



MARCH 31 ST 2023

HOPE + SPACE

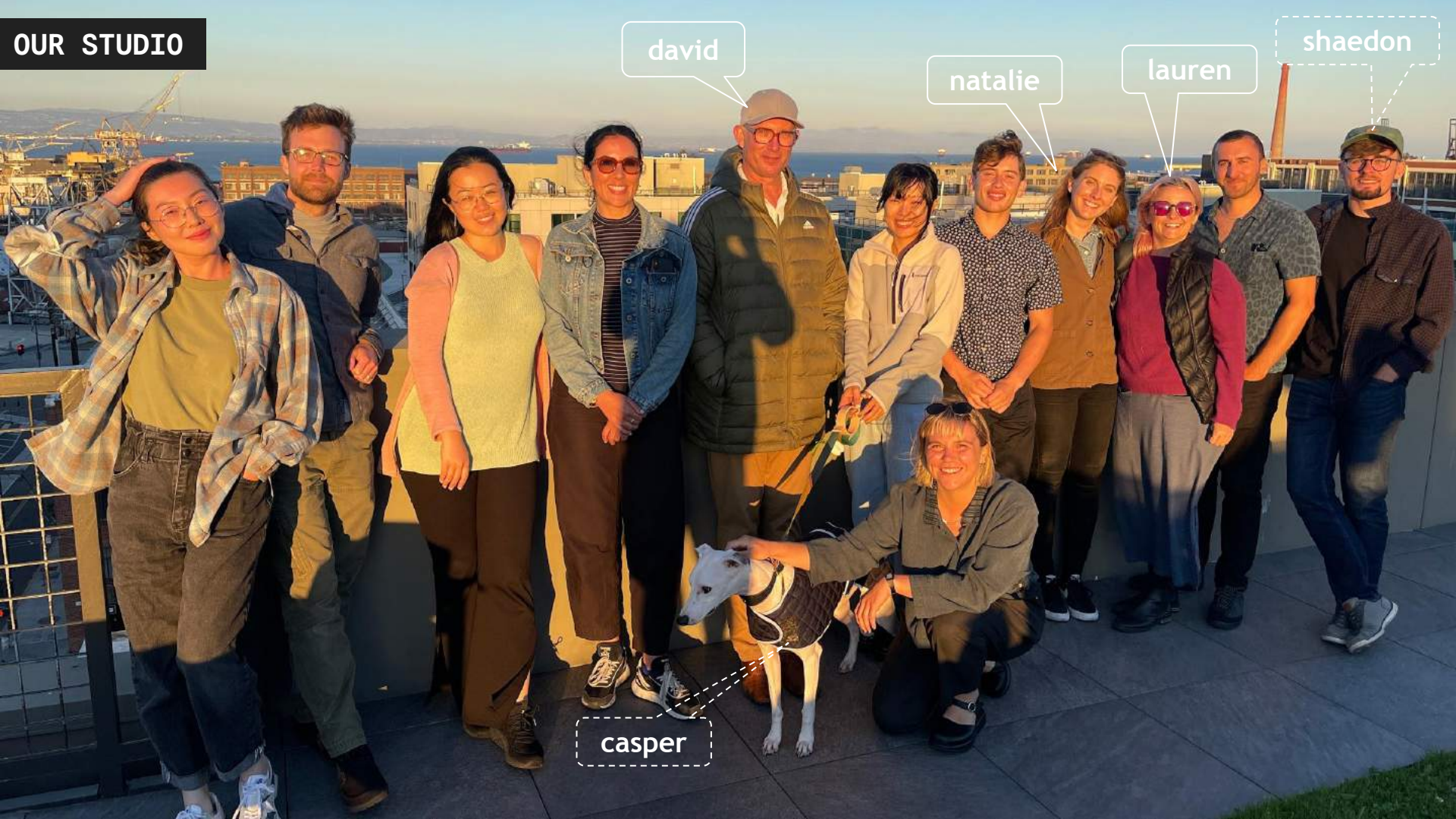
How Giving Back has Shaped our Design Studio



LABASH 2023
KANSAS STATE

FLETCHER STUDIO

OUR STUDIO



david

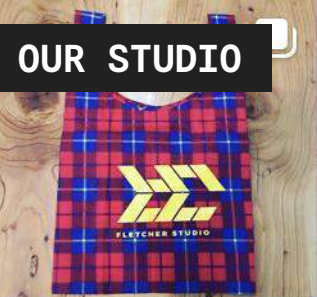
natalie

lauren

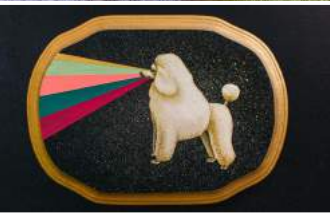
shaedon

casper

OUR STUDIO



OUR SPACE



OUR WORK

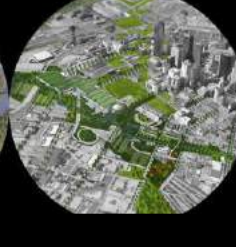
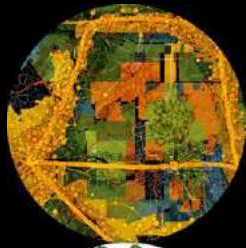




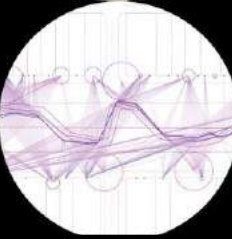
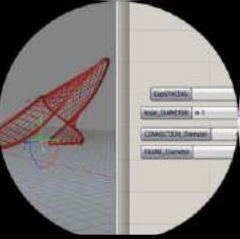
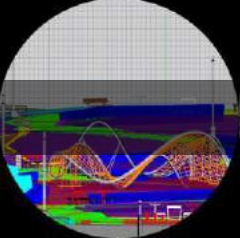
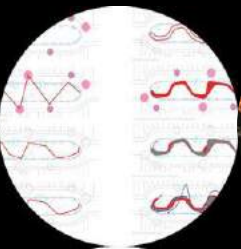
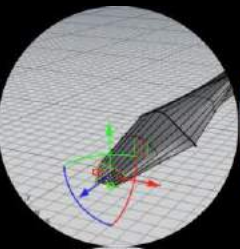
M

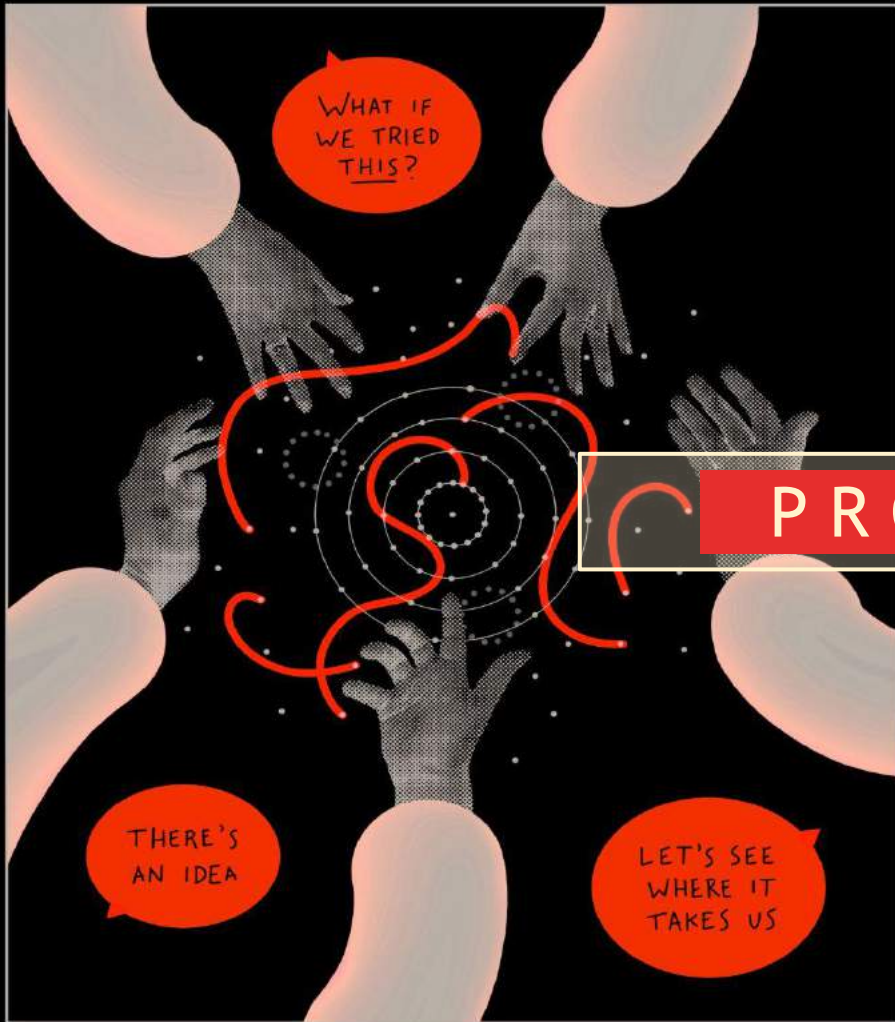
S

OUR WORK



OUR WORK





PROCESS

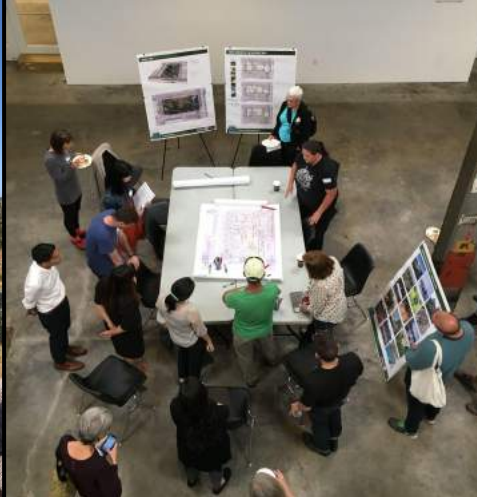




1. NEW PROJECT



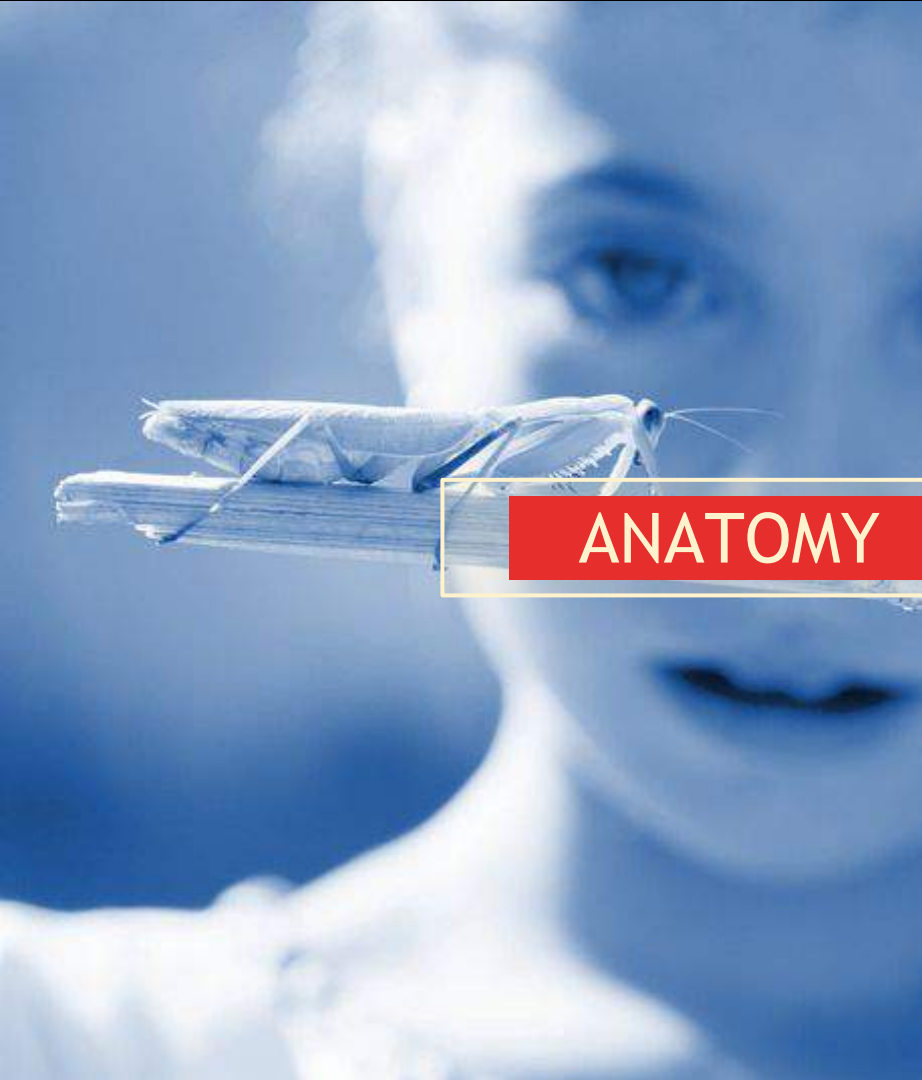
2. INSPIRATION



1. NEW PROJECT

2. CONCEPTUALIZATION





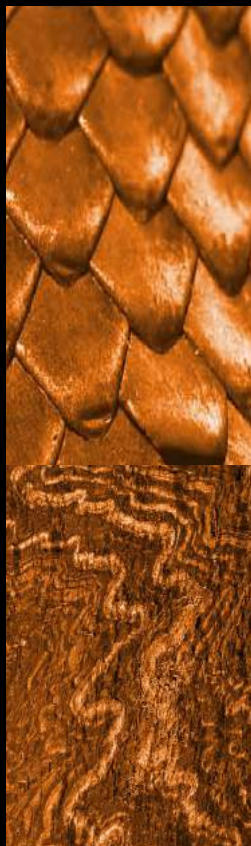
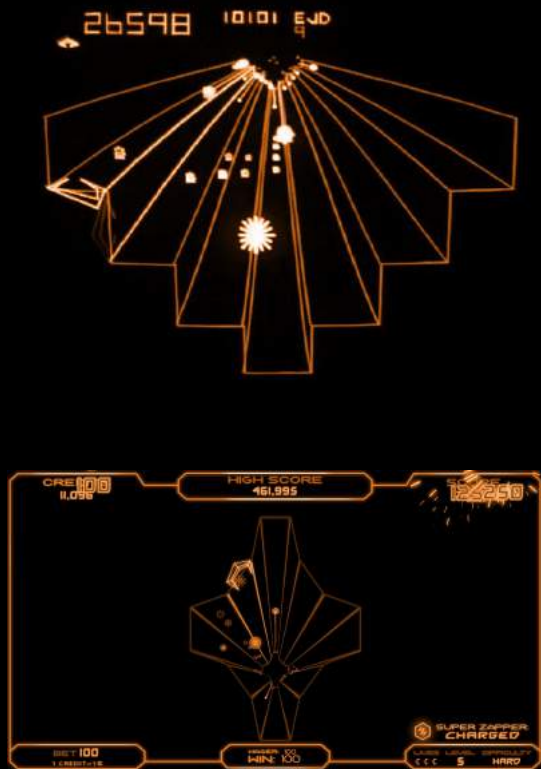
ANATOMY + TAXONOMY



TEMPEST

THE SERPENTINE STAIRS

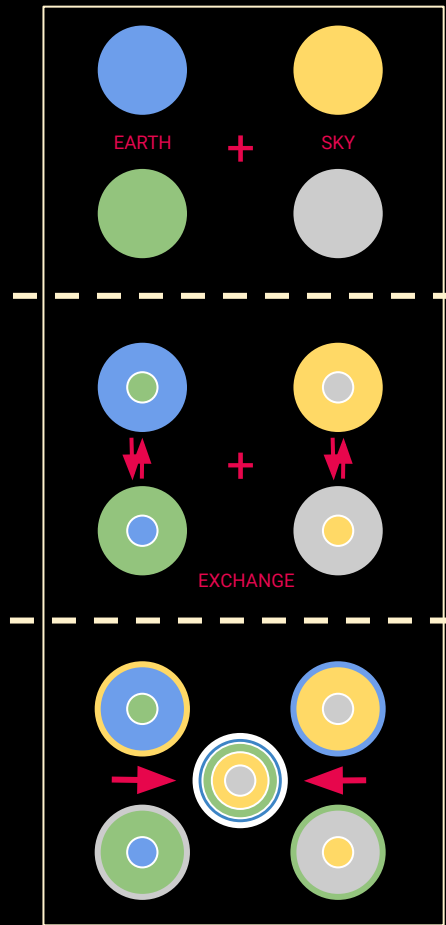
INVERTED SEASONS



THE SCRUNCHIE



EARTH + SKY



EMERALD NECKLACE

VS.

CHARM BRACELET



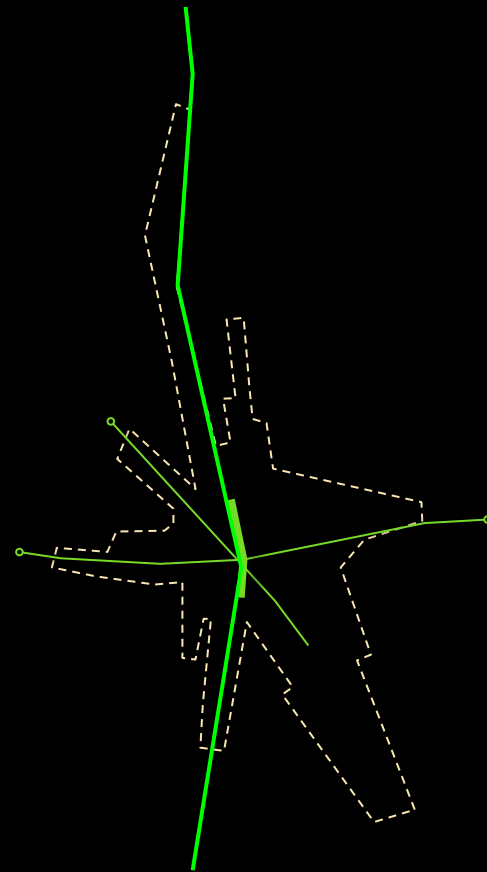
THIN GREEN LINE



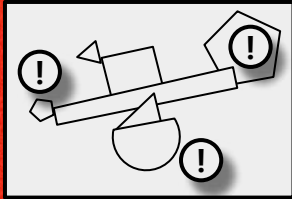
AUTONOMOUS OBJECT



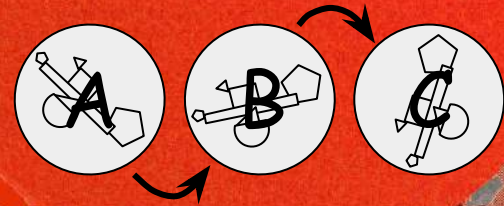
THE STARFISH

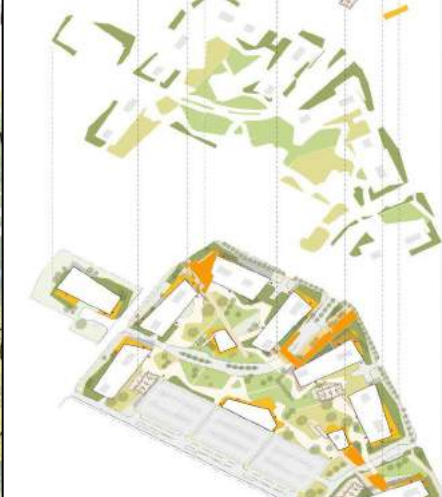
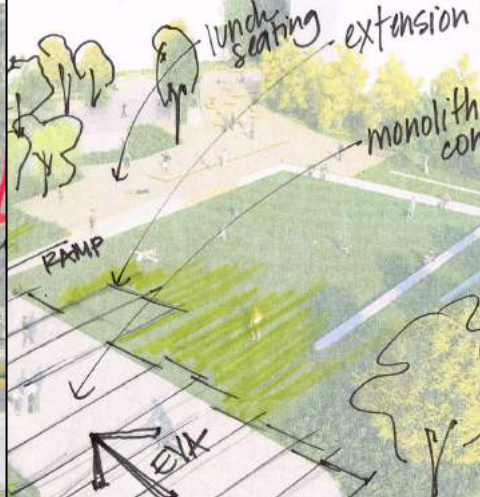


3. REFINEMENT + TESTING

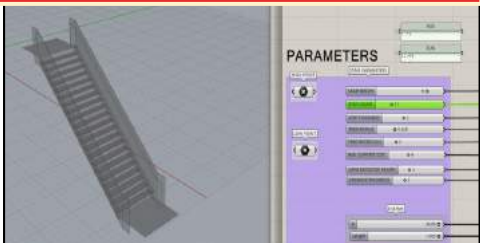


4. ITERATIONS + STUDIES

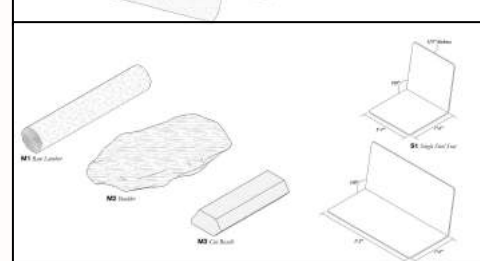
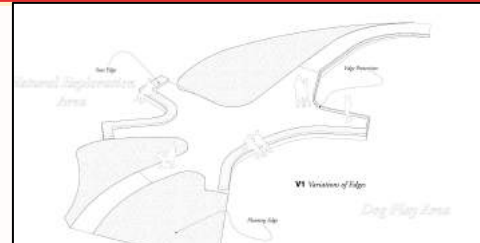
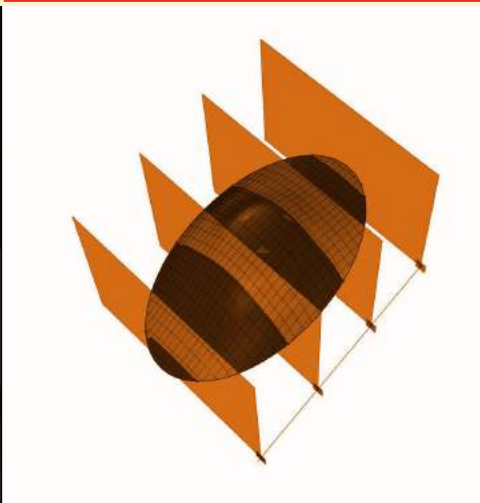




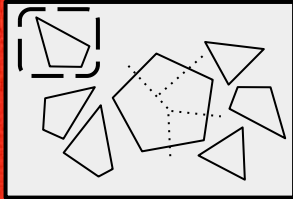
3. REFINEMENT + TESTING



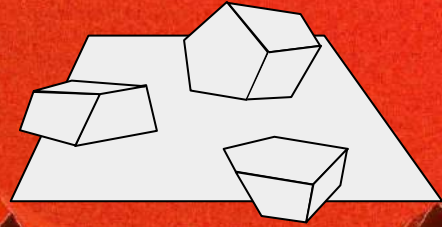
4. ITERATION + IMPROVEMENT

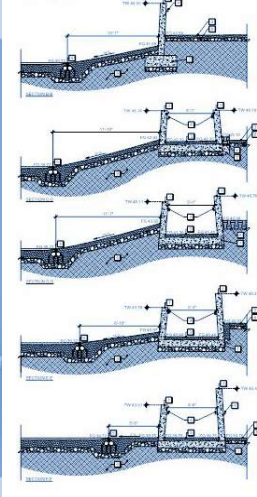
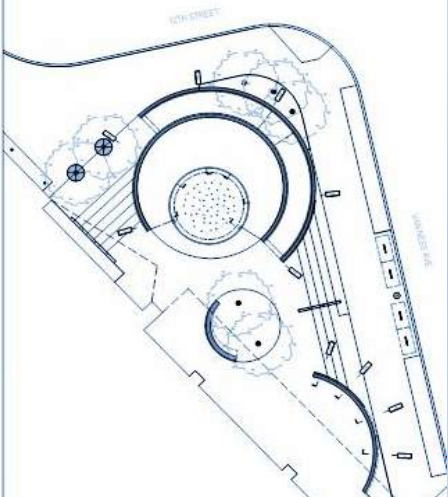


5. DOCUMENTATION



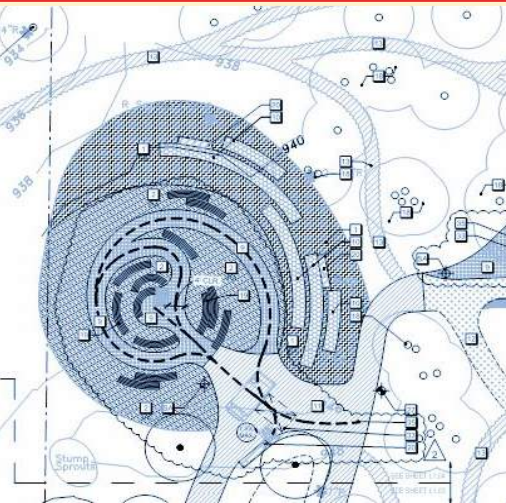
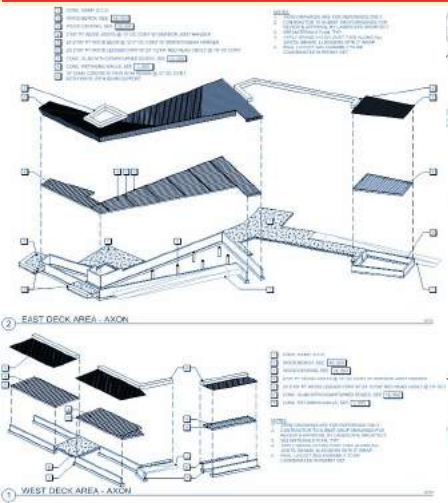
6. CONSTRUCTION OBSERVATION





5. DOCUMENTATION

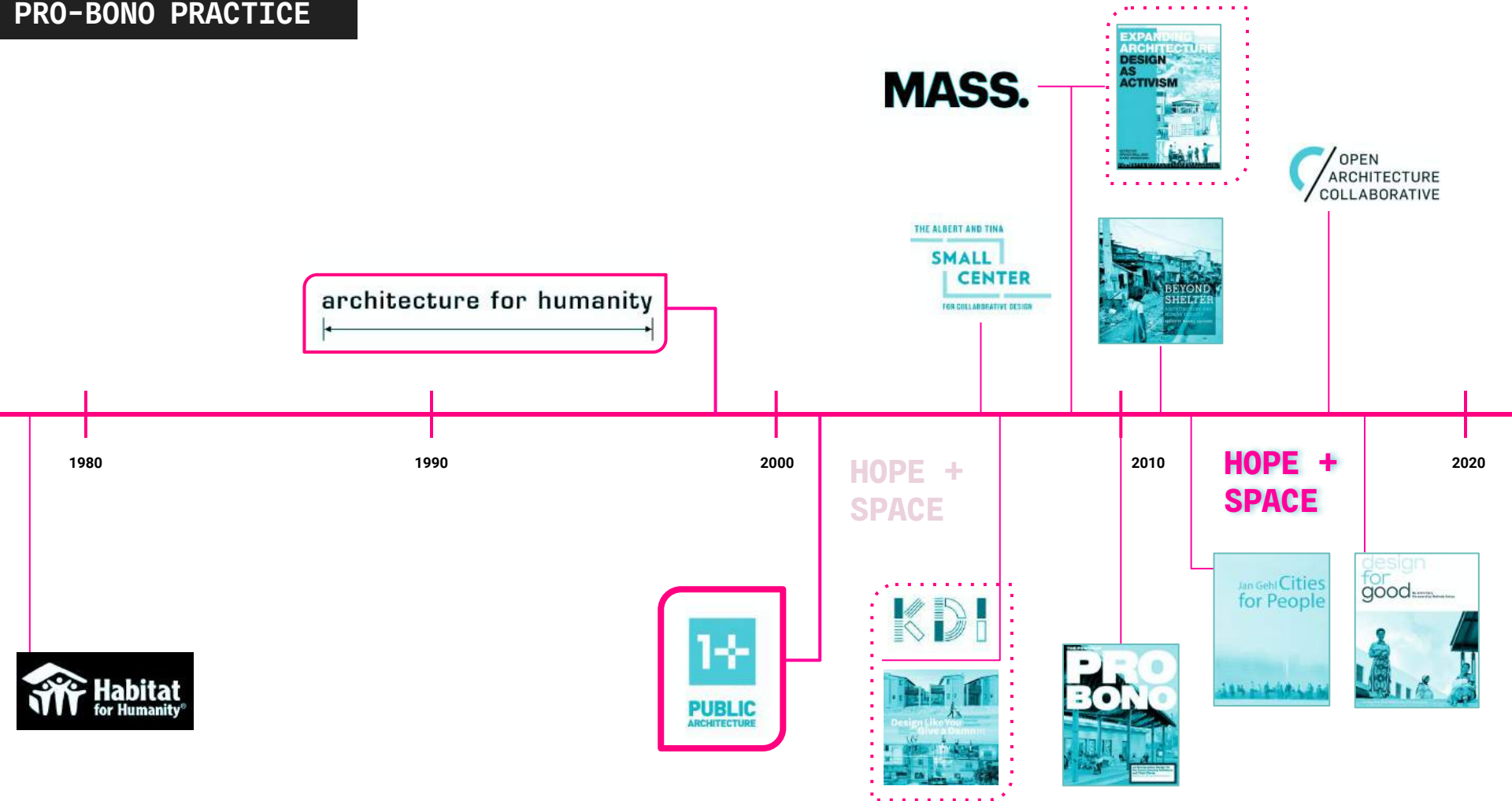
6. CONSTRUCTION OBSERVATION



WHY

ARE WE DOING PRO BONO WORK?

PRO-BONO PRACTICE



BECOMING A LANDSCAPE ARCHITECT IS A
MORAL CHOICE.....

SOLUTION BASED PRACTICE





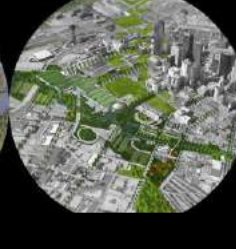
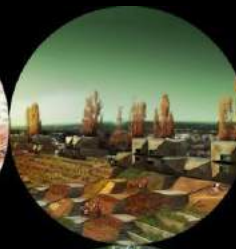
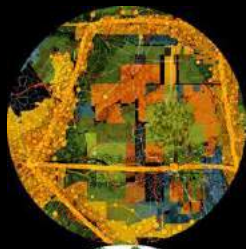
GREAT IDEAS DON'T COST MORE THAN BAD IDEAS!

DESIGN IS MAGIC!

CONCEPTS, NARRATIVES, STORIES, IDEAS, ARE OUR CURRENCY...

CONCEPTS AND IDEAS ARE MAGIC

COMPETITIONS & EXHIBITIONS





Making the
Connections
Chinatown, LA



Caltrain Plaza
Dogpatch, SF



Persia Triangle
Excelsior, SF



Universal Riverwalk
Universal City, LA



Tunnel Top Park II
Dogpatch / Potrero
Hill, SF



Universal Park
Los Angeles



Walking Schoolbus
Safe Routes
Potrero Hill, SF



Warm Water Cove
Dogpatch, SF



Tunnel Top Park
Dogpatch, SF



Rich Sorro Daycare
SOMA, SF



Woods Yard
Dogpatch, SF



Community Garden
Gate
Potrero Hill, SF



Texas Street Farm
Potrero Hill, SF



Angel Alley
Dogpatch, SF



George Mark House
San Leandro



Pennsylvania Street
Dogpatch, SF



College Avenue
Medians
Saint Mary's Square,
SF



22nd Street Mural
Project
Dogpatch, SF

4% of Fletcher Studio's time is devoted to pro-bono community projects...

HOPE + SPACE

H+S PROJECT MA P





AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

TERREFORM



AIA



CoDA AWARDS
Collaboration of Design + Art

AF



ARCHITECTURE PRESS RELEASE



Urban Land Institute

RADA

Certificate of Honor

BOARD OF SUPERVISORS
City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

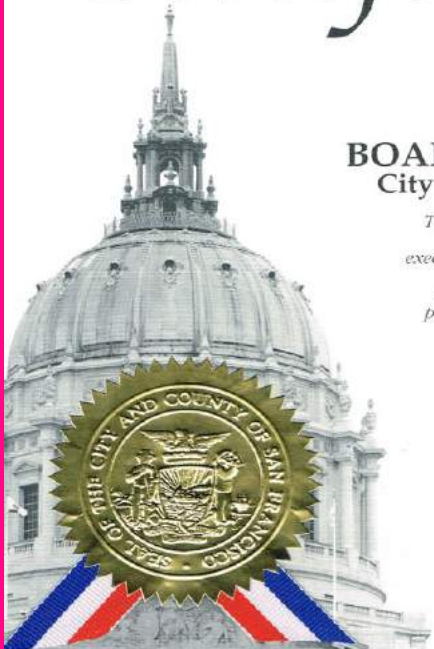
**DAVID FLETCHER AND
FLETCHER STUDIO**

In honor of your extraordinary leadership and outstanding community service, in working to improve the conditions of Angel Alley and beautifying our neighborhoods.

The City and County of San Francisco Board of Supervisors hereby extends their highest commendations and sends their best wishes to you on this special day.

Malia Cohen

SUPERVISOR MALIA COHEN
April 2, 2016

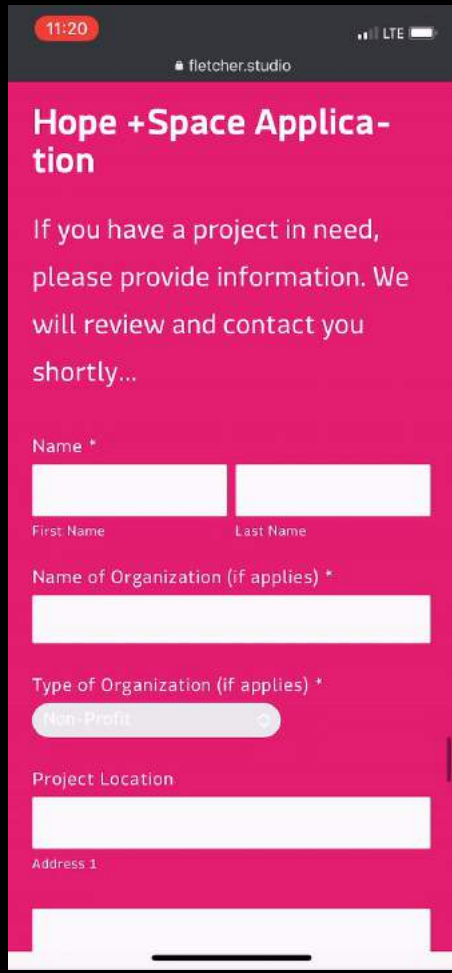
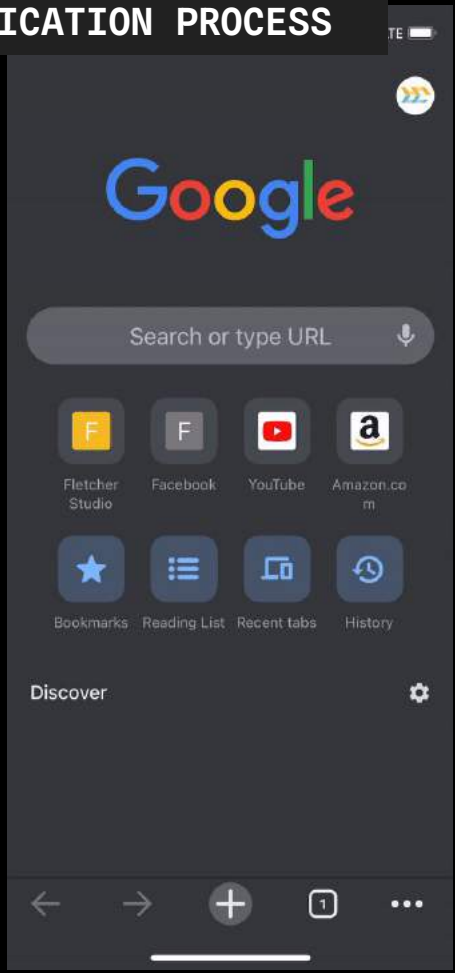




HOW

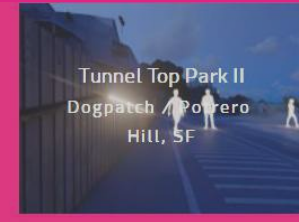
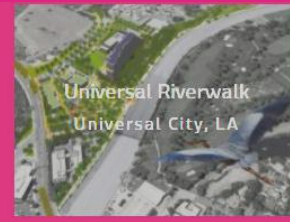
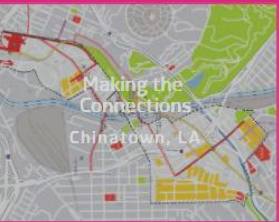
DOES IT WORK?

APPLICATION PROCESS



PROJECT SELECTION

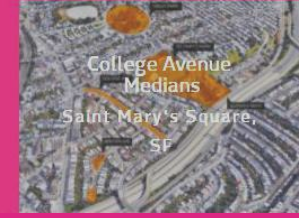
LOCATION, NEIGHBORHOOD



PROJECT TYPE, SCALE



NEW PARTNERS



REACH, IMPACT

TYPICAL H+S PROJECT

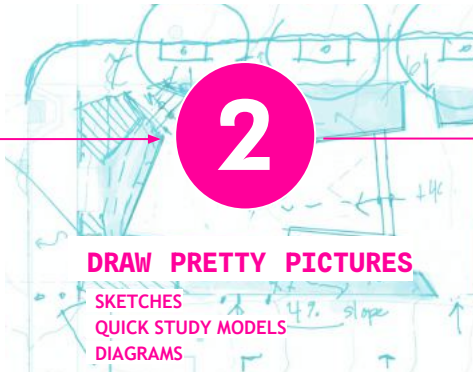
EXAMPLE: 20TH STREET UNDERPASS



1

WE NEED A BIG IDEA

CONCEPT
NARRATIVE
VISION



2

DRAW PRETTY PICTURES

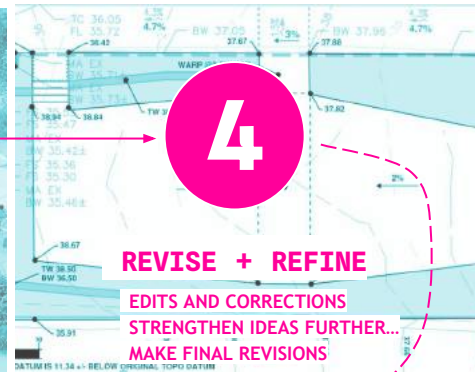
SKETCHES
QUICK STUDY MODELS
DIAGRAMS



3

PRESENT OUR CONCEPT

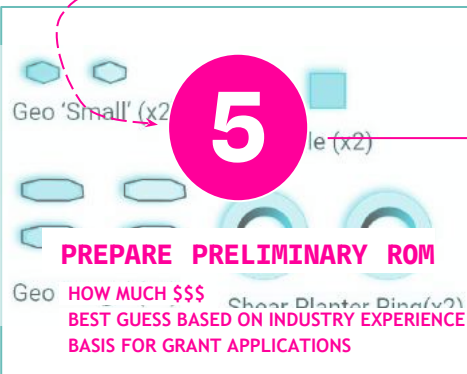
OPTIONS + IMAGES
GOOGLE SLIDES!



4

REVISE + REFINE

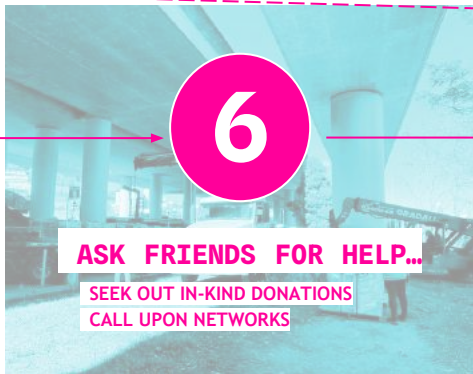
EDITS AND CORRECTIONS
STRENGTHEN IDEAS FURTHER...
MAKE FINAL REVISIONS



5

PREPARE PRELIMINARY ROM

HOW MUCH \$\$\$
BEST GUESS BASED ON INDUSTRY EXPERIENCE
BASIS FOR GRANT APPLICATIONS



6

ASK FRIENDS FOR HELP...

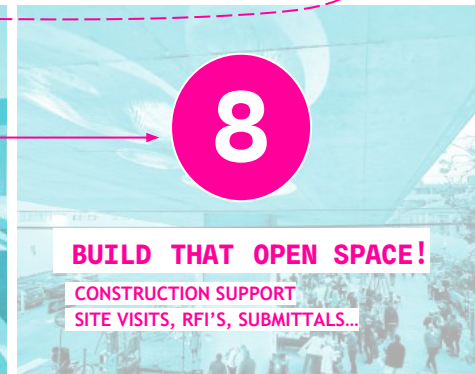
SEEK OUT IN-KIND DONATIONS
CALL UPON NETWORKS



7

GET THAT GRANT!

FEE PROPOSAL FOR
TECHNICAL DOCUMENTATION



8

BUILD THAT OPEN SPACE!

CONSTRUCTION SUPPORT
SITE VISITS, RFI'S, SUBMITTALS...

HOW DO WE REALLY SPEND OUR TIME??

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

365 DAYS

260 WEEKDAYS

- 9 HOLIDAYS

251 WORKING DAYS

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

○ # OF DAYS WE ARE ACTUALLY DESIGNING... (ASSUMING 10% OF WORK DAYS, 25 DAYS TOTAL)

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
				5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

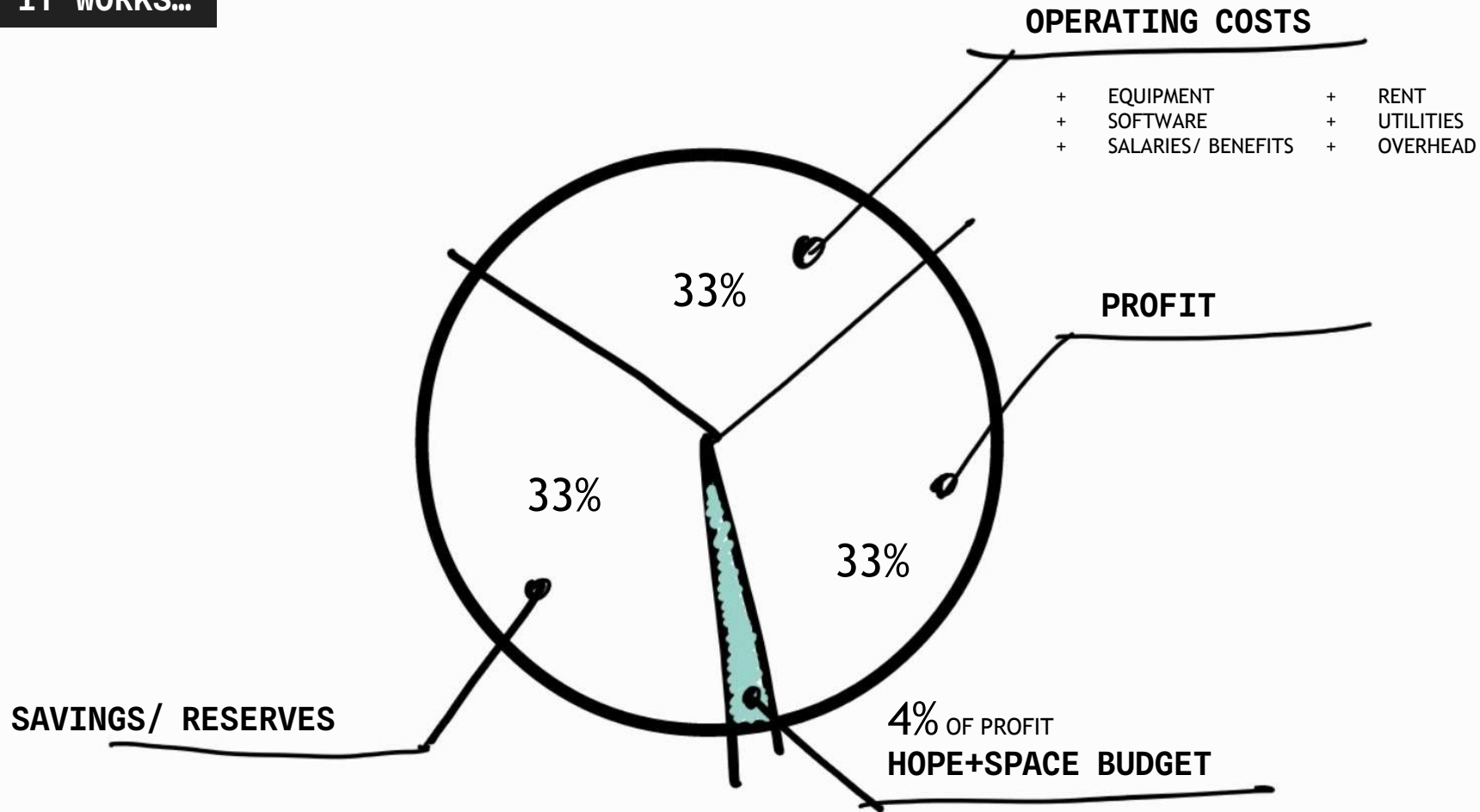
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

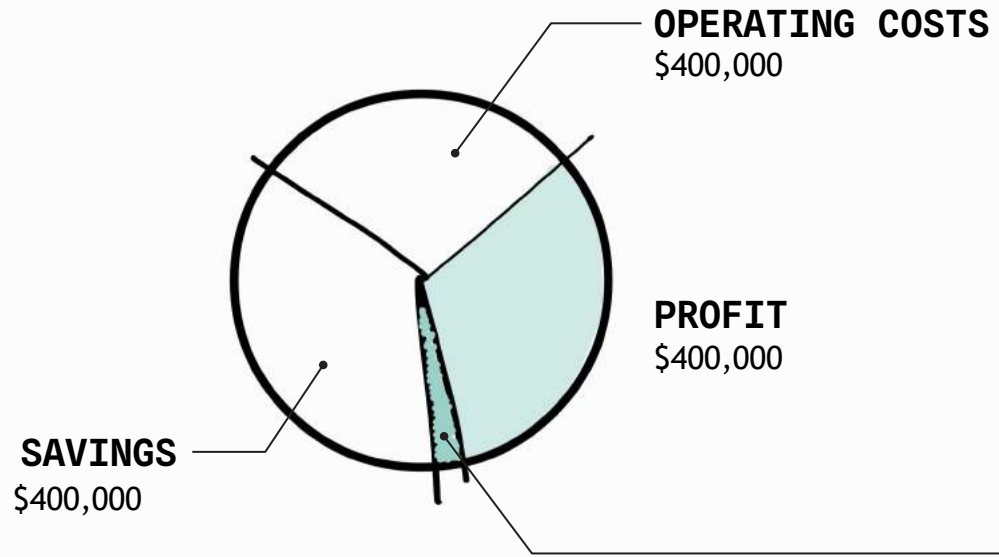


HOW IT WORKS...



FOR EXAMPLE...

2022 TOTAL INCOME = \$1,200,000



2023 HOPE+SPACE BUDGET
\$16,000 TOTAL

- 1**
\$4,000 EA.
- 2**
\$4,000 EA.
- 3**
\$4,000 EA.
- 4**
\$4,000 EA.

CREATIVE SPENDING



ENTREPRENEUR TIPS
5 Big Ways Small Businesses Waste Money
By Sabrina Burns • August 20, 2020

1. TOP-OF-THE LINE TECHNOLOGY
2. OFFICE SPACE
3. BUSINESS TRIPS
4. TAXES
5. MEMBERSHIPS & SUBSCRIPTIONS



LARGE FORMAT PLOTTER
\$3,600 BRAND NEW
+ANNUAL MAINTENANCE+INK CARTRIDGES
INFREQUENT USE – SWITCH TO ARC PRINTING...



ADOBE SUBSCRIPTIONS
\$1,020/YR/SEAT = \$12,240 FOR 12 STAFF
KEEP 1-2 SEATS, AND UTILIZE ALTERNATIVE
PROGRAMS (GOOGLE SLIDES, AFFINITY)

PROJECT ANGEL FOOD - PARKLET

LIZ OGBU



WORKSHOPS

2012

1 MO



SKETCH ITERATION

MODELING

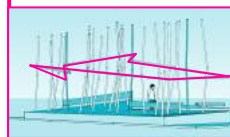


4 MO



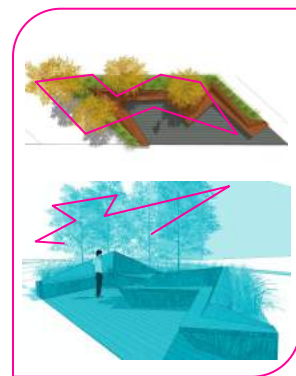
FAILURE

6 MO



REGROUP

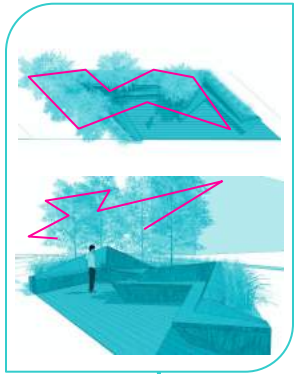
8 MO



X

THEY DON'T MOVE!!

RESONANCE



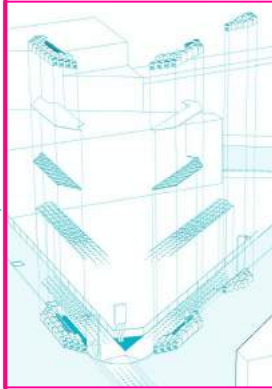
2012

8 MO

NOT SHOWN

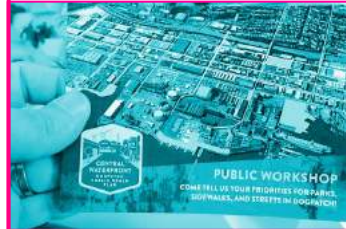
- POTRERO HILL NEIGHBORHOOD TRANSPORTATION PLAN
- PLAYLAND AT 42ND ST.

PERSIA TRIANGLE



2017

DOGPATCH PUBLIC REALM PLAN



2019

ESPRIT PARK (IN CONSTRUCTION)



WARMWATER COVE



HEALDSBURG PARKS & RIVERS



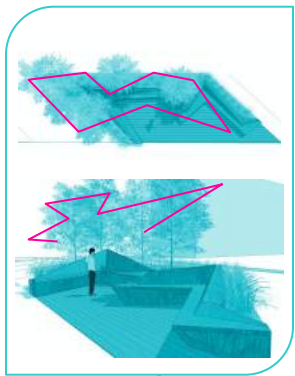
SAGGIO & BADGER PARKS



2016

PRESENT

THE PARKLET RIDES AGAIN...



2012

8 MO



ABACA

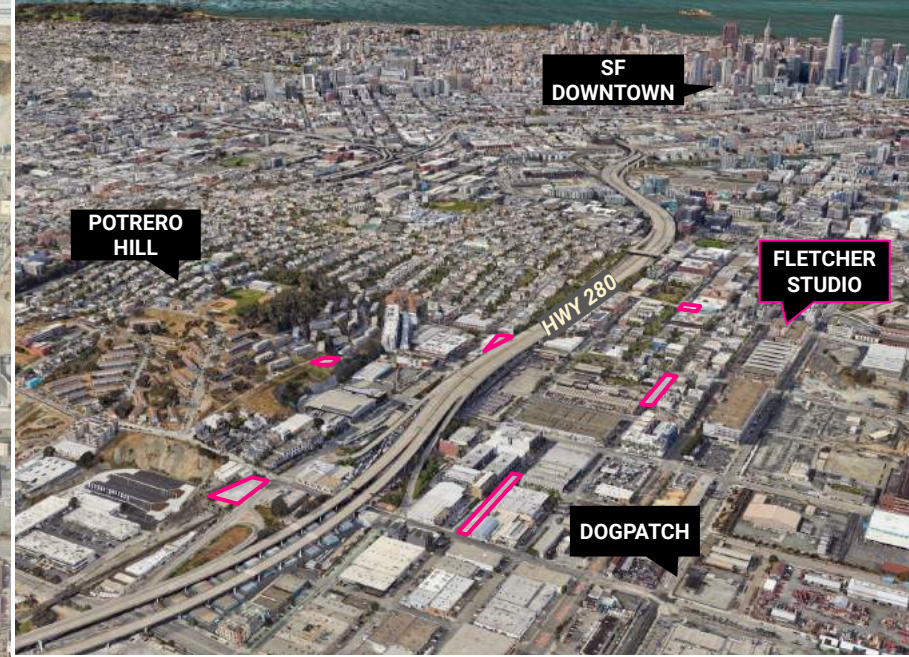


2014

H+S PROJECTS

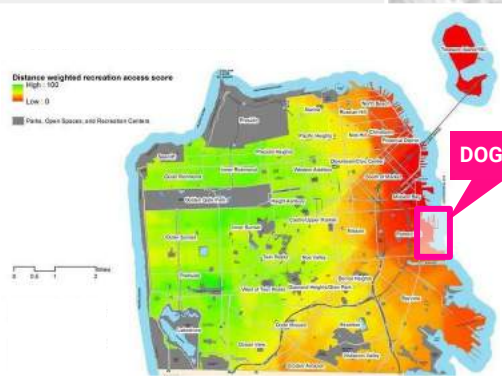
DOGPATCH PROJECTS

SAN FRANCISCO, CA

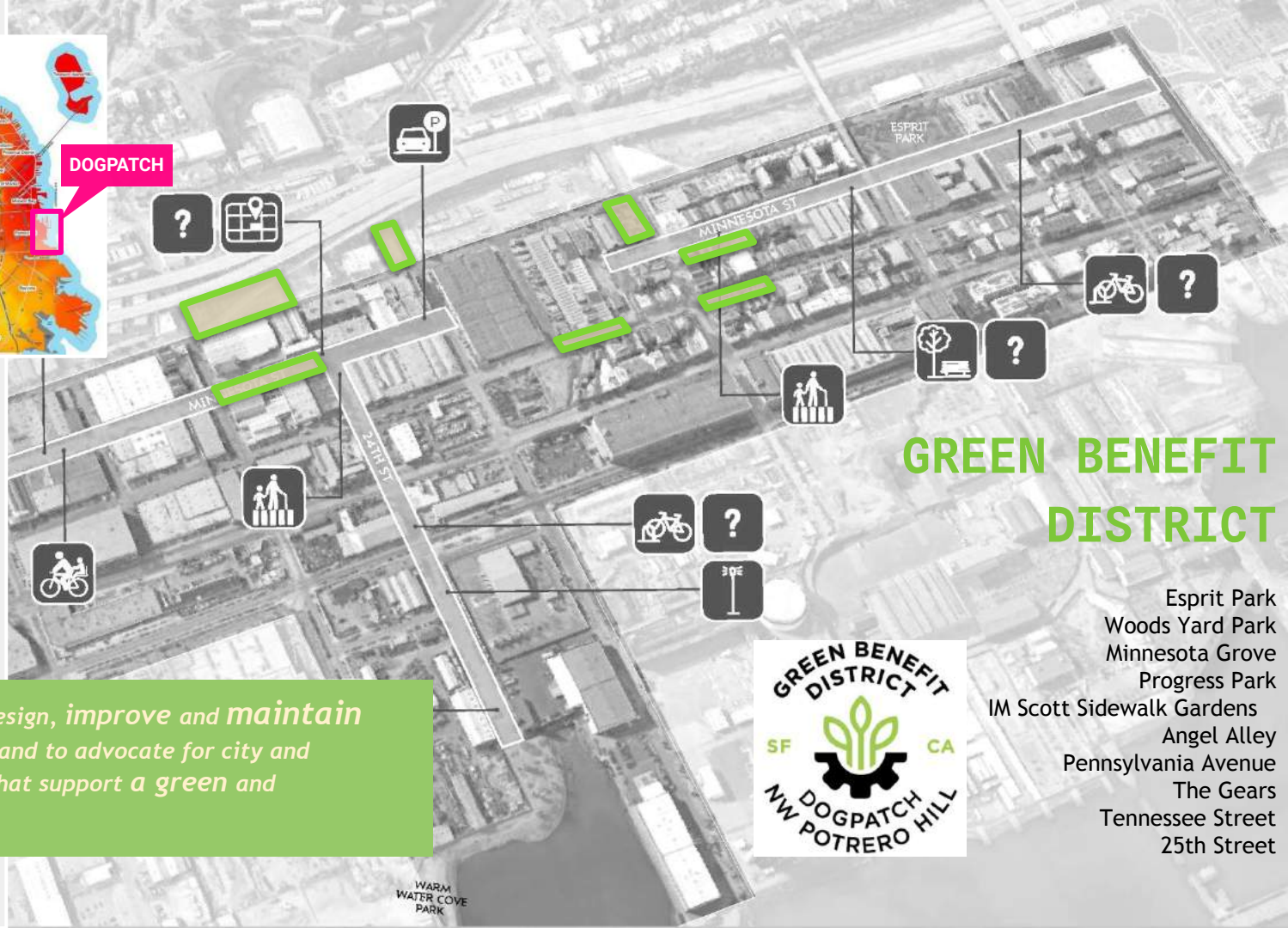


ABOVE
birds-eye view: the Dogpatch neighborhood

LEFT
plan view: the Dogpatch neighborhood



DOGPATCH



ABOVE
Public Recreation Access
Score Source: SF Planning
Department,
2011

RIGHT
GBD
projects in Dogpatch
neighborhood since
2015

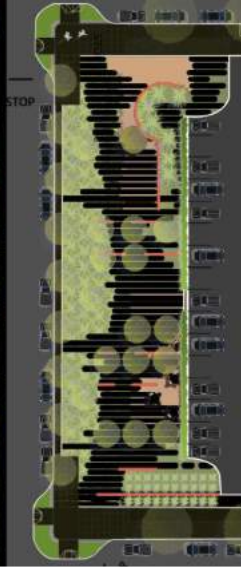
GREEN BENEFIT DISTRICT

- Esprit Park
- Woods Yard Park
- Minnesota Grove
- Progress Park
- IM Scott Sidewalk Gardens
- Angel Alley
- Pennsylvania Avenue
- The Gears
- Tennessee Street
- 25th Street



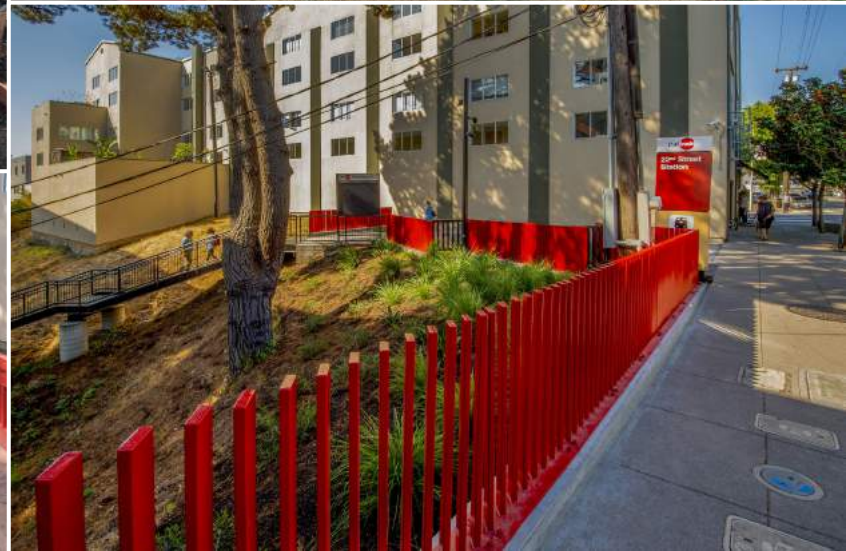
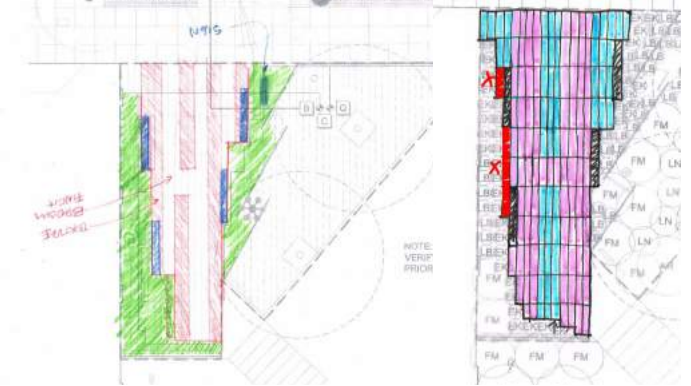
“The GBD was created to design, improve and maintain green spaces in the district and to advocate for city and private sector improvements that support a green and walkable neighborhood.”

WOODS YARD PARK



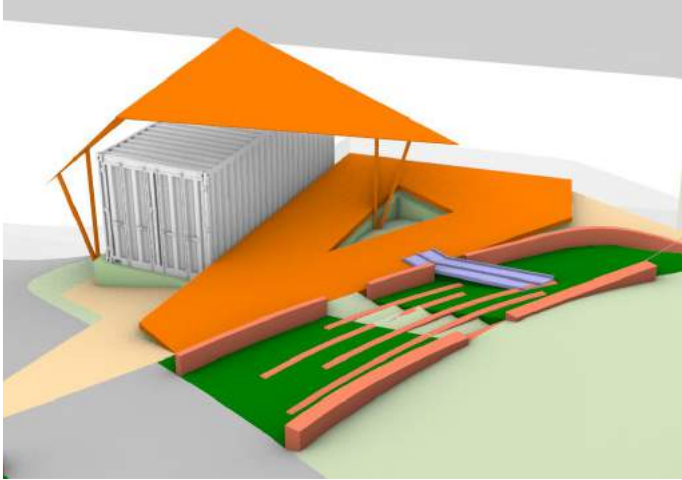


CALTRAIN PLAZA



TEXAS STREET FARM

- ① SHADE STRUCTURE
- ② OUTDOOR CLASSROOM AREA
- ③ STAIRCASE
- ④ SLOPED PLAY AREA (E.G. SLIDE)
- ⑤ RETENTION WALL
- ⑥ PICNIC PATIO
- ⑦ AMPHITHEATER
- ⑧ PERFORMANCE SPACE
- ⑨ GARDEN FENCE
- ⑩ RAISED PLOTS
- ⑪ COMPOST BINS
- ⑫ STROLL PATH
- ⑬ COMPOST TOILET





PAVEMENT TO PARKS: TRANSFORMING PERSIA TRIANGLE • TEMPORARY PLAZA INSTALLATION
FROM SEPTEMBER 2014 TO MARCH 2015

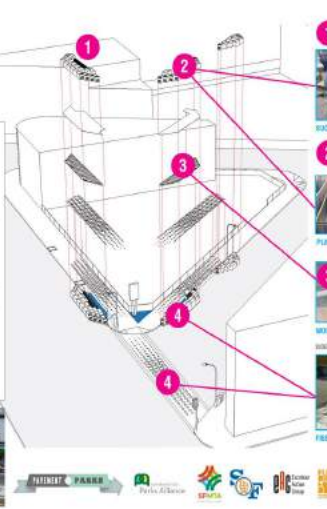
Site design and graphics: Fletcher Studio
 Landscape architecture: Urban Design
FLETCHER STUDIO



PROJECT OVERVIEW
 Located at the intersection of the Bayshore Freeway (SR 92) and the Persia Triangle, this temporary plaza installation was designed to provide a safe and functional outdoor space for the community during the construction of the new Persia Triangle development.

PROJECT GOALS
 Provide a safe and functional outdoor space for the community during the construction of the new Persia Triangle development.
 Provide a safe and functional outdoor space for the community during the construction of the new Persia Triangle development.

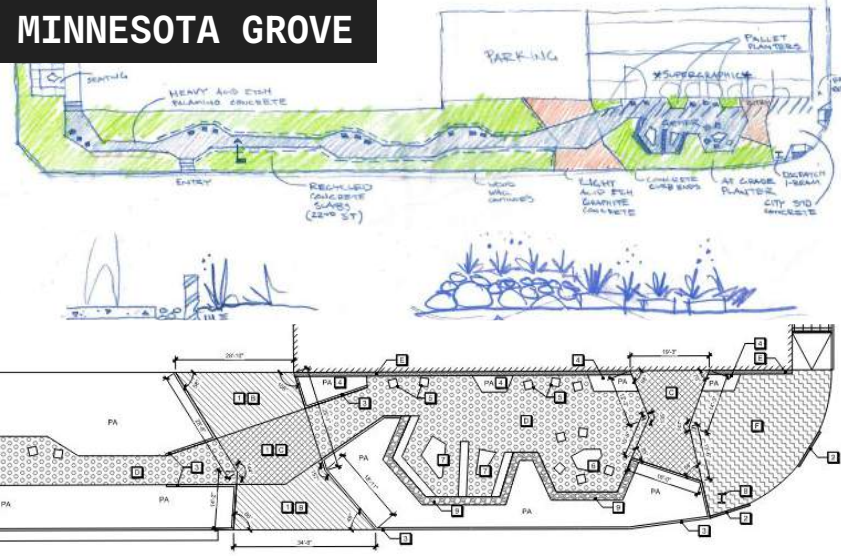
PROJECT TEAM
 Landscape Architecture: Fletcher Studio
 Construction Management: Urban Design
 Construction: [Company Name]



- 1 FACULTY GREENING IN SPACES REQUIRING:**
 Strategic Planting
 Plastic Mulch
 Recycled Bottles
 Soil
- 2 PLANTER SYSTEM WITH SIDING:**
 Custom-made (1/2" x 4" x 8" x 8")
 1/2" x 4" x 8" x 8" (1/2" x 4" x 8" x 8")
 1/2" x 4" x 8" x 8" (1/2" x 4" x 8" x 8")
- 3 PLANTER, BENCH TOP, BENCH:**
 [Material Name]
 [Material Name]
- 4 WOOD DECK, HERBALS, BENCH:**
 [Material Name]
 [Material Name]

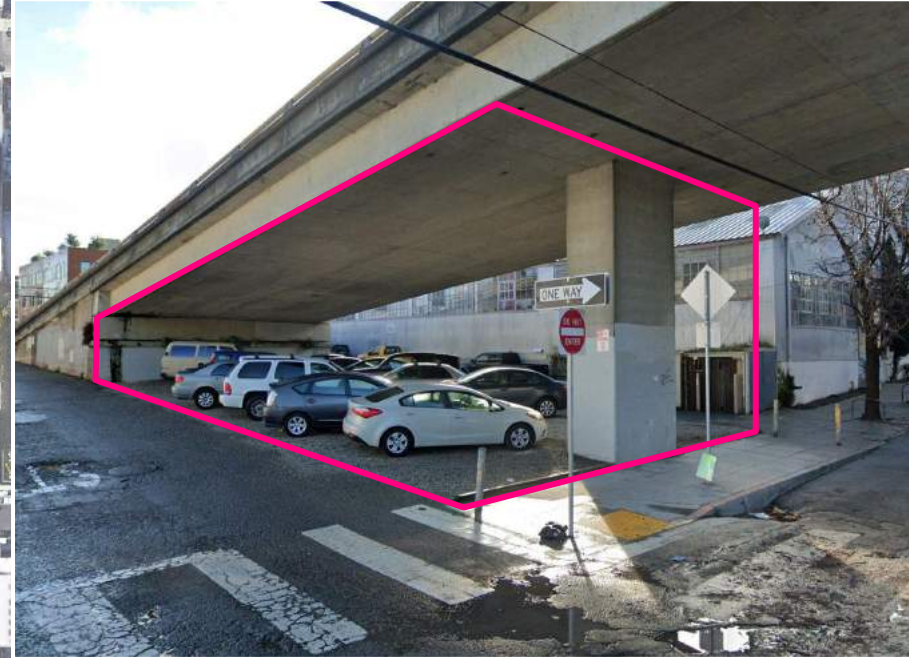
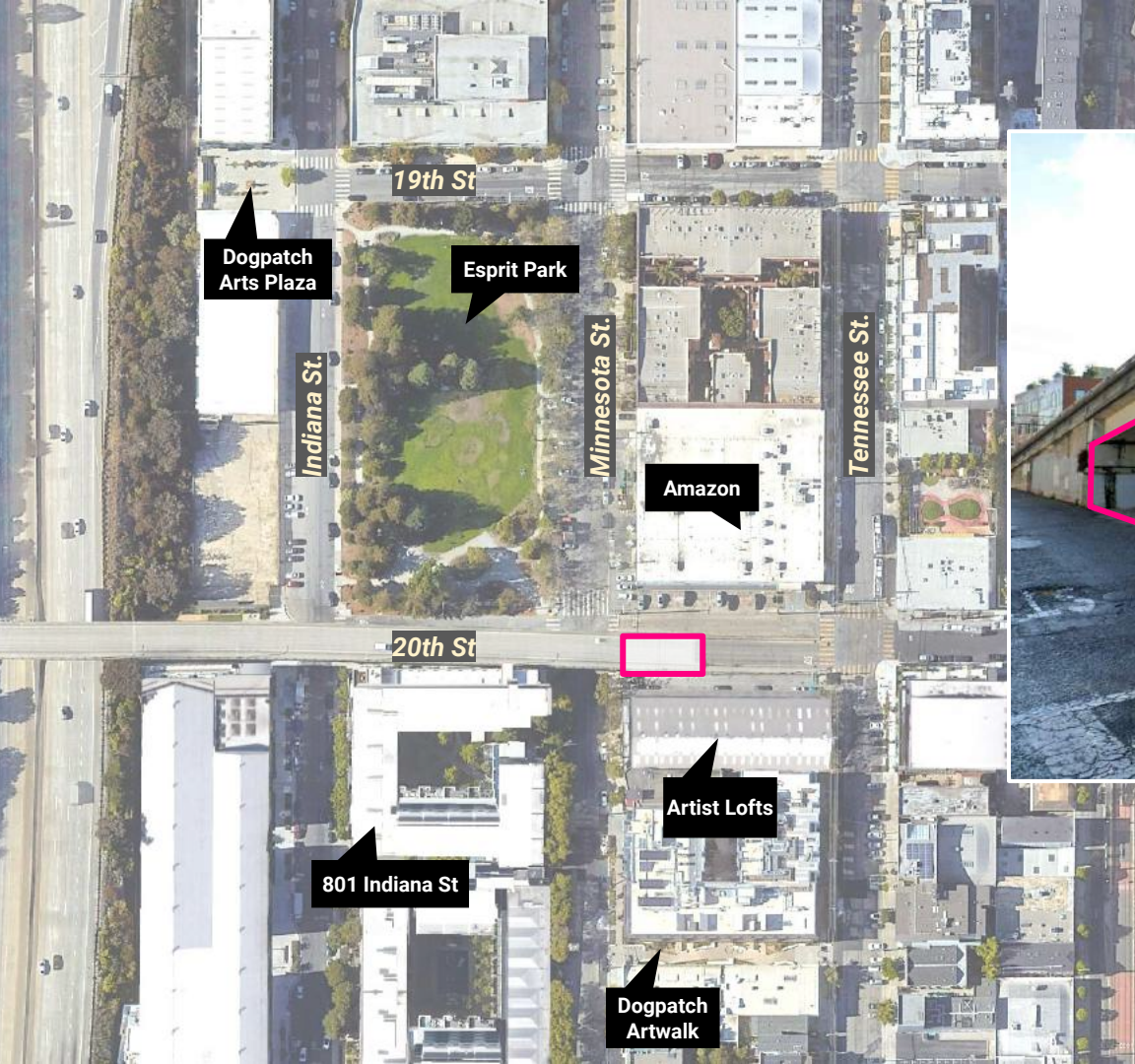


MINNESOTA GROVE



20TH ST. OVERPASS

DOGPATCH, SAN FRANCISCO, CA

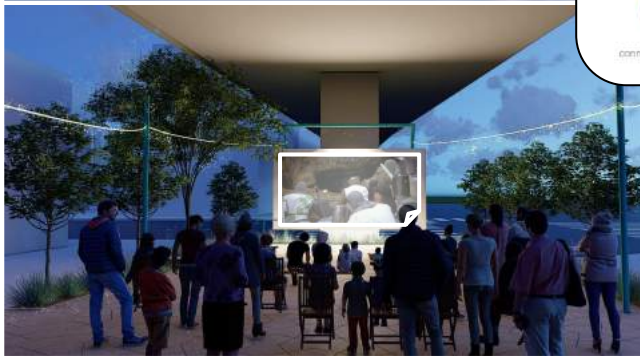
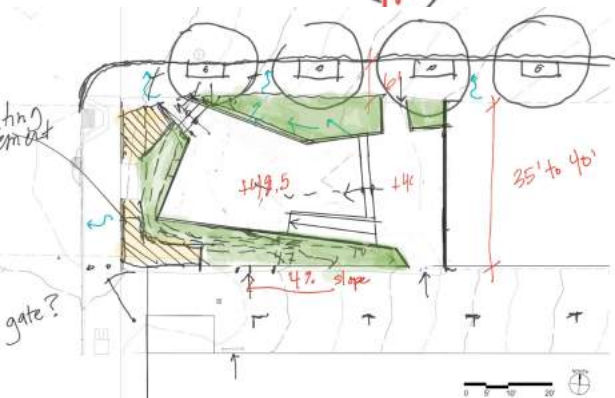
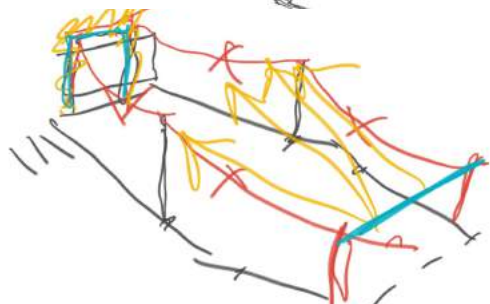
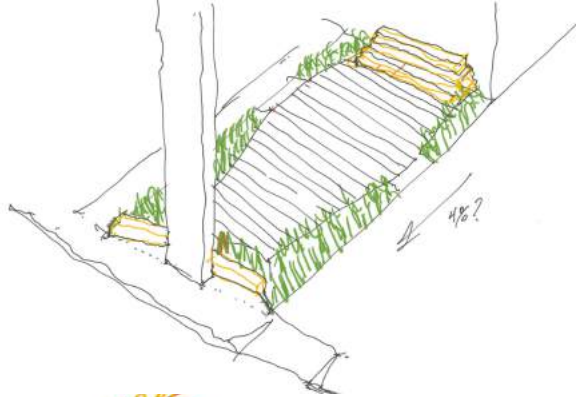


ABOVE

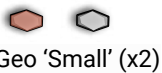
street view: the site is currently used as parking area

LEFT

plan view: the site located in the Dogpatch neighborhood



FURNITURE LEGEND



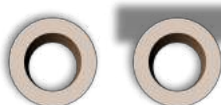
Geo 'Small' (x2)



Geo 'Large' (x2)



Box Table (x2)



Shear Planter Ring(x2)



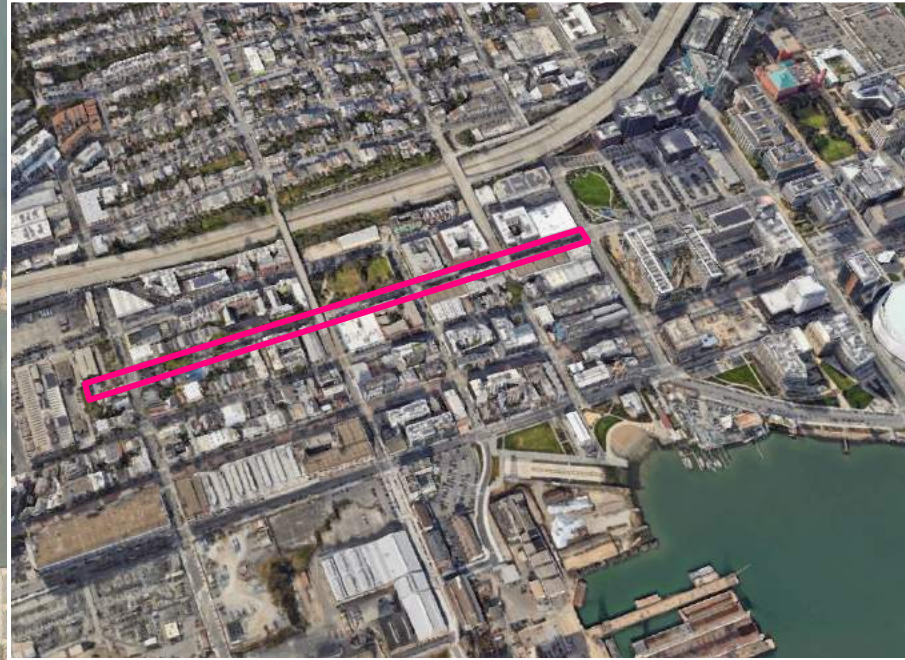
connecting communities with concrete solutions





MINNEsLowTA STREET

DOGPATCH, SAN FRANCISCO, CA



ABOVE

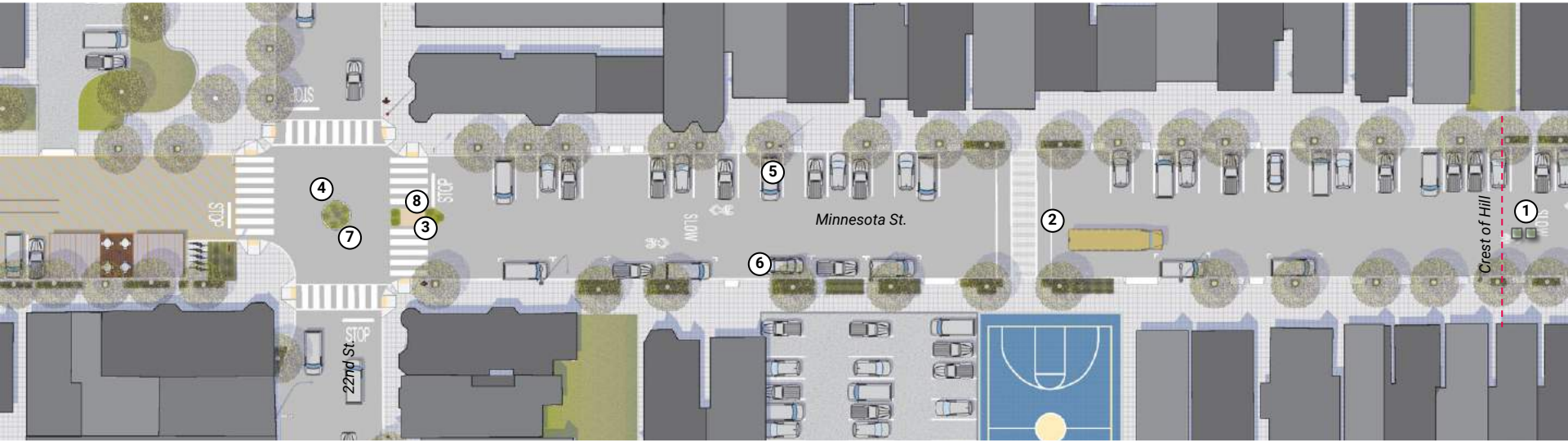
aerial view: Minnesota Street was identified as a green corridor in the Dogpatch Public Realm Masterplan

LEFT

plan view: the site is located in the Dogpatch neighborhood

- ① PLANTERS AT CREST OF HILL
- ② RAISED CROSSWALK
- ③ PEDESTRIAN REFUGE ISLAND
- ④ FOUR-WAY STOP

- ⑤ 90-DEGREE PARKING AREAS
- ⑥ PARALLEL PARKING AREAS
- ⑦ MINI ROUNDABOUT
- ⑧ NO THRU TRAFFIC SIGN



ZIGGY'S PLAYGROUND

KIGALI, RWANDA, AFRICA



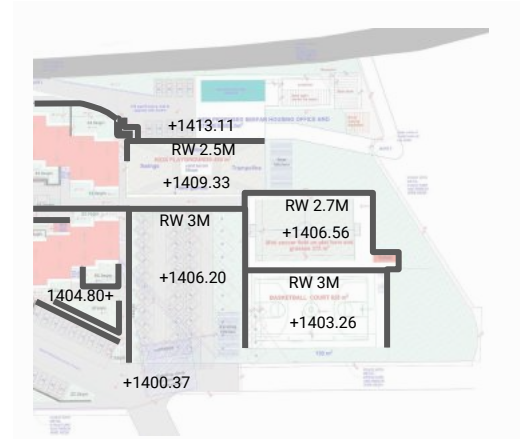
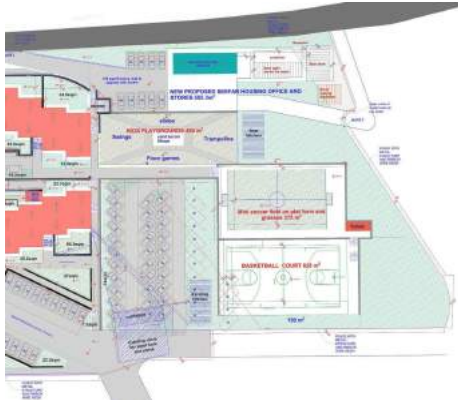
ABOVE

the site: original plans for a playground amenity at a multi-family housing community focused on making home ownership accessible to Rwandans

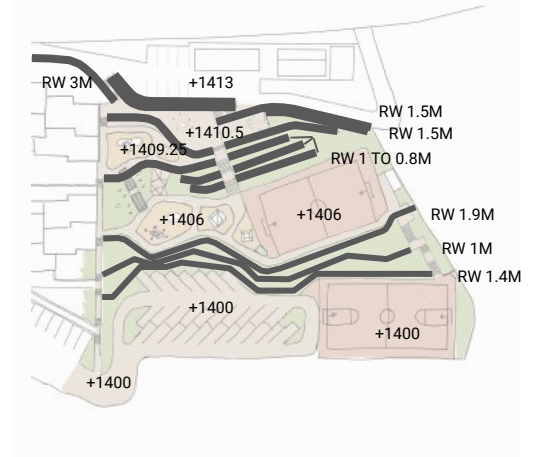
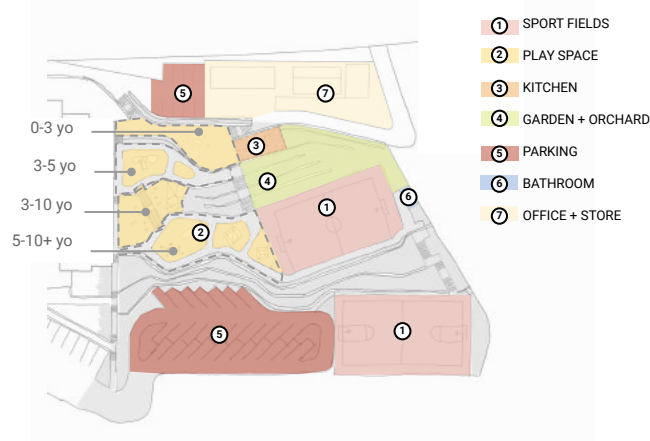
LEFT

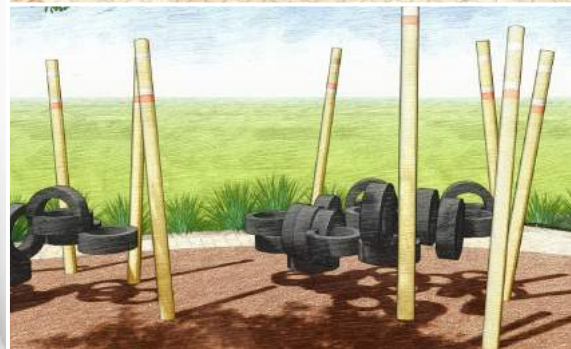
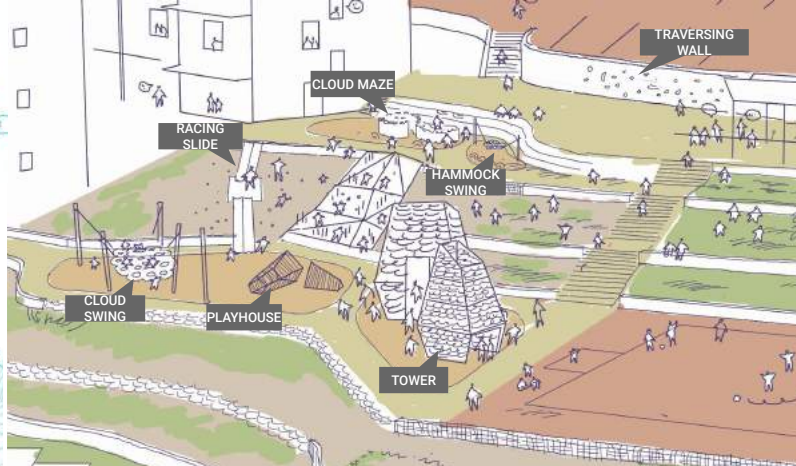
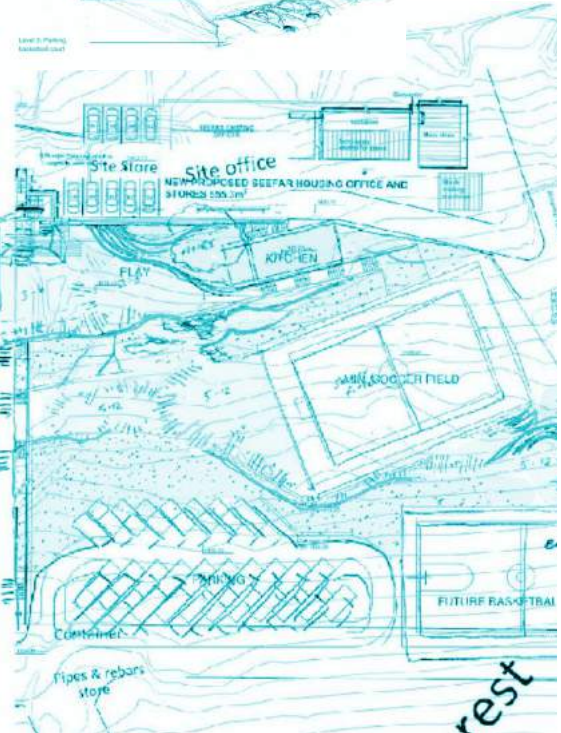
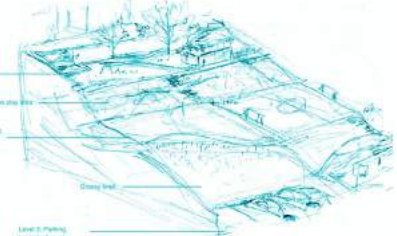
aerial view: the site in the Kabeza neighborhood of Kigali, Rwanda, located southeast of downtown

ORIGINAL PLAN



PROPOSED PLAN







ST. MARY'S GREENING

ST. MARY'S PARK, SAN FRANCISCO, CA

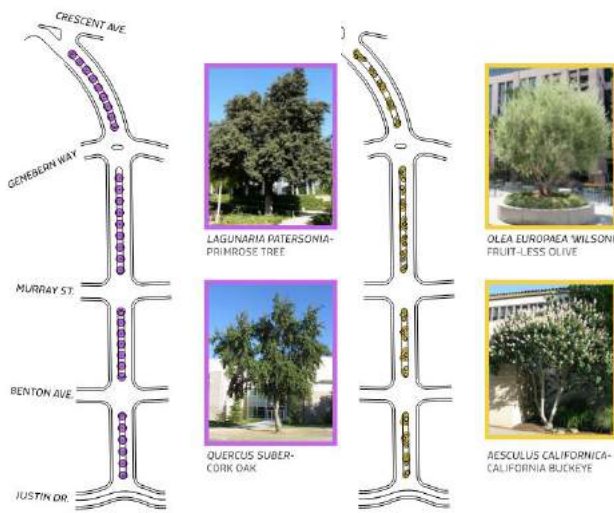


ABOVE
street view: the existing medians with
resource intensive turf

LEFT
aerial view: the site located in the St. Mary's
Park neighborhood



more green please...



LAGUNARIA PATERSONIA- PRUNOSE TREE



OLEA EUROPAEA 'WILSONII' FRUIT-LESS OLIVE



QUERCUS SUBER- CORK OAK



AESCULUS CALIFORNICA- CALIFORNIA BUCKEYE



I'd like native, drought tolerant habitat!



CALIFORNIA BUCKEYE- AESCULUS CALIFORNICA

NATIVE // DECIDUOUS
HEIGHT: 20'-30' // SPREAD: 15'-30'
SUN: FULL // WATER: LOW
*BINDS TOGETHER SOIL ON STEEP SL

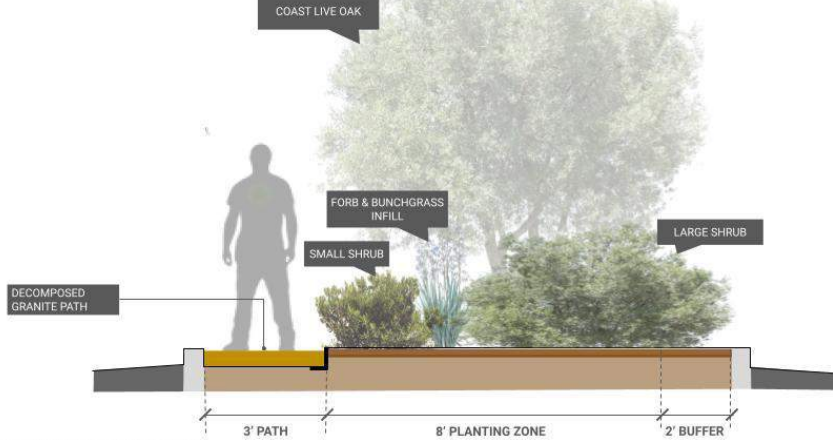


ISLAND OAK- QUERCUS TOMENTELLA

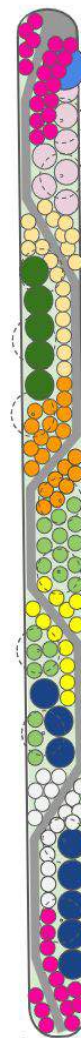
NATIVE // EVERGREEN
HEIGHT: 20'-50' // SPREAD: 25'-45'
SUN: FULL TO PARTIAL // WATER: LOW
*ATTRACTS BIRDS



PHASE I PLACEMAKING + PLANTING



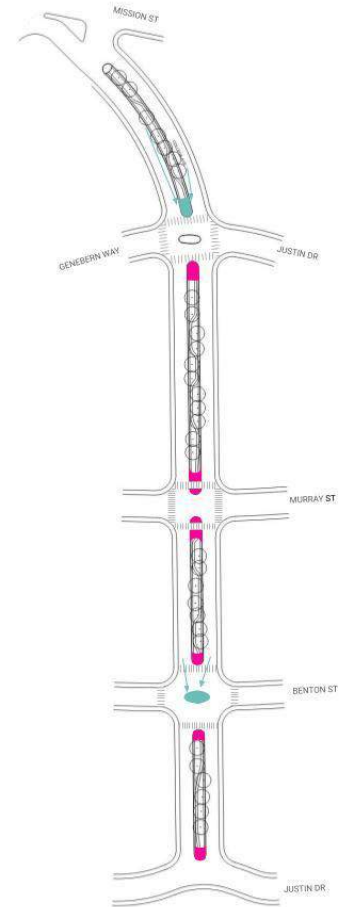
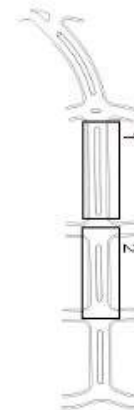
1



2



- Existing Coast Live Oak / Buckeye
- Ceanothus 'Ray Hartman'
- Coyote Brush 'Pigeon Point'
- Ceanothus 'Yankee Point'
- Manzanita 'Pacific Mist'
- Sticky Monkeyflower
- Seaside Woolly Sunflower
- Silver Lupine
- Coastal Bush Lupine
- California Fuschia
- Deergrass
- Yarrow



PHASE II TRAFFIC CALMING

MEETING MARKUP 9/21/22

- Median expansion to create traffic calming
- Potential SFPUC Urban Watershed Grant Opportunities

FEATURE ENDCAPS

AT THE CROSTOWN TRAIL (COLLEGE & MURRAY)



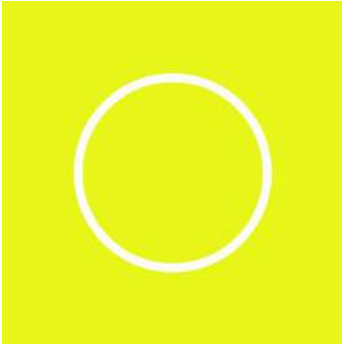
WHERE

DO WE GO NEXT?

A composite image featuring a view of Earth from space, showing the Americas and the Atlantic Ocean, with the Moon in the upper right corner against a black background. The text "hope in space" is overlaid in a bright yellow, lowercase, sans-serif font across the center of the image.

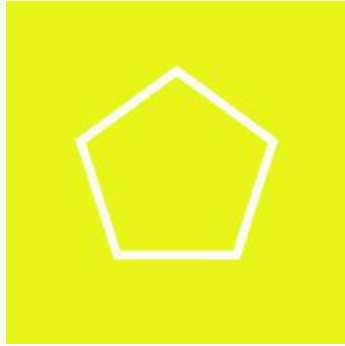
hope in space

2023 HOPE + SPACE PROJECTS



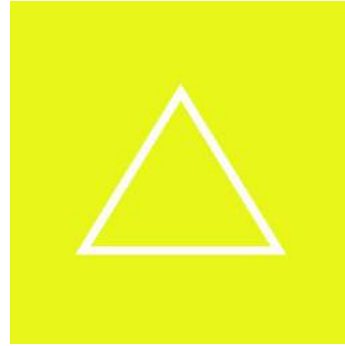
ASLA LEGACY PROJECT
GOLDEN GATE GREENWAY

TENDERLOIN,
SAN FRANCISCO, CA



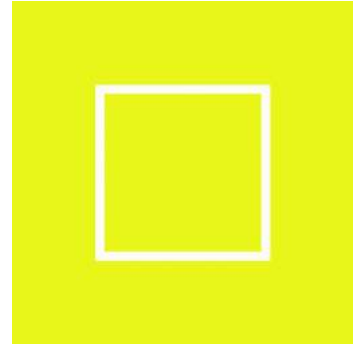
PORTLAND
CULTURAL SPACE

PORTLAND, OR



UTE TRIBE
PLAYGROUND

FOUR CORNERS, NM



PESCADERO
COMMUNITY SPACE

PESCADERO, CA

HOPE + SPACE GOALS



IDENTIFY WAYS TO WORK WITH MORE UNDERSERVED COMMUNITIES



BUILD COMMUNITY STEWARDSHIP



CREATE OPTIONAL ITEMS IN FOR-PROFIT CLIENT CONTRACTS



SUPPORT HOPE + SPACE \$ 2,000



SUPPORT QUARTERLY SOCIAL + ENVIRONMENTAL JUSTICE NON-PROFIT \$ 2,000

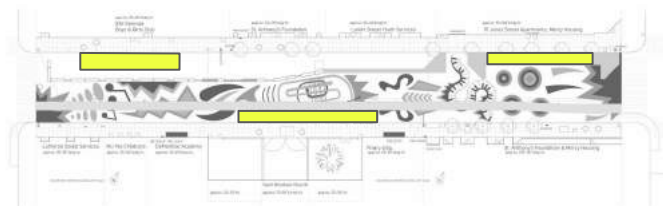
INSPIRED BY TERREMOTO



CREATE AN ECOSYSTEM OF COMMUNITY FOCUSED DESIGNERS



ASLA NATIONAL MULTI-TIERED PRO BONO WORK AWARD



GOLDEN GATE GREENWAY

- FLETCHER STUDIO
- FAUVESCRAPER
- BASE LANDSCAPE
- MILLER + COMPANY



hope in space



THANK YOU!!