This course examines the tools, tactics, and theories associated with the economic revitalization of cities. Explicit theories and implicit assumptions about the economic life of cities will be illuminated through numerous real-world case studies, some of which will involve the instructor’s hands-on experience with urban park revitalization and the transformation of Times Square. Through specific examples we will examine how ideas about urban economic development shift across time and place, to better identify deeper truths. While reviewing the standard tools in the economic development toolbox, we will also look at relevant ideas and practices in corporate branding and competitive strategy, managing public space, nurturing creative industries, and changing regulations. Across all categories and case studies, we will repeatedly ask: What are the things that make cities thrive and grow, and how does one nurture those things?

Course Requirements & Grading

Since this is a relatively small group, all students should be prepared to discuss and answer questions about the week’s readings in class. In the course of the term each student will be asked at least once, in advance, to briefly summarize or comment on some part of the readings for that week. Class participation will be 20% of the grade.

There will three short (2 page) writing assignments (10% of grade each), and two longer (3-5 page) assignments (25% of grade each). One of the longer assignments may be submitted as an oral presentation.

Main Texts


Class 1 - September 6 - Introduction


Glaeser, Introduction.

Jacobs, Chapter 1.
Sagalyn, Preface and Chapter 1

**Class 2 – September 13 - Basic Tools & Tactics**


Glaeser, Chapter 1.

Jacobs, pp 29-73.

Sagalyn, Chapter 2.

**Class 3 – September 20 – The Safety Threshold**


Glaeser, Chapter 3.

Jacobs, pp. 74-151

Selected Times Square readings

**Class 4 – September 27 – Assets and Liabilities**


Glaeser, Chapter 4.

Jacobs, pp. 152-199.

Selected Times Square readings

**Class 5 – October 4 – Case Study: The High Line**

Guest Speaker: Robert Hammond, Co-Founder, Friends of the High Line

Glaeser, Chapter 5.

Jacobs, pp. 200-269
Selected parks & public space readings

**Class 6 – October 18 – Through a Competitive Lens**


Glaeser, Chapter 6.

Jacobs, pp. 270-337.

Selected Times Square readings

**Class 7 – October 25 – The Creative Class**


Glaeser, Chapter 7.

Jacobs, pp. 338-391.

Selected Times Square readings

**Class 8 – November 1 – Social Capital**


Glaeser, Chapter 8

Jacobs, pp. 392-448

Selected Times Square readings

**Class 9 – November 8 – City as Product, City as Organism**


Glaeser, Chapter 9 and Conclusion.

Selected Times Square readings

**Class 10 – November 15 – Case Study: Atlantic City, NJ and Cape May, NJ**

Guest Speaker: Curtis Bashaw, Cape Advisors, former Executive Director of the Casino Investment Redevelopment Authority

Selected background readings

**Class 11 – November 22 – Case Study: Singapore**


Selected background readings

**Class 12 – November 29 – Case Study: Times Square**

Selected Times Square readings

**Class 13 – December 6 – Conclusions & Student Presentations: Part 1**

Selected Readings

**Class 14 – December 13 – Conclusions & Student Presentations: Part 2**

Selected Readings