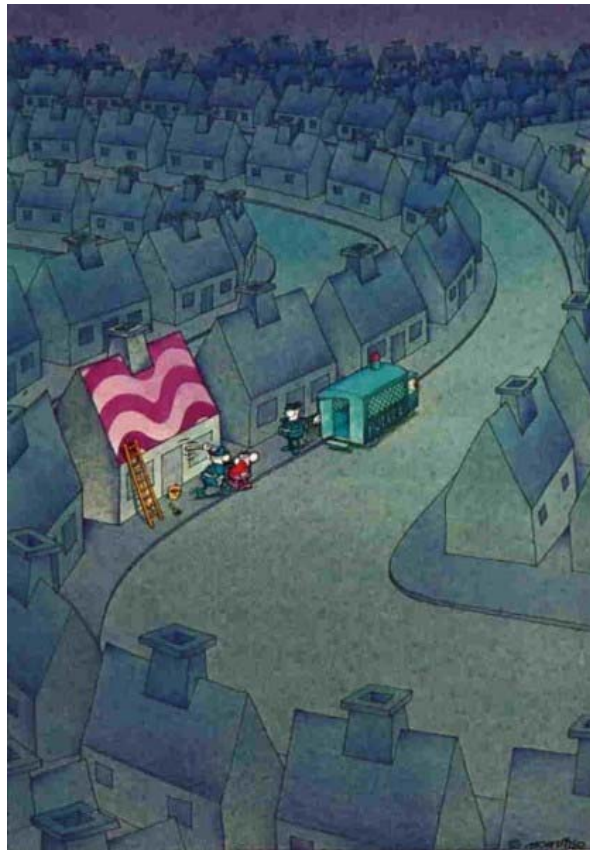


Department of Human Geography
Macquarie University

GEOS280
Managing Our Cities
2004

Unit Outline



[G.Mordillo: <http://tomek.smijeh.com/galerija/photos.php?TopicID=city>]

A. General Introduction

Welcome to GEOS280, a human geography unit entitled *Managing Our Cities*. The unit introduces you to some of the major challenges faced by those concerned with maintaining a sustainable city form, enhancing the quality of life of urban dwellers, and facilitating the circulation of goods and people and hence economic development. GEOS280 is about processes of urban development in Australia, and major policy responses to them.

Unit Objectives

To provide students with:

1. a grounding in the primary social, economic and cultural issues facing contemporary cities
2. an understanding of appropriate and effective policy response to these issues
3. knowledge of, and proficiency in the use of, the major techniques used in the management of cities, and in particular census data, other published sources, social surveys, cultural surveys and content analysis
4. experience in using electronic databases to find information
5. an opportunity to develop their writing skills, and in particular the targeting of writing to different audiences.

Learning Outcomes

At the successful completion of this unit students should be able to:

1. identify key urban issues in Australia
2. articulate appropriate policy responses to these issues
3. write a consultancy report and identify its differences from an academic essay
4. evaluate the use of census information in consultancy and policy documents
5. find and analyse newspaper articles on a specific issue

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General inquiries about your enrolment, deadlines, readings etc. should be directed to Robyn Dowling. There is also a unit website which you can find by following the links at:
<http://www.es.mq.edu.au/humgeog/hgunits.htm>.

Lectures

There are two lectures each week, on Tuesday and Friday at 10am. Both are held in E5A 107.

C. Unit Timetable

| Date | Lectures | Lecturer | Tutorials |
|-----------------------|--|----------|---|
| August 3 | Introduction to Course | RD | No tutorials |
| August 6 | Contemporary Australian Cities | JF | |
| August 10 | Contemporary urban management trends | RD | Essay Writing |
| August 13 | Residential development in Sydney | RD | |
| August 17 | Metropolitan Strategies (1) | RD | Uses of Census Data (1) |
| August 20 | Metropolitan Strategies (2) | RD | |
| August 24 | New Suburbs, Old Suburbs | RD | Uses of Census Data (2) |
| August 27 | Developers as Planners | RD | |
| August 31 | Local Government and cultural planning | RD | Cultural Mapping |
| Sept. 3 | Social need and community service provision planning | JF | |
| Sept. 7 | Surveys | JF | No tutorials (essay due) |
| Sept. 10 | Transport Policy (1) | RD | |
| Sept. 14 | Transport Policy (2) | RD | Surveys |
| Sept. 17 | Retail Futures (1) | RD | |
| Sept. 20 to October 4 | Teaching Recess (2 weeks) | | |
| Oct. 5 | Retail Futures (2) | JF | Report writing |
| Oct. 8 | Exurbia and fringe development | JF | |
| Oct. 12 | Urban consolidation | JF | Information literacy: newspaper databases and searching |
| Oct. 15 | Inner city areas: gentrification and renewal | JF | |
| Oct. 19 | Employment and the journey to work | JF | Content Analysis of Newspapers |
| Oct. 22 | Edge Cities | JF | |
| Oct. 26 | Manufacturing Landuse Change | JF | No tutorials, project due |
| Oct. 29 | Industrial land-use futures | JF | |
| Nov. 2 | Urban Futures | JF | Review: employment issues in the urban field |
| Nov. 5 | Course summary | RD | |
| Nov. 9 | No lectures* | | |

- No lectures or tutorials in the last week of term to allow external students to receive tapes etc. in preparation for the exam.

D. Readings/Textbook

There is no text for this unit. A general reading list for lectures follows, and all items on this list will be placed in library reserve. Note, however, that we use a number of chapters from the following book, which you may wish to buy:

Hay, I., 2002, *Communicating in Geography and the Environmental Sciences*, second edition, Sydney: Oxford University Press.

General Reading List

Barrett, J. and C. Butler-Bowdon, 2001, *Debating the City: An Anthology*, Sydney: Museum of Sydney.

Dowling, R., 1997, 'Planning for culture in urban Australia', *Australian Geographical Studies*, 35, pp.23-31.

Fincher, R., 2000, 'Planning for cities of diversity, difference and encounter' *Australian Planner*, 40, pp.55-58.

Forster, C., 1999 *Australian Cities: Continuity and Change*, Melbourne: Oxford University Press.

Forsyth, A., 1997, 'Five images of a suburb: perspectives on a new urban development', *Journal of the American Planning Association*, 63, 1, pp.45-60.

Gibson, K. and S. Watson, eds. *Metropolis Now: Planning and the Urban in Contemporary Australia*, Sydney, Pluto Press.

Gleeson, B. and N. Low, 2000, *Australian Urban Planning: New Challenges, New Agendas*, Sydney: Allen and Unwin.

Hamnett, S. and R. Freestone, 2000, *The Australian Metropolis: A Planning History*, Sydney: Allen and Unwin.

Johnson, L., 1997, 'The oracles of Delfin: women and suburban development', *Urban Policy and Research*, 15, pp.25-36.

McGuirk, P.M., Winchester, H.P.M. and K.M. Dunn, 1996, 'Entrepreneurial approaches to urban decline: the Honeysuckle redevelopment in inner Newcastle, NSW', *Environment and Planning A*, 15, pp.1815-41.

New South Wales Department of Transport, 2000, *Action for Transport 2010: an Integrated Transport Plan for Sydney*, Sydney, New South Wales Department of Transport.

Paris, C., 1993, *Housing in Australia*, Melbourne, Macmillan.

Richards, L., 1990, *Nobody's Home: Dreams and Realities in a New Suburb*, Melbourne Oxford University Press. Read pp.3-46.

Richards, L., 1994, 'Suburbia: domestic dreaming' in L. Johnson, ed. *Suburban Dreaming: An Interdisciplinary Approach to Australian Cities*

Sandercock, L., 1998, *Towards Cosmopolis: Planning for Multicultural Cities*, Chichester, England, John Wiley.

Spearritt, P. and C. DeMarco, 1988, *Planning Sydney's Future* (Sydney, Allen and Unwin)

Thompson, S. et al. 1998, *Multiculturalism and Local Governance: A National Perspective*, NSW Department of Local Government and Ethnic Affairs Commission of NSW.

Troy, P., ed. 1995, *Australian Cities: Issues, Strategies and Policies for Urban Australia in the 1990s*, Melbourne, Cambridge University Press.

E. Tutorial Program

Tutorials provide an overview of the main sources of information used in managing our cities, as well as methods of analysis. We emphasise generic and transferable skills like writing for different audiences, and methods of interpreting and presenting information.

Aug 3/6: No tutorials

Aug 10/13: Essay Research and Writing

The ability to write clearly, concisely and persuasively is one of the key skills of most occupations, and one you will develop through your university career. Perhaps more importantly in the short term, you will be handing in your own essay! Thus in this tutorial we canvass the components of an essay and evaluate their use in one piece of academic writing. Start by using the chapter by Iain Hay to develop a list of what good essays should include. Then read the article by Law and ask yourself whether it is a good essay.

Hay, I., 2002, *Communicating in Geography and the Environmental Sciences*, Sydney: Oxford University Press. Read chapter 1 'Writing essays'.

Law, R., 1999, 'Beyond women and transport: towards new geographies of gender and daily mobility', *Progress in Human Geography*, 23, 4, pp.567-588.

This article is available electronically. Type in Progress in Human Geography at the following site:

<http://www.lib.mq.edu.au/resources/journalsearch/>

Use Law or 'beyond women and transport' as search terms to find the article.

Aug 17/20: Census Data and its Uses (1)

Information collected from the five-yearly Australian Census of Population and Housing forms the basis of local, regional and state urban policies. The age profile of a local community helps a council plan appropriate services. Churches may use information on ethnicity and religion to target new churches and/or schools. State governments use data on how and where people travel to work in transport policy, and educational policy needs information on the current skills of the labour force. This tutorial aims to provide students with background information on the Australian Census and an overview of how it is used.

Background to what is asked in the census, why it is asked and how the census is carried out is provided in the following document, which all students should read:

Australian Bureau of Statistics 2000, *How Australia Takes a Census*, Canberra: Australian Bureau of Statistics. Available online at:
<http://www.abs.gov.au/ausstats/abs%40.nsf/525a1b9402141235ca25682000146abc/fdd0e3e51366bcd0ca25696c00835b46!OpenDocument>

Or: go to the ABS website: www.abs.gov.au then follow the links to census, then *How Australia Takes a Census*

Census data is used in many different ways. Look at **one** of the following:

Salt, B. 2003 *The Big Shift: Welcome to the Third Australian Culture*, second edition, South Yarra: Hardie Grant Books. HB2135 .S24 2003

Randolph, B. 2004 State of the Community in Fairfield. Go to <http://www.uws.edu.au/about/acadorg/caess/uf> and follow the links.

Ashfield Municipal Council, 2000, Social Plan
<http://www.ashfield.nsw.gov.au/publications/socialplan.htm>

Select just one of the chapters – for instance, children or ethnic communities within Ashfield

Questions to Ask:

Is census data appropriate to the issue being investigated?

At what geographical scale are the data analysed?

What graphical and mapping techniques are used? How convincing are they?

Are census data combined with other sources? How, if at all, does this enrich the analysis?

Are any limitations of the census noted?

Aug 24/27: Census Data and its Uses (2): Consultancy Reports and Economic Geography

The Australian census contains economic as well as social data. A component of the census is called the 'Journey to Work' data, which compiles information on the location of employment across the city. This tutorial hence has two aims:

1. to provide an overview of the use of census and other data pertaining to the economic structures and policies of cities, and
2. to critically assess the style and information of different consultancy reports.

Read **both**:

Fagan, B., R.Dowling and J.Langdale, 2003, *An Employment Profile of Greater Western Sydney: Suburbs in the Global City, Sydney*. Western Sydney Regional Organisation of Councils, chapters one and two. A pdf version is available on the unit website.

Department of Infrastructure, Planning and Natural Resources, 2004, *Sydney's Economic Geography: Trends and Drivers*, Sydney, DIPNR. You can download this at the DRPNR metro strategy website (this is the abridged version, not the 153 page version!):

<http://www.metrostrategy.nsw.gov.au/dev/ViewPage.action?siteNodeId=59&languageId=1&contentId=269>

Answer the following questions:

1. How, if at all, are census data used in both reports?
2. Are these data sources explicitly acknowledged?
3. Do the reports come to different conclusions? If so, what are they?
4. What is the role of 'theory' in both these reports? In particular, how are they positioned in relation to the idea of Sydney as a global city? Do they provide evidence in support of their claims?

Aug 31/Sep 3: Cultural Mapping

Due to the increased recognition of the importance of people's everyday use of space, some planners are now using a technique called 'cultural mapping' which gauges people's sense and use of space. In this workshop we will discover how it has been used in Sydney, and evaluate its effectiveness. Read:

D.Grogan and C.Mercer with D.Engwicht, 1995, *The Cultural Planning Handbook: An Essential Australian Guide*, Sydney: Allen and Unwin, chapter 4 and Appendix A.

Questions for discussion:

- What is cultural mapping? How would you use it?
- What are some of the most effective ways to facilitate small groups?

Sept 7/10: No tutorials (essay due Sept. 6)

Sept 14/17: Surveys

In this tutorial we go over the main components of good surveys, introduced in a lecture last week.

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| Teaching recess (2 weeks) |
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Oct 5/8: Report Writing

Urban managers are often asked to prepare a report on a specific subject (as, for example, the reports used in the census tutorial), and your second piece of assessment in GEOS280 is a report. Reports differ from academic essays in their style and structure, and are typically written in lay language. In this tutorial we discuss the components of reports. To complete the assessment task, everyone should read:

Hay, I., 2002, *Communicating in Geography and the Environmental Sciences*, Sydney: Oxford University Press. Chapter 2 'Writing research reports and laboratory reports'.

Kneale, P. 1999, *Study Skills for Geography Students*, London: Arnold. Chapter 22 'Presenting geographical information'.

Also look at: <http://www.qub.ac.uk/geog/index.html?documents/students/geoskills/greportwr.html>

Oct 12/15: No tutorials: Project Due

Oct 19/22: Information Literacy: newspaper databases and searching

Urban issues frequently appear in newspapers and other media, and their reporting influences how people think about urban issues. Urban managers hence benefit from knowledge of newspaper

reporting, yet need to know how to systematically collect newspaper reporting of an issue, and also to analyse this information.

By the end of these two workshops you will:

1. understand the electronic collection of newspaper information;
2. be able to search for date and content-specific articles using an electronic database;
3. be able to code and analyse this material.

Our practical focus in this and the next workshop is the Australian print media's reporting of transport issues. To do so we will be using an electronic database called Factiva. A link to a guide to the searching process can be found at:

<http://www.lib.mq.edu.au/resources/subject/humangeog/background.html>

Begin with the following steps:

1. Define your search terms. You will need to think carefully about your search terms – is transport too broad? Would 'urban transport' be better? What about public transport?
2. Limit your search – by date (I suggest the past two years), publication, etc. As described in the guide.
3. Collate the articles

Oct 26/29: Content Analysis of Newspapers

In this workshop: we will begin to analyse the articles you collected last week. Read Kellehear below. Read the articles and determine appropriate categories to summarise the content.

A.Kellehear, 1995, *The Unobtrusive Researcher*, Sydney: Allen and Unwin, pp.32-38.

Nov.2/5: Review: Employment Trends in the Field of Urban Management

Employment in the urban field is diverse. This tutorial will provide an overview of this employment, career paths of human geography graduates at Macquarie, and what you can do to improve your employment prospects. To begin, have a look at:

<http://www.es.mq.edu.au/humgeog/career.htm>

F. Assessment

GEOS280 has three assessment tasks. They are summarised in the following table.

| Assessment Task | Length | Due Date | Marks |
|------------------|------------|------------------|-------|
| (i) Essay | 2000 words | September 10 5pm | 30% |
| (ii) Project | 1500 words | October 29 5pm | 30% |
| (iii) Final exam | | | 40% |

All three tasks must be attempted in order for you to be given a pass grade.

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|------------------|
| (i) Essay |
|------------------|

'If urban development is to be managed successfully, and thus if Sydney's economic competitiveness is to be enhanced along with its social and environmental prospects, it will be necessary to draw on the lessons of the successes and failures of previous metropolitan planning strategies' (McGuirk and O'Neill 2002:302).

- (i) Outline the lessons that the current Sydney metro strategy should learn from the successes and failures of previous metropolitan planning strategies; and
- (ii) assess the extent to which these lessons have been taken on board in the metro strategy as it currently stands.

Length: 2000 words
Due Date: September 10

Extensions will only be granted in extenuating circumstances. All requests for extensions should be directed to Robyn Dowling.

Notes on Essay Question

Planners are currently trying to develop a new metropolitan strategy, or plan, for Sydney (follow the links on www.dipnr.nsw.gov.au). This essay is essentially asking you to provide some guidance for this plan, and has two components. In the first, you should read the references below, find additional references (see <http://www.lib.mq.edu.au/resources/subject/humangeog/background.html>), and outline what you think are the *major* lessons from the past. The second part requires you to assess whether these lessons have been taken on board in the current metro strategy. You will find the latest information in the 'Ministerial Directions Paper' at: <http://www.metrostrategy.nsw.gov.au/dev/ViewPage.action?siteNodeId=61&languageId=1&contentId=-1>).

Essay References

- Dodson, J. and B.Gleeson, 2003 'New planning governance for regional Sydney', *Australian Planner* 40, pp.32-39.
- Freestone, R. 2000, 'Planning Sydney: historical trajectories and contemporary debates' in J.Connell, ed. *Sydney: The Emergence of a World City*, Sydney: Oxford University Press, pp.119-142.

- Hamnett, S. and R. Freestone, 2000, *The Australian Metropolis: A Planning History*, Sydney: Allen and Unwin.
- McGuirk, P. and P. O'Neill, 2002, 'Planning a prosperous Sydney: the challenges of planning urban development in the new urban context' *Australian Geographer* 33, pp.301-316.
- New South Wales Department of Planning, 1995, *Cities for the 21st Century: integrated urban management for Sydney, Newcastle, the Central Coast and Wollongong*, Sydney: Department of Planning.
- New South Wales Department of Planning, 1999, *Shaping Our Cities: The Planning Strategy for the Greater Metropolitan Region of Sydney, Newcastle, Wollongong and the Central Coast*, Sydney: Department of Planning.
- Vipond, J. 2001, 'Regional planning in NSW', *Australian Planner* 38, pp.121-127.

Guidelines to Essay Writing

In the past, many students have suffered because of poor presentation of written work. We have listed below some guidelines for essay writing. We suggest that you read them carefully before you write your essay. There is often room for you to adjust these guidelines to suit your own style to some extent (for example, over the method of citing references). The comments on grammar, legibility, and plagiarism should, however, be regarded as firm rules.

1. Careful consideration should be given to the precise meaning and intention of the essay question, as expressed in the words used. It is usually advisable to explain your interpretation of the question, and the approach you are adopting, at the beginning of the essay. Terms may also need to be defined.
2. All essays must include a title and a bibliography of sources used. The latter must show evidence of personal library search.
3. Essays must have an introduction and conclusion. The introduction sets out the major ideas to be examined and the argument or approach used in the essay; it acts as a focus for the essay as a whole. The conclusion should summarise the major findings, attempt some evaluation of the material dealt with and point to further questions or unresolved problems.
4. It is essential that the essay be carefully planned before you begin writing, so that you can present a reasoned argument in a series of logical steps and give the essay a logical, consistent structure.
5. The essay must be written in paragraphs; each paragraph must deal with a particular topic or point and must be more than one sentence long. The first sentence of the paragraph should state the main point; the rest of the paragraph should be used to amplify this point.
6. It is a good idea to use sub-headings to guide the reader through the major sections of the essay.
7. It is always useful to present (briefly) real world examples to illustrate any principles or generalisations you make, but take care not to get bogged down in the complexities of the example at the expense of your general argument.
8. You should take care to ensure that all the material presented in your essay is directly relevant to the question in hand. Non-relevant material should be ruthlessly pruned. This particularly applies to quotations and photocopied maps and tables.
9. Any essay with plagiarism (the direct quotation or use of the work, including illustrations, of another person not attributed to its author will **automatically be penalised** and may be failed, regardless of the standard. Direct quotes must be put into quotation marks. Similarly, you should give full reference to the sources of arguments and information you use where these are taken from your readings, even if you do not use a direct quotation. Such uses of published work should illustrate your argument and are definitely not an acceptable substitute for your own line of reasoning.

10. A consistent system of referencing must be used. For appropriate examples consult Iain Hay, *Communicating in Geography and the Environmental Sciences* (Melbourne: Oxford University Press, 2002).
11. Personal views should be expressed and wherever possible you should cite evidence to support your views and generalisations. An essay should be much more than a summary of the literature.
12. Good grammar and spelling are essential. Poor grammar and spelling mistakes inevitably detract from the quality of your argument and often lead to ambiguities in the text. They will, more often than not, lead to a lower grade for the essay.
13. Typing is preferable. Poor handwriting or uncorrected typing detract from the presentation: it is difficult to give full credit to the quality of the argument when the text is not legible.
14. **Keep a copy of your essay.**

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| (ii) Project: Report on the Future of Retailing in Main Streets |
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Background

Many local councils, Chambers of Commerce and academics are concerned with the future viability of main street retail precincts. The marketing power of shopping centres and large scale retailers is perceived to threaten main streets, especially when they are in close proximity. Yet there are also signs that street-based retailing has a bright future, for some main streets have become highly successful retail precincts, being filled with shoppers day and night.

The Brief

Assess the future of main street retailing, on the basis of:

1. Inventory of retail activities currently in the street
2. Listing of nearby retail competition
3. Based on international research on retailing, a statement of (a) what constitutes a successful street-based retail precinct; and (b) the threats other retail formats might pose to street-based retailing
4. Assessment of the future of this street in light of (1), (2) and (3)

Possible Case Studies (*to be chosen in consultation with Jim or Robyn*)

- Glebe Point Rd, Glebe
- Victoria Ave, Chatswood
- Burwood Rd, Burwood
- High St, Penrith

Other streets are possible, but must be *discussed* with Jim or Robyn.

EXTERNAL STUDENTS. The case study you choose may differ if you're out of Sydney, in consultation with us. **We simply want to be sure you have a viable topic.**

Maximum length: 1500 words plus maps, tables and photographs
Due date: October 29

Notes

1. It will be easier to conduct the research for this assignment as a group. For internal students us in the tutorials of September 7/10 we will decide on the composition of groups and allocate specific sites.

2. This is not an academic essay, but a report written for a lay audience. It should adopt a report format. In particular, your report **MUST** open with:

- A **statement of the BRIEF** you have been given (equivalent to an Introduction).
- An **Executive Summary** – sets out all your recommendations arising from your Report.

Your report should also end with:

- A **Conclusion**, summarizing your findings and leading to your recommendations (which you have already stated in your Executive Summary).

3 Number each section in the following manner (for ease of reference by those who consider your report):

- 3.1 Subsidiary paragraphs (1)
- 3.2 Subsidiary paragraph (2) etc
 - 4.2.1 Inset point (1)
 - 4.2.2 Inset point (2) etc

You should use plain English, and use references sparingly (perhaps confined to one section). Your report should be illustrated with maps, tables and photographs. **Remember, you are trying to convince decision makers of the validity of your presentation.**

Project References

For the international research on retailing referred to in (3) of the brief, you should *begin* with the references below. It is expected that your report will also include *additional* scholarly references.

Bridge, G. and Dowling, R., 2001, "Microgeographies of retailing and gentrification", *Australian Geographer*, 32,1, pp.93-108.

Crewe, L. and Beaverstock J. 1998, 'Fashioning the city: cultures of consumption in contemporary urban spaces' *Geoforum* 29, 3, pp287-308.

Dowling, R., 2001, "Inner Sydney's Main Streets" in J.Barrett and C.Butler-Bowdon, eds. *Debating the City: An Anthology*, Sydney: Museum of Sydney, pp.193-204.

Hankins, K., 2002, "The restructuring of retail capital and the street", *Tijdschrift voor Economische en Sociale Geografie*, 93,1, pp.34-46.

Lowe, M., 2000, "From Victor Gruen to Merry Hill: Reflections on Regional Shopping Centres and Urban Development in the US and UK" in Jackson, P., Lowe, M., Miller, D., and Mort, F., eds. *Commercial Cultures: Economies, Practices, Spaces*, Oxford and New York: Berg. Pp.245-260.

Marston, S. and Modarres, A., 2002, "Flexible retailing: Gap Inc. and the multiple spaces of shopping in the United States", *Tijdschrift voor Economische en Sociale Geografie*, 93,1, pp. 83-99.

Miller, D., Jackson, P., Thrift, N., Holbrook, B., and Rowlands, M. 1998, *Shopping, Place and Identity*, London: Routledge.

Pacione, M., 2001, *Urban Geography: A Global Perspective*, London and New York: Routledge. Chapter 12 'Urban retailing'.

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| (iii) Exam |
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A compulsory final exam for GEOS280 will cover all material introduced in the unit.