



LOWER SCHUYLKILL SMART BY DESIGN



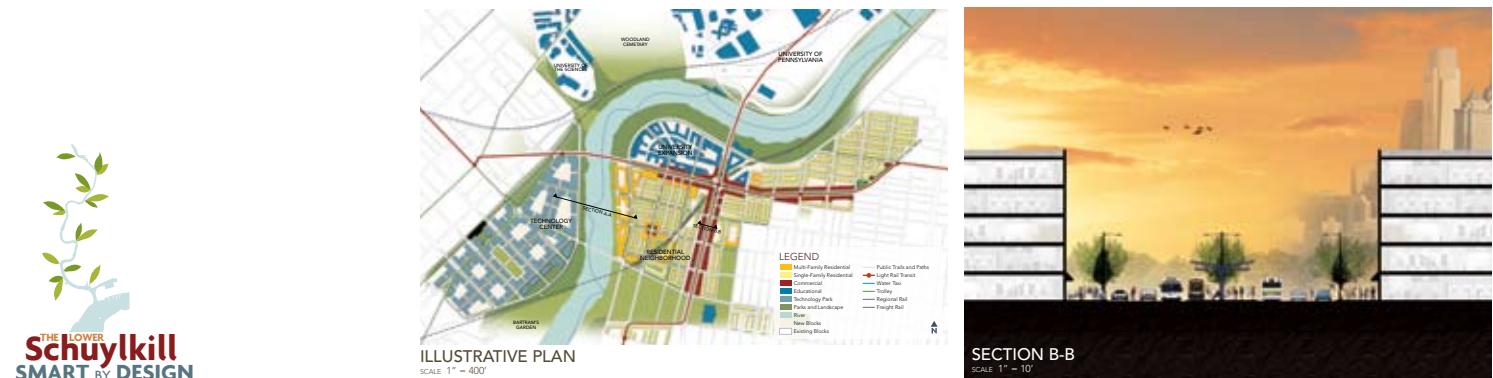
year 2009

location Philadelphia, Pennsylvania

purpose Studio project

Redevelopment along Philadelphia's "hidden river" is focused on retaining Philadelphia's brain capital: graduates of its stellar educational institutions, who have been leaving the city for work elsewhere. At the Grays Ferry site, which has been so cut off from the rest of the city by poor infrastructure decisions that it has been nicknamed the Forgotten Bottom, renewal is catalyzed by university expansion, highway removal, freight line reconfiguration, and the development of a technology campus.

URBAN DESIGN THE LOWER SCHUYLKILL: SMART BY DESIGN



LA MODA FRESCA



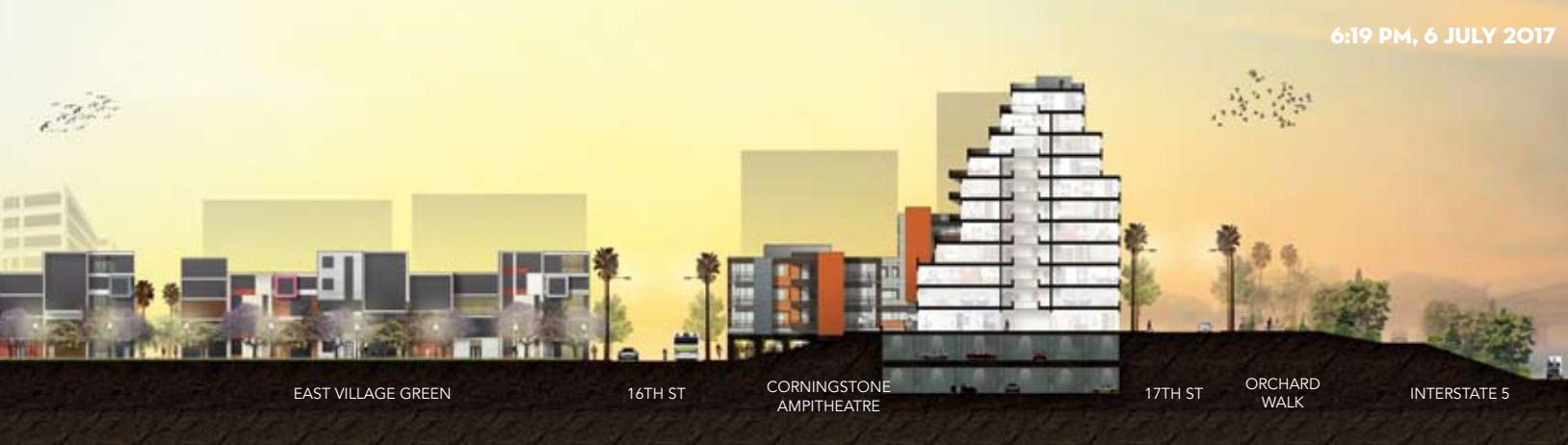
year 2010

location East Village District, San Diego, California

purpose ULI/Gerald D. Hines Student Urban Design Competition finalist entry

The East Village of San Diego is a declining warehouse district with new redevelopment opportunities but challenged with active fault lines. "La Moda Fresca" transforms the site into a vision of fresh food and fresh ideas. The centerpiece is "Eat Street," a pedestrian promenade of restaurants and street food that is a flexible, multi-function space celebrating food culture. It integrates local artist colonies, a growing student population, a community garden, and introduces an innovative food waste recycling program. Working in an interdisciplinary team of five graduate students, this proposal was selected as one of four finalists in this industry-wide recognized competition.

URBAN DESIGN LA MODA FRESCA



CENTRAL FLORIDA STUDIO



year 2010

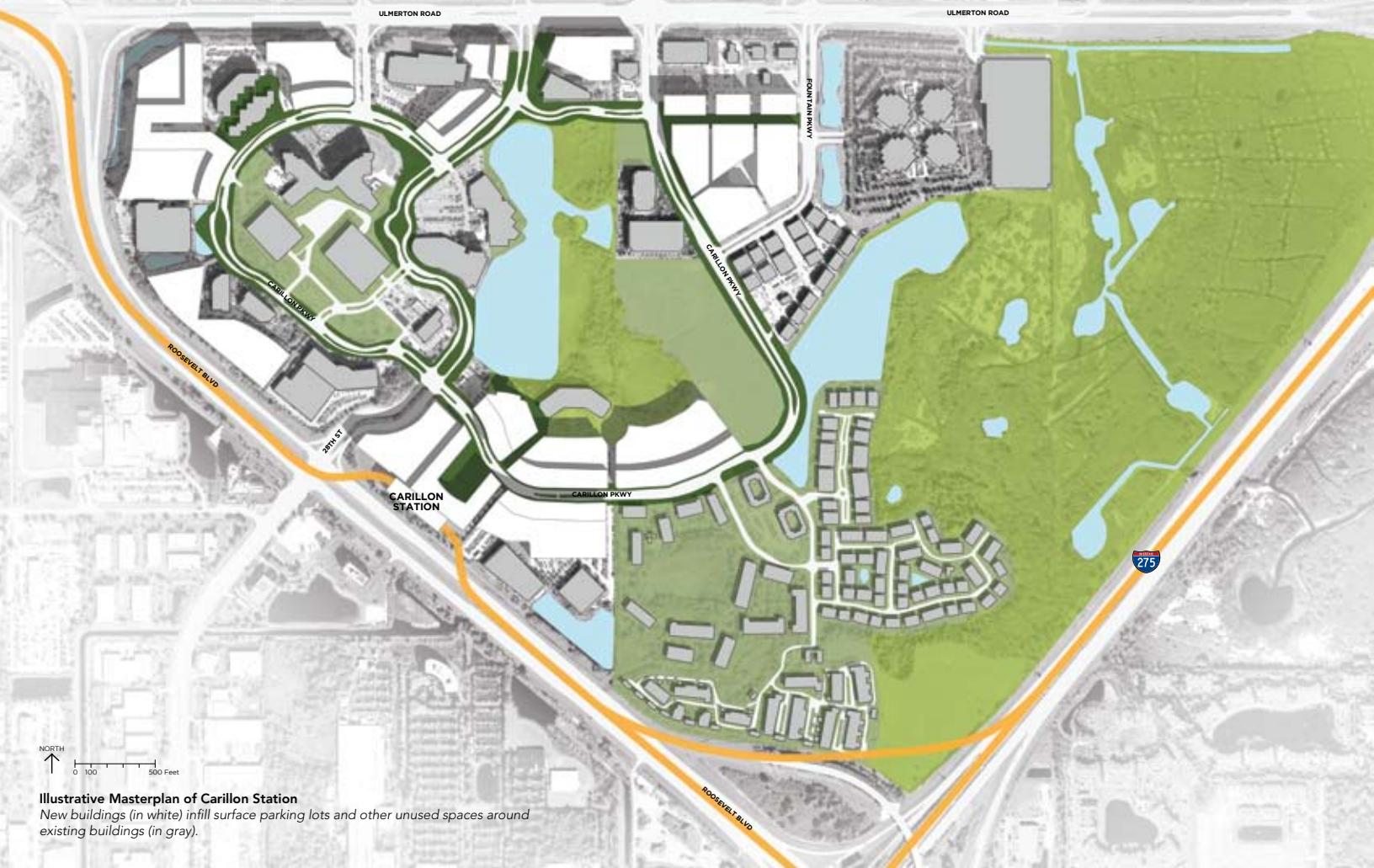
location Central Florida Super Region

purpose Studio project

The thirteen counties of Central Florida have come together to work as a super-region.

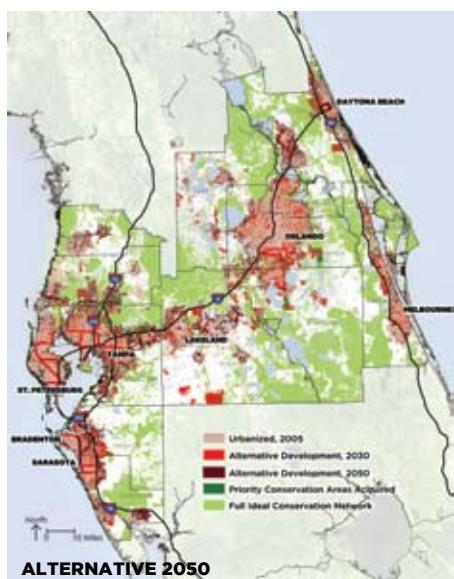
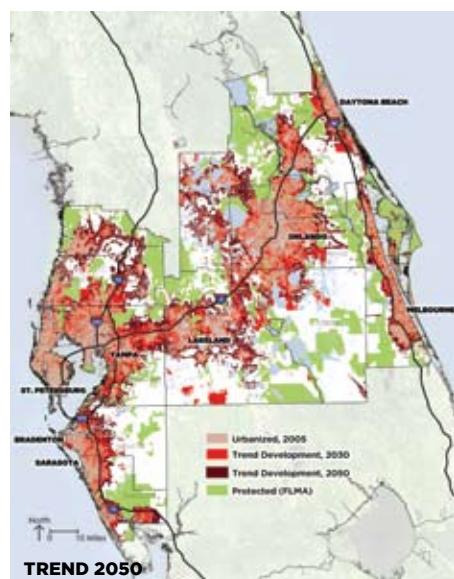
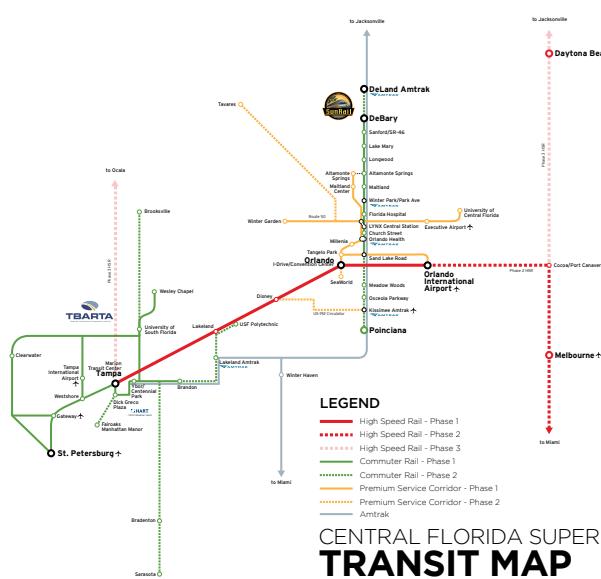
With the momentum toward investment in high-speed rail linking the metropolitan centers of Tampa and Orlando, the region is looking for ideas that can help catalyze economic development and global competitiveness while looking toward transit-oriented development and environmental conservation over the next forty years.

URBAN DESIGN CENTRAL FLORIDA: CONNECTING FOR GLOBAL COMPETITIVENESS



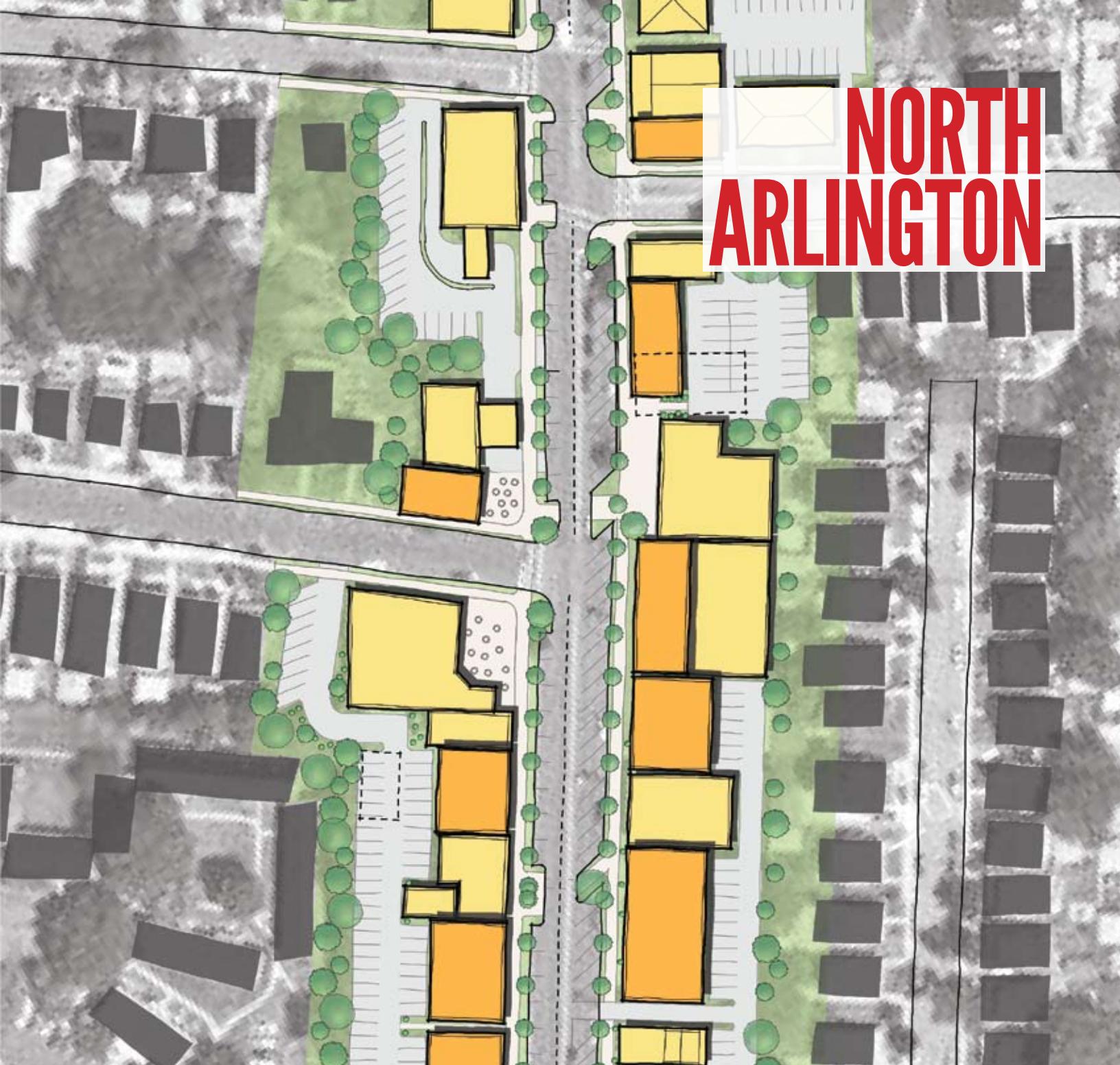
Illustrative Masterplan of Carillon Station

New buildings (in white) infill surface parking lots and other unused spaces around existing buildings (in gray).



The first stage of the project was a GIS-based analysis of a trend development scenario to 2050, in comparison to an alternative scenario based on smart growth and transit-oriented development principles in conjunction with an ideal environmental conservation network. The studio posited an interconnected transit network (left) and focused on design and development opportunities at key locations in Central Florida, including the Carillon development in St. Petersburg (above) and Daytona Beach (reverse).





NORTH ARLINGTON

year 2009

location North Arlington, New Jersey

Redevelopment proposal utilizing form-based strategies for infilling a suburb of the New York City metropolitan area, to improve the urban fabric and allow for smart economic growth. These maps show the existing buildings and parking and how streets can be improved by removing, replacing and reconfiguring parking lots, adding streetscaping and sidewalks, and by building up to the front setback lines.

Infill development is a process occurring over time. At left are maps showing existing conditions in the city of North Arlington, NJ. At right are maps showing the initial phase of a redevelopment process that follows a proposed form-based code and other related implementation strategies. A full build-out of the Ridge Road commercial corridor is shown on the reverse side of this page.



PEET'S COFFEE & TEA



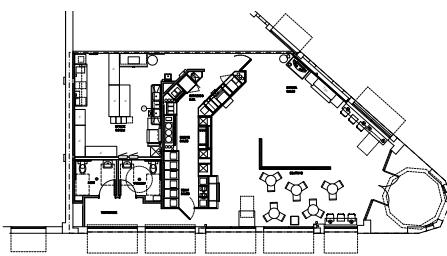
project Peet's Prototype

year 2006

location Emeryville, California

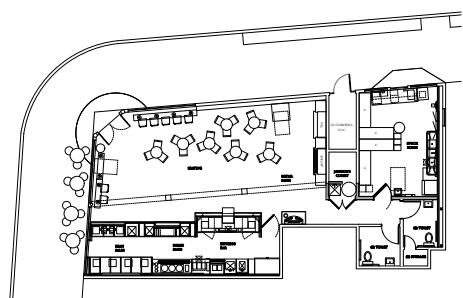
role Drafting, construction administration

In a push to differentiate itself from its competition, Peet's wanted to create a brand new "prototype" store designed to focus on its bean sales. After many design iterations, the final result was this open marketplace-like atmosphere where baristas at free-standing counters were on hand to take questions and encourage bean tasting.



location Redwood City, CA
year 2005

Redwood City, on the peninsula of the San Francisco Bay Area, has seen much urban development in its commercial core over the past decade. The city has adopted codes emphasizing walkability and the human scale, and its design review board worked closely with Peet's to renovate an old, 1940s-era warehouse.



location Berkeley, CA / Telegraph Ave
year 2006

In 1966 Alfred Peet opened his first store in Berkeley, California, and forty years later it has become one of most beloved coffee brands on the West Coast. Despite its reputation, the sixth store to open in its original hometown met with resistance from city planners. Yet, with stores struggling to stay open on Telegraph Avenue, we worked alongside supporters in the community to convince the city that Peet's was needed to bring shoppers back to this iconic Berkeley street.



Full Project List

- Albertson's Kiosk, San Diego, CA (2007)
- Andale Kiosk, Oakland Airport, CA (2007)
- Berkeley, CA / Telegraph Ave (2006)
- Chino Hills, CA (2008)
- Concord, CA / Clayton (2005)
- Corte Madera, CA (2006)
- Cotati, CA (2008, proposed)
- Danville (2007, remodel)
- Denver Airport, CO (2006, unbuilt)
- Emeryville, CA (2005)
- Granite Bay, CA (2006)
- Lake Forest, CA (2006)
- Los Angeles, CA / Larchmont Blvd (2005)
- Mill Valley, CA (2007)
- Oakland, CA / Dimond District (2007)
- Palo Alto, CA / Town & Country (2008, remodel)
- Pinole Valley, CA (2008)
- Raley's Kiosks (2006)
- Redwood City, CA (2005)
- Safeway Kiosk (2006)
- San Luis Obispo, CA (2007)
- Stockton, CA (2008)
- Sunnyvale, CA (2006)
- UC Berkeley / The Den Kiosk (2005)

DEAL HOUSE

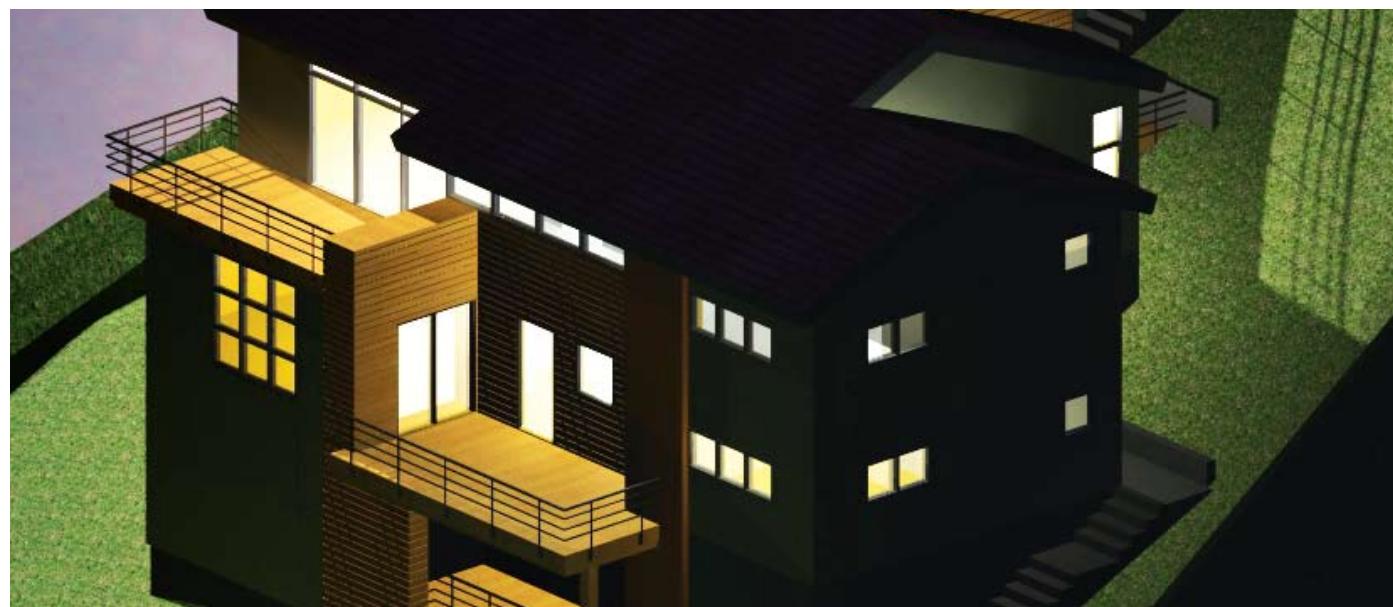
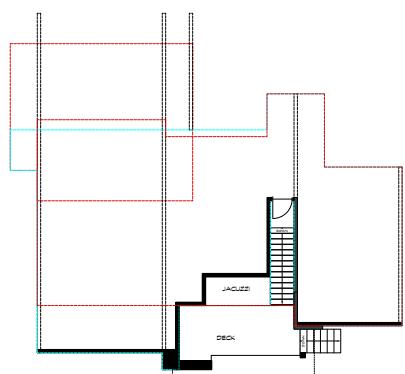
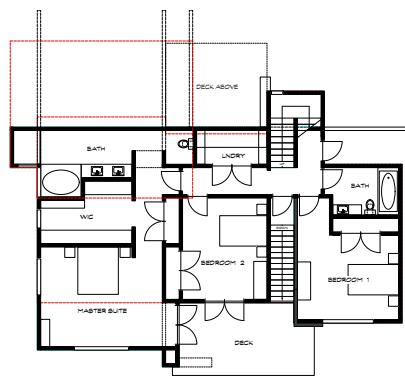
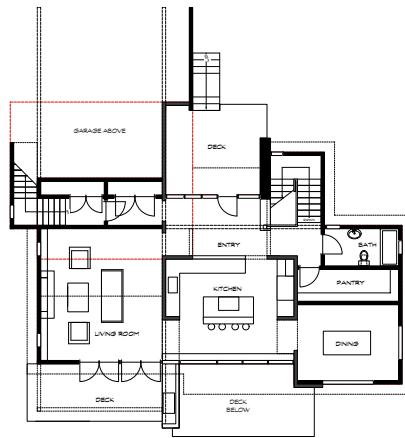


year 2006-2007

location Fairfax, California

role Drafting, planning review preparation, 3-D modeling

Designed with Marin County's stringent green building guidelines in mind, this new single-family home also integrates innovative techniques to address the lot's challenging steep slope. The house disturbs the landscape as little as possible by limiting unnecessary cutting into the hill and avoids felling healthy trees.



TANDOORI OVEN



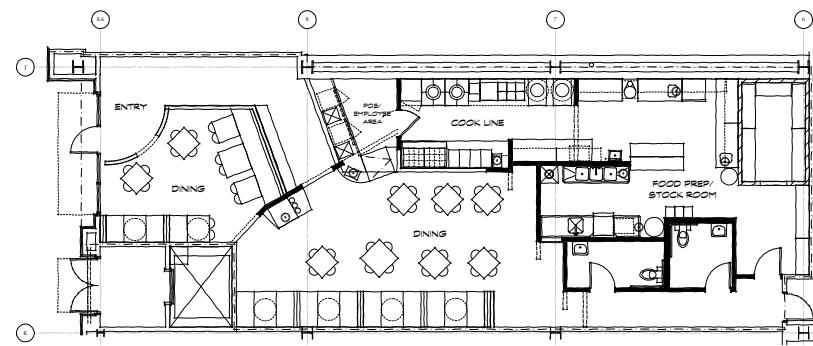
year 2006

location Redwood City, California

role Schematic design, drafting

Design concept and branding for a restaurant that is expanding to new locations in the Bay Area.

ARCHITECTURE TANDOORI OVEN





CACIQUE GARDENS

year 2009

location Kingston, Jamaica

purpose Class assignment

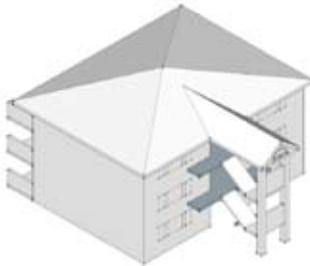
Cacique Gardens is a new, hypothetical 200-acre mixed-use development. Working with a partner, we developed a pattern book for housing, retail and street typologies that would fit into its regional context.

CACIQUE GARDENS

KINGSTON, JAMAICA

PATTERN BOOK

APARTMENT TYPOLOGY



DESCRIPTION

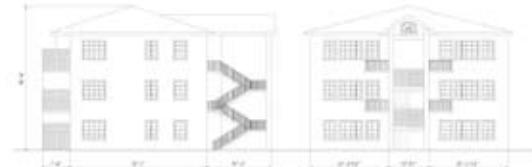
Structures in Kingston are typically less than three or four stories in height, except for a very limited handful of high-rise office buildings, hotels, and apartment buildings, especially at the waterfront. In keeping with the usually lower scale of development, apartment buildings in Cacique Gardens should generally keep to a two- to three-story maximum height.

As with other home types, the tropical climate of Jamaica is ideal for exterior circulation and connections with the outdoors. Therefore, apartments should be arranged so that each unit has at least front and back views and accessibility.

DETAILS

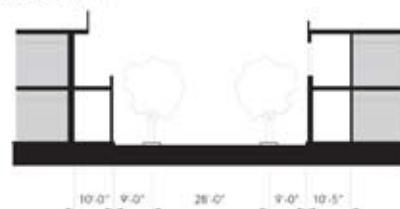
UNIT AREA (TYP)	1,000 sq ft
TOTAL NUMBER OF UNITS	280 units
PARCEL DIMENSIONS (TYP)	230 ft x 200 ft
PARCEL AREA (TYP)	46,000 sq ft (1.06 acres)
UNITS PER PARCEL (TYP)	20 units
FRONT SETBACK	40 ft
SIDE SETBACKS	8 ft
REAR SETBACK	40 ft
LOT COVERAGE	30%
FLOOR-AREA RATIO	0.7
MAX # OF STORIES	3 stories
PARKING REQUIREMENTS	1 parking space per unit
BUILDING MATERIALS	Concrete and stucco
BUILDING COLORS	Gold, white

TYPICAL ELEVATIONS



MAIN STREET PLAZA TYPOLOGY

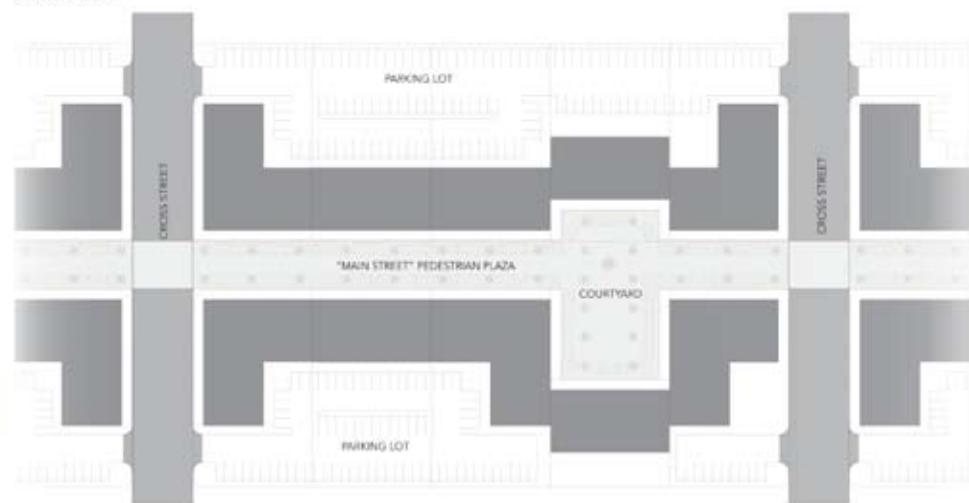
SECTION VIEW



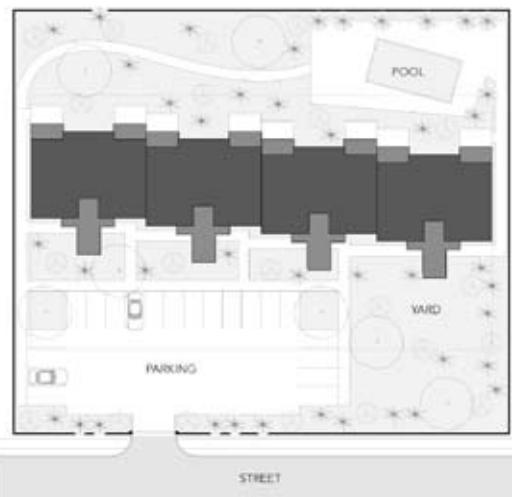
TYPICAL FAÇADE ELEVATIONS



PLAN VIEW



TYPICAL PARCEL PLAN



TYPICAL FLOOR PLAN



Two units shown. Ground floor units do not have balconies.

PANORAMA

VOLUME XVII: THE FULCRUM OF CHANGE

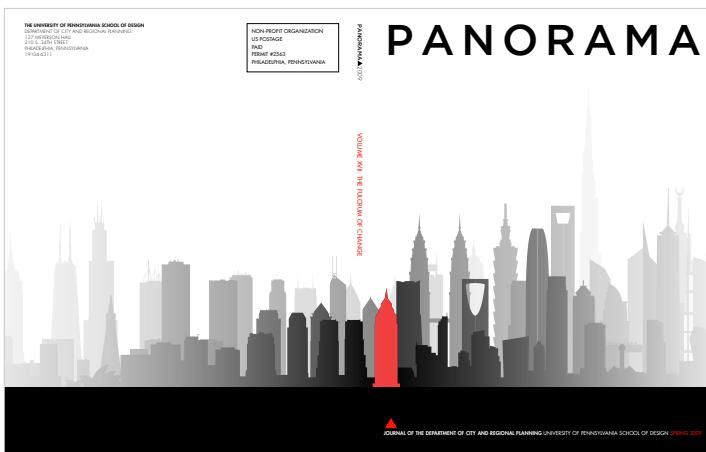


JOURNAL OF THE DEPARTMENT OF CITY AND REGIONAL PLANNING UNIVERSITY OF PENNSYLVANIA SCHOOL OF DESIGN SPRING 2009

years 2009-2010

role Associate design editor (2009), Design editor (2010)

Panorama is the journal for the University of Pennsylvania's Department of City and Regional Planning, published once a year to showcase the best in student research and studio work. For the first time in *Panorama*'s history, in 2009 the department increased the journal's staff to two to six editors, dramatically increasing the quality of the publication. In 2010, the bar for quality was once again raised for excellence in both writing and design.



(above)
Covers in 2009 and 2010, respectively.

04	In Defense of Manufacturing A New Model for the Future of Manufacturing in Post-Industrial Cities Jeffrey P. Katz
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56	Getting them on Board Marketing tips for attracting New Riders Environmental Awareness David Liptak
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10	Why Food Systems Planning is a Fad That Shouldn't Stick with Agriculture Beth McMillen
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37	Urban Capitalist Development Liberation or Conquest? Michael Lee

GETTING THEM ON BOARD

MARKETING TOOLS FOR ATTRACTING NEW RIDERS IN AN AGE OF INCREASED ENVIRONMENTAL AWARENESS

by MEG MERRITT

Most may think Americans are increasingly aware that their driving choices impact the environment. Taking public transportation is one of the most significant ways of "going green," yet still most Americans use their private automobile above all other modes. One tactic of enticing this burgeoning group of potential transit users to switch to take transit is to use marketing. Of course, marketing alone cannot overcome major barriers to increased public transportation use among Americans. These barriers include income inequality, lack of accessible public transportation, and many built environments, all of which are well-documented in transportation research. However, where a viable transit option exists marketing can help attract an emerging market of transit users who are more open to new experiences, and it can help to dispel their misconceptions and prejudices of transit. This paper explores some successful efforts to attract this group, reviews examples as explored and offers recommendations for marketing as described.

56 PANORAMA 2010

57

WHITHER CAPITALIST DEVELOPMENT?

LIBERATION OR CONQUEST?

Most may think Americans are increasingly aware that their driving choices impact the environment. Taking public transportation is one of the most significant ways of "going green," yet still most Americans use their private automobile above all other modes. One tactic of enticing this burgeoning group of potential transit users to switch to take transit is to use marketing. Of course, marketing alone cannot overcome major barriers to increased public transportation use among Americans. These barriers include income inequality, lack of accessible public transportation, and many built environments, all of which are well-documented in transportation research. However, where a viable transit option exists marketing can help attract an emerging market of transit users who are more open to new experiences, and it can help to dispel their misconceptions and prejudices of transit. This paper explores some successful efforts to attract this group, reviews examples as explored and offers recommendations for marketing as described.

WHY FOOD SYSTEMS PLANNING IS A FAD (that should exist)

Food systems planning is a relatively new field of study and practice that is rapidly growing. It is the first discipline to address the complex issues of food systems from a systems perspective. It is a field that is changing rapidly, and it is important to understand the basic concepts of food systems planning in order to effectively plan for the future.

BETH MCMILLEN
Associate Professor of City and Regional Planning
University of Pennsylvania School of Design

FEATURED PROJECTS: THE URBAN REALM STUDIO

LOWER SCHUYLKILL RIVER, PHILADELPHIA

DIG PHILLY Urban Biology **OPEN GEMINATE** **DIG PHILLY** Urban Biology

The DRSU Philly website provides a comprehensive overview of the Lower Schuylkill River area, including information on the local ecology, the river's history, and its role in the region. The website also features a map of the river, a timeline of its development, and a section on the river's future. The website also includes a section on the river's ecology, including information on the river's fish population, water quality, and habitat.

SMART BY DESIGN Christopher Bokoch, Sean Noland, Yang Wei, Liwei Meng, Daniel Tsigas, Xiangyu Zhang

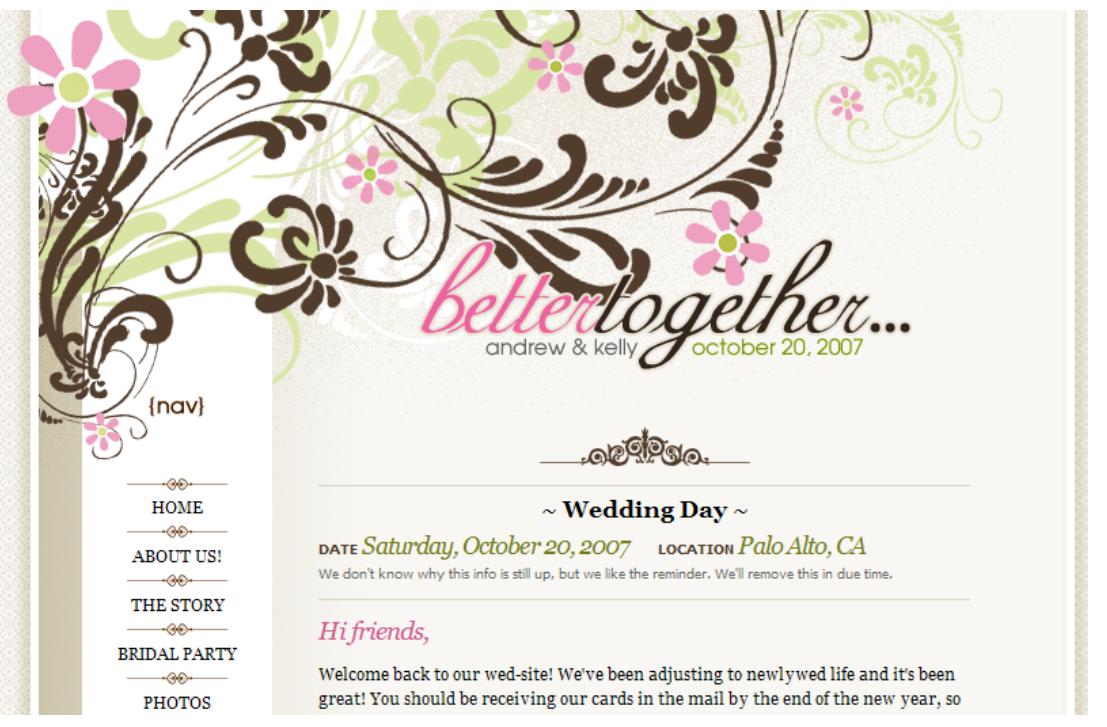
The Smart by Design project aims to create a sustainable urban environment in the Lower Schuylkill River area. The project will focus on the development of a green infrastructure system that will help to reduce flooding, improve water quality, and provide opportunities for recreation and education. The project will also work to promote the use of renewable energy sources, such as solar power, and encourage the use of electric vehicles.

Schuylkill SMART by DESIGN Schuykill River Greenway, Philadelphia, PA

The Schuykill SMART by DESIGN project is a comprehensive plan for the development of the Schuykill River area. The project will focus on the creation of a sustainable urban environment, including the development of a green infrastructure system, the promotion of renewable energy sources, and the encouragement of electric vehicle use. The project will also work to promote the use of electric vehicles.

(right)
The center spread allowed us to showcase students' studio work in full color.

WEB DESIGN



The website features a decorative header with pink and green floral patterns. The main title "better together..." is written in a stylized font, with "better" in pink and "together" in black, followed by the date "october 20, 2007" in green. A navigation menu on the left includes links for HOME, ABOUT US!, THE STORY, BRIDAL PARTY, and PHOTOS. A section titled "Wedding Day" provides the date (Saturday, October 20, 2007) and location (Palo Alto, CA). A message from the bride reads: "Hi friends, Welcome back to our wed-site! We've been adjusting to newlywed life and it's been great! You should be receiving our cards in the mail by the end of the new year, so we don't know why this info is still up, but we like the reminder. We'll remove this in due time."

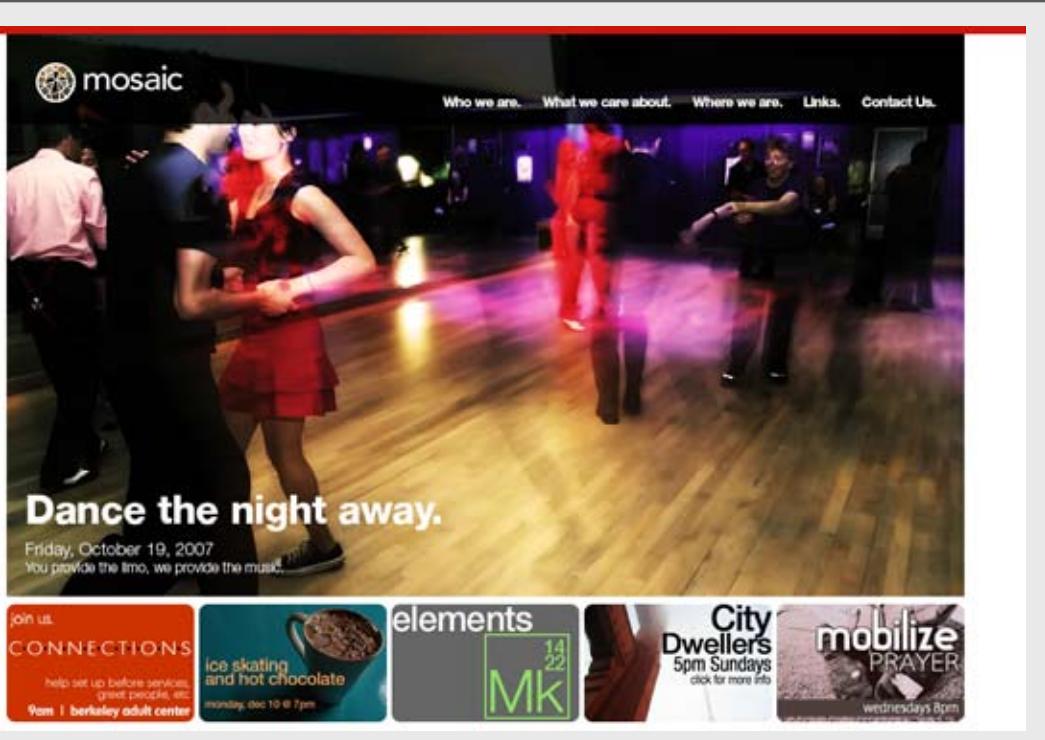
ANDREW AND KELLY BETTER TOGETHER

year 2007

location <http://chocolatemango.com/>

role Graphic design, programming

Wedding site for a friend. Given a general color scheme and reference images of the desired style, we came up with this modern take on a traditional idea. The bride loved the design so much, it was adopted for the invitations, programs, and even the slideshow during the ceremony.



The website features a large image of people dancing on a wooden floor. The logo "mosaic" is in the top left corner. A navigation bar at the top includes links for Who we are, What we care about, Where we are, Links, and Contact Us. A main headline says "Dance the night away." Below it, text reads "Friday, October 19, 2007 You provide the limo, we provide the music." At the bottom, there are several promotional boxes: "join us. CONNECTIONS help set up before services, greet people, etc. 9am | berkeley adult center"; "elements ice skating and hot chocolate monday, dec 10 @ 7pm"; "Mk 14 22 City Dwellers 5pm Sundays click for more info"; and "mobilize PRAYER wednesdays 8pm".

SFBAY MOSAIC

year 2007-2008

location <http://sfbay.mosaic.org/>

role Graphic design

Church website, designed to reflect the creative nature of its community and developed by its own members.

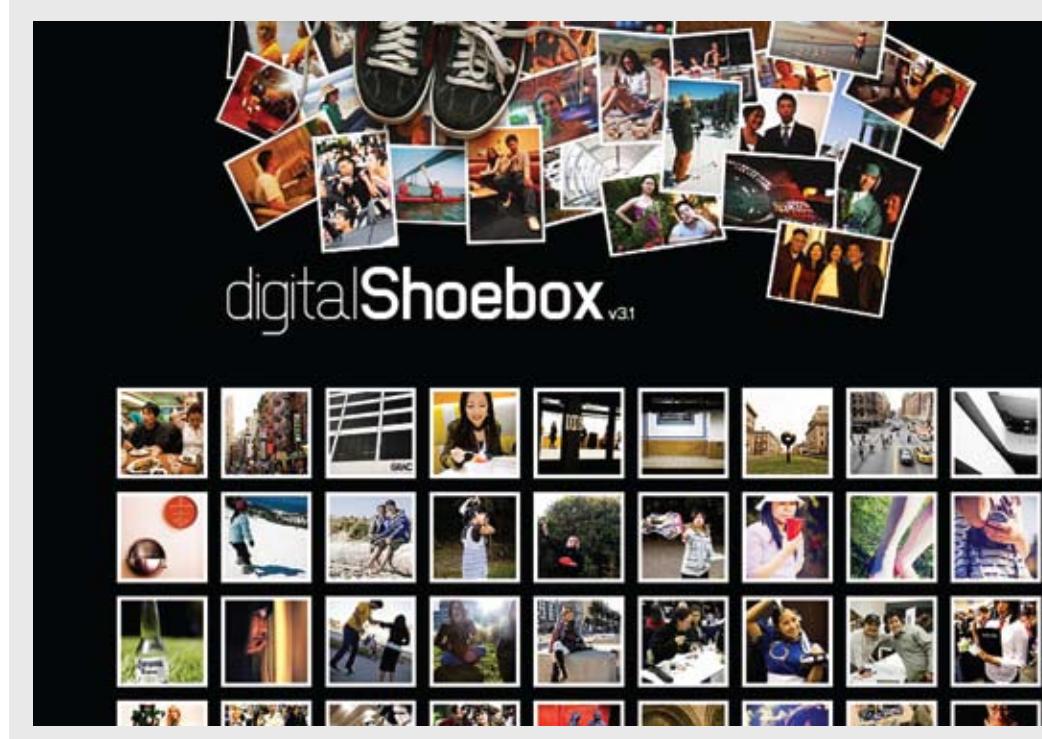
THE DIGITAL SHOEBOX

year 2006-2008

location <http://corvalis.net/photos>

role Graphic design, programming

Photography portfolio website.



THE ADDRESS BOOK

year 2002-2007

location <http://corvalis.net/address/>

role Design, programming

A web-based personal address book application written in PHP and MySQL. Accessible anywhere with an Internet connection, and flexible enough to add any kind of data to any of your contacts. Released as open source for additional community development.

The Address Book

welcome to the Address Book!
You are currently logged in as lou.
Not lou? [Log out here.](#)

go to



Upcoming Birthdays (Next 50 Days)

Alice Lin	October 15, 1982	21 yrs
John Tang	October 20, 1985	18 yrs
Martin Baker	October 26, 1982	21 yrs
Brian Foo	October 29, 1980	23 yrs
Vivian Lau	October 30, 1982	21 yrs
Daniel Tong	November 1, 1983	20 yrs
Lisa Gao	November 5, 1981	22 yrs
Phoebe Chuason	November 10, 1982	21 yrs
Jonathan Fong	November 13, 1980	23 yrs
Tov Fisher-Kirchner	November 21, 1982	21 yrs
David Liao	November 25, 1982	21 yrs
Scott Eng	November 28, 1981	22 yrs
Jesse Woo	November 28, 1982	21 yrs

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

All Entries	select group	(all entries)
A		
B		
Abuda, Henry	(510) 489-7135	33189 Great Salt Lake Ave Fremont, CA 94535 agathos3@hotmail.com
Alvarado, David		Joyce Ave. Fremont, CA 94539 epoch50800@aol.com
Aquino, Patrick	(510) 445-0811	pnutz2000@hotmail.com
C		
Canova, Ariana	(510) 666-1057	acanova@uclink.berkeley.edu
Caraballo, Adam	(510) 651-0507	
Carini, Lauren	(510) 540-0178	panlaur@hotmail.com
Chang, Kay	(510) 664-1410	kchang@uclink.berkeley.edu
Chang, Susan	(510) 548-2123	schang26@uclink.berkeley.edu
Chen, Li-Li	(510) 548-2123	soozygipe@yahoo.com

PORTRAIT PHOTOGRAPHY



project Phoebe Photo Shoot

year 2007

location Oakland, California

PHOTOGRAPHY PORTRAITS



WEDDING PHOTOGRAPHY



project Andrew and Kelly Wedding

year 2007

location Palo Alto, California

