

# Memphis Regional Design Center

## Urban Design 101: Creating a More Vibrant, Equitable, and Sustainable Memphis Region through Inspired Design

Fall 2008



Livable Communities Set in Motion by Design

Image by Goody Clancy

### Course Introduction

Never before have so many people lived in the villages, towns, and cities of our planet's increasingly complex and ever-expanding metropolitan regions! Our approach to the physical design of these communities will fundamentally affect their economic vitality, environmental sustainability, and social stability.

MRDC's Urban Design 101 will examine the transformative impact that innovative physical planning and design of the "public realm" are having upon the quality and success of urban life. The course will introduce a cross section of our region's most civically engaged individuals to basic concepts, vocabulary, and techniques of urban design as reflected in outstanding examples of contemporary place making.

Urban Design 101 has been created to introduce local leaders to urban design concepts that are guiding our nation's most exciting downtown development, neighborhood stabilization, waterfront revitalization, new town planning, public parks, and mass transit projects.

### Course Structure

Classes will feature multi-media presentations by the participating faculty, class discussions and small group exercises, as well as a limited number of local field trips. Participants will be encouraged to connect the urban design theories, concepts, and techniques being explored in class to design challenges and opportunities confronting Memphis communities where they are living, studying, working and investing.

### Time & Location

Thursday evenings from 5:00 pm to 7:00 pm, beginning October 2<sup>nd</sup> and ending November 20<sup>th</sup>. Classes will be held in Room 204 of the Pan-Hellenic Building on The University of Memphis campus. There is convenient Visitor Parking nearby.

Lead Instructors	<p>Professor Michael Hagge, Chair, Department of Architecture and Professor Kenneth Reardon, Director, Graduate Program in City and Regional Planning at the University of Memphis will serve as the Co-Leaders for MRDC's inaugural Urban Design 101 course. Seven other nationally-recognized architects, landscape architects, planners, and developers will serve as contributing faculty.</p>
Course Topics	<p><b>Oct. 2</b>      <i>Contemporary Urban Design and its Contribution to Transformative Place Making and Community Building</i></p> <p>Antonio R. Bologna, FAIA, Principal, Bologna Consulting</p> <p>This session will define urban design, offer a compelling rationale for its importance and provide several examples of local, national, and international "best practices" of relevance to citizens of the Greater Memphis Region.</p> <p><b>Oct. 9</b>      <i>Principles of Good Practice for Contemporary Urban Design</i></p> <p>Michael Hagge, Professor and Chair, Department of Architecture, University of Memphis</p> <p>The second class will present the central requirements of highly legible, memorable, and transformative urban places that help define and sustain vibrant villages, towns, and cities as discussed by Lynch, Whyte, Calthorpe, Garvin, Forsyth, and others.</p> <p><b>Oct.16</b>     <i>Connecting Our City's Key Educational and Cultural Institutions: The Zipper Proposal for Promoting Social Integration and Community Solidarity</i></p> <p>Frank Ricks, AIA, Founding Partner, Looney, Ricks, Kiss Architects</p> <p><b>Oct. 23</b>     <i>Creating Public Spaces that Promote Social Interaction and Enhance Civic Life</i></p> <p>T.K. Davis, Design Director, Nashville Civic Design Center and Associate Professor, School of Architecture and Design, University of Tennessee</p> <p>This class will encourage participants to re-imagine streets, squares, plazas, parks and public buildings as networks of living rooms where the civic life of a healthy democracy can be recalled, pursued, and celebrated.</p> <p><b>Oct. 30</b>     <i>Promoting Health and Wellness Through Skillfully Designed Residential Communities</i></p> <p>Ann Forsyth, Professor, Department of City and Regional Planning, Cornell University</p> <p>This class will summarize recent research findings about the relationship between the built environment and vital individual, family, and community health and wellness outcomes. We will then discuss the implications of this work for the creation of healthy residential communities.</p>

- Nov. 6**     *Promoting A More Sustainable Memphis Through Smart Growth and Green Building Design*
- Russell Bloodworth Jr., Executive Vice President, Boyle Investment Group
- This class will examine the environmental, economic, and social costs of low-density forms of urban development and traditional forms of energy-insensitive building. We will then discuss how the Greater Memphis Region might become more environmentally sustainable and economically competitive through the adoption of various Smart Growth and Green Building policies and techniques.
- Nov. 13**    *Using Available Tools to Pursue Innovative Urban Design Initiatives*
- John J. Dudas, Vice President, Belz Enterprises
- This session will introduce local leaders to available organizational, financial, and land use tools that can be used to undertake significant neighborhood, district, city-wide, and regional scale urban design initiatives.
- Nov. 20**    *Meeting the Artistic, Cultural, Educational, and Recreational Needs of Diverse Communities Through Park Planning and Design*
- James Corner ASLA (Invited), Principal of field operations, a New York City and Philadelphia based urban design practice and Professor and Chairman of the Department of Landscape Architecture, University of Pennsylvania
- This session will investigate the role public parks play in preserving historical and cultural resources, enhancing the quality of the urban environment, meeting the recreational needs of local residents, reinforcing community identity, and building resident solidarity.

**Costs**                   Enrollment costs \$200. Tuition for Urban Design 101 helps underwrite the course. A modest number of scholarships for those with limited incomes may become available. Mail your check to MRDC, 1503 Monroe Avenue, Memphis, TN 38104.

**Enrollment Questions**       Email Vicki Peters at [vpeters@memphis.edu](mailto:vpeters@memphis.edu) with questions about registering.

**Participation**           Community leaders representing a broad cross-section of the region's business, government, labor, non-profit, faith, retiree, and civic groups are being invited to participate in Urban Design 101 this fall. Considerable effort is being made to assemble a class that reflects the age, race, ethnicity, gender, and income diversity of our community. Others interested in enrolling in the Fall 2008 class, may do so by emailing Vickie Peters at [vpeters@memphis.edu](mailto:vpeters@memphis.edu)

Optional Texts

The American City: What Works? What Doesn't? Second Edition, Alexander Garvin, McGraw-Hill Publishers (New York) 2002

City Comforts: How to Build an Urban Village Revised edition, David Sucher, Self Published: City Comforts Inc. (Seattle), 2003

The New Civic Art: Elements of Town Planning Andres Duany, Elizabeth Plater-Zyberk, Robert Alminana (et al), Princeton Architectural Press (New York) 2004

Readings

Brief readings will be periodically distributed.

UD 101 IS A COLLABORATIVE PROJECT BY THE AMERICAN INSTITUTE OF ARCHITECTS MEMPHIS, URBAN LAND INSTITUTE MEMPHIS REGION, AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS MEMPHIS REGION, THE UNIVERSITY OF MEMPHIS, AND MEMPHIS URBANART COMMISSION, AND IS FUNDED IN PART BY SUPPORT FROM THE HYDE FAMILY FOUNDATIONS, THE CITY OF MEMPHIS, AND A STATE GRANT MADE POSSIBLE BY SENATOR BEVERLY MARRERO.

**ONE, WHO MAKES A DIFFERENCE**

Joseph Clouston: African-American barber, invested in Beale Street real estate  
 Reverend Morris Mandersmith: began the construction of the Beale Street Baptist Church  
 George Jackson: opened the first black drugstore on Beale in 1902  
 Lucile E. Campbell: long writer, organized the group Black Club in 1903  
 Bert Roddy: first president of Memphis NAACP  
 S. Roddy and Robert Lewis Jr.: opened Insignia Cafe across Church Park

Beale Street's African-American businessmen by 1917:  
 William Burdette: contractor  
 George R. Jackson: pharmacist  
 L. J. Searcy: real estate broker  
 Paul Sneed: undertaker  
 A. F. Ward: tailor  
 C. A. Terrell: physician

Robert R. Church: Sasing's Bank, Church Auditorium, Church Park  
 Elmer Aronson: Beale Street Cafe (1948)

Wane of 1960s: decline of Beale Street, shift to East Memphis  
 Urban renewal projects: 474 buildings demolished, empty lots, parking  
 High property taxes: African-American businesses forced out  
 1970s: preservation and revitalization  
 Beale Street: became a National Historic Landmark  
 Beale Street Baptist Church (1904) and Church Park: National Register of Historic Places

Church's Park and Auditorium (1909): playground, large banquet hall, band concerts, performances, school activities

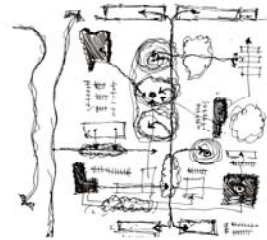
Hurd-Phelan House (1948): built by George W. Hurd, served as a Union hospital during the Civil War, a tunnel connecting to the underground railroad, schoolhouse: the first to educate freed slaves in Memphis

AFCOME: American Federation of State, County and Municipal Employees: created to promote and defend the civil service system across the country (began in 1932 in Madison, Wisconsin; meetings, marches, demonstrations, drive for collective bargaining... joined the 1968 strike of sanitation workers  
 First recognized by the city of Memphis after the assassination of Dr. Martin Luther King

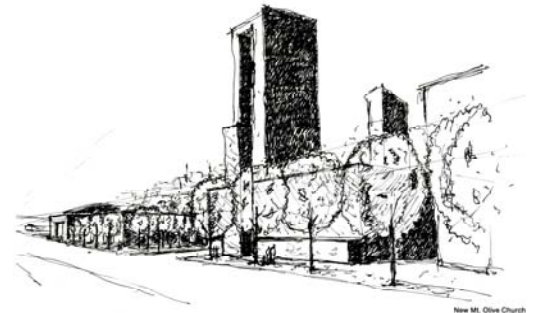
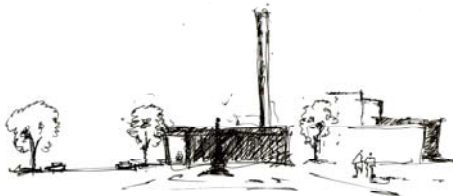
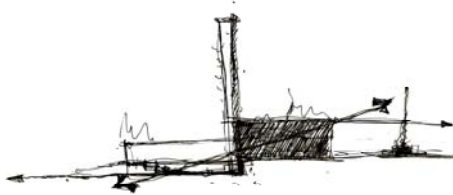
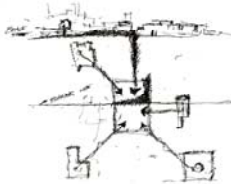
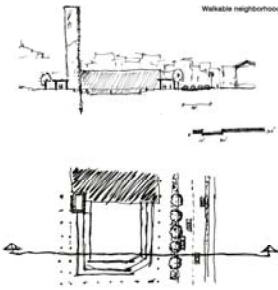
Universal Life Building (1947): company headquarters for the states only bank insurance company was constructed by McKissack and McKissack architecture firm; Mount McKissack: former African slave, became an architect and master builder

Mt. Olive Cathedral: vision of reverend W.A. Johnson, purchased from white congregation of First Baptist Church in 1902 (black then segregated Memphis); financially secured by reverend F. J. Brooks and the Mt. Olive family; intersected in downtown neighborhood, supporting families.

Connecting through public spaces



Walkable neighborhood



View Mt. Olive Church



View towards Beale Street