



Land Planning with a Landscape Architect

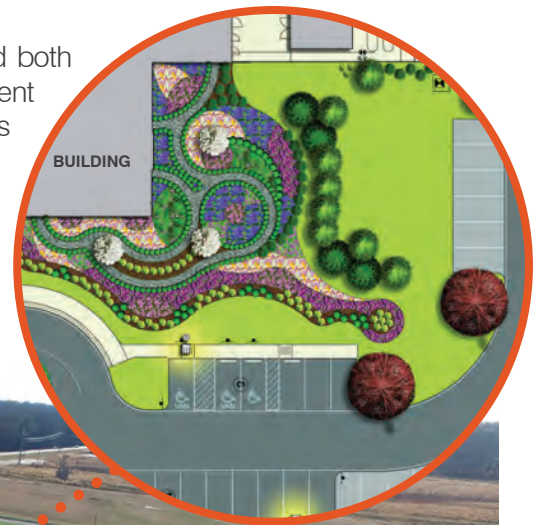
Becker Morgan Group Identifies Key Principles to Consider on your Next Project

Becker Morgan Group provides clients with the unique advantage of land planning with a landscape architect. Too often land plans focus simply on maximizing yield on a two-dimensional plan. Our landscape architects, working closely with our civil engineers, develop plans in three-dimensions, incorporating principles which incorporate existing conditions, satisfy project goals, and ultimately maximize project value.

The principles of landscape architecture include the elements of unity, scale, balance, simplicity, variety, emphasis, and sequence as they apply to design. These elements can be directly interconnected with residential and commercial land planning, ensuring that your project has the highest level of design thought throughout. Our success is due to our unique ability to harmonize practical requirements with creative design solutions that increase the value and thoughtfulness of space.

Triggering Emotional Connection with Scale

The two types of scale in project design, **Vehicular & Pedestrian**, and both should be honored while designing spaces. Scale is often the secret ingredient that destroys or refines a project. Designing at the pedestrian scale encourages and supports pedestrian access throughout spaces. The project becomes favorably disposed, and easy to understand with thoughtful planning of sidewalks and pedestrian circulation. Designing at a vehicular scale focuses on the ease of circulation while driving through a site. Both scales interact with each other, and thoughtful design ensures both safety and ease of use.



Harmony through Unity

Unity is the element that creates harmony within design. It is the goal of the designer to create a cohesive design and feeling of place within the project. Placemaking can capitalize on a project's assets, with the intention of creating spaces within that promote the end user's health, happiness, and wellbeing.

Balance is Equilibrium

Balance in land planning is the distribution of the visual weight of buildings, roadways, open spaces, colors, textures and spaces. A balanced project feels right. It feels stable and is aesthetically pleasing. It adds to the quality of placemaking with everything working and fitting together into a seamless project. Establishing a balance of land uses within a community promotes vitality and long-term economic stability.



Simplicity and Variety

Simplicity and variety should be intertwined, and as a result balance each other. Simplicity provides a degree of repetition rather than constant change, which in turn supports unity. This can be provided with the repetition of plant species, distances between intersection, or architectural elements throughout the project. Diversity through variety provides contrast in form, texture, and color. Variety is the one element that prevents designs from becoming stale and monotonous.

Emphasis of Elements

Humans naturally need order and hierarchy in life. As we look at a project from any direction, we need to identify hierarchy within various elements. These elements include such things as main entrances, community club houses, open spaces, commercial buildings and plazas. Each design differs from the next, however each project has its own focal point. Why are we here, and how do we answer? This is what sets apart an impactful design from one that is ineffective.

Sequence is the Change Engaging a Space

From the very conception of the project, the user experience must be prioritized by creating a sequence of spaces where movement is a way of defining the place. A fluid spatial quality encourages directional movement. Integrating above elements into a cohesive sequence of spaces creates a harmonic solution for a project. Linking of spaces at the correct scales, in turn creates movement throughout the project enriching the feeling of place.



Land Planning with a Landscape Architect!

As a Landscape Architect, working with land planning I strive to provide options for clients to manage the development of their land while furthering the welfare and vitality of communities. Working directly with our engineers allows us to approach each project with a balance of artistic and technical skills. Becker Morgan Group provides a different type of land planning. One that is as creative as it is construction minded, providing comprehensive, sustainable, engineering-based designs creating vibrant places where people naturally want to be.

