

## **Honorary Membership**

### **Nomination Narrative**

Nominee: Briana Hensold, Co-Founder and Principal of Agency Landscape + Planning

Nominee's Contact Information:

91 Harvey Street, Suite 2  
Cambridge, MA 02140  
1-202-210-6857

Dear Esteemed Honors and Awards Committee Members:

I am thrilled to offer the following nomination for Briana (Brie) Hensold for Honorary Membership to the American Society of Landscape Architects.

According to the nomination criteria, successful candidates for this honor should demonstrate "achievements of national or international significance or influence have provided notable service to the profession of landscape architecture". As a partner to Brie for nearly a decade at Sasaki and a partner and collaborator in the founding of Agency, I have the experience to know that Brie is worthy of this recognition. Her **planning and design leadership** in both legacy and emerging models of landscape practice, her works of **landscape-rich works of resiliency, park and downtown planning** and her **teaching, speaking and advocacy** regarding public realm within broader national discourse are offered here as evidence.

#### **Planning and Design Leadership**

With education in architecture at Rice University and planning at the Harvard Graduate School of Design and a background that included work at the Building Museum in Washington DC and AECOM in Denver, Colorado, Brie joined Sasaki's urban planning team in 2007. Leading much of that firm's public work, Brie became one of the few female principals in the planning practice in 2015. Today, Brie Hensold is an urban planner, co-founder and principal of Agency Landscape + Planning. With a passion for understanding and improving communities and places, Brie brings a systems-based approach that celebrates diverse perspectives. She has extensive experience developing creative and meaningful community engagement processes. Brie's work encompasses multiple scales, from downtown plans to citywide park systems to resilience strategies. Her work has received awards from the American Society of Landscape Architects, the American Planning Association and the American Institute of Architects, among others. She is a Design Critic in the Department of Urban Planning and Design at the Harvard Graduate School of Design where she also leads an executive education class in resilient cities.

#### **Landscape-Rich Works of Resiliency, Parks and Downtown Planning**

Brie's portfolio in resiliency positions her work at the frontlines of this recent and innovative movement. She served as an urban planner with Sasaki on its much lauded and awarded Flood Recovery Planning in Cedar Rapids, Iowa in 2014-2016. She went on to lead Sasaki's Rebuild by Design work on the New Jersey Shore, the Shelby County Resiliency Plan and the New York Rising planning. She became one of a few leaders to be part of the Rockefeller National Disaster Resilience Competition facilitators team, working closely with cities across the country. She continues bringing a resilience lens to her work nationally while committing to promote its values in speaking and teaching.

Brie believes deeply in the role of **urban park systems** in the long-term sustainability, vitality and equity of American cities. Enacting this belief in practice, she has led numerous city-wide parks and recreation master plans. Her work includes a wide range of city park systems - from the rich social spaces of small city parks in **Burlington, Vermont's** to the resource-starved systems in **Hartford and Bridgeport, Connecticut** to the magnificent growth of places like **Mecklenberg County and Greensboro, North Carolina** to the vast ecological resources **Denver, Colorado's** park system. Her ability to engage and inspire these diverse communities, provide a rigorous and data-driven analysis and offer, through deep partnership with landscape architects and ecologists, grounded design strategies distinguishes the work.

Brie further loves working with institutions and cities to integrate planning and landscape architecture into visionary campus and downtown planning. Her work on the **Raleigh Downtown Plan** led to a series of major public realm investments, including the implementation of the restoration and renovation of historic Moore Square. Her leadership helped interpret and steward Donald Judd's vision at the **Chinati Foundation in Marfa, Texas**. Her recent downtown plan for the **City of Bozeman** brought a heightened awareness of critical public realm improvements like streetscapes, parks and plazas. Her work on the **University of Nebraska at Lincoln Campus Master Plan and Campus Landscape Master Plan** as well as planning on the **Ohio State University Campus Framework** also reinforce her consistent and meaningful integration of landscape systems in institutional planning.

#### **Educating, Advocating and Leading the Next Generation**

Brie is a constant advocate and voice for public realm, parks and public open space systems outside of traditional practice. As a studio instructor at the **Harvard Graduate School of Design**, and frequent critic at MIT, RISD, Northeastern and other academic institutions, she is bringing her landscape-infused planning perspective to the hearts and minds of countless students. She is a frequent speaker at the **Annual Conference on Landscape Architecture** as well as the **American Planning Association** and the **National Recreation and Parks Association** annual conferences, covering topics ranging from cultural landscapes, women in leadership and community engagement.

The letters of support included with this nomination speak to Brie's broad range of impact with representatives from perspectives that include four landscape architects - including two Fellows and one Honorary ASLA - with deep experience working with Brie. These are John Kett ASLA of Reed Hilderbrand, Mark Dawson FASLA of Sasaki, Mitchell Silver HASLA of the New York City Parks Department and Chris Manning of Human Nature. It is further buoyed by the perspective of Trinity Simons, executive director of the Mayors' Institute on City Design. Their letters speak to relationships born of meaningful engagement and integration in service of great works of landscape planning and architecture. Please give due consideration to Brie for this wonderful recognition. We truly believe she is a worthy and true champion of our profession!

Sincerely,

A handwritten signature in black ink that reads "Gina Ford". The signature is fluid and cursive, with the first name "Gina" and last name "Ford" clearly distinguishable.

Gina Ford, FASLA  
Principal and Co-Founder  
Agency Landscape + Planning









February 1, 2020

Honorary Membership Nominations  
c/o Honors and Awards  
636 Eye Street, NW  
Washington, DC 20001-3736

To the Honors and Awards Committee Members:

I am writing to endorse the nomination of Brie Hensold for Honorary ASLA Membership. As a recent Honorary ASLA member myself, I know the great joy that comes from being acknowledged in the way - to be embraced by a profession that I have dedicated my distinct skills in service of. Knowing the work of Brie and the planning practice she is cultivating, I wholeheartedly support her as deserving of this recognition.

I first met Brie in Raleigh where I served as the Planning Director prior to my current role as the New York City Parks Commissioner. Brie served as the project manager and urban planner for the Sasaki team that was leading our downtown plan called **Experience Raleigh**. A deeply community-engaged plan, the work gave a primary role to landscape and public realm as a tool for Raleigh's continued renaissance. She went on to work again with the Raleigh community on one of the first implementation projects to follow out of the master plan, the renovation of Moore Square. Recently completed, the Moore Square project revived a green heart in one of Raleigh's most significant neighborhoods.

I interacted with Brie again when she led Sasaki's team for the United States Department of Housing and Urban Development's **Rebuild by Design Competition**. As a juror, I reviewed the work put forward by Brie's team - a visionary and resilient framework for the New Jersey Shore communities that are central to the health of the state's economy. The work there, unsurprisingly, focused on the role of green infrastructure, economic reinvestment and social cohesion in the long-term resilience of those vulnerable communities.

Since those introductions, I have had the pleasure of participating in a number of academic engagements with Brie. She visited my courses at the **Harvard Graduate School of Design** to illuminate the resilience work for the next generation of planning and urban design practitioners. I have visited her studio now at Harvard, where she teaches a community engagement studio as part of the school's Masters of Urban Planning core degree program.



Brie - during her decade as an urban planner and principal at Sasaki, at her various roles at the Harvard Graduate School of Design and now at her own firm, Agency Landscape + Planning - is practicing urban planning with an integrated perspective and consistent collaboration with landscape architecture. The work sets a standard for what a landscape motivated planning practice yields - and those outcomes are celebrations of the role of public realm and open space to address some of the greatest challenges in American cities today.

I can think of few people more deserving of the Honorary ASLA membership.

Sincerely,



Mitchell J. Silver, FAICP, Hon. ASLA  
New York City Parks Commissioner



1 February 2020

Honorary Membership Nominations  
c/o Honors and Awards  
636 Eye Street, NW  
Washington, DC 20001-3736

re: Brie Hensold Honorary Membership Nomination

Dear Committee Members:

It is an honor for me to support Brie Hensold's nomination for Honorary Membership in ASLA. I have had the privilege of knowing and working with Brie for over a decade thanks to her time as an urban planner, project manager, and principal at Sasaki. Having worked closely with Brie on numerous projects across the country, I can attest to her deep engagement with landscape architects and an ever-increasing portfolio of planning work with strong integration of our profession.

Brie joined our practice in 2007. In her decade at the office, she worked at multiple scales and regions, from neighborhood and downtown plans to citywide parks and riverfront master plans. This includes the Allegheny Riverfront Green Boulevard Study (Pittsburgh, PA), the East Baltimore Implementation Plan, and the Raleigh Downtown Plan. She played a significant planning role on three of our most successful, nationally award-winning projects: the Cedar Rapids River Corridor Redevelopment Plan (Cedar Rapids, IA), The One Ohio State Framework Plan (Columbus, OH), and the Tecnológico de Monterrey Urban Regeneration Plan (Monterrey, Mexico).

Brie played a leading role in our resiliency-based planning and design practice, leading flood recovery planning in Cedar Rapids, Rebuild by Design, and New York Rising. Her work has been featured nationally in publications such as Atlantic Cities (CityLab), PBS, Grist, Fast Company, USA Today, and Next City. It also led to her presence at the National Disaster Resilience Competition's Resilience Academies, the BAC's Design for Resilience conference, and presentations with the Van Alen and Rockefeller Institutes.

I enthusiastically support Brie's nomination. Her contributions to our profession and meaningful partnership with landscape architects merit her inclusion in our ranks.

Regards,

A handwritten signature in blue ink, appearing to read 'Mark Dawson', followed by a period.

Mark Dawson, FASLA  
Principal



February 6, 2020

Honorary Membership Nominations  
c/o Honors and Awards  
American Society of Landscape Architects  
636 Eye Street, NW  
Washington DC, 20001-3736

Dear Members of the ASLA Honors and Awards Committee:

I am writing to endorse the nomination of Briana (Brie) Hensold for Honorary Membership in the American Society of Landscape Architects. My knowledge of Brie is specific to our work together on the Master Plan for Franklin Park in Boston over the past year, and my witness to her bold leadership in forming the mission driven practice at Agency Landscape + Planning.

The work at Franklin Park in Boston, considered one of Frederick Law Olmsted's three masterpieces of park design, is wrestling with some of the most significant cultural questions of our time. How does a park of the highest cultural significance redefine the relationship between the land, the people, and the city in response to issues around dis-investment, race, and equity? How can we build on the principles and values of social justice and democracy that informed Olmsted's original vision for the park, and how do we structure a process of engagement to ensure that the community has a voice in determining this future? Brie has been instrumental in shaping our collective response to these questions.

Given the importance of this charge, Reed Hilderbrand formed a partnership in pursuit of the project with Agency Landscape + Planning and MASS Design, bringing the top experts together to respond to the call. Inherent in this relationship is both overlap and differentiation in our perspectives. The expertise that Brie has brought to the discussion has shaped the way that we have framed the opportunity and that we are engaging with the community to that end. Brie and her team have designed a process that not only ensures broad and active engagement with the community, but also that reaches under-represented constituencies through targeted outreach and engagement. Her knowledge of park design, planning, and community engagement are all fundamental to her contributions, and her expertise in both landscape planning and engaging the voices of the community are integral to the success of the planning process.

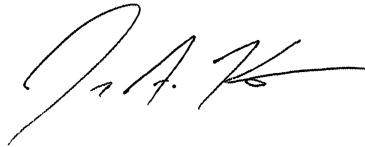
What's more, Brie and her business partner Gina Ford have built a highly successful leading practice around this methodology—a feat in and of itself. The work of Agency Landscape + Planning in advocating for a renewed focus on the integration of landscape systems, design, and communities has helped to push the profession forward in our thinking around urban park



systems and social justice. Through her practice, teaching, and public speaking, Brie has become a voice for the profession and a role model for other practitioners looking to shape their own value driven work.

It is with great enthusiasm that I support this nomination, and hope that you will give strong consideration in recognition of her work with landscape architects to advance our contributions to the allied disciplines of Landscape Architecture and Planning.

Sincerely,

A handwritten signature in black ink, appearing to read "J. A. Kett". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

John A Kett  
Managing Principal  
Reed Hilderbrand





22 January 2020

American Society of Landscape Architects (ASLA)  
636 Eye Street NW  
Washington, D.C. 20001-3736

**RE: Honorary Membership Nomination  
Brie Hensold, Urban Planner, Agency Landscape + Planning**

To Whom It May Concern:

I understand that Brie Hensold is being nominated for an Honorary ASLA Membership, and I am happy to endorse her for this special recognition. I had the pleasure of working with Brie and her colleagues on a comprehensive riverfront vision for the City of Dayton, Ohio. It involved five rivers and multiple park sites, along with community revitalization and placemaking strategies. We were part of a multidisciplinary team charged with tackling this large and complex project, and Brie's leadership was key to the project's success.

As an experienced urban planner, Brie provided a systems-based approach that the entire team, client partnership and community could understand and contribute toward. She was also outstanding as a speaker and facilitator in public meetings, which is such an important skillset when working on large, transformative projects like this.

I understand that these honorary memberships are intended for non-landscape architects who are making outstanding contributions to the profession as part of their work, and Brie fits this objective perfectly. As a leader and collaborator, she engages thoughtfully with each client, team and community to create unique and place-specific visions. I highly recommend her for this recognition, and I deeply appreciate your consideration.

Respectfully submitted:

Christopher Manning, FASLA  
Co-Founder/Principal/Landscape Architect  
Human Nature Inc.





# Mayors' Institute on City Design

February 4, 2020

Honorary Membership Nominations  
c/o Honors and Awards  
636 Eye Street, NW  
Washington, DC 20001-3736

To the Honors and Awards Committee Members:

I am writing to strongly endorse the nomination of Brie Hensold for Honorary ASLA Membership. I have known Brie for about four years, originally as a planning leader and principal with Sasaki and now as the co-founder and leader of Agency Landscape + Planning. As an advocate for great planning and design in cities as executive director of The Mayors' Institute on City Design, I can attest that Brie has and continues to cultivate an urban planning practice that is deeply engaged and inspired by issues of landscape architecture.

My organization, The Mayors' Institute on City Design (MICD) is a leadership initiative of the National Endowment for the Arts in partnership with the United States Conference of Mayors. Since 1986, the Mayors' Institute has helped transform communities through design by preparing mayors to be the chief urban designers of their cities. I have witnessed Brie in action at various events over the years, including her participation as a Resource Team member for an MICD East Regional Conference held in Austin, Texas in 2018. During these intense multi-day sessions, mayors learned how to look at their cities with a fresh perspective and new appreciation of their role as "chief urban designer." Over the course of the session, Resource Team members are asked to share their diverse tools and best practices. Brie was an exceptional contributor, bringing thoughtful, practical ideas on how to conduct meaningful community engagement, and infuse history, culture, and equity into every project.

We increasingly see at MICD that within the allied design professions, landscape architects are the primary champions of the public realm. During a time of rapid change, where every dollar must address multiple goals, it's landscape architects that are able to weave together issues of climate, equity, resilience, beauty, and community into the public realm. When we lead with landscape, a systems approach is married with a base requirement to contribute to the human spirit. From my perspective, there is no firm doing more to champion these ideals and to position landscape architects as the civic leaders that they are, than Agency and the team that Brie and Gina Ford have built. Founded on the marriage of landscape architecture and planning, Agency has tackled these issues on large scale park systems in Denver, Charlotte and Greensboro, downtown districts in Bozeman and Portland and site projects in Atlanta, Nashville and Boston. Brie's perspective as a planning leader steeped in the issues of urban landscape is helping to shape a richer and deeper integration of natural systems, design and community-driven strategies in cities.

Sincerely,

Trinity Simons  
Executive Director  
The Mayors' Institute on City Design