

## URBAN DESIGN STUDIO – DEVELOPING COMMUNITY

Spring 2020 Arch 650/850 UP 858/992 Studio 394

Tuesdays, Thursdays 1:30-5:20pm, Fridays 1:30 to 4:30pm

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### SYLLABUS



*The focus of the urban design studio is to build community by integrating urban design and redevelopment goals for a sustainable neighborhood that improves environmental health, social equity, and economic vitality.*

Urban design is about making connections between people and places, movement and urban form, nature and the built fabric to create vibrant communities and neighborhoods. Urban design transcends architectural design, development economics, planning and transportation policy, and landscape to bring the vision to life. Studio focus areas include neighborhood analysis, street design, master plan framework, design guidelines, architecture, and detailed public space design for local clients. Presentations and discussions will include local architects, developers, City staff, and neighborhood stakeholders.



You will discover urban design is a multidisciplinary endeavor. Architects, planners, landscape architects, civil and environmental engineers, real estate experts, and many other professions are typically part of the project design team. Our studio includes students from both the architectural and planning programs. The intent is to create an interactive exchange between students in the programs and the synthesis of information, similar to how a group of multidisciplinary consultants work together on real projects.



The semester will be structured around a series of project assignments that sequentially work together to build towards comprehensive urban design solutions. To inform your redevelopment concepts we will present case studies for urban redevelopment strategies, urban parking policies, balance of gentrification with new development, and how your project can be a continuation of the Third Ward transformation and Milwaukee's renaissance.



## Course Objectives

1. Integrate best practices in urban design, placemaking, and redevelopment strategies.
2. Transform underutilized areas of Milwaukee.
3. Develop conceptual architectural designs based on client and market input.
4. Blend art and sustainability to manage stormwater while educating people about the value of green infrastructure.
5. Create a high quality development that responds to Client input with the potential for influencing implementation decisions in Milwaukee.

## ASSIGNMENTS

The semester includes one project, with local clients, divided into several phases with a variety of project assignments for each phase.

**PHASE 1 Site Analysis and Background Research** to better understand the urban design scale. Group Project. (20% of Grade)

Site Analysis

Case Study and Site Application

Building Typology

Base Model Build

**PHASE 2 Master Plan** development of the study area to create a vibrant neighborhood. Group and Individual Project. (25% of Grade)

Streets + Blocks

Land Use and Programming

Parking

Sustainable Strategies

Public Spaces

Massing Model

**PHASE 3 Public Space** design and development. Individual Project

Public Space Design and Programming (25% of Grade)

Sustainable Green Infrastructure

Conceptual Architecture

Revised Master Plan

Massing Model

**PHASE 4 Final Design and Presentation.** Individual Project (30%)

Public Space Design and Programming

Conceptual Architecture

Architectural Plans and Design for selected building

Master Plan and Analysis Diagrams

Public Space Model – Graduate Students required, Undergraduate optional

Detailed assignments will be distributed throughout the semester.

**SCHEDULE**

Outlined below is an overall schedule for the semester. As each project is distributed, further activities (lectures, discussions, guest presentations, etc.) will be provided.

**SITE ANALYSIS,  
BACKGROUND, AND  
BASE MODEL**  
(Group Work)

<b>DATE</b>	<b>ACTIVITY</b>
1/21	key pick-up Course Introduction Site Analysis Assignment
<b>1/23</b>	<b>Site Visit</b>
1/24	Jim introduction/Work session
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1/28	Client Background & Priorities Presentations
<b>1/30</b>	<b>Site Analysis Presentations</b> Introduce Case Study Assignment Model format and task assignments
1/31	Desk crits/work session
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2/4	Lecture Desk crits/work session
<b>2/6</b>	<b>Case Study, application to site</b> Introduce Building Typologies and Master Plan assignments
2/7	Model status – Model work session

**MASTER PLAN**  
(Group + Individual)

**PUBLIC SPACE focus**  
(Individual)

**BUILDING focus**  
(Individual)

- 2/11 Model base complete  
Desk crits/work session
- 2/13 Building Typologies Present**  
Lecture "Third Ward Urban Design Guidelines"  
Desk crits/work session
- 2/14 Desk crits/work session

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- 2/18 Desk crits/work session
- 2/20 Master Plan: Streets, Blocks, Land Use, Density**
- 2/21 Desk crits/work session

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- 2/25 Planner topic presentation  
Desk crits/work session
- 2/27 Master Plan with model** (faculty only)
- 2/28 Desk crits/work session

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- 3/3 Desk crits/work session
- 3/5 **MASTER PLAN PRESENTATIONS** Clients
- 3/6 Individual Project – Public Space & Building Focus Area

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- 3/10 Lecture "Memorable Public Spaces"  
Desk crits/work session
- 3/12 Public Space Big Idea Pin-up**
- 3/13 Desk crits/work session

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- 3/16 - 20 SPRING BREAK**

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- 3/24 Planner topic presentation  
Desk crits/work session – building plans + elevations
- 3/26 Conceptual Architecture Pin-up**
- 3/27 Desk crits/Work session

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- 3/31 Planner topic presentation  
Desk crits/work session
- 4/2 PUBLIC SPACE DESIGN STRATEGY: INTERIM REVIEW**
- 4/3 Lecture "Third Ward Building Guidelines"  
Desk crits/work session

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- 4/7 Planner topic presentation  
Public Space details desk crits

**BUILDING focus**  
(Individual)

**4/9** **Bldg plans, elevations, perspectives**  
4/10 Desk crits/work session

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4/14 Desk crits/work session

**4/16** **Building and Public Place details Pin-up**  
4/17 Model Details and desk crits

**FINAL DESIGN AND  
PRESENTATION**  
(Individual)

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4/21 Desk crits/work session

**4/23** **Review Presentation Format and Models** (faculty only)  
4/24 Desk crits/work session

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4/28 Model review/desk crits/work session

**4/30** **FINAL PRESENTATIONS / OPEN HOUSE**

5/1 CLASS DEBRIEF AND SUBMISSIONS

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5/5 Studio Clean

#### *SPECIAL ACCOMMODATION*

Students with limitations due to disability, including learning disability may request for any reasonable accommodations. Students will be allowed to complete examinations or other requirements that are missed because of a religious observance. In case of special accommodations are needed in order to meet any of the requirements of this course, please contact me as soon as possible.

#### *ACADEMIC CONDUCT*

The University, as an instrument of learning, is predicated on the existence of an environment of integrity. Faculty have the primary responsibility for establishing and maintaining an atmosphere and attitude of academic integrity such that the enterprise may flourish in an open and honest way. Students share this responsibility for maintaining standards of academic performance and classroom behavior conducive to the learning process. Please review Chapter UWS 14 and Faculty Document No. 1686 at: [http://www4.uwm.edu/acad\\_aff/policy/academicmisconduct.cfm](http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm) for both UWM's and our expectations of appropriate student academic conduct.

#### *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. Here is a link to some good information on plagiarism: <https://usingsources.fas.harvard.edu/>

*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/Syllabus-Links.pdf](http://www4.uwm.edu/secu/news_events/upload/Syllabus-Links.pdf)