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| THE CITY PROGRAM |

# URBAN DESIGN CERTIFICATE PROGRAM

FOR MID-CAREER PROFESSIONALS

Fall 2011–Spring 2012 | [www.sfu.ca/city](http://www.sfu.ca/city)



# THE URBAN DESIGN CERTIFICATE PROGRAM

Begun in 2000, the Urban Design Certificate Program is the first in Canada to provide education in urban design to early and mid-career professionals. Delivered primarily in Vancouver, with some courses available in Alberta, the courses are taught by leading urban design professionals and focus on current western Canadian urban design issues. Knowledge acquired is applicable to small, mid-sized, and large communities.

Participants work through the program with a group of peers — a cohort — sharing experiences, knowledge, and ideas in a multidisciplinary context.

Eight intensive courses — six mandatory core and two electives — are completed sequentially within two years.

## Benefits

- Learn cutting-edge knowledge and skills in urban design
- Develop an interdisciplinary perspective incorporating economic, social and environmental considerations
- Create a network of participants and instructors
- Explore old issues in new ways
- Enhance your visual communication skills
- Connect the classroom and the workplace
- Earn formal recognition for continuing education
- Save on tuition by joining the cohort

## Instructors

Our instructors are leading practitioners and bring real world experience to the classroom. Instructional methods include pre-course readings, lectures, site visits, case study analysis, small group discussions, participant presentations and post-course assignments.

## Participants

Participants are early and mid-career professionals who typically range in age from 25–55. They include planners, planning analysts, architects, landscape architects, real estate developers, building technicians, engineers, preservationists, local government administrators, elected officials, lawyers, non-governmental organization staff, community organizers and citizens.

<b>Professional Background (%)</b>		<b>Community size (%)</b>	
Planning	57	Small/Village	9
Architecture/		Mid-Size	13
Landscape Architecture	13	Large Urban	78
Real Estate Development	10		
Engineering	6	<b>Previous Education (%)</b>	
Others (activists, lawyers, students)	14	Graduate Degree	58
		Undergraduate Degree	31
<b>Location (%)</b>		Other	11
Lower Mainland of BC	52		
Outside Lower Mainland of BC	48		

## Certificate requirements

Cohorts must complete six core courses and two electives. Core courses are completed in the following sequence:

### Semester 1:

- September–December 2011
- UD Theory and Practice
- UD Visual Communication
- UD Economic Fundamentals

### Semester 2:

- January–June 2012
- UD Studio I, Analytic Tools
- UD Ecological Planning
- UD Studio II, Synthesis of Urban Form

The two electives can be taken in Semester 1, 2, or in subsequent semesters. All certificate requirements should be satisfied in two years. There is a required take-home assignment for every course except Studios.

## Admission

Admission is determined by an assessment of the candidate's academic qualifications, work experience and interest in the field. Individuals should have an undergraduate degree or equivalent, and professional or volunteer experience. Candidates without degrees may be considered for admission. Cohort application deadline: July 15, 2011.

## Tuition

- 2-day course in Vancouver: \$600
- 3-day course in Vancouver: \$900
- 2-day course in Calgary, Edmonton or Ottawa : \$695

### Total certificate cost and lump sum payment savings

Cohorts who pay the certificate cost in a lump-sum payment save 15%. Lump-sum payment of \$4,600 are due September 5, 2011.

Courses may be income tax deductible. Textbook fees (approximately \$75) not included.

## Interested in individual courses?

Participants interested in individual courses may register if space is available. No application form or fee is required; regular tuition fees apply.

**Complete program details available online at [www.sfu.ca/city](http://www.sfu.ca/city)**



## **CORE COURSES** *complete all six*

### **UD: Theory and Practice**

This introductory course provides a context and framework for the Certificate Program. Students will also gain grounding in the environmental, economic, social and historical developments and concepts that inform current urban design practice. (Fall 2011, Vancouver)

### **UD: Visual Communication**

Drawing and visual communication skills are essential in urban design. Participants examine graphics for different audiences in the urban design process; learn the basics of line and form drawing, colour and perspective techniques; and gain hands-on practice using graphic tools that efficiently increase communication skills. (Fall 2011, Vancouver)

### **UD: Economic Fundamentals**

The relationships between economics and urban form are examined from three perspectives: private sector, public sector and public/private partnerships. Participants examine case studies and discover how economic factors from market analysis to detailed cost considerations influence urban design. (Fall 2011, Vancouver)

### **UD: Studio I—Analytic Tools**

Studio I focuses on inventory and analysis in urban design, including key concepts of site-reading skills, site signatures and placemaking. This includes an analysis of the ecological, cultural and social contexts, transportation, land use, building form and massing, economics, infrastructure, heritage conservation and open space. Participants will work in teams to produce a series of maps and narratives. Prerequisites apply. (Spring 2012, Vancouver)

### **UD: Ecological Planning and Sustainable Design**

Integrate ecological planning into the urban design process focusing on themes of components, process and stewardship. Central to these themes are ecological design for sustainability and green/brown field case studies. Progressive concepts like 'net environmental gain' and 'eco-economics' are examined through case studies. (Spring 2012, Vancouver)

### **UD: Studio II —Synthesis of Urban Form**

Studio II builds on the work done in Studio I, moving into design and implementation. The synthesis phase focuses on developing urban design in a comprehensive physical form including all elements of urban design set sensitively in its urban context. Implementation tools include organization, phasing and funding strategies. Prerequisites apply. (Spring 2012, Vancouver)



## **ELECTIVES** *complete any two*

### **UD: Alternative Development Approaches**

Principles of alternative development approaches. Case studies, barriers and current break-through strategies are examined. Participants explore the development of customized development standards and their application to various sites as an important part of the urban designer's tool kit.

### **UD: Designing Integrated Neighbourhoods**

The course will examine the key elements and principles of integrated neighbourhoods, the issues confronting innovation, design requirements, key tools and techniques and practical methods to begin to retrofit existing neighbourhoods and initiating new integrated neighbourhoods on greenfield sites. (Spring 2012, Vancouver)

### **UD: Implementation Methods**

Three main components that form the framework for implementation: plans, organization and funding. The course discusses how urban design projects get built and why they frequently fall short. The major barriers and solutions to making a project happen in highly political and complex decision-making environments are also addressed.

### **UD: Planning for Transportation and Accessibility**

This course integrates technical considerations of moving people and goods in an urban setting into the design of an urban community.

### **UD: Public Realm**

Design and stewardship of the public realm. Develop fundamental urban design skills of observation, analysis, documentation, idea generation, design development, and effective graphic presentation techniques. Public space and places, especially street space, are essential elements of the city, town, and village public realm and the most valued from a neighbourhood perspective. The design of places—urban, suburban, and rural for meaningful public use and enjoyment is the main purpose of this course.

### **UD: Urban Revitalization**

This course will focus on four key aspects of revitalization—the theoretical foundations, strategic planning, socio-economic viability, and urban design. Through a series of case studies, lectures, an interactive group exercise as well as a site visit to Vancouver's Chinatown—a heritage conservation district for the past forty years—this course will illustrate the challenges and opportunities facing urban revitalization projects in both small and large communities. (Fall, 2011, Vancouver)

### **UD: Special Topics**

Special topics courses may be counted towards the Urban Design Certificate.

## > COURSE SCHEDULE

(C)—core course. (E)—elective. Course schedule is subject to change.

### Fall 2011

#### VANCOUVER

Venue: SFU Vancouver

September 30–October 1	Theory and Practice (C), URBD780-VA1117
November 4–5	Visual Communication (C), URBD786-VA1117
November 18–19	Economic Fundamentals (C), URBD785-VA1117
December 2–3	Urban Revitalization (E), URBD784-VA1117

### Spring 2012

#### VANCOUVER

Venue: SFU Vancouver, unless noted otherwise.

January 26–28	Studio I—Analytic Tools (C), URBD778-VA1121
March 16–17	Ecological Planning and Sustainable Design (C), URBD787-VA1121
April 13–14	Designing Integrated Neighbourhoods (E), URBD783-VA1121
June 7–9	Studio II—Synthesis of Urban Form (C), URBD779-VA1121

#### ALBERTA AND ONTARIO

Course(s) may be offered in Spring 2012. Visit [www.sfu.ca/city](http://www.sfu.ca/city) for updates.

## > APPLICATION DEADLINES AND FEE

2011 Cohort: July 15, 2011

2012 Cohort: July 13, 2012

Non-refundable application fee: \$195  
See [www.sfu.ca/city](http://www.sfu.ca/city) for application forms.



### For more information

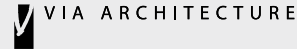
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#### Supporters of the City Program Endowment Fund:



#### Urban Design Program is endorsed by:



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UDI Alberta

#### Co-sponsors:



“The program is inspirational, skills-based and highly transferable to municipalities at every stage in their urban design “evolution”, from Vancouver to Calgary to anywhere a quality public realm is valued. Calgary’s partnership has already resulted in better built projects, policy and design dialogue.”  
— **Brent Toderian**, MCIP, Director of Planning, City of Vancouver; and former Calgary Manager of Centre City Planning and Design, (Urban Design Certificate Program Graduate)

