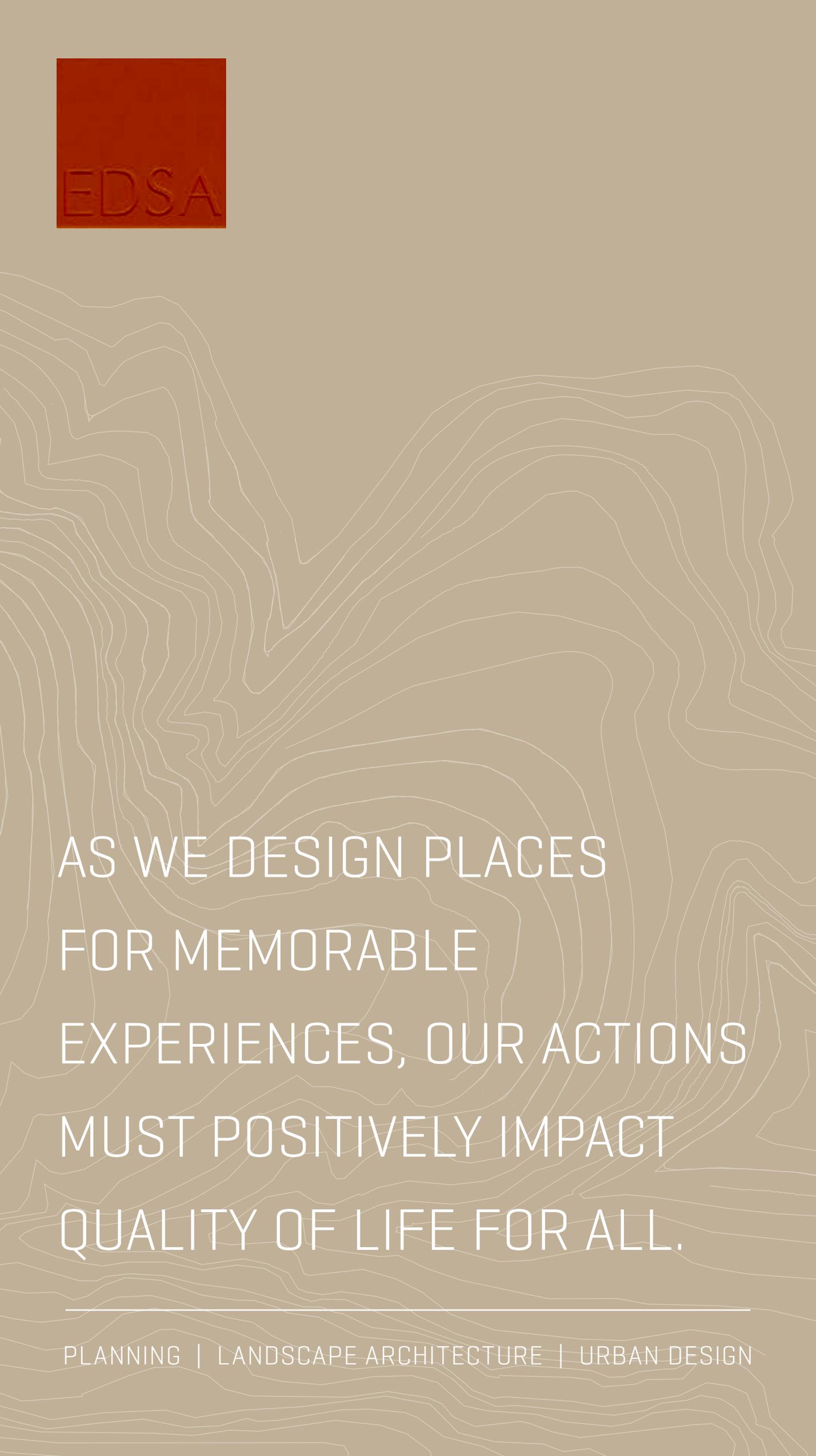




EDSA



AS WE DESIGN PLACES
FOR MEMORABLE
EXPERIENCES, OUR ACTIONS
MUST POSITIVELY IMPACT
QUALITY OF LIFE FOR ALL.

PLANNING | LANDSCAPE ARCHITECTURE | URBAN DESIGN

TO CREATE SOMETHING
DELIBERATE AND HAVE
IT LOOK AND FEEL AS
IF IT WERE PLACED BY
NATURE IS THE STANDARD
BY WHICH WE MEASURE
GREAT DESIGN.

Humanity's relationship with the land has always been a balance between change, preservation, and respect. In the fields of master planning, landscape architecture, and urban design, EDSA seeks to advance these attributes through innovation, creativity, and distinctive, quality design.



SHAPED BY EXPERIENCE, COMMITTED TO INNOVATION

For more than 50 years, we have been successfully delivering leading-edge planning and design solutions to our valued clients – helping them expand their ideas of what is possible, while at the same time portraying an instinctive understanding of the end-user experience.

On projects of every scale, EDSA is known for delivering smart, viable, authentic, and artfully conceived design solutions that reflect the contemporary attitudes of our globally-connected, multi-cultural world. We are sustained by creative partnerships, next generation thinking towards resourcefulness, and a commitment to design excellence.



Throughout our history, EDSA's award-winning design, environmental ethics, and proven track record – across multiple project types and geographies – has intuitively influenced what is possible in land development and preservation. Along the way, we have earned a reputation for high integrity, a commitment to purposeful design, and a level of dedication to our clients matched only by our team's depth of talent.

[PREVIOUS PAGE: PEPSICO WORLD HEADQUARTERS - PURCHASE, NEW YORK
THIS PAGE: BAHIA BEACH RESORT & GOLF CLUB - RÍO GRANDE, PUERTO RICO]

[EDSA CORE VALUES]

DESIGN
WITHOUT LIMITS

EMBRACE OUR
GREATER PURPOSE



PASSION INSPIRES PROGRESS

*EDSA has always been guided by a simple,
yet important principle – Respect.*

Our founder, Ed Stone, embodied this value as a basis for understanding the land, how we view our clients, and how we treat each other. These instilled ethos, informed the corporate culture that endures today – creating an immersive work environment that inspires open exchanges of ideas and encourages creative thinking.

In all of our design efforts, we carefully consider contemporary attitudes towards connectivity and the relationship between built forms and the natural environment. Our holistic approach respects social, cultural, and environmental influences that not only discern the essence of a place, but allow for the effective distillation of original concepts and ecological narratives into harmonious spaces.

[ROSEWOOD CASTIGLION DEL BOSCO - TUSCANY, ITALY]

[EDSA CORE VALUES]
LIVE THE LEGACY

DEDICATE
OURSELVES TO
SUCCESS



THE POWER OF A
DESIGNER IS NOT JUST
THAT OF A DOER BUT OF A
THINKER AND MAKER.



ABUNDANT IN TALENT, GLOBAL IN PERSPECTIVE

At EDSA, we specialize in the fundamentals of master planning and land use, landscape architectural design, and urban design.

By narrowing our focus to these core disciplines, we bring better insights, a greater variety of educated alternatives, and an intrinsic value to how land is utilized. Our design approach supports our belief in the doing the right thing – for our earth, our clients, and for society. This means understanding the unique parameters of every site as it relates to development intent – stressing the importance of research and analysis, innovation, cultural authenticity, and sound implementation strategies.

[EDSA CORE VALUES]
TALK WITH ME

LET DIFFERENT BE
THE NEW NORMAL

[MADINAT JUMEIRAH - DUBAI, UNITED ARAB EMIRATES]

EDSA CORE DISCIPLINES

MASTER PLANNING

Thoughtful and sustainable use of land requires the ability to understand natural and geographic systems, social and political influences, and the impacts of the built environment at both a micro and a macro scale. We employ a methodical approach to understanding and assimilating these relationships into the formulation of functional and creative master plans.

Site selection + analysis	Development strategies
Land use planning	Site-specific plans
Feasibility studies	Design guidelines
Visioning workshops	Entitlements

LANDSCAPE ARCHITECTURE

Once the master plan is set, EDSA takes great pride in shaping the user experience created by the world's many landscapes. We accomplish this through strongly defined design strategies and carefully crafted site work details.

Site design + theming	Hardscapes + water features
Conceptual + schematic design	Planting design
Design development	Construction period services

URBAN DESIGN

As we experience a continuing shift of the global population towards cities, EDSA has developed a specialized skill set to address the challenges and opportunities of urbanization and to create successful mixed-use communities.

Downtown planning	Transit-oriented design
City revitalization + redevelopment	Public consensus building
Urban open space	Vision plans



AS STEWARDS OF
THE LAND, WE ARE
ULTIMATELY RESPONSIBLE
FOR CREATING USER
CONNECTIONS TO
NATURE THROUGH THE
SPACES WE CREATE.

IT TAKES TALENT TO CREATE, IT TAKES DISCIPLINE TO DESIGN

Special places create memories for people and when properly conceived, such spaces become true extensions of the individuals who live, work, learn, and play in those environments. It is EDSA's ability to deliver on this deeper purpose of transforming outdoor environments into platforms for experiences that has earned us our reputation for design excellence.

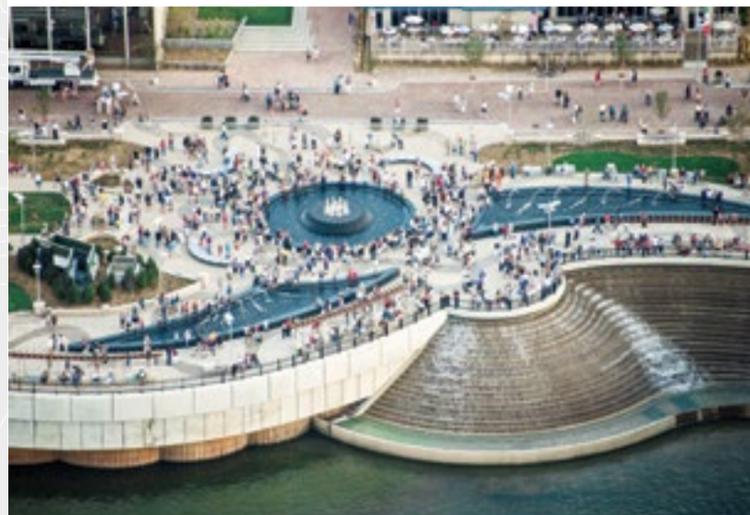
Whether creating a downtown entertainment district, master planning a resort community, or re-envisioning a community park, we do not lose sight of our true purpose – creating meaningful encounters between people and nature. We very carefully consider how people will connect with the land and then design specifically towards those purposes. This requires attention to every aspect of a site – addressing form, function, usability, aesthetics, conservation and preservation, human and natural systems.

[EDSA CORE VALUES]

BE AN ABSORBENT
OBSERVER

STAND PROUD,
STAND TALL

[NEXT PAGE, TOP TO BOTTOM:
THE RITZ-CARLTON, PANAMÁ - PANAMÁ CITY, PANAMÁ
AL AIN ZOO - AL AIN, UNITED ARAB EMIRATES
HOWARD HUGHES MEDICAL INSTITUTE - CHEVY CHASE, MARYLAND
OWENSBORO RIVERFRONT - OWENSBORO, KENTUCKY]



HOSPITALITY & TOURISM

With an eye towards enhancing overall satisfaction and increasing occupancy, the guest experience touches every aspect of our design. Our work includes all-inclusives, resort residential communities, boutique hotels, eco-resorts, and urban destinations.

ATTRACTIONS & ENTERTAINMENT

Our thematic concepts represent sensory-engaging, environmental art forms that create colorful and captivating experiences. Our portfolio includes zoos, theme parks, aquariums, wildlife sanctuaries, museums, botanical gardens, and sports venues.

CAMPUS & HEALTHCARE

Our campuses enhance quality of life for students, faculty, workers, patients, and the greater community while allowing for growth. Our efforts include academic and research institutions, medical districts, hospitals, healing gardens, and corporate headquarters.

URBAN ENVIRONMENTS

By capitalizing on visual assets and community pride, our designs offer greater accessibility and renewed development for local economies. Our team has reinvigorated city centers, downtown districts, and blighted neighborhoods, while adding value through multi-modal transportation offerings.

COMMUNITIES & NEIGHBORHOODS

Smart neighborhoods focus on critical mass elements that reinforce a community's rhythm through amenity design, green space, and density alternatives. From single-family and multi-family residences, to condo-hotels and adaptive re-use, our communities emphasize connectivity and conservation.



RETAIL, COMMERCIAL & MIXED-USE

Walkability, human scale, and innovative land use are of the utmost importance for high traffic business and retail districts. EDSA is experienced in creating main streets, town centers, and multi-purpose venues with vibrant shops, residences, and dining offerings as well as commercial offices and community recreation spaces.



PARKS & PUBLIC REALM

Elements that physically frame a community generate visual interest and are essential to sustainability, energy use, and green building design. Our experience includes plazas, parks, nature preserves, historic sites, conservation areas, pedestrian zones, civic nodes, street networks, open space, and trail systems.



WATERFRONTS & MARINAS

A compelling amenity, people are naturally drawn to water. Our involvement includes the restoration and naturalization of river floodplains, revitalization of beaches and riverfronts, introduction of marinas and cruise ship terminals, as well as dune preservation, shoreline recreation, and pedestrian promenades.



WE PROMOTE
KINDER AND GENTLER
ACTION TOWARDS
THE ENVIRONMENT
THROUGH ECOLOGICAL
AND CULTURAL
INTEGRITY.

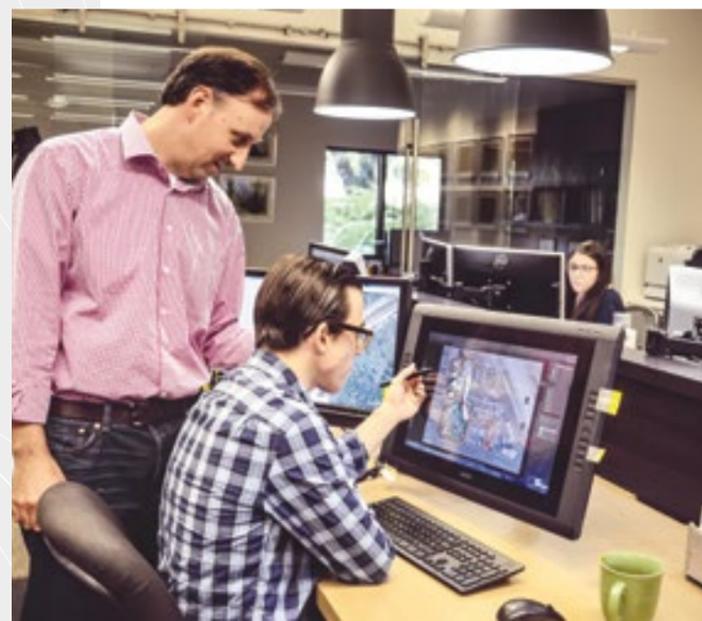
[PREVIOUS PAGE, TOP TO BOTTOM:
DANIEL ISLAND - CHARLESTON, SOUTH CAROLINA
BAL HARBOUR SHOPS - BAL HARBOUR, FLORIDA
POMPANO BEACH BOULEVARD STREETSCAPE - POMPANO BEACH, FLORIDA
VALLETTA GRAND HARBOUR - VALLETTA, MALTA]

A CULTURE OF COLLABORATION

The Design Studio

Behind every great design there is team of people whose vision and experience will shape the form an idea takes. While EDSA is one of the largest, uniquely disciplined planning, landscape architecture, and urban design firms in the world, it is our culture of collaboration and the available resources of the entire firm that allows us to provide a high level of specialized, client-focused service.

Every project originates within a studio composed of an experienced and well-rounded team of designers who are completely engaged and connected through every phase of design – from concept through construction. We believe this dedicated team approach ensures consistency and continuity in process, people, and service. In close connection with clients and consultants, our designers develop ideas and refine alternatives in an environment where thoughtful participation, originality in design, and culturally-appropriate thinking are first and foremost.



AN OPPORTUNITY TO FLOURISH

An idea is a remarkable vessel. Within it lies the power to inspire. We believe that design shares this same trait – and when nurtured with talent, resources, experience, and knowledge – there is nothing that creative thinking, intelligence, and passion cannot achieve.

At EDSA, we seek to explore the fullness of this philosophy through constant growth. We have a focused desire to drive the design bar upward and encourage thinking to be evolutionary and flexible.

We push ourselves from the conventional to the innovative and we invite our clients to do the same.

[EDSA CORE VALUES]

LEVERAGE
OUR COLLECTIVE
BRILLIANCE

BE HAPPY

[NEXT PAGE, TOP TO BOTTOM:
HILTON FUXIAN LAKE - YUXI, CHINA
WALTON PROPERTIES - POLK COUNTY, FLORIDA
MISSION HILLS TOWN CENTER - HAINAN ISLAND, CHINA]



