

UP 857 AND ARCH 749: URBAN DESIGN AS PUBLIC POLICY

Fall 2019 Thursdays 9:00 to 11:40 AM RM. 189

Carolyn Esswein, AICP, CNU-A

414.229.6165, Room 257

cesswein@uwm.edu

Office Hours: After class or by appointment

COURSE OBJECTIVES

1. Demonstrate awareness of urban design principles and how they influence the overall character of public spaces and neighborhoods.
2. Understand how varying regulations and guidelines impact urban design decisions at different scales of development.
3. Recognize sustainable regulations that can improve the built environment while enhancing the urban character.
4. Apply design and regulation strategies within a planning/drawing exercise.

DATE TOPIC & RECOMMENDED READING

9/5	A. Class Introduction & Regulations Overview – variation in detail and requirements B. Value of Urban Design and Public Policy – understand the basic elements of high quality urban design and how it affects the public realm <i>Resources: www.cnu.org, www.newurbanism.org, www.pps.org, www.smartgrowthamerica.org/</i> C. Introduce Project #1: Street and Public Space Site Analysis
9/12	A. Regional Policies and Ordinances – overview B. Zoning & Local Ordinances – overview C. Parking Regulations – the necessary component D. Reading Plans & Urban Design Criteria – learning the vocabulary & dimensions E. Introduce Project #2: Building or Parking Regulation
9/12 noon	<i>Innovative Cities Lecture, Room 345 optional</i>
9/19	Walking tour – Third Ward http://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/ThirdWard/pdfs/ThirdWardDesign.pdf
9/26	Project #1 Presentations: STREET and PUBLIC SPACE Site Analysis

- 10/3
- A. 2 minute article presentations (Group A)
 - B. Retail Development – Main Streets and Town Centers
www.uli.org (research_policy papers)
Ten Principles for Rebuilding Neighborhood Retail
Ten Principles for Reinventing America's Suburban Strips
 - C. Retail Development – Big Boxes and Regional
www.uli.org (research_policy papers) Ten Principles for Rethinking the Mall
 - D. Introduce Project #3 – Case Study
- 10/10 Walking tour – Bayshore
- 10/10 noon *Innovative Cities Lecture, Room 345 optional*
- 10/17
- A. 2 minute article presentations (Group B)
 - B. Redevelopment Plans – variety of scales and emphasis
 - C. Complete Streets – elements of good street regulation and design for all users
- 10/22 *Causier Lecture – Dr John Powell optional*
- 10/24
- A. Menomonee Valley – From Plan to Showcase Development, Corey Zetts MVP
 - B. **Hand in and present summaries for Project #2: Building and Parking Regulation**
- 10/31
- A. 2 minute article presentations (Group C)
 - B. LEED ND & Sustainable Urbanism – open space to transportation
 - C. Sustainable Code Integration – sustainable codes, urban ag, and programs
 - D. Introduce Project #4: Design Development Exercise
- 11/7
- A. 2 minute article presentations (Group D)
 - B. Regulating Plans / Form-Based Codes
 - C. Transects and Smart Codes
- Project #3 Presentations: Case Study**
- 11/14 **Project #3 Presentations: Case Study**
- 11/14 noon *Innovative Cities Lecture, Room 345 optional*
- 11/21 **NO CLASS Thanksgiving**
- 11/28
- A. 2 minute article presentations (Group E)
 - B. **Interim design review – everyone presents concept drawings (Project #4)**
- 12/5
- A. Design Guidelines – All in the Details
 - B. Implementing New Urbanism and Hands-on design exercise
 - C. design assistance as needed
- 12/12 **Project #4 Presentations: Design Development Exercise (pin-up)**

GRADING

Class participation, attendance, & article	10%
Project #1: Street and Public Space Site Analysis	20%
Project #2: Parking or Building Regulation	20%
Project #3: Case Study Project	20%
Project #4: Design Development	30%

Late projects are those not presented at the assigned time. Late projects will be graded down 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 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.

URBAN DESIGN REGULATION ARTICLE_2 minute presentation and blog submission

Find a current article, online or local news, that highlights an urban design regulation or program. Describe the regulation, explain how it will impact urban design, how it's implemented (or will be implemented), and why you think it will have a positive impact. Present to class on your assigned date. Submit article link with a brief 'blog' narrative. No media required.

- A. Clark, Bodus, Walia
- B. Garcia, Davis, Walls
- C. Johnson, Enz, Vareldzis
- D. Kuhn, Mehta, Obayomi
- E. Uebelacker, Moy, Nguyen

RECOMMENDED TEXT AND READINGS

"The Rules that Shape Urban Form," Donald Elliott, FAICP, Matthew Goebel, AICP, and Chad Meadows, AICP, APA Planning Advisory Service Report #570.

"Pedestrian & Transit-Oriented Design," Reid Ewing and Keith Bartholomew, Urban Land Institute and APA.

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

CANVAS links and web articles as provided.

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: <https://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/>

OTHER COURSE POLICIES

This course adheres to campus policies regarding students with disabilities, religious observances, active military service, incompletes, discriminatory conduct, complaints about the course, and grade appeals.

For details about these policies, see the following links.

<https://uwm.edu/arc/> https://www4.uwm.edu/secu/docs/other/S_1.5_ACCOMMODATIONS_BELIEFS.pdf

<https://uwm.edu/military-veterans/> https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf

https://www4.uwm.edu/secu/docs/other/S_47_Discriminatory_Policy.pdf <https://uwm.edu/titleix/>

https://www4.uwm.edu/secu/docs/other/S_28_Grade_Appeals_by_Students.pdf

See Schedule of Classes for more University policies.