



AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS  
FIRM AWARD SUBMITTAL

2010



BAHIA BEACH, RIO GRANDE, PUERTO RICO

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# 1

## FIRM HISTORY

“The human side of our business has always brought me the greatest rewards. Working hand-in-hand with colleagues that have since become my dearest friends and watching projects take shape evokes tremendous emotions of joy, honor and success.”

- *Edward D. Stone Jr., FASLA, Founder*





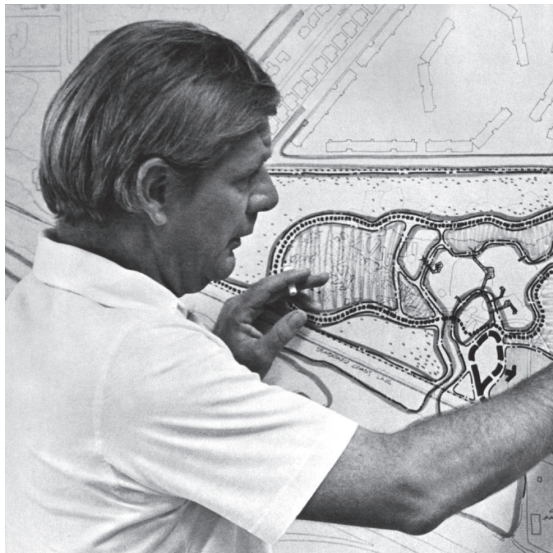
## 50 YEARS: DIVERSITY OF PEOPLE, PLACES AND PROJECTS

### REMEMBERING A LEGEND

As EDSA embarks on its 50th year with the optimism and conviction that such an achievement signifies, we pay tribute to the legacy of our founder Edward D. Stone Jr., a beloved friend, mentor and leader. We celebrate the contributions EDSA has made to the worldwide fabric in which our works reside. It is with great pride that we submit for the ASLA Firm Award commemorating the story of EDSA – our past, present and future in his honor and on behalf of everyone who has contributed to our success.

In his formative years, Ed spent spring break vacation in Palm Beach where he became enchanted with the climate, architecture and landscape. The son of renowned architect Edward Durrell Stone, he developed an early appreciation for design, but was also intrigued by the relationship between built form and the natural environment. After graduating, Ed permanently relocated to Fort Lauderdale and founded EDSA in 1960; a time when the profession was on the eve of expansion from the domain of small residences, estates and parks to the design of resorts, new communities and cities.

From the beginning, Ed nurtured a dedicated group of talented designers. He instilled the value of collaboration whereby assembling and orchestrating a specialized team of experts the best results are achieved. He also recognized that landscape architects



An inclusive style,  
attention to detail  
and persistent  
commitment to the  
refinement of ideas  
has resulted in  
EDSA's impressive  
design portfolio and  
strong, influential  
organization.

were uniquely qualified to take on complex master planning assignments. It was this philosophy that put EDSA at the forefront of redefining the role of landscape architects as master planners of large scale developments and as team leaders.

Another cornerstone established by Ed is the “studio” organization. This format allows one team, led by a Principal, to be responsible for a project from concept through construction, providing design continuity and fostering professional growth of individuals. Through this structure, generations of EDSA designers have learned the value of an entrepreneurial spirit and the persistence needed to take projects through implementation. Long-term relationships and strategic partnerships with clients and other professionals have also translated to more than 80% repeat business for the Firm. These ideals remain the central pillars of EDSA.

**In the early years,** EDSA collaborated with Stone, Sr. on a number of well-recognized commissions, including the John F. Kennedy Center for Performing Arts, General Motors Building, U.S. Embassy in New Delhi, India and PepsiCo World Headquarters, winner of EDSA's most recent honor—the ASLA Landmark Award. Through this collaboration, EDSA was introduced to a number of international assignments, thus beginning a global presence. Over five decades the Firm has completed projects in more than 90 countries.

**In the 50's and 60's** the advent of jet aviation revolutionized travel and tourism. As the market for hospitality development grew, EDSA became an instrumental player, leading resort and recreation assignments primarily in the Caribbean, Latin America and the Southeastern U.S. With this work, EDSA adopted an environmentally based design philosophy that takes inspiration from each project's rich local heritage. A village centered form became the framework for housing, amenities and commerce in order to conserve resources and foster social diversity. This approach became a hallmark of EDSA resorts and communities.

As an international leader in the planning and design of successful resort destinations, EDSA has set new standards for innovation and significantly impacted local tourism economies. Exemplary projects include the El Conquistador Resort & Country Club, an extensive revitalization of a classic convention and golf resort in Puerto Rico; the Grand Cypress Resort which was the first five-star hotel in the Orlando market outside of the Disney properties; the Atlantis Resort in the Bahamas and more recently, Madinat

Jumeirah, an urban inspired mixed-use development in Dubai. The Firm's impact on residential housing is evident in landmark communities such as Haig Point which is upheld as an example of sound planning by the South Carolina Coastal Council; PGA National, the first Development of Regional Impact (DRI) processed in the State of Florida and Treyburn, a 5,000 acre mixed-use community near Durham, North Carolina.

**The 70's** brought national recognition to EDSA when Ed was appointed to the Commission of Fine Arts in Washington, D.C. by President Nixon; a position renewed by Presidents Ford and Carter. Simultaneously, EDSA's reach was growing as the Firm actively sought opportunities to expand within the global marketplace. Assignments in the Middle East, Europe and South America further imbedded the values of sensitivity to local cultures and the importance of collaboration with local professionals.

Starting in **the 80's**, EDSA broadened its urban design practice with two influential public commissions that reinvigorated Fort Lauderdale's neglected urban waterfronts. The Fort Lauderdale Beach Revitalization and Riverwalk Linear Park have been instrumental in changing the face of tourism, revitalizing the community as a quality place to live and leveraging significant private sector investment within the City. We also took part in cultural and historic assignments including the Museum of Anthropology and the Veterans Administration Florida National Cemetery.

In **the 90's**, EDSA embarked on planning for several academic institutions including the College of Staten Island and Nova Southeastern University as well as cultural venues like the Florida Nature Cultural Center which demonstrated the effects of spatial organization and classical expression. A branch office in Orlando began to thrive with several assignments for the Disney Corporation and the new Orlando Airport. With a welcoming natural landscape replete with lagoons and gardens, EDSA's efforts helped established this tourism gateway as one of the most attractive airports in the country.

**In 1994, Joseph Lalli became President of EDSA.** An artist by nature, his honesty and ability to attract good people positioned EDSA for long-term growth. Under his guidance, the Firm embarked on new beginnings and strengthened its position as a global leader. Joe also recognized opportunity to expand the practice into the burgeoning China marketplace. The first joint venture landscape architectural office, EDSA Orient was established in Beijing and quickly grew to be a recognized leader in the Asia-Pacific market. This venture has provided an important vehicle within EDSA for cross-cultural exchange of people and design philosophies.

“EDSA ranks as a Florida treasure - a force of landscape architecture known throughout the world.”  
- *Southern Living Magazine*



Although the work of the Firm continues to evolve, sustainability and cultural stewardship have always been an integral part of our practice. EDSA is on the leading edge of eco-resort developments in which recycling, energy efficiency, building material selection, water re-use and the creation of economic opportunities for local communities are paramount. These principles were brought to bear on the ASLA award winning Crosswaters Ecolodge in China, a project widely recognized on the international stage.

**Today, EDSA is truly unique** in that we are one of the few firms started in the mid 20th century that has maintained an exclusive concentration in the discipline of landscape architecture. In addition, many of the firm's founding members continue to be active and fully engaged in the practice. Over the lifespan of EDSA, these consummate professionals have embraced change and fostered new generations of leadership to meet the challenges of the future. Our newly appointed Managing Principal, Doug Smith and Chief Operating Officer, Gregg Sutton will carry on the legacy created by Ed Stone and the founding principals - possessing a sense of pride and passion in our work, honoring a spirit of collaboration, understanding the importance of landscape architects as stewards of the land, advocating for the profession, and designing environments for people that are celebrations of place.



PEPSICO WORLD HEADQUARTERS, PURCHASE, NEW YORK



# ACHIEVEMENTS

# 2

EDSA was recognized with the 2009 ASLA Landmark Award for PepsiCo World Headquarters.

“One of the most extraordinary gardens anywhere in the world and one of the greatest post-war efforts of that period. It gets more beautiful every year and is the perfect place to learn about where art should be placed in the landscape. But the landscape is so powerful, it’s not just about looking at the art. The concept of separating the parking lots from the building and forcing everyone to walk through this beautiful area to get to work is an extraordinary move on the part of the owner. It marks one of the first times a great landscape had to deal with cars and the relationship is extraordinary. How the landscape is integrated with parking has really stood the test of time. A masterpiece.”

— *2009 ASLA Professional Awards Jury*



## 50 YEARS: ACHIEVEMENTS AND RECOGNITION

“Success at EDSA is measured not only by the work we design, but the positive impact we have on peoples’ lives.”

- *Joseph Lalli, President and CEO*

One of our Firm’s greatest achievements is helping our clients realize their visions through pioneering design and, more importantly, through the successful implementation of that design. Often, a team leader and confidant to our clients, EDSA becomes involved in all aspects of a project. This leadership role transcends to assembling funding strategies and financial partners; working with local governments or agencies to develop consensus; directing the designs toward true sustainability; and assisting in developing a financially sound program. We embrace the philosophy of “getting projects built” through persistence and a passion for our craft that looks beyond the traditional lines of the profession, being truly innovative problem solvers and exceeding consumer expectations.



### DIVERSITY

Since our founding, diversity has always played a key role in the landscape of our Firm. At EDSA, we celebrate our kaleidoscope of individuals through their cultural contribution. We embrace the ideals that shape each person and the ethos by which it has been developed. The diverse cuisines, unique styles of dress, language, music and faith of our people have influenced them not only as individuals, but as Landscape Architects. The inclusion of these ideals is mirrored in the people who work, live and play in the natural and built environments we create.

Experience has taught us that a fabric of diverse work, places and people creates something wonderful, exciting and timeless. This viewpoint has led us to seek out a varied range of educational, cultural and ethnic uniqueness to shape our corporate family. Our employees represent 25 countries and are versed in more than 22 languages. This cultural mix allows us to successfully understand the distinct customs, traditions, people and expectations that are innately characteristic of our global practice.

To further promote diversity in the profession, EDSA established the EDSA Minority Scholarship in association with the Landscape Architecture Foundation. The EDSA Minority Scholarship was created to help African American, Hispanic, Native American and minority students of other cultural and ethnic backgrounds continue their Landscape Architecture education as they enter into their final two years of undergraduate study.

In addition, the Firm has been honored to support the Olmstead Scholarship. EDSA’s financial support has allowed the tradition of the Olmstead Scholarship to continue in recent years. A scholarship which identifies, recognizes and supports students who, with exceptional leadership potential, are willing to engage current and critical issues through the use of ideas, influence, communication, service and leadership, thus advancing sustainable planning and design and fostering human and societal benefits.

Our involvement in these scholarship programs has helped to publicize the profession and promote its significance and opportunities, as well as help mold and attract diverse, inspired and motivated leaders for the future of Landscape Architecture.

## MEDIA RECOGNITION AND PUBLICITY

With our rich history in the design of campuses, residential communities, entertainment venues, eco-tourism, resort destinations, and urban mixed-use districts, EDSA is often sought as an expert in the development and design field. Our contributions to local, national and international media have been featured in the following publications:

Aquatics	Hotels
American City and County	International Business Times
Architectural Digest	Landscape Architecture
Builder & Developer	Landscape Architecture & Specifier News
Caribbean Travel & Life	Lawn & Landscape
CitySmart	National Real Estate Investor
Commercial Outdoor Design	New York Times
CondeNast Traveler	Real Estate Weekly
Developments	Resort & Recreation
Engineering News Record	Smart Business
Florida Living	South Florida Business Journal
Go Riverwalk	Sustainable Land Development Today
Guide to Careers in Design: <i>Becoming a Landscape Architect</i>	Travel & Leisure
Gulf Construction	Urban Land
Gulf Daily News	Vacation Ownership World
Hotel Design	Vida Inmobiliaria
	Wall Street Journal

Our projects, which are recognized worldwide, are founded on the principles that drive our company's progress – adhering to superior design standards and environmental stewardship. EDSA projects have received the highest honors and recognition in their industry. In the Summer 2009 issue of *Celebrated Living*, fourteen EDSA projects made their Platinum List. EDSA was involved in fifteen projects listed in *Travel & Leisure* magazine's 500 World's Best Hotels in the January 2010 issue. These projects included FLASLA award winner Rosewood Mayakoba, as well as Four Seasons Nevis in the West Indies and Sunset Key in Florida; both ARDA award winners.

## REGISTRATIONS / ACCREDITATIONS

EDSA believes that the success of the Firm is a direct result of the hard work and dedication of our employees. As one of the largest pure Landscape Architecture Firm's, extreme importance is placed on both professional and personal growth as we believe it reinforces our commitment to excellence and continuous self improvement. In the State of Florida, EDSA employs the highest number of Landscape Architects. As a prerequisite for advancement within our Firm, registration is a must for our employees. Through this achievement our employees express their commitment to the Firm while providing added credibility to the profession. EDSA designers are registered in 24 states in addition to the U.S. Virgin Islands and Puerto Rico. Firmwide we have 48 Registered Landscape Architects representing 42% of our professional staff.

Over recent years, the Firm has organized an initiative known as EDSAgreen. This is an internal forum that challenges all employees to research and disseminate information regarding innovation in sustainable design practices, office greening, and related educational opportunities. The results have helped the Firm to apply and translate these ideals to our practice, our daily lives and others around the world. Additionally, we demonstrate our commitment to sustainable development and design through our support of Green Building practices. Our catalog of work showcasing sustainable design principles dates back to the 1960's and we currently have 21 LEED Accredited Professional (LEED AP) Landscape Architects on staff. EDSA has been a corporate member of the United States Green Building Council since 2004.

EDSA also encourages an attitude of lifelong learning and supports all professionals seeking additional education and certifications beyond their primary license to practice.

# 3

## PRINCIPALS

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

- *John Quincy Adams*

“The EDSA culture is one based on the fundamental belief that with a collaborative team setting – one in which all members are recognized, respected and engaged – creative and innovative ideas will emerge. The caring way in which EDSA nurtures its human resources has resulted in a strong, effective, committed and influential organization.”

- *James K. Stickley, Principal Director, Wallace Roberts & Todd*

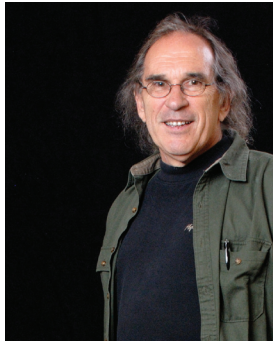


HARBOR RIDGE, PALM CITY, FLORIDA



# 50 YEARS: LEADERSHIP AND TRADITION

“We are judged not only by the work we do, but by the company we keep. Excellent work is a direct result of our people, our clients and our professional staff.” – Joseph J. Lalli, FASLA, President and CEO

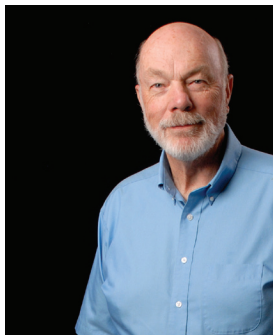


**JOSEPH J. LALLI, FASLA**  
PRESIDENT & CEO

JOINED EDSA: 1968

Instinctive bravery, resolution and self-confidence have allowed Joe to take EDSA to new heights in design, profitability and growth. His ability to go against the grain and influence the thinking of colleagues has proven heroic for EDSA. Able to integrate into other cultures and inspire trust, Joe has become a leader in international design. Throughout his career, Joe has directed and implemented significant works of landscape architecture with more than 500 projects to his credit in 40 countries around the globe.

In 1994, Joe was inducted as a Fellow in the American Society of Landscape Architects. He holds a Master of Landscape Architecture from University of Michigan and a Bachelor of Science in Landscape Architecture from Cornell University.



**DAVID S. ARMBRUSTER, FASLA**  
CHAIRMAN

JOINED EDSA: 1964

With a love for water and an understanding of warm-weather landscapes, Dave pays tribute to the sea in many of his project designs. As a master in waterfront development, he directs the planning and design efforts for a variety of large, complex community, resort and golf projects worldwide. Dave has extensive experience throughout the Caribbean, Mexico, Spain, Portugal, Russia, New Zealand, South America and the United States. It is Dave’s knowledge and appreciation of how the environment can meet the needs of diverse populations and his ability to provide innovative alternatives to challenges that breathes life into his designs.

In 1995, he was inducted as a Fellow in the American Society of Landscape Architects. Dave earned his Bachelor of Landscape Architecture from University of Florida.



**DOUGLAS C. SMITH, ASLA**  
MANAGING PRINCIPAL

JOINED EDSA: 1987

Timelessness, simplicity and an appreciation for traditional and modern forms are the foundation of Doug’s approach. He explores all of the natural cultural and economic influences that make communities successful and sustainable. Doug believes strongly in an integrated team approach to planning and design, with emphasis on a thorough inventory and analysis process as the foundation for a successful outcome. Through his work in the international realm, Doug has lead and participated in well over 125 multi-disciplinary design charrettes educating clients and industry colleagues as to the value of Landscape Architecture in the development process.

Doug earned his Bachelor of Science in Landscape Architecture from Iowa State University.

## GREGG SUTTON, ASLA

CHIEF OPERATING OFFICER

JOINED EDSA: 1996

Gregg believes intelligent design is not simply about understanding the site's conditions, topography and restrictions. For him, projects must have a global appeal yet remain authentic to native inspiration. Gregg remains active in our global expansion and has contributed in the master planning, design, project management and construction observation of resort hotel developments and golf community projects.

Gregg received his Bachelor of Landscape Architecture from Oklahoma State University.



## DOUGLAS COOLMAN, FASLA

PRINCIPAL

JOINED EDSA: 1968

Doug relies on the careful analysis of each site and employs a team approach to master planning. With his enthusiasm, EDSA has established partnerships with local and international communities and residents. Doug has facilitated numerous consensus-building public workshops and interviews with civic and special interest groups. The end result has been EDSA's positive impact on creating urban and resort environments where people can feel safe, comfortable and at home.

In 2002, Doug was inducted as a Fellow in the American Society of Landscape Architects. He holds a Bachelor of Science in Landscape Architecture from Michigan State University.



## JOHN MILLER, ASLA

PRINCIPAL

JOINED EDSA: 1972

As a boy growing up in the rich and diverse landscape of West Virginia, John knew at an early age that his lifelong passion involved creating places for people to enjoy life. He continues to draw upon nature's ambiance to develop landscapes that engage people. He has assembled an extensive portfolio of award-winning projects worldwide. Behind his West Virginian demeanor is an extraordinary intellect with an appreciation for detailed design. John remains responsible for overseeing all project design and management of the Orlando office.

John earned his Bachelor of Science in Landscape Architecture from West Virginia University.



## PAUL D. KISSINGER, FASLA

PRINCIPAL

JOINED EDSA: 1989

Paul brings a life-long passion to every assignment. His main focus is impacting the environment by influencing the process. In doing so, he creates places for people with an appreciation for nature and the outdoors. Paul has been involved in a variety of projects encompassing urban design, community redevelopment, transportation-related planning and design, resort planning and environmental recreation planning.

In 2009, Paul was inducted as a Fellow in the American Society of Landscape Architects. He received his Masters of Landscape Architecture from Kansas State University and Bachelor of Science in Natural Resources from University of Michigan.





## 50 YEARS: LEADERSHIP AND TRADITION



### **J. ROBERT BEHLING, ASLA**

PRINCIPAL

JOINED EDSA: 1973

Bob's projects are a culmination of the best ideas in landscape architecture, planning, theming and entertainment. His principles include the use of authentic and indigenous materials, establishing significant points of entry and offering guests recreational alternatives. Bob has been involved in projects ranging from large-scale planning and resorts to urban mixed-use developments internationally and throughout the United States. He has an eye for genuine innovation and an unwavering attitude toward seeing projects through to successful operation.

Bob holds a Bachelor of Landscape Architecture and Environmental Planning from Utah State University.



### **ROBERT M. DUGAN, ASLA**

PRINCIPAL

JOINED EDSA: 1977

Bob carries out the EDSA mission by leading design teams and expanding the role of the Landscape Architect in every project. The wide range of locations, cultures and venues in which Bob has worked has produced an immense variety of natural and manmade design aesthetics that are carefully infused with responsible design to create layers of sensory experience within a functional and durable framework. His expertise is evident in Bob's vision, designs a built works of new and revitalized resorts, public waterfronts, sports venues, urban centers and residential communities.

Bob earned his Bachelor of Science in Landscape Architecture from SUNY at Syracuse University.



### **RICHARD D. CENTOLELLA, ASLA**

PRINCIPAL

JOINED EDSA: 1985

Rich specializes in resort design, community planning and large-scale master planning. He stresses the integration of spaces, materials and finishes within the site and landscape elements to form a unified seamless design statement. His approach focuses on proportion, functionality and overall user experience. Rich currently leads EDSA's Baltimore office.

Rich earned a Bachelor of Landscape Architecture from the College of Environmental Science and Forestry at SUNY Syracuse.



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## JOSE A. JAGUAN, ASLA

PRINCIPAL

JOINED EDSA: 1985

With a tradition of combining informal elegance with luxurious authenticity, Jose has been involved in many of EDSA's landmark resort communities. He has direct oversight for all phases of the planning and design process for numerous residential, commercial, recreational and hospitality properties. Jose has played a major role in the development of a Firmwide presence in Europe and Latin America.

Jose holds a Master of Urban and Regional Planning degree from Florida Atlantic University and a Bachelor of Science from Colegio La Salle La Colina, Caracas, Venezuela.



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## MARCO V. LARREA, ASLA

PRINCIPAL

JOINED EDSA: 1987

Blending sensitivity for context with a passion for creative design solutions is paramount to Marco's approach. He has a keen ability to take a client's vision and create programs with purpose and physical presence. Marco consistently takes into consideration site history and each property's unique cultural, physical and environmental characteristics. He has been active in EDSA's expansion throughout Latin America and Mexico.

Marco earned his Bachelor of Landscape Architecture from Louisiana State University and attended Central University of Ecuador, School of Architecture.



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## B. SCOTT LAMONT, ASLA

PRINCIPAL

JOINED EDSA: 1996

Scott entered the profession of Landscape Architecture because he was truly impressed and intrigued by the mix of design, planning and construction. That same energy and enthusiasm motivates him today. Scott stays involved in every aspect of every project – taking personal pride in every milestone. His concentration is on land-use planning, detailed site planning and construction administration for resorts, golf communities, sports and park facilities as well as waterfronts.

Scott earned a Bachelor of Landscape Architecture from the University of Florida.





COLLEGE OF STATEN ISLAND, STATEN ISLAND, NEW YORK

# SUPPLEMENTAL MATERIALS

# 4

“In all of their planning and design work, EDSA always places stewardship of the land as a primary responsibility while creating enjoyable ‘people places’. They are honest and highly motivated to do their best”.

*- Wing Chao, Executive Vice President, Walt Disney Imagineering*



# 50 YEARS: SUPPLEMENTAL MATERIALS

## EDUCATION AND AWARENESS

EDSA is committed to educating and engaging people in the profession of Landscape Architecture. Our outreach at university campuses enables us to connect with students from around the globe. This international stage provides an opportunity to promote the profession, as well as convey our passion for the seamless blending of the built and natural environment.



Our intern program allows students to gain practical experience and provides the Firm with insight to the next generation of innovators for the profession.

As a true educational experience, each class of interns is initiated through an EDSA sponsored charrette. This intensive one-week design charrette challenges students to quickly learn how to work together, develop a creative solution and effectively communicate their solution both graphically and verbally to a client group. The design problems and criteria are based on existing EDSA projects, which allow students the opportunity to work side by side with experienced professionals in our creative studio environment. We are not only focusing on developing team and creative problem-solving skills, we are developing future employees, co-workers and stewards of the profession.

Throughout EDSA's history we have also influenced the curriculum and training in Landscape Architectural programs. Our employees have been guest lectures, instructors for professional practice classes on design and site planning and facilitators of on-site workshops in many universities. Employees are encouraged to stay involved in their alma mater and, as such, several EDSA employees serve on Advisory Boards to their universities. EDSA has also taken an active role in the student ASLA organization and has provided both sponsorship and educational sessions at the LaBash Conference. EDSA has been honored to partner in the development of young professional at the following universities:

- |                              |                                       |
|------------------------------|---------------------------------------|
| Cornell University           | Syracuse University                   |
| Florida Atlantic University  | Texas A&M University                  |
| Kansas State University      | University of Arkansas                |
| Louisiana State University   | University of California, Los Angeles |
| Michigan State University    | University of Florida                 |
| Mississippi State University | University of Massachusetts           |
| Oklahoma State University    | University of Southern California     |
| Penn State University        |                                       |

With the growing demand on our profession and a static percentage of graduating Landscape Architects over the past 10 years, EDSA has taken on the added responsibility of introducing the profession to students at the high school and grade school levels within our communities. For years this was done through mini-presentations often in the form of career days, however this simply wasn't enough. In Spring 2008 EDSA partnered with Northeast High School's Architecture and Engineering Magnet Program to infuse Landscape Architecture into their core curriculum. The course takes students quickly through an introduction to the profession and informs them of the wide range of opportunities it has to offer. Our goal, regardless of the specific field they may choose to practice in, is that their designs positively affect the environment and people for generations to come.



## AFFECTING CHANGE

In addition to our dedication of educating students, we remain committed to the advancement of the profession through our active involvement in related trade and industry organizations. EDSA's leadership positions, workshop involvement, and speaking engagements have enhanced the awareness of our profession and brought to the forefront the importance of Landscape Architects as team leaders in driving successful global development.

EDSA has been recognized and continues to stretch the reach of the profession of Landscape Architecture in these organizations:

- American Hotel and Lodging Association
- American Institute of Architects
- American Planning Association
- American Resort Development Association
- American Society of Landscape Architects
- American Zoo & Aquarium Association
- Association of Defense Communities
- American Planning Association
- Congress for the New Urbanism
- Florida Green Building Coalition
- Fort Lauderdale Transportation Management Association
- Greater Fort Lauderdale Chamber of Commerce
- International Association of Amusement Parks & Attractions
- International Economic Development Council
- International Ecotourism Society
- International Society of Hospitality Consultants
- International Urban Development Association
- National Association of Campus & University Business Officers
- Neighborhood Design Center
- Society for College and University Planning
- Urban Land Institute
- U.S. Green Building Council
- The Waterfront Center

Assignments and lectures range from what the profession of Landscape Architecture is and how the design process works to the importance of site analysis as it relates to quality design. The course closes with a final project allowing students to try their hand at town planning. Great focus in each class is placed on the importance of verbal, written, and graphic communication skills. As we approach our fourth semester at Northeast High School, building on the successful pilot program, EDSA is proud to say we have now exposed over 250 high school students in the nation's tenth largest school district, Broward County, Florida, to the profession of Landscape Architecture. Many of these students live in challenging situations and it is our hope that our presence and interest in their overall development will inspire and encourage them as individuals as well as future Landscape Architects. EDSA volunteers have made some special connections with their NEHS students and continue to mentor them as they move into university level design programs. EDSA was awarded the prestigious Partner of the Year Award in 2009 for our efforts with this program.

**“All too often adults in the community are woefully unaware of the talents and the levels of maturity existing in my students. Rest assured that your efforts greatly promoted and helped develop my students’ talents and maturity.”**

*- Edward Lewis, Architecture Teacher at NEHS*



# 50 YEARS: SUPPLEMENTAL INFORMATION

## HELPING OTHERS

Community involvement in any profession is a must and EDSA encourages its employees to become entrenched in their own communities. As part of the encouragement of diversity, we understand that volunteering comes from the heart of each individual. Giving back to not only our community but to initiatives that improve worldwide social and economic challenges is inherent in every EDSA employee. These individual passions are supported in a number of ways.

Our Firmwide volunteer efforts and leadership in non-profit organizations has helped the following charitable organizations:

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| American Cancer Society              | Hospice Foundation of America       |
| American Red Cross                   | Junior League                       |
| Alzheimer Association                | Landscape Architecture Foundation   |
| Art to Grow                          | Leeza's Place                       |
| Big Brothers/Big Sisters             | Leukemia & Lymphoma Society         |
| Bonnet House Museum & Gardens        | National Multiple Sclerosis Society |
| Broward Partnership for the Homeless | Ronald McDonald House               |
| Childhood Fitness and Nutrition      | Special Olympics                    |
| Everglades Cleanup                   | Transitional Independent Living     |
| Habitat for Humanity                 | United Way                          |

Throughout our Firm history, we have donated over \$1 million in professional service fees for various community initiatives and improvements as well as thousands of hours of volunteer time and service by all employees. We continue to contribute to local, national and international charities as well as participating in specialized fundraising relief efforts for victims of natural disasters.

## EDSA DESIGN

In addition to the honor of being able to contribute to these organizations, EDSA published a historical record in 2004 as a tribute to those dedicated to the creation of environments that have brought joy and meaning to those who use them. The EDSA design book provides a window into the success of EDSA and the overall influence the Firms' efforts have on Landscape Architecture. It has proven a valuable tool to promote our contribution to the profession, clients, colleagues, students and the general public.



## AWARDS

Through collaborative and innovative achievements, EDSA's work has been recognized with more than 250 industry awards in site planning, landscape architecture and urban design. **In 2009 EDSA received 13** awards including the prestigious ASLA Landmark Award given to PepsiCo World Headquarters in Purchase, New York and the ASLA Florida Chapter Frederic B. Stresau Award for Rosewood Mayakoba in Quintana Roo, Mexico. We believe our expansive portfolio of built projects around the globe reflects our sense of design excellence across a diverse range of industries, scale and scope.

In January of 2010, the Florida Chapter of the American Society of Landscape Architects announced the establishment of the Edward D. Stone, Jr. Landmark Award as a part of its Annual Design Awards Program. The award recognizes design innovation for projects that retain their original design integrity and contribute significantly to the public realm of the community in which it is located. The awards jury will consider the project's sustained value to the community it serves and the continued relevance of the project's design expression.

We have been honored with awards from the following organizations:

### **American Society of Landscape Architects: National Level**

#### **American Society of Landscape Architects: Regional Chapters**

Florida  
 Kentucky  
 North Carolina  
 Potomac/Maryland

#### **Other Industry Organizations**

American Association of Nurserymen  
 American Nursery & Landscape Association  
 American Resort Development Association  
 Aurora Awards  
 Broward Beautiful  
 City of Fort Lauderdale Community Appearance  
 East Central Florida Regional Planning Council  
 Florida Design Arts  
 Florida Native Plant  
 Florida Nurserymen and Growers Association  
 Florida Trust for Historic Preservation  
 Florida Urban Forestry  
 National Landscape Association  
 Society for Marketing Professional Services  
 Urban Land Institute  
 Waterfront Center  
 Zweig White



# 5

## PROJECTS

“EDSA’s ability to travel across the globe, learn, listen and understand the Maltese culture, heritage and context, was instrumental in the realization of a master plan for our waterfront. Their design contributions and ability to understand global cultures resulted in a revitalized waterfront that increased cruise ship tourism by nearly 500% and in doing so enhanced the historical value of the environment and economic success of the region.”

*- Christopher J. Paris MSc (Bath UK), CEO Grand Harbor Regeneration Corporation, Plc, Government of Malta and Former Project Leader and CEO of the Valletta Waterfront, Valletta, Malta*







# JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS

WASHINGTON, D.C., USA

PROJECT DURATION: 1964-1971



## PROJECT DETAILS

A facility of national prominence, the Center is sited for easy accessibility. It's entrance, trees in raised planters and pools were incorporated into a formal plaza. Marble terraces overlook the Potomac creating a promenade for the complex with islands of willows accented by fountains. Parking for 1,600 cars was located in a garage beneath the Center.

## INFLUENCE ON PROFESSION

The challenge of design was to create a stately and memorable entrance from the city and a powerful civic statement on the Potomac. The Kennedy Center is America's living memorial to President Kennedy as well as the nation's busiest arts facility.

## REGIONAL/GLOBAL IMPACT

The John F. Kennedy Center for Performing Arts fulfilled the need of the nation's capital as a forum for cultural events. Since its opening, the Center has continued to honor JFK's vision by presenting the greatest performers from around the world, nurturing new works and young artists while serving as a leader in arts education.

## RECOGNITION/AWARDS

With more than 2,000 performances and 20 million visitors annually, the Kennedy Center presents the greatest in music, dance and theater to the public.

# PEPSICO WORLD HEADQUARTERS

PURCHASE, NEW YORK, USA  
PROJECT DURATION: 1969-1985

EDSA®

## PROJECT DETAILS

This 112-acre corporate campus blends the natural beauty of the site with the major building complex. It features a lake, pools, fountains, and The Donald M. Kendall sculpture garden. The employees' experience and needs are beautifully integrated with the requirements of the structures and hardscape elements.

## INFLUENCE ON PROFESSION

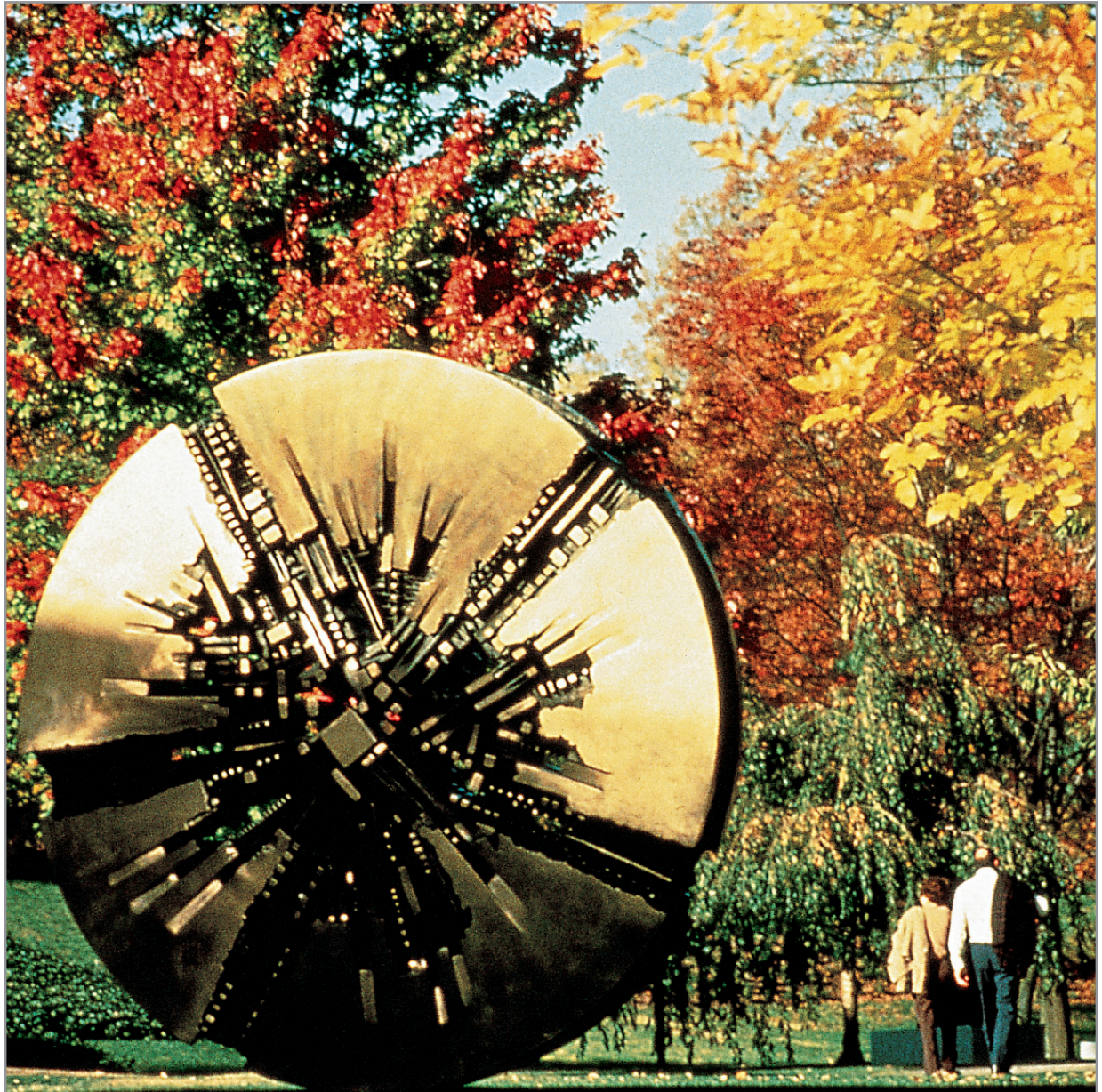
The PepsiCo campus stands as a profound work of landscape architecture that provides intimate landscapes and sculptured gardens with formal courtyards and informal meadows. It forever changed the style and persona of corporate campuses by blending a major building complex into landscapes of great natural beauty.

## REGIONAL/GLOBAL IMPACT

The corporate headquarters was designed to nurture the excellence and aspirations of its people. The design set a new standard and raised the bar to heights that have been matched only by a few. Its sculpture collection is magnificent and has drawn attention and visitors from all parts of the globe.

## RECOGNITION/AWARDS

The project was awarded the ASLA Landmark Award in 2009.

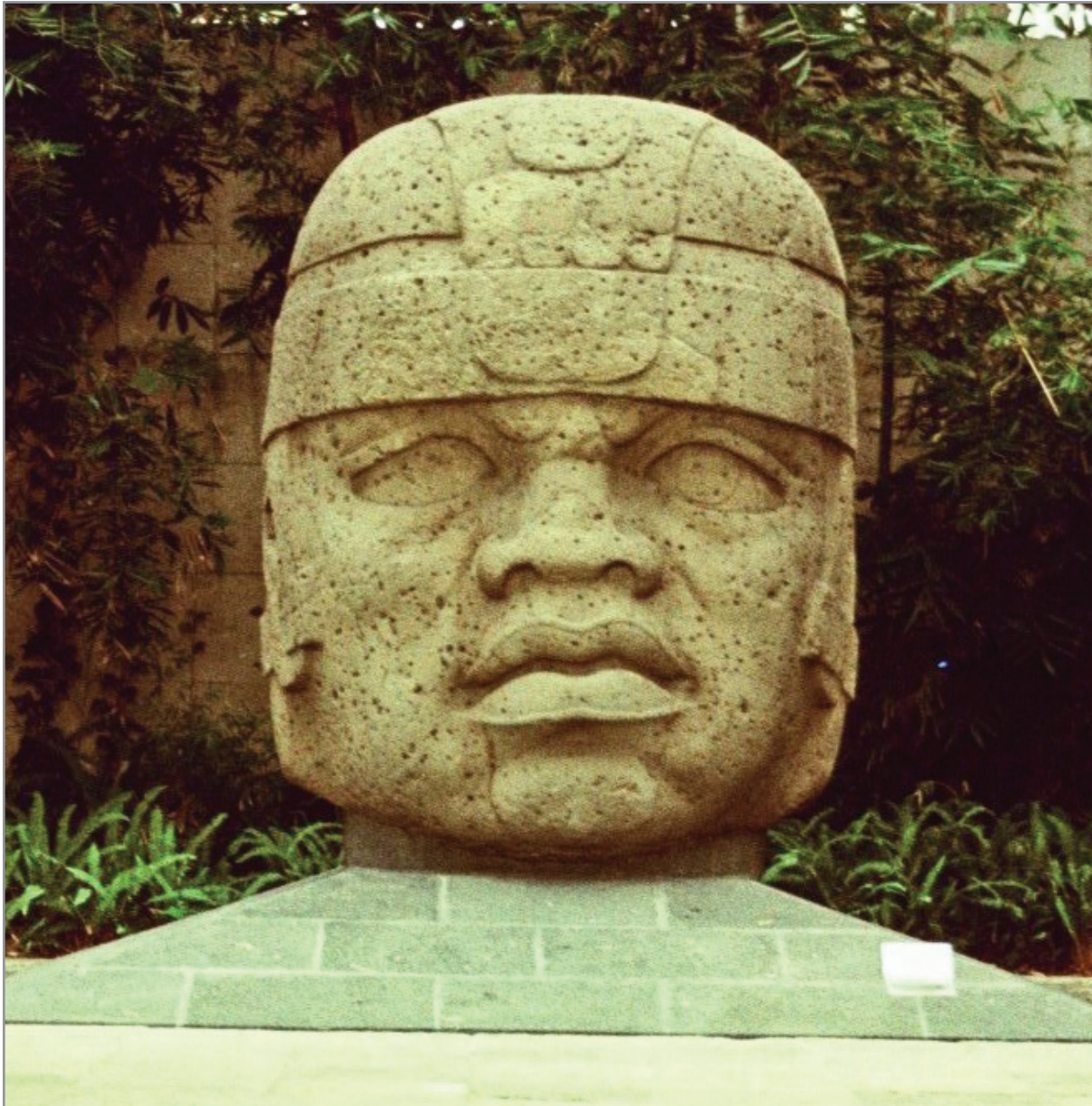




# MUSEUM OF ANTHROPOLOGY

XALAPA, MEXICO

PROJECT DURATION: 1985-1987



## PROJECT DETAILS

Sited on 12 acres, the main exhibition area includes three large courtyards. With 2,300 artifacts on display and 30,000 pieces available for research and study, the museum is the official repository of cultural artifacts for the State of Veracruz. All of the artifacts as well as building and plant materials came from within a 100 mile radius of the museum.

## INFLUENCE ON PROFESSION

This project was an opportunity for the landscape architect to work directly with an archaeologist and visit digs as discoveries were being made. In addition, built mostly by the more than 2,000 local craftsman who performed all grading, construction and planting by hand, the project was a labor of love.

## REGIONAL/GLOBAL IMPACT

As a major tourist and cultural attraction, the museum is known worldwide as having the best western collection of Pre-Columbian art including 9 Olmec heads. The museum was instrumental in preserving the antiquities of the area and gave the community an environment that celebrates the authenticity, culture and ancestry of the region.

## RECOGNITION/AWARDS

The project was awarded an American Association of Nurserymen Award, 1991; ASLA Award of Honor, 1991; and an ASLA Florida Chapter Award of Honor, 1987.

# EL CONQUISTADOR RESORT

FAJARDO, PUERTO RICO  
PROJECT DURATION: 1988-PRESENT

EDSA®

## PROJECT DETAILS

This renovation project originally involved transforming the existing hotel and casino into a destination resort with five distinct villages creating a much more intimate feel. Additions to the 265-acre development have been meeting space, a ballroom, Golden Door Spa and a state-of-the-art waterpark.

## INFLUENCE ON PROFESSION

The El Conquistador was the first hotel of its kind that established resort communities within a grander vacation destination. It stands as a brilliant example of the unification of man-made and natural forms.

## REGIONAL/GLOBAL IMPACT

The resort renovation served as the stimulus for an improved tourism economy in not only Puerto Rico but all of the Caribbean. It is a very popular destination resort to this day while also boasting many innovative solutions in terms of functional and environmental concerns.

## RECOGNITION/AWARDS

The project was awarded a Florida Nurserymen and Growers Association Award, 1995; ARDA Gold Award, 1994; and an ASLA Florida Chapter Award of Merit, 1994. It was also a feature article in *Landscape Architecture Magazine*.





# FORT LAUDERDALE BEACH REVITALIZATION

FORT LAUDERDALE, FLORIDA, USA  
PROJECT DURATION: 1988-1993



## PROJECT DETAILS

The Beach features a promenade with wide pedestrian walkways and drop-off facilities servicing new satellite off-street parking for beach goers. A wave wall serves as a seat element as well as containment for sand.

## INFLUENCE ON PROFESSION

The project brought landscape architects to the forefront as team leaders in urban waterfront development. It also placed importance on water as a viable amenity impacting the quality of life in the city, enhancing the pedestrian experience and reducing impact of the automobile.

## REGIONAL/GLOBAL IMPACT

The project became an icon for Fort Lauderdale and changed the visitor profile to a more global family-oriented populous, enhancing overall tourism to the region. The revitalization has stimulated over \$1 billion worth of private sector development in the last 15 years.

## RECOGNITION/AWARDS

This project has received a Florida Nurserymen and Growers Association Award, 1996; ASLA Florida Chapter, Award of Excellence, 1994; Florida Design Arts, 1994; Florida Native Plant, 1994; City of Fort Lauderdale Community Appearance, 1993; and a Waterfront Center, 1993.

## PROJECT DETAILS

This 131-acre resort destination offers more than 3,000 guest rooms and suites, 21 restaurants and 19 bars and lounges, an 18-hole golf course, private airport, and a 30,000-square foot casino. The entire property is held together by applying smart landscape design and planting with an indigenous tropical palate.

## INFLUENCE ON PROFESSION

EDSA's involvement illustrates the impact quality planned and designed tourism has on people's lives. The overall design has been credited with elevating the resort theme-park prototype to soaring levels.

## REGIONAL/GLOBAL IMPACT

The success of this resort destination catalyzed and revived tourism in the Bahamas. The project involved the cooperation of the Bahamian government, local designers and contractors drawing approximately 75% of its workforce from regional sources.

## RECOGNITION/AWARDS

This project has received an ASLA Florida Chapter, Award of Excellence, 2000 Florida Nurserymen and Growers Association, 1996; ARDA (3 Gold and 3 Silver), 1996.





# NOVA SOUTHEASTERN UNIVERSITY

DAVIE, FLORIDA, USA

PROJECT DURATION: 1995-PRESENT



## PROJECT DETAILS

Located on 300 acres, Nova Southeastern University has grown from 3,000 students to over 26,000 since our involvement. By enhancing the academic and physical environment, the University has been able to attract some of the best students and faculty. It has also created thousands of jobs in the local community.

## INFLUENCE ON PROFESSION

EDSA's role in guiding and shaping this campus has been significant spanning more than 15 years with project construction costs exceeding \$400 million. The introduction and use of unique design elements such as decorative gates, custom light poles and paving patterns brought a heightened sense of place to academic environments.

## REGIONAL/GLOBAL IMPACT

Nova is the modern day embodiment of Thomas Jefferson's vision of a university as society's intellectual and cultural hub. The formation of unique public/private partnerships has had tremendous regional, national and global impact. As such, the County/University partnership helped create one of the State's largest and best libraries.

## RECOGNITION/AWARDS

U.S. Department of Commerce's National Institute of Standards and Technology, \$15 million grant; ASLA Florida Chapter, Award of Merit, 2009 and ASLA Florida Chapter, Award of Excellence, 2005.



## PROJECT DETAILS

At 940 rooms, the Arabian Resort of Dubai is one of the largest in the region. All of the elements of the resort are linked by over 3.5 kilometers of waterways throughout the project using 30 abras, traditional Arabian boats used for fishing and transportation.

## INFLUENCE ON PROFESSION

The resort raised the bar in cultural contextual design by recreating life as it used along Dubai Creek; complete with waterways, abras, wind towers and a bustling souk.

## REGIONAL/GLOBAL IMPACT

The animated atmosphere of Madinat Jumeirah is a magnificent tribute to Dubai's heritage that caters to the distinctiveness of luxury travellers and the importance of personal experiences in their lives. This project is one of the best known destinations in not only Dubai but the entire region.

## RECOGNITION/AWARDS

This project received an ASLA, Florida Chapter Award of Excellence in 2009.



## CROSSWATERS ECOLODGE

NANKUN MOUNTAIN RESERVE, GUANGDONG PROVINCE, CHINA  
PROJECT DURATION: 2003-2005



### PROJECT DETAILS

Developed as the first ecotourism destination in China, Crosswaters successfully incorporates principles of energy efficiencies, indigenous material selection and creation of local economic opportunities. Surrounded by 30 sq. kms of Bamboo forest, the preserve serves as the main income generating activity for the 5,000 residents.

### INFLUENCE ON PROFESSION

Crosswaters Ecolodge is an exemplary study in environmental, social, economic and spiritual consciousness – employing cultural and spiritual values derived from research and respect of the environment and local conditions.

### REGIONAL/GLOBAL IMPACT

A quadruple bottom line approach was employed: protect existing forest biodiversity, ensure local people benefit from development, bring much needed capital to the economy, and respect the spirit of the place through thoughtful, sensitive, sustainable design.

### RECOGNITION/AWARDS

First Eco-Vacation sponsored by EDSA and the Landscape Architecture Foundation, 2009; and ASLA, Award of Honor, 2006.

# AL AIN WILDLIFE PARK & RESORT

AL AIN, UNITED ARAB EMIRATES  
PROJECT DURATION: 2007-PRESENT



## PROJECT DETAILS

Al Ain Wildlife Park & Resort will offer tourists a genuine opportunity to experience desert flora and fauna of the region as well as from far reaching deserts of the world. It's 2,204 acres will include resort, residential, commercial, retail, entertainment, botanical collections, educational, conservation and breeding elements.

## INFLUENCE ON PROFESSION

The Park is an astounding example of the integration of education, awareness and wildlife conservation into a experience that also offers a world class leisure, learning and living destination. It will be an integrated, commercially and environmentally sustainable, "deserts of the world" themed resort and community.

## REGIONAL/GLOBAL IMPACT

In addition to being a prime tourist attraction, the Park will pay tribute to the legacy of its founder, Sheikh Zayed Bin Sultan Al Nhyan and build on the wildlife and conservation initiatives that have existed for more than four decades.

## RECOGNITION/AWARDS

Currently one of the most visible projects in the UAE and recognized for it's innovative and sustainable design.





W O R L D W I D E

ATTRACTIONS &  
ENTERTAINMENT

CAMPUS &  
CULTURAL

COMMUNITIES &  
NEW TOWNS

ECOTOURISM &  
ENVIRONMENTAL PLANNING

HOTELS &  
RESORTS

URBAN  
DESIGN

