



Urban Studies at

STANFORD UNIVERSITY

Architecture • Community Organization • Urban Education • Urban Planning • Self-Designed

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www.stanford.edu/dept/URBS

A Message from New Urban Studies Director, Prof. Nancy Tuma

Last May, Judy Goldstein, Associate Dean of Humanities and Sciences in charge of Interdepartmental Programs, invited me to become the new director of Urban Studies. I had not previously imagined this possibility, but the more I thought about it, the more intrigued I became. I accepted her invitation and started my "on-the-job" training as director on July 1.

My history of involvement with Urban Studies at Stanford is lengthy. I became a member of the Stanford's Faculty Committee on Urban Studies soon after I began in 1972 as an assistant professor with a brand-new Ph.D. This was a natural step for me because urban sociology, along with social inequality, was one of my main areas of graduate study. In the intervening years, I have taught such courses as Urban Growth and Change, Poverty and Public Policy, Population and Society, several courses pertaining to social inequality and stratification, and a variety of courses in social science research methods. My research has shifted from an early focus on inequalities in the United States to a comparison of inequalities in various countries, including China, Germany, the Soviet Union, and various post-Soviet states.

During my years at Stanford, Urban Studies has become well established, and the number of its majors has grown substantially, with most of its expansion occurring under Len Ortolano's successful directorship. But, as we all know, every program can become even better and needs to change somewhat as general conditions change. One of my most important goals as director will be to find ways of enhancing

the program to better serve the needs of students interested in urban topics. I am keenly interested in the views of current and former students, instructors, and the staff about the Urban Studies program and about possible ways to improve it. I hope you will write me (via e-mail or regular mail) to tell me your thoughts.

As you can read under Urban Studies Faculty News below, I will be assisted in leading the Urban Studies program by Dr. Michael Kahan (an urban historian) and Ms. Patti Walters (an architect). I greatly appreciate their help, and I know you also will value their contributions to Urban Studies at Stanford.

The three of us are looking forward to getting to know you better and to working with you. There will be a series of lunches this fall to help us get better acquainted, as well as a joint barbeque with students and faculty in the Public Policy program on October 23. We hope students and faculty members will attend as many of these events as they can. And, if our alumni are in town, please come, too!

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A Message from Departing Director, Prof. Leonard Ortolano

After 23 delightful years as the director of the Program on Urban Studies, I have recently stepped down to make way for new leadership. During the last Faculty Senate review of the program about four years ago, there was some discussion about whether Urban Studies was supported by our faculty, and some concern that it would be difficult to recruit a new faculty member to serve as director. As I indicated to the Senate, I was confident that other faculty would come forward to lead the program after I went on to do other things. Happily, my confidence was not misplaced. Prof. Nancy Tuma in the Sociology Department, a long-standing member of the Committee on Urban Studies, has taken on the leadership of the program.

The transition in leadership at Urban Studies is made more complex by the departure of former Associate Director Katherine Cushing, who accepted an offer to be an assistant professor in the Department of Environmental Studies at San Jose State University. While saddened that Katherine has left Stanford, we are delighted to share in her excitement about her new position.

I've had so many wonderful memories of working with the students, faculty, staff, and alumni associated with the program, that it would be virtually impossible to summarize them in any meaningful way. Let me just say that I am leaving at a time when the program is healthy and poised to continue developing. This issue of the newsletter gives one reflection of the energy and enthusiasm associated with Urban Studies.

While I thought that my departure from the program's leadership would lead to a return to normalcy as a professor in the Department of Civil and Environmental Engineering, things have not turned out that way. Shortly before graduation last June, John Etchemendy, Stanford's Provost, asked if I would be willing to serve as the interim director of the Haas Center for Public Service. Having been a member of the Faculty Steering Committee of the Center since 1989, I had a good sense of what it would take to carry on the excellent work of

Nadinne Cruz, who stepped down from the director's post at the Haas Center in mid-June. I accepted the Provost's invitation to lead the Haas Center until a new permanent director can be found, and I have not yet returned to the much-anticipated normalcy linked to being a professor at Stanford.

To all of you who have supported Urban Studies in the past, I express my heartfelt thanks. Serving as director of Urban Studies has been a great pleasure and one of the high points of my years at Stanford.

Keeping Up with Urban Studies!

We invite you to check the Urban Studies web site periodically. You can find it at:

<http://www.stanford.edu/dept/URBS>

We also invite you to visit:

<http://www.stanford.edu/dept/URBS/Journal/currentissue.html>,

which contains *Urbs*, the Urban Studies program's recently inaugurated on-line journal created to feature the work of students in the Urban Studies program.

Urban Studies Faculty News

Miyako Inoue

Assistant Professor, Cultural and Social Anthropology

Next year, Prof. Inoue will offer a course entitled City and Sound, which she developed with help from an Urban Studies Program Fellowship grant. Drawing on many disciplines, including anthropology, semiotics, art history, social studies of science and technology, media studies, and musicology, this course aims to explore the auditory experience of modern cities and urban public cultures. Questions that students will explore include: How do people experience modern cities through auditory channels? And how does sound mediate and constitute urban space? A unique aspect of this course involves students conducting sound fieldwork in San Francisco or San Jose.

Michael Kahan

Assistant Director & Lecturer, History and Urban Studies

We welcome Michael Kahan as the Assistant Director of the Urban Studies program. Dr. Kahan will be co-teaching Urban Studies 200 (Research Methods for Senior Honors Thesis) with Nancy Tuma in winter quarter this year. He will also teach Urbs 166 / History 266, a course on the history of urban politics in America, in the spring. Prior to joining Stanford, Michael worked as a lecturer at the University of Pennsylvania and taught courses in nineteenth- and twentieth-century urban and social history. He recently completed his doctoral degree in History at the University of Pennsylvania, where his research focused on the street life of Philadelphia from the 1850s through the 1920s.

Ray McDermott

Professor, School of Education

Prof. McDermott will use funds from an Urban Studies Fellowship grant to revamp his Urban Education course (Education 212X) to make the city the focal point of analysis. The central question examined in this class is: Why is America's educational system organized so that cities serve as the primary site for massive school failure,

particularly for minority children? Students will also investigate where inner-city schoolchildren come from, where they go later in life, and what happens in between that helps determine the course of their lives. Significant student assignments will include case studies of schools and particular school programs, as well as web-based research. The class will be offered Spring 2004.

Barbara Voss

Assistant Professor, Cultural and Social Anthropology

Prof. Voss received an Urban Studies Fellowship grant to develop a course on The Archaeology of Cities. This class will be an upper-division seminar that uses a case study approach to introduce key issues in current archaeological investigations of ancient and modern cities. In this course, students will examine archaeological evidence of urban life across a wide geographic and temporal range and critically examine the methodologies and social theories that inform archaeological interpretations of urban sites. To complement in-class meetings, there will be field trips to Bay Area archaeological sites.

Patti Walters

Lecturer, Civil Engineering and Urban Studies

We are pleased to have Patti Walters join us as the Associate Director of the Urban Studies program. This year Ms. Walters will be teaching CEE 130 (Introduction to Architecture Studio), CEE 31Q (Accessing Architecture Through Drawing), and co-teaching CEE 139 (Design Communication Methods). She will also be advising students in the Architecture and Urban Design track. Ms. Walters received a Bachelor of Fine Arts degree with honors from St. Mary's College/Notre Dame. She later gained a Master of Architecture degree from UCLA and has practiced architecture in the Bay Area and abroad. Since 1982, she has taught drawing, beginning and advanced design studios, and architectural history courses at Stanford.

Profiles of the Urban Studies Classes of 2002 and 2003



CLASS OF 2003

Erica Allen is a legal assistant in a paralegal office in San Francisco.

Christie Brawner is teaching for two years in North Carolina as part of the "Teach for America" program.

Lindsey Cox has a one-year fellowship in public affairs with the Great Valley Fellows program in Sacramento. She will be working in the private, public, and social sectors on issues affecting California's Central Valley.

Samantha Crow is working as a web page designer, financial analyst and international sales manager in Palo Alto.

Sarah Garcia is an assistant planner with Dyett and Bhatia, an urban and regional planning firm in San Francisco.

Kuusela Hilo is working as a community organizer in Palm Springs, California.

Lee Ping Kwan will begin his Masters in Architecture at Columbia University.

Whitney Metzger is teaching at the Town School in San Francisco as part of the school's two-year New Teacher Institute.

Naomi Sakamoto is working as a project engineer on a Los Altos construction site in preparation for starting the Construction Engineering Management Program in the Civil Engineering Department at Stanford this fall. She is also applying for overseas scholarships and hopes to attend architecture school.

Meryl Stone is working on her Masters in Sociology at Stanford.

Jamila Webb is working on her Masters in Fine Arts in San Francisco.

William West is working on his Masters in Architecture at Yale University.

Profiles of the Urban Studies Classes of 2002 and 2003 (continued...)



CLASS OF 2002

Nicholas Davis is in Chicago fulfilling the remainder of his premed requirements before applying to medical school.

Justin Donnelly is working as a project engineer with Coakley Williams construction in Washington, D.C. He expects to earn his Masters degree in architecture from Columbia University in 2006.

Brady Scott Gordon moved to Ma'anshan, China where he will be teaching English and American literature at Anhui University of Technology

Gary Hernandez is a lieutenant in the U.S. Army, and is working at Fresno State University as a recruiting officer before going to signal school in Augusta, Ga.

Kylene Kilgore is earning her Masters degree in Public Health from the University of Texas School of Public Health in El Paso. She is also working as an intern with the American Cancer Society in El Paso,

managing their community assessment program.

Ryan Lohbauer has begun his studies at the University of Pennsylvania Graduate School of Architecture.

Colin Mathewson assisted a progressive political action committee to recruit an advisory board and to develop a student leadership program to combat school violence in San Diego. He left for El Salvador in April to work on community development projects for eight months.

Sally Jessica Smith lived in Berlin for five months before returning to the Bay Area.

Stephanie Sun is a Fulbright Scholar doing research on non-linear film structure in Malaysia. She is also working on a short film about American tourism in Kuala Lumpur.

Paul Woody is in New York City and works for a non-profit development group that provides public housing.

Walking Down My Career Path: Responsible Land Development

By Tiffany Griego, Class of 1998

How is an undergraduate supposed to decide upon a career path? The benefit of the Urban Studies major is the systematic exploration of topics that could lead to several careers. With the encouragement of our amazing teachers, Len Ortolano, Tim Stanton, Fred Stout and others, I began evaluating my passions and interests as a means to identify my career goals.

As an Urban Studies student, I learned the power of intelligent city planning to community problems, and how our culture is influenced our its physical spaces. Also, majoring in Urban Studies provided the framework for analyzing the social, political, and physical forces that shape urban planning practices.

Following graduation, I sought a job in which I could develop a tangible skill. In November 1998, Stanford's Office of Capital Planning and Management hired me to manage seven construction projects, including a seismic upgrade of two office buildings, new construction of a telecommunications hub. In total, \$6.0 million of Stanford University funds were under my management. As a Capital Projects Manager, I was entrusted with complete fiduciary and management responsibility for delivering my projects on time and on budget to my University clients. That required assembling teams of architects, engineers and general contractors to take my projects through the phases of concept, design, construction and warranty. This was a unique opportunity to hone project management skills, as well as acquire an understanding of the political and financial issues around private land management. Additionally, I learned valuable lessons about finding the strength to lead in a male-dominated field and gained the confidence required to manage consultants ten or twenty years older than myself.

After this experience, I was able to define the core of my career aspirations: the establishment and management of a land development company that facilitates and finances projects that incorporate effective community development initiatives, ethical land use

practices and sustainable architecture. As a natural outgrowth of my long commitment to promoting a sense of community and improving the quality of life in our cities, my objective is to demonstrate that well-conceived projects will both be profitable and can make positive impacts upon the built environment and community.

An MBA is a natural next step for someone searching for ways to integrate corporate and community visions that are sustainable. I have come to appreciate that business provides the most direct route for solving community and city planning problems. Well-trained business leaders understand that they must take an integrated, balanced approach to land use to facilitate community development. Such an approach must incorporate an understanding of human needs, as well as the forces that shape urban land markets. The best business and community leaders also master the management skills and financial analytical tools to draw and direct investment capital.

Last fall, I began my MBA at Stanford's Graduate School of Business, where I have been able to seize many of the incredible opportunities on land development, including participating in the Public Management Initiative on Sustainable Economic Development and Urban Revitalization, the Bank of America Affordable Housing Challenge, and the GSB Real Estate and Environmental Management Clubs. A Stanford MBA will help me hone skills necessary to lead ethical, effective land development initiatives that improve the community – and to motivate others to realize the potential of collaborative efforts at all levels of community life.

I feel extremely grateful for the opportunities I have been given, and I can't help but reflect on how I got here. I have a sincere appreciation for the generous, patient mentoring of the amazing Urban Studies faculty, the intellectual stimulation and soul-searching that is inspired by the Urban Studies curriculum, and the encouragement of Len Ortolano to listen to my heart. ♦

News from Urban Studies Alumni

Will Allen ('93)

Will, Director of Geographic Information Systems for the Conservation Fund in Chapel Hill, N.C., and his wife are the proud parents of a new baby girl.

Selena Kyle ('00)

After working as a planning analyst for the Walt Disney Company, Selena entered Stanford Law School in the fall of 2002.

Geoff Von Oeyen ('00)

Geoff has been working on a project along the lines of the Urban Studies social entrepreneurship model (CEE 139) for a grant at Harvard.

Carilee Pang ('97)

In 2002, Carilee left her post as Project Coordinator at the Haas Center for Public Service, where she was instrumental in the One East Palo Alto Neighborhood Improvement Initiative. She was recently married and has been pursuing volunteer opportunities.

Elizabeth Pianca ('99)

Elizabeth worked for the National Trust's Historic Schools Initiative, where she co-authored a study on historic neighborhood schools. She is now a law student at the University of Santa Clara.

Analivia Suchman ('97)

Analivia is an urban planner at Dyett & Bhatia in San Francisco, leads tours of San Francisco for Urbs 110, and is embarking on a non-profit urban summer camp that will be launched in the coming year.

Grace Yamatomo ('01)

Grace recently graduated from UC Berkeley with a Masters in Structural Engineering and plans to work at an engineering firm in the Bay Area.



Brad Jacobson ('95) has been integral to the design and development of the EHDD Architecture project, The Global Ecology Center, now under construction on the Stanford Campus.

Social Entrepreneurship: The Anatomy of a Plan

By Laura Feldman, Class of 2003

Our Urban Studies program fosters a thriving social entrepreneurial community that allows students to use classroom time to create real-world solutions to urban problems. Through participation last year in Bill Behrman and Boyd Paulson's course, CEE45Q: An Affordable Housing Start-Up in 2001, and Gordon Bloom's course, Business Concepts and Skills for the Social Sector, my classmates and I developed a business plan to help tackle the enormous affordable housing crisis in the Bay Area. These two wonderful courses taught me a great deal about social entrepreneurship and how to create a realistic business concept for the social sector.

CEE45Q: Social Entrepreneurship Startup, brings approximately 15 students together as a business team to tackle issues in the social sector. After providing a quick introduction on how to design a start-up business and author a business plan, our teachers, Bill Behrman and Boyd Paulson, left us largely on our own. They were available as resources for research, design, and implementation, but otherwise forced us to take ownership of our social venture, which we named Bay Area Community Builders (BACB). Instead of a traditional class, we held business meetings twice a week. For each meeting, a student was designated to lead the discussion and set the agenda.

We broke up into specialized advertising, research, financial and development teams to better understand the affordable housing market and how to create a viable business. Our professors found us an advisory board comprising leaders of affordable housing organizations, venture capital executives, local government officials, and other experts in the areas of architecture, community organizing and the design of start-up businesses. We depended on the advisory board and our professors for feedback and real-world expertise, each other for support and inspiration, and an enormous bowl of Skittles for energy.

The solution we came up with was unique. To purchase lots on the Bay Area's significantly overpriced open market and then build conventional homes costs about \$200,000 per unit of affordable housing. We discovered, however, that many Bay Area homes sit on oversized lots that are zoned for additional residences. Seniors and people on fixed incomes who are struggling to remain in their homes and afford the Bay Area's rising cost of living own many of these homes.

We proposed offering these homeowners the chance to rent a portion of their lots to us, on which we would place manufactured homes. We then proposed to rent these new "backyard cottages" to other low-income people, which would lower the per-unit cost to about \$45,000—a 77 percent reduction.

In Prof. Bloom's course, Public Policy 101, Business Concepts and Skills for the Social Sector, students learned how to adapt business theory and methods to the social sector. By focusing on case studies, we were able to understand how important and thriving nonprofit institutions have used business skills to enhance their organizations.

By the end of the course, students working in teams had created over 10 business concepts. Prof. Bloom's class became an open forum: we were invited to present our business concepts and to receive feedback from our peers. Many of us submitted our plans to a campus-wide business plan competition that awards start-up funds for social entrepreneurial projects.

My involvement in these social entrepreneurship courses allowed me to connect my academic experiences with pressing issues in the Bay Area. These courses taught me the basic anatomy necessary for a successful business plan. I encourage our Urban Studies community to engage in social entrepreneurial activities, and I also encourage all students to enroll in CEE45Q and Public Policy 101. ♦

Reaching a Wider Audience: Work Urban Studies in Film and Journalism

By Monica Lam, Class of 1996

"I strongly believe that no one should be compelled to shop at Wal-Mart," said Jay Weinberg, an attorney for Wal-Mart Stores. "Nor do I believe anyone should be precluded from shopping at Wal-Mart." Behind the attorney, the room was crowded with angry adults and teenagers waving signs that read, "No Sprawl Y'All" and "Small is Beautiful." The mayor called for order. Soon the town council would vote on whether to let Wal-Mart build a new store in the small community of seven thousand.

Thus begins the documentary film *Store Wars: When Wal-Mart Comes to Town*, for which I was the associate producer. Together with the director, I traveled monthly to Ashland, Virginia, to follow the story of a small town weighing its choices. On one hand, Wal-Mart, as the largest discount retailer in America, represented the success of a fiercely competitive modern corporation. On the other hand, Ashland's charming main street, with a family-owned grocery, represented the values of a tight-knit, small-town community. As one Ashland teenager said, "There's conflicting versions of the American dream."

Since graduating in 1996, I have been working as a documentary filmmaker. It's a medium that's ephemeral – just light and sound, compared to the concrete realities of the urban environment I studied as an Urban Studies major. But I like to imagine that my role is to introduce the discipline of "urban studies" to a wide audience through the films I work on.

In Fall 2002, I began a graduate program in journalism at UC Berkeley, where I hope to pick up writing skills to bolster my film-making. I soon found myself covering another classic urban studies issue with echoes of Ashland's Wal-Mart battle. In the November 2002 elections, the city of Berkeley voted on Measure P, which sought to limit building heights to 2 or 3 stories in Berkeley's main commercial areas.

The measure's authors were two Berkeley residents who felt that big was simply bad.

"Four stories and beyond has an alienating urban feel," they said. They rallied support for Measure P by arguing that lower buildings would prevent out-of-scale development and preserve Berkeley's small-town atmosphere.

Opposing the measure were city planners, architects and developers who wanted the option of building upwards. They argued that Berkeley needed more affordable housing development near public transit, schools and stores.

At issue was control over how the city should grow. Measure P appealed to many people's fear of change. But with a projected 1.4 million additional people moving to the Bay Area in the next 20 years, planners are faced with accommodating growth and population pressures with increasingly limited choices of where to build.

My job as a journalist, I felt, was to spell out both sides of the argument to voters in a way that they could understand and care about. As I covered the story for the *Daily Californian* and the journalism school's elections website, I was excited to see people in cafes and markets debating – debating some of the same issues I'd documented in Ashland, and that I'd debated myself in Urban Studies classes.

Measure P was defeated by an overwhelming 80 percent.

In the past six years I've also worked on documentaries about the Haas Center for Public Service, the juvenile justice system, the Hong Kong hand-over, labor rights in China, a creationism museum in Kentucky, music, and religion.

I've found that Urban Studies gave me a center of focus that is stronger than any single discipline or point of view. As I move from one subject to another, I'm guided by the same question that organizes the constellation of Urban Studies' many disciplines: how does this affect us and our community? If my work in journalism and documentary film can prompt more people to ask this question, so much the better. ♦

Good Architecture, Green Architecture

By Brad Jacobson, Class of 1995

A few weeks ago, while purging my papers, I discovered a wish list I had written while searching for the perfect job. I was seeking a dynamic environment, the chance to work on a project from beginning to end at a firm committed to green design, a decent salary, no commute, and so on. Quite surprisingly I found that Santa had delivered on all points. You may wonder, as I did, how I managed to arrive here.

I graduated from the Urban Studies program at Stanford in June of 1995, drove cross-country to the University of Pennsylvania, and started the summer session of the Masters in Architecture program a few weeks later. This insanity is not for everyone. I was somehow still charged up on schooling and saw no reason to leave the ivory tower just yet. Three years later I graduated, worked for a while in Philadelphia, then returned west to begin designing affordable housing in San Francisco. After a few years and one very successful family housing project in the city, I traveled for a while and lived and worked for a season on an ecovillage that some fellow Stanford grads are building in Missouri (www.dancingrabbit.com). There I helped construct a strawbale community center and regained my focus on environmental issues.

For the past two years I have been working at EHDD Architecture in San Francisco as Project Architect on the Global Ecology Center, a new, interdisciplinary research department operated by the Carnegie Institution on Stanford's campus. The goal is to advance understanding of the Earth as an integrated system. Using core techniques, such as molecular biology, remote sensing from satellites, and computer modeling, six research groups will conduct research on-site, often using data and samples collected in the field. The client has been resolute that the design of the new facility should strive for an exceptional level of sustainable design both in its construction and operation. The most important sustainable design goal is to significantly reduce energy use and the associated carbon emissions, a reflection of the center's research.



Brad (right) has been involved in sustainable architecture since he graduated from Stanford in 1995, including the construction of green affordable housing (left).

It doesn't take long working on a project like this for the line between *green* architecture and *good* architecture to become real fuzzy. What would *you* call a building that provides great daylight, works with the sun and wind to maintain comfort, is built with natural materials, conserves water, and improves the ecosystem of the site where it is built

The growth of green architecture as a field is promising. In the past few years we have seen an astonishing up-welling of interest in sustainable building, not just from students, architects, and progressive home builders, but from major institutions such as the University of California and corporations such as Toyota and the Gap. The rapid emergence of the LEED certification program has played a role in legitimizing green building, but there is something more mysterious and powerful at work. Whatever the reason, now is the time for those of us who are passionate about sustainable design and the environment generally to educate ourselves further and push forward our agenda forcefully before the tide turns. I will teach a course entitled "Green Architecture" (Urban Studies 172) this fall and encourage those of you who are geared up for the challenge to join in. ♦