



## 10 Things To Know About Design



### 10. The Design Process



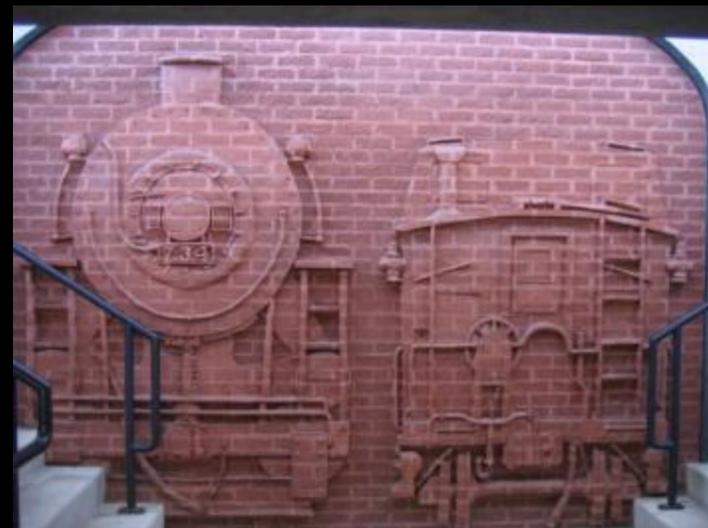
Goal: Finding The Right Design Solutions for your Community



What gives your community its sense of place?



What Design Elements Give it its "Feel"?



What is your community story and how might you tell it?





Step One: Get to Know Your Downtown



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

Sample Project

Warsaw, Virginia