

Built Environment

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Helping the Natural Environment

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Romania Aug 2009 – Aug 2011
Parcul Natural Lunca Muresului





Nature, People and Planning



People are important...the 3 E's



*Habitat protection...
How can it be helped?*



*Sustainability... Attitude
Holistic WE not they*

"The spaces where life occurs are places. A place is a space which has a distinct character...a setting for human activity"
late Norwegian historian and theorist Christian Norberg-Schulz



Urban Planning

New York

1858 Central Park

The Vision and Plan



Eiffel Tower – Paris

1889 World Fair

The Vision and Plan



Chicago, Illinois

1893 Columbus Exposition

The Vision and Plan



Planning History



Orderly Growth



Improved Quality of Life

Sustainability

Benefits of Planning:



Cost Effective

Organized Process

Provides Guidance



Rewards of Planning:



Organizes Thought

Provides Guidance

Allows Input

Architectural Programming

Simple Process

Cost Effective... Building in words is less expensive...

Creativity and Inclusion = Success



St. Louis Arch: Gateway to the West

- ***Designed 1947***
- ***Construction Start 1963***
- ***Completed 1965***
- ***Opened 1967***



Architectural Programming: *Building in Words* before Design and Construction

Need: Why are we doing this?
Do we need it now?

Objective:
Build a mental PICTURE
Clarity eliminates CONFUSION

Users: Those who **live, work** or **visit**...
HAVE VALUABLE OPINIONS

Budget: Early decisions avoid
unpleasant SURPRISES & DELAY

Time Line: Be REALISTIC
Allow IMPLEMENTATION TIME



Architectural Programming: *Building in Words...*

Hardware Issues:

Location

Budget \$\$

Timeline

Software Issues:

What?

Why?

How?

Process:

Conceptual

Program Development

Final Program



Environmental Graphics

"Way Finding"

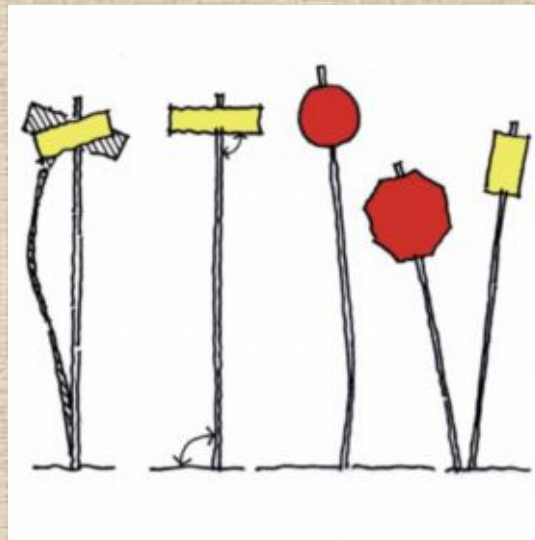
A Recent Specialty

Identifies

Informs

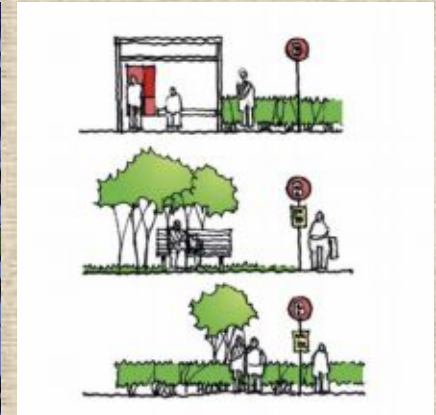
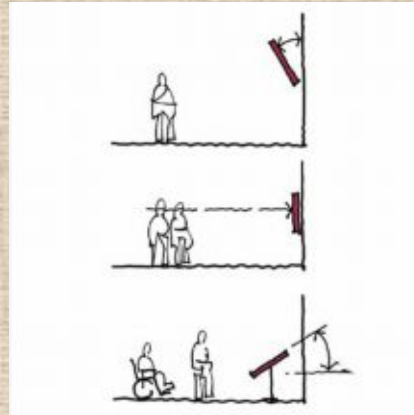
Leads

Light	Use Flush Left, Upper and Lowercase Text
> 70 %	E
Change Emphasis	word word e e



Environmental Graphics Way-Finding

History
Before Specialization:
Late 20th Century



Minimize congestion & confusion
Increases efficiency...
Getting from Point A to Point B

Branding... Setting yourself apart...
VOLVO

Memory
Recall...I remember THAT place



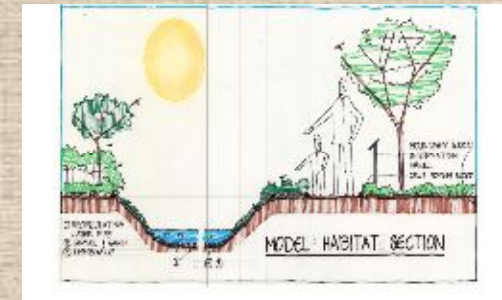
Park Improvements



Signage



Improvement Plan



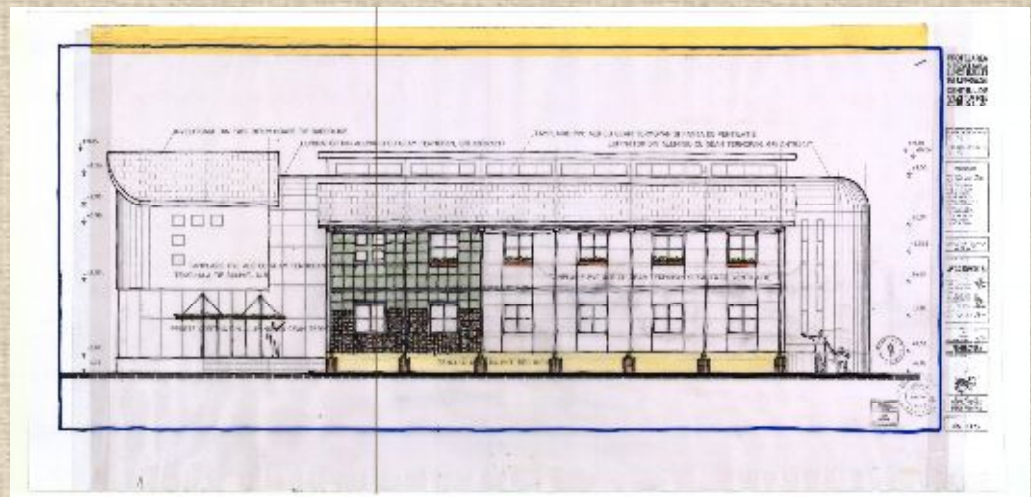
Species Habitat



**Plastic Bottle
Greenhouse**



**Roof-Water
Harvesting**



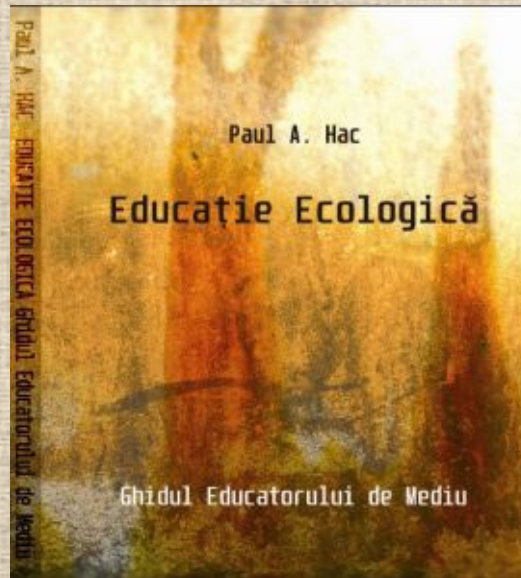
Vine Shade Trellis

Planning Potential



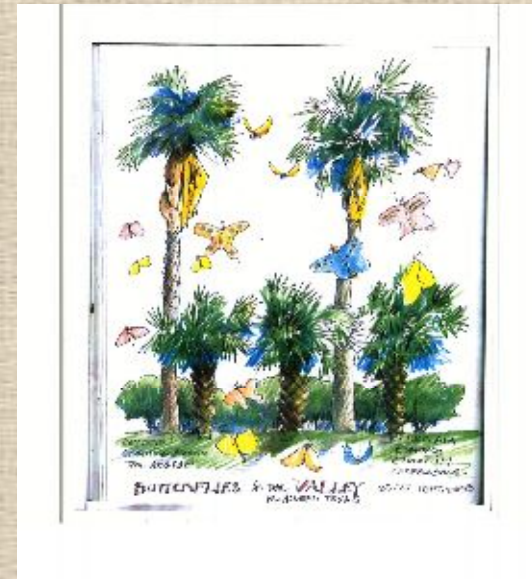
economic

Making people aware... Getting their help...



education

Have a vision...



enjoyment

Have a plan...

Conclusion

Saves Time

When you know where you are going....

Saves Money

Time is money

Measure TWICE, cut ONCE

More Enjoyable

*Users, enjoy and protect what
THEY helped create; AUTHORSHIP*

Improves Quality

Communication makes the difference



Thank you!

