

Susan R. Peerson, AICP

Urban Studies and Planning Program
University of California San Diego
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Education and Certification

- M.L.A. Master of Landscape Architecture, 1993
University of Pennsylvania, School of Design, Philadelphia, Pennsylvania
- B.S. Bachelor of Science, City and Regional Planning, 1984
California Polytechnic State University, San Luis Obispo, California
- Post-baccalaureate Certificate in Lawyer's Assistant Program, 1989
University of San Diego, California
- Member, American Institute of Certified Planners (AICP), 1994-Present

Academic Appointments

University of California, San Diego, Urban Studies and Planning Program

Continuing Lecturer, 2008 – Present

- Urban Design Practicum: USP 177 (2008 – Present)
- Urban Design, Theory, and Practice: USP 179 (2010 to present)
- Site Analysis: USP 175 (2017 to present)
- Introduction to Urban Planning: USP 100 (Spring 2014 and 2018)

University of San Diego, Architecture Department

Faculty Lecturer II, 2009 – 2013

- City Planning + Urban Ecology: ARCH-494

University of San Diego, Sociology Department

Faculty Lecturer I, 2009-2011

- Introduction to City Planning: SOCI-400

Arizona State University, College of Architecture and Environmental Design, School of Planning

Adjunct Faculty Associate, 1994

- Upper Division Studio, "Reinvesting in Neighborhoods: Scottsdale, Arizona"

Academic Partnerships and Student Outreach

Global Seminar– The International Style in Architecture and Planning: The Legacy of Bauhaus School

Taught at Bauhaus-Universität, Weimar, USP 183GS: International Urban Design Practicum, Summer 2018

- 5 week study abroad course focused on three German cities of the Bauhaus School: Weimar, Dessau and Berlin with a week-long excursion to Dessau and Berlin
- Students explored urban form, streetscape design to analyze two sites in Weimar and prepare a redevelopment plan to create student housing and mixed use development
- Each student was required to prepare a sketchbook/visual journal based on their experience and to document urban scenes based on living abroad and observing German daily life
- Students worked in teams to develop, to scale, a 3D physical model of the existing site
- Each team proposed building massing & height, setbacks and public space to support student life
- Peerson lead each team to create vignettes, blow-up views from the street, sketches and collages to illustrate how their design fit into the neighborhood context and contributed to Weimar's public life.

Academic Partnerships and Student Outreach (con't)

Alleys in Action! – Bioregional Center for Sustainability Science, Planning and Design

Led a research and engagement effort to transform alleys in Normal Heights, a community of San Diego, September 2017 to present

- Peerson conducted research with three USP senior students to study ways to transform alleys
- Worked as a liaison to the Adams Avenue Business Association (AABA) to pilot an alley activation effort and see how alleys can address climate change and heat island impact
- Worked with ArtFORM, a non-profit arts education program in Normal Heights, to engage college students, community members and school-aged children on ways to take back alleys and create clean, green healthy public spaces for our environment, community and city
- Conducted a Pop-Up Event on February 17, 2018 in Normal Heights

NSYSU-UCSD Bilateral Research Symposium

Keynote Speaker at the NSYSU-UCSD symposium held at National Sun Yat-sen University in Kaohsiung, Taiwan, March 26-27, 2018

- Presented data and spatial mapping to communicate ways to engage the public and facilitate placemaking illustrated by the Alleys in Action! research and engagement effort
- As an international trend, showed how placemaking and use of the public realm encourages communities to repurpose and activate neglected and misused urban spaces to capitalize on local community assets and promote healthy cities
- Presented evidence that planning analytics relies heavily on graphic materials to explain analysis and findings, communicate complex ideas to inform decision-makers and advocate for change

UC San Diego – NAIOP University Challenge

- UC San Diego has participated in this head-to-head real estate challenge since 2012 competing against SDSU and USD to determine the highest and best use for a real-world site. Urban Studies and Planning has assembled an interdisciplinary student team to compete in the NAIOP University Challenge. Students create a site plan and redevelopment program with financial performance to support a redevelopment site in San Diego.
- Peerson is one of three academic advisors to the University Challenge team. In 2016, the UC San Diego NAIOP team prepared the award-winning proposal for redevelopment of Seaport Village in downtown San Diego.

UC San Diego – Bauhaus-Universität, Weimar, Germany

- As a Faculty Liaison, Peerson is part of a Strategic Educational Partnership between the Urban Studies and Planning Program and Bauhaus-Universität Weimar. Bauhaus has a network of over 200 partner institutions worldwide, and long-term “Strategic Partnerships” with Moscow State University, Tongji University in Shanghai and now UC San Diego.
- She was one of four faculty that gave lectures, presentations and hands-on exercises during a week-long workshop in October 2015 in Weimar. As one of two Faculty Liaisons Peerson will plan, participate, and host the next international exchange at UC San Diego with Bauhaus University in spring 2017.

UC San Diego – Portfolio Workshop

- Anticipating the need for students to prepare a design portfolio, Peerson created an annual Portfolio Workshop, open to any UC San Diego student looking for ways to translate their classroom work into a portfolio.
- Her workshop is very popular with students to gain acceptance into graduate schools (UC Berkeley, UCLA, USC, Columbia, Cornell, Harvard, Sci-ARC, and University of Pennsylvania) and/or gain professional employment.

Academic Partnerships and Student Outreach (con't)

UC San Diego – Use of Technology in the Classroom

- Use of the computer as a tool for design, decision-making, and presentations is critical to her teaching approach and philosophy. Students learn how to visually represent their ideas using all of the Creative Suite software and 3D models, such as Rhino and SketchUp (the same software used in professional practice and graduate schools).
- Peerson was selected to participate in the UC San Diego ACMS iPad Pilot Program using specific iPad apps to make her lectures and class assignments more interactive. Use of the iPad was so successful Peerson is one of only a few UC San Diego faculty featured in a video produced by the campus: <https://www.youtube.com/watch?v=v-LfhdrT28s>

Academic Awards and Honors

University of Pennsylvania, The Faculty Medal in Landscape Architecture, awarded for outstanding leadership and academic record, 1993

Medal of Honor, the American Society of Landscape Architects, juried competition awarded by University of Pennsylvania faculty and guest critics/professionals for design, 1993

George Madden Boughton Prize, University of Pennsylvania, awarded for design excellence with social and environmental consciousness, 1993

The Wallace Roberts and Todd Fellowship, awarded to an outstanding second year landscape architecture student, University of Pennsylvania, 1992

Professional Experience

peerson+design+consult, inc.
Principal, 2007-present

University of California, San Diego, Campus Planning
Director of Physical Planning, 1999-2007

Spurlock Poirier Landscape Architects, San Diego, CA
Senior Associate, 1994-1999

Design Workshop, Inc., Tempe, AZ
Project Manager, 1993-1994

Wallace Roberts and Todd, Philadelphia, PA,
Landscape Architecture Fellowship, 1992

Peterson and Price, San Diego, CA,
Legal Assistant, 1988-1990

City of San Diego Planning Department, San Diego, CA
Senior Planner, Community Planning, 1984-1988

Professional Awards and Honors

American Planning Association, San Diego Chapter, Honor Award for the University of San Diego Master Plan Update, University of San Diego, 2018

American Planning Association, San Diego Chapter, Honor Award for the Revelle and Muir Colleges Neighborhood Planning Study, University of California, San Diego, 2008

Professional Awards and Honors (con't)

American Society of Landscape Architects, San Diego Chapter, Merit Award, Warren Academic Court, University of California San Diego, 2007

American Planning Association, San Diego Chapter, Recognition Award for the University Center/6th College Neighborhood Planning Study, University of California, San Diego, 2005

American Society of Landscape Architects, San Diego Chapter, Merit Award, Mackenzie Creek Park, 2001

City of Chula Vista and Chula Vista Chamber of Commerce, Beautification Award, Mackenzie Creek Park, 2000

American Society of Landscape Architects, San Diego Chapter, Honor Award, Camino del Mar Streetscape Plan, city of Del Mar, 1997

Professional Presentations and Publications

American Planning Association, State APA Conference in San Diego, Speaker/Moderator, "Talk less Draw More: why we need to be Visual Thinkers and Communicators", panel discussion, October 9, 2018

American Planning Association, National APA Conference in New Orleans, Tackling Barriers to Green Infrastructure, "Green Infrastructure and Placemaking: Decoding San Diego's Community Plans", deep dive session and workshop, April 22, 2018

NSYSU-UCSD Bilateral Research Symposium held at National Sun Yat-sen University in Kaohsiung, Taiwan, Keynote Speaker, "Enhancing the Urban Experience through Physical Analysis, Visual Communication, and Placemaking", March 26-27, 2018

American Planning Association, State APA Conference in San Diego, Speaker/Moderator, "Why Pedagogy and Practice Matter", panel discussion, 2010

American Planning Association, State APA Conference, Speaker, "How to Improve your Resume and Make an Impression during an Interview", panel discussion, 2010

Society for College and University Planning, SCUP International Conference, "Neighborhood Plans: Bridging the Gap between Master Plan and Implementation", half-day workshop, presenter and panelist, 2008

Society for College and University Planning, SCUP Pacific Regional Conference, "Neighborhood Plans: Integrating physical planning, academic programs, and place making", presenter and panelist, 2008

American Planning Association, National APA Conference, Speaker, "Practical Advice and Employment Strategies for Planners", panel discussion, 1997

American Planning Association, National APA Conference, Moderator, "San Diego's Single Room Occupancy Housing", 1997

Council of Educators in Landscape Architecture, Speaker and Position Paper, "Practicing, Teaching and Studying in the Era of Environmentalism and Technology", 1995

California Chapter American Society of Landscape Architects, State Conference, Speaker, "Changing the Role of Design Professionals", 1994

Professional Affiliations and Memberships

American Institute of Certified Planners, Member, 1994 to present

American Planning Association, Member, 1982 to present

Society for College and University Planning, Member 1999 to present

Public Service

City of San Diego Planning Commission, Vice-Chairperson, Planning Commissioner, March 2012 to present

University of Pennsylvania, Secondary School Committee, interview prospective San Diego undergraduate applicants, 1999-2003

American Society of Landscape Architects, Arizona Chapter, State ASLA Awards, Juror, 1994

Select List of Project Experience

Master Plan Update for University of San Diego (2015)

University of San Diego, San Diego, CA | *In Association with M.W. Steele Group*

Long Range Development Plan Amendment III, West Campus Solar Farm (2013)

University of California, Riverside | *Lead Consultant and Project Manager*

Long Range Development Plan Amendment II, Comprehensive Update (2011)

University of California, Riverside | *Lead Consultant and Project Manager*

West Campus Master Plan Study and Site Capacity Analysis (2009)

University of California, Riverside | *Lead Consultant and Project Manager*

Revelle/Muir Colleges Neighborhood Planning Study (2006)

University of California, San Diego | *Work done as Director, UCSD Physical Planning*

Moore's UCSD Cancer Center, Site Analysis, staff to Building Advisory Committee (2005)

University of California, San Diego | *Work done as Senior Planner, UCSD Physical Planning*

University Center/6th College Neighborhood Planning Study (2004)

University of California, San Diego | *Work done as Director, UCSD Physical Planning*

Leichtag Research Building, Site Analysis, staff to Building Advisory Committee (2003)

University of California, San Diego | *Work done as Senior Planner, UCSD Physical Planning*

East Campus Health Science Neighborhood Planning Study (2000)

University of California, San Diego | *Work done as Senior Planner, UCSD Physical Planning*

School of Medicine Neighborhood Planning Study (2000)

University of California, San Diego | *Work done as Senior Planner, UCSD Physical Planning*

Rolling Hills Ranch Mackenzie Creek Park (1999)

Pacific Bay Homes with the City of Chula Vista, California | *Work done as Senior Associate, Spurlock Poirier Landscape Architects*

Balboa Park Activities Center (1999)

City of San Diego, California | *Work done as Senior Associate, Spurlock Poirier Landscape Architects in Association with Rob Wellington Quigley, FAIA*

Select List of Project Experience (con't)

Getty Center Picnic Area (1997)

The J. Paul Getty Trust, Los Angeles, California | *Work done as Senior Associate, Spurlock Poirier Landscape Architects*

Camino Del Mar Streetscape Study (1996)

City of Del Mar, California | *Work done as Associate, Spurlock Poirier Landscape Architects*

Market Creek Plaza Master Plan (1996)

SEDC and Jacobs Family Foundation, San Diego, California | *Work done as Associate, Spurlock Poirier Landscape Architects in Association with Fehlman LeBarre Architects*

Queensway Bay / Tidelands (1995)

City of Long Beach, California | *Work done as Associate, Spurlock Poirier Landscape Architects in Association with DDR/Oliver McMillan with Ehrenkrantz Ekstut & Kuhn Architects*

Downtown Redevelopment Plan (1995)

City of Mesa, Arizona | *Work done as Project Manager, Design Workshop, Inc.*

Parks, Recreation and Open Space Plan (1995)

City of Mesa, Arizona | *Work done as Project Manager, Design Workshop, Inc.*

Parks, Trails and Open Space Plan (1993)

City of Fountain Hills, Arizona | *Work done as Project Manager, Design Workshop, Inc.*