

ARCH 340 UP 751 **INTRODUCTION TO URBAN DESIGN AND PHYSICAL PLANNING**
Fall 2022
Wednesdays 8:30 to 11:10 AM
Room 343

Carolyn J Esswein, FAICP, CNU-A
cesswein@uwm.edu
414.977.7744
Office Hours: Wednesdays 11:30 to 12:30 or by Appointment, Room 389

Zoom link for online sessions and if online class is needed.
<https://wisconsin-edu.zoom.us/j/93231683213?pwd=ckZNTjFOc2xtMEQwUFRhTUtPOEhLQT09>

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.

TECHNOLOGIES AND COURSE MATERIALS

- o **Canvas** – course materials
- o **Zoom** – online meeting platform for class as noted, or if needed: <https://wisconsin-edu.zoom.us/j/93231683213?pwd=ckZNTjFOc2xtMEQwUFRhTUtPOEhLQT09>
- o **OneDrive** – online file sharing folder to upload your assignments as noted in the syllabus.

TIME INVESTMENT

On average, students should spend 48 hours per credit per semester on in-class and outside of the classroom activities (approx. 144 hours for a 3-credit course).

DATE TOPIC & RESOURCE READING (WEEKLY LINKS SENT SEPARATELY)

9/7 Introductions
What are key elements to successful urban design?
Value of Urban Design – Impacts on community character and land values. How is it continuing to change due to COVID and inclusive design?
<https://www.resite.org/stories/seven-ways-covid-19-is-reshaping-our-cities>

Urban Design Principles – *Creating quality communities*
www.cnu.org www.newurbanism.org www.uli.org
Introduce Assignment #1

- 9/14 Measuring Urban Design Qualities – *Introduction and local examples*
 Brief Overview: Historical Patterns of City Development and Design
 Urban Environments – *Design, Density, Demographics...Millennials to Empty Nesters*
- DISCUSSION: Columbia St. Mary’s urban design impact potential.**
- 9/21 Process of Urban Design (Physical Planning) – *Analysis, Connections, Recommendations*
 Memorable Public Spaces – *From parks to parklets, Accessibility Details*
 Introduce Assignment #2
- DISCUSSION: What are your priorities for urban design and development? Different viewpoints and perspectives.**
Developer Resident City Planner Environmentalist Elected Official
- Upload Assignment 1, Part 1, to OneDrive by 5:00pm, September 21.**
Upload Assignment 1, Part 2 to OneDrive by 3:00pm, September 27.
- 9/28 **North End and Commerce Street Walking Tour**
 Mixed-use, retail, housing development
 Street design
 Public spaces
 Riverwalk
- 10/1 **Highland Bridge Student Charette**
8:30am to 4:30pm SARUP Commons
- 10/5 Inclusive public space and community design Panel Discussion
PANEL MEMBERS 9:00 to 10:30am
 Jesus Gonzalez, Zocalo Food Truck Park
 Natalia Hernandez, Outreach Programs Manager, Harbor District, Inc.
 Angelique Sharpe, Community Programs Manager, Villard Avenue BID
- 10/12 **Public Place Snapshots: Group I**
 Centers and Edges – *Land use, Public Places - Vibrant Communities*
 Retail Design – *Scale, Amenities, Trends, and Parking*
- 10/19 **Public Place Snapshots: Group II**
 Neighborhood Revitalization – *Redeveloping neighborhoods with human scale*
- Discussion: Current Event Topic**
- 10/26 **Favorite Streets exercise: 1 photo of a favorite street to share.**
 Great Streets: Complete Streets – *Streets for all users*
 GUEST SPEAKER – James Hanning – *Bike and Pedestrian Planning*
- 11/2 Everyone **Upload Assignment 2 to OneDrive by 5:00pm, November 1st.**
Reinvented Neighborhood – 10 presentations
- 11/9 **Reinvented Neighborhood – 10 presentations**

- 11/16 **Public Place Snapshots: Group III**
 Sustainable Urban Design – *Adding value while preserving the environment*
 Waterfront Design – *Harbors, Neighborhoods, Public Access*
 Introduce Assignment #3
- 11/17 **DCD Commissioner, Lafayette Crump**
Growing Milwaukee to 1 Million Residents – What are the Planning Challenges?
 4:00 to 6:00pm at SARUP
- 11/23 THANKSGIVING BREAK – No Class
- 11/30 **Public Place Snapshots: Group IV**
Site Design Project – progress discussions
- 12/7 **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
- DISCUSSION: What changes do you want to see in the future related to urban design? How can these changes be implemented?**
- 12/14 **Site Design Presentations**

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 shall be uploaded to OneDrive by noon on the day before you present, slides will auto advance at 20 seconds. 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, adjacent traffic counts (if applicable), 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 about the space.

Tell a story with your slides.

- Group I: Finucane, Gladding, Marshall, Kissel**
- Group II: Shapiro, D’Amato, Charpentier, Pathak**
- Group III: Chooraman, Gagner, Demirkol, Rasmussen**
- Group IV: O’Neil, Enders, Grant, KC**
- Group V: Vanecek, Carlson, Awatramani, Swift**

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," current Edition, Robert Steuteville, Philip Langdon, New Urban News.

CANVAS links and web articles as provided.

ATTENDANCE

Students are expected to attend all classes and be prepared for class discussions. 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.

GRADING

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

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

Grading Definitions

- A** Excellent work. Expectations are exceeded both quantitatively and qualitatively. Outstanding achievements in content and execution and far exceeds given requirements. Student shows strong academic initiative and independent resourcefulness.
- B** Good work reflects higher than average achievement in both content and execution and further develops requirements. Students shows some initiative and independence.
- C** Satisfactory work. Requirements are met. Student exhibits minimal initiative and independence.
- D** Unsatisfactory work. Expectations have not been met.
- F** Failing work. Unacceptable performance and incomplete products. Does not fulfill requirements

UNIVERSITY POLICIES

Panther Community Health and Safety Standards: *UWM has implemented health and safety protocols, taking into account recommendations by local, state, and national public health authorities, in response to the COVID-19 pandemic. As a member of our campus community, you are expected to abide by the Panther Interim COVID-Related Health & Safety Policy, which was developed in accordance with public health guidelines. These standards apply to anyone who is physically present on campus, UWM grounds, or participating in a UWM-sponsored activity:*

- *UWM recommends that all individuals visiting UWM facilities wear face coverings while indoors.*
- *UWM recommends getting vaccinated for COVID-19 and getting the most recent booster shot available to you.*
- *UWM requires that you check daily for COVID-19 symptoms and not come to campus if you are feeling sick. If you are feeling sick, get tested for COVID-19 and quarantine until symptoms subside. Use the CDC Quarantine and Isolation Calculator to determine next steps.*
- *If you test positive for COVID-19, UWM requires that you self-report at the Dean of Students Reporting Form. Use the CDC Quarantine and Isolation Calculator to determine next steps.*

Additional details about student and employee expectations can be found on the UWM COVID-19 webpage.

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.

1. Students with disabilities. Notice to these students should appear prominently in the syllabus so that special accommodations are provided in a timely manner. <http://uwm.edu/arc/>
2. Religious observances. Accommodations for absences due to religious observance should be noted. https://www4.uwm.edu/secu/docs/other/S_1.5_ACCOMMODA_OUS_BELIEFS.pdf
3. Students called to active military duty. Accommodations for absences due to call-up of reserves to active military duty should be noted.
Students: <http://uwm.edu/active-duty-military/>
Employees: <https://www.wisconsin.edu/ohrwd/download/policies/ops/bn9.pdf>
4. Incompletes. A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final

examination or to complete some limited amount of term work.

https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf

5. Discriminatory conduct. Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.

https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf

6. Title IX/Sexual Violence. Title IX is a federal law that prohibits sex discrimination in education program or activities, and UWM policy prohibits such conduct (see Discriminatory Conduct, above). This includes sexual violence, which may include sexual harassment, sexual assault, relationship violence, and/or stalking in all educational programs and education-related areas. UWM strongly encourages its students to report any instance of sex discrimination to UWM's Title IX Coordinator (titleix@uwm.edu). Whether or not a student wishes to report an incident of sexual violence, the Title IX Coordinator can connect students to resources at UWM and/or in the community including, but not limited to, victim advocacy, medical and counseling services, and/or law enforcement. For more information, please visit:

<https://uwm.edu/sexual-assault/>.

7. Academic misconduct. Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University.

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

8. Complaint procedures. Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.

https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf

9. Grade appeal procedures. A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.

https://www4.uwm.edu/secu/docs/other/S_28_Grade_Appe_by_Students.pdf

10. LGBT+ resources. Faculty and staff can find resources to support inclusivity of students who identify as LGBT+ in the learning environment. <http://uwm.edu/lgbtrc/>

11. Smoke and Tobacco-Free campus. UWM prohibits smoking and the use of tobacco on all campus property. https://www4.uwm.edu/secu/docs/other/S_49_Smoke_Toba_Free_Policy.pdf

12. Final Examinations. Information about the final exam requirement, the final exam date requirement, and make-up examinations. https://www4.uwm.edu/secu/docs/other/S_22_Final_Examinations.pdf