



Prof. Amy Hillier delivers a lecture at TEDx Philly in January 2012

Professor Amy Hillier Receives Tenure

by ARIANA ZENO (MCP/MSW '14)

After many prolific years of distinguished scholarship, Associate Professor **Amy Hillier** has been granted tenure by the University of Pennsylvania. Prof. Hillier, whose academic research focuses on public health and the built environment, has published in scholarly journals, books, and other media.

Reflecting on her accomplishment, Hillier said, "it gives me more confidence in the work that I do. I feel like I am a steward of the academic quality of the institution." In many ways, Hillier has already shown this aptitude, having won several awards, including a Vision Award bestowed by Esri Health in 2010, the Michael B. Katz Award for Excellence in Teaching by Penn's Urban Studies Program in 2006, and the Hermin Levin Award in 2000 for meritorious academic performance in the doctoral program at Penn's School of Social Work.

"Amy Hillier is that rare professor who is as dedicated to helping her students learn as she is focused on creating useful knowledge for the benefit of underprivileged communities," Department Chair **John Landis** observed. "Amy's everyday enthusiasm for teaching, for knowledge discovery, and for service make her a model for her colleagues as well as her students."

With a passion for interdisciplinary work, Professor Hillier is the only faculty member appointed jointly by the School of Social Policy and Practice and the School of Design. Her scholarship covers a wide variety of topics, including the role of maps in reinforcing, documenting, and transforming disparities; child welfare; food insecurity; mapping for social change; and the work of W.E.B. Du Bois.

Hillier began her career at Penn as an M.S.W. student in 1995, following her graduation, *summa cum laude*, from Middlebury College. She later received a Ph.D in Social Welfare from Penn in 2001 and began teaching in the School of Design in 2005. "Getting tenure at the University of Pennsylvania is an amazing privilege," Hillier related. "Tenured faculty are expected to be leaders in their field, influencing how people think." PennPlanning is thrilled to have Prof. Hillier continue to play an active role as an innovative and interdisciplinary thought leader.

Laine Cidlowksi '07 Instrumental in Sustainable DC Act

by BRYNN LEOPOLD (MCP '14)

As the sole Urban Sustainability Planner at the District of Columbia Office of Planning, **Laine Cidlowksi** (MCP '07) was instrumental in the January passage of the District's newest Master Plan, *Sustainable DC*. The 20-year plan aims to make DC the healthiest, greenest, and most livable city in the United States within one generation, while being one of the fastest growing cities in the country.

"The city had been spinning its wheels with sustainability to an extent," said Cidlowksi. "Each department was doing a little bit, but there was no holistic vision of what was possible." That all changed after D.C. Mayor Vincent Gray attended the U.S. Conference of Mayors in 2011. "Following the conference," Cidlowksi recalls, "the mayor returned with a mission for how to make the District even better."

Despite this newfound vision, the District was forced to confront the challenges inherent in devising long-term planning policy. "There's always people who have been around for a long time and fall victim to short-term thinking or the political news cycle," Cidlowksi related. The *Sustainable DC* process spanned nearly 18 months of research, planning, and public outreach; in her role, Cidlowksi was responsible for spearheading extensive collaboration between the D.C. Department of Environment and numerous other agencies to coordinate dozens of varied programs.



Image courtesy of District of Columbia

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LETTER FROM THE CHAIR



Professor John Landis, Department Chair

Urban Innovations

by JOHN LANDIS

Where and why do urban policy and planning innovations occur? Can they be replicated elsewhere? And what can planning schools do to encourage them? During the last ten years, two cities, New York City and San Francisco, have emerged as the nation's urban innovation leaders, just as Portland and Vancouver did in the 1980s and 1990s.

Under Mayor Michael Bloomberg, New York City has implemented a series of urban innovations which combine far-sighted thinking about the role of quality-of-life issues in attracting people to cities, a reliance on outcome data, and a willingness to experiment. These include *PlaNYC*, the first attempt by a large American city to integrate sustainability into everyday city planning; real-time efforts to monitor, analyze, and anticipate crime locations; the Times Square street-to-pedestrian plaza conversion; a citywide bike-lane program; and last but not least, efforts to make sure that New Yorkers eat more healthy foods.

Out on the West Coast, San Francisco has become the sandbox for a generation of young, Internet-oriented entrepreneurs looking to take advantage of the city's higher-density lifestyles while developing web-based applications to make urban services more responsive and even fun. As *San Francisco Chronicle* urban design writer John King noted when he joined *Philadelphia Inquirer* design critic Inga Saffron on a recent PennDesign panel, these innovations are happening at the fringes of traditional city planning, in neighborhoods where residents feel empowered to try to shape

their own urban futures, rather than rely on city planners to do it for them.

Urban innovations aren't limited to New York or San Francisco. Under the leadership of Mayor Michael Nutter, the City of Philadelphia is being increasingly recognized as a major urban innovator. There are ways in which Philadelphia's *Greenworks* sustainability plan is even better than *PlaNYC*, and just last month, Philadelphia was honored with one of four \$1M Bloomberg Foundation urban innovation grants.

I recently finished reading *The Idea Factory*, John Gerner's history of Bell Labs, arguably the most successful center for technological innovation of the last hundred years, and the place where the transistor, radar, communication satellites, and even cell phones were either invented or substantially advanced. Bell Labs was assembled in the 1920s and 1930s (under the umbrella of AT&T's protection from U.S. antitrust laws) by electrical engineer Mervin Kelly, who understood that for AT&T to keep providing the best phone service it would have to ultimately have to transform itself into an information and communications company. Kelly traveled to the top research universities looking for young physicists and engineers who wanted to work on applied problems in a collaborative and interdisciplinary environment. Managers set innovation and performance goals but not product or sales targets (in exchange for its anti-trust exemption, Bell Labs was required to license its discoveries to other companies), and teams of engineers, physicists, mathematicians, and chemists were given wide latitude to experiment with different technologies and solutions.

The examples of Michael Bloomberg and Mervin Kelley also point to the importance of confident, results-oriented leaders who are not afraid to experiment with new approaches and to make risk-taking a part of their organizational culture. In New York and at Bell Labs, innovators are encouraged as much as innovations.

Urban regions will be the locus of global population and economic growth over the next 50 years. For them to succeed as innovation and quality-of-life centers against the counteracting effects of congestion, city planners will have to become more conversant with real-time urban performance data (as in New York City), be more willing to try pilot projects (also as in New York City), better empower local residents and entrepreneurs to help solve urban problems (as in San Francisco), and, as at Bell Labs, allow a results-oriented and collaborative sandboxes to emerge, even—or perhaps especially—at the expense of traditional comprehensive

planning.

Here at PennPlanning, we will be looking for ways to shake-up and “de-siloize” our program in search of a more innovative planning culture. If you have ideas about innovative technologies, innovative courses, or innovative projects that will better position planning for the future, please drop me an e-mail at jan@design.upenn.edu.

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Cidlowski also sought to channel the enthusiasm displayed by the local community. “During one of the kickoff meetings held at the Convention Center, over 440 community members attended—way more than could fit in the room!” A diverse range of stakeholders participated in the planning process—“everyone from a beekeeper to groups dedicated to mitigating the effects of climate change”—which was bolstered in large part by the District's highly educated workforce. “We had so many people of so many diverse interests,” Cidlowski beamed. “It actually became a little bit of a problem!”

Cidlowski came to PennPlanning with a bachelor's degree in Environmental Studies from the University of North Carolina, Chapel Hill. While at Penn, she pursued a concentration in Urban Design, with a particular emphasis on sustainable best practices. “I always looked through the lens of sustainability, rather than a particular section of planning, like environmental planning.” To Cidlowski, the District's emphasis on planning for future sustainability—as well as on improving local opportunities for education, employment, and socioeconomic mobility – will continue to revitalize the city.



Will Morgan (MCP '14) works on 743 N. 38th St

PennDesign Teams Up with Rebuilding Together

by JENNIFER WEBBER (MCP '14)

Mantua is a low-income community just 10 blocks north of the University of Pennsylvania, but it exists in an entirely different world. It isn't unusual to find homes with holes in the floor, blown-out basement windows, and plumbing that has been backed up for years. This month, PennDesign students partnered with Rebuilding Together Philadelphia and the Wharton School to make a profound change in the community.

Rebuilding Together Philadelphia is an affiliate of a national organization whose mission is to ensure safe and healthy homes for all people. Rebuilding Together works with low-income homeowners to identify and address the critical improvements needed in their homes.

For two consecutive weekends in March, more than 30 PennDesign students volunteered their time on a 20-house block build. Clustering the homes so that improvements had the greatest impact, all 20 homes were centered on the corner of 38th and Olive Streets.

Along with Wharton students, neighborhood residents, contractors, and other skilled workers, the volunteers transformed 717 and 743 N. 38th Street into safer, healthier homes. Volunteers in 717 repaired plumbing, installed a new kitchen sink, repainted the house, repaired insulation and drywall, installed new windows, and repaired exterior masonry. Those working in 743 installed all new flooring, fixed the kitchen plumbing, painted throughout the house, repaired a bedroom ceiling, and secured basement windows that had been open to the elements. Every house was equipped with several smoke and carbon monoxide detectors.

To ensure a community-wide impact, the neighborhood itself underwent some physical changes. College Painters donated its services and repainted the exterior of all 20 houses. Vacant lots were cleaned of debris, homeowners were provided with new house numbers, railings were repainted, and storm water drains were cleared.



PennDesign Students Recognized by ULI

by ARIANA ZENO (MCP/MSW '14)

PennDesign is proud to announce that two separate teams of students received Honorable Mention in the annual ULI Hines competition. Kept secret until the start of the competition, the focus of this year's project was the planned replacement of the Metrodome in downtown Minneapolis. Interdisciplinary teams presented a development concept and financial plan for an underutilized area between the stadium and the central business district located near a light-rail line.

Katrina Flora (MCP '14), **Anna Ishii** (MCP/M.Arch '15), and **Thomson Kao** (MCP '14) participated in the competition with "Influx," their vision of a civic promenade hugging the light-rail corridor lined with regionally-significant venues and establishments. Along with **Alex Holstein** (M.Arch '14) and **Stefanie Loomis** (MLA '14), they planned for a bicycle commuter center to serve the central business district and envisioned green alleys to provide shelter and engagement during the winter.



Rendering of proposed hotel and "Skycycle" in downtown Minneapolis

Erin Feehan-Nelson (MCP '14), along with **Sa Min Han** (MLA '13), **Eunjee Kim** (MLA '13), **William Wong** (M.Arch '14), and **Kerry Weldon** (MEBD '13), developed a master plan dubbed "The Wellness Hub." The plan improved Minneapolis's downtown livability by redefining the area as a holistic, health-oriented district and included an elevated public bicycle path called the "Skycycle." "Having grown up outside of the Twin Cities, I loved having the opportunity to explore Minneapolis' potential for new development," Feehan-Nelson related. "It was a great experience getting to work with the different disciplines, and fascinating to see how we each approached the issues we encountered."

First-Year Workshop Shifts Focus to Suburbs

by JED POSTER (MCP '14)

2013 Workshop has shifted its focus away from the City of Philadelphia and towards the region's first-generation suburbs. In doing so, Workshop aims to cultivate creative solutions for the pressing issues faced by similar municipalities throughout the country.

Workshop is structured as a semester-long, charette-style program that assembles groups of up to eight students, guided by practicing professionals from a variety of planning firms in the Philadelphia region. Every group incorporates students from each of the five MCP concentrations, so that a breadth of techniques and approaches are utilized in assembling short, medium, and long-range proposals for community stakeholders.

The seven study areas were selected in conjunction with the Delaware Valley Regional Planning Commission to ensure a diverse range of communities. Despite the distinctive qualities of each area, the students were tasked with devising strategies to alleviate common issues faced by aging suburbs throughout the region. During the "Alternatives Phase" of Workshop, each group presented a scenario designed to increase walkable urbanism in its respective community, as well as one "outlandish" scenario that sought to encourage radical thinking and develop fresh ideas.

PennPlanning Alumnus Pioneers Phila2035: The Game

by EILEEN DIVRINGI (MCP '14)

In January, the Philadelphia City Planning Commission (PCPC) unveiled a new tool for expanding public participation in the Philadelphia2035 comprehensive planning effort—Phila2035: The Game. PennPlanning alumnus **Clint Randall** (MCP '09), the Healthy Communities Coordinator at the PCPC, was instrumental in bringing the Community PlanIt project from the Engagement Game Lab at Emerson College to the City of Brotherly Love.

“We want as many Philadelphians participating in the comprehensive planning process as possible,” Randall said. “And Community PlanIt makes the content come alive in ways that might appeal to a wider audience than we’re able to attract through traditional public meetings.”

The Game was intended to facilitate community involvement within the civic planning process by applying users’ “game thinking” to real world problem-solving efforts. The web-based platform began as a tool for encouraging civic participation in the Boston Public Schools system and has since made its way into citywide community engagement strategies from Detroit to San Jose.

The first leg of Phila2035: The Game focused on the University/Southwest District that runs from Powelton south to Kingsessing and stops just east of Cobbs Creek. Each phase of the game began with a new “Mission,” in which users had the opportunity to learn about, and respond to, information ranging from local zoning changes to community member profiles. Participants earned points by correctly answering trivia questions like, “How many community gardens exist in the USW district?” (A: More than 20.) In addition, the Public Square provided a forum for participants to raise concerns and make comments that may have fallen outside the scope of the Missions.

Roughly 900 people signed up for the session, about a third of whom continued to be active. “300 people is about the number we’d expect to see during an entire set of meetings for a given district plan, so we’ve easily doubled the number of participants that we might have otherwise had,” Randall noted.

While the game provided an informative and entertaining glimpse into the process of neighborhood planning, some critics have raised concerns about its ability to include input from community groups that are less comfortable with technology-based engagement—or that lack the time to participate in online gaming. Nevertheless, Randall argued, the program is “a huge draw for us [because it] allows people to engage with planning more or less on their own terms.” Though it remains to be seen how the input of Community PlanIt users will ultimately be integrated into the final University/Southwest District Plan, the game certainly served as an introduction to comprehensive planning that was intuitive (and even enjoyable) for residents outside of the field.



Professor Seymour Mandelbaum Remembered

Compiled by ARIANA ZENO (MCP/MSW '14)

On January 23, Professor Emeritus Seymour Mandelbaum, a giant in the Planning world and at the Department of City and Regional Planning, passed away. Prof. Mandelbaum came to PennPlanning in 1967 after receiving a Ph.D in History from Princeton University and spent nearly 40 years inspiring generations of students until his retirement in 2004.

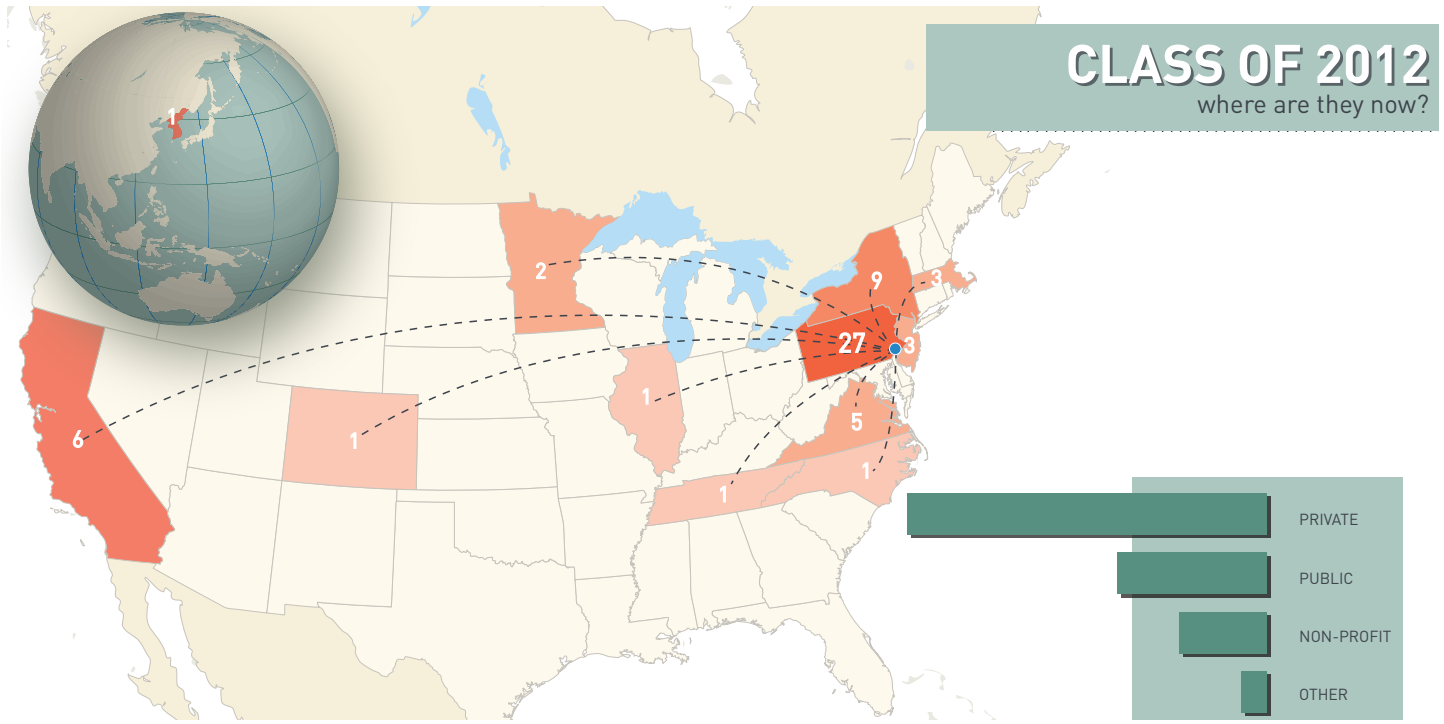
Prof. Mandelbaum served as Chair of the Graduate Group from 1977 to 1989, overseeing the Ph.D. Program, and as Chair of the Department from 1987-1989. Originally trained as an urban historian, Prof. Mandelbaum focused on themes of communication and community. Beloved both inside and outside the classroom, Prof. Mandelbaum encouraged students to view planning as a moral enterprise as well as a technical problem-solving effort.

Prof. Mandelbaum was a prolific writer, serving as the Editor of *Explorations in Planning Theory* and residing on the editorial boards of the *Journal of Planning Education*, the *Journal of Architectural and Planning Research*, *The Responsive Community*, *The Journal of Planning Literature*, and *Town Planning Review*. His last book, *Open Moral Communities*, examined the communitarian sensibility and the ways in which policy and planning arguments are set within myths of community.

In a 2006 article in *Planning Theory*, **Eugenie Birch**, Professor (and former Chair) of the Department of City and Regional Planning at Penn, reflected on Mandelbaum as an “intellectual colleague,” touting Mandelbaum’s unique ability to encourage others to think critically about their work. “Almost everything Seymour says gives me pause. And I would venture that anyone who has been lucky enough to have had him as a professor, panelist, committee member, or colleague has had that experience repeatedly.”

The entire PennPlanning community aspires to carry on Professor Seymour Mandelbaum’s legacy as an intellectual and planner with a love for his students, a concern for equity and fairness, and a devotion to the University of Pennsylvania.

Recent Alumni Reflect on New Careers



by JED POSTER (MCP '14)

After two intense years of study, PennPlanning's most recent graduates have settled into their first jobs post-graduation. While the processes of networking, writing cover letters, and interviewing can be arduous and bewildering at times, many alumni report that the elation of receiving a job offer from their ideal employer is a testament to the hard work they put in throughout their time at Penn.

Four of these newly-minted MCPs related their lessons learned, their experiences in their current roles, and their advice for future generations of aspiring planners. Despite the wide range of backgrounds represented by **Liza Cohen**, **Aaron Kurtz**, **Katie Olson**, and **Tim Ponti**, all four echoed the common theme of perspective, or keeping in mind that a rewarding career will be the end result of persistence, creativity, and careful research.



Liza Cohen, STIP '12
Associate
Nelson\Nygaard
Boston, MA

“The biggest thing I learned in my job search was not only talking to people, but also **not being afraid to talk to people!** I asked almost everyone I met in the planning world if they would have just ten minutes to tell me how they got where they were, and shockingly all kinds of people agreed to talk with me. If you don't know what to talk about, it's always easy to get someone to talk about themselves (and you can learn a lot from it!).”



Aaron Kurtz, PPD '12
Analyst
HR&A Advisors
Washington, D.C.

“The most important thing: never stop applying. Try to submit short, concise cover letters. For companies that receive hundreds of applications, this is very much appreciated. Keep in mind that all interviews boil down to three basic questions:

- Can you do the job?**
- Will you like the job?**
- Can you work well with others?**

Never stop applying!”



Katie Olson, CED '12
Program Analyst
World Business Chicago
Chicago, IL

“**Move to where you want to work.** Employers want a sense of how you'll fit in, which is difficult to gauge over the phone. Plus, there's likely many local candidates who don't have to relocate.

Pound the pavement once you get there. Informational interviewing is interesting and useful. Most people will conclude interviews by suggesting a job lead, at their firm or elsewhere.

Join trade organizations and attend events. Membership lists are great for looking for jobs. ULI or APA networking sessions provide an excellent opportunity to set up informational interviews.”



Tim Ponti, CED '12
Research Analyst
Bureau of Licenses & Inspections
Philadelphia, PA

“**Be confident!**

Don't sell yourself short, and don't downplay your abilities. You've made it through graduate school and that is an amazing accomplishment even if it may not seem that way right now. But remember: be humble and be open. Your schooling and whatever is on your resume will perhaps be necessary for you to get the interview, but demonstrating you have the capacity to apply and adapt those skills is just as important to secure the job—and hopefully to thrive in it.”

SECOND-YEAR STUDIOS



Olympic Investments: Beijing and Rio de Janeiro

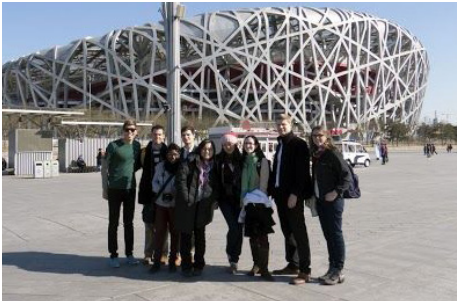
by LEAH WHITESIDE and DANIELLE BORDEN (MCPs '13)

The Olympic Investments studio, led by Professor of Practice **Evan Rose** and Associate Professor **Stefan AI**, seeks to examine and mitigate the impact left behind by mega-scale international events on their host cities; in other words, what happens after the crowds go home?

To investigate a recent example, half of the studio traveled to Beijing, host city of the 2008 Summer Olympics. They toured the Olympic Park to learn the ins and outs of the city's new form, and to meet with local academics and professional planners to discuss how to repurpose and redesign the Park following the 2008 Games. In addition to grappling with issues of size and how to create an inviting, human-scale place out of the enormously oversized boulevards and open plazas that were built for the Games, the group also studied the city of Beijing as a whole, identifying its issues and opportunities as a constantly-growing world city.

To evaluate the practicality of preemptive mitigation strategies, the other half of the studio traveled to Rio de Janeiro, the host city for the 2014 World Cup and 2016 Summer Olympics. The students examined the \$19 billion being invested in Rio in preparation for these mega events, with an eye toward identifying ways the investments can be leveraged to enhance the quality of life for Rio residents beyond the Games. In a city where long-term planning is still an emerging practice, it is essential to confront the challenges posed by rapid population growth, inadequate infrastructure, land speculation, and transit problems.

The Rio studio met with AECOM, the design firm for the Olympic Park, as well as the Rio State Planning Agency and Center for Architecture and Urbanism, both of which are implementing projects in preparation for the events. They also met with **Theresa Williamson**, (Ph.D. '04), the founder of Catalytic Communities, who gave them a tour of Rocinha, the largest *favela* (or informal settlement) in Brazil and home to nearly 70,000 residents.



Jersey Shore

by SARAH RICHARDS (MCP '13)

The Jersey Shore Studio, headed by Professor of Practice **Jonathan Barnett**, is facing a “wicked planning problem” with no clear, one-size-fits-all solution. Emotions run high along the battered and bruised New Jersey coast as people struggle to rebuild their homes, businesses, and lives after the devastation left by Hurricane Sandy in October 2012. The Jersey Shore Studio has taken on the complex and often delicate task of coming up with an alternative to the current “Restore the Shore” mantra of rebuilding everything where it was before. Instead, they are strategizing ways to allow the Shore to maintain its character and sense of place, while also protecting the public health, safety, welfare, and social fabric of the area from future storms.

They researched physical “soft” (i.e. artificially constructed sand dunes) and “hard” (sea gates, floodwalls, etc.) infrastructure alternatives for protecting the shore, and explored the potential of policy to create more sustainable planning and development practices in the New Jersey coastal region. Several members of the studio also derived tentative environmental and social vulnerability indices for the Shore by using existing data.

The studio has created individual design plans for towns and municipalities along the Jersey Shore. They hope to incorporate hard and soft infrastructure in a manner that minimizes disturbance to the existing physical and social infrastructure and maximizes safety and quality of life. Students are also drafting a policy plan and working to ensure that their interventions serve as amenities that contribute to the character and sense of place. The studio is prepared to take on the challenges of designing for storm-battered townships and municipalities that incorporate sound planning and policy with compassion and understanding.



Penn Station, NYC

by BRYAN BARNETT-WOODS (MCP '13)

The New York City Penn Station studio, led by Professor of Practice **Bob Yaro** and Dean **Marilyn Taylor**, explores and re-imagines Penn Station and its role as a global gateway to New York City. The multidisciplinary project not only examines redesigning the Station to accommodate future capacity, but also to create a new and inviting public space for visitors and commuters; to revitalize the surrounding neighborhood; and to build a station in testament to New York's greatness. The studio's scope exceeds any singular planning concentration and is divided into interchangeable groups working to tackle the many complex problems of re-inventing the Station.

This February, the studio traveled to London to study other train stations that serve as global gateways. They participated in a design charrette and saw first-hand Penn Station's unrealized potential. King's Cross Station and St. Pancras International Station in London provided illustrative examples of redesigned train stations that have sparked new development as well as re-invented traveling in the United Kingdom and the European continent.

The team also worked with local transportation, architecture, development, and urban design professionals to incorporate ingredients of success from the European stations into a redesigned Penn Station. While there, the students learned that station building is more than simply architecture, transportation, and urban development, but also an integration of stakeholder groups, institution building, and defining leadership that can leverage political and financial support and champion the project from start to finish.

“My Travel Time” Application

by FERN BRAUN (MCP '13)

PennPlanning is upping its technology credentials with an independent studio led by Department Chair **John Landis**. The studio is creating an online transportation application in support of a travel behavior study examining how people respond to real-time traffic congestion information. The application also hopes to be a unique tool to commuters outside of the study.

The web-based app incorporates live traffic information and historic drivetime data. It allows users to easily and simultaneously view the average driving time for their commute, the expected driving time should they leave immediately, and the estimated future driving time should they choose to delay their trip.

The study assigns the app to half the workers at a firm to determine whether the information it provides impels workers to leave at different times based on the amount of congestion they expect to encounter, or whether travel behavior will be unresponsive to this information. If the study reveals that commuters are willing to alter their travel behavior based on congestion information, widespread use of such an app could produce valuable time savings and environmental benefits by distributing morning and evening peak traffic over longer periods.



Philadelphia School Reuse

by PETER CHOMKO (MCP '13)

When the final dismissal bell of the Philadelphia school year rings out this June, students and teachers at nearly two-dozen schools across the city will hear not only the start of their summer holiday, but also the ringing of their schools' death knell. Facing a massive and still-unresolved budget deficit and a consultant report pointing to significant underutilization of School District of Philadelphia (SDP) facilities, the SDP has determined that it must shrink its portfolio of public school buildings.

Philadelphia is already struggling to deal with citywide crises of public and private vacancy, and the news that this batch of mostly purpose-built structures – in various states of (dis-)repair, ranging from roughly 50,000 to more than 400,000 square feet, and sitting on parcels as small as a third of an acre and as large as nearly a dozen – would be added to the for-sale queue has stirred planners and policy-makers at both the City and the School District into action.

The Philadelphia School Reuse Studio, led by PennPraxis Executive Director **Harris Steinberg**, has centered its work on the recognition that school closings represent a combination of crisis and opportunity Philadelphia has not seen since the urban renewal era. The closings process has not only disrupted the physical fabric of neighborhoods—predominantly low-income, predominantly African-American neighborhoods—but also undermined trust in public institutions. The Studio has set two goals for itself: first, ensure that vacant school sites are quickly converted to new uses that respect neighbor's visions for their communities; and second, do this through a process that helps restore faith in the municipal government as an ally, rather than a foe.

The Studio is addressing the issue as it unfolds, meeting with representatives of the SDP and other public agencies and working to provide what assistance it can to everyone from students and parents concerned about what closures mean for their neighborhoods, to SDP personnel, to the Deputy Mayor for Planning and Economic Development as he looks to craft an appropriate civic response to the issue. Additionally, the Studio will simultaneously work to help the SDP update its policy on the sale and reuse of school buildings, and look at individual school sites with a planner's perspective to help both local communities and the city turn this crisis into an opportunity. As the situation unfolds, Penn planners are working in to help the City and SDP turn a contentious issue into productive and progressive outcomes for all Philadelphians.

Madrid: Anticipating the City that Never Was

By MARGIT LIANDER (MCP '13)

In Assistant Professor of Landscape Architecture **Christopher Marcinkoski's** studio, “(Anticipating) the City that Never Was,” students examine the numerous vast landscapes of incomplete and unoccupied contemporary urban development, leisure amenities, and mobility infrastructure surrounding Madrid, Spain. These landscapes have multiplied globally in the last two decades in a range of diverse geographic, political and economic contexts.

The studio began the semester by studying various historical housing bubbles in the early 21st century in the United States and Europe, as well as, current cases of rapid urban development in China and parts of Africa, many of which are predicted to burst. Following this analysis, the team travelled to Madrid and examined the physical consequences of the 2008 financial crisis on the city and its surrounding region. While visiting Madrid, they witnessed the failed speculative urbanization firsthand in the form of various incomplete housing developments, such as Seseña Nuevo in the province of Toledo and Valdeluz in Guadalajara, in addition to, numerous abandoned toll roads, the closed Ciudad Real Central Airport, and other underutilized sites.

As a studio, their goal is not to “fix” the failed settlements, but rather to rethink Madrid's failed urban growth model and address the volatile nature of contemporary urbanism. Rather than ply a solution, many projects are attempting to reevaluate the field of urban design and its emphasis on a singular, preferred outcome and replicable formats of urbanization.

Harare, Zimbabwe

by PETER BARNARD (MCP '13)

The Harare, Zimbabwe Studio, led by Associate Professor of Landscape Architecture **David Gouvernour**, was organized as a partnership between PennDesign, Gensler and Old Mutual (a development company based in Harare) as a way to bring new ideas and fresh perspectives to the many issues facing the city. Harare is the political, social and economic capital of Zimbabwe and has historically been a small city at the center of an export-driven agrarian economy; however, changes in political structure and the failure of land redistribution schemes have pushed people from rural areas into urban centers. The population of metropolitan Harare has exploded from a couple hundred thousand to more than three million over the last 30 years, over-taxing urban infrastructure with little money for maintenance or large capital projects.

To explore how to design a city with scant infrastructure investments that will double in population within 15 years, a group of 22 landscape architects, planners and architects from PennDesign traveled to Zimbabwe, where they met with developers, community members and officials. The trip culminated in a charrette with students from the National University of Science and Technology where three teams worked on initial proposals for meeting the city's current and future challenges. These proposals were presented to city officials before returning to the United States, where studio members continue to refine their ideas on how to best meet the challenges facing Harare. The studio will submit their final proposals to the city for further consideration.

THE LINK

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CLUB SPOTLIGHT

The Real Estate Club is one of the most engaged clubs at PennDesign. Throughout the academic year, the club has been actively programming events for students interested in real estate and design. These events include an internship panel for students with young PennDesign alumni; the ULI Hines Competition kickoff meeting; and a trek to New York City to visit an affordable housing development by Jonathan Rose Properties and the new World Trade Center site.

Students in the club have also participated in events co-sponsored by Wharton's Zell-Lurie Real Estate Center, including career fairs, mixers with PennLaw and Wharton students, rebuilding homes in West Philadelphia, Ballard Lunches with industry executives, and training in financial modeling using the ARGUS software. The Real Estate club continues to provide valuable skills development, networking opportunities, education and exposure to the many facets of the real estate industry.

For more information, please contact Jezreel Apelar at apelar@design.upenn.edu



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Calling all Alumni!

Please make sure we have your current address on file! We are missing the email addresses of many of our alumni. Since we are trying to reduce the amount of paper we send out, having a current email address is crucial to keeping you informed. Send updates to Kate Daniel at katf@design.upenn.edu or better yet, log onto <http://www.alumniconnections.com/penn/> to update your info.