

SUBURBAN DOWNTOWN REDEVELOPMENT II
Urban Planning 745-692-002 (Fall 2001)

Class meets TUESDAYS 3:30-6:10 PM

Nancy

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COURSE DESCRIPTION

While aging urban centers frequently suffer from neglect and underutilization, suburban "downtowns" often experience rediscovery as neighborhood commercial centers and pedestrian-oriented alternatives to suburban strip development. A number of issues can hamper successful suburban redevelopment, however, including conflicting interest groups, diverse property ownership and the lack of a cohesive vision for public and private investment. This three-credit studio will explore the process of developing a master plan to guide a mature suburban community's physical design, as well as direct public and private redevelopment efforts. Together with producing the master plan itself, students will gain an appreciation for the importance of stakeholder buy in and public participation to any successful redevelopment effort.

The end product of this course will be the Downtown Master Plan for the Village of Elm Grove, Wisconsin. The fall semester represents the second half of a two-stage effort. Over the summer, students produced a concept plan that addressed major issues and outlined several key design ideas for redeveloping Downtown Elm Grove. The summer session finished with a public input session, during which residents and business owners voiced their opinions on the ideas presented. The fall semester will pick up where the summer course left off, refining the initial concepts and responding to public input received. Students will work individually and as a group to develop detailed area plans, specific policy recommendations and real world implementation strategies that will be consolidated into a single plan document. A model will be produced as a joint effort of the class as well. The Village of Elm Grove will then use the Downtown Master Plan as its primary guide for continuing downtown redevelopment efforts.

COURSE OBJECTIVES

Students will be exposed to a variety of planning concepts and techniques. More specifically, students will be required to:

1. Visit and assess several successful suburban downtowns.
2. Analyze and understand the existing context of the study area, including the area's history, cultural characteristics and demographic trends.

3. Analyze the physical attributes of the study area, including urban design features, traffic and parking patterns, architectural themes and major natural features.
4. Gain an understanding of the history of flooding, the effect of floodwaters and flood mitigation efforts of the subject area.
5. Develop an "issues and opportunities" analysis summarizing obstacles to redevelopment and highlighting opportunities for positive change.
6. Produce an illustrative plan for the entire downtown as it might appear when built out.
7. Develop specific area plans to illustrate details of significant plan concepts.
8. Produce vignettes, computer simulations or other three dimensional illustrations of important features of the plan.
9. Build a durable illustrative model of the study area for ongoing display.
10. Develop policy recommendations to support major plan concepts.
11. Devise an implementation strategy for the plan, including immediate next steps.
12. Explore tools for leveraging public investment in downtown redevelopment (e.g. TIF).
13. Coordinate and conduct a focus group of property owners and/or community stakeholders.
14. Present the master plan in an open public meeting and respond to questions.
15. Create an attractive, user-friendly final plan document.

COURSE SCHEDULE

The course will meet Tuesdays, 3:30-6:10 PM. The weekly class period will include lectures, guest speakers and critiques. Individual, small group and full group assignments will be due at various times throughout the semester. While the structure of the course will be relatively flexible, several important benchmarks must be achieved to stay on schedule for producing the final master plan document. The attached schedule highlights major benchmarks of the course.

BOOKS AND MATERIALS

All required reading material will be distributed by the instructor. Students will be expected to provide drawing materials as is typical for a studio course. A small budget is available to reimburse the class for extraordinary copying expenses and materials for the model.

GRADING

Grades will be based on a weighted combination of class participation, individual work product, public presentation and a peer-based grade for group work. Regular class attendance and participation in both public meetings is mandatory.

If a student requires special accommodations to meet any of the requirements of this course, please contact the instructor as soon as possible. Students will be allowed to make up exams and other course requirements that are missed because of a religious observance.

COURSE SCHEDULE (revised July 8, 2002)

Date Subject Location

September 4

INTRODUCTION AND OVERVIEW

The first class will introduce students to the planning problem. Robert Simi, Village Planning and Zoning Administrator, will discuss the history of the Village and present the work of the summer course. A general overview of the purpose of the Master Plan will set the tone for the semester's work.

Activities:

Robert Simi Presentation:

Introduction to the Village of Elm Grove

Public Participation in Elm Grove: Citizen Surveys

Overview of Summer Course Outcome

Course overview and review of semester schedule

Lecture: The Downtown Master Plan: Purpose and Examples

Distribute/discuss base materials

Distribute/discuss SWOT Exercise

Debrief SWOT exercise

Course Lectures:

Inventory and Analysis: What to look for and why

Issues and Opportunities Analysis

Divide class into groups by downtown district

Hand out first group assignment: Inventory and Issues and Opp's Study

Prepare for field trips and business stakeholder meetings

SARUP

September 15

FIELD TRIP: SUCCESSFUL CHICAGO SUBURBAN CENTERS

Students will meet in Lincolnshire, Illinois, then travel to Deerfield, Highland Park and Lake Forest. Students will take a brief walking tour of each downtown area. While no assignment is associated with the tour, students should expect to take photos and find good (and bad) examples of suburban development that may be used as precedent for the class problem.

SARUP, 9 am

September 8-16 Group meetings with business owners, to be arranged by Bob Simi. TBA: Off-campus

September 17

(NOTE NEW DATE. Students with other commitments may arrange an alternative time by contacting Bob Simi at

rsimi@elmgroviewi.org)

INVENTORY AND ANALYSIS

The initial phase of any master planning process requires a thorough understanding of a site's context. Students will examine major physical design features, land use, traffic and parking patterns, significant architectural themes and natural features that shape Elm Grove through an on-site visit. DUE: Oct. 2; Crit: Sept. 25

Walking tour of Downtown Elm Grove (postponed to Sept. 17, 6:30)

Guest Lecture:

Flooding, Flood Control and Mitigation: Michael Campbell, Ruckert and Mielke

Outside Reading and Research for September 11:

History of Elm Grove, book and video

Debrief SWOT exercise

Village of Elm Grove

September 18

FLOODING AND URBAN STREAM RESTORATION II

Activities:

Urban Stream Restoration: Mike Hahn, Southeastern Wisconsin Regional Planning Commission; Sharon Gayan and Mike Bruch, Wisconsin DNR; Tim Ehlinger, UWM Biological Sciences

Course Lecture:

Figure/Ground and Lynch Diagram Techniques

SARUP

September 25

TRANSPORTATION ISSUES OR OPTIONS

Activities:

Guest Lecture: TBA

Transportation Issues: Balancing pedestrian and vehicular needs: Ed Beimborn, UWM Civil Engineering

Studio crit of draft Inventory and Issues and Opp's assignment

SARUP

October 2

URBAN DESIGN FRAMEWORK PLAN

The urban design framework plan serves as the conceptual foundation for the master plan. Major ideas are conveyed in a single graphic that responds to the issues and opportunities analysis. Essentially, the framework plan is a diagram that continues to evolve throughout the planning process.

DUE: Inventory and Issues and Opp's assignment

Activities:

Debrief Inventory and Issues and Opp's assignment
Guest Lecture:
The Framework Diagram: Conveying Major Plan Concepts
Hand out group assignment: Framework Plans

SARUP

October 9
FRAMEWORK DIAGRAM (continued)

DUE: DRAFT Framework Diagram

Activities:
Studio crit: Framework Plan assignment
Refine the Inventory and Issues and Opp's sections for the final report

SARUP

October 16
THE ILLUSTRATIVE PLAN

At the heart of the master plan is the depiction of how downtown may look in the future. The illustrative plan shows the planning area in detail: buildings, parking layout, pedestrian realm, street trees, etc. The majority of the course will focus on producing realistic illustrative plans to communicate specific ideas. The class will be divided into groups for this assignment.

DUE: Framework Plan

Activities:
Guest crit: Framework Plan assignment
Guest lecture:
Illustrative Plan
Course lecture:
Public Presentations and Meeting Formats
Discuss public meeting expectations and format
Hand out illustrative plan assignment: District Illustrative Plans

SARUP

October 23

COMMUNICATING THE PLAN

DUE: Draft Illustrative Plans for assigned districts

Activities:
Studio crit
Course Lectures:
Writing Effective Narrative to Support Plan Graphics
Communicating Goals and Objectives
Fine tune/coordinate framework diagrams to reinforce illustrative plans
Rehearse for Public Meeting

SARUP

October 30

Set-up for public meeting: Meet at Village Hall, 4:00 PM
Dinner at Village Hall: provided by Village of Elm Grove
MEETING with business stakeholders

Village of Elm Grove

November 6

Set-up for public meeting: Meet at Village Hall, 4:00 PM
Dinner at Village Hall: provided by Village of Elm Grove
MEETING with residents

Village of Elm Grove

November 13

THE MASTER PLAN DOCUMENT

Major plan concepts are conveyed in the urban design framework and illustrative plans. These are then supported by public policy recommendations and specific implementation guidelines. The master plan is a combination of these plan graphics and supporting policies.

Activities:

Debrief public meetings

Course Lectures:

Plan Implementation Tools

Public Access: Creating a User Friendly Plan Document

Hand out final group assignment: Downtown Master Plan and Format

SARUP

November 20

DUE: Formatted narrative sections of master plan document

Activities:

Debrief draft recommendations

SARUP

November 27

Activities:

Studio crits

Debrief narrative sections

Discuss final public meeting expectations and format

SARUP

December 4

Activities:

Finalize presentation materials for public meeting

Rehearse for final public meeting

SARUP

December 11

FINAL PUBLIC MEETING
Village of Elm Grove

December 18

Final group assignment due
Self-congratulatory party

SARUP