

# ARCH 340\_UP 751 | INTRODUCTION TO URBAN DESIGN AND PHYSICAL PLANNING

Fall 2018

Wednesdays 9:00 to 11:40 AM RM. 183

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Office Hours: Wednesdays 12:30 to 1:00pm or By Appointment

## COURSE OBJECTIVES

1. Increase awareness of urban design characteristics and urban pattern of the built environment.
2. Explore urban design elements of cities and neighborhoods based on past and current project examples.
3. Learn the critical elements and design details of different types of public spaces and streets.
4. Provide an opportunity to apply design strategies within a drawing exercise for a Milwaukee neighborhood.

## DATE TOPIC & RESOURCE READING

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9/5	Introduction Value of Urban Design   <i>Impacts on community character and land values</i> Urban Design Principles   <i>Creating quality communities</i> Excerpts from "The Human Scale" <a href="http://www.cnu.org">www.cnu.org</a> <a href="http://www.newurbanism.org">www.newurbanism.org</a> <a href="http://www.uli.org">www.uli.org</a> Introduce Assignment #1
9/12	Measuring Urban Design Qualities   <i>Introduction and local examples</i> Urban Environments   <i>Design, Density, Demographics...Millennials to Empty Nesters</i> Historical Patterns of City Development and Design
9/13	<i>Community Design Solutions Charette – SARUP Commons</i> <i>Uptown Crossing, North &amp; Lisbon Avenues – Sherman Blvd to 60<sup>th</sup> Street</i> <i>9:00 to 10:45 team work sessions</i> <i>10:45 to 2:15 team report outs (12:15 to 12:45 lunch break)</i> <i>3:30 final report outs</i>
9/19	<b>Public Place Snapshots: Group I</b> Process of Urban Design (Physical Planning)   <i>Analysis, Connections, Recommendations</i> Memorable Public Spaces   <i>From parks to parklets</i> Urban Design for Planners and Architects   <i>Criteria and character of places</i>

- 9/26      **Urban Design Qualities – 10 presentations**
- 10/3      **Urban Design Qualities – 10 presentations**  
Introduce Assignment #2
- 10/10     Favorite Streets exercise  
Great Streets: Complete Streets | *Streets for all users*  
Centers and Edges | *Land use, Public Places - Vibrant Communities*
- 10/17     Walking Tour – meet St Paul and Broadway, 9:15am
- 10/24     **Public Place Snapshots: Group II**  
Neighborhood Revitalization | *Redeveloping neighborhoods with human scale*  
GUEST SPEAKER - Greg Patin | *Milwaukee Downtown Projects*
- 10/31     **Reinvented Neighborhood – 10 presentations**
- 11/7      **Reinvented Neighborhood – 10 presentations**  
Retail Design | *Scale, Amenities, Trends, and Parking*  
Introduce Assignment #3
- 11/14     **Public Place Snapshots: Group III**  
Sustainable Urban Design | *Adding value while preserving the environment*  
Waterfront Design | *Harbors, Neighborhoods, Public Access*
- 11/21     THANKSGIVING BREAK – No Class
- 11/28     **Public Place Snapshots: Group IV**  
**Site Design Project – progress discussions**
- 12/5      **Public Place Snapshots: Group V**  
Tactical Urbanism | *Urban Interventions – Quick and Cheap, but Big Impact*  
Healthy Urban Design | *Promoting Physical Activity & Health*  
Resilient Cities & What's Next
- 12/12     **Site Design Presentations**  
9:00am to 12:15pm

## **GRADING**

Class Attendance & Participation	10%
Public Place Snapshot	15%
Project #1: Urban Design Qualities	20%
Project #2: Reinvented Neighborhood	25%
Project #3: Site Design	30%

Late projects are those not presented at the assigned time. Late projects will be graded down half grade if turned in within two days of the due date, one full grade if they are turned in within one week of the assigned date. Projects later than one week will be graded down two full grades.

## **ATTENDANCE**

Students are expected to attend all classes and be prepared for the class. Exceptions to this policy include excused absences for religious observances or documented health or safety emergencies. Other reasons for excused absences need to be discussed with the faculty prior to the absence. Attendance in another class or for work is not an excused absence.

## **PUBLIC PLACE SNAPSHOT**

On your assigned date you will present 10 Powerpoint slides, 20 seconds each. Lots of photos and images, text as bullets or titles only. Slides are due to me by noon on the day before you present. The assignment is to analyze a favorite public place and provide a snapshot of the urban design features to the class. Can be local or some place you have visited as long as you have sufficient images or photos.

At a minimum, include the following in your presentation:

Name, location, Walk Score, and historical/cultural significance; size of the public place; memorable identity and unique features; how the uses impact the character of the space and surrounding neighborhood; pedestrian-friendly elements; transportation elements; opportunity for improvement; what's great. Tell a story with your slides.

**Group I: Schwalbe, Willman, Espinoza, Garla-Reddy**

**Group II: Otte, Pittner, Johanns, Place**

**Group III: Krivishi, Kleveland, Ramsey, Rudy**

**Group IV: Schneider, Snyder, Hennessy, Golemba**

**Group V: Adams, Baile, VanDyck, Vought**

## **RECOMMENDED TEXT AND READINGS**

Recommended Primary Text: "Urban Design for an Urban Century: placemaking for people," Lance Brown, David Dixon, and Oliver Gillham.

Recommended: "New Urbanism: Comprehensive Report & Best Practices Guide," Third Edition, Robert Steuteville, Philip Langdon, New Urban News.

Web articles and sources as provided. Other text items as noted in lectures.

## **ACADEMIC MISCONDUCT**

*The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Student academic misconduct procedures can be found at:*  
[http://www.uwm.edu/Dept/Acad\\_Aff/policy/academicmisconduct.html](http://www.uwm.edu/Dept/Acad_Aff/policy/academicmisconduct.html)

## **ORIGINAL WORK AND PLAGIARISM**

*All work in this course should be your own. In written work, cite your sources for quotes, facts, and opinions, both in the body of your work and in the bibliography. Do not copy word for word unless you place the words in quotation marks. Any plagiarism will be dealt with as a serious ethical breach. If you have questions about whether you are crossing an ethical line, ASK ME.*

## **OTHER COURSE POLICIES**

*This course adheres to campus policies regarding students with disabilities, religious observances, active military service, incompletes, discriminatory conduct, academic misconduct, complaints about the course, grade appeals, and firearms. For details about these policies, see*  
[http://www4.uwm.edu/secu/news\\_events/upload/SyllabusLinks.pdf](http://www4.uwm.edu/secu/news_events/upload/SyllabusLinks.pdf)

*See Schedule of Classes for more University policies.*