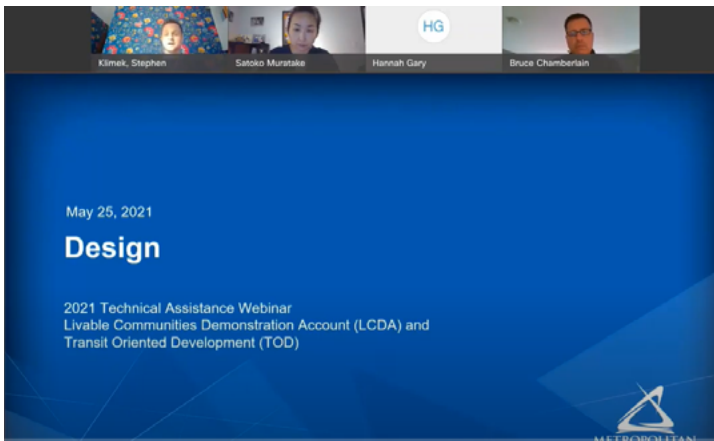


# LCDA & TOD

## 2021 Technical Assistance - Design



### Webinar Speakers

**Bruce Chamberlain**  
Planner  
[HKGI](#)

**Satoko Muratake**  
Senior Associate  
[TEN x TEN](#)

### Key Considerations

- How will the architectural, landscape, and/or urban design of your project support or advance aspects of Project Process, Equity, or Environment scoring criteria?
- What are the outcomes and impacts the design process and the designed product are producing?
- Is there clear purpose behind your project and its goals, and is design being intentionally used to advance them?

### References & Resources

Enterprise Community Partners  
[Design Matters Resource Library](#)

[3 Developer Mindsets for Breakthrough Affordable Housing](#)

UMN Design in a Post-Pandemic World  
[Design Justice Webinar](#)

Healthy Building Network  
[HomeFree Product Guide](#)

George Floyd Memorial Foundation  
[Take Action](#)

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## Design Takeaways

- Impactful development occurs when community establishes a vision within which development occurs – creating a context for the experience of place and investment in the public realm that design and development can contribute to. Exceptional places happen with good design and an active healthy community. And every project needs a champion. It can be the developer or community member advocating for that vision, but without a champion a great design process won't be as beneficial. A project's impact starts with the partnership between the developer and the community. Communities who are willing to step out and take a risk to establish vision for a future district will see better, new development. When that happens a developer is able to clearly identify and fulfill pieces of that community vision.
- Often developers focus on what's in their charge and as a result they look at their site boundary inward. While developers can't often change what is around their site, they do need to carefully consider the context, the community's vision, and then connect what's happening inside their site to what's happening around it. The planning and design process should start by researching and engaging with the development's context or the district around the site – considering assets, natural systems, connections, and the areas beyond district that influence the site.
- A city is a place before it's a market, and a neighborhood is a place before it's an investment. Great ideas create demand, they don't service it. Great ideas offer value, they don't extract it. A project team should think about the purpose of each development – it is up to the developer to think through the value a particular project might be bringing that meets community need or vision.
- Begin each project by forming your team – this is the beginning of the design process and the diversity of the design team matters. Make sure the project team also includes multiple community partners and sets up multiple ways of learning about the community and place i.e. community organizations, churches, schools, local artists/organizers, and from participating in local events.
- Research the site and the area, consider what might be culturally significant places for different communities. Uncover otherwise invisible stories that are important to how that place has been shaped, and share what you think you have learned with community partners to make sure you've interpreted it correctly, ask questions, and learn more. Respect history while also understand that it's a living breathing place that holds ongoing importance to the people around it.
- Ideation happens with co-creation, so design concepts need to be informed by your research and collaboration with community partners. As ideas form, test ideas by asking questions and using graphics to frame the questions. When a community is both engaged and informed they see themselves as part of the solution.
- Designing for impact takes time. As more projects implement a more imaginative and inclusive process then impact and outcome-based design can become the new norm. It is also important to recognize that there is also a limit to what one project can do and to what design can do. Design for impact and racial equity outcomes isn't an option. Minnesota holds many historical moments that lead to the root cause of systemic racism and injustice in our region and the country. Those systems are by design and any design process must content with that.