

Re-Vision Linn Park

Submitted by: **OJB**



Meet the Team

OJB
Landscape
Architecture /
Programming /
Activation /
Revenue
(Prime)



Jim Burnett, FASLA
Partner
Design Advisor



Nathan Elliott, ASLA,
LEED AP
Principal
Principal in Charge



Tara Green, CSEE
Principal
Program Development
**Programming, Activation
& Revenue Director**



Katy Martin, ASLA, RLA
Director
**Project Manager &
Designer**



Chandler Nohr, ASLA
Associate
Designer

**CBG
STRATEGIES**
Community
Engagement
(Local MBE)



Lindsey McAdory, PMP
Principal
Workshop Strategist



Lea Ann Macknally,
President
**Workshop Strategist &
Facilitator**

**MACKNALLY
LAND DESIGN**
Community
Engagement
(Local DBE)

**TRAHAN
ARCHITECTS**
Architecture



Trey Trahan, FAIA
Founder & CEO
Building Design Principal



April De Simone, Associate AIA
Principal
Building Designer

KHAFRA
Civil Engineering
(Local DBE)



Michelle Bodewes, PE, ENV SP
Senior Civil Engineer
Civil Engineer



John Ray, AIA
Project Manager
Civil Engineer Project Manager



CUMMING
Cost Estimating



Sean McDermott, CPE
Regional Director
Lead Estimator

Our Team's Collective Park Experience

We design public spaces for all.

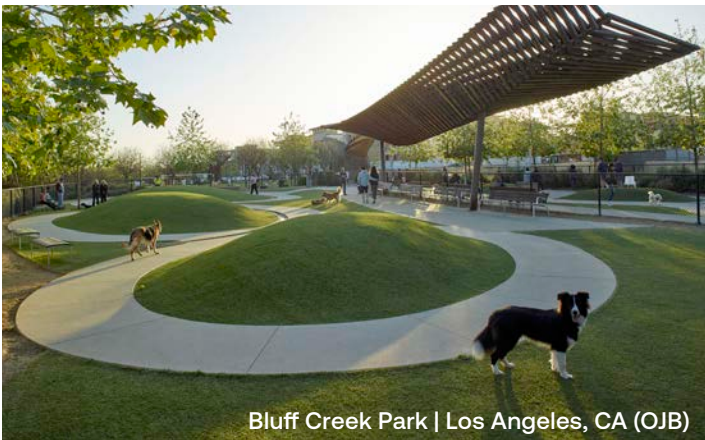




Cary Park | Cary, NC (OJB, Cumming)



CityPlace Plaza | Houston, TX (OJB)



Bluff Creek Park | Los Angeles, CA (OJB)



Gene Leahy Mall | Omaha, NE (OJB)



East Village Green | San Diego, CA (OJB, Cumming)



Dorothea Dix Park | Raleigh, NC (Cumming)



LeBauer Park | Greensboro, NC (OJB)



Concert Park | Los Angeles, CA (OJB)

OJB *(Prime Consultant)*

OJB is dedicated to creating landscapes that transform perspectives, evoke emotional responses, and create unique sensory experiences. The firm's work imaginatively unifies the relationship between landscape and architecture.

OJB challenges the conventional boundaries of landscape architecture, emphasizing place-making as a mechanism for healing, gathering, and celebration. With context and function always in mind, OJB seeks to creatively utilize materials that not only mitigate site and environmental challenges, but also promote healthy living.

We work extensively with communities, developers, TIF district proceeds, public-private partnerships, and non-profit conservancies to develop **self-sustaining landscape solutions** in a wide variety of settings. Recognized for the creation of urban parks that return civic engagement to the forefront of cities, OJB is the recipient of more than 90 state and national design awards. Notable awards include the 2020 Cooper Hewitt National Design Award for Landscape Architecture, three ULI Urban Open Space Awards, for Levy Park in Houston (2018), Myriad Botanical Gardens in Oklahoma City, OK (2015), and for Klyde Warren Park in Dallas (2014). James Burnett was the recipient of the 2016 ASLA Design Medal and OJB was the recipient of the ASLA Firm Award in 2015.

Well-programmed, beautiful open spaces can restore connections between disparate city neighborhoods, provide transitional space between residential, cultural, and business districts, and act as a catalyst for economic development. Our projects are the result of deep **collaboration** with constituents and vital civic engagement – the foundation of long-term success and impact. This opportunity to preserve, restore and repair our environment is an essential part of our mission.

Boston | Dallas | Houston | Philadelphia | San Diego

Established 1989 (33 years in business)

OJB Landscape Architecture is a registered S-Corporation owned by James Burnett, FASLA; Chip Trageser, FASLA; Jereck Boss, FASLA; Kyle Fiddelke, ASLA; Dillon Diers, ASLA; Cody Klein, ASLA; Meg Levy; and Claudia Thome.

Staff: 90+ professionals

Approach to Park + Civic Spaces

OJB's recent work has focused on the aesthetic and economic transformation of American cities through the creation of fascinating and functional public spaces. OJB believes that landscape and open space are critical to rejuvenating and revitalizing cities and can stimulate economic development and urban growth. Cities are increasingly aware of the importance of providing the urban core with well-programmed, beautiful open spaces to attract and retain residents and businesses.

Work in this area contemplates **restoring connections between disparate sectors within cities, providing transitional space between residential, cultural, and business districts, and drawing traffic and use through innovative programming initiatives.**

Additionally, OJB's urban open space projects have significant environmental benefits, including stormwater runoff interception, carbon emission reduction, and air and noise pollution mitigation. To ensure sustained use and foster vibrant urban communities, spaces are designed with meticulous attention to detail and the needs of the surrounding community in mind.



LeBauer Park | Greensboro, NC

Design Process

OJB is first and foremost a design firm. Our work is rooted in an appreciation of place and we begin every project by conducting a thorough research process in which we consume and process any and all relevant information related to the design brief. During site visits, we pay close attention to the environmental clues that reveal the opportunities and constraints that will inform our design work. When meeting with the owner and key stakeholders, we listen and ask questions to ensure that we fully understand the needs and expectations for the project.

Once we have begun to understand the project, we explore the relationships between various programmatic and spatial elements on the project site using a variety of traditional and digital media to convey design intent. The main themes of the project are woven together into a coherent conceptual framework, which is refined through an ongoing review process with our client. Once the framework is approved, our team of designers methodically refine each aspect of the project, engaging the client and continuing the iterative review. The end product represents a careful investigative effort by OJB that includes the client throughout the entire process.



Special Considerations

OJB specifically focuses on designing and delivering award-winning landscape architecture projects that are on schedule, within budget and provide immediate value for their owners. OJB takes tremendous pride in solving the technical challenges that come along with great design and our team possesses extensive experience resolving fast-track projects that involve complex design solutions.

OJB has a reputation for preparing thoughtful landscape and planning strategies, providing superior documentation and actively involving our clients in the development of the project. Engaging the client early in the design process is critical to the success of open space projects. Our iterative review process allows the owner to fully understand the value of the proposed landscape improvements, including the health of the soil biota, the importance of stormwater management strategies and the decision-making apparatus that resulted in the selection of site features, paving and furnishings. This process ensures that the client understands the value in the landscape, realizes the schedule and documentation commitments of the work and ultimately yields a superior built product.

From programming to construction administration, OJB collaborates with owners, project managers, architects, contractors and other consultants. OJB is committed to the philosophy that the team is stronger than the individual and that clear and consistent communication is the key to a successful project.

Key Strengths

- + Commitment to design excellence
 - + Strong technical qualifications
 - + Responsive to owner needs
 - + Collaborative approach
 - + Legacy of successful projects
-

Activation Programming

While OJB's facilitation capabilities have been proven through our many award-winning projects across the country, a singular advantage is that we have an **Activation and Programming Principal, Tara Green**, on our team from the outset. By discussing operations, governance, programming and long-term activation, we are working hand in hand with our client team to develop a blueprint for success that balances public and private interests with social and economic equity.

OJB is committed to ensuring that our designs are fully experienced and brought to life with thoughtful programming created for each community. Our activation team helps clients understand how an open space can be best utilized, from identifying potential programming, public events and community partnerships to setting governance, sustainable funding models and business plans. **We create public spaces as destinations that dependably attract patrons, enhance the workplace to retain employees, build community and invigorate developments.** We shape spaces into active, inclusive places to connect people with their communities.



URBAN OPEN SPACE AWARDS

2018 | LEVY PARK

2015 | MYRIAD GARDENS

2014 | KLYDE WARREN PARK

"The ULI Urban Open Space Award recognizes transformative open spaces—including parks, plazas, squares, memorials, trails, and other non-traditional park and open space formats. A jury of distinguished ULI members reviews all applications and selects a group of finalists. The jury visits all finalists in person and meets with members of the development and design teams. After visiting, the jury reconvenes to select the winner(s)."

- URBAN LAND INSTITUTE

Each space has its own character and culture that must be addressed in planning, designing, maintaining and programming. Activating spaces with intentional programming and special events brings a space to life. It infuses energy, purpose and activity in order to fully realize the vision of the space by bringing employees and the community together. Offering a diverse program calendar affords guests from all backgrounds, ages and ability an opportunity to enjoy the space as their own. It builds brand awareness within the community and users can weave the space into their leisure routines.



Public spaces must fit together different types of programs at different frequencies, achieving an overall balance aligned with the surrounding density of real estate development, demographics of users, and what happens in nearby public spaces. This balance will shift over time.

Why Activate Spaces?

- + Increase attendance
- + Create safer places
- + Encourage new development
- + Create iconic destinations
- + Diversify user groups
- + Generate revenue
- + Establish an identity
- + Build community



Levy Park | Houston, TX

Trahan Architects *(Architect)*

Founded in New Orleans by Victor F. “Trey” Trahan, III, FAIA in 1992, Trahan Architects believes that the mindful design of everyday spaces can elevate human experience. It has developed an extensive portfolio of work that spans the realms of healthcare, cultural, academic, athletic, residential, ecological, and beyond. The firm believes the success of their designs is rooted in the ethos that guides the approach. By working with compassion, conscience, and curiosity, and pausing to listen and leave space, they can discover meaningful responses that expand the definition of beauty and resonate across time.

Trahan Architects brings a poetic approach to our work, considering each project as part of a unique ecosystem. The team uses the tools of their practice—artistic expression, technical innovation, and the mindful selection of materials—in search for designs that are socially impactful, sincerely sustainable, and aesthetically sublime. This process has led to work that has received **over 100 national, regional, and local awards**, as well as several international design competitions, including **five National AIA Awards**. Trahan Architects is also ranked the **#1 Design Firm in the U.S. by Architect Magazine**, the official publication of the American Institute of Architects. Their conceptual visions are grounded in a proven ability to plan and execute complex projects, on time, on budget, and in ways that have a lasting positive impact on our natural and social environments.

The practice has grown beyond architecture to explore and produce urban design, as well as approaches to interrogate and deconstruct existing paradigms, while simultaneously advancing the practice of democratic design (or architecture) through the emergence of projects centered on the spatialization of healing, equity, and justice within the built environment or of more equitable, humane, and just experiences in the built environment.



Laguna Gloria Sculpture Park: Moody Pavilions | Austin, TX



Luther George Park Performance Pavilion | Springdale, AK

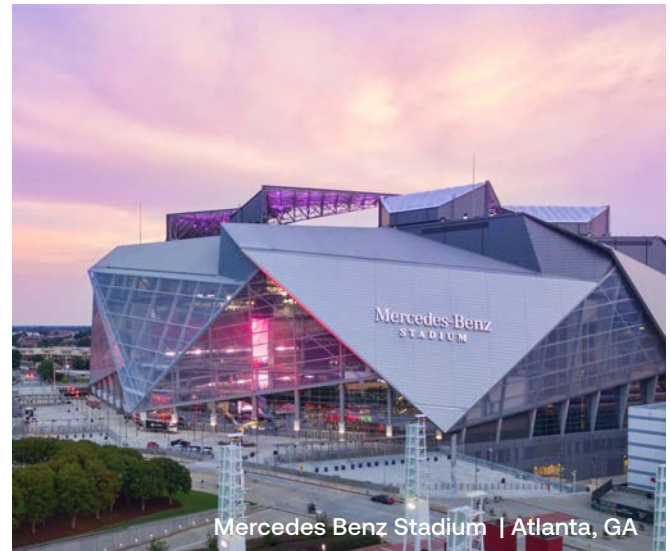
Khafra (Civil Engineer)

Local,
DBE Firm

KHAFRA was founded in 1986 as an engineering consulting firm created to rival the best in the nation. The firm is currently leading the rehabilitation of the Linn park fountain, and we chose them as a partner because of their intimate familiarity with the project site.

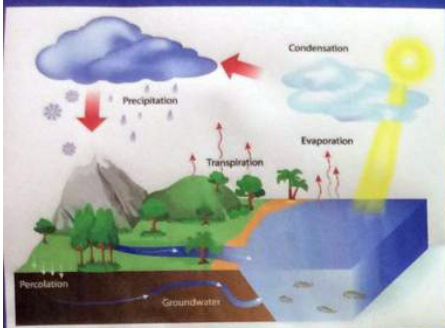
As a local, full-service architecture and engineering firm KHAFRA, is experienced in delivering complete architectural and engineering services beginning with conceptual planning, and proceeding through the design phase, and concluding with field construction contract administration. The firm's representative projects in the public and commercial institutional sector consist of designs for the following types of facilities: international and regional airports, public venues (parks and arenas), transit, schools, office buildings, and museums, libraries, parking decks, hospitals and churches. Our staff is dedicated to providing the highest level of professionalism and personal commitment in meeting the needs of all clients.

KHAFRA Engineering Consultants, Inc., (KHAFRA) is licensed to provide services in the State of Alabama. The owners of the firms are Valentino Bates, PE, Waymon Jones, Michael Leung, PE, Charles Raine, AIA, Elias Zewde, PE. KHAFRA is DBE certified.



Mercedes Benz Stadium | Atlanta, GA

Lincoln Park Green Initiative

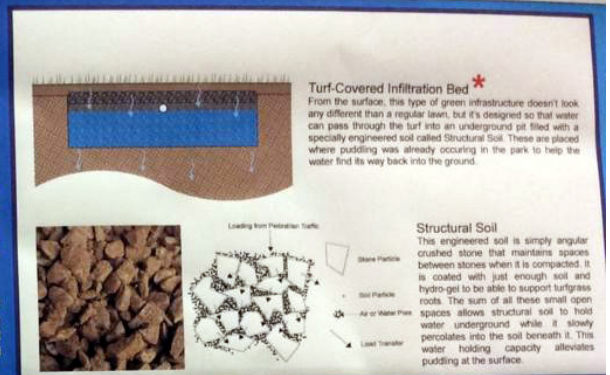


The Hydrologic Cycle

The image to the left illustrates the movement of water as it cycles through the atmosphere, as well as across and through the ground.

Human development and activity in the landscape can have a significant impact on this cycle. Large amount of impermeable paving prevents percolation of water into the ground. This causes more water to rapidly flush across the surface and through the storm sewer system, causing erosion and often washing pollutants into our waterways.

Green Infrastructure practices like the ones installed in Lincoln Park can help reduce these impacts, by keeping water on site, slowing it down, and allowing it to be filtered and cleaned before it enters underground aquifers, streams, rivers, and lakes.



Lincoln Park Green Infrastructure | Tonawanda, NY

Macknally Land Design *(Workshop Facilitator)*

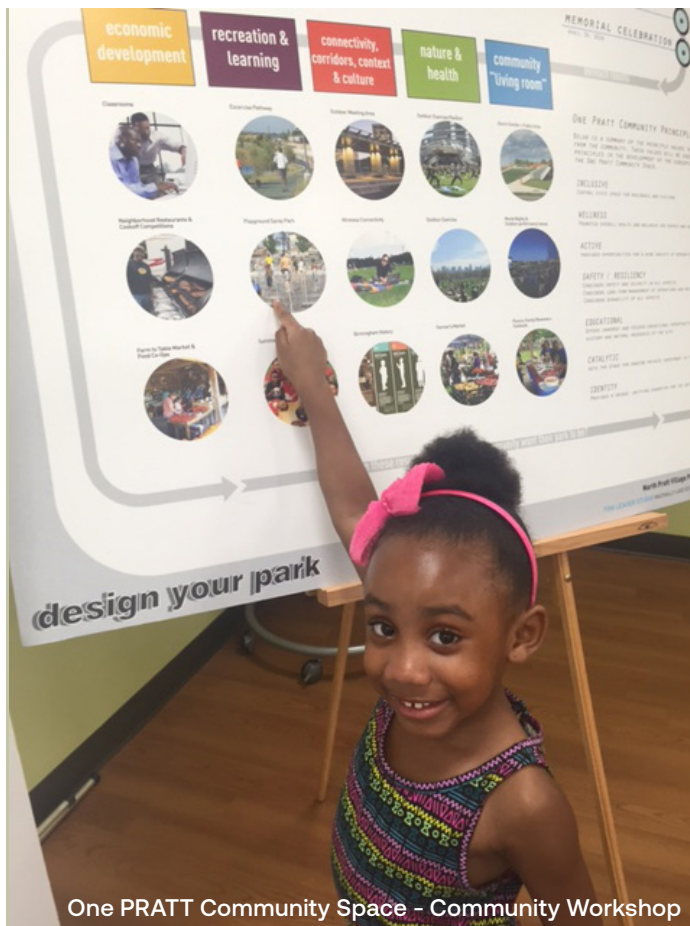
Local,
DBE Firm

Macknally Land Design is a full-service landscape architectural firm dedicated to the innovative design of socially and environmentally holistic places. Founded in 1993, Macknally Land Design has developed and maintained a reputation for consistently providing projects of the highest quality through an understanding of client needs, site conditions and environmental context. Their team approach allows them to collaborate closely with the clients, architect, engineers and other design team members to create and realize the vision for each project.

The team, led by principals Lea Ann Macknally and Whit Macknally, has extensive experience in the planning and design for civic, park and institutional sites, as well as detailed greenway and garden design. Macknally Land Design's goal is to provide the highest level of professional design service by creating livable spaces that people enjoy, while being sensitive to site constraints, the client's needs, budget, maintenance requirements, and environmental preservation.



41st Street Project - Community Input Meeting



One PRATT Community Space - Community Workshop



One PRATT Community Space - Community Workshop

ONE PRATT 6 NEIGHBORHOODS
COME HEAR ABOUT AND PARTICIPATE IN PLANS FOR PRATT'S NEW COMMUNITY SPACE!



CBG Strategies *(Community Engagement)*

Local,
MBE Firm

A full-service, local, minority-owned community engagement firm founded in 2018, CBG Strategies rests at the intersection of community, business and government. Birmingham-based, minority-owned and 100% minority operated, the firm's unique, immersion-based approach dissolves the space between our clients and those they serve. Through innovative and targeted services such as direct mail, digital outreach strategy and messaging services, they develop and maintain powerful relationships with corporate and nonprofit entities, local governments and their instrumentalities.

As Alabama's premier community engagement and strategy firm, based in Birmingham, CBG has grown to build a reputation for exceeding client expectations and grasping the attention of even the most hard to reach communities. In the past ten months, alone, CBG has consulted on and coordinated communications for some of Alabama's most successful campaigns. Their work, of which the firm takes immense pride in, has gained the attention of various accredited organizations. As a result, CBG was honored by the Alabama NAACP as Community Partner of the Year for efforts on the Department of Public Health's statewide COVID-19 vaccination campaign and were invited by the American Advertising Federation to speak on their success during the Randall Woodfin for Mayor re-election campaign. Being that the entire team is from, or currently resides in, Birmingham, the future of Linn Park has been a topic of interest for CBG, and the firm is delighted to learn about the Re-Vision Linn Park project.

CBG Strategies has participated in a number of local campaigns, outlined below.

CBG Strategies developed the Absent but Counted campaign on behalf of the Montgomery County Circuit Clerk with the goal of safely and effectively educating Montgomery County voters to apply for, cast and track their absentee ballots. The campaign resulted in a 400% increase in absentee voter ballots (the state had a 278% increase).

CBG Strategies developed a community engagement campaign, the Protect Alabama Campaign for the Alabama Department of Health to educate minority populations on the effectiveness of the COVID-19 vaccines and to minimize disparity in vaccine adoption and distribution. Their team deployed a layered communication strategy that involved digital outreach, coalition building, direct mail and direct resident engagement. The campaign resulted in more than 50,000 doors canvassed statewide, engagement of Five HBCUs, and a statistically synonymous vaccination coverage rates between minority and non-minority community in Alabama.

Finally, CBG Strategies led the Randall Woodfin for Mayor of Birmingham Re-Election Campaign: Progress Together. In Birmingham's most recent election cycle, the team was instrumental in the re-election campaign of Randall Woodfin for Mayor. Through the design and execution of direct mail and local ads, they were able to ensure that the campaign's platform and objectives were effectively communicated with voters. As a result, the Woodfin campaign was able to expand its scope beyond likely voters and, on election night, received 64% of the vote.

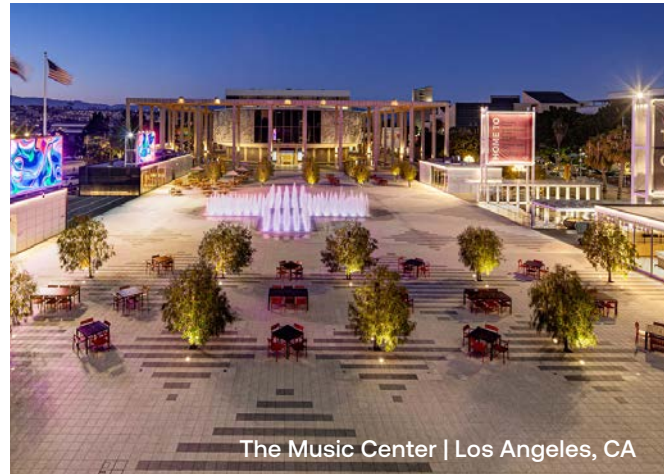
Right:
Collection of images showcasing the Linn Park
team's community engagement methods.

Cumming *(Cost Estimator)*

Cumming Management Group, Inc. (Cumming) is a privately held corporation founded in California in 1996. Cumming is a leader in providing project consulting services to the A/E/C industry, including project and construction management, planning and scheduling, independent project controls, cost estimating/management, constructibility reviews, and construction dispute resolution. Now in its 25th year, Cumming has over 1,001 team members in 36 offices globally, which provide these and other related services to clients around the world.

Cumming has completed more than 2,000 projects for city- and county-operated facilities. These projects have involved parks, public spaces, city halls, civic projects, police/fire facilities, libraries, offices, community centers, animal shelters, transit centers and public works, among others.

OJB has previously worked on various park and open space projects with Cumming, including Cary Park, Duncan Plaza and East Village Green.





Street Teams



Engage Children



Surveys



Open Feedback



Voting



Community Meetings



'Design Your Own' Programming Workshop



Charettes

INDIVIDUAL ◀ ▶ COMMUNITY



STAKEHOLDER INTERVIEWS

1-on-1 or small group



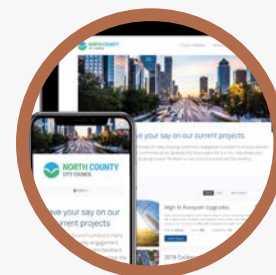
FOCUS GROUPS

10-15 people



DESIGN CHARRETTES

20-100 people



WEBSITES / MAILERS

unlimited



OJB

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