

# inFORMATION

A P U B L I C A T I O N O F FORMA

## All about...

### FORMA

FORMA is a planning, landscape architecture, design and management firm located in Orange County, California. FORMA's staff is comprised of highly-talented professionals who combine creative thinking and design capabilities with new ideas, programs, and solutions tailored to current economic and marketing trends.

## Magic Moments

A Utah developer/builder - moving forward on a new community in the suburbs of



Salt Lake City - had been looking for

a defining image for the project when she met FORMA. "I was immediately struck with the creative depth of these men and women," said Tracy Cannon of Cannon Associates. "They got more done in two days than I was able to get done with other firms in three months. I was enlightened by the many **"Magic Moments"** they were able to add to my plan!"

## The [e] - Village :

### Community for the Future

The e-Village, currently being planned in Madera County, California, will be a seamless blend of residential, educational, recreational, commercial and open space uses. FORMA has been instrumental in defining critical dimensions to converging community services and life-styles contained in this project.

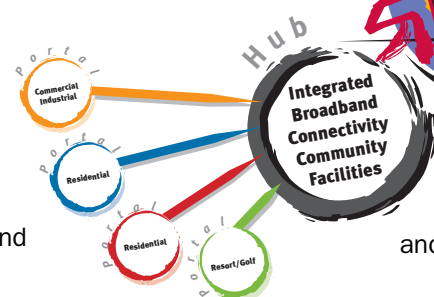
The mission of e-Village is to enhance the lives of its residents by offering a family-oriented, pedestrian-

**"A proposal for a technologically advanced and telecommuting village"**



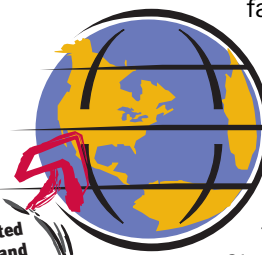
village life-style, while having home and neighborhood office access to high-end local and worldwide communications technologies. This life-style will be possible through an advanced broadband communications technologies network, which will facilitate telecommuting and interconnections between residents, their community, the region, and the world.

Primary and advanced educational institutes will be the leaders and providers of content to the e-Village network. The schools will be endowed and supported by the local



e-Villages, including the burgeoning seniors who may never retire.

The e-Village will provide many environmental benefits. The community will feature many facilities with mixed-uses allowing residents to travel less distance, conserve fuel resources and emit fewer toxic emissions from their vehicles. Clustering of these uses, in a synergistic arrangement, also facilitates access, circulation and draws less on utilities such as water and electricity.

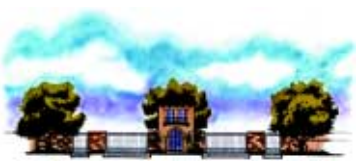


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# PROJECT PROFILES IN

## National Builder

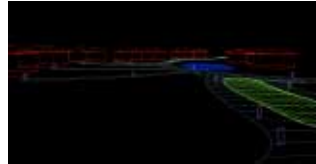
It had to happen! PULTE HOME CORPORATION, the nation's largest home builder, has made significant inroads into the Southern California market – and naturally a growing relationship with FORMA and its sister company VISUART, has developed. Beginning with planning and design services for local projects such as Yorba Linda Heights in Yorba Linda, Western Hills in Chino Hills, and Diamond Hills in Diamond Bar, FORMA has also



begun to provide regular Landscape Architectural conceptual design for a variety of PULTE projects throughout California.

### Electronic Transfers Broaden Service Areas

Of particular interest are recent design services FORMA/ VISUART provided for PULTE Chicago, utilizing



advancements in computer-aided simulation and electronic PDF editing/file transfers. PULTE departments as far removed as Chicago have benefitted from Southern California's cutting edge technology.



## The [e]-Village :

Continued from front page...

In e-Village, telecommuting will be a way of life, not an exception to the rule. Commuting is done on the digital information highway with the potential to significantly impact trip reduction on physical highways. Corporate America is a major stakeholder in the efficiencies and cost savings of these villages.



The e-Village will have a dynamic center of focus for community activity and identity. All pedestrian paths will lead to the Village Commons, which will contain the best possible mix of community services including recreation, leisure, information, education and office.



A study, by Worth Magazine, of the fifty most desirable neighborhoods in the country, found that nearly all of them are walkable places where people meet spontaneously and have a strong sense of identity and community.



Residents of e-Village will be connected. Connected to each other. Connected to their community. Connected to a high quality of life. Connected to business. Connected to nature. Connected to the world. The e-Village will be a community for the future.

## Comprehensive Guidelines

Toll Brothers turned to FORMA when it came to the thorny problem of developing comprehensive Design Guidelines to implement the Vista Del Verde Residential/Golf Master Planned Community. They are joint venturing with the City

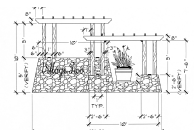


of Yorba Linda. Challenged to produce a design overview that will govern a variety of individual neighborhoods, FORMA planners work hand-in-hand with TOLL BROTHERS

and the City to set a careful hierarchy covering every layer of Community Design. These upscale Golf and Semi-Equestrian themed villages (golf currently under construction) promise to be a landmark project demonstrating how successfully the Developer/Builder can work with local jurisdictions to build community value.

### Construction-Level Design Control

FORMA Landscape Architects have completed crafting the next step of the design implementation process. Building Design specifications manual, a new detailed construction specification document prepared to ensure that each of the cadre of builders will adhere to an identical scale of excellence. Each of the Four Villages, which will be developed over the course of the next decade, will follow distinct, carefully scripted plans.



# COMMUNITY DESIGN

## Mixed-Use Community

FORMA is assisting UNOCAL to prepare a specific plan for the City of Simi Valley for an ambitious new mixed-use project. The Canyons project will be a large canyons-themed Business Center, master planned amid four separate residential villages. The Canyons is located in the northwest portion of the Simi Valley Sphere of Influence.



The site has been anticipated to be annexed since the City was formed in 1969, and is consistent with the recently voter-approved S.O.A.R. initiative. The property encompasses approximately 2,800 acres. FORMA is heading the team preparing the Specific Plan. Many opportunities for citizen input will be provided and encouraged through an extensive community outreach program and an interactive project website.

[WWW.SIMIVALLEYCANYONS.COM](http://WWW.SIMIVALLEYCANYONS.COM)

*Ah... a challenge*

## Here Is What Our Clients Are Saying

*"The secret to creating a project like CityWalk, where I was involved, is to throw out all the rules and start from scratch. Every element must be examined to ensure that it is consistent with the project concept, but unique in some way. The magic of surprise and delight in an environment that feels friendly and inviting — is not the result of chance — it is the result of hard work by creative people.*

*On my other projects and challenges, not only has the FORMA team been able to grasp the interrelationships of these programmatic elements, they have been able to bring site planning and landscape architecture ideas to the table that not only support the concepts, but take them to a higher level. What more could a client ask for?"*

Jim Nelson

MOTHER COMPANY

## Ventura New Town

Ahmanson Ranch is alive and well! Back from a 7-year litigation hiatus, this award-winning project is going forward with Master Tract Map A processing. FORMA is assisting with the land planning refinements, landscape architecture implementation, resource management GIS applications, and a variety of graphic information presentations. Despite the challenges, this Ventura County project promises an e-Village emulating all of the positive components of a new, progressive, pedestrian-oriented community. Ahmanson Ranch will combine a central village square and tree-lined pedestrian-oriented streets, with state-of-the-art water management, communication, and transportation facilities. A traditional "Main Street" in the Village Center will concentrate the commercial aspects of this mixed-use community within easy distance of the residential areas. Country estates, apartments, detached and affordable housing will offer new residents a variety of life-style choices.



# Landscape Architecture

## A R C H I T E C T U R E

### **Playa Vista**

On Playa Vista Drive and Jefferson Boulevard, the architecture for the 54-unit building is inspired by Frank Lloyd Wright, and its non-symmetrical layout creates an opportunity to develop three (3) distinct courtyards. Each courtyard features a unique



paving design and distinct detail motifs. Pottery and plant palettes have been selected to link design themes together. On Playa Vista Drive and Pacific Promenade, the early California Spanish Colonial architecture for the 27-unit building is reinforced through the landscape design. An Alhambra-inspired Spanish Revival landscape theme will be accomplished through the application of raised planters and detailed selection of classic pottery. Embellished handrails and custom tiles, replicated from the hand painted tiles seen in the early Southern California pottery, provide the finishing touch. The perimeter landscape compliments the building and architectural styles and conforms to the streetscape theme of Playa Vista. FORMA is active in the final planning and landscape architecture programs for the entire project and is working for a variety of builders involved.



### **Village Retail Center**

Oak Creek Village Center, located at the western entrance into Irvine's newest village of Oak Creek, affords a unique opportunity for both architectural and landscape architectural design elements to reinforce community-level design features. FORMA's assignment was to carefully blend the community-level landscape concepts with the retail site's "Italian Country" theme. FORMA's design solutions addressed the site's perimeter landscape, project entry, pedestrian walkways, as well as the site's central plaza with "old world" paving and strategically located "heritage" oak trees, linking the site with the rest of the community landscape theme.



### **Neighborhood Park & Pedestrian Paseo**

Peninsula Neighborhood Park and Pedestrian Paseo is a 6-acre public park located in the Huntington Beach Coastal Zone. This beautiful linear neighborhood park provides a variety of activities for the whole family. Carol MacFarlane,

the lead designer, is a long-time resident and mother of two in Huntington Beach. Some of the parks featured items, designed by FORMA, are: an expansive "ocean" –

themed tot lot that includes a mother and baby whale emerging from the tot lot



### **A New Coastal Life-style**

St. Augustine II and Peninsula Park is the most recently completed residential development within the very successful premier community of Huntington Seacliff in Huntington Beach. FORMA's Landscape team designed the elegant landscape treatment, as well as the main and secondary entries for St. Augustine II and Peninsula. In addition to this development, FORMA's landscape team recently completed design and construction documents for adjacent development.



surfacing, a junior size soccer field, a basketball court, and a paseo that provides a convenient pedestrian connection from the new residential developments to the brand new Seacliff Elementary School. Majestic palm trees line the paseo and accent the tot lot, while colorful canopy trees are nestled around picnic table areas that have been sprinkled throughout the park for family gatherings and passive recreation. Serving as a focal element, an "A1" oil well monument at the southerly entrance onto the paseo tells a story of the first oil well located in Huntington Beach.

# inFORMATION

## ***Irvine Classic***

Brisbane is located within the master planned village of Northpark. To reinforce the important relationship between the Brisbane community and the larger village community, FORMA's landscape architects incorporated several unifying thematic elements found in Northpark including: eucalyptus windrows, low garden walls, enhanced paving and clipped hedges. FORMA's design provides a strong cohesion for the residential units and a memorable sense of neighborhood.

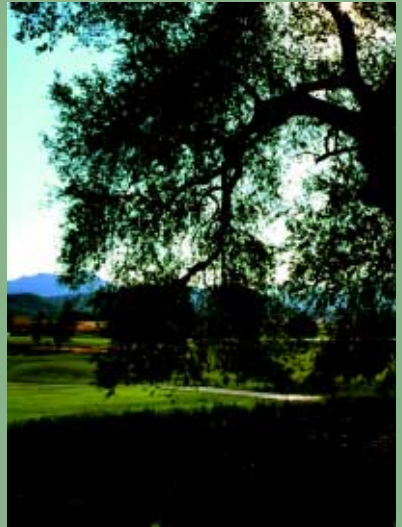


This is achieved through a unifying street tree program, a rich plant palette and enhanced paving at key locations. Enhanced paving in the motor courts transforms them from a simple function of auto driveway, to an important neighborhood function as pedestrian courtyard and gathering space. At the same time, FORMA created a sense of individuality for residents in this community. This distinction is largely achieved by locating a variety of accent plant clusters near entry walks and floral vines near entry doors.



## ***Native American Entertainment***

Barona Casino and Golf Course is located on an Indian reservation in Lakeside, California, amidst rolling hills and natural landscape dominated by majestic Oak trees and bold rock outcroppings. FORMA's landscape team had the pleasure of working on the landscape design for the golf course with Gary Roger Baird's talented golf course designers. To create continuity, approximately 180 large specimen Oak trees were boxed from various places on-site for strategic relocation onto the golf course. The golf course will be home to three artistically-rusted steel sculptures of animals known to be native to this region. One of FORMA's main tasks was to create colorful, "native-looking" landscape located around the lake edge.



This will compliment the Casino building being designed by the very talented architectural firm of Bergman, Walls & Youngblood of Las Vegas, Nevada. FORMA has also designed landscape and landforms, which enhance and frame views of the



golf course from two existing tribe-member residences, that are located adjacent to the golf course. Large Sycamore trees were selected and placed on crucial landforms, thereby screening golfer views of the extremely large parking lot being proposed to accommodate casino visitors. At present, Barona Casino receives over 8,000 visitors a day.

# GIS

## **OVER FOUR MILLION ACRES Served**

FORMA Systems recently passed the 4,000,000-acre mark in terms of mapping projects. (Four million acres is more than 6,200 square miles.) These projects encompass mapping for GIS, Visual Analysis, and AutoCAD, for the counties of Los Angeles, Orange, Ventura, Riverside, San Bernardino, and San Diego, over ten years.

### **Services included:**

- **Resource Mapping**
- **Utilities**
- **Digitizing**
- **Land Use Mapping**
- **Land Planning**
- **Viewshed Analysis**
- **Modeling**

Large corporate landowners, small individual landowners, government agencies, and public utilities use these maps for entitlements, impact analysis, environmental review documents, and litigation.

For further details on new and exciting GIS projects, please pick-up a copy of the FORMA Systems "Databits" newsletter.

# VIVID

VISUART INTERACTIVE / VISUART DESIGN

The Internet and Digital Media are converging. They are growing – evolving – melting into every crack and crevasse on the road to successful business. We all know that. So, what's keeping you?

Visuart Interactive is a fully-capable Internet, e-business, visual simulations, motion graphics, animation, video and strategic marketing powerhouse. Our mission is built around the absolute necessity to create intelligent media, which not only looks and sounds great, but communicates your ideas and messages clearly and accurately.



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