

## Designing for People

Design and planning encompass the process of bringing a vision from an idea to the point of implementation of that idea. Site planning and design require the professional to consider a broad range of concerns in the synthesis of a design concept. There are the physical aspects of the site itself, the vision or program of the client, the designer's own creative inclination, the concerns of the community, and the interests of the end user. The public's interests are represented by a variety of public authorities that exist for the purpose of regulating and overseeing the development process. The land development ordinances are generally intended to act as a set of minimum standards or guidelines. Few ordinances can be applied to a specific site or project without some adjustment or accommodation. The more prescriptive the ordinance, the greater the frequency and scope of the necessary accommodations; the less prescriptive, the lower the minimum standard. Such general standards represent a local view of the minimum requirements for land development and should not be confused with a measurement of design quality. Quality design and development typically need to go beyond the minimum threshold of the local ordinances.

For every developer interested in only the lowest-quality of work and effort, there are others with a broader view of what they do and the quality of their legacy. Because most development companies are businesses and every project is a business activity, site design professionals must balance their clients' objectives and the community's standards and expectations with ensuring a profit for the developing company. The community's expectations and standards are composed of stated, tangible parameters as well as unstated expectations and intangible elements. It is the design professional that ultimately must find a balance between the goals of the client, the standards of the community, and the interests of the end user of the project. The end user is usually not part of the discussions that drive the design process. To arrive at a design solution that will satisfy all of these diverse interests, the designer must be a student of design outcomes and performance as well as design synthesis.