



Presented by: Compass
& CCDC
May 2008

The Promise of Great Design. AND The Dangers of Great Design.



StastnyBrun Architects
LELAND CONSULTING GROUP



The Promise of Great Design. The Dangers of Great Design.

Urban and architectural design is often seen as the primary tool with which to achieve urban revitalization and Place Making.

This perception is both true and false.

- Design is a critical tool for urban revitalization.
- Design as the solution creates problems.





The Promise of Great Design



The Promise of Great Design

Design:

- A building block of great cities
- A critical component of great projects
- More important now than ever before
- Defining Design
- Potentially linked to greater profitability



A Building Block of Great Cities

Our image of cities are defined in part by their design.



Paris



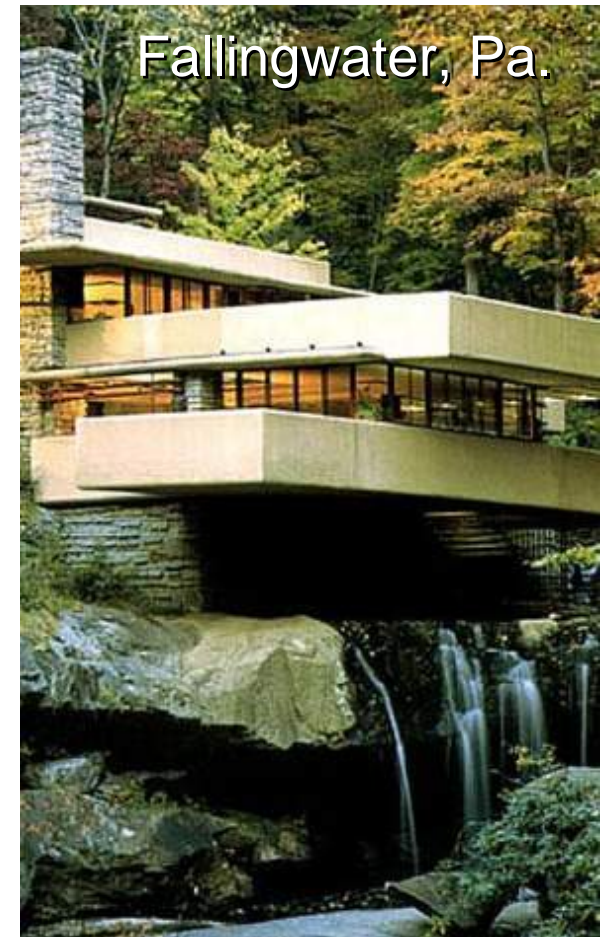
Seattle



Boise

A Critical Component of Great Projects

Design helps to create the experience and place.



Defining Design

Design means many things
and takes place on many scales.



Region:
Urban
Planning

District:
Urban Design & Site Plans

Building:
Architecture

Store &
Interior
Design

Defining Design

- Design is not just architecture.
- Some of the most critical design decisions are two dimensional—
Boise downtown grid.
- Brand, identity, marketing—
critical design components



More Important Now than Ever Before

- Compact development requires greater attention to design.
- Interiors:
- The Moda Condos, Seattle
- In 300 square feet, every inch counts.



More Important Now than Ever Before

- Public spaces and site design
- More people + less space requires more thoughtful design

Neighborhood Park



Urban Plazas



More Important Now than Ever Before

- Cities and projects now sell experiences.



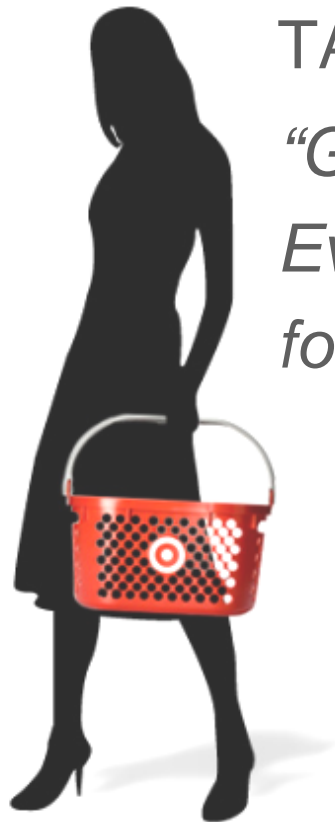
- Compete on price, convenience.
- Uniformity.
- Shopping trip for product x.



- Compete on quality of experience.
- Uniqueness.
- A trip for coffee-conversation-browsing-shopping-hangout...
- 2006: 144 new or redo lifestyle centers, 0 new malls.

More Important Now than Ever Before

- Design is the story that connects people to places and products.



TARGET:

*“Great Design,
Everyday,
for Everyone.”*



SONY:

“We assume that all our competitors’ products have the same technology... Design is the only thing that differentiates one from another.”

More Important Now than Ever Before

Economic Development Paradigms

20th Century

Employers Draw People



Resources

Incentives



Factories

Offices



Jobs

21st Century

People Draw Employers



Quality of Life

Schools

Community



Desirability

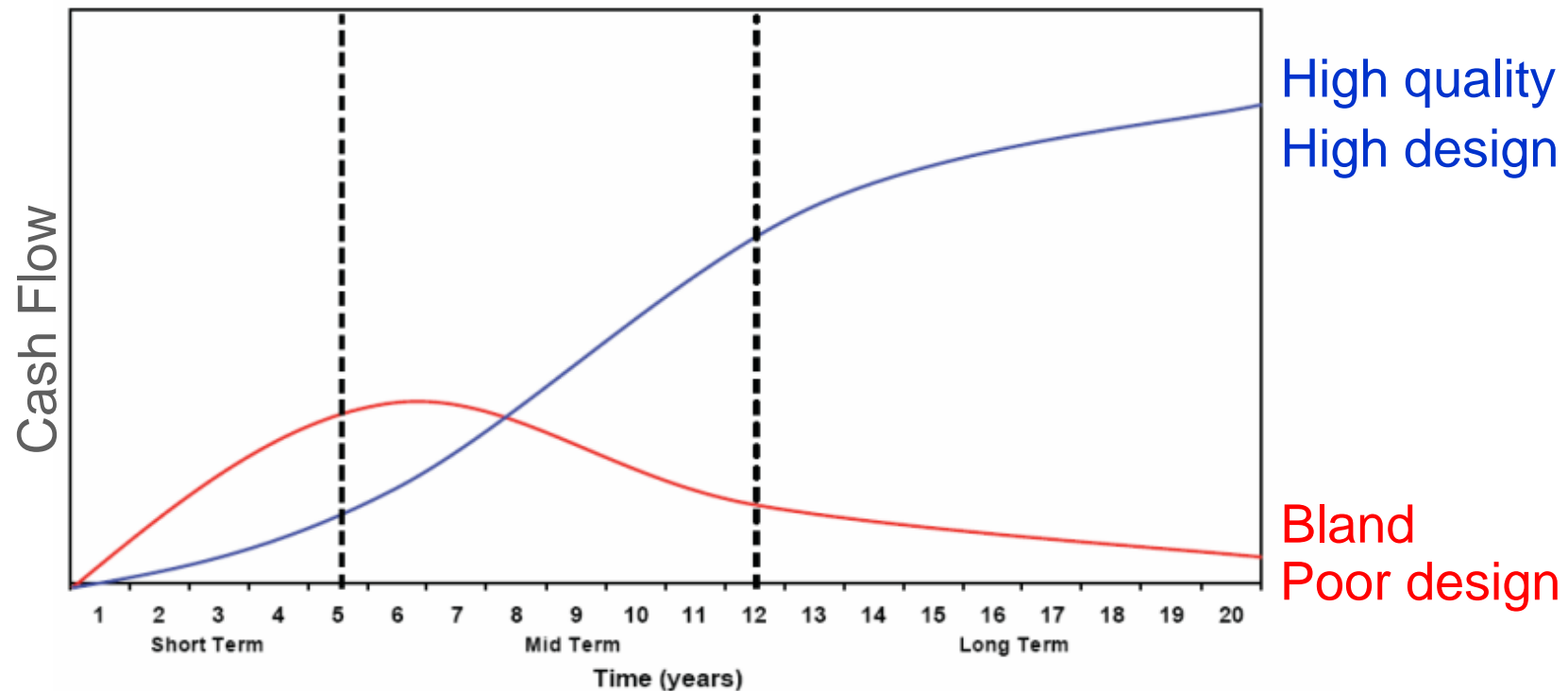
In-Migration



Jobs Follow

Potential Link to Profitability

- Enduring, enjoyable places *can* realize greater revenues over time.



Good design—in whose opinion?



The ultimate judges:
Residents,
tenants, and visitors.
Not an architectural panel.

Is this space
well designed?
This family thinks so!



The Dangers of Great Design

May 2008

STASTNYBRUN ARCHITECTS



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The Dangers of Great Design

Places and cities are in danger when:

- Design takes place alone, without other essential city-building considerations.
- People believe design will solve all problems.
- People believe the rendering is real.
- Fads and cookie cutter solutions are used.
- Form fails to respond to function, needs, desires.

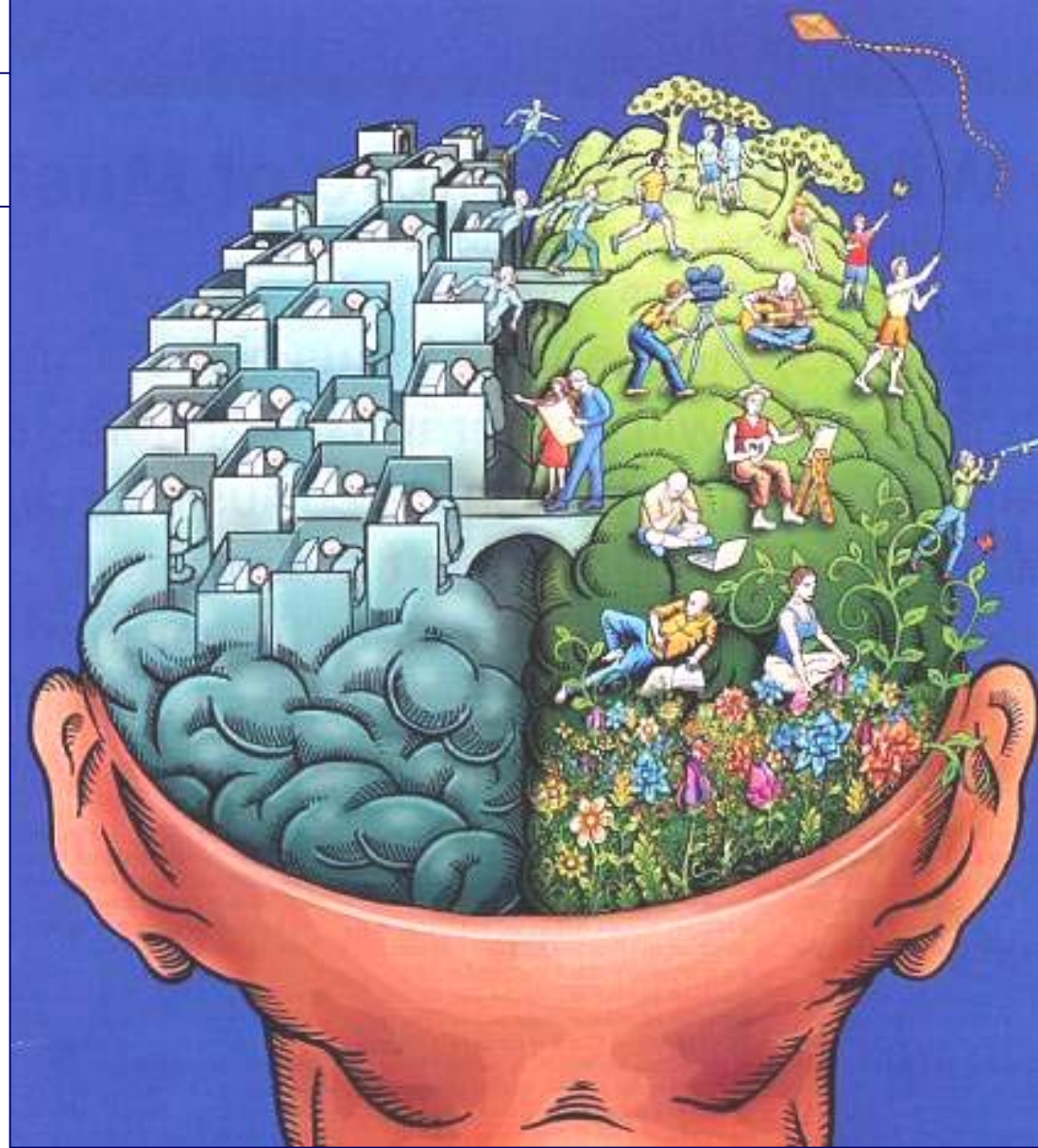
More than Just Design

- Silos – Our Modern Problem
- Too many specialists, not enough generalists
- Designers should understand how investors think.
- Lenders should understand the built environment.
- Real estate should be part of the planning DNA.



More than Design

- 20th Century:
Left brain thinking
- 21st Century:
Whole brain thinking
 - For individuals and organizations
 - Communication is essential
- The Saturn Model



More than Just Design

Successful projects require a holistic approach.



More than Just Design – Decision Sequences

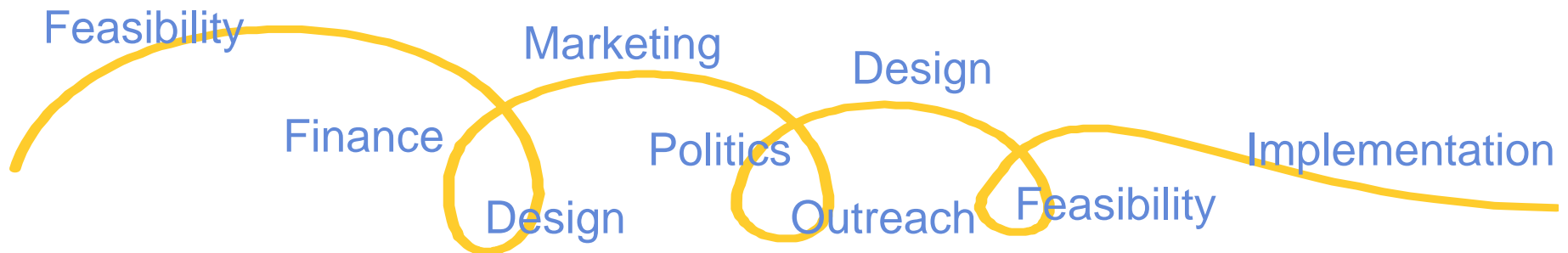
Backwards



A Bit Better



Best – Iterative, Holistic, and Multidisciplinary



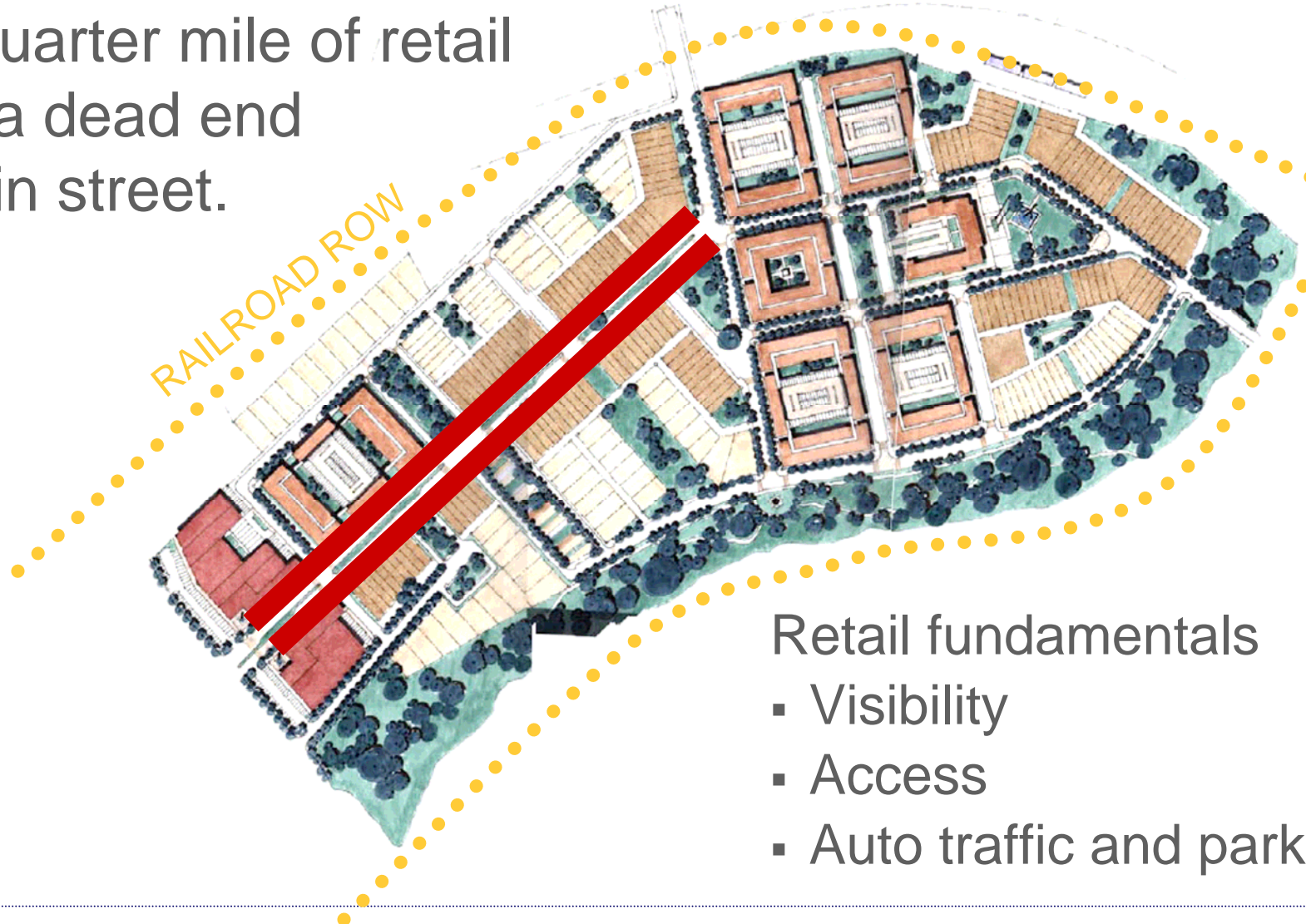
Design Alone: Town Creek

- What happens when design takes place alone?
- Town Creek, New Braunfels, Texas
- Textbook New Urbanist Design



Design Alone: Town Creek

A quarter mile of retail
on a dead end
main street.



Retail fundamentals

- Visibility
- Access
- Auto traffic and parking

Design Alone

- Portland Condos
 - Middle-income neighborhood
 - \$500k condos
 - 7-Eleven parking lot
 - Limited parking
- Santana Row
 - Bottom two floors off limits



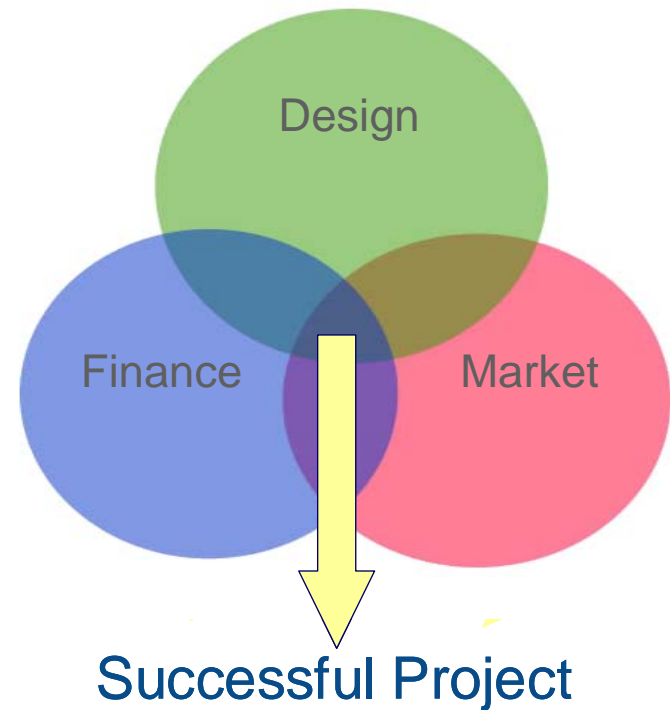
Design Alone

- Town Creek and Portland Condos not alone
- 60 Percent + of mixed use projects fail under initial developer
- Beware Heat and Serve Fads
- Respect Real Estate Principles

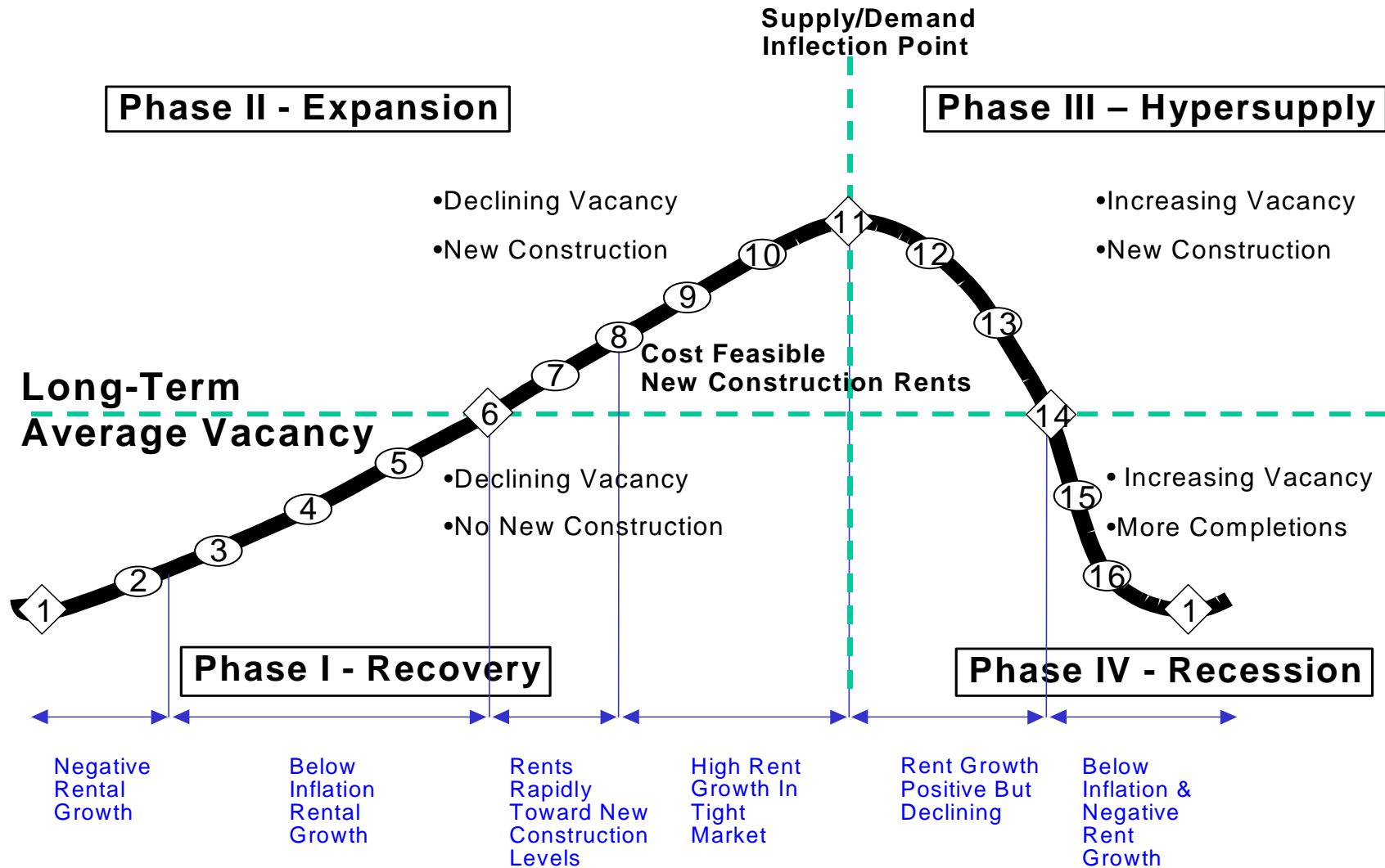


Conditions for Success

- Market Understanding
- Timing
- Location
- Visibility and Accessibility
- Experience and Capability
- Capitalization
- Design
- Public Policy
- Many other components



Understanding the Market: Cycles



Understanding the Market: Consumers



Baby Boomers

Up to 1/3 (25 million) will downsize and urbanize.

Gourmet, sensual, and high quality experiences.



Generation X

Seek unique, urban, authentic, and edgy experiences.



Generation Y

Shopping is entertainment and opportunity to socialize.

Social, environmentally conscious.

Expect high tech.

Understanding the Market

- Markets are people and their
 - Needs
 - Desires
 - Ability to pay
 - Willingness to pay
- With choice, positive price – value is essential
- People reject places and products that are not responsive to their needs, desires, or budget



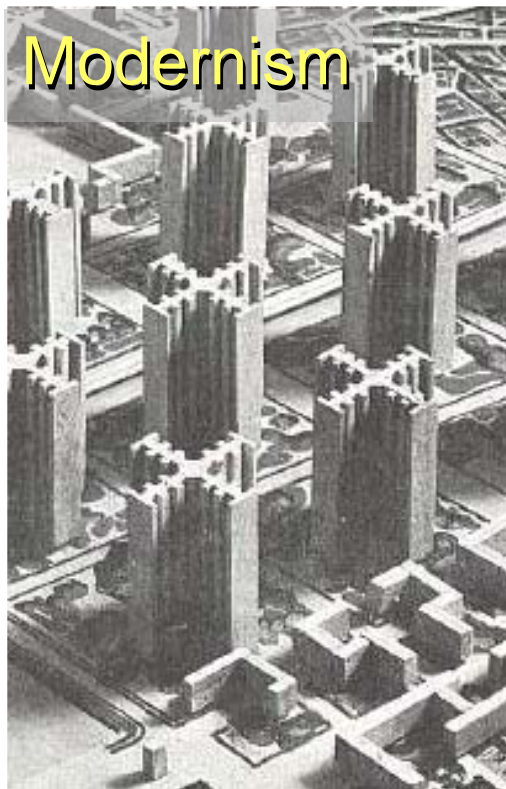
The Market: Flexibility vs. Assurance

- Classic issue in complex developments
- Developer requires *flexibility* to respond to changing markets over time
- Community wants *assurance* of quality and successful Place Making



Fads, Systems, and -Isms

- Fads come and go, buildings remain.
- Form must still follow function; places must serve users.



Fads, Systems, and -Isms

Form still
follows function:

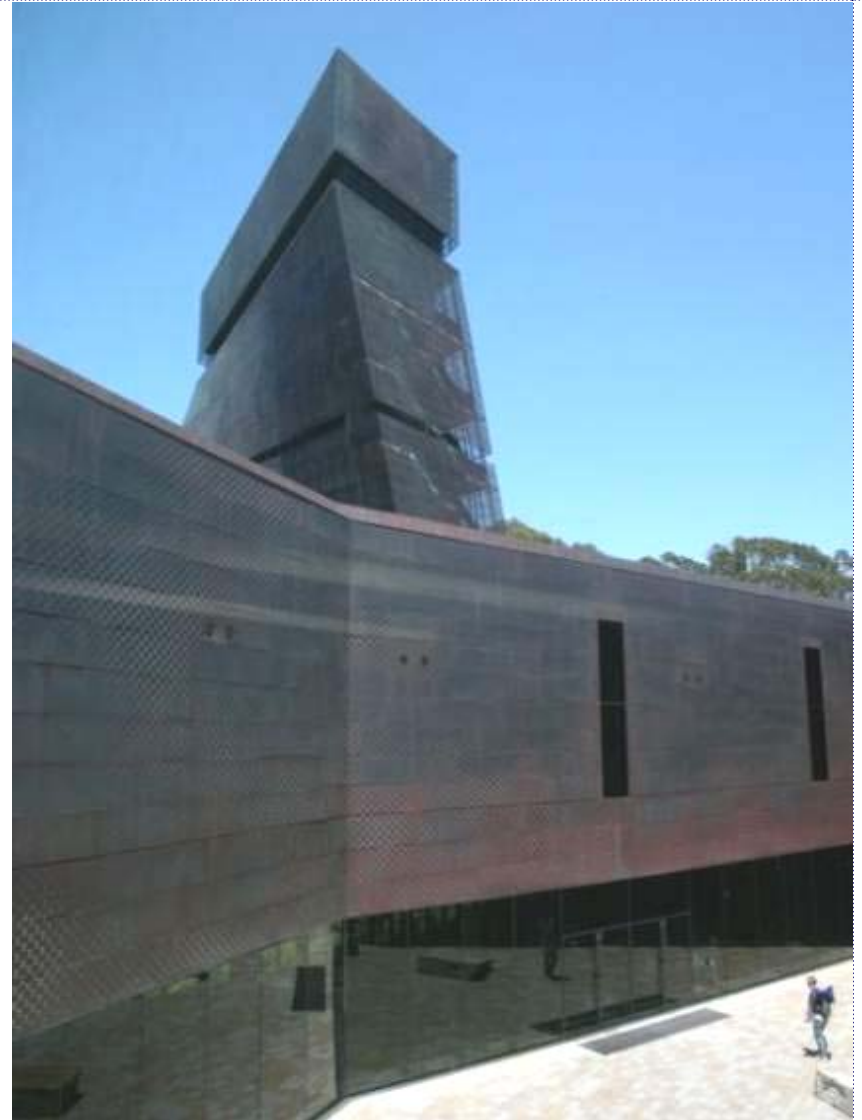
It looks slick, but

Where's the door?

Is it a fortress or museum?

Aircraft carrier?

Prison?



Fads

“There are now new approaches, new movements, new isms: Post Modernism, Late Modernism, Rationalism...

Which add up to what?

To such things as building more glass boxes so as to reflect the glass boxes next door and distort their boring straight lines into curves.”

- Tom Wolfe



The Rendering is not always Reality

Modern Metropolis in 2027
(Drawn 1926)



Hillsboro, Oregon in 2030
(Drawn 2008)



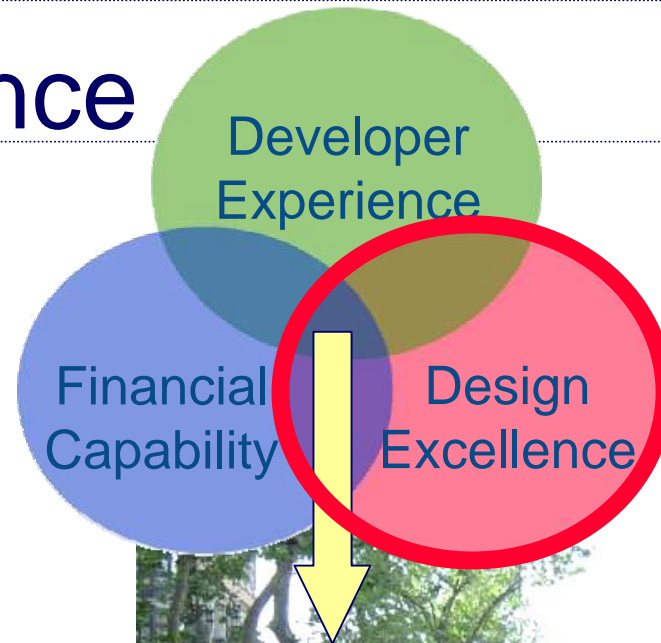
Note: Some shifting may occur.



What is Design Excellence?

Design Excellence

- In cities design excellence is founded in good urban design
- So, what is good urban design?



Principles of Urban Design

- Sense of Place
- Sensitive Architecture
- Land Use Mix
- Ease of Circulation
- Active Public Spaces
- Compact City
- Livable Neighborhoods
- Well Defined Street Edge
- Variety of Character
- Adaptability



Principles: Sense of Place



Principles: Sensitive Architecture



Principles: Land Use Mix



Principles: Ease of Circulation



Principles: Active Public Spaces



Principles: Compact City



Principles: Livable Neighborhoods



Principles: Well Defined Street Edge



Principles: Variety of Character



Principles: Adaptability





Achieving Good Urban Design



Achieving Good Urban Design

- Streetwalls
- Buildings
- Spaces and Landscapes
- Connections
- Activity Generators

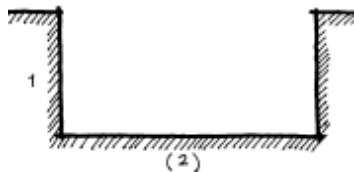


Good Urban Design: Streetwalls

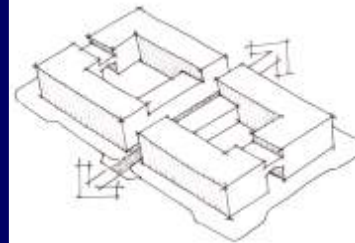
Street Enclosure



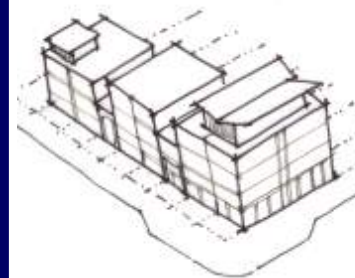
Scale of the Street



Sun Penetration



Short Blocks



Respecting Original Lot Widths

Good Urban Design: Streetwalls

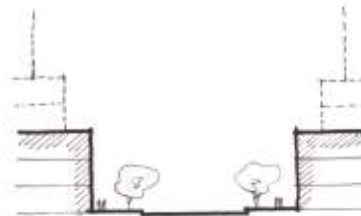


Good Urban Design: Buildings



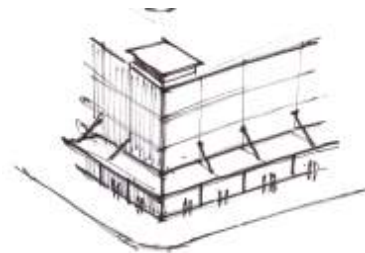
Prominent
Corners

Human Scale
Frontage



Quality
Architectural
Details

Engaging an
Active Frontage



Weather
Protection

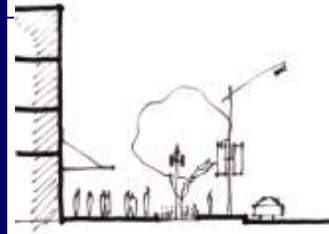


Good Urban Design: Buildings

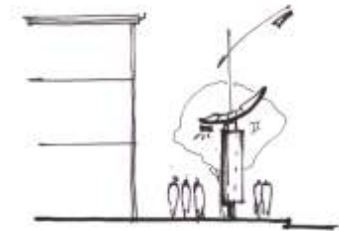


Good Urban

Design: Spaces and Landscapes



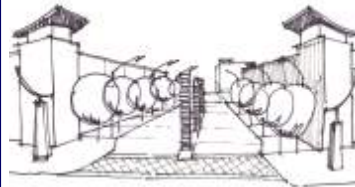
Sidewalk Environment



Public Art



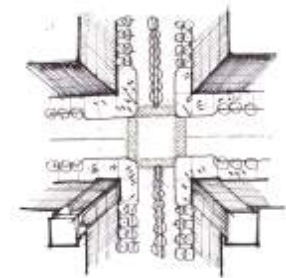
Trees



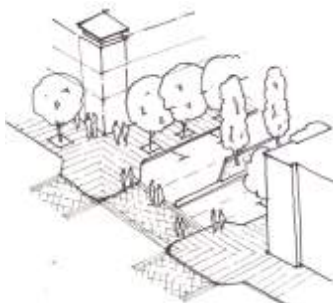
Gateways



Parks, Squares & Plazas



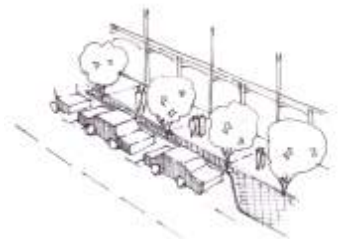
Intersections



Traffic Calming



Multi-modal Transportation

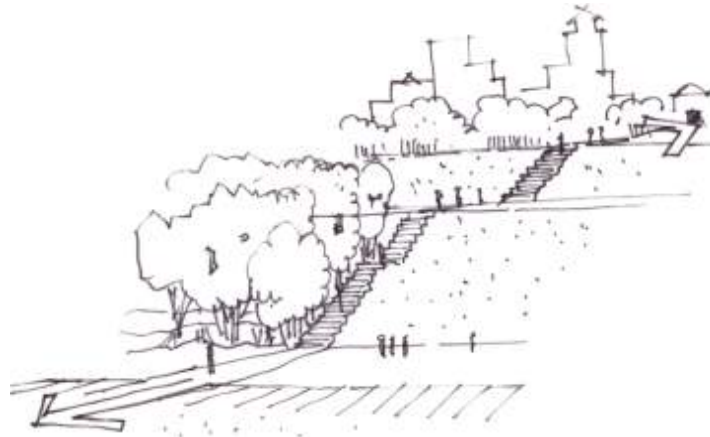


Parking

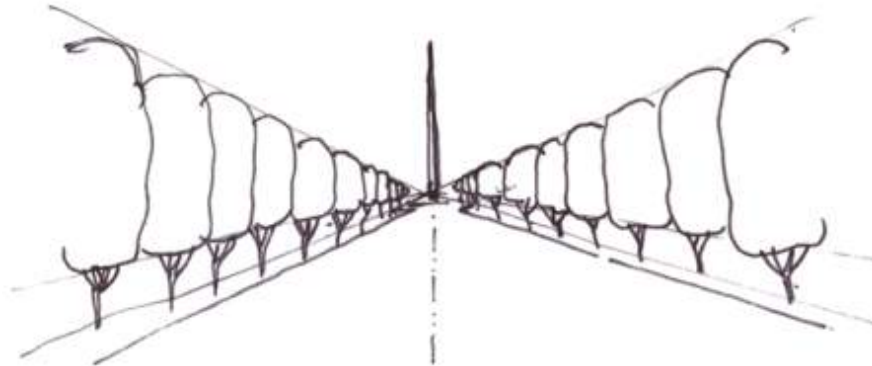
Good Urban Design: Spaces and Landscapes



Good Urban Design: Connections



Physical and Visual Links

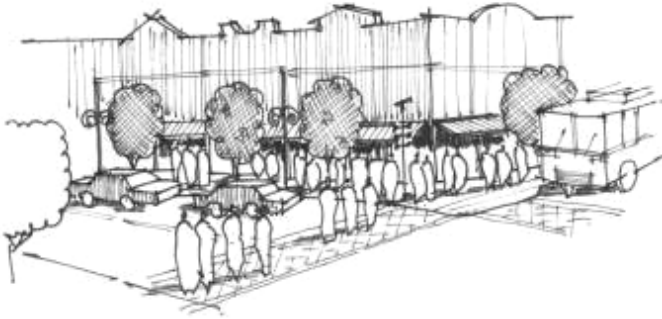


Views and Vistas Termination

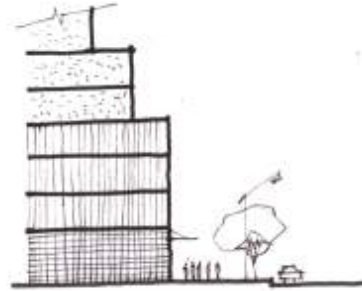
Good Urban Design: Connections



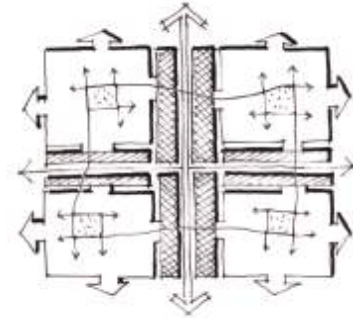
Good Urban Design: Activity Generators



Street Life



Land Use mix



Residential
Density

Good Urban Design: Activity Generators





Enabling Great Design



Enabling Great Design

- Performance
(not Prescriptive)
Design Control
- Avoid legislating
good design
 - “Materials of lasting value”
- Vancouver B.C. model:
All major deals negotiated



Enabling Great Design

- Recognize the increasing importance of Design
- Shape a Vision
- Communication
- Whole Brain Thinking & Multidisciplinary Teams
- Design at many scales
- Understand the Market: Cycles, Consumers, & Flexibility
- Avoid Fads, Design for People



Good Urban Design

- Good urban design is vital to achieve a more compact, dense and sustainable city without sacrificing livability.
- Good urban design is essential for Boise to truly become the world-class city to which its leaders and citizens aspire.
- Good urban design is crucial for a better quality of life.
- Good urban design is NOT a luxury.





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Urban Strategists



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