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2003

## Annual Report, 2002-2003

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# SCHOOL OF ARCHITECTURE

## ANNUAL REPORT

2002-2003

### DEAN'S SUMMARY

#### Significant Achievements and Changes:

##### A. Faculty and Administration

**1. School:**

The dean's office was responsible for an award of \$821,000 from the Arkansas Natural and Cultural Resources Council for the provision of additional exit ways from Vol Walker Hall. See discussion in "Facilities" below.

**2. Department of Architecture:**

Architecture department head Patricia Kucker began her appointment during the fall 2002 semester. Associate professor Tim deNoble in the architecture department was promoted and awarded tenure, and assistant professor Kim Sexton completed her pre-tenure review. Dr. Tahar Messadi, formerly at Georgia Tech, accepted a tenure track appointment as assistant professor following a national search. Julie Snow, AIA, of Julie Snow, Architects of Minneapolis served as the John Williams Distinguished Visiting Faculty during the spring semester. Professor Marlon Blackwell continued to receive international recognition for his design work: six articles in international architectural journals; seven invited lectures; and was one of five winners (out of 700 applicants) of the international design prize-the ar+d prize sponsored by *Architectural Review*, the leading journal in England. Professor Blackwell addressed the awards audience in Helsinki, Finland in February 2003.

**3. Department of Landscape Architecture:**

During the spring semester, Catherine Wiley of Philadelphia served as the Garvan Chair and taught a fourth year studio and a computer graphics course. Associate Professor Karen Rollet-Crocker received a 2002 Honor Award from the Arkansas Chapter of the American Society of Landscape Architects for a project in Bentonville.

**4. University of Arkansas Community Design Center:**

David Glasser, FAIA, the inaugural director of the Community Design Center resigned his position effective June 30, 2003. Following a national search, Stephen Luoni, formerly of the University of Florida, Gainesville, accepted an appointment to become the new director beginning August 18, 2003. Luoni will be a tenured associate professor in architecture and will hold the Steven L. Anderson Chair in Architecture and Urbanism. Jill Anthes, interim director until September, was appointed to a three-year term on the Fayetteville Planning Commission in April

and began service as a member of the Downtown Dickson Enhancement Project Board of Directors.

**5. University of Arkansas Delta Research and Design Center:**

Susan Thomas, director of DRDC, published the first issue of the *Delta Research Bulletin* during the spring semester.

**6. Garvan Woodland Gardens:**

FY03 saw a major change in management at the gardens, as David Davies replaced Alan Magee, the inaugural director of the gardens, in November 2002. Under new leadership, attendance improved, capital improvements were made, operations were made more efficient, a marketing strategy articulated, and additional resources were identified and procured. Permanent base operational funding continues to be a primary issue in seeking to develop long-term stability for the gardens.

**B. Curriculum and Program Development**

**1. School:**

The Construction Collaboration Initiative Committee, composed of members of the Professional Advisory Board, Dean's Circle and the dean, abandoned a legislative initiative that would have provided initial funding for the Initiative after failing to receive support from the state engineering licensing board. The group has developed a "resuscitation" strategy during late spring 2002 that will be implemented fall 2003. Another group of Advisory Board members volunteered spring 2002 to develop funds-raising ideas for the Community Design Center, as well as its satellite, the Delta Research and Design Center.

**2. Department of Architecture:**

The faculty, under the leadership of Patricia Kucker, spent the spring semester reviewing the structure and content of the design studio sequence as a preface to making changes during fall 2003. Department faculty developed an Honors Program for architecture.

**3. Department of Landscape Architecture:**

The department implemented the new professional curriculum fall 2002 and initiated a student portfolio review after the students' second year. A proposal for a four-year degree in Landscape Architecture Studies was developed, has been approved by the faculty Senate Committee on Curriculum and is under review by ADHE. Department faculty developed an Honors Program for landscape architecture.

**4. University of Arkansas Community Design Center:**

UACDC has completed its eighth year of service to the state and to the campus. During the year, CDC completed five studies for communities and institutions in the state, including Clarendon, Brinkley, Pea Ridge, Lake Village and the Good

Shepherd Ecumenical Retirement Center of Little Rock during FY03. It also concluded a funded study of best energy practices in Arkansas for the Energy Office of the Arkansas Department of Economic Development.

The campus-planning arm of CDC developed fourteen studies for the Campus Master Plan Design Review Board, including site planning for the Arkansas Research and Technology Park.

**5. University of Arkansas Delta Research and Design Center:**

The Delta Center held its second annual Economic Development Seminar and began a program to visit high schools in each county where DRDC works. In addition, DRDC sponsored its annual Summer Workshop, this year in Lake Village.

**6. Garvan Woodland Gardens:**

The amphitheater and the bird sanctuary were developed during the year. Trails to the sanctuary were developed, the Christmas lights display was doubled in size, and bulb planting increased by 70%. Projects begun last year include the Trapp Mountain Overlook. In the planning stage are the Bonsai Garden and the Children's Garden.

**C. Outreach**

**1. Department of Architecture:**

The department's primary outreach activity involves two design-build programs. First, an upper level student design team is building an affordable house for the City of Fayetteville, under the leadership of Associate Professor Greg Herman. Professor Herman and Department Head Patricia Kucker negotiated the relationship with the city. Second, a design team of younger students is building an accessible tree house for physically and/or mentally challenged campers at Camp Aldersgate in Little Rock. Laura Terry, Assistant Professor, was personally responsible for raising the funds for this initiative.

**2. Department of Landscape Architecture:**

The third annual Garvan Gardens Symposium was organized and conducted by the department head. This year's topic was "Creating Value: Developing Livable Communities for Ourselves and Future Generations."

**3. University of Arkansas Community Design Center (CDC):**

All programmatic activities of the delta center are outreach activities.

**4. University of Arkansas Delta Research and Design Center (DRDC):**

All programmatic activities of the delta center are outreach activities.

**5. Garvan Woodland Gardens:**

Formal events at the gardens this year included the third annual Garvan Gardens Design Symposium, the first annual Black Tie Gala, the first annual Educational Pilot Project for fifth grade students and a reception for the Arkansas Legislature.

**D. Constituent and Alumni Relations**

The dean and Charlotte Taylor, the development director for the school, held alumni events in San Francisco and San Diego.

The Professional Advisory Board and the Dean's Circle continued to play important advisory and development roles in the life of the school. The more recently formed Steering Committee for the school's Capital Campaign was also very active during the year, sponsoring a major event in Little Rock during fall 2002.

**E. Capital Campaign**

During FY03, \$832,218 was raised for the Capital Campaign for the School of Architecture. Our goal for FY04 is \$2,192,100.

**F. Facilities**

The exterior restoration of Vol Walker Hall began fall 2002 as a result of a grant of \$500,000 from the Arkansas Natural and Cultural Resources Council. Work included a new roof and restoration of exterior stonework.

In May 2003, the School of Architecture received another grant from ANCRC in the amount of \$821,000 to address the interior fire egress issues cited in the department of architecture's 2002 NAAB accreditation visit. An architectural firm has been hired to develop plans for the work.

**Progress and Accomplishments Related To Strategic Plans and University Priorities and Goals**

**A. Strategic Plan**

Though progress continues to be made on all school goals, primary emphasis during FY03 was placed on departmental elaborations of Goal 1 by faculty from architecture and landscape architecture. This goal aims at identifying and developing focused areas of excellence for each department. Landscape architecture faculty took up this discussion fall 2002; architecture faculty will finalize their elaboration of the goal fall 2003.

**University Priorities**

The Vision Statement for the School of Architecture intentionally targets major goals of the campus. It states:

*The School of Architecture will provide nationally recognized, student-centered, professional design programs, incorporating exceptional liberal education*

*opportunities, producing outstanding graduates and making significant contributions to society through research, scholarship, creative activity and service.*

The following five items in italics are the university's five overarching goals with comments about the School of Architecture's addressing of these goals during FY03:

**1. *Strengthening academic quality and reputation by enhancing and developing programs of excellence in teaching, research and outreach.***

In the absence of any national rankings of undergraduate design education, accreditation visits and reports are the broadest indication of quality and reputation for each department. Architecture received a glowing report summer 2002; landscape architecture is preparing for an accreditation visit spring 2004. On a more informal basis both programs seek external review and feedback from numerous visiting critics and guest lecturers brought to campus during each year to discuss student work. In one such visit recently, the chair of the Harvard's Graduate School of Design made the comment that Harvard now considers the architecture department a "feeder program" for GSD.

**2. *Increasing the size and quality of the student body.***

Architecture enrollment projections for fall 2003 indicate a substantial increase in the size of the freshman class. In fact, the increase coupled with previous increases raises concerns about having inadequate studio space for architecture students in the very near future. We have developed a stopgap solution this fall involving careful scheduling and some "hot desks," but this solution runs aground of accreditation requirements and thus can only be used for a short time. We have alerted the Vice Chancellor for Business and Finance about our mid-term space needs.

Enrollment in the Landscape Architecture program is projected to drop by from five to seven students.

In terms of normal measures of quality of incoming students, this year's freshman class should be the best group in our history. One example of this increased quality is seen in the increase in architecture students with ACTs above 30. Last year we had 5 students in this category; this year we are projecting 22.

**3. *Enhancing diversity among our faculty, students and staff.***

Minority enrollment in the School of Architecture increased by 47% as recorded fall 2002. The faculty of the school continues to rank at or near the top nationally in terms of the percentage of women on the faculty.

**4. *Increasing public financial support.***

The School of Architecture continued its success in receiving grants from the Arkansas Natural and Cultural Resources Council. An \$821,000 grant was received for work on Vol Walker Hall; Garvan Woodland Gardens received \$700,000 for a variety of projects, including a children's garden.

State Parks and Recreation;

**5. *Increasing private gift support.***

The School's Capital Campaign raised \$832,218.

## Effectiveness And Productivity Related To Peers

Late spring 2003, the dean charged Professor Ethel Goodstein with developing a research and reporting protocol that would allow the two academic departments to conduct an annual peer review study. While the study will be completed fall 2003, early reports indicated substantial difficulty in generating and accessing data at the level of architecture and landscape architecture departments at peer institutions. The school will likely develop its own survey instrument to send to selected programs. The survey would place a priority on data related to the University of Arkansas' "Progress Reports."

Both academic departments receive regular feedback from guest lecturers, visiting critics from peer (or better) programs and from periodic accreditation visits, as well as from feedback from our own faculty's visits to other programs. See also II.B.1. above.

## STUDENT ACHIEVEMENT SUMMARY - Scholarships

### *Department of Architecture – GPA Based*

National AIA Henry Adams Medal.....	Melissa Harlan
National ACI Certificate of Achievement.....	Iova Dineva
Edward Durell Stone Medal .....	Melissa Harlan
Barbara C. Crook Medal.....	Iova Dineva
C. Murray Smart Medal .....	Wilson Robertson
Eichenbaum-Erhart Memorial Scholarship.....	Sean Haste
Wittenberg, Delony & Davidson Memorial Scholarship.....	Emily Baker
Ernest N., Pettit, Jr., Memorial Scholarship.....	C. Blake Jackson
Sid Frier Scholarship.....	Trinity Simons
EFCO Rome Travel Awards .....	Lori Filbeck James Matchett Jason Stringer
William M. Evans Memorial Scholarship.....	Shizu Takami
Ralph O. Mott Scholarship .....	Brian Carnahan
Irving N. Hepner Scholarship .....	Jonathan Ward
Robert S. Laser Scholarship.....	Jason Jackson
Paul H. Seiz Memorial Travel Award.....	Jasen Goicoechea
Jerry C. Wilcox Memorial Scholarship.....	Candi Davis

### *Department of Architecture – Faculty Selected*

C. Murray Smart Rome Program Award.....	Jason Stringer
Cyrus Sutherland Historic Preservation Alliance Scholarship .....	Marielle Lumang
Mort Karp Medal .....	Leah Karnes
Frank Naylor Prize .....	Courtney Gunderson
Pella Second Year Outstanding Design Award.....	Nasheana Mitchell
Pella 5 <sup>th</sup> Year Outstanding Design Award .....	Chris Baribeau, Melissa Harlan

Architecture Program Book Awards	First Year .....	Kara Pegg
	Second Year.....	Natalie Blair Bradley Prater
	Third Year.....	Greg Roda
	Fourth Year.....	Chris Brown Amy Koenig
Valerie Turnage-Tucker Memorial Scholarship	Fifth Year.....	Mark Rukamathu ..... James Sullivan, Justin Tucker

***Department of Architecture Donor Selected Scholarships***

Northwest Section, Arkansas Chapter, AIA Scholarship .....	Sean Haste	
Ft. Smith Section, Arkansas Chapter, AIA Scholarship .....	Kelly Spearman	
E. Fay Jones Traveling Scholarship.....	Lori Yazwinski	
The Wischmeyer Rome Travel Scholarship.....	Brian Carnahan	
Mason Contractors Scholarship.....	Charles Mears	
ACME Brick Competition	1 <sup>st</sup> Place .....	Amy Koenig
	2 <sup>nd</sup> Place .....	Murrye Brernard Stewart Morgan
Arkansas Subcontractors Association Scholarship		Jason Cerchie Samantha Smith

***Department of Landscape Architecture Scholarships and Awards***

The Verna C. Garvan Medal.....	Jason Gabbard	
<b>Verna C. Garvan Scholarships</b>		
Garvan Rising Scholarships	2 <sup>nd</sup> .....	Jose Larios Scott McVey
	3 <sup>rd</sup> .....	Blanche McKee Cary Simmons
	4 <sup>th</sup> .....	Jon Raney
		Hank Thomas
	5 <sup>th</sup> .....	Megan Dale Keith Hunter
Garvan Plant ID and Planting Design.....	Megan Dale	
Garvan Construction Technology Award.....	Megan Dale	
Garvan Leadership Award .....	Megan Dale	
Garvan European Travel Award.....	Mark Acuff Chip McCulley Jon Raney Hank Thomas	
ASLA Honor and Merit Awards	Honor .....	Juan Gregory
	Honor .....	Dee Weber
	Merit .....	Daniel Cole



	Merit .....	Jake Wineman
Landscape Architecture Book Award	1 <sup>st</sup> Year .....	Jeanette Wilson
	2 <sup>nd</sup> Year .....	Courtney Tannehill
	3 <sup>rd</sup> Year .....	Amanda Motes
	4 <sup>th</sup> Year .....	Jason Prudden
	5 <sup>th</sup> Year .....	Juliet Bell
Neil Hamil Park Memorial Scholarship .....		Megan Dale
TORO Irrigation Scholarship .....		Megan Dale
LandPlan Consultants Scholarship .....		Megan Dale

***School of Architecture – All School Awards***

University of Arkansas Presidential Scholar .....		Sean Haste
Senior Scholar .....		Dee Webber
Alpha Rho Chi Medal .....		Carolyn Pike
Annual Fund Alumnus Award .....		Mark Acuff
Pella Student Essay Award .....		Jonathan Boelkins
	Honorable Mention .....	Sam McGuire
Green/Sustainable Architecture Scholarship .....		Jeff Marcussen
John G. Williams Traveling Fellowship .....		Kelsea Romey

***School of Architecture – All School Donor Selected Awards and Scholarships***

The Michael J. Buono "Green Award" Medal .....		Leland Couch
Professional Advisory Board 5 <sup>th</sup> Year Scholarship .....		Chris Sullivan

***Other Awards***

Tau Sigma Delta Medals	Silver .....	Marlon Blackwell
	Bronze .....	Andy Kim
Phi Beta Delta	Students .....	
		David Burris
		Amber Murray
		Craig Peacock
		Wilson Robertson

***Freshman Scholarships***

Professional Advisory Board Freshman Scholarship .....		Jared Hueter (01-02)
Herbert Thomas .....		Alicia Cobbs
Mary Pipkin Johnson Memorial Scholarship .....		C. Blake Johnson (renew)
		Justin Tucker (renew)

## **Alumni Achievement Summary**

The Seventh Annual Alumni Design Award was given to: *Heather Salisbury '93*

## **Degrees Authorized**

Bachelor of Architecture (B'Arch)  
Bachelor of Landscape Architecture (B'LA)  
Bachelor of Science in Architectural Studies  
Bachelor of Science in Landscape Architectural Studies

## **Degrees Deleted During the Year**

None

## **Academic Standards Action**

None

## **Career Opportunities**

This year the school held its annual job fair on February 28, 2003. Sixteen firms (13 architecture and 3 landscape architecture) from throughout the region participated as 46 third, fourth and fifth years students interviewed with the firms.

## **Bibliographical Listings**

### **I. Books Published (written by or about faculty)**

Beatty, Frances G., Under signed agreement (from May 2002, with Center of American places based upon chapter proposal “Landscape Metaphysics” to produce précis for book.

Blackwell, Marlon, Whitney Library of Design, an imprint of Watson-Guptill Publications, New York, New York, Private Towers, by James Grayson Trulove and Il Kim, (pg. 156-173), August 2002. (The book is a documentation of (12) exemplary new single-family homes that are towers. The Keenan TowerHouse in Fayetteville, Arkansas is featured. The book is in large, full color, coffee table format.

Boyer, Mark E., 2002, SPB Academic Publishing bv, Approaches to Coastal Wetland Restoration: Northern Gulf of Mexico, R. Eugene Turner and Bill Streever.

### **II. Refereed Articles and Proceedings**

Beatty, Frances G., “Creasing an Economic Edge: The Interdisciplinary Renovation of Boston’s From Pond in the Common, Boston, Massachusetts”, Calgary, Alberta, Canada, International Federation of Landscape Architects, May 28, 2003

Beatty, Frances G., “French Connection: The Influence of the Parisian Boulevard on the American City”, New England Garden History Society Journal, April 2003 submission for fall publication.

Boyer, Mark E., “On the Edge of Stormwater” International Federation of Landscape Architects World Congress Conference Proceedings, May, 2003

Boyer, Mark E., and S. J. Burian, “The Effects of Construction Activities and the Preservation of Indigenous Vegetation on Stormwater Runoff in Urbanizing Landscapes”, Landscape and Urban Planning. Submitted August 2002.

Boyer, Mark E., and S.J. Burian. “The Effects of Construction Activities and the Preservation of Indigenous Vegetation on Stormwater Runoff in Urbanizing Landscaped”, Abstract. Indigenous Vegetation Within Urban Development Conference Proceedings. August 2002.

Crone, John V., “The Meaning of Landscape: a Multi-disciplinary, Cross-Cultural Perspective.” conference hosted by the University of Hawaii, Honolulu, January 2003.

- Crone, John V., "Reflecting on the Cultural Values of the Southeast Asian Village as an Integral part of the Planning Process for Appropriate Tourism." Conference hosted by the University of Hawaii, Honolulu, January 2003.
- Fields, Laurie, "Through the Lens: Using Photographic and Figure/Ground Images to Teach Design Vocabulary, Principles and Abstract Thinking", 19<sup>th</sup> National Conference on the Beginning Design Student, Stillwater, OK, April 3-5. 2003.
- Rollet-Crocker, Karen, "Teaching the ABC's of Landscape in Elementary School," Poster Presentation at the Council of Educators for Landscape Architecture, Syracuse University, New York, September 2002.
- Smith, Korydon H., "Parallel Processing: Teaching Assistants in the Beginning Design Studio," authors; Beth Tauke w/Carrie Galuski, Jessica Jamroz, Ted Lutz, Kerron Miller, Scott Nunemaker, Chris Siano, and Korydon Smith. Oklahoma State University, Stillwater, OK, April 3-5, 2003.
- Smith, Korydon H., "Unstaked Territory: Frontiers of Beginning Design," 19<sup>th</sup> National Conference on the Beginning Design Student, Oklahoma State University, Stillwater, OK. April 3-5, 2003.
- Smith, Korydon H., "Evaluating an 'Unhealthy' Seminar," *Universal Design Education Online*, Maintained by: Center for Universal Design, N.C. State University; IDEA Center, University at Buffalo; Global Universal Design Educator's Network. April 2003.
- Terry, Laura, "All This Useless Beauty: Speed, Space and the Live-In Billboard," ACSA West Central Conference, University of Nebraska, Lincoln, October 2002.
- Terry, Laura, "The Value of Design/Build in the Beginning Years," 19<sup>th</sup> Annual Conference on the Beginning Design Student, Oklahoma State University, Stillwater, Oklahoma, April 2003.

### **III. Articles and Unrefereed Publications**

- Blackwell, Marlon, DETAIL, Munich, Germany, June 2003, series #6, (pg. 610-613), *'Honey House' in Cashiers* by Christian Schittich. 'Simple Forms of Building' issue featuring the Moore HoneyHouse, Cashiers, North Carolina.
- Blackwell, Marlon, art4d, Bangkok, Thailand, May 2003, #93, (pg. 70-74), *Particular Privacy*, by Pirak Anurakayawachon. Article and color photo layout featuring the Moore HoneyHouse, Cashiers, North Carolina and the Keenan Towerhouse, Fayetteville, Arkansas.

- Blackwell, Marlon, HAUTE KOREA, New York, New York, April 2003, vol. 04 (pg. 120-125), *Towerhouse in Arkansas* by Young Min Woo. Article and color photo layout of Keenan Towerhouse featured in the 'International Interior' section of this luxury lifestyle magazine.
- Blackwell, Marlon, HINGE, Hong Kong, China, April 2003, vol. 96, (pg. 58-60), *Global Perspective: Marlon Blackwell* by James Saywell. Firm profile and interview with multiple color photos featuring the Farah House, the Flynn-Schmitt Barnhouse, the Dragonfly House prototype, the Moore Residence and HoneyHouse, and the Keenan Towerhouse in Hong Kong's leading design journal.
- Blackwell, Marlon, ARCHITECTURAL REVIEW, London, England, December 2002 (pg. 48-49), *A Taste of Honey* by Peter Davey. Article and color photo layout featuring the Moore HoneyHouse, Cashiers, North Carolina. An image of the project was also featured on the magazine cover.
- Blackwell, Marlon, INTERIOR DIGEST, Moscow, Russia, July 2002, (pg. 100-111, *Free Design* issue featuring article and color photo layout of the Keenan Towerhouse, Fayetteville, Arkansas.
- deNoble, Timothy, Garner/Herring Residence, *At Home in Arkansas*, Winter 2002.
- deNoble, Timothy, "Great Spaces/Great Faces", Anne Kittrell Gallery, University of Arkansas, September – October 2002.
- denoble, Timothy, "Arkansas Atlantis: Revealing the Submerged Town of Monte Ne", *Benton County Pioneer*, Vol. 37 No. 3, third Quarter 2002.
- Goodstein, E.S., Review Essay of *Richmond's Monument Avenue* By Sarah Shield Driggs, Richard Guy Wilson and Robert P. Winthrop and *Lost Virginia, Vanished Architecture of the Old Dominion* by Bryan Clark Green, Calder Loth, and William M.S. Rasmussen in *Arriis, Journal of the Southeast Chapter, Society of Architectural Historians*, vol. 12 (2002): 73-75.
- Herman, Gregory, "Low Cost, High Design, Extra Credit", by Kevin Lerner, *Architectural Record* magazine, pgs. 63-64, September 2002, article on Fayetteville affordable design-build house in Fayetteville, Arkansas.
- Herman, Gregory, "Low Cost, High Design, Extra Credit," article in *Northwest Arkansas Times*, September 22, 2002.
- Herman, Gregory, "Architectural Journal Features UA School," article in *Morning News of Northwest Arkansas*, September 20, 2002.

Herman, Gregory, "A Place of One's Own," article by Tresa McBee, *Northwest Arkansas Times*, March 9, 2003,

Rollet-Crocker, Karen, "An Urban Retreat in Downtown Fayetteville," *Arkansas Gardener Magazine*. An article about Travis Brooks' award winning design. April 2003.

Sexton, Kim S., Review of *The Bishop's Palace: Architecture and Authority in Medieval Italy* by Maureen Miller in *Religious Studies Review* 29 (2003): 99

Sexton, Kim S., Review of *Sebastiano Serlio on Architecture: Books VI-VII of "tutte l'opere d'architettura et prospetiva," Volume II*, by Vaughn Hart and Peter Hicks, in *Sixteenth Century Journal* 33 (2002): 1241-1242

Sexton, Kim S., "Isfahan – Half the World." Online essay. Silk Road Seattle Website. The Walter Chapin Simpson Center for the Humanities at the University of Washington, 2002. <http://depts.washington.edu/uwch/silkroad/cities/isfahan/isfahan.html>

Terry, Laura, Book Review of *Plantations by the River: Watercolor Paintings from St. Charles Parish, Louisiana* by Father Joseph M. Paret, 1859, *Arkansas Review: A Journal of Delta Studies*, Volume 34, No. 1, April 2003.

#### **IV. Research Reports**

Wall, Jerry D., Glass Structures, Library research and conversations with Tim MacFarlane of Dewhurst and MacFarlane, London, UK, Fall 2002.

Wall, Jerry D., Refurbishment of NASA exercise bike MAXM for showing in Valencia, Spain, Summer 2003.

#### **V. Invited Lectures**

Beatty, Frances G., "The Legacy of Landscape Architect Frederick Law Olmsted, Sr.," Columbus, Georgia, Columbus Museum, March 15, 2003.

Beatty, Frances G., "Creating Value: Developing Livable Communities for Ourselves and Future Generations Symposium", (introduction speaker and symposium producer), Hot Springs, AR, UA Department of Landscape Architecture, April 26, 2003.

Blackwell, Marlon, "Articulating the Everyday," Invited speaker at a 2-day seminary-workshop entitled *Energy, Education, Environment*. Alabama State AIA, Auburn University, Dan Bennett, Coordinator, June 2003.

Blackwell, Marlon, "Articulating the Everyday," speaker as part of a professional continuing education seminar entitled 'Practicing Out There: Regionalism in Architecture'. A two-day seminar involved presentations and discussions about small

- practices outside of major metropolitan areas. Seventeen professionals in attendance with nationally recognized architects speaking including Brigette Shim, Wendell Burnette, Charles Rose, Tom Kundig, Don Griffith, and Frank Harmon. Harvard University Continuing Education Seminar, Cambridge, Massachusetts, June 2003.
- Blackwell, Marlon, “Articulating the Everyday,” Patricio de Real, Coordinator, Clemson University, Clemson, South Carolina, March 2003.
- Blackwell, Marlon, “Articulating the Everyday,” Cynthia Weese, Dean, Washington University, St. Louis, Missouri, March 2003.
- Blackwell, Marlon, “Articulating the Everyday,” Lecture and exhibit given in honor of being an ar+d prizewinner. Noel Bramley, Coordinator, Royal Institute of British Architects, London, England, March 2003.
- Blackwell, Marlon, “Articulating the Everyday,” Bruce Goff Lecture given along with a two-day workshop for graduate students entitled ‘Unit and the Multiple’. Hanz Butzer, Coordinator, University of Oklahoma, Norman, Oklahoma, February 2003.
- Blackwell, Marlon, “Articulating the Everyday,” Invited speaker at international symposium on ‘*Architecture for the Well Tempered Environment*’ with Glenn Murcutt, Rick Joy, Brian MacKay-Lyons, Will Bruder, and others, Nasrine Seraji, Chair, Cornell University, Ithaca, New York, November 2002.
- Blackwell, Marlon, Invited Design Jury (Academic), Thesis Reviews, Tulane University, New Orleans, Louisiana, May 2003.
- Crone, John V., “Myth, Memory and Design from the Landscape – A Southeast Asian Perspective”, presented to Student School Brown Bag Lunch Series, April 8, 2003
- Crone, John V., “From Leopold to McHarg-An Environmental Ethic as Process”, Guest lecture presented to LA History Class, April 4, 2003
- deNoble, Timothy, Jury of Student Work, Syracuse University School of Architecture, Florence Program, Florence Italy, April 2003.
- deNoble, Timothy, Jury of Student Work, University of Maryland, Final Thesis Reviews and Comprehensive Studio Reviews, College Park, MD, December 2002.
- deNoble, Timothy, Jury of Student Work, University of Colorado, Denver, Undergraduate and Graduate Reviews, November 2002.
- deNoble, Timothy, Jury of Student Work, Massachusetts Institute of Technology, Graduate and Undergraduate Design Reviews, Cambridge, MA, May 2003.

deNoble, Timothy, Final Thesis Reviews, University of Maryland, College Park, MD, May 2003.

Fields, Laurie, "Experiential Site Analysis", Department of Architecture, 3<sup>rd</sup> Year Design, February, 2003.

Herman, Gregory, "School of Architecture Design/Build," Housing Partnership Workshop, Fayetteville, Arkansas, December 12, 2002.

Herman, Gregory, "Affordable Housing Task Force Discussion," National Meeting, Association of Collegiate Schools of Architecture, Louisville, Kentucky, March 2003.

Herman, Gregory, "Future Topics and Direction," National Conference on the Beginning Design Student, discussion panel hosted by Oklahoma State University, Stillwater, OK, April 2003.

Rollet-Crocker, Karen, "Living History in the Landscape," Six workshops sponsored by Peel House Foundation, Bentonville, Arkansas.

Rudzinski, Russell, Invited Design Juror, Washington University in Saint Louis, Missouri, March 2003.

Rudzinski, Russell, Invited Design Juror, Washington University in Saint Louis, Missouri, May, 2003.

Rudzinski, Russell, Invited Design Juror, Colorado University in Denver, Colorado, May 2003.

Rudzinski, Russell, Invited Design Juror, Kansas State University, May, 2003.

Terry, Laura, "The Camp Aldersgate Design/Build Experience," presented to Cromwell Architects and Engineers, Little Rock, Arkansas, January 2003.

Terry, Laura, "The Camp Aldersgate Design/Build Experience," presented to AIA Arkansas, Central Arkansas Section, April 2003.

## **VI. Refereed Scholarly Paper Presentations**

Beatty, Frances G., "Metaphysically Speaking: A Discourse on the Lack of Aesthetics in Landscape Architecture Education and Dialogue", Council of Educators in Landscape Architecture, Syracuse, New York, SUNY, September 2002.



- Beatty, Frances G., "Landscape Metaphysics: The Art, Poetry, Metaphor and Meaning in Olmsted's Franklin Park, Boston, Massachusetts", Southeast Chapter of the Society of Architectural Historians, Mobile, Alabama, October 2002.
- Boyer, Mark E., "On the Edge of Stormwater", Indigenous Vegetation Within Urban Development Conference, Uppsala, Sweden. August 2002.
- Crone, John V., "The Meaning of Landscape: a Multi-disciplinary, cross-cultural perspective." Arts and Humanities Conference hosted, University of Hawaii, Honolulu, January 4-7, 2003.
- Crone, John V., "Reflecting on Cultural Values of the Southeast Asian Village as an Integral Part of the Planning Process for Appropriate Tourism." Arts and Humanities Conference, University of Hawaii, Honolulu, January 4-7, 2003.
- Fields, Laurie, "Through the Lens: Using Photographic and Figure/Ground Images to teach Design Vocabulary, Principles and Abstract Thinking", 19<sup>th</sup> National Conference on the Beginning Design Student, Stillwater, OK, April 3-5, 2003.
- Goodstein, E.S., "Space, Time and Motorcycles," Annual Conference of the College Art Association, New York, New York, February 20, 2003.
- Goodstein, E.S., "18 Wheels and the American Dream: The Image of the Truck and the Ideal of the City," Annual Conference of the Southeast Society of Architectural Historians, Mobile, Alabama, October 24, 2002.
- Herman, Gregory, "WPA Guides and Southern Urban Depiction: Arkansas and Mississippi," delivered at the Annual Conference of the Southeast Society of Architectural Historians, Mobile, Alabama, October 2002.
- Rudzinski, Russell, "Sacrifices of Pleasure", ACSA Central Regional Conference, Lincoln, Nebraska, October 2002.
- Sexton, Kim S., "The Myth of Venice and the Mercantile Ideal in Architecture." Annual Meeting of the Southeast Society of Architectural Historians, Mobile, Alabama, October 25, 2002.
- Sexton, Kim S., "Ethni-City: Isfahan, 'Half the World.'" Annual Meeting of the Society of Architectural Historians, Denver, Colorado, April 24, 2003.
- Sexton, Kim S., "Encapsulating the Cosmos: The Art of the Hindu Temple." Guest lecture in the Honors Humanities Project 1 Course, University of Arkansas, September 24, 2002.

Smith, Korydon H., "Tangible Forms: Representation and The 1<sup>st</sup> Semester 2<sup>nd</sup> Year Pedagogy," Unstaked Territory, Frontiers of Beginning Design, 19<sup>th</sup> National Conference on the Beginning Design Student, Oklahoma State University, Stillwater, OK, April 3-5, 2003.

Terry, Laura, "Extended Living Rooms: The Typologies of Porches and Yards in the South," Annual Meeting of the Southeast Chapter of the Society of Architectural Historians, University of South Alabama, Mobile, Alabama, October 2002.

## **VII. Creative Work**

Blackwell, Marlon, The Srygley Office Building, Johnson, Arkansas, April 2003. A 4,000 sq. ft. office building in a small office park. Structure is of granite-faced concrete block, metal cladding, and wood construction. Features a private cigar room with folding exterior glass panel wall system and exterior deck with views to a wooded creek.

Blackwell, Marlon, Clear Creek Golf Clubhouse, Fayetteville, Arkansas, November 2002, A 20,000 sq. ft. golf clubhouse of white oak rain screen walls and local dry stacked stone. Design to span from a hillside into an Osage Indian archaeological zone with the Clear Creek Golf Development, (Schematic Design).

Blackwell, Marlon, University of Arkansas Golf Training Facility, Fayetteville, Arkansas, November 2002. A 5,000 sq. ft. golf training facility for the University of Arkansas of copper cladding and local, dry stacked stone. Under construction.

Blackwell, Marlon, Combs Pilot Lounge, Springdale, Arkansas. A 2,000 sq. ft. pilot's lounge and lobby attached to an existing airplane hangar at the Springdale Airport. Structure is clad in cor-ten steel panels and granite face cmu. (Construction documents completed). September 2002.

Blackwell, Marlon, Lee Garage Apartment, Beaver Lake, Arkansas. A two-story structure with 3-car garage, workshop, 12' x 40' deck, and 1,000 sq. ft. apartment overlooking Beaver Lake. Primary materials are galvalume and wood. (Design Development). October 2002.

Blackwell, Marlon, Renovations and Additions to the John Tyson Residence, Johnson, Arkansas. An intervention within a 70's modern house damaged by an electrical fire. Additions include 4 – 16' x 16' cor'ten shingled light monitors (2 with suspended lofts), a 16' x 72' great room with butterfly roof, glass, and cor-ten shingles, and a new kitchen. Interior materials include walnut and cherry floors and trim, slate tiles, and translucent sliding glass doors. (Under construction) August 2002.

Blackwell, Marlon, Pam Banks Residence, Fayetteville, Arkansas. New 2700 sq. ft. house structure (with 800 sq. ft. loft) on north facing sloped wooded site in the Clear Creek

- Golf Community Development. Client is a single mother. Materials to be dressed stone, wood, and site-cast concrete. June 2002.
- Blackwell, Marlon, Masons on the Creeks, Rogers, Arkansas. A 3,000 sq. ft. interior design for a retail accessories and clothing boutique. Located in the Village on the Creeks retail development. Construction completed July 2003. December 2001
- Boyer, Mark E., The Garden at the Northwest Arkansas Cancer Support Home. Design Phase complete, in fund raising.
- Crone, John V., Began preliminary sketches of earth monument for peace as entrance to Fayetteville, Arkansas. Services solicited by local Omni International Group for peace in the world.
- Crone, John V., Began preliminary sketches for Winslow City Council and Arkansas Highway Department for project integrating Highway 71 Scenic Byway and entry into Winslow.
- deNoble, Timothy, Hathaway Residence, Kitchen Remodel, Little Rock, AR (Under Construction)
- deNoble, Timothy, Baltz Gray Residence, New Construction, Fayetteville, AR (Design Development).
- Herman, Gregory, design for Pool House and Work Shed, Fayetteville, AR, 2002-2003.
- Kucker, Patricia, Mas Tappas Bar, Charlottesville, Virginia, 2002-03, K + K Development, Completed in January 2003.
- Rollet-Crocker, Karen, Construction drawings for shelters and bridges at the Compton Gardens, Bentonville, Arkansas.
- Rollet-Crocker, Karen, Successful grant application to the State Forestry Department for signage design explaining characteristics of native oak hickory forests for Fayetteville Natural Heritage Association.
- Rudzinski, Russell, Private Residence, Farmington, Arkansas, October 2002-January 2003 through design development, project currently inactive.
- Rudzinski, Russell, Private Residence, Fayetteville, Arkansas, September 2002-Present, through 75% Construction Documents, anticipated construction start June 2003.
- Smith, Korydon H. and Bharatkumar Patel, Competiton Entry, July 2002, Group E-2 (In-Between) International Competition: Exploring the Urban Condition. Entry exhibited January 16 – February 24, 2003 at the Pavilion de l' Arsenal, Paris, France.

Smith, Korydon H. and Bharatkumar Patel, Competition Entry, October 2002, Concepts: Housing Solutions for Our Communities, International Competition, AIA Monterey Bay, California. Entry exhibited November 8-29 in Monterey Co., California.

Terry, Laura, Received commission from the Hyatt Regency, Tokyo for five paintings. February 2003.

## **VIII. Honors and Awards Received**

Beatty, Frances G., Committee Member for the Bradford Williams writing award for works in *Landscape Architecture Magazine*.

Blackwell, Marlon, ar + d Prizewinner, (October 2002) for the Moore HoneyHouse, Cashiers, North Carolina. An Annual International Design Competition for emerging practitioners (45 and under) sponsored by Architectural Review and 'd' line design. One of 5 prizewinners out of 700 entrants worldwide.

Blackwell, Marlon, Competition Winner, (November 2002) for the design of the Clear Creek PGA Golf Clubhouse and infrastructures, and University of Arkansas golf training facility in Fayetteville, Arkansas. A two-round invited competition with five state architectural firms participating.

Blackwell, Marlon, Spring 2003, taught a Grad I Level Design Studio at Washington University at St. Louis School of Architecture. Appointed as the Ruth and Norman Moore Visiting Professor. Studio project: *Figuring the Edge: The Ozark Plateau 3NI Chapel, Subiaco Monastery, Paris, Arkansas*.

Blackwell, Marlon, Fall 2002, taught a Masters Studio Grad Level Seminar at Lawrence Tech University, Detroit, Michigan. Seminar involved (4) one day workshops at Lawrence Tech and a visit by the class of (7) students to Fayetteville to see our work and that of Fay Jones. Seminar project: *Design Development of the Fred Rowe Residence*.

Boyer, Mark E., Honorary Membership, Tau Sigma Delta Honor Society, March 2003.

deNoble, Timothy, AIA Citation Design Award for the Garner-Herring Residence, Arkansas Chapter of the American Institute of Architects, October 2002.

Herman, Gregory, Ralph O. Mott Outstanding Architecture Faculty Teaching Award for 2003.

Kucker, Patricia, Faculty Essay Award, School of Architecture, University of Arkansas, April 2003.

Rollet-Crocker, Karen, 2002 Honor Award, Arkansas Chapter of American Society of Landscape Architects. Urban Design and Planning. Compton/Putnam Site, Bentonville, Arkansas.

Rudzinski, Russell, Honorable Mention, Faculty Essay Competition, School of Architecture, April 2003.

Sexton, Kim S., *Gladys Kriebel Delmas Foundation Grant* (awarded for spring 2004). Post-doctoral research at the State Archives, Venice, for her book *Loggia Culture and the Practice of Space in Italy 1200-1600*.

Smith, Korydon H., \$300 Honorarium for paper entitled "Evaluating an 'Unhealthy' Seminar," submitted to *Universal Design Education Online*, April 2003.

Terry, Laura, Camp Aldersgate Design/Build Program, awarded \$14,000 from the University of Arkansas Women's Giving Circle, February 2003.

## DEPARTMENT OF ARCHITECTURE

### Annual Report 2003-03

Prepared by: Patricia Kucker, Head of the Department of Architecture

July 25, 2003

#### 1. SIGNIFICANT ACHIEVEMENTS AND CHANGES

##### Faculty and Administration

###### Administration

During the fall semester 2002, Patricia Kucker, formerly of the University of Virginia, began her appointment as department head in a visiting capacity; with the relocation of her family to Fayetteville in November, she now serves in a full-time capacity.

###### Faculty

Tim De Noble was tenured and promoted to associate professor, and Assistant Professor Kim Sexton successfully completed her pre-tenure review. Visiting faculty members Matthew Griffith, John Humphries and Charles Rotolo, completed one-year appointments; Matt Pearson continues in the capacity of adjunct assistant professor. Assistant Professor Patricia Meehan was granted an extended leave of absence to pursue post-professional study in French Cultural Studies, and is expected to return in the fall of 2003. Clinical Assistant Professor Eva Kultermann was granted an extension to her leave of absence to pursue graduate studies in Building Technologies. A national faculty search for two faculty positions concluded in the spring of 2003 with the appointment of Professor Tahar Messadi, PhD., formerly of Georgia Tech University. Professor Messadi will work in the design studios and make significant contributions to the Building Technology curriculum.

##### Achievements in Pedagogy and Curriculum

###### John Williams Visiting Professor: Julie Snow, AIA

Julie Snow of Julie Snow Architects, Inc., a Minneapolis firm that produces architecture characterized by refined detail, lightness, spatial clarity, and structural directness was named the John Williams Visiting Professor. Her firm has been recognized with numerous awards and her work has been published widely in leading design periodicals and in several surveys of architecture, including *Architecture After Modernism* (Thames and Hudson) and *Contemporary World Architecture* (Phaidon Press). Marlon Blackwell and Yume Rudzinski worked with Snow to develop and teach this studio.

Students were encouraged to push the envelope, quite literally. Using three downtown sites in Manhattan, they explored the ability of the building skin to mediate between the activities of inhabitants and the city. The program, loosely defined as live/work housing or student housing/hostel, was kept intentionally simple in order to focus design energy on the architectural development of the building skin. The students were challenged to work both with conventional and new means of construction to create spatial envelopes that respond to occupation and to place.

### **Spring Review**

The spring semester culminated with an exhibit and review of representative studio work from all levels of the curriculum and with a public discussion of the progress of the studio curriculum. This discussion was shared with guest faculty: Charles Menefee, Director of the Undergraduate Program in Architecture, University of Virginia and Darrell Fields, Harvard University (responsible for studio coordination of the core curriculum of the Master Program) and Visiting Professor Steve Luoni. Faculty and Students attended this day-long event that included a celebratory bar-b-que lunch.

#### Major and Minor Concentrations in the History of Architecture and Urbanism

This spring H. Wilson Robertson II and Graham Kervin became the first two students to earn a B. Arch degree with a major concentration in Architectural History. Both students developed thesis research under the direction of Dr. E. S. Goodstein with Dr. Kim Sexton and Professor Greg Herman serving as critics. The architecture faculty approved the establishment of Major and Minor Concentrations in the History of Architecture and Urbanism in 2001.

### **Study Abroad**

#### Rome Study Center

Professor Tim De Noble led the spring semester studio in Rome while Professor Vitale was on sabbatical leave. Sixteen fourth year students completed three projects that responded in various ways to ancient Roman monuments. A study of Roman aqueducts informed the initial project, a competition sponsored by Acme Brick, in which students created monumental water vessels with both private and public functions using *bipedal*, a two-foot-square brick tile employed in the massive public projects of the Roman Empire. Design Work is complimented by a course focusing on the art and culture of Italy and by numerous field study sketching trips to surrounding cities.

### Mexico City

The 9-week Mexico City program continues to thrive, offering course work in design studio and the history of architecture. This summer's program was conducted under the direction of Assistant Professor Russell Rudzinski. Mexico City is not a typical location for an American architecture school design program, yet in our tenth-year of program in Mexico, opportunities for travel combined with discussions and relationships with numerous contemporary Mexican Architects make this a unique program. This summer, ten University of Architecture Students and two students from the Mexican University, Anahuac developed design projects for small scholastic monasteries in the Zocalo area of Mexico City. The six week studio in Mexico City includes a course on contemporary Mexican architecture and a field study trip to southern cities, ancient ruins and the jungle begins the program and a tour of northern colonial cities is scheduled toward the end of the summer.

## **Other Initiatives**

### **Issues of Building-Site Relationships in the Landscape**

In the second year design curriculum, the analysis, and formulation of compelling building / site relationships in a landscape was introduced through a series of projects. Set amidst an agricultural landscape, the design projects focused on architectonic manipulations of the natural landscape: earth, grasses and trees as an extension of the architectural spatial program.

### **Honors Program**

As part of a University-wide initiative, the department of architecture established an honors program to provide qualified students the opportunity to pursue intensive study in scholarly or creative endeavors. Honors degree candidates will participate in designated honors classes and seminars, and carry out directed independent study, thesis research and scholarly production with the guidance of the department faculty and receive a degree with the distinction of "Scholar Cum Laude."

### Planning for First Year Studios

Preliminary first year student enrollment for the fall of 2003 projects an 80% increase in student population and first year studio instruction will change to accommodate the large number of students while also providing the opportunity for students to have one-on-one conversation and criticism with faculty and student TA's. The introduction of studio TA's intends to build a strong student culture within the school and to help welcome the freshman class into the unique and often demanding creative environment of the School of Architecture.



## 2. ACHIEVEMENTS IN TEACHING

Associate Professor Greg Herman, voted as outstanding faculty member by the student body, received the Ralph O. Mott Award for Outstanding Teaching in the Department of Architecture.

## 3. RESEARCH, SCHOLARSHIP, AND CREATIVE ACTIVITY

A complete bibliographic listing of scholarly and creative works by Architecture faculty is included in section 1, part 10 of this report (School of Architecture Bibliographic Listing).; significant achievements of architecture faculty are also noted in the Summary Statement of the School of Architecture, section 1 of this report. Scholarly and creative achievements of particular note include the following:

Patricia Kucker was recognized with the first place award in the School of Architecture Faculty Professional Essay Contest for her essay, "Framework: Construction and Space in the Work of Frank Lloyd Wright and Rudolf Schindler."

Russell Rudzinski received an honorable mention in the School of Architecture Faculty Professional Essay Contest for his essay, "The Sacrifices of Pleasure."

Marlon Blackwell was honored as one of five recipients of seven hundred applicants for the ar + d international design award. The award, sponsored by the London-based magazine *Architectural Review* and the Danish industrial design company *d line*, recognized his work on the Moore Honeyhouse in Cashier's North Carolina. The fourth-annual award is given to architects 45 years old and under. The HoneyHouse shares the award with four other designs located in Croatia, Germany, Japan and Australia and appears on the cover of the December issue of *The Architectural Review*

Kim Sexton was awarded a postdoctoral grant from the Gladys Krieble Delmas Foundation that will support her work at the State Archives in Venice Italy allowing her to finalize research for her forthcoming book "Loggia Culture and the Practice of Space in Italy, 1200-1600."

## 4. ACHIEVEMENTS IN PUBLIC SERVICE

### **Camp Aldersgate Design/Build Initiative**

During the summer of 2002, 8 first and second year students participated in a unique design/build experience at Camp Aldersgate in Little Rock, AR. Under the direction of Assistant Professor Laura Terry, the students designed and built a tree house for the camp. This is the second project complete at Camp Aldersgate where children with disabilities and their families can enjoy nature within this 120 acre compound. This year's project was funded by grants from the Contractors Licensing Board of Little Rock, the University of

Arkansas Women's Giving Circle, and the School of Architecture at the University of Arkansas. In addition, there have been numerous donations of materials and supplies.

### **DesignBuild Affordable Housing**

This summer architecture professor Gregory Herman and his students partnered with Taylor Built Homes, a modular housing company, to design and construct a 1,000-square-foot, \$60,000 home in southeast Fayetteville for a family of modest means. The house, financed by the City of Fayetteville, is the fourth in Fayetteville designed and constructed by School of Architecture students.

## **5. ACHIEVEMENTS OF STUDENTS AND ALUMNI OR FORMER STUDENTS**

### **Students**

Su Koh, B. Arch 2002 will attend the Bartlett School to pursue the Master of Architecture degree at University College in London.

Matt Uselman, B. Arch 1998 and Sarah Devan, B. Arch 1999 are attending Columbia University to pursue the Master of Architecture degree.

Aaron Young, B. Arch 1995, Jason Ward, B. Arch 1997, Andrew Saunders, B. Arch 1998, are attending Harvard University to pursue the Master of Architecture degree.

Gerald Fason, B. Arch 2000, and Todd Furgason, B. Arch 2001 have completed the Master of Architecture degree program at Harvard University.

Mason Juday, B. Arch 1999 is attending Rennslear Polytechnic University to pursue the Master of Architecture degree.

Dina Kronic, B. Arch 2000, will attend UCLA to pursue the Master of Architecture degree.

Anna Gunter, B. Arch 2000, Gus Ferguson, B. Arch 2001 have graduated from the University of Toronto with the Master of Architecture degree.

Trinity Simons, B. Arch 2003 won a national election to become one of four students to serve on the American Institute of Architecture Students executive board. In her role as South Quadrant Director of the AIAS, Trinity will be visiting architecture departments across the southern United States. AIAS is a student-run organization and serves as the student voice in the decision-making processes of professional organization promoting and defining architectural education, such as the American Institute of Architects and the Association of Collegiate Schools of Architecture.

### **Alumni**

Heather M. Salisbury, B. Arch 1993 won the 8<sup>th</sup> annual Alumni Design Award based on her design for the Turner Construction Company corporate offices located in Chicago Illinois. Turner's offices are located on an upper floor of a 1950's era high-rise office building. The design project was also recognized with awards from the Chicago chapter of the AIA and the Illuminating Engineering Society of North America and has been published in Interior and Sources magazine as well as featured in New Zealand Architecture & Design Trends. Ms. Salisbury is an associate architect with Valerio, Dewalt, Train Associates, Inc in Chicago.

### **6. LIST OF COLLEGE OR SCHOOL AWARDS AS ANNOUNCED AT THE COLLEGE OR SCHOOL HONORS CEREMONY**

A complete bibliographic listing of awards and honors earned by Architecture students is included in School of Architecture Bibliographic Listing (pg. 10).

**DEPARTMENT OF LANDSCAPE ARCHITECTURE**  
**Annual Report 2002-2003**

**1. SIGNIFICANT ACHIEVEMENTS AND CHANGES**

**Administration**

Department established an archive for student work. Student computer lab was upgraded and expanded. An alumni computer list-serve was established to increase communication capabilities. A department website was designed.

**Faculty**

The department has five full-time faculty, and one half-time faculty.

Three faculty had peer-reviewed papers accepted and presented to the International Federation of Landscape Architecture conference (John Crone, Fran Beatty, and Mark Boyer). Three faculty had peer-reviewed papers accepted, and two presented, at the International Conference on the Humanities (John Crone and Mark Boyer presented, Judy Brittenum paper accepted only). Four faculty had peer-reviewed papers or posters presented at the national Council for Educators in Landscape Architecture (Fran Beatty and Judy Brittenum presented papers, Karen Rollet-Crocker and Laurie Fields presented posters).

In spring 2003, the Garvan Chair and Visiting Professor was Catherine Wiley of Philadelphia, Pennsylvania. She taught fourth-year design studio and second-year computer graphics. The student studio work featured designs for the newly acquired Mt. Sequoia park site in Fayetteville, Arkansas. The work was exhibited in Fayetteville City Hall and featured in the Arkansas Democrat Gazette. The studio also explored a project in the Arkansas Delta, which was facilitated and recognized by the UA Economic Development Institute.

Assistant Professor Laurie Fields coordinated and lead an inter-disciplinary portfolio workshop for landscape architecture, architecture, and interior design students. Jennifer Web, Department Head of Interior Design, and Kory Smith, Assistant Professor of Architecture, and Laurie Fields presented concepts and strategies for developing professional quality portfolios.

Associate Professor Judy Brittenum and Assistant Professor Laurie Fields led the second summer study abroad program. In preparation, Assistant Professor Fields facilitated a water color painting seminar with Professor Emeritus Robert Ross of the Art Department. The six week program included two weeks in Rome, where Professor Davide Vitale offered additional instruction; and included one week in Florence where Associate Professor Emilio DelGesso complemented Assistant Professor Fields' teaching. Five days in Paris was added to the itinerary.

Karen Rollet-Crocker received the 2002 Honor Award from the Arkansas Chapter of the American Society of Landscape Architects for urban design and planning in regards to the Compton/Putnam Site, Bentonville, Arkansas.

Visiting critics this academic year were: Dr. Steve Burian, Dr. Chuck West, Dr. Mary Matlock, Glen Laurent, Jerry McGerry, Dr. Jon Johnson, Andrea Radwell, Cory Scates, Steve Hatfield, Tim Snell, John Denton, Shelly McGuinness, Ed Blake, Albert Skiles, Rebecca Turner, Connie Edmonston, Paul Morris, Tom Jefcoat, Brent Vinson, Frank Riggings, Jo Carole Hightower, Dirk Thibodeaux, Patricia Bryant, Tim Mason, Carla Corbin, Russ Rudzinski, Korydon Smith, John Humphries, Lynn Fitzpatrick, Matthew Griffith, Christine Myers, Robert Ross, Jackie Bubenik, and Kevin Sloan.

### **Achievements**

Curriculum: Faculty started the implementation of the new curriculum. The transition should be complete by fall semester 2004. Faculty initiated the student portfolio review after the students' second year of study. Department head drafted a new four-year Landscape Architecture Studies program to parallel the Department of Architecture's Architectural Studies program. The program has been approved by Faculty Senate committee, and is proceeding to AHED review and full Faculty Senate review.

Two new courses were started: Study Abroad Preparation and Senior Project Preparation. A professional elective in historic preservation was offered in the fall semester 2002.

Garvan Woodland Gardens: The third annual symposium was conducted on 26 April 2003. "Creating Value: Developing Livable Communities for Ourselves and Future Generations" featured keynote speaker Ray Suarez, senior correspondent for PBS's The Newshour with Jim Lehrer. The panel discussion included Fayetteville Mayor Dan Coody, Professor Tom Daniels and author of "Holding Our Ground", environmental activist Fran Alexander, and developer and landscape architect Ken Berg of Virginia. The symposium was video-taped (amateur), film edited by the UA Media Services, and is archived in the School of Architecture's Smart Media Center.

The Design Review Board developed with Garden staff the criteria for a new children's garden, selected a designer, and reviewed preliminary plans.

### **Progress related to strategic plans and university priorities: Writing Across the Curriculum**

Writing exercise and papers continue to be integrated in the design studio, construction labs, and history courses in the professional core.

### **Progress related to strategic plans and university priorities: Collaboration Across the Disciplines**

Fran Beatty-Garvan Woodland Garden Symposium “Creating Value” described above was an inter-disciplinary discussion on urban sprawl and strategies for solutions, which included planner, landscape architect, developer, news correspondent, activist, and a politician.

Mark Boyer - Guest lecturer in other department courses. Mark Boyer teaches the summer course, “Constructed Wetlands for Stormwater Runoff” that involves collaboration with Civil Engineering, Crop, Soil and Environmental Science, Biological Engineering, Geosciences, and practitioners in Natural Resource Conservation Service, Architecture, and Landscape Architecture.

Karen Rollet-Crocker-Designed collaborative work with horticulturalists to design and build the Compton Gardens in Bentonville, Arkansas. She participated in planning meetings of the University of Arkansas Economic Development Institute.

Laurie Fields-Invited critic for Department of Architecture studios. She was an invited lecturer on Chicago’s urban design to 2<sup>nd</sup>-year architecture students. She presented to 3<sup>rd</sup>-year architecture studio students approaches on experiential site analysis. She participated in a field trip to Chicago with 3<sup>rd</sup>-year landscape architecture students and 2<sup>nd</sup>-year architecture students and architecture faculty. She led an experiential site analysis project at Lake Fayetteville for 2<sup>nd</sup>-year landscape architecture students and 3<sup>rd</sup>-year architecture students. She coordinated the 2<sup>nd</sup>-annual portfolio workshop described above in faculty achievements. She taught 11 architecture students in the department’s Contemporary Landscape Architecture History course. In the department’s summer study abroad program, she developed specialized exercises for the resident art student.

The School’s lecture series continues to offer outstanding presentations by national renowned landscape architects and architects, which expose the students and faculty to high quality work and innovative thinking. The organizing committee is comprised of landscape architects and architects.

## **2. ACHIEVEMENTS IN TEACHING**

Mark Boyer was voted outstanding faculty member by the Landscape Architecture students. He also received honorary membership to the Tau Sigma Delta Honor Society. Mark Boyer was a finalist for the Fulbright Distinguished Chair in Landscape Architecture Ecology.

## **3. RESEARCH AND CREATIVE ACTIVITY**

**Frances G. Beatty**, Associate Professor and Department Head

### **1. Books Published**

Under signed agreement (from May 2002) with Center of American Places based upon chapter proposal “Landscape Metaphysics” to produce précis for book

### **2. Refereed Articles and Proceedings Publications**

“Creating an Economic Edge: The Interdisciplinary Renovation of Boston’s Frog Pond in the Common, Boston, Massachusetts”

- Calgary, Alberta, Canada  
International Federation of Landscape Architects  
28 May 2003  
“French Connection: The Influence of the 19<sup>th</sup>-century Parisian Boulevard on the American City”  
New England Garden History Society Journal  
2004 submission for fall publication
3. Articles and Un-refereed Publications  
None
  4. Research Reports  
None
  5. Invited Lectures  
“The Legacy of Landscape Architect Frederick Law Olmsted, Sr.”  
on behalf of a historian at the Frederick Law Olmsted National Historic Site and archive  
in Brookline, Massachusetts  
Columbus, Georgia  
Columbus Museum  
15 March 2003  
“Creating Value: Developing Livable Communities for Ourselves and Future Generations” (introduction speaker and symposium producer)  
Hot Springs, AR  
UA Department of Landscape Architecture  
26 April 2003
  6. Refereed Scholarly Paper Presentations  
“Metaphysically Speaking: A Discourse on the Lack of Aesthetics in Landscape Architecture Education and Dialogue”  
Syracuse, New York: SUNY  
Council of Educators in Landscape Architecture  
September 2002  
“Landscape Metaphysics: The Art, Poetry, Metaphor and Meaning in Olmsted’s Franklin Park, Boston, Massachusetts”  
Mobile, AL  
Southeast Chapter of the Society of Architectural Historians  
October 2002  
“Is Olmsted’s Muddy River Obsolete?” abstract accepted  
Clemson University  
Council of Educators in Landscape Architecture  
September 2003
  7. Creative Work  
None
  8. Honors or Awards Received  
Committee member for the Bradford Williams writing award for works in Landscape Architecture Magazine

**John V. Crone, Professor**

1. Books Published  
None
2. Refereed Articles and Proceedings  
“The Meaning of Landscape: a Multi-disciplinary, Cross-cultural Perspective.”  
“Reflecting on Cultural Values of the Southeast Asian Village as an Integral Part of the Planning Process for Appropriate Tourism.”  
Arts and Humanities Conference  
University of Hawaii, Honolulu  
January 2003
3. Articles and Un-refereed Publications  
None
4. Research Reports  
None
5. Invited Lectures  
“Myth, Memory and Design from the Landscape - A Southeast Asian Perspective”  
Brown Bag Lunch Series  
08 April 2003  
“From Leopold to McHarg - An Environmental Ethic as Process”  
LA History Class, U of A  
04 April 2003
6. Refereed Scholarly Paper Presentations  
“The Meaning of Landscape: a Multi-disciplinary, Cross-cultural Perspective.”  
“Reflecting on Cultural Values of the Southeast Asian Village as an Integral Part of the Planning Process for Appropriate Tourism.”  
Arts and Humanities Conference  
University of Hawaii, Honolulu
7. Creative Work  
Begin preliminary sketches of earth monument for peace as entrance to Fayetteville, Arkansas. Services solicited by local Omni International group for peace in the world.  
Begin preliminary sketches for Winslow City Council and Arkansas Highway Department for project integrating Highway 71 Scenic Byway and entry into Winslow, Arkansas.
8. Honors or Awards Received  
None

**Karen Rollet-Crocker, Associate Professor**

1. Books Published  
None
2. Refereed Articles and Proceedings Publications  
“Teaching the ABC’s of Landscape in Elementary School” Poster Presentation at the Council of Educators for Landscape Architecture  
Syracuse University
3. Articles and Un-refereed Publications



- “An Urban Retreat in Downtown Fayetteville”, Arkansas Gardener Magazine. An article about Travis Brook’s award winning design.
4. Research Reports  
None
  5. Invited Lectures  
“Living History in the Landscape”, Six (6) workshops sponsored by Peel House Foundation, Bentonville, AR
  6. Refereed Scholarly Paper Presentations  
None
  7. Creative Work  
Construction drawings for shelters and bridges at the Compton Gardens, Bentonville, AR.
  8. Honors or Awards Received  
2002 Honor Award, Arkansas Chapter of American Society of Landscape Architects. Urban Design and Planning. Compton/Putnam Site, Bentonville, AR  
Election of Board Vice President, Fayetteville Natural Heritage Association. Also, successful grant application to the State Forestry Department for signage design explaining characteristics of native oak hickory forests.

**Judy B. Brittenum, Fasla**, Associate Professor

1. Books Published  
None
2. Refereed Articles and Proceedings  
None
3. Articles and Un-refereed Publications  
None
4. Research Reports  
National Register of Historic Places: Fordyce/Ricks Historic District
5. Invited Lectures  
None
6. Refereed Scholarly Paper Presentations  
“A Case Study Of Corsham Court, Wiltshire, England: Brown and Repton Encounter A New Century”  
Council of Educators in Landscape Architecture  
Syracuse, New York
7. Creative Work  
Not for consideration; business association with Bob Callans and Associates, Little Rock and Fayetteville
8. Honors or Awards Received  
None

**Mark E. Boyer**, Assistant Professor

1. Books Published  
None
2. Refereed Articles and Proceedings

- “On the Edge of Stormwater”  
 International Federation of Landscape Architects World Congress Conference  
 Proceedings  
 Calgary, Alberta, Canada  
 May 2003
- “The Effects of Construction Activities and the Preservation of Indigenous Vegetation  
 on Stormwater Runoff in Urbanizing Landscapes”  
 Landscape and Urban Planning  
 Submitted August 2002
- “The Effects of Construction Activities and the Preservation of Indigenous Vegetation  
 on Stormwater Runoff in Urbanizing Landscapes”  
 Indigenous Vegetation Within Urban Development Conference Proceedings  
 Sweden  
 August 2002
3. Articles and Un-refereed Publications  
 None
  4. Research Reports  
 None
  5. Invited Lectures  
 None
  6. Refereed Scholarly Paper Presentations  
 “On the Edge of Stormwater”  
 International Federation of Landscape Architects World Congress  
 Calgary, Canada  
 May 2003  
 “The Effects of Construction Activities and the Preservation of Indigenous Vegetation  
 on Stormwater Runoff in Urbanizing Landscapes”  
 Indigenous Vegetation Within Urban Development Conference  
 Uppsala, Sweden  
 August 2002
  7. Creative Work  
 The Garden at the Northwest Arkansas Cancer Support Home. Design phase complete,  
 in fund raising.
  8. Honors or Awards Received  
 Honorary Membership, Tau Sigma Delta Honor Society  
 March 2003  
 Voted teacher of the year by students, April 2003

**Laurie Fields**, Assistant Professor

1. Books Published  
 None
2. Refereed Articles and Proceedings Publications  
 “Through the Lens: Using Photographic and Figure/Ground Images to Teach Design  
 Vocabulary, Principles and Abstract Thinking”  
 19<sup>th</sup> National Conference on the Beginning Design Student

- Stillwater, OK  
April 3-5, 2003
3. Articles and Un-refereed Publications  
“City in a Garden: A Photographic History of Chicago Parks”  
Book review for Landscape and Urban Planning Journal  
To be published in 2003
  4. Research Reports  
None
  5. Invited Lectures  
“Experiential Site Analysis”  
3<sup>rd</sup> Year Design, School of Architecture  
University of Arkansas  
February 2003
  6. Refereed Scholarly Paper Presentations  
“Through the Lens: Using Photographic and Figure/Ground Images to Teach Design  
Vocabulary, Principles and Abstract Thinking”  
19<sup>th</sup> National Conference on the Beginning Design Student  
Stillwater, OK  
April 3-5, 2003
  7. Creative Work  
None
  8. Honors or Awards Received  
None

#### **4. ACHIEVEMENTS IN PUBLIC SERVICE**

John Crone-He developed preliminary designs for a scenic byway entrance design to the city for the Winslow City Council and the Arkansas Highway Department. He developed preliminary design and sketches for an earth monument for peace as entrance to Fayetteville, Arkansas. Services were solicited by local Omni International group for peace in the world.

Karen Rollet-Crocker- She participated in six workshops about the relationship between early Indian tribes, explorers, pioneers, and settlers to the Arkansas landscape. These workshops were sponsored by the Peel House Foundation of Bentonville, AR. She served on the Board of Directors of the Peel House Foundation. She served as Vice-President on the Board of Directors of the Fayetteville Natural Heritage Association. She produced a successful grant for educational signage for Mt. Sequoyah Woods in Fayetteville, AR. Grantor is Arkansas Forestry Commission and the U.S. Forest Service for \$2,652 with \$2800 matching funds.

Mark Boyer - He directed the design and building of a wetland observation deck at an existing wetland: Bryce-Davis Park Wetland Observation Deck, City of Fayetteville, April-July 2003. Students designed a 400 square foot deck and handicap access ramp for the observation platform. All students had to do construction documents and a scale model of

their deck. Three representatives from the Fayetteville Parks and Recreation Department juried the projects and selected three from which the instructor and jury members selected the project to be built. Students did everything from surveying the site for elevation information, clearing vegetation, digging footer holes and pouring concrete, to constructing the wooden structure.

Laurie Fields-She conducted a studio project for the Center Theatre, Main Street, Little Rock, Arkansas, spring semester 2003. Project included designing a downtown revitalization project in 3<sup>rd</sup>-year design studio.

## 5. ACHIEVEMENTS OF STUDENTS AND ALUMNI OR FORMER STUDENTS

### Alumni

**C.L. Bohannon** ('01) Pursuing a Masters in Landscape Architecture at Virginia Tech and is scheduled to graduate

**Janet Coleman**, Pursuing Masters in Landscape Architecture at the University of Georgia and is scheduled for graduation in the Spring of 2005

**Travis Brooks** ('91) Received an Arkansas Chapter American Society of Landscape Architects Honor Award for the design of a Private Courtyard in Fayetteville. The design was featured in *Arkansas Gardener*.

**Melissa Evans** ('92) Received an Arkansas Chapter American Society of Landscape Architects Honor Award for her planning and urban design of the Compton Gardens in Bentonville, Arkansas.

**Hunter Beckham** ('94) Member of the St. Louis Green Building Council. Currently Vice-President of the St. Louis Chapter of the American Society of Landscape Architecture.

**Kevin Braughton** ('91) Began new partnership in March 2003 - Ballard & Braughton Civil Engineering/Landscape Architecture/Land Planning in Tyler, Texas

**Robert M. Brown** ('83) Served on the Little Rock Board of Adjustment, the "Future Little Rock Transportation Committee, and on the Ordinance Writing Committee for Revised Landscaping, Excavation, and Tree Preservation Ordinances in Little Rock, Arkansas.

**Scott Emmelkamp** ('87) Recently joined the Parsons St. Louis office which provides planning, urban design and landscape architecture services to a wide array of customers throughout the world. Scott Emmelkamp's experience has focused on site planning and design, recreation master planning, and thematic design for entertainment and corporate/commercial projects.

**Keith Franklin** ('81) 02 OKASLA Merit Design Award, Bentonville courthouse Square; 02 OKASLA Honor Design Award, Edmond Citywide Trails Master Plan.

**Liz Williams Frazier** ('81) Received the Council of Landscape Architectural Registration Board's, Presidential Recognition Award for significant contributions toward advancing the protection of the health, safety and welfare of the public through landscape architectural licensure - September 2002. Key project in 2002 was the Serenity Circle, Diamond Lakes Wildlife Sanctuary at Garvan Woodland Gardens, Hot Springs, Arkansas.

- Matthew Maranzana** ('97) Received licensure in Missouri in 2002. Promoted to Associate at the HOK Planning Group in St. Louis, Missouri. Winner of the University of Arkansas Alumni Design Award.
- Anthony Rogers** ('93) Senior Project Manager for RMC Property Group in Tampa, Florida. Responsible for the site selection, due-diligence, design, permitting, and construction oversight of the Walgreen Company drug stores and Publix Supermarkets throughout Florida.
- Joshua L. Rowland** ('98) Received licensure in the state of California. Promoted to the position of Team Leader/Senior Project Designer for Land Architects, Inc in Littleton, Colorado. Josh Rowland teaches a L.A.R.E. preparation course each year in April for the Colorado ASLA Chapter.
- Merlin Seamon** ('80) Currently designing a 12 million dollar big cat exhibit for Philadelphia and a 13 million dollar children's zoo in Chicago. Vice president and owner of Seabass Marine Corporation, a development company for marine properties in Clearwater Beach, Florida.
- Jennifer Shipley** ('96) Currently serving a three year appointment to the Beaverton Board of Design Review, Beaverton, Oregon.
- Nathan Streett** ('00) Received CLARB certification in the state of Texas.
- Rebecca Turner-Ohman** ('00) Recently became City of Fayetteville Parks Planner, Fayetteville, Arkansas.
- Brent Vinson** ('93) Atkins/Benham, Lowell, Arkansas - Design was chosen for Children's Garden at Garvan Woodland Gardens, Hot Springs, Arkansas.
- Rumanda Ward-Young** ('99) Published report "Identifying Recommendations to Improve the Dallas/Fort Worth Environment" August 2002. Rumanda Ward-Young has been accepted to begin work on her Ph.D. in the fall of 2003 at the University of Texas at Arlington.
- Charlotte "Dee" Weber** ('02) Graduated summa cum laude from the School of Architecture and spoke at commencement, May 2003. She graduated with a Bachelor of Science in Landscape Architecture and a minor in Business.

## LIST OF COLLEGE OR SCHOOL AWARDS AS ANNOUNCED AT THE COLLEGE OR SCHOOL HONORS CEREMONY

### Awards

- Senior Scholar:** Charlotte "Dee" Weber
- ASLA Honor & Merit Awards:** Juana Gregory (Honor), Charlotte "Dee" Weber (Honor), Daniel Cole (Merit), Jacob Wineman (Merit).
- Verna C. Garvan Medal:** Jason Gabbard
- Verna C. Garvan Plant Identification and Planting Design Award:** Megan Dale
- Verna C. Garvan Leadership Award:** Megan Dale
- Verna C. Garvan Construction Technology Award:** Megan Dale
- Verna C. Garvan Overseas Travel Award:** Keith Hunter
- Landscape Architecture Book Awards (by year):** Jeannette Wilson (first), Courtney Tannehill (second), Amanda Motes (third), Jason Prudden (fourth), Juliet Bell (fifth)

**Michael J. Buono Sustainability Medal:** Leland Couch

**Tau Sigma Delta:** Amanda Motes, Jon Raney, Laura Rogers

**Scholarships**

**Land Plan Consultants Scholarship:** Megan Dale

**Garvan European Travel Scholarships:** Mark Acuff, Chip McCulley, Jon Raney, Hank Thomas

**Garvan Rising Scholarships (by year):** Jose Larios and Scott McVey (first), Blanche McKee and Cary Simmons (second), Jon Raney and Hank Thomas (third), Megan Dale and Laura Rogers (fourth)

**Neil Hamil Park Memorial Scholarship:** Megan Dale

**TORO Irrigation Scholarship:** Megan Dale

**Michael J. Buono Sustainability Scholarship:** Jeff Marcussen

## **UACDC ANNUAL REPORT**

### **Annual Report 2002-03**

#### **Overview**

UACDC has now completed its eighth year of operation serving Arkansas communities. To facilitate this work, we successfully used a new application process to evaluate potential projects, developed new marketing materials including an image package and website, and took part in interviewing and hiring our new director. The Delta Research and Design Center in its second year has published a bulletin and hosted a successful seminar in addition to expanding its research agenda. In addition, the site planning for more than \$80 million of construction projects currently underway at the University is directly related to work of the campus planning function of UACDC. A summary of our projects and supplemental activities over the past year is described below:

#### **Summer 2002**

Our 2001-2002 report covered the Clarendon Summer Workshop, the major project undertaken during the months from May through August. In addition to this project, we completed a short series of streetscape visualizations for Cabot.

#### **City of Cabot, Streetscape Project**

UACDC provided illustrative studies of streetscape improvements in the City of Cabot. The positive response to the project resulted in a request to present our work to the Cabot Chamber of Commerce and the neighboring communities of Jacksonville and Beebe.

#### **Fall 2002**

During the fall semester, UACDC provided planning assistance to two communities: Pea Ridge and Brinkley. We believe that both communities have been persuaded that focusing future economic development on ecologically based tourism will help to provide badly needed municipal revenue, as well as to preserve the natural environment and quality of life that most residents admire.

We also continued to provide planning assistance to the BGACDC organization in Marvell as well as continuing assistance to the City of Gentry in relation to zoning modifications. In addition, we began preliminary work for a publication requested by the ADED Energy Office to promote efficient energy use in buildings throughout Arkansas.

#### **Pea Ridge Planning Study**

In recognition of the rapid pace of development along the northwest corridor, Pea Ridge asked UACDC to identify both opportunities and obstacles related to growth. Final recommendations included the preparation and adoption of a master street plan, the

development of an identifiable town center, and the incorporation of a trail system to connect neighborhoods and the Pea Ridge National Military Park.

The final report also includes public policy and economic recommendations highlighting ecotourism as a business opportunity. One notable outcome of the work has been the formation of a non-profit entity to develop a coordinated trail system connecting the City of Pea Ridge to the National Park. Several meetings have been held and attended by representatives of the Northwest Arkansas Regional Planning Commission, the Benton County Quorum Court, the Washington County Historical Preservation Commission, the Mayor of Pea Ridge, the Superintendent of the National Park, and the President of the Cherokee Nation Trail of Tears Association.

### **Brinkley Planning Study**

Once a lively town at the intersection of two major rail lines, Brinkley has experienced the decline common to many Delta cities. Its ability to act as a gateway from Interstate 40 to the Louisiana Purchase State Park presents an opportunity for tourism-based recovery. Additionally, the city of Brinkley has a significant economic draw in the form of Low's Bridal, a business that brings shoppers from across the country. To capitalize on these assets, UACDC provided visions for a civic center, developed gateways with respect to the city and to the region, and identified neighborhood walking tours that highlighted fine residential properties and the history of Brinkley's African-American community.

### **Spring 2003**

We completed three projects during the spring 2003 semester: a policy and planning study for the Good Shepherd Ecumenical Retirement Center (GSERC) in Little Rock, a book on best energy conserving design in Arkansas entitled "Smarter Architecture," and a summary of the principal projects undertaken by UACDC since its inception in 1995.

### **Good Shepherd, Part One**

The GSERC provides affordable housing for over 500 elderly citizens on its campus in west Little Rock. In November 2001, Good Shepherd acquired 85 acres of land, increasing its holdings to more than 165 acres. The GSERC Board desires to expand the campus in order to meet the increasing demand for affordable senior housing in the region. To facilitate this project, the Board retained UACDC to master plan the site. GSERC intends to initiate the first phase of the new development in 2005, recasting the facility from one focused entirely on the oldest part of the senior population to one that includes younger retirees.

UACDC assembled a project team including staff, public policy students, CBER, and Michael Pyatok FAIA, to assist the GSERC Board in this effort. Working together, the group asked: how best to develop the remainder of the property to best serve the public and to be economically viable; what type and number of units should be considered as the community expands; and how to strike an appropriate balance between development of new housing while preserving the unique natural environment of the property. The team examined comparable facilities in the region, demographic and economic factors, and a wide range of policy issues. Michael Pyatok developed master planning principles and several planning options, which were presented to the GSERC Board in



both Little Rock and Fayetteville. The final two schemes reflect observations of the Board as well as recommendations from UACDC in respect to density, layout, and protection of the natural environment. These site plans will provide the basis for continued work, including housing unit types, in the fall semester of 2003.

### **“Smarter Architecture”**

Sponsored in part by the Energy Office of the Arkansas Department of Economic Development, the publication “Smarter Architecture” includes notable built and planned projects in the state that demonstrate aspects of energy-conscious design. The project was originally intended to be an information piece directed to senior institutional and corporate leaders in the state. The purpose was to convince these leaders of the wisdom of making their building projects energy efficient. As the project developed, however, it became apparent that the document could fill a need not currently addressed by the extensive literature on energy in buildings. Moreover, the compilation of projects expanded the size of the publication from a pamphlet to a complete book. As a result, ADED intends to apply for an ISBN number so the book can be circulated in libraries and programs around the nation.

### **“Projects for Arkansas 1995-2003”**

We also took advantage of the slow semester to prepare a summary of key projects completed by UACDC over the past eight years. Beneficial for future clients, the publication provides insight into the nature and scope of our past activities. In many cases, there were practical outcomes resulting from the planning and design assistance provided by the Center, and these are noted. This summary should also be useful in future marketing and fundraising activities.

Arkansas Research and Technology Park

We continue to provide drawings and digital files as requested by Phil Stafford for use by the newly formed *University of Arkansas Technology Development Foundation*. The group is currently looking at property acquisition and phasing for the park.

### **Summer 2003**

UACDC and the Delta Research and Design Center sponsored the annual summer workshop in Lake Village this year. Under the direction of Susan Thomas, Catherine Wiley, and Jill Anthes, students took part in an eight-week study examining the town's history and potential areas for development. The final presentation and a community appreciation dinner were well received by community members.

### **Lake Village Planning Study**

Lake Village is like no other city in the Delta, as it is situated alongside the largest oxbow lake in the North America. Nonetheless, Lake Village has experienced the fate typical of many Delta communities: loss of downtown business, out-migration of skilled workers, and falling municipal revenues. The city wants to revive its downtown and public waterfront, capitalize on new sports facilities, and respond appropriately to new highway widening projects.

UACDC studied historical, legal, environmental, social, and cultural aspects of Lake Village as well as existing physical and economic conditions. Students and staff concluded that for any major redevelopment of the downtown waterfront to occur, the physical connection between the highway strip and the downtown area must be strengthened. In fact, the cornerstone for their proposals became a realignment of Main Street, connecting it to the major highway intersection on the strip. This proposal will necessitate land acquisition and relocation of an existing junkyard in the center of town.

Once downtown was reconnected, the students were able to justify and generate concepts for further redevelopment, including a new courthouse square, city hall, farmer's market, cultural arts center, water tower park, parking, and green connections, as well as public waterfront amenities such as a marina and a cypress walk. Highway development strategies, an improved street grid, and neighborhood design principles were also studied.

### **Community Service Project**

Each year, the summer workshop students participate in a community service project of their choosing. The Lake Village students constructed and painted stage flats for a musical production sponsored by the Guachoya Cultural Arts Center. The night of opera and popular music was the social event of the summer and was well attended by the community.

### **DRDC Capacity Support**

#### **Boys, Girls, Adults Community Development Center (BGACDC)**

The DRDC provides ongoing leadership and coordination for the extensive organizational planning and development process of BGACDC, a small community center serving the African American population in Marvell. The development process is funded by the Donald W. Reynolds Foundation and includes organizational, business, and fundraising planning phases. The Reynolds grant expires in September 2003, but the process will likely continue well into 2004.

### **Stuttgart Unlimited**

The DRDC provides research and resources to support the economic development efforts of Stuttgart Unlimited, Inc., a local non-profit community development organization comprised of business, industry, education, and government leaders.

### **DRDC Major Research Projects**

*Community Development Corporations and Public Policy: Inclusiveness and Effectiveness* Valerie H. Hunt, Research & Policy Analyst, DRDC

This ongoing project involves the study over 20 community development organizations (CDC's) in four Arkansas Delta counties. The purpose of the research is to evaluate the effectiveness of CDC's in the Delta and develop policy recommendations to help improve rural community development efforts those groups.

### **Evaluating the Low-Income Housing Tax Credit (LIHTC) in the Arkansas Delta**

Susan B. Thomas, Director, DRDC

This ongoing research project will analyze the overall effectiveness of LIHTC in the Delta compared to Section 8 Housing Voucher and Certificate programs. More than 35 housing projects will be included in the study. Performance variations between for-profit and not-for-profit housing providers will be also investigated. The purpose of the research is to improve the design and delivery of federal housing programs and subsidies to the Arkansas Delta.

### **DRDC Minor Research Projects**

#### **Evaluation of Public Education in the Arkansas Delta**

Jennifer Thomas, Rockefeller Fellow, DRDC

#### **Information Technology as a Tool for Economic Development in the Arkansas Delta**

Aaron J. Scott, Rockefeller Fellow, DRDC

#### *Affordable Housing in the Grand Prairie: An Evaluation of the Current Housing Market and the Demand for Affordable Housing in Stuttgart, Arkansas*

Susan B. Thomas, Director, DRDC

#### **Policy Issues for the Aging Population in the Arkansas Delta**

Valerie H. Hunt, Research & Policy Analyst, DRDC

### **DRDC Publications**

#### **Delta Research Bulletin**

The 2003 Delta Research Bulletin included a variety of articles dealing with regional economic development in the Delta and represented research collaboration among community members, university staff and students, and state agencies. The Bulletin included articles on tourism, workforce development, the Good Faith Fund's Industry Partners Program, as well as information from the Department of Economic Development and the Department of Information Systems on resources available from state agencies for community development projects.

### **DRDC Programs**

#### **Economic Development Conference**

Research and information from the Delta Research Bulletin was presented at the 2nd annual conference, held at Phillips Community College in March. Over 45 people attended the conference, including state and local government officials, state agency representatives, civic leaders, community members, and University of Arkansas staff and students.

#### **High School Outreach Program**

The DRDC made presentations to more than 20 high schools in the Arkansas Delta as part of a secondary education outreach program. Most of these presentations were made to EAST Lab classes, but civics, history, and government classes also participated. The presentations focused on students' roles in community and economic development, including issues such as how to develop a community service project. Core values such as community pride, community participation, and social and economic justice were also discussed.

## **Notable Outcomes**

In the City of Gentry, where we carried out a number of projects in 2001, the City Council has been in the process of revising its entire zoning code document and ordinances based on many of our recommendations. We were recently informed by Council member Jim Furgason that one of our most important initiatives – one that encourages mixed use downtown development including residential units – has been unanimously endorsed by the Planning Commission and the City Council.

The Mayor of the City of Highfill recently informed us that they have adopted a master street plan and zoning ordinances based on many UACDC recommendations.

In Hot Springs, work initiated in 1998 has resulted in the construction of a major parking structure to serve visitors to the National Park and tourists to the city. Initially, UACDC conducted a study of parking in downtown Hot Springs. Using the Center's study, Senator Blanche Lincoln persuaded the Federal Government to make a \$5 million allocation for the facility, which opened earlier this year. In recognition for our involvement, the City Manager and Mayor publicly recognized UACDC at the inaugural event.

Another item of interest is that three students who worked on the El Dorado Study have now graduated and moved to Little Rock where two are working at Cromwell. Originally from El Dorado, Chris East and Randy Palculict are following the redevelopment process in their hometown, planning to volunteer time in neighborhood rebuilding efforts. Chris claims that they would never have considered this before the experience gained at UACDC.

## **Marketing and Fundraising**

At the suggestion of Dr. Hampton of the Winthrop Rockefeller Foundation, UACDC hired DOXA (formerly Walker Creative) to prepare a marketing piece that illustrates the value and importance of the Center. Copies of this document were to have been distributed to all legislators in the state through the office of Richard Hudson, Vice Chancellor for Government and Community Affairs, but have been held due to the climate with respect to higher education funding at the state level. University Development is distributing the document, however, along with a summary of proposed endowment opportunities to key individual and corporate sponsors.

In addition, DOXA has developed a new website for UACDC, which will come online when the new director has begun work. The new site will assist our efforts to educate communities about the benefits of working with UACDC, as well as attract top students to the design and policy programs. Most notably, however, the site will be another means for potential donors to understand the breadth of work that is possible by funding UACDC efforts. The DRDC also has a new website, designed by Vulcan Labs of Fayetteville.

The DRDC, through Dan Hendrix of University Development, is in communication with the Ford Foundation regarding potential grant funding through their newly developed University Partnerships program. We are extremely hopeful of receiving a positive response from this initiative. The University has also submitted an omnibus request for assistance to the Kellogg

Foundation, which will include support of UACDC|DRDC. Requests for support from the Ford and Kellogg Foundations have not yet materialized, but we remain hopeful that something will come about.

The Center was invited to submit proposals for Fellowships as part of the Walton \$300,000,000 matching gift to the University. UACDC was awarded three of these Fellowships, one at the Distinguished Research Fellows level carrying an annual stipend of \$20,000/year for a three-year period. While this will not, in and of itself, provide sustained operational funding, it does indicate that the Graduate School understands and supports the efforts of the Center.

The DRDC received \$140,000 from the Winthrop Rockefeller Foundation, the second of three installments from a \$426,000 grant awarded for FY 2002-2005.

The DRDC secured a \$25,000 gift from Polk Stanley Yeary Architects, LTD. for the DRDC Endowment Fund.

The DRDC secured a \$10,000 grant from the Arkansas Forestry Commission to support the 2003 Summer Workshop.

The DRDC is included in a multi-million dollar grant written by the University of Arkansas Economic Development Institute to the Foundation for the Mid-South. The request for the DRDC is \$30,000 annually for five years.

The DRDC is included in a University grant written to the Center for Disease Control by Steve Sheppard, Associate Professor of Law.

The DRDC is involved with various other University departments in developing a grant proposal to address the needs of the aging population in the Arkansas Delta.

In addition, we continue to undertake planning and design assistance in collaboration with the Center for Business and Economic Development. We intend in the coming year to be aggressive about going after research and planning projects where our combined skills and experience will be in demand.

### **Campus Planning**

This year saw ground breaking and construction on many projects to which UACDC contributed services, including the NWQuadrant Residential College and Health Center, the south campus parking deck, the Printing Services expansion, the Bev Lewis Center for Women's Athletics, and the Carnall Hall restoration and renovation. We continue to provide support to physical plant and user committees on these projects during construction when asked to do so. In addition, campus planning personnel serve on the UA Campus Design Review Board, architectural selection committees, and contractor selection committees, encouraging cohesive and cooperative physical development of the campus community.

### **Bev Lewis Center for Women's Athletics**

Dedicated this spring, the Bev Lewis Center is a fine example of how the campus planning office had a significant positive impact on a building project. When we began working with Bev and her staff, they were convinced that a prefabricated metal building attached to the southwest corner of Barnhill was the solution for their needs. We prepared alternatives for accommodating not only the gymnastics facility, but also parking and a weight room for HPER on the site. After many presentations, and with DRB endorsement, Bev began thinking about the project in a new way. Now open, the gymnastics facility lends a dynamic identity to women's sports, holding its own on Stadium Drive against the massive forms of HPER, Barnhill Arena, and Razorback Stadium.

### **Chemistry Building**

Originally asked to study an addition to this building, we also looked at the proper way to renovate the existing historic structure. The chemistry department and PHPL had plans to demolish significant interior details, including closing off the communicating stairs, and to replace the original windows. We made a convincing case to the department and to DRB to save the most important of these details, finding alternative floor plans that would accommodate all the departmental needs while meeting current codes. We also helped select an architectural team that could effectively handle the complicated technical needs of labs and instrumentation while being sensitive to the historic character of the structure.

### **Maple Street**

Initiated in response to a pedestrian fatality, the goal of this project was to remove on-street parking and improve overall pedestrian safety along Maple Street. Extensive commentary and oversight by DRB members, particularly by Richard Dagenhart, resulted in the final design prepared by Atkins-Benham, consulting engineers. The City of Fayetteville is currently reviewing the project, and construction is slated to begin next summer.

### **Printing Services Expansion**

With the approval to purchase a large new press, Printing Services needed to expand their prefabricated metal building on the edge of campus. We developed site plans that accommodated this expansion, relocated the University Press to an adjacent, air-conditioned space, and allowed their existing loading dock to remain. We made provisions for separate and distinct entrances for Printing Services and the Press, and convinced them to remove the parking lot in front of the building, instead giving the space over to landscaping. Working with the selected architects, Miller Boskus Lack, the appearance of the Printing Services facility was upgraded and given the visual importance that the client desired from Razorback Road. This project shows how attention to seemingly insignificant peripheral buildings can contribute to a stronger university community.

### **Carnall Hall**

A former home to architecture design studios, Carnall Hall opens this month as an inn and restaurant. This office served on the Carnall Hall committee, which reviewed development team qualifications and plans. We also researched technical items, such as paint removal systems acceptable to the Arkansas Historic Preservation Program, and provided support to Rick Hamilton at PHPL and David Martinson as requested.

### **Life Span Study Center**

Still in the early stages of development, the Life Span Study Center is a joint project venture by several academic units on the UA campus including child development, nursing, reading and education, speech and hearing, and kinesiology. The proposed center would incorporate a number of existing and new functions such as a child care center, speech and hearing labs, elder care, and therapy labs. This office provided services for Life Span Study Center that concentrated on programming the scope of the potential project, compilation of a budgetary analysis, and development of presentation materials for fundraising.

### **South Campus Parking Deck**

Serving on the South Deck User Committee, this office provided study drawings and massing models that directly responded to committee ideas and requests. In doing so, we served a pivotal role in planning the location and orientation of the new deck, moving it from the hilltop as indicated in the Campus Master Plan to a downhill location that instead minimizes (as much as possible) the visual impact of such a large structure while facilitating growth of the academic campus at the business school. Special care was paid to the view corridors from the campus and downtown, in response to DRB comments. Campus Planning also worked with the PHPL and the architects to coordinate deck placement with that of the new road delineated in our proposals. We also served on the contractor selection committee.

### **The Promontory: South Campus Expansion**

With the stage set by the South Campus Parking Deck and the realigned road, *The Promontory* area of campus was now identified as the site of potentially significant growth by the Sam M. Walton College of Business, the College of Engineering, and other departments. With no particular building programs proposed at the time, this office provided site development alternatives for the area, identifying approximately 250,000 square feet of new academic space that could take best advantage of site topography and view, while creating a coherent system of open spaces. We presented these early ideas to the South Deck User Committee, the Dean and Department Heads of the Business School, and the DRB for consideration. Soon after these initial design studies, the campus identified two projects: the Advanced Computing Technologies Building and the Graduate School of Business to be built in the area.

### **Center for Students with Disabilities (CSD)**

Originally conceived as an addition to the new student health center, we assisted Mary Alice Serafini and Dr. Timothy King in their preliminary programming efforts. The funding opportunity for the facility was withdrawn, however, and the CSD remains in the basement of the Arkansas Union.

### **Law School Addition**

Initial studies for this addition were developed by on-call architects and reviewed by DRB. We provided information and review as requested by Physical Plant, and also served on the architect selection committee.

### **University Plaza**

In response to the preliminary Law School addition drawings, the DRB instructed us to look at the adjoining plaza. We developed preliminary schemes, which have been shared with Jay Huneycutt at PHPL. As the Law School project was reconfigured, these plans have not been taken further or presented to DRB.

### **Innovation Center**

The first UA building of the Arkansas Research and Technology Park, the Innovation Center will set the tone for all future building designs at the site. UACDC assisted the user committee and provided site planning review for this project in addition to providing the previously mentioned master planning services.

### **Parking**

The office continues to provide planning support to David Martinson, Assoc VC for Business Affairs, and Gary Smith, Director of Transit and Parking, on their ongoing strategies and plans for campus parking. We also encourage Gary to be an integral part of all user committees for new campus facilities, and believe his expertise has been highly beneficial in committee understanding of how each building project impacts parking need and availability.

### **Historic Building Survey**

Currently, there are eleven National Register Properties on the UA Campus. These structures, as well as several additional buildings, are part of the historic assets of the campus. The Adams-Draper 2002 Facility Condition Assessment identified a triage list, on which appear several of these buildings. After speaking with Don Pederson, our office initiated a study project to detail the historical and architectural significance of these structures. This study, now 60% complete, will serve as a source of base information that may help establish priorities for maintenance, repair, renovation, and demolition. Moreover, the report compiles the recommendations of several resources, including the 1998 Campus Master Plan.

### **Campus Plan Study**

In 2001, Don Pederson suggested that this office should hold a functioning and current copy of University landholdings. We began working with James Ezell and Physical Plant to collect data, later expanding the work to GIS mapping and projecting future growth patterns. The work to date forms the basis of an ongoing study that builds on the 1998 Campus Master Plan by Sasaki. A paper is currently being drafted on best campus development practices, outlining current trends as they might possibly be applied to the Fayetteville campus. We hope to build on this report with a major effort next year.

### **Campus Digital Modeling Project**

In developing visualizations for campus projects, we realized that sufficient, correct base data of the existing campus was lacking. Physical Plant's base maps were updated infrequently and, since these maps were not intended as base drawings for future projects, their accuracy level was lower than desired. In response, we hired two architecture students proficient in digital modeling to build a



master model. The intent is that this model will be used on every new planning and building project on campus, facilitating a consistent visual language for project comparisons and analysis by the DRB. Moreover, the data can be shared with project architects to aid their work. Now more than 50% complete, the 3-D model has already been used to generate marketing visualizations for University Development and the Business School.

### **Supplemental Activities**

Through varied projects, UACDC continues to expand its collective knowledge, resource base, and public and private affiliations to better help communities develop rational and defensible implementation plans. We also seek to provide assistance by serving on committees, giving or sponsoring lectures and submitting material for publication.

### **Continuing Education**

Jill Anthes attended “Parking: The Secret to a Viable Master Plan” and Andrea Sturgis attended “Campus Planning and Design” Harvard Design School Office of Executive Education. Cambridge, July 2002.

Susan B. Thomas attended the “Institute of Affordable Housing: Development, Process, Financing, Design, and Management,” Harvard Design School, Office of Executive Education. Cambridge, MA, July 2002.

Jill Anthes attended the AIA Regional and Urban Design Committee meeting, in conjunction with the Iowa AIA convention. Des Moines, September 2002.

David Glasser and Jill Anthes attended “Building Arkansas’ Knowledge-Based Industries,” sponsored by Arkansas Venture Forum. Fayetteville, November 2002.

Valerie H. Hunt and Susan B. Thomas attended the “National Rural Housing Conference” sponsored by the Housing Assistance Council. Washington, DC, December 2002.

Valerie H. Hunt and Susan B. Thomas attended the “Southern Women in Public Service: Annual Conference” sponsored by the Stennis Center for Public Service. Little Rock, April 2003.

The ADED Energy Office sponsored Jill Anthes’ attendance at “Greenprints: Sustainable Communities by Design.” Atlanta, February 2003. She also attended “Sustainable Arkansas,” Little Rock, May 2003.

The City of Fayetteville sponsored Jill Anthes’ attendance at the Mid-South Planning and Zoning Institute annual conference. Memphis, May 2003.

### **Lectures and Published Works**

David Glasser submitted the paper, “A Tale of Two Arkansas Cities,” and was chosen to present at the *Making Cities Livable Conference* in Santa Fe, NM, April 13-17, 2003.

## **2002/2003 Community Activities – Faculty and Staff**

David Glasser and Jill Anthes serve on a special committee for the City of Fayetteville planning division, charged with exploring ideas for a cultural arts district downtown. The City sponsored a fact-finding trip to Tulsa, which UACDC planned and coordinated, March 2003.

David Glasser served on the Board of Directors and Executive Committee for the Botanical Garden Society of the Ozarks.

David Glasser, Andrea Sturgis, and Jill Anthes were active members of Arkansas AIA (American Institute of Architects) and the local Northwest Chapter. Andrea and Jill attended the State Convention in Little Rock, important to networking with state professionals interested in doing work at the University of Arkansas campus.

David Glasser, Sevinç Yavuz, and Jill Anthes were active in the Washington-Willow Neighborhood Association, working with the city of Fayetteville to sustain the integrity of Fayetteville's downtown and historic neighborhoods. Jill worked with the committee, owners, and potential developers on the St. Joseph's redevelopment project, which will start construction soon.

Mayor Dan Coody invited Jill Anthes to participate in "Community Summit: A Conversation with Citizens on the Challenges Today and the Future of Our City" to set Fayetteville's goals for the next 20 years, January 2003.

Jill Anthes was appointed to a three-year term on the City of Fayetteville Planning Commission, beginning April 2003.

Jill Anthes was asked to serve as a member of the Downtown Dickson Enhancement Project Board of Directors. She also appointed and chairs the new design committee, which will study the next phase of downtown infrastructure development in Fayetteville.

Jill Anthes served on the interiors committee for the Walton Arts Center.

Susan B. Thomas serves as the Chairperson and Education Representative for the Monroe County Single Parent Scholarship Fund in Clarendon.

Susan B. Thomas serves as Chairperson of the St. Alban's Community Outreach Committee and Low-Income Housing Development Project in Stuttgart.

Susan B. Thomas serves as Advising Member for Stuttgart Unlimited, Inc., a local non-profit community and economic development organization.

Susan B. Thomas serves as Advising Member for the Phillips Community College Workforce Development Committee.

**In Conclusion**

Work at UACDC|DRDC continues to be gratifying: a feeling that is enhanced by stories of real improvement in the communities with which we have worked. Mrs. Charlotte Davis of Paris and Ms. Maribeth Frazier of Warren recently visited with us about the successful redevelopment their towns have experienced with UACDC guidance. We look forward to next year with renewed energy as we reinvent the Center under new leadership.

# **GARVAN WOODLAND GARDENS**

Annual Report 2002-2003

## **Introduction**

This fiscal year was a mix of turbulence, action, and unique achievement. A change in management and senior staff mid year required difficult decisions and adjustments to management approach and processes. These changes were made while maintaining an image to the visiting public of a continuously improving botanical garden and a great asset to the University of Arkansas and to Arkansas citizens. Attendance improved, capital improvements were made, operations were made more efficient, and additional resources were identified and procured for future years. These activities and achievements will be reviewed in the following narrative.

### **I. Management Strategy**

A simplified goal for management would be expressed simply as: reducing expenditures, increasing revenues, and making sure the Gardens look better this year than last. This meant greater precision in budgeting. It meant leaner staffing. It meant more target marketing than in the past and it meant an increase in visitor services. It meant refined construction scheduling. Doing all this at once meant long hours for key staff members and some risk taking in promotional and visitor service areas. We are open 362 days per year. It also meant searching for more funding for operations as well as construction and education programs. This intense approach pushed staff to the limits but resulted in significant increases in attendance, membership, and revenues. Greater detail is provided below.

### **II. Capital Improvements**

The construction year was highlighted by several achievements. Accessible trails were developed in the Bird Sanctuary along with a new water feature and observation platform. Cedar benches and bird feeders were constructed and installed as well. These improvements allowed this seventy-acre resource to be opened to the public. Rare species such as the pileated woodpecker are routinely spotted in this beautiful area.

In an incredibly popular effort, the Christmas lights display was doubled in size for the December, 2002, presentation. Dozens of volunteers assisted the construction staff in making this a reality. December attendance reflected the effort.

The Amphitheater was completed in this fiscal year. The final masonry work, stage, electrical utilities, and access road were built in time for a May 10, 2003, concert that inaugurated its use. A curved wooden access walk was completed that has amazed visitors with its construction complexity and perfection.

***The Horticulture crews increased bulb planting by 70%. For example, 37,500 tulips were planted. Serenity Circle, a "council" type gathering place of massive stone benches, was constructed, adding a new feature to the Gardens. Construction on Trapp Mountain Overlook, a***

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*venue that provides a view of the lake in the midst of mature camellias, was begun. Also completed was the installation of “base” shrubbery for the developed portions of the Gardens. These improvements were all made without losing site of the goal of making sure the Gardens looked better to visitors this year than last year. They did.*

### **III. Marketing – FY 2002-2003**

The new marketing director, hired in early March, focused on bringing organization and direction to promoting and advertising Garvan Woodland Gardens. The Gardens did not have a marketing plan or budget in place prior to new management coming on board in January. One of the key accomplishments of the marketing department in FY 2002-2003 was the development of a goal oriented marketing plan and corresponding budget. The Gardens’ Executive Advisory Council endorsed the plan in June for implementation in FY 2003-2004.

Mid-year management changes brought a new style and strategy to marketing Garvan Woodland Gardens. Rather than continue the “shotgun” approach of promoting the Gardens in publications that might reach a few potential visitors, the advertising was changed to target specific market segments known to enjoy gardening or visiting botanical gardens and arboretums, such as senior travelers. The results were an increase in group admissions comprised of pre-formed motor coach tours, bank clubs, and churches.

To enhance the amount of free publicity printed about the Gardens, the marketing department worked hand-in-hand with the Hot Springs Convention and Visitors Bureau and Arkansas Department of Parks and Tourism to encourage visitation by travel writers and travel photographers. We should see results of these visits in the form of published newspaper and magazines articles in the near future. Many of the journalists were/are affiliated with well known regional travel publications like Home and Away magazine and the Ft. Worth Star-Telegram as well as in-state magazines like Inviting Arkansas, Soiree, and At Home in Arkansas.

In an effort to increase admissions and membership support during times that are not considered to be high traffic months, the Gardens introduced several special events that were well received and will continue to be on the annual calendar. Mother’s Day brunch in the Garden, Father’s Day “Steak Night,” the holiday lights display, and “Fourth Friday Series” are a few of the successful programs that will be repeated. Additional revenue generating special events are planned for FY 2003-2004.

The primary challenge for the marketing department was and continues to be that of promoting the Gardens with limited funds. To compensate, the staff used local media outlets to publish press releases generated in-house promoting special events, workshops, exhibits, etc. Window flyers were also created and distributed for display in local hotels, restaurants, state parks, and the Downtown Visitors Center. The Gardens are fortunate to have an abundance of local cheerleaders that are quick to encourage many of Hot Springs 2 ½ million visitors to include the Gardens in their vacation itineraries. Positive word of mouth advertising is truly priceless.

### **III. Resource Development**

Resource development is presented in two broad categories. The first category is resource development in the private sector, and the second is resource development in the public sector. The private sector during fiscal year 2003-2004 contributed both major gifts and gifts of less than \$10,000.00. The Stella Boyle Smith Trust Fund donated \$100,000.00 over a five year period for improvement in the area encircling the Pavilion to include the Old Rose Garden. An anonymous donation of land appraised for \$100,000.00 plus was donated to the Gardens with proceeds when sold to be unrestricted.

Corporate event sponsorship totaled \$21,000.00. The Weyerhaeuser Company Foundation awarded the Gardens \$50,000.00 for design and construction of the new Bonsai Garden. The Black Tie Gala in May of 2003 grossed over \$45,000.00 and netted \$25,000. The Membership Foundation Account, which includes membership fees, memorials and donations grossed over \$250,000.00 for the fiscal year. Mr. and Mrs. Fred Dierks donated \$35,000.00 for a new feature in the Garden known as the Promenade that is located just outside the Welcome Center. The new Educational Pilot Project for fifth grade students saw donations from four foundations and one private source in the amount of \$80,000.00 for its first year representing five school districts. The Advisory Council and Development Committee raised almost \$10,000 for a Foundation Development Fund.

Two seminars were provided in the Gardens in the Planned Giving area with one seminar dealing with wills and a second seminar for professional estate planners.

The public sector funding was impressive. The Arkansas Natural and Cultural Resources Council awarded Garvan Woodland Gardens \$700,000.00 for a Children's Garden, new trails, equipment and improvements. An AmeriCorps grant of \$126,000.00 to the Gardens (beginning October 1, 2003, will provide 10 AmeriCorps members to assist in the development of the Gardens. The Department of the Interior provided roughly \$83,000.00 to the Gardens for the Children's Garden. An Urban Forestry Grant in the amount of \$5,600.00 was awarded to the Gardens for publication of a Plant Identification Book and to be sold in the Garden's Gift Shop.

A committed effort is ongoing to build strong relationships with individuals, foundations, corporations and representatives throughout the public and private sectors.

### **V. Special Events and Attendance:**

The Gardens' special events programs for this year continued to grow as it addressed both public education and tourism development goals. Despite bad weather, Mumfest in October drew a good number of visitors and continued to develop positive public expectations for garden events during its third season. Also in October, the Gardens and State Parks and Tourism sponsored a reception for the Arkansas Legislature, attended by approximately 40 members from all over the state. Lawmakers were impressed with the University's efforts and the Gardens' potential as a much-needed new tourism attraction.

In March, Daffodil Days and Tulipmania resulted not only in attendance increases, but also in new seminar programs by experts on these bulbs and their history. The Gardens once again participated in Springfest, an April Hot Springs festival sponsored with Arkansas Parks and Tourism and the Hot Springs Advertising and Promotion Commission. In addition to direct revenues generated by increased visitation, a lasting benefit will be increased name recognition for the Gardens and an improved reputation for Arkansas as a multi-faceted and culturally rich destination.

In April, in cooperation with the Department of Landscape Architecture, the Gardens Third Annual Design Symposium once again brought design professionals to the Gardens from three states. This outstanding effort exposed them to the Gardens' programs and facilities while also offering continuing education services. This year's event focused on 'Building Sustainable Communities' and the continued growth of this program may require moving it to another venue in Hot Springs until larger meeting facilities planned in Phase II of the Welcome Center Complex become available.

Fourth Fridays is a new program developed to draw people to the gardens after hours, building attendance and sales revenue, reaching new audiences, and helping the city build its after-hours offerings for tourists and convention participants. Modeled after the very successful 'Gallery Walk' program, the concept is to offer a meal or refreshments, live entertainment, and access to the gardens during the cooler part of the day. As a monthly series, the intent is to build expectation for regular, well-produced events. The first event on June 27 was well received and, for an initial effort, very successful. The staff is dedicated to continuing efforts to develop Fourth Fridays as an outstanding program for the Gardens.

Attendance and sales revenues continue to grow. Total attendance during the fiscal year was 64,468, representing strong growth since opening. In reviewing these figures one must remember that the Gardens were not fully open during the fall of 2001 and tourism was heavily affected by the events of September 11, 2001. This compared with total attendance of 37,257 for the first fiscal year of regular operations from initial opening September 2001 to June 2002.

While special events have contributed greatly to this increase, the overall trend also seems to be strong general growth in attendance. This is probably due in part to an increasingly more targeted and effective marketing program and to strong word of mouth endorsement from visitors impressed by what the Gardens offer. It appears that since May 2003, attendance is settling into a fairly consistent monthly growth rate of 10-15%.

Sales revenues have also grown substantially from \$164,425 (September 2001 to June 2002) to \$219,945 (September 2002 to June 2003). This 33% growth rate is excellent.

## **VI. Visitor Services and Programs**

An important concern since the Gardens inception has been accessibility for all visitors. Beginning in April, the Gardens' began a new program providing tours of the Gardens by golf cart. The Gardens procured three quiet electric carts to replace two oversized gasoline carts.

Volunteers were recruited to drive the carts and the public reception to date has been almost overwhelming. With a \$6 per passenger fee, the program is rapidly becoming a profit center while satisfying an important customer need. Perhaps most significantly, many able-bodied visitors are returning with parents and other family members who they could not bring previously.

Membership presentations by radio and TV personality and Cooperative Extension Horticulture Specialist Janet Carson were scheduled through November of 2002 and continued to meet with great success. This has led to continued strong growth in membership.

However, due to the need to build educational programs at the Gardens now that our facilities are better able to accommodate such programs, Janet and staff from both the Gardens and Extension have also worked to develop a public education program. While these sessions did not begin until fiscal 2004, most planning was completed and the first session in July was sold-out and a huge success. This has begun to have a very positive effect on public impressions of both the Gardens and the University.

Another major success in the education arena has been the receipt of grants and pledges from five foundations for the elementary education program produced by the Mid-West Garden Collaborative. This program was developed specifically for fourth and fifth grade science education utilizing the facilities and programs of botanical gardens, and is based on the national recommended science curriculum of the National Science Foundation. The grant funding has allowed the Gardens to hire its first education director who spent the spring developing the program, purchasing materials, and building relationships with principals and teachers. The first training session will be held in August and approximately 600 students from five schools in Southwest Arkansas will participate in this outstanding program, extending the University's programs and influence into relatively remote areas.

The volunteer program continued to grow, due in large part to the first professional volunteer coordinator who joined the staff in March. Training for the docent program continued to grow under her direction. Volunteers also became much more active in providing information and other support to visitors. An active group is evolving to support all aspects of retail operations from support on the cash registers during peak visitation to assistance with stocking and inventory. A strong volunteer program is also critical to continued growth and sustainability and this year's results in this area are strongly encouraging.

On the whole, programs continue to develop at a rapid pace, building the Gardens capacity to meet the University's public service mission and helping Arkansas develop its economic outlook through new tourism offerings. It is also important not to underestimate the value of cultural institutions in building quality of life, one of the most important indicators of active and growing business and retirement environments. The Gardens continue to do its part to meet all these goals.



## **VII. Challenges for Next Year**

The fiscal year beginning July 1, 2003, will have a new set of challenges. An AmeriCorps program will be initiated. This will mean recruiting, selecting, and training ten members all at once. New special events will be developed and explored. The startup of new programs such as these is always a trial and error effort, one that requires intensive staff time.

Focus will continue on generating new sources of revenue. This will include pursuing grants and donations from individuals, foundations, and governmental agencies. The strategy for special events will be to find sponsors that insure the profitability of the special events. A major effort will be made to develop a sponsored program to take advantage of the spectacular new Amphitheater.

The construction program is reasonably well funded (for a year) and the Gardens save a substantial amount of money by acting as its own general contractor. In particular, the Children's Garden should be well underway by the second half of this fiscal year.

The horticultural program will continue to be aggressive in order, one more time, to make sure that the Gardens look better next year rather than last.