

URBD 512.185
(Urban Design Case Studies)

Class Meetings: Friday 2-5 PM, Montebello Complex, Room D-331

Instructor: Dr. Richard E. Lloyd, Associate Prof.

Office Hours: TBA

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Course Description: This 15-week course investigates the development requirements of an urban site and presents urban design options. It is concerned with creating design alternatives and development policies for the form, use, and management of the site. It draws upon city planning, architecture, landscape architecture, and environmental psychology as well as the social sciences for planning theories and design methods as associated with the professional practices related to urban design.

Objectives: (a) take the theories and concepts of urban design into applied research and project programming to develop a given urban setting for a “real world” client; (b) understand urban design as the art of shaping urban environments over time and giving a definable form to cities and their neighborhoods, as well as creating environments that are entertaining, educative, and just; (c) understand the limits of planning and design that can be learned from the vernacular; and (d) prepare professionally written reports and graphic materials to effectively present the research findings, proposed alternatives and suggested solutions, and development actions.

Requirements and Course Policies:

- Reading assigned supplemental materials;
- Completion of assigned field work and exercises as required and on time;
- 90% attendance involving assigned activities, scheduled class trips, field research assignments; and
- Above satisfactory performance in all phases of course works.

Reading Materials & Participation:

No required text but there is some handout supplemental reading. Student participation in all aspects of the project activities and class assignments related to the course subject is required.

Evaluation and Grading:

Each student’s final grade will be determined from marks earned through the following activities:

Assigned Graphic Projects	50%
Class Attendance/Participation	20%
Field Research	30%

All assigned projects must be submitted on time and according to a given schedule with those professional qualities expected in the practice of architecture, landscaped, and urban planning.

It is very important that each student acknowledge the fact that this course requires field research, organized team work, and preparation of graphic materials in order to complete the two case studies. If you are not prepared to put the necessary time and effort into these activities, it is best that you not take the course at this time.

Research and Design Projects:

Ocean City, MD – Streetscape and retail commercial development schemes Pennsylvania Ave. – Neighborhood park design and streetscape plan

The course projects are about developing design options and testing them against predetermined development criteria as produced by the class and specified by the client. The final draft products are to be done by mid-term, followed by class developed program options and design guidelines as necessary for presentation to the client.

Both projects are real world projects with real clients requiring a professional approach to research, design, and public presentation. They require students to collect, analyze and produce plausible options connected to the development of urban scenes as determined by the needs of the client group. The products will be in written and pictorial (hand drawings and computer graphics) forms.

With the Pennsylvania Ave. Project, we start with a quick review of what knowledge was gained from last term's URBD class effort, determine what of that can be transferred, and how it applies to our site parameters. The Ocean City project requires at least two visits to the project site with weekend overnight stays (accommodations paid for by the client). Basic design, planning and development data has already been collected from the city development corporation. The class and instructor will determine if some or all of the archival data will work on one or both of the projects.

Classic Work Program:

1. Group visit sites and meet with client to determine the project parameters
2. Group reviews collected information from last semester, determines what other data is needed and gets it (analyze and review, evaluated)
3. Determine project and group goals and objectives
4. Identification of problems/potentials
5. Develop evaluation criteria and design standards
6. Generate alternatives (at least three plausible and complete)
7. Evaluate alternatives and select one
8. Develop and refine alternative selected
9. Meet with client
10. Determine the staging and implementation of selected alternative
11. Script regulatory controls
12. Develop actions for client
13. Presentation to client

Work Schedule: The required actions and completion date for each item is important to the urban process as well as meeting the needs of the client. The class objective is to have all items up to Item #9 completed before the spring break. The time after the break will be used to finalize the specified products, do the documentation, and prepare for the presentations to the client. Some

items are possible to start while others are being done. All items must be completed by May 7, 2004.

Items #1 – 4: Completed and written report submitted to Instructor by 13 February

Item #5: Completed and written report submitted to Instructor by 20 February

Item #6: Completed and submitted for review 5 March.

Items #7 and 8: Completed and submitted for review 12 March.

Item #9: Accomplish by March 19 and Items #1 to 8 submitted to Instructor.

Spring Break

Item #10: Complete and written submission for discussion by 9 April.

Item #11: Complete and written submission for discussion by 23 April

Item #12: Complete and written submission for discussion by 30 April

Item #13–15: Complete all graphic materials and prepare for presentation to clients