flood control infrastructure was added, a belowground cistern was constructed, and bridges and elevated highways came to characterize much of its downtown length.

In the 1970s and 1980s, architect Charles Tapley campaigned for downtown parks to be sited along Buffalo and White Oak Bayous. At a tributary feeding into Buffalo Bayou, he designed a small park with seating, granite steps, and riparian plantings. In 1986, the Buffalo Bayou Task Force (now the Buffalo Bayou Partnership) was created and, building upon Tapley's recommendations, a master plan was developed. In 1991, a memorial to police officers (designed by Jesus Bautista Moroles) was built, with stacked granite pyramids and a pool. In 2012, construction of the park commenced, designed by SWA Group. The riverbank was naturalized with woodland and prairie plants, which, on occasion, resulted in garden rooms. Lawns for large gatherings were introduced, hike-and-bike trails were constructed, and a skate park was built. Four formal gardens were designed by the landscape architects Reed Hilderbrand. Lighting inspired by the lunar cycle, designed by L'Observatoire International, was installed throughout the park, as were several art installations.

Landscape Style:
Postmodernist

Landscape Type:
Public Park

Designed By:
Charles R. Tapley
Jesus Bautista Moroles
SWA Group
Reed Hilderbrand
L'Observatoire International

Related Landscape:
Sabine Promenade



guidebooks will be distributed to all attendees of the conference. Following the conference, the guidebook will be available free as a downloadable PDF or for purchase on TCLF's website. Additional print copies can be purchased by program partners at cost.



Online City Guide

Along with the print *What's Out There* Raleigh guidebook, TCLF will create a complementary online City Guide, which will have greater number of sites than the print guide and will continue to grow with the addition of new sites and other information.

The interactive *What's Out There* Raleigh City Guide will provide the city's residents and visitors with free, self-guided, downloadable itineraries for exploring its broad legacy of historic designed landscapes—places people may pass by daily but don't know the background. The City Guide also includes a *What's Nearby* feature for iPhones and similar handheld devices - a GPS-enabled function that locates all landscapes in the TCLF database within a 25-mile-radius of any location. Customized itineraries can be organized by landscape type (i.e., public parks), style (i.e., Modernist), and location (Boylan Heights, Fairmont, Lassiter Mill, etc.). The City Guide will include a comprehensive essay about Raleigh's planning and its park and open space history, links to profiles of all of the designers in the region, and an ever-growing number of landscape descriptions.