



LOFTSIXFOUR

FUNDAMENTALS OF
HIGH-LEVEL
**LANDSCAPE
ARCHITECTURE
DESIGN FOR
DEVELOPERS**

Fundamentals of High-Level
Landscape Architecture Design
for Developers
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01 / Introduction

A professionally executed **landscape architectural design** is an integral part of the architectural plan of any mixed-use, market ready, or value-add development across Utah and beyond – and with good reason.

- ▶ **When done right**, an investment in high-level landscape architectural site design **will pay handsome dividends**.
- ▶ Properly planned site amenity and landscape architectural site design will make your development **stand out from others on the block**.

*It's the first
impression
potential buyers
and tenants get from
your property.*



In this eBook,
we take a look at some
of the broader principles
of high-level landscape
architectural design,
as well as some key
strategies in creating
outstanding designs
that will enhance the
overall image and feel of
any urban or suburban
development project.

02 / High -Level Landscape Architectural Site Design – Why Is It Important?

Although many developers do not view landscape architecture design as something that can greatly affect the value of their properties, **savvy and sophisticated developers realize that a thoughtful, innovative landscape architectural design is a capital investment that yields long-term benefits in terms of increased brand awareness, business value, and greater profitability.**

They value landscape architecture as an important component of their growth and success of their development ventures – whether it's a new shopping mall, a high-end multi-family tower or student housing development.



First impressions matter.

An eye-catching landscape architectural site design serves as the first impression for any property.

A well-thought out plan for all the paths and pedestrian and vehicular circulation -in coordination with landscape planting areas and features- make all visitors feel welcomed and important, whether they're a first-time visitor or a long-term resident or tenant.

Brand enhancement.

Your development organization has a brand, and the landscape architectural design of your properties needs to speak to that. **If you want to convey a specific image, there are landscape elements that will help you achieve that.**

Examples include Zen features for comforting spaces; dancing fountains for relaxing outdoor spaces; wildflower plantings and green roofs for sustainability-oriented buildings, or minimalist designs for contemporary businesses.

Improved market values.

A well-crafted landscape architectural design is a sure ticket to a quick sale, if that is what you have in mind for your mixed-use, market ready, or value-add development.

It increases street appeal, a feeling of place, high level appeal, and ultimately, higher property value and occupancy rates.



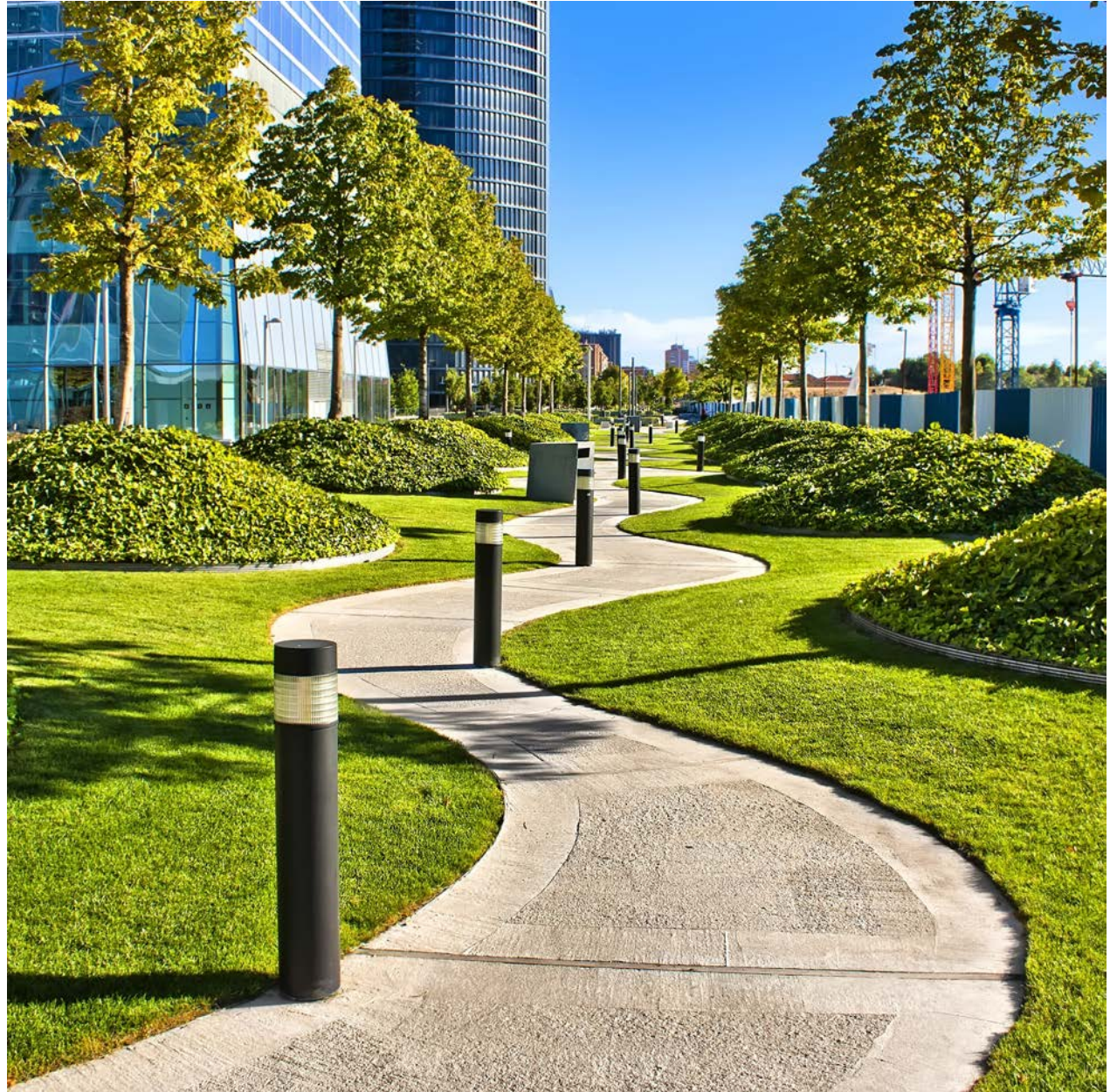
It's also the first thing potential clients see.

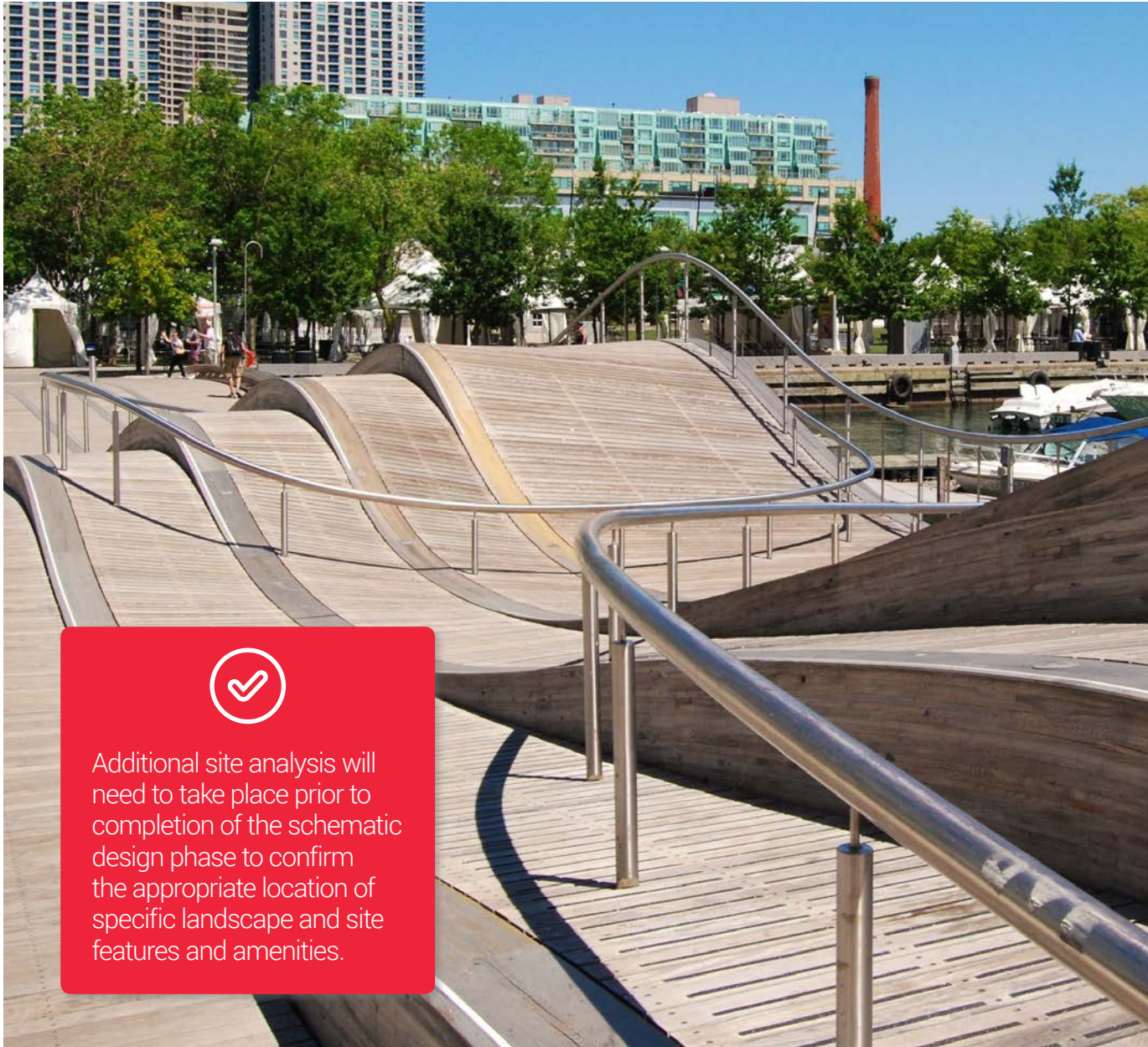
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03 / The Place to Start!

SITE ASSESSMENT & ANALYSIS:

Creating a high-level landscape architectural site design for a high-end mixed-use, multi-family, student housing or commercial development **begins with understanding the surrounding area context and conditions of a given site**, including an analysis of water, vegetation, and soil resources, among other elements.





Additional site analysis will need to take place prior to completion of the schematic design phase to confirm the appropriate location of specific landscape and site features and amenities.



In order to **determine the opportunities and constraints** that will steer how the site is transformed, **the landscape architect must conduct a thorough analysis of the existing conditions and capacities of the site** in coordination with other project team consultants.

This initial assessment of the site, along with understanding the developer's vision will inform all elements of the design process to follow, and **allow the landscape architect to accommodate a site's natural carrying capacity** when proposing design options and patterns.

Site assessment and analysis are not one-time exercises.

In fact,
the best landscape architectural site designs will result from an iterative process, where actual design solutions are tested once a proposed physical layout begins to emerge.

Benefits of Landscape Integration in The Architectural Design Process

04 /

Landscape architectural site design considerations should be integrated into the architectural planning and design stages of a development project as part of the decision-making process rather than after the completion of the proposed design.



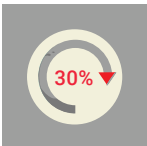


This integrated approach brings a number of benefits for developers and their architectural consultants; namely:



LANDSCAPE
ARCHITECTURAL
SITE DESIGN

Allows the architectural team to **acknowledge, address landscape concerns and take advantage of side opportunities** early in the planning and design process, informing critical decisions, and in many cases helping create a stronger connection between the landscape and architectural designs.



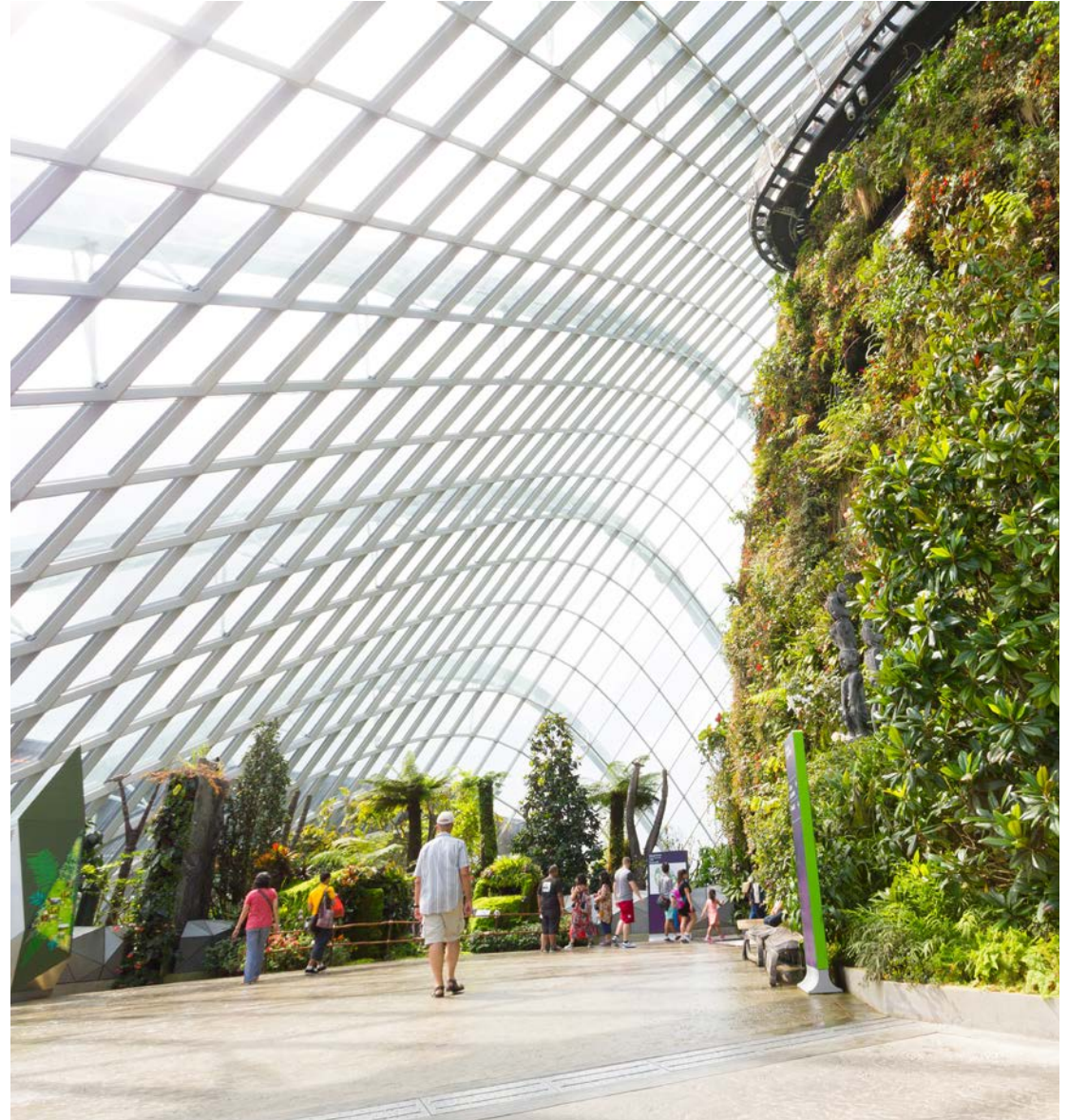
DECREASES
COSTS

Decreases costs by having the architectural team understand and weigh landscape architectural construction costs as part of the design process.



STAYS WITHIN
BUDGET

Increases the chance that the landscape architectural project will stay within budget by **allowing the development's architect to anticipate the landscape architectural design elements and features.**



— 05 / Enhancing User Experience Through Landscape Architectural Site Design

When planning the landscape architecture for a mixed-use, multi-family, student housing or commercial development, **it is important to determine how it will be used.**

Once you know how you want people to see and use a space, **every landscape design decision should stem from this idea.**

Planning should take into account the full space available, including both hardscapes (paved areas, patios, fences, fountains, and other non-organic structures) and softscapes (trees, shrubs and ornamental grass areas, turf lawns, and other ground cover plantings and rock, as well as organic mulch areas).



It's also important to consider - as well as climate and other existing site conditions in the final landscape design of a project. environmental considerations - Elements like slopes, drainage, utilities, and existing structures can have a significant impact on landscape architectural site planning and design.

Physical characteristics affect the construction and performance of hardscapes, while climate and drainage may limit the type of plants that can be used.



06 / The Importance of People Oriented Landscape Architectural Site Design

Landscapes and people interact in many different ways, and hence the importance of having a landscape architectural site design that speaks to its intended users.



Landscape architectural site design is intended to enhance the quality of the user's experiences outdoors. If a user is unable to access certain areas or does not find any use in them, these spaces could become irrelevant and wasted investments.

Consider the following points:

Ease of circulation. In landscape architecture, circulation refers to the way people and vehicles move through and interact with a building's exterior and interior environments. This includes patios, sidewalks, pathways, parking lot layouts, transportation stops as well as hardscape types of adjacent transitions for both ADA and Non-ADA accessibility.



Traffic. Landscape architectural site design should accommodate both pedestrian and vehicle traffic.

Social interaction. High-traffic locations typically require more hardscape materials and seating areas and other gathering areas for social interaction.

07 / Value-Driven Amenities that Make Outdoor Areas Unforgettable

The demand for urban outdoor amenities in high end mixed-use and multi-family developments will not only continue; it will also be expected.

With a well-crafted landscape architectural design, your property is going to look phenomenal; a few high-end urban landscape and site amenities, however, will take it to the **next level**.

With the variety of products and features available in today's marketplace, the sky is literally the limit for design possibilities in terms of urban outdoor amenities that will improve the value of mixed-use buildings by creating an area tenants, employees, and guests alike can enjoy and love.



Today's **developments are trending** to become highly packed with amenities and features **intended to make outdoor areas unforgettable**. Fully equipped digital fitness centers, plazas with sculptural fountains and seating walls, Zen gardens, and high-level rooftop amenities are among the "must haves" for dwellers, who want more than just an attractive building to conduct business or live.



They want an environment
that enhances and matches
their lifestyle.



— 08 / Engaging a Landscape Architecture Firm: **The Key to Success**

In the real estate development industry, **the landscape architectural site and amenity design and implementation are often times given to the lowest bidder**, typically a company with a business model that appears centered around the lowest-cost, generic products and features, and installations that are based on speed, not beauty and efficiency.



The result is

an uninspiring landscape architecture site design not much different than any other stereotypical landscape design next door and/or down the street.





The best approach is to engage a **licensed landscape architect with a design sensitivity** that integrates building architecture and its uses to the surrounding landscape and outdoor amenity spaces that align peoples interactions with the natural environment.

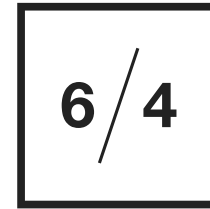
About LOFT 6/4

Loft Six Four is a leading landscape architecture firm that specializes in innovative and highly creative landscape architecture design.



Our mission is to design a building's outdoor areas to the highest level possible while relating them to the architectural design and programming.

Helping our developer clients to increase the market value of their high end mixed-use, market ready, or value-add development projects is our core focus.



LOFTSIXFOUR

We know exactly what it takes to engage customers and end users through beautifully planned, executed and maintained outdoor site and landscape experiences.



If you are considering undertaking a landscape architectural design project for your development, ***let's start the conversation.***

Brandon Reed
Landscape Architect

9500S 500 W
Ste 215 SANDY UT 84070
801.878.4717
<http://loftsixfour.com>

