

# Tips to achieve a better design code



A good design code can add value to an estate. Here are some tips from the Design Review Group to create a better design code.

## Tip 1: Target Audience

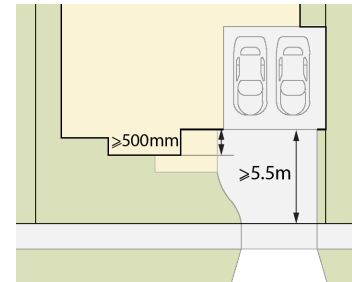
Focus the marketing and length at your target audience. A first home buyer may be put off with a lengthy worded document without images and diagrams, whereas a second home buyer may be looking for stricter design to support their investment.

## Tip 2: Don't overdo it

Choose the number of standards based on the target audience and the overall aesthetic of the estate. Too many standards can put buyers off and too little may not achieve the desired outcome. For a first home owner estate 40-60 standards is the best.

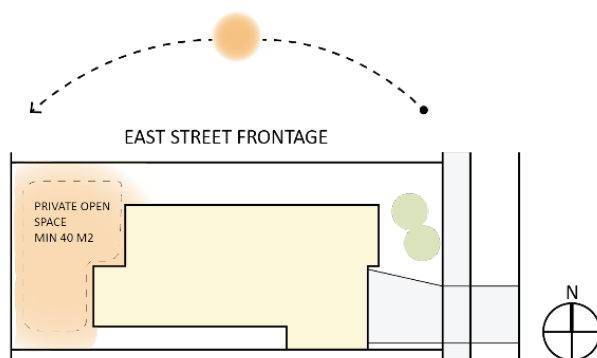
## Tip 3: Utilise Graphics

Use diagrams and images to support the standard. Lot owners can better understand an image or diagram. If you require certain colours, materials and plants, provide a selection that people can choose from. Make sure to include colour names that people can reference. If asking for endemic plant species provide a list or reference document of plants suitable for that area.



## Tip 4: Language

Lot owners are not trained to read planner speak. Dull it down and use common words and phrases to help lot owners understand and therefore achieve higher compliance.



## Tip 5: Keep it simple.

Although graphics are useful, don't add too many as they can overpower a document. The same goes for standard text. Simple dot points and single sentences work best.

## Tip 6: Design for the location.

A design code for Victoria will differ from one used in a tropical Queensland estate. Make sure the standards relate to the location. You can also use this for climate responsive design.

## Tip 7: Requirements vs Recommendations

In some cases, you may want to recommend standards such as climate or efficiency standards. Make a clear definition between what is required and what is recommended. A good way to do this is to add subheadings, use 'must' for requirements and 'recommended' for recommendations.

## Tip 8: Consistent layout

Make sure all pages use the same layout, font, colours and proportions. Don't be scared to utilise white space where required.

## Tip 9: Objectives

Add objectives. Make sure these objectives are broad enough to cover a range of areas but achieve the overall goal. Objectives may include creating an attractive streetscape.