

Designing the Outdoor Room:

Insights into the Planning and Value
of the Activated Outdoor Space

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HSW
DESIGNATION

AIA CES BEST PRACTICE



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COURSE DESCRIPTION

OUR goals

To present you with trends, data, and ideas that are influencing the use of site furnishings to optimize the potential and value of outdoor space.

To promote conversation that opens minds and supports funding for thoughtfully planned outdoor spaces.

To inspire you to apply the information presented here and realize the added value and wide range of benefits to your practice and the clients you serve.

OBJECTIVES



We will offer case studies, product application ideas and impactful statistics that identify tangible benefits and strategies to leverage outdoor space.

INTERACTIVE Q'S

If you could take a vacation anywhere in the world, where would you go?

Given the high cost and low availability of buildable land in New York City, how has Central Park escaped from being developed into commercial property?

Imagine your favorite outdoor space without site furnishings.

THE OUTDOORS IS UNDERSERVED

Interiors

Receive a planned, protected budget including furniture

Expected to focus on directly solving user needs and providing benefits

Provide numerous user choices based on discovered user needs

Planned for activity and engagement in the environment

Measured and justified by optimizing ROI within set square footage

Outdoors

Budget limited
(Usually tied to interior or building budget and open to VE)

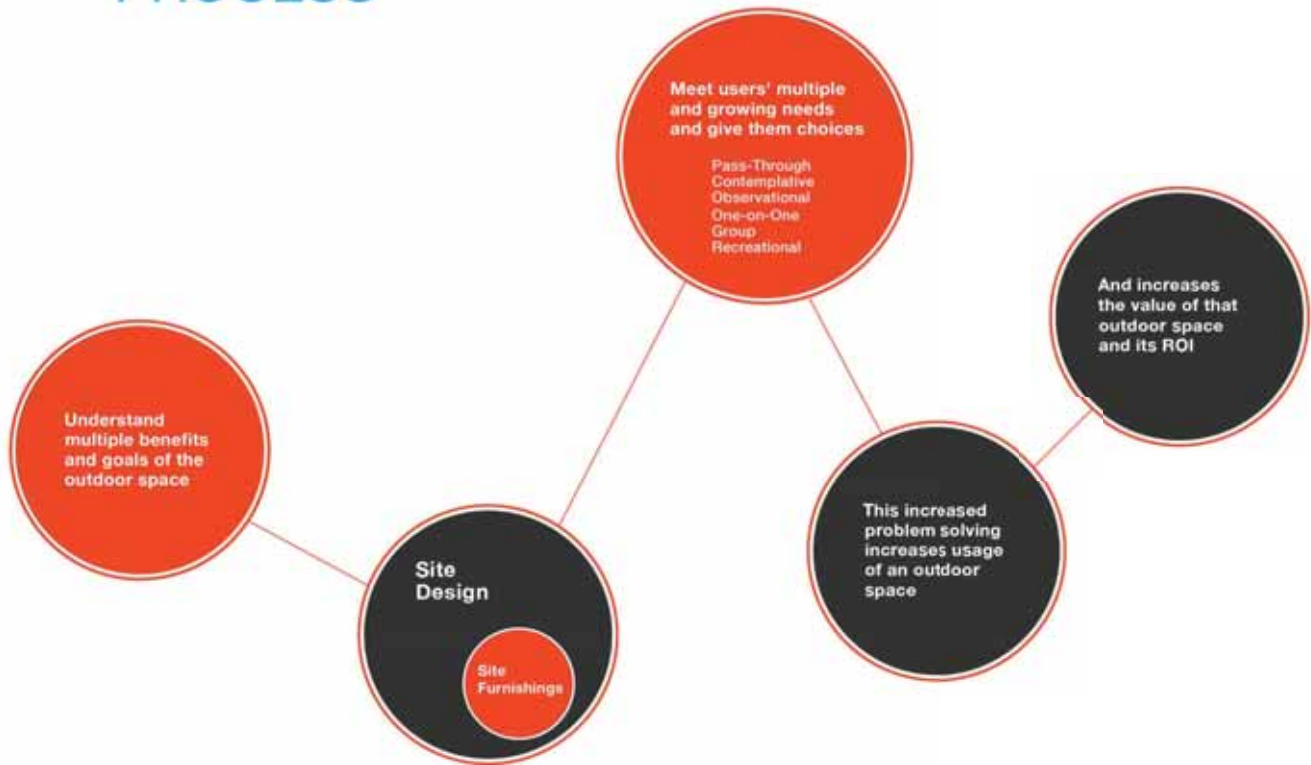
Limited focus on user needs

Few user choices

Planned as a pass-through, not as a destination

Little focus on ROI

DESIGN PROCESS



BENEFITS OF USER-FOCUSED DESIGN OF OUTDOOR SPACE

- Promote and Enhance Well-Being
- Enhance Work Experiences
- Build Culture
- Stimulate Innovation
- Encourage Active Learning
- Inspire Creativity
- Promote Student Enrollment
- Aid in Student Retention
- Spark Social Interactions
- Facilitate Continuous Learning
- Attract and Retain Employees
- Nurture Healing
- Promote Communication
- Enhance Belonging
- Make Memorable Experiences
- Encourage Play
- Foster Engagement
- Strengthen City Harmony
- Establish A Sense Of Security
- Reduce Stress
- Enable Productivity
- Offer An Oasis
- Stimulate Physical Activity
- Encourage Presence In The Moment
- Enhance Identity & Lifestyle


LEARN



LEARNING OBJECTIVE

b.

Explore the role of site furnishings in today's evolving outdoor learning environments and offer case studies, product application ideas, and impactful statistics that identify tangible benefits and strategies to leverage outdoor space.



**How and where we learn
has been changing.**

Here's What We See:

Technology is enabling communication from anywhere, but also is impacting the quality and nature of in person social interactions.

Historical teaching models are moving to more collaborative approaches of active learning.

New learning spaces must inspire and support evolving educational processes.

Outdoor Spaces are critical in the attraction and retention of students in an era of reducing incoming student population and intense competition.

Intensely competitive and outcome-focused environments can leave students stressed and uninspired.



Terry Clements, Virginia Tech

LEARN: The Importance of Outdoor Space in Learning Environments



Case Study

University of Waterloo South Common Phase I

Landscape Architect: Mark Zuzinjak
Photo Credit: GSP Group



The Challenge

Photo Credit: GSP Group



Photo Credit: GSP Group



Photo Credit: GSP Group



“When you set your program for a space, the furniture is a major component of that because if you provide a space without furniture, it is just a through space. By providing the furnishings it is a finishing touch. You can orient people and how they experience the space based on where you put those furnishings. Furniture is a key piece of your design and how successful it is.”

Mark Zuzinjak, Landscape Architect - University of Waterloo Project



Case Study
Duke University

Landscape Architect: Reed Hilderbrand & Margolin & Associates
Architect: Christiane von Arnim/Office Operations
Duke University: Dennis von Arnim, Mark Hough
Duke University: Project Manager: Bill McCrory
Photo Credit: Mark Hough




Photo Credit: Mark Hough



Photo Credit: Mark Hough



Photo Credit: Mark Hough



“When our current president started in 2004, no one showed him this section of the campus in his interview. He didn't know it existed. It used to be this place we were not proud of, but now it has become the showpiece. He now says, ‘I have been to a whole lot of campuses, and haven't seen many that were as successful as this.’”

Mark Hough, FASLA, University Landscape Architect

WE BELIEVE
OUTDOOR LEARNING SPACES CAN...

Encourage Active Learning
(through presentation and collaboration)

Inspire Creativity
(via others and nature)

Stimulate Social Interactions

Facilitate Continuous Learning

Enhance Well-Being

WORK



LEARNING OBJECTIVE

C.

Explore the role of site furnishings in today's evolving outdoor work environments and offer case studies, product application ideas, and impactful statistics that identify tangible benefits and strategies to leverage outdoor space.

The image features a solid blue background with a network diagram. The diagram consists of several overlapping circles of varying sizes and colors (black, dark blue, light blue). Some of these circles contain black or blue silhouettes of people, representing nodes in a network. The circles and lines connecting them create a sense of interconnectedness and flow. The text is positioned in the lower right quadrant of the image.

**How we work
has been evolving.
Where we work
should, too.**

Here's What We See:

As work evolves, the definition of workplace no longer is confined within four walls.

Ironically, as technology frees us up from working in a set location, it puts more pressure on physical workspace to attract, retain, and sustain the best workforce.

Contributions to employee well-being and satisfaction are fundamental for engagement and productivity.

Increased work-life integration and the demand for innovation compel collaboration as the pace of work accelerates.



Patrick Hayes, STANTEC

WORK: The Importance of Outdoor Space in Corporate Environments



Case Study
GoDaddy

Exterior Architecture Team:
Patrick C. Hayes, NCARB, LEED AP, President (PHArchitecture)
Brian Fish, AIA, Project Manager (PHArchitecture)
Trevor Mower, Animation Designer (PHArchitecture)
Photo Credit: Kevin Korczyk



Photo Credit: Kevin Korczyk



Case Study Marina Heights

TEAM MEMBERS FOR PROJECT

Developer
SF S/R Marina Heights
Heidi Kimball, CPM

General Contractor
RYAN Companies US, Inc.
Dan Bergstein,
Division Manager

Architect
DAVIS
Buck Yee, Principal,
Project Architect

Interior Design
DAVIS
Amy Dooley, Principal,
Senior Interior Designer

Landscape Architect
The Design Element, PLLC
Jeff Anderson, Principal
Marc Beyer, Partner



Main Street and Central Park

Photo Credit: Ryan Wilson Photography



Arizona Room

Photo Credit: Ryan Wilson Photography

WE BELIEVE

OUTDOOR WORK SPACES CAN...

Enhance Work Experiences

Build Culture

Promote Well-Being

Stimulate Innovation

CARE



LEARNING OBJECTIVE

d.

Explore the role of site furnishings in today's evolving outdoor healthcare environments and offer case studies, product application ideas, and impactful statistics that identify tangible benefits and strategies to leverage outdoor space.



**We are going through an
evolution in healthcare.**

Here's
What
We See:

Reducing stress for staff can make them happier and lead to better treatment.

Hospitals know that reducing stress for patients and their families can lead to faster healing and higher satisfaction with their care.

Unprecedented access to information and mobile devices is empowering patients to be highly engaged in their own care, from anywhere.

An increased focus on physician-patient-hospital relations is calling for better communication through increasingly human-centered design.



Dr. Sara Warber, University of Michigan

CARE: The Importance of Outdoor Space in Healthcare Environments



GARDEN OF HEALING AND RENEWAL

Case Study

**McLaren Garden of
Healing & Renewal**

Landscape Architecture Firm: PEA, Inc.
Photo Credit: Jeffery Smith



Photo Credit: Jeffery Smith



Photo Credit: Mark Bialek



Jeff Smith, Director of Landscape Architecture for PEA shares:

“Every time I visited, there were doctors or nurses at the garden. A healing garden won’t cure cancer, it’s there to help ease other symptoms like stress, but the doctors and nurses have stress and anxiety, too. It’s a tough job. This garden gave them a stress reducing resource as it would for anyone in a workplace who had access to a healing garden across the street from their office.”



Case Study
UCSF Cardiovascular Center

Project Name
UCSF
Cardiovascular Center

Project Location
San Francisco, CA

End-Client
University of California
San Francisco

Designer
Andrea Cochran

Contractor
McGuire & Hester

Architects
SmithGroupJJR and
Jim Jennings-Architecture

Photo Credit
Marion Brenner



Photo Credit: Marion Behner



Photo Credit: Marion Brenner

WE BELIEVE

OUTDOOR HEALTHCARE SPACES CAN...

Nurture Healing

Facilitate Communication

Enhance Belonging

PUBLIC SPACES

TRAVEL · PLAY · LIVE



LEARNING OBJECTIVE

e.

Explore the role of site furnishings in evolving outdoor public space and how it can respond to the prevailing needs of society as a whole. We will offer case studies, product application ideas and impactful statistics that identify tangible benefits and strategies to leverage outdoor space.

Here's What We See:

Whether considering public or private spaces, there is an opportunity to make daily life outside of work or school feel even more fulfilling, enjoyable, and meaningful.

It's no secret that people in today's society live a busy, over-stressed, and deskbound lifestyle that can at times feel like it lacks inspiration and meaning.

People are hungry for opportunities to connect with themselves and others, but often lack space, time, and resources.

As the pace and pressure of life increases, individuals desperately seek pause for moments of tranquility, respite, and calm from the chaos of daily life.

Hectic timelines in today's ever-connected world often keep people from fully disengaging from daily worries to fully engage in life.

TRAVEL





TriMet

TRAVEL: The Importance of Outdoor Environments in Transit Experiences



Case Study

Jet Blue Rooftop Lounge

Project Location: Queens, N.Y.
End-Client: JFK International Airport
Designer: Gensler





WE BELIEVE

OUTDOOR TRANSIT SPACES CAN...

Reduce Stress

Spark Social Interactions

Enable Productivity

Establish a Sense of Security

PLAY





Bloomingtondale Trail (The 606)

Video Credit: drew.huening@gmail.com



WE BELIEVE
OUTDOOR RECREATIONAL
SPACES CAN...

Encourage Play

Enhance City Harmony

Make Memorable Experiences

Establish a Sense of Security

Nurture Engagement

LIVE





Case Study
Bay Meadows

CMG
Kevin Cangel (Principal)
Jamie Phillips (Senior Associate)
Greg Barger (Associate)
Pamela Conrad (Associate)
Corbett Belobor (Designer)

Photo Credit: Aerial View Credits CMG



Photo Credit: Richard Seagraves



Photo Credit: Richard Scrimshaw

WE BELIEVE

OUTDOOR COMMUNITY SPACES CAN...

**Enhance Community Identity
and Lifestyle**

Promote Well-Being

Stimulate Activity

Encourage Presence in the Moment

Our goal is to inspire you and your clients to activate the full potential of outdoor space and enrich the experiences of the people who use them.



SUMMARY

WE BELIEVE

That outdoor space is underserved and that you have the ability to impact that.

WE BELIEVE

Outdoor space can enrich the lives of those who use it.

WE BELIEVE

That site furnishings are a key element that should be programmed and designed to create truly functional outdoor destinations that invite people to not just pass through, but to live, learn work, care, play and travel.

CONCLUSION

Q's



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