

SES #	TOPICS	READINGS
<b>Phase 1: Introduction and Overview</b>		
1	<p>Introduction to Course</p> <p>Urban Neighborhood Decline: Causes, Consequences, Challenges</p>	<p>Zielenbach, Sean. <i>The Art of Revitalization</i>. New York: Garland Publishing, 2000, chapter 5, pp. 133-174. ISBN: 0815335989.</p> <p>Keating, W. Dennis, and Janet Smith. "Neighborhoods in Transition." Chapter 2 in <i>Revitalizing Urban Neighborhoods</i>. Edited by W. Dennis Keating, Norman Krumholz, and Philip Star. Lawrence, Kansas: University Press of Kansas, 1996, pp. 24-38. ISBN: 0700607897.</p> <p>Barnett, Jonathan. "How the Metropolis Split Apart." Chapter 5 in <i>The Fractured Metropolis</i>. Boulder, CO: Westview Press (Icon Editions), pp. 95-118. ISBN: 0064300229.</p>
2	<p><i>Introduction to Main Street Sites/Issues</i></p> <p>Directors of Mission Hill and Egleston Square Main Street programs to present their district, goals and issues to the class.</p>	<p>National Trust for Historic Preservation. <i>Revitalizing Urban Main Street</i>. (Unpublished document)</p> <p>Mission Hill Main Streets Application.</p> <p>Egleston Square Main Streets Application.</p> <p>Seidman, Karl F., and Alexandra Stroud. "Case Studies of Urban Main Street Programs." In <i>A Practitioner's Guide to Implementing Urban Main Streets</i>. Vol. 2. pp. 40-57.</p>
3	<p>Physical and Economic Tools I: Urban Design - Ways of Seeing/Architecture</p> <p>Economic Development - Theories of Retail/Identifying Retail Niches</p>	<p>Jacobs, Allan. "Clues" and "Seeing Change." In <i>Looking at Cities</i>. pp. 30-83, and 99-107.</p> <p>Waxman, Andy. "Utilizing Economic Theories of Retail to Revitalize Inner-City Neighborhood Business Districts: The Case of Upham's Corner Main Streets." Chapters</p>

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		4 and 6, pp. 38-51 and 65-79.
4	Revitalization Strategies I and II	<p>Zielenbach, Sean. <i>The Art of Revitalization</i>. New York: Garland Publishing, 2000, chapter 2, pp. 23-32.</p> <p>Moe, Richard, and Carter Wilkie. <i>Changing Place: Rebuilding Community in the Age of Sprawl</i>. New York: Henry Holt and Company, 1997, chapter 4, pp. 100-141.</p> <p>Seidman, Karl F. "Inner City Commercial Revitalization: A Literature Review." Unpublished draft report, June 2002, pp. 9-30.</p>
5	<p><i>Field Trip</i></p> <p>Bus leaves 77 Mass Avenue at 8:10am sharp. Visit Mission Hill and then Egleston Square. Each site will be toured with manager and in topic groups.</p>	
6	Project Discussion	Review various master plans and revitalization plans on reserve in Rotch Library. Take particular note of the scope of each project, the methodology used, the elements of the plan, and the level of detail offered.
<b>Phase 2: Assessment Tools</b>		
7	Economic Planning Tools II: Retail Market Analysis and Economic Planning	<p>National Trust of Historic Preservation, National Main Street Center, Hyde Park Market Analysis Report.</p> <p>Karl F. Seidman Consulting Services and Mt. Auburn Associates. Brattleboro Market Analysis Report.</p>
8	Physical Design Tools II: Streetscape	Jacobs, Allan. "Requirements for Great Streets," and "Qualities that Contribute." In <i>Great Streets</i> . Cambridge, MA: MIT Press,

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		<p>1993, Part 2, chapters 1 and 2, pp. 270-308.</p> <p>National Trust for Historic Preservation. <i>Revitalizing Downtown</i>. pp. 43-47, 51-58.</p> <p>Goody, Clancy &amp; Associates. <i>Strategic Revitalization Plan for Central Avenue</i>. Albany, City of Albany, September 2000, pp. 37-44, and 68-74.</p> <p>City of Boston Transportation Department. <i>Streetscape Guidelines for Boston's Major Roads</i>. 1999, pp. 1-26.</p> <p>City of Toronto Department of Planning and Development. <i>Streetscape Manual</i>. 1996, pp. 20-21, P-3, P-4, L-1, L-3, L-8, and L-17.</p>
9	Economic Planning Tools III: Asset and Capacity Assessment	<p>Glickman, and Servon. "More than Bricks and Sticks: What is Community Development Capacity." CUPR Working Paper No. 132. New Brunswick, NJ: Center for Urban Policy Research, Rutgers University, 1997.</p> <p>McKnight, John L., and John P. Kretzmann. <i>Mapping Community Capacity</i>. Institute for Policy Research, Northwestern University, 1996, pp. 1-21.</p>
10	Physical Design Tools III: Image and Neighborhood Form	<p>Lynch, Kevin. "A Walk around the Block." In <i>City Sense and City Design: Writings and Projects of Kevin Lynch</i>. Cambridge: MIT Press, 1980, pp. 185-204.</p> <p>Ryan, Brent, and Larry Sass. "First Dudley Street Vision Walk." October 1999.</p>
11	Egleston Square Team Presentation	
12	Mission Hill Team Presentation	

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13	<p><i>Synthesis</i></p> <p>In-class Work - Proposals for Moving forward</p>	
14	<p><i>Synthesis (cont.)</i></p> <p>In-class Work - Proposals for Moving forward</p>	
15	Client Presentations	
<b>Phase 3: Policies and Interventions</b>		
16	Policies and Interventions I: Marketing and Promotion	<p>National Trust for Historic Preservation. <i>Revitalizing Downtown</i>. pp. 75-93.</p> <p>Seidman, Karl F. "Marketing and Promotion." Chapter 5 in <i>A Practitioner's Guide to Implementing Urban Main Streets</i>. Vol. 1. pp. 45-55.</p>
17	Policies and Interventions II: Business Development, Retention, and Attraction	<p>Seidman, Karl F. "Economic Restructuring." Chapter 6 in <i>A Practitioner's Guide to Implementing Urban Main Streets</i>. Vol. 1. pp. 56-70.</p> <p>Grossman, Karen Doyle. <i>Connectors and Conduits: Reaching Competitive Markets from the Ground up</i>. Washington DC: Aspen Institute, 2002, pp. 2-5, 12-32.</p>
18	Policies and Interventions III: Development	<p>Community Partners Consultants, Inc. <i>Arts District Master Plan</i>. Worcester, MA: Arts District Task Force and City of Worcester, July 2002, chapter on Economic Development.</p> <p>Goody, Clancy &amp; Associates. <i>Strategic Revitalization Plan for Central Avenue</i>. Albany, City of Albany, September 2000, pp. 59-67.</p> <p>Ferguson, Bruce W., Mary M. Miller, and</p>

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		<p data-bbox="821 285 1349 394">Cynthia Liston. "Retail Revitalization." <i>Economic Development Commentary</i> 19, no. 4 (Winter 1996).</p> <p data-bbox="821 432 1377 611">Hernandez, Manuel Martinez. "Impact of Commercial Development on inner City Revitalization: An Analysis of Projects in Boston." Thesis Urb. Stud 2001 M.C.P. pp. 7-19, 113-126.</p>
19	Policies and Interventions IV: Transit-Oriented Development	<p data-bbox="821 653 1382 831">Gratz, Roberta Brandes. "Rebuilding Place, Valuing Transit." Chapter 5 in <i>Cities Back from the Edge</i>. New York: John Wiley and Sons, Inc., 1998, pp. 113-137. ISBN: 0471144177.</p> <p data-bbox="821 869 1382 1016">Tsao, Camille. "Transit as a Mechanism for Revitalization." Chapter 3 in <i>Transit as a Catalyst for Urban Revitalization</i>. MIT DUSP Thesis, 1998, pp. 27-38.</p> <p data-bbox="821 1054 1360 1201">Bernick, Michael. "New York: Commuter Town Revival." Chapter 10 in <i>Transit Villages in the 21st Century</i>. New York: McGraw-Hill, 1997, pp. 271-286.</p>
20	Policies and Interventions V: Design and Zoning Guidelines	<p data-bbox="821 1234 1373 1455">Cooper-Marcus, Claire. "Design Guidelines: A Bridge between Research and Decision-Making". Center for Environmental Design Research, University of California Berkeley, October 1985, pp. 1-17.</p> <p data-bbox="821 1493 1357 1713">Scheer, Brenda Case. "Introduction: The Debate on Design Review." In <i>Design Review: Challenging Urban Aesthetic Control</i>. Edited by Brenda Case Scheer, and Wolfgang F. E. Preiser. Chapman &amp; Hall, 1994, pp. 1-10.</p> <p data-bbox="821 1751 1349 1866">Hinshaw, Mark. APA Planning Advisory Service Report #454. In <i>Design Review</i>. February 1995, pp. 19-32.</p>

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		<p><i>Boston Main Streets Commercial District Guidelines</i>. 1999.</p> <p>Various Design and Development Guidelines.</p>
21	Policies and Interventions VI: Safety and Sanitation	<p>Eastside Neighborhood Development Corporation. "Payne Arcade Main Street Program Crime and Safety Committee." Application for MetLife Foundation Community-Police Partnership Award. (Unpublished document)</p> <p>Seidman, Karl F. "Crime and Public Safety." Chapter 7 in <i>A Practitioner's Guide to Implementing Urban Main Streets</i>. Vol. 1. pp. 71-76.</p> <p>Houston, Lawrence O., Jr. "BIDS: Business Improvement Districts." Washington, DC: Urban Land Institute and International Downtown Association, 1997, pp. 59-72.</p>
22	Client Presentations	
23	Policies and Interventions VII: Organization and Capacity Building	<p>Stokvis, Jack R., and James A. Cloar. "CRM: Applying Shopping Center Techniques to Downtown Retailing." In <i>Urban Land</i>. April 1991, pp. 7-11.</p> <p>Ryan, Brent D. "Philadelphia's Center City District and the Privatization of the Public Sphere." <i>Projections</i> 1, Spring 2000, pp. 58-79.</p> <p>Goody, Clancy &amp; Associates. <i>Strategic Revitalization Plan for Central Avenue</i>. Albany, City of Albany, September 2000, pp. 79-93.</p>
<b>Phase 4: The Plans</b>		
24	<i>Synthesis - Ideas</i>	

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	In-class Working Session	
25	<i>Synthesis - Elements of the Plan</i> In-class Working Session	
26	<i>Synthesis- Final Plan Integration, Key Findings and Themes</i> In-class Working Session	
27	Presentation of Draft Plans	
28	Presentation of Draft Plans (cont.)	
29	Presentations of Final Plans to Clients	
30	Course Conclusion/Reflections	
31	Final Reports/Plans	