

② Joan Rockwell
(?-Amy)

FOSTERING ART AND CULTURE PROJECT
REQUEST FOR PRESENTATION PROPOSAL (RFP)

Creative Economy Summit III: Fostering our Local Economy: Art and Business in Partnership
March 23 and 24, 2011, Downtown Greenfield, MA

1. **Workshop title:** Integrating art into the built and designed landscape
2. **Workshop description and anticipated audience (businesses/artists/blend?):** As an architect and landscape architect husband and wife team, we would like to discuss and show how we have integrated art and art endeavors into the planning and design of homes and the landscape. We support and try to use as many local craftsmen and artists as well as local labor as possible. We feel that using local materials contributes to strengthening our sense of place and identity. We would anticipate that our audience would be a mix of artists, builders, planners, designers, laypeople and homeowners.
3. **List at least 3 benefits to participants:** • integrating art into the building process creates a sense of quality • careful and thoughtful design does not have to be more expensive • using local artists enhances a sense of regional pride and identity
4. **List technology and supplies utilized in presentation: (for appropriate venue selection)** I think a good way of presenting this material is through a series of slides (power point) that show examples as well as informally relating personal and professional experiences.
5. **Select your preferred length of presentation: (please circle)** 45 minutes 75 minutes 90 minutes
6. **Select your preferred day to present (please identify 1st, 2nd and 3rd choices)**

Friday	Preferences
11:00-12:30	1st

2:00-3:15	2nd
3:30-4:45	
Saturday	
11:00-12:30	3rd
2:00-3:15	

7. Do you have a minimum/maximum number of participants for your workshop? Yes No

7a. If yes, what is the number of participants? Maximum# _____ Minimum# _____

8. List the names of presenters and area of focus for each: Bill Austin, AIA, architect and Joan Rockwell, ASLA, landscape architect

9. Describe previous workshop presenter, teacher or trainer experience: (experience is not mandatory for selection) Please see attached resumes

10. Contact Information

Name: Joan Rockwell

Mailing address: 16 Call Road, Colrain, MA 01340

Telephone: 413 624-9666

Email: joansrockwell@gmail.com

Website: www.joansrockwellassociates.com
www.austindesign.biz

11. Please attach bio and or resume with proposal.

Questions?

Becky George, Creative Economy Summit Coordinator

Email to becky@franklincc.org

Phone 413-441-6164

JOAN S. ROCKWELL, ASLA
Principal
JOAN S. ROCKWELL & Associates
16 Call Road
Colrain MA 01340

In 1984, Joan Rockwell established her private consulting firm in landscape architecture, planning and historic preservation.

In 1999, Joan devoted full time to her firm, Joan S. Rockwell & Associates providing consulting in landscape architecture, historic preservation, planning and environmental permitting. The firm is a certified WBE (Women Business Enterprise) and a DBE (Disadvantaged Business Enterprise).

Professional Practice

Joan S. Rockwell & Associates; Colrain, MA 1999- present

Principal, 1999- present

Licensed Landscape Architect and Preservation Planner for regional, state, and local planning and site design projects that include feasibility studies, historic preservation, landscape preservation, and downtown revitalization projects.

Mount Snow, Ltd.; West Dover, VT 1992- 1999

Manager Planning/Design 1996 - 1999

Planning Coordinator, 1992 - 1996

Managing the planning, environmental permitting, development and design of a four-season resort in southern Vermont.

Responsibilities included, negotiating contracts, reviewing proposals, budgeting, permit compliance, construction supervision, master planning and site design.

Conway School of Landscape Design; Conway, MA 1993 winter term

Adjunct Professor

Adjunct professor for community planning and design projects in Massachusetts, Connecticut and Vermont with six teams of three students each.

Community Vision, Inc.; Amherst, MA 1991-1996

President, 1991-1993 and founding member

Joan S. Rockwell, continued

Community Vision, Inc. is a non-profit corporation of planning and design professionals dedicated to working with communities on the interrelated issues of development, growth and community character.

Professional Affiliations/Community Service

American Society of Landscape Architects

National Trust for Historic Preservation

Visiting Critic and Workshop Leader for Department of Regional Planning and Landscape Architecture, University of Massachusetts, Amherst, Massachusetts and the Conway School of Landscape Design

Guest lecturer; Delft University, Delft, Netherlands 1986

Zoning Board Member, Town of Buckland, Massachusetts 1995-2002

Sewer Commissioner, Town of Buckland 1992 – 1995

Buckland Zoning Board of Appeals 1995-2002

Shelburne Falls Downtown Design Committee

Shelburne Falls Area Business Association-Board Member, 2000-2006

Shelburne Falls Accessibility Task Force 2002-2006

Children's Water Project, Dover, Vermont

Founding member Vision 2000, Deerfield Valley, Vermont

Colrain Planning Board 2006-chair 2010-present

Shelburne Falls Potholes Task Force 2004-present

Licensure

Licensed Landscape Architect Massachusetts #1006

 Rhode Island #216

 Connecticut #646

Certification

WBE (Woman Business Enterprise) and DBE (Disadvantaged Business Enterprise) for Landscape Architecture, Master Planning, Historic Preservation and Environmental Permitting

Education

Continuing Education at Harvard University Graduate School of Design in Historic Preservation, Cambridge, Massachusetts. 1983

Joan S. Rockwell, continued

Master in Landscape Architecture, University of Massachusetts,
Amherst, MA. 1982

Master Thesis: Conserving the Townscape: Hatfield, Massachusetts
Bachelor of Science, Colby Sawyer College, New London, NH. 1967

Publications

Rockwell, Joan S., Altobello, John, and Austin, William,
Community Vision. "The Value of Town Centers" Successful
Catskill Communities. Arkville, New York: The Catskill Center for
Conservation and Development, Inc., November 1992

Rockwell, Joan S., Franklin County Rural Historic Landscape
Preservation Plan. Greenfield, Massachusetts: Franklin County
Commission, August 1992

Community Vision, Inc., A Design Manual for Sustainable
Development on Cape Cod, published by the Cape Cod
Commission as Designing for the Future to Honor the Past, July
1992, Received the 1995 APA Outstanding Planning Award for
Comprehensive Planning along with co-authors and Cape Cod
Commission.

Historic American Building Survey, the Hollywood Park Project,
Springfield, Massachusetts, Springfield Redevelopment Authority,
Springfield, Massachusetts. 1985

Hollywood Park Urban Renewal Project, Springfield Massachusetts
Environmental Impact Report: Springfield Redevelopment
Authority, Springfield, Massachusetts. 1984

Conserving the Townscape: Hatfield, Massachusetts, Master Thesis;
Department of Regional Planning and Landscape Architecture,
University of Massachusetts, Amherst, Massachusetts. 1982

Professional Services and Recognition

Guest speaker in "Women in Government and Public Service"
Career Seminar at Colby Sawyer College, New London, New
Hampshire Recognition for "Outstanding Woman in Business"
from the Massachusetts Housing Finance Agency, 1985

Joan S. Rockwell, continued

Alternative Housing Design charrette Leader for Women in Architecture Committee of the Boston Society of Architects and Women's Institute for Housing and Economic Development, 1991

APA Outstanding Planning Award for Comprehensive Planning, "Planning the Future to Honor the Past". Community Vision shared an award with the Cape Cod Commission for a design guideline manual outlining strategies for protecting open spaces while preserving and revitalizing historic villages, 1995



RESUME for WILLIAM AUSTIN, AIA

DESIGN EXPERIENCE

June 1993 - Present Austin Design Inc

Principal

Designed and supervised a variety of upscale and affordable residential and community design projects with a concentration on community improvement, historic restoration and renovation, sustainability, and accessibility with our office of six personnel.

December 1996 - 1998 Vesta

Partner

Responsible, as one partner of three, for a variety of commercial, institutional, and housing projects focusing on community improvement, historic restoration and renovation, sustainability, accessibility, and affordability.

June 1991 - 1996 Community Vision: A Non-profit Corporation

Founding Member, Project Co-ordinator, Architect

Coordinated and designed several interdisciplinary environmental design projects exploring a holistic approach to the interrelated issues of community development, environmental protection, historic preservation and social/cultural diversity, aimed at maximizing citizen participation in community affairs.

July 1984 - May 1993 Kitchell & Austin: Architecture and Community Design

Principal

Designed and supervised a variety of architectural projects with a concentration in upscale and affordable housing, cohousing and community design, historic restoration and renovation, sustainability, and accessibility.

CONSTRUCTION EXPERIENCE

1982 - 1984 Austin Design and Construction

General contractor

Designed and built several residential and commercial projects in Florida.

1972 - 1982 Austin, Braudis & Culleney Construction

Partner

Founded a design-build company emphasizing sustainability and historic restoration and renovation.

1980 - 1981 Energy Education Center, University of Massachusetts

Project co-ordinator

■ 1984 - 1986

■ 1987 - 1988

■ 1989 - 1990

■ 1991 - 1992

■ 1993 - 1994

Developed and produced four educational tours of passive solar homes for Passive '80 Solar Conference.

1979 - 1980 Wintergreen Solar Greenhouse

Construction supervisor

Supervised construction of an 18,000 sf production solar greenhouse designed to provide wintertime produce for a local food coop.

PROFESSIONAL LICENSING

Licensed Architect New York State License # 021844
 Vermont License # 1873

EDUCATION

1982 Bachelors Degree in Architectural Design, University of Massachusetts

COMMUNITY SERVICE

2004 to present: Member of Western Massachusetts American Institute of Architects. Served as President (2008- 2010)

2002 *Habitat for Humanity*: Designed a new duplex to be built in Greenfield MA. The scope of services included meeting with the future residents and preparing a full set of construction drawings.

1997 *ISTEA Grant*: Prepared a successful grant application that netted Shelburne Falls \$185,000 for pedestrian amenity improvements including historically appropriate street lighting, benches, and trash receptacles.

1996 *ArtBank: Partners for Art in Western Massachusetts (PAWM)*: Elected to the Board of Directors.

1995 *Shelburne Falls Area Business Association*: Elected Vice President.

Shelburne Falls Long-Range Planning Committee: Provided pro bono services as a member of this committee to select appropriate pedestrian lighting, benches, trash receptacles, and public art for revitalization of the downtown area.

Deerfield Avenue Committee Providing pro bono services as a member of this committee to develop a revitalization plan for this retail and public space overlooking the glacial potholes.

1994 *Town of Shelburne Planning Board* Elected to a five year term.

ArtBank: Partners for Art in Western Massachusetts (PAWM) Provided pro bono services for the creation of a community art school as a member of this non-profit corporation.

Memorial Theater Restoration Project Ad Hoc Citizen's Group. Provided pro bono services for the restoration of the theater located on the second floor of the Shelburne Town Hall as a member of this group. Once restored, the theater opened to the community for movies and live performances.

1993 *Building Needs Committee, Fockland Shelburne Regional Elementary School.* Provided pro bono services as a member of this committee to determine needs and feasibility for an addition to the school.

1991 "*Our Lives Have Changed, Our Housing Hasn't*", Alternative Housing Design Charrette sponsored by the Women in Architecture Committee of the Boston Society of Architects and the Women's Institute of Housing and Economic Development, Boston, MA. Participated as a team leader for the design of the Neighborhood Housing Partnership's CoHousing project in Cambridgeport, MA.

"*Downtown Action Plan*", Amherst Town Commercial Relations Committee (TCRC), September 21, 1991. Participated in a roundtable discussion to identify and solve problems associated with downtown Amherst. Fall 1991, ongoing participation with TCRC through the "Capital Improvements Task Force", focusing on needed changes to the town's infrastructure, including parking, pedestrian circulation, green spaces and public areas.

AWARDS

2007 *New England AIA Honor Award* Amherst Poolhouse

2006 *WMAIA Honor Award* Amherst Poolhouse

2005 *Residential Architect Magazine Merit Award*, Amherst Poolhouse

2001 *Amherst Historical Commission Merit Awards*, Renovation of the Black Walnut Inn located in a 200 year old farmstead, and the renovation of the Talley residence.

2001 *Northampton Historical Commission Award*, Renovation of Zanna, women's clothing store.

1995 *APA Outstanding Planning Award for Comprehensive Planning*, "Planning the Future to Honor the Past." Community Vision shared an award with the Cape Cod Commission for a design guideline manual outlining strategies for protecting open spaces while preserving and revitalizing historic villages.

1987 *Northampton Historical Commission Award*, Adaptive reuse of a mill to housing.

1974 *Northampton Historical Commission Award*, Renovation of Country Comfort, women's clothing store.

MEMBERSHIPS

American Institute of Architects
NESEA
Trust for Historic Preservation
Shelburne Falls Area Business Association
ACLU
Amnesty International
Campaign for Tibet

CONFERENCES

2009 *AIA National Convention*, San Francisco

2008 *AIA National Convention*, Boston

2007 *NESEA Conference*, Boston. Presenter

BSA "Residential Build Boston", Boston

2007 *AIA Grassroots Convention*, Washington DC

2006 *BSA "Residential Build Boston"*, Boston

2005 *AIA National Convention*, Las Vegas

2004-2009 "Reinvention Convention", LA, Miami, San Diego, Charleston, SC, Seattle

2001 "Restoration and Renovation", Washington DC.

2000 "Lightfair International", NYNY.

1999 "Chicago Furniture Fair ", Chicago, IL.

1999 "SOFA: Sculpture Object Functional Art", Chicago, IL.

1992 "Eco-Communities: Toward Global Sustainability", Cornell University, Ithaca, NY.

"Northeast Regional CoHousing Conference", Goshen, MA. Invited speaker.

1991 "Innovative Rural Communities", Prince Edward Island, Canada.

"The Well Planned Community: Emerging Theory and Practice", Northern New England Chapter of the American Planning Association, Annual Meeting, Portland, ME. Participated in a charrette for a revitalized town center for Cape Elizabeth, ME. "Energy Crafted Home", Builders Workshop, Northeast Utilities.

1990 "Financing, Buying and Selling Affordable Housing", Massachusetts Continuing Legal Education

PUBLICATIONS

"The Value of Town Centers", Successful Catskill Communities, Number 2, Fall 1992. Published by the Catskill Center. Co-authored with Joan Rockwell and John Altobello.

"A Design Guideline Manual for Sustainable Development on Cape Cod". Published by the Cape Cod Commission as "Designing for the Future to Honor the Past". Co-authored with Joan Rockwell, John Altobello, John Fabel and Todd Richardson.