

## **GES 402/602 and ENT 410/610: Sustainable Urban Planning in an Entrepreneurial Environment (Fall 2020)**

**Welcome to to GES 402/602 and ENT 410/610 Sustainable Urban Planning in an Entrepreneurial Environment.** My name is Dr. Keith Debbage and I am a Professor of Urban Development in the Department of Geography. It may seem unusual to begin a course in Urban Planning with a discussion about the rise of Sustainable Innovation Districts in urban America. However, this is a course focused on both sustainable and entrepreneurial urban planning, private property rights as well as the public interest and common good. Below you will see a wonderful aerial of one of the most iconic and entrepreneurial innovation districts in America. It is a large-scale mixed-use development that is centered around several major institutions and a rich base of related firms, entrepreneurs and spin-off companies. It is anchored by one of the most innovative universities in the world which, in turn, has helped trigger the growth of a nationally significant life sciences/pharmaceutical cluster that includes both Novartis and Pfizer. The district has also attracted several major technology companies including Google, Amazon and Microsoft. Additionally, the City encouraged sustainable land use policies that have also fostered a dynamic related residential district with associated amenities including many new restaurants and retail outlets.

Any guesses on where this Sustainable Innovation District is located? Answer at the bottom of the page.



Regarding my own geography, you can find me in Room 229 of the Graham Building at UNCG or you can contact me at:

- Telephone: 334-3911
- Email: [kgdebbag@uncg.edu](mailto:kgdebbag@uncg.edu)
- Feel free to check out my website at <http://www.uncg.edu/~kgdebbag>

To get started, check Announcements, read through the Syllabus, and explore the **Learning Area** available in the Canvas links to see the lecture material for each Unit. The Learning Area is an external website that includes most of the material covered in this course including the Unit Activities and readings.

**Course Description:** This online course is open to all undergraduate and graduate students regardless of major and students should view this course as a basic introduction to the field of urban planning from a sustainable and entrepreneurial perspective. The primary focus of this course is analyzing the role sustainable urban planning and land use regulations play in shaping how humans use their resources and design their patterns of settlement. The course reviews property rights and the historical evolution of public controls and land use regulations in the United States. It then focuses on how contemporary planning techniques (especially zoning) and sustainability, innovation and entrepreneurship can substantially influence the urban geography of cities.

Students should view this course as a class that will teach the ‘bread and butter’ techniques of urban city planning with the goal of acquiring a comprehensive background knowledge of the field. Many former students have gone on to successful careers in city planning, transportation planning, urban development, historic preservation, urban design, and downtown development. [The North Carolina American Planning Association](#) provides an updated list of current jobs and internships in the field.

**Required Textbook and Additional Readings:** Platt R.H. 2014 *Land Use and Society: Geography, Law, and Public Policy* Third Edition Island Press: Washington D.C. Please note that I have made the book available free of charge since it is available as a UNCG Library ebook. Simply click the "Files" link in the course portal on UNCG Canvas to access the textbook (see Platt2014.pdf). Additional required readings are also available through the same link.

**Prerequisites/Corequisites:** None

**For Whom Planned:** Upper-level Undergraduate or Graduate Students majoring in Geography, Entrepreneurship and Business, Public Administration/Political Science, Landscape Architecture, Environmental Studies or related disciplines.

**Student Learning Outcomes:** All students enrolled in this online course will upon successful completion of the course be able to:

*Describe and explain* the various elements of land property rights particularly as they relate to the public interest and the common good

*Distinguish* how public and private land use controls historically emerged from the feudal commons through common law doctrine to the major urban reforms of the nineteenth century that eventually provided the legal and conceptual platform for modern day urban planning

*Recognize* the key precursors that triggered land use zoning in most major cities in America

*Apply* their understanding of urban issues to the development and critical analysis of programs and policies appropriate to addressing contemporary social and economic problems

*Identify* the fundamental mechanics and principles of contemporary land-use zoning, mixed-use and the new urbanism movement, and how they can shape both entrepreneurial opportunity and the urban geography of cities

*Differentiate* how the city planning ecosystem of land-use regulations, institutions, actors and policies can both constrain and cultivate local startups and an innovation-driven economy

Additionally, **graduate students** enrolled in this online course will upon successful completion of the course be able to:

*Demonstrate* elevated written and oral competencies in the analysis of urban planning and land use zoning issues and urban entrepreneurship opportunities

*Distinguish* the successful features of various innovative and sustainable urban planning/urban entrepreneurship schemes and effectively compare them with more conventional schemes

**Teaching Methods and Assignments for Achieving Learning Outcomes:** This is an online course, meaning all content will be delivered via the **Learning Area** webpage on UNCG Canvas.

The online course is organized into the following **units**:

- Introduction and General Themes
- Unit 1 - Property Rights
- Unit 2 - Planning History
- Unit 3 - Precursors to Zoning
- Unit 4 - Zoning Basics
- Unit 5 - Innovation
- Final Capstone Project - Rezoning Case Study

**IMPORTANT:** All Unit **Assignments** plus the **Final Capstone Project** are time sensitive, meaning you have a specified period of time within which to complete the assignment. Each Unit **Assignment** can only be taken once so make sure you prepare and study ahead of time. Each Unit **Assignment** will be available online at 8 am four days before each due date. The **Final Capstone Project** will also be available from the first day of class through the due date at the end of the semester.

It should be noted that the Final Capstone Project listed in the top right-hand corner of the Canvas Learning Area is a capstone project that essentially synthesizes all you have learned through the five units of study. It is not a traditional final exam. Consequently, you can click on this assignment and work on it at your leisure from the first day of class until the end of semester due date. That said, keep in mind that the material for the Final Capstone Project requires an understanding of Zoning which we will not fully cover until we complete Unit 4, and also make a note that the Project is worth 200 points - more than twice several Unit Assignments. Additionally, although the detailed directions for the Final Capstone Project will be posted on Canvas in the Learning Area, you must actually submit your work in Canvas "Assignments" where you will find a detailed grading rubric for the Final Capstone Project.

**Course Commons:** We will also use Canvas to facilitate class discussions when appropriate. Click on the "Discussions" link to the left of the Canvas page to access the various discussions where students will be able to discuss specific topics by unit

**Evaluation and Grading:** The Unit Assignments and the Final Capstone Project will all focus specifically on better understanding how urban planning from a sustainable and entrepreneurial perspective can shape the urban geography of cities. Each Unit will be prioritized by its overall relative contribution and importance to the course based on the following weights:

<b>Assignment</b>	<b>Points</b>	<b>Percent of Total Grade</b>
Unit Zero (Introduction)	50 points	5%
Unit One (Property Rights)	100 points	10%
Unit Two (Planning History)	150 points	15%
Unit Three (Precursors to Zoning)	100 points	10%
Unit Four (Zoning Basics)	250 points	25%
Unit Five (Innovation)	150 points	15%
Final Capstone Project	200 points	20%

Each individual **Unit** will include both a **Multiple-Choice Test** and a **Short Answer Exam**. The relative weighting of the Multiple-Choice Test and the Short Answer Exam in each Unit will be as follows:

- Multiple Choice Tests – 40% of the total grade for each Unit
- Short Answer Exams – 60% of the total grade for each Unit

For most Units, each **Multiple-Choice question** is worth **2 points** (except for Unit Zero and Unit Four where they are worth 4 points each) and each question should take about one minute to complete. Each **Short Answer question** is worth **15 points** (except for Unit Four where they are worth 25 points each) and each question should take roughly ten minutes each.

Each individual **Unit Multiple Choice Test** and **Short Answer Exam** plus the **Final Capstone Project** will be organized in the following manner:

<b>Assignment</b>	<b>Multiple Choice Test</b>	<b>Short Answer Exam</b>
Unit Zero (Introduction)	20 points (5 questions)	30 points (2 questions)
Unit One (Property Rights)	40 points (20 questions)	60 points (4 questions)
Unit Two (Planning History)	60 points (30 questions)	90 points (6 questions)
Unit Three (Precursors)	40 points (20 questions)	60 points (4 questions)
Unit Four (Zoning Basics)	100 points (25 questions)	150 points (6 questions)
Unit Five (Innovation)	60 points (30 questions)	90 points (6 questions)
Final Capstone Project	-	200 points (4 substantive essays)

Each **Unit Assignment** will be time sensitive. Be sure to be very well prepared before each Assignment. The **maximum** amount of time allowed for each Unit Assignment is as follows:

<b>Assignment</b>	<b>Maximum Time Allowed</b>	
	<b>Multiple Choice Test</b>	<b>Short Answer Exam</b>
Unit Zero (Introduction)	10 minutes	20 minutes
Unit One (Property Rights)	30 minutes	40 minutes
Unit Two (Planning History)	40 minutes	60 minutes
Unit Three (Precursors to Zoning)	30 minutes	40 minutes
Unit Four (Zoning Basics)	35 minutes	60 minutes
Unit Five (Innovation)	40 minutes	60 minutes
Final Capstone Project	-	Entire Semester

In completing the Short Answer Exam and the Final Capstone Project, students are expected to understand and abide by the [UNCG Academic Integrity Policy](#).

Remember that “representing the words of another as one’s own in any academic exercise” counts as plagiarism. To help promote academic integrity and deter plagiarism, and also improve student outcomes, the Final Capstone Project will be subject to a plagiarism review by **Turnitin** – a plagiarism detection software which checks for potentially unoriginal content.

The overall final letter grade will be determined based on the traditional cut-offs where an A = 90+, B = 80 – 89.9, C = 70 – 79.9, D = 60 – 69.9, and an F = less than 60.

**Course Schedule:** Although you may work through each Unit of the course at your own pace, in order to receive full credit, each Unit Test and the Final Capstone Project must be completed by the following due dates:

<b>Units and Final Capstone Project</b>	<b>Due Dates</b>
<b>Unit Zero: Introduction and General Themes</b>	<b>Wednesday, August 26th by 11:59 pm</b>
<p><b>Topics from the Learning Area:</b></p> <p>Introduction</p> <p>Geography, Land-Use Law and Urban Planning (e.g., L'Enfant Plan and Macmillan Commission plans for Washington DC)</p> <p>The Land Use and Society (LUS) Model</p> <p><b>Textbook Reading:</b></p> <p>Chapter 2 - Shaping the Human Landscape: The Interaction of Geography and Law, p.41-64</p>	
<b>Unit One: Property Rights</b>	<b>Thursday, September 10th by 11:59 pm</b>
<p><b>Topics from the Learning Area:</b></p> <p>What is Real Property?</p> <p>The "Red and Green Sticks" of Property Ownership</p> <p>Easements and Covenants</p> <p>Land Transfers and Takings</p> <p><b>Textbook Reading:</b> Chapter 6 - Property Rights: The Owner As Planner, p.151-172</p>	
<b>Unit Two: Planning History</b>	<b>Friday, September 25th by 11:59 pm</b>
<b>Topics from the Learning Area:</b>	

<p>Early Land Use Controls: Common Law Doctrine</p> <p>Evolution of Municipalities</p> <p>London's Great Fire and the LUS Model</p> <p>19th Century Urban Reforms: Public Health, Redevelopment, Utopias</p> <p><b>Textbook Reading:</b> Chapter 3 - Historical Roots of American Land Use Institutions, p.67-93</p>	
<p><b>Unit Three: Precursors to Zoning</b></p>	<p><b>Friday, October 9th by 11:59 pm</b></p>
<p><b>Topics from the Learning Area:</b></p> <p>City Beautiful Movement and Skyscrapers</p> <p>Evolution of the Public Interest</p> <p>1916 New York City Zoning Code</p> <p><i>Euclid v. Ambler Realty Co.</i>, 1926</p> <p><b>Textbook Readings:</b></p> <p>Chapter 4 – Building a Metropolitan Nation: 1900 - 1940, p. 95-118</p> <p>Chapter 9 – Land Use and the Courts, p. 219-221</p>	
<p><b>Unit Four: Zoning Basics</b></p>	<p><b>Monday, November 2nd by 11:59 pm</b></p>
<p><b>Topics from the Learning Area:</b></p> <p>Zoning Map and Ordinance</p> <p>Legislative Framework and Implementation</p> <p>Zoning Districts (Residential, Commercial and Industrial)</p> <p>Overlay Zones</p> <p>Density Controls</p>	

Zoning Critique	
<b>Textbook Readings:</b> Chapter 8 – Zoning, Regionalism and Smart Growth, p.191-212 and Kelly, E.D. 1988 <i>Zoning</i> . In So, F.S. and J. Gentzels (Eds.) <i>The Practice of Local Government Planning</i> ICMA	
<b>Unit Five: Innovation</b>	<b>Tuesday, November 17th by 11:59 pm</b>
<b>Topics from the Learning Area:</b>	
Innovative Zoning	
New Urbanism	
Entrepreneurial Land Use Plans	
Innovation Districts	
<b>Textbook Readings:</b> None but additional reading includes Katz, B. and J. Wagner 2014 <i>The Rise of Innovation Districts: A New Geography of Innovation in America</i> Brookings Institution: Washington, D.C.	
<b>Final Capstone Project</b>	<b>Monday, November 30th by 11:59 pm</b>
Rezoning Case Study - The "Trader Joe's" Development Challenge, Greensboro, NC (REMEMBER: you can work on this all semester from the first day of class through the due date).	

**Best Practice when Uploading Material:** To minimize problems when submitting material for the Final Capstone Project, first create a Word file and save to your own computer hard drive and only then copy and paste to the online course website when you have a reasonable draft. Composing your first draft directly to the Learning Area can expose you to difficulties we hope you can avoid (e.g., frozen computer screens or power interruptions). Second, do not submit right up to the 11:59pm due date because if anything goes wrong you will likely have no alternative remedies. Try to submit much earlier in the day or the day before the due date. Remember you can submit material over a four day window for each Unit Test and the Final Capstone Project will be available to you throughout the semester.

**Undergraduate/Graduate Roles and Responsibilities:** Graduate students are expected to provide more in-depth written responses regarding the Final Capstone Project assignment. All graduate students are expected to produce a written response that is a minimum of 4,500 words in length while undergraduate students should provide a minimum of 2,400 words. For more



details on the Final Capstone Project, you can access the Learning Area or click on "Assignments" in UNCG Canvas.

**Classroom Procedure:** Unit Tests and the Final Capstone Project must be taken at the scheduled times otherwise a grade of zero will be assigned. Make-ups will only be given under exceptional circumstances.

**Answer to the Question "Where is the Sustainable Innovation District?":**

*The innovation district highlighted at the top of the page is the Kendall Square Innovation District in Cambridge, MA., located across the Charles River from Boston, and anchored by the Massachusetts Institute of Technology (MIT) which has historically emphasized university/industry partnerships and the commercialization of ideas. The rapid evolution of a knowledge and technology driven economy in recent years has altered the value and function of density and proximity, and in turn, city planning policies. A growing body of research now suggests that employment density can enhance innovation because it can enable a more seamless transfer of knowledge within and between firms, workers and supporting institutions. For city planners, this means placing a much higher premium on prioritizing more sustainable higher-density, mixed-use development land use policies in urban core areas than in the past since it may be capable of triggering new, more sustainable forms of innovation. Of course, the COVID-19 pandemic has added an additional layer of complexity given the challenges of building dense urban environments when a key trigger for coronavirus transmission is proximity.*



A view of Kendall Square on Main Street at the Cambridge Innovation Center. Notice the building density, pedestrian benches, shade trees, and numerous parked bicycles.

## Learning Area Website

All course content is presented in Learning Area website; the link is in the left sidebar.

Visit the [Tutorial page](#) here in Canvas to learn more about navigating the Learning Area.

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## Other Policies and Resources

### Academic Integrity Policy

Each student is required to comply with the [Academic Integrity Policy](#) on all work submitted for the course.

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### Student Success Center

The Student Success Center is a department composed of three academic support offices: [Tutoring and Academic Skills Programs \(TASP\)](#), [Special Support Services \(SSS\)](#), [Supplemental Instruction Program \(SIP\)](#)

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### Netiquette

Please be courteous on the discussion boards, in emails, and in your communications with your peers and instructor. Inappropriate language will not be tolerated. Please be conscientious of spelling and grammar.

There are no required discussion assignments for this course, but you can use the discussion board to ask questions of the professor and your fellow students. Please also introduce yourself on the discussion board during the first week of class.

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### Technology Requirements and Skills

You are highly encouraged to use a laptop or desktop to access this course to maximize your viewing experience.

You should be familiar with navigating [Canvas](#).

The Learning Area website also uses [Google Maps](#) and [Street View](#).

## Technical Help

Do you have questions about the course? Need to learn how to use Canvas to view your grades, check assignment due dates, view videos, or other tasks?

Commonly asked questions:

- [How do I submit an assignment?](#)
- [How do I reply to a discussion?](#)
- [How do I add assignment due dates to my calendar?](#)
- [How do I see my grades?](#)
- [What are modules?](#)
- [How do I add a profile picture for myself?](#)

Search the [Student Guide](#) for other questions related to Canvas.

For additional assistance with your account, you can contact [UNCG's 6-TECH services](#).

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## Accessibility Policy & Accessibility Information for External Tools

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the [Office of Accessibility Resources and Services \(OARS\)](#) in 215 Elliott University Center, 334-5440.

[Canvas is certified as conforming with Level A and Level AA of the Web Content Accessibility Guidelines version 2.0.](#)

[Summary of accessibility information for G Suite](#)

[Accessibility in Google Maps](#)

Video players: [Vimeo](#), [YouTube](#), [Greensboro City Council meetings - Granicus Video Player](#)

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## Privacy Policies of the Various Software Vendors

[G Suite](#)

[Canvas](#)

[Vimeo](#)

[YouTube](#)

[Wordpress.org](https://www.wordpress.org)

[Greensboro City Council Videos - Granicus](#)