People in Planning

Saul Alinsky—advocacy planning; vision of planning centered on community organizing; Back of the Yards movement; *Rules for Radicals* (1971).

William Alonso—land rent curve; bid-rent theory (1960): cost of land, intensity of development, and concentration of population decline as you move away from CBD.

Sherry Arnstein—wrote *Ladder of Participation* (1969), which divided public participation and planning into three levels: non-participation, tokenism, and citizen power.

Harland Bartholomew—first full-time municipally employed planner, St. Louis (1913); developed many early comprehensive plans.

Edward Bassett—authored 1916 New York City zoning code.

Edward Bennett—plan for San Francisco (1904); worked with Burnham on 1909 plan of Chicago.

Alfred Bettman—authored first comprehensive plan: Cincinnati (1925); filed amicus curiae brief in support of *Euclid* and comprehensive zoning; first president of ASPO.

Ernest Burgess—Concentric ring theory (1925)—urban areas grow in a series of concentric rings outward from CBD.

Daniel Burnham—City Beautiful movement; White City at 1893 Columbian Exposition in Chicago; 1909 plan for Chicago, which applied principles of monumental city design and City Beautiful movement.

Rachel Carson—brought attention to the negative effects of pesticides on the environment with her book *Silent Spring* (1962).

F. Stuart Chapin—wrote *Urban Land Use Planning* (1957), a common textbook on land use planning.

Paul Davidoff—father of advocacy planning; argued planners should not be value-neutral public servant, but should represent special interest groups.

Peter Drucker—created ‘management by objectives’ (MBO), a management process whereby the superior and subordinate jointly identify their common goals,
define each individual’s major areas of responsibility in terms of the results expected of him, and use these measures as guides for operating the unit and assessing the contribution of each of its members.

**Andres Duany**—advocate for new urbanism; designed Seaside, Florida (1982).

**Amitai Etzioni**—founder of the communitarian movement (balance between rights and responsibilities and autonomy and order); authored *the Spirit of Community*.

**John Friedman**—transactive planning (1973): face-to-face contact instead of an anonymous target community of beneficiaries; decentralized planning; people take increasing control over the social processes that govern their welfare.

**Joel Garreau**—wrote *Edge City* (1991); an ‘edge city’ is a distinct place that has at least 5 million square feet of office, 600,000 square feet of retail, and more jobs than bedrooms.

**Patrick Geddes**—father of regional planning; wrote *Cities in Evolution* (1915).

**Harris and Ullman**—Multiple Nuclei Theory (1945): urban areas grow around a number of separate nuclei, which are specialized and differentiated.

**George Haussmann**—19th century plan for Paris.

**Ebenezer Howard**—Garden City movement, which sought to overcome social inequalities and economic inefficiencies of urban areas; author of *Tomorrow: A Peaceful Path to Real Reform* (1898).

**Homer Hoyt**—Sector theory (1939): theory urban areas develop in sectors along communication and transportation routes.


**Allan Jacobs**—authored *Making City Planning Work* (1985), describing what it takes to change American cities; authored *Great Streets* (1995), described qualities and quantities of features that characterize great streets, such as heights of buildings, interesting facades, street trees, windows, design of intersections, street furniture, etc.

**Jane Jacobs**—looked critically at planners and planning, particularly the mistakes of urban renewal in her book *Death and Life of Great American Cities* (1961);
advocated for mixed uses, short blocks, pedestrian-scale design, safety through ‘eyes on the street’

**Edward Kaiser**—co-authored *Urban Land Use Planning*; land use strategies for hazard mitigation and environmental protection; quality of local land use plans

**Alrede Keinus**—historic preservation, wrote *With Heritage So Rich* (1966)

**TJ Kent**—author of the *Urban General Plan* (1964), classic textbook on history, purpose, scope, clients and use of comprehensive plans

**Norman Krumholz**—Cleveland’s planning director (1969–1979); strong proponent of equity in planning

**James Howard Kunstler**—wrote the *Geography of Nowhere* (1993), which provides a history of suburbia and urban development; leading proponent of new urbanism; recently wrote *The Long Emergency*, dealing with declining oil production and the end of industrialized society

**Robert Lang**—authored *Edgeless Cities* (2002), dominant urban form having large, isolated, suburban office complexes that are inaccessible by pedestrians and transit

**Pierre L'Enfant**—original plan for Washington, D.C.

**Le Corbusier**—radiant city (skyscrapers for high-density living and working, surrounded by commonly owned park space), superblocks, separated uses

**Nelson Lewis**—wrote *Planning of the Modern City* (1916)

**Charles Lindblom**—wrote “The Science of ’Muddling Through’” (1959); incremental planning, which acknowledged that changes are made in increments

**John Logan** and **Harvey Molotch**—*City as a Growth Machine Theory* (1987), urban development is directed by elite members of community who control resources and who most benefit from development

**Kevin Lynch**—defined basic concepts within the City (paths, edges, nodes, districts); wrote the *Image of the City* (1960)

**George Perkins Marsh**—author of *Man and Nature* (1864), explored destructive impact of human action on environment and inspired conservation movement
Ian McHarg—conservation design, author of Design with Nature (1969); predecessor of the overlay of layers used in modern GIS

Walter Moody—wrote Wacker's Manual of the Plan of Chicago (1912; used as a textbook for 8th graders)

Robert Moses—influenced development of state parks and parkways in New York; helped establish the State Council of Parks in 1923; blamed for displacing people and neighborhoods with highway projects in Manhattan

John Muir—founded Sierra Club in 1892 to promote protection and preservation of environment

James Oglethorpe—founder of Georgia colony; designed Savannah, a complex gridiron with a main axis and interlinking gardens and squares

Frederick Law Olmstead, Jr.—first president of the American City Planning Institute; prepared numerous plans (Detroit, Utica, Boulder, New Haven, Pittsburgh, Rochester, Newport)

Frederick Law Olmstead, Sr.—Central Park; believed that the city plan should include all land uses (both public and private) and should be updated often to ensure they remain relevant

Clarence Perry—neighborhood unit concept, published concept in New York City and its Environs (1929)

Gifford Pinchot—America’s first professionally trained forester; first director of US Forest Service (1905); leader in conservation movement

Wesley Powell—authored “Report on the Lands of the Arid Region of the United States” (1878), a plan that would enable settlement for the west while conserving water resources

Jacob Riis—housing activist in NYC; wrote How the Other Half Lives (1890) and Children of the Poor (1892); social reformer

Charles Mulford Robinson and George Kessler—designed Denver’s parks and parkways system in 1906

James Rouse—design for Columbia, Maryland; pioneered development of indoor shopping malls; rejuvenated several dying downtowns by introducing festival
marketplaces: Fanueil Hall in Boston; Inner Harbor in Baltimore; South Street Seaport in Manhattan

Ladislas Segoe—wrote Local Planning Administration (1941), first in the Greenbook series

Flavel Shurtleff—wrote Carrying Out the City Plan (1914), first major planning textbook

Herbert Simon—concept of ‘satisficing’, a decision-making strategy where the attempt is made to meet criteria for adequacy, rather than devise an optimal solution

Paulo Soleri—advocate for building mega-structures that are partially underground leaving nature relatively undisturbed; Arcosanti, Arizona is his major development project

Rexford Tugwell—headed US Resettlement Administration (New Deal program)

Raymond Unwin—Garden Cities movement; Town Planning in Practice (1909); laid out Letchworth, Hertfordshire, the first Garden City, in 1903

Calvert Vaux—designed NY’s Central Park with Frederick Law Olmstead, Sr. in 1851

Lawrence Veiller—first full-time housing reformer in America; founder of the National Housing Association; led effort to improve tenement conditions

William Whyte—promoted use of environmental psychology and sociology in urban design; wrote Social Life of Small Urban Spaces (1980); coined the term “greenway” in his book the Last Landscape; pioneer on conservation easements

Louis Wirth—authored Urbanism as a Way of Life (1938); argued for urbanism and claimed density of cities influences behaviors

Frank Lloyd Wright—early advocator of sprawling, decongested, auto-oriented development; authored Disappearing City (1932), which presented concept of Broadacre City, where each home situated on an acre or more, and each house has automobile

Henry Wright—designed Radburn, NJ, a “town in which people could live peacefully with the automobile—or rather in spite of it”