



10 Things To Know About Design



7. The Design Process



Goal: Finding The Right Design Solutions for your Community



Step One: Inventory Your Downtown

- Drive from all your gateways
- Pretend you are a first-time visitor
- Take lots of pictures
- Note observations on maps
- Look at adjacent neighborhoods and districts
- Observe traffic, parking, etc
- Look at the condition of all the elements of downtown

Get out on the street!



Take a Driving Tour - “Oh wow, a VMS community!”



“Looks like anywhere else...”



“Am I there yet?”



“Nope, a couple more miles”



“Hmmm looks promising”



“I think I see it”



“We’re getting there!”



“Oh wow, that’s pretty but where’m I going?!?”



“Holy Cow, that is one big watering can!”



“I guess this is the right way...is this the gateway to downtown?”



“This is looking promising now, guess we are here!”



“Oh cool, the train station!”



“Oh wow, cool view from here!”



A Story



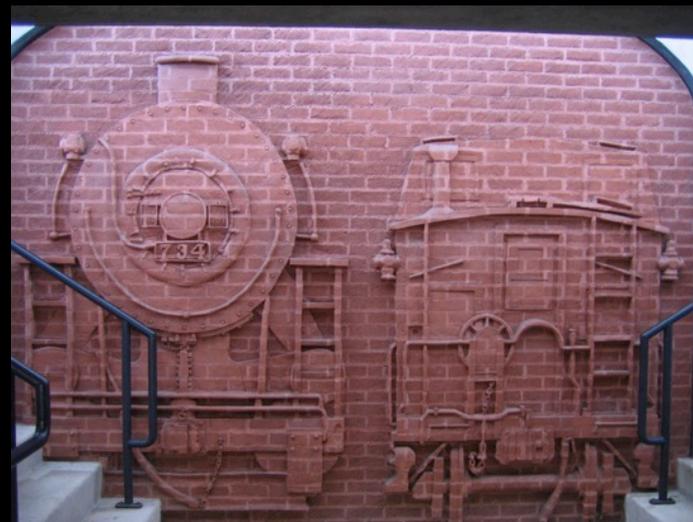
So, is it easy for your visitors to find downtown?



Does your community have an inviting sense of place?



What Design Elements Give it its “Feel”?



What is your community story and are you telling it?



- Identify Problems and Opportunities
- Identify and document overall community character
- Collect and understand ordinances, guidelines, rules that any projects will need to follow

Step Two: Do Careful Analysis



Step Three: Set The Big-Picture Big Goals

Be “SMART”

<http://www.topachievement.com/smart.html>

Specific

Measurable

Attainable

Rewarding

Timely



Step Four: Set Clear Objectives

- Long Term
- Short Term
- Ongoing



Step Five: Set Priorities

- Design Process
 - Programming
 - Design Options
 - Final Design
 - Implementation
 - Professional Assistance
- Three Aspects of Any Project
 1. Quality
 2. Budget
 3. Time



Step Six: Design and Implementation



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