



LandDesign®
CREATING PLACES
THAT MATTER.

THE LANDSCAPE ARCHITECTURE FIRM AWARD NOMINATION



Gensler

February 12, 2024

ASLA Board of Trustees
American Society of Landscape Architects
636 Eye St., NW
Washington DC 20001

Subject: The Landscape Architecture Firm Award

Dear Trustees,

It is with great pleasure that we nominate LandDesign for the Landscape Architecture Firm Award.

LandDesign was founded in January of 1978 on the belief that working hard and caring more, matter. As LandDesign's founder, Larry Best, will tell you, there was no grand plan for forming a new firm. He believed he could be successful because it felt right to be driven by a desire to show clients that he was as invested in a project's success as much as they were, regardless of what it was. Nearly 50 years later, the values that inspired Larry in those early days still sustain LandDesign today.

I began my journey with LandDesign in the mid-1990s working alongside one of the firm's founders and former president, Peter Crowley. Both our firms were engaged to envision and master plan what would become one of the mid-Atlantic's most successful mixed-use destinations, National Harbor. Peter's ability to connect story of place, connecting the character of the land and context of the place with a client's vision is masterful. This methodology and approach to planning and landscape architecture permeates the firm's promise across all leadership – mentoring the next generation of designers, sharing stories and lessons learned, while being inspired by fresh ideas for the future.

Following our several years of collaboration, I rejoined Walt Disney Imagineering as Portfolio Executive in charge of Creative and Design Development and ultimately, President of Walt Disney Imagineering. In 2015, I invited LandDesign to join in a reimagining of a central core of the Walt Disney World Resort. This re-engagement with the firm, its designers and visionaries, proved once again, this is a very special firm!

Clients are fortunate to work with LandDesign. Founders and presidents alike are fully engaged in the design, transferring their expertise and knowledge to the designers coming right behind them – rather beside them – no ego! This personal attention to clients is their intentional focus on establishing relationships. The ability for a design practice to transcend the leadership of its founding partners, is notable. The hundreds of designers who have been affected by LandDesign over the decades reaches far and deep in the profession. LandDesign's moniker, 'We create places that matter', is indisputable.

Robert and I are happy to nominate LandDesign, and look forward to continuing to work with this outstanding organization.

Sincerely,



Bob Weis
Global Entertainment Leader



Robert A. Peck
Government & Defense Leader, Principal

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LandDesign US Project Photography © Denise Retallack

Denise's collaboration with LandDesign was established over 17 years ago when she launched her own Architectural photography firm in 2007. Previously she was at SWA working with Tom Fox, whom she regards as a wonderful mentor. Photographing built projects throughout the United States, she possesses impeccable skill to tell the story of a project and to show that each place is loved, aligning with LandDesign's purpose of creating places of value.

+ History of LandDesign



Nearly 50 Years of Great Design

From its inception in 1978, LandDesign has been a firm focused on doing ‘great design, with great people.’ When Larry Best started LandDesign, he was determined to create a firm whose rigor was grounded in honoring the land and working without ego to create implementable plans for his clients. This is why he called it “LandDesign.”

Today the firm has evolved into a 300-person integrated practice that leverages the creative tension between planning, design, and engineering to ‘Create Places That Matter’ around the world. This mission keeps the firm focused on celebrating the unique opportunities presented in each project to ‘listen to the land,’ ‘listen to the client,’ and ‘listen to the community’ – and use that to inform a unique value proposition, to which the design plans respond.

The core values that Larry embodied in the beginning remain present in the leadership of the firm today, five generations later. This is a testament to the enduring culture that has been fostered throughout the history of the firm, and generational belief that when you do great design, with great people, you can run a great practice.

EARLY YEARS The Foundation

LATE 1970s – EARLY 1980s

In his early career, Larry Best was exposed to diverse perspectives – experiences that ultimately shaped his view of the kind of practice he wanted to be part of. He was part of the first generation of graduates from the College of Design at NC State, many of whom also went on to start some of the strongest design practices in the region. He worked alongside Don Ensign, Joe Porter, Vince Foote, and Dick Wilkinson, prior to their founding of Design Workshop. He likely would have stayed with them, had wanderlust not lured him to an opportunity to teach at the University of Gloucestershire.

Through the opportunity to teach and practice at the on start of his career, Larry recognized that his passion lay in design. His affinity for working collaboratively with his clients was at the core of his decision to go out on his own in 1978. Within a short time he recognized the need for a partner with additional viewpoints and skill sets to round out his practice. Brad Davis, who was a classmate at NC State, shared Larry’s commitment to great design, balanced with patience and passion for mentoring. Together, they were exponential in what they could create – fostering an early culture of uncommon collaboration, where they leveraged each other’s strengths to deliver exceptional results for their clients. At the time, they were primarily planning



and designing communities for residential developers. These early project opportunities allowed for designing at a variety of scales and developing an understanding of the real estate development process, which has become embedded in the design DNA of the firm today.

Peter Crowley was the third hire in 1979 when he showed up with a portfolio, and a bunch of gumption, at the doorstep of the Charlotte studio (which at the time was Larry’s home). Over the years that followed, clients began taking them to new markets and states to explore projects. In 1983, Peter – just 28 at the time – volunteered to move to the DC area to better service opportunities there and establish an office. This was an early example of the willingness of leaders to support young, talented, and ambitious designers with opportunity, if they were willing to take the initiative.

“It was encouraging to know that [Larry and Brad] were willing to take a chance on me, and that they had my back. They wouldn’t let me fail.”

— Peter Crowley

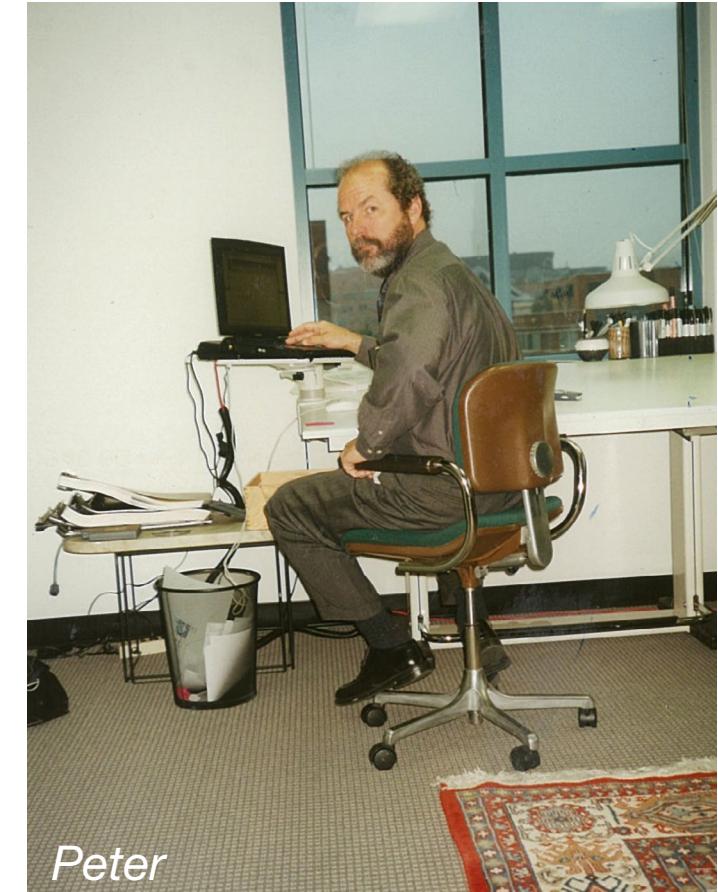
EMBEDDING Integration

MID-1980s – EARLY 1990s

While planning services were taking the firm to new markets, Larry began to see an opportunity emerge with the local challenge of implementing projects with civil engineers in the Charlotte market. Instead of external firms, he realized he could put his energy into a committed, in-house engineering partner who would best translate an idea into a viable plan while also retaining the fee. After an initial attempt to hire an engineering team in the early '80s, LandDesign started working with Dale Stewart, who had recently opened his own civil engineering practice. Fueled by the shared qualities of entrepreneurship and grit, partnering with Dale was a breath of fresh air. Dale’s passion for understanding codes, policy, politics, and people represented a different attitude about delivering engineering services, which aligned with Larry and Brad’s philosophies about design. All agreed on the importance of client experience and putting relationships in the center of

the business – and in 1988, D.C. Stewart became part of LandDesign. Joining forces was one thing, but the road to fully integrating the practice of Landscape Architecture and Civil Engineering was built on intention and forced collaboration for quite some time. Working through the typical dynamics between designers and engineers was expected, but there was a physical barrier that was harder to overcome: the fact that the offices were dispersed across four homes in a historic neighborhood. After several years of having to cross the street to review plans and ideas together, it became clear it was time for an office where design and engineering could work alongside one another in a larger studio. In 2000, Larry purchased an historic building in Uptown Charlotte, the same building the Charlotte office occupies today.

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GOING GLOBAL Expansion + Transition

LATE 1990s – EARLY 2000s

As LandDesign approached its 20-year anniversary in the late '90s, Larry Best began thinking more about the future of the firm. The business had weathered a recession, experienced further expansion into new markets and services, and there were young leaders in the organization with much more skill with emerging technologies. He and the other partners desired to explore what it looked like to truly transition the ownership of the firm, and ensure that the next generation could carry the practice forward. These questions would ultimately inform a structural change to the business that would allow the next generation to become owners of the firm earlier in their career. It was a significant expression of what it means to create a firm that is meant to be passed down.

During this period of time, the firm was experiencing a great deal of growth due to demand from existing clients, but also word of mouth. Clients were pleased with the firm’s savvy for navigating complex real

estate development projects where infrastructure planning and design were equally important to success. Peter Crowley was developing relationships throughout the DC region and beyond that were creating the opportunity to plan legacy projects such as National Harbor and Willowsford. He had also begun working internationally on master planning projects, particularly in China. During this time, other partners and principals emerged who, like Peter, were willing to relocate and start an office to better serve clients. Greensboro, Tampa, Nashville, Asheville, and Beijing were all offices that emerged during this period. Larry had also set up a small office in Southern Pines, and was entertaining the idea of traveling to the other offices regularly. In 2002 he announced his retirement, and transitioned the presidency to Brad Davis.

+ History of LandDesign

HUMBLING EVENTS

Loss + Leadership



MID-2000s THROUGH THE GREAT RECESSION

Brad Davis, by this time, had expanded LandDesign's public work portfolio in Charlotte. He was a founding member of Partners for Parks, a local advocacy group, and LandDesign was working on many of the most significant public open space projects in the area. Brad's other passion was mentorship, which was evident during his tenure as president. He was an avid listener and employee advocate who wanted to make sure LandDesign continued to be a great place to work as it grew. It was during this time that a number of initiatives in service to better organization, communication, and operational processes were implemented. Many of these were still being worked out when Brad passed away in 2007 following a battle with cancer. His passing hit hard, both for the firm and the greater community, who had grown to know Brad. Within two weeks of Brad's death, Dave Taylor, the firm's partner in the Tampa office, died unexpectedly, adding to the shock of the grieving firm.

To lose two mentor leaders so close to one another was a tremendous loss for a young ownership group navigating the challenges of high growth. It made sense for Peter Crowley to step into the role as president – as his tenure, time with both Larry and Brad, and experience in taking the firm to new markets, was equally comforting as it was inspiring. Peter's perspective on the potential of LandDesign to expand internationally and beyond that moment was significant for many in moving forward.

Despite being heavy with grief, 2007 was one of the busiest years for the firm on record. Having expanded into new markets, LandDesign was working to keep up with the demand for services and opportunities with new clients. Like many firms, LandDesign was humbled by what happened in 2008 when work began to evaporate. It quickly became evident that some of the offices would need to close, and that expansion and growth plans needed to be tabled. In 2009 Dale Stewart, whose pragmatic leadership had proven valuable many times before in making tough decisions on behalf of the business, stepped into the role as president. Dale and Ray Waugh, a fellow partner, civil engineer, and COO, proceeded to lead the firm through the grueling process of streamlining the organization, reducing unnecessary costs and determining a strategy for staff reduction. Over the next year, and after several rounds of layoffs, which included owners, 60 staff members remained in Charlotte, one in Asheville, and two in DC.

By most measures, the company at this point should have dissolved. However, the remaining partners determined they would fund the rebuilding of the firm by suspending their pay and investing their equity back into operating what was left, in addition to committing their sweat equity into creative business development, service offerings, and resourcing strategies. Again, the underpinnings of entrepreneurship, grit, resilience, determination, and belief that LandDesign was built on, prevailed. For three years, the firm operated on a tight budget and belief that if they stuck to the basics of doing great design, servicing clients beyond expectation, and having fun, that they could build back better. And they did.

NEW DAY

A New Generation

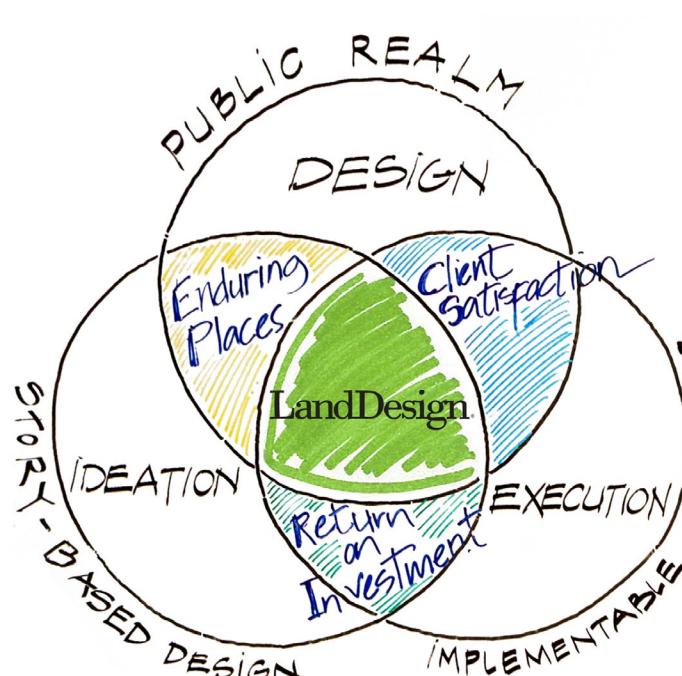
2014 – TODAY

In 2012, there was finally a light at the end of the tunnel. Requests for services were starting to come in with less effort. Relationships built pre-recession were driving new opportunities as many clients and collaborators had moved around during the economic downturn, and efforts to form new relationships during the recession were resulting in expansion opportunities, including the opening of the office in Dallas, TX.

It was also during this period of regrowth, that the majority of the next generation ownership group was hired – many of whom had gained a few years of experience before the downturn, and were eager to join a firm with promising opportunities on the horizon. The ushering in of a new generation of employees and clients with fresh ideas, ambition, and technological savvy, were key drivers in Dale's decision to step down as president in 2014.

Rhett Crocker joined LandDesign in 1999 and quickly set himself apart with his curiosity, drive, and affinity for ideas. Not only a talented designer, Rhett also had a strong business sensibility and rapport with clients, as well as talent in large scale master planning, which

"Rhett was a clear choice, as his relentless energy and passion for pushing us to be better was exactly what we needed to look forward and move on." — Dale Stewart



Staff of
70

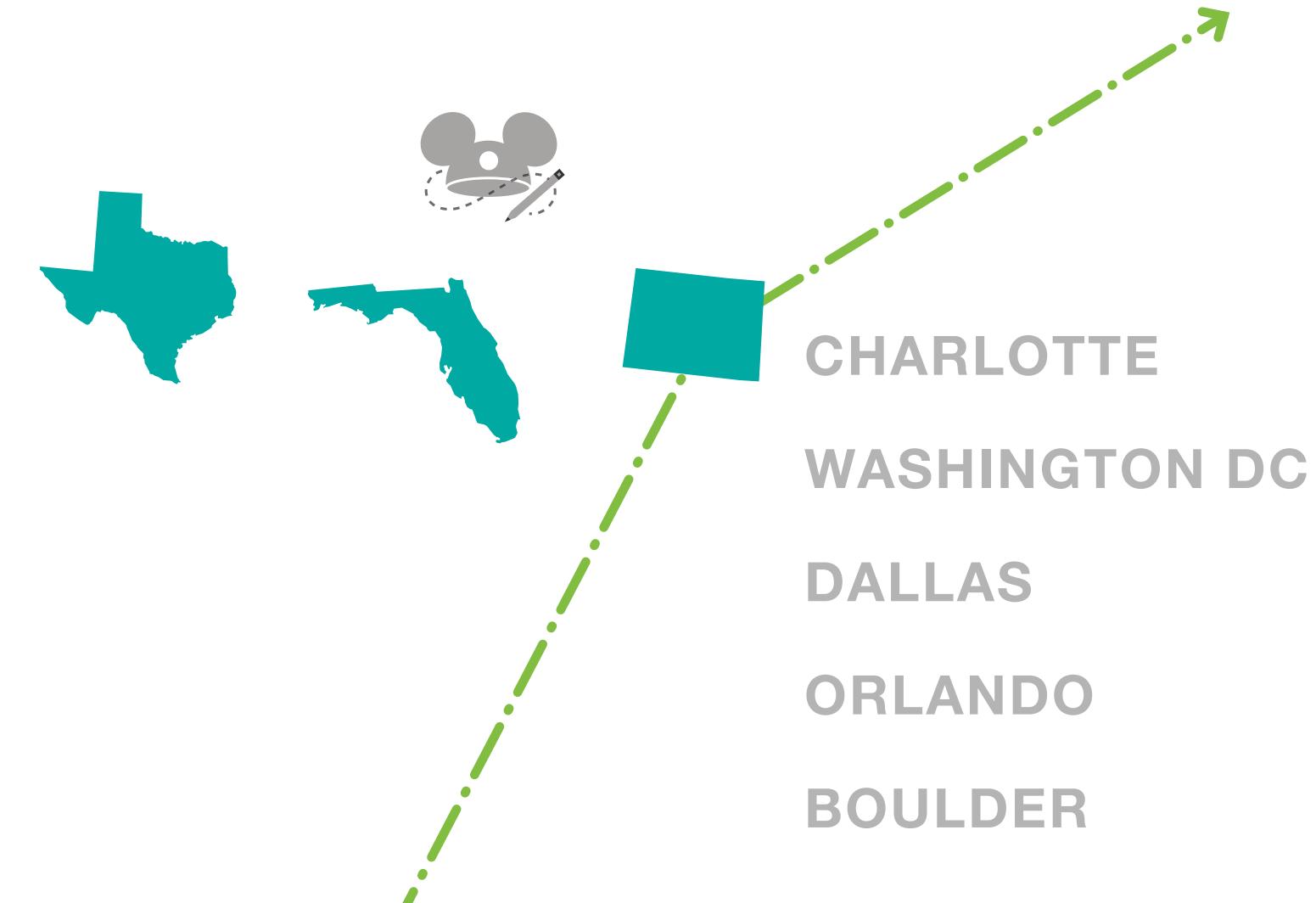
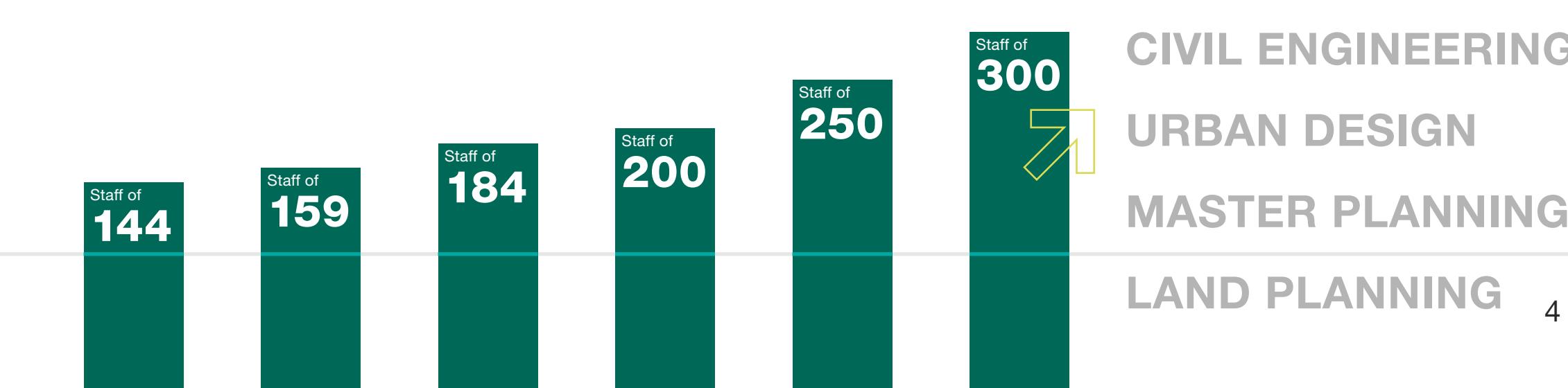


created the opportunity for him to work across the firm, not just locally. His early career was defined by working alongside Brad Davis, where he received a direct connection to Brad's mentorship and design sensibility, which greatly influenced his style of leadership. He was a new partner, just barely 30 years old, when Brad passed away and the recession hit – events which forced him, and his peers, to grow up quickly. For these reasons and more, Rhett was the ideal person to lead LandDesign into its next generation.

As he assumed the role of President in 2014, Rhett committed to building the firm back, better. Crafting a bold vision for LandDesign to become a recognized leader in the industry – "The Best Damn Design Firm" – by learning from mistakes, but leaning hard into what mattered after having stripped down the business: Doing Great Design, With Great People, For Great Clients. Emphasis on design excellence, operational performance and cross-office collaboration drove investment decisions with a goal to build "one firm, with long hallways" – a connected practice that could learn and grow, together.

Today marks 46 years in business, and ten years under Rhett's leadership, with five healthy and growing offices in major markets across the US, and an ownership group of more than 40 leaders that includes Partners, Principals, and Directors who range in age from 35 to 72.

LandDesign is unique; as a mid-size firm integrating landscape architecture, planning, and civil engineering, leadership has worked hard and intentionally to keep great design and client service at the center of the practice during growth. In many ways, the firm is like a 50-year old startup; fueled by change, passion for the work, and entrepreneurship, but with a legacy to learn from and be shaped by, as the foundation.



Firm Achievements

Great design cannot be measured by awards, but by the impact it delivers.

While recognition for the work is both validating and valuable, LandDesign believes that the real testament to their impact is through the decades-long relationships formed through working with clients and engaging with their communities. Beyond the work, their internal

investment in relationships has manifested five generations of leadership within the firm, and within the industry LandDesign annually invests time and dollars into the LAF Olmsted Scholars Program; LAF LandDesign Equity, Diversity, and Inclusion Scholarship; ACE Mentoring; and an alignment with NC A&T University. These, along with an immersive summer internship program and internal innovation R&D grants, allow LandDesign to reach and guide a next generation of landscape architects and engineers, and continue to nurture diversity and curiosity within the firm and beyond.



ASLA Recognitions



FIRM AWARD
North Carolina Chapter

2010

THE PORT DISTRICT MASTER PLAN – Port St. Lucie, FL
Florida Chapter; Design Award, 2024

SIMON ELEMENTARY SCHOOL PLAYGROUND – Washington DC
Potomac Chapter; Merit Award, Social Impact, 2018

ROMARE BEARDEN PARK – Charlotte, NC
Southeast Regional Honor Award, 2017
North Carolina Chapter; Award of Excellence, 2015

DR. WESLEY GRANT SR. SOUTHSIDE CENTER PH. 1 – Asheville, NC
North Carolina Chapter; Certificate of Recognition, 2014

THE PARK AT PINE HILL BUSINESS CAMPUS – Summerville, SC
Tri-State Chapter; Merit Award, 2014

LITTLE SUGAR CREEK GREENWAY – Charlotte, NC
Southeast Regional Honor Award, 2017
North Carolina Chapter; Award of Excellence, 2012

ANSON TOWN CENTER BUSINESS DISTRICT – Westfield, IN
Indiana Chapter; Merit Award, 2009

CAMP LAKE JAMES – Nebo, NC
North Carolina Chapter; Merit Award, 2009

BLAKENEY PARK – Charlotte, NC
North Carolina Chapter; Merit Award, 2009

PALMER FIRE SCHOOL – Charlotte, NC
North Carolina Chapter; Merit Award, 2008

THE GATES AT CARLISLE – Carlisle, PA
North Carolina Chapter; Honor Award, 2007

ELIZABETH VILLAGE – Charlotte, NC
North Carolina Chapter; Honor Award, 2006

NORTH CAROLINA RESEARCH CAMPUS – Kannapolis, NC
North Carolina Chapter; Merit Award, 2006

SECOND WARD MASTER PLAN – Charlotte, NC
North Carolina Chapter; Honor Award, 2002

CARLISLE – Carlisle, PA
North Carolina Chapter; Honor Award, 2000

TRANSAMERICA SQUARE – Charlotte, NC
North Carolina Chapter; Certificate of Recognition, 1998

CLOSE FAMILY PRESERVATION AND DEVELOPMENT – Fort Mill, SC
North Carolina Chapter; Merit Award, 1996

PERSON COUNTY REGIONAL LANDFILL – Person County, NC
North Carolina Chapter; Merit Award, 1993

MORROCROFT – Charlotte, NC
North Carolina Chapter; Honor Award, 1990

BUCKINGHAM STATION – Midlothian, VA
Virginia Chapter; Merit Award, 1989

CENTENNIAL CAMPUS MASTER PLAN – Raleigh, NC
North Carolina Chapter; Town Master Planning
Certificate of Appreciation, 1987

CANNON VILLAGE – Kannapolis, NC
North Carolina Chapter; Honor Award, 1986

ELIZABETH URBAN DESIGN AND TRANSPORTATION STUDY –
Charlotte, NC
North Carolina Chapter; Honor Award, 1986

TENTH AVENUE
North Carolina Chapter; Honor Award, 1986

NEW PLANS FOR KANNAPOLIS – Kannapolis, NC
North Carolina Chapter; Merit Award, 1984

STONE MOUNTAIN STATE PARK – Roaring Gap, NC
North Carolina Chapter; Merit Award, 1984

FAIRINGTON I AND II – Concord, NC
North Carolina Chapter; Honor Award, 1983

THE CORNERS – Charlotte, NC
North Carolina Chapter; Certificate of Recognition, 1982

THE GLEN – Charlotte, NC
North Carolina Chapter; Honor Award, 1982

ROBINWOOD – Gastonia, NC
North Carolina Chapter; Merit Award, 1982

SPRINGFIELD SQUARE – Charlotte, NC
North Carolina Chapter; Merit Award, 1982

Firm Achievements

Select National Recognitions

DOWNTOWN KANNAPOLIS – Kannapolis, NC

American Planning Association; Award of Excellence, 2022

THE HAVEN AT NATIONAL HARBOR – Prince George's County, MD

National Association of Homebuilders; Best in American Living, Platinum, 2020



KINGSLEY TOWN CENTER

Fort Mill, SC

ICSC Design Development Awards; Gold, New Developments - Mixed-Use Projects, 2020

POTOMAC SCIENCE CENTER – Woodbridge, VA

LAF Performance Series Case Study Briefs Selected Project, 2020

ALEXANDRIA RENEW ENTERPRISES ENVIRONMENTAL CENTER –

Alexandria, VA
US Green Building Council; Innovative Project of the Year, 2018

TOWN CENTER CORTE MADERA – Corte Madera, CA

ICSC Global Awards; Commendation Award, 2018

DISCOVERY AT THE REALM – Lewisville, TX

National Association of Homebuilders; Best in American Living Award, Platinum, Specialty Game Changer, 2017



THE STATION AT POTOMAC YARD

Alexandria, VA

U.S. Conference of Mayors; Excellence in Public-Private Partnership Award, 2008

COLONIAL HERITAGE AT WILLIAMSBURG – Williamsburg, VA

National Association of Homebuilders; Best of Seniors Design Silver Achievement Award for Active Adult Housing: Overall Community-Large, 2006

HERITAGE SHORES – Bridgeville, DE

National Association of Homebuilders; Best of Seniors Design Silver Achievement Award for Active Adult Housing: Home Design, 2005

HOUSTON GALLERIA – Houston, TX

ICSC Global Awards; International Design & Development Award for Renovation or Expansion of an Existing Project, 2005

SOUTHPARK MALL – Charlotte, NC

ICSC Global Awards; International Design & Development Award for Renovation or Expansion of an Existing Project, 2005

DOWNTOWN SILVER SPRING – Silver Spring, MD

ICSC Global Awards; International Design & Development Certificate of Merit for Renovation or Expansion of an Existing Project, 2005



BIRKDALE VILLAGE

Huntersville, NC

ICSC Global Awards; International Design & Development Award for Innovative Design & Construction of a New Project, 2004

National Association of Homebuilders; Multi-Family Pillars of the Industry Award, Best Mixed-Use Development in America, 2004

Urban Land Institute; Award for Excellence Finalist, 2003

CHARLOTTE TROLLEY – Charlotte, NC

Urban Land Institute; Finalist - Award for Excellence, 2003

HERITAGE HUNT – Gainesville, VA

National Association of Homebuilders; Gold Achievement Award, 2002

PARKSIDE OF ONE BAYSHORE – Tampa, FL

National Association of Homebuilders; Pillars of the Industry: Best of the Best, 2001

SUMMIT GRANDVIEW – Charlotte, NC

National Association of Homebuilders; Multi-Family Pillars of the Industry Award, Best Mid-Rise or High-Rise Apartment Community, 2001

CROSSWYNDE – Tampa, FL

National Association of Homebuilders; Multi-Family Pillars of the Industry Award, Best Site Plan-Suburban, 1999

National Association of Homebuilders; Multi-Family Pillars of the Industry Award, Best Garden Apartment Community-Primary Market, 1999

OLD BUCKINGHAM STATION – Midlothian, VA

National Association of Homebuilders; Design & Planning Awards Project of the Year, 1999

ASBURY SQUARE – Charlotte, NC

National Association of Homebuilders; Design and Planning, Award of Merit, 1993

ASHTON WOODS APARTMENTS – Salisbury, NC

National Association of Homebuilders; Multi-Family Pillars of the Industry Award, Best Site Plan-Garden Apartments, 1993

OAK PARK CONDOMINIUM – Charlotte, NC

National Association of Homebuilders; Best in American Living Award, 1993

STONECROFT CONDOMINIUM – Charlotte, NC

National Association of Homebuilders; Multi-Family Pillars of the Industry Award, Best Site Plan, 1991

DUKE UNIVERSITY KUNSHAN CAMPUS – Kunshan, PRC

AIA Maryland; Design Award, 2016



ROMARE BEARDEN PARK

Charlotte, NC

ASLA Southeast Regional Honor Award, 2017

ASLA North Carolina Chapter; Award of Excellence, 2015

AIA Charlotte; People's Choice Landscape Award, 2015

DOWNTOWN STATESVILLE STREETSCAPE IMPROVEMENT – Statesville, NC

American Planning Association; NC Chapter Marvin Collins Outstanding Planning Award, 2012

CAMP LAKE JAMES – Nebo, NC

AIA North Carolina; Merit Award, 2008

MONROE DOWNTOWN MASTER PLAN – Monroe, NC

American Planning Association; NC Chapter Marvin Collins Outstanding Planning Award, 2008

THE STATION AT POTOMAC YARD – Alexandria, VA

American Planning Association; National Capitol Area Chapter Award, 2007

THE VILLAGE OF BLACK OAK

American Planning Association; National Capitol Area Chapter Honor Award, 1990

OLD BUCKINGHAM STATION – Midlothian, VA

AIA North Carolina; Merit Award, 1989

NORTH CAROLINA BEER & WINE WHOLESALERS ASSOCIATION HEADQUARTERS – Raleigh, NC

AIA North Carolina; Award of Excellence, 1986

SHAW UNIVERSITY INTERNATIONAL ISLAMIC CENTER – Raleigh, NC

AIA North Carolina; Award of Excellence, 1985

Specialty Recognitions

ZWEIG GROUP CERTIFIED BEST FIRM TO WORK FOR 2016, 2018

CHARLOTTE BUSINESS JOURNAL BEST PLACES TO WORK 2018

CHARLOTTE BUSINESS JOURNAL HEALTHIEST EMPLOYERS 2017, 2018, 2019, 2020

WASHINGTON BUSINESS JOURNAL LARGEST LANDSCAPE ARCHITECTURE FIRM 2018, 2019, 2022

+ Firm Leadership

PRAGMATIC VISIONARIES

Balanced by design – Equal parts imagination and implementation.

We are a collaborative group of landscape architects, civil engineers, planners and urban designers that approaches projects with unique expertise and diverse perspectives, but with a shared goal to create places that matter.



PARTNERS



PRINCIPALS



DIRECTORS



SENIOR
ASSOCIATES



CORPORATE
SERVICES



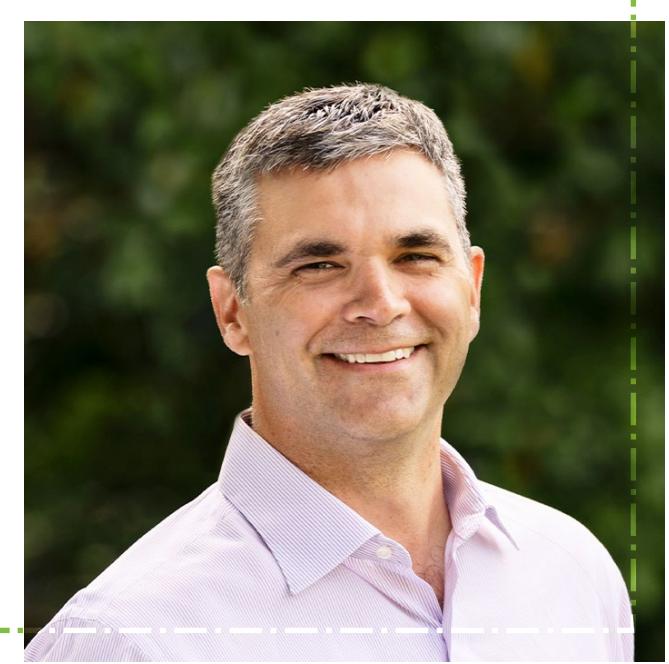
270
TOTAL
EMPLOYEES

140
LANDSCAPE
ARCHITECTURE
EMPLOYEES

79
ENGINEERING
EMPLOYEES

51
SUPPORT
EMPLOYEES

Landscape Architecture Design Leadership — Partners



Rhett Crocker
PLA, ASLA

PRESIDENT, CEO — Joined 1999
CHARLOTTE

Rhett is LandDesign's fifth president, and his eternal optimism and futuristic outlook are a true north for LandDesign, driving the firm to deliver the utmost client experience and nurture the best talent.

He was specifically selected to lead LandDesign toward the firm's vision for growth after the great recession, and he champions a culture of innovation and collaboration on a daily basis with his extraordinary work ethic and ardent belief that good ideas can come from anywhere.

AFFILIATIONS

Urban Land Institute (ULI)
International Council of Shopping Centers (ICSC)

ACHIEVEMENTS + RECOGNITIONS

Charlotte Business Journal Power 100 (2022)
Charlotte Business Journal 40 Under 40 (2016)
SmartCEO's Future50 Award (2016)



Stephanie Pankiewicz,
PLA, ASLA

PARTNER — Joined 2006
WASHINGTON DC

Stephanie is a consummate ambassador for the profession, tirelessly giving her time and attention to detail to her clients, the firm and various industry and community organizations.

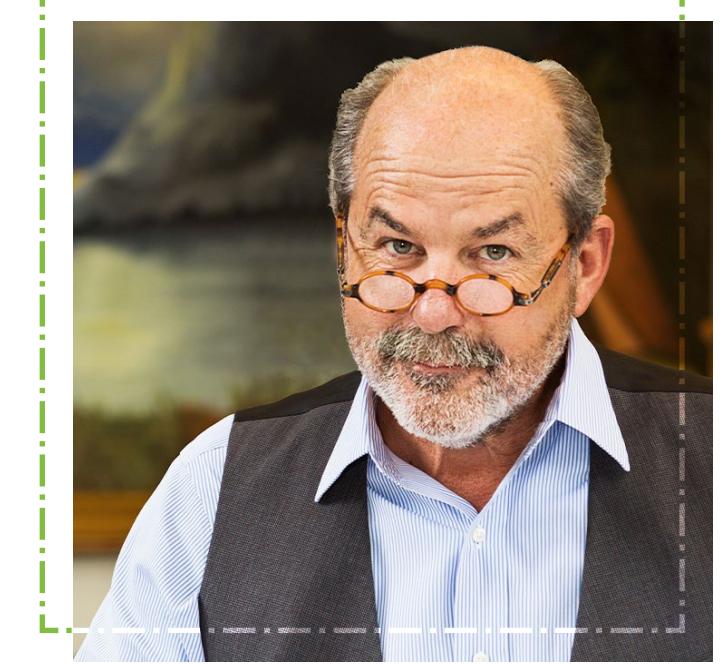
Her ability to work across scales and maintain the integrity of project vision, schedule, and budget is key to clients' trust in her as a design leader. Stephanie has lead multiple urban mixed-use projects with complex entitlement and rezoning processes where community engagement strategies are key to successful implementation.

AFFILIATIONS

Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS

ASLA Honors & Awards Advisory Committee (2020-2023), Chair (2023-2024)
ASLA Conference Potomac Chapter Planning Committee Co-Chair (2024)
Speaker, LABASH, How to Present Design: UGA (2019), UMD (2017)
ULI Advisory Services Panels: Idaho (July 2021), Los Angeles (July 2019)
ULI Washington Project Awards Jury (2023 and 2024)



Peter Crowley
PLA, ASLA

FOUNDING PARTNER — Joined 1979
WASHINGTON DC

Peter is a founding partner, past president, and pioneer of LandDesign's Washington DC office.

He spent his entire career to-date with the firm, sharing with other founding partners the ethos of work rooted in storytelling. A visionary master planner and design thought leader, Peter's dedication to creating memorable experiences and development of community through design has influenced LandDesign's methodology, which seeks to differentiate places by engaging clients and users through unique stories.

AFFILIATIONS

Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS

Moderator, ULI Panel, Redevelopment and Reuse Council, LA (2017)
Speaker, ULI TAP: City of Falls Church (2014)
Speaker, UC Berkeley and Toyota Meeting of the Minds (2007)
Speaker, ICSC Idea Exchange Alliance Program (2007)
Speaker, ULI Master Planned Communities Conference (2007)



Gabriela Cañamar,
PLA, ASLA

PARTNER — Joined 1998
WASHINGTON DC

As a champion for inclusive and equitable design, Gabriela believes the places we create serve a higher purpose of fostering a sense of belonging and acceptance.

Her passion comes from her training as an architect and landscape architect: the responsibility as a visionary and designer of the public realm is to create places where communities bond.

AFFILIATIONS

American Institute of Architects (AIA)
Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS

Illustrator, ASLA Discover Landscape Architecture Activity Book for Teens and Adults (2021 Edition)
Speaker, ULI Washington/Potomac ASLA presents: Making the Case for High Performing Landscapes (2019)
USGBC Sustainable Sites Technical Advisory Group (2022-2023)
ULI Kennedy Center-Foggy Bottom Technical Assistance Panel (2023)
ULI Placemaking Initiatives Council (2018 - present)
ULI Sustainability Initiatives Council (2017 - present)



Richard Petersheim,
PLA, ASLA

PARTNER — Joined 1995
CHARLOTTE

As a consensus builder, Richard plays an influential role in bridging gaps in divergent development, community, and political voices to create executable strategies for ambitious projects, particularly in urban environments and public-private partnerships.

AFFILIATIONS

Urban Land Institute (ULI)
LEED Green Associate
NC Real Estate License



Shaun Tooley,
PLA, ASLA

PARTNER — Joined 2005
CHARLOTTE

Shaun's expertise performs typically within the private sector, yet he continues to advocate for community benefit such as open space and investment in high quality public realm. He enjoys leading projects through the entitlement phases to effectively integrate project objectives with creative solutions that help ensure overall success.

AFFILIATIONS
Urban Land Institute (ULI) Advisory Board; Programs Committee Chair (2022-2024)
LEED Green Associate
NC Real Estate License



Brent Martin,
PLA, ASLA

PARTNER — Joined 1997
BOULDER

Brent possesses a broad range of experience having collected it by working in nearly every LandDesign office under several generations of firm leaders throughout his career. Today, he leads the Boulder office focusing on master planned communities and mixed-use developments.

AFFILIATIONS

Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS
Speaker, ICSC Centerbuild Conference (2019)



Matt Clark,
PLA, ASLA

PARTNER — Joined 1997
WASHINGTON DC

Matt oversees the daily operations in the DC office while leading a studio that creates unparalleled residential experience for dense, urban environments in the greater DC region.

AFFILIATIONS

Urban Land Institute (ULI)
Landscape Architecture Advisory Council for SUNY ESF
City of Alexandria Public Art Task Force



Heth Kendrick,
PLA, ASLA

PARTNER — Joined 2001
DALLAS

Heth helped blaze the trail to open LandDesign's Dallas office. Working in one of the most competitive and rapidly-growing markets, he helps clients think about the region's growth in a new way – uncovering the quirks and qualities of a place and ensuring each project has a unique story to tell. His kindness and collaboration is unmatched in the experience with his clients and studios.

AFFILIATIONS

Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS
Speaker, TX ASLA Conference (2017)

Landscape Architecture Design Leadership — Principals



**Beth Poovey,
PLA, ASLA**

PRINCIPAL — Joined 1999

CHARLOTTE

Beth is recognized nationally as an expert in public open space planning and design. She speaks regularly on topics related to the relationship between the public realm, social equity, and economic development within cities and towns.

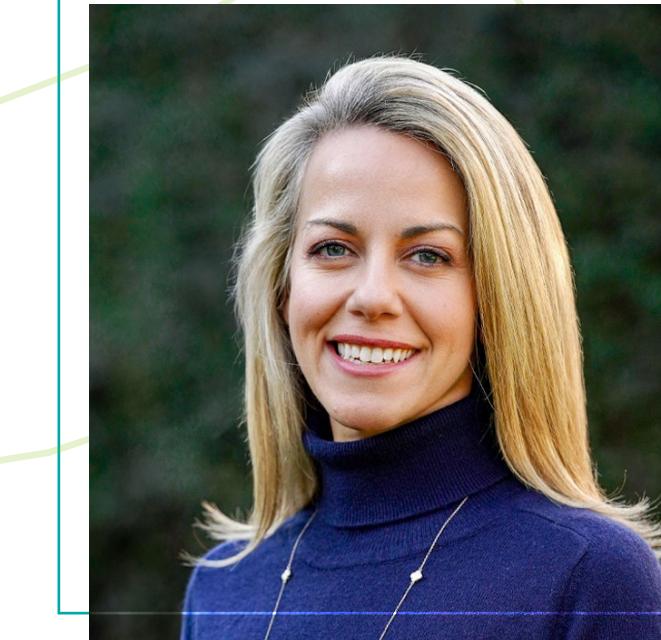
She embodies the same passion for public space design as Brad Davis, and has carried his legacy forward in the Charlotte region. She shares her knowledge of successful public planning and design strategies with designers and engineers throughout the firm as a mentor-leader and project advisor.

AFFILIATIONS

Partners for Parks, President
Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS

Speaker, National ASLA Conference (2016)
Speaker, NC ASLA Conference (2010, 2013, 2016)
Speaker, TX ASLA Conference (2017)
Speaker, NRPA, Annual Conference (2017, 2023)
Speaker, FL APA Conference (2023)
Speaker, Southeast Greenways Conference (2017)



**Ashley Clark,
Associate AIA**

PRINCIPAL — Joined 2010

CHARLOTTE

Ashley is a momentum maker — driving change that leads to better culture, better design, and better business — while leading an award-winning communications team.

Her passion for practice innovation and change management is informed by a decade of advocacy within the AIA as an emerging professional leader. As Director of Communications + Strategic Development, Ashley's ability to connect dots enables her to identify opportunities at all levels of the organization to advance ideas while maximizing resources, all in service to the firm's strategic priorities.

AFFILIATIONS

ASLA National Student Awards Jury (2024)
Urban Land Institute (ULI)
LEED Accredited Professional

ACHIEVEMENTS + RECOGNITIONS

AIA Leadership Summit, Panelist (2016)
AIA National Associate Award Winner (2014)
AIA National Board Member (2012-2013)



**Joe Giangrandi,
PLA, ASLA**

PRINCIPAL — Joined 2010

WASHINGTON DC

Joe works alongside leading national developers and leads a studio delivering large-scale urban design, mixed-use development, and multi-family communities.

AFFILIATIONS

Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS

ULI Washington, Regional Leadership Institute (2019-2020)



**Hattie
Pavlechko-Reiter,
PLA, ASLA**

PRINCIPAL — Joined 2014

CHARLOTTE

Hattie leads the firm's collaborative internal charrette series, establishing an environment where creative minds can come together. She is plugged into a variety of strategic groups focused on improving the practice and employee growth experiences, particularly in leading the advancement of project management and how young designers grow into thriving project managers.

AFFILIATIONS

Urban Land Institute (ULI)



**Adam McGuire,
PLA, ASLA**

PRINCIPAL — Joined 2012
CHARLOTTE

Adam is a champion of sharing work across LandDesign's offices with the belief that uncommon collaboration and aligning talents to appropriate projects produces the best design for the best results.

AFFILIATIONS

Urban Land Institute (ULI)
LEED Accredited Professional



**Chad Kovaleski,
PLA, ASLA**

PRINCIPAL — Joined 2012
ORLANDO

Chad has a sharp eye for experiential design within large-scale mixed-use, resort, waterfront, and destination places. His portfolio demonstrates versatility and design acumen in imagining the unique spirit of place deserving of each project he comes into contact with.

AFFILIATIONS

Urban Land Institute (ULI)

ACHIEVEMENTS + RECOGNITIONS

Presenter, Florida APA Annual Conference (2023)
Presenter, NCASLA Annual Conference (2016)



**Eric Pohlmann,
PLA, ASLA**

PRINCIPAL — Joined 2012
CHARLOTTE

Eric has an appreciation for both traditional hand rendering and advanced design technologies, both of which he uses to craft rich visual experiences for his clients. He recognizes the power in subtle design moves and materiality choices, something he encourages his studio to tap into.

AFFILIATIONS

LEED Accredited Professional

ACHIEVEMENTS + RECOGNITIONS

NCI Charrette Planner Certificate



**Andrew Schmidt,
PLA, ASLA**

PRINCIPAL — Joined 2020
CHARLOTTE

Andrew has an appreciation for expressive design and a commitment to the unique freedoms that are afforded with every new project. He works to ensure his approach and design style are equal parts creative and practical. With a portfolio spanning continents, Andrew draws inspiration from the countries he's worked in and translates the very best qualities of their resident cultures into his design practice.

AFFILIATIONS

Volunteer, Landscape Architecture Foundation (LAF)



**Kenton Miersma,
PLA, ASLA**

PRINCIPAL — Joined 2020
DALLAS

Kenton's expertise resides in water and climate conscious design, especially in the western United States, tapping into his extensive knowledge of plant species and performance for optimal solutions affecting cost, maintenance, and user experience.

AFFILIATIONS

Urban Land Institute (ULI)

+ Civil Engineering Leadership

LandDesign believes it takes creativity and innovation around the principles of engineering to make forward-thinking transformational ideas become reality.



Dale Stewart, PE

FOUNDING PARTNER

Joined 1988

CHARLOTTE

Dale, occasionally mistaken for a landscape architect, intentionally makes his work about the people he serves – both clients and community. He's an advocate for sustainable infrastructure on a mission to ensure the communities he impacts will be around and healthy for generations yet to come.

AFFILIATIONS

American Society of Civil Engineers (ASCE)
Water Environment Federation
American Water Works Association
REAL School Gardens, Board Member

ACHIEVEMENTS + RECOGNITIONS

NAIOP Charlotte Award of Excellence (2023)



Ray Waugh, PE

COO, PARTNER — Joined 1989
ORLANDO

Ray is a strategic leader who drives the firm's operational growth while remaining connected to the work. As an engineer, he leverages his passion for business efficiency in understanding client goals and managing a project's design process in service to them.

AFFILIATIONS

American Society of Civil Engineers (ASCE)
National Society of Professional Engineers
Water Environment Federation
American Water Works Association
National Water Resources Association



Kevin Vogel, PE

PARTNER — Joined 1995
CHARLOTTE

Kevin works on both public and private site development and infrastructure improvement projects regionally and internationally. He begins the design process by bringing together civil engineers, landscape architects, and construction administration teams to ensure project success.

AFFILIATIONS

American Society of Civil Engineers (ASCE)
Association of State Dam Safety Officials



Nate Doolittle, PE

PARTNER — Joined 2001
CHARLOTTE

Nate has a keen understanding of public/private projects, with a wide variety of expertise in large-scale developments and urban infill projects.

AFFILIATIONS

Urban Land Institute (ULI)
LEED BD+C
NAIOP Real Estate Development Association, Board Director
City of Charlotte Development Services Technical Advisory Committee, Chair
ULI Regional Market Impact Council, Co-Chair



Frank McMahan, PE

PARTNER — Joined 2006
CHARLOTTE

Frank applies his expertise as a civil engineer to create an impact in the community. From long-term infrastructure planning to affordable housing projects, he brings the right voices and expertise to the table to get the best results – delivering projects on time and on budget.

AFFILIATIONS

American Water Works Association
Southeast Stormwater Association
Charlotte Water Advisory Committee, Vice Chairman



Brian Dench, PE

PRINCIPAL — Joined 2012
DALLAS

Brian is an expert in land development leading the transformation of large tracts of land into successful master planned communities. He is skilled at identifying the upfront infrastructure needs to accommodate long-term growth, and creating implementable solutions.

AFFILIATIONS

Urban Land Institute (ULI)
International Council of Shopping Centers (ICSC)
National Association of Industrial and Office Parks (NAIOP)



Brian Forster, PE

PRINCIPAL — Joined 2017
ORLANDO

Brian leads a studio pushing the boundaries of innovation along the entire development process working for and building trust with high-profile resort and themed entertainment clients.

AFFILIATIONS

Leadership Orlando Class 101
Urban Land Institute (ULI) Florida, Community Housing Development Council



Dan Melvin, PE

PRINCIPAL — Joined 2015
CHARLOTTE

Dan's versatility, enthusiasm, and aptitude for maintaining client relationships and mentoring his team makes him a reliable asset to every project he works on.

AFFILIATIONS

Urban Land Institute (ULI)
NAIOP, Charlotte Board of Directors, President (2024 - present)
Charlotte Water Advisory Committee (2022 - present)

ACHIEVEMENTS + RECOGNITIONS

Speaker, American Public Works Association National Conference (2022)

+ Corporate Services



Dawn Stephenson
CHIEF FINANCIAL OFFICER
Joined 1998
CHARLOTTE

Having grown in her career mostly at LandDesign, Dawn is a key member of every project team by ensuring designers can remain focused on project work, not budgets. Her aptitude for coordination and calculation keeps the accounting department operating like a well-organized balance sheet.



Heba Root, PHR
CHIEF PEOPLE OFFICER
Joined 2004
CHARLOTTE

Heba is passionate about cultivating a forward-thinking culture that attracts and retains the best designers and leaders across the industry – a critical component allowing the firm to transcend generations.



Deborah Miller
**EXECUTIVE DIRECTOR,
STRATEGIC GROWTH +
BUSINESS DEVELOPMENT**
Joined 2014
WASHINGTON DC

Deborah is the ultimate connector of people and ideas. With more than 25 years working with design leadership of some of the world's leading architecture, planning, and engineering firms – such as Glatting Jackson (AECOM), EDSA, LEO A DALY, and Atkins – she possesses a deep understanding of what comprises the best approach to achieve the best design solutions for clients in meeting their project goals and objectives.

AFFILIATIONS
Urban Land Institute (ULI) Community Development Council, Chair
Kennedy Center Capital Corporate Council, Founding Member

CREATING PLACES THAT MATTER

ENDURE
ADVANCE
INSPIRE
ENGAGE
INNOVATE



PRINCE GEORGE'S COUNTY, MD

National Harbor

A place that defines.

National Harbor defines the Potomac River waterfront in experience and stewardship. The vibrant mixed-use district is an iconic national destination, attracting more than 15-million visitors annually and opening access to the water for more than 2,700 permanent residents. The waterfront, event plaza, and intentionally-oriented promenade grant public access to art, events, retail, restaurants, entertainment, and magnificent sunset views. Planning of the site honors and protects the land and watershed by restoring wildlife habitats and improving water quality.

Services: Landscape Architecture, Master Planning, Urban Design
Phase 1 Completed 2008; Continuing services through present day

25+ years engaged in the project (various contracts)

NOTABLE DETAILS

15.2M annual visitors (2022)

45+ public artworks

100 acres of stormwater runoff treatment





WINTER PARK, FL

Winter Park Library + Events Center

A place that nurtures.

Winter Park Library and Events Center is a civic statement that represents the City of Winter Park's commitment to strengthening its community through social gathering, intellectual nourishment, and connection to nature. Views created and framed by angular architecture highlight an amenity lake and native plantings, including a spectacular preserved mature tree canopy, immersing visitors in an environment that blends tropical elegance with 'old Florida.' Several spaces throughout the site encourage engagement and allow the community access to make it their own.

Services: Landscape Architecture, Civil Engineering
Completed 2021
5 years engaged in the project

NOTABLE DETAILS

AIA Orlando Award of Honor; Built Category,
2023

ENR Southeast Best Projects; Cultural/Worship:
Winter Park Library and Events Center, 2022



CHARLOTTE, NC

Romare Bearden Park

A place that stimulates.

What began as a strategy to incorporate more culture, public art, and green space in Uptown Charlotte became a remarkable catalyst for economic development. The intention for Romare Bearden Park was to transform an under-performing city block into a community asset and revenue generator – it worked, spurring an estimated \$350 million in construction immediately adjacent to the site.

The signature urban park is inspired by its namesake, a world-renowned, locally-born artist, and features colorful gardens influenced by his well-known paintings and an illuminated waterfall framed by skyscrapers that is now an iconic image of Charlotte.

*Services: Landscape Architecture, Master Planning, Civil Engineering
Completed 2013
6 years engaged in the project*

NOTABLE DETAILS

ASLA Southeast Regional Honor Award, 2017

ASLA North Carolina Chapter; Award of Excellence, 2015

AIA Charlotte; People's Choice Landscape Award, 2015

Estimated \$350M generated in development immediately adjacent to the site



NEBO, NC

Camp Lake James

A place that endures.

Designed to respect and reflect the Blue Ridge Mountains that surround it, Camp Lake James is a lakeside recreation center with the character and style of an Adirondack lodge with distinctive details hand-crafted by local artisans. Materials were carefully selected to blend built elements into the natural environment while human-made features are integrated into natural attributes or hidden altogether. The design also focused on sensitive site location of buildings and a native plant palette, as well as preservation of trees, wetlands, streams, and aquatic buffers. To further protect plant health and water quality, stormwater is treated on-site and reused for irrigation and water features.

*Services: Landscape Architecture, Civil Engineering
Completed 2008
2 years engaged in the project*

RECOGNITIONS

ASLA North Carolina; Merit Award, 2009

AIA North Carolina; Merit Award, 2008

American Society of Irrigation Consultants;
Excellence in Irrigation Award, 2009



CHARLOTTE, NC

Little Sugar Creek Greenway

A place that connects.

A once rejected creek that divided Midtown Charlotte now connects the greater community. Little Sugar Creek Greenway is a vision come to life – a thriving, 19-mile community corridor that is a model for urban stream restoration and placemaking, demonstrating how a greenway can bring together cultural, social, economic, and ecological value. Each section of the greenway features a palette of materials and design elements that were carefully chosen to create a cohesive character that not only addresses the ecological systems, but also reflects the historic and urban vernacular.

*Services: Landscape Architecture, Master Planning, Land Planning, Civil Engineering
Ongoing
20+ years engaged in the project (various contracts)*

RECOGNITIONS

ASLA Southeast Regional Honor Award, 2017

ASLA North Carolina Chapter; Award of Excellence, 2012

National Association of County Park and Recreation Officials; Environmental/Conservation Award, 2015



FORT MILL, SC

Kingsley Town Center

A place that celebrates.

Kingsley Town Center provides a unique address for corporate, commercial, and residential buildings, becoming the newest economic engine for a region once driven by textile mills. The story of the Springs Industries legacy is infused throughout the project, merging historic context with a contemporary mill style to celebrate the past in fresh and surprising ways. A rich collection of murals, brickwork, paving patterns, and lighting present industrial details at a comfortable scale, situated on a four-acre lake that creates the backdrop for this new community to flourish.

Services: Landscape Architecture, Master Planning, Land Planning, Civil Engineering
Completed 2016
2 years engaged in the project

RECOGNITIONS

ICSC; Design Development Gold Award: New Developments - Mixed-Use Projects, 2020

AIA Charlotte; Design + Service Awards: Citation, Urban Design, 2019



SAN JUAN, PUERTO RICO

Bahía Urbana

A place that invites.

Bahía Urbana returns the water to the people of San Juan – connecting the old town to a new waterfront district through various multi-modal transportaiton options. A pedestrian promenade spans the length of the development, resulting in 1.5 miles of continuous, publicly-accessible waterfront on land that was previously inaccessible due to commercial maritime operations. Intended to be a celebration of San Juan, the design of the promenade required a deep understanding of the region's culture and history. Materiality, form, public art, and plantings work together to celebrate the past in a fresh, contemporary way.

Services: Landscape Architecture
Phase 1 Completed 2013
2 years engaged in the project

NOTABLE DETAILS

International implementation success involving complex coordination with several governing entities

Brownfield redevelopment

KUNSHAN, PRC

Duke University Kunshan Campus

A place that adapts.

Duke Kunshan is an international model for sustainable campus design and a catalyst project for the region. Stormwater management is more important than ever as cities face urban flooding and water quality issues. To address heavy rainfall and urban flooding in China, the campus is organized around a four-acre lake connected by pedestrian bridges skimming the water's surface. At the center of the lake is a terraced plaza designed to accommodate fluctuating water levels, allowing portions of the gathering space to be submerged in the summer during peak rainfall periods and revealed during lower rainfall periods, which coincide with peak student attendance and space demand.

Services: Landscape Architecture, Civil Engineering

Completed 2014

4 years engaged in the project

NOTABLE DETAILS

AIA Maryland; Design Award, 2016

First LEED Certified Campus in China

Recognized as part of China's Sponge City Initiative



A wide-angle photograph of the Willowsford community during sunset. The sky is filled with warm, orange and yellow clouds. In the foreground, there's a stone wall and a garden bed with various plants and flowers. A paved path leads towards a lake on the left, where a small wooden pavilion sits on a dock. In the background, there are several houses and more greenery, all set against the backdrop of rolling hills under the setting sun.

LOUDOUN COUNTY, VA

Willowsford

A place that immerses.

Set in the rolling landscape of Loudoun County, a fast-growing outer suburb of Washington DC, Willowsford is a 4,125-acre master planned community that offers the best of rural living coupled with upscale amenities. By applying a natural approach to land planning, development was clustered to preserve the existing features of the site and maintain large portions of open space for agricultural and recreational uses. Defined by an extensive patchwork of scenic woodlands, open meadows, and agricultural fields, more than half of the development is designated as permanent open space. The community's attention to detail, higher-quality built environments, and superior lifestyle offerings sets Willowsford apart from its competitors.

*Services: Landscape Architecture, Land Planning
Completed 2016
6 years engaged in the project*

NOTABLE DETAILS

ASLA Potomac Chapter; Merit Award: Built Design, 2016

RCLCO Top-Selling Master-Planned Communities (2016, 2017, 2018)

A wide-angle photograph of a modern, two-story house at dusk or night. The house features a light-colored upper level with large windows and a dark lower level with a stone facade. A long, glass-enclosed porch spans across the second floor, overlooking a large swimming pool and a fire pit area. The foreground shows a gravel path leading to the house, surrounded by large rocks and low-lying desert plants.

HENDERSON, NV

13 Cloud Chaser Boulevard

A place that decompresses.

Designed to be a personal residence with resort hospitality elements, this hilltop estate features luxurious intimate spaces facing breathtaking desert views. The entry draws one through a private corridor to shed the influences of life outside the home then leads into an increasingly expansive living area where disappearing doors and material continuity blur the distinction between indoors and outdoors. A native plant palette softens the desert contemporary hardscape and rock formations to create a nestled feeling among the spa, patio, pool, and sunken fire pit, but does not inhibit the spectacular view of the glittering Las Vegas strip.

Services: Landscape Architecture
Completed 2017
2 years engaged in the project

NOTABLE DETAILS

First Inspiration Home for the luxury Ascaya community

+ A Culture of Curiosity + Collaboration



LandDesign Partners + Principals Meeting
Keswick Hall, Charlottesville, VA
September 2003

 **You can make a perfectly good living by sitting in your office all day and turning out plans. However, your sense of satisfaction in your career is going to be greatly enhanced if you become engaged in your industry and your community. Not only will you be making the community a better place, but you'll meet and forge relationships with a lot more people you may never have met otherwise."**

— Dale Stewart
Founding Partner



Summer Internship Program with Immersive Real-World Practice

LandDesign is committed to investing in, mentoring, and developing talented individuals in a collaborative, people-centric culture. Interning at LandDesign nurtures and drives professional development, but it's the engaging experiences and positive relationships that create lifelong impact.



LandDesign.com/internships



MatterLab: Internal Innovation Incubator Research + Development Grants

Collaboration and caring passionately always leads to better ideas for clients and better places for everyone. MatterLab is meant to excite and inspire the creative voice inside LandDesigners, and encourage a culture of curiosity and innovation.



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