March 23, 2005

Contact: Ray Ladd
College of Architecture and Environmental Design
(805) 756-7432
rladd@calpoly.edu

Cal Poly’s Landscape Architecture Design Week To Focus on Broad Street Village

SAN LUIS OBISPO -- Cal Poly’s Landscape Architecture Department will sponsor its first-ever Design Week from March 28-April 1. Design Workshop, an award-winning, international firm practicing landscape architecture, planning and urban design, will coordinate the department wide, five-day intensive experience for students and faculty in the Landscape Architecture Department.

Kurt Culbertson, CEO of Design Workshop, along with Deanna Weber of the firm’s Southern California office, Cal Poly alumni Steve Noll of the Lake Tahoe office and Gregg Way of the Santa Fe office, will direct design efforts for the Broad Street Village area of San Luis Obispo. The entire Landscape Architecture Department will come together to create an instantaneous 200-person design force for the San Luis Obispo community.

During the week, students from all landscape class levels will work together on the future of the Broad Street Village area, an area defined by the former rail yards and associated properties along Broad Street from the Jennifer Street Bridge to south of Orcutt Road. The redesign proposals will focus on infill design, creation of a key gateway for San Luis Obispo, historic preservation, mixed-use development and transportation issues.

Similar Design Week programs have been conducted around the country at other universities including Louisiana State University, Penn State University and the University of Illinois. Cal Poly is the first West Coast university to participate.

Activities will run from 9 a.m. Monday until 5 p.m. Friday in the College of Architecture Gallery and the Landscape Architecture Department Studios of Dexter Hall. Activities will include a site visit, studio design sessions, design reviews and final presentations. A public presentation will take place Friday, April 1, from 12:30-5 p.m. in the CAED Gallery.

###

Editors: Suggested days for media coverage are Wednesday and Friday afternoons in the CAED Gallery.