

DEPARTMENT OF URBAN & REGIONAL PLANNING  
University of Wisconsin-Madison

**Professor**

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Office Hours: Wednesdays, 2:00–3:30 pm, and by appointment (arrange by email)

**Class Time & Place**

Wednesday, 4:00-6:30 p.m., 208 Music Hall

**Overview**

The built environment changes incrementally through a multitude of land use decisions. Transportation policies, real estate development, and changing residential preferences are just some of the factors that influence the form and function of the built environment. Managing this growth and redevelopment is a basic function of government's powers to protect public health, safety, and welfare.

This course focuses on site-scale plan-making and site and development plan review. Questions that will be revisited throughout the semester include: *What are the guiding principles of good site planning? How can site planners increase community sustainability and livability? How can public sector planners enhance the quality of site planning and design?*

**Audience**

This course is intended for three audiences: graduate students in the urban and regional planning Master's program, graduate students in allied professional programs, and advanced undergraduates interested in careers in planning, real estate development, or related fields. A design background is not required.

**Learning Goals**

This course is designed to help students better understand the multi-phased site planning process and best practices in site planning and design. Course assignments are selected to develop skills in: 1) evaluating the design quality of proposed and built land development projects, 2) reviewing site plans for consistency with applicable codes, ordinances, and standards, and 3) professional communication (i.e., written, graphic, oral presentations).

**Assigned Projects**

The final course grade is based on the completion of six assignments:

- **Precedent Study: Design Guidelines** – Graphic and written synopsis of a set of design guidelines for buildings, streetscapes, plazas, neighborhoods, or districts in the United States or beyond.
- **Digital Sketchbook** – Graphic and written inventory and analysis of site planning and design in existing built environments (e.g., horizontal and vertical spatial relationships on- and off-site, combinations of construction materials).

- **Site Selection and Programming** – Development of a project program and site selection criteria, evaluation of potential sites, and the selection and justification of an optimal site for the program.
- **Zoning “Building Envelope” Study** – Graphic analysis (with Google *Sketchup*) of setbacks, height limits, and other regulatory constraints on building construction within a selected land use zoning classification.
- **Site Plan Review** – Graphic and written review of a land development proposal within the Madison metropolitan area.

<i>Assignment</i>	<i>% of Final Grade</i>	<i>Week Assigned</i>	<i>Week Due</i>
Precedent Study – Design Guidelines	20	1	5
Digital Sketchbook	40	6	17
Site Selection and Programming	20	7	10
Zoning “Building Envelope” Study	10	11	13
Site Plan Review	10	13	15

### Assigned Reading

The following recommended text is available (new and used) from Amazon.com and from University Bookstore and other local bookstores:

LaGro, J.A., Jr. 2008. *Site Analysis: A Contextual Approach to Sustainable Land Planning and Site Design*. Wiley & Sons, Hoboken, N.J.

Additional reading materials will be posted on the URPL 601 website.

### Course Website

Lectures (Powerpoint), assignments, and supplementary readings are available on the URPL 601 website (accessible at <https://learnuw.wisc.edu/>).

### Schedule

Week	Date	Topic	Reading	Activities
1	1/19	Introductions; Course Overview;  Site Planning Process	LaGro – Preface (ix-xi); Shaping the Built Environment (3-21)  Hinshaw – Developing Design Guidelines (19-33)	Skills & Interests Survey  <b>Precedent Study: Design Guidelines assigned (due Feb 16)</b>
2	1/26	Sustainability, Livability & Smart Growth	Calthorpe and Fulton - Communities of Place (31-40)  ICLEI - Star Community Index: Goals & Guiding Principles (1-21)  Kates et al. – What is sustainable development? (8-21)  Young – The Greening of Chicago (1051-1068)	Mayor’s Institute on City Design (video)
3	2/2	Ecosystem Services; Green Infrastructure	ASLA – The Case for Sustainable Landscapes (1-54)	Class presentations: Design Guidelines precedent studies

			EPA et al. – Green Infrastructure Action Strategy (1-38)	
4	2/9	Circulation Systems	Leinberger – Walkable Urban Places in the top 30 U.S. Metro Areas (14 pp.) Palmdale Transit Village Specific Plan: Circulation Element (1-18)	Class presentations: Design Guidelines precedent studies
5	2/16	Buildings / Measuring Density	Forsyth - Measuring Density (8 pp.) National Mainstreet Center – Keeping up Appearances / The Main Street Architectural Tradition (17 pp.) D.C. Planning - Attractive Architecture & Design (4 pp.)	Class presentations: Design Guidelines precedent studies <b>Design Guidelines precedent study due</b>
6	2/23	Site Selection / Project Programming	LaGro – Site Selection (43-75), Programming (77-98)	<b>Digital “Sketchbook” assigned (due May 9)</b>  <i>Software Training – Adobe InDesign (URPL lab)</i>
7	3/2	Site Inventory (Biophysical Attributes)	LaGro – Site Inventory: Physical & Biological Attributes (101-138) Randolph - Stormwater Management and Stream Restoration (434-461) Olshansky - Planning for Hillside Development (1-19) Northern Kentucky Area Planning Commission (Precedents - Hillside Regulation)	<b>Site Selection &amp; Programming assigned (due Mar 23)</b>
8	3/9	Site Inventory (Cultural & Legal Attributes)	LaGro – Site Inventory: Cultural Attributes (139-168) Sanford and Farley – Cultural Resources (179-187) Sizemore – Innovations in Local Zoning Regulations (4 pp.) Ben-Joseph. 2005. On Standards (1-14)	<i>Software Training – Google Sketchup (URPL lab)</i>
9	3/16	<b>SPRING BREAK</b>		
10	3/23	Site Analysis / Conceptual Design	LaGro – Site Analysis (169-206); Conceptual Design (209-249) MAPC – Low-Impact Site Design (4 pp.) SEWRPC – Principles of Good Design (45-72); UConn Coop Extension – Conservation Subdivisions (4 pp.)	<b>Site Selection &amp; Programming due</b>
11	3/30	Design Development / Construction Documentation	LaGro – Design Development (251-293); Project Implementation (305-328) Wyckoff - Techniques for Getting Better Site Design (32-39); Fencing,	<b>Zoning Analysis assigned (due Apr 13)</b>

			Screening, Buffering, Landscaping (53-59) Strom et al. – Grading Plan Graphics (77-80)	
12	4/6	Post-Occupancy Evaluation / Site Plan & Development Review	APA – Legal Issues with Site Plan Review (2 pp.) Sanford and Farley – Review of Site and Development Plans (3-14) Wyckoff – Procedural Issues (7-18); Site Plan Review (60-80) Pollock – The Red Penciler’s Guide to Site Plan Review (22-25)	<i>Walking Tour (East campus)</i>
13	4/13	Site Plan & Development Review	Sanford and Farley – Traffic (127-146); Municipal services (147-160); Aesthetics (161-177)  Cooper Marcus and Francis – Post-Occupancy Evaluation (345-356)  City of Madison – Standards for Review of Development Proposals (1-11)  Arlington, VA – Site Plan Review (2 pp.)	<i>Guest Speakers: Tim Parks &amp; Matt Tucker (City of Madison, Dept. of Planning &amp; Community &amp; Economic Development)</i>  <b>Zoning Analysis due Site Plan Review assigned (due April 27)</b>
14	4/20	Site Plan & Development Review	Karol & Brunner – Tools for Measuring Progress towards Sustainable Neighborhood Environments (612-627)  ASLA – Sustainable Sites Initiative: Guidelines & Performance Benchmarks (skim - 233 pp.)	<i>Field Trip (Hilldale Mall, Midvale Commons)</i>
15	4/27	Synthesis: Evaluating the Design of the Built Environment		<b>Site Plan Review due</b>  Class presentations: Digital Sketchbooks
16	5/4	Synthesis: Evaluating the Design of the Built Environment		Class presentations: Digital Sketchbooks
	5/9			<b>Digital Sketchbook due</b>