



HAILEY WOODS

Urban Planning Portfolio



Hailey Woods



CONTACT INFORMATION

1212 W. Rex Street
Muncie, Indiana 47304
Hlwoods@bsu.edu
(502) 468-2030

EDUCATION

Bachelors of Urban Planning
and Development
Ball State University
Historic Preservation Minor

SKILLS

Software

- ArcGIS
- InDesign
- Photoshop
- Microsoft Office
- Community Analyst by ESRI
- SketchUP

Urban Planning

- Conducting site analysis
- Researching and analyzing census data
- Developing alternative solutions
- Writing initiatives, memos, and reports
- Creating goals and objectives
- Collaborating with community members
- Public Participation
- Public Speaking

RELEVANT EXPERIENCE

Floyd County Planning Office
May 2016-August 2016
Planning Intern

- Contributed demographic research and analysis for updated comprehensive plan
- Designed document template using InDesign for the Comprehensive Plan
- Developed alternative site plans for a community center and baseball park

Bachelors of Urban Planning and
Development Capstone Project
August 2016-December 2016
PLAN 401 Field Studio

- Served on a team of students to create an Urban Redevelopment Plan for the City of Portland, Indiana
- Conducted surveys and interviews with residents
- Participated in 4 community meetings throughout the semester

JOB EXPERIENCE

Chillers Microcreamery
May 2011-August 2016 - Shift Manager
Responsibilities include overseeing co-workers, customer service, handling complaints and solving problems, and training new employees

Emens Auditorium
August 2014-Current - Ticket Sales Associate
Responsibilities included interacting with the community, customer service, answering phones, and sales

REFERENCES

Don Lopp
Director of Planning and Operations
(812) 948-4110
dlopp@floydcounty.in.gov

Trevor Young
Owner of Chillers Microcreamery
(812) 987-1298
Tyoung@ilovechillers.com

Lisa Dunaway, AICP, LEED AP
Instructor of Urban Planning
(765) 285-1906
Lmdunaway@bsu.edu



CONTENTS

01. Urban Infill Project

Phase 1: Analysis | 8

Phase 2: Alternatives | 10

Phase 3: Final Proposal | 12

02. Cultural Loop Initiative

Project process and analysis | 18

Initiative writing sample | 20

03. Analysis

GIS regional analysis | 26

GIS neighborhood analysis | 28

Demographic research | 30

04. Relevant Skills

Hand graphics | 34

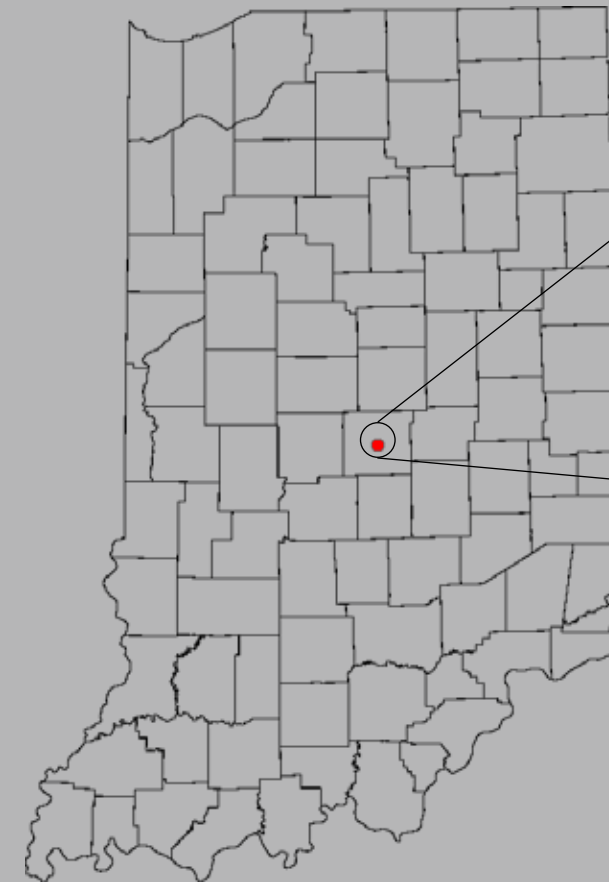
Infographic | 38

Scholarship | 39



URBAN INFILL PROJECT

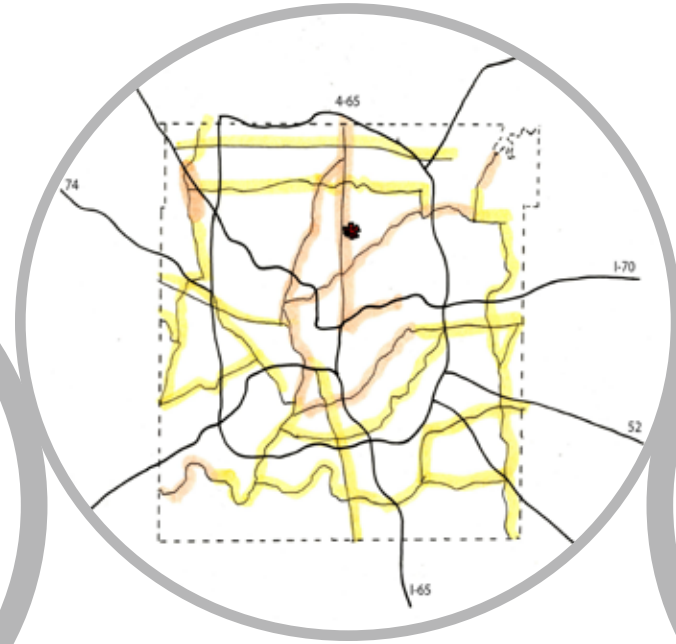
Indianapolis, IN



In the Spring of 2015, I completed the PLAN 302 Site Planning course. For this class, I spent the duration of the semester developing an urban infill plan. The site was located along the Monon Trail near the Meridian-Kessler and Keystone Neighborhood. The studio worked to develop the site plan in three phases: analysis, alternatives, and the final concept. Each phase included a presentation board and memo explaining the project. Phase one consisted of collaborating with 3 other students to collect and analyze data for the project area. Phase two and three were completed independently.



Land Use Inventory



Location map by Austin Lawrence



Structure Survey

Site Planning + Monon Trail, Indianapolis

The main objective for the analysis phase was to understand the context of the site physically, socially, economically, and politically. As a part of phase one, I collaborated with 3 other classmates in researching and analyzing the data that was collected. We conducted analysis on demographic data, landuse and parcel data, greenway connections, and structure surveys. Also, research on sun and wind factors along with water and drainage was completed and used for future design considerations. Due to space, much of the analysis conducted was left out of this portfolio in order to display a wider variety of skills.

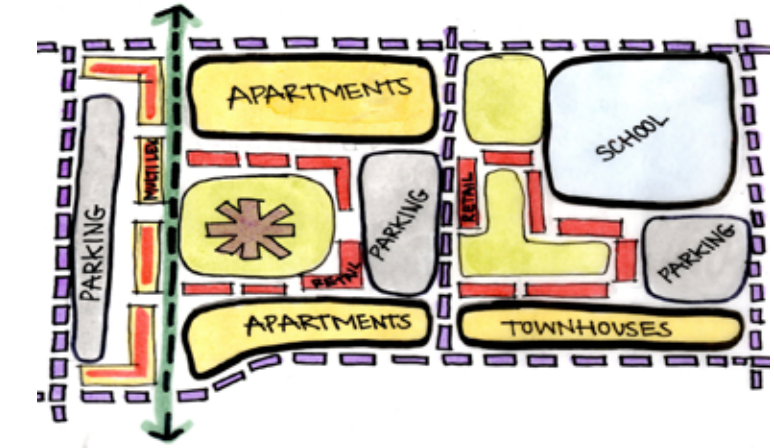


PHASE 2- ALTERNATIVES

Design Objectives:

- 1. Address the trail with store front access
- 2. Create pedestrian friendly environment
- 3. Focus retail and open space along Monon Trail

	Units	Sq. ft per unit	Total (Sq. ft)	Parking
Apartment 1Bedroom	200	600	120,000	
Apartment 2 Bedrooms	300	1,000	300,000	
Apartment 3 Bedrooms	300	1,400	420,000	
Townhouse 2 Bedrooms	130	2,000	260,000	
Total	1030	-	1,100,000	1030 Spaces
Commercial			447,423	900 Spaces



OPTION 1- Low Density

Design Objectives:

- 1. Create pedestrian boulevard throughout the site
- 2. Provide community garden and plaza to act as view corridors
- 3. Provide shared courtyards for residential areas

	Units	Sq. ft per unit	Total (Sq. ft)	Parking
Apartment 1Bedroom	200	600	120,000	
Apartment 2 Bedrooms	300	1,000	300,000	
Apartment 3 Bedrooms	300	1,400	420,000	
Townhouse 2 Bedrooms	130	2,000	260,000	
Total	1030	-	1,100,000	1030 Spaces
Commercial			447,423	900 Spaces

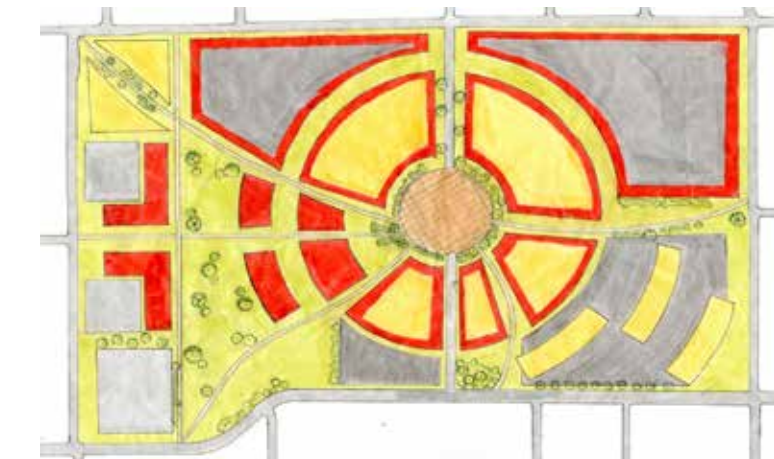
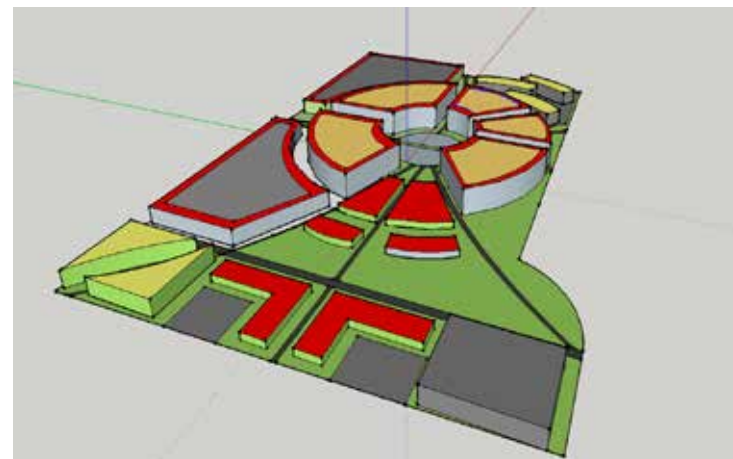


OPTION 2- Middle Density

Design Objectives:

- 1. Create a plaza to act as a central node
- 2. Create a radiating order outward from the central plaza
- 3. Generate pedestrian paths that provide access throughout the site and intersect at the central node

	Units	Sq. ft. per unit	Total (Sq. ft)	Parking
Apartment 1 Bedroom	1,400	600	84,000	
Apartment 2 Bedroom	1,800	1,000	1,800,000	
Apartment 3 Bedroom	1,000	1,400	1,400,000	
Total	4,200		3,284,000	4,200 Spaces
Commercial			1,500,000	4,500 Spaces

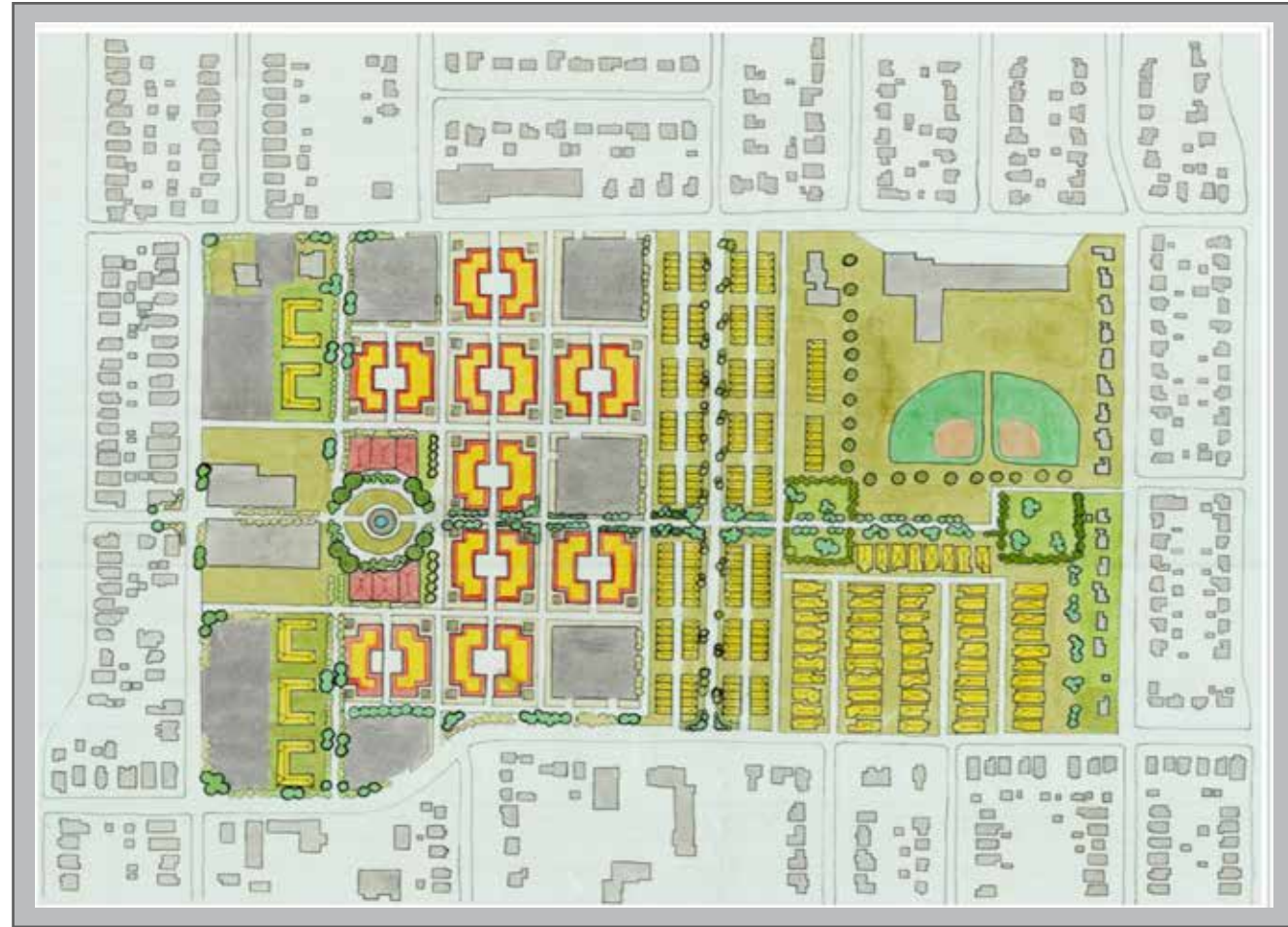




The last phase of the project focused on developing a central place, block typologies, and gateways. Development of place, along with the composition of space, activity and paths were the primary factors considered while composing the final plan.

PHASE 3- FINAL PROPOSAL

Monon Manor was designed around three objectives involving a pedestrian boulevard, a central plaza node, and enhancing walkability. The final recommendation for Monon Manor is to create a multigenerational environment by providing various housing types in a low density setting.



	Units	Sq. ft. per unit	Total (Sq. Ft.)	Parking
Apartment 1Bedroom	591	600	354,600	
Apartment 2Bedrooms	664	900	597,600	
Townhouse 2 Bedrooms	187	1200	224,400	
Zero Lot Line Homes	60	1,700	102,000	
Total	1,502			1505 Spaces
Commercial			362,000	800 Spaces



BLOCK DETAIL

As a part of the assignment, I was asked to create a block typology and “stamp” the design through the site. The block detail includes mixed use features with retail space on the ground level with residential space above. Each corner is setback to create small public gathering spaces. Parking is accessed from an alley behind the structures.

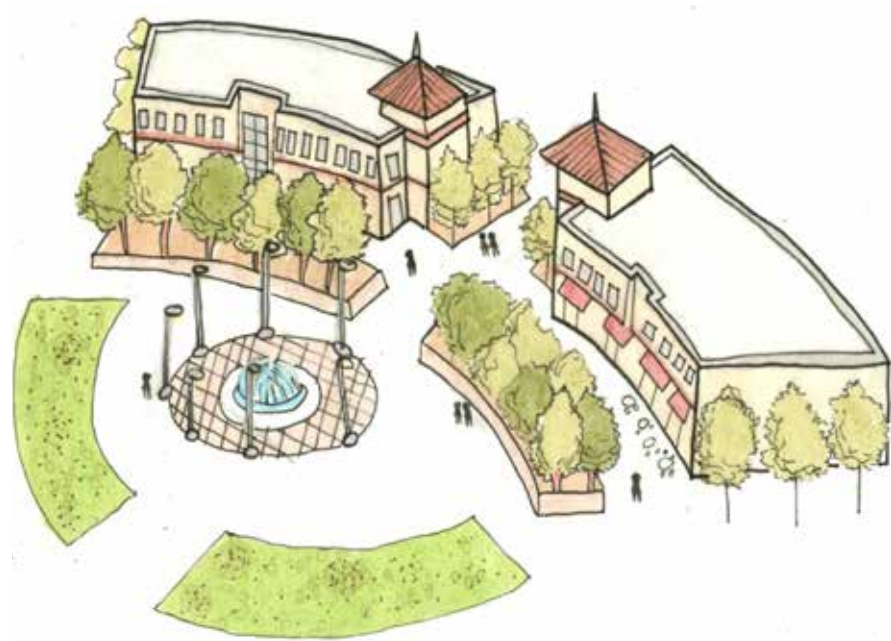


CORNER PLAZA

This graphic correlates with the block typology. This provides a more detailed image of the corner gathering spaces. Store fronts are setback in order to invite visitors into the space. The small spaces will serve as a plaza with landscaping to act as a sound and safety buffer from passing traffic.

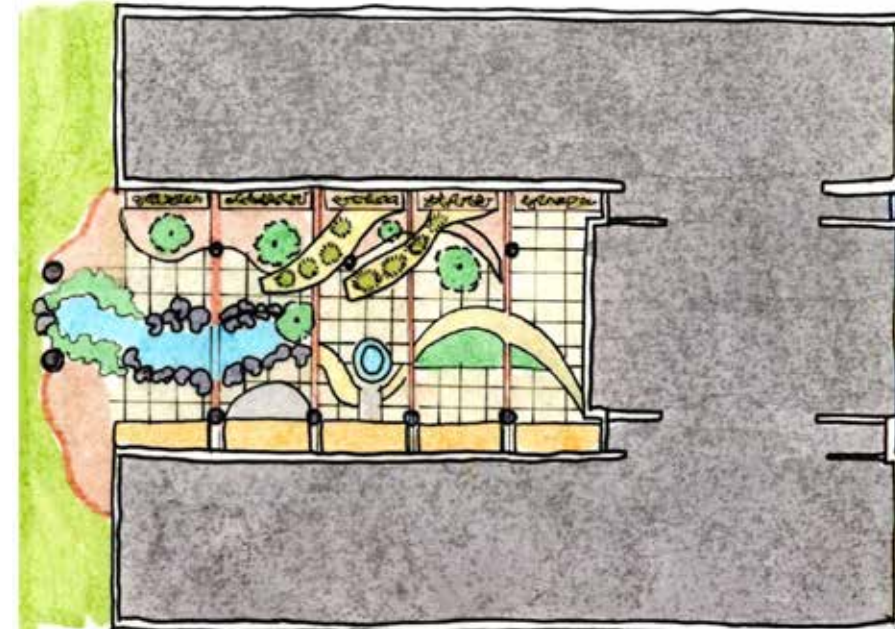


CONCEPTUAL THINKING



CENTRAL GATHERING SPACE

One of the project design objectives was to create a central plaza node. The plaza would be located right off the Monon Trail. Surrounding the plaza would be retail space and restaurants. The center is a water feature with tables, chairs, and benches for people to gather. There would be a bike boulevard running through the plaza coming off of 53rd street and then continuing through the rest of the site. The plaza would serve as a gathering spot for pedestrians, a rest stop along the Monon, and place for visitors and residents to enjoy.



There were two gateways designed for the site. The first was an addition to Good Morning Mama's breakfast restaurant shown on page 6. The restaurant already serves as an anchor for the site. The addition of the garden and colorful building of Mama's will create a sense of arrive for people traveling to the site.

The second gateway focuses on the residential areas. This residential gateway will serve as a transition from private, to semi private, to public space. The courtyard is a landscaped area with seating and pathways leading to and from the apartment building.



GATEWAYS



CULTURAL LOOP INITIATIVE

Portland, IN



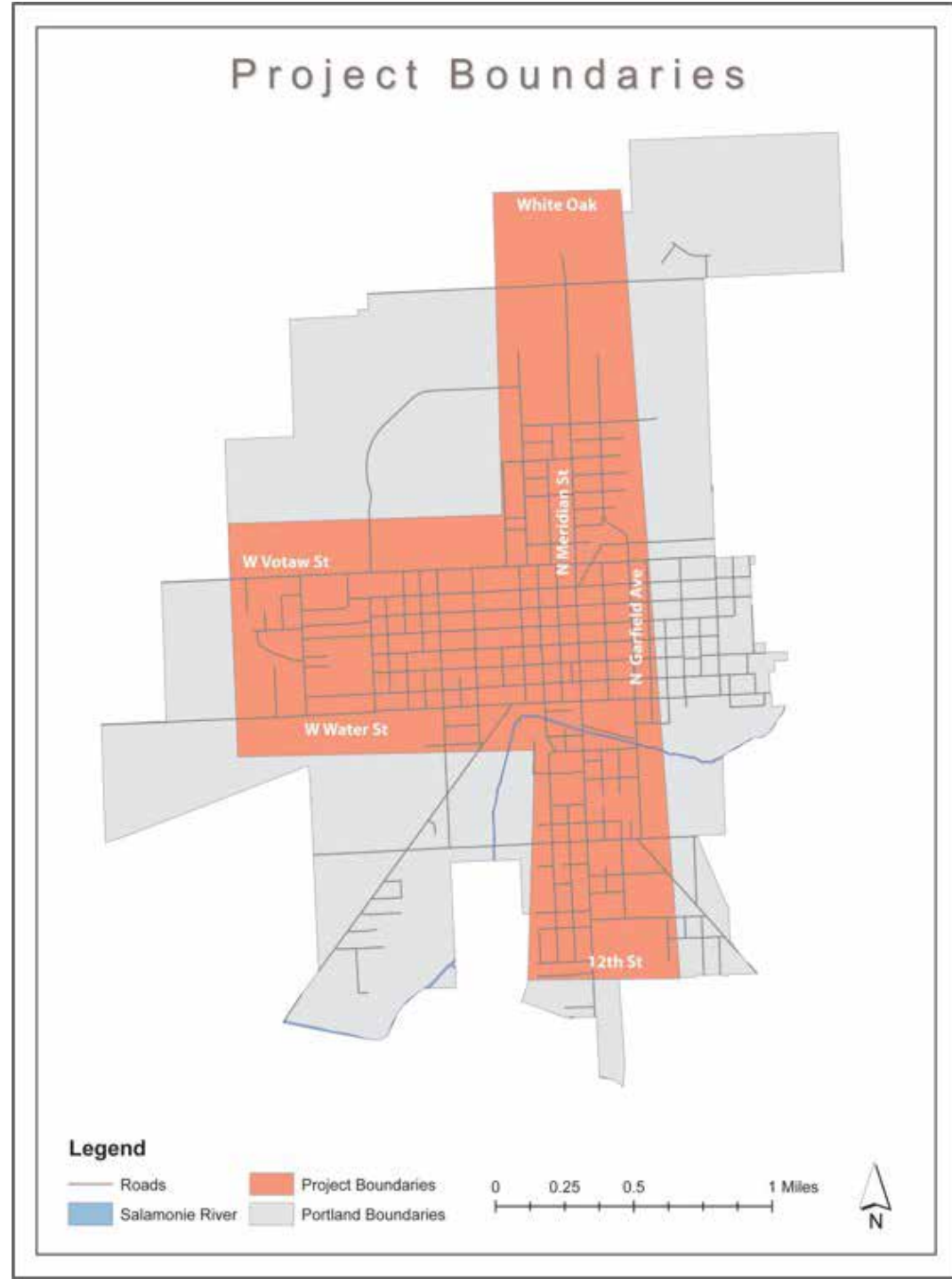
In the Fall of 2016, I completed the last studio course for the undergraduate program. In PLAN 401 Field Studio, the class collaborated with the City of Portland, Indiana to create a redevelopment plan. We studied the area through demographic analysis, created online surveys, conducted in-person interviews with business owners and customers, and led 4 community meetings in order to gain full understanding of the city and the residents wants and needs. Collecting the primary and secondary data was done in a class effort. Individually, we were responsible for one design initiative My idea was to create a Cultural Loop throughout Portland to capitalize on the existing cultural and civic amenities.



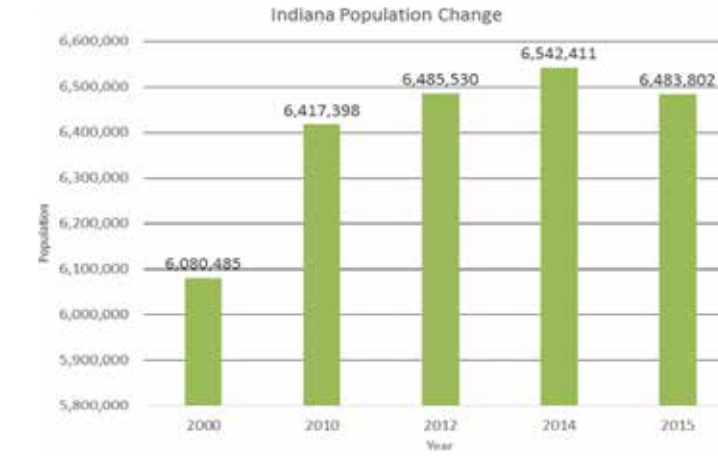
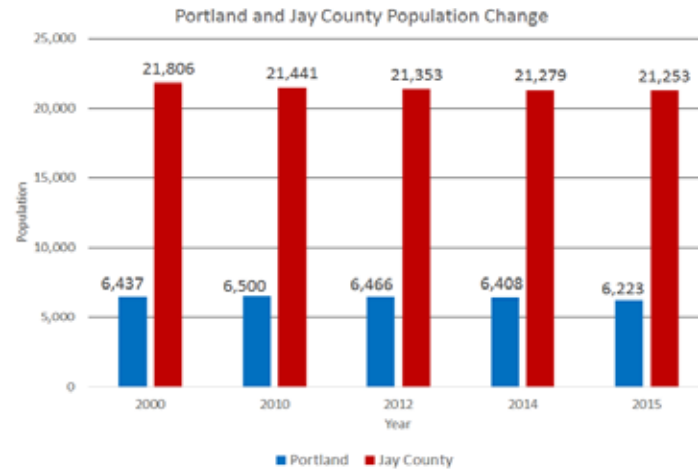
STEP 1: PROBLEM IDENTIFICATION

The studio used the Rational Comprehensive Planning Process as a guide throughout the semester. Described in the chart below are the tasks that were to be completed and the methods that were used. To the right is the map of the boundaries that were set for the project area. Page 19 displays some of the data that was collected for the analysis portion of step 1 in the planning process.

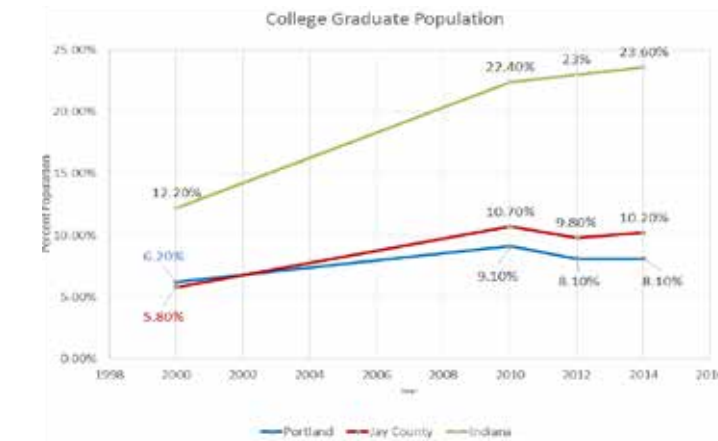
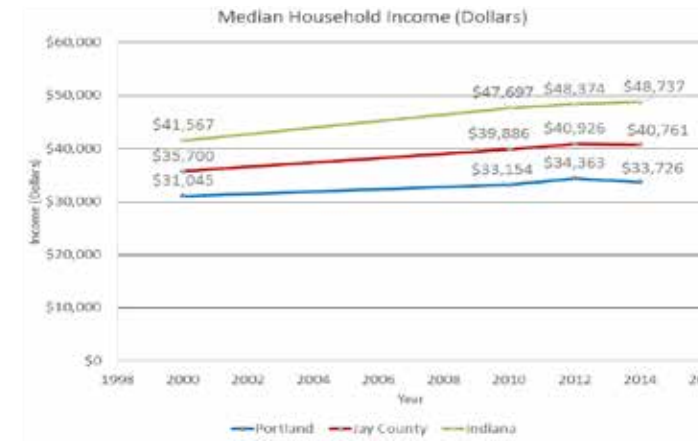
Steps	Tasks	Responsible Party	Methods
Step 1	-Problem Identification - Determine Goals & Objectives	Planning Studio	-Community Forum -SWOT-A -Surveys -Data Analysis
Step 2	-Identify Alternative Strategies -Evaluate Alternatives -Select Best Alternatives	Planning Studio	-Identification of Priorities
Step 3	-Implementation -Evaluation	City of Portland	-Implementation of planning proposals based on findings



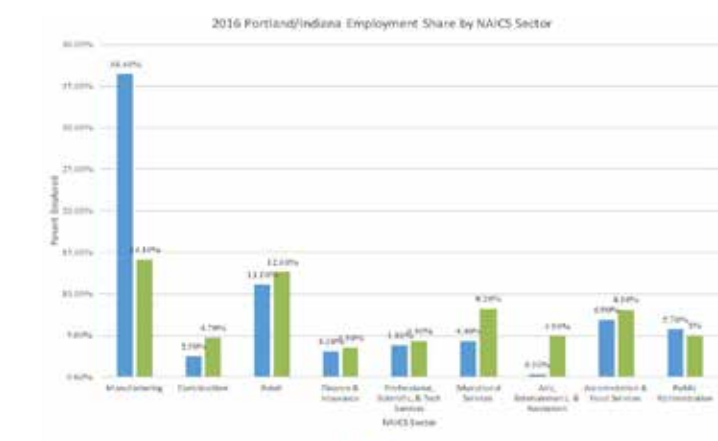
Population Trends



Income and Education



Race and Workforce



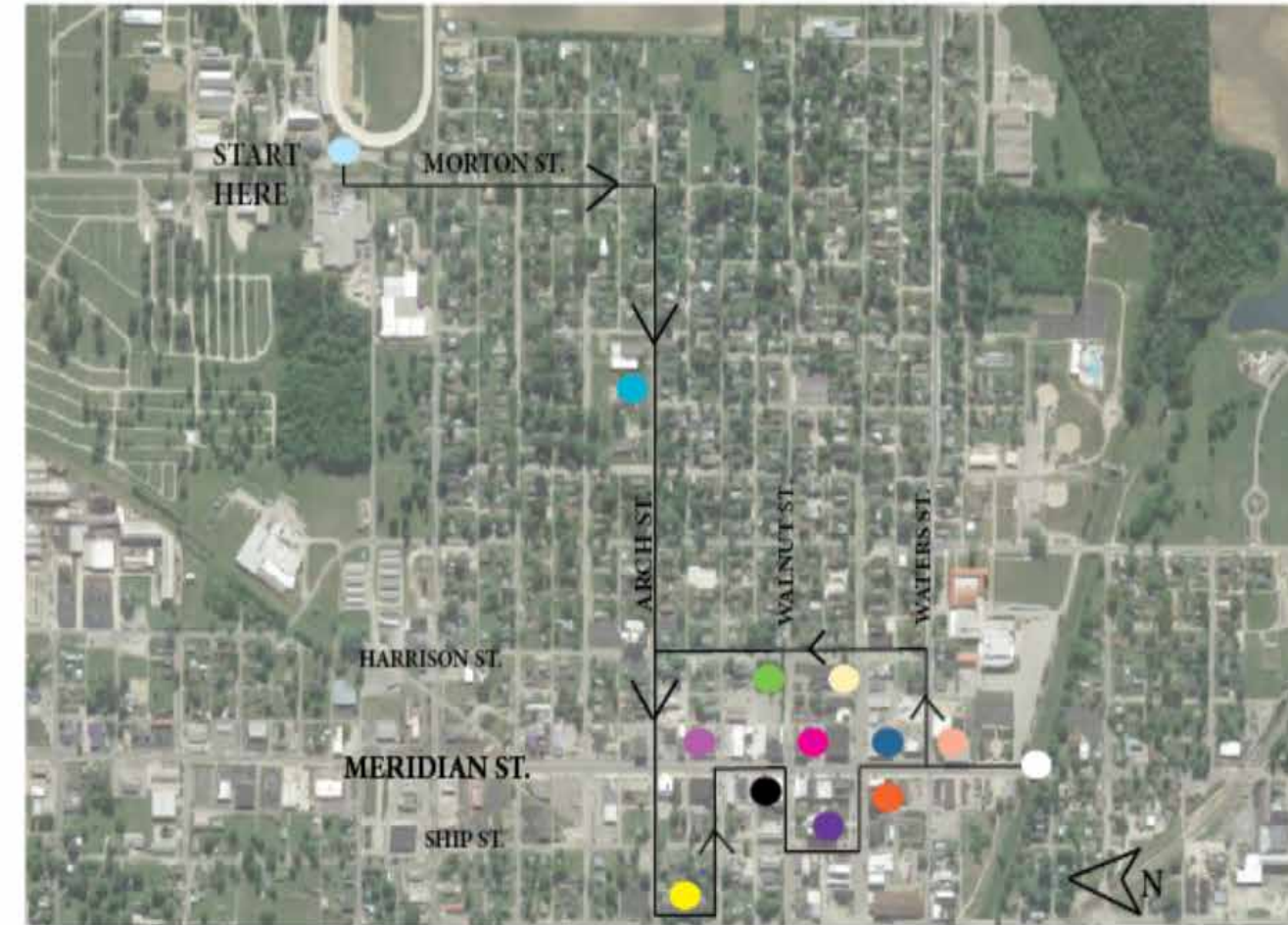
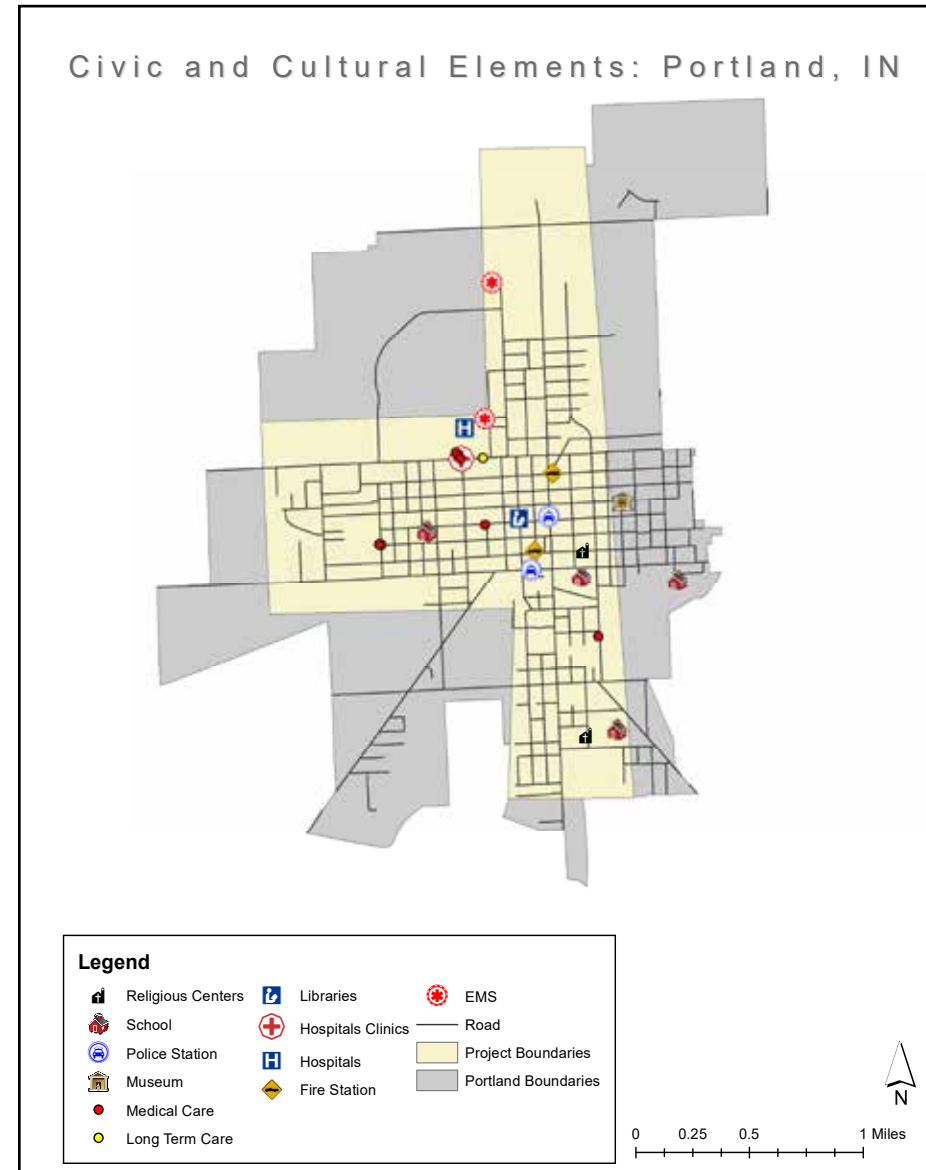


STEP 2: CAPITALIZING ON EXISTING AMENITIES

The cultural loop strategy is created to guide Portland in the development of the loop. This strategy outlines potential locations and includes the path of the loop, theme and logo ideas, and funding/assistance resources. The purpose of the loop is to tell the story of Portland through visiting cultural and civic amenities, the use of public art, and educational signage.

Why this is important

- Expanding upon these amenities will create foot traffic in the downtown which will have a positive effect on businesses in the area.
- This will provide an entertainment option, a learning opportunity, and establish destination points throughout the city.
- The cultural loop will create a theme for the downtown while establishing a sense of identity for the community



What this will involve

Portland's Cultural Loop will be a self-guided tour through the city. As shown above, participants will visit 13 locations that are in close proximity to Meridian Street. The loop will display local art and signage giving an introduction of the history of Portland, Indiana.

What this will involve

Creating the cultural loop can be done in 3 steps.

1. Consent from business owners
 - The cultural loop offers business owners incentives such as increased number of foot traffic, free advertising associated with the cultural loop, and an outdoor sign display.
 - In return, business owners may be inclined to offer a promotion to the cultural loop participants or provide some kind of activity for visitors once they have arrived to that stop along the loop.
2. Cultural Loop Committee
 - Working with business owners of the amenities to establish communication between parties.
 - Developing and displaying promotional material for the Cultural Loop- brochures, maintenance of signs, etc.
 - Collaborating with artists and/or donors of public art associated with the loop.
 - Creating public events throughout the year to advertise the Cultural Loop

3. Implementing art and wayfinding
 - Cohesive signage and artwork outside each location will indicate to visitors that the business is a part of the loop.



Funding and Assurances

1. The Portland Foundation Grant
 - Grants provided to organizations proposing programs that benefit the residents of Jay County.
2. Grants through Regional Arts Partnership
 - The grant provides funding to Indiana arts and non-arts organizations to support a distinct aspect of the of the organizations arts activity.
3. Indiana Stateway Cultural District Designation
 - Although there is no funding associated with the program, communities receive benefits such as increased tourism marketing and economic activity that come with being a part of a statewide program

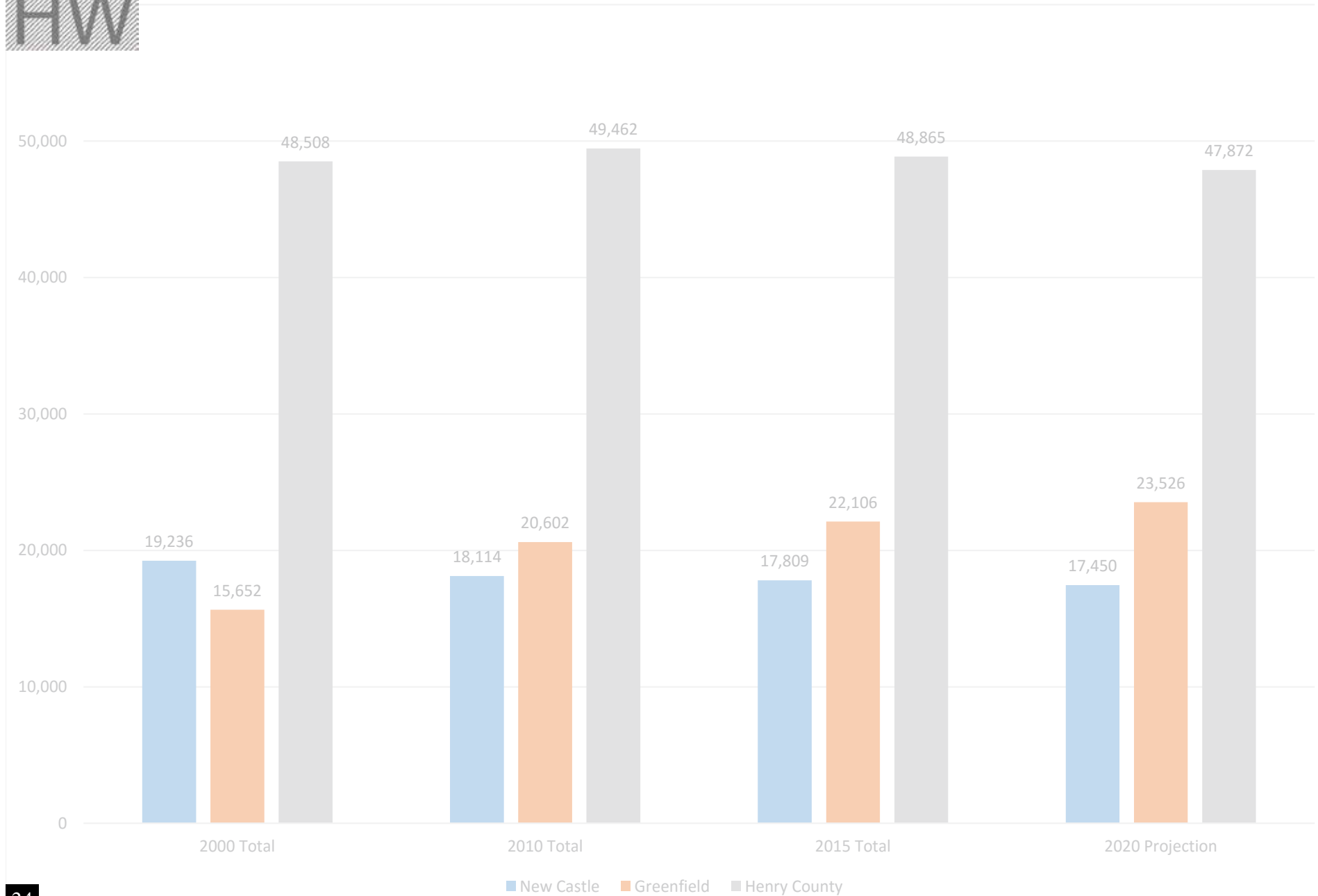
Implementation

Development of the Cultural Loop is a short term strategy for Portland. A short term strategy is defined as a strategy that can be implemented in 0-3 years. In the beginning stages of the Cultural Loop, the city will be responsible for putting together a committee that will oversee the Cultural Loop and finalizing funding for the project. After formation of the committee, the city will be relieved of most responsibilities. The committee will work with business owners, develop marketing and promotional material for the Loop, and create events throughout the year.





Population Summary Comparison



ANALYSIS

This section includes work from my first planning studio. In Regional Planning, I learned how to use ArcGIS for the first time. We created maps that were used to analyze various characteristics of the project area. Also, this section includes another GIS map that was created for Neighborhood Planning. The map titled Encouraging Tenant/Owner Relationships and Engagements correlates with a written initiative. Lastly, sample work of demographic data is shown.

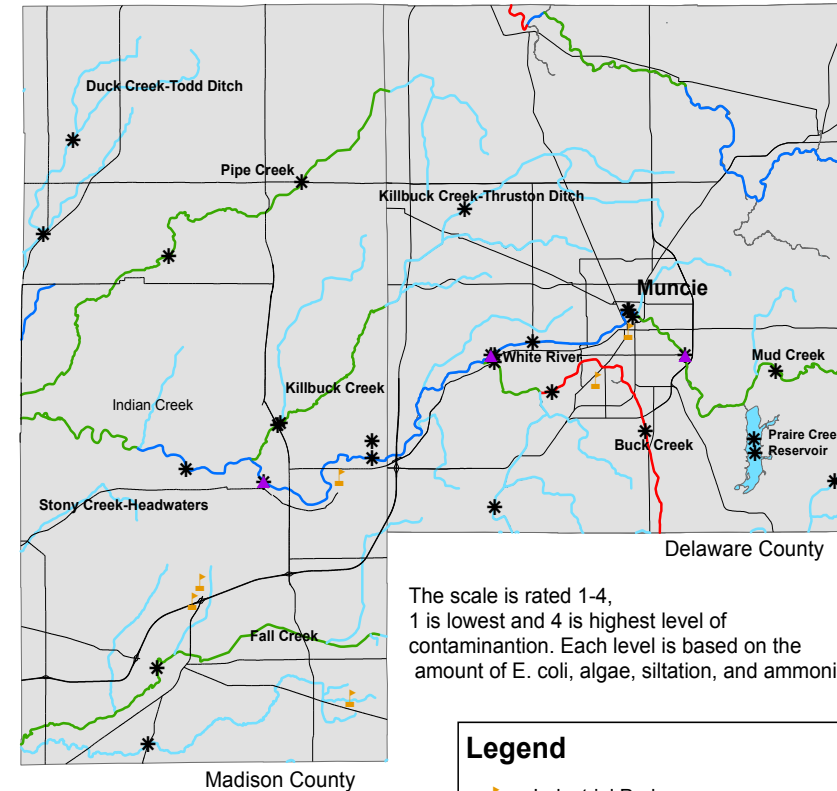


REGIONAL ANALYSIS + DELAWARE AND MADISON COUNTIES

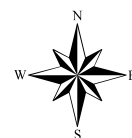
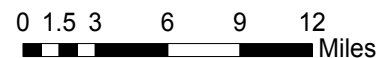
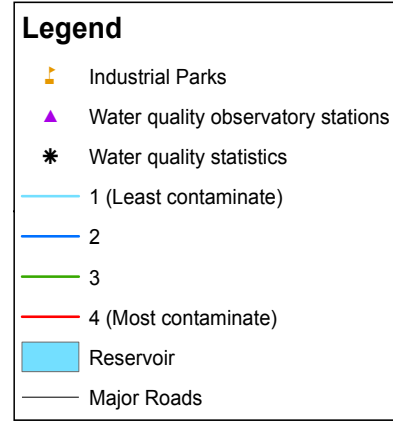
PLAN 203 is the first studio that students complete as an Urban Planning undergraduate. The studio is an introduction of ArcGIS through regional analysis. We studied Delaware and Madison County in Indiana. We demonstrated basic GIS skills by creating maps that represent the counties population density, water quality, and analysis of road ways and boundaries.

The Water Quality map was a part of a research paper completed with a partner. My responsibilities included creating the map and contributing with the paper. By creating this map we were able to infer that Buck Creek, south of Muncie, is the most contaminated waterway in the two counties. The second priority would be the level 3 contamination (Green) which includes Mud Creek, Pipe Creek, Indian Creek, and Falls Creek.

Water Quality Delaware and Madison County



The scale is rated 1-4, 1 is lowest and 4 is highest level of contamination. Each level is based on the amount of E. coli, algae, siltation, and ammonia.

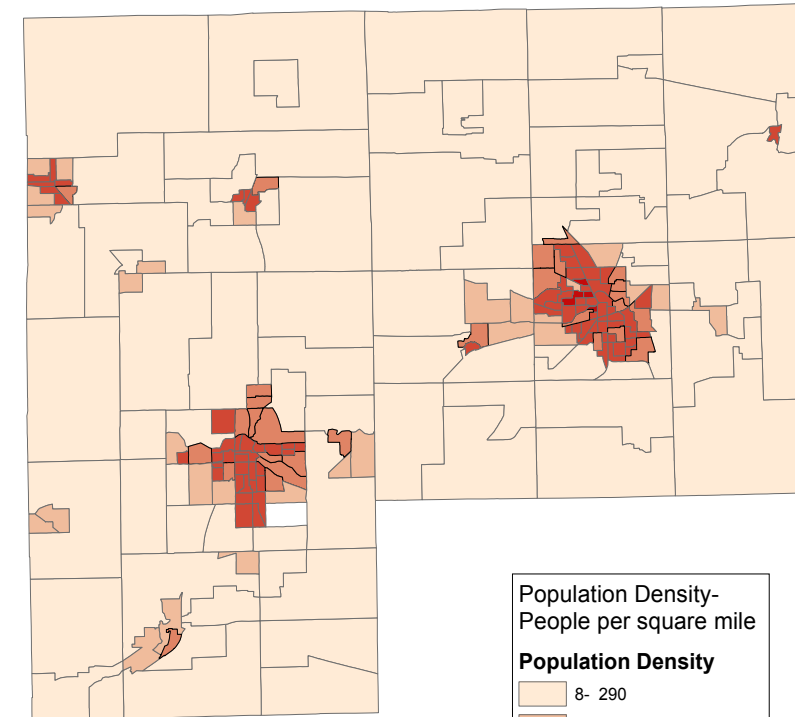


Hailey and Andres
November 3, 2014

Regional Planning 203
Ball State University



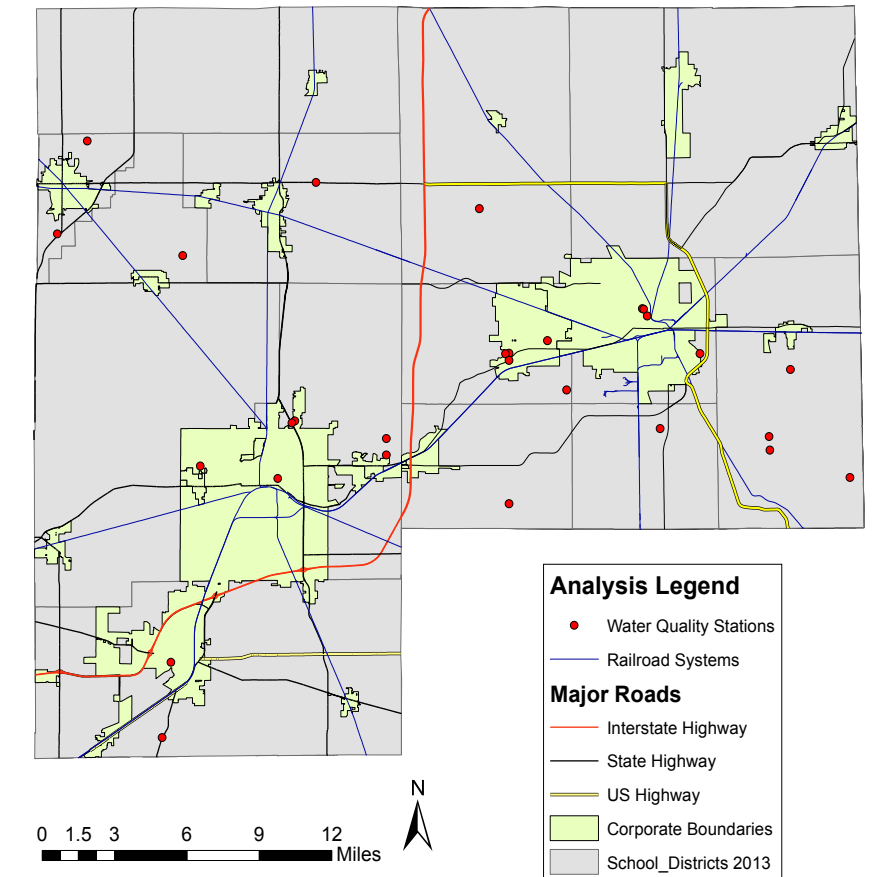
Delaware and Madison County Population Density Map



Hailey Woods
September 15, 2014

Regional Planning Studio 203
Ball State University

Delaware and Madison County Analysis Map



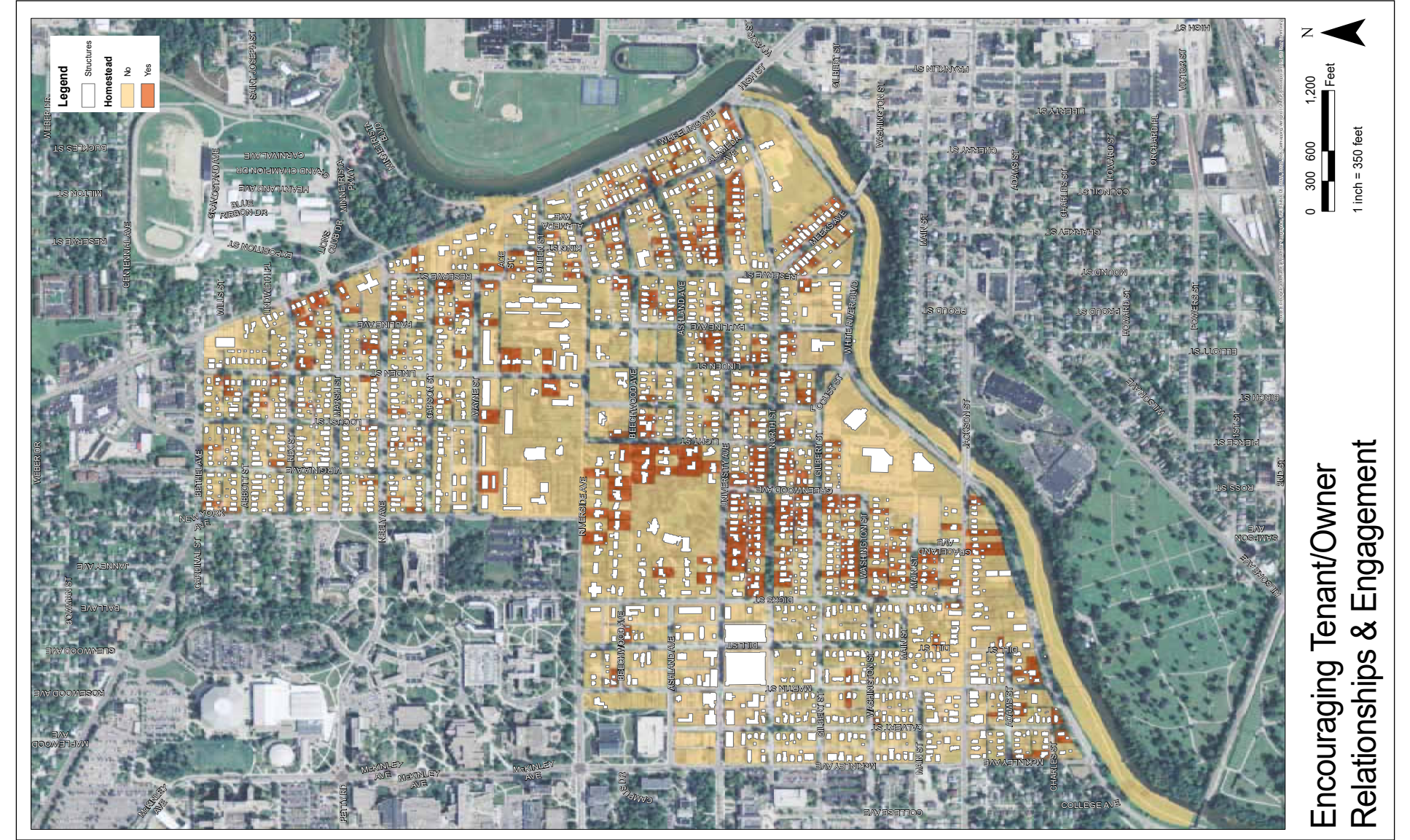
Hailey Woods
September 14, 2014

Regional Planning Studio 203
Ball State University



NEIGHBORHOOD INITIATIVE + INVENTORY MAP

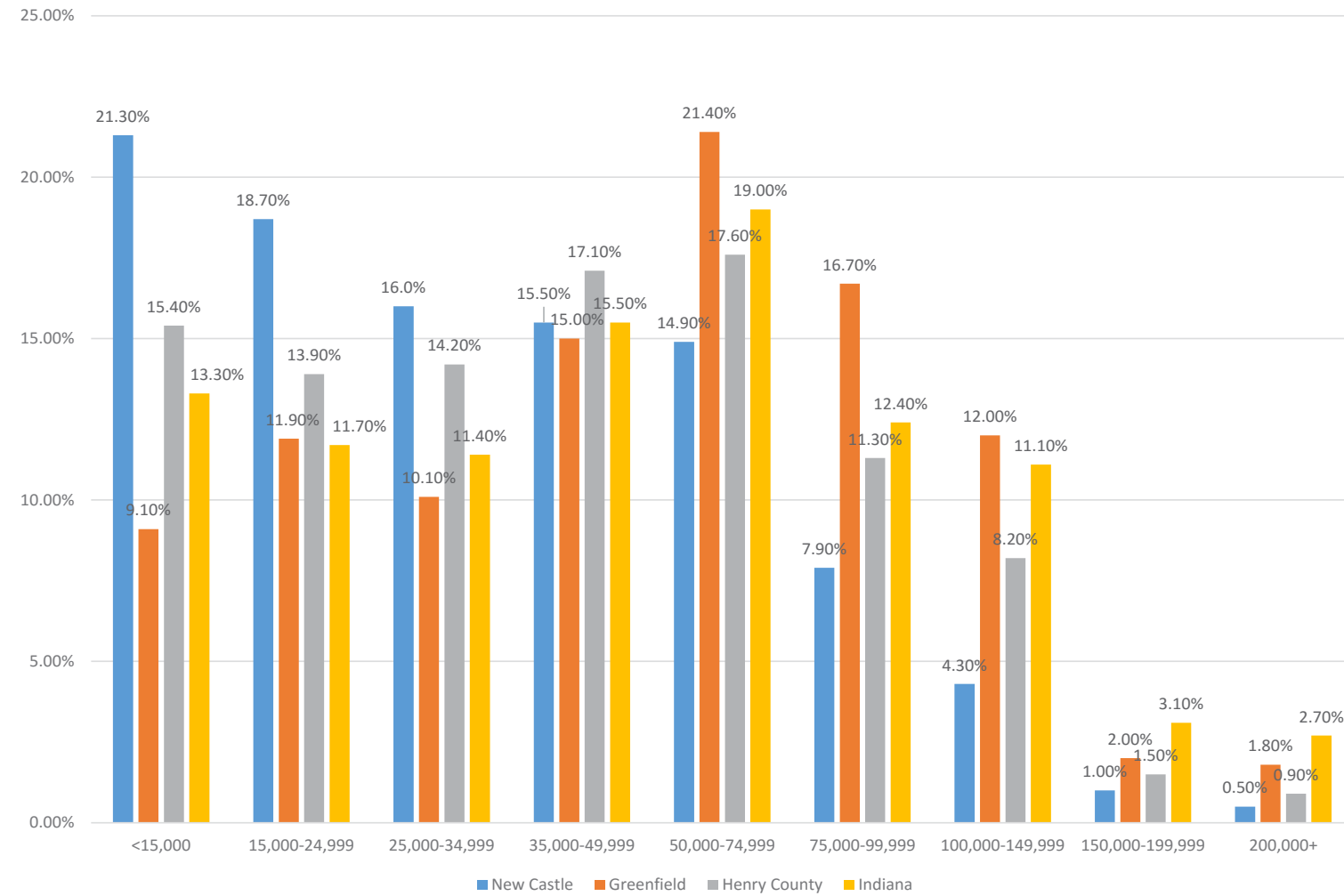
In PLAN 302, Neighborhood and Urban Analysis, we worked with Riverside-Normal City neighborhood to write an action plan and handbook. Each student was required to write at least one of the initiatives and provide a suitability Map. The initiative I focused on, Encouraging Tenant/Owner Relationship and Engagement, didn't need a suitability map. Therefore, I created a Homestead Inventory Map. The neighborhood association can use this inventory map to determine which properties are renter or homeowner occupied.



Encouraging Tenant/Owner Relationships & Engagement



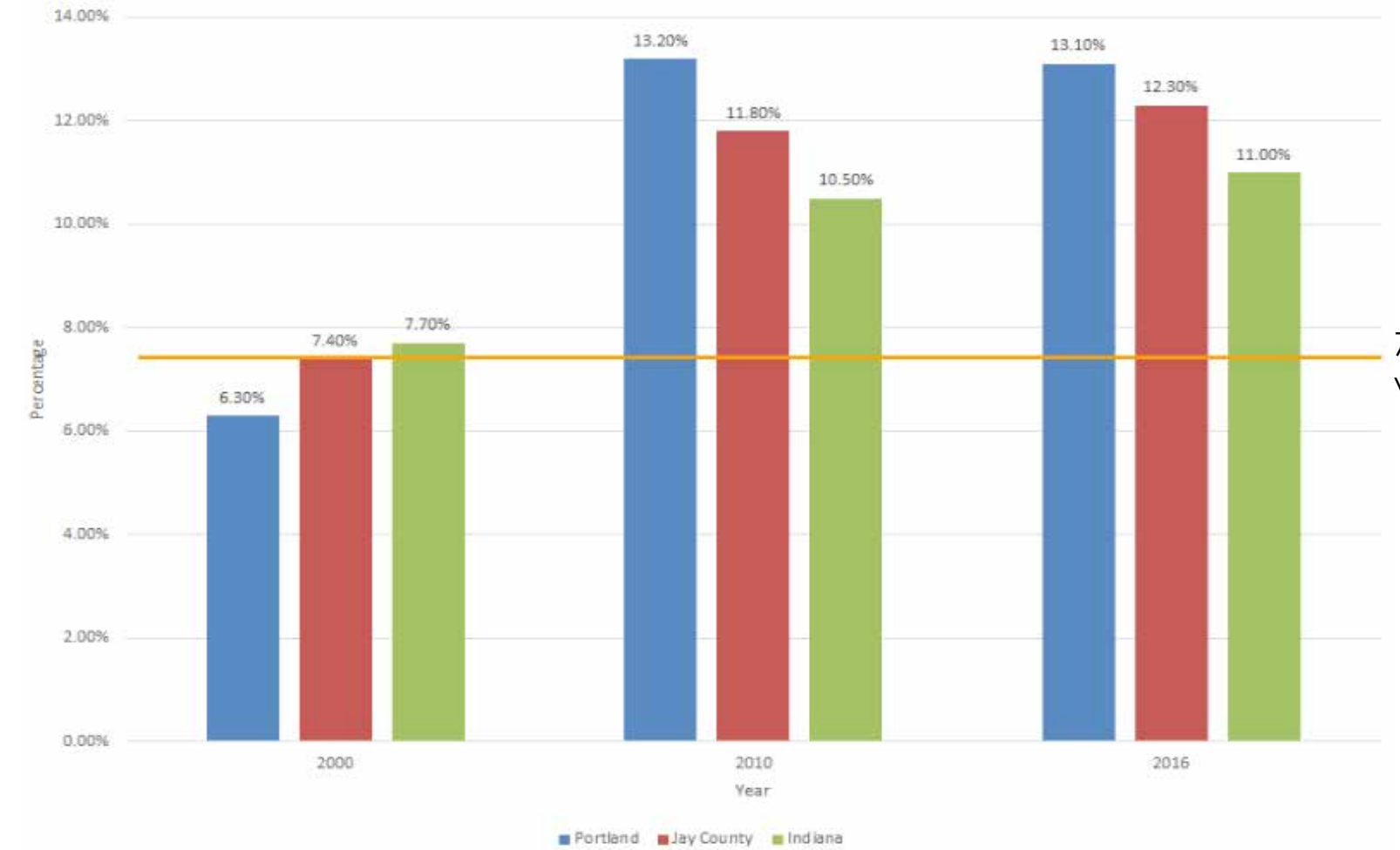
Household Income Comparison



The most shocking finding with this graph was that New Castle has the highest amount of households making less than \$15,000. This demonstrates that type of poverty the city is dealing with. For Greenfield, the majority of households (21.4%) are making between \$50,000-74,000. This leads to the question about why Greenfield is better off. Henry County's income is evenly spread from the lower to median income range. Indiana is a much largest reference area but the distribution seems parallel with the other geographic areas.



Vacancy Rates

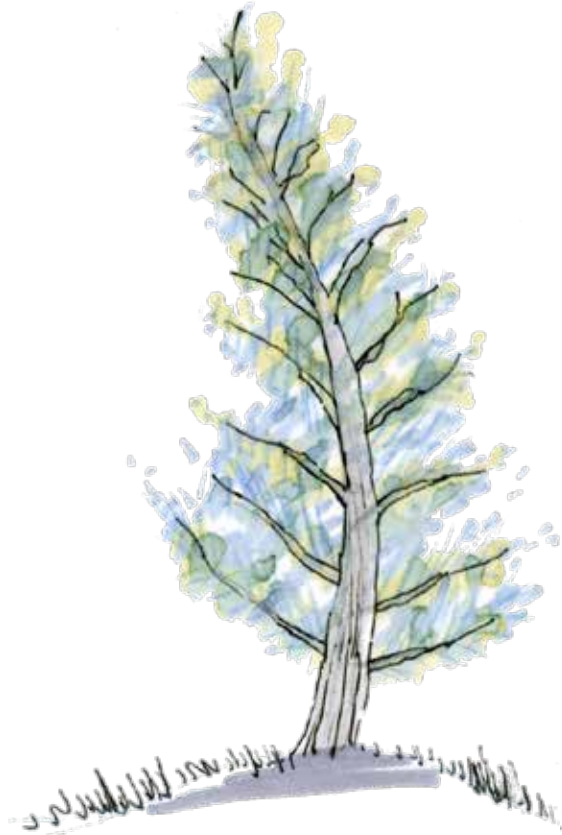


In 2000, Portland had a vacancy rate of 7.3% which means that the housing market was filtering at a good pace. Although by 2016, the rates had almost doubled to over 13%. If a vacancy rate is too high, there is more supply than demand in the market. Therefore, housing units are left vacant for long periods of time.

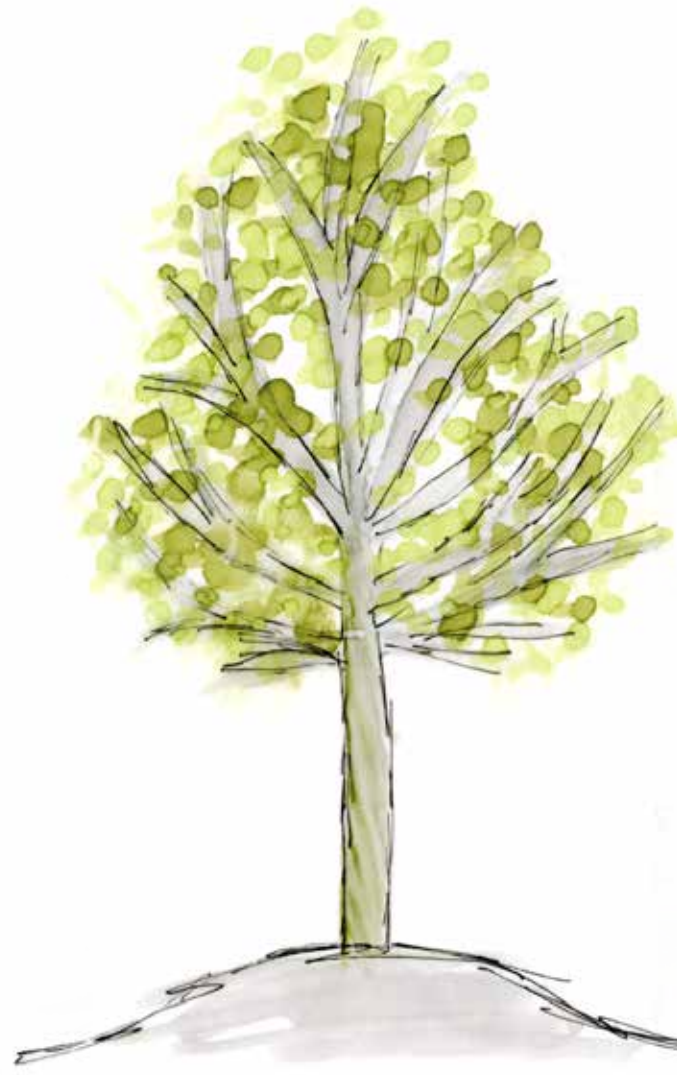


RELEVANT SKILLS

This section is a collection of graphics that were not shown in the other sections. In the Spring of 2016, I completed Lohren Deeg's Charrette Graphics course which allowed me the opportunity to improve my graphic skills. Another type of graphic shown is an infographic. This is a creative way to visually show data or information. Lastly, the end of my junior year, I received an Outstanding Student Award from the College of Architecture and Planning, which included a scholarship for the following year.



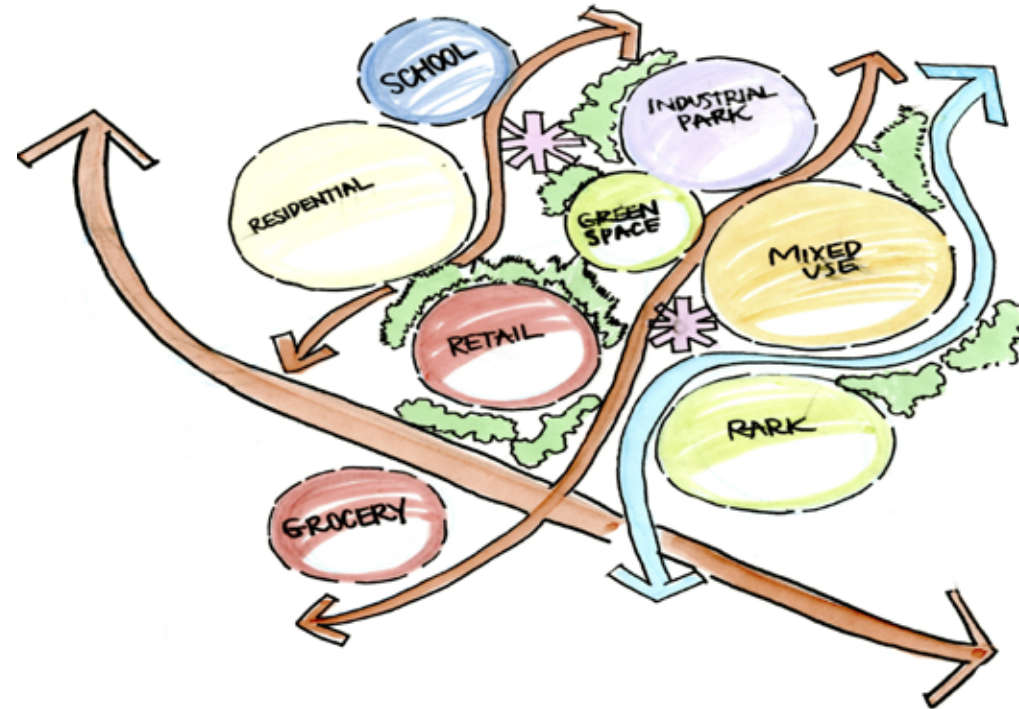
Displayed: Pine Tree



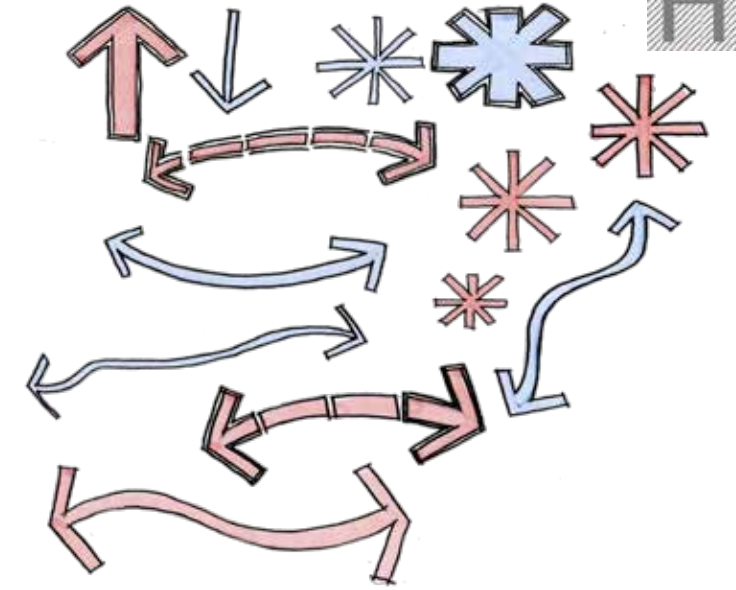
Displayed: Deciduous Tree



Displayed: Palm Trees



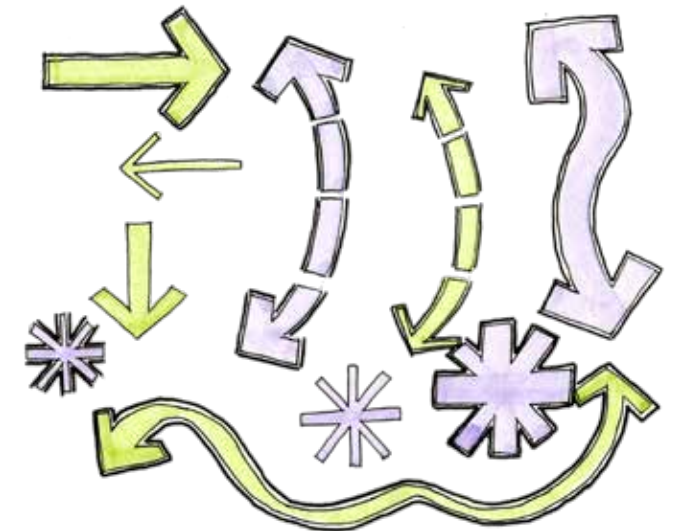
Above: Concept diagramming



Above: Graphic symbols



Above: Wayfinding



Above: Graphic symbols



Displayed: aerial perspective

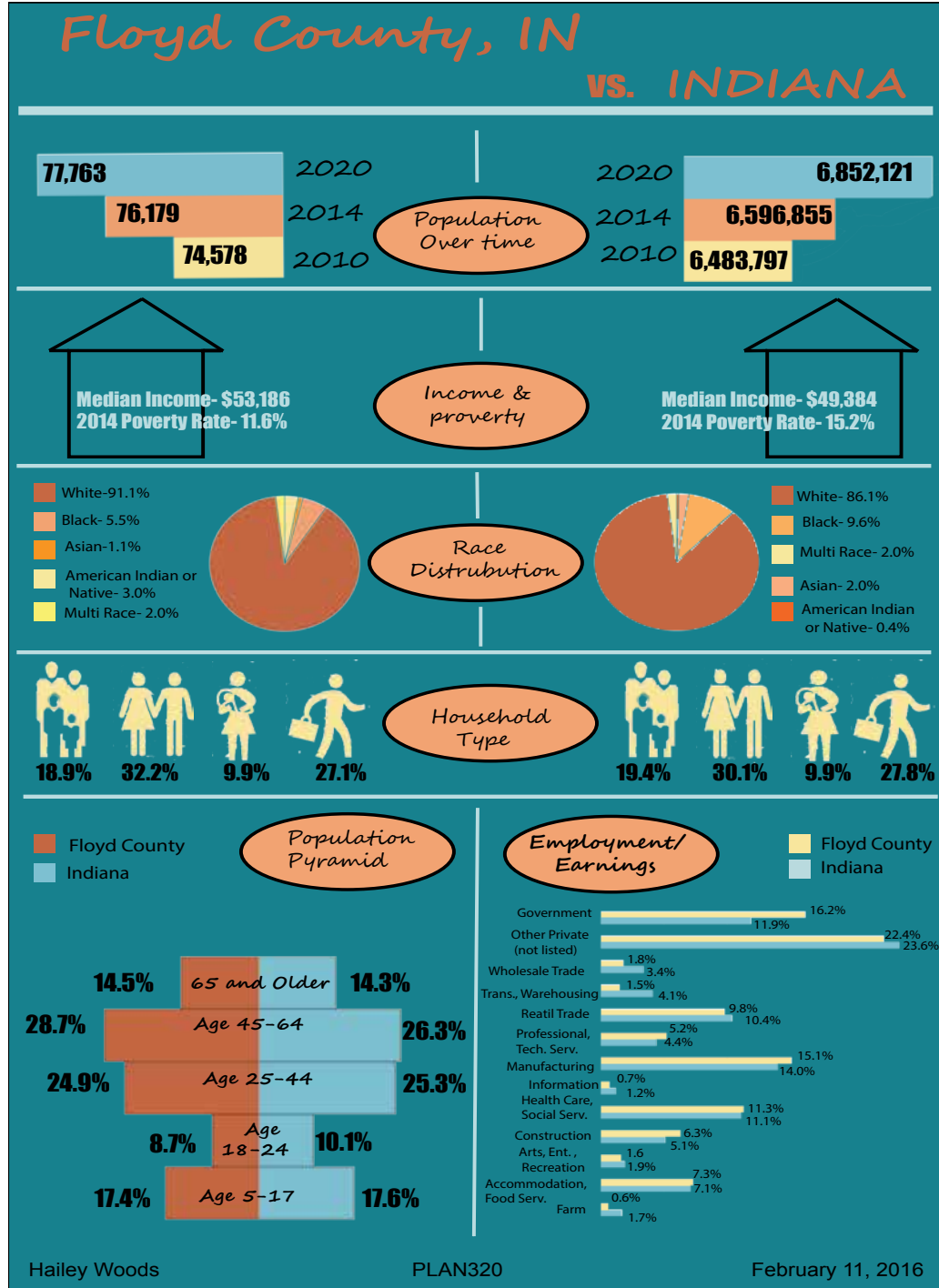


Displayed: night time rendering



INFOGRAPHIC

The graphic on the right represents a comparison of Floyd County, Indiana to the state of Indiana as a whole. I compared the change of population over time, income and poverty data, race distribution, household type, along with a population pyramid and employment comparison.




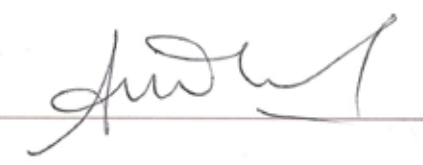
THE DAVE AND MANDIRA KAR-SCHOEN SCHOLARSHIP

is hereby presented to

Hailey Woods

in recognition of superior scholarship.



PRESENTED BY: 

ON THIS DAY: April 13, 2016

Department of Urban Planning, Ball State University

Spring 2016- Outstanding Student Award presented by Michael Burayidi