SAN JOSÉ STATE UNIVERSITY

URBAN AND REGIONAL PLANNING DEPARTMENT

URBP 232 URBAN DESIGN STUDIO
URBP 152/DSIT 152 INTRODUCTION TO URBAN DESIGN STUDIO
FALL 2015

Instructor: Ginette Wessel, Ph.D.
Office location: Washington Square Hall, WSQ 218A
Telephone: Email communication preferred
Email: ginette.wessel@sjsu.edu
Office hours: Wednesday & Thursday 3:00-4:00pm or by appointment
Class days/time: Thursday 4:30-7:00pm
Classroom: Clark 318 (primary); WSQ 208 (computer lab); WSQ 218 (planning dept student lounge)
Class website: sjurbandesign.com
Prerequisites: URBP 232: URBP 231 or instructor consent.
URBP 152/DSIT 152: URBP 151 or instructor consent.
Units: 4 units

Course Catalog Description
URBP 232: Through fieldwork and laboratory assignments, the student applies urban design theories, methods and principles to a current urban development issue.
URBP 152/DSIT 152: Introduction to the analysis of alternative urban design policies to direct urban form development. Course may be repeated for credit when topic changes.

Course Description and Course Learning Objectives
This course is concerned with the public realm of urban environments. The field of urban design involves the integration and design of a variety of urban elements from parks, plazas, markets and streets that contribute to community vitality, to elements of circulation, density, urban form, history, and social demographics that make up and support the functionality of a city. In this course we will explore opportunities to create more humane places using effective principles and techniques of urban design. Concerns of social equity, sustainability, and economic development will frame our analysis and provide a lens to engage design thinking about the public realm.

The class will address design problems through studio work, which will act as an outlet for student creativity, critical thinking, and knowledge sharing. Students will conduct qualitative and qualitative research, perform field studies, and lead professional design presentations. These activities will be supplemented with lectures, discussions, and media sessions. Working individually and in teams,
students will have the opportunity to engage with real-world design problems and community members to develop a series of design interventions and implementation strategies at multiple urban scales.

Upon successful completion of the course, students will be able to:

1. Collect, synthesize, and communicate data for urban settings through mapping and visual representation.
2. Think critically about the public realm through the lenses of social equity, history, economic development, sustainability, ecology, and transportation.
3. Apply principles of urban design to real world planning problems with real clients such as community citizens, and professional planners and designers.
4. Familiarize themselves with the significance of case studies and contemporary sustainable solutions to inform current and future urban development.
5. Work on urban design problems at multiple scales, from small elements such as pedestrian improvements, parks, and streetscapes that contribute to the public realm, to larger scale analysis of neighborhoods, districts, and regional networks.
6. Develop ideas and concepts, and translate them into design conventions utilizing a variety of tools and techniques such as sketching, computer aided drawing, and 3-D modeling.
7. Work effectively with classmates though hands-on team projects.

Planning Accreditation Board (PAB) Knowledge Components
This course covers the following PAB Knowledge Components: 1a, 1b, 1e, 2a, 2b, 2d, 2e, 2f, 3a, 3b, 3d, 3e.
A complete list of the PAB Knowledge Components can be found at http://www.sjsu.edu/urbanplanning/courses/pabknowledge.html.

Course Readings
Required readings will be assigned in class and uploaded electronically to Canvas. You do not need to purchase books for this course. Readings include the following articles and a selection of chapters from the following books:


The following readings are not required, but should be referenced for your studio work. The following texts are available on reserve in the SJSU Library.


## Course Assignments and Grading Policy

Your grade for the course will be based on the following assignments and other activities:

<table>
<thead>
<tr>
<th>Assignments and Graded Activities</th>
<th>Percent of Course Grade</th>
<th>Course Learning Objectives Covered</th>
</tr>
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<tbody>
<tr>
<td><strong>Participation:</strong> Active participation in class discussions is mandatory (see Classroom Protocol).</td>
<td>5%</td>
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<tr>
<td><strong>Individual Assignments:</strong> Independently, students will complete a series of small assignments throughout the course. Subjects for these assignments include sketching, schematic diagramming, producing digital graphics, completing readings, and researching best practices.</td>
<td>20%</td>
<td>1, 6</td>
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<tr>
<td><strong>Precedent Study:</strong> In groups, students will research and analyze assigned polices, area plans, and precedents. Students will graphically present their analysis in a slide presentation.</td>
<td>10%</td>
<td>1, 2, 4, 5, 7</td>
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<tr>
<td><strong>Urban Analysis:</strong> In groups, students will conduct on-site fieldwork, interviews, and analysis related to their assigned urban area and present their analysis. (Engagement unit)</td>
<td>25%</td>
<td>1, 2, 3, 5, 6, 7</td>
</tr>
<tr>
<td><strong>Design Development Mid-Review Pinup:</strong> In teams, students will develop design recommendations and implementation strategies for the study area. This work will also be presented at the Community Open House in November. 80% completion point.</td>
<td>20%</td>
<td>1, 2, 3, 5, 6, 7</td>
</tr>
<tr>
<td><strong>Design Development Final Presentations:</strong> In teams, students will develop a final set of design recommendations for their assigned area. Graduate students see requirement below**.</td>
<td>20%</td>
<td>1, 2, 3, 5, 6, 7</td>
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[Additional details on each assignment will be distributed as class handouts.]

* These assignments will be presented in a series of presentation boards that will be plotted on large size sheets. For the Mid-Review Pin-Up, the boards will not be printed at a smaller size of 11x17.

**Each graduate student is required to develop an additional component of the final presentation that includes one of the following topics: funding models and financing plans, long-term management, programming, project phasing, and general plan implementation. This will count for 5% of the last assignment.
Study Area Overview

This urban design studio will address the future growth and development of the demographically diverse South University Neighborhood (SUN). The study area is located in near San Jose, south of San Jose State University and north of Interstate 280. Anchoring the study area, William Street acts as an economic and automotive thoroughfare that connects the eastern Naglee Park neighborhood to the western SoFA District (South of First Area). To help the community plan for urban changes, we will adopt a comprehensive approach that addresses the area’s density and urban form, automobile, pedestrian, and bicycle circulation, open spaces and parks, food access, public art, and streetscape design. Using these themes, the class will conduct in-depth fieldwork and urban analyses to support design recommendations for the area.

The South University Neighborhood is part of a larger urban network of both city and regional transportation. The area also has a diverse composition situated between a variety of amenities such as SJSU campus, parks, schools, sororities and fraternities, and a well attended church. We will investigate the existing context and identify opportunities to maintain and improve its character, pedestrian access, and overall vitality.

The course will begin with precedent research to understand local and state urban policies and projects that are related to similar economically and socially diverse settings. Equipped with this knowledge, students will perform on-site analyses of SUN. Then, using their media skills, students will create a set of urban design ideas directly related to their area of study to help educate the community on design alternatives. The semester will conclude with the development of design recommendations for the area in relation to specific identified needs. Additionally, a series of individual assignments will be given periodically throughout the course. Each assignment will be discussed in length during the semester.
Calculation of Final Course Letter Grade

Individual Assignments
Participation and individual assignments will be graded using a 10pt scale (10=excellent, 9=good, 8=average, 7=marginal, 6 & below = unacceptable). The following is a hypothetical set of grades for each assignment to illustrate how the grade is calculated:

- Participation: 8/10 times 100 times 5% = 4
- Individual Assignments: (8/10 +9/10+7/10+10/10+8/10) times 100 times 20% = 16.8

Group Assignments
Students will receive a personal grade following a group presentation. The criteria for evaluation of each assignment include the following and have a point system of 4=excellent, 3=good, 2=marginal, 1=unacceptable. The maximum amount of points to receive is 24.

- Production and Consistency (4pts): Overall working progress. Effort, motivation, and willingness to work at a continuous level of involvement.
- Personal Progress (4pts): Advances in understanding of urban concepts and spatial relationships.
- Personal Challenge (4pts): An evaluation of the “degree of difficulty” in your work.
- Teamwork (4pts): Mandatory presence in class and through team meetings. Accessibility and availability to teammates.
- Participation and Engagement (4pts): Fostering a positive, critical dialog by asking questions, provoking group discussion and engaging in project critiques.
- Assignment Deliverables (4pts): Creating a presentation or document that clearly communicates your ideas in a cohesive manner. Intensity of critical thought and graphic analysis given the theories and techniques learned at that stage of the course.

Each assignment has a maximum of 24 points. The following is a hypothetical set of grades for each assignment to illustrate how the grade is calculated:

- Precedent study: 22/24 times 100 times 10% = 9.17
- Urban analysis: 19/24 times 100 times 25% = 19.8
- Mid-review: 20/24 times 100 times 20% = 16.67
- Final Presentation: 21/24 times 100 times 20% = 17.5

Overall Grade
Add the weighted score for each assignment to arrive at the final score for the course:

a) Final score = 4 +16.8 +9.17 +19.8 +16.67 +17.5= 83.9

b) Grading scheme:
   - A+ (96 and above); A (93 to 95); A- (90 to 92); B+ (87 to 89); B (84 to 86); B- (81 to 83); C+ (78 to 80); C (75 to 77); C- (72 to 74); D+ (69 to 71); D (66 to 68); D- (63 to 65); F(below 63)

   c) Use the conversion scheme provided in step “b” to arrive at the letter grade:
      The score of 83.27 for the student equals a letter grade of “B.”

Other Grading and Assignment Issues
Late assignments will be accepted at one letter grade reduction per day late. For example, if a assignment warranted an “A” and was 2 days late, the final grade will be a “C.”
Course Workload
Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Because this is a four-unit class, you can expect to spend a minimum of nine hours per week in addition to time spent in class and on scheduled tutorials or activities. Special projects or assignments may require additional work for the course. Careful time management will help you keep up with readings and assignments and enable you to be successful in all of your courses. For this class, you will have to undertake additional activities outside the class hours such as team meetings, site visits, and creating graphic presentations. Details on how to complete these activities will be provided on handouts distributed in class later in the semester.

Classroom Protocol
Attendance is mandatory. In the unfortunate case of an absence, the instructor must be notified well in advance of class time. Since much of the class is designed around group work, it depends on attendance of each other to be successful. There will be times when students need to meet as a team outside of class time. Students are expected to be set up for studio by the time class begins. If the class is a presentation day, punctuality is especially required, as a courtesy to fellow students. When possible you are to participate as an audience for your peers’ presentations. Cell phones are not permitted in class at any time.

Studio Culture
The studio environment is an outlet for your creativity and thoughts and is taught through both group discussions and desk critiques given by the instructor. Students can expect desk crits and pin-ups several times throughout the semester. Critical input is meant to stimulate you in a challenging way so that you move ahead in a positive and thoughtful direction with a growing intensity. Significant progress on each project is expected between class meetings.

Course Materials
Recommended Tools for Purchase: Roll of trace paper (12” or 18” wide), Drafting tape (or painters tape) and Push pins, Sketchbook, Felt-tip markers, Camera, Laptop computer as needed, USB flash drive.

Course Computer Applications
Adobe Creative Suite Master Collection:
• Adobe Photoshop
• Adobe Illustrator
• Adobe InDesign
(Free download for your personal computer through the university at this link: http://its.sjsu.edu/services/adobe/students/index.html)
• Trimble SketchUP (Available in computer lab: WSQ 208)
• Microsoft PowerPoint (Available in computer lab: WSQ 208, OR for purchase at: http://its.sjsu.edu/services/software/index.html)
Academic Integrity Statement, Plagiarism, and Citing Sources Properly

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

Plagiarism is the use of someone else's language, images, data, or ideas without proper attribution. It is a very serious offense both in the university and in your professional work. In essence, plagiarism is both theft and lying: you have stolen someone else's ideas, and then lied by implying that they are your own.

Plagiarism will lead to grade penalties and a record filed with the Office of Student Conduct and Ethical Development. In severe cases, students may also fail the course or even be expelled from the university.

If you are unsure what constitutes plagiarism, it is your responsibility to make sure you clarify the issues before you hand in draft or final work.

Learning when to cite a source and when not to is an art, not a science. However, here are some common examples of plagiarism that you should be careful to avoid:

- Using a sentence (or even a part of a sentence) that someone else wrote without identifying the language as a quote by putting the text in quote marks and referencing the source.
- Paraphrasing somebody else's theory or idea without referencing the source.
- Using a picture or table from a webpage or book without referencing the source.
- Using data some other person or organization has collected without referencing the source.

The University of Indiana has developed a very helpful website with concrete examples about proper paraphrasing and quotation. See in particular the following pages:

- Overview of plagiarism at www.indiana.edu/~istd/overview.html
- Examples of plagiarism at www.indiana.edu/~istd/examples.html
- Plagiarism quiz at www.indiana.edu/~istd/test.html

If you still have questions, feel free to talk to me personally. There is nothing wrong with asking for help, whereas even unintentional plagiarism is a serious offense.

Citation style

It is important to properly cite any references you use in your assignments. The Department of Urban and Regional Planning uses Kate Turabian’s A Manual for Writers of Research Papers, Theses, and Dissertations, 8th edition (University of Chicago Press, 2013, ISBN 780226816388). Copies are available in the SJSU King Library. Additionally, the book is relatively inexpensive, and you may

San José State University
wish to purchase a copy. Please note that Turabian’s book describes two systems for referencing materials: (1) “notes” (footnotes or endnotes), plus a corresponding bibliography, and (2) in-text parenthetical references, plus a corresponding reference list. In this class, students should use (1) “notes” (footnotes or endnotes), plus a corresponding bibliography.

Accommodation for Disabilities

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

You can find information about the services SJSU offers to accommodate students with disabilities at the Accessible Education Center website at www.sjsu.edu/aec.

Accommodation to Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

Consent for Recording of Class and Public Sharing of Instructor Material

Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.

Library Liaison

The SJSU Library Liaison for the Urban and Regional Planning Department is Ms. Toby Matoush. If you have questions, you can contact her at toby.matoush@sjsu.edu or 408-808-2096.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. The SJSU Writing Center is located in Room 126 in Clark Hall.

San José State University

Urban and Regional Planning Department
SJSU Counseling and Psychological Services

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling and Psychological Services website at http://www.sjsu.edu/counseling.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.
URBP 232 Urban Design Studio
URBP 152/DSIT 152 Introduction to Urban Design Studio
Fall 2015

Course Schedule

- The course schedule is subject to change with fair notice in class or by email.
- Pin-Ups include developing materials (i.e. sketches, diagrams, photographs, artifacts) to be displayed on the wall during class time for instructor review.
- ((Dates)) in parentheses indicate class will meet in WSQ 218 (student lounge in the Planning Dept.).
- [Dates] in brackets indicate that we will have part of the class period in the WSQ 208, the computer lab. You will be notified ahead of time through email if the class is meeting in the lab.

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<thead>
<tr>
<th>Date</th>
<th>In-Class Topics</th>
<th>Readings Due</th>
<th>Assignments due</th>
</tr>
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<tbody>
<tr>
<td>((9/3))</td>
<td>Resident led walking tour of SUN  Reading: Banerjee, Jacobs</td>
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<tr>
<td>9/10</td>
<td>Precedent Study Presentations, Lecture: Urban Analysis (Part 1)</td>
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<td>Precedent Study Assign Site Visit #1</td>
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<tr>
<td>9/17</td>
<td>Lecture: Urban Analysis (Part 2)</td>
<td>Reading: Bosselmann &amp; Macdonald</td>
<td>Pin-Up: Initial Site Research Site Visit #2</td>
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<tr>
<td>[10/1]</td>
<td>Media Session 2: Trimble SketchUp</td>
<td>Reading: Calthorpe</td>
<td>Indiv. Assign: Media 1</td>
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<tr>
<td>10/22</td>
<td>Urban Analysis Presentations</td>
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<td>Urban Analysis Assign</td>
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<tr>
<td>Date</td>
<td>Activity</td>
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<td>11/5</td>
<td>▪ Studio: Opportunity Analysis</td>
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<td>▪ Indiv. Assign: Best Practice Research</td>
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<td>11/12</td>
<td>▪ Studio: Proposal Development</td>
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<td>11/19</td>
<td>▪ Studio: Mid-Review Pin-Up</td>
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<td></td>
<td>▪ Mid-Review Pin-Up (80% completion)</td>
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<td>11/21</td>
<td>▪ South University Neighborhood Open House</td>
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<td>(Saturday)</td>
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<td>Location: Lowell Elementary School, Time: TBD</td>
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<td>(Attendance Required)</td>
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<td>11/26</td>
<td>▪ Thanksgiving Holiday: No Class</td>
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<td>12/3</td>
<td>▪ Studio: Community Feedback &amp; Final Improvements</td>
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<td></td>
<td>▪ Pin-Up: Revised Presentation Boards</td>
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<tr>
<td>12/10</td>
<td>▪ Final Design Development Presentations</td>
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<td></td>
<td>Final exam period, 5:15 – 7:30pm</td>
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<td>Location: TBD</td>
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