

EMERGING LEADER AWARD:  
**LOGAN STALEY**



**BRADLEY SITE DESIGN**



## **EMERGING LEADER AWARD NOMINATION**

**Name:** Logan Staley

**Address:** 1010 Wisconsin Avenue, NW, Washington, DC, 20007

**Phone:** 202-733-1303

**Email:** [lstaley@bradleysitedesign.com](mailto:lstaley@bradleysitedesign.com)

**Title:** Landscape Designer II, Certified Arborist

**Company:** Bradley Site Design

**Education:** The Pennsylvania State University, Bachelor of Science: Landscape Architecture, 2019

Logan joined BSD as a summer intern after his Junior year at PSU and impressed the team so much that he was invited to join the company upon graduation. Even as an intern he produced innovative graphics for our Design For Impact program and created data gathering systems to evaluate sustainable outcomes. Since joining BSD full time, Logan has consistently added to his skillsets, including an Arborist certification and surveying techniques, and works tirelessly on production teams. He is pursuing certification as a SITES Accredited Professional this year and plans to pursue landscape architecture licensure next year. Logan's positive attitude and wide-ranging technical skills keep him in high demand by senior project managers, and he has already become a project manager in his own right. He is leading teams on impactful projects, including Treating & Teaching, a long-running program that develops outdoor education facilities in local schools, centered on watershed stewardship. Logan provides collaborative stakeholder outreach, full design and permitting services, and construction administration for those facilities. He frequently volunteers on environmental projects and is a member of Laurel for the Patuxent conservation group.



**Logan Staley** graduated from Penn State University's rigorous landscape architecture program in 2019 and joined Bradley Site Design (BSD) soon thereafter, having first taken a month to immerse himself in nature, fishing, hiking and camping. Fittingly, he chose as his website bio quote:

*"The world is big and I want to have a good look at it before it gets dark."* (John Muir)

Logan brings his passion for the natural environment to work each day, conscientiously bringing that joy to urban communities most in need of green spaces. Although his first love was the wilderness and the wide-open spaces, he was open-minded enough to explore urban design, and quickly grew to embrace the opportunities inherent in the greening of our cities. He enjoys connecting people to nature and relishes the challenges of working in inner city neighborhoods.

A dedicated team player and a talented designer, Logan is known in our office as the "go to" person for almost any task. He will roll up his sleeves and cheerfully apply himself to any assignment. As a result, he is consistently in high demand and is frequently pulled in many directions, yet he never complains. Even in a supportive and close-knit team, Logan stands out as an extraordinarily kind and generous person.

BSD turned 25 the year Logan joined us, and he enthusiastically participated in the 25 acts of service we performed to celebrate our milestone. Among many other endeavors, he canoed the Anacostia River to collect trash, ran a charity 10K, and built a candy concoction for the Gingertown charity event at Christmastime. In addition to contributing his time and talents at work-related volunteer pursuits, he is active outside the office in numerous conservation efforts.

We first met Logan when we worked with a Penn State Junior-year studio on the Barry Farm project. His insightful contributions and clear leadership abilities impressed us, and we offered him a summer internship. Even as an intern, he was an impactful team member. He created graphics for our fledgling Design For Impact program that we use to this day, work that led some of our architecture partners to ask us which graphic arts firm we use to create such polished visualizations (see page 4). His contributions were not limited to imagery, however; he also helped shape many of the evaluation methodologies we use to assess project outcomes.

Naturally, we didn't hesitate to offer Logan a full-time position, and he has progressed quickly since he joined us. He is not yet five years in the field, but in addition to providing stellar production support to senior project managers, he is already managing his own projects. The following examples are illustrative of his abilities; he authored the documents with minimal oversight and produced all the graphics.

## Design For Impact

Design For Impact (D4I) is a scalable process framework that can be imbedded into daily practice and tailored to our unique project types. It's a way to achieve, document and replicate consistent positive outcomes socially, ecologically and economically, even on challenging sites with limited budgets. D4I is the topic of my doctoral dissertation, and Logan has been instrumental in creating visualizations to organize the process framework, report results, and articulate the entire package to clients and colleagues. He also helped analyze impact patterns, thereby deepening our understanding of the data, and he derived unique graphing technics to express them. He has developed templates for goal-setting, metrics selection, outcome reporting, and marketing. Page 4 represents a small sampling of this suite of materials.

## Prince Georges County Ten Year Strategic Tree Plan

We were tasked with the development of a ten-year plan for the street trees of an entire county. Logan and I worked together to set goals and determine the approach for the document, and he began the work. I scheduled a check-in meeting a few weeks later, expecting to see a preliminary product, and was stunned to see a well-organized, thoroughly researched, fully fleshed-out strategic plan, complete with compelling graphics. Logan had produced the entire document singlehandedly. With a small amount of guidance and stakeholder input, he completed and presented the 74-page document to our delighted client. On page 5 are representative graphics; a link to the entire document is here:

[https://www.dropbox.com/scl/fi/c7sqtim7kdslcoai8p5pc/Prince-Georges-County-10-YEAR-TREE-MANAGEMENT-PLAN\\_Print.pdf?rlkey=79qgoxeqhjxlh9qg4stlejyo5&dl=0](https://www.dropbox.com/scl/fi/c7sqtim7kdslcoai8p5pc/Prince-Georges-County-10-YEAR-TREE-MANAGEMENT-PLAN_Print.pdf?rlkey=79qgoxeqhjxlh9qg4stlejyo5&dl=0)

## Treating and Teaching

Our work with the Clean Water Partnership to retrofit school campuses with bioretention areas expanded into the Treating and Teaching program, run by the Anacostia Watershed Society. We design outdoor education spaces that leverage the BMP's as teaching tools. Logan has streamlined the process with a shared library of products and details, and he expanded the outreach and educational part of the program. Recently he's been working with staff and students at Eleanor Roosevelt High School in Greenbelt.

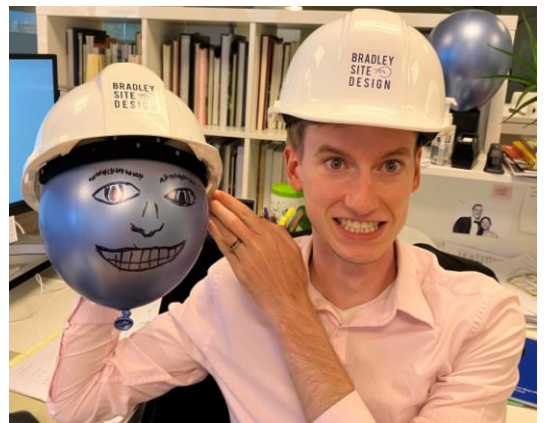




## Arborist Services

Logan became a certified arborist last year and quickly added a valuable asset to BSD. He has surveyed sites of all sizes from a 50-acre tract for a Stafford County school to an urban infill site in Hyattsville, Maryland. His attention to detail and environmental stewardship have enabled us to identify and preserve forest areas and individual trees, designing to accommodate them.

These are just some of the many exemplary skills Logan exhibits; they demonstrate some unusual depth and breadth, but of course he has also excelled in “traditional” landscape architecture tasks: community outreach, design, production and construction administration. He’s proven to be a talented designer, resourceful researcher, supportive team member and stellar human being. He is a credit to the profession.



# DESIGN FOR IMPACT



## SOCIAL IMPACT

INCLUSION IN PLAY HELPS TO REDUCE OUTDATED SOCIAL STIGMA AND MISCONCEPTIONS, INFORMS DEVELOPING MINDS AND ENCOURAGES PATIENCE



PEOPLE WHO MAKE LONG VISITS (30 MINUTES OR MORE) TO GREEN SPACES HAVE LOWER RATES OF DEPRESSION AND HIGH BLOOD PRESSURE

OVER 50% OF THE RAISED MORTALITY RISK IN THE LOWEST SOCIOECONOMIC GROUPS WAS ASSOCIATED WITH LOW PERCEIVED CONTROL



GREATER INTAKE OF GREEN LEAFY VEGETABLES WAS ASSOCIATED WITH A 14% REDUCTION IN RISK OF TYPE 2 DIABETES



## SOCIAL IMPACT

PILOT PROJECT: JOHN RUHRAH ELEMENTARY & MIDDLE SCHOOL



150+

MEMBERS OF THE COMMUNITY ENGAGED

84%



OF THE SITE IS ADA ACCESSIBLE



LBS. OF PRODUCE GROWN ANNUALLY

## ECONOMIC IMPACT

A HEALTHY CHESAPEAKE BAY IS WORTH \$130 BILLION ANNUALLY IN FISHING, TOURISM, RECREATION, AND REAL ESTATE VALUES



TREES INCREASE PROPERTY VALUES BY 18-37% IN URBAN SETTINGS

25% OF THE \$1 BILLION IN ANNUAL DAMAGES FROM FLOODING ARE CAUSED BY STORM WATER



URBAN TREE PLANTING CAN ACCOUNT FOR A 25% REDUCTION IN NET COOLING AND HEATING ENERGY USAGE IN URBAN LANDSCAPES



## ECONOMIC IMPACT

PILOT PROJECT: JOHN RUHRAH ELEMENTARY & MIDDLE SCHOOL



19%

REDUCTION IN ANNUAL MAINTENANCE COSTS



\$4154 SAVED IN STORMWATER TREATMENT COSTS



\$7,147 SAVED IN FIRST 10 YEARS BY PRESERVING AND PLANTING TREES

## ECOLOGICAL IMPACT

WATER QUALITY DEGRADATION BEGINS AT IMPERVIOUSNESS AS LOW AS 4-5%



AN OAK TREE CAN HOST AS MANY AS 534 SPECIES OF MOTHS AND BUTTERFLIES

A REVIEW OF 150 STUDIES SHOWED DIVERSE AGROECOSYSTEMS HAD LOWER PEST POPULATIONS THAN MONO CULTURES IN 62 % OF THE CASES



URBAN TREES IN THE COTERMINOUS UNITED STATES CURRENTLY STORE EQUIVALENT TO 5.5 MONTHS OF CARBON EMISSION BY THE U.S. POPULATION



## ECOLOGICAL IMPACT

PILOT PROJECT: JOHN RUHRAH ELEMENTARY & MIDDLE SCHOOL



101 TREES PRESERVED OR PLANTED



1,178+ WILDLIFE SPECIES SUPPORTED



70% OF ANNUAL PRECIPITATION CAPTURED ON SITE



# PRINCE GEORGE'S COUNTY 10-YEAR TREE MANAGEMENT PLAN



1.0

## INTRODUCTION

1.1 - GOALS

1.2 - OUR URBAN FOREST

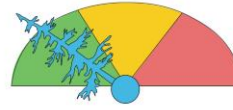
1.3 - HISTORY OF OUR URBAN  
FOREST



1. REVIEW current  
urban forest



2. MANAGE current  
urban forest



3. REDUCE risk in our  
urban forest



4. GROW our  
urban forest

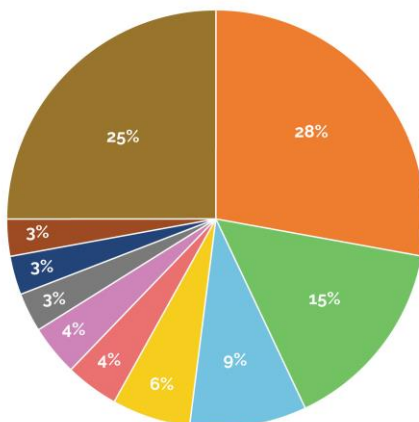
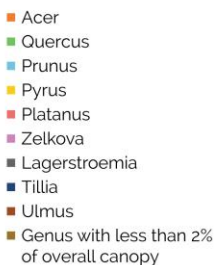


5. CONNECT our  
community to our urban  
forest



6. CONNECT government  
agencies to our urban  
forest

Prince George's County  
Tree Canopy : By Genus



March 15, 2024

Emerging Leader Award Nomination  
c/o Potomac Chapter of ASLA  
636 Eye Street, NW  
Washington, DC 20001-3736

**RE: Emerging Leader Award Nomination – Logan Staley**

Dear Potomac Chapter of ASLA,

I am excited to nominate Logan Staley for the Emerging Leader Award. Since joining Bradley Site Design (BSD) in 2018, Logan has flourished and grown into an exciting young designer. He embraces every new challenge before him and utilizes each opportunity that arises.

Before ever being an employee with BSD, Logan stood out as an eager steward of the environmental world. We first met him as a student with Penn State's Landscape Architecture program where we introduced his studio to the Barry Farm project. His commitment even at that time to fostering a relationship between the built and natural environments was impressive. It was an easy decision when he reached out for an internship to welcome him into our family. His first summer with BSD he easily fit with our small team and was immediately impactful to the projects he worked on. He learned quickly and contributed meaningfully with his own ideas and insight.

Logan returned to BSD after completing his degree and it has been a pleasure to continue to see his growth in the nearly five years since. With enthusiastic energy and understanding of the skills he has gained, Logan has become a leader at BSD. He has advocated for bringing arborist services within our skill set and successfully pursued certification. Utilizing his new certification, he has been actively seeking new pathways to use his skills and expand his foundation serving as an integral resource for best management practices within the office. He has also taken on the management of reoccurring yearly projects that have run smoothly under his guidance so that our role and scope has increased.

Logan's incredibly positive and friendly personality leads him to sharing often with his peers and guiding every new person that joins the BSD team. Our family would be incomplete without him. I eagerly look forward to seeing the passion he brings to the profession in the years to come.

Thank you to the Potomac Chapter of ASLA for considering Logan Staley for the Emerging Leader Award.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bel St. John Day', with a stylized, flowing script.

Bel St. John Day, ASLA  
Senior Project Manager  
Bradley Site Design