

DRAFT

Department of Urban Planning  
UCLA Luskin School of Public Affairs

# UP 273 Physical Planning Studio: East Hollywood

Fall 2011, SPAB Room 4320B

Thursday 2:00-4:50 PM

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Office Hours: 3:30-5:30PM Mondays and Wednesdays, and by appointment

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This is a field-based urban design course organized in the studio format. The primary purpose of the course is to help students develop the knowledge and skills required to analyze, propose and present urban design plans and interventions. The key deliverable for the studio is a series of strategic action plans for the study area. Each plan will include a physical planning proposal, design actions, and institutional and policy guidelines for implementation. This year we will focus on the neighborhood of East Hollywood. We will use the borders of the East Hollywood Neighborhood Council as our study area. These boundaries are Hollywood and Sunset Boulevards on the north, Hoover Street on the east, the 101 Freeway on the south, and Western Avenue on the west. The objective of the studio is to leverage the neighborhood's considerable assets and rich history, and develop strategic action plans to enhance the quality of life in East Hollywood by identifying actionable avenues for public policies and private investments.

The East Hollywood neighborhood, as defined by its Neighborhood Council, covers an area of almost 1.8 square miles, and houses around 51,000 residents. It is one of the most dense and diverse neighborhoods of the City of Los Angeles. Its key landmarks include Thai Town, Little Armenia, the Barnsdall Park, Los Angeles City College, the Bicycle Kitchen, the Hel-Mel corner, the Kaiser Permanente Medical Center, the Children's Hospital of Los Angeles, the Church of Scientology and the Self Realization Fellowship Temple. East Hollywood also includes a number of Red Line Metro stops, which are part of the Vermont/Western Station Area Neighborhood Plan. A key challenge for studio participants is to develop a coherent identity for this culturally diverse and physically fragmented neighborhood.

The pedagogic strategy of this studio-based course is to provide students with a grounded, hands-on, physical planning experience through individual and group assignments. The studio aims to help students recognize and appreciate how various elements of physical planning -- location and accessibility; topography; land uses; street networks; block sizes, configurations and plot layouts; set-backs and build-to-lines; built form and massing; density and floor area ratio; identity and architectural character; historical heritage; landmarks; open spaces; pedestrian circulation; parking; street

furniture; signage; etc. -- perform. The course readings will emphasize the qualities of a well-designed public realm, design strategies for successful placemaking, housing and employment opportunities in mixed-use developments, and physical strategies for urban revitalization and higher density living. The studio will also be a laboratory to examine urban design's claim that unlike most other planning approaches, innovative design interventions can help policymakers avoid typical tradeoffs.

The class will collectively prepare strategic action plans for the study area. The aim of these plans is to help East Hollywood residents and policymakers visualize, discuss and determine the future of their community. The strategic action plans will be prepared on a group basis, and each group will focus on an assigned sub-neighborhood (or corridor) of about half-mile by half-mile within the larger study area. We will aim to present the proposals at a public meeting in East Hollywood as a mid-term exercise, and at UCLA as the final presentation. We will attempt to collaborate with residents, local community groups and policy entrepreneurs to understand the needs and preferences of the main stakeholders in the neighborhood. Potential resources include the East Hollywood Neighborhood Council (<http://easthollywood.net/dev/>), the office of Council President Eric Garcetti, Council District 13 (<http://cd13.com/>), the Thai Community Development Center (<http://thaicdchome.org/cms/>), the Los Angeles City College (<http://www.lacitycollege.edu/>), and the Bicycle Kitchen (<http://bicyclekitchen.com/>). We will discuss strategies to develop contacts and access to stakeholders within these organizations in class.

### **Organization and Grading**

The studio will meet once a week. Students are expected to attend all class sessions. Classes will be a combination of lectures, discussions, video presentations, studio sessions, and student presentations. I also plan to invite guest speakers and studio critics. Students must complete the assigned readings in advance of the class, and be prepared to contribute to the discussion. The primary text for the course is a reader, which needs to be assembled. Links to some of the readings are provided in the course description. Other readings can be accessed electronically from the password protected, class web-site. In addition, a list of useful references is noted in the course description. I might also distribute additional readings and handouts in the class.

Design proposals will be prepared on a group basis, and the groups will have the autonomy to define and select their site-areas within the neighborhood. In the studio, we will discuss how large these site-areas should be (but in the past I have encouraged groups to limit themselves to about 160 acres, or around a half-mile by half-mile area), and how efforts can be coordinated between the groups. The final grade will be based on four assignments, one individual and three group-based, with pin-up and PowerPoint presentations, and a final report -

Assignment 1, individual neighborhood review and reflection:	10%
Assignment 2, group site analysis, concept, and case study:	20%
Assignment 3, group preliminary strategic action plan (mid-term):	30%
Assignment 4, group strategic action plan and report (final):	40%

*Assignment 1:* The individual neighborhood review and reflection is a preliminary site analysis exercise that identifies your primary area (or issue) of interest in East Hollywood. Your presentation should also explain why you consider the identified area as an appropriate focus for the studio assignments. Along with other considerations, such as design-work experience, I will use similarity of interests as the key basis for forming groups for the next stages of the studio. Please plan to pin-up and present this assignment. Please limit your presentation to three minutes.

*Assignment 2:* The groups will define their site-areas and present their analysis. In addition to site-area analysis, groups will analyze some aspect of the entire neighborhood. We will collectively decide what aspects to assign to each group. In this manner, the work of the different groups will be complementary, and the design proposals in the next stage can be based on the collective analysis of the class. Groups should also present the conceptual directions for their sites, and include one or two case studies that can guide design and planning in the next stage. Please plan to pin-up your presentation or use PowerPoint to present. Please limit your presentation to twenty minutes.

*Assignment 3:* The groups will present the preliminary strategic action plans for their sites. The plans will include a physical planning vision and proposal, design interventions, and policy guidelines. Please be prepared to use PowerPoint to present. We will aim to have these mid-term presentations in the neighborhood. Please limit your presentation to twenty minutes.

*Assignment 4:* The groups will present their final strategic action plans. The fourth assignment includes a PowerPoint presentation and a final report in hard copy and electronic format. The final presentation, in week X, will be at UCLA but we will also invite some guest-critics from the neighborhood. Please limit your presentation to twenty minutes.

**Content and Structure of Sessions**

<p>Week 1 (9/22) COURSE INTRODUCTION</p>	<ul style="list-style-type: none"> <li>• Introduction to the course and the studio project</li> <li>• Enrollment questions</li> <li>• Introduction to the first assignment</li> <li>• The site planning process</li> <li>• Video: One pair of eyes: Reyner Banham loves Los Angeles (1972) or The social life of small urban spaces (1979)</li> </ul>
<p>Week 2 (9/29) SITE HISTORY: NEIGHBORHOOD COUNCIL &amp; COMMUNITY PLAN UPDATE</p>	<ul style="list-style-type: none"> <li>• History of the East Hollywood with <u>Elson Trinidad</u>, East Hollywood Neighborhood Council</li> <li>• Hollywood Community Plan Update briefing with <u>Kevin Keller</u>, Senior Planner, Department of City Planning, Los Angeles</li> <li>• Los Angeles Centers Plan</li> <li>• Arrange car-pools for site visit</li> </ul>

SITE VISIT (10/1)	<ul style="list-style-type: none"> <li>• Neighborhood briefing and site visit with <u>Alex Holsheimer</u>, East Hollywood Neighborhood Council, and <u>Marcel Porras</u>, Senior Planning and Economic Development Deputy, CD 13</li> <li>• Meeting venue: Barnsdall Park</li> <li>• Meeting time: 10:00AM-1:00PM, Saturday</li> </ul>
Week 3 (10/6) FIRST ASSIGNMENT	<ul style="list-style-type: none"> <li>• Pin-up review of individual assignments</li> <li>• Organization of groups for the next stage and introduction to the second assignment</li> </ul>
Week 4 (10/13)* SITE ANALYSIS	<ul style="list-style-type: none"> <li>• Qualitative and quantitative methods of survey and analysis</li> </ul>
GRAPHICS WORKSHOP (10/15 & 10/16)	<ul style="list-style-type: none"> <li>• InDesign, Illustrator and Google SketchUp with Amber Hawkes and Georgia Sheridan</li> </ul>
Week 5 (10/20) SECOND ASSIGNMENT	<ul style="list-style-type: none"> <li>• Group presentations of site analyses, preliminary concepts, and case studies</li> <li>• Introduction to the third assignment (mid-term)</li> </ul>
Week 6 (10/27) PLACEMAKING	<ul style="list-style-type: none"> <li>• Guest speakers: To be confirmed- <u>James Rojas</u>, Latino Urban Forum or/and <u>Jessica Cowley</u>, Hollywood Community Studio</li> <li>• Social life of urban spaces</li> <li>• Streets</li> <li>• Semipublic spaces</li> <li>• Street vendors</li> <li>• Urban manufacturing</li> <li>• Community-based research</li> </ul>
Week 7 (11/3) URBAN DEVELOPMENT & REVITALIZATION	<ul style="list-style-type: none"> <li>• Guest speaker: <u>Eric Salcido</u>, Director of Business Development, Primestor Los Angeles</li> <li>• Retail development</li> <li>• Gentrification</li> <li>• Resident Ownership Mechanisms, Community Land Trusts, and Community Benefits Agreements</li> <li>• Schools as community centers and facilities</li> </ul>
Week 8 (11/10)* MID-TERM	<ul style="list-style-type: none"> <li>• Group presentations of mid-term in East Hollywood with invited guest-critics from the neighborhood</li> <li>• Introduction to the final assignment</li> </ul>
Week 9 (11/17) HOUSING & WORK	<ul style="list-style-type: none"> <li>• Guest speakers: <u>Ben Besley</u>, Vice President of Development, City Ventures</li> <li>• Density and housing</li> <li>• Mixed-use developments</li> <li>• Affordable housing</li> <li>• Desk Crits</li> </ul>

-- Thanksgiving Break --	
Week 10 (12/1) FINAL PRESENTATION	<ul style="list-style-type: none"> <li>• Presentations at UCLA (4320B) with invited guest-critics, 2:00-6:00</li> </ul>
Week 11 (12/8) FINAL REPORT	<ul style="list-style-type: none"> <li>• Submit final report (PDF)</li> </ul>

### Useful References

- Alexander, Christopher. 1977. *A Pattern Language: Towns, Buildings, Construction*. New York: Oxford University Press.
- Barnett, Jonathan. 2003. *Redesigning Cities: Principles, Practice, Implementation*. Chicago: Planners Press.
- Chase, John, Margaret Crawford and John Kaliski (2008). *Everyday Urbanism*. New York: Monacelli.
- Garvin, Alexander. 1996. *The American City: What Works, What Doesn't*. New York: McGraw-Hill.
- Jacobs, Allan. 1993. *Great Streets*. Cambridge, MA: MIT Press.
- Jacobs, Jane. 1961. *The Death and Life of Great American Cities*. New York: Vintage Books.
- Lynch, Kevin and Gary Hack. 2000. *Site Planning*. Cambridge, MA: MIT Press.
- Simonds, John O. 1998. *Landscape Architecture: A Manual of Site Planning and Design*. New York: McGraw-Hill.

## UP 273: Physical Planning Studio: East Hollywood

### Course introduction

Week 1: September 22, 2011

No assigned readings

### Site history

Week 2: September 29, 2011

Department of City Planning (1970). *Concept Los Angeles: The Concept for the Los Angeles General Plan*. City of Los Angeles, Department of City Planning.

### First assignment

Week 3: October 6, 2011

Assignment 1, individual neighborhood review and reflection (10% )

### Site analysis

Week 4: October 13, 2011\*

Spreiregen, Paul (1965). "Making a Visual Survey," in *Urban Design: The Architecture of Towns and Cities* (pp. 49-66). New York: McGraw-Hill, American Institute of Architects.

Jacobs, Allan (1985). "Clues," in *Looking at Cities* (pp. 30-83). Cambridge, MA: Harvard University Press.

Zeisel, John (1981). "Observing Physical Traces," and "Observing Environmental Behavior," in *Inquiry by Design: Tools for Environment-Behavior Research* (pp. 89-136). Monterey, CA: Brooks/Cole Publishing.

Lynch, Kevin and Gary Hack (2000). "A Site and Impact Checklist," in *Site Planning* (pp. 420-425). Cambridge, MA: MIT Press.

## **Second assignment**

Week 5: October 20, 2011

Assignment 2, group site analysis, concept, and case study (20%)

## **Placemaking**

Week 6: October 27, 2011

Whyte, William (1988). "The Design of Spaces," in *City: Rediscovering the Center* (pp. 103-131). New York: Doubleday.

Jacobs, Allan (1996). "Requirements for Great Streets," and "Qualities that Contribute," in *Great Streets* (pp. 270-308). Cambridge, MA: MIT Press.

Marcus, Clare Cooper (2003). "Shared Outdoor Space and Community Life," *Places* 15(2), 32-41. Also, Andres Duany (2003). "To Rally Discussion," *Places* 16(1), 78-79.

Solomon, Daniel (2000). "A primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use." in *Charter of the New Urbanism*, ed. Michael Leccese and Kathleen McCormick (pp.123-126). New York: McGraw-Hill, Congress for the New Urbanism.

Pyatok, Michael (2000). "Martha Stewart vs. Studs Terkel," *Places* 13(1), 40-43.

Loomis, John (1997). "Manufacturing Communities," *Places* 10(1), 48-57.

## **Urban development and revitalization**

Week 7: November 3, 2011

Garvin, Alexander (1996). "Revitalizing neighborhoods," in *The American City: What Works, What Doesn't* (pp. 229-250). New York: McGraw-Hill.

Hopkins, Elwood and Daniel Tellalian (2006). Place Matters: How Community Development Departments are Rediscovering Communities. *Community Investments* (Federal Reserve Bank of San Francisco Economic Letter), 17(4), 14-18.

<http://www.frbsf.org/publications/community/investments/0602/place.pdf>

Chung, Connie (2002). Using Public Schools as Community-Development Tools."

[http://www.jchs.harvard.edu/publications/communitydevelopment/W02-9\\_Chung.pdf](http://www.jchs.harvard.edu/publications/communitydevelopment/W02-9_Chung.pdf)

Robinson, Lisa (2005). Market Creek Plaza: Toward Resident Ownership of Neighborhood Change. Oakland, CA: PolicyLink.

<http://www.policylink.org/pdfs/MarketCreekPlaza.pdf>

## **Mid-term presentation**

Week 8: November 10, 2011 \*

Assignment 3, group preliminary strategic action plan (30%)

**Housing and work**

Week 9: November 17, 2011

City of Toronto. 2003. *Toronto Urban Design Guidelines: Infill Townhouses*. Toronto: Urban Development Services.

<http://www.toronto.ca/planning/pdf/townhouseguideline.pdf>

November 24, 2011

Thanksgiving Day

**Final presentation**

Week 10: December 1, 2011

Assignment 4, group strategic action plan and report (40%)

Submit final report on December 8, 2011