

A photograph of a large flock of white birds, likely spoonbills or egrets, captured in flight over a dark blue body of water. The birds are silhouetted against a lighter sky, with their reflections clearly visible on the water's surface. The background shows a dense stand of tall, thin reeds or cattails.

SOUTH LAKE MASTER PLANNING

South Lake Master Planning

A green infrastructure oriented project

The site area was around 25,000 acres. The project's mission was to rediscover the ecological opportunity and enhance the local tourist industry development. My responsibility included helping the city identify the key issues, create citywide visions, construct phasing plans, evaluate the effects, and provide detailed design for some feature areas.

After years of land taking from nature, South Lake had shrunk into a waterbody of limited water area surrounded with fish pond and farmland. With the residents' interactive discussion, I recognized their wants for a healthy environment, clean drinking water, and job opportunities. At the same time, I was aware that water resource preservation and tourist industry development might conflict. Hence I came up with an idea to establish an economic sustainability assessment framework to list proposed projects, clarify intended outcomes, evaluate possible effects, and measure project progress.

There were three key questions I always kept in mind and asked myself over and over again, which helped me balance the multiple consequences of the planning work to the community. Will water quality increase? Will residents' access to waterfront and green space increase? Will job opportunities grow? It was part of my responsibility to ensure that we can demonstrate whether our efforts really did positively impact.

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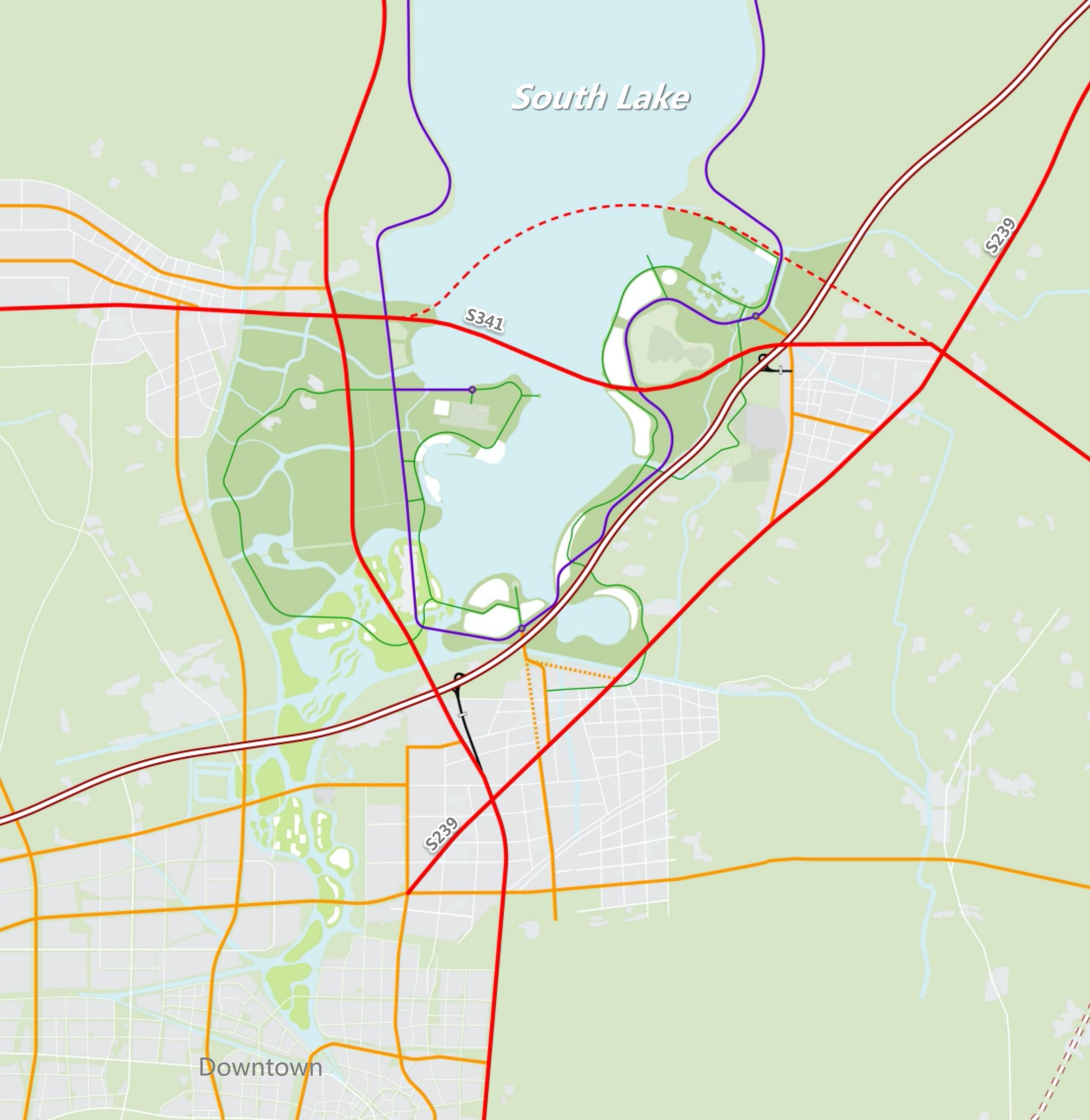
I placed the first question on my priority because, without a healthy and safe environment, it can be a challenge for residents to enjoy the waterfront and green space without any concern freely and then share their outdoor stories and welcome visitors to experience nature.

To recover the lake to re-establish environmental security, I worked closely with environmental planners to produce a technical guide book for the local government. With our toolkit, the city cleaned water, reduced solid waste, improved local water infrastructure, and planted trees along the waterfront. Our efforts helped preserve valuable water resources, which created a foundation and advantage for local tourist industry development.

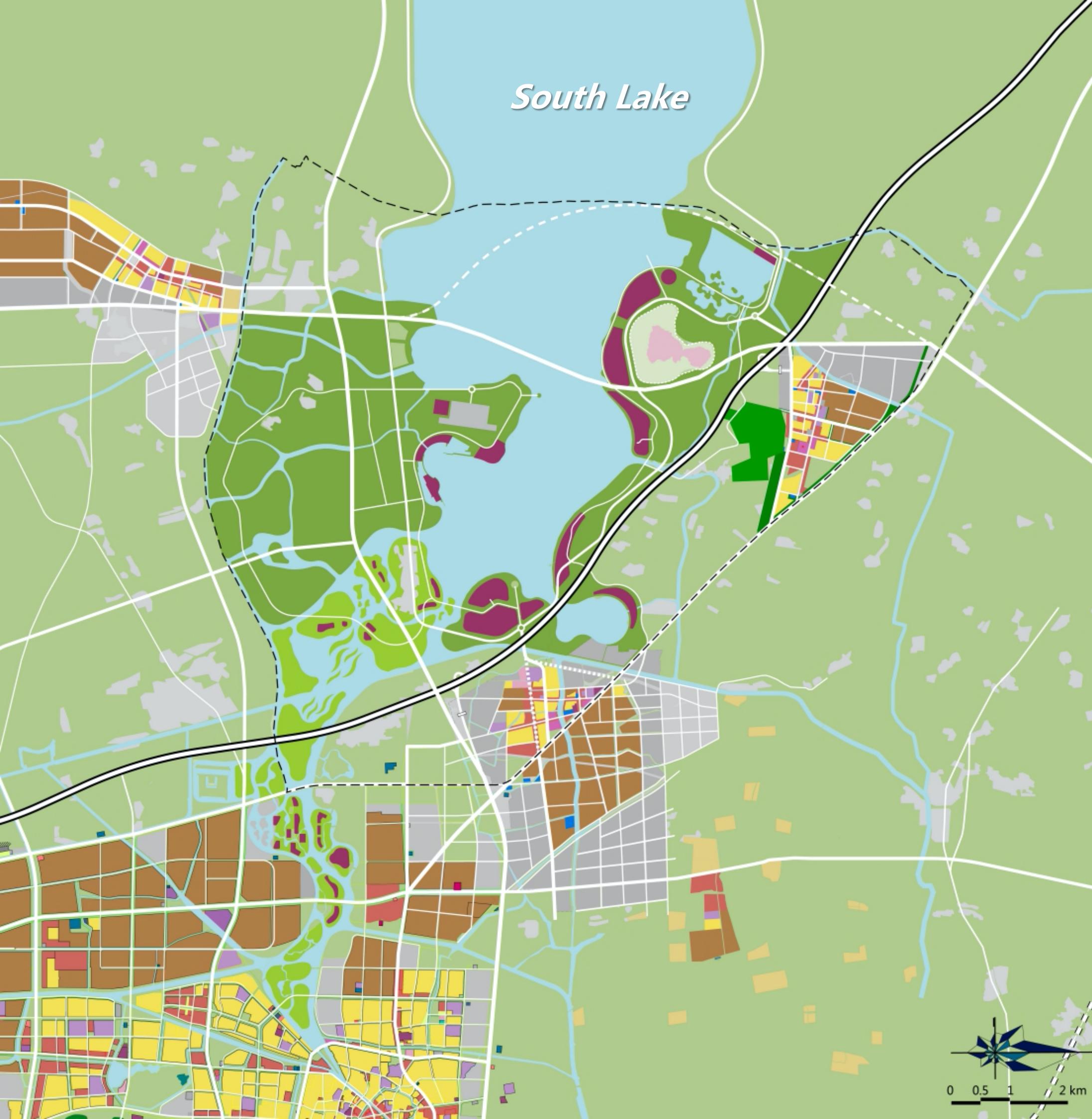
To achieve the best economic impacts and create employment opportunities in the community, I partnered with economists. We conducted reliable economic analysis using a data-driven approach, considering micro/macro-environmental factors, cultural resources, job marketing size, community identity, and promotional tools. We were proud to provide feasible solutions and generate significant positive impacts on the local community, which would create millions of dollars of revenue and hundreds of job opportunities in the next five years.

In a nutshell, my careful considerations about the planning work's multiple consequences and my well-established economic sustainability assessment framework had positively impacted community environmental safety, residents' access to waterfront, and sustainable economic growth.

TRANSPORTATION



LAND-USE



Master Plan



South Lake

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