

School of Architecture and Urban Planning  
University of Wisconsin - Milwaukee

**Urban Planning 661**  
**Neighborhood Planning and Revitalization**  
**Fall 2005**

**Time and Place:** Wednesdays 1:30 to 4:10 pm, Room AUP 144

**Instructor:**

Steven T Branca, AICP

1 262 681 3347 (The Johnson Foundation)

Office Hours: Wednesdays after class and by appointment, AUP 223.

**What You Can Expect From This Class:**

- Understanding the neighborhood as a unit of analysis and its role in the city.
- Learning the elements that comprise a neighborhood plan, and the process of developing and implementing a plan.
- Understanding the issues that affect neighborhood vitality.
- Familiarity with specific neighborhood plans (case studies).
- Familiarity with strategies and methods for revitalizing a neighborhood.
- How citizens relate to and influence the neighborhood planning process.

**Culture of the Class:**

Professional planners and designers need to understand the mechanics of neighborhood planning. It is more important, however, to understand what a neighborhood means to the people who live there. One way of achieving this kind of insight is to understand what we each think and feel about the places in which *we* live. During this class, students are expected to *think about* the things they read, see and hear; share their thoughts; listen to each other's views; withhold judgment; and engage in thoughtful discussion and debate.

**Assignments:**

One semester-long project will be assigned. Phase 1 of the Project will be due in early November. Phase 2 will constitute the final exam and is due at the end of the semester. Specific project description and due dates will be distributed at the third regularly-scheduled class. (See Class Schedule.)

**Reserve Readings available in 150 AUP:**

**Barnett, Jonathan.** *Urban Design as Public Policy*. New York: McGraw-Hill, 1974.

***Dudley Street Neighborhood Initiative***. Quarterly Report. Summer-Fall 2003

**Garvin, Alexander.** *The American City*. Second Edition. New York: McGraw-Hill, 2002. Chapter 12

**Halpren, Robert.** *Rebuilding the Inner City*. New York: Columbia University Press, 1995. Chapter 7.

***Harlem Market Drill Down*** and articles by: DeSimone, Elaine; Vanek-Smith, Stacey and Brodhead, Frank.

**Hedman, Richard** with Andrew Jaszewski. *Fundamentals of Urban Design*. Chicago: Planners Press, American Planning Association (APA), 1984.

**Jones, Bernie.** *Neighborhood Planning*. Chicago: APA, 1990.

**Keegan, Paul.** "Who Owns Harlem?" In *Inc.* August 2000.

**Kretzmann, John** and John McKnight. *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*. Chicago: ACTC Publications, 1993.

**Martz, Wendelyn A.** *Neighborhood-Based Planning*. Chicago: APA, 1995.

**Meyer, Diana A., et al.** "Dudley Street Neighborhood Initiative" and "Community Building in Partnership, Inc." in *On the Ground with Comprehensive Community Initiatives*. Columbia, MD. The Enterprise Foundation, 2000.

***Milwaukee Neighborhood Revitalization*** articles from JSONline

**Rohe, William** and Lauren B. Gates. *Planning and Neighborhoods*. Chapel Hill: The University of North Carolina Press, 1985.

**Werth, Joel T.** and David Bryant. *A Guide to Neighborhood Planning*. Chicago: APA, 1979.

**Wiewel, Wim** and Robert Mier. *Analyzing Neighborhood Retail Opportunities: A Guide for Carrying Out a Preliminary Market Study*. Chicago: APA, 1981.

*Neighborhood Planning and Community Participation*.

## References:

### Video

*Holding Ground: The Rebirth of Dudley Street*. New Day Films, 1997.

## **Plans**

*A Planning Tool for the Northwest Side Neighborhood and Special District Plan for Villard Avenue, Milwaukee*

*A Planning Tool for the Near South Side and Special District Plan for South 16<sup>th</sup> Street, Milwaukee*

*Community Pride: Reclaiming a Neighborhood in Central Harlem, New York City.*

*Neighborhood Development Plan for Planning Area 6, Harambee, Milwaukee*

*Neighborhood Strategic Plan for Planning Area 10, WAICO, Milwaukee*

*Mid-South Strategic Development Plan: Restoring Bronzeville, Chicago.*

*The Midtown Triangle Neighborhood Plan: Urban Design and Development of a Traditional Milwaukee Neighborhood, Milwaukee.*

*Redevelopment Plan: Historic King Drive Improvement District, Milwaukee.*

*South Side Planning Board: Development Study Report, Chicago.*

## **Publications**

Alexander, Ernest R. *Approaches to Planning*. Philadelphia: Gordon and Breach, 1992. Chapter 4.

Dandekar, Hemalata C. *The Planner's Use of Information*. Chicago: American Planning Association, 1988.

Medoff, Peter and Holly Sklar. *Streets of Hope*. Boston: South End Press, 1994.

Miles, Mike E., et al. *Real Estate Development Principles and Process*. Washington D.C.: ULI-the Urban Land Institute, Third Edition 1999.

Hoch, Charles J. Linda C. Dalton, & Frank S. So, editors *The Practice of Local Government Planning*, Third Edition Washington D.C.: ICMA, 2000

Pivo, Gary, Case Study: *Creating Compact and Complete Communities: Seven Propositions for Success*, American Institute of Certified Planners.

Pratt, Sara and Michael Allen, *Addressing Community Opposition to Affordable Housing Development: A Fair Housing Toolkit*, Housing Alliance of Pennsylvania, 2004.

Porter, Michael E., *The Competitive Advantage of the Inner City*, Harvard Business Review, May-June, 1995.

Porter, Michael E., *New Strategies for Inner-City Economic Development*, Economic Development Quarterly, February 1997.

Metzger, John T., *Planned Abandonment: The Neighborhood Life-Cycle Theory and National Urban Policy*, Fannie Mae Foundation, 2000.

All readings in the *class schedule*, below, are required. Readings and resources that are listed but not included in the class schedule are recommended for a deeper understanding of issues to be discussed.

### **Course Requirements:**

Attendance at and participation in all classes.

Readings, read before the class.

Midterm exam, based on readings and class lectures and discussion.

A semester-long project. (Project description to be distributed.)

### **Grading:**

Midterm Exam: 30%

Neighborhood Project Phase 1: 25%

Neighborhood Project Phase 2: 35% (Final Exam)

Class Participation: 10%

### **Class Schedule:**

September 7 Introduction to Neighborhoods

The Context for NH planning, historical overview, and the role of the neighborhood planner.

Readings: Jones, Chapters 1 and 2; Werth Chapter 1; Rohe; Halpern

September 14 Context of Neighborhood Planning, cont.

The NH planning process, participation, information gathering.

Readings: Kretzmann, Jones chapter 3, Werth chapters 2 and 3, Dudley Street Neighborhood Initiative Quarterly Report.

Case Study: Meyer, "Dudley Street Neighborhood Initiative, Roxbury, Boston."

September 21 Neighborhood Planning

Goals, objectives, actions, and plan implementation.

Readings: Jones Chapter 4, Werth Chapter 4; Porter, “New Strategies for Inner-City Economic Development.”

*Class Project Description*

September 28 Neighborhood Planning in Milwaukee

Setting goals, developing planning strategies, defining objectives, implementation.

Readings:

Case Studies: Midtown Triangle Traditional NH Plan  
Planning Area 10 and Lindsey Heights  
Planning Area 6 Harambee

October 5 Community-Based Neighborhood Initiatives, Role of the Intermediary

Guest Lecture: Leo J. Ries, Program Director, Local Initiatives Support Corporation - Milwaukee

Readings: “Neighborhood Planning and Community Participation;” Meyer, “Community Building in Partnership, Baltimore Maryland.”

October 12 Land Use Information Mapping and GIS

Application to Neighborhood Planning

October 19 Special Districts, Market Analysis

Development finance and real estate development, commercial district revitalization.

Readings: Porter, “Competitive Advantage of the Inner City,” and

Case Studies: Villard Avenue, Milwaukee  
Martin Luther King Drive, Milwaukee  
Vliet Street, Milwaukee

October 26 Midterm Exam In-class

The Midterm will be based on required readings, class lectures and discussion.

November 2 Field Trip, Milwaukee South Side

Ben Gramling, Sixteenth Street Community Health Center

Readings: Garvin chapter 12 and TBA

November 9 Harlem, New York

Reading: Keegan; “Harlem Market Drill Down” and articles by DeSimone; Vanek-Smith; and Brodhead.

*(Thursday November 10 Project Phase 1 due.)*

November 16 Bronzeville, Chicago

Reading: “Mid-South Strategic Development Plan: Restoring Bronzeville, Chicago.”

November 30 Urban Design

Readings: Barnett, Hedman

December 7 Developing a Neighborhood From Scratch

Site selection, green design, new urbanism.

Readings: Pivo

December 14 Special topics, reflection, summary.

Friday December 16 Project Phase 2 Due in UP Office by closing time.

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The Fine Print:

**University Regulations:**

All University regulations regarding academic misconduct; dropping, withdrawing or repeating classes; and accommodation for religious services and students with disabilities will apply, as well as any other applicable University regulations.

See [http://www.uwm.edu/Dept/Acad\\_Aff/policy/uniformsyllabus.html](http://www.uwm.edu/Dept/Acad_Aff/policy/uniformsyllabus.html) or the Urban Planning office for regulations.

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