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What is Good Design?
How Do I Get it?
How can the AIA help?

Design Matters Mightily!
Good Design is difficult to define but I know it when I see it.
Authentic Place-making

“Whenever you get there, there’s no there, there.”

Genius Loci – Roman Concept, Every independent being has its “genius”, its unique spirit. This spirit gives life to places and determines their character or essence.

Gertrude Stein
How do I get Good Design

Architect Selection – How you meet often defines the entire relationship. Use Qualifications Based Selection

Request and Value Good Design – The quality of the response is always related to the how the question or challenge is presented.

- Cite similar successful design approaches.
- Value innovation and fresh approaches.
- Avoid blind competitions.
Can Good Design be created by legislation?

Zoning and Land Use Laws – Essential starting point for defining character, use, density and availability of transportation.

Architectural Design Guidelines – Performance based which cites preferred approaches, materials, scale, color and sustainability benchmarks.

Form Based Codes – Typically rigid guidelines that define a specific style or mandate application of a limited palette of approved elements.

Can Good Design be created by legislation?
Architects are uniquely suited to integrate design disciplines.

Architects can explore possibilities with design.

Architects often feel they are brought into projects too late and as a result the full value of their skills is not realized.
AIA’s 10 Livability Principles

1. Design on a Human Scale
2. Provide Choices
3. Encourage Mixed-Use Development
4. Preserve Urban Centers
5. Vary Transportation Options
6. Build Vibrant Public Spaces
7. Create a Neighborhood Identity
8. Protect Environmental Resources
9. Conserve Landscapes
10. Design Matters
1. Design on a Human Scale

Compact, pedestrian-friendly communities allow residents to walk to shops, services, cultural resources, and jobs and can reduce traffic congestion and benefit people's health.
2. Provide Choices

People want variety in housing, shopping, recreation, transportation, and employment. Variety creates lively neighborhoods and accommodates residents in different stages of their lives.
3. Encourage Mixed-Use Development

Integrating different land uses and varied building types creates vibrant, pedestrian-friendly and diverse communities.
4. Preserve Urban Centers

Restoring, revitalizing, and infilling urban centers takes advantage of existing streets, services and buildings and avoids the need for new infrastructure. This helps to curb sprawl and promote stability for city neighborhoods.
5. Vary Transportation Options

Giving people the option of walking, biking and using public transit, in addition to driving, reduces traffic congestion, protects the environment and encourages physical activity.
6. Build Vibrant Public Spaces

Citizens need welcoming, well-defined public places to stimulate face-to-face interaction, collectively celebrate and mourn, encourage civic participation, admire public art, and gather for public events.
7. Create a Neighborhood Identity

A "sense of place" gives neighborhoods a unique character, enhances the walking environment, and creates pride in the community.
8. Protect Environmental Resources

A well-designed balance of nature and development preserves natural systems, protects waterways from pollution, reduces air pollution, and protects property values.
9. Conserve Landscapes

Open space, farms, and wildlife habitat are essential for environmental, recreational, and cultural reasons.
10. Design Matters

Design excellence is the foundation of successful and healthy communities.
How do the AIA’s 10 Livability Principles come together to create livable communities?
Design alternatives for a “big box” development

Courtesy of the Department of Planning and Permitting, City and County of Honolulu. Illustrations by Steve Price and coordination by Harrison Bright Rue. Citizen Planner Institute
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Courtesy of the Department of Planning and Permitting, City and County of Honolulu. Illustrations by Steve Price and coordination by Harrison Schacht Rue, Citizen Planner Institute

AIA
Design alternatives for a “big box” development
Design of a Livable & Sustainable Community

- Green building
- Transit oriented
- Livable
- Walkable
Healthier Urban Design

[Images of stenciled messages on pavement: "This one runs on fat and saves you money", "This one runs on money and makes you fat"]

[Images of suburban development and traffic congestion]

[Credit: Photos: Carlton Reid via Flickr, Art: Peter Drew]
Fit City: Impetus & Results

Value Meal by Laetitia Wolff

Obesity Exhibition at AIANY 2005

Cooper Union by Morphosis

Active Design Guidelines 2008
Burn Calories, Not Electricity

Take the Stairs!

Walking up the stairs just 2 minutes a day helps prevent weight gain. It also helps the environment.

Learn more at www.nyc.gov or call 311.
3.1 Stairs for Everyday Use

Burn Calories, Not Electricity

Take the Stairs!
Walking up the stairs just 2 minutes a day helps prevent weight gain. It also helps the environment.

Stair prompt poster by DDC

Center for Architecture by Andrew Berman Architect
Design Assistance Teams

Since 1967...Collectively the DAT program, a public service of the AIA, represents over 1000 professionals from more than 30 disciplines providing millions of dollars in professional pro bono services to more than 200 communities across the country.
R/UDATs & SDATs
DAT Principles

- Multi-Disciplinary Team
- Objective Outsiders
- Community Participation
DAT Participants

- AIA Center for Communities By Design
- DAT Team members
- Local Steering Committee and AIA
- Community Members
DAT Project Phases:

- Preliminary Visit
- Full Team Visit Prep
- Full Team DAT
- Follow-up
Design Assistance by the Numbers

- **1967**: Year the R/UDAT program began.
- **500+**: Number of professionals who have participated on a DAT.
- **200+**: Communities that have benefited from an AIA DAT.
- **147**: Number of R/UDATs held over the 46 year history.
- **61**: Number of SDAT communities since 2005.
- **46**: Number of states that have participated in the DAT program.
- **8-10**: Number of DATs scheduled for completion in 2012.
Port Angeles, WA
SDAT (2009)
Lessons Learned- Broad Community Participation
Information and Advocacy Resources

Communities by DESIGN

How Architects Can Become Advocates of Livable Communities

Livability 101
ONLINE @
www.aia.org/livable

AIA Communities by Design resources include:

- Presentations
- Publications
- Design Assistance Teams (R/UDAT and SDAT)
- Disaster Assistance
- AIA Roundtables on Sustainable Design
- Issue Briefs
- Talking Points