

## **Spring 2010**

### **UPP 535 Revitalizing Urban Business Districts, Economic Development Studio**

#### **Contact Information:**

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#### **Course Description:**

##### **UPP 535 Studio: *South Holland Route 6 Development Plan***

#### **Course Description:**

This 4 credit studio course introduces students to commercial corridor planning by allowing students to participate in the development of a business district plan for a municipal client.

Through research and course assignments, students will work in teams with the instructors to produce a *Route 6 Development Plan*, for the [Village of South Holland](#) in Chicago's south suburbs. Students will be afforded an opportunity to address distinctive market issues affecting development in South Holland, planning issues that are unique for the Chicago and Midwest region.

Route 6 is South Holland's primary commercial artery and runs east-west through the center of the Village. Route 6 connects the Village's industrial park to the South Suburban College Campus, through the Village's residential neighborhoods to I-94. Developed primarily since the 1960's, Route 6 faces competitive pressures from newer shopping areas, regional malls, and an increasingly mobile consumer base. The Village of South Holland welcomes the participation of the UPP 535 students to generate ideas, strategies and plans to ensure that Route 6 can be a vital commercial corridor and community asset.

Course topics will include: (1) assessment and evaluation of conditions through field research, mapping and market analysis, (2) effective business district planning methods including place making, retail economic development, and commercial corridor design enhancement, and (3) implementation tools for effective revitalization. Students will prepare presentations to the Village staff, officials and stakeholders about their analysis and recommendations. As their final assignment, students will work in teams to develop their own *Route 6 Development Plan* which will describe their research findings, recommendations and implementation strategies for this corridor.

The studio will be co-taught by T. Abraham Lentner, Economic Development Officer for the Village of Richton Park, and Ivan Baker, Economic Development Director for the Village of Tinley Park. The course is open to all graduate level UPP students. The course will meet from 6 to 9 PM on Thursday evening. There will be a required course text, [Revitalizing Main](#)

[Street: A Practitioner's Guide to Comprehensive Commercial District Revitalization \(2009\)](#),  
by the National Main Street Center.

Students will learn how to:

- Understand the economic, physical and social dynamics that influence commercial district (re)development.
- Review the methods and theory for effective retail development
- Research the types of retail, service or other business enterprises appropriate for the district
- Evaluate the district design interventions to improve the form and function of the business districts
- Evaluate desired business types from an economic, spatial and infrastructural standpoint
- Develop effective place making strategies
- Develop effective business recruitment and retention strategies
- Evaluate the role, function, priorities and organization of a municipal planning department in a district development effort
- Identify planning tools, resources, organizations and programs available and commonly used by municipal planning staff

### Course Evaluation

15%	Weekly assignments
5%	Class participation
20%	Assignment 1: Existing Conditions Evaluation
30%	Assignment 2: Recommendation Concepts Presentation
30%	Assignment 3: Route 6 Development Plans

### Semester Overview:

		Course Topic	Assignments/Activities
1	14-Jan-10	Business District Planning Overview	
2	21-Jan-10	Understanding the components of a business district	
3	28-Jan-10	Evaluating Conditions – physical analysis	
4	4-Feb-10	Evaluating Conditions – retail market, estimating demand, demographic analysis	<b>Tour of South Holland SAT 06 FEB 10 (required)</b>
5	11-Feb-10	Evaluating Conditions – basics of commercial real estate	
6	18-Feb-10	Case studies of successful revitalization programs	
7	25-Feb-10	Critical Issues, SWOT, & Planning Principles	<b>Assignment 1</b>
8	4-Mar-10	Interventions – streetscaping and place-making	
9	11-Mar-10	Interventions – strategic business recruitment, role of the public sector in business development	
10	18-Mar-10	Interventions – Transportation and parking	
11	25-Mar-10	Spring Break	
12	1-Apr-10	In-Class Presentations	<b>Assignment 2</b>
13	8-Apr-10	Goal setting and strategic planning for business districts	
14	15-Apr-10	Implementation – Economic Development Tools and Financing	

15	22-Apr-10	Implementation – Design Controls: zoning, signs and design guidelines	
16	29-Apr-10	Implementation – Estimating and describing impact	
17	6-May-10	<b>Assignment 3</b> , Final Papers Due	

Assignment 1: Due February 25th.

Individually, you are responsible for providing a concise evaluation of the existing conditions on Route 6. You need to identify the physical and economic factors seem to you to be the most important considerations in South Holland’s efforts to develop Route 6. Describe the considerations and justify their selection. Your arguments must be supported by block diagrams, maps, street sections, or photos that clearly illustrate your assessment of the physical conditions, as well as visuals (charts, diagrams) illustrating your economic analysis that supports your economic arguments.

Assignment 2: Due April 1st.

In teams, you will vet your ideas and recommendations for the development of Route 6. You must produce a power-point presentation and a summary (two pages at most) of your ideas. Your team must address economic and physical interventions into both the public and private sector on Route 6. Your ideas must be supported by an apt assessment of critical issues facing the business district. An outline of your power-point is due before Spring Break.

Assignment 3: Due 6 May 2009, by Noon.

In teams, you must develop a development plan for Route 6 in South Holland. Details and requirements for the plan will be discussed in class. Submit one presentation quality plan (with a PDF on CDROM) for delivery to the Village of South Holland, and two standard, stapled prints for use and evaluation by the instructors.

*Jan. 14*

**Business District Planning, Course Overview**

Exercise for next week: Draft a two paragraph assessment of South Holland’s planning documents related to Route 6. Please email your assessment to the instructors by TUE 19 JAN 2010.

*Jan 21*

**Understanding the components of a business district**

Readings for this class:

1. South Holland Planning Documents
2. Reinventing America’s Suburban Strips, ULI.
3. Rebuilding Neighborhood Retail, ULI
4. Skim: "Retail 1 2 3" the study by MPC and the Campaign for Sensible Growth

Exercise: Assign teams, review conditions checklist and assign research tasks

*Jan 28*

**Evaluating Conditions – physical analysis**

Readings

1. Excerpts from Allan Jacob's *Great Streets*
2. Excerpts from Kevin Lynch, *Image of the City*
3. *Revitalizing Main Street: 179-181*

Exercise: Produce a drawing showing a typical street section South Holland and block diagram that shows location of buildings and streets.

*Feb 4*

### **Evaluating Conditions – retail market, estimating demand, demographic analysis**

Readings

1. *Revitalizing Main Street: pp 69-80*
2. Major Trends Affecting the Retail Industry. *Plunkett's Retail Industry Almanac 2006*, Chapter 3.
3. Lee, Kimary, Sara Beth Coffey and Bridget Brown. 2003. Preliminary Market Analysis for Neighborhood and Community Retail Districts. UIC CUED.
4. Retail Market Analysis for South Holland, IL

Saturday 06 FEB 2010: Mandatory Tour of South Holland, IL

Exercise: Produce a brief assessment of market conditions in South Holland. Is there sufficient demand for new retail businesses? You have two weeks to complete this assessment (DUE 18 FEB 10), please email the instructors with questions while you are working on this.

*Feb 11*

### **Retail Spaces and Commercial Real Estate**

Readings

1. *Revitalizing Main Street pp. 93-96*
2. Fenker, Richard. 1996. The Site Book, a Field Guide to Commercial Real Estate Evaluation. Chapters 1-8.
3. Handout showing relative size of retail developments, UIC City Design Center.

*Feb 18*

### **Case Studies of Successful Revitalization Programs**

Readings

1. Sample plans, examples of successful commercial corridor revitalization.

*Feb 25*

### **Critical Issues, SWOT & Planning Principles**

Readings:

1. *Making Business Districts Work*, Feehan and Feit, Chaps 11 & 31.

Assignment 1 Due

*March 4*

### **Interventions – streetscaping and place-making**

Readings:

1. *Revitalizing Main Street pp.111-131, 141-148, 187-194*

Exercise: Produce a planning diagram and street section showing your ideas for streetscaping and urban design interventions

*Mar 11*

**Interventions – strategic business recruitment, role of the public sector in business development**

Readings

1. *Revitalizing Main Street* pp.81-91, 97-110, 195-212

Exercise: Provide a short 1-page assessment describing what you believe would be an effective business recruitment strategy for South Holland.

*March 18*

**Interventions – Transportation and parking**

Readings

1. *Revitalizing Main Street* pp.171-177, 183-186

In-Class Exercise: Provide an assessment and diagram of how to enhance the transportation linkage between the Expressway and the business corridor, plus options to improve the convenient parking availability in the district.

Deadline: The outline of your powerpoint is due.

*Apr 1*

**In-Class presentation to select group of South Holland stakeholders.**

*Apr 8*

**Goal setting and strategic planning for business districts**

Readings

1. *Revitalizing Main Street* pp 7-24, 149-160.

*Apr 15*

**Implementation – Economic Development Tools and Financing**

Readings:

1. *Revitalizing Main Street* pp 37-68.
2. Other Readings TBD

*Apr 22*

**Implementation – Design Controls: zoning, signs and design guidelines**

Readings

1. *ULI Real Estate Development handbook*, Chapter 13, 14
2. *Revitalizing Main Street*, pp. 161-167

In-class Exercise: Role-play of plan commission meeting for draft proposals to Village of South Holland for Route 6. Students will be divided into teams of “Village staff” and “Developers” and asked to prep in-class for a presentation to a plan commission made up of instructors and one or two selected students.

*Apr 29*

**Estimating and Describing Impact of Retail District Revitalization**