Overview
This course will focus on the implementation of urban design projects in dynamic and often complex situations. One of the important challenges facing urban design today is that often the final physical results do not match the intentions of the urban design plan. Frequently, the results are disappointing, and at times unacceptable, when measured against the plans, design guidelines, and comprehensive community input that ought to have shaped the final physical form. What went wrong and how can the good intentions of urban design plans follow-through to built form?

This course will focus on the players and tools that together form a winning team in an environment effected by politics, professional barriers, and multiple perspectives. Participants will be introduced to case studies and exercises that will help them apply new tools and techniques to their own small and large projects in various contexts.

Each participant will be asked to undertake a pre-class assignment that looks at an urban design project and then bring that story to share with the other participants. This course will be a highly interactive series of discussions with the goal of building a personal recognition for the value and importance of effective communication, strategic planning, and implementation techniques.

Course Objectives:

• To discuss the fundamental issues and opportunities relating to the implementation of urban design projects;
• To examine the basic tools for implementation as they relate to different situations and locations; and
• To discover and practice break through strategies for urban design implementation that take into consideration complex decision-making environment and processes.
DAY 1

9:00 a.m.   Welcome and Introductions/Interests/Expectations
            (Michael von Hausen)

Module 1: The Process

9:15 a.m.   Tools of the Trade: Effective Urban Design Implementation
            (Michael von Hausen)
            - Why did it not get built: The status quo and barriers to effective
              solutions
            - People or projects in conflict: From barriers to bridges using principles
              and common ground, the case of Three Blind Mice
            - The process is the product: scale, timing, phasing, community
              involvement, and evolution
            - OFP: Organization, Funding, and Plans for Action

10:15 a.m.  Break

10:30 a.m.  How to get things done in a context of adversity. (Sean Hodgins)

11:45       Leadership Discussion

12:00 noon  Lunch

Module 2: Funding Implementation

1:00 p.m.   Financing Growth: Tools & Techniques (Jay Wollenberg)

2:00 p.m.   Questions and Answers

2:30 p.m.   Break

Module 3: The Process

2:45 p.m.   The Politics of Implementation and Communication
            (Bob Ransford)
            - Politics and its role in urban design
            - Progressive and destructive decision-making in urban design

3:30 p.m.   Discussion

3:45 p.m.   Break
Module 4: Organization and the Players

4:00 p.m. Negotiating Higher Ground (Michael von Hausen)
- Multiple stakeholders and multiple interests
- Role Play Exercise/Case: Mrs. Green Pieces vs. Mr. Max Yield

4:45 p.m. Group Feedback on gap analysis and strategies

5:30 p.m. Adjournment

DAY 2

Module 5: Champions in Implementation

9:00 a.m. Day 1 Lessons: Big Ideas (Michael von Hausen)

9:30 a.m. Implementation Strategy Methods and Checklist (Michael von Hausen)

10:45 a.m. Break

11:00 a.m. Problem-Solving Live with Class Situations

12 noon Lunch

Module 6: Application and Practice

1:00 p.m. The Richmond Case Study – “The Densification of Shopping Malls”
(Terry Crowe and Michael von Hausen)
Introduction of the Case Study to the groups (emphasis on overall design and TOD features)

1:30 p.m. Groups develop an organization, funding, and an implementation strategy process

3:15 p.m. Group Presentations

5:00 p.m. Reflections and Course Evaluations

5:30 p.m. Adjournment