U.S. Department of Transportation
BEAUTIFYING TRANSPORTATION INFRASTRUCTURE COUNCIL

Council Notes for Task 26-03: Implementing the Principles of Beautiful Design
The U.S. Department of Transportation (DOT or Department) asks the Beautifying Transportation Infrastructure Council (BTIC or Council) to provide feedback to DOT on the mechanisms through which principles that guide and direct the development of more aesthetically pleasing transportation projects can be substantively implemented by DOT, its partners, and stakeholder.

Discussion: Beautiful Design Principles Implementation
The Council structured the discussion around the following themes:

Potential Mechanisms

- Educational tools: website, guidebook, videos
    - Constraints, tradeoffs, and opportunities impacting general principles of aesthetics and the design and construction process.
    - The benefits of following design principles.
    - Examples and outcomes, such as on revenues, changes in demographics, and land value.
- Elevating the narrative.
- State-level champions to help develop buy-in and interest.
- Subject matter expertise: A rotating board of urban design review experts, including business experts, covering different aspects of infrastructure design and development.
    - Could recommend citizen advisory review board. Would bring in local experts that understand local communities and history.

Barriers

- Funding constraints

Examples Noted by the Council

- Klyde Warren Park as a highway cap in Dallas, TX.

Noteworthy Practices Identified by the Council

- (For discussion at July BTIC meeting.)

Council Recommendations

- Revise core Federal guidance documents like the Federal Highway Administration's aesthetic design guidelines.
- Incorporate principles into the American Association of State Highway and Transportation Officials' publication A Policy on Geometric Design of Highways and Streets and require it for funding standards.
- Require independent review panels for projects that meet important thresholds.
- Create awards for recognizing beautiful transportation facilities. Similar to the GSA Design Award, a premier biennial program by the U.S. General Services Administration recognizing visionary architecture, engineering, and landscape design within the Federal government's real estate portfolio.