

Memphis Regional Design Center

Urban Design 101

Creating a More Vibrant, Equitable, and Sustainable Memphis Region through Design

Spring 2010



Cherry Hills Village – Looney Ricks Kiss Architects

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 civic leaders – representing a mix of public, private and non-profit organizations – to the basic concepts, vocabulary, and techniques of urban design as reflected in a variety of contemporary place-making initiatives in Memphis and across the country.

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

Course Structure

Classes will feature multi-media presentations by local and national faculty, class discussions, small group exercises and a neighborhood planning and design workshop. Participants will be encouraged to connect the urban design theories, concepts, and techniques being explored in class to current design challenges and opportunities confronting our local communities within our region!

Time & Location	<u>Thursday evenings</u> from 5:00 to 7:00 pm, April 1 st through May 20 th . Most classes will be held at the Center City Commission, 114 N. Main Street where the MRDC has its office. There is street and garage parking nearby. The April 22 nd location is to be announced. The May 13th session will be held at the Fellowship of St. Andrew AME Church located at 857 S. Parkway East.
Lead Instructor	Mr. Chooch Pickard, AIA, MRDC Executive Director and Chief Designer Officer, will serve as Lead Instructor for the third Urban Design 101 course. Chooch is a graduate of the School of Architecture at the University of Illinois at Urbana-Champaign and has completed several preservation reuse projects in Downtown Memphis including Court Square Center, the renovation of the historic Lincoln American Tower and Lowenstein Building. Chooch is President of AIA Memphis and is National Secretary of Alpha Rho Chi, the only national co-ed professional/social fraternity for students in Architecture and the Allied Arts. Joining Chooch this semester for individual classes will be a combination of Memphis-based lecturers as well as guest lecturers from outside of our region.
Course Topics	<p>April 1 <i>Urban Design: What is it? Why is it important?- Part I</i> <i>Frank Ricks, AIA, Founding Partner, Looney Ricks Kiss</i></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>April 8 <i>Urban Design: What is it? Why is it important?- Part II</i> <i>Frank Ricks, AIA, Founding Partner, Looney Ricks Kiss</i></p> <p>This session will continue to explore the basic concepts of urban design introduced during week one.</p> <p>April 15 <i>Creating and Maintaining Great Streets: Possibilities for the Future of Memphis</i> <i>Chooch Pickard, AIA, Executive Director, Memphis Regional Design Center</i></p> <p>This class will explore the ingredients for creating and maintaining walkable, functional, and aesthetically uplifting urban streets.</p> <p>April 22 <i>Promoting Neighborhoods of Choice: The Federal Government’s New Interagency Approach to Community Development</i> <i>Lecturer (TBA)</i> <i>Location (TBA)</i></p> <p>This session will present the basic outline of the U.S. Department of Housing and Urban Development’s newly announced and soon-to-be launched comprehensive approach to community transformation called “Neighborhoods of Choice”.</p>

- April 29** ***Implementing Unified Development Code Tools to Create a More Livable Community***
Josh Whitehead and Don Jones, Memphis & Shelby County OPD
 This will be a working session using the new UDC Building Envelope Standards, applying them to Memphis neighborhoods. The UDC is a form of form-based zoning that is becoming increasingly popular throughout our region and nation.
- May 6** ***Using Available Tools to Pursue Innovative Urban Design Initiatives***
John Dudas, Vice-President & Director of Strategic Planning, Belz Enterprises
Andy Kitsinger, Senior Vice-President of Development, Memphis Center City Commission
Mary Baker, Deputy Director, Memphis & Shelby County Office of Planning and Development
Verna Hawkins Lambert, City of Memphis Division of Housing and Community Development
 Mr. Dudas will lead a panel of experts who will introduce local leaders to available organizational, financial, and land use tools that can be used to encourage the success of neighborhood, district, city-wide, and regional-scale urban design initiatives.
- May 13** ***South Memphis Neighborhood Planning Workshop***
Kenneth M. Reardon, UM Professor and Director of the Graduate Program in City and Regional Planning, Katharine Lambert Pennington, UM Associate Professor of Anthropology, and Reverend Kenneth S. Robinson MD, Pastor, St. Andrew AME Church
Location: St. Andrew AME Church Fellowship, 859 S. Parkway East
 This session will bring together UD 101 participants, MRDC Board Members and South Memphis residents and leaders for an interactive workshop focused on the re-imagination and re-design of South Parkway East and the transformation of a long-abandoned neighborhood car wash into a farmers' market and health information center.
- May 20** ***Re-Imagining, Re-Claiming, and Re-Invigorating our Downtowns and Main Streets through Inspired Design***
Jeff Sanford, President & CEO, Memphis Center City Commission
 This session will examine good downtowns versus great downtowns, and the strategies that seem to distinguish one from the other. The discussion will be about the very best practices – from planning to design – that could propel Memphis' center city renaissance to the next level, and provide practical new ideas for other communities in our region seeking to enhance their Main Streets and major commercial corridors.
- (Please note that course topics are subject to change)***

Costs Enrollment costs \$200. Tuition for Urban Design 101 helps underwrite the course. A modest number of scholarships for those with limited incomes are available. Mail or bring your check to Memphis Regional Design Center, 114 N. Main Street, Memphis, TN 38103, Attn: Urban Design 101.

Participation Community leaders representing a broad cross-section of our region's business, government, labor, non-profit, faith, retiree, and civic groups are being sought to participate in Urban Design 101. Considerable effort is being made to assemble a class that reflects the age, race, ethnicity, gender, and income diversity of our community. If you are interested in participating in the Spring 2010 course, please email Chooch Pickard at cpickard@mrdcinfo.org.

Optional Texts The Smart Growth Manual, Andres Duany & Jeff Speck with Mike Lydon, McGraw-Hill Publishers (New York) 2010

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

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

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

Readings Brief readings will be periodically distributed.

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Design can set Livable Communities in motion

Image by Goody Clancy