Protecting Urban River Views with Geodesign Approach

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Figure 17.1. Patterns of Written Discourse (Kaplan, 1966:14).

Logarithmic spiral
Corporate Design: An Energizer Versus an Eyesore
Opposition Keeps Mounting to LG Project on the Hudson

APRIL 9, 2014

The rivalry between the South Korean tech giants Samsung and LG isn’t just played out over sales of smartphones and curved television screens. Both companies are building new American headquarters, Samsung in north San Jose, Calif.; LG in Englewood Cliffs, N.J. And on this score, the contest isn’t close. Buildings are corporate symbols and advertisements, after all. Samsung comes across as a good citizen here; LG as a lousy neighbor.

Samsung’s 1.4-million-square-foot North American offices, designed by NBBJ and to be finished next year, include a boxy, sleek glass behemoth that vaguely harks back to office parks of the 1970s. It’s divided into three horizontal bands, like a layer cake, each with landscaped decks on top. The continuous bands can seem like a square riff on Norman Foster’s doughnut-shaped headquarters for Apple, both with big, curving atriums; here, the concept is based on traditional Korean courtyard architecture.
Protect the Palisades
LG Purchased the 27-acre property in Englewood Cliffs

Englewood Cliffs zoning board approved LG headquarters

LEED Gold Certified
LG hoped to break ground in late 2012

5,000 construction jobs.
1,200 full time employees
$1.3 million additional revenue in taxes.
- Mayor Joseph Parisi
Residents in NJ and NYC filed separate lawsuits

Nearly a dozen conservation groups have filed briefs with the court

Senator Charles E. Schumer joined the protest against this project
Attorney General Eric T. Schneiderman of New York asked an appeals court in New Jersey to stop the construction.
Orchestrated by New York-based groups with no interest in the broader economic well-being of New Jersey, various parties have distributed inaccurate information. We believe it’s important for you to know the real story...
LG BUILDING PROJECT TO PROCEED IN NEW JERSEY; CONSERVATION GROUPS AND LG REACH ‘WIN-WIN’ SETTLEMENT

Parties Agree to New Building Design that Protects the Palisades, Creates World-Class Home for LG’s Growing U.S. Workforce

ENGLEWOOD CLIFFS, N.J., June 23, 2015 – Following 11 months of constructive discussions, LG Electronics USA and a number of parties interested in LG’s new North American headquarters in New Jersey, have reached agreement on a new design, which all parties are celebrating as a “win-win” solution.

After exploring a range of options during the discussions, consensus has been reached on a new design that will create a world-class, sustainably designed building to the benefit of LG, the town of Englewood Cliffs and the state of New Jersey, while protecting the iconic vistas and integrity of the Palisades Park, a National Natural and Historic Landmark.
City of Richmond News

Office project proposed beneath Libby Hill

A plan to build three office buildings beneath Libby Hill and its iconic view of the James River has renewed concerns about protecting a local landmark.
Public input meeting on November 20, 2013
GPS Latitude Ref - North
GPS Latitude - 37 deg 31"; 36.87";
GPS Longitude Ref - West
GPS Longitude - 77 deg 27"; 6.06";
GPS Altitude Ref - Above Sea Level
GPS Altitude - 29.48765432 m
GPS Time Stamp - 23:38:28
GPS Img Direction Ref - True North
Digitization of votes
Distribution of all the votes collected at the public input meeting
Kernel density of nominated viewpoints
Best river views
Viewshed mapping
Viewshed mapping
Overlaps of viewsheds of all the nominated viewpoints
Model Inputs

3D design model

Existing digital surface model

Favorite views

Web interface that receives 3D model

Output impacted views
Evolution of Design Methodology

Reaching Evidence Based Design With Level 3.

Level 1

Team Knowledge

Level 2

Level 3

Scientific Evidence + Stakeholder Experience

Create Hypothesis and measure baseline performance

Monitor + measure outcomes