



Project: _____

Please describe your design approach for the project. The Statement of Design Intent is an opportunity for you to identify strengths, unique features, or other innovations that distinguish the project. It also provides an opportunity to describe the project’s opportunities and challenges – including any key challenges that may limit the ability to meet the full intent of the design guidelines, such as site constraints, market conditions, or other considerations, and describe how the project balances these key challenges with the community’s expectations for design quality. The Statement of Design Intent is intended to give project reviewers and decision makers a more thorough understanding of the project. (Maximum two pages in length.)

1. Overall Design Concept.

Describe the overall design concept for your proposal, including any architectural style you are using or other organizing design concept that sets the overall approach of the project. Identify strengths, unique features, or innovations that distinguish the project. This is an opportunity to show the relationship of your project to the overall goals of design guidelines.

2. Challenges And Opportunities.

Outline the challenges and opportunities that influenced your design choices. Challenges may include factors such as site constraints, market conditions and building requirements, among others.

3. Noteworthy Design Strategies.

Describe how the project balances the key challenges with community expectations around design quality.