

## Renovated Apse provides space for work(shop), play

Faculty, students, and alumni turned out to witness the dedication of the newly-renovated Apse at Fisher Fine Arts Library on Wednesday, January 9. Gary Hack, Dean of PennDesign, and Genie Birch, Chair of the Department of City and Regional Planning, christened the studio space with a champagne toast and ribbon cutting ceremony. Once inside, attendees saw the results of a semester-long renovation – a collaboration between City Planning, the Dean’s office, and the office of Operations and Planning.

During the celebration, current students noshed on appetizers, sipped wine, and chatted with alumni, many of whom had fond recollections of the space. Alumni praised the new flexible layout of the Apse, which allows students to work in groups to tackle workshop problems – preparing them for the real-world work conditions of planning practitioners. Previously the space had been fitted

with individual desks.

The Apse has already seen plenty of use since the January 9 dedication. A team of students and faculty, known as the “Apse Committee” works to schedule the space as the academic, organizational, and social hub of the City Planning department.

On the academic front, Workshop classes successfully began using in the space in early January. The new facilities provide a dedicated space for both instruction and critique.

On the organizational front, the space has been used for Town Hall meetings, where students can voice their comments or concerns about the program, and is available for all PennDesign student groups to reserve for a meeting.

Finally, on the social front, the Student Planning



The renovated Apse marks the beginning of new opportunities for students in the department. Dean Gary Hack and Prof. Genie Birch take a moment to celebrate.

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## ULI competition spurs intense cram sessions, interdisciplinary teamwork, sleepless nights

It was impossible to enter Meyerson Hall during the final weeks of January without hearing someone mention three letters: U, L, I. The Urban Land Institute sponsored the 5th annual Gerald D. Hines Urban Design Competition, a contest that brings together architecture, historic preservation, landscape architecture, planning and real estate students from the nation’s top graduate schools to create redevelopment plans for a large-scale site – all in the span of ten days.



After ten days of work, the ULI competition hinges on one poster. Beth Falkof (MCP 07) and Zev Moses (MCP 08) analyze the entries.

With the goal of generating multidisciplinary solutions to complex planning problems, this year’s competition focused on planning, design, and development along East First Street, a major east-west commercial and commuter corridor that connects downtown Los Angeles to Boyle Heights.

The final presentation required several components including the planning context and analysis, land use planning, urban design, and a development proposal, schedule, and finances.

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## In first ever planning ranking, Penn nabs top five spot



In October, the Department of City and Regional Planning received some well-deserved accolades. Planetizen, a popular website dubbed “the Planning & Development Network”

ranked the Department fifth in the United States and third in the Northeast in its first ever national rankings. The independent, nationwide study was conducted during the Fall of 2006 by the opinion research firm Davis, Hibbits, and Midghall Inc. on behalf of Planetizen. Professionals, educators and students were asked to name the nation’s top graduate schools in urban planning.

In addition to the comprehensive ranking, Penn also received honors in several national subcategory

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# Letter from the Chair ...



As this semester's LINK has portrayed departmental happenings so fully, I thought I would share some news about the School of Design, some affiliated units (CUREx and Penn IUR), Penn as a whole and the faculty.

The big story at the School of Design is **Dean Gary Hack's** announcement that Pritzker-Prize-winning architect **Renzo Piano** will be designing the school's new building. This long-anticipated project began last summer with Dean Hack's development of a program with the advice of the faculty, students and Board of Overseers. They gave Piano detailed specifications for a 100,000 square foot building to be built on the site of Meyerson Hall, bidding him to integrate design studies in meaningful ways and to provide for common spaces and green architecture while supplying classrooms, offices, and studios. In this effort, Piano will draw upon his previous work. This ranges from the Paris's Centre Georges Pompidou, the master plan for Berlin's Potsdamer Platz, New York's Morgan Library, Sydney's Aurora Place and Osaka's Kansai Terminal. An added advantage is that Piano worked for Louis Kahn in the mid 1960s, so he is familiar with Philadelphia and Penn.

Other breaking news is that the Center for Urban Redevelopment Excellence (CUREx) is undertaking an innovative project this year. Funded by the Rockefeller Foundation, it will offer its specialized training to a cohort of housing producers based in New Orleans. Under the direction of Executive Director, **Valerie Piper** and with the aid of departmental instructors including **Paul Brophy**, it will reshape its curriculum to meet the needs of the New Orleans' Fellows. It will partner with the University of New Orleans and work with **Ed Blakely**, Director, New Orleans Mayor's Office of Recovery, **Carrey Shea**, Program Officer, Rockefeller Foundation associated with the New Orleans Foundation and a number of other leaders. Among the Fellows' readings will be one of Penn Press's, *Rebuilding Urban Places After Disaster, Lessons from Hurricane Katrina* that Susan Wachter and I edited. It has essays from our faculty: **Tom Daniels**, **Gary Hack**, **Randy Mason**, **Harris Steinberg**, **Rachel Weinberger** and me. It has already been the subject of many discussions including one at a US Geological Survey meeting in Washington DC, another at an all-university symposium on campus, at a book night at the Municipal Art Society of New York and a recommended reference for hazard mitigation conference in San Luis Obispo, California.

As is its tradition, the Department has been actively thinking about America's future in innovative ways. Along with the Penn Institute for Urban Research, it has joined with America 2050 to develop the idea of megaregions. This concept originated in a 2004 studio under the direction of Professors of Practice, **Jon Barnett** and **Bob Yaro**, and **Armando Carbonell**, Chair of the Department of Planning and Urban Form, Lincoln Institute of Land Policy. The students identified ten large areas, or megaregions, with shared economies, transportation, ecosystems and history/culture expected to capture 70% of the estimated 120 million person increase in the US by 2050. Subsequent studios in 2005 and 2006 explored the Northeast megaregion, with students presenting findings, focusing on sustainability and economic competitiveness, in several venues including at the *Fundacion Metropoli*, Madrid, Spain, and the annual meetings of the Northeast Council of Regional Planning Directors. Accounts of the work have appeared in *Planning Magazine*, *Land Lines* and *Urban Land*. This past year, we co-sponsored with America 2050 a leadership exchange between Philadelphia and New York, a Northeast Corridor Summit (in Philadelphia) covered by syndicated columnist **Neal Pierce** whose most recent column on this subject, "The Northeast Corridor, A Dream, Necessity or Both?" appeared March 11, and several research seminars whose papers will appear shortly in a book published by Penn Press.

While sustainability has been a fundamental concept underlying megaregion research, it has also been a huge topic at Penn. Penn is also thinking about future development as it launches its plan for the so-called Postal Lands east of campus. Its Penn Connects plan, issued in June 2006, dealt with overall concepts related to campus growth and thinking has now advanced to the next stage, detailed in Penn Connects: Urban Park, Recreation and Athletic Facilities. This plan, issued in February, focuses on the transformation of a 14 acre asphalt parking lot and nearby sites to an urban park with added sports functions and connections to the river – despite major barriers including brownfields, rail lines and the expressway. Imagination and great design abounds and, in about ten or twenty years, this area will be an emerald city, seamlessly linking the campus to the jogging trail along the riverfront and to downtown beyond.

Speaking of beyond, our faculty and students will be and have been engaged in far-flung activities. The Office of the Provost has awarded a grant to Professor **Michael Larice** to create a new course on international design and development offered in May and June. This class will examine the key issue of the Global South – slum housing – focusing on upgrading projects. Professor Larice has extensive experience in this area, having worked for several years in Swaziland on the World Bank's largest effort in that country, one that has become a model through-

out the continent. In addition to on-campus study, the class will engage in field studies in Africa, posting their findings on a new link on the departmental website. Already traveling to far places are Professors **Randy Mason** (China) and **Dana Tomlin** (Turkey) for their spring studios, as are Professors Barnett (Florida), Yaro and Carbonell (Madrid) and the students of Professors **Paul Levy** and **Alan Greenberg's** Philadelphia studio who flew off to San Francisco, Seattle, New York, Chicago, and Portland to check out those downtowns. While Professor **Jim Kise's** group is focusing on Lancaster, it has spent a good deal of time with that city's leaders, including the mayor who not only gave them hours of attention but also drove them to the railroad station so they could get back home to Philly in a timely fashion! And Kise and his last year's class will be picking up the AICP Best Student Prize at the APA conference in April.

Also beyond, but less distant, is Professor Rachel Weinberger, who has spent the past year as a senior policy advisor to New York Mayor Michael Bloomberg's Office of Strategic Planning. Charged with overseeing the transportation elements of the soon-to-be-released PlaNYC 2030, she will return next fall with important new insights and knowledge about large-city planning. Sharing new knowledge has been the role of Professors Tom Daniels and **Lynne Sagalyn** who have been jointly giving multiple keynote talks and lectures on their areas with Daniels traveling from Oregon to Florida to speak on growth management and land conservation and Sagalyn, equally well-traveled, discussing a range of topics from public private partnerships to Robert Moses, the New York figure now the subject of wide revisionist attention. Another leading urban figure, W.E.B. Dubois is under study by Professor **Amy Hillier**.

Well, these are just a few stories of what is happening in the school, department, university and with our faculty and students. There are many more, but space limitations prevent my offering others. Nonetheless, these tales give you a sense of the vibrant atmosphere in which our students are working and as you read the LINK, I think you will capture the energy, excitement and pure enjoyment that we, the faculty, students, and administration are having in these splendid times at Penn. Best wishes to you, our readers, and to our alumni, please keep in touch, let us know what you are doing, so we can share your successes.

Eugénie L. Birch  
Chair, Department of City and Regional Planning  
Lawrence C. Nussdorf Professor of Urban Research  
and Education  
University of Pennsylvania

# Penn Praxis leads community planning process, engages local residents in riverfront development

Philadelphia's Delaware riverfront is at a crossroads. What was once a bustling industrial center is now a fragmented collection of uses, highlighted by a working port, condo development, vacant brownfields, and two proposed casinos currently under development. Penn Praxis, the non-profit consulting arm of PennDesign, has been given the opportunity to organize a planning process that would finally give this space a distinctively Philadelphian and 21st century identity.

What has resulted is one of the most extensive planning processes undertaken in Philadelphia's history.

In October 2006, Philadelphia Mayor John F. Street signed an executive order authorizing Penn Praxis to create a civic vision for the waterfront that balances private development and the public good — in other words, something the City of Philadelphia has never seen before. The project area is seven-miles large, running from Allegheny Avenue at the north to Oregon Avenue at the south and from the river on the eastern edge and I-95 along its western flank. Pressing concerns along the waterfront include two 5,000-slot casinos approved for this area by the Commonwealth of Pennsylvania that some riverward neighbors despise, as well as the disconnect created by Interstate 95, separating communities from the river by as much as 385 feet in some areas.

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Department of City and Regional Planning  
University of Pennsylvania  
210 South 34th Street  
127 Meyerson Hall  
Philadelphia, PA 19104-6311

Phone: 215.898.8329  
Fax: 215.898.5731

**Co-Editors:**  
Kristin LaBuz  
John Reinhardt

**Contributors:**  
David Gest, David Godfrey, Andrew Goodman,  
Beth Falkof, Celeste Layne, Lori Massa, Rich  
Wilson

**Photos:**  
Maritza Mercado, Peter Skillings

**Special Thanks:**  
Kathleen Crossin, Kate Daniel



An aerial shot looking south exposes the tangled web of roadways that block the riverfront from the Philadelphia's urban fabric. Traffic and transportation issues have been at the font of public discussions.

Working with the Philadelphia City Planning Commission (PCPC), Penn Praxis organized a process that has since involved over 3,000 stakeholders including citizens, civic leaders, public officials, designers, and private developers. The planning process is designed so that citizen values guide the vision through a civic engagement process devised by Professor Harris Sokoloff's Negotiation and Conflict Resolution course and Penn Praxis Executive Director Harris Steinberg. Leading the visioning process is the Central Delaware Waterfront Advisory Group, comprised of 46 public officials and local activists that meet monthly to ensure all issues are addressed in the plan. The initial stages of the visioning included three riverfront walking tours, six citywide public forums, and one day-long session of presentations on best practices — the results of which were all synthesized to create a list of planning principles that combine both professional knowledge and community expertise.

These planning principles act as the foundation for the design process itself, which began with a multidisciplinary charrette March 1-3. Renowned designers, including PennDesign Dean Gary Hack, Peter Latz, Denise Scott Brown, Walter Hood,



Philadelphia Mayor John F. Street speaks at a Praxis-sponsored tour that brought 200 residents out to Fishtown and Port Richmond.

and Richard Bartholomew led teams at this workshop to create broad yet insightful ideas about how to improve the waterfront. Praxis will work with planning consultant Wallace, Roberts, & Todd and the PCPC to refine some of these ideas by this fall in order to grab the attention of incoming mayoral candidates. Public input will continue to be incorporated into the design process.

Response to the planning process thus far has been astounding. Reports on Praxis have been featured on Action News, Fox29, and National Public Radio, and images from the charrette were included in the *Philadelphia Inquirer*. Over 80 news and editorial articles have been published on the process since October.

Another important aspect of the planning process has been the PlanPhilly website ([www.planphilly.com](http://www.planphilly.com)). A Penn Praxis project, PlanPhilly is designed to be a portal for information on urban design projects throughout the Philadelphia region. Once fully developed, it will be a one-stop-shop for planning professionals and interested citizens alike concerned about future development in the city. Currently, the site highlights the Delaware Waterfront Planning Process, providing an up-to-the-minute news feed as well as different ways citizens can give their public input online. Going forward, Praxis will build PlanPhilly as an innovative civic engagement tool—an interactive 21st-century method to encourage public participation from citizens across the city.

**Andrew Goodman (MCP 07)** is working at Penn Praxis on the Delaware waterfront as part of his Professional Project. His duties include mobilizing outreach efforts for public meetings, creating and analyzing existing conditions of the project area, and working with WRT as a Praxis representative in the plan's design phase.

## Alumni Spotlight | Kristin Szwajkowski (MCP 02)



Kristin Szwajkowski (MCP 02) knows the value of making strong connections. After working for five years in various positions at the Philadelphia Industrial Development Corporation (PIDC) on such headlining projects as the Schuylkill River Trail and the reuse of the former Civic Center, she recently started at Pew Charitable Trusts as an Officer in Civic Initiatives – a position she obtained largely because of her PIDC project experience and network of non-profit contacts. Through mostly Philadelphia-centric projects, Kristin works to improve the appeal and image of the city for residents and visitors. She has also been involved in planning and development in her neighborhood, Franciscville.

The Philadelphia native recently spoke about life after Penn, networking, and how current and prospective students can gain the most from the planning program.

### What course have you found most useful in your work as a planner?

I found all of my courses useful. I am a generalist by nature, and although I concentrated in Community and Economic Development, I took courses in other concentrations, like Site Planning, to gain exposure to the many aspects of planning.

### What has been your favorite project?

Both the redevelopment of the Civic Center (a complex and challenging 19 acre, four million square

foot development between Children's Hospital and the University of Pennsylvania Hospital) and the Schuylkill River Trail (a fun project that has had – and will continue to have – a fantastic impact on the city) have been particularly rewarding. The Schuylkill River Trail project is near and dear to my heart. I live near the Art Museum and chose the neighborhood specifically to be close to the trail.

### How often do you keep in touch with other planners from your program?

It's funny – about two years after graduating from Penn, you begin to run into classmates on various projects, especially in the Philadelphia area. There are also events sponsored by the Pennsylvania Planning Association that draw alumni from all years. Of course I've become good friends with several former classmates.

### Much of your work is tied to Philadelphia. How do you envision the future of the city?

Much will depend on the next Mayor and administration. I believe the city is heading in the right direction, but it is a matter of continuing the momentum from recent projects such as the Schuylkill River Trail.

### What advice would you give to students?

Have an idea of where you want to go with your career, but be flexible. Explore all of your options because you never know where they will lead you. Most important for this year's group, attend the APA Conference in Philadelphia! It is a great opportunity to network. I attended the conference in New Orleans when I was in the program, and it provided a network of connections that was invaluable when I began researching opportunities for full-time employment.

## Unspoken Borders explores diversity in design

Cities have long been prized for their characteristic diversity - the heterogeneity of built environment, and, more importantly, the people who occupy it. Although planners confront issues of race and place everyday, constructive dialogue on the nexus between diversity and practice is largely lacking.

PennDesign Black Student Alliance (BSA) aimed to break that silence with its *Unspoken Borders* conference, held March 30-31.

According to **Sherry Taylor (MCP 07)**, the conference title held multiple meanings. "One element [of *Unspoken Borders*] is physical design - for example, highways that destroy or separate neighborhoods, buildings that do not add aesthetic value to neighborhoods, and redevelopment that excludes current residents. *Unspoken Borders* also means the intangible boundaries that are created in cities.

When people refuse to go to certain neighborhoods or blocks, that creates an invisible border."

The conference featured workshops, panel discussions, bus tours, and networking opportunities. City of Raleigh planning director Mitchell Silver, AICP and noted urban landscape architect Walter Hood delivered keynoted addresses.

"I hope the conference created a heightened level of understanding," Sherry said. "The areas we work in and design for are spaces with residents, history, beliefs, and cultures that deserve our sensitivity."



## AWARDS + RECOGNITION

**Yiun Lin Chong, Peilin Chen, Nicole Clare, Thomas Hastings, Geoff Long, Elizabeth McQueen, Michael Smart, Julia Taylor, Jocelyn Torio, Melinda Watts (MCP 06)**  
American Institute of Certified Planners' Student Project Award for Applied Research for *Changing of the Guard: A New Vision for Fort Monmouth*

### Nicholas Klein (Ph.D.)

Dwight David Eisenhower Transportation Fellowship; APA Transportation Planning Division Student Competition Honorable Mention for *Spatial Methodology for Assessing the Distribution of Transportation Impacts Using an Environmental Justice Framework*

### Michael Smart (MCP 06)

APA Transportation Planning Division Student Competition Honorable Mention for *AFETEA-LU Earmarks in Minnesota: A Rural Advantage, Minnesota's Other Growing Pork Industry*

### Yasi Abernathy, Lisa Beyer, Alan Cunningham, Ryan McCaw, Erin Phillips (MCP 07)

Pennsylvania Planning Association Best Student Project Award for *The Chester Avenue 'Main Street' Revitalization Plan*

### Seung Ah Byun, Adam Davidson, Andrew Goodman, Jennifer Hong, Sarah Showalter (MCP 07)

Pennsylvania Planning Association Student Project Award Certificate of Merit for *Washington Avenue East: Connecting the Divide*

### Marie Lewis (MCP 07)

Women's Transportation Seminar Scholarship

### Patrick Stewart (MCP 07)

Honorable Mention, ULI Gerald D. Hines Urban Design Student Competition

### Sherry Taylor (MCP 07)

Women of Color Day Award

### Andrea Wong (MCP 07)

Urban Land Institute Kenneth M. Good Graduate Student Fellowship

### David Gest (MCP/JD 10)

APA Planning and Law Division Daniel J. Curtin Fellows for Spring 2007

### Lauren Mattern (MCP 08)

Jack Kent Cooke Scholar

# cheat sheet | APA conference invades Philadelphia



## Student Reception

Saturday, April 14 | 7 p.m. – 10 p.m., \$20 (includes one drink/meal ticket)

### Marathon on the Square

Compare courseloads. Swap grad school horror stories. Exchange contact info. Divulge nonconference hot spots in Philly. After all, as students in the host city, it's our duty to show our peers a good time.



## Opening Reception

Sunday, April 15 | 7 p.m. – 10 p.m.

Hit up the Grand Hall in the Pennsylvania Convention Center to partake in "A Taste of Philadelphia," Philly-style music and - most importantly - some serious networking. A ticket is included for registrants in all categories.



## Opening Speaker: Robert F. Kennedy Jr.

Sunday, April 15 | 8:30 a.m. - 10:15 a.m.

Hailed as one of *Time* magazine's "Heroes for the Planet," Kennedy is widely recognized for devotion to environmental issues. His work includes protecting New York City's water supply and heading the Waterkeeper Alliance.



## Ed Bacon Film Festival

Monday, April 16 | 9:30 a.m. – 5:30 p.m.

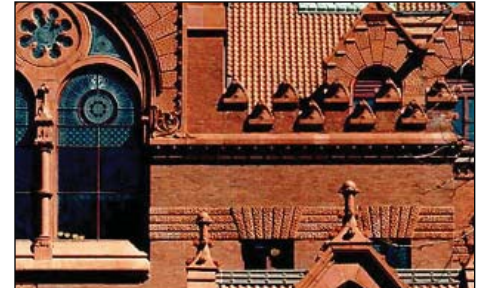
Six degrees of - oops, wrong Bacon. Long before Kevin starred in *Footloose*, his father, Philadelphia planning legend Ed Bacon, created a body of film to teach the public about cities, planning, and change.



## New Planners Forum

Monday, April 16 | 11 a.m. - 12:15 p.m.

Let's talk about the real world. Current students, recent grads, and young professionals dish on how to find a job, nail the AICP exam, and get involved in the APA at the state level. **Jennifer M. Gates** (MCP 05) moderates and **Elizabeth Burling** (MCP 05) and **Lee Farmer** (MCP 04) speak.



## University of Pennsylvania

### Alumni Reception

Conversation Hall, City Hall

Monday, April 16 | 6:30 p.m.

Network, network, network.



## From Cheesesteaks to Tacos

Sunday, April 15 | 1 p.m. - 4 p.m.

### Mobile Workshop | \$22

Reflecting waves of immigration, Vietnamese noodle restaurants and Mexican taquerias are now sandwiched between the more traditional meat, cheese, and pastry shops. Explore how this new diversity is changing the perceptions of place - and taste - in South Philly.



## The Changing Landscape of Philadelphia Planning

Sunday, April 15 | 1 p.m. - 4 p.m.

### Mobile Workshop | \$53

**Scott Page** (MCP 97) and **Mindy Watts** (MCP 06) discuss the inner workings of Interface Studio LLC, a small planning and design firm. View examples of innovative planning efforts in Northern Liberties and Kensington South.



## Skills to Get Ahead

Monday, 3 p.m.- 4:15 p.m.

So, how's that job hunt going? Practicing planners reveal what it takes to gain an edge in today's increasingly competitive job market. Because, after two years, thousands of dollars and countless projects, gainful employment would be nice.

## Envisioning Northwest Lancaster

**location:** Lancaster, PA  
**clients:** Franklin & Marshall College, James Street Improvement District, City of Lancaster  
**planning strategies:** transit-oriented development, arts corridor revitalization, economic development, heritage tourism

**vision/mission:**  
 Lancaster develops into a competitive economic, cultural and tourist hub for the region by building off of its strategic location and cultural and historic heritage; leveraging recent and ongoing development initiatives and planning efforts; forging new connections while enhancing existing gateways; and creating a critical mass of attractions.

Lancaster becomes the “place to live” in the County by offering high quality services, a concentration of unique local amenities and entertainment options, an attractive, safe and walkable physical environment, and diverse housing options ranging from historic homes and newly converted lofts to new infill development and artist live-work spaces.



## Closing the Gaps in Center City

**location:** Center City Philadelphia  
**client:** Center City District  
**travel destinations:** San Francisco, Portland, Chicago, Boston, New York  
**planning strategies:** economic and physical development that is market-based, adaptable to a changing future, and pluralistic

**vision/mission:**  
 By focusing on strategic plans for three underutilized districts within Center City, our mission is to create a more connected and sustainable urban core by closing existing gaps in the urban fabric caused by physical, economic and collaborative barriers. Center City's future growth will build upon its unique urban environment and diverse mix of employment, housing, retail, education, hospitality and tourism.



## The History of Ahkdam in South

**location:** Ahkdam  
**clients:** The Landmark Historical Heritage Protection Society, the Patriarch of the Holy See, Mesrob II (Istanbul)  
**travel destinations:** ...  
**planning strategies:** ...  
 sustainable development based economic dev



## Germantown Village – R7 Revitalization

**client:** Central Germantown Council (CGC)  
**project:** Develop a marketing and predevelopment plan for the redevelopment of vacant parcels surrounding the SEPTA R7 train stop and revitalization of adjacent blocks. The project leverages the neighborhood's abundant transportation connections and works with the rich network of community groups and institutions.

## Manayunk Gateway District

**client:** Manayunk Development Corporation (MDC)  
**project:** Produce a plan for the revitalization and development of an underutilized section of lower Main Street, including planning, capital improvements, and real estate development in an area with environmental concerns.

## University of the Sciences Expansion Plan

**client:** USP's Community Partnerships Office  
**project:** Work on a plan to promote the University's image and identity in both the neighboring community and academia, that coordinates the physical expansion needs of the campus, growing commercial/retail needs of its student population, and impact of these on surrounding neighborhoods.

## Powelton Village Plan

**client:** Powelton Village Civic Association (PVCA)  
**project:** Develop a plan to address issues of growing student population, declining housing maintenance, and increased traffic in the stable and historic Powelton Village, one of Philadelphia's oldest neighborhoods – listed since 1985 on the National Register of Historic Places.

## Historic Landscape Adamar Island Eastern Turkey

Adamar Island / Van Province, Turkey  
 Marks Foundation (NY); The Historical Foundation - Turkey (Istanbul);  
 the Armenian Church, His Beatitude  
 (Istanbul, Van Province  
 s: landscape plan for the island, sus-  
 tent plan for the coastline, tourism-  
 development, plan for the region



## Florida in the 21st Century

**location:** State of Florida  
**client:** University of Central Florida's Metropolitan Center for Regional Studies  
**travel destination:** Orlando  
**planning strategies:** transit-oriented development related to high speed and light rail, conservation of environmentally sensitive lands, coastal hazard considerations, and alternative technologies for sustainability

**vision/mission:**  
 To create an alternative scenario to Florida's current land use trend. Using GIS modeling to illustrate population distribution in 2020, 2040, and 2060 with the alternative future compared to the current trend.



## European Diagonal / Beyond Madrid

**location:** Madrid, Spain  
**clients:** Fundacion Metropoli, Fundacion Astroc  
**travel destinations:** Madrid, Lisbon, Barcelona, Marseille, Milan  
**planning strategies:** mega-regional and regional vision, growth management

**vision/mission:**  
 The European Diagonal is an emerging meagregion consisting of five cities - Lisbon, Madrid, Barcelona, Marseille, and Milan. This study considers how these cities can be configured and integrated through infrastructure, transport systems, economic opportunities, environmental strategies to become a complementary space to the "European Pentagon". The final document generated by the students will be used as a tool by the Fundación Metr poli to help attract European Structural funding back towards this growing region.

The Beyond Madrid concept is a regional plan for the Greater Madrid Region (GMR) and seeks to articulate a new strategic vision for the city-region within the evolving territorial context. The study of the GMR will consider Madrid as a polycentric system of cities encompassing Talavera de la Reina, Toledo, Segovia, Avila, and Guadalajara. It will identify several growth scenarios for the city-region and alternative governance structures to help facilitate the plan across regional and provincial borders.



## South Street West

**client:** South Street West Business Association  
**project:** Conduct a study that reveals the impact of the South Street Bridge renovation project on the recently thriving Graduate Hospital neighborhood, an area that has recently seen streetscape improvements and new retail and restaurant investment, but is still struggling with utilizing vacant properties.

## Washington Avenue West

**client:** Washington Avenue Business Association  
**project:** Develop a plan for Washington Avenue West, an area in transition. Many industrial businesses have been replaced with building product companies, Asian food markets, and condominium developments. These new investors will be involved as the group determines a future vision for the corridor.

## City Avenue

**client:** City Avenue Special Services District  
**project:** Develop a plan to invigorate a portion of City Ave between Philadelphia and Lower Merion Township, focusing on a half mile stretch which currently consists of auto oriented and auto serving services. A SEPTA rail stop is an opportunity to create higher density mixed use development which serves the locals as well as those traveling down the corridor.

## Conshohocken Waterfront

**client:** The Borough of Conshohocken  
**project:** Produce a redevelopment plan for the Schuylkill River waterfront in the Borough of Conshohocken, capitalizing on Conshohocken's shift from a light industrial mill town to the current office and residential center northwest of Philadelphia. The workshop group is looking specifically at land near both the river and the Schuylkill River bike path.

## Professors and students mingle at year-end dinner

The Independence Brew Pub was overtaken by planners on March 28, as the department hosted its annual Student-Faculty



Dinner. Attendees played pool, competed for door prizes, and participated in a competition to build the best LEGO waterfront development (Faculty judges chose *A Tribute to Ed Bacon*). "I want the Larice piece!" cried **Aaron Ritz (MCP 08)** at the sight of a sheet cake decorated with city planning professors. The event was a great chance for everyone to relax before the stress of finals kick in.



Tara Kreuger (MCP 07), Adam Davidson (MCP 07), Paul Reise (MCP 07) and Caitlin Bowler (MCP 08) work on a Lego waterfront development. (Above)

For dessert, a cake frosted with the DCRP faculty. (Left)

## Ph.D. SPOTLIGHT



Nick Klein

Prior to enrolling in the Ph.D. program, Nick gained experience as a transportation consultant.

### Stephanie Ryberg

Stephanie is interested in the intersection between planning and historic preservation. She tends to focus on neighborhood-level issues and neighborhood planning, but also studies policy issues, urban/neighborhood history, community development, and techniques of urban revitalization.

### Nick Klein

Nick is interested in transportation, environmental justice, GIS, and spatial statistics. He holds a Bachelors in Science in Operations Research and Industrial Engineering from Cornell University and a Masters in Urban Spatial Analyt-

ics from Penn.

Stephanie holds a Bachelor of Urban Planning from the University of Cincinnati and a Master of Historic Preservation from the University of Maryland. While she is new to Penn, she spent the past two years working on her Ph.D. at Ohio State University. In the past, she worked in a planning department of a small local government outside of Cincinnati, for Moule & Polyzoides (an architecture, design and New Urbanist firm in Pasadena, CA), and for Walt Disney Imagineering doing urban design and GIS work. While in Maryland, she worked for the National Park Service on cultural landscape preservation in Washington, DC. While her final dissertation topic is still being developed, she hopes to focus on the role that historic preservation has played in neighborhood revitalization efforts.



Stephanie Ryberg

## Students present visions at community meeting

Controversy surrounding a proposed development on the corner of Broad and Washington Streets has provided a group of second years students hands-on experience with the community planning process.

In response to local developer Rimas Properties' proposal to construct two high-rise towers on the South Philadelphia parcel, local community group Hawthorne Empowerment Coalition enlisted the help of students who worked on academic projects related to the site.

At a community meeting March 13, **Shekoofah Khedri (MCP 07)** and **Imogen Wirth-Granlund (MCP/MHP 08)** presented their spring work-

shop's "SoPhi: A Downtown Plan for Washington Avenue, South Philadelphia." **Sarah Showalter (MCP 07)**, **Alan Cunningham (MCP 07)**, **Patrick Stewart (MCP 07)**, and **Tamara Jovovic (MCP 07)** discussed their site planning assignment to create design alternatives for the site. The students delivered "Envisioning Washington Avenue," a presentation exploring planning and design alternatives, to a group of fifty community members.

"The planning process is hollow until we engage the communities affected by our design," **Alan Cunningham (MCP 07)** said. "I think our presentation helped the community visualize some different design options."

## WHAT'S HAPPENED

A sample of this semester's events

### Jane Golden

Founder/Executive Director - Philadelphia Mural Arts Program. Sponsored by Planners Network Delaware Valley.

### Rutherford Platt

Professor of Geography and Director, Ecological Cities Project - University of Massachusetts: "The Humane Metropolis: Holly Whyte Lives On." Sponsored by the Department of City and Regional Planning and Penn Institute on Urban Research.

### Majora Carter

Founder/Executive Director - Sustainable South Bronx: "Sustainable South Bronx: Design is Deliberate." Sponsored by the Department of City and Regional Planning.

**Live webcast of the Mayor's Forum on Sustainability.** Sponsored by PennDesign Environmental Planning Club, Penn Institute of Urban Research and the Department of City and Regional Planning.

### William Roper and Ken Snyder

Orton Family Foundation: "Using Technology for Civic Engagement and Better Community Planning." Sponsored by the Department of City and Regional Planning.

### Public-Private Development Panel

John Grady, Philadelphia Industrial Development Corporation; Richard Perlmutter, Argo Investment Company; Jaime Seweryn, Economics Research Associates. Sponsored by PennDesign Real Estate Club.

### Emily Wadhams

Vice President, National Policy - National Trust for Historic Preservation: "Making Community Preservation and Planning Work." Sponsored by the Department of City and Regional Planning and the Department of Historic Preservation.

### St. Patty's Day Happy Hour

Sponsored by Student Planning Association

### Neighborhood Transformation Initiative and Camden, NJ Bus Tour

Sponsored by PennDesign Black Student Alliance and Planners Network Delaware Valley

### Beaux Arts Ball

Sponsored by PennDesign Student Council

## ... ULI competition

Continued from Page 1

Contest rules stipulate that teams must be composed of five members and that team members must represent a minimum of three disciplines. Fourteen teams from Penn competed against more than 510 students representing 26 universities in the U.S. and Canada.

The rigors of the competition forced **Zev Moses (MCP 08)** to adopt a nocturnal work schedule. "We worked all night and slept wherever we could during the day," he said. "The experience was exhilarating and exhausting, but more than anything it was rewarding. The learning curve was large, but I was able to make great strides in my knowledge."

According to **Patrick Stewart (MCP 07)**, "The format of the competition forced us to figure out very quickly how to work together, share ideas, and trust each other to deliver good results. I've become accustomed to having more time to spend on a planning problem - a semester instead of just 10 days - but in a lot of ways this might be a closer analogy to the kind of situations I will face in the professional world."

And as the only Penn team to receive ULI recognition, Patrick's team did deliver good results, netting an Honorable Mention nod from the jury. "I feel fortunate to have ended up on a very hard-working, capable team," he said. "And knowing that we were up against such impressive competition, from Penn and elsewhere, makes it that much more gratifying."

## ... Ranking

Continued from Page 1

ries, including number two in Urban Design, number three in Real Estate, and number three in Historic Preservation.

The idea for the national rankings was sparked by **David Gest (MCP/JD 10)** while he was managing editor at *Planetizen*. He recognized the lack of a common source for comparing planning programs, like the *U.S. News & World Report* rankings for undergraduate education or *Business Week* rankings for MBA programs. While his application process ultimately led him to pursue a joint MCP/JD at Penn, his legacy at *Planetizen* will make the process a little less daunting for future students.

### DID YOU KNOW?

The PennDesign Happy Hour has been a tradition for over 25 years – it was started in the 1970s by Peter Shephard, who served as Dean of the school from 1971-1979.

## ... Apse renovation

Continued from Page 1

Association organized a Valentine's Day movie to inaugurate the new projector and screen. Students turned out to watch *So I Married an Axe Murderer*, and the success of the event bodes well for creative social uses of the space.

**Aaron Koch (MCP 08)**, a member of the Apse Committee, noted: "The planning students are thrilled to have the Apse as our work space. We are very grateful to the PennDesign administration and staff for providing us with this wonderful room. The Apse has turned into the center for planning activities this semester. From social activities to late night group projects, it is the place to be."



Joshu Shih (MCP 07) and Kate Daniel unfurl a motivational banner, continuing a tradition started by Louis Kahn.



Before the grind of the semester sets in, city planning students take time to enjoy the Apse during the January celebration. Above: Michael Robinson, Josiah Neiderbach, Stacy Chen, Kyle Sundin, Andrew Reback, Lauren Matern and Patrick Lynch. Below: Beth Falkof, Lori Massa, Ming-ru Chu, Katie Goodrum, Laine Cidlowski, Radhika Mohan, and Sherry Taylor.



## The Apse's LINK to the Past

From now on, first year city planners will have a studio space rich with history. The Apse was once home to the studios of Louis Kahn, the world-renown architect and educator who taught on Penn's faculty from 1955 until his death in 1974. His most famous works include the Salk Institute for Biological Studies in La Jolla, California; the Kimbell Art Museum in Fort Worth, Texas; and the capital complex at Dhaka, Bangladesh.

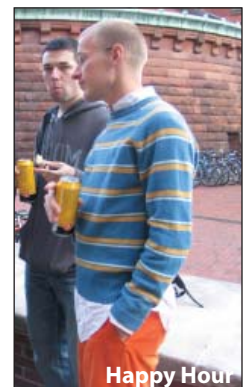
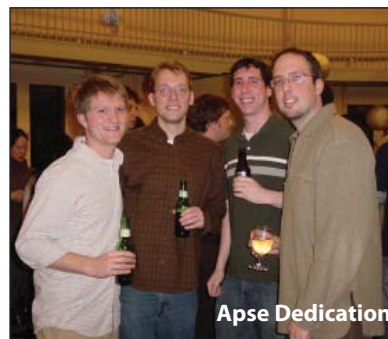


Louis Kahn's master's class, spring 1974, in his Furness Building studio. (Courtesy The Book of the School)

# paparazzi | PLANNERS @ PLAY

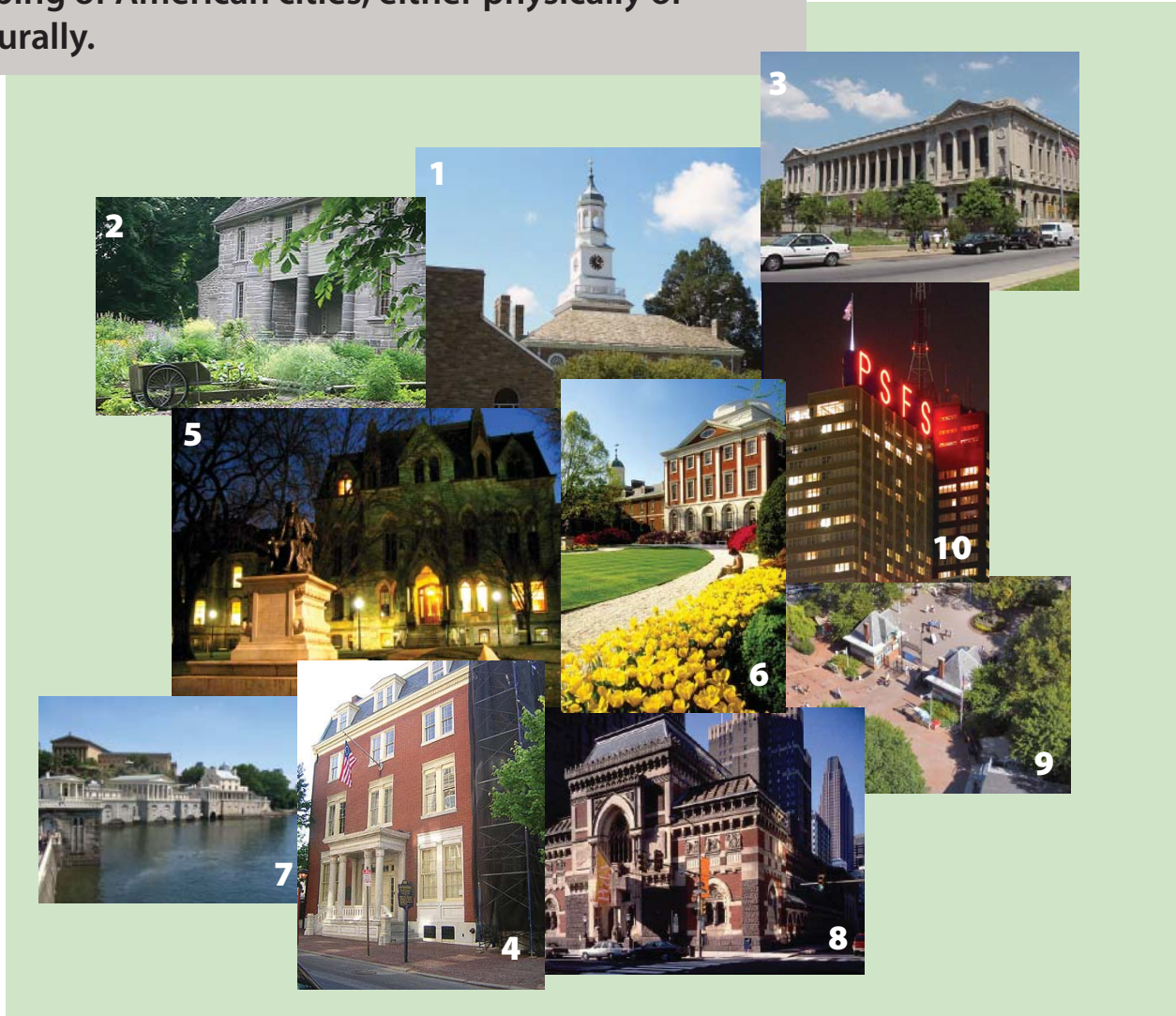


*cheers to life outside  
workshop and studio!*



# trivia | PHILADELPHIA FIRSTS

To honor April's APA conference, we're bringing trivia back to Philadelphia. This city's long planning tradition is filled with many "firsts." See if you can identify each location and its significance in the shaping of American cities, either physically or culturally.



1. Nation's First Public Grammar School - Penn Charter (1689)
  2. Nation's First Botanical Garden - Bartram Gardens (1728)
  3. Nation's First Public Library - Free Library of Philadelphia (1731)
  4. Nation's First Volunteer Fire Department - Union Fire Company (1736)
  5. Nation's First University - The University of Pennsylvania (1740)
  6. Nation's First Hospital - Pennsylvania Hospital (1751)
  7. Nation's First Municipal Water System - Philadelphia Waterworks (1799).
  8. Nation's First Art School and Art Museum - Pennsylvania Academy of Fine Arts (1805)
  9. Nation's First Zoo - The Philadelphia Zoo (1874)
  10. Nation's First Modern Skyscraper - PSFS Building (1932)
- Source: [http://philadelphia.about.com/cs/history/a/philly\\_firsts.htm](http://philadelphia.about.com/cs/history/a/philly_firsts.htm)

## job hunt | Polishing resumes, shaking hands

Recruiters - including some alumni - from around the country attended Career Connections and the DCRP Internship Fair to talk with PennDesign students. Clockwise: Ed Davis (MCP 07) and Laine Cidlowski (MCP 07), Johnny Weiner (MCP 08), Shachi Pandey (MCP 08), Julia Taylor (MCP 06)



*Looking for qualified planners? Each year, Penn's Department of City and Regional Planning graduates between 40 and 80 qualified planners into the workforce. If you know of an open position for recent graduates or alumni of the program, contact Julie Vick of Career Services at [vick@pobox.upenn.edu](mailto:vick@pobox.upenn.edu) or (215) 898-7530.*



## Ultimate frisbee gets dirty

Our Name Is MUD is PennDesign's ultimate Frisbee team, headed by co-captains **Beth Falkof (MCP 07)** and **David Gest (MCP/JD 10)**. The team name stands for Meyerson Ultimate Disc and reflects the generally muddy condition of Hill Field, where the team competes against other grad school groups.

Popular on college campuses across the nation, Ultimate Frisbee is recognized as an "easy to learn, difficult to master" activity. Fortunately, planning students possess key qualities that make them especially adept to the sport.

"The city planning field breeds Ultimate players," Beth said. "We survey our surroundings, adapt to change, and plan for the future. We are nimble and quick on our feet. We thoughtfully and strategically react to changes in the spatial environment, if not influence its creation."

# THE LINK

Student Newsletter of the Department of City and Regional Planning

University of Pennsylvania  
School of Design  
Department of City and Regional Planning  
210 S. 34th Street  
127 Meyerson Hall  
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