

Columbia University GSAPP

PLA4340 Urban Design Workshop for Planners

Spring 2013: Thursdays 9:00 AM - 12:00 PM, Room 200 Buell Hall

Instructor: Adj. Asst. Professor Justin G. Moore, AICP, LEED AP

SYNOPSIS

This course is an introduction to urban design through weekly discussions and design workshops. The discussions focus on the history, theory, and analysis of urban forms, spaces, landscapes, and systems through presentations and case studies. The workshops develop a project-based exchange and application of the interdisciplinary ideas and techniques – from art and architecture to landscape architecture and environmental engineering – that designers use in developing projects in the urban context. This work will use a site in New York City as a context for exploring the complex interactions between users, program, buildings, public spaces, infrastructure, and environmental systems in the definition and performance of urban spaces and landscapes.

STRUCTURE

Meeting Times:

The course is scheduled from 9:00 AM to 12:00 PM on Thursdays. This extended class time is to allow for ample time for important project reviews and several discussion sessions that will occur throughout the semester. The class time will be divided between discussion and workshop sessions. This structure of the course is more analogous to a studio than a lecture with longer class time needed for individual project feedback and presentations. Consequently, the course enrollment will be limited to 15 students; second year planning students will be given priority for the course. In addition, three tutorial sessions for basic 3D modeling will occur outside of regular class time in February (exact dates/times TBD). These tutorials are required for all students in the course except those that demonstrate facility with 3D modeling and other graphics programs.

Consultants:

Urban design is an inherently collaborative discipline; complex projects often require consultation from experts with a range of backgrounds, interests, and experience. The UD Workshop will be supplemented by a number of consultant collaborators, all designers who have worked in an urban planning context with a range of expertise and processes from metropolitan-scale planning to site and project-specific detailed design, construction and implementation. In addition, students who would like to learn general 3D modeling and representation skills (using SketchUp) will be able to do so in scheduled tutorial sessions outside of the regular class time.

SITES

The design workshop will generally focus on the Concourse and Civic Center (Bronx Community District 4) redevelopment area in the South Bronx. Potential investments by public, private, and institutional entities create a rich context to evaluate several aspects of urban design, from streetscapes and public open space, to community, commercial, and housing development, to environmental and infrastructure issues. All students will study the entire Concourse/Civic Center/Yankee Stadium area but each student/group will work on a specific project site for their final project.

SCHEDULE

D = Discussion

W= Workshop

T = Tutorial, TBC

January 23: Introduction

*D: Introductory discussion – site/context, program, systems, scale, practice, etc. of urban design
'South Bronx' Presentation – overview of site history and physical context and recent efforts
Case Studies + Site Analysis Assigned**

**Students are to email me their case study selections at jgm35@columbia.edu by Monday, February 3rd.*

January 30: Urban Sites

W: Site Analysis – 10-layer diagram + 10 slide background of site systems, influences

February 6: Urban Issues

W: Touch base on case studies, Opportunities & Constraints – site analysis diagram(s) + montage image(s)

February 13: Urban Systems

D: Case Study Presentations: ‘National/International/Historical examples’

W: Programming Discussion – who, what, when, where, why, how

T (TBC): 3D Modeling in SketchUp Session 1: basic measuring/situating and modeling – layer controls, massing

February 20: Urban Design Interventions

D: Consultant Presentation or Site Visit – topic and location TBD

W: Intervention

- revised montage image(s) – addressing who, what, when, where, why, how
- site plan sketches

T (TBC): 3D Modeling in SketchUp Session 2: modeling functions – detailing and colors/materials

February 27: Urban Design Interventions

D: Consultant Presentation or Site Visit – topic and location TBD

W: Working session – intervention development

- 3D using SketchUp Massing at system/site scale
- site plan/section

T (TBC): 3D Modeling in SketchUp Session 3: lighting and cameras, output to Illustrator/Photoshop, photomontage

March 6: Urban Design Interventions

W: Working session – vision development

- 3D using SketchUp massing & detail at site scale
- Photomontage & narrative

March 13: Interim Project Review

D (10a-1p): Project Pitches (images + text read) + Project Review

March 20: Spring Recess NO CLASS**March 27: Urban Fabric**

D (10a-12p): Case Study Presentations: ‘New York City examples’

W (12-1p): Touch base on project vision refinement

April 3: Urban Design Development

D: Consultant Presentation or Site Visit – topic and location TBD

April 10: Urban Design Development

W: Massing at block scale + Detailing

April 17: Urban Design Development

W: Goals & Vision Resolution

April 24: Urban Design Development

W: Final Presentation Storyboard

May 1: Final Project Review

D (10a-1p): Project Pitches (images + text read) + Project Review

EVALUATION

Grades are based on a weighted average of the required course deliverables. Each student/group will be responsible for developing over the course of the term two projects: a case study and a design project. The urban design case study is a research and analysis of a selection of urban design projects that are presented to the class as a PowerPoint presentation and a 250-500 word handout. The design project is developed throughout the term as a cumulative series of exercises that progressively develop a design-scale urban intervention proposal. These assignments will be formally graded twice during the semester at the Interim and Final reviews, though regular informal project feedback will be given throughout the term. Attendance and active participation in class discussions is also considered in the final grade.

10% Class Participation/Attendance

10% Case Study: National/International/Historical Urban Design

- 10 minute PowerPoint Presentation – 10 slides
- One page text (refer to PowerPoint slides/images)

10% Case Study: New York Urban Design

- 10 minute PowerPoint Presentation – 10 slides
- One page text (refer to PowerPoint slides/images)

30% Interim Design Project: Urban Design System

- 10 minute PowerPoint Presentation – 20 slides max.
 - Up to 15 slides of project research/analysis
 - 5+ slides of design (same as 11x17 package)
- One page text (who, what, when, where, why, how) + montage image
- Multi-scalar Urban/Site Plan (8.5x11 color)

40% Final Design Project: Urban Design System + Block

- 10 minute PowerPoint Presentation – 20 slides max.
 - Up to 10 slides of project research/analysis
 - 10+ slides of design (same as 11x17 package)
- 10-page drawing package (11x17 color)
 - Urban Plan
 - Programming/Timeframe Diagrams
 - Site Plan at Grade
 - Project Section + Elevation
 - Urban Form Study
 - Space Study
 - Detail Study
 - Experience Study
 - 3D Bird's Eye View (Money Shot 1)
 - 3D Pedestrian View (Money Shot 2)
- *revised* one page text (who, what, when, where, why, how) + montage image

CONTACT

Professor:

Justin G. Moore

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SITE REFERENCES LIST

Bronx CD 4 Profile (NYCDCP)

<http://www.nyc.gov/html/dcp/pdf/lucds/bx4profile.pdf>

Bronx 161st Street/River Avenue Rezoning (NYCDCP)

http://www.nyc.gov/html/dcp/html/161st_river/index.shtml

Bronx Lower Concourse Rezoning (NYCDCP)

http://www.nyc.gov/html/dcp/html/lower_concourse/index.shtml

South Bronx Initiative (NYCEDC)

<http://www.nycedc.com/sites/default/files/filemanager/Projects/SouthBronxInitiative2008.pdf>

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CASE STUDY ASSIGNMENT

As a parallel investigation to your initial site/issue-based research, each student will explore two urban design case studies that add to the group's collective knowledge of urban design projects and issues. Each student can select their own case studies based on their individual interest and project focus. One case study will be located here in New York, the second can be from anywhere in the world (outside of New York). Be sure to select projects that you are able to get all of the required information and drawings to adequately present your case study. You must select your case studies by Monday, February 4th. For both cases, the selected project must be an urban project with a range of scales that can be investigated and discussed.

Example Case Studies:

Central Park

Rockefeller Center

World Trade Center (pre- and post- 9/11)

Battery Park City

Highline + West Chelsea

Park Avenue/GCT

Brownstone Neighborhood Typology

Modernist examples

New Urbanism examples

Sustainability examples

World historic examples: Sites in Rome, Tenochtitlan, Beijing, Paris, etc.

World contemporary examples: Sites in Chicago, Portland, Bogota, Copenhagen, Barcelona, Shanghai, etc.

The two case study presentations will consist of 10 pages/slides maximum* 8.5 x 11 in PDF/PPT format for group review and one color hardcopy. Pages/slides must include:

- title/location + money shot
- site/context description 10-100 words (can also be a text + diagram + photos)
- program/event/timeline description 10-100 words (can also be a text + diagram + photos)
- detailed system plan: 1:1000+ (to explain projects relation to larger urban/natural environment)
- 3 project/site images (views/photos/illustrations) captioned
- diagram overlay (site plan scale) of the 'most critical' system component of the urban design/project
- additional slides/images as needed and based on scale focus (system or block)

*These presentations are intentionally brief, to force you to edit the information and images to the essentials.

Due Dates

February 3rd - Select two or three possible case studies with order of preference and email them to me at jgm35@columbia.edu. I will review all proposals and reply with your assigned site (to prevent potential redundancy). We will touch base on your selected case study on February 6th.

February 13th - **CASE STUDIES** National/International/Historical Case Study Presentation

March 27th - **CASE STUDIES** New York Case Study Presentation

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URBAN SITES & URBAN ISSUES ASSIGNMENT

The urban design project (as a planning project) must address a multiplicity of issues. The decisions that govern design are almost always layered. For example, the decision to use a glass storefront may relate to the level of security needed, or the type of activity inside an establishment. The height of a building may be determined by a historical point of reference by a community's inhabitants, or by a real estate investment model, or the costs of labor/construction. In other words, site and issue analysis is a critical part of urban design work. It is not a 'research-then-design' process, but one that is iterative and reflexive.

To begin your project, you will need to develop your own understanding of and approach to your chosen site and issues. These can come directly from things you observe in the site, or information you collect about the context from various sources, or from your own ideas or hypotheses about the role/potential/capability for the manipulation of urban form in a context. In most cases, these begin as only lists and information; the designer must evaluate and synthesize this information in order to make design decisions. In this exercise you will create a multilayered document (drawing) that allows for you to synthesize not less than ten 'layers' of information about your site context. Some examples (but not limited to) are below:

culture : civic, ritual, religion, education, recreation

industry : resource management, manufacturing, production, consumption

infrastructure : public sector, private sector, systems, networks, power, distribution

land : coverage, use, nutrients, topography, geology, seasonal cycles, degradation

people : social factors, health, disease, reproduction, class, identity, diversity

program: land uses, activities, timeframes, hybrid and mixed conditions, public/private

politics : philosophy, ideology, poverty, wealth, political cycles, legislation

technology : tools, devices, hardware, machines, communication, information

transportation : mobility, distribution, modes

water : hydrology, climate, weather, atmospheric cycles

waste: brownfields, remediation, recycling, reuse, disposal

sustainability: economy, ecology, energy

First, each student/group will choose ten topics and translate those into spatial and physically referenced diagrams that show the systems and influences on their project site. A 10-page 'guide' to these layers will allow you to bring in other information (graphic, text, data) to best articulate and index the complex relationship between your different layers.

Second, the 10-layer diagrams will be further evaluated in terms of 'opportunities and constraints' in a process of editing down to key issues (and potential) for the site into a (or multiple) 'Site Diagrams.' These will then be translated to a montage image that is representative of the site context and issues, using existing photographs, captions, reference images, iconography, by means of collage and/or digital manipulation. The site diagram is used as a legend to the montage image and vice versa. We will discuss the critical issue of representation and concepts therein using these different types of working/presentation materials.

Due Dates

January 30th - SITE ANALYSIS 10-layer diagram + 10 slides background of site systems, influences | reviewed as 8.5x11 sketch drawings or printouts individually

February 6th - SITE ISSUES Opportunities & Constraints – site analysis diagrams + montage images | reviewed as PDF/PPT presentation to the entire group