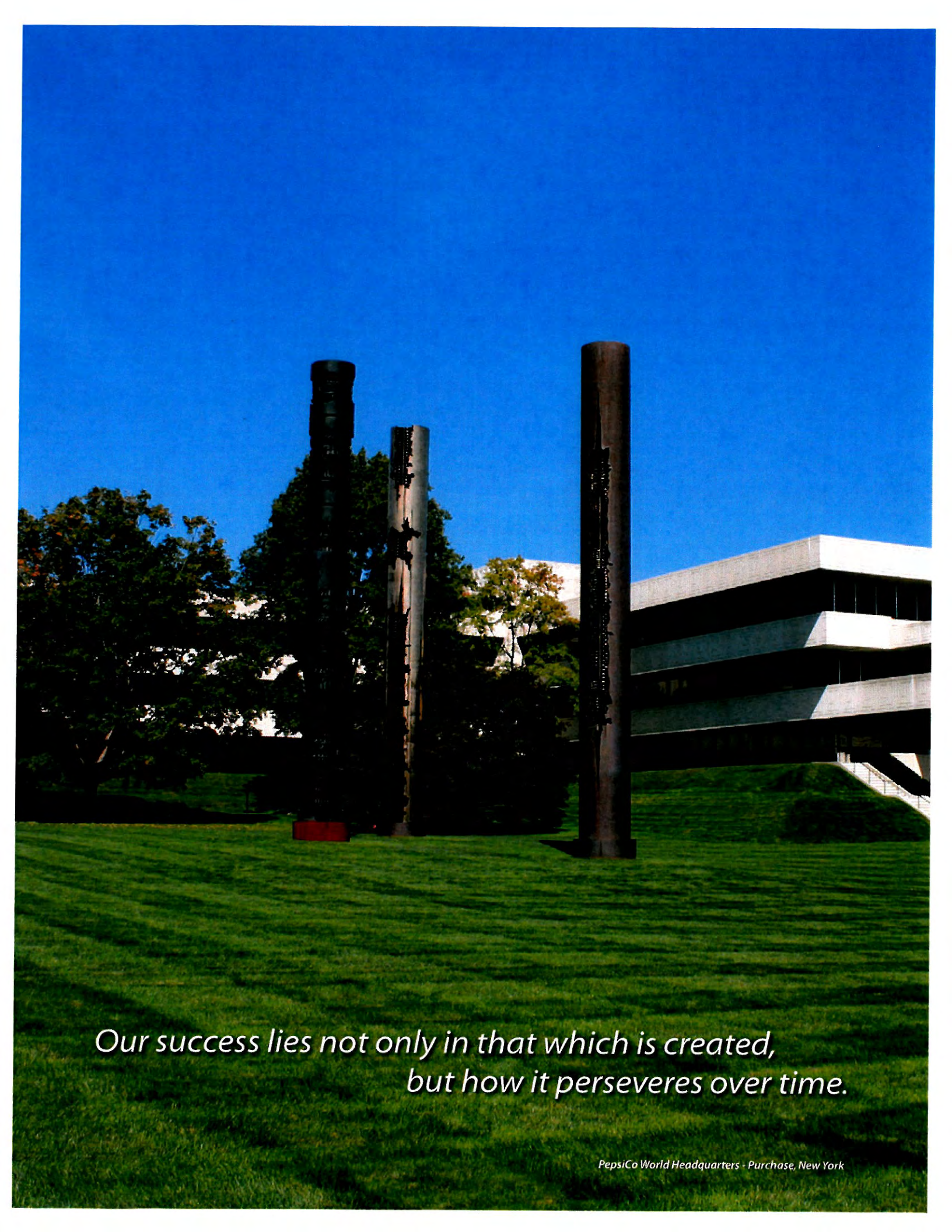




*Our success lies not only in that which is created,
but how it perseveres over time.*

PepsiCo World Headquarters - Purchase, New York

Celebrate

From modest but ambitious beginnings with a small group of loyal designers, EDSA's legacy has grown in stature to one of the world's most renowned landscape architecture firms. **Our commitment after 50 years remains the same - ensuring people thrive in surroundings of beauty and function.**

50 years *in the making*

Our team pushes design to a higher level, constantly evolving and learning from the past and therefore improving on the future. **We are inspired by opportunities to help create venues that serve as markers of history and catalysts for thoughtful design.** We embrace our success with modesty, and hope our philosophies and contributions are viewed as a foundation from which to build upon. We are honored to have served the profession, our clients and people around the globe by creating spaces that are enjoyed and celebrated by the world's communities.

50 years of *discovering the world's landscapes*

As each decade introduced new regions of the world to our practice, we fortified our international presence. Our quest for diversity led us to resort work in the Caribbean, South America, Europe and eventually the Middle East. With a commitment to global expansion, a lucrative joint venture in Beijing, China, and strategic office openings, our reach soon spanned five continents. Today, **EDSA has worked in nearly 100 countries** and continues to provide value through culturally-enriched, artistic design. Our adventurous spirit pushes us forward to explore new and interesting challenges; embarking upon undiscovered regions, and strengthening our position as a global leader.



Joseph J. Lall, EDSA President - On-site in China



50 years of *getting projects built*

We consider ourselves stewards of the land and have always placed sustainability at the forefront of our planning and design efforts. This fundamental merit found in intelligent and practical design which sculpts every project is never overlooked. ***We strive for ease of implementation as we balance the natural, functional and aesthetic.***

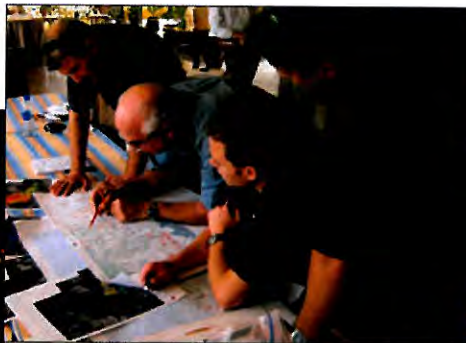
Our success lies not only in that which is created, but how it perseveres over time. Through our history, we have received nearly 250 awards honoring our projects for their innovation, power to improve quality of life, and ability to stand the test of time. Our built portfolio continues to grow as we refuse to be tempted by mediocrity and find motivation in the potential to explore new heights.

50 years of *honoring our clients*

Our solid foundation of repeat business proves that as we grow, we're helping our clients grow. Over the years, we have taken the time to get to know our clients and tailored the details of our deliverables and methods of doing business accordingly. Regardless of relationship longevity, our goal is the same – provide the greatest value by producing a truly visionary concept refined by an implementation strategy that works. Our job doesn't stop at design. ***We help our clients visualize their project coming to fruition.*** Whether that is by tactical introductions to industry partners, providing additional alternatives, or equipping clients with the materials necessary to market their real estate developments, we reach beyond expectations to capitalize on unforeseen opportunities.



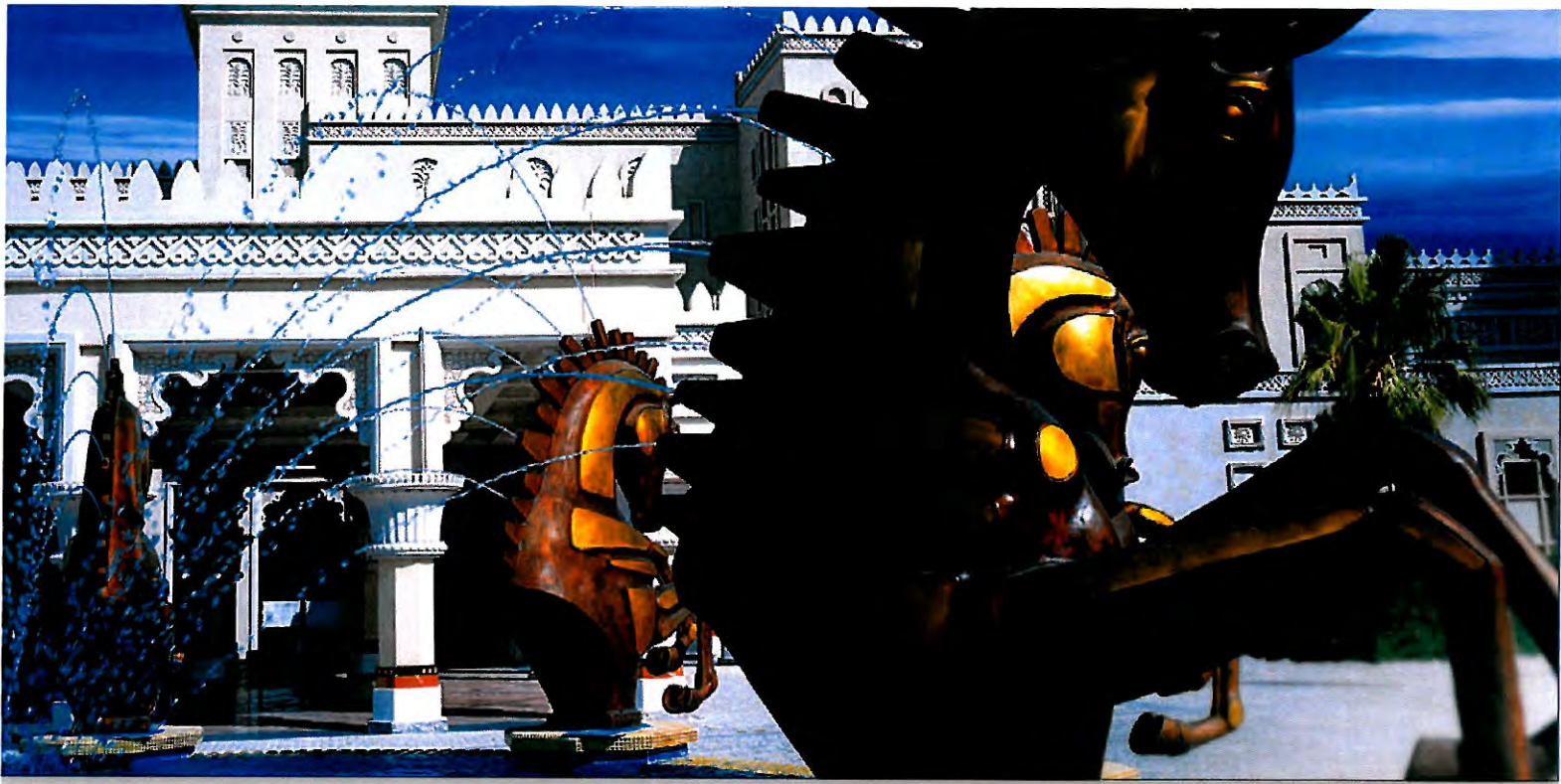
Valletta Waterfront – Valletta, Malta



Douglas C. Smith, Managing Principal – Design Workshop



Crosswaters Ecolodge – Guangdong, China



Madinat Jumeirah - Dubai, United Arab Emirates

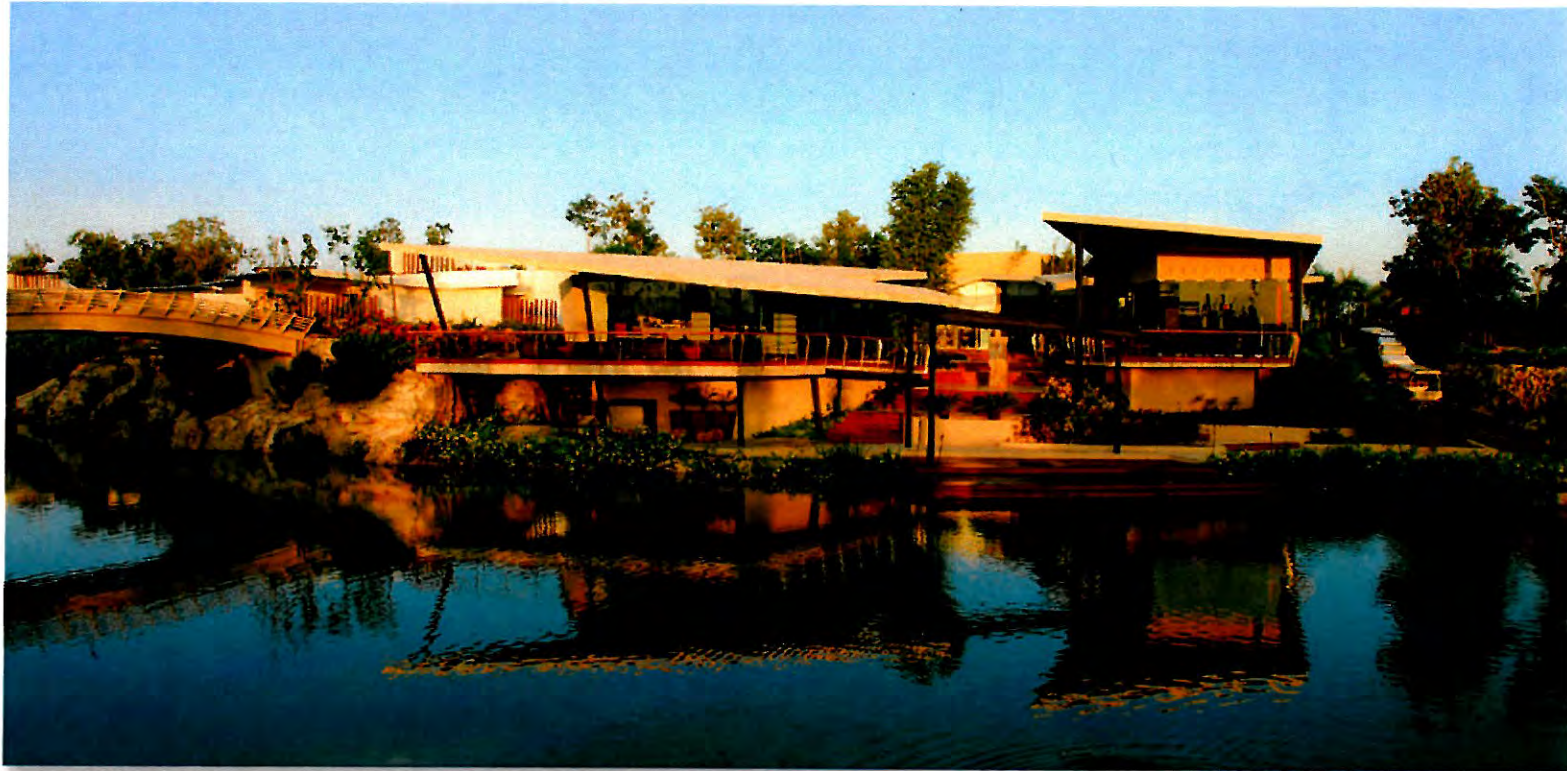
50 years of *embracing new cultures*

Our goal is to evoke a contemplative experience, aesthetic appreciation, and spiritual connection to the land. Over the years, we have engrossed ourselves in unique places, getting to know the history, people, food, language, customs, traditions and heritage; to organically incorporate a sense of place into planning and design that adds genuine context.

Cultural values derived from research and respect for metaphysical surroundings are applied within a contemporary and sophisticated fabric to every project. While this richness is reflected in our ability to create places of purpose and relevance, it has also enriched our individual character. The dynamic EDSA team represents a colorfully blended, extended family that collectively emulates the same morals, values and design ethos.

50 years of *shaping the industry*

From the beginning, we set forth to transform the paradigm of landscape architecture and encourage collaboration among all design disciplines. For EDSA, this translated into worldwide recognition and the responsibility to lead complex consulting teams in the implementation of holistic and meaningful design. **We still believe in leading by example** and instilling in others accountability for environmental, economic and social sustainability. Speaking at conferences and dedicating our time and resources to industry organizations allows us to share and receive knowledge from our peers. Through our involvement, we not only pay respect to our colleagues, but also impart awareness to future leaders.



Rosewood Mayakoba – Riviera Maya, Mexico

50 years of *making a difference*

Our growth is ignited by a professional and philanthropic balance. EDSA rallies in responding to increasing health related epidemics, famine around the world, relief efforts for countries struck by natural disasters, and those impacted by acts of terrorism. Our ***passion for giving and spirit of social responsibility*** has raised millions and defines the heart of what EDSA represents. We contribute to the progression of our community by actively supporting local and national charities that bring much needed assistance to those less fortunate.

50 *more years*

As we reflect on a changing world, a changing landscape, and a changing industry, we will approach each new milestone with a fresh perspective while allowing our history and experience to serve as a guide. By no means do our accomplishments give us reason to relax or become complacent. As we launch our 6th decade of practice, we are confident that the people of the world will continue to demand better places. Just like you, we want to live amongst a natural and built environment that exists in celebrated harmony, and rest assured, ***EDSA will remain an active player in making that happen.***

EDSA | EXPERIENCES



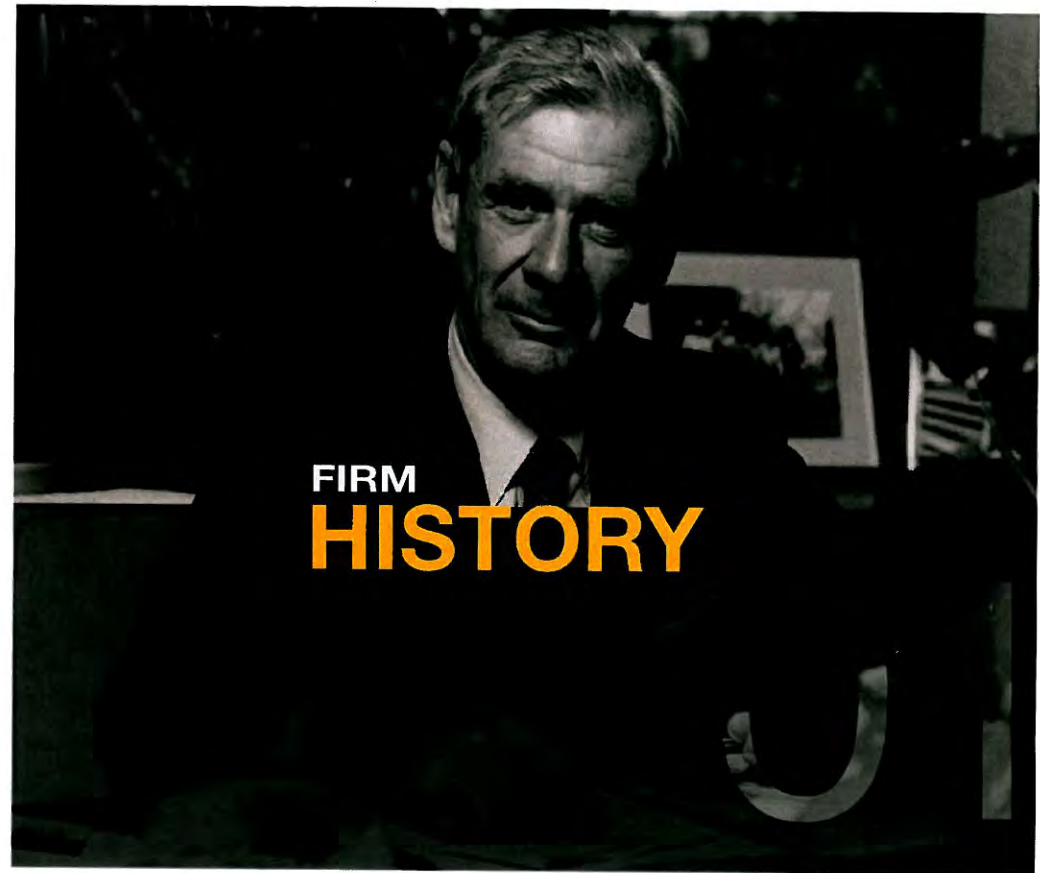
PLANNING • LANDSCAPE ARCHITECTURE • URBAN DESIGN

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*"The human side of our business has always brought me the greatest rewards.
Working hand-in-hand with colleagues that have since become my dearest friends
and watching projects take shape evokes immense emotions of joy and honor,
along with a tremendous sense of accomplishment."*

— Edward D. Stone Jr., FASLA, Founder



With over five decades of experience and hundreds of completed projects on six continents, EDSA has helped shape the global practice of planning, landscape architecture, and urban design. Over the years, our partnerships, sessions, worldwide expansion, and design innovations have in many ways reflected—and even projected—the changing global mind-set on how we live, work, learn, and play.

ORIGINS OF AN ICON

For Ed Stone, Jr., entering the world of design was inevitable. The son of distinguished architect Edward Durrell Stone, Sr., he developed an early appreciation for design, but was also intrigued by the relationship between built form and the natural environment. During his formative years, he spent a serendipitous spring break in Palm Beach and was instantly transformed by the architecture, landscape, and tropical climate. Ed vowed to return and bring landscape architecture to the Florida frontier. In 1960, a time when the profession was on the eve of expansion from the domain of small residences, estates, and parks to the design of resorts, new communities, and cities, Ed founded EDSA.

From the beginning, Ed nurtured a dedicated group of talented designers. He instilled the value of collaboration whereby assembling and orchestrating a specialized team of experts the best results are achieved. He also recognized that landscape architects were uniquely qualified to take on complex master planning assignments. It was this philosophy that put EDSA at the forefront of redefining the role of landscape architects as master planners of large-scale developments and as team leaders.



Ed Stone, Jr. with the design team

A COLLECTIVE OF PEERS

Another cornerstone established by Ed is the "studio" organization. This format allows one team, led by a Principal, to be responsible for a project from concept through construction, providing continuity and fostering professional growth of individuals. Through this structure, generations of EDSA designers have learned the value of an entrepreneurial spirit and the persistence needed to take projects through implementation. Long-term relationships and strategic partnerships with clients and other professionals have also translated to more than 80% repeat business for the Firm. These ideals remain the central pillars of EDGA.

A TESTAMENT TO PEOPLE AND PLACE

In the early years, EDGA collaborated with Ed Stone, Sr. on a number of well-recognized commissions, including the John F. Kennedy Center for the Performing Arts, General Motors Building, U.S. Embassy in New Delhi, India and PepsiCo World Headquarters, winner of the ASLA Landmark Award. Through this collaboration, EDGA was introduced to a number of international assignments thus beginning a global presence. Over the decades, the Firm has completed projects in more than 90 countries.



Ed Stone, Sr. and the design team



John F. Kennedy Center for the Performing Arts, Washington, D.C.

In the 50's and 60's the advent of jet aviation revolutionized travel and tourism. As the market for hospitality development grew, EDSA became an instrumental player, leading resort and recreation assignments primarily in the Caribbean, Latin America, and the Southeastern United States. With this work, EDSA adopted an environmentally-based design philosophy that takes inspiration from each project's rich local heritage. A village center form became the framework for housing, amenities, and commerce in order to conserve resources and foster social diversity. This approach became a hallmark of EDSA resorts and communities.

As an international leader in the planning and design of successful resort destinations, EDSA set new standards for innovation and significantly impacted local tourism economies. Exemplary projects include the El Conquistador

Resort & Country Club, an extensive revitalization of a classic conversion and golf resort in Puerto Rico; the Grand Cypress Resort, the first five-star hotel in the Orlando market outside of the Disney properties which set a new standard in free-form swimming pool design; the Atlantis Resort in the Bahamas, the most intensely themed tourist destination in the Caribbean; and more recently, Madinet Jumeirah, an urban inspired, mixed-use development in Dubai. The Firm's impact on residential housing is evident in landmark communities such as Haig Point, which is upheld as an example of sound planning by the South Carolina Coastal Council; PGA National, the first Development of Regional Impact (DRI) processed in the State of Florida; and Tryburn, a 5,000 acre mixed-use community near Durham, North Carolina.



Madinet Jumeirah, Dubai, United Arab Emirates

FIRM HISTORY

01

The 70's brought national recognition to EDSA when Ed was appointed to the Commission of Fine Arts in Washington, D.C. by President Nixon; a position renewed by Presidents Ford and Carter. Simultaneously, EDSA's reach was growing as the Firm actively sought opportunities to expand within the global marketplace. Assignments in the Middle East, Europe, and South America further imbedded the values of sensitivity to local cultures and the importance of collaboration with local professionals.

Starting in the 80's, EDSA broadened its urban design practice with two influential public commissions that reinvigorated Fort Lauderdale's neglected urban waterfronts. The Fort Lauderdale Beach Revitalization and Riverwalk Linear Park have been instrumental in changing the face of tourism and revitalizing the community as a quality place to live while leveraging significant private sector investment within the City. EDSA also took part in cultural and historic assignments including the Museum of Anthropology in Mexico and the Florida National Veterans Cemetery.

In the 90's, EDSA embarked on planning for several academic institutions including the College of Staten Island and Nova Southeastern University as well as cultural venues like the Florida Nature Cultural Center which demonstrated the effects of spatial organization and classical expression. A branch office in Orlando began to thrive with several assignments for the Disney Corporation and the new Orlando International Airport. With a welcoming natural landscape replete with lagoons and gardens, EDSA's efforts helped establish Orlando's tourism gateway as one of the most attractive airports in the country.

In 1994, Joseph Lall became President of EDSA. An artist by nature, his honesty and ability to attract good people positioned EDSA for long-term growth. Under his guidance, the Firm embarked on new beginnings and strengthened its position as a global leader. Joe also recognized the opportunity to expand the practice into the burgeoning China marketplace. As the first joint venture landscape architectural office, EDSA Orient was established in Beijing and quickly grew to be a recognized leader in the Asia-Pacific market. This venture has provided an important vehicle within EDSA for cross-cultural exchange of people and design philosophies.

Right:
Bona Beach Resort & Golf Club
by: Orlando Puerto Rico



*"Success at EDSA is measured not only by the places we design,
but the positive impact we have on people's lives."*

—Joseph Lallo, FASLA, Chairman





EDSA landscape site plan

PASSION EXPERIENCE CREATIVITY

Passion, Experience, Creativity. These three words best describe the energy, projects, international reach, and people of EDSA.

From modest but ambitious beginnings with a small group of loyal designers, EDSA's legacy has grown in stature to one of the world's most renowned landscape architecture firms. Our commitment after 50 years remains the same – ensuring people thrive in surroundings of beauty and function. Our team pushes design to a higher level, constantly evolving and learning from the past and therefore improving on the future. We are inspired by opportunities to help create venues that serve as markers of history and catalysts for thoughtful design. Our adventurous spirit pushes us forward to explore new and interesting challenges, embarking upon undiscovered regions, and strengthening our position as a global leader.



ARM CULTURE

02

EXPERTISE

While program elements or geographic locations may differ, our imagination, innovation and creativity, tempered by prudent business management practices, remains consistent. We have an unwavering focus on providing customized solutions that transport our clients' vision to life. Our goal is to evoke a contemplative experience, aesthetic appreciation, and spiritual connection to the land.

Over the years, we have engrossed ourselves in unique places, getting to know the history, people, food, language, customs, traditions, and heritages so we can best organically incorporate a sense of place into planning and design that adds genuine context to a project.

Our expertise is evident in our built portfolio of completed projects around the world: Resort Destinations; Town Centers; Residential Communities; Boutique Hotels; Urban Waterfront; Redevelopment; Cultural and Educational Environments; Corporate Campuses; City Center Revitalization; Entertainment Venues; and Mixed-Use Districts.

APPROACH

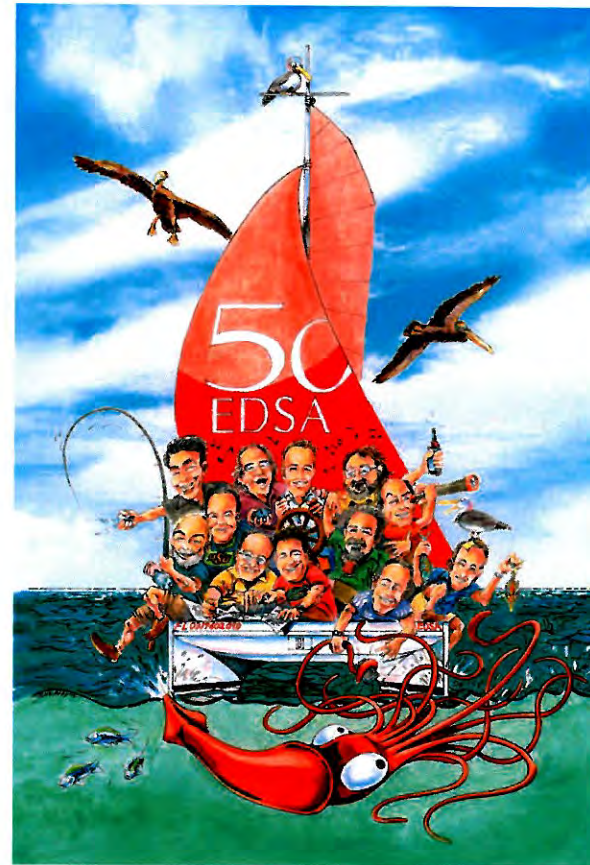
From the beginning, we set forth to transform the paradigm of landscape architecture and encourage collaboration among all design disciplines. For EDSA, this translated into worldwide recognition and the responsibility to lead complex consulting teams in the implementation of holistic and meaningful design. As Team Leaders, we collaborate across disciplines, setting our clients goals as top priority and a defined, yet flexible end-point on the horizon.

It's important to get a project built, on the point we refuse to fail, but it is the attention to detail which enhances the quality of each project that has become our hallmark. It is the details on which people reminisce. It is the details that make the most imaginative conceptual designs through the most conservative projects come alive.

VALUES

We consider ourselves stewards of the land and have always placed sustainability at the forefront of our planning and design efforts. We strive for ease of implementation as we balance the natural, functional, and aesthetic. Our success lies in not only that which is created, but how it perseveres over time. Through creative plans and captivating designs we address land use, site planning, historic preservation, pedestrian and vehicle transportation, and their interrelationships — combining functionality, comfort, technology, and sustainability.

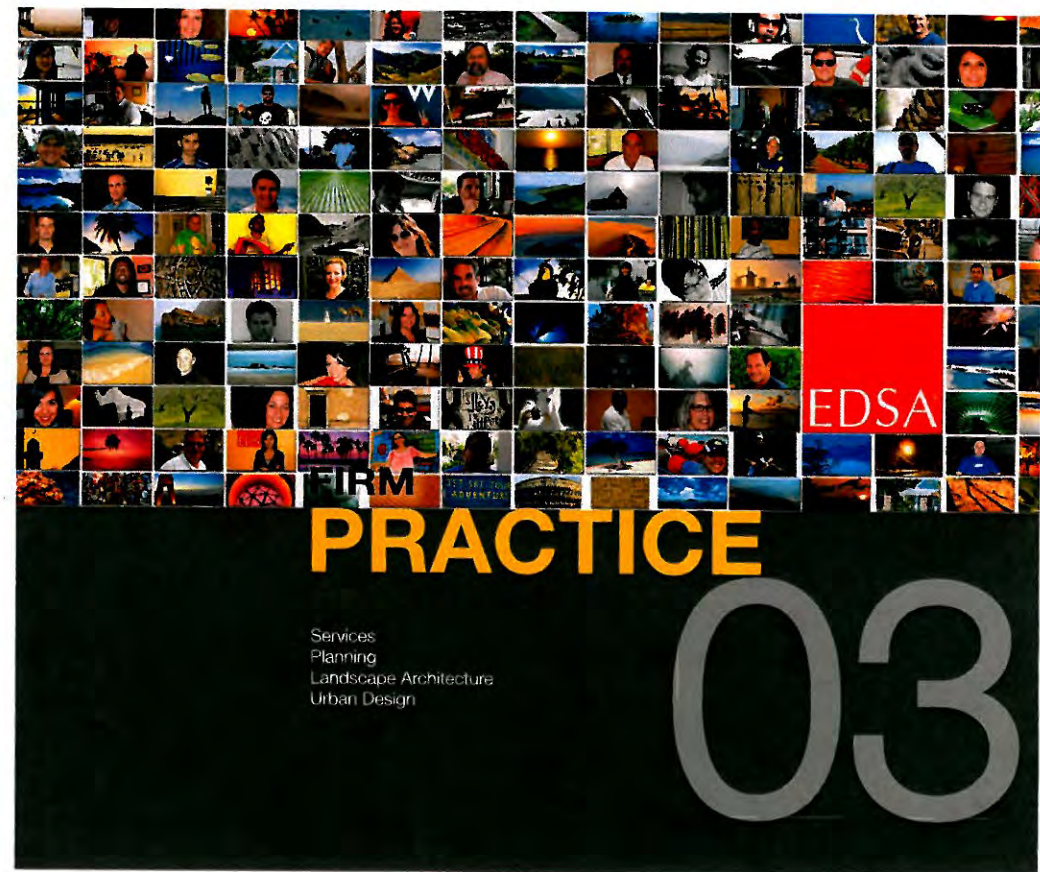
Throughout our history, we have received over 260 awards honoring our projects for their innovation, power to improve quality of life, and ability to stand the test of time.



Color sailboat celebrating EDSA's 50 year anniversary.
Illustrated By: John Allen, Vice President

"Our business is built on long-term relationships. It is critical to always give more than expected on a project. Our reputation and how we treat clients and colleagues has a lasting effect."

— Douglas C. Smith, ASLA, President





Heboux Flats, St. Lucie County, Florida



PepsiCo World headquarters, Purchase, New York



Downtown Disney's West Side, Walt Disney World, Florida

SERVICES

As providers of planning, landscape architecture, and urban design services, we create the places that people care about — places that endure. Our pledge is to prudently plan, design, and oversee project development without jeopardizing quality. We understand the challenges our clients face and follow a systemized approach to ensure projects get built. Our willingness to look to the future and adapt to meet the changing demands of the market and our clients is a significant factor that differentiates EDSA.

Our solid foundation of repeat business proves that as we grow, we're helping our clients grow. Over the years, we have taken the time to get to know our clients and tailored the details of our deliverables and methods of doing business accordingly. Regardless of relationship longevity, our goal is the same — provide the greatest value by producing a truly visionary concept refined by an implementation strategy that works. Our job doesn't stop at design. We help our clients visualize their project coming to fruition. Whether that is by tactical introductions to industry partners, providing additional alternatives, or equipping clients with the materials necessary to market their real estate developments, we reach beyond expectations to capitalize on unforeseen opportunities.

PLANNING

Planning is a dynamic process of discovery, where each step forms the basis for the next. It is a process of translating a client's vision into a development strategy, providing a framework in which alternatives are evaluated, capacity is determined, feasibility is tested, and a course is set.

Scope of services:

Site Analysis and Selection
Land Use Planning
Pre-development Studies
Master Planning
Tourism Planning

Development Strategies
Site Plans
Design Guidelines
Government Approvals
Permitting/Entitlements

LANDSCAPE ARCHITECTURE

Good design balances the past and the present. The creativity of our designs captures the spirit of each locale and provide the foundation for memorable experiences. From exclusive resorts to vibrant mixed-use developments, we provide excellence in landscape architecture.

Scope of services:

Site Design
Landscape Design
Hardscape Design
Water Feature Design
Plant and Material Selection
Artwork and Sculpture Selection



URBAN DESIGN

There are few more important issues facing our society today than the rebuilding of our cities and towns. Our designs for contemporary urban environments combine mixed-use amenities with lively street scenes, urban courtyards and plazas to create exciting places in which people can live, work, learn, and play.

Scope of services:

- Urban Planning
- Urban Land Use Studies
- Site Design
- Urban Landscape/Hardscape Design
- Urban Redevelopment
- Design Guidelines

Valletta Cruise Ship Terminal, Valletta, Malta



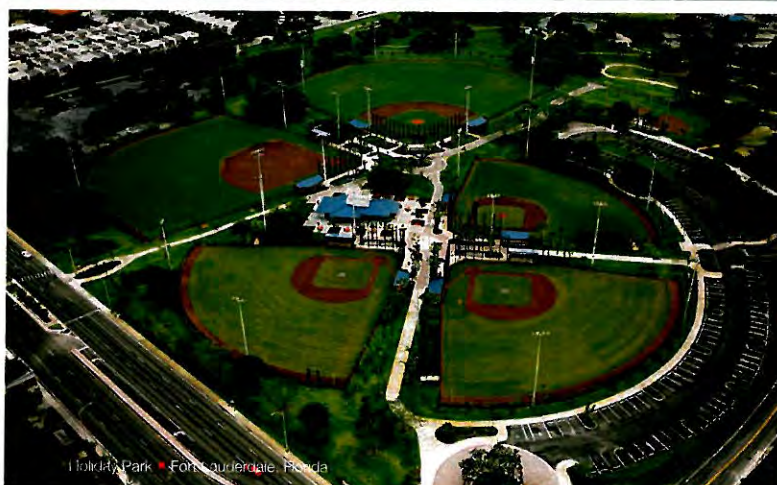
*Bay
Damen Wai Hong Sky
Colony, Liaoning, China*





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PARKS PLANNING EXPERIENCE



Arrowhead Park
New Hanover County, North Carolina

Badin Lake Feasibility Study
Montgomery County, North Carolina

Bicentennial Park
Miami, Florida

Biscayne National Monument,
Everglades National Park
Big Cypress National Preserve, Fort
Jefferson National Memorial, Florida

Bonita Lakes/Long Creek
Meridian, Mississippi

Boynton Beach Boat Club Park/
Boat Club Park Expansion
Boynton Beach, Florida

Boynton Beach Oceanfront Park
Boynton Beach, Florida

Boynton Beach 23-Acre Park
Boynton Beach, Florida

Brinson Park
Craven County, North Carolina

T.H. Broyhill Park
Durham, North Carolina

Campus Hills Park
Durham, North Carolina

C.B. Smith Park
Broward County, Florida

Central Broward Regional Park
Lauderhill, Florida

Chattahoochee Nature Center
Roswell, Georgia

Comprehensive Land Use Study
Key Largo, Florida

D.E. Henderson Recreational
Area
New Bern, North Carolina

Deerfield Island
Deerfield Island, Florida

Easterlin Park
Broward County, Florida

Edgar B. Moore Park
Selwyn Farms, North
Carolina

El Portal del Yunque
Rio Grande, Puerto Rico

FIU Outdoor Recreational
Improvements
Miami, Florida

Fort Totten Park
New Bern, North Carolina

PARKS PLANNING EXPERIENCE



Jaco Pastorius Park • Oakland Park, Florida



Lake Ackworth Park • Cobb County, Georgia



Pine Trails Park • Parkland, Florida



Tradewinds Park • Coconut Creek, Florida

French Brook River Greenway
Asheville, North Carolina

General Electric Employees
Association Park
Cincinnati, Ohio

Greenfield Park
Wilmington, North Carolina

Greers Ferry Water Garden
Heber Springs, Arkansas

Hillcrest Recreation Area
Wilmington, North Carolina

Hillside Park
Durham, North Carolina

Holiday Park
Fort Lauderdale, Florida

Hugh Macrae Park Athletic Field
Wilmington, North Carolina

Jaco Pastorius Park
Oakland Park, Florida

Lake Ackworth Park
Cobb County, Georgia

Lake Johnson Park
Raleigh, North Carolina

Lawson Creek Park
New Bern, North Carolina

Mallard Creek Greenway
Mecklenburg County, North Carolina

McDowell Park Boat Access
Mecklenburg County, North Carolina

Meadows Park
Boca Raton, Florida

Miami Bayfront Park
Miami, Florida

Morreene Park
Durham, North Carolina

Municipal Beachfront
Lake Worth, Florida

Naples Landing
Naples, Florida

Newport Community Park
Newport, North Carolina

North Carolina Indian Cultural
Center
Pembroke, North Carolina

Pine Island Park and Community
Center
Davie, Florida

PARKS PLANNING EXPERIENCE



Riverwalk • Fort Lauderdale, Florida



Sugar Sand Park • Boca Raton, Florida



Holway Park • Fort Lauderdale, Florida



El Portal del Yunque • Rio Grande, Puerto Rico

Pine Trails Park
Parkland, Florida

Pioneer Park
Deefield Beach, Florida

Riverwalk
Fort Lauderdale, Florida

Rolling Green Park
Boynton Beach, Florida

Salisbury Master Parks
Salisbury, North Carolina

Secret Woods Park
Broward County, Florida

Sherwood Forest
Coral Springs, Florida

Smother's Park
Owensboro, Kentucky

South Beach Park
Boca Raton, Florida

South Shore Park / Miami Beach
Miami Beach, Florida

Spanish River Park
Boca Raton, Florida

St. Lucie Inlet State Park
St. Lucie County, Florida

Statesville Road Community Park
Charlotte, North Carolina

Stump Sound Park
West Onslow Beach, North Carolina

Sugar Sand Park
Boca Raton, Florida

Topeekeegee Yungee Park
Hollywood, Florida

Tradewinds Park
Coconut Creek, Florida

Valley Springs Park
Durham, North Carolina

Waller Park Florida Capital Center
Tallahassee, Florida

West Lake Park
Hollywood, Florida

Wiles Road Park
Coral Springs, Florida

Wilmington Riverfront Study/
Water Street Plaza
Wilmington, North Carolina

Woodlands Swim and Athletic
Center
The Woodlands, Texas