

Mark Themig, Community Services Director
City of Healdsburg, Community Services Department
1557 Healdsburg Avenue
Healdsburg, CA 95448
t (707) 431-3116
e mthemig@ci.healdsburg.ca.us



October 24th, 2018: RFQ Park Planning, River Access, and Connectivity

Dear Mr. Themig:

It is with great enthusiasm that I write this letter of interest. I have spent a lifetime doing open space planning, riparian planning, writing about urban river systems, and designing public open spaces.

Fletcher Studio brings decades of experience working across the American west, particularly in the Northern California. We have worked extensively on park design, community engagement, river planning, and open space master planning. We are able to distill complex spatial analysis into high-functioning built environments that connect communities to places through inclusion, delight, and recognition of their capacity to best steward the places we plan and we design.

Fletcher Studio sees the Park Planning, River access and Connectivity for the City as one uniquely suited to our collective strengths of working with public space, sensitive urban ecologies, communities, access, activation, sustainability, and interconnectedness.

Our team has extensive experience working with integrated planning and design teams. In response to this request for qualifications, we have assembled a team of planners, designers, cost estimation specialists, resource management specialists and thinkers. We have worked with each of the team members on numerous open space and architectural projects in the past.

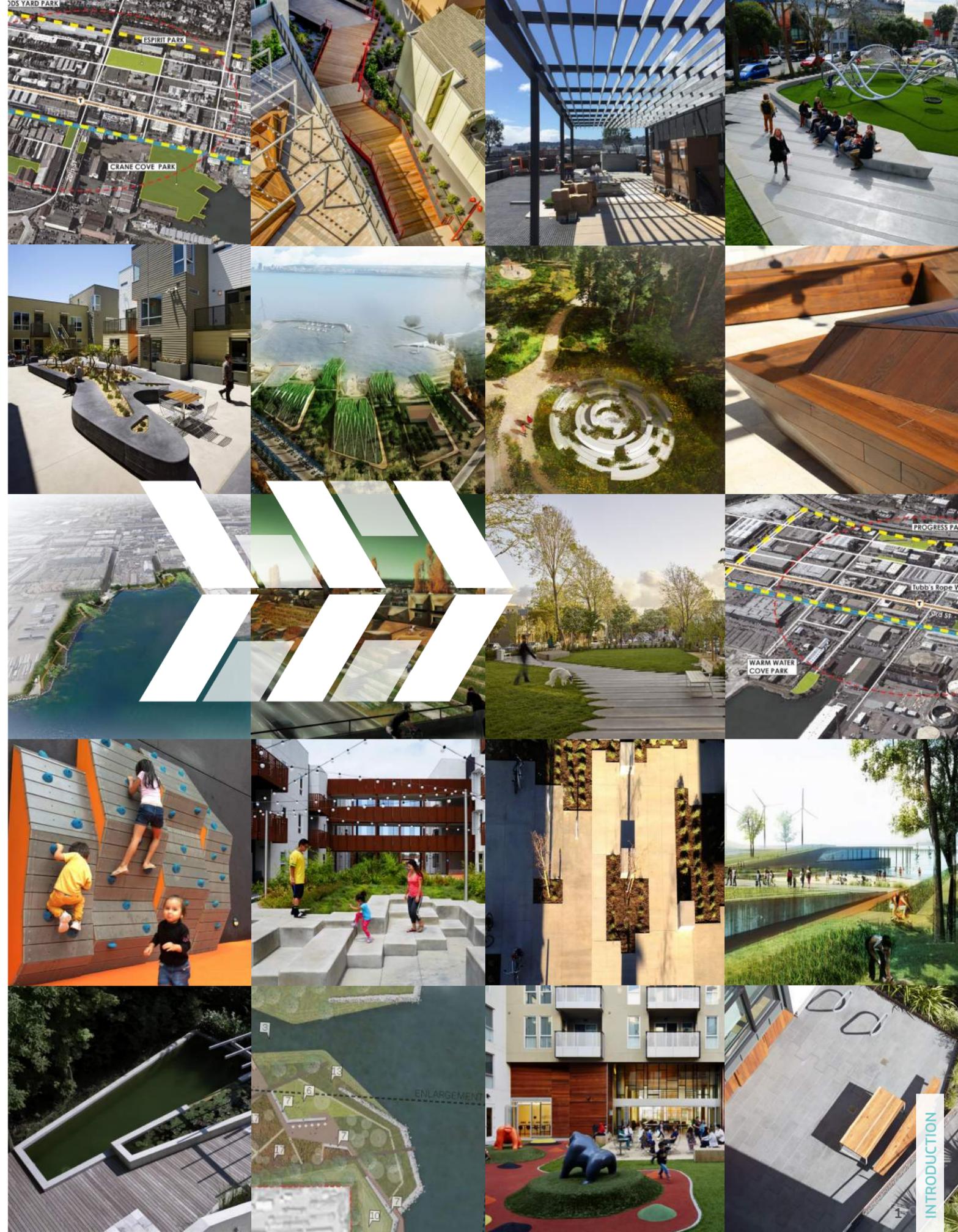
We bring:

- Broad experience in open space and park planning. Working with the other concurrent planning efforts, we would collaborate with the City and stakeholders to craft a resilient and cost effective vision for the open spaces and systems that connect them.
- Experience in improving open space connectivity, legibility, safety and wayfinding.
- Experience with Riparian access and trails systems.
- Innovative methodologies in opportunities and constraints assessment, and cost/benefit analysis. Innovation in public engagement and community outreach.
- Extensive experience in cost estimation and value prioritization.
- Experience with stormwater management, riparian hydrology, and green infrastructures.
- Dedication to the establishment of sustainability and maintenance goals, that consider lifecycle costs and future climatic factors.

Working with the City and the community of Healdsburg on this master planning effort would be the culmination of all of the skills and knowledge that we have accrued to date. We would leverage our experience in urban riparian planning, public realm planning, campus master planning, and park design to identify an open space system and to design beautiful and sustainable public open spaces.

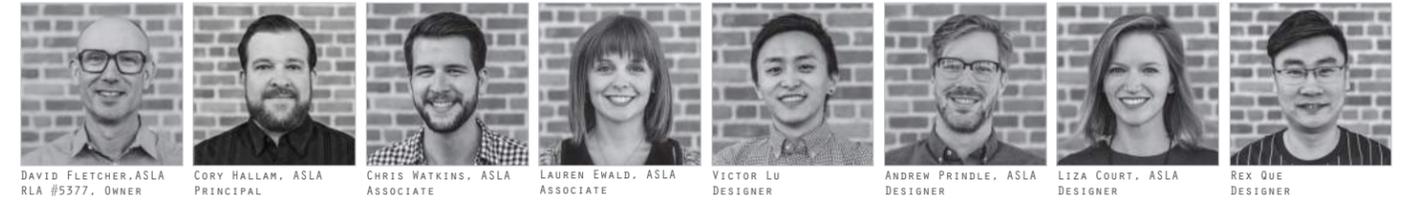
Sincerely,

Main Contact: David Fletcher, ASLA, RLA #5377
Fletcher Studio Inc., LBE, SBE, DBE
dfletcher@fletcherstudio.com
415.230.9144
2325 3rd Street, Suite 413
San Francisco, CA 94107





MEET FLETCHER STUDIO



Fletcher Studio is an innovative and award winning collaborative practice providing comprehensive professional services in Landscape Architecture, Urban Design, and Environmental Planning. The firm is committed to a collaborative and contextual approach to spatial design practice and to the planning of unique and sustainable landscapes, urban spaces, and living infrastructures. Design and planning solutions are proposed based on interaction with diverse stakeholders, and respond to the processes, histories, policies, economies and ecologies that are specific to a place. The firm is based in San Francisco, with projects throughout the Western Region.

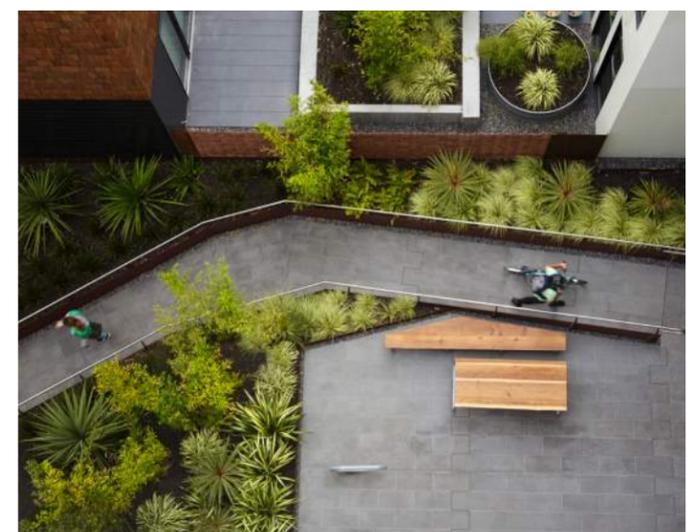
SUMMARY

Founding Principal of Fletcher Studio, David Fletcher is a Landscape Architect with 28 years of project experience. He has significant experience in the design and project management of a variety of green infrastructure, public space, open space planning, housing, and streetscape projects. This experience has given David the design ability and technical experience to complete the conceptual, schematic and permanent portions of the project scope.

From their extensive work in projects and master planning in San Francisco, Fletcher Studio has gained experience in collaborating with multiple public agencies to maintain design quality and cost control. In addition, the firm has led community outreach efforts on strategic planning studies requiring the analysis of geographic site feasibility, site specific usage and programming, workshop leadership, and design review. The office is fully staffed with the most current hardware and software resources to meet project goals. Fletcher Studio recently completed construction administration for South Park, a beloved 1.2 acre public space in San Francisco. The firm is also working on the Dogpatch Central Waterfront Public Realm Plan and the Dogpatch Stairs, and recently completed their work on Summit Park. The studio was awarded National ASLA Honor Awards in the Residential Design category for their work on 300 Ivy and Rivermark.

ABOUT THE OFFICE

Company Name: Fletcher Studio
of Years in Business: 14
of Employees: 8 full-time, 4 part-time
Key Contact: Principal David Fletcher, dfletcher@fletcherstudio.com
Services Offered: Landscape Architecture, Urban Design, Environmental Planning
Legal Status: S Corporation
IRS Federal Employer Identification: #46-1887871
San Francisco City Vendor: #83544
Disciplines to be reviewed and evaluated for: Landscape Architecture, Urban Design





DAVID FLETCHER

PRINCIPAL, RLA # 5377



David Fletcher is an urban designer and landscape architect, professor, and writer. His work addresses process, urbanized watersheds, green infrastructure, and post-industrial urbanism. David was recently an Artist in Residence at the Headlands Center for the Arts, in the category of Architecture and the Environment. He also received an Honor Award from the Boston Society of Landscape Architects for environmental planning work in Beirut, Lebanon. Fletcher Studio's work was recently featured in "La Ville Fertile", a survey of contemporary spatial practices at La Cité, Paris. The office's work has also been exhibited at La Gaîté Lyrique (Paris), the Cooper Union, Acadia 2012, the San Francisco Museum of Craft and Design. The Studio for Urban Projects, the Institute for Contemporary Art (Boston), the University of Toronto, UC Berkeley, MAK Center Vienna, the San Jose Biennial, the Toronto Free Gallery, and at sci_Arc.

EDUCATION

Harvard University
Master of Landscape
Architecture, with
Distinction, 2004

U.C. Davis, Bachelor of
Science in Landscape
Architecture, with Honors,
1994

U.C. Davis, Bachelor of Arts
in Studio Art, with Honors,
1994

EXPERIENCE

Fletcher Studio, Principal
2002-Present

Mia Lehrer & Associates,
Senior Associate, 1999-2003

Pamela Burton & Company,
Associate, 1995-1999

Jay Griffith Studio
1993-1995

HONORS

National Honor Award: West
Sacramento, American Society of
Landscape Architects, 2012

National Honor Award: 300 Ivy,
American Society of Landscape
Architects, 2015

Merit Award, Fillmore Park,
residential Architecture Design
Award, 2013

National Honor Award: Zurich
Biopool, American Society of
Landscape Architects, 2012

Finalist, The One Prize, Terraform,
NYC, 2011

Finalist, SHIFT Boston, The
Institute for Contemporary Art,
Boston, 2010

1st Place, Urban Revision, Revision
Dallas, with David Baker +
Partners, 2009

SELECTED PROJECTS

South Park
- 720,000 sf Public Park
- San Francisco, CA 2011-16
1201 Tennessee

- Public Passage & Plaza,
Streetscape, Bioretention
Gardens & Signage Design
- San Francisco, CA 2012-17

Serpentine Stairs
- Public Stairs, Plaza, and
Overlook
- San Francisco, CA 2014-

Central Waterfront - Dogpatch
Public Realm Master Plan
- Neighborhood/Open Space
Master Plan, Schematic
Park Design

- Esprit Park, Warmwater
Cove, Tunneltop Park
- San Francisco, CA 2016-

Rivermark
- Affordable Housing
- West Sacramento, CA 2016-

300 Ivy
- Mixed use
- West Sacramento, CA 2016-

Better Place Forests
- Forest Cemetery Gathering
Spaces and Wayfinding
Signage
- Point Arena, CA 2017-

CORY HALLAM

PRINCIPAL, ASLA



Cory has over thirteen years of design and project management experience and has been working as a landscape designer in the Bay Area for eleven years. Cory's understanding of the construction process and his extensive experience working with allied professionals allows him to be great a member to any team.

His deep passion for design and the culmination of art, science, technology and the natural and the built environments, along with his experience, allows Cory to design spaces that improve the quality of life and inspire engagement with the natural world while creating social interactions in everyday life.

EDUCATION

Colorado State University,
Bachelor of Science in
Landscape Architecture,
with Honors, 2007

EXPERIENCE

Fletcher Studio, Senior
Associate, 2012-Present

Carducci & Associates, Inc.,
Associate, 2007-2012

SELECTED PROJECTS

South Park
- 720,000 sf Public Park
- San Francisco, CA 2011-16

30 Otis
- Public Plaza, Public Art, 5
Decks, 2 Podiums
- San Francisco, CA 2016-

510 Townsend
- Public Passage & Roof Deck
- San Francisco, CA 2015-18

1201 Tennessee
- Public Passage & Plaza,
Streetscape, Bioretention
Gardens
- San Francisco, CA 2012-

1395 22nd Street
- Public Plaza, Roof Deck
- San Francisco, CA 2015-

Dogpatch/Potrero Stairs
- Public Stairs
- San Francisco, CA 2014-

Summit Park
- 3.5 acre Public Park
- San Francisco, CA 2014

Dogpatch, 22nd Street Green
Street Pilot Program
- Public Streetscape
- San Francisco, CA 2014

510 Townsend
- 25,000+ sf Roof Deck,
Streetscape, and Public
Passage
- San Francisco, CA 2014-

Bridge HIV Parklet
- Public Parklet
- San Francisco, CA 2012

Pacific Amphitheater
- Entry Gardens
- Orange County, CA 2012

Mission Bank Living Wall
- Living Wall
- San Francisco, CA 2016

22nd Street Master Plan
- Streetscape Master Plan
- San Francisco, CA 2012

Cable Car Stormwater Park
- Conceptual Park Plan
- San Francisco, CA 2012

Experience with other firms:

Carducci & Associates:
Roseville Town Square
- Roseville, CA

Robin Sweeny Park Master Plan
- Sausalito, CA

Fallon Sports Park
- Dublin, CA

Las Positas College Athletics
Phase III
- Las Positas, CA

FLETCHER STUDIO PROJECT TEAM

LAUREN EWALD

SENIOR ASSOCIATE, RLA



Lauren Ewald is a project manager and designer with 6 years of experience designing and managing a range of projects, including large urban mixed-use districts, city streetscapes, green infrastructure, public parks, high-end resort communities, multi-family housing and recently forest cemeteries. She is focused on creating beloved public spaces that are inventive and contextually appropriate. She also has unique experience using innovative community engagement tactics to better understand a community's desires. As a Project Manager at Fletcher Studio, Lauren works alongside studio principals to develop and implement design objectives, oversees project documentation, and provides day-to-day communication with clients and project teams. Prior to joining Fletcher Studio Lauren worked for design offices in the Bay Area, Los Angeles, and Kansas City, and received her Masters of Landscape Architecture from Kansas State University. Lauren is currently completing her last professional landscape architectural licensing exam.

EDUCATION

Kansas State University,
Master of Landscape
Architecture, 2013

EXPERIENCE

Fletcher Studio, Designer,
2017-Present

Hart Howerton, Designer,
2014-2017

Kounkuey Design Initiative,
2013

SELECTED PROJECTS

- Marshall Square
- Redwood City, CA 2017-
Paragon Point
- Redwood City, CA 2018-
Sango Court
- Milpitas, CA 2017-
UDR Dublin Multi-family
- Dublin, CA 2017-
22nd Street Master Plan
- Streetscape Master Plan
- San Francisco, CA 2017-
Edwina Benner Plaza
- Sunnyvale, CA 2017-
2675 Folsom
- San Francisco, CA 2017-
Better Place Forests
- Point Arena, CA 2017-
Jackson Park Master Plan
- San Francisco, CA 2017-
Dogpatch Public Realm
- San Francisco, CA 2017-

Experience with other firms:

- Hart Howerton:
Emeryville Public Market
- District Streetscape
Design for Six Mixed-Use
Land Parcels & Public Park
- Concept Design
- Construction Documents
- Emeryville, CA 2015-17
Hoakalei
- Streetscape Design
- Clubhouse Landscape
- Community Open Space
- Ewa Beach, HI
Rolling Hills Master Plan
- Clubhouse Landscape, Pool Deck
- Rolling Hills, CA
Private Residence
- Patios and Water Feature
- Automobile Court and Entry Drive
- Entry Gateway Design
- Planting Design
- Napa County, CA





MASTER PLANNING & ARCHITECTURE | DAVID BAKER ARCHITECTS



David Baker FAIA Principal
Daniel Simons AIA, LEED AP Principal



CONTACT
danielsimons@dbarchitect.com
415.799.4585
461 Second Street #127
San Francisco, CA 94107

We design thoughtful places that allow communities to thrive and that serve as a “multiplier of good”—that is, that enable and support engagement, connection, and other neighborhood benefits.

David Baker Architects is a progressive architecture firm located in San Francisco and Oakland that creates acclaimed urban environments. DBA is known for exceptional housing, creative site strategies, designing for density, and integrating new construction into the public realm. We have a passion for and deep understanding of the power of humane and respectful environments to transform neighborhoods and elevate the lives of individuals and families.



ARCHITECTURE SERVICES | OPENSOURCE STUDIO



Ian Dunn AIA, LEED BD+C
Mark Hogan AIA, LEED BD+C



CONTACT
markhogan@openscopestudio.com
415.891.0954
1776 18th Street
San Francisco, CA 94107

OpenScope Studio is a full-service architecture firm based in San Francisco. Our principals are experienced in the challenges of working to a high level of sustainability in the Bay Area. This experience includes working with the City of San Francisco’s building and planning departments, and certifying buildings via both the LEED and GreenPoint rating systems. We have experience obtaining entitlements and permits from multiple agencies in the Bay Area.

Coming from diverse backgrounds, we are united by a love of architecture and urbanism. We value clients and professional partners who we can work with in collaboration.



ARCHITECTURE & ENGINEERING | WARE ASSOCIATES



John Ware LEED® AP BD+C Principal
Lile Troncoso-Ovalle PE, Associate



CONTACT
megan@ware-associates.com
510.922.9888
440 Grand Avenue, Suite 250
Oakland, CA 94610

Ware Associates is an award-winning design firm that transcends the traditional boundaries between architecture and engineering, designing buildings whose craft and detail spring from an intimate understanding of materials and fabrication. The firm has built its reputation upon creative, on-time and on-budget civic projects ranging from community centers to public park facilities and pedestrian bridges. Ware Associates has successfully collaborated with public agencies, developers and landscape architects on a variety of infrastructure and commercial projects. Ware Associates carefully considers all details to convey a sense of what the building is made of, those who have crafted it, and the community it is destined to serve. With LEED Accredited Professionals on staff and as members of the U.S. Green Building Council, Ware Associates is deeply committed to providing leadership in sustainable design practices and integrating sustainable measures into planning and design.





ARCHITECTURE SERVICES | JACKSON LILES ARCHITECTURE



Julie Jackson Brian Liles
AIA LEED AP AIA
Principal Principal

CONTACT
julie@jacksonliles.com
415.621.1799
2325 Third Street #206
San Francisco, CA 94107

Jackson Liles Architecture is a nimble architecture studio known for designing creative, resourceful, and beautiful projects driven by function. Common to each of our commissions is a relentless pursuit to understand our client's goals, the site opportunities that make each project unique. Our studio engages in projects of all scales ranging from the detailing of a child's preschool cubby to the site planning of a 25-acre urban industrial complex. We provide sensitive design approaches to sites as diverse as a wooded island site in the Pacific Northwest to the master planning of urban industrial sites. Our seek to improve how the built environment supports living in the community with creative and beautiful solutions to complex challenges.



ARCHITECTURE SERVICES | KENNERLY ARCHITECTURE & PLANNING



Owen Sarina
Kennerly Kennerly
AIA AIA
Principal Principal

KENNERLY
ARCHITECTURE
& PLANNING
CONTACT
sarina@
kennerlyarchitecture.com
415.285.2880
375 Alabama Street, Ste 440
San Francisco, CA 94110

Kennerly Architecture & Planning is a design firm with projects ranging from complex urban mixed-use buildings to rural structures set in delicate landscapes. Working closely with our clients and design team, we craft intelligently planned buildings that harmonize with their surroundings, engage the senses, and spark the imagination. KA&P has a reputation for "playing well with others". Well versed in building/ zoning codes and the demands of the Planning department and regulating agencies, the Kennerly team nimbly navigates projects through a process with concerned neighborhood groups. The design process focuses on finding beauty and long-lasting solutions that balance the client and end-user's needs with the input of the various stakeholders.



ENVIRONMENTAL SERVICES | NORTH COAST RESOURCE MANAGEMENT



Jim Clark Justin
President Coffman
Hydrologist,
Forester,
RPF, HIT,
CPESC, QSD,
Certified
Arborist

NCRM
CONTACT
justin@ncrm.com
707.485.7211
6190 North State St
Calpella, CA 95418

NCRM is a specialty niche firm that provides independent scientific evaluations of natural and cultural resources. For over 30 years NCRM has provided professional land management and environmental consulting services to Federal, State, local, tribal governments, and private landowners. NCRM's mission is to provide innovating cost effective management solutions for clients engaged in the management of natural and resources.

Our services include all aspects of conventional resource management, forestry, biology, botany, Greenhouse Gas (GHG) & carbon offset project development, Geographic Information Systems (GIS), utilities, conservation estimates, cartography, environmental planning and storm water management. With an office located in Ukiah, NCRM is capable of mobilizing field crews on short notice within all areas of California.





HYDROLOGICAL SERVICES

INTER-FLUVE



Josh Epstein Emily Alcott
 Fluvial Geomorphologist & Stream Ecologist
 Fluvial Geomorphologist & Ecologist



CONTACT
 jepstein@interfluve.com
 541.716.5371
 501 Portway Avenue, #101
 Hood River, OR 97031

Inter-Fluve is an employee-owned, interdisciplinary firm that specializes in investigations, design, and restoration of rivers, lakes and wetlands. Our team of scientists, engineers, and technicians collaboratively work with clients to develop solutions to complex aquatic challenges that balance human and environmental needs.

Over the past three decades, we continue to develop cutting-edge designs for river restoration projects ranging from cranberry bog restoration, to dam removal, to urban habitat improvements – just to name a few. As pioneers in this field, we continue to provide leadership in this developing industry. Our employee’s passion, teamwork, and respect for one another has led to more than 1,900 successful projects across 4 continents and all regions of the United States.



COMMUNITY OUTREACH SERVICES

AIM CONSULTING



Gladys Cornell Nicole Porter
 Principal & Project Manager
 Senior Project Coordinator



CONTACT
 gcornell@aimconsultingco.com
 916.442.1168
 2523 J Street, Suite 202
 Sacramento, CA 95816

AIM Consulting, Inc. was established in 2005 with one overriding goal in mind: to be an active participant in community building and encourage others to do the same through civic engagements. Our firm offers strategic communications and public participation consulting services and specializes in projects in the natural and built environment that make a positive difference. With more than 30 years of experience, our team of professionals develops public participation programs that bring diverse community members together and creates a spaces for constructive dialogue that respects all individuals, and leverages the positive work of the engaged community.



CONSULTANT TEAM

CIVIL ENGINEERING SERVICES | BKF - SANTA ROSA



Geoff Coleman
PE,
Vice President

Rick Carlile
PE,
Project Manager



CONTACT

200 4th Street, #300
Santa Rosa, CA 95401
Phone: 707.583.8500
Email: gcoleman@bkf.com

For 100+ years, BKF has delivered inspired infrastructure to its clients. As a result, we have earned our clients' trust, and thereby their repeat business. BKF has worked diligently to help out clients achieve their goals, and bring their projects across the finish line. Through our network of 13 offices in California, we have developed extensive local knowledge that provides us with a keen understanding of issues relating to feasibility, permitting, and entitlement approvals. BKF provides full civil engineering services to a wide variety of clients, including some of the most recognized projects in California. We combine our years of experience with a constant eye towards innovation to best serve our clients.

ACCESSIBILITY CONSULTANT SERVICES | CRAIG D. WILLIAMS, CERTIFIED ACCESS CONSULTANT



Craig Williams
RA, CASp

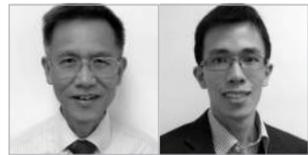
Craig Williams, RA, CASp
Senior Consulting Architect
California License No.: C-26642
Certified Access Specialist: CASp-005
ICC Plans Examiner / Inspector #8405912

CONTACT

CASpAccess@gmail.com
707.823.2724
295 Neva Street
Sebastopol, CA 95472

Craig Williams provides objective and independent accessibility consultation support to design teams and their Clients. Consultation typically includes an interactive process wherein Craig provides guidance on the scoping and technical requirements of applicable standards on a context-by-context basis, additionally providing code analysis and supporting documentation to assist in developing designs that are responsive to accessibility standards. Mr. Williams can also assist stakeholders during the plan review and permitting phase of projects by offering independent and supplementary plan review support and interpretation of accessibility standards.

COST ESTIMATING SERVICES | M LEE CORPORATION



Martin Lee
CPE, CQS, PE
Chief Estimator

Franklin Lee
PE, LEED AP, CEP
Senior Estimator,
Project Manager,
Principal

M Lee Corporation

CONTACT

flee@mleecorp.com
415-693-0236
601 Montgomery Street
Suite 2040
San Francisco, CA 94111

M Lee Corporation provides quality construction cost management, schedule management, estimating, office engineering, field engineering, construction oversight and other professional construction management support and consulting services to both public and private clients. Since its incorporation, we have provided professional construction services for over 1200 projects with an estimated value of over \$25 billion, spanning all services and disciplines, scopes and sizes. Having worked in the San Francisco Bay Area over the last 25 years, our knowledge of the local construction market has proved to be a valuable asset to our clients. M Lee Corporation has experience in projects of all scope and size, enabling us to provide professional consulting services for a broad range of projects. We are a 100% minority-owned DBE/LBE/MBE/SBE consulting firm with certifications from San Francisco Contract Monitoring Division, California Unified Certification Program CUCP, and GSA.

ANTICIPATED COLLABORATORS



HEALDSBURG DEPARTMENT OF PUBLIC WORKS
HEALDSBURG PLANNING & BUILDING DEPARTMENT
HEALDSBURG PARKS AND RECREATION



SONOMA COUNTY



CALIFORNIA DEPARTMENT OF WATER RESOURCES



CALIFORNIA STATE WATER RESOURCES CONTROL BOARD



U.S. FISH AND WILDLIFE SERVICE



UNITED STATES ARMY CORPS OF ENGINEERS

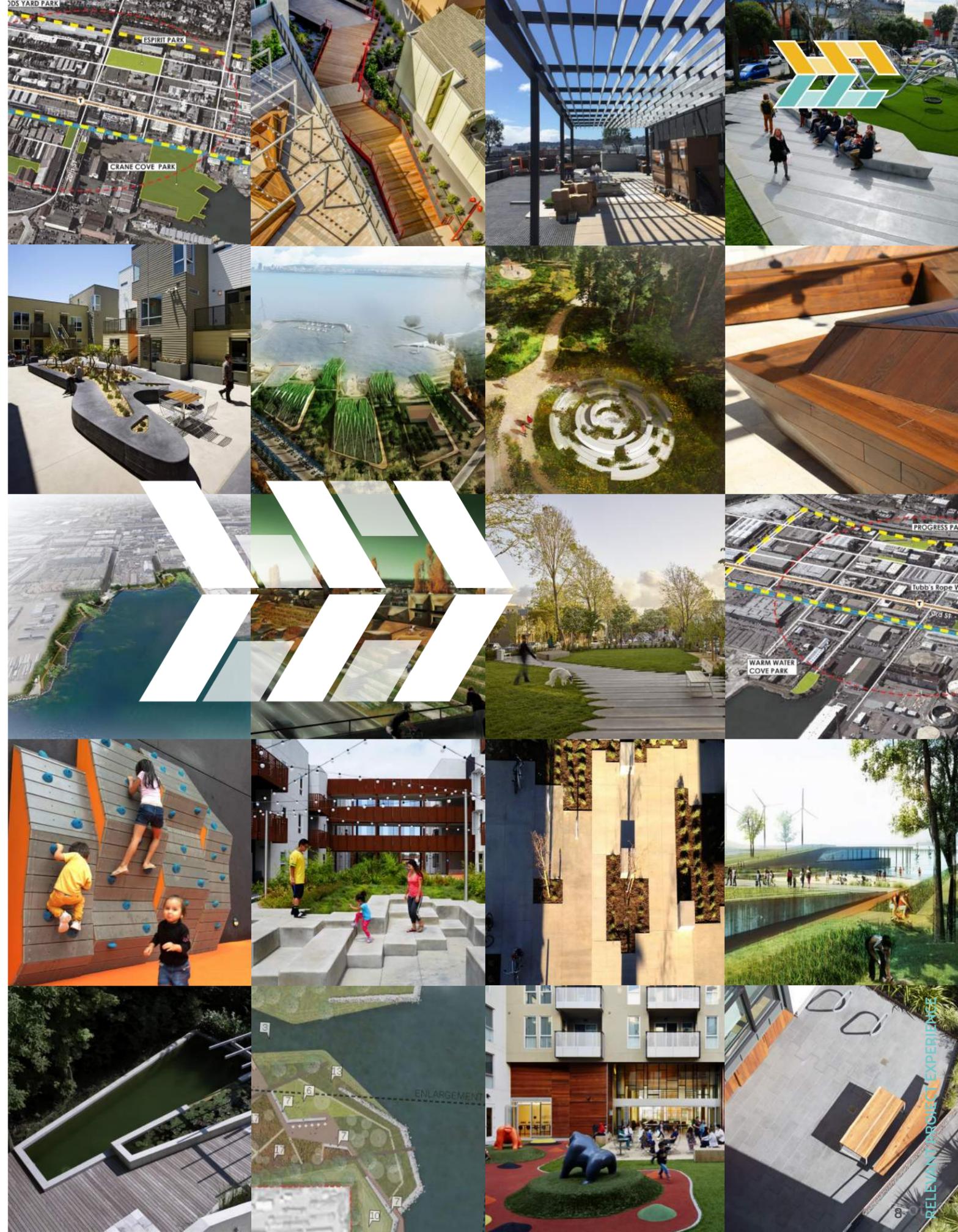


FEDERAL EMERGENCY MANAGEMENT AGENCY

RELEVANT PROJECT EXPERIENCE - PUBLIC WORK

- **Project Built**
- **Project In Construction (2018)**
- **Planning and Master planning**

- Jackson Park San Francisco (2018)
- Esprit Park San Francisco (2018)
- Warm Water Cove San Francisco (2018)
- Tunnel Top Park San Francisco (2018)
- South Park San Francisco (2018)
- Summit Park San Francisco (2016)
- Washington Square Park San Francisco (2016)
- The Veterans Park Women's Memorial Garden Los Angeles (2011)
- The Veterans Park Los Angeles (2010)
- Parque de Valdebebas Madrid (2009)
- The Orange County Great Park with Ken Smith (2007)
- The Los Angeles State Historic Park Los Angeles (2006)
- The Dogpatch Ropewalk San Francisco (2016)
- Townsend Public Promenade San Francisco (2016)
- Kentucky Alley – Living Alley San Francisco (2016)
- Angel Alley – Living Alley San Francisco (2016)
- The Potrero/Dogpatch Stairs San Francisco (2016)
- 18th Street Living Alley San Francisco (2016)
- The Ivy Living Alley Master Plan San Francisco (2015)
- Channing Streetscape Berkeley, CA (2013)
- The Indiana Streetscape Dogpatch (2012)
- The Tennessee Streetscape Dogpatch (2012)
- Universal/MTA Riverwalk Los Angeles (2009)
- Jefferson Boulevard Streetscape Los Angeles (2005)
- The Ballona Creek Promenade Playa Del Rey, CA (2001)
- The Exposition Greenway Los Angeles (1994)
- Caltrain Plaza San Francisco (2016)
- UC Irvine Fine Arts Plaza Irvine, CA (2000)
- The Francisco Park Playground San Francisco (2017)
- The Woods Yard Playground San Francisco (2014)
- La Valentina Station Playground Sacramento (2012)
- The Station Center Playspace Union City (2010)
- The Annenberg Playground Santa Monica (2004)
- The Provender Ruby Parklet San Francisco (2017)
- Persia Triangle Pavement to Parks San Francisco (2015)
- The Bridge HIV Parklet San Francisco (2012)
- The Whipple Avenue Waterfront Plan Redwood City (2018)
- The Dogpatch Central Waterfront Public Realm Plan San Francisco (2018)
- Potrero Hill Neighborhood Transportation Plan San Francisco (2017)
- 22nd Street Greening Master Plan San Francisco (2015)
- The Dogpatch 22nd Street Master Plan San Francisco (2011)
- Making the Connections: Downtown LA Los Angeles (2008)
- Hughes Civic Center CBD Las Vegas (2008)
- The Stanford Research Institute Master Plan Menlo Park (2008)
- The Los Angeles River Revitalization Master Plan (2005-2007)
- The Los Angeles Riverfront Greenway (2007)
- The San Pedro Waterfront Masterplan (2006)
- The Compton Creek Master Plan (2005-2006)
- The Compton Creek Restoration Feasibility Study (2006)





LOS ANGELES RIVER MASTER PLAN



PROJECT SUMMARY

The LA River Revitalization Master Plan represents a milestone achievement for Los Angeles: coalescing diverse stakeholders around a revitalization agenda to transform 32 miles of concrete-lined River into public green space. A bold commitment is made to restore riparian habitat and reconnect park-poor neighborhoods to the River. The plan presents a vision for transforming the River over several generations, creating a significant public legacy. To demonstrate opportunities made possible with a revitalized River, 20 Opportunity Areas were identified along the River corridor to illustrate what might be feasible through implementation of various improvement scenarios. Comprehensive analysis, stakeholder meetings and public workshops, informed the process and helped identify priority areas and issues.



Date: 2007

Size: 32 Miles

Client: City of Los Angeles,
Department of Water & Power

Role: Open Space Planning / Urban Design

Budget: \$ 2.5M

Staff: David Fletcher / Lead Designer /
Urban Designer



DOGPATCH PUBLIC REALM PLAN



Date: 2016 / Ongoing
 Size: 125 acres
 Client: SF Department of Planning
 Role: Landscape Architecture / Urban Design
 Reference: Robin Abad Ocubillo, Urban Planner
 San Francisco Planning Department
 415-575-9723
 robin.abad@sfgov.org

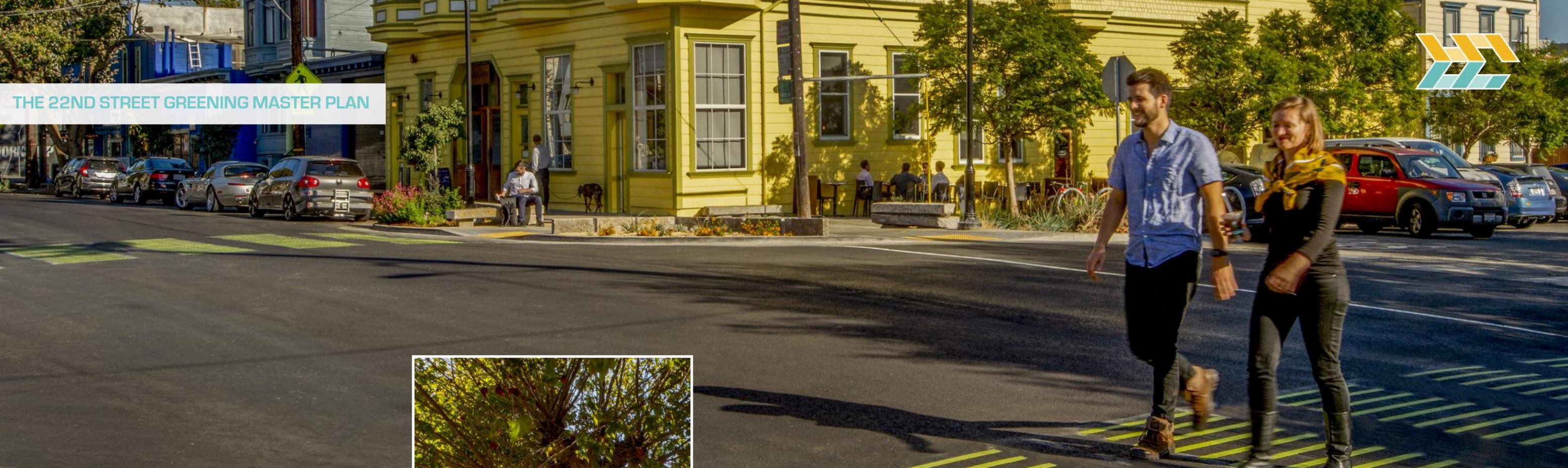


PROJECT SUMMARY

The Central Waterfront of San Francisco continues to grow, accommodating both new housing and neighborhood commercial services, while maintaining many historic industrial marine functions. As more development is realized in the neighborhood, the public realm of the Central Waterfront should receive appropriate improvements that better serve residents and employees. The Dogpatch / Central Waterfront Public Realm Plan – bounded by Pennsylvania, Mariposa, Illinois Streets and Islais Creek – will set the framework for public space improvements in the neighborhood, guiding the investment of impact fees and other sources in the streetscapes and parks which tie the area together.

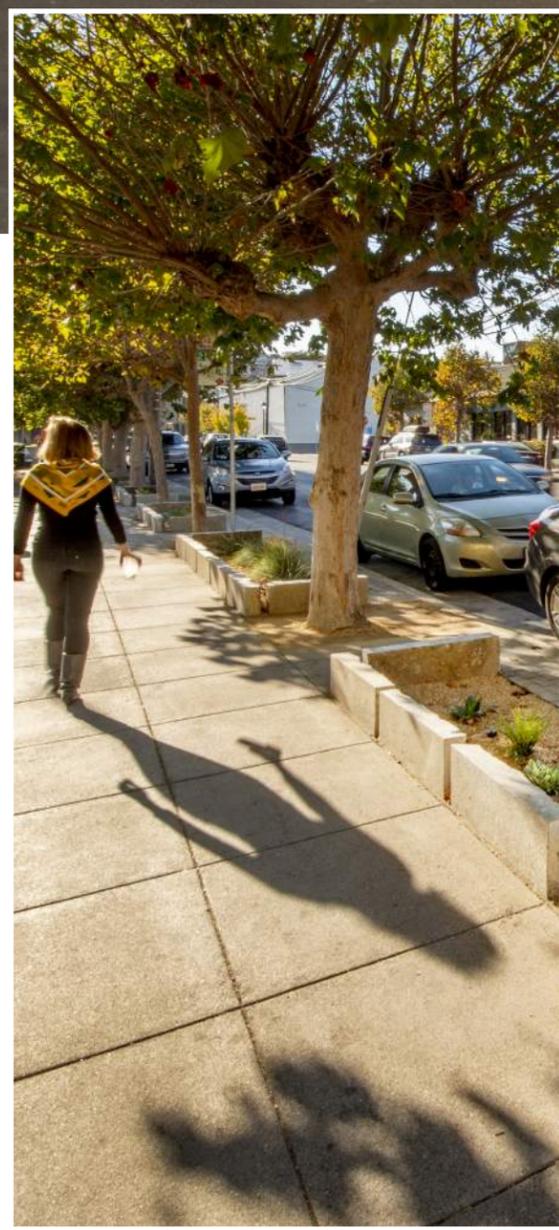


THE 22ND STREET GREENING MASTER PLAN



» PROJECT SUMMARY

The Dogpatch 22nd Street Greening Master Plan is the result of a 2 year effort by GreenTrustSF - Central Waterfront, the Dogpatch community, and interested neighbors to create a plan for improvements to 22nd Street. The Master Plan envisions 22nd Street as a unique corridor that is a central part of the Dogpatch This Master Plan has been developed through a collaborative, systematic, and contextually sensitive approach that respects the inherent eclecticism of the neighborhood while enhancing its overall character, performance, and appearance. The goal of turning 22nd Street into a model green street is accomplished through the maximization of ecological, safety, and community benefits. By capitalizing on San Francisco's recent planning initiatives such as Better Streets, Pavement to Parks, Sunday Streets and Street Parklets, the plan accomplishes a range of citywide initiatives. By using the Best Management Practices as defined by The San Francisco Public Utilities Commission, the plan ensures a high level of positive environmental benefit.



Date: 2018
Size: .4 acres
Client: Alexandria Development
Role: Landscape Architecture / Urban Design
Reference: Radika Bunton
Alexandria Real Estate
415 554-8844
rbunton@are.com





SOUTH PARK, SAN FRANCISCO, CA



PROJECT SUMMARY

South Park is the oldest public space in San Francisco. Originally intended to be an English picturesque strolling park, it had fallen into disrepair and was been subject to ad-hoc improvements over the years. The South Park Improvement Association hired Fletcher Studio to work with the neighbors and community leaders to develop a master plan for the park. The design alleviates two major issues including poor drainage and slopes that exceed ADA limits. The new design may be described as a contemporary interpretation of the picturesque. Multiple amenities are arrayed along a meandering programmatic pathway. The new park includes a custom play area and structure, stages for performance, a large open meadow, and plazas of varying scales. Infrastructural improvements include bulb-outs and chicanes for traffic calming, bio-infiltration swales and flow-through planters, and a rainwater cistern for irrigation usage. Native plant species encourage local wildlife to inhabit the park and recently provided a safe refuge for a Cooper's Hawk family to be born.



Date: 2017 / completed

Size: 720,000 ft²

Client: The South Park Improvement Assoc.

Role: Landscape Architecture

Reference:

Steven Cismowski, San Francisco Parks & Rec.
415-831-6358
steven.cismowski@sfgov.org

Press & Awards

Honor Award, ASLA-Northern California, 2018

Fitzpatrick Prize, SF Architectural Foundation Award, 2018

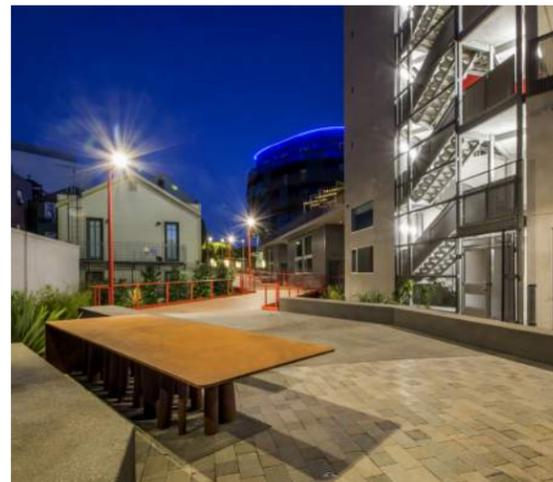
Software: AutoCAD 2016, Rhino, Grasshopper, Adobe, Lumion

Sustainability: Bioretention, Stormwater Mgmt





DOGPATCH ROPEWALK, SAN FRANCISCO, CA



Date: 2017 / Completed

Size: 42,500+ ft²

Client: AGI / Resmark and Devcon Construction Inc.

Role: Landscape Architecture

Reference:

Jesse Herzog, Chief Investment Officer
AGI Avant, Inc.
415-775-7005 x29,
jherzog@agiavant.com

Software: AutoCAD 2016, Rhino, Grasshopper, Adobe, Lumion

Sustainability: Bioretention, Stormwater Mgmt, Cistern



PROJECT SUMMARY

1201 Tennessee is a new development by Abaca located at the south-eastern corner of the Dogpatch Historic District. The project is situated on a site that was once home to the Tubbs Cordage Company whose rope walk pier extended out into the waters of the San Francisco Bay. Taking inspiration from the sites industrial past and its' maritime connections, Fletcher Studio created an engaging public space consisting of an elevated boardwalk that moves through the space connecting two plazas at either end of the linear site. Private roof top areas (on podium) are accessible to building residents and overlook the linear public space below, providing seating areas, planter walls, cable trellises and an outdoor kitchen gathering space.



WARMWATER COVE, SAN FRANCISCO, CA



» PROJECT SUMMARY

The Central Waterfront of San Francisco continues to grow, accommodating both new housing and neighborhood commercial services, while maintaining many historic industrial marine functions. As more development is realized in the neighborhood, the public realm of the Central Waterfront should receive appropriate improvements that better serve residents and employees. The Dogpatch / Central Waterfront Public Realm Plan – bounded by Pennsylvania, Mariposa, Illinois Streets and Islais Creek – will set the framework for public space improvements in the neighborhood, guiding the investment of impact fees and other sources in the streetscapes and parks which tie the area together.

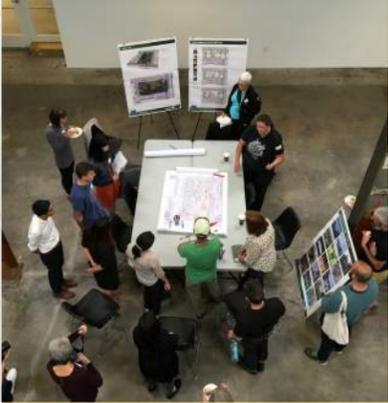
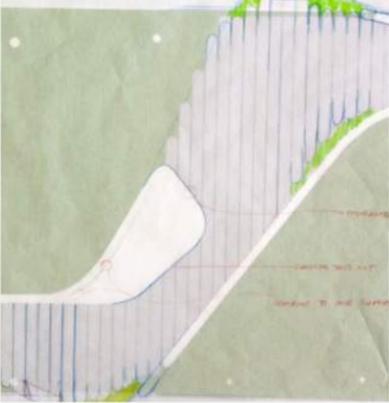
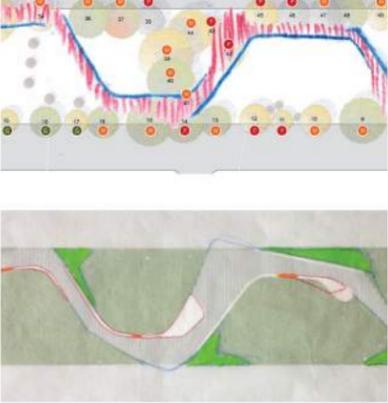
Warmwater Cove is a key component of this scheme - stitching together industrial waterfront history and ongoing commercial activity alongside human scale experiences along the water's edge through a series of experiences connecting marine life with a renewed bay edge, uplifting residents, visitors, businesses, and plant and animal life.



Date: 2016 / Ongoing
Size: 125 acres
Client: SF Department of Planning
Role: Landscape Architecture / Urban Design
Reference: Robin Abad Ocubillo, Urban Planner
San Francisco Planning Department
415-575-9723
robin.abad@sfgov.org

Software: AutoCAD 2016, Rhino, Grasshopper, Adobe, Lumion
Sustainability: Bioretention, Stormwater Mgmt, Restoration

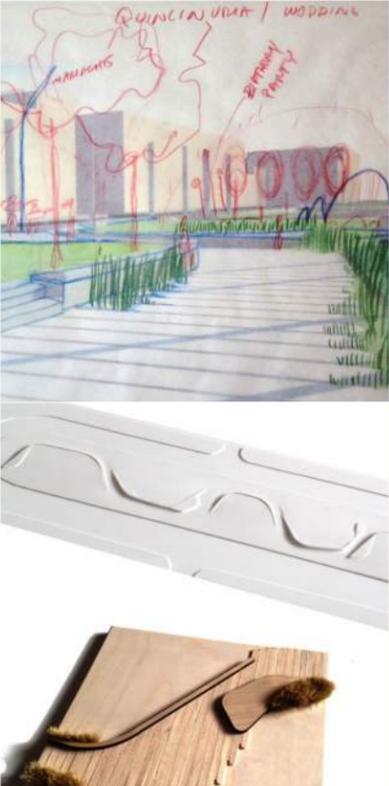
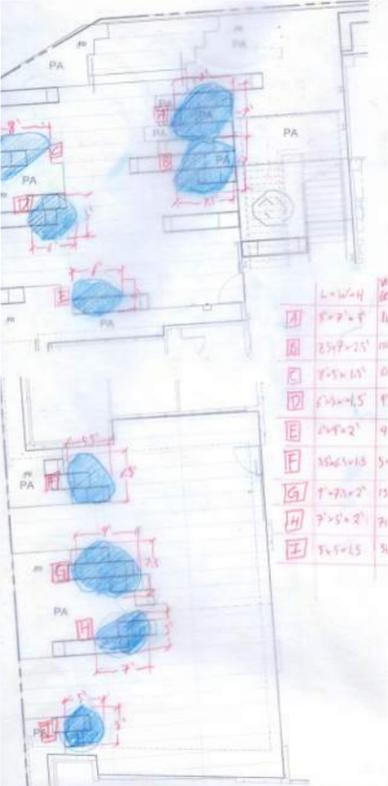
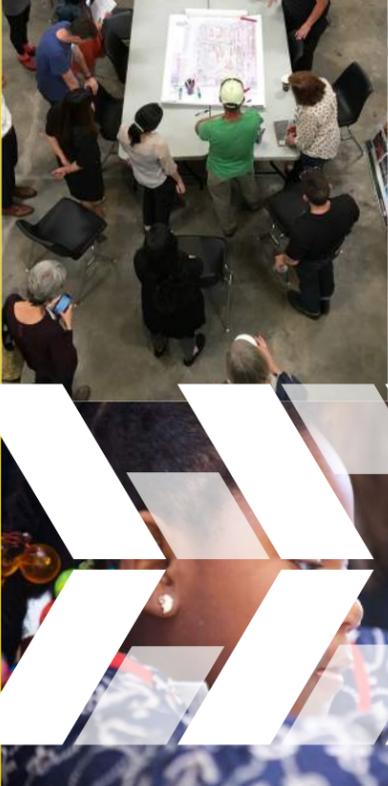




WORKING WITH PEOPLE...

» Our design work is informed by the specifics of any neighborhood: its diverse residents, history, ecology, and one-of-a-kind atmosphere. Locals are the best stewards of any city, and important shapers of community improvement plans.

We are committed to collaborating, engaging, and listening to the community, especially those that may be under-represented. We will engage with multiple, and sometimes diverging, stakeholders, families, organizations, businesses, and local developers.

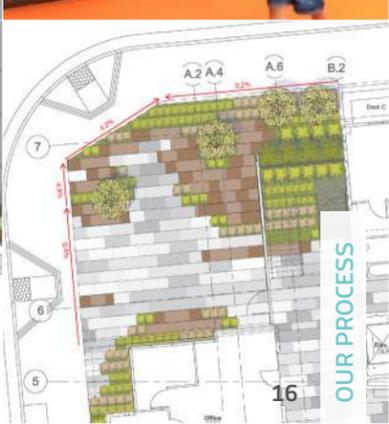
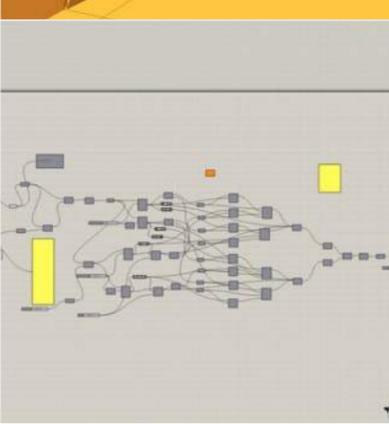
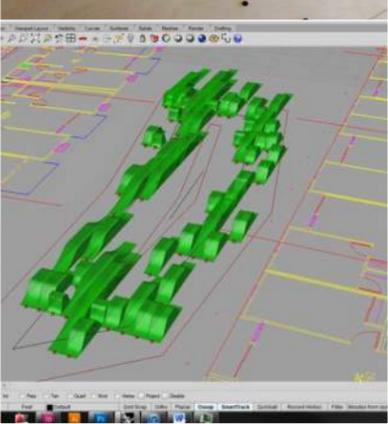
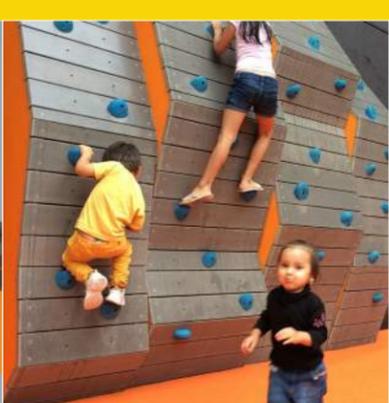
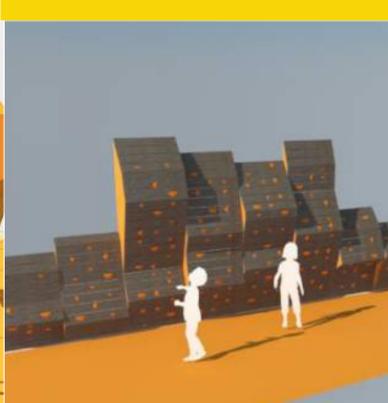
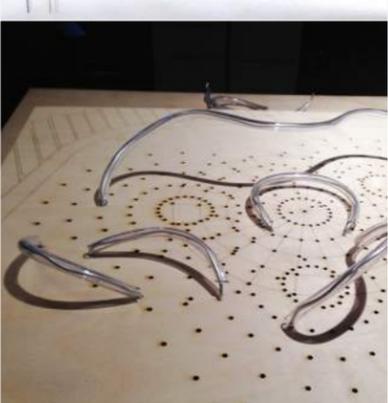


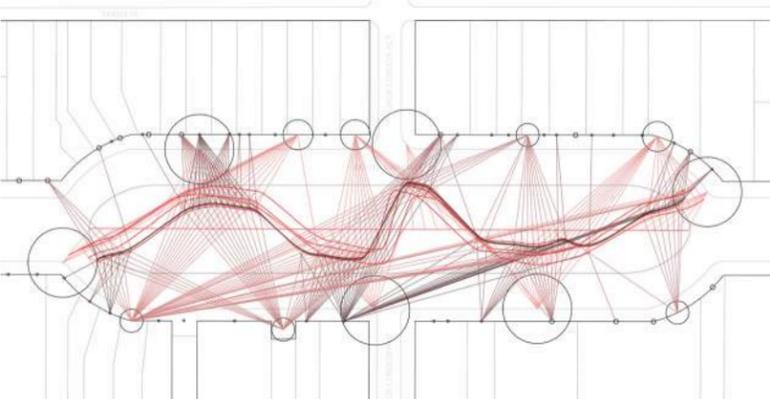
DESIGN PROCESS

» The most important tools we use in design are imagination and inspiration.

We begin by talking, working hard towards a concept, or 'the concept' for any given project. Sometimes this comes quickly, sometimes it takes forever, but we get there nonetheless...

We work initially with diagrams and sketches. Once the concept has reached resolution we move quickly into 3-D representation for further development and evaluation, iterating, and working back and forth from analog to digital.





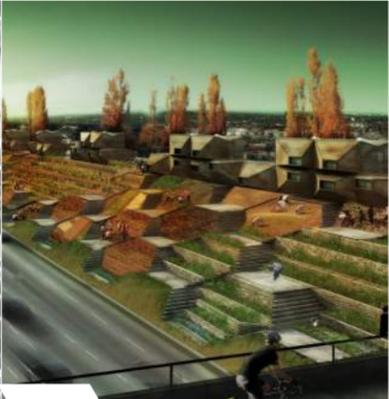
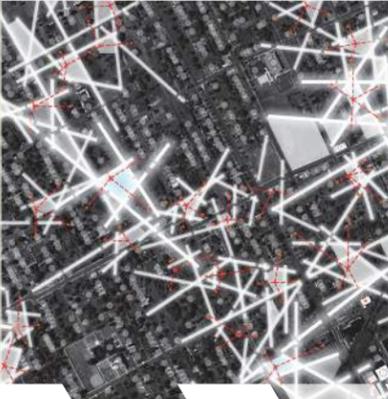
REPRESENTATION AND PROTOTYPING

» We use immersive video game engine modeling, which allow us to create compelling images and movies of any given design.

Images and movies we make should always tell a story, and that story needs to be a true story.

Digital models help us persuade, but more importantly they help us to evaluate the design along the way.

3-D modeling allows us to test spaces, evaluate design quality at many scales, and to persuade...

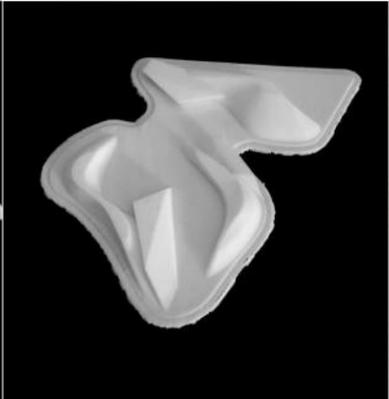
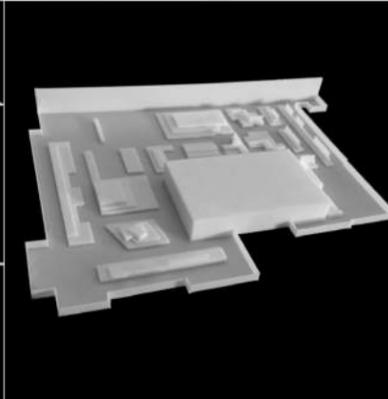
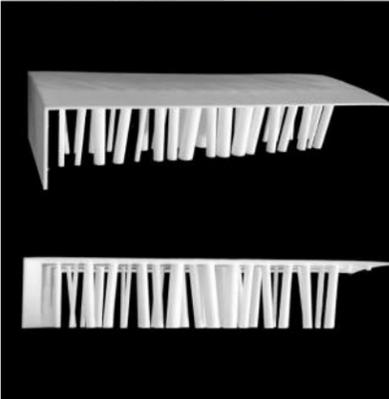
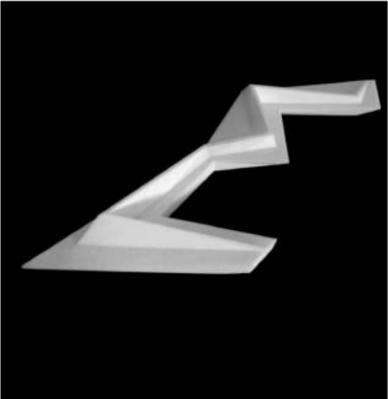
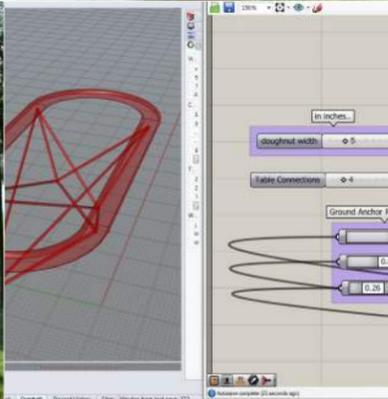
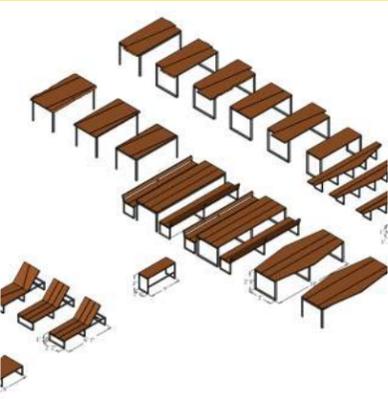
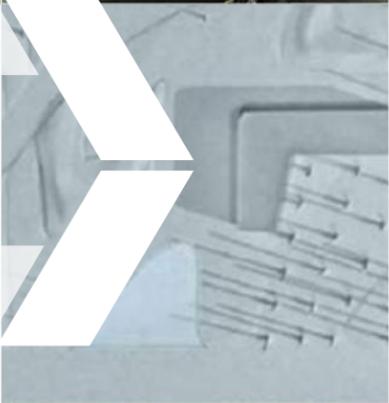


CRAFT AND FABRICATION

» We are interested in finding the right combination of artistry and materials for each project.

We find clever ways to work with local makers, craftsmen, artists to create unique and cost effective elements for a given project.

Often this collaborative process leads to elements that give spaces a totally distinct character.





DETAILS

» Details are extremely important to us. We care, and get excited about how to hide certain elements and showcase others. These are the moments that make a huge difference in projects, the moments that people notice.

How should this material meet that one? What is the conversation between the materials going to be like?

How can we reference the concept or narrative on many scales in a project?

How can we inspire with thoughtful precision and meticulous imagination?



BUILDING SPACES AND OBJECTS

» In the end, what gets built is really what matters. Realizing a design requires rigorously coordinated documentation, tenacity, commitment and collaboration.

We get to know the people who build our projects really well, and work hard to achieve a rapport of common respect. We find that if we are all excited about working together towards a goal, the final product sings. We choose our battles wisely, and do not sweat the small stuff.



