

UP 857 AND ARCH 749: URBAN DESIGN AS PUBLIC POLICY

Fall 2023 Wednesdays 8:30 to 11:10 AM Room 343

Carolyn Esswein, FAICP, CNU-A
414.977.7744, Room 389
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 and equity of public spaces and neighborhoods.
2. Understand how varying regulations and guidelines impact urban design decisions at different building and development scales.
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.

TECHNOLOGIES AND SOFTWARE

We will use the following programs, please download if you don't already have access:

- o **Canvas** – course materials
- o **OneDrive** – online file sharing folder to upload your assignments as noted in the syllabus. Invited to join.
- o **Zoom** – online as needed for class: <https://wisconsin-edu.zoom.us/j/91290065144?pwd=RG9ucC9WcnNWemwrZjRRRWNDMGZ2dz09>

DATE	TOPIC & RESOURCES
------	-------------------

9/6	<i>What are critical elements of urban design?</i>
-----	---

Class Introduction & Regulations Overview – variation in detail and requirements
Principles and Value of Equitable Urban Design – understand the basic elements of high quality urban design and how it affects the public realm
Introduce Assignment #1: Street or Public Space Site Analysis

APA Social Equity [website](#)
www.cnu.org, www.pps.org, www.smartgrowthamerica.org

9/13 Regional Policies and Ordinances – overview
Zoning & Local Ordinances – overview
Sustainable Code Integration – sustainable codes, urban ag, and programs
DISCUSSION: Opportunities and concerns of eliminating single-family zoning. [Link](#)

Tuesday 9/19 Upload Assignment 1 Videos to OneDrive by 5:00pm

9/20 Parking Regulations – the necessary component
“San Jose could eliminate parking minimums,” Planetizen [Link](#)
Guest Lecture Tanya Fonseca, Department of City Development – Downtown Milwaukee Plan and other City Regulations 10:00am
Introduce Assignment #2: Building or Parking Regulation

Connec+ing MKE: Downtown Plan 2040 [Link](#)

Tuesday 9/26 Upload Assignment 1 Responses to OneDrive by 5:00pm

9/27 **Walking tour – Third Ward** (weather alternate date 10/18)

10/4 **2 minute article presentations (Group A)**
Complete Streets – elements of good street regulation and design for all users
Reading Plans & Urban Design Criteria – learning the vocabulary & dimensions
DISCUSSION: Applying patterns for corridor development.

ULI Building Healthy Corridors
PAS Report Redeveloping Corridors

10/11 Redevelopment Plans – variety of scales, emphasis, missing middle
Guest Lecture: Brian Peterson, Chapel Hill Redevelopment Planning 9:30am

**Tuesday 10/17 Upload to OneDrive – Assignment #2 Summary in PowerPoint or PDF format
5:00pm and full Assignment #2 assignment in PDF format**

10/18 **Present Summaries – Assignment #2: Building and Parking Regulations**
Missing Middle – Varieties, location, and future opportunities
Introduce Assignment #3 – Case Study
DISCUSSION: Missing Middle – An affordable opportunity or high value housing?

CNU Missing Middle [Article](#)
“Where the Missing Middle Isn’t – Madison,” Strong Towns [Article](#)
“Making space to Age in Place” Missing Middle [Link](#)

- 10/25 **2 minute article presentations (Group B)**
 Retail Development – Main Streets and Town Centers
 Retail Development – Big Boxes and Regional
- ULI Ten Principles Rebuilding Neighborhood Retail
 ULI Ten Principles for Developing Successful Town Centers
 Arch Daily “Reinvent or Die: The transformation of Malls Under the New Economic Urban Paradigm” [Link](#)
- 11/1 **2 minute article presentations (Group C)**
 Transects and Smart Codes
 Regulating Plans / Form-Based Codes
 LEED ND – open space to transportation
DISCUSSION: Pros and cons to I-794 options from different viewpoints.
Planner Traffic Engineer Business Owner Downtown Resident Developer
- “What is a Form-based Code?” [Link](#) Formbasedcode.org
 CNU Transect [Article](#) Transect.org includes SmartCode download
- Tuesday 11/7 5:00pm* **Upload to OneDrive – Assignment #3 Summary in PowerPoint or PDF format and full Assignment #3 assignment in PDF format**
- 11/8 **Assignment #3 Summary Presentations**
 Introduce Assignment #4: Design Development Exercise
- 11/15 **2 minute article presentations (Group D)**
 Public Space Details and Values
 Applying Patterns
DISCUSSION: Pattern Exercise
- 11/22 **NO CLASS Thanksgiving**
- 11/29 **2 minute article presentations (Group E)**
 Design Guidelines – All in the Details
Interim design review – everyone presents concept drawings (Project #4)
- 12/6 Implementing New Urbanism
 Hands-on design exercise
 Design assistance as needed on final assignment
- 12/13 **Assignment #4 Presentations: Design Development Exercise**

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. Bell, Mahmoud, Tellez Silva
- B. Carreno, O'Neil, Otte
- C. Burns, Ellenbecker, Orendorff
- D. Jain, Kilpatrick, Jones
- E. Boxrud, Rodriguez, Kennedy

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. ON CANVAS

"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.

COURSE LEARNING FORMAT AND INTERACTION

Each class period will include some lecture and interactive group activities. The online weekly reading postings are available on Canvas or via link noted in the syllabus.

USE OF ARTIFICIAL INTELLIGENCE

In this class, you may use Artificial Intelligence (AI) for assignments with appropriate citations. Please be aware that despite the many uses of AI language models, it is important to recognize AI's limitations and use this technology both responsibly and ethically. AI-generated answers and quotes are known to be highly biased, inaccurate, incomplete, or generally unreliable. It is your responsibility to critically evaluate all responses generated with the use of AI. Furthermore, you must cite AI when it is used. Taking credit for any work that is not your own original work constitutes academic misconduct and is subject to disciplinary action as defined by UWS Chapter 14.

IMPORTANT UWM DATES

Last day to add, change to/from credit/no credit/audit status: Monday, September 18, 2023

Last day to drop without a "W": Monday, October 2, 2023

Last day to drop: Sunday, November 12, 2023

GRADING

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

UWM POLICY: ESTIMATE OF TIME INVESTMENT by the average student

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

ATTENDANCE

Students are expected to attend all classes in-person unless otherwise notified of a mode change, 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.

UWM RESOURCES + POLICIES

<https://uwm.edu/deanofstudents/campus-cares/>

<https://uwm.edu/secu/syllabus-links/>

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>

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://uwm.edu/military-veterans/>

<https://uwm.edu/titleix/>

FROM THE PROVOST: Students in Need

Any student who faces challenges securing their food, housing, or technology, or is struggling with mental, physical, or emotional health, and believes this may affect their performance in the course is urged to contact the Dean of Students (dos@uwm.edu) for support. Furthermore, please notify the professor if you are comfortable doing so. This will enable them to provide any resources that they may have and can connect you to the Dean of Students as well.

See Schedule of Classes for more University policies.

<https://uwm.edu/secu/wp-content/uploads/sites/122/2016/12/Syllabus-Links.pdf>