

NCPTT Grant # MT-2210-09-NC-12

Final Report - What's Out There

An Interactive Catalog of Designed American Cultural Landscapes

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Submitted 20 April 2010

Executive Summary

The Cultural Landscape Foundation (TCLF) successfully launched the *What's Out There* Project in October 2009. This was achievable because of the critical support from the 2009 NCPTT grant to complete the database structure and advance the development of the program content. This project is the culmination of eight years of effort and research to create a vehicle which would raise the profile of the designed landscape. TCLF with the help of both staff and TCLF Board advisers in the academic and professional world has gathered information on over 1,400 designed landscapes. Spanning more than two centuries of American landscape design, *What's Out There* is the only free, Wiki-style database focused on the nation's landscapes and landscape features, and is searchable by landscape name, type, and/or style, landscape architect and/or designer, and/or location. It is designed for use by tourists and heritage travelers; local residents; park, garden and landscape aficionados; historians, landscape architects, planners and other specialists; and the general public. The *What's Out There* program aims to make landscape more visible, to raise the awareness of our unique cultural heritage, to identify this significant design legacy and raise the profile of sites for consideration for National Register of Historic Places and National Historic Landmark listing. *What's Out There* incorporates historic designed landscapes from all 50 states. It contains National Historic Landmark (NHL) properties which are designated with significance in landscape. In addition it culls from the approximately 1,900 National Register of Historic Places sites listed with landscape significance to include those which relate to the designed landscape. To launch this program a new web-based, interactive site was developed by outside experts in this area of content management systems. TCLF staff developed an extensive evaluation of landscape types and styles and created a Glossary of terms which guided the categorization of landscape sites. Additionally, site descriptions for each landscape were written and biographical profiles were composed by TCLF staff and outside experts. These descriptions were illustrated by photographs which were culled from the TCLF image archives. The initial launch included 380 profiles on landscape architects and designers and more than 650 sites nationally. *What's Out There* has begun the dialog to make visible these landscapes and created a place where

students, academics, preservationists, and the general public can share and gain information. It is our hope that as the site expands with new contributions the richness of its resources will inspire additional scholarship.

Introduction

The *What's Out There* project created a searchable, easy-to-navigate database to raise public awareness of the rich diversity and interconnectedness of our shared designed landscape heritage. Spanning over two centuries of American landscape design, the *What's Out There* database is searchable by landscape name, locale, designer, type, and style.

Launched in October 2009, the initial material was authored and vetted by dozens of volunteer researchers and historians. As *What's Out There* grows, the linkages will expand exponentially, making an increasingly rich archive. It is anticipated that *What's Out There* will serve as a reference for students and teachers of design and history, enthusiasts and professionals, provoking interest, informing stewardship decisions, and enriching our understanding of our designed landscape history.

Method and Materials

The launch of this interactive program in Web 2.0 required the building of a complete new data structure. TCLF staff, working with the digital development firm Message Agency under the guidance of Oviatt Media, spent the spring and summer of 2009 building the platform to host the intricate and broad volume of data already completed, and make it accessible and readily available to the public on the TCLF website: tclf.org.

TCLF staff (assisted by academic scholars) worked for more than year writing, reviewing, and editing definitions to develop the foundational cornerstone of the database, a concise glossary

of terms used to describe and categorize landscape. The result is the *What's Out There* Glossary which organizes landscapes under 75 landscape types, 14 landscape styles.

Concurrently, site descriptions and biographical abstracts of designers were developed by TCLF staff, working with authorities in the field of landscape architecture, architecture and planning who volunteered their time and expertise writing and reviewing these elements. In turn, these narratives were rigorously vetted for accuracy and consistency by the WOT staff and peer reviewers.

To compliment each description, images were carefully chosen to illustrate the designed landscape or biographical profile. Images culled from the slide collections of TCLF's President, Charles Birnbaum, its national Board of Directors, support staff and others were vetted, catalogued, and digitized to become an extensive online resource. To date, approximately one thousand images have been prepared and posted. With this in-house resource, TCLF has been able to post on average 3 - 6 images to illustrate each site description.

To host this information, Message Agency created a Drupal content management system (CMS) that allows TCLF staff to manage the site in-house and to streamline ongoing updates and site expansion. Drupal is quickly being adopted as the standard for open source CMS. It is a stable and flexible framework developed, tested, and refined. A number of high-traffic websites, including The Onion, Howard Dean's 2004 campaign, Recovery.org, The Economist, NBA News, and MTV UK were built using Drupal.

Drupal has been nominated for numerous awards and recently won the 2008 Pakt Publishing award for best Open Source CMS, by both judge and popular votes (<http://www.packtpub.com/article/2008-best-php-open-source-cms-drupal>).

A responsive development approach ensured that development and review periods were short and incremental. The development project included the following phases:

- Information Design (March/April)
- Data Entry Scaffolding (May/June)
- CMS Configuration and Development (June/July)

- Content and Data Migration (July/August)
- Training, Delivery (September)
- Launch (October)

This particular development approach also ensures accessibility across platforms (such as SMS and handhelds) as well as implementing Section 508 web standards for accessibility. The management of multimedia content, including integrating assets stored on third-party services, such as Flickr or YouTube is also much more streamlined using Drupal.

The initial launch included 380 landscape architects and designers, and more than 650 sites nationally. Since the October roll-out, more than 100 additional sites and 50 additional biographies have been expanded or newly posted. A select group of biographical abstracts link to extended biographical profiles and oral history interviews providing more in-depth understanding. In addition, site descriptions link to other related information including, articles, historic property websites, designer profiles, and National Historic Landmark and National Register of Historic Places designation.

Results and Conclusions

Over 120 media outlets, largely triggered by a national feature in the Associated Press, have hosted laudatory articles about *What's Out There* (WOT) project. The resulting publicity has created a new awareness of the database and the interconnectedness of designed landscapes. In 2009, TCLF's website registered over five million web hits and nearly 500,000 unique visitors for the year, representing a wide-range of individuals already accessing the free material on the website. In addition, between October 10 and November 13, TCLF cosponsored 5 regional Pioneers conferences in New York City, Nashville, San Francisco, Pittsburgh and Chicago – and at each venue WOT was highlighted in the opening lecture by Birnbaum and in the registration packets. Looking ahead, we expect our outreach efforts to reach landscape architecture faculty and students through targeted e-blasts, e-letters (such as LAND online, the online magazine of the American Society of Landscape Architects), and advertisements in *Landscape Architecture*

magazine and *Landscape Journal*. WOT was also recently featured in Garden Design magazine (March 2010) and will be featured in the May issues of Landscape Architecture and Architecture magazines.

The online collection will only grow as more is learned about these historic designed landscapes as research continues. In January 2009, for instance, TCLF learned of a fully-intact Modernist park located in Springfield, MO which was designed by the pre-eminent landscape architect Lawrence Halprin. This site was threatened at the time because its provenance was unknown. It has now been recognized as a Halprin design and was listed on the National Register of Historic Places this past February – a first for a Halprin-designed landscape. This is one of the many ways *What's Out There* will be able to assist the public in determining what significant cultural landscapes may be right in their backyard.

One of the goals of the project was for *What's Out There* to serve as a reference for students, teachers of design and history, enthusiasts, and professionals while provoking interest, informing stewardship decisions, and enriching understanding of our designed landscape history. In addition, it will provide a forum to exchange information and open up a dialog within the professional community. A measure of *What's Out There's* success has been the ever-increasing number of research queries received from professionals and academics across the country, seeking information on a particular landscape practitioner or landscape type.

Representative is a request for information about sites for a Historic American Landscapes Survey documentation project; information regarding landscape architect Harold A. Caparn (1864-1945) and a particular Caparn design (read by someone who was able to identify the landscape and provide the necessary information sought by the researcher); a query about Baldwin Hills Village, a National Historic Landmark lead to undertaking a Cultural Landscape Report, while gleaning information about its landscape architect Fred Barlow, Jr. (1902-1953). This is the beginning of a dialog we had hoped to foster.

Partnerships with academic institutions to expand the scope of the database are underway. Several institutions have expressed interest and the spring and summer will be used to establish and grow these collaborations. The NCPTT grant provided essential funding at a

critical time in the project's development, permitting *What's Out There* to become a contributor in the exchange of information to raise the profile of our shared and interconnected designed landscape heritage. We hope that this will lead to continued scholarship and future National Register and National Historic Landmark nominations, encourage state and local landscape inventories, generate cultural landscape reports, inspire design professionals, and instill a sense of pride for owners or visitors to these unattributed works of art. In addition, the information gleaned from the database will lead to wise stewardship decisions that would include management plans, increasing the potential for heritage tourism, and assorted interpretive endeavors, (e.g. enriched websites, biographical narratives, books, brochures). Additionally this online, searchable site will encourage exploration by the general public and educate a wider community on the value of preservation and the importance of a landscape heritage.

Acknowledgements

Over ten years in the making, the *What's Out There* database project is finally a reality. It is our hope that this project will raise the public's awareness of the breadth, diversity, and interconnectedness of our designed landscape heritage. We also hope that it will serve as a catalyst to produce scholarship, aid in the future generation of National Register of Historic Places and National Historic Landmark nominations and cultural landscape reports, encourage state and local landscape inventories, and instill a sense of pride for both stewards and visitors.

A project of this scope could not have been accomplished without the efforts of many. The Cultural Landscape Foundation is fortunate to have the support of a talented Board of Directors who gave freely of their time and expertise. The assistance of board member Rebecca Frischkorn, who volunteered countless hours for more than a year, was instrumental in the development of the project. Working closely with the Cultural Landscape Foundation staff, she was able to coordinate with fellow board member Noel D. Vernon to develop and refine the *What's Out There* glossary of types and styles. They also both contributed many of the biographical abstracts that appear on the website. Shaun Saer Duncan spearheaded the work of Peter Swanson at Covington & Burling to develop a comprehensive photograph permission release form. Arleyn Levee advised and vetted glossary definitions, and Carolyn

Bennett, Kurt Culbertson, Peter Lindsey Schaudt, Kal Platt, and Glenn Stach each contributed numerous site descriptions and images.

More than 40 academic and professional experts in the field of landscape architecture worked with the Cultural Landscape Foundation staff to define glossary terms and their subtypes. Many thank go to: John Beardsley, Ann Breen, Ethan Carr, Hope Cushing, Shaun Eyring, Tom Fox, Carol Grove, Linda Jewel, Susan Klaus, Judith Major, Linda McClelland, Lauren Meier, Beth Meyer, Julia Monteith, Patricia M, O'Donnell, Susan Olsen, Reuben Rainey, Richard Longstreth, Dick Rigby, Judith Robinson, Liz Sargent, Stephanie Foell, David Streatfield, Judith Tankard, and Piera Weiss. Kevin Mendik became our golf expert, crafting definitions and providing invaluable support writing many site descriptions.

Local volunteer, Lindsey Kordis Abbott who contributed entries also acted as an editor on essays, allowing the Cultural Landscape Foundation staff, with Rebecca, to thoroughly vet each entry and continue to hold the project to the highest scholarly standards. Former project manager Molly Phemister coordinated the submission and editing of site, biography, and glossary entries, researching and writing a number. In addition, our thanks go to Robert McMichael who volunteered many hours to populate the database, and, in doing so, helped make the launch possible. Additional thanks to TCLF ongoing volunteers Ted Booth, Amanda Schull, Courtney Spearman and Rebecca Frishkorn, without whom the site would not remain dynamic through the addition of their many contributions.

Finally, the Cultural Landscape Foundation would like to thank Oviatt Media and Message Agency for both designing and building, respectively, What's Out There.

This project grew out of a Master List of Landscapes at the National Park Service in an effort to spotlight landscapes for nomination to the National Register of Historic Places and the National Historic Landmark programs. Thanks to H. Bryan Mitchell manager of the NPS Heritage Preservation program for his support of this earlier endeavor.

The creation of What's Out There has been made possible through the generous support of The Richard H. Driehaus Foundation, the National Park Service (NPS) and the National Center for Preservation Technology and Training (NCPTT). The contents are solely the responsibility of TCLF and do not necessarily represent the official position or policies of NPS or NCPTT.

Appendix 1 – initial submission form

What's Out There Landscape Information Form (*) Denotes highly desired fields.

Name of Landscape*

Historic Name (if different)

Property Status*

Public _____ Private _____

Landscape Type* (refer to TCLF List)

1. _____
2. _____
3. _____

Landscape Style (refer to TCLF Styles list)

1. _____
2. _____
3. _____

Related Landscape (s) (Example: the entry for "Franklin Park" in Boston would list "Emerald Necklace" and the "Franklin Park Zoo" as a related landscapes.)

1. _____
2. _____
3. _____

Name of Designer (s) *

1. _____
2. _____

Designations

National Register of Historic Places _____ National Historic Landmark _____

Location

___ Make location details private please

Address 1 _____

Address 2 _____

City* _____ State* _____ Zip Code _____

Web link (only one, primary resource)

Name _____

URL _____

Description (200 words max)

Images (3- 5 images)

Will collect to disseminate in 2-3 resolutions, with captions/title and standard credit statement.

Still need to develop required data fields for managing images (TBD)

There is a separate photo release form that will be needed for image submissions. Please request this if you do not have a copy but do have images.

Contributor Information

Date* _____ (mm/dd/yyyy)

Full Name * _____

Email Address*: _____

Telephone _____

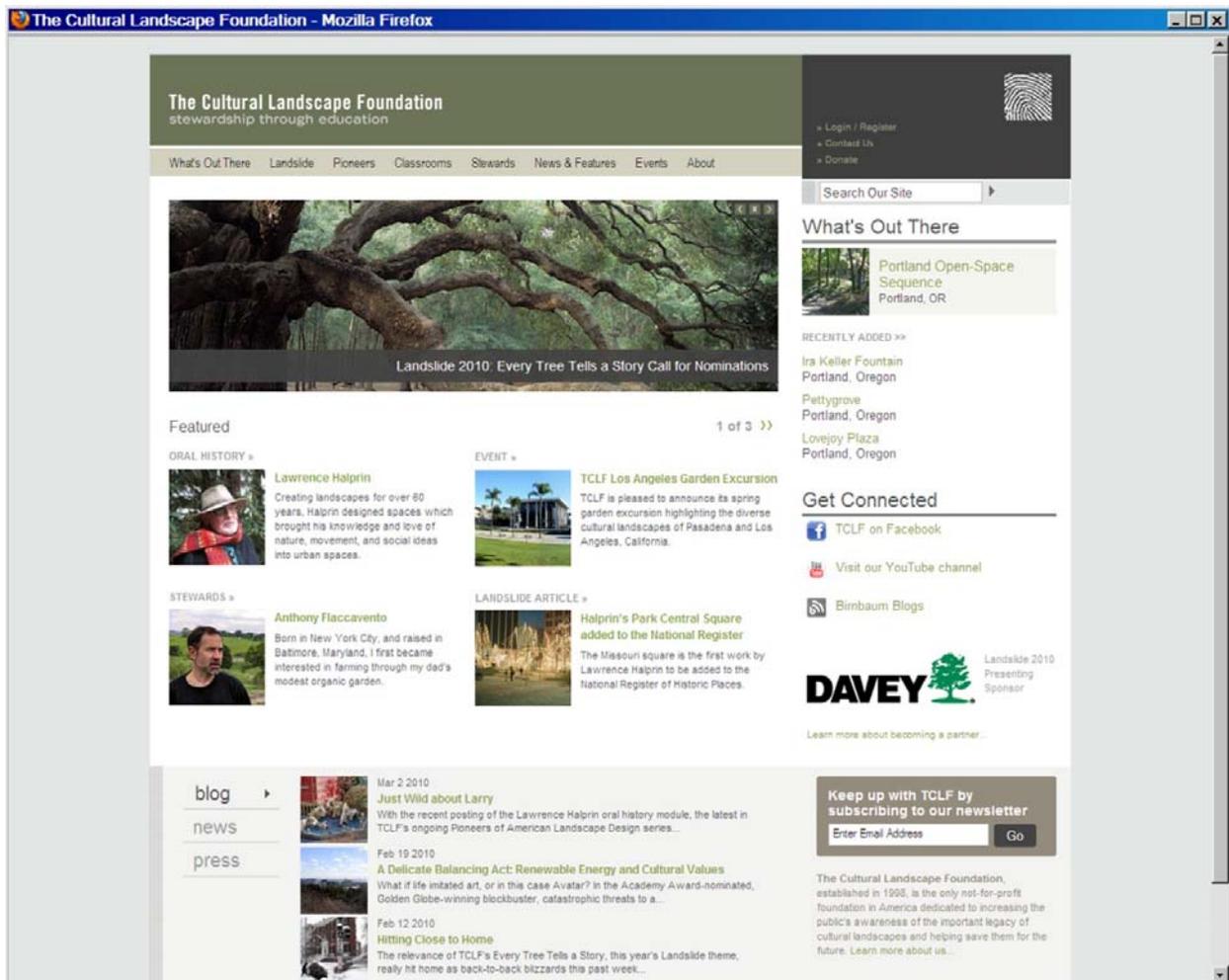
Address 1 _____

Address 2 _____

City _____ State _____ Zip Code _____

Appendix 2 – Screen Capture Walk-through

- 1) Screen-shot of the TCLF homepage – What's Out There access features prominently in the upper-right quadrant.



2) The What's Out There interface can also be accessed through the menu-bar as shown.

The screenshot displays the website for The Cultural Landscape Foundation, with the tagline "stewardship through education". The navigation bar includes "What's Out There", "Landscape", "Pioneers", "Classrooms", "Stewards", "News & Features", "Events", and "About". A blue arrow points to the "What's Out There" menu item, which has opened a dropdown menu with the following options: "About", "What Are Cultural Landscapes?", "Advanced Search", "Submit a Landscape", "Glossary", "Research Queries", and "Acknowledgements".

The main content area features a large image of a landscape with the caption "Landscape 2009: Shaping the American Landscape". Below this is a "Featured" section with three columns: "ORAL HISTORY" featuring Lawrence Halprin, "EVENT" featuring "TCLF Los Angeles Garden Excursion", and "LANDSLIDE ARTICLE" featuring "Halprin's Park Central Square added to the National Register".

On the right side, there is a "What's Out There" section with a featured item "Portland Open-Space Sequence, Portland, OR" and a "RECENTLY ADDED" list including "Ira Keller Fountain", "Pettygrove", and "Lovejoy Plaza". Below this is a "Get Connected" section with links to Facebook, YouTube, and a blog.

At the bottom, there is a "blog" section with three entries: "Mar 2 2010 Just Wild about Larry", "Feb 19 2010 A Delicate Balancing Act: Renewable Energy and Cultural Values", and "Feb 12 2010 Hitting Close to Home". A "Keep up with TCLF by subscribing to our newsletter" form is also present, along with a "DAVEY" logo and a "Landscape 2010 Presenting Sponsor" notice.

3) The What's Out There feature home-page

The Cultural Landscape Foundation
stewardship through education

» Login / Register
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» Donate

What's Out There | Landslide | Pioneers | Classrooms | Stewards | News & Features | Events | About

Home > What's Out There

What's Out There

The goal of this searchable, easy-to-navigate database is to raise public awareness of the rich diversity and interconnectedness of our shared designed landscape heritage. Spanning over two centuries of American landscape design, the *What's Out There* database is searchable by landscape name, locale, designer, type, and style.

What you see before you is the initial migration of material that has been authored and vetted over the past decade by dozens of volunteer researchers and historians. As *What's Out There* grows, the linkages will expand exponentially, making an increasingly rich archive.

We hope that *What's Out There* will serve as a reference for students and teachers of design and history, enthusiasts, and professionals, provoking interest, informing stewardship decisions, and enriching our understanding of our designed landscape history. We invite you to communicate with us, becoming part of a synergistic, online community, by telling us *What's Out There*.

FEATURED LANDSCAPE
Portland Open-Space Sequence
Portland, Oregon

Glossary
Explore these definitions and see examples

Designed Landscape Types
Designed Landscape Style

Quick Search / Landscape Name

Advanced Search

Recent Additions

- Ira Keller Fountain**
Portland, Oregon
- Pettygrove**
Portland, Oregon
- Lovejoy Plaza**
Portland, Oregon

What's Out There

- about
- what are cultural landscapes?
- advanced search
- submit a landscape
- glossary
- research queries
- acknowledgements

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4) Search for a 'botanical garden' from the primary page ...

The screenshot shows the homepage of The Cultural Landscape Foundation. The header includes the organization's name and tagline, a navigation menu, and a search bar. The main content area features a 'What's Out There' section with a featured landscape (Ira Keller Fountain) and a 'Glossary' section. A search box is present, and a dropdown menu is open, listing various landscape types. A blue arrow points to the 'Botanical Garden' option in the dropdown. The footer contains contact information and a newsletter subscription link.

The Cultural Landscape Foundation
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Search Our Site

Home » What's Out There

What's Out There

The goal of this searchable, easy-to-navigate database is to raise public awareness of the rich diversity and interconnectedness of our shared designed landscape heritage. Spanning over two centuries of American landscape design, the What's Out There database is searchable by landscape name, locale, designer, type, and style.

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Featured Landscape

Ira Keller Fountain
Portland, Oregon

Glossary

Explore these definitions and see examples

Botanical Garden

- Designed Landscape Types
 - Amphitheater
 - Depression Era Theater
 - Early Outdoor Theater
 - Modern Theater
 - Arboretum
 - Reim
 - Botanical Garden**
 - Boulevard
 - Campus
 - City Beautiful Campus
 - Colonial College
 - Land Grant College
 - Multiversity Campus
 - Quadrangle Plan
 - Cemetery
 - Lawn Cemetery
 - Memorial Park
 - National Cemetery
 - Rural Cemetery

Quick Search / Landscape Name

Advanced Search

Recent Additions

- Pettygrove**
Portland, Oregon
- Lovejoy Plaza**
Portland, Oregon
- Portland Open-Space Sequence**
Portland, Oregon

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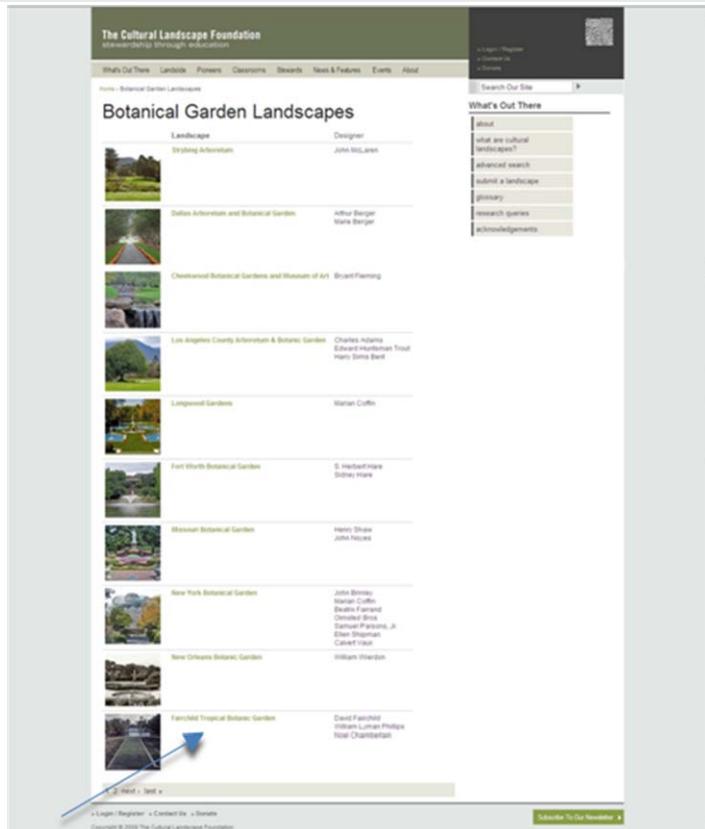
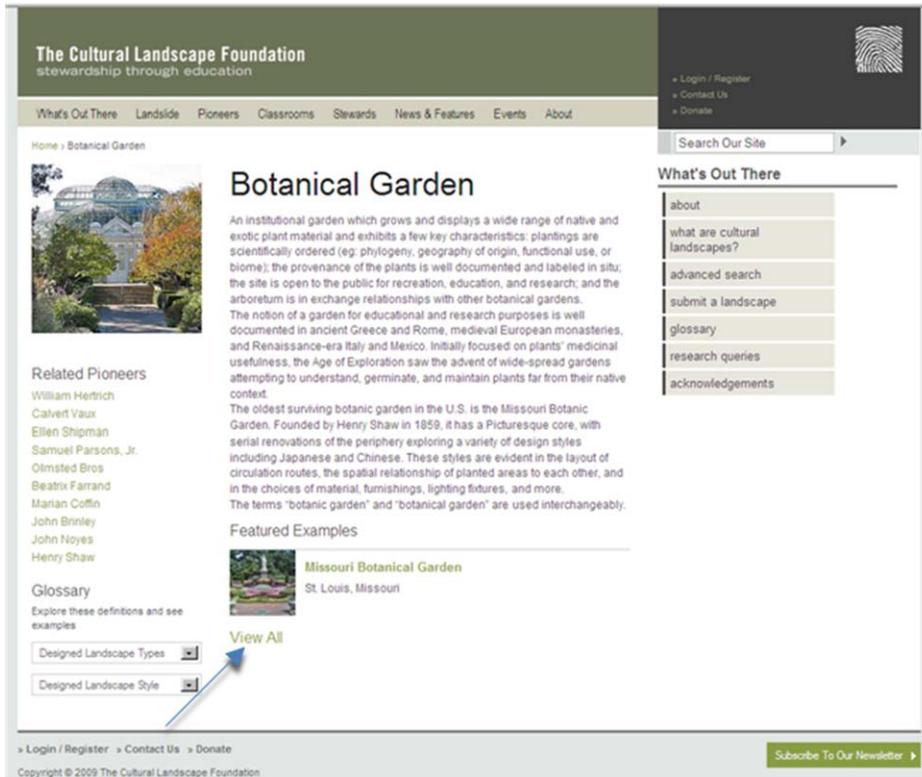
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5) ... takes the viewer to the Botanical Garden definition page, from which the viewer can click to

'view all'
Botanical
Gardens
currently in
the
database



5a) The first of two pages of Botanical Garden listings accessed from the 'View All' link.

- 6) A typical site specific page – this one chosen from the list of Botanical Gardens in 5. The information includes location information with a link to a Google map, a brief history, a link to the designer(s) biographies as well as the highlighted link to access more photos of the site as collected by The Cultural Landscape Foundation.

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What's Out There | Landside | Pioneers | Classrooms | Stewards | News & Features | Events | About

Home » Landscapes » Fairchild Tropical Botanic Garden

Fairchild Tropical Botanic Garden

Coral Gables, FL ([map](#))

Established in 1938, this 83-acre site is an abundant collection of palms, cycads, flowering trees and shrubs, vines, and fruit trees. Now the largest tropical flora botanic garden in America, Fairchild is home to more than 6000 plant species, many endangered in their native habit. The garden was named for USDA plant explorer David Fairchild, by benefactor Col. Robert H. Montgomery. Landscape architect William Lyman Phillips, consultant to the Olmsted firm and designer for Dade County Parks, directed the work for the next 28 years. Landscape architect Noel Chamberlain was also involved with the project.

Phillips' design is notable for its contrasting experiences, "the opposition of solids and voids and of relative degrees of solidity and vacancy." (Phillips) The taxonomic groupings occur in counterpoint to broad vistas across carefully positioned lakes and lawns. A cross axis is rooted in the Garden Club of America Amphitheatre. Civilian Conservation Corps workers, under Phillips' supervision, built the Garden and its architecture, including the original Gatehouse, Vine pergola, and the Liberty Hyde Bailey Palm Glade. Along with Greynolds Park in North Miami, Matheson Hammock in Coral Gables, McKee Jungle Gardens (now McKee Botanical Garden) in Vero Beach, and Mountain Lake Sanctuary (now Bok Tower Gardens), in Lake Wales, the Fairchild commission is one of Phillips most important extant designs.

Landscape Facts
Category:
Designed Landscape

Types:
Botanical Garden

Designed by:
David Fairchild
William Lyman Phillips
Noel Chamberlain

Related People:
Civilian Conservation Corps

Website:
Fairchild Tropical Botanic Garden

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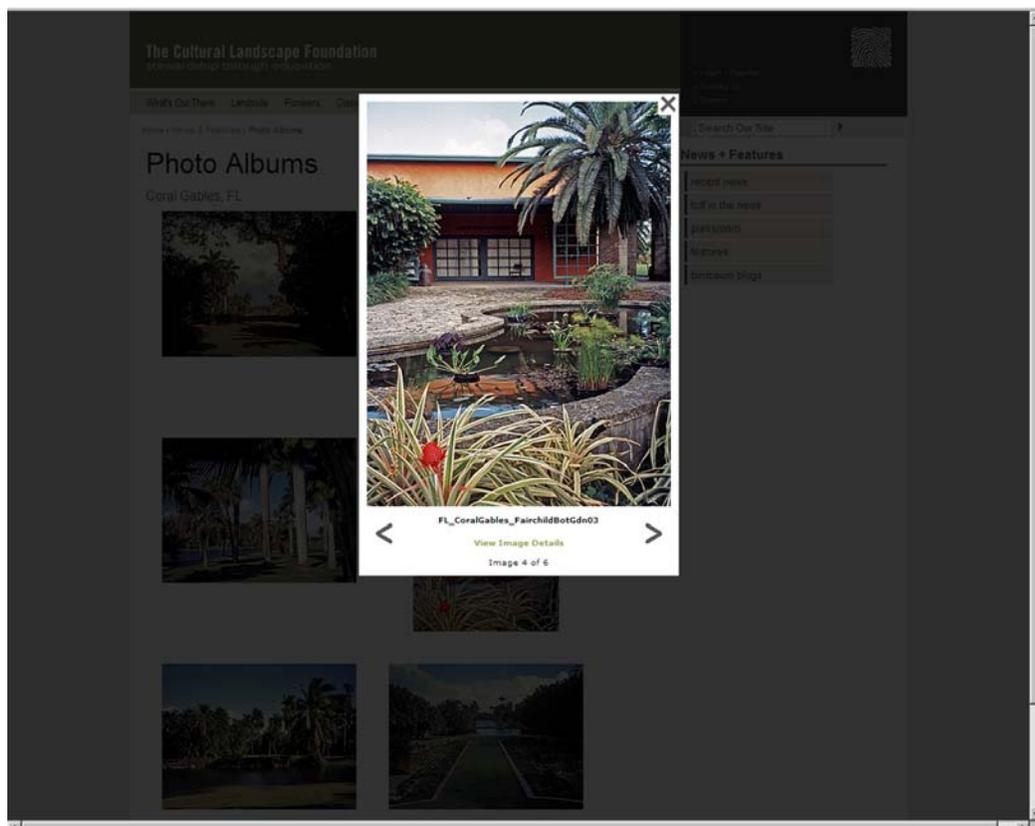
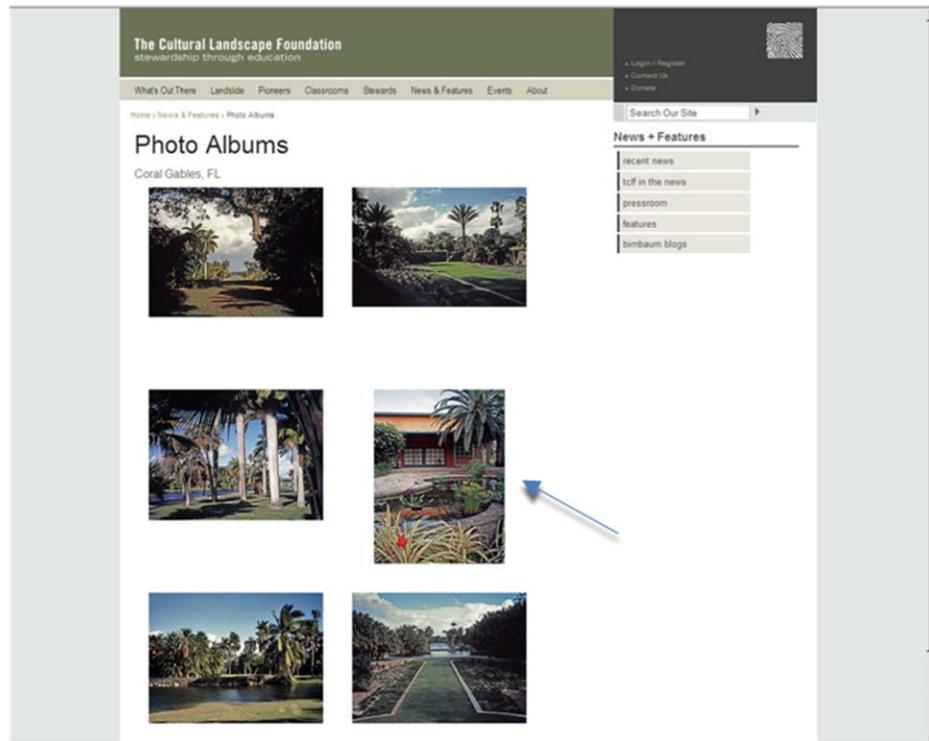
Search Our Site

What's Out There

- about
- what are cultural landscapes?
- advanced search
- submit a landscape
- glossary
- research queries
- acknowledgements

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- 7) The image interface includes large thumbnails of several images, any of which yields a larger higher resolution image when clicked.



Appendix 3 – Press Release

stewardship
through education
www.tclf.org

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FOR IMMEDIATE RELEASE

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What's Out There Free, Searchable, Online Database of Parks, Gardens, and Other Landscapes Launched by The Cultural Landscape Foundation

Wiki-style Site Seeks Public Input on Landscapes and their Designers

Washington, DC (November 5, 2009) – The Cultural Landscape Foundation (TCLF) today launched What's Out There, a searchable, online database of parks, gardens, and a wide variety of other landscapes. Spanning more than two centuries of American landscape design, What's Out There is the only free, Wiki-style database focused on the nation's landscapes and landscape features, and will be searchable by landscape name, type, and/or style (this site includes a glossary), landscape architect and/or designer, and/or location. It is designed for use by tourists and heritage travelers, local residents, park, garden and landscape aficionados, historians, landscape architects, planners, other specialists, and the general public.

At launch, What's Out There (www.tclf.org/landscapes) will cover 75 landscape types, 14 landscape styles, 380 landscape architects and designers, and more than 650 sites nationally. Updates will be made daily and the public is encouraged to offer submissions (<http://www.tclf.org/landscapes/submit-landscape>).

"What's Out There is the only searchable Web feature covering the nation's landscape legacy," said Charles A. Birnbaum, TCLF founder and president. "We have a growing database of landscapes and their designers, but integral to this sites' success is public input."

What's Out There is a new addition to TCLF's recently re-launched Web site, www.tclf.org, which also includes: the Pioneers of American Landscape Design project, profiling 250 years of landscape architects and allied professionals; the 2009 Landslide compendium of endangered landscapes and landscape features; new oral histories, including M. Paul Friedberg; It Takes One profiles of individuals who embody TCLF's mission of "stewardship through education"; and, Cultural Landscapes as Classrooms, a multi-media approach to examining, understanding and evaluating different landscapes.

Along with What's Out There, TCLF's Web site features the 2009 Landslide, whose theme Shaping the American Landscape encompasses 16 sites nationally, among them the Richardson Olmsted Complex in Buffalo, New York; the parks of the City of Hartford, Connecticut; the 16th Street Mall in Denver, Colorado; and, the collective work of Elizabeth Lord and Edith Schreyer in Salem, Oregon.

The creation of What's Out There has been made possible through the generous support of The Richard H. Driehaus Foundation, the National Park Service (NPS) and the National Center for Preservation Technology and Training (NCPTT).

The Cultural Landscape Foundation (www.tclf.org) is the only institution in America dedicated to increasing the public's awareness and understanding of the importance and irreplaceable legacy of its cultural landscapes.

#

Appendix 4 – Attachments on CD Listing:

Attachment 1 – Administrative Final Report

Attachment 2 – A copy of the interim report submitted 30 June 2009

Attachment 3 – Six .tiff images of no less than 400dpi

Attachment 4 – PowerPoint demonstration of site as existed 15 March 2010

Attachment 5 – Glossary of Terms – interactive .pdf

Attachment 6 – Final Report