



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

Prof. Andrew H. Whittemore

Spring 2019

### **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 New West 219. Class sessions will consist of lecture and discussion or of site visits, tours, films or skill-building exercises. SketchUp training sessions will be held in class (on February 28, March 7 and March 21). You are required to download a free version of sketchup onto your laptop before February 28.

### **Readings and Texts**

Most readings are available on the Plan 317 website at:

<https://sakai.unc.edu/portal/site/plan317sp2019>

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

### **Sketchbooks**

On a weekly basis we will be conducting sketching exercises in class. You are required to purchase a sketchbook – 8”x5” or slightly larger would be suitable - for use in these exercises and to use for your own development in or out of class.

## **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 February 28. The best resource for using SketchUp is available online at <http://help.sketchup.com/en>. SketchUp Pro is available on all of the Davis Library GIS PCs. 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 19), and the second an analysis of site regulations (due in February 28). The third is a site concept (due in class March 21). 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 40,000sf 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 April 25 (location TBD). The final design is due to me by email on April 30.

Your grade will be calculated as follows:

10%	Class participation
15%	Assignment 1
15%	Assignment 2
15%	Assignment 3
45%	Final project

**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, 12pm-1pm, or by appointment. I can be reached via e-mail at [awhittem@email.unc.edu](mailto:awhittem@email.unc.edu), or by phone at 919-962-4756.

The Teaching Assistant for this class is Ellery Walker, who can be reached at [ecwalker@live.unc.edu](mailto:ecwalker@live.unc.edu)

## **OTHER ACADEMIC BUSINESS**

We are committed to treating Honor Code violations seriously and urge all students to become familiar with its terms set out at <https://studentconduct.unc.edu/sites/studentconduct.unc.edu/files/documents/Instrument.pdf>. If you have questions it is your responsibility to ask the professor about the Code's application. All written work, and other projects must be submitted with a signature that you have complied with the requirements of the Honor Code in all aspects of the submitted work.

### Missing Class:

Students are permitted to miss class for EXCUSABLE absences only (for details about what an excused absence is, see UNC-Chapel Hill's attendance policy below). Students are allowed one unexcused absence without any questions from the instructors. If a student has two unexcused absences, their grade will be affected.

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 <https://ars.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: <https://writingcenter.unc.edu/>
- Accessibility Resources & Services (for students with learning disabilities (LD) and/or attention-deficit/hyperactivity disorder (ADHD): <https://ars.unc.edu/>
- Learning Center: <https://learningcenter.unc.edu/>
- Counseling and Wellness Services: <http://campushealth.unc.edu>
- UNC's Attendance Policy: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>

## SCHEDULE AND READINGS

10 JANUARY      **Course Overview**

In class: discuss syllabus and assignments

15 JANUARY      **What is Site Planning?**

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

In class: lecture and discussion

17 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

22 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*. 10<sup>th</sup> ed. Upper Saddle River, NJ: Pearson. Excerpt from "Urban Design," 171-184

In class: lecture and discussion

24 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* 4<sup>th</sup> 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

29 JANUARY

**Site Visit**

In class: site visit

31 JANUARY

**Stormwater Tour**

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

5 FEBRUARY

**Topography and Hydrology**

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

In class: lecture and discussion

7 FEBRUARY

**Vegetation**

Marsh, William M. 2010. *Landscape Planning* 5<sup>th</sup> edition. Wiley: "Vegetation, Land Use, and Environmental Assessment," 405-426

A link to the Chapel Hill Tree Protection Ordinance:  
<http://www.townofchapelhill.org/home/showdocument?id=8010>

In class: lecture and discussion

12 FEBRUARY

**Horticulture Tour**

In class: Horticulture Tour

14 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

19 FEBRUARY **Assignment 1 due** – a map showing impermeable and other contributing areas, the existing drainage system, tree canopy area and contributing trees, vehicle and pedestrian traffic and barriers, established districts/behavior settings, views. The map should show existing streets, buildings, and site outline.

Chapel Hill Public Spaces Tour

21 FEBRUARY **Zoning & Other Regulations**

Duerksen, Christopher J., C. Gregory Dale and Donald L. Elliott. 2009. *The Citizen's Guide to Planning* 4<sup>th</sup> 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\\_or\\_dinances?nodeld=CO\\_APXALAUUMA](https://www.municode.com/library/nc/chapel_hill/codes/code_of_or_dinances?nodeld=CO_APXALAUUMA)  
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

26 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

28 FEBRUARY **Assignment 2 due** – A description and visualization of the zoning envelope and parking requirements for site development.

In class: Sketchup Workshop I, Davis 247

5 MARCH **Movie** "The Social Life of Small Urban Spaces"

7 MARCH **The Morphological Dimension of Urban Design**

Carmona, Matthew et al. 2003. *Public Places: Urban Traces*  
Amsterdam: Elsevier: Excerpt from “Urban Change,” 20-26 and  
“The Morphological Dimension,” 61-86

In class: Sketchup Workshop II, Davis 247

12 & 14 MARCH **SPRING BREAK**

19 MARCH **Access & Streets**

Kevin Lynch and Gary Hack, *Site Planning* (MIT Press, 1984 [3<sup>rd</sup>  
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

21 MARCH **Assignment 3 Due** – A concept map of proposed uses and their  
arrangement on the site, showing square footage of each,  
explained by a key with performance statements.

In class: Sketchup Workshop III, Davis 247

26 MARCH **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

28 MARCH **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

2 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

4 APRIL **Movie** "Citizen Jane: Battle for the City"

9 APRIL **The Visual Dimension of Urban Design I**

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

In class: lecture and discussion

11 APRIL **The Visual Dimension of Urban Design II**

Carmona, Matthew et al. 2003. *Public Places – Urban Traces*  
Amsterdam: Elsevier. Excerpt from "The Visual Dimension," 138-148

In class: lecture and discussion

16 APRIL **PROJECT WORK SESSION**

18 APRIL **"PIN-UP" REVIEW**

A rough draft of your final Power Point presentation. 2-3 slides showing site analysis/concept graphics, 1 slide showing your site plan, and 2-3 more showing your site design in perspective. Information regarding users, the location of different uses, any details about the use, programming or design of public spaces, should be presented verbally, and also annotated in your presentation.

23 APRIL **PROJECT WORK SESSION**

25 APRIL **PRESENTATIONS**

*Presentations of final project to members of the Chapel Hill Community Design Commission.*

30 APRIL **FINAL PROJECTS DUE**