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# WHAT IS GOOD DESIGN?

Well designed cities and towns are in everyone's best interest, especially as our urban areas grow.

Almost every part of our cities and towns is designed; the buildings, roads, parks, playgrounds and public spaces that make up our neighbourhoods have all been designed for a purpose.

Design WA has distilled these factors into 10 principles of good design, so that we can better define and benchmark places and spaces that improve our built environment. These principles underpin all policy from Design WA.

## 10 PRINCIPLES OF GOOD DESIGN



### Context and character

Responds to and enhances the unique characteristics of a local area, contributing to a sense of place



### Landscape quality

Operates as an integrated and sustainable system, within a broader ecological context



### Sustainability

Optimises sustainability to deliver positive environmental, social and economic outcomes



### Functionality and build quality

Meets the needs of users while efficiently and effectively balancing functional requirements



### Community

Responds to community needs as well as the wider social context, supporting diversity and social interaction



### Amenity

Contributes to comfortable and productive environments through internal and external amenity



### Legibility

Contains clear connections and memorable elements to help people find their way around



### Built form and scale

Shapes massing and height that is appropriate to the setting, and negotiates existing and future context



### Safety

Optimises safety and security, minimising the risk of personal harm and supporting safe behaviour and use



### Aesthetics

Creates attractive and inviting spaces and places that engage the senses