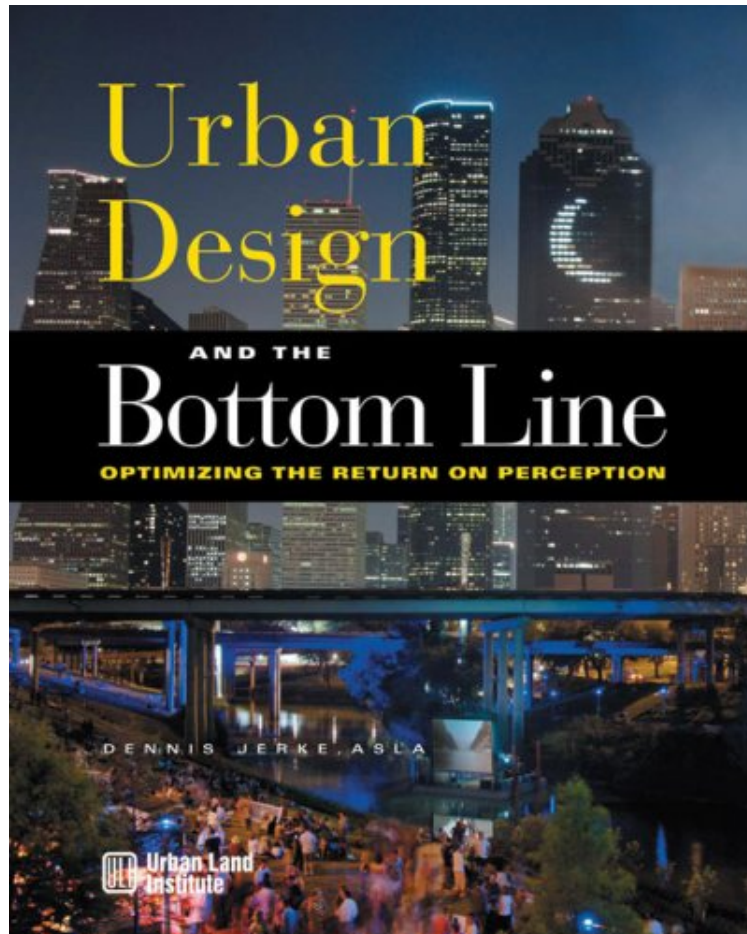


Urban Design and the Bottom Line: Optimizing the Return on Perception

Dennis Jerke ASLA

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4 of 4 people found the following review helpful. A Great Resource By Kindle Customer Urban Design and the Bottom Line: Optimizing the Return on Perception is laid out in six easy to read chapters. Jerke's knowledge and experience as a professional designer and project manager in the field of landscape architecture shine in this well written, well researched primer on the connection between economic return and urban design. The book is filled with color plates that demonstrate the principles being discussed. Both professionals and urban design students will appreciate the number of case studies cited as well as, the extensive notes that include references and other information for further research. I am very happy to have added this book to my library.

Using verifiable figures and drawing on professional experience, this argument for the "dividend" generated from high-quality, preinvestment design investigates the benefits and impact of good design upon all facets of an urban area: the community, businesses, employees, the general public, city officials, and the developer.

"Urban Design and the Bottom Line is in a class by itself. Its useful format, comprehensive coverage and universal context make it a required addition to the designer's library." Landscape Architecture Magazine