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## Design Excellence Planning

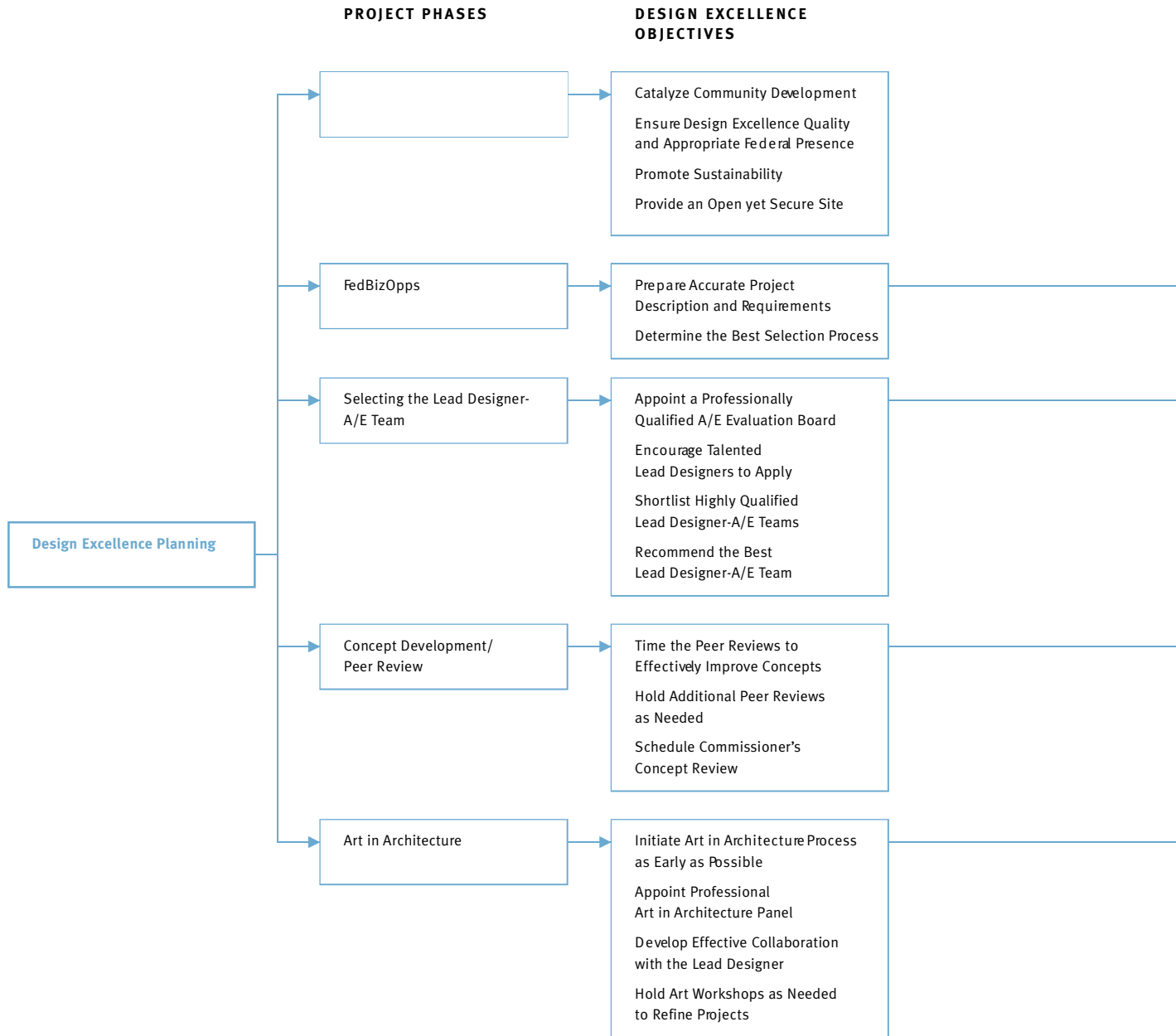


### 3.0 Introduction

Because of the complexity of Design Excellence projects, having an overview of the entire process is critical. This includes key milestones, an understanding of who needs to collaborate at different points in the process and when tasks need to be coordinated, design priorities, and budget strategies. In addition, it is essential to identify Design Excellence challenges. These are unique to each project. They can range from site and special design requirements to customer concerns and tight budgets. What is important, even as new challenges emerge, is to put all of them in the context of the big picture in a way that does not compromise the Design Excellence process and objectives.

# Overview of Design Excellence Project Phases

Design Excellence Objectives and Interface with the Office of the Chief Architect



### OCA INTERFACE

Review FedBizOpps Announcement  
Determine with OCA if a Charrette  
or Vision Competition is Desirable

Appoint National Peer and OCA  
Representative to A/E Evaluation Board  
Concur in Make-Up of Entire  
A/E Evaluation Board  
Coordinate Schedule of  
Portfolio Reviews and Team Interviews  
Coordinate Charrette  
or Vision Competition if Required

Coordinate Peer Reviews  
Coordinate Commissioner's  
Concept Review

Appoint Art Peers  
Convene Art in Architecture  
Workshops  
Submit Final Proposals for Approval

### 3.1 Collaborating with the Office of the Chief Architect

Design Excellence success necessitates close collaboration between the regional project manager and the Office of the Chief Architect. Initially, OCA works with the region to help determine the best A/E selection process for each project, especially with respect to convening a charrette or vision competition. It may also assist in assuring compliance with project budget and schedule mandates as well as the analysis of critical building systems. A specific OCA project coordinator is assigned to each Design Excellence project. This person participates in the review of the FedBizOpps announcement prior to posting and the scheduling of the Commissioner's concept review. Other important OCA activities are the Center for Design Excellence and the Arts' responsibilities for the appointment of the national peer to the A/E Evaluation Board, for scheduling national peer participation in the lead designer portfolio review and the lead designer-A/E team interviews, for organizing and scheduling all charrettes and vision competitions, and for scheduling and appointing national peers to participate in all peer reviews.

### 3.2 Clarifying Design Excellence Goals and Priorities

The following are Design Excellence priorities for each phase of the process. The project manager and OCA project coordinator must develop a process, schedule, and strategies that support these goals. It is important to note that the Design Excellence process requires advance planning and a time frame that allows for thoughtful coordination, analysis, and reviews.

#### Site Selection

- Contribute meaningfully to community development.
- Maximize the potential for architectural design excellence.
- Support effective sustainable design strategies.
- Meet current security standards.

## Design Excellence Planning

### FedBizOpps Announcement

- Describe the project and define project requirements accurately to attract highly qualified and talented lead designer and design firm submissions including emerging talent, women-owned, small, and small-disadvantaged businesses in addition to well established firms.
- Specify a selection process that allows GSA, on behalf of the customer, to find a lead designer and A/E team capable of fulfilling the mandate for Design Excellence, which includes being on time and on budget.

### The A/E Evaluation Board

- Appoint an A/E Evaluation Board comprised of individuals who understand the details of the project type and the design priorities of the particular project.
- Confirm that board members have the professional qualifications to make an informed A/E selection.

### Selecting the Lead Designer and the Design Excellence A/E Team

- Recommend A/E teams that combine an outstanding lead designer with a track record for delivering superior quality.
- Shortlist lead designers and A/E teams that can creatively address the challenges of the project type.
- Rank the lead designers and A/E teams so GSA is negotiating with the best possible talent for the project.

### Concept Development

- Convene at least two Design Excellence reviews with peers per project—one at the concept stage where three schemes are required and a second at a point in the development of the chosen concept so that the specifics of the design are evident at the same time that there are opportunities to make improvements.

- Be open to holding more than two Design Excellence peer reviews if needed.
- Periodically analyze the project budget and schedule to ascertain that goals in these two areas are being met, adjusting the design when necessary without compromising quality.
- Schedule the Commissioner's concept review when the design concept has been finalized and there is professional confirmation that the project meets the Design Excellence goals.

#### Art in Architecture

- Appoint a professional Art in Architecture panel to select the artist(s).
- Initiate the artist selection process as soon as the A/E contract is in place.
- Select the artist(s) early enough to foster meaningful collaboration with architect so the art concept, along with the architectural design, can be presented at the Commissioner's concept review.
- Convene peer workshops as needed to review art concepts as they are being developed.