



# Meta Headquarters: A Decade of Design, Construction, and Care

## Overview

FRI-FS-01 / Friday, November 11, 2022 / 8:00am - 5:00pm

Field Session Leader: Rayna deNiord, ASLA

Field Session Leader: Lauren Swezey, LEED Green Associate

Field Session Presenter: Lisa Daye, ASLA

Field Session Presenter: Molly Batchelder

Field Session Presenter: Jeff Colton

Meta's Headquarters is situated in a rapidly evolving and liminal landscape. Over the past 10-years, the campus has evolved into a complex mosaic of social spaces, ecology, and infrastructure. The design responds to this challenging context with inventive solutions that build on company culture to create a vibrant, sustainable workplace.



## Field Session Leaders + Presenters



### Rayna deNiord

Principal, CMG Landscape Architecture

Rayna is a Principal at CMG Landscape Architecture. She is interested in making places that seize people on first encounter – drawing visitors back again and again. Embracing time as a partner – she works with season and materiality to reveal change and use in a place. Through her leadership of academic and workplace campus environments, she approaches design realizing the public realm needs social attractions and un-programmed moments. She wants to make places that people want to be in.



### Lauren Swezey

Sustainability and Landscape Project Lead, Meta

Lauren leads sustainability on Meta's Facilities team where she directs green building initiatives in the West and oversees the design of Meta's new landscapes in North America. She recently oversaw the development of a 9-acre green roof and an 11-acre Park at Meta's Menlo Park campus, as well as a recycled blackwater system that serves two large commercial buildings. Since joining Meta in 2010, Lauren's been partnering with local and regional environmental nonprofits to help protect and restore the natural environment, including the wetlands and endangered species adjacent to Meta's headquarters. Lauren serves on the Board of Directors for Save The Bay.



### Lisa Daye

Senior Associate, CMG Landscape Architecture

Lisa is a Senior Associate at CMG Landscape Architecture with over 17 years of professional experience. She is adept in the development of urban spaces, from schematics through construction documentation. She values an approach to site design that provides ecological and social context, while maintaining a focus on constructability and quality. Through practice over the years, she has gained a deep knowledge of complex on-structure projects that integrate landscape and buildings.



### Molly Batchelder

Owner + Arborist, SBCA Tree Consulting

Molly and her father, Steve, have been working as Meta's consulting Arborists since 2011. Originally brought onto the project by CMG to perform the tree survey for the old Bayfront site, their work has expanded to include all aspects of tree care for the Menlo Park campuses. SBCA Tree Consulting has designed Meta's specifications for tree protection, nursery selection and tree planting, and have consulted on species selection for the proposed MPK 22 Park. They are grateful to be part of Meta's tree team and wish to pass along the information vital to creating and maintaining vibrant communities.



### Jeff Colton

President, Jensen Landscape

Jeff has been a leader in the landscape industry for over 37 years. He is a third-generation landscaper coming up through the ranks of ValleyCrest, founded by his grandfather and uncle Burton Sperber. He served in numerous roles, from estimator to business developer to Senior Vice President. In 2016, he joined Monarch Landscape which is the parent company of Jensen Landscape as their President of construction, with the charge to grow the company's construction opportunities in markets to support their maintenance operations. Over the last 10-years, he has been involved in the construction of Meta's Bayfront Campus. He enjoys being part of teams that care about and add beauty to the environment.



## Learning Objectives

- Learn how the campus development converted an impervious and sterile site into a network of civic spaces and landscapes that increase community connectivity, provide public access, and create habitat.
- Hear about how the ongoing relationships between Facebook/Meta and the design team enriched the campus design over time through observation and feedforward cycles.
- Grasp hold of how resilience is approached in the landscape through tree diversification, succession planting, stormwater and blackwater systems, and the development of Phytophthora guidelines for nursery selection.
- Engage with the team on strategies for integrating landscape systems with the building design – a result of intensive design collaboration and technical coordination.





## Field Session Agenda

**8:00am - 10:00am:** Travel + check-In

**10:00am - 11:00am:** Talk at MPK 20 'Maggie's Hong Kong' / Team introductions, campus story, + route overview

**11:00am - 11:25am:** Walk / MPK 20 Roof

**11:25am - 11:40am:** Talk at Roundhouse - Planting design, succession, + care

**11:45am - 12:10pm:** Walk / MPK 20 + 21 Roof

**12:10pm - 12:25pm:** Talk at MPK 21 Bowl / Design continuity + iteration

**12:25pm - 12:45pm:** Walk / MPK 21 Roof

**12:45pm - 1:00pm:** Talk at MPK 21 Townsquare / Technical landscape design + construction

**1:00pm - 1:20pm:** Walk / MPK 21 Roof to MPK 22

**1:20pm - 2:00pm:** Lunch at MPK 22 'Peahi'

**2:00pm - 2:10pm:** Walk / MPK 22 Terraces

**2:10pm - 2:25pm:** Talk at MPK 22 Terrace - Climate migration, tree diversification, + procurement

**2:25pm - 2:35pm:** Walk / MPK 22 Terrace to Amphitheater

**2:35pm - 2:50pm:** Talk at Amphitheater / Relationships, care, trust, + Bay Area construction

**2:50pm - 3:30pm:** Walk / MPK 22 Amphitheater to MPK 23

**3:30pm - 5pm:** Goodbye + travel











