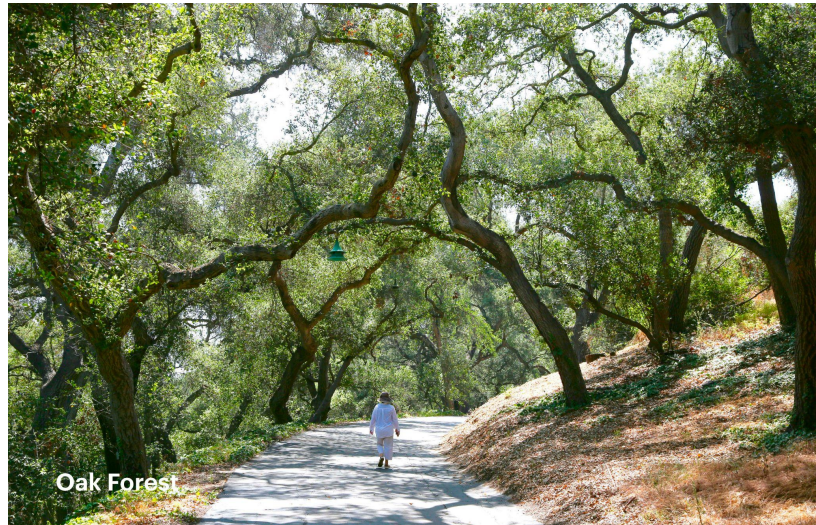


Making It Real: The Descanso Gardens Master Plan from Vision to Implementation



Session Overview:

Want to prevent your plans from sitting on a shelf collecting dust? This session will dive into the Descanso Gardens 2020 Master Plan and explore how the team is working to **MAKE IT REAL** and get things built. This involves problem-solving, team building, budgeting, phasing, and lots of elbow grease.

Speakers:

- Ruth Siegel, ASLA, Sasaki, Senior Associate
- Juliann Rooke, Descanso Gardens, Executive Director
- Connie J. Chung, AICP, HR&A, Managing Principal, Los Angeles Office,

Making It Real: The Descanso Gardens Master Plan from Vision to Implementation



Learning Objectives:

- Gain insight into the virtuous cycle of design vision, leadership, funding, and planning and how this best enables the implementation of master planning efforts.
- Explore the critical challenges and successful strategies behind implementing ambitious master planning projects
- Learn how landscape architects can enrich the implementation process by bringing resiliency planning and design vision to the forefront.
- Examine how botanical gardens have strategized their futures and continued relevance in contemporary culture through evolving their programming, outreach, and education for new audiences and a changing climate.

Making It Real: The Descanso Gardens Master Plan from Vision to Implementation

Speaker Bios:

Ruth Siegel, Senior Associate, Sasaki

Prior to rejoining Sasaki in May 2022, Ruth was a Senior Project Director at RIOS. Since 2018, she has been working closely with Descanso Gardens, a 160-acre botanical garden in Southern California, to develop and implement their 15-year Master Plan. At RIOS, she led the One Arroyo Trail Vision Plan for Pasadena's 900-acre Arroyo Seco Park and Houston's Jones Plaza Re-Design, now in construction. She previously worked on the design of several significant public space projects including the Smale Riverfront Park Adventure Playground in Cincinnati and The Plaza at Harvard University. Ruth holds an MLA from Harvard's GSD and a BA from Brown University.

Connie Chung, Managing Principal, Los Angeles Office, HR&A

Connie is a leader in HR&A's nationwide planning and open space practice with expertise in implementation strategies for public-private partnerships. She brings expertise in economic development, open space planning, and commercial revitalization to public- and private-sector projects. Connie's open space practice focuses in particular on strategic investment and planning that catalyzes signature public realm projects - from communicating their benefits to business planning and stewardship. She holds a Master in City Planning from MIT and a Bachelors degree from the Wharton School at the University of Pennsylvania. She is a member of the Board of the Landscape Architecture Foundation.

Juliann Rooke, Executive Director, Descanso Gardens

Juliann has served as Executive Director of Descanso Gardens since 2017. She has worked at Descanso since 2008 serving first as CFO and then COO. She has over 25 years of experience in nonprofit management. During her tenure, the Gardens saw significant growth in attendance; membership doubled and financial results from operations increased substantially, providing more revenue to reinvest in the care and maintenance of the facility, including the 15-year Master Plan effort. Descanso Gardens is owned by the County of Los Angeles and has been managed by the Descanso Gardens Guild, Inc., a 501(c)(3) community-supported nonprofit, since 1993.