



For most communities, design guidance is as much about the treatment of the spaces between buildings, especially the public realm, as it is about building themselves. From this perspective, “urban design is the art of making places for people. It includes the way places work and matters such as community safety, as well as how they look. It concerns the connections between people and places, movement and urban form, nature and the built fabric, and the processes for ensuring successful villages, towns and cities.”

## Community & Urban Design



PJA believes that community design processes should result in clear guidance for new development, infill, redevelopment, and Greenfield and Brownfield projects. Guidance should be expressed in text, graphics, concept plans, master plans, and/or other forms with a strong regulatory link between design objectives and implementing codes. Designers should be given the maximum freedom to create but also must show sensitivity for the design context and community design vision.

Good development design is critical to insure that the qualities of our immediate environment positively contribute to our daily lives. Although, community design must account for market and economic realities, it also should not be marginalized by corporate models for how to best capture market potential. The highest and best use of land should be determined in a community design context as much as in an economic and regulatory context.

Through many years of experience, PJA has gained valuable insights into the strengths and weaknesses of traditional development codes, particularly zoning and subdivision codes. This includes the capacity of these tools to guide development in a manner consistent with community’s expectations. Innovative approaches to guiding community design are often required to find the appropriate balance between community expectations and market demand. By incrementally building on what’s positive and enhancing the existing community’s character we believe both can be served. PJA brings this type of knowledge and experience to our client’s planning processes.

