

NUMERICAL RANKING	NAME OF PROJECT	A. PEDESTRIAN provision of sidewalks																B. PEDESTRIAN 1. links out from Metro				B. PEDESTRIAN 2. pathways on private land				B. PEDESTRIAN 3. places for public activity				B. PEDESTRIAN 4. streetscape materials				B. PEDESTRIAN 5. signage uses				B. PEDESTRIAN 6. encourages walking				B. PEDESTRIAN 7. other enhancements				C. EFFECTIVENESS 1. building placement				C. EFFECTIVENESS 2. effective signage				C. EFFECTIVENESS 3. orientation				C. EFFECTIVENESS 4. environmental quality				C. EFFECTIVENESS 5. other enhancement				D. MANAGEMENT provision of operation				TOTAL SCORE		DIFFERENCE																																																																																											
		8	7	1	1	2	6	2	4	1	2	2	1	2	3	42	12	9	7	7	4	1	4	4	6	2	1	1	2	1	5	54	4	9	1	2	5	6	1	1	3	4	4	4	5	5	6	58	10	9	8	7	3	3	2	3	8	3	3	3	4	8	4	68	11	9	2	7	7	7	3	6	9	5	5	8	7	3	1	79	4	6	5	5	7	4	6	7	9	6	7	5	3	6	7	83	3	9	4	3	2	5	8	5	9	7	6	6	6	9	7	86	14	5	3	6	6	8	5	7	9	8	9	9	9	9	7	100	4	9	6	4	6	8	7	7	9	9	8	7	8	9	7	104		73	43	42	41	44	42	42	68	45	45	45	45	52	47	674			
1.	Chevy Chase Garden Plaza	8	7	1	1	2	6	2	4	1	2	2	1	2	3	42	12	9	7	7	4	1	4	4	6	2	1	1	2	1	5	54	4	9	1	2	5	6	1	1	3	4	4	4	5	5	6	58	10	9	8	7	3	3	2	3	8	3	3	3	4	8	4	68	11	9	2	7	7	7	3	6	9	5	5	8	7	3	1	79	4	6	5	5	7	4	6	7	9	6	7	5	3	6	7	83	3	9	4	3	2	5	8	5	9	7	6	6	6	9	7	86	14	5	3	6	6	8	5	7	9	8	9	9	9	9	7	100	4	9	6	4	6	8	7	7	9	9	8	7	8	9	7	104		Totals	73	43	42	41	44	42	42	68	45	45	45	45	52	47	674		

Courtesy of the Maryland-National Capital Parks and Planning Commission, Department of Parks and Planning

Figure 2.9 Potential projects evaluation scorecard, Bethesda, Maryland.

context’ or ‘urbane character’ are not. They can, however, be defined operationally in a set of design guidelines as they were for Rector Place. Whether one agrees with the definition explicated in the guidelines or not, a building design can be objectively assessed by a review panel against the guidelines’ demands. When the criteria are less sharply defined a scorecard such as that used in Bethesda, Maryland for projects forming part of the MetroCenter complex at least displays the design reviewers’ thinking (see Figure 2.9).

In many planning jurisdictions around the world design policies and controls are poorly articulated or miss important issues. As a result, the review of development proposals and of designs is opaque. The clearer the design policies and guidelines, the more logically the choice of the best scheme can be made from amongst the possibilities available. The guidelines need to be based on evidence that they meet required ends in order to withstand challenges in the courts (Stamps, 1994).

The power that design review boards have in enforcing design guidelines and other design controls varies. At one extreme they have absolute veto power; at the other end they can merely make suggestions. In jurisdictions where there is a demand for development the coercive powers of design review boards are potentially more substantial than in places crying out for anybody to develop anything. In capitalist societies where the developer is a private company contracting out work to other property developers or selling off land to be developed by others, the power of the company’s review panel may well be absolute. In the new town of Las Colinas outside Dallas in Texas, for example, the Las Colinas Association is a quasi-governmental group responsible for overseeing the quality of all the