

A pair of hands is shown from the bottom, cupping a glowing blue and white globe of the Earth. The globe is the central focus, with a bright light source behind it, creating a lens flare effect. The background is a textured, crumpled paper surface in shades of blue and grey. The overall mood is one of care and responsibility for the planet.

**What Does the Future
Hold for Our Industry?**
LANDSCAPE ONTARIO CONGRESS 2012



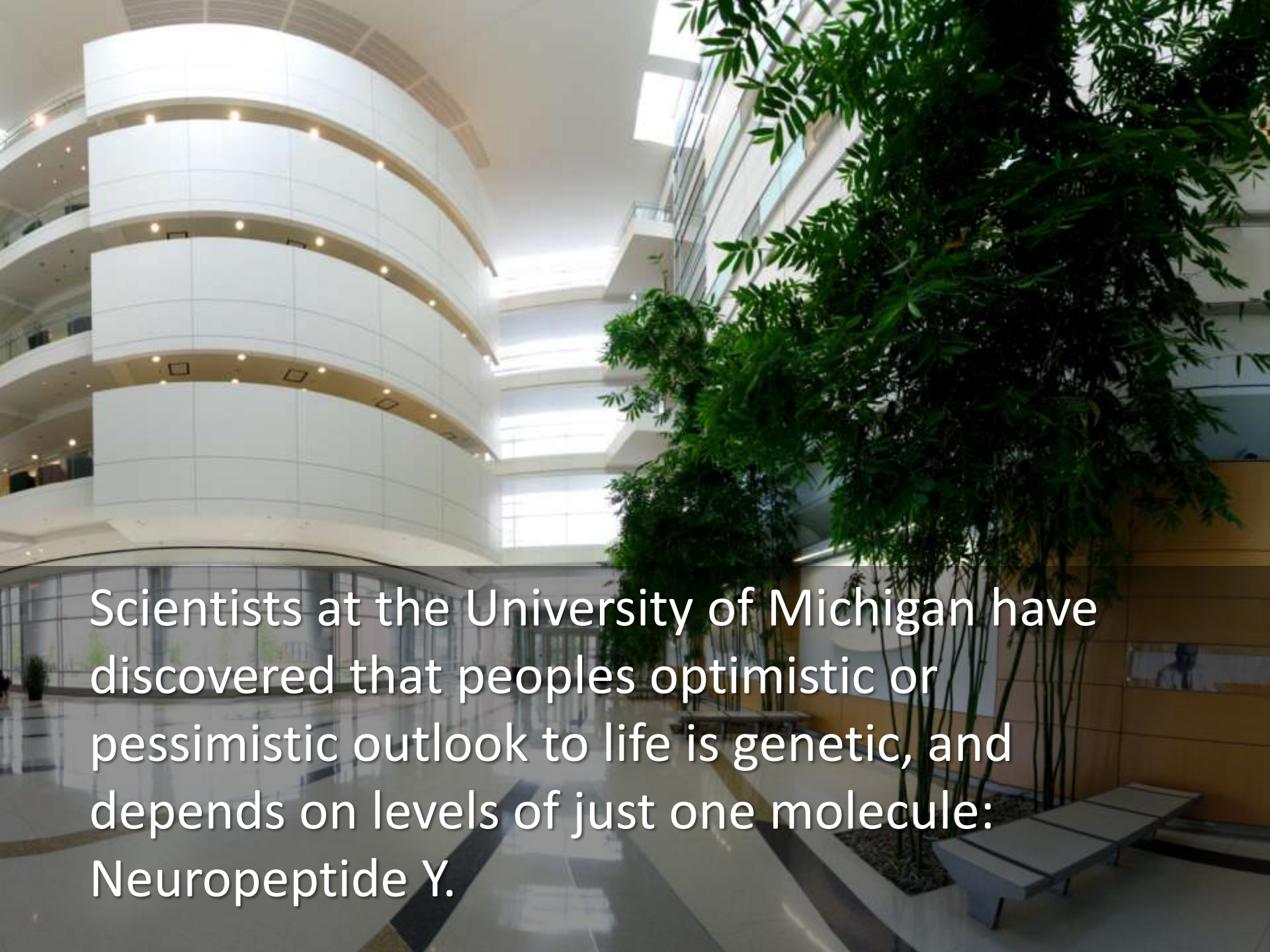
Predictions in the Spirit of a New Year

A Presentation by **Ron Koudys**
O.A.L.A., C.S.L.A., A.S.L.A., C.L.D

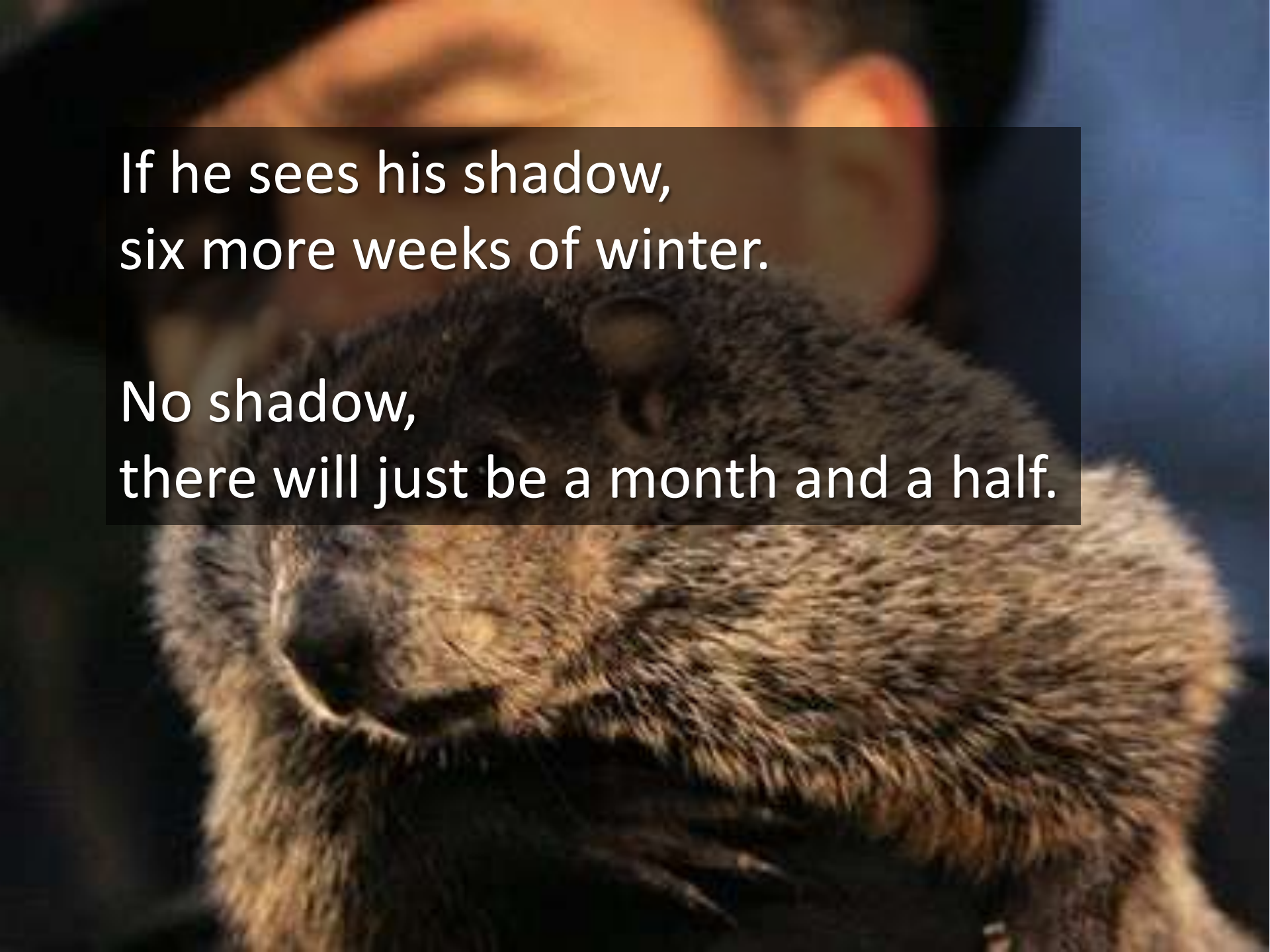
ron@rkla.ca



Keep in mind that I am a “glass is half full” type of person.

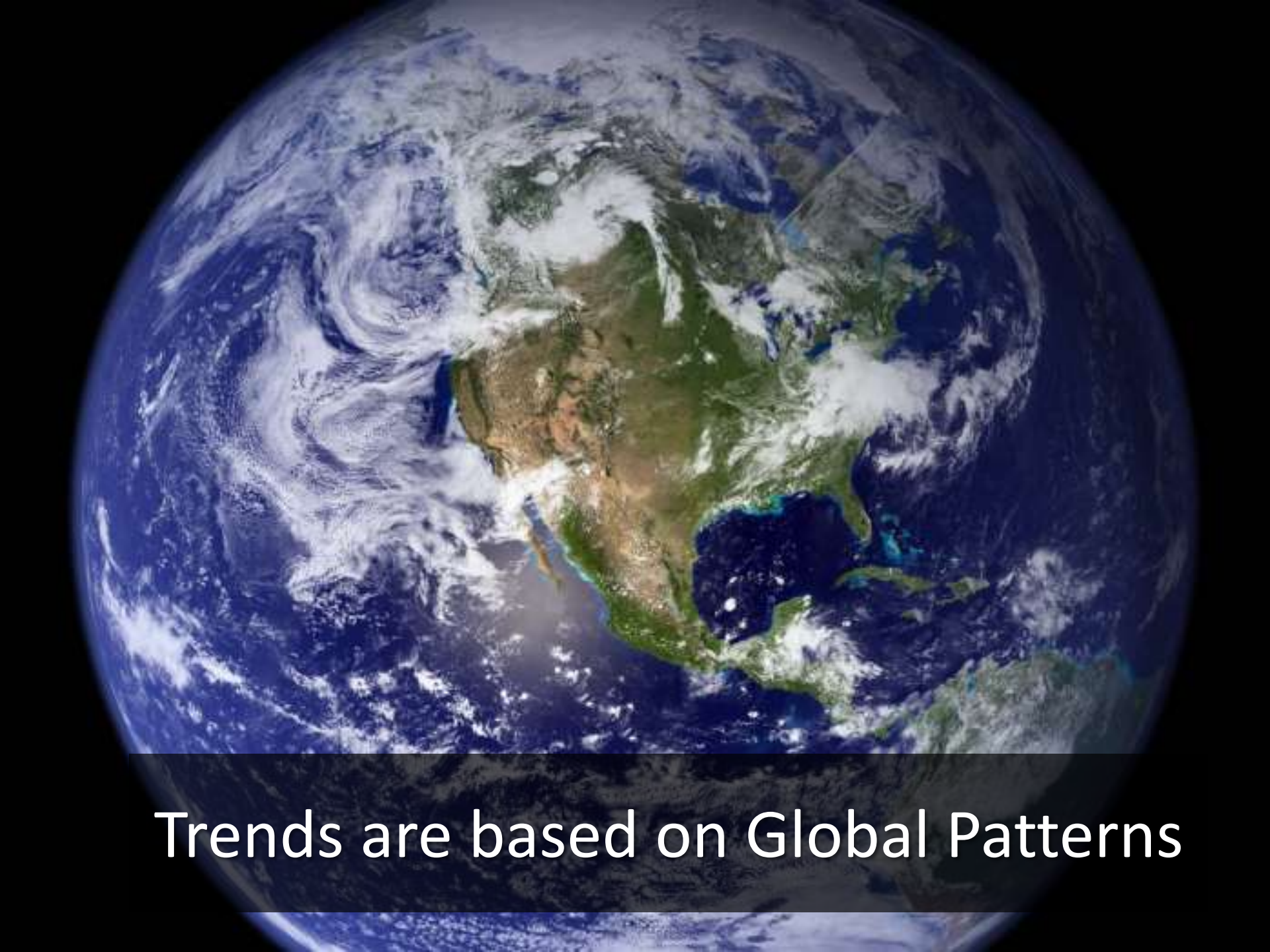


Scientists at the University of Michigan have discovered that people's optimistic or pessimistic outlook to life is genetic, and depends on levels of just one molecule: Neuropeptide Y.



If he sees his shadow,
six more weeks of winter.

No shadow,
there will just be a month and a half.



Trends are based on Global Patterns

Some Current Trends

- Concern for the Environment
- The Affluent Elderly
- Healthy Lifestyles
- Rise of the Leisure Class
- High Energy Costs
- Labour shortfall
- Economic uncertainty

Concern about the Environment





Shaping Public Opinion

The Wave of Public Opinion





Change in the way we view
ownership of trees

A photograph of a busy street in India, likely a market area, with many people and shops. A semi-transparent white box is overlaid on the image, containing text. In the foreground, two cows are visible, one of which is white and appears to be resting or grazing near a black trash bin.

**Urban Trees in Toronto are like
sacred cows on the streets of India.
.....CBC Report January 2,
2008**

What people imagine when they hear a chainsaw





Community Tree Planting and Reforestation

The Million Tree Challenge





i promise

i planted

challenge others

i want a tree



share  

**I promise to
plant a tree!**

How many trees will you plant this year?

[promise now >](#)



**I've
planted
my tree!**

[get it counted >](#)

The Leaderboard [view all >](#)

Top Promises

Small Organizations

Little Creek Tree Farm

Medium Organizations

Veterans Memorial Parkway
Community Program

Large Organizations

Scouts Canada, Scoutrees

Community Groups

TD Friends of the Environment
Foundation

Individuals

Reforest London

Schools

Verde Anahuac

Top Planters

Small Organizations

Kettle Creek Conservation
Authority

Medium Organizations

Auburn Homes Inc.

Large Organizations

Scouts Canada, Scoutrees

Community Groups

Friends of the Coves
Subwatershed Inc

Individuals

Reforest London

Neighbourhoods

Tempo

Schools

University of
Western Ontario



UFORE

Urban Forest Effects Model

About the Application

- Background
- How the Model Works
- Common Usage
- Program History
- Future Developments
- Technical Papers

Using UFORE

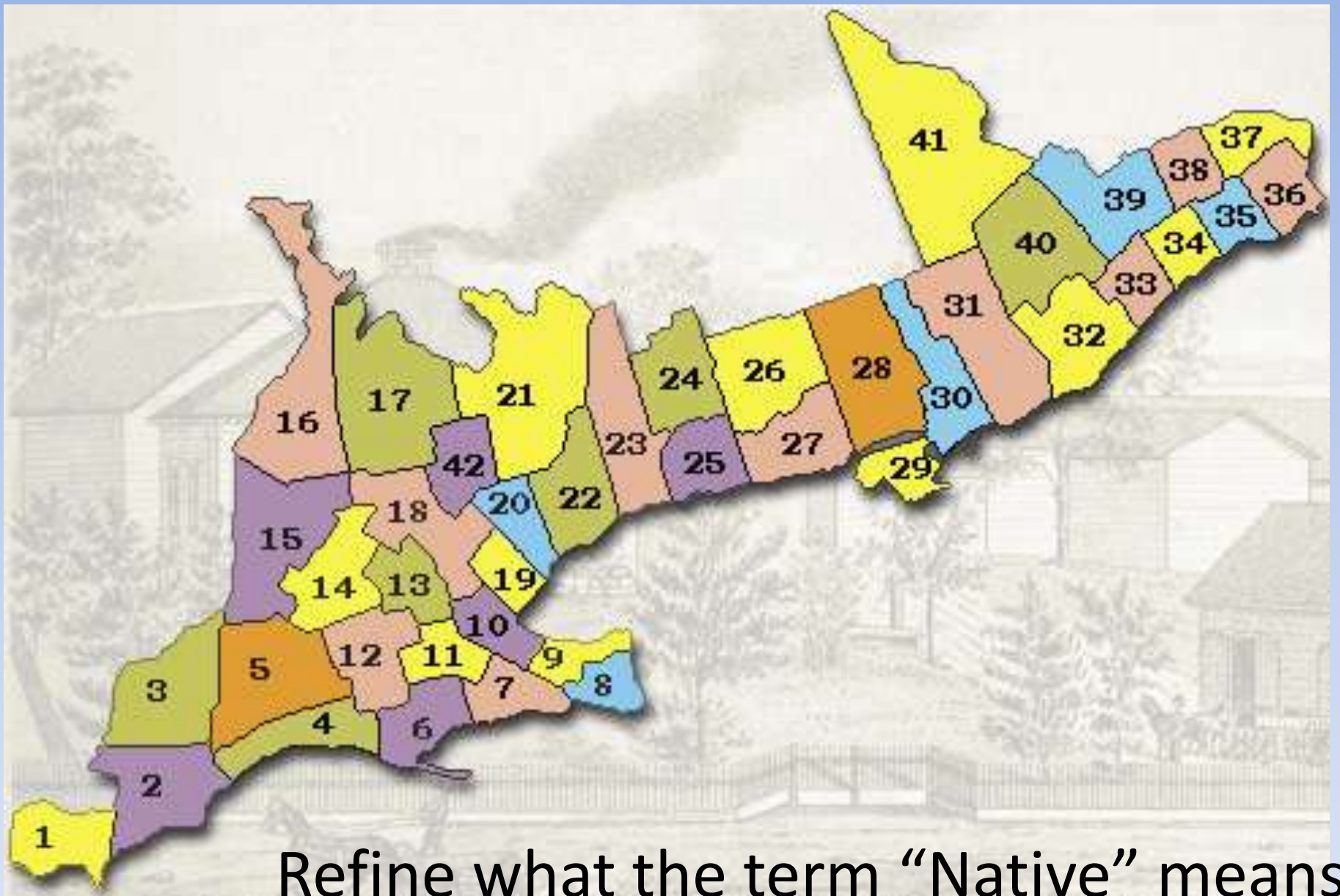
- Introduction
- First Steps
- Sampling Techniques
- Data Needs
- Data Collection and Input
- How did others do it?
- Getting Help

UFORE In Action

- | | |
|-------------|---------------|
| Atlanta | New York City |
| Baltimore | Philadelphia |
| Boston | Syracuse |
| Calgary | Toronto |
| Jersey City | |

Use of Native Plants



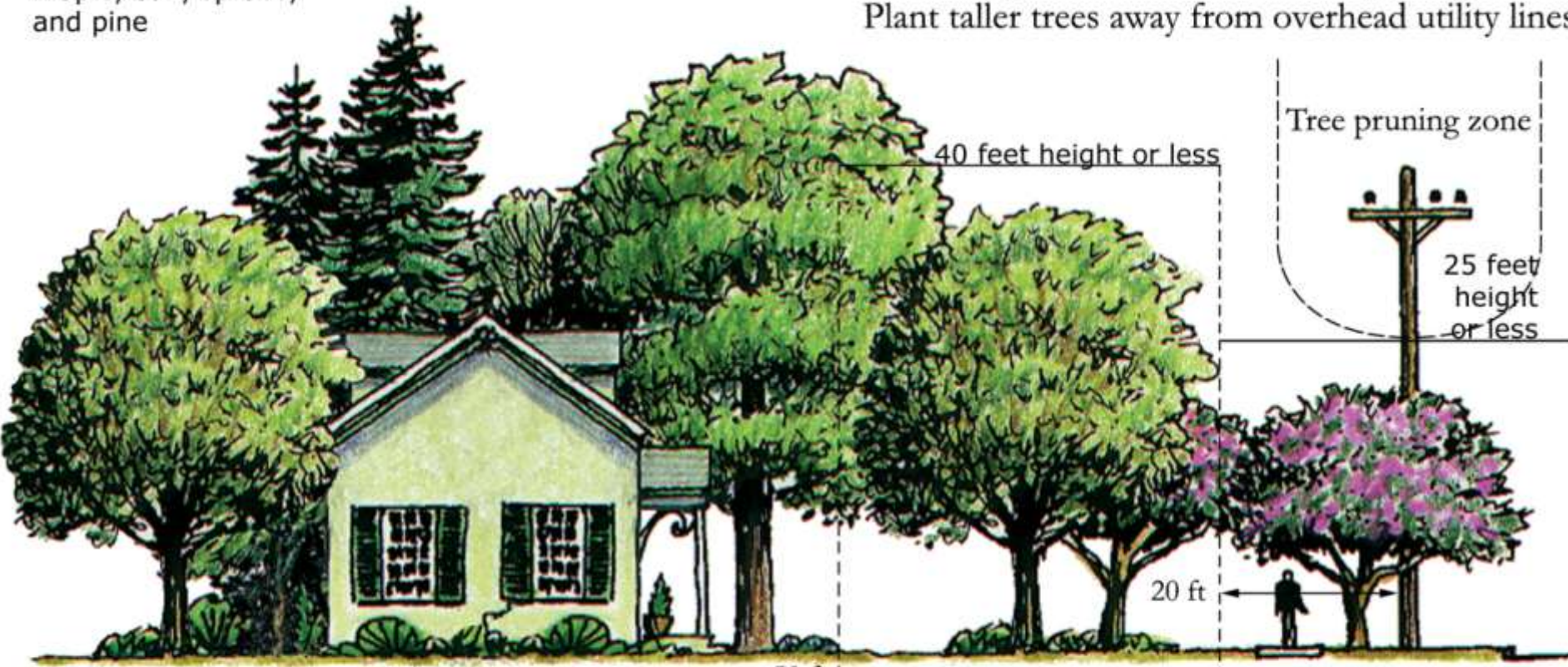


Refine what the term “Native” means

Tall trees, such as:
maple, oak, spruce,
and pine

Plant the right tree in the right place

Plant taller trees away from overhead utility lines



 **Arbor Day Foundation™**
arborday.org

Medium trees, such as:
washington hawthorn
and goldenraintree

Small trees, such as:
redbud, dogwood,
and crabapple



Narrow and small trees in demand as lot size is reduced

A photograph of a rose bush climbing a wooden trellis structure against a wooden wall. The roses are light pink and white, and the leaves are green. The trellis is made of dark wood and has a horizontal wire. The wall is made of vertical wooden planks.

Vertical gardening

As people look for more effective ways to grow plants in restricted spaces. It means more trellises, arbours, wall-gardens and climbing plants that flourish in small containers.

Increased emphasis on tree canopy cover and other measurable scientific assessments of landscape benefits and impact on the community





Creating areas where trees can grow effectively

Kanin

"If it wasn't for this tiny fence, I'd make a run for it."



Stratacells and Silvacells



Structural Soil (CU)



Make it look green and healthy



Medians in London, Ontario

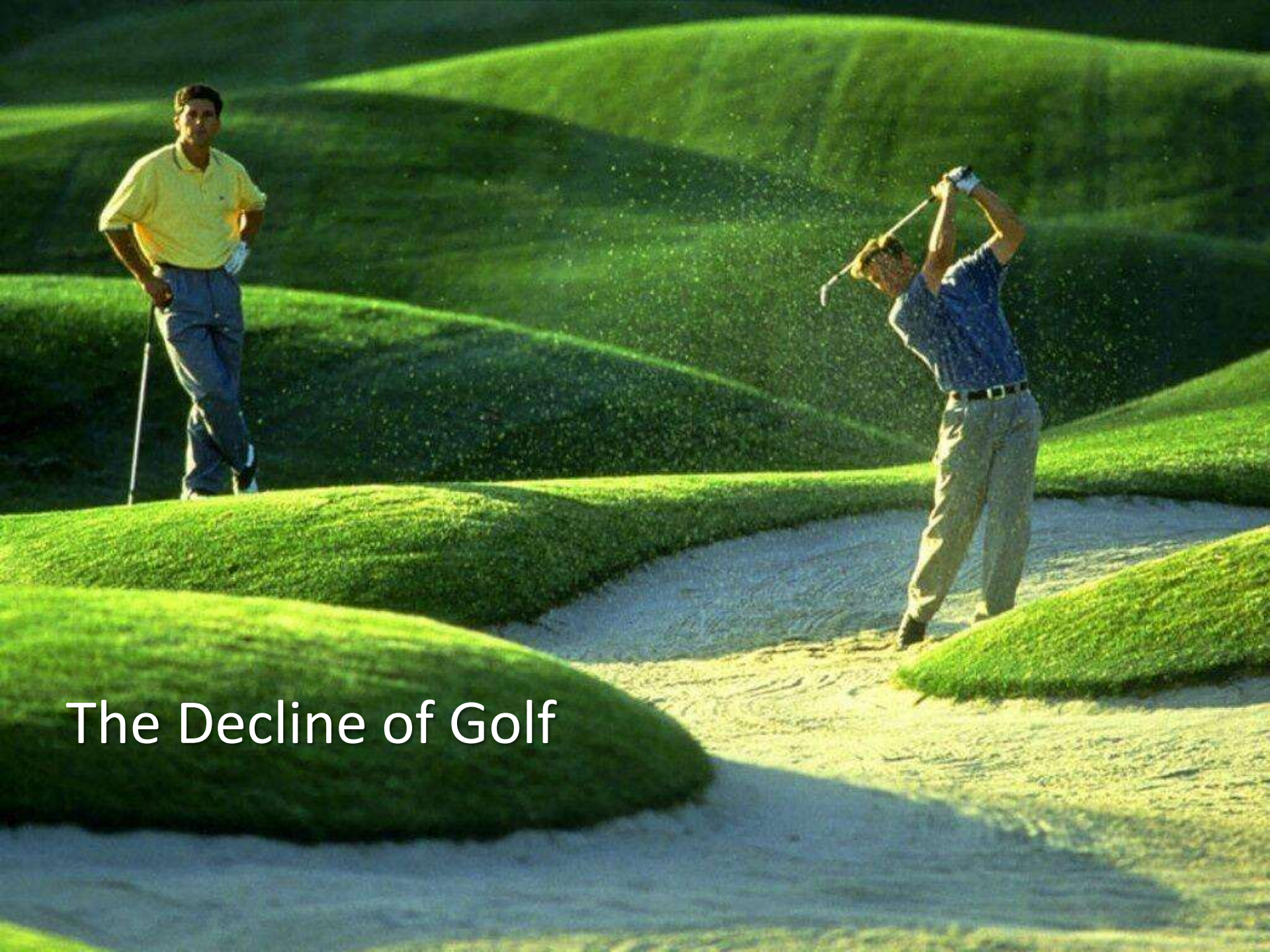


Medians in Windsor, Ontario

Changing Leisure Patterns



Marinas are hurting



The Decline of Golf

Rethink the 5% requirement



The New Active Park



A close-up photograph of a scientist in a white lab coat and yellow gloves. The scientist is using a glass pipette to transfer a dark liquid into a small glass flask. The flask is held in the other hand and contains some of the same dark liquid. The background is blurred, showing a laboratory setting with blue and orange lighting. The text "Science Catches up with Rhetoric and Emotion" is overlaid on the left side of the image in white font.

Science Catches up
with Rhetoric and
Emotion



Will people embrace the New Lawn?





St. Leonard's
Catholic Community Center
1000 ...
...

Limited Market for Landscape Designers?



In Ontario, almost anything you want to build
except a residential garden, requires a permit
and a landscape plan



Clarington
Leading the Way

SITE PLAN APPROVAL HANDBOOK



Municipality of Clarington
Planning Services Department
November 2011

ART OF A NEW ERA
COMING SOON

CORPORATION OF THE TOWN OF CALEDON BUILDING PERMIT

Permit No:

2003-000395

This card **MUST BE KEPT POSTED** at the entrance
and visible from the road.
If lost or defaced another must be obtained.

DATE ISSUED:

SEPT. 19 / 03

**ACCESSIBILITY FOR
ONTARIANS WITH
DISABILITIES ACT**



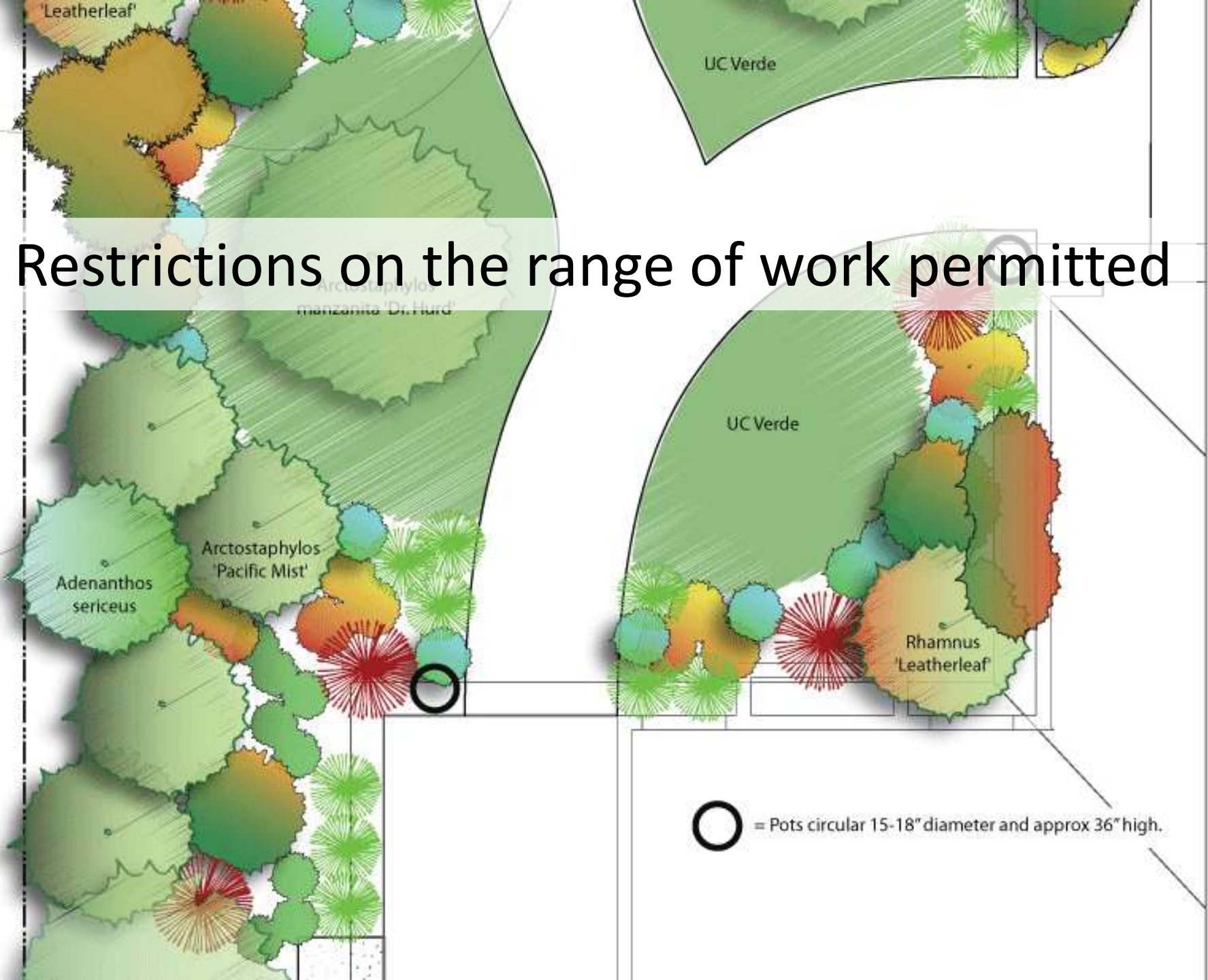
Accessible Route

Future



In Ontario, especially Toronto, the permitting process is becoming more and more difficult

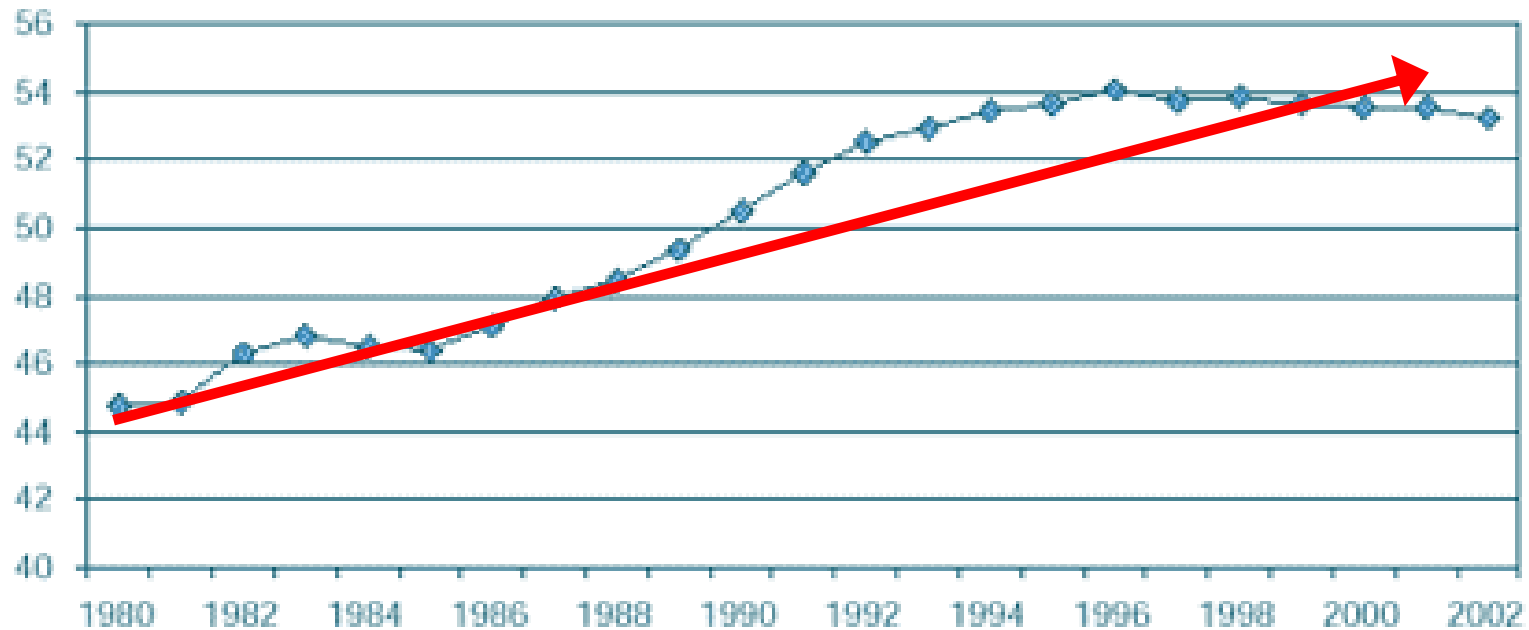
Restrictions on the range of work permitted



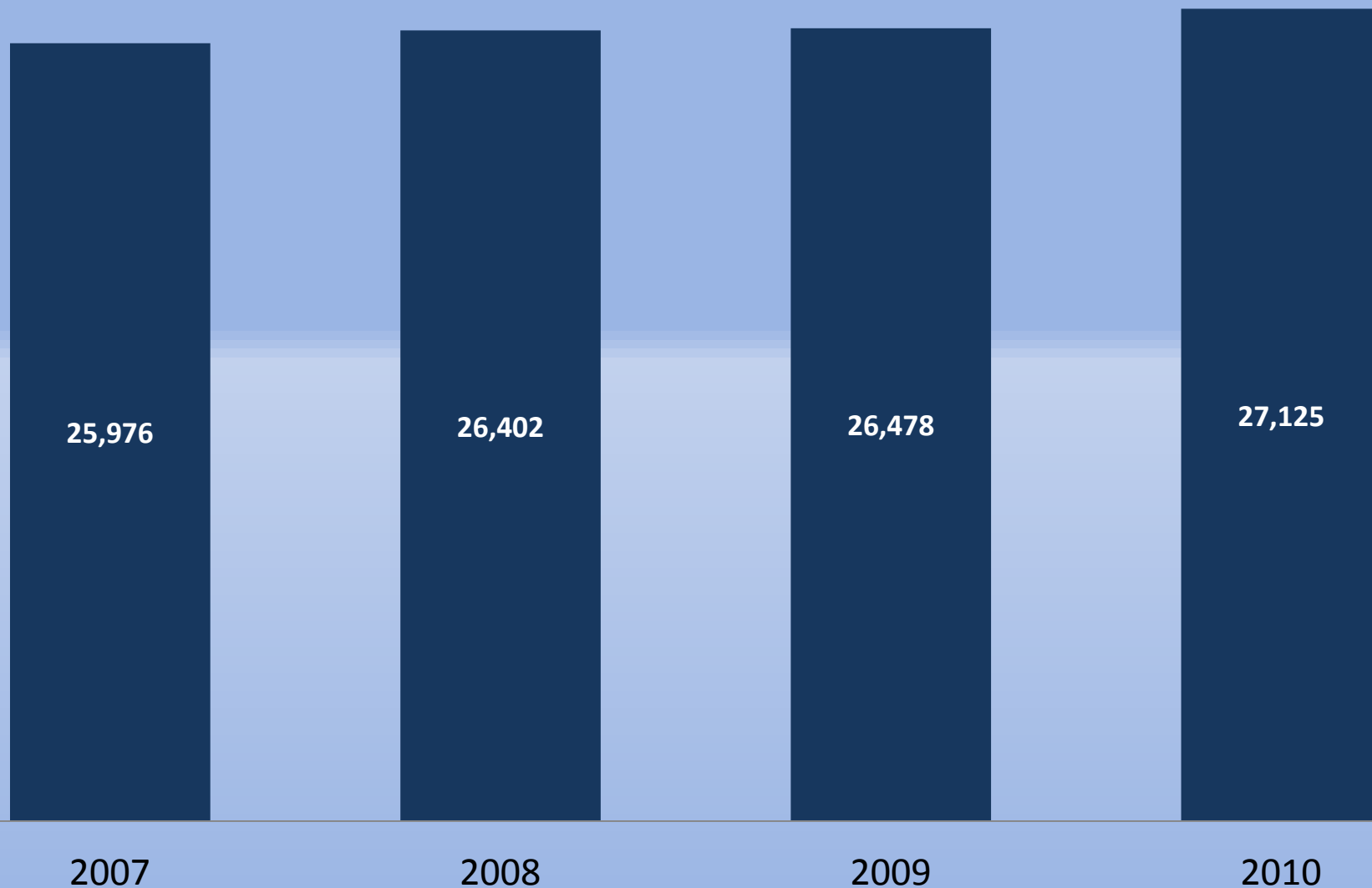
Services as a Percentage of Total Consumption, 1980-2002

Annual Data at Current Prices

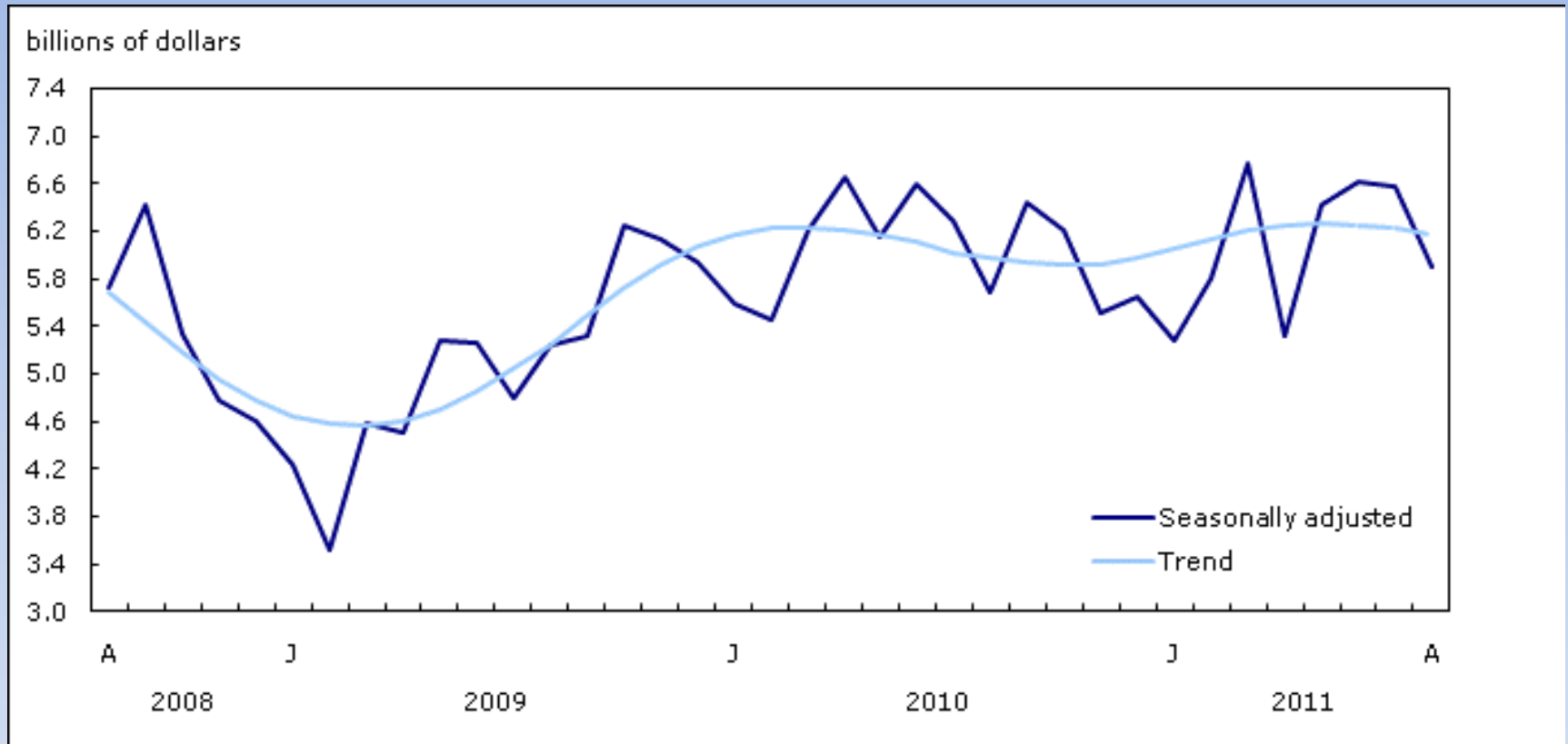
Percent



Ontario Disposable Income (millions \$)

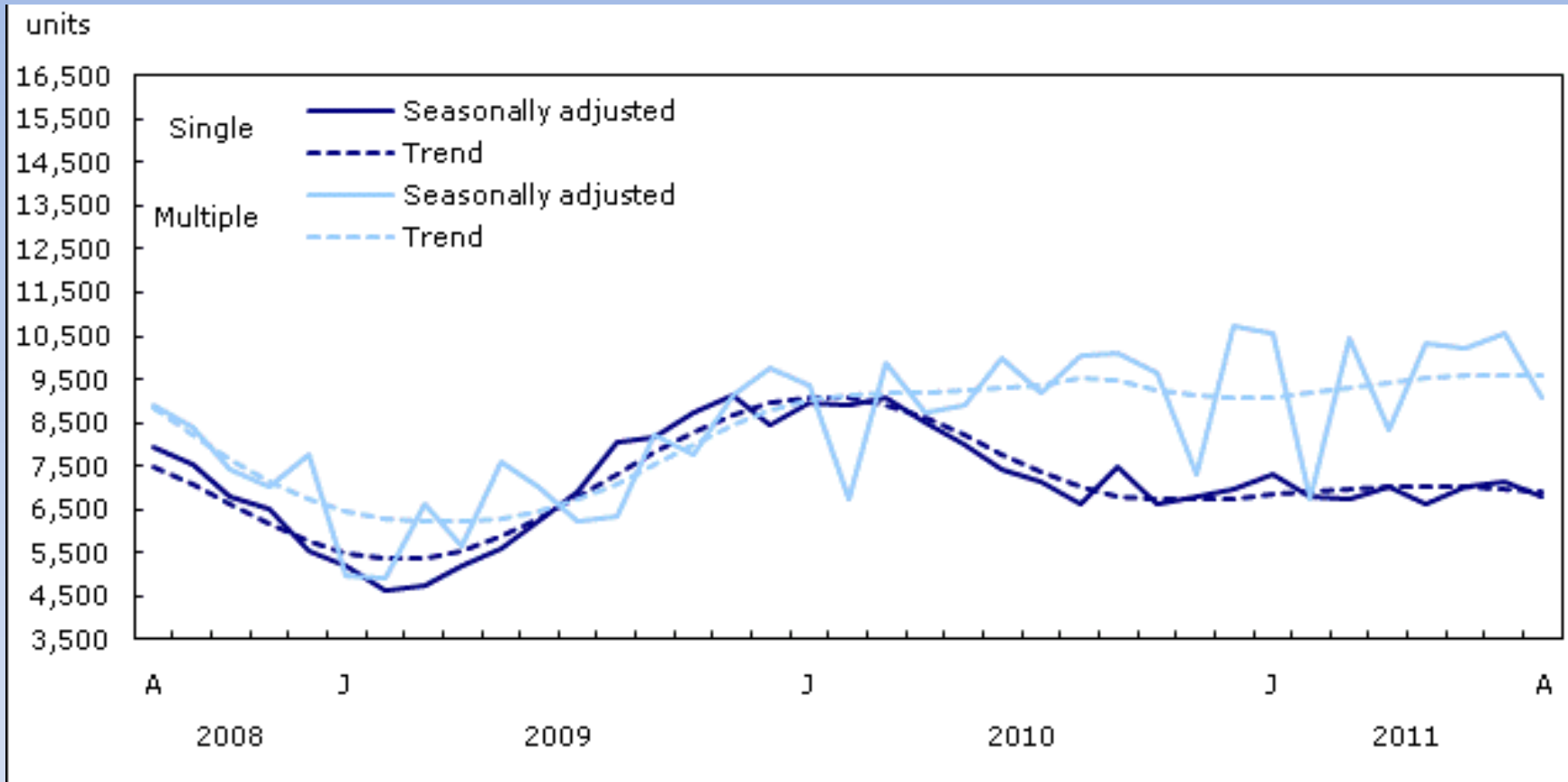


Total value of building permits in Canada



www.statcan.gc.ca

Number of dwelling units in Canada – Single and multiple





**FOR
SALE**



Place of Birth by Continent/Region of Origin*	2006	2006 Citywide As a %
Total Immigrant Population	75,620	21%
North America (United States Only)	3,465	5%
Africa	3,625	5%
Asia	19,585	26%
Caribbean	2,085	3%
Central America	3,275	4%
Europe	39,580	52%
South America	3,345	4%
Recent Immigrants, 2001-2006	12,240	3.50%
North America (United States Only)	585	5%
Africa	1,435	12%
Asia	5,690	46%
Caribbean	200	2%
Central America	225	2%
Europe	1,755	14%
South America	2,190	18%
Immigrant Population by Period of Immigration		
Before 1961	13,565	18%
1961-1970	10,635	14%
1971-1980	9,125	12%
1981-1990	13,405	18%
1991-2000	16,650	22%
2001-2006	12,240	16%
Top 10 Ethno-Cultural Communities by Country of Birth, 2006 Census		
1. United Kingdom	11,815	3.35%
2. Poland	5,105	1.45%
3. Portugal	3,920	1.11%
4. United States	3,465	0.98%
5. Italy	2,770	0.79%
6. Netherlands	2,750	0.78%
7. Germany	2,450	0.70%
8. China	2,425	0.69%
9. Colombia	2,285	0.65%
10. India	2,070	0.59%



Since the recession in 2007, the economy in China is up 51.3 percent, India 34.2 percent, and Brazil 14.3 percent. The fastest growing countries in the world include Macau, Mongolia, China, Laos, and India

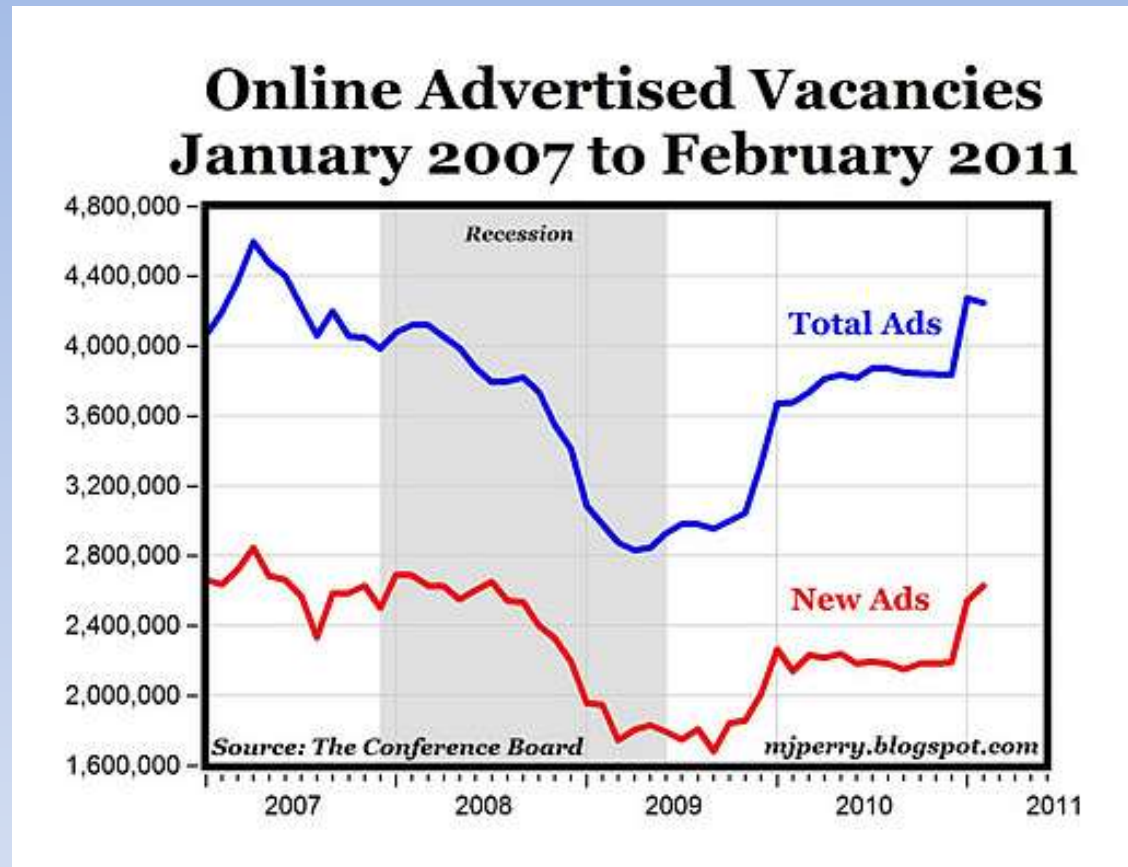


Immigrants tend to build gardens that remind them of home

A shift in Garden Aesthetic?



Predicted Labour Shortage



Conference Board of Canada (2007) estimated that “in 2025 Ontario could face a shortfall of 364,000 workers”

there is currently a shortage of skilled labour in the industry

**Identifying Labour Issues and Challenges in the Landscape Horticulture Industry:
Labour Development and Skills –Landscape Ontario's Horticulture Stakeholder Survey**

Prepared for: Landscape Ontario Horticultural Trades Association

Attention: Sally Harvey, Manager of Education and Labour Development

Prepared by: Kate Stiefelmeyer and Janalee Sweetland
George Morris Centre
225-150 Research Lane
Guelph, Ontario
N1G 4T2
Telephone: 519-822-3929 ext 206
Fax: 519-837-8721
Contact email: kate@georgemorris.org


Date: July 22, 2011



Keep your Key People

the competition to retain
experienced and talented middle
and junior staff will be huge



A collage of Canadian currency. In the top left, a green \$20 bill is visible with the word 'CANADA' and 'LEGAL TENDER' printed vertically. Below it, a purple \$10 bill is partially visible. In the bottom left, a blue \$5 bill is shown with 'CANADA' and 'LEGAL TENDER' printed vertically. Scattered throughout are several coins: a silver quarter, a silver dime, and a red penny. The penny is clearly visible in the bottom right, showing the maple leaf and the year '2006'. The background is a mix of these colors and textures.

When asked about the shortage of skilled labour in the landscape horticulture industry, the most common potential factor mentioned was wages

How do we attract the brightest and best?



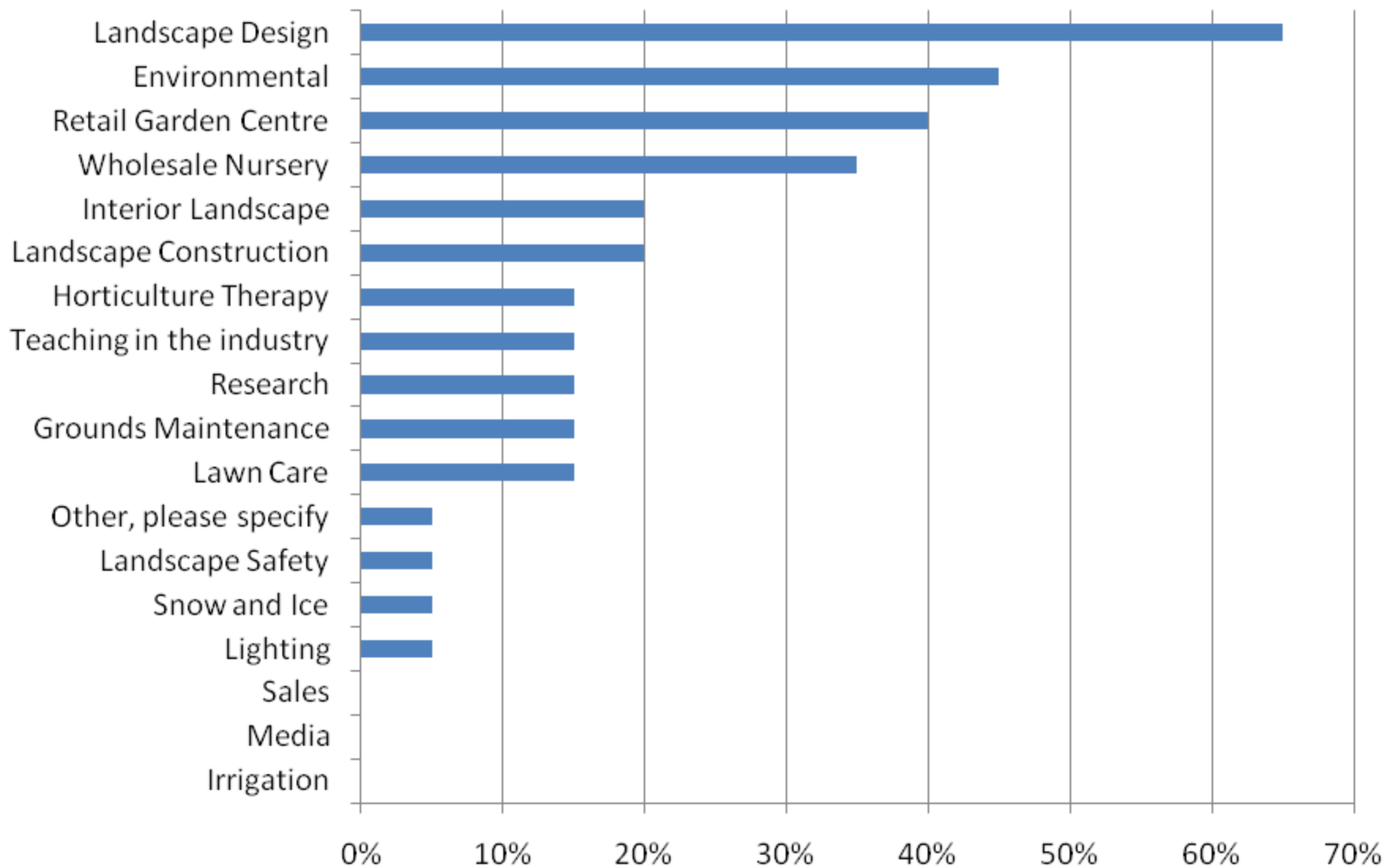
A photograph of two women in an office or classroom environment. The woman on the left, wearing a red patterned sweater and glasses, is smiling and pointing at a laptop screen. The woman on the right, wearing a light blue top and glasses, has her hand to her face in a thoughtful or listening pose. The laptop is open on a desk in the foreground. The background shows office cubicles with glass partitions and overhead lights.

When High Schools present Horticulture as a Remedial Course

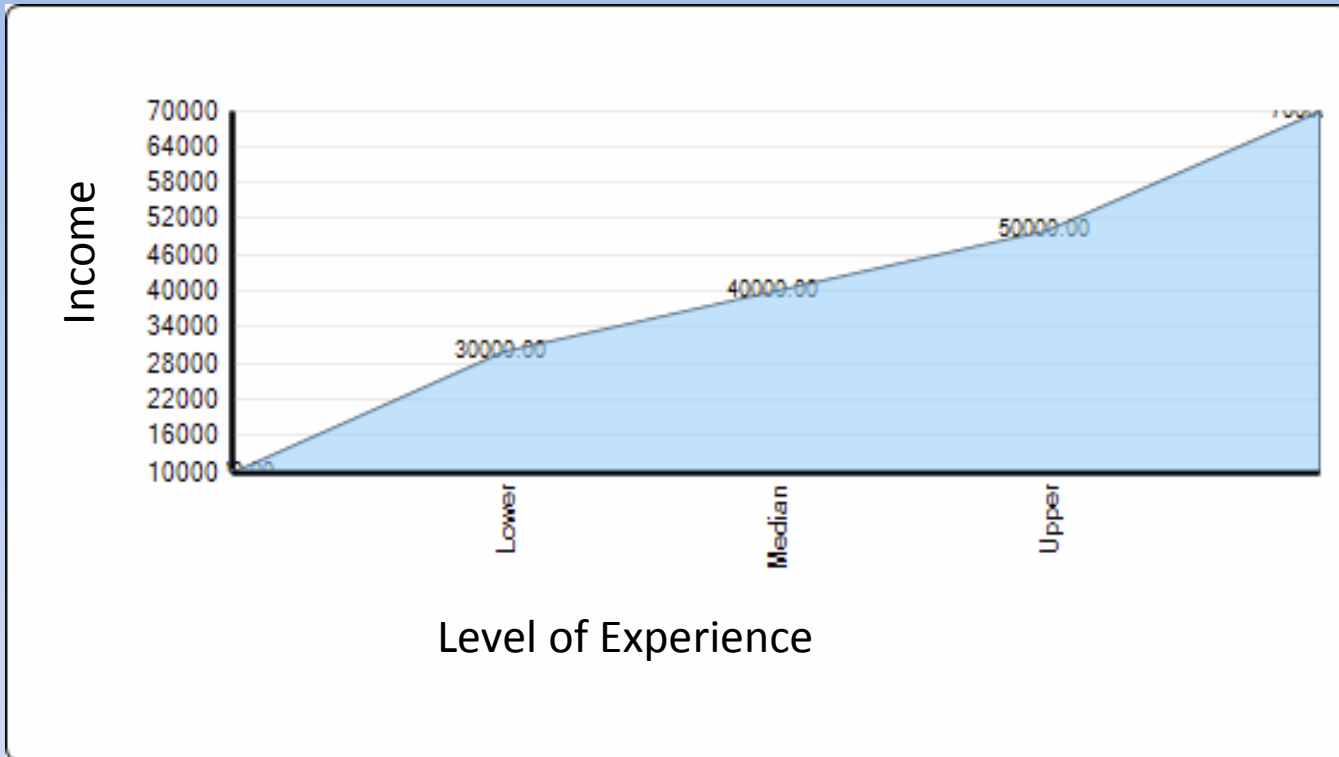
And the public thinks it is just about mowing the lawn



Figure 4.5: Desired Sector of Work



LANDSCAPE DESIGNER (US) INCOME LEVEL



Salary Data for **Landscape Designer** - December 2011

Source: iHireLandscaping.com

Landscape Architect I

[Methodology](#)

U.S. National Averages

Median Salary

\$42,736

10% \$33,057 25% \$37,670 75% \$47,803 90% \$52,416



Landscape Architect III

[Methodology](#)

U.S. National Averages

Median Salary

\$58,492

10% \$38,050 25% \$47,792 75% \$64,619 90% \$70,196



Landscape Architect IV

[Methodology](#)

U.S. National Averages

Median Salary

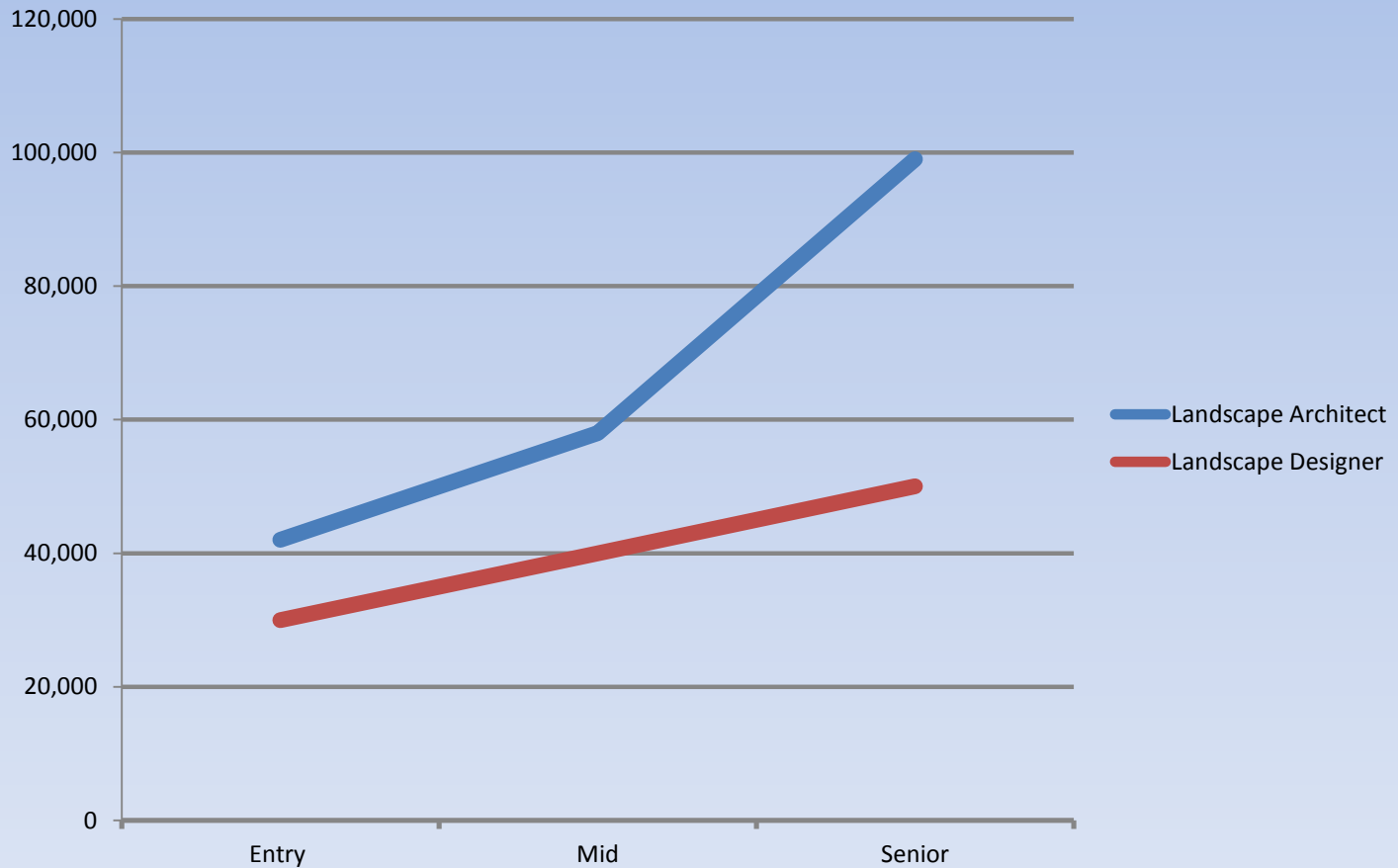
\$74,888

10% \$53,323 25% \$63,600 75% \$78,243 90% \$81,297



2011 Income Level Comparison (US)

Landscape Architect/Landscape Designer



The background features a complex, glowing blue circuit board pattern on a dark blue background. The circuit lines are intricate and interconnected, with many small circular nodes. On the left side, there are several bright, horizontal light streaks that create a sense of motion and depth, suggesting data flow or high-speed technology.

Keeping up with technology

Clients respond well to latest 3D modeling and visualization tools



Today they are thrilled to see our designs
in format they understand



Tomorrow they will expect every designer will communicate this way



Spectacular advances in game/movie graphics will displace the magic marker





Designers will capture the emotional component of their creations







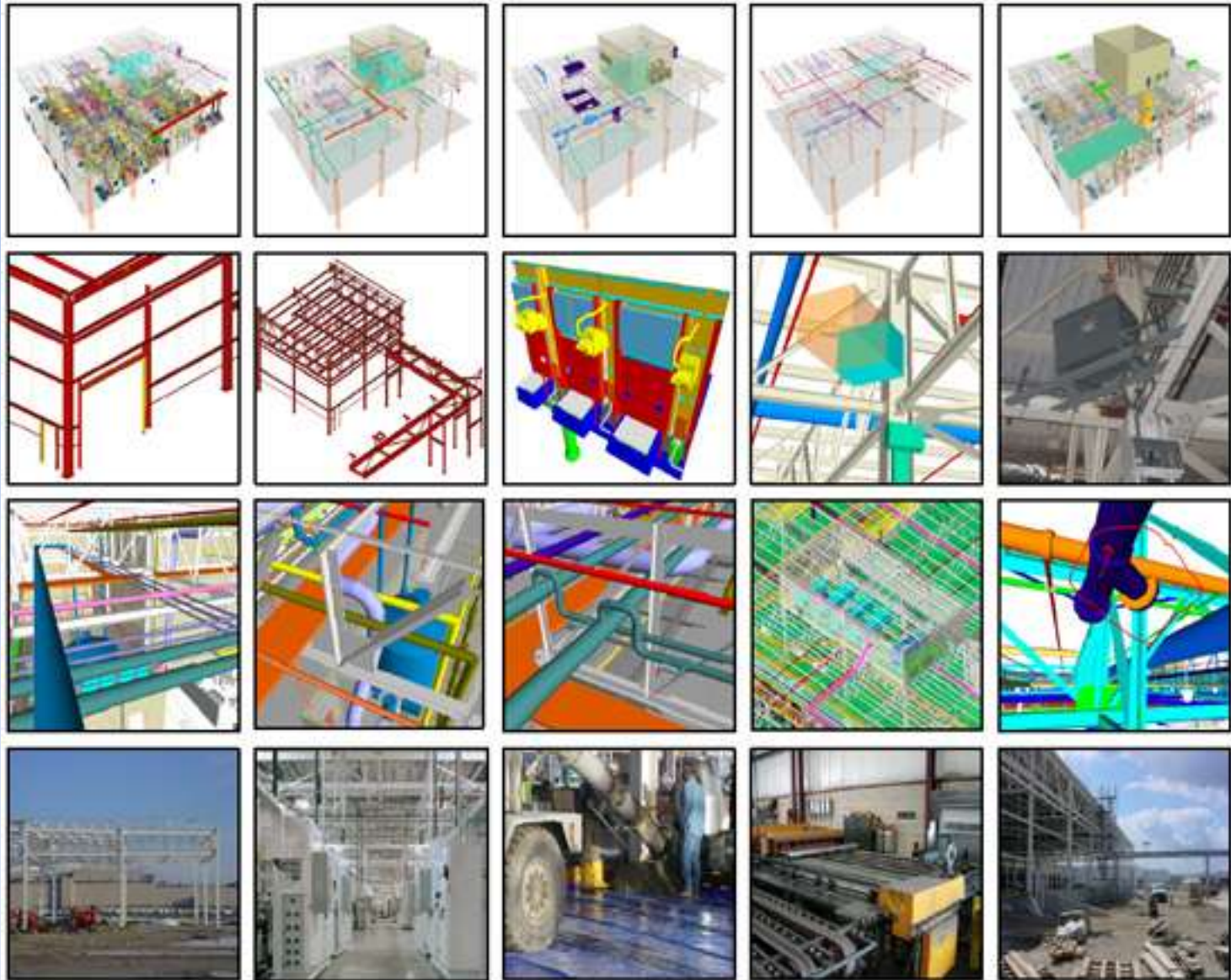


Sub meter – Handheld GPS systems





BIM - Building information modeling



BIM - **B**uilding **I**nformation **M**odeling

BIM provides a good estimation during bidding and procurement

BIM improves coordination in construction sequencing

BIM provides for effective communication of construction approaches

BIM - **B**uilding **I**nformation **M**odeling

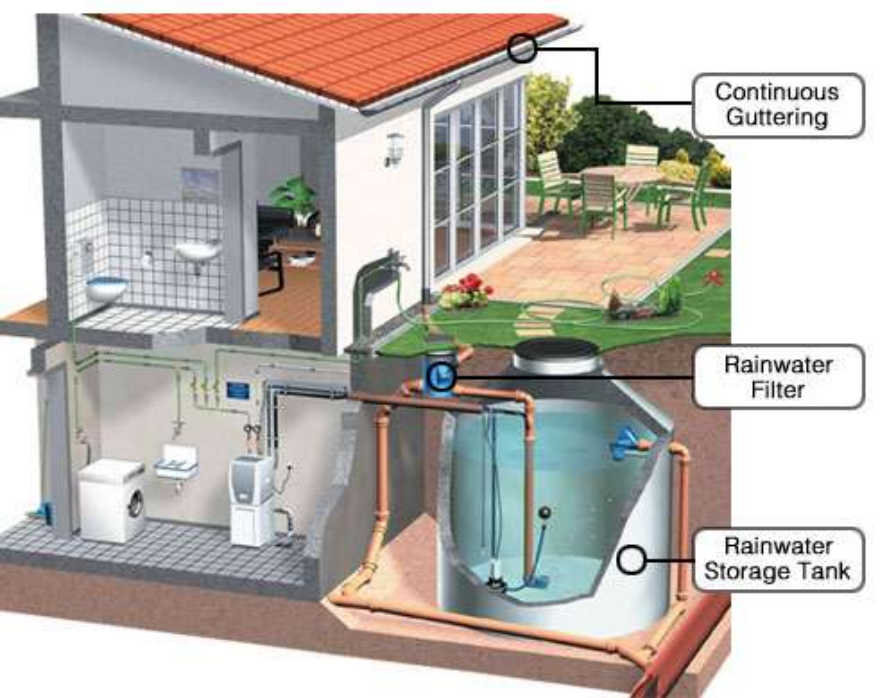
BIM helps in identifying possible conflicts that may arise during building construction

BIM allows for more what if analysis, such as construction sequencing options, shuffling of human resources, fine-tuning cost factors, etc.

BIM helps clients and end-users in understanding and visualizing the end product



Water Water Everywhere





Healthy Lifestyles



Occupy Local trend that involves more people supporting local farmers markets – the natural outlets for organically, homegrown products.

GROW YOUR FOOD CLOSE TO HOME



Community Gardens

A photograph of a lush, multi-tiered raised garden bed. The garden is densely packed with a variety of plants, including leafy greens, tomatoes, and colorful flowers. The wooden structure of the garden bed is visible, and the ground around it is covered with gravel. The overall scene is bright and healthy, representing local agriculture.

People are beginning to understand the importance of buying local produce, which in turn encourages them to experiment on their own.



Sky Farm

Las Vegas

A proposed \$200 million sky farm in the city of Las Vegas would be the world's first 30-story vertical farm. This building would have 30 floors of indoor farm land, and it is estimated that a vertical farm such as this one could produce enough food to feed 72,000 people per year.

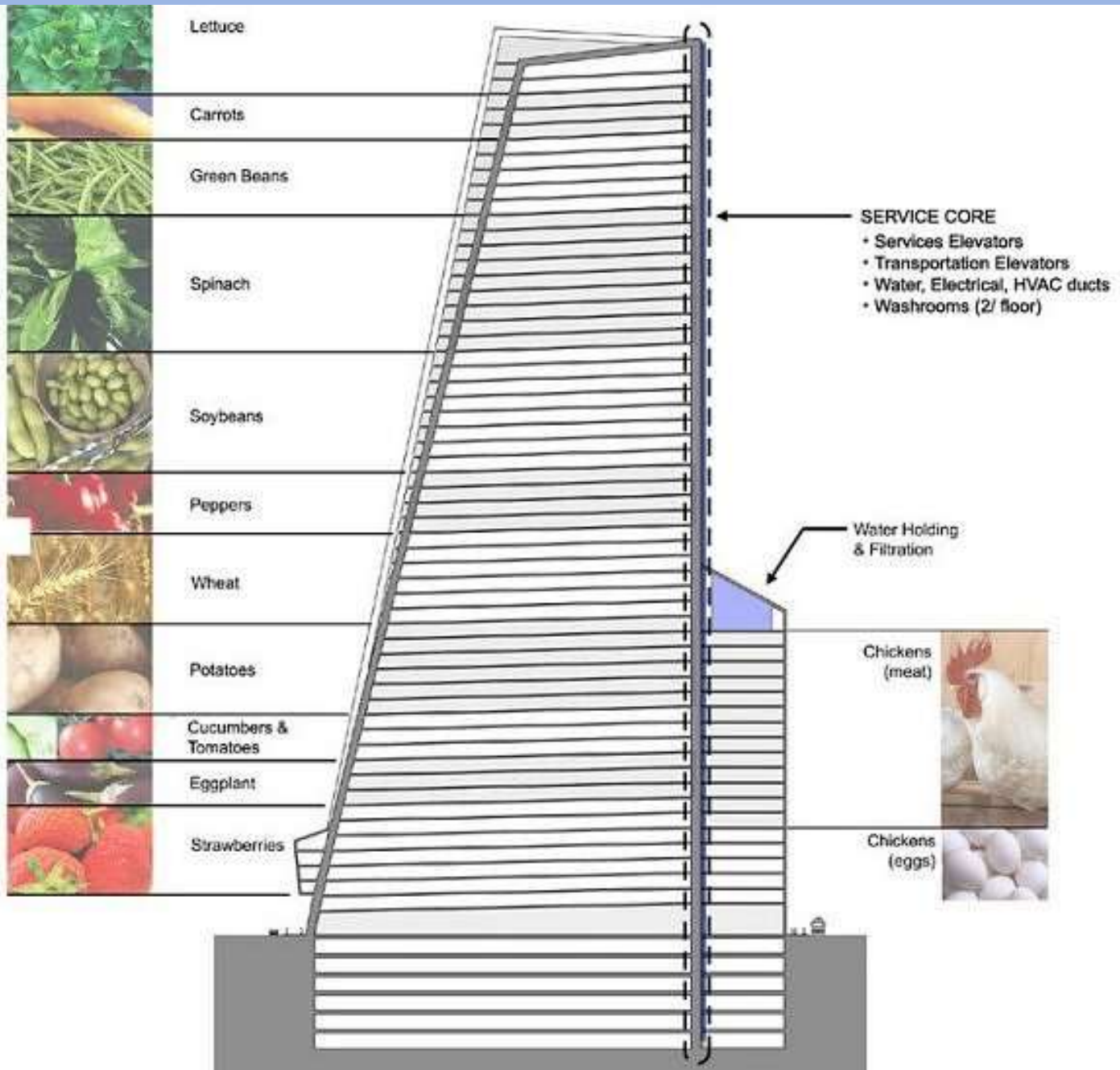
Sky Farm, Las Vegas



This proposed vertical sky farm would grow approximately 100 different crops, and would bring in an estimated \$40 million in annual revenue via produce sales and tourism to the one-of-a-kind structure. This sky farm is only in the preliminary stages of design.



A new vertical farm in the downtown area of Toronto, called Sky Farm, could help to feed 35,000 area residents each year. The advantage of the SkyFarm is that the proposed building would only require about 1.32 hectares of land for the 58 story building to sit on. However, it will have about 8 million square-feet of growing space for crops, bringing in the same amount of produce as a 420 hectare farm. The 714 foot structure would bring in an estimated \$23 million of revenue each year.



Residence Antilia

Mumbai, India

This new eco-building will hold the world record for the largest and tallest living wall, not just in India, but on the planet. This 200 meter tall building will feature vertical gardens all the way up its exterior walls. Costing, \$1 billion, the revolutionary design will make it not only the world's greenest skyscraper, but also one of the most unique and beautiful structures in the world.



Childhood Obesity is still a problem

Exile of the Smoker





In a recent survey sponsored by the ASLA, the three most popular garden requests were:

- landscape lighting,
- fire pits,
- and low maintenance landscapes



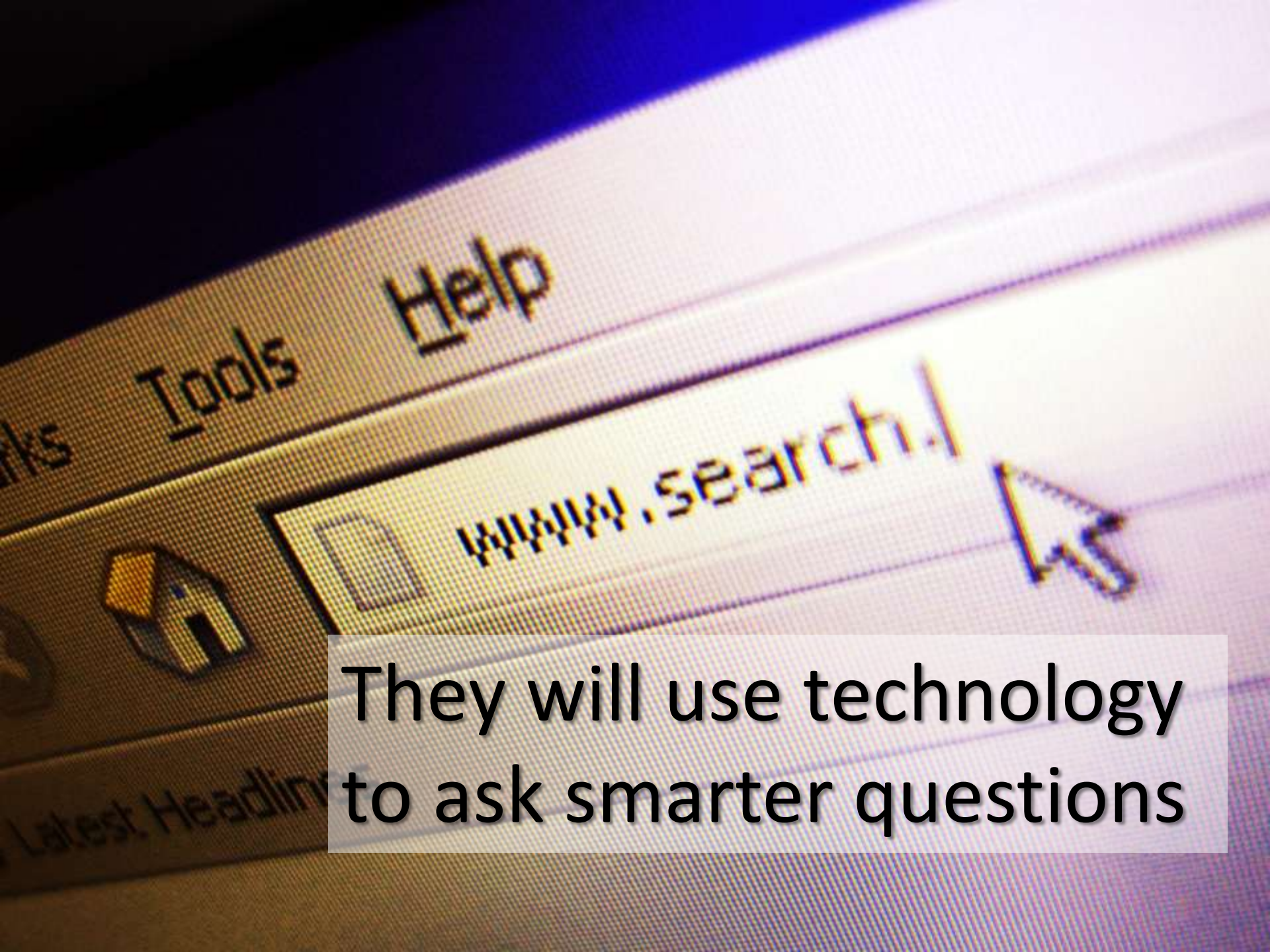
LEEDTM
FOR HOMES



Collaborative Models Are The Order Of The Day

Client will continue to be King





They will use technology
to ask smarter questions

The threat of social media sabotage





Loyalty among clients is tougher to retain, and doing excellent work is not in itself a guarantee of a continued client relationship

Firms of all sizes are forced to buckle down.



Reducing unnecessary overhead, streamlining business processes, and reinvigorating the strategic plan are necessities.

Those who survive will
have less competition





Public works need work

If the current level of infrastructure under-investment is allowed to continue in Canada, the deficit could balloon to \$1 trillion in 60 years.

Deferring maintenance (or not performing repairs at all) leads to much higher rates of deterioration and repair bills that can equal the cost of the original asset.

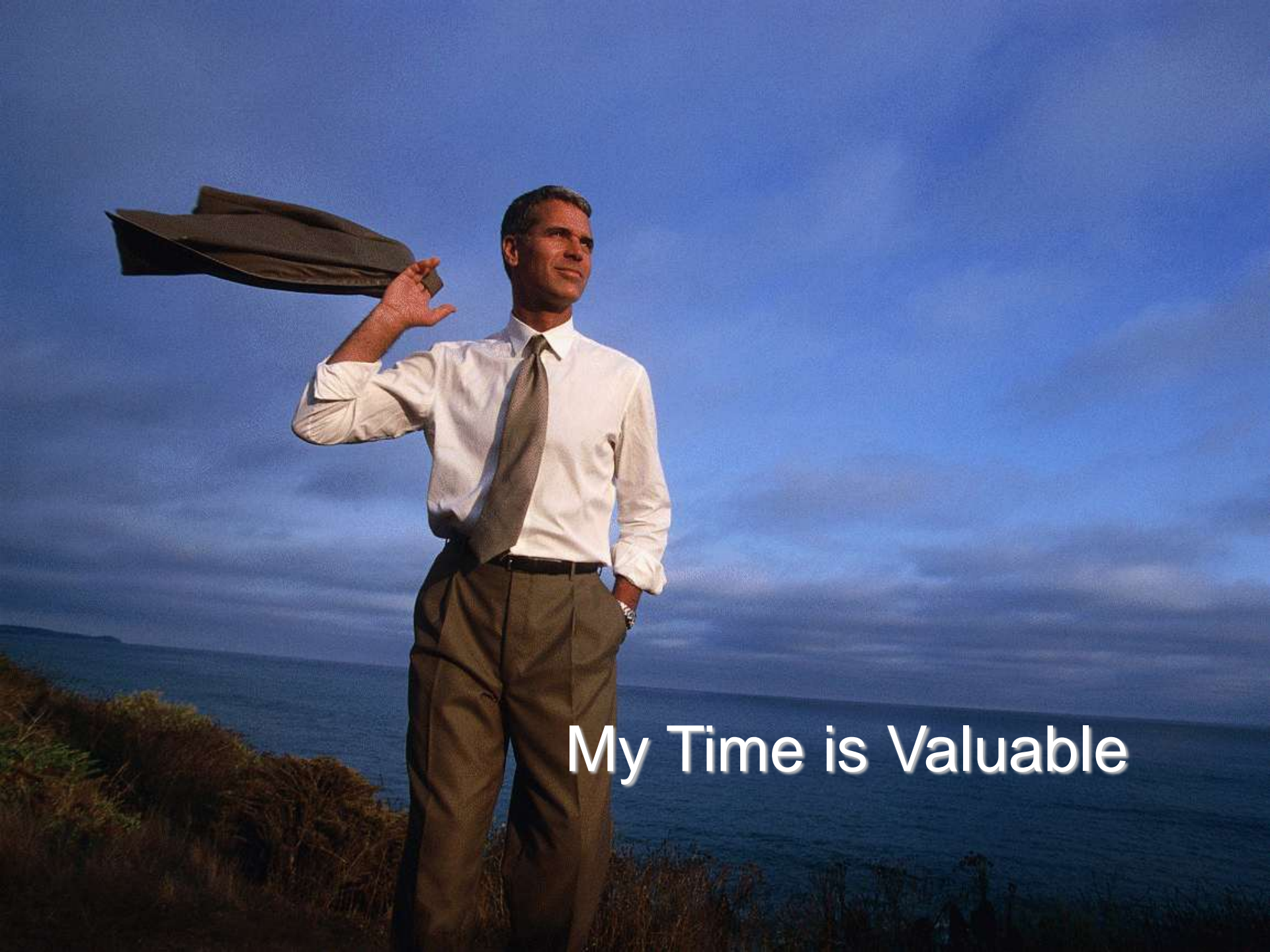
A tropical beach scene with palm trees, white sand, and a blue sky with clouds. The text is overlaid on the lower left portion of the image.

**The new workplace is
wherever you work**

A blurred photograph of a man in a dark suit and white shirt running from left to right. He is carrying a black briefcase in his right hand. The background is a bright yellow wall with horizontal lines, also blurred to convey a sense of motion and speed.

Satisfy the need for speed

When can you get it done?



My Time is Valuable

Low-risk, high-value plants



A close-up photograph of a field of tulips. The flowers are in various stages of bloom, showing a mix of bright yellow and vibrant orange colors. The tulips are densely packed, and their green, lance-shaped leaves are visible between the stems. The background is a soft-focus green lawn. A semi-transparent dark grey banner is positioned at the bottom of the image, containing white text.

Add larger flashes of color with
both bloom and foliage

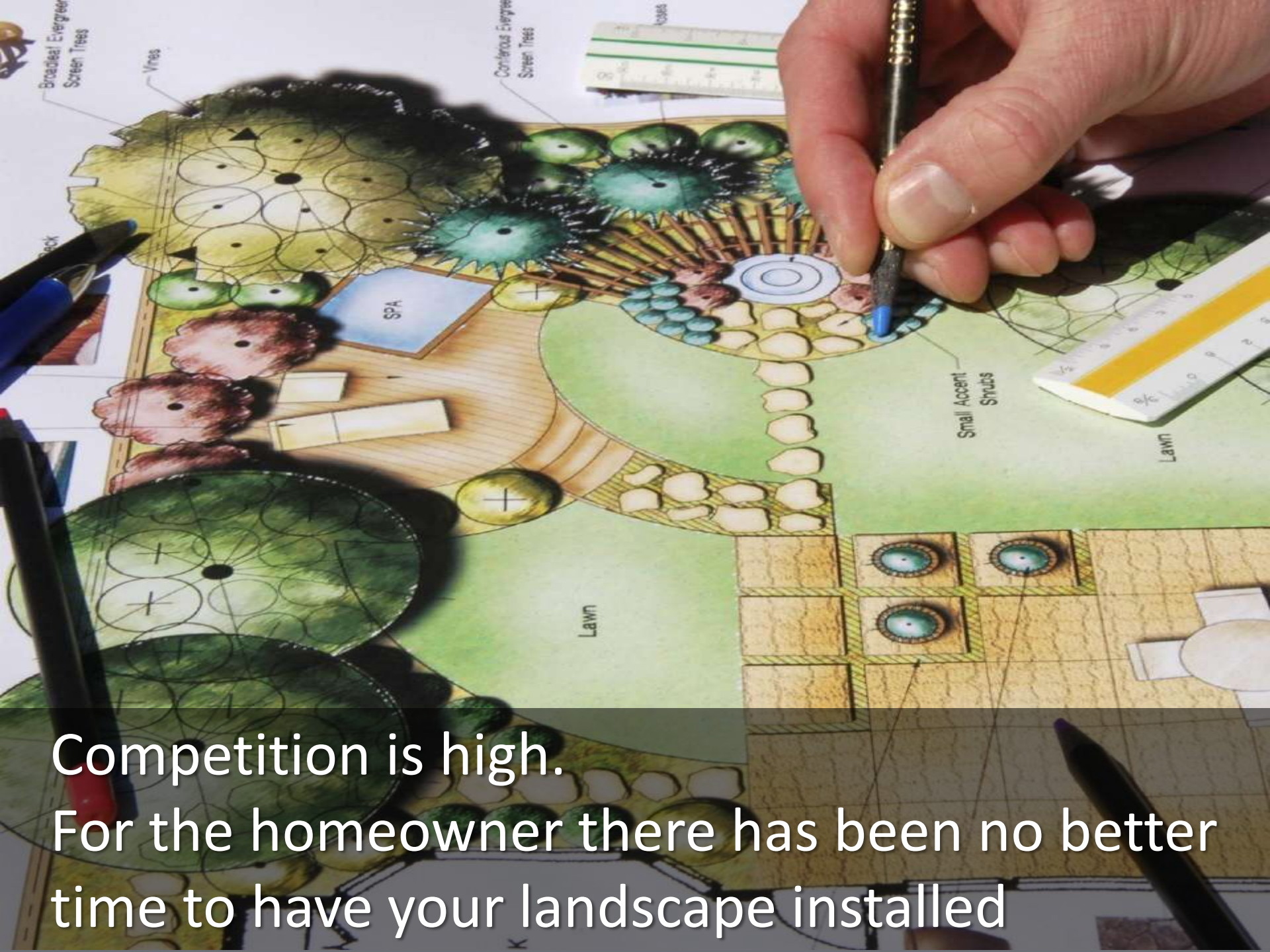
A photograph of a construction site. In the foreground, a large excavator with a circular blade is partially visible. Several workers are standing around a circular concrete foundation. One worker in a white shirt and blue jeans is pointing towards the foundation. Another worker in a plaid shirt and blue jeans is looking on. A third worker in a tan shirt and a purple cap is in the foreground, looking towards the workers. The background shows a residential area with houses and trees under a clear sky.

The stimulus money is spent

Fewer commercial landscapes are being installed, so many of the larger companies are moving their crews into residential work

Economic Uncertainty
Will Curtail Some
Activity





Competition is high.
For the homeowner there has been no better
time to have your landscape installed

Outdoor/Indoor Art

Pebble Grey



65210 Falling Leaves
14 x 1 x 32 in / 35.5 x 2.5 x 81 cm

Khaki



65201 Fern Leaf
14 x 1 x 14 in / 35.5 x 2.5 x 35.5 cm



GARDEN
ENVY®

65208 Bird
14 x 1 x 14 in / 35.5 x 2.5 x 35.5 cm

On your outdoor wall or fence these unique

flora & fauna designs

provide a welcoming and beautiful touch to your home and garden



65209 Birds on Branches
14 x 1 x 14 in / 35.5 x 2.5 x 35.5 cm



65206 Birch Forest
14 x 1 x 14 in / 35.5 x 2.5 x 35.5 cm



65212 Echinacea
14 x 1 x 32 in / 35.5 x 2.5 x 81 cm

Fountains and decorative features made of natural stone or metal are going to be hot sellers.

A close-up photograph of a person's head and shoulders. The person has long, wavy, reddish-brown hair. A small, grey and black bird is perched on top of their head. The person is holding a pair of black binoculars to their eyes with both hands. The background is a soft-focus outdoor scene with snow on the ground and trees.

Birds in the Garden

Birding watching has exploded into the No. 1 sport in North America, according to the U.S. Fish and Wildlife Service. There are 51.3 million birders in the U.S. alone and the number is constantly climbing.

Mindful consumption



the 2010 Cone Survey that found 83 per cent of consumers want to see more brands, products and companies that support worthy causes



Independence And Family Interaction

Meet the Sandwich Generation

In 2009, a record-setting 51.4 million Americans were living in a multigenerational home


An AARP poll showed that 75% of elderly people hoped to stay at home with their families.



Last year, seven of the 10 best-selling plans at Builder House Plans were single level.

The next generation (Gen Y)
77% want to live in an urban core
Close to jobs, friends and shopping



A woman with blonde hair, wearing a dark business suit, is sitting on a couch in a modern office setting. She is smiling and looking towards the right while using a laptop. The background shows large windows with a view of a city.

...particularly strong among **WINKS**,
women with **incomes** and **no kids**—and
plenty of buying power.



More Women in Landscape
More choose as a second career

Pondless water features



Guerrilla Gardening



do-gooder green thumbs who are creating food and flower gardens wherever space will allow

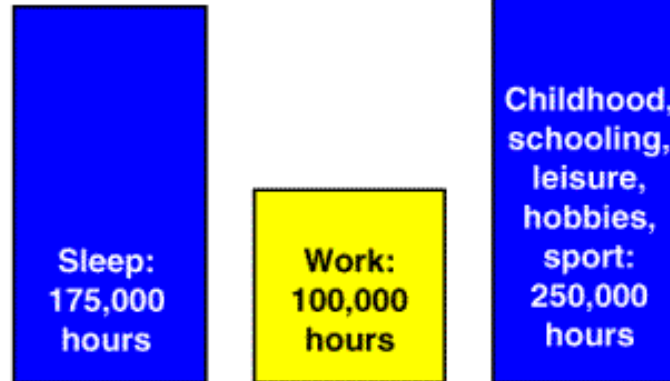
“plants can live without us, but we can’t live without plants.”

Rise of the Leisure Class

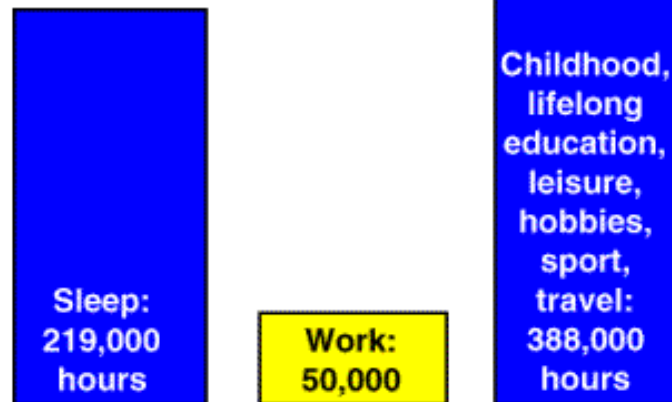


The new age of leisure

1930: life expectancy at birth
60 years—525,000 hours

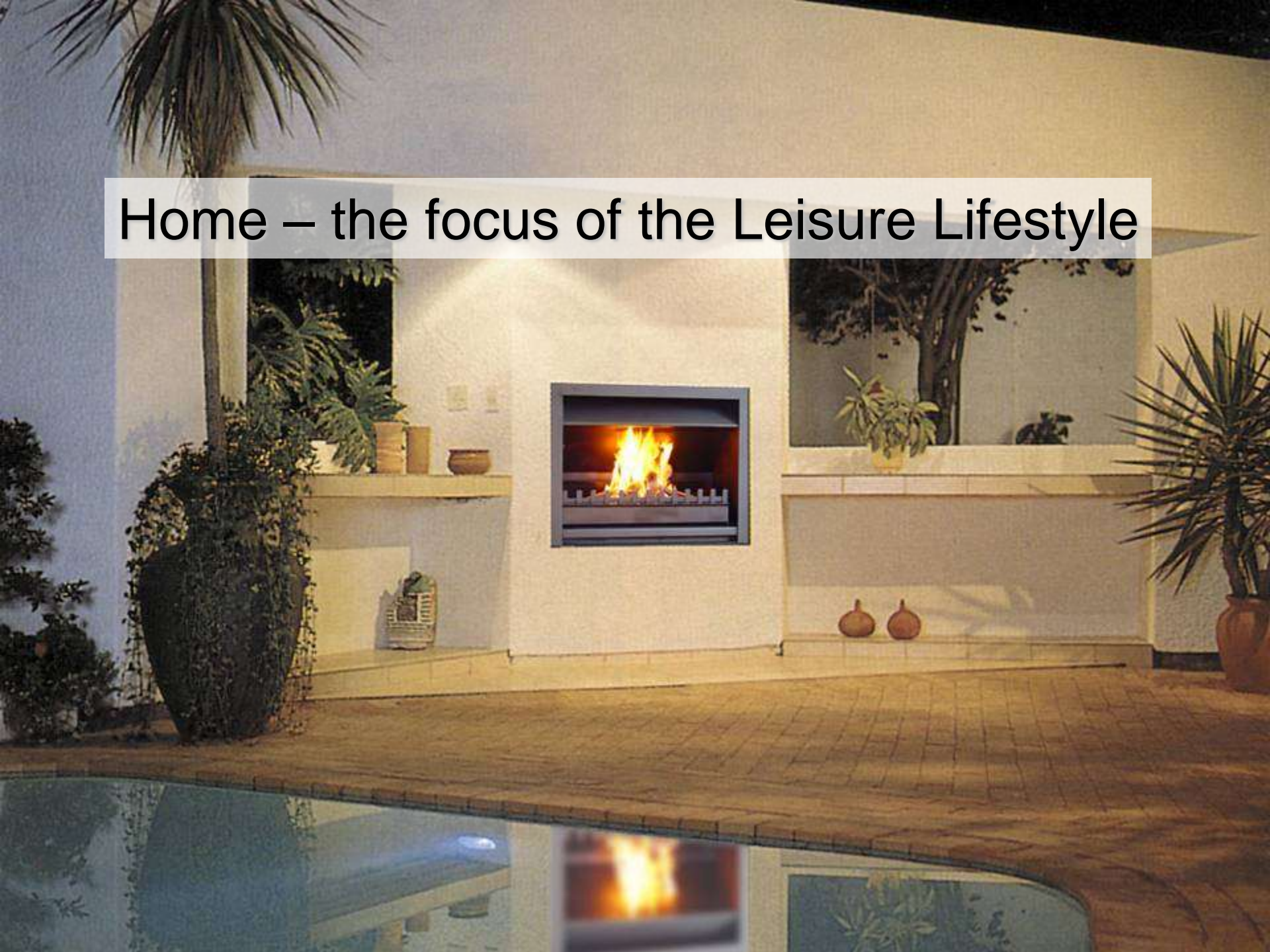


The year 2000:
life expectancy at birth
75 years—657,000 hours

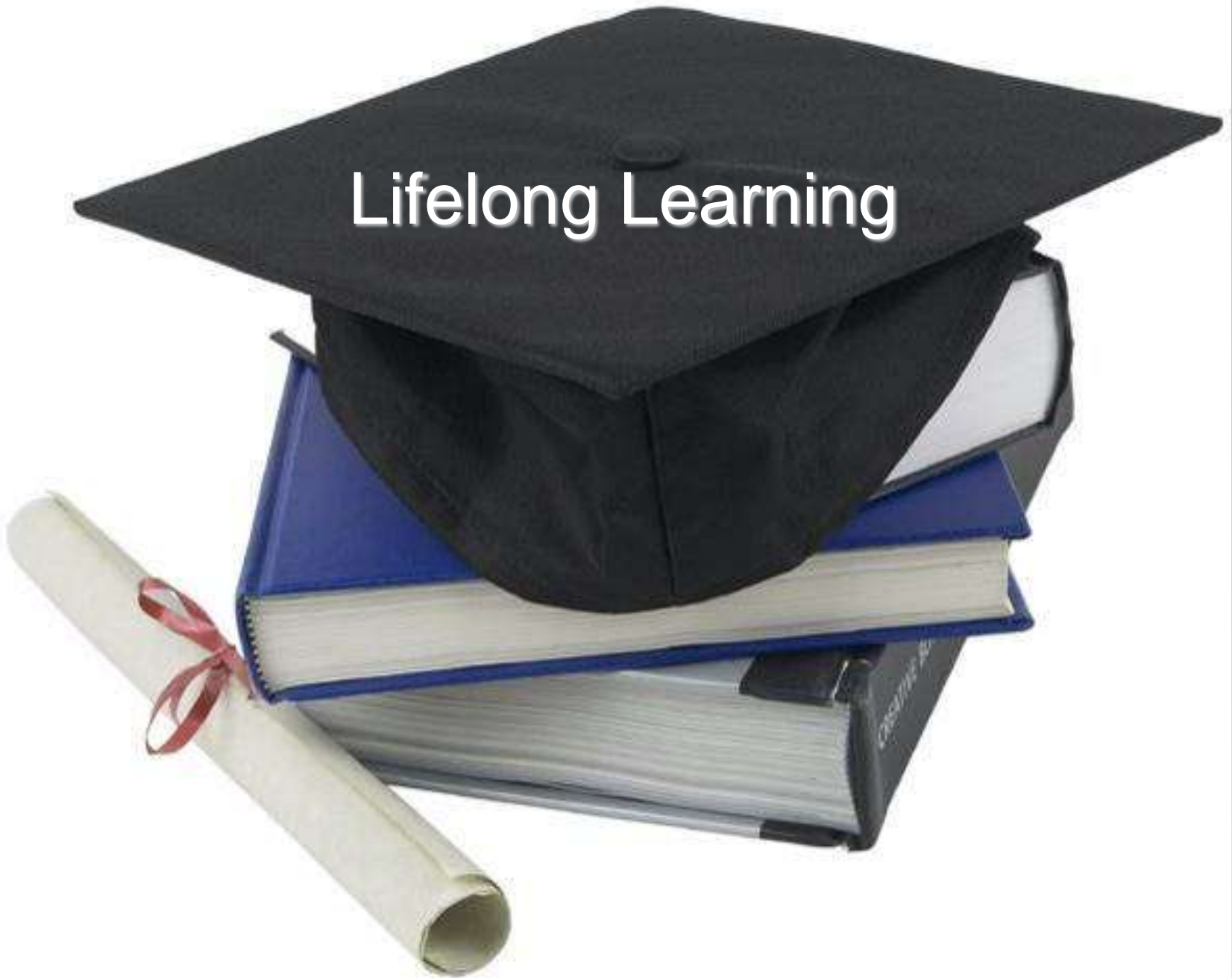


* Calculations based on *The Age of Unreason*, by Charles Handy, published by Century Hutchinson, London, England.

Home – the focus of the Leisure Lifestyle



Lifelong Learning



High Energy Costs

The background of the slide features a dramatic sunset or sunrise sky with scattered, illuminated clouds. In the foreground, the dark silhouettes of several oil pumpjacks (jack-o'-lanterns) are visible, their mechanical forms starkly contrasted against the bright, low sun. The overall mood is one of industrial activity amidst natural elements.

Demographic growth and increasing economic wealth, particularly in developing countries, will create unprecedented energy demand.



Alternate Sources

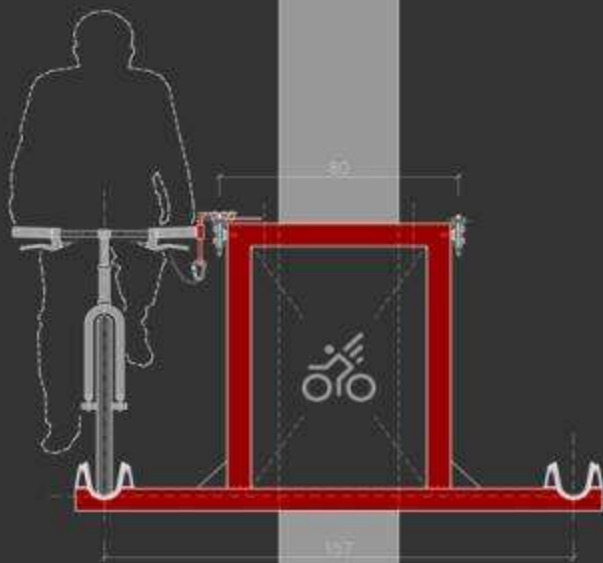
Price of Land Urban Expansion



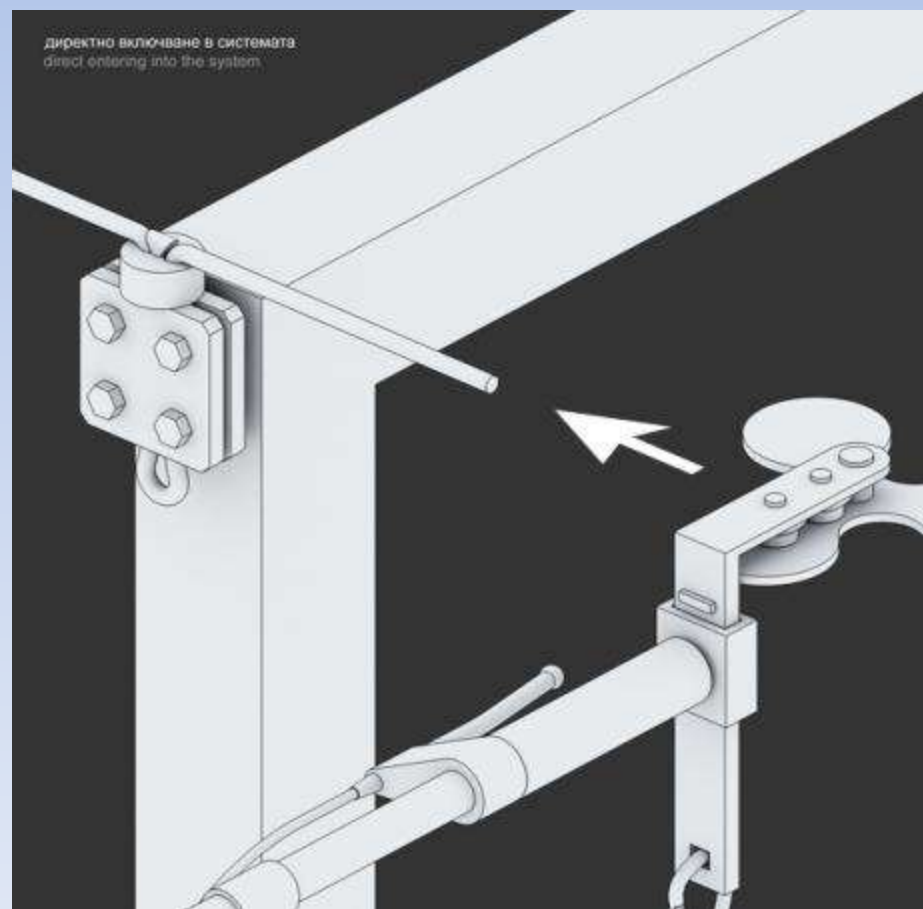


Leave the Car at Home





фронтален изглед на системата
system's front view



директно включване в системата
direct entering into the system

New Standards for Parking Design?





Smaller Cars need less space



Dedicated zones for larger vehicles

Small House with a Small Garden





Jewell Box Homes

smaller, sophisticated homes that showcase the accoutrements of much larger designs. Exquisite detailing, quality materials and architectural artistry make these compact homes undeniably impressive in spite of their size.

Indoor and Outdoor Space Merge Together



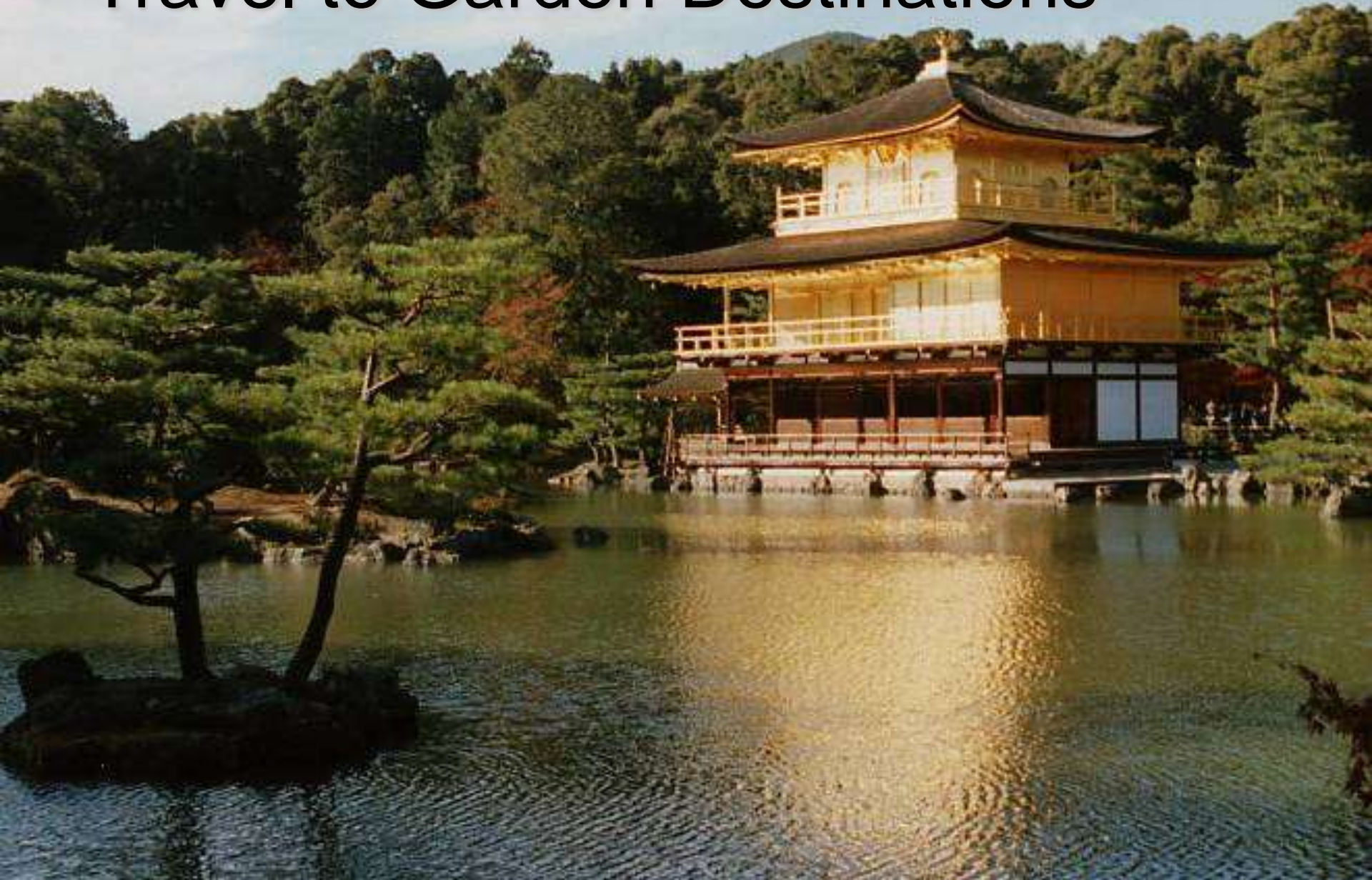








Travel to Garden Destinations



A photograph of an elderly woman with short, wavy grey hair, lying on her back in a field of tall green grass. She is smiling broadly, showing her teeth, and looking upwards. She is wearing a light-colored, textured sweater. The background is a soft-focus green field.

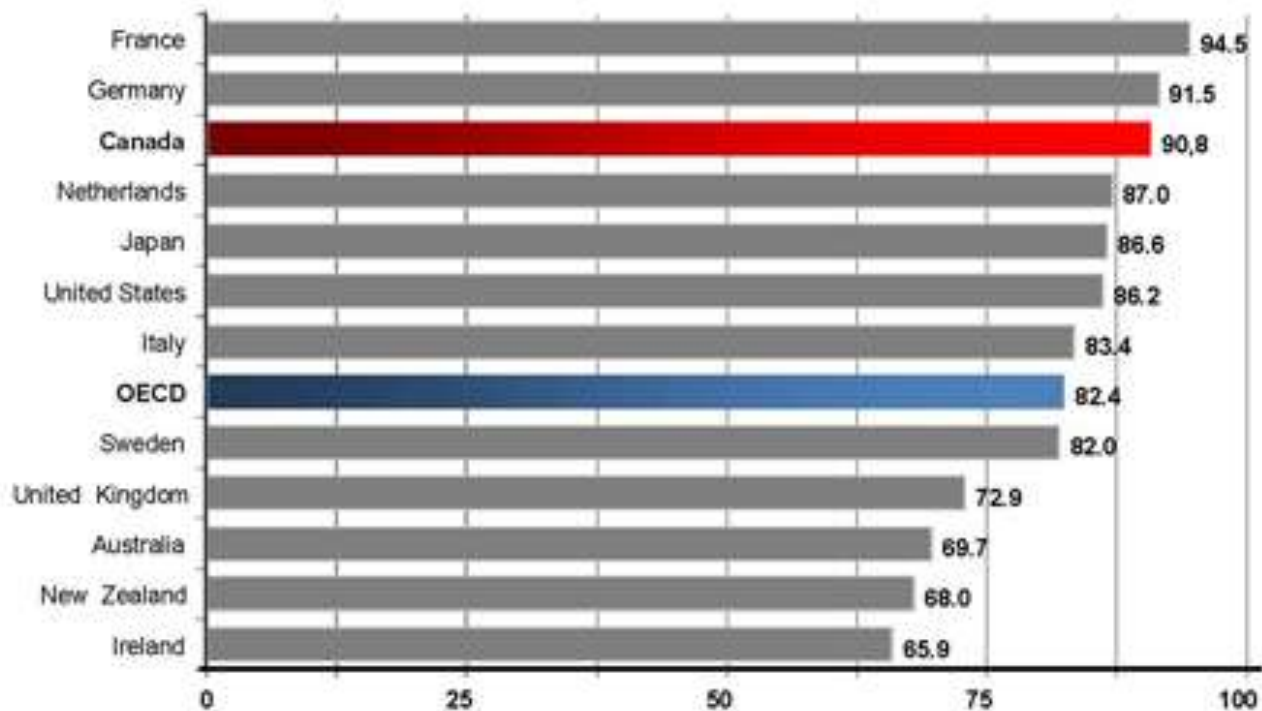
May retire early, but expect to live a long time.

Will the money run out?

Like to build things of quality.

Leaving a legacy?

Figure 2: Average Incomes of Seniors as % of Average Population, Mid-2000s



*Source: OECD, 2005 for most countries, including Canada

A photograph of an elderly couple walking hand-in-hand on a sandy beach at sunset. The woman is on the left, wearing a light blue long-sleeved shirt, light-colored pants, and a wide-brimmed straw hat. The man is on the right, wearing a light-colored sweater and light-colored pants. They are both smiling and looking towards each other. The background shows the ocean waves and a clear sky with a warm, golden glow from the setting sun.

Pension plans were developed when people retired at 65 and died at 72.

Now we hope to retire at 55 and are living to 85.

For many, their retirement years are longer than their work years.



People Pursue Their Passions

A photograph of a garden featuring a winding stone path that meanders through dense, vibrant green foliage. The plants appear to be various types of leafy greens, possibly herbs or vegetables, growing in neat rows. The background is filled with tall, slender trees, creating a sense of a secluded and natural outdoor space. The overall atmosphere is peaceful and healthy.

Garden Designs That Promote Physical and Mental Health

Someday they will die.

Canadian Data

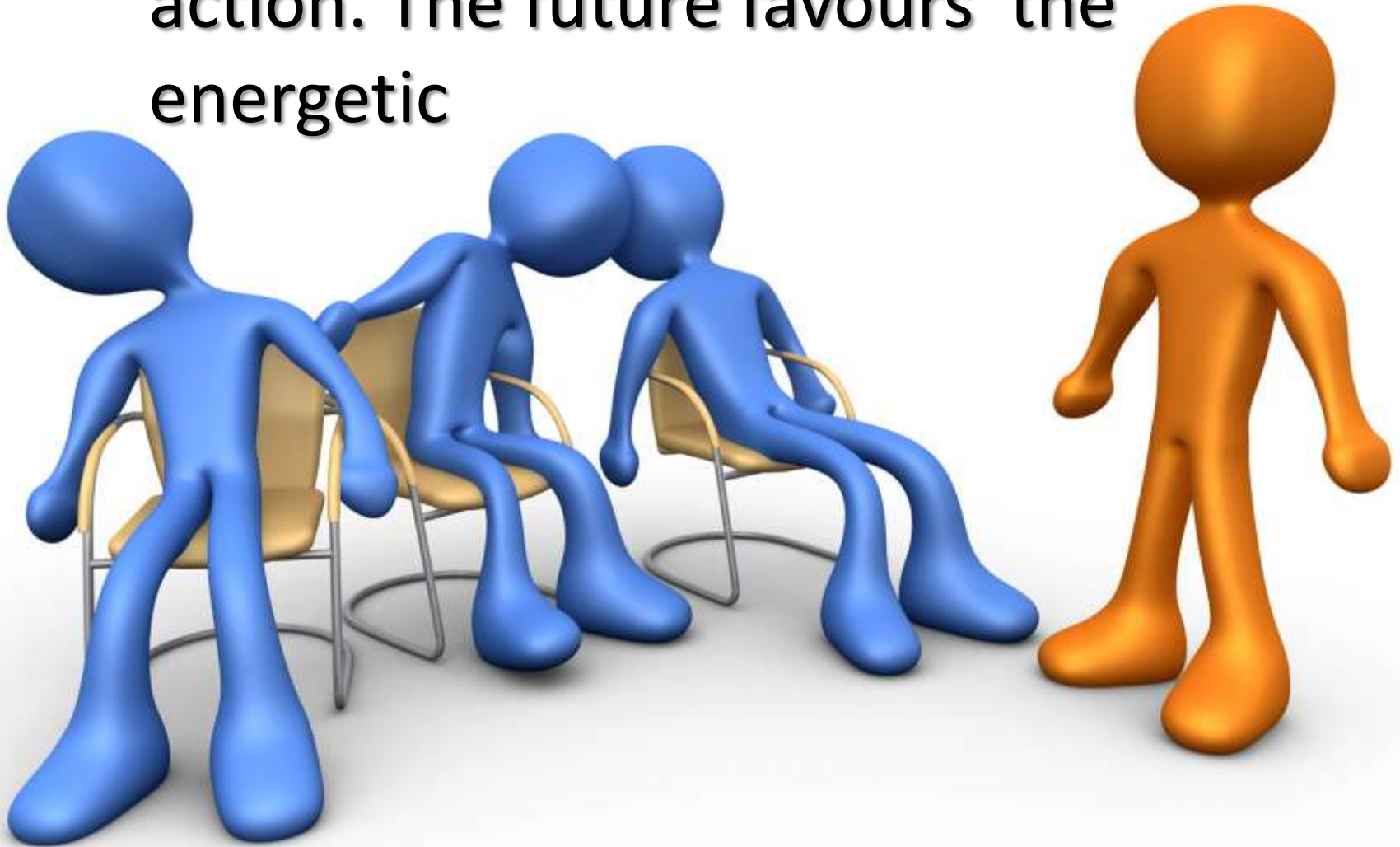
Year	Number of cremations	% of all deaths
1998	213,004	42.4%
1999	221,650	Not available
2000 (est)	Not available	42.7%
2010 projected figure	1,552,800	47.4%



CHANGE

AHEAD

Do not hesitate to take bold
action. The future favours the
energetic



Thank You

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