

THE UNIVERSITY  
*of*NORTH CAROLINA  
*at*  CHAPEL HILL  
  
DEPARTMENT *of* CITY *and* REGIONAL PLANNING

**Plan 317:** Introduction to Site Planning and Urban Design

Prof. Andrew H. Whittemore

Spring 2022

**Overview**

This course examines site planning as a process of creating the built environment. The elements a site planner considers are diverse, and include site hydrology, soils, vegetation, topography, uses, building arrangement and form, access, regulation, markets, and local community priorities. In this class students will review historical and contemporary theories of urban design. Over the course of the semester, working in teams, students will conduct a site analysis and propose a site plan for a hypothetical mixed-use development. Students will also learn the basics of the 3D modeling software, SketchUp. Students will present their final project to a mock design review committee during the exam period.

**Logistics**

The class will meet on Tuesdays and Thursdays from 3:30-4:45 in Smith 107. Class sessions will consist of lecture and discussion or of site visits, tours, films or skill-building exercises. SketchUp training sessions will be held during class in the New East computer lab on March 1 and March 10.

**Readings and Texts**

Most readings are available on the Plan 317 website at: https://sakai.unc.edu/portal/site/plan317sp22

All others have a link provided in the syllabus or are e-books available online through UNC libraries.

**Computer Software**

No prior experience with SketchUp is required for the course, but you should familiarize yourself with software prior to our first lab session on March 1. The best resource for using SketchUp is available online at http://help.sketchup.com/en. You may also download a free version of the application on your laptop for use at home or in lab sessions that will be adequate for what is required in this class.

**Assignments and Grading**

In this class we will be working with a 1.2 acre site located on four parcels between W. Rosemary and W. Franklin Streets, fronting on W. Franklin at 308-310 W. Franklin. The first assignment is a site analysis map (due in class on February 17), and the second an analysis of site regulations (due in class on March 1). The third is a site concept (due in class X).The final assignment is your final design, including a final site plan and perspectives (drawn in SketchUp).Your goal is to propose an arrangement of 50,000sf of residential space, 20,000sf of retail space and 20,000sf of office space that, given site and regulatory constraints, provides an attractive place for a variety of activities, complements and enhances the surrounding neighborhood, and addresses the priorities of the evolving *Downtown Vision and Implementation Plan*. You will present your design to members of the Chapel Hill Community Design Commission during class on X (location TBD). The final design is due to me by email on X.

Your grade will be calculated as follows:

10% Class participation

10% Teammate Assessment

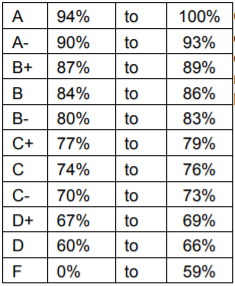
10% Assignment 1

10% Assignment 2

10% Assignment 3

50% Final project

Final grades will be assigned based upon the following scale. I round to the nearest tenth of a percent:



LATE ASSIGNMENTS POLICY: Late assignments drop four points per day. For example, if a ‘95’ paper is late one day it will receive a ‘91‘, two days late and it will receive a ‘87’ … *a late paper is better than a 0*.

**Contact Information**

My office is located at 313 New East and my office hours are Wednesdays, 11:30pm-12:30pm, or by appointment. I can be reached via e-mail at awhittem@email.unc.edu, or by phone at 919-962-4776.

**ZOOM SCENARIO**

*As long as it is possible to do so safely, we will be meeting in person this semester. I understand the ongoing COVID-19 pandemic may require changes to this plan and will be monitoring the situation closely. If I need to change the format of the course temporarily due to outbreaks of illness, I will announce this via email and the course Sakai site.*

If class or office hours need to be moved to zoom, you will find me at go.unc.edu/whittemorezoom PW: 02478

**OTHER ACADEMIC BUSINESS**

**“The Honor System forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.”**

http://catalog.unc.edu/policies-procedures/honor-code/

I am committed to treating Honor Code violations seriously and urge all students to become familiar with its terms set out at https://studentconduct.unc.edu/. If you have questions it is your responsibility to ask the professor about the Code’s application.

Missing Class: Students are permitted to miss class for EXCUSABLE absences only. Absences will be excused for medical or family purposes. Students are allowed **two** unexcused absences without any questions from the instructor. If a student has three unexcused absences, their grade will be affected.

Late Assignments: Late assignments drop four points per day. For example, if a ‘95’ paper is late one day it will receive a ‘91‘, two days late and it will receive a ‘87’ … *a late paper is better than a 0*.

Disability*:* The University of North Carolina – Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities. All accommodations are coordinated through the Accessibility Resources and Service Office. In the first instance please visit their website http://accessibility.unc.edu, call 919-962-8300 or email accessibility@unc.edu. Please contact ARS as early in the semester as possible.

Resources: Our purpose as professors is to help you to excel in this learning environment. Should you need further assistance beyond the help of the professor, please consult the following on-campus resources:

•  The Writing Center: http://writingcenter.unc.edu/

•  Learning Center: http://learningcenter.unc.edu/

•  Counseling and Wellness Services: http://campushealth.unc.edu

**SCHEDULE AND READINGS**

11 JANUARY **Course Overview**

In class: discuss syllabus and assignments

13 JANUARY **What is Site Planning?**

Kevin Lynch and Gary Hack. 1984. *Site Planning* 3rd edition. Cambridge: MIT Press: "The Art of Site Planning," 1-28

In class: lecture and discussion

18 JANUARY **What is Site Planning?**

LaGro, James A. Jr. 2008. *Site Analysis: A Contextual Approach to Sustainable Land Planning and Site Design* John Wiley & Sons: “Shaping the Built Environment,” 3-22

e-book: Anne Whitson Spirn, “Ecological urbanism,” in Banerjee, T. & Loukaitou-Sideris, eds.,*Companion to Urban Design* (Routledge, 2011): 600-610

In class: lecture and discussion

20 JANUARY **What is Urban Design?**

Carmona, Matthew et al. 2003. *Public Places – Urban Traces* Amsterdam: Elsevier. “Urban Design Today,” 3-19

Levy, John M. 2013. *Contemporary Urban Planning*. 10th ed. Upper Saddle River, NJ: Pearson. Excerpt from “Urban Design,” 171-184

In class: lecture and discussion

25 JANUARY **Introduction to the Neighborhood and the Site**

Duerksen, Christopher J., C. Gregory Dale and Donald L. Elliott. 2009. *The Citizen’s Guide to Planning* 4th ed. “Navigating the Planning Landscape,” 17-36 and “What are We Trying to Achieve?” 63-76

Singh, Jasmin “Chapel Hill community plans to revamp Rosemary Street,” *Daily Tarheel* 5 September 2013. http://www.dailytarheel.com/article/2013/09/rosemary-imagined0906

Chapel Hill Planning Department and Chapel Hill Downtown Partnership. 2014. *Downtown Vision and Implementation Plan* http://www.townofchapelhill.org/home/showdocument?id=24093

In class: lecture and discussion

27 JANUARY **Site Visit**

In class: site visit

1 FEBRUARY **Topography and Hydrology**

Marsh, William M. 2010. *Landscape Planning* 5th edition. Wiley: "Topography, Slopes, and Land Use Planning," 91-110; “Best Management Practices, Local watersheds, and Development Sites,” 275-292

Chapel Hill Land Use Management Ordinance, Appendix A

<https://www2.municode.com/library/nc/chapel_hill/codes/code_of_ordinances?nodeId=CO_APXALAUSMA>

Chapter 5.4 “Stormwater Management”

In class: lecture and discussion

3 FEBRUARY **Stormwater Tour**

In class: Sustainable Stormwater Management Tour– meet at top floor of Fedex Global Education building

8 FEBRUARY **Vegetation**

Marsh, William M. 2010. *Landscape Planning* 5th edition. Wiley: “Vegetation, Land Use, and Environmental Assessment,” 405-426

Chapel Hill Tree Protection Ordinance: http://www.townofchapelhill.org/home/showdocument?id=8010

In class: lecture and discussion

10 FEBRUARY **Horticulture Tour**

In class: Horticulture Tour

15 FEBRUARY **Cultural Attributes**

LaGro, James A. Jr., *Site Analysis: A Contextual Approach to Sustainable Land Planning and Site Design* (John Wiley & Sons, 2008): “Site Inventory: Cultural Attributes,” 139-168

In class: lecture and discussion

17 FEBRUARY **Assignment 1 due** – map(s) showing impermeable and other contributing areas, the existing drainage system, tree canopy area and contributing trees, vehicle and pedestrian traffic and barriers, building heights and uses, views, districts/behavior settings. The map should show existing streets, buildings, and site outline.

In class: Sketchup Lab 1

22 FEBRUARY **Zoning & Other Regulations**

Duerksen, Christopher J., C. Gregory Dale and Donald L. Elliott. 2009. *The Citizen’s Guide to Planning* 4th ed. Excerpts from “Putting the Plan to Work – Implementation,” 77-85 and 93-106

Chapel Hill Land Use Management Ordinance, <https://www.municode.com/library/nc/chapel_hill/codes/code_of_ordinances?nodeId=CO_APXALAUSMA>

Section 3.3.1 “Town Center”, “Use Matrix” Table 3.7-1, Chapter 3.8 “Dimensional Standards,” and Section 5.9.7 “Minimum and Maximum Off-Street Parking Requirements”

In class: lecture and discussion

24 FEBRUARY **The Conceptual Dimension of Urban Design**

LaGro, James A. Jr., *Site Analysis: A Contextual Approach to Sustainable Land Planning and Site Design* (John Wiley & Sons, 2008): “Conceptual Design” 209-249

In class: lecture and discussion

1 MARCH **Assignment 2 due** – A description and visualization (drawn in SketchUp) of the zoning envelope and parking requirements for site development.

In class: Chapel Hill Public Spaces Tour

3 MARCH **Access & Streets**

Kevin Lynch and Gary Hack, *Site Planning* (MIT Press, 1984 [3rd edition]): “Access” 193-222

e-book: Elizabeth MacDonald, “Streets and the public realm: emerging designs,” in Banerjee, T. & Loukaitou-Sideris, eds., *Companion to Urban Design* (Routledge, 2011): 419-432

In class: Lecture and Discussion

8 MARCH **Housing & Mixed Use**

Goldstein, Doris S. “Special Building Types” in Daniel K. Slone and Doris S. Gloldstein *A Legal Guide to Urban and Sustainable Development* (Wiley, 2008): 227-254

In class: Lecture and Discussion

10 MARCH **The Visual Dimension of Urban Design I**

Carmona, Matthew et al. 2003. *Public Places – Urban Traces* Amsterdam: Elsevier. Excerpt from “The Visual Dimension,” 138-149

In class: Lecture and Discussion

15 & 17 MARCH **SPRING BREAK**

22 MARCH **Sketch-Up Lab 2**

24 MARCH **The Visual Dimension of Urban Design II**

Gordon Cullen, *Townscape*, (Rheinhold, 1971 [2nd edition]): "Introduction," 7-12; "Serial Vision," 17-56

In class: lecture and discussion

29 MARCH **ASSIGNMENT 3 WORKSHOP**

31 MARCH **Assignment 3 Due** – A concept map of proposed uses and their arrangement on the site, showing estimated square footage of each use in each building, explained by a key with performance statements. These statements should account for at least five classes of users (pedestrian commuters, shoppers, workers, residents, other visitors) and speak to the way water and sunlight will interact with the site. They should speak to the activity that these users will be doing in each part of the site, why that activity is occurring where it is, and something about the quality of their experience in doing that activity (e.g. safe, visible, comfortable). You must preserve an easement on the northeast of the site and designate a place for loading, but otherwise your only constraints are zoning regulations and anything you deduce from your site analysis. Draw the concept in sketchup.

In class: Movie

5 APRIL **The Visual Dimension of Urban Design III**

Venturi, Robert. 1972. *Learning from Las Vegas.* Cambridge: MIT Press. Excerpt from “A Significance for A&P Parking Lots, or Learning from Las Vegas,” 3-18

In class: lecture and discussion

7 APRIL **The Perceptual Dimension of Urban Design I**

Lynch, Kevin. 1960. *The Image of the City.* Cambridge: MIT Press."The Image of the Environment," 1-13; "The City Image and Its Elements," 46-90

In class: lecture and discussion

12 APRIL **The Perceptual Dimension of Urban Design II**

Carmona, Matthew et al. 2003. *Public Places: Urban Traces* Amsterdam: Elsevier: Excerpt from “The perceptual dimension,” 93-105; excerpt from “The Functional Dimension,” 165-177

In class: lecture and discussion

14 APRIL **No Class – Wellness Day**

19 APRIL **The Social Dimension of Urban Design**

Carmona, Matthew et al. 2003. *Public Places: Urban Traces* Amsterdam: Elsevier: “The Social Dimension,” 106-129

Jane Jacobs, *The Death and Life of Great American Cities* (Vintage, 1961): "The Uses of Sidewalks," 29-73

In class: lecture and discussion

21 APRIL **FINAL PROJECT WORKSHOP**

26 APRIL **Presentations**

Informal, ungraded in class presentation

28 APRIL **FINAL PROJECTS DUE**

This includes your site plan, both perspective renderings and an accompanying paper (max 1000 words) explaining how you made the decisions you did based upon your site analysis and vision for the site. You will present this during the class period on a poster to community members.