

## **ARCH 550: Historic Preservation Management, Planning and Development**

Spring 2012 (4 units)  
Tuesday 6:00 - 9:00 pm  
Watt 212

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### **Overview**

No matter your exact title, institution, training and special skills, whether architect, planner, or elected official, you will act in some capacity as manager, planner, and policy maker for historic sites and buildings. As a preservation professional, you will be expected to have a basic understanding of scholarly research; interpretation; design and aesthetics; materials conservation; public policy, laws and regulations; economic analyses and decisions; community planning and politics. As such, this course will serve as an overview of the aspects of preservation related to management, planning, and development.

Each class participant should have taken ARCH 549 and be comfortable with basic preservation information - theories about what and how we preserve, and the evolution of the preservation field itself. Should you need to review, several overview books on historic preservation have been published;

James Marston Fitch. Historic Preservation: Curatorial Management of the Built World. Charlottesville: University Press of Virginia, 1990.

William Murtagh. Keeping Time: The History and Theory of Preservation in America. Revised Edition. New York: John Wiley & Sons, Inc./Preservation Press, 1997.

Norman Tyler. Historic Preservation: An Introduction to its History, Principles, and Practice. New York: W.W. Norton & Company, 2000.

The course is centered on a weekly class meeting consisting of discussions of assigned readings and topical lectures. All readings for the class will be distributed in class weekly. Other important activities include field trips, and guest lectures. Although this syllabus is reasonably accurate, speakers, readings, and topics are subject to change and revision.

### **Assignments and grades**

Detailed information on each assignment will be distributed in class. Assignments may be submitted electronically via email or by hand.

- **Class participation/weekly reading:** (10% of final grade)

Class attendance is mandatory, as is speaking up thoughtfully and regularly contributing to our discussions. The weekly readings are an essential part of the course; without familiarity with the readings—at least their major points and arguments, if not all the details—the classes themselves will be of much less value to you. Informally, I ask everyone to read the newspapers, keeping eyes open to coverage of preservation issues broadly construed. Each week, the readings will be posted on Blackboard and we will start each class with a discussion about what you have read.

- Short paper 1: Preservation Advisor (20% of final grade)

Detailed information on this assignment will be distributed in Class 4 (Jan 31) and is due at the beginning of Class 6 (February 14).

- Midterm: (20% of final grade)

Detailed information on the midterm assignment will be distributed in Class 8 (February 28) and will be due at the beginning of Class 9 (March 6).

- Short paper 2: Gentrification and Preservation: (20% of final grade)

Detailed information on this assignment will be distributed in Class 11 (March 27) and will be due at the beginning of Class 13 (April 10).

- Take-home final exam: (30% of final grade)

The final assignment for the semester will be a take-home exam, distributed in Class 14 (April 17); the due date will be the scheduled time for the final exam (May 8th, 7:00-9:00 pm).

## Logistics

Attendance: More than three unexcused absences will result in a failing grade for the class. Medical or family emergencies are the only excuses acceptable for late assignments, make-up exams, or the granting of incomplete grades.

Students may be excused for recognized religious holidays (per the university list at [http://www.usc.edu/programs/religious\\_life/calendar/](http://www.usc.edu/programs/religious_life/calendar/)). Any conflicts must be discussed at the beginning of the semester so that the matter can be resolved before the withdraw deadline if the conflict is not resolvable in an acceptable academic manner.

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to my TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30AM-5PM, Monday through Friday. The phone number for DSP is (213) 740-0776.

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. Scampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: <http://www.usc.edu/dept/publications/SCAMPUS/gov/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>

**Class Schedule**

**1/10 (Class 1)  
Introduction**

No readings assigned in advance.

**1/17 (Class 2)  
NO CLASS**

**1/24 (Class 3)  
Preservation Players and Policy**

[note: the readings listed for each class are to be read by the time of the class. In other words, the Class 3 readings listed below will be available at the end of Class 1 and should be completed before we meet on January 24th.]

- Jane Jacobs. The Death and Life of Great American Cities. Vintage Books Edition, 1992. Originally published New York: Random House, Inc., 1961. Chapter 10: The need for aged buildings.
- John Brinkerhoff Jackson. The Necessity for Ruins. Amherst: The University of Massachusetts Press, 1980. Essay: The Necessity for Ruins
- National Trust for Historic Preservation. Saving America's Treasures. Washington, D.C.: National Geographic Society, 2001. Essay by Ray Suarez: Saving Our Treasures and Ourselves

**1/31 (Class 4)  
Preservation Incentives 1**

- Donovan Rypkema. The Economics of Historic Preservation: A Community Leader's Guide. National Trust for Historic Preservation, 1994. Chapter 1: Economics and Historic Preservation? Who are you Trying to Kid?
- John H. Stubbs. Time Honored: A Global View of Architectural Conservation. Hoboken: John Wiley & Sons, Inc., 2009. Chapter 4: Why Conserve Sites and Buildings?

**ASSIGNMENT DISTRIBUTED: Short paper 1: Preservation Advisor**

**2/7 (Class 5)  
Preservation Incentives 2**

- John Chase. Glitter Stucco & Dumpster Diving: Reflections on Building Production in the Vernacular City. New York: Verso, 2000. Duty and the Beast: The Representative and the Lovable in the Preservation of the Recent Past.
- Robert Stipe, ed. A Richer Heritage: Historic Preservation in the Twenty-First Century. Chapel Hill and London: University of North Carolina Press, 2003. Chapter 9: Private Sector Involvement in Historic Preservation by Kathryn Welch Howe.

**2/14 (Class 6)**

**Commercial Revitalization Strategies: NTHP Main St. Program/LAC Broadway Initiative**

**ASSIGNMENT DUE: Short paper 1: Preservation Advisor**

- Richard Moe and Carter Wilkie. Changing Places: Rebuilding Community in the Age of Sprawl. New York: Henry Holt and Company, Inc., 1997.  
Chapter 7: Preservation in the Age of Sprawl.  
  
Michael J. Berne. Retail Revitalization in Cleveland. The Stamford Review, Winter 2005.  
  
Nan Stolzenburg. Small Town Main Streets. The Stamford Review, Winter 2005.

**2/21 (Class 7)**

**Real Estate Basics for Preservationists 1**

- Matthew Bauer. Dollars & Sense of Historic Preservation: Use It or Lose It. National Trust for Historic Preservation reprint of article from Building Renovation magazine, 1995.
- Donovan Rypkema. Dollars & Sense of Historic Preservation: The Investor Looks at an Historic Building. National Trust for Historic Preservation reprint of speech delivered at the third American Monuments Forum on October 24, 1991 (with permission of the World Monuments Fund).
- Peggy Robin. Saving the Neighborhood: You Can Fight Developers and Win! Rockville: Woodbine House, Inc., 1990.  
Chapter 10: Saving an Old Building.

**2/28 (Class 8)**

**Real Estate Basics for Preservationists 2**

**(speaker) Lambert Giessinger, Office of Historic Resources, City of Los Angeles**

- Swanke Hayden Connell Architects. Historic Preservation: Project Planning & Estimating. Kingston: RSMeans, 2000.  
Chapter 25: Commercial Rehabilitation of a Historic Building
- Donovan Rypkema. The Economics of Rehabilitation. Washington, D.C.: National Trust for Historic Preservation, 2003.

**3/6 (Class 9)**  
**Heritage Tourism: For Preservation or Profit?**

- Barbara Kirshenblatt-Gimblett. Destination Culture: Tourism, Museums, and Heritage. Los Angeles: University of California Press, 1998.  
Chapter 4: Ellis Island.
- Michael Sorkin, ed. Variations on a Theme Park: The New American City and the End of Public Space. New York: Hill and Wang, 1992.  
Cities for Sale: Merchandising History at South Street Seaport by M. Christine Boyer.
- D. Medina Lasansky and Brian McLaren, ed. Architecture and Tourism: Perception, Performance, and Place. New York: Berg, 2004  
Tourist Geographies: Remapping Old Havana

**MIDTERM DISTRIBUTED**

**3/13 SPRING RECESS – no class**

**3/20 (Class 10)**  
**Revolving Funds & Transportation Enhancements & CDBG – Oh My!**

**MIDTERM DUE**

- U.S. Department of Housing and Urban Development. Historic Preservation and Heritage Tourism in Housing and Community Development: A Guide to Using Community Development Block Grant Funds for Historic Preservation and Heritage Tourism in your Communities. Washington, D.C., 2004.
- National Trust for Historic Preservation. Preservation Revolving Funds. Washington, D.C.: Information Series No. 78, 1993.
- Dan Costello and Lisa Schames, ed. Building on the Past, Traveling to the Future; Second Edition. Federal Highway Administration and National Trust for Historic Preservation. Overview and San Francisco Ferry Terminal Case Example

**3/27 (Class 11)**  
**Preservation Planning and CEQA**  
**(speaker) Ken Bernstein, Office of City Planning, Los Angeles**

- Elizabeth Pianca. Smart Growth, Smart Codes: Smart Growth Tools for Main Street. Main Street News, No. 200, September 2003. of Los Angeles Adaptive Reuse Program; Second Edition, February 2006.
- California Office of Historic Preservation, Technical Assistance Series. California Environmental Quality Act (CEQA) and Historical Resources. Sacramento, 2004.

**ASSIGNMENT DISTRIBUTED: Short paper 2: Gentrification and Preservation**

**4/3 (Class 12)**  
**Adaptive Reuse in LA**  
**(speaker)**

- City of Los Angeles Adaptive Reuse Program; Second Edition, February 2006.
- D.J. Waldie. Where We Are Now: Notes from Los Angeles. Santa Monica: Angel City Press, 2004.
- Catching the Urban Wave. Alison Isenberg. Downtown America: A history of the place and the people who made it. Chicago: The University of Chicago Press, 2004.  
Chapter 7: Animated by Nostalgia (Preservation and Vacancy Since the 1960s).

**4/10 (Class 13)**  
**New Markets Tax Credit and Affordable Housing**  
**(speaker) Charles Loveman in PASADENA**

***ASSIGNMENT DUE: Short paper 2: Gentrification and Preservation***

- Jim Miara. The New Markets Tax Credit Program. A CEO for Cities Briefing Paper, April 2004.

**4/17 (Class 14)**  
**CASE STUDY – Preservation Economics – The Bigger Picture**  
**(speaker) Dr. Michael Tomlan**

- readings TBD

***FINAL DISTRIBUTED***

**4/24 (Class 15)**  
**CASE STUDY – Preservation Development**  
**(speaker) Wayne Ratkovich**

- no readings

**5/1 STUDY WEEK**

**5/8 Final exam period – 7:00 – 9:00 pm FINAL DUE**