



## BRIEF 6 | LANDSCAPE IMAGINATION & EXPERIENCE @ THE MACRO, MESO & MICRO SCALES

### INTERNAL FACULTY REVIEW

WHEN: Wednesday, December 2, 2015

WHERE: Marshall Hall Room 409

FROM: 2-5

### FINAL PUBLIC REVIEW

WHEN: Friday, December 11, 2015

WHERE: @ the Ithaca Commons in the Chain Works Project Gallery / Ithaca, NY

FROM: 2:30 - 6:30 pm

As Landscape Architects we offer a unique perspective of the world and all its possibilities, it's this perspective that you must provide for Chain Works. A successful project solution is one that demonstrates consideration for the impacts the design proposal will have upon the environment, community, economy and aesthetics at the micro, meso, and macro systems; and also one that meets the following goal: To choreograph a sequence of memorable spatial experiences that moves the soul, activate the mind, and benefit in a balanced way both humans and the environment.

This is to be explored and finally presented in model form, via plans, diagrams, sections/elevations and perspectives (winter and summer) - considering seasonality is a must. Between now and Dec. 11 the project is to rapidly evolve from concept to schematic design. At this phase in the design process all illustrations/graphics are measured - all spatial dimensions are carefully considered and studied. Materiality must be explored and expressed as part of the perspectives and renderings.

As stated in Brief 5 the sequential experiences proposed shall balance Environment, Community, Aesthetics and Economics.

### REMEMBER TO:

1. Revise the 100 and the 30 scale illustrative master plans to include all new design solutions and detail. **Depict existing vs. proposed clearly**
2. Depict through the graphics you plan to utilize how your design proposal optimally performs from an environmental standpoint, use icons and labels to depict sustainable practices. Highlight features that earn the development LEED ND points, generate energy, minimize energy consumption, promote the re-use of water and materials, clean the site, etc. All storm water runoff shall be kept within the site's boundaries. Show what roof water and runoff is being collected for re-use within the buildings, to water the landscape or for special design features/amenities within the site.
3. Create a program/amenity matrix/calendar depicting year round site amenities/activities/program (consider the visitor and the resident)
4. Have a legend quantifying everything you can:
  - Total residential unit count per type (single family, townhomes, multi-family, apartments, lofts)
  - Total SF of retail and retail type
  - SF of Hotel (how many rooms?)

- SF of Office
  - parking space count (residents, visitors and Ithaca car share)
  - bus stops
  - Linear SF of bike lanes
  - highlight in your plan bike parking areas
  - Show what elements in your proposal comply with leed nd, use labels + icons.
5. Refine your project vision statement. In generating an effective project vision, the starting point is research and analysis. This will serve to understand how the project fits within the existing context, yet stands out from the existing amenities (the other + bolsters).
  6. Refine the project brand. Branding is a means of differentiation, and serves to create immediate name recognition in a product or service. The brand/vision create consumer associations and expectations about the experience and the quality of the site and what they will find there. A brand/vision is not just a logo; it is something that permeates the aesthetics of the design, how it functions and how it's tied to the context. This brand and vision statement will reinforce the direction you take as you prepare to work at the micro scale.
  7. Your illustrative master plan at 30/10 scale shall include the specific location, design character and textures of the features within your urban core design:
    - Material choices for all surfaces, structures and forms.
    - Site elements shall not be a mundane afterthought, they shall be a design feature bolstering your design concepts:
    - lighting: show all proposed site lighting locations. Consider human comfort, and dark skies ordinances. Lighting is an essential component of the human experience of a landscape/ place
    - benches
    - trash/recycling bins
    - tree grates (if necessary)
    - tables and chairs
    - walls
    - structures etc.
    - show new topography, grades (topo) and drainage systems (complete grading plan) \* to be a part of every plan
    - plant form, color, and function

\*\*Planting plan: To be completed in your planting class with Dan Reeder. The proposed plant pallet shall aid in the environmental clean up of the site and to retain runoff within the site. Also, provide a therapeutic experience to humans and foraging for humans, birds and other creatures (soil must be replaced or imported for all areas where plants for foraging/food are being considered/raised planters). Have a plant list correlating plant to performance. Consider the intensity of maintenance your plant palette will require. This will be reviewed in the plants class with Dan Reeder however; it will form part of our studio final review on Dec. 11.

### **Work to be produced by Dec. 11:**

**All graphics are to be labeled extensively and utilized to explain how LEED ND and sustainability practices are being applied.**

1. A simply rendered and well labeled comprehensive master plan for all 95 acres (insert in this plan all revisions and designs from the explorations at 30 and 10 scale) the scale of this plan is to be determined as the requirements for the final presentation evolve.
2. A phasing strategy for the 95 acre master plan
3. A 30 scale enlargement plan of the core and main entrances (as discussed with your instructors).
4. Supporting graphics: Perspectives, Axonometrics, Sections and Diagrams as necessary to support the proposal's concept (quality over quantity). Use these images to elaborate upon your concept and depict various seasons (as discussed with your instructors).

5. Two/Three 10 scale enlargement plans of the areas of focus (These are to be inserted into the 30 scale plan for presentation).
6. A model (physical or computerized). (TBD if we will utilize for final review).
7. The final graphics selected (as per reviews and instructors feedback) are to be arranged in (3 - 24x36 or 36 x 48 boards/TBD) these must be mounted on white foam core. These will be left after the presentation for public exhibition at the Chain Works gallery in the Ithaca Commons. Include titles, team names, instructors names, course, SUNY ESF Department of Landscape Architecture, north arrow and bar scale. Location maps, section lines, concept diagrams, your selected analysis synthesis/the one that reinforces your concept and a concept statement for the project.
8. Prepare a digital presentation of your project (consolidate as a class and print pdf for final presentation).

**Work to be produced and delivered by Dec. 16**

1. One (1) class booklet including all the work on this project (briefs: 1,2,4,5 and 6).
2. The Packaged InDesign File and a PDF file of this booklet (with revisions) are to be burned onto a CD and delivered by December 16.
3. Each student is to revise and complete their individual weebly portfolio by Dec. 16 (no final grade will be given without this).

**Briefs 5 and 6 (including the final presentation) are evaluated according to this rubric:**

- student has completed all of the required work on time as per project brief
- the proposed design solution is creative and innovative
- the proposed design solution is functional and viable
- student shows up on time and is professionally dressed
- student delivers a clear, comprehensive and effective verbal presentation
- student delivers a clear, comprehensive and effective graphic presentation
- student has been open and receptive to feedback (incorporated feedback into their design solution) and was open and receptive to feedback during this final review as well
- the student's design has evolved as per crits

Each of these will be evaluated on a scale from 1-5 as follows:

- 1 = fails to meet expectations
- 2 = partly meets expectations
- 3 = meets expectations
- 4 = exceeds expectations
- 5 = exceptional