reSTICHING JERUSALEM TO JAFFA

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on the cover...

Michael Albert of Design Workshop, Aspen, describes his planning work with the City of Jerusalem.
See Feature Article on page 6.
Planning work makes up such an important component of what we as Landscape Architects do. We bring a unique perspective of how decisions made at a planning level translate to affecting people directly on a day to day basis. These decisions have transformative potential in the development of place. This framework is crucial in the work we do to craft the places we all strive to create. My personal immersion into large scale planning work came only years ago during the down economy. Not many built projects available! I quickly came to appreciate the value and significance of establishing master plan level direction which ultimately has translated into multiple project opportunities. I have to credit many of my early mentors for making a career out of this very business model.

Your Executive Board and Council of Directors have been busy planning and implementing many of the social, professional, and educational programs already in this first Quarter. The Chapter is once again sponsoring the Doors Open Denver event held in April. This is the 10th anniversary for the event and this year’s theme is, “Celebrating Neighborhood Architecture.” In May, Mark Tabor (Trustee), David Gregory (President Elect) and myself as Chapter President will travel to Washington D.C. to advocate for Landscape Architects at a congressional level. This is a professionally inspiring experience and something I personally look forward to all year long. Look for another social opportunity in June and as always check out our website calendar and our weekly e-mail reminders for many opportunities to participate and get involved in your chapter in this very busy Q2.

Finally thank you to all whom attended the Spring Social a few weeks back hosted by Design Workshop. It was a wonderful evening filled with socializing and many great discussions related to the National Convention coming to Denver in November. There are still may ways to participate in the planning for this potentially, once in a career opportunity of hosting the National Convention. Please contact either Abe Medina or myself if you'd like to get involved.

Robb Berg  
2014 Chapter President
EXECUTIVE BOARD & COUNCIL OF DIRECTORS REPORT

The Executive Board is the elected governing body of ASLA Colorado and is chaired by Robb Berg, Chapter President. The board meets monthly. The Council of Directors is a larger appointed group that meets quarterly to support the board by providing support for association programs. The following is a highlight of the general chapter board and council activities since the last issue of Exposures.

January 2014. In January the Executive Board and the Council of Directors met. Plans moved forward for the ASLA Annual Meeting in Denver, on a variety of social events throughout the year, on the 2014 budget, and on the annual Awards Event. The December Awards Event may be rescheduled because of the ASLA National meeting in November. A motion to schedule a 2014 Business Boot Camp was approved. The web site was updated with images from the December Awards Event and board contact information was updated on the leadership page. A special feature article in the Colorado Real Estate Journal on the 2013 Awards Event was published. The chapter booth for Pro Green Expo was planned for, the 2014 sponsor packages were started, and the winter issue of Exposures Magazine was published.

February 2014. Plans for various events were discussed including Doors Open Denver, LA Days and the ASLA Annual Meeting. The Membership Committee developed a new oversize post card featuring quarterly chapter events to be used for a variety of membership and promotional purposes. Various legislative measures were identified and monitored by the Government Affairs Committee. Work continued on the Public Welfare study.

March 2014. Additional event plans were discussed, including the Spring Social, Doors Open Denver, and the End of Summer Social. A new chair for the Annual Awards Event is needed and plans for the call for submissions and the awards event need to be made. Additional work on the 2014 budget was conducted. Material for the spring issue of Exposures Magazine is needed. The layout for the weekly eNotice was updated and sponsor information (including logos) was added. The 2014 Sponsorship program was initiated.
IN approaching the largest void within the fabric of Jerusalem’s Central Business District, the master planning effort positions landscape architecture as the predominant driver for promoting cultural identity, social engagement and economic viability in a mixed-use, livable district. An ensemble of landscape-based linkages, informed by transferable principles of connectivity, public space, resource consumption and bioclimatic design, yield a foundational framework. Set in a socially charged environment, the project aims to achieve a common ground for all background and a model for future sustainable development in Jerusalem.

Coined the “center of the world,” the Holy City of Jerusalem is of significance to millions of religious believers worldwide. It is a city which engages visitors deepest along its physical landscape. Journeys...
“THE HOLY CITY OF JERUSALEM IS OF SIGNIFICANCE TO MILLIONS OF RELIGIOUS BELIEVERS WORLDWIDE.”

Across this ground plane have been passed down through centuries, and today, it is where one may embark upon their own pilgrimage, interacting with the city’s cultural and historical layers. However, to over 800,000 citizens, Jerusalem is also the city which they call home – a city struggling to balance dynamic, fluctuating demographics, including shifting ethnic groups, declining workforce and negative migration patterns.

In 2010, with a vision to create a district to foster long-term economic development, facilitate improved workforce and attract international investment, city leaders designated 40 hectares along its Jaffa Road corridor for a Modern District. Working with the City of Jerusalem’s architect, the landscape architect led an investigation on how the city’s influential ground plane could be extended and serves as the predominant driver in shaping its Modern City – an exploration which led to crafting an ensemble of linkages that re-stitch Jerusalem to Jaffa Road, creating a cohesive framework for a vibrant mix of future development uses.

For centuries, Jaffa Road served as the ancient roadway connecting the Mediterranean to the Old City. Of notable importance during the city’s 19th century expansion, a three-kilometer segment of this pathway today passes through and connects several contemporary and historic neighborhoods of Jerusalem. The corridor has recently become an active venue for violence – 32
terror-related incidents between 1997 and 2003 – negatively impacting economic growth. In 2011, the Jaffa Road was transformed into a pedestrian and light-rail corridor, aimed to alleviate traffic congestion and bolster economic development. As part of its transformation, a monumental Calatrava bridge now provides an iconic gateway for entering motorists, a visual terminus for Jaffa, and an uninterrupted rail and pedestrian connection over Sderot Shazar, one of today’s busiest arterials.

The 13-hectare (32-acre) site occupies the largest void remaining along the Jaffa corridor. Mostly undeveloped and derelict, the site’s northeastern corner plays host to the historic Shaare Zedek hospital, occupied now by the Israel Broadcast Agency. Although conveniently located to peripheral civic uses, the site remains relatively disconnected due to challenging topographic conditions, unused parking lots and increased traffic offset from Jaffa Road onto Sderot Shazar. The site’s relevance is further heightened as it rests adjacent to the future Jerusalem Train Station, which will connect to Israel’s international airport, serving as the city’s “front door” to the world. Recognizing the potential from these inherent qualities, the process sought methods to leverage the aforementioned opportunities by synthesizing them to achieve a unified urban framework.

Approximately forty percent of the City Center within Jerusalem’s Central Business District is classified as socioeconomically low. Consequently, the landscape architect sought to understand the demographic trends and how the proposal could positively impact its citizens. In 2030, for the first in nearly 200 years, Jerusalem’s Arabic population is predicted to exceed its Jewish base. Although high birth rates and an influx of migrant Arabs have made it Israel’s fastest growing and youngest city, Jerusalem suffers from exceedingly low workforce participation (52 percent), high poverty (82 percent Arab/45 percent Jewish) and a negative migration balance due to opportunities in Tel Aviv. Thus, the proposal seeks to retain and engage future populations by crafting a modern, mixed-use district that promotes a better quality of life through professional development.

Above: Four pedestrian-based linkages stitch together a sequence of civic anchors, establishing a cohesive development framework. Strengthening both the Jaffa Road and Sderot Shazar corridors, urban tissue extends economic vitality and visual continuity to the city’s future Train Station.
Seeking to understand how the proposal would rest within the language of the larger corridor, the landscape architect analyzed both the macro scale of the inner-city Jaffa Corridor and the micro scale of the project site through a balance of analytical mapping efforts and on-the-ground investigations. Individual citizen interviews and behavioral observation studies throughout various public spaces sought input for how the project could fulfill both economic needs and encourage social engagement. Visioning meetings with city leaders and local architects provided input for how the planning effort would align to citywide planning initiatives.

The process yielded a guiding set of tactical principles and transferable strategies that address public space, circulation, resource consumption and development to yield cross-cutting environmental, social and economic benefits which provide a sustainable model for future development.

**Reclaim the Ground Plane:**
An inventory of underutilized parking lots, derelict pervious spaces and properties with revitalization potential, located both within the project boundaries and along its immediate periphery, can provide impact at site, neighborhood and district levels.

**Connect Civic Anchors, Extend the Cadence:**
Leveraging both the site’s proximity to peripheral districts and its convenient access to the greater Jerusalem region, four key corridors link pedestrians to Jaffa Road, its light rail system and to the broader community. Shifting importance towards an active, walkable environment, the plan extends the existing cadence of perpendicular pedestrian connections along Jaffa Road, stitches together larger city networks of public spaces, and connects to the regional Jerusalem Trail. Prominent views to the Knesset and Western Valley were designated as high value and thus, preserved from various exterior and interior spaces.

**Reinforce Edges, Activate Interiors:**
Strengthening both the Jaffa Road and Sderot Shazar corridors, the planning effort reinforces the district’s economic vitality and visual continuity by integrating urban tissue along both streetscapes to the city’s bus and train station. Based on achieving highest and best use, a mix of retail, residential, office and civic uses seek to attract and engage Jerusalem’s diverse ethnic, religious and socioeconomic demographics. Built into the existing slope, underground parking areas maintain uninterrupted streetscapes. Oriented parallel to Jaffa Road, an interior arcade extends the language of Jerusalem’s heritage, stitches together a sequence of interrelated courtyards and provides gathering opportunities for public art, education and respite.

**Integrate Bioclimatic Design:**
Strategies entailing air movement, insulation, solar gain rejection and evaporative cooling seek benefits through reduced energy

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The existing cemetery, overgrown and inaccessible, is considered the impetus for a new form of public space, while a wisteria-laden pedestrian promenade offers continuous shade and connects residents and visitors between the Government District and Jaffa Road transit stop.
consumption and improved human comfort. With its arid summers and prevailing Mediterranean winds, buildings respond accordingly and are generally orientated to reduce summer solar gain and to facilitate passive ventilation. Massing alternatives were tested against their ability to provide various degrees of shade for circulation corridors and public spaces. Blue and green roofs equipped with photovoltaic arrays reduce heat island and absorb stormwater. Water conservation techniques, including rainwater harvesting, collection cisterns and pervious paving, further maximize water efficiency.

**Engage Cultural Narratives:**
In a region with such diverse ethnic and religious groups, the proposal engages demographics through a neutral palette of landscape typologies respective of the larger region. A choreographed sequence of architecture and landscape pays homage to historical patterns and is synthesized to strengthen the development’s identity. The site’s locust grove and cemetery, both currently inaccessible and in poor condition, are preserved and embraced as critical traces to the site’s history. A re-introduced canopy of Jerusalem Pines, a vegetative typology found upon surrounding mountains, contribute to Jerusalem’s urban forestry initiative.

Emphasis on establishing foundational linkages provides the ability to meet the connectivity needs of its community and also create a framework for a multi-phased build-out. Leveraging the opportunity to develop in concert with the Train Station’s opening in 2014, the plan anticipates development to begin at the western end of the site and along Jaffa Road in order to strengthen the corridor’s economic viability. In addition, the Israel Broadcast Agency is anticipated to construct their new headquarters onsite in an early phase. In each phase, the plan carefully considers place-making while introducing a variety of development uses that meet current market demand, and avoids bringing on too much of any one product type for the benefit of the larger district.

**Michael Albert** is a Principal at Design Workshop in Aspen, Colorado. Earning degrees in landscape architecture from Oklahoma State University and the Harvard Graduate School of Design, Albert is a licensed landscape architect, a certified planner and LEED accredited professional. He was part of recent winning collaborations for the ULI/Hines Urban Design Competition, the Designing Action International Competition and the Boston Affordable Housing Competition, and received the 2013 Colorado ASLA President’s Award of Excellence for reStitching Jerusalem to Jaffa. He currently serves on The Cultural Landscape Foundation Board of Directors and the ASLA Annual Meeting Education Advisory Committee.

“A CHOREOGRAPHED SEQUENCE OF ARCHITECTURE AND LANDSCAPE PAYS HOMAGE TO HISTORICAL PATTERNS AND IS SYNTHESIZED TO STRENGTHEN THE DEVELOPMENT’S IDENTITY.”

**TOP**
Capitalizing upon the site’s natural topography, a re-envisioned public space, anticipated to accommodate large events, gatherings and performances, permeates the site. A canopy of Jerusalem Pines, a vegetative typology found upon surrounding mountains, contribute to Jerusalem’s urban forestry initiative.

**BOTTOM**
An inventory of derelict spaces and revitalization-worthy properties presented opportunities to strengthen neighborhood connectivity and social engagement. An underutilized parking lot, transformed into an extension of Sacher Park, creates a recreational platform for the district and connects to the regional Jerusalem Trail.
FEATURE | Planning

Squeezing Space from Nothing
A Case Study from Lincoln Nebraska

By Joshua Brooks

Context | Urban street networks generally account for 20% of the total land area within an urban metropolitan area and 80% of the public realm. These numbers are astonishing when compared to the way we currently design and plan our streets. The history of the urban street is one directly tied to modes of transportation; the first Right-of-Way widths in some cities were set by the turning radius of a horse drawn wagon. With the demand for urban housing and associated amenities rising, many cities across America have the desire to create walkable, pedestrian oriented streets and neighborhoods. This presents an opportunity for landscape architects to lead these communities in developing the healthy street networks that are important for a robust city life. Urban corridor planning must be supported by measurable performance outcomes and deeply rooted in place making, while the efficient and properly allocated use of space becomes the means in which to provide immediate change.

Haymarket
Lincoln’s Historic warehouse district is full of local restaurants and shops. The brick clad streets and large metal awnings are integral to the urban Lincoln experience.

UNL Campus
With nearly 25,000 students the campus energizes the adjacent downtown. The corridor connects the campus to many residential and commercial areas.

CBD
P Street is the gateway into the Central Business District, home to many of Lincoln’s larger office buildings as well as many of it best hotels.

Centennial Mall
This corridor of downtown connects P Street to the seat of state government and large employee base in downtown.

Antelope Valley
Lincoln’s largest park system and budding residential neighborhood bookends the eastern side of the corridor offering an opportunity to link assets together.

P Street Corridor Study Area
Major Highways
**P Street** | The average block length of P Street is 425 ft from centerline to centerline and covers 48,000 sq/ft. Much like other cities around the country, P Street contained a high percentage of unused space due to large corner radii, wide lanes, and general space allotment to vehicular functions as opposed to pedestrian functions (34.2% pedestrian and 65.8% vehicular). The P Street Corridor Masterplan, a recent Design Workshop project, proposes to reclaim 210,000 sq/ft of space within the 26 block stretch of downtown (8,076 sq/ft per block). This 17% increase in public pedestrian space was vetted by an extensive public outreach process that produced a unique vision for this new urban place supported by a series of measurable benefits and performance based project goals.

**Project Mission** | This project demonstrates a comprehensive and transformative philosophy about the urban street, a major part of everyday city life. The plan creates the physical and social infrastructure by which a lively street presence, in all forms, can develop, furthering economic prosperity and civic engagement within the city of Lincoln. After completion the corridor will become a major armature within the city, connecting and energizing the neighborhoods through which it passes.

**Measurable Benefits and Performance Goals** | The design team set forth four main performance goals. Each goal includes 6-8 strategies and associated benefits to help achieve the city’s and community’s aspirations.

**Improve Conditions for Pedestrians and Bicyclists:**

The design team increased the median sidewalk width 53%, from 9 ft to 19 ft. This increase, coupled with a 23% decrease in cross walk distances, created the approximate street cross sections. By providing 73% more seating opportunities and 33% more bike parking the new corridor design greatly exceeds the existing conditions as well as many urban street design baselines. The design team also increased pedestrian space within the corridor by identifying locations for new plazas, pocket parks, and alley retrofits. The 400% increase in tree canopy (¾ of maturity) plus the 17% increase in pedestrian space boosts positive pedestrian perception among those polled by 67%.

**ABOVE:** The physical construct of the P Street Corridor is one based on efficient use of space, and the importance of design responsiveness to specific user needs. Instead of a typical corridor cross section the design was evaluated by district.
These strategies will increase foot traffic on P Street, benefiting retail stores, increasing pedestrian safety, and increasing the number of “eyes on the street” to deter littering and crime and support civic engagement.

**Enhance Corridor Roadways for Motorized Transit:**
During the outreach process it was determined that no increase in pedestrian benefits could come at the detriment of the Vehicular Level of Service. This presented a particularly interesting challenge for the design team. Instead of simply recommending a “road diet” the team had to be much more strategic with space. Through a 27% decrease in lane width from 15 ft to 11 ft and the strategic removal of turning lanes, the design team was able to increase on-street parking by 28% along the length of the corridor. This will have a direct economic impact on retail sales and fee collection by the city. Strategic actions such as managing delivery hours and changing the loading patterns of city buses meant the team was able to maintain an “A” Vehicular Level of Service. Alongside the vehicular traffic planning the design team also proposed a rerouting of the downtown circulator shuttle that would decrease wait time by 14 minutes and service a more equitable area. This would increase ridership and passenger efficiency, ultimately decreasing vehicular dependency as well.

**Enhance Environmental Integrity of the Corridor:**
Strong urban ecosystems directly affect the health and wellness of the communities they support. The design team employed various performance strategies to ensure a durable, low maintenance corridor. The corridor will provide 400% more soil volume for the urban tree canopy by using soil infrastructure techniques to reach an average of 600-800 cu/ft per tree. The plan also increases the permeable surface within the corridor by 30%, or 107,000 sq/ft – approximately the

BELOW: The master plan for the P Street Corridor transitions through downtown adjusting to the demands of the direct vicinity. Creating appropriate design responses for the various users is a key element of the plan.
area of 1000 average-sized apartments. This strategy, coupled with an extensive bioretention system, captures and treats 90% of rainfall from the street, sidewalks, and adjacent plazas to reduce the urban pollutants entering local water ways and to relieve the strain on hard storm water infrastructure. The design team focused on the reduction of the urban heat island effect by planning to protect the 38 large healthy trees already in place (6 were protected in Phase 1 construction) and planting over 500 new trees. These efforts (at ¾ maturity) can reduce the localized heat island effect by 19 degrees Fahrenheit according to a field measurement from downtown Lincoln.

**Encourage Local Economic Growth and Investment:** The design team helped city staff get funding approval for Phase 1 construction by preparing a study of similar streetscape projects and their economic return on investment. At the time of study the vacancy rate of P Street was 5.5%. Based on baseline data and current building stock, the design team estimates a $50,000 dollar a year increase in taxable sales and an average increase of 7% in building lease rates. The team worked with local business owners, city staff and development strategists to identify key areas for adaptive reuse and new development in the plan. The corridor consists of 58% local businesses and the teams specifically reached out to them during the planning process to ensure their needs were met. Two other strategies that were also used, one was to propose a guideline for first floor landuse and the other was to establish an art program to cover blank façades. These two strategies will create the desired mix of business types and increase opportunities for local artists to display work in downtown Lincoln.

These metrics were used to gain alignment in a large stakeholder group consisting of multiple Business Improvement Districts (BID), city agencies including the mayor’s office, local businesses, the University of Nebraska, city council, and private residents. Through a variety of digital and on the ground tactics the design team gained support from 84% of people polled.

**Placemaking** | The P Street Corridor transects the downtown Lincoln core and is bookended by the Historic Haymarket to the west and the Antelope Valley Park System to the east. The one way, three

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**ABOVE:** The Master plan seeks to make use out of existing assets while capitalizing on the corridors short falls. The building stock along P Street can be re-imagined for new, more active uses. The design team identified these redevelopment opportunities and reached out to developers.
lane road transitions from the Haymarket into the downtown retail core, past the civic heart of Lincoln and on to the growing residential neighborhood adjacent to Antelope Valley. Each of these districts has differing land uses, parking demands, peak usage times, architectural characteristics and user patterns. The importance of place making along the corridor was a driving factor of the master plan. The design team described and mapped these districts then developed a conceptual framework that runs the course of the corridor, defining everything from material finishes, tree species, maintenance strategies, lighting and graphic elements, development patterns, park and plaza space, and sustainable infrastructure.

Street ergonomics, or the design of space and form based on the movement and scale of the human body, was used to create the proper street and sidewalk cross sections to respond to the unique aspects of the districts. Much like parks and plazas street place making needs to be based on use, whether that use is the movement of paying the parking meter or a spouse waiting outside while the other shops. It can be as large a gesture as creating plaza-like intersections for outdoor dining or something smaller such as using the proper dimensions for a parking step-out strip. The details that determine such things as tree spacing and tree lawn width, permeable to impermeable ratio, or the width allocated to private use (café seating or advertisement) truly made a difference in the creation of a corridor that public life can thrive in. The design team focused on the creation of spaces and the development of an identity for each district of the corridor. The Haymarket improvements will consist of historical design detailing and similar materials to the surrounding architecture. Improvements to the retail core district

BELOW: The master plan paid particular attention to the creation of a robust urban ecosystem. Proper tree selection, planting, and maintenance played an integral part in balancing the desires for a homogeneous tree canopy and the need for biodiversity.
provide a striking graphic and lighting design to complement the new Civic Plaza and its iconic glass spire. And finally the civic district and the Antelope Valley are planned to become more of a parkway in nature. These subtle changes in materiality, planting strategies and space allotment create a striking effect in the creation of a healthy neighborhood.

**Philosophy in Action** | The design team was able to test these theories and goals. The first phase of the corridor is currently under construction and encompasses six blocks of the retail core district. The detail design for these six blocks was set within the framework for the larger master plan goals. The design layers into the ergonomic backbone a series of custom designed pedestrian lights and graphic elements, an extensive green storm water system, native limestone plinths for seating and pedestrian protection, and several protected specimen trees with wood decking suspended above their roots. In addition to these elements the design team used all of the performance strategies previously defined throughout the master plan.

**Significance** | 60 million acres of land in the United States are urban, meaning there are 12 million acres of street network. If the 17% increase in pedestrian space along the P Street Corridor was applied to the nation as a whole it would amount to a 2.04 million acre increase in public pedestrian space, an area approximately the size of three Rhode Islands. That is 3 Rhode Island’s worth of trees and outdoor seating areas, or three Rhode Island’s worth of people having conversations and children playing on sidewalks. That is an incredible opportunity for the landscape architecture profession to have a significant impact on building civic life. Streets are an important part of responding to the growing demand for better city life. “Lowly, un-purposeful, and random as they may appear, sidewalk contacts are the small change from which a city’s wealth of public life may grow.” (Jane Jacobs) Corridor planning and design that is deeply supported by performance goals and rooted in place making will have a significant impact on the health and wellness of an urban area in environmental, economic, and community building ways.

Joshua Brooks is a planner and designer at Design Workshop in Denver. In his two years with the firm, he has completed work in Australia, Morocco, and throughout the US, on projects ranging from planning and urban design to detail site design. Joshua has an interest in the synthesis of culture and ecology and design can transform peoples’ lives. Through his work he tries to create places of ecological integrity and lasting social significance at a variety of scales in both rural and urban settings. His work has been published by numerous design journals and his research on ecological technologies was presented at the National ASLA conference in Phoenix in 2012. He is a graduate of Louisiana State University.
upcoming EVENTS

APRIL

• National Landscape Architecture Month
• 10th Annual Doors Open Denver, April 12-13
• UC Denver Student Chapter Social, April 17

MAY

• University Park Home Tour, May 4, www.uparkelementary.org/home-tour

JUNE

• Check the ASLA Colorado website for more events: www.aslacolorado.org

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