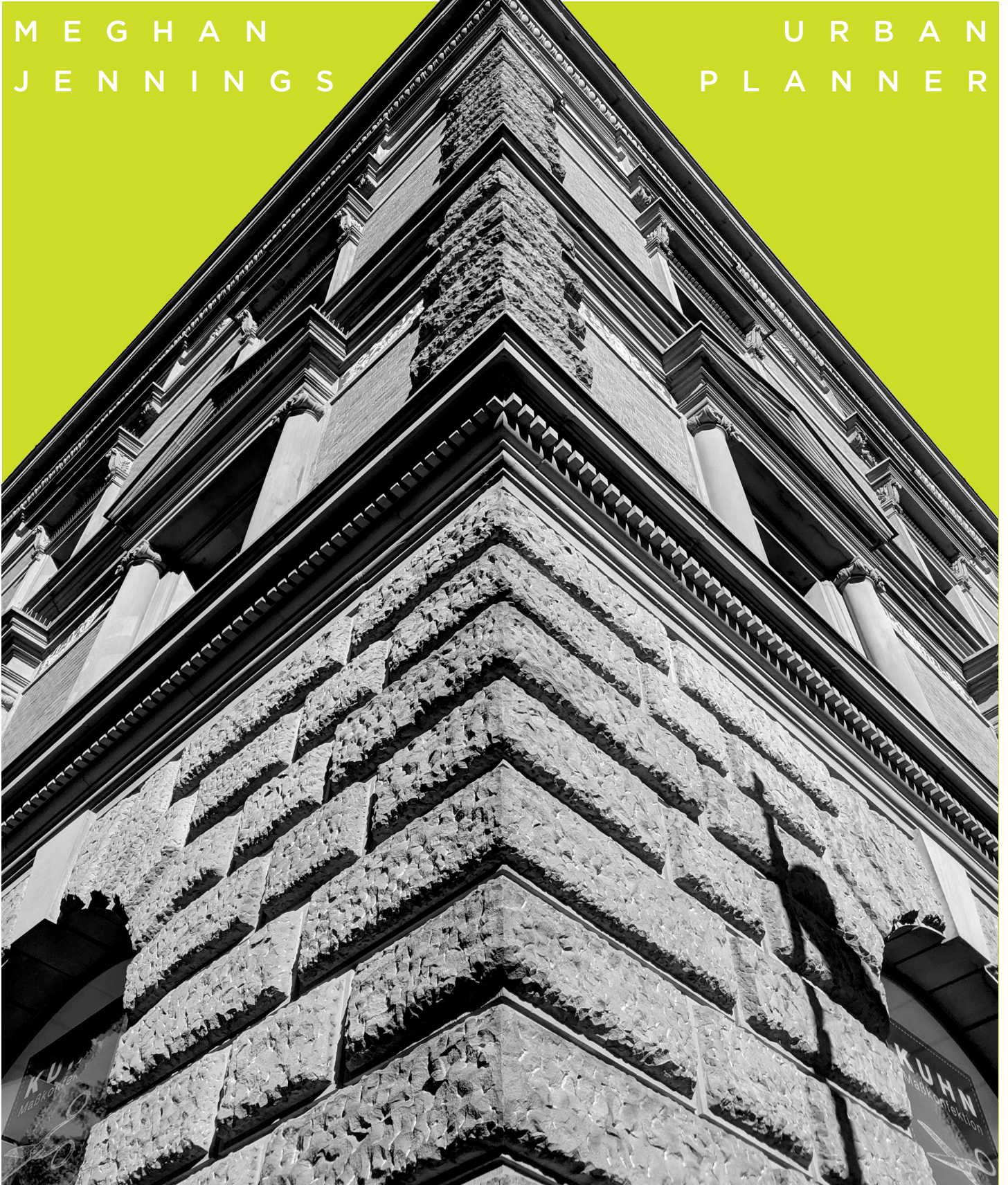


# PORTFOLIO

MEGHAN  
JENNINGS

URBAN  
PLANNER







*A waterfront redevelopment project in Hamburg, Germany integrates active public space into urban design.*

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# COMMUNITY PLANNING

## PROJECTS

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CLIENT-BASED DEVELOPMENT PROPOSAL IN INDIANAPOLIS, IN FOR MASTER'S COURSE ON URBAN LAND USE PLANNING.



*Myself and other Lexington Division of Planning staff hosted a mock planning commission meeting at Transylvania University's Sustainability Summit to teach middle school students about development planning.*



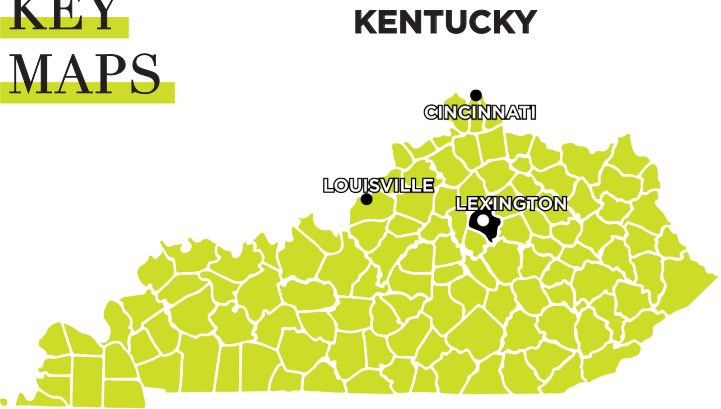


*Innovative and accessible public input events were essential to the success of Imagine Lexington.*

# IMAGINE LEXINGTON

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## KEY MAPS



## FAYETTE COUNTY





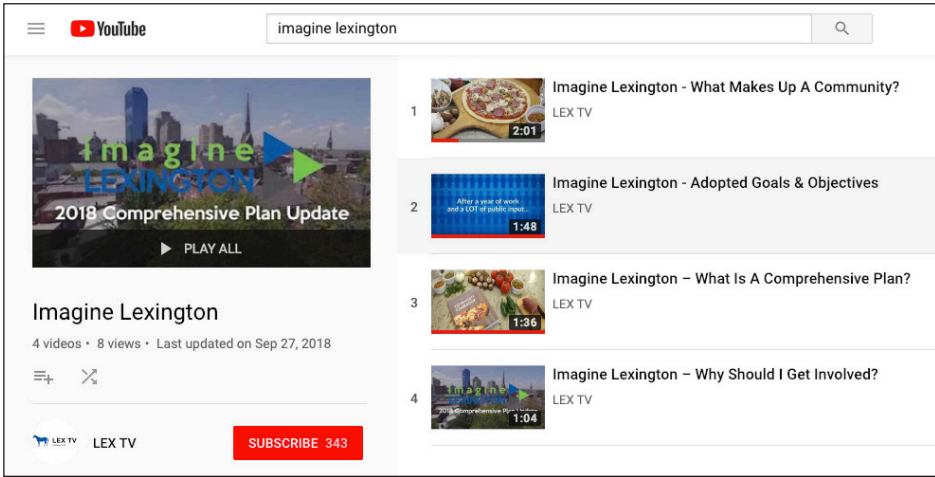


In 2016, the City of Lexington’s Division of Planning began the process of updating their comprehensive plan. Staff felt tremendous responsibility to assemble a plan based on what the citizens of Lexington wanted for the future of their city, as well as the needs of interested parties and organizations, such as the Building Industry Association of Central Kentucky and Fayette Alliance. In order to reach and engage as many Lexingtonians as possible, staff knew their public input would have to exceed levels of any and all previous comprehensive plan updates. Creating materials for social media and other engaging media sites, such as Youtube, staff saw successful and celebrated public engagement.

With an interest and skillset in graphic design, I designed the logo (above) for Lexington’s 2018 comprehensive plan, *Imagine Lexington*. I also assisted in creating the plan’s branding scheme, website, and educational videos. Eye-catching, informational, and educational graphics were created with the goal of engaging as many generations in the comprehensive planning process as possible.

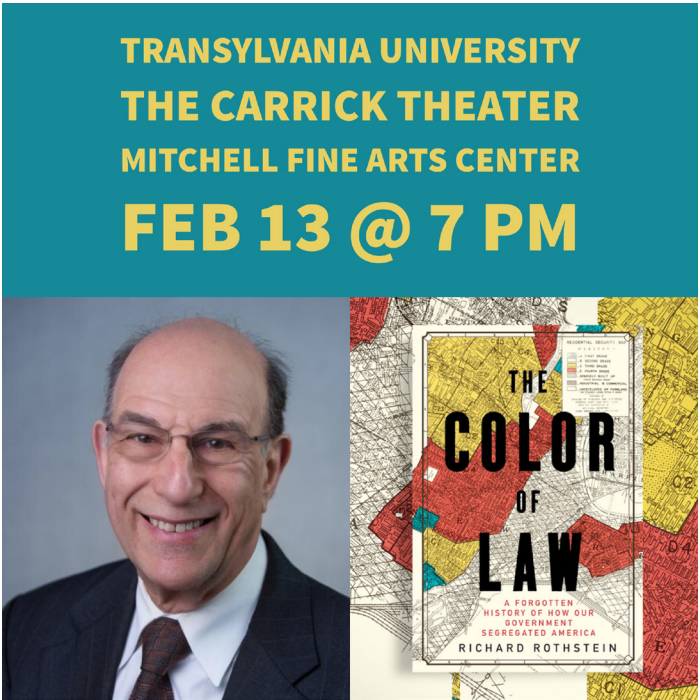
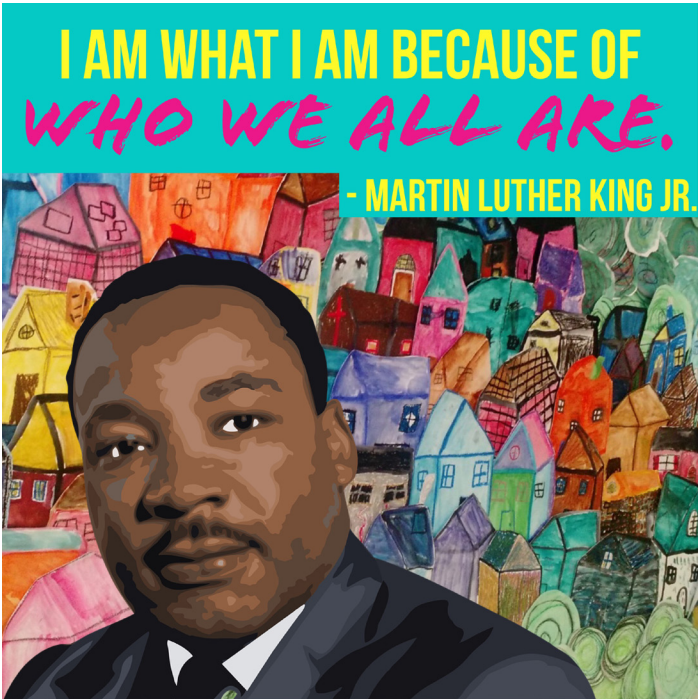
Working with other staff, we scripted, filmed and edited a series of educational videos about the comprehensive planning process to serve as public engagement resources. One of the videos was nominated for an Ohio Valley Regional Emmy in the Informational/Instructional Program category.

Videos can be viewed at [www.youtube.com/playlist?list=PLJscpaFZOQuUscrzJ1GHPzdTHnXAVHxQo](https://www.youtube.com/playlist?list=PLJscpaFZOQuUscrzJ1GHPzdTHnXAVHxQo)



Social media engagement during the comprehensive planning process has revolutionized local governments’ reach to typically under-represented generations, such as Millenials and Gen Z’s, and invite them to follow and explore the urban planning process. As The City of Lexington’s Planning Tech, creating eye-catching and informative social media posts was a daily task of my position, and further challenged me to communicate planning concepts in a relatable and useful manner.

Adopted in 2019, *Imagine Lexington* has been instrumental in progressing the City of Lexington towards sustainable land management and development. The Division of Planning has continued to prioritize transparency by hosting *Imagine Lexington* in a web-based format at [www.imaginelexington.com](http://www.imaginelexington.com).



Eye-catching and informative social media graphics were key to Imagine Lexington’s successful public engagement.



The last two years of my time working as the Planning Tech for Lexington's Division of Planning were dedicated to the process of updating the City's Comprehensive Plan. Faced with a steady growth rate and tremendous pressure to expand the urban growth boundary, staff conducted numerous quantitative analyses to assess the efficiency and density of land uses existing within the urban area. One of the analyses conducted was a floor area ratio (FAR) analysis

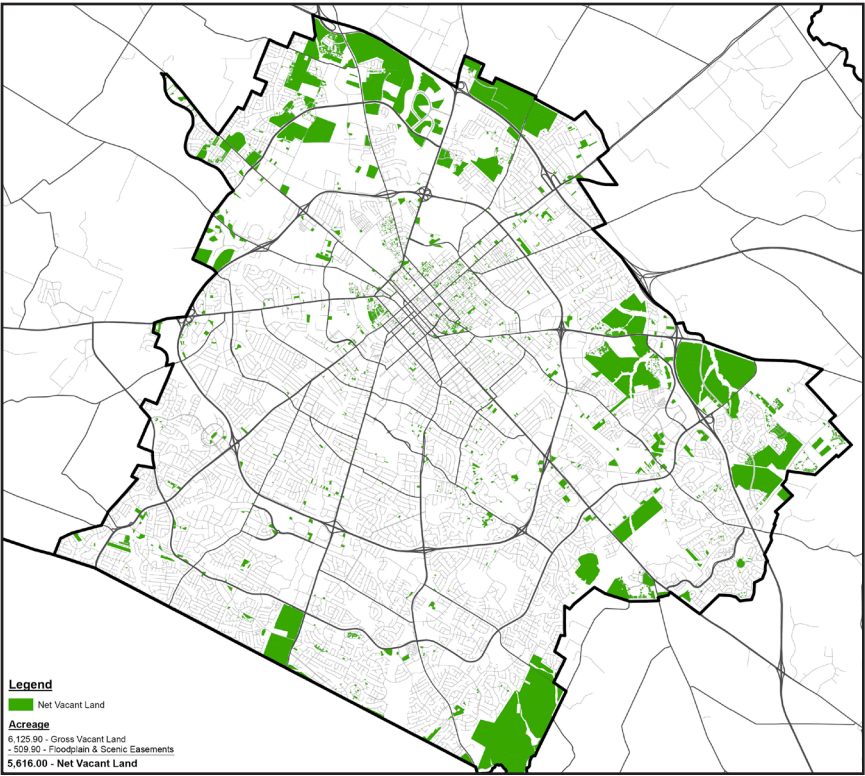
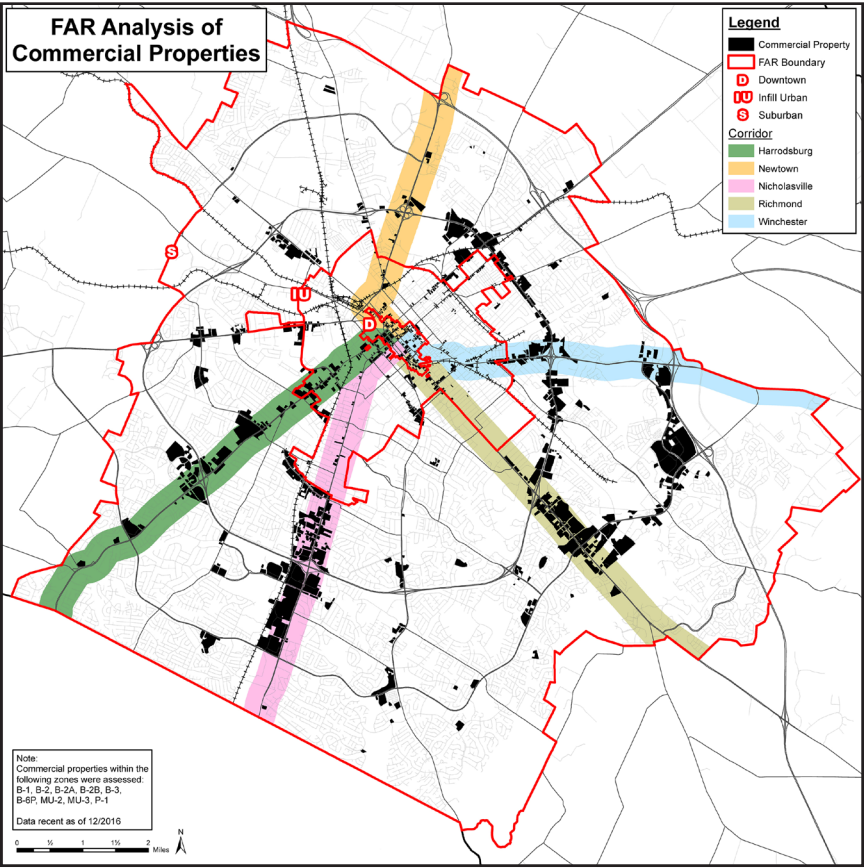
of commercial properties along Lexington's major corridors. Conducted solely in ArcGIS, building square footage data was acquired from the Fayette County, Kentucky Property Valuation Administrator's office, the FAR of each commercial property was calculated, and FAR values of Lexington's corridor and non-corridor commercial properties were compared to standards set by staff.

FAR Analysis of Commercial Properties							
All Properties							
FAR Boundary	Acres	Avg. FAR	# of Parcels	Meets	% Meets	Does Not Meet	% Does Not Meet
Downtown - 1.5	61.09	1.55	263	85	32.32	178	67.68
Infill Urban - 0.8	199.48	0.48	508	75	14.76	433	85.24
Suburban - 0.3	2,484.94	0.26	1,443	436	30.21	1007	69.79
TOTAL	2,745.51	0.76	2,214	596	26.92	1618	73.08
Non-Corridor Properties							
FAR Boundary	Acres	Avg. FAR	# of Parcels	Meets	% Meets	Does Not Meet	% Does Not Meet
Downtown - 1.5	5.25	0.71	37	1	2.70	36	97.30
Infill Urban - 0.8	70.19	0.49	221	34	15.38	187	84.62
Suburban - 0.3	1,388.19	0.25	859	262	30.50	597	69.50
TOTAL	1,463.63	0.48	1,117	297	26.59	820	73.41
Corridor Properties							
Corridor	Acres	Avg. FAR	# of Parcels	Meets	% Meets	Does Not Meet	% Does Not Meet
Harrodsburg	315.93	0.61	301	85	28.24	216	71.76
Newtown	58.36	1.3	160	61	38.13	99	61.88
Nicholasville	429.98	0.39	268	74	27.61	194	72.39
Richmond	307.42	0.34	202	33	16.34	169	83.66
Winchester	170.19	0.63	166	46	27.71	120	72.29
TOTAL	1,281.88	0.654	1,097	299	27.26	798	72.74
Corridor Properties - Downtown (1.5 FAR Standard)							
Corridor	Acres	Avg. FAR	# of Parcels	Meets	% Meets	Does Not Meet	% Does Not Meet
Harrodsburg	14.66	2.92	29	16	55.17	13	44.83
Newtown	16.24	1.71	112	50	44.64	62	55.36
Nicholasville	11.72	0.99	39	4	10.26	35	89.74
Richmond	2.78	0.82	7	0	0.00	7	100.00
Winchester	10.43	1.54	39	14	35.90	25	64.10
TOTAL	55.83	1.60	226	84	37.17	142	62.83
Corridor Properties - Infill Urban (0.8 FAR Standard)							
Corridor	Acres	Avg. FAR	# of Parcels	Meets	% Meets	Does Not Meet	% Does Not Meet
Harrodsburg	73.12	0.51	115	19	16.52	96	83.48
Newtown	11.26	0.51	33	6	18.18	27	81.82
Nicholasville	10.81	0.47	23	4	17.39	19	82.61
Richmond	18.79	0.45	65	8	12.31	57	87.69
Winchester	15.3	0.41	51	4	7.84	47	92.16
TOTAL	129.28	0.47	287	41	14.29	246	85.71
Corridor Properties - Suburban (0.3 FAR Standard)							
Corridor	Acres	Avg. FAR	# of Parcels	Meets	% Meets	Does Not Meet	% Does Not Meet
Harrodsburg	228.15	0.26	157	50	31.85	107	68.15
Newtown	30.87	0.26	15	5	33.33	10	66.67
Nicholasville	407.44	0.27	206	66	32.04	140	67.96
Richmond	285.84	0.25	130	25	19.23	105	80.77
Winchester	144.46	0.31	76	28	36.84	48	63.16
TOTAL	1,096.76	0.27	584	174	29.79	410	70.21

The map to the right was created as a part of the initial steps of the FAR analysis of Lexington's corridor commercial properties. Staff worked together to decide on which roads should be classified as Lexington's major corridors, as well as from which zoning categories the commercial properties would be selected.

Recognizing development intensity context varies depending on the property's location within the city, staff created three FAR boundaries for which different FAR standards would be applied. The boundaries used were the existing Central Business District, Infill and Redevelopment Zone, and the Urban Services Area boundaries.

The results of this analysis made evident to staff that commercial property development density needed to be addressed within the comprehensive plan update due to the high percentage of properties that did not meet the FAR standards established by staff.



The map to the left shows vacant land within Lexington, Kentucky as of 2016. This was another quantitative analysis that was integral to the recommendations set forth in the comprehensive plan update. Staff worked together to define and list criteria for "vacant" land. As the Planning Tech, I was responsible for conducting the inventory and maintaining the database of vacant land within Lexington's urban growth boundary.

Every year, building and demolition permit data was acquired from the Building Inspection Office and geo-located within ArcGIS in order to update the vacant land database. Every three or four years, new aerial images were flown for Lexington, and an extensive, property-by-property update of the database was conducted.



IMAGINE LEXINGTON  
PUBLIC ENGAGEMENT

Public engagement and input are important for every comprehensive plan, but the staff of the Lexington's Division of Planning knew *Imagine Lexington* would not be successful without outstanding public engagement opportunities. With the aim to make public meetings accessible, casual, and enjoyable, staff hosted open house style meetings all around the community of Lexington. These meetings featured topic-specific stations for which each staff member was individually responsible for designing boards and public input methods at each of the stations.

Assigned the station dedicated to implementing the comprehensive plan, I utilized maps as methods of public input to get location-specific feedback from citizens. In order to do this, I provided a variety of stickers designed as emojis, ranging from smiling to angry faces, for citizens to share how they feel about certain places in Lexington. While citizens visited my station and talked with me about the maps, I took notes on our conversation and the specific concerns they shared with me. Staff utilized this data to highlight potential implementation items, such as parks or corridor studies, if citizens were unhappy with available park amenities or frustrating traffic patterns they experience.

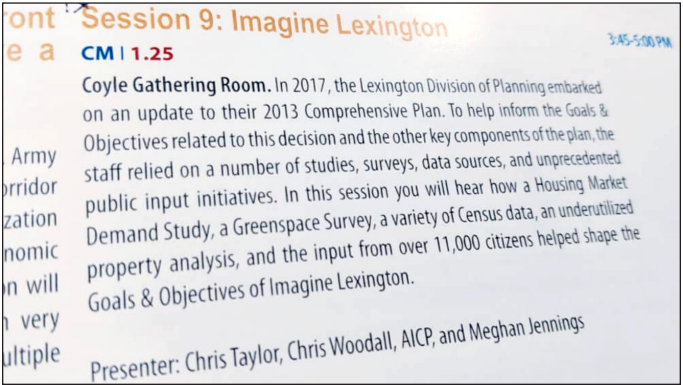


Staff coordinated an award-winning public input opportunity with several community organizations, including the Blue Grass Community Foundation, Fayette County Schools, Leadership Lexington, and the Lexington Public Library. This event, *On the Table 2017*, enabled people from every community and walk of life to take time to gather around tables and have real conversations about what is important to them, including issues big and small. The photo to the right was captured at a local coffee shop who reserved tables for anyone and everyone to join in on the conversations.



IMAGINE LEXINGTON  
PRESENTATIONS & AWARDS

During my last month working as the Planning Tech for the City of Lexington, I was asked to present *Imagine Lexington* alongside my coworkers Chris Taylor and Chris Woodall, AICP. Together, we reviewed the numerous data analyses and public engagement opportunities utilized during the comprehensive planning process to guide the plan's vision, goals, and recommendations.



At the conference, I had the honor of accepting, alongside my coworkers, the American Planning Association's Kentucky Chapter Special Merits Award for Outstanding Public Engagement for *Imagine Lexington's* On the Table Initiative.



Myself and other Division Planning staff accepting the Outstanding Public Engagement award at APA-KY's 2018 Spring Conference.



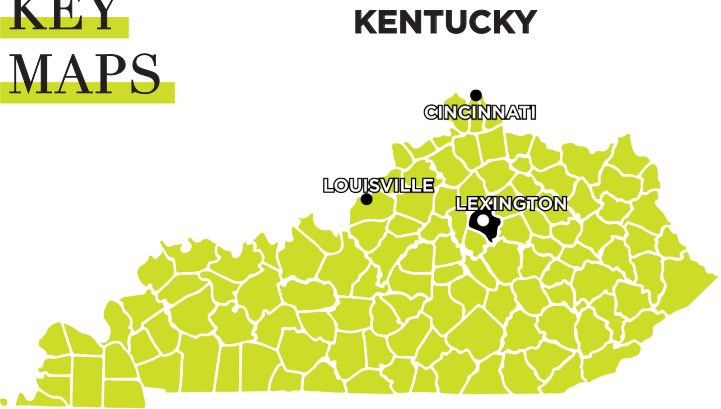


*Public engagement is integral to the success of a community's growth and development.*

# RESIDENT'S GUIDE TO DEVELOPMENT

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## KEY MAPS



## FAYETTE COUNTY





The following project was completed as a capstone creative project submitted as a requirement for a Master's of Urban and Regional Planning degree at Ball State University. This project was reviewed by a three-member committee consisting of Lohren Deeg, ASAI and Michael Burayidi, PhD of Ball State University, and Chris Woodall, AICP of The City of Lexington, Kentucky's Division of Planning.

While working in Lexington, I witnessed first hand the contrasting public engagement opportunities between comprehensive planning and development planning. Public engagement within development planning operates as an approval-seeking process in contrast to the input-seeking, vision-casting, policy-influencing public engagement process of comprehensive planning. The public's involvement is pertinent not just in community visioning but all the way through to the implementation of their community's growth and development. A hindrance to enhancing this opportunity for public engagement is a lack of educational materials for the public to learn about the foundational concepts of development planning.

A review of Lexington's planning context revealed a need for a resource for the public to learn of the foundational concepts of development planning. An understanding of public engagement and graphic communication best practices, as well as effective and approachable graphic design and narration, was established through a review of related literature and five comparable projects. This research resulted in The Resident's Guide to Development in Lexington, Kentucky; an educational resource approachable for any reader to learn about the foundational concepts and processes of development planning in Lexington, Kentucky.

This educational resource equips and empowers the public, fostering informed and meaningful public engagement in the development planning process. The public's involvement is pertinent in the implementation of their community's growth and development. Effective public participation within the development planning process is dependent upon educational materials that utilize jargon-free, approachable narrative that is supported by simple, engaging graphics.

Using engaging graphics and approachable narrative, this resource reviews the purpose development serves, regulations it abides by, and standards it must meet. These graphics will serve as educational visual aids that will allow for better engagement with the public, and foster informed and meaningful input within Lexington's development planning process. This research highlights public education as an integral component to successful public engagement within the development planning process.

While working in Lexington, I developed a passion for empowering the public to meaningfully engage in the development planning process. I am grateful for the opportunity to lace together my experience working in Lexington with my career passion of engaging the public in the development planning process.



**Let's learn about regulations!**

Lexington uses three tools for regulating development:



**Zoning**  
Regulates  
land use.



**Subdivision  
Regulations**  
Establishes  
development  
patterns.



**The Placebuilder**  
Manages  
zone changes.

**What are the different zones?**



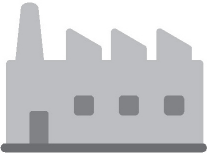
**Residential**



**Commercial**



**Office**



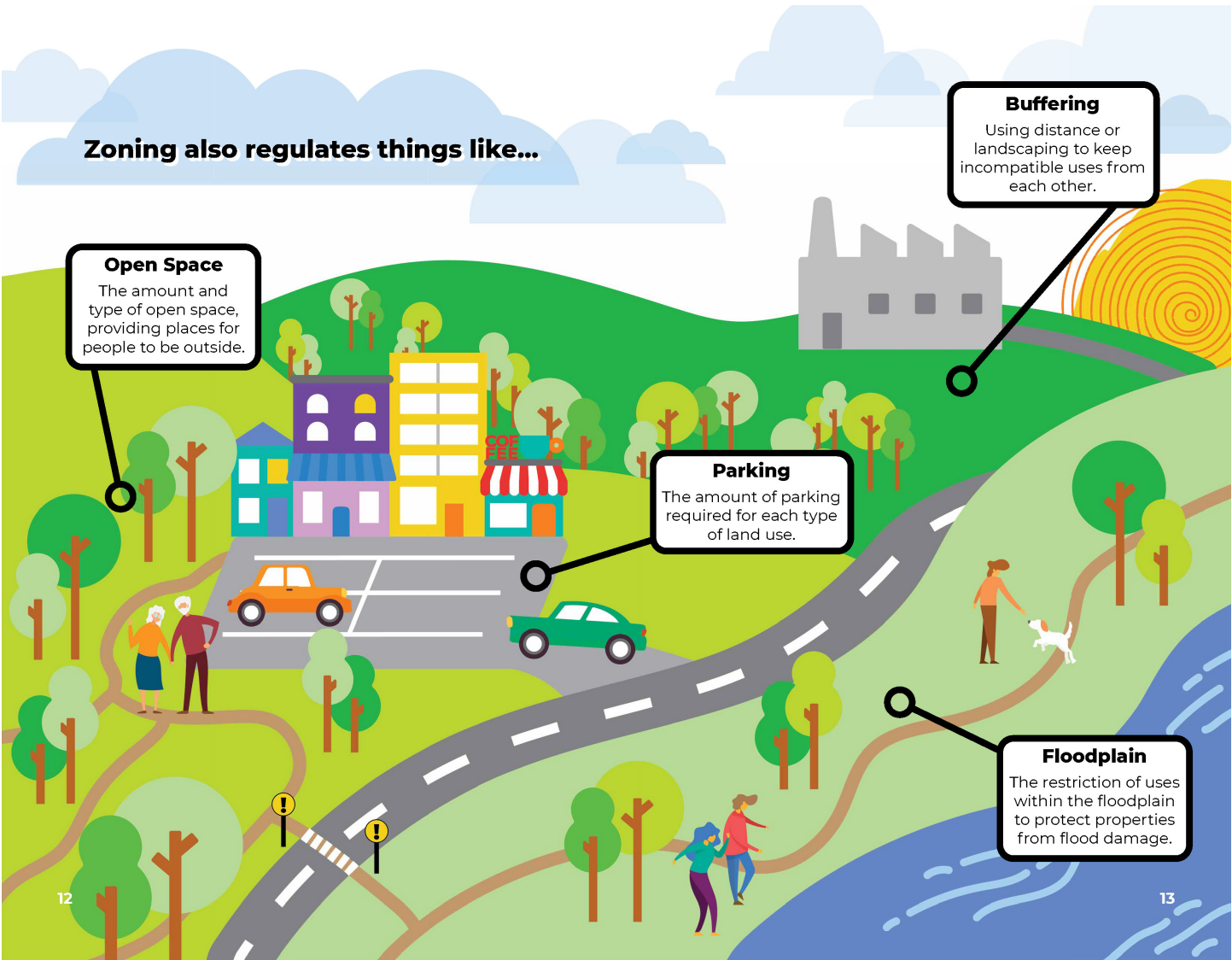
**Industrial**



**Mixed-Use**



**Agriculture**



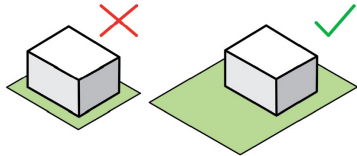


What else is regulated by zoning?

Zoning doesn't just determine land use, it also determines where buildings can be located and how big they can be.

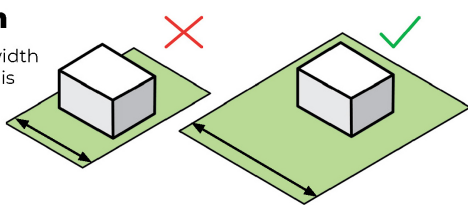
Lot Size

The minimum size an individual property, also called a lot, is allowed to be.



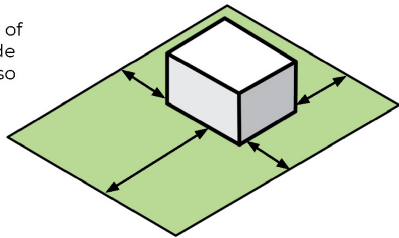
Lot Width

The minimum width an individual lot is allowed to be.



Yards

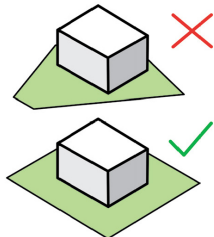
The minimum size of front, back, and side yards. These are also called setbacks.



What is regulated within subdivision regulations?

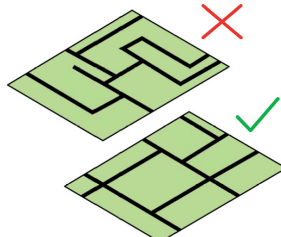
Lots

The shape of lots are regulated to make sure property residents don't get stuck with tricky situations.



Blocks

The size and shape of blocks are regulated to make sure development is easy to walk and navigate when driving.



Residential Types



Low Density

Primarily attached and detached single-family housing of varying types that should be supported by related uses and community services.



Medium Density

Primarily attached single-family and multi-family housing of varying types that include parks and other supportive community uses.



Medium-High Density

Primarily multi-family housing of varying types that include parks and other supportive community uses, like retail and employment opportunities.



High Density

Primarily high-rise multi-family housing of varying types that include parks and other supportive community uses, like retail and employment opportunities.

Non-Residential & Mixed-Use Types



Low Density

Primarily neighborhood-serving commercial uses, services, places of employment, and/or a mix of uses within low to mid-rise structures appropriately scaled to the surrounding neighborhood.



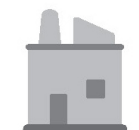
Medium Density

Primarily community-serving commercial uses, services, places of employment, and/or a mix of uses within mid-rise structures with a higher Floor Area Ratio.



High Density

Primarily regional-serving commercial uses, services, places of employment, and/or a mix of uses within high-rise structures with a high Floor Area Ratio.



Industrial & Production

Primarily employment land dedicated to the most intense types of development for employment opportunities. This is the only development type where uses are typically incompatible with other uses.

What are other documents we can learn from?

Imagine Lexington.

The 2018 Comprehensive Plan, Imagine Lexington, is designed to create a vision and strategy that will allow Lexington to grow and prosper while preserving, protecting and enhancing existing neighborhoods, downtown and the rural Bluegrass cultural landscape.



Imagine Lexington is structured with goals and objectives, elements, and implementation items. The goals and objectives create the skeleton of the document, while the elements are the flesh that fill out the plan and gives it substance. The elements are broken down into seven themes. These themes focus on different subjects like neighborhoods, the economy, and transportation. For each theme, a set of three pillars are created that provide structure and emphasize key concepts. Policies are included within each theme, and guided by the pillars, and give explicit direction and recommendations for steps forward.

Woven within all themes are action items that call out specific next steps in implementing the vision of Imagine Lexington. These action items are organized by short-term and long-term items, as well as internally and externally focused items. Internally focused action items are intended for The Division of Planning or other government agencies to take action on, while externally focused action items are meant for the development community or other related organizations.

For more information on Imagine Lexington, reach out to The Division of Planning or visit [imaginelexington.com](https://imaginelexington.com).





# NEAR EAST CHARLES

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## KEY MAPS



## DELAWARE COUNTY



*The YWCA is a neighborhood anchor for Muncie, Indiana's downtown neighborhood, Near East Charles.*

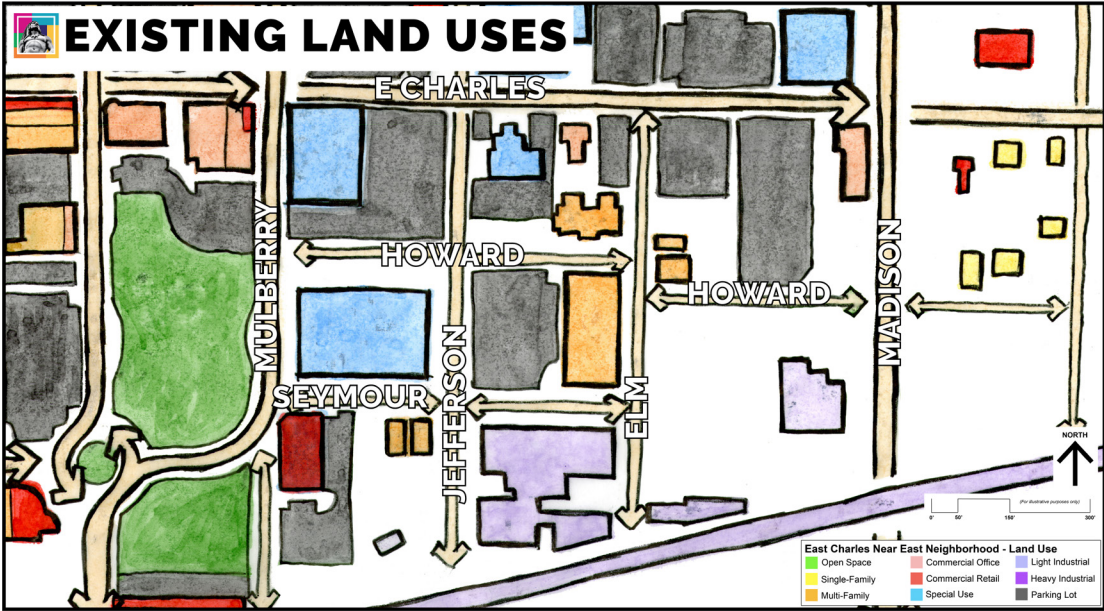


NEAR EAST CHARLES  
LAND USE ANALYSIS

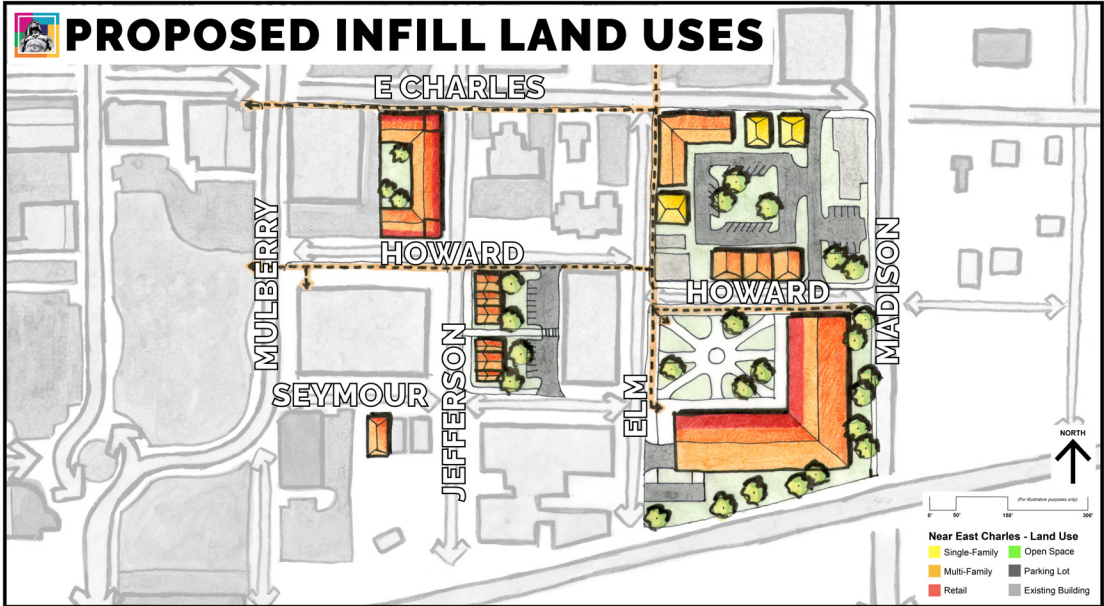
Completed in the fall of 2018, the course PLAN 605 - Design and Presentation Techniques, taught by Lohren Deeg at Ball State University, challenged me to assemble an infill and redevelopment proposal for a downtown neighborhood, Near East Charles, in Muncie, Indiana. Throughout this process, I strengthened my analytical skills as we

researched the past, present, and future of Near East Charles. By looking at existing land uses, residential and retail market conditions, as well as historic photographs, a comprehensive and contextually-sensitive infill development proposal was completed.

To begin our research, an inventory of existing land uses was conducted. The graphic to the right is a hand-drawn land use map of the Near East Charles neighborhood. This exercise aided in cataloging the unique shapes and relationships buildings take within the neighborhood. Using this graphic helped me compose a proposed infill land use map.



After completing a map of existing land uses, a proposed infill land use map was required for the Near East Charles Neighborhood. My proposal includes contextually-sensitive single-family residential, multi-family residential, and retail infill. This proposal includes a drastic reduction in surface parking with the focus to bring life back into downtown Muncie, Indiana.



NEAR EAST CHARLES  
HISTORICAL ANALYSIS

In order to further understand the context of the Near East Charles Neighborhood, historic photographic research was conducted. This analysis revealed the variety of residential

development history, the YMCA's presence as a long-standing community anchor, and the important role community amenities, such as Muncie Music, play within downtown.

YMCA

Then

Then

Now

Now

Featured in 3a. is the original YMCA building, which was constructed in 1910. The property was transferred to the YWCA in 2009. As exemplified in the photos, much of the architectural integrity has been preserved. This building has served as a lifetime neighborhood anchor and should be celebrated. Future programming and service coordination should be pursued.

Sources:  
3a. The Indiana State Historic Architectural and Archaeological Research Database. (2018). [Photograph] 45201 Delaware221. Retrieved from: [https://secure.in.gov/apps/dnr/shaard/structural\\_surveys.html?\\_flowExecutionKey=\\_c664474AE-FD7E-E764-C67C-AE55CCAF0C30\\_k5955005E-C25D-10F5-617C-879315DC6F0D](https://secure.in.gov/apps/dnr/shaard/structural_surveys.html?_flowExecutionKey=_c664474AE-FD7E-E764-C67C-AE55CCAF0C30_k5955005E-C25D-10F5-617C-879315DC6F0D)  
3b. The Indiana State Historic Architectural and Archaeological Research Database. (2018). [Photograph] 45201 Delaware221. Retrieved from: [https://secure.in.gov/apps/dnr/shaard/structural\\_surveys.html?\\_flowExecutionKey=\\_c664474AE-FD7E-E764-C67C-AE55CCAF0C30\\_k5955005E-C25D-10F5-617C-879315DC6F0D](https://secure.in.gov/apps/dnr/shaard/structural_surveys.html?_flowExecutionKey=_c664474AE-FD7E-E764-C67C-AE55CCAF0C30_k5955005E-C25D-10F5-617C-879315DC6F0D)  
3c. Author. (2018).  
3d. Author. (2018).

416 & 420 S. Elm

Then

Then

Now

The apartment buildings captured in 6a. and 6b. were both constructed in 1900 and remain intact today. These structures further emphasize the proliferation and diversity of housing options that used to exist in East Charles' near east neighborhood. Future development should consider brick exteriors with stone accents, as well as 2-3 story structures, common to the neighborhood's historic structures, and propose contextually-sensitive designs.

Sources:  
6a. The Indiana State Historic Architectural and Archaeological Research Database. (2018). [Photograph] 45212 Delaware245. Retrieved from: [https://secure.in.gov/apps/dnr/shaard/structural\\_surveys.html?\\_flowExecutionKey=\\_cCADC0BE1-042D-D645-D726-8FC2A3483E84\\_k35149B15-6DAB-D8F4-0A38-5F126241F5BF](https://secure.in.gov/apps/dnr/shaard/structural_surveys.html?_flowExecutionKey=_cCADC0BE1-042D-D645-D726-8FC2A3483E84_k35149B15-6DAB-D8F4-0A38-5F126241F5BF)  
6b. The Indiana State Historic Architectural and Archaeological Research Database. (2018). [Photograph] 45211 Delaware243. Retrieved from: [https://secure.in.gov/apps/dnr/shaard/structural\\_surveys.html?\\_flowExecutionKey=\\_cCADC0BE1-042D-D645-D726-8FC2A3483E84\\_k19564638-845F-B16B-3E02-4A6F620641A7](https://secure.in.gov/apps/dnr/shaard/structural_surveys.html?_flowExecutionKey=_cCADC0BE1-042D-D645-D726-8FC2A3483E84_k19564638-845F-B16B-3E02-4A6F620641A7)  
6c. Author. (2018).



Below is an analysis of residential and retail market rates applied to my infill proposal for the Near East Charles neighborhood. These values help sell the case for redeveloping this neighborhood as the investment and profit potential is substantial.

LEASING  
RATES

RESIDENTIAL:  
150,000 SQFT

- avg monthly rate - \$1,000
- avg unit size – 1,500 sqft
- avg \$/sqft - \$0.60/sqft

\$90,000 MONTHLY

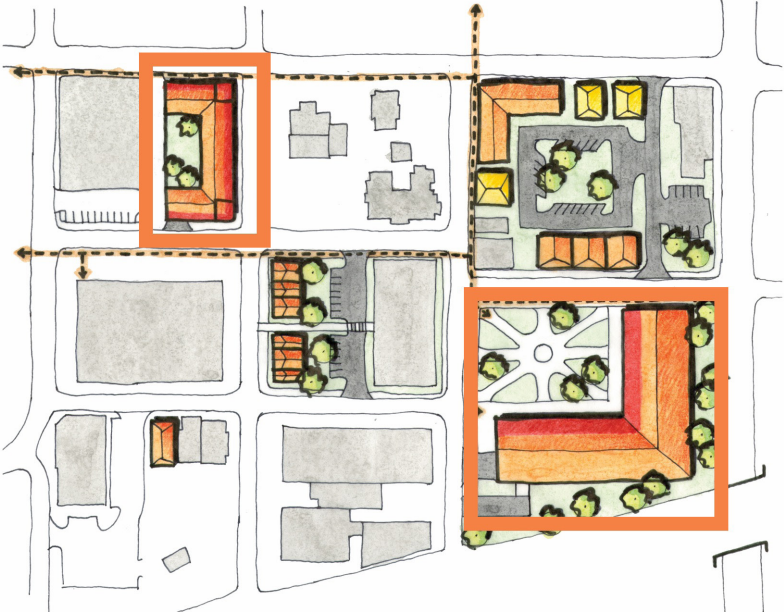


LEASING  
RATES

RETAIL:  
46,000 SQFT

- avg monthly rate - \$2,000
- avg unit size – 3,000 sqft
- avg \$/sqft - \$0.70/sqft

\$32,200 MONTHLY



The graphics below illustrate my proposal of a development coalition with potential partners, including the City of Muncie, Muncie Arts & Culture, the YMCA, the YWCA, and Muncie Music.

A logo, branding scheme, and set of icons were designed to communicate the goals and initiatives of the development coalition and their work within the Near East Charles Neighborhood.



NEAR EAST CHARLES  
DEVELOPMENT COALITION

Continuing efforts of Muncie's downtown cultural zone; connecting communities, establishing a downtown identity, enhancing quality of life, and cultivating the creative class.



**RESIDENTIAL**  
reinstating downtown  
residential presence



**CULTURAL  
TRAIL**  
celebrating history



**RETAIL**  
enhancing downtown  
quality of life



**MAKERSPACES**  
live-work  
opportunities



**STREETSCAPE**  
connecting downtown  
neighborhoods



**ART PARK**  
active, colorful  
public space

NEAR EAST  
CHARLES  
PARTNERSHIP



**YWCA**





NEAR EAST CHARLES  
DEVELOPMENT PROPOSAL

The next step in the infill and redevelopment proposal process for the Near East Charles Neighborhood was modeling concepts within SketchUp. The graphic below is my modeled infill proposal incorporated into the existing urban

fabric. This graphic aids in communicating the size and relationship to other buildings my proposed infill takes, and makes clear the vision for the neighborhood's revitalization through the Near East Charles Development Coalition.



An important skillset to have for communicating to others the vision for development is hand-drawn sketches and illustrations. These graphics are quicker to create and do not require the use of technology as they could easily be done on a napkin or spare sheet of paper. Though simple in detail, this sketch communicates the contextually-sensitive nature of the infill proposal.



NEAR EAST CHARLES  
DEVELOPMENT PROPOSAL

Designed as a Muncie Arts & Cultural Trail destination, the Art Park proposal (below) would bring life to the Near East Charles Neighborhood as an active, colorful public space. Installation and programming partnerships with Muncie Arts & Culture, neighborhood makerspaces, Muncie Music, the YMCA, & the YWCA would be established to

ensure the Art Park is a lively space that reflects the heart and vision of the community. This graphic exercise challenged me to think of how people would use this space if the development proposal became reality, and allows me to communicate this vision to others.





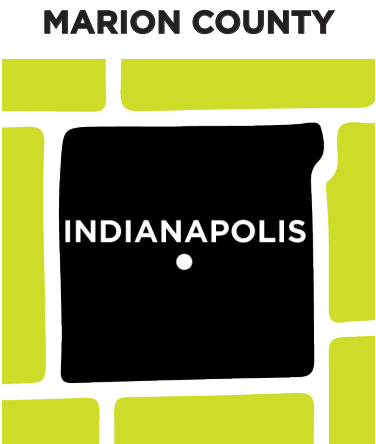


*The inspirational Townley Square of Lexington, Kentucky; photographed by Rich Design Studios.*

# THE VILLAGE AT COLD SPRING

RESEARCH	30
PROPOSAL	31

## KEY MAPS





PROJECT

As a final project for the Master’s Urban Land Use Planning course at Ball State University, we were asked to propose a subdivision plat for client, Ken Taylor with Campus Diggs. Taylor had interest in developing mixed-use and duplexes on a property in Indianapolis, Indiana at the intersection of 30th Street and Cold Spring Road. We were to assemble a village-style development featuring at least 50,000 sqft of commercial, forty apartments, and thirty-five subdivided duplexes.

RESEARCH

The first step in the process was to research existing conditions of the site including land uses, multi-modal network, as well as local zoning and subdivision regulations.

Existing just to the north of the site is Marian University. Taylor stated he envisioned the development to serve as a town center and off-campus residential for older students and faculty. To the east of the site is a large golf course, to the south are religious facilities, and to the west is an established single-family neighborhood.

Assessing the surrounding land uses and existing multi-modal network, the site’s main commercial access should be to the north along 30th St, while the main residential access should be to the east along Cold Spring Rd.

Pulling inspiration from Evans Farm in Lewis Center, Ohio and Townley Park in Lexington, Kentucky, the town center should feature quality of life amenities, and the residential comprised of small lots with houses pulled up to the street.

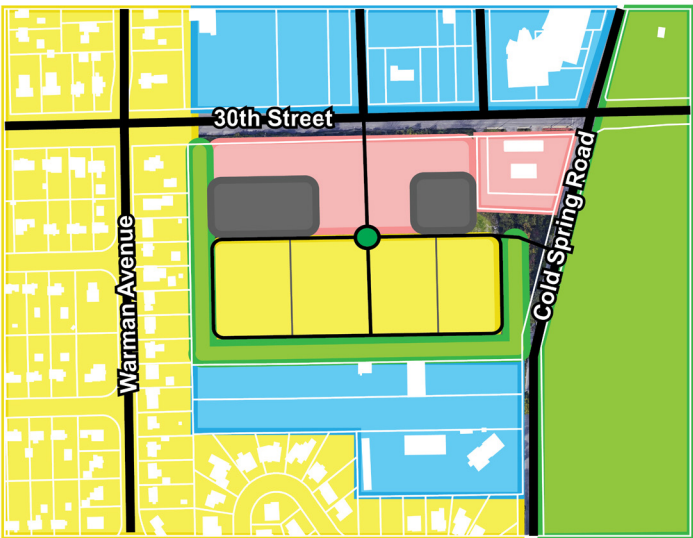
Evans Farm - Lewis Center, OH



Townhome Design by Campus Diggs



Land Use Analysis & Proposal



Townley Center - Lexington, KY



PROPOSAL

Human-centered designed mixed-use features 50,000 sqft of ground floor commercial and 48 apartments, an average size of 1,250 sqft, above on the second floor. The town center features a large pavillion which could host a farmers market, concerts, and gallery events.

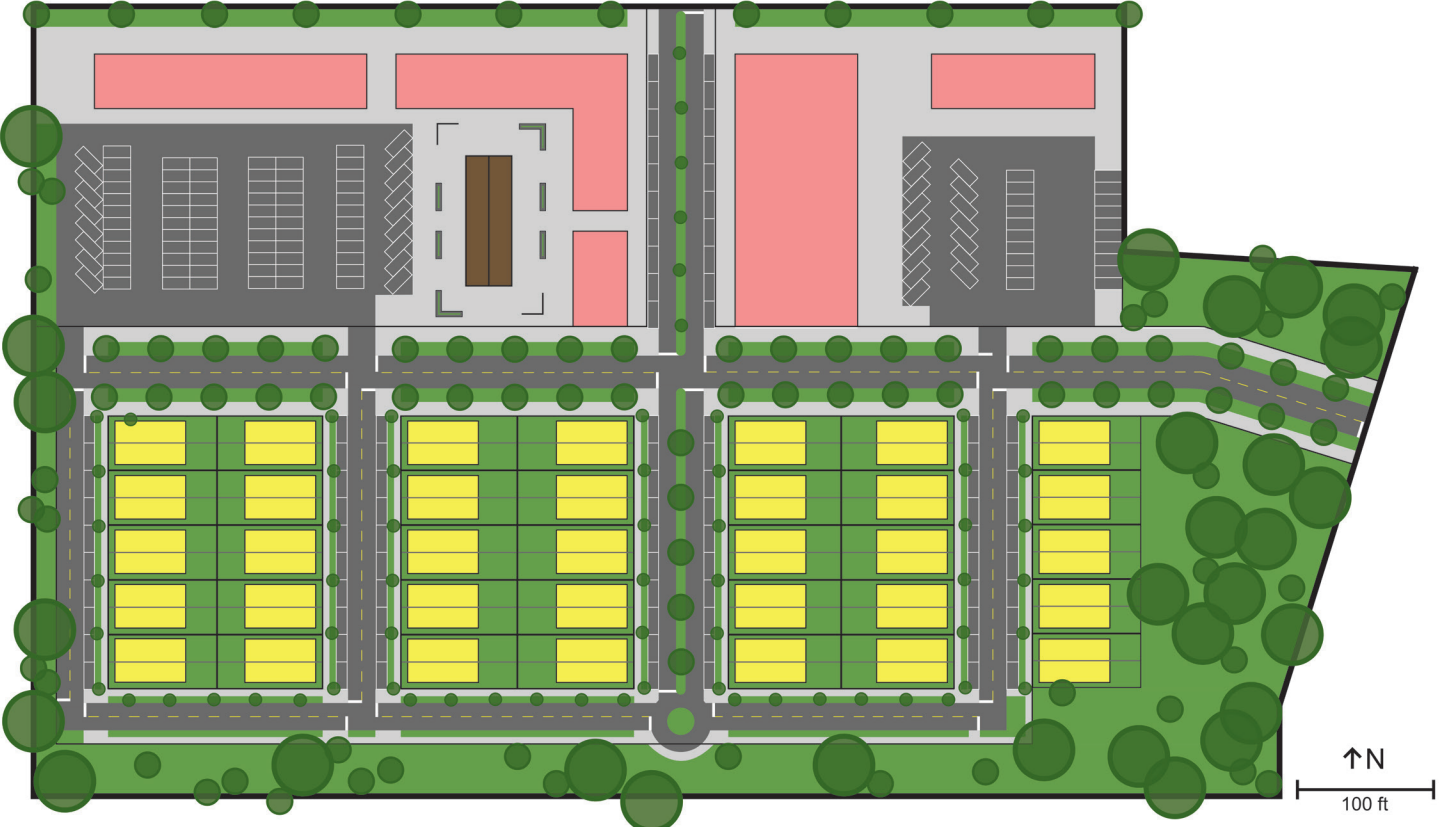
An urban neighborhood of 35 duplexes on subdivided lots is accessed by a grid of narrow roads and a safe pedestrian network. Landscaping and linear park border the site to the south and west to buffer surrounding uses from the proposed dense development.

Shared parking is tucked behind the commercial development and is accessible to the duplexes when their on-street parking (1 spot per unit) is full.

Fifth Third Pavillion - Lexington, KY



Final Development Proposal





# PLANNING RESEARCH



*A summer study abroad trip to Germany in 2019 with Ball State's College of Architecture and Planning.*

## PROJECTS

NEW URBANISM IN LOWCOUNTRY ——— 34

MASTER'S RESEARCH ON NEW URBANIST DEVELOPMENTS IN SOUTH CAROLINA.

EISENHÜTTENSTADT ——— 38

MASTER'S STUDY ABROAD RESEARCH ON GERMANY'S FIRST "SOCIALIST" CITY.

MUNCIE HOUSING ANALYSIS ——— 42

MASTER'S RESEARCH AND POLICY PROPOSAL ON HOUSING IN MUNCIE, INDIANA.





*Porches and proximity to the street create an instant feeling of community and inclusion.*

# NEW URBANISM IN LOWCOUNTRY

RESEARCH

36



The following excerpted sections are from research conducted as a final project for the course CAP 598 - Charrette Graphics, taught by Lohren Deeg, ASAI in the spring of 2020 at Ball State University. The complete project can be accessed through ResearchGate.net; *New Urbanism in Lowcountry: A Review of the 1990s Traditional Neighborhood Developments - Newpoint, I'On, and Habersham - and the New Urbanist Momentum They Created.*

1990'S LOWCOUNTRY  
NEW URBANISM



Tucked within lowcountry scenery are three traditional neighborhood developments (TNDs) that serve as the head runners of the new urbanist movement within South Carolina - Newpoint, I'On, and Habersham. From the years of 1993 to 1997, Vince Graham and Robert Turner completed these three TNDs. Graham and Turner first worked in Beaufort, SC on Newpoint and then separated to do individual projects. Turner's next project, Habersham, was also in Beaufort, while Graham's next project, I'On, was in Mt. Pleasant, SC (just east of Charleston).

Graham and Turner had to rely on PUDs to implement their TNDs as the regulations and standards of Beaufort and Mt. Pleasant would not have legally allowed for their style of development. Seeing the success of these developments, the communities of Beaufort and Mt. Pleasant have continued the New Urbanism momentum by updating codes and regulations, approving other TND developments, and retrofitting suburban developments. What Graham and Turner observed and celebrated of Lowcountry, the region now sees and advocates for itself.

NEW POINT  
BEAUFORT, SC



Rich with history and grand Live Oak trees, Beaufort became home to Graham and Turner's first TND development, Newpoint. As the first Graham and Turner TND project, Newpoint overcame political approval hurdles and pushback from the public before serving as the kickstarter for the new urbanist movement in Lowcountry.

Approved in 1993, Newpoint consists of 130 single-family homes across 53.6 acres. A total of 7,662 square feet (sqft) of commercial is developed within the site, and 5.9 acres are dedicated to public open space and parks.

The homes of Newpoint are close to the street, boast large porches, and the sidewalks are set back from the curb. The streets of Newpoint are narrow and lined with large trees, keeping driving speeds slow. The provision of alleys keeps garages, parked cars and trash cans off of the street frontage.

Newpoint's commercial uses include everything from a locally-known flower shop and pizza parlor, to an insurance office. There is on-street parking provided, as well as an overflow lot, but the proximity of the commercial to the residential uses encourages pedestrian access over vehicular. The design of the commercial and residential structures keeps in line with the vernacular architecture of Lowcountry. Several natural areas are preserved and made accessible to the public within Newpoint, including ponds and riverfront park and dock.

I'ON  
CHARLESTON, SC



With the success of Newpoint, Graham partnered with DPZ and Dover, Kohl & Partners to create Lowcountry's next TND in Mt. Pleasant, SC. Graham was drawn from Beaufort to Mt. Pleasant because in 1992, Mt. Pleasant had adopted a town-wide Master Plan that incorporated Traditional Neighborhood Design, and in 1994 approved a Strategic Plan that further encouraged TNDs.

Approved in 1997, I'On consists of 700 single family homes across 243 acres. A total of 30,000 sqft of commercial is developed within the site, along with several civic uses, including parks, churches, and events space.

The community of I'On feels welcoming and comfortable to walk around. Homes are pulled up close to the street and have porches lining the sidewalk. Even though the homes are grand, they do not feel cold. Their proximity to each other and to the pedestrian communicate togetherness and inclusion. I'On's commercial uses are varied and designed with pedestrian accessibility in mind.

The amount of commercial provided is in proportion to the much larger site. Everything from a hotel, to restaurants, boutiques, a dentist's office, even civic uses, can be found in I'On. The Lowcountry architecture is incorporated into the design of both the residences and retail spaces. The scenery within I'On is beautiful. Live Oaks arch over sidewalks and fill front yards, while the waterfront aspect of I'On is preserved and celebrated

HABERSHAM  
BEAUFORT, SC



Located to the west of Beaufort, along the marshes of the Broad River, lies the next development in Lowcountry's TND history. Building on the success of Newpoint, Turner sought out a much larger site for his next development, Habersham. Similar to Graham's strategy with I'On, Turner also brought DPZ into the development team.

Approved in 1996, Habersham consists of 1,000 residential units across 266 acres. A total of 25,000 sqft of commercial space is provided, along with 73 acres of open space. Habersham also provides civic uses in a fire station and several parks throughout the site.

The homes of Habersham range in size, the lots are well landscaped and single-family detached homes have larger yards than those found in I'On. Turner has successfully incorporated cottages, townhouses, duplexes, apartments, and mixed-use into the fabric of Habersham. This residential variety creates a range of affordability for residents and enables Habersham to be an adaptable, age-in-place neighborhood.

Habersham's commercial space was successful in filling the mixed-use commercial with offices and residences located on the second and third floors. The commercial uses themselves include restaurants, an ice cream parlor, boutiques, and office space. Habersham's preservation of the Lowcountry marsh landscape is beautiful. Many ponds and lakes exist within the site and are home to a few alligators.





Eisenhüttenstadt, Germany was the first planned “socialist city” of the German Democratic Republic.

# EISENHÜTTENSTADT

RESEARCH ————— 40

## KEY MAPS





THE FIRST  
SOCIALIST CITY

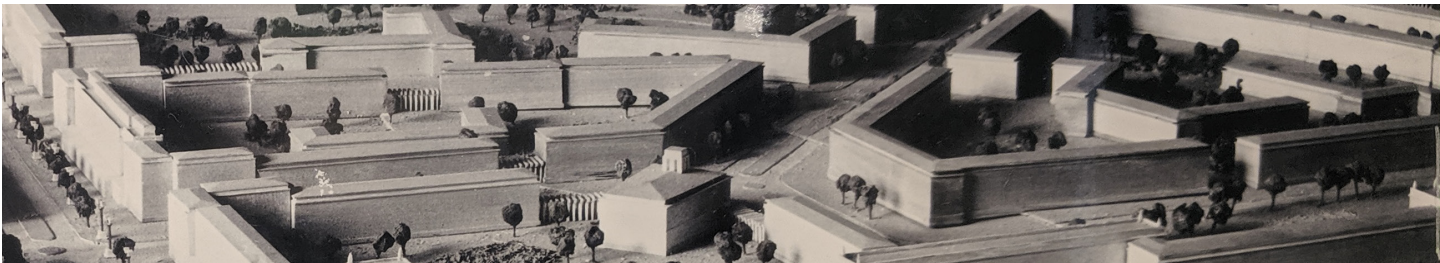
Located on Germany’s eastern border sits the first planned “socialist city” of the German Democratic Republic (GDR). Seeking relief, an escape, from the rubble and destruction left by WWII, the GDR created a city for the people. The GDR adopted Sixteen Principles of Urban Planning to guide development. The GDR reflected their socialist morals for protecting the working class, equally providing for all, and prioritization of efficiency in these sixteen principles of urban planning. These guiding principles sought to enable development and design that provided for the needs of the city, its industry, and its people.

PLANNING SOCIALIST  
URBANITY

Originally named Stalinstadt, Eisenhüttenstadt was founded for the area’s existing iron and steel industry. This resource served the GDR’s vision for developing the first planned “socialist city” as it created an opportunity to develop a strong workforce to support the city and the region. Without industry there could be no people, and without people, there could be no city. They further emphasized the importance of the city providing for its people by requiring residential developments to be mixed-use and that roads must serve, not sever or hinder, the city and its people.

REUNIFICATION  
REPERCUSSIONS

When eastern Germany was reunited with the west, the economic impact of the city’s iron industry greatly diminished. A massive outmigration from Eisenhüttenstadt occurred due to the lack of available jobs. The city struggles to maintain its structures as vacant housing continues to increase and the economy continues to fall.



A scaled model of Stalinstadt’s proposed development scheme featuring central boulevards. Source: Städtebauliche Model für Stalinstadt. (1953). Eisenhüttenstadt, Germany: Stadtisches Museum.



A model of Fürstenberg shows the historic context to be adapted within Eisenhüttenstadt’s development. Source: Model of the city Fürstenberg (Oder) in the late Middle Ages. (1980). Eisenhüttenstadt, Germany: Stadtisches Museum.



A rendered development plan for Stalinstadt showcasing complete neighborhoods. Source: Plan von Stalinstadt. (1958). Eisenhüttenstadt, Germany: Stadtisches Museum.

THE SIXTEEN PRINCIPLES OF URBAN PLANNING, SUMMARIZED

- |   |  |
|---|--|
| 1. The structure and architectural expression of the city reflects the political life and national consciousness of the people. | 9. The public squares are the structural basis of the planning of the city and its overall architectural composition.            |
| 2. The aim of town planning is the harmonious satisfaction of the human right to work, housing, culture and recreation.         | 10. The residential areas consist of residential districts; in them are all necessary cultural, utilities and social facilities. |
| 3. The city is built by the industry for the industry.  | 11. The city must create healthy and quiet living conditions through the supply of light and air.                                |
| 4. The growth of the city must be subordinated to the principle of expediency and must be kept within certain limits.           | 12. In the city, life is urban; outside the city life is rural.  |
| 5. The city planning must be based on the principle of the organic and consider the historical structure of the city.           | 13. Multi-story construction is more economical than one- or two-story construction.   |
| 6. The city center is the political hub for the life of its people.   | 14. The urban planning and architectural design of the city fosters its individual, unique identity.                             |
| 7. For cities that lie on a river, it must become one of the main arteries and the architectural axis.                          | 15. There is no abstract scheme for urban planning and architectural design.   |
| 8. The traffic has to serve the city and its population. It must not tear the city apart and not hinder the population.         | 16. Plans must be completed for the planning and construction of districts as well as its squares and main streets.              |

The Sixteen Principles of Urban Planning were instrumental in the planning of Eisenhüttenstadt. Source: Federal Agency for Civic Education (2005). The 16 principles of urban planning. Retrieved from [http://www.bpb.de/themen/RCVPOD,0,0,Die\\_16\\_Grunds%E4tze\\_des\\_St%E4dtebaus.html](http://www.bpb.de/themen/RCVPOD,0,0,Die_16_Grunds%E4tze_des_St%E4dtebaus.html)

THE REALITY OF TODAY

Due to substantial population loss and diminishing structural quality, Germany’s federal government launched in 2002 the program “Stadtumbau Ost” (“Restructuring Cities in the East”). Aimed to strengthen the urban and economic fabric of towns and cities in the former GDR, this program will subsidize both demolition and infill/redevelopment projects for qualified cities. Eisenhüttenstadt was successful in acquiring funds from “Stadtumbau Ost” and has developed a general economic development strategy that will focus on developing niche businesses centered around their iron and steel production, continue to diversify their economic base, and will improve the city’s infrastructure.



A typical residential street view in Eisenhüttenstadt. Photo by Meghan Jennings.

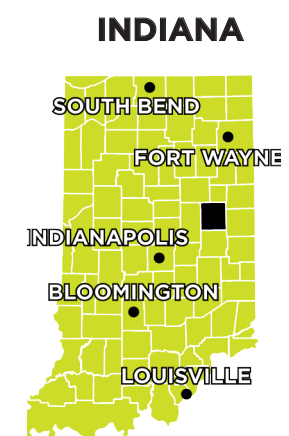




# MUNCIE HOUSING ANALYSIS

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SUITABILITY ANALYSIS	45
POLICY MEMO	47

## KEY MAPS



*The YWCA is a neighborhood anchor for Muncie, Indiana's downtown neighborhood, Near East Charles.*

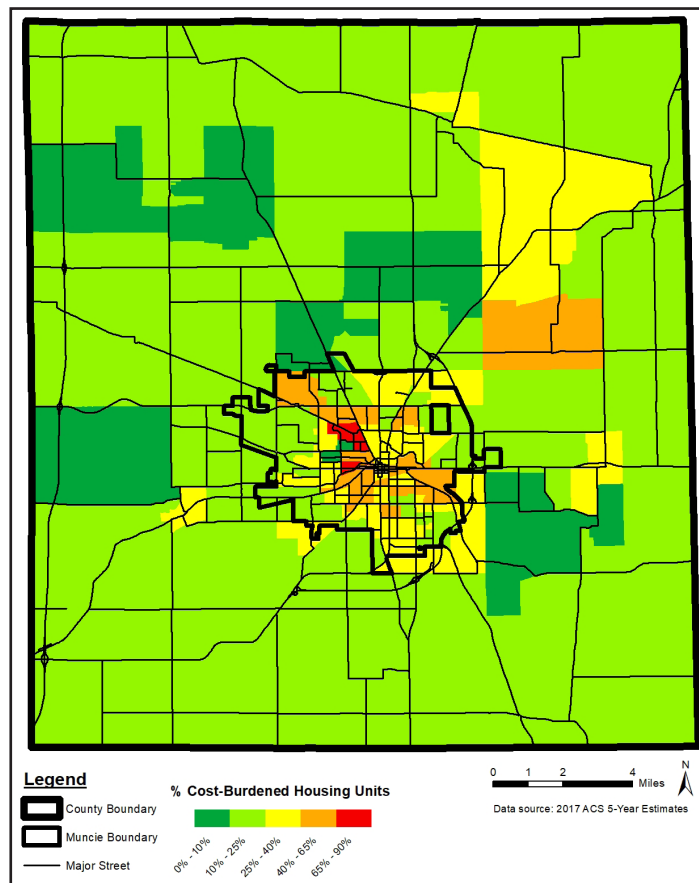


The final data analysis resulted in the following recommendations for policy focuses: varying housing types due to smaller households and aging population; affordability is an issue; and there is significant potential for infill and redevelopment. Moving forward, NIMBYism needs to be prepared for and proactive measures should be taken in partnership with Muncie Action Plan to engage and educate residents on infill and redevelopment efforts.

## Muncie's Housing Unit Analysis

Housing Units	Muncie
Total Units	32,853
Vacant Units	16%
Occupied Units	84%
Occupied Units, Owner-Occupied	51%
Occupied Units, Renter-Occupied	49%

## Cost Burdened Housing Units



# MUNCIE HOUSING ANALYSIS

## SUITABILITY ANALYSIS

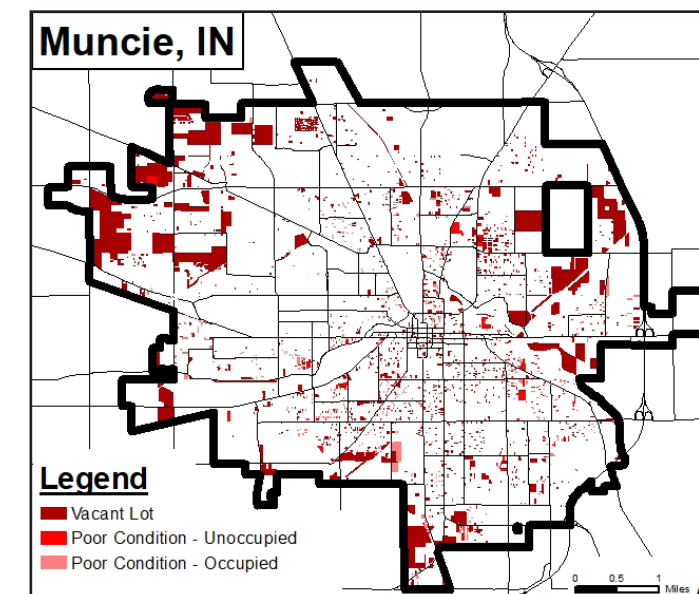
## OPPORTUNITY ZONES

An avenue for incentivizing infill housing development are Opportunity Zones. Muncie's designated census tracts are within downtown and could attract successful residential or mixed-use development projects. The issue of gentrification comes into the conversation surrounding Opportunity Zones and Muncie should be proactive in addressing these issues. An option for addressing gentrification would be to assemble a Prospectus for all Opportunity Zones. This type of document can be utilized to guide the type of development that can take place within these communities. To ensure context-sensitive proposals, the Muncie should seek the input of those who live in the designated census tracts. Their input and experience of what types of development are needed in their neighborhoods are key to the success of Opportunity Zone investments. A partnership with the City, County, Chamber of Commerce, Muncie Action Plan, and the Muncie Land Bank would enhance these efforts.

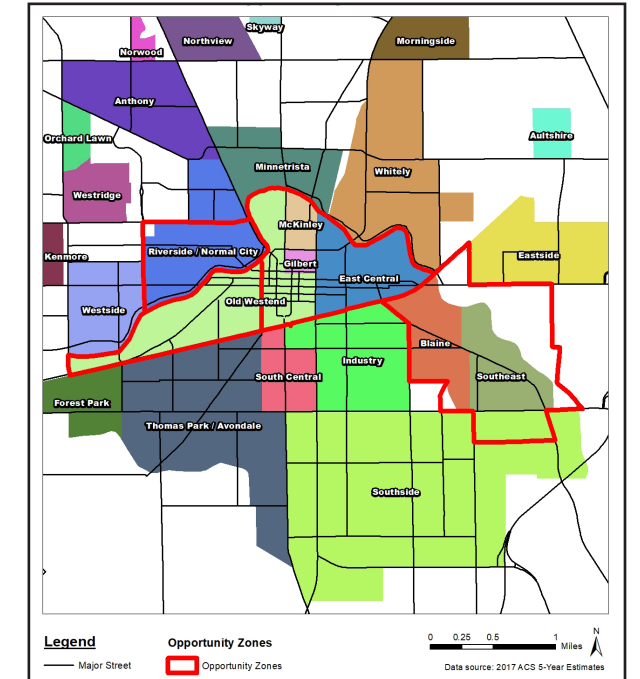
## SUITABILITY ANALYSIS

A suitability analysis was conducted in order to assess the infill and redevelopment possibility of properties within Muncie. A five step process was used to apply point values in order to rank properties. Properties with lower point values are of highest priority for residential development, while properties with higher point values are of lowest priority for housing.

## #1 - Source Properties

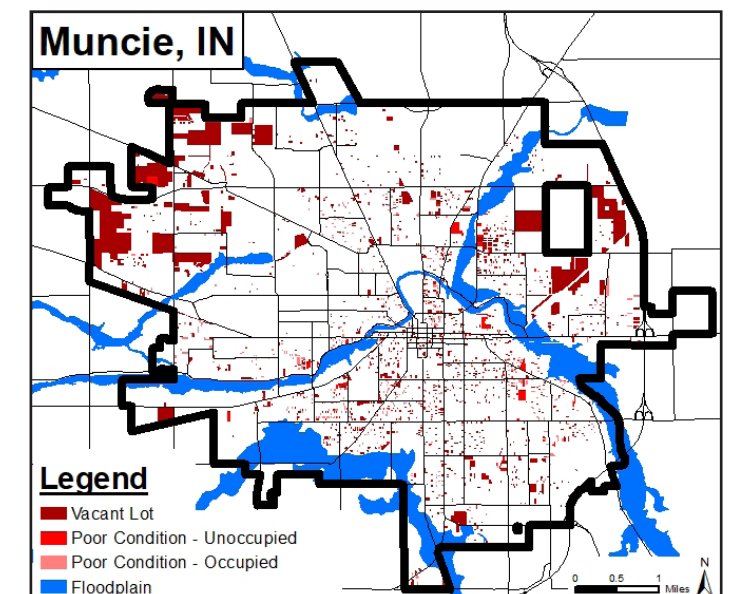


## Muncie's Opportunity Zones



The first step in this process was to select suitable properties for residential development. Properties selected were vacant lots or had structures in poor condition. The second step in the process removed any property within the floodplain. These properties are undevelopable and their removal protects the community's health and safety.

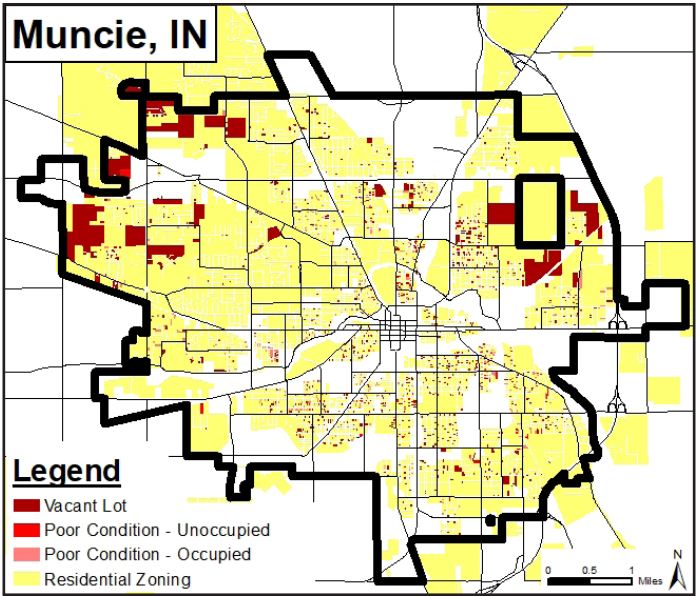
## #2 - Floodplain Removal



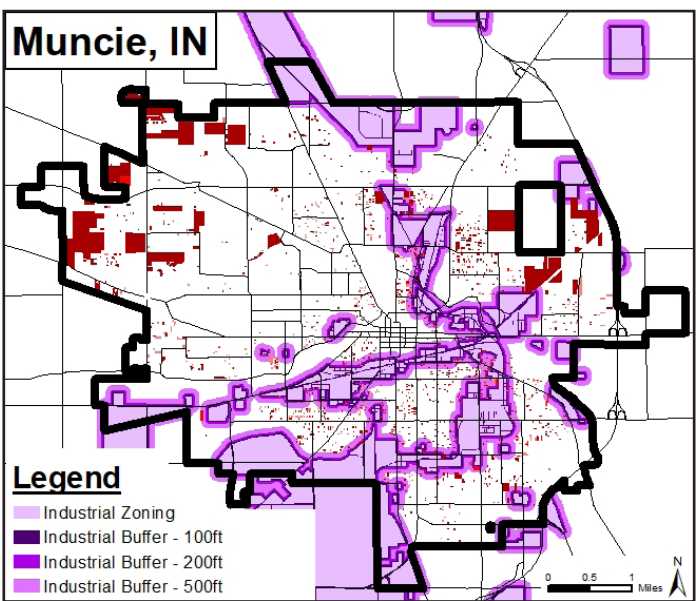


The third step of this analysis selected properties within existing residential zones to reduce any barriers to development. The fourth and fifth steps applied progressive buffers to commercial and industrial properties to protect from noxious uses and externalities, like lighting and sound.

#3 - Residential Zones Selection

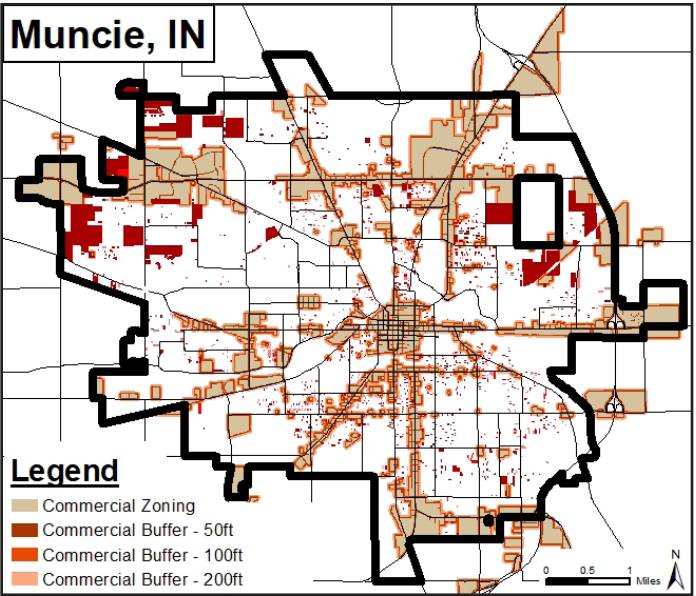


#5 - Industrial Zones Buffer

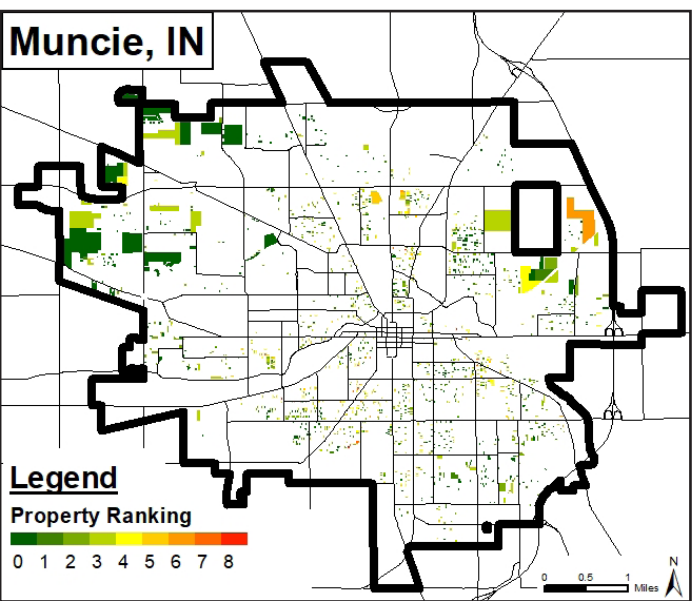


The final results of the suitability analysis resulted in all source properties being ranked 0-8; lower values representing higher priorities for development. A total of 1,879 properties, or 983 acres, received a 0-3 ranking. The results of this suitability analysis resulted in the policy memo on the following page.

#4 - Commercial Zones Buffer



#6 - Final Results



The following policy memo was written as the final project for this analysis. The recommendations are based on the demographic, economic, and spatial data analyses. The final project was presented to the staff of the Delaware-Muncie Metropolitan Plan Commission.

To: Delaware-Muncie Metropolitan Plan Commission  
From: Meghan Jennings, Candidate for a Masters in Urban and Regional Planning  
Date: 9 December 2019  
RE: The Future Needs of Housing in Muncie, Indiana

A PROPOSED STRATEGY FOR ADDRESSING  
MUNCIE'S FUTURE HOUSING NEEDS

The City of Muncie, Indiana is shrinking. The population is aging, the housing stock is degrading, and there is a persistent demand for new housing. New development on the edge of town threatens the sustainability of existing infrastructure systems. Analyzing census data and current development environments exposes the need for a new housing strategy. Through a partnership between Delaware County, The City of Muncie, and Muncie Action Plan, local leaders must adopt an infill and redevelopment plan and strategy in order to meet Muncie's future housing needs.

CURRENT DATA TRENDS

According to STATS Indiana's population projections, Muncie will continue to decline but will remain stagnant around 110,000. The projections also reveal that the city will experience population growth within the senior-age cohort (65+). Census data reveals that the average household size is shrinking due to prevalent college-age and senior-age cohorts. These age cohorts place demands on housing to be smaller in size and designed with integrated, active social spaces. Infill and redevelopment housing strategies efficiently use existing infrastructure in the face of a shrinking population and tax base, and allow for smaller housing units to fit within existing neighborhood communities.

INFILL AND REDEVELOPMENT POTENTIAL

An assessment of Muncie's development environments identifies 2,200 properties, totaling 1,144 acres, as land for potential housing infill and redevelopment. These properties include vacant lots, vacant structures, and structures in poor condition as identified via ScoutMuncie. Although the population is shrinking, degrading structure quality limits the ability to meet future housing needs within Muncie's existing housing stock. Rather than continue to extend infrastructure, local leaders must prioritize utilizing existing infrastructure to meet Muncie's future housing needs.

NEXT STEPS

An in-depth analysis, strategy, and plan for Muncie's infill and redevelopment potential must be conducted in partnership between Delaware County, The City of Muncie, and Muncie Action Plan. This partnership allows for housing needs to be met in neighborhoods and across the city, alike. The planning process must engage the public in the process, adapt context-sensitive strategies, and address NIMBYism if the proposed strategy is to be successful. There is substantial potential for housing infill and redevelopment within existing neighborhoods, and local leaders must act now in order to address the needs of Muncie's future.



# GRAPHICS IN PLANNING



*Graphic design is a passion and useful skill, and I am honored to have it recognized as seen here accepting the Best Portfolio Award from Ball State's Urban Planning Department in 2019.*

## PROJECTS

DAYTON, OHIO INFOGRAPHICS ————— 50

INFOGRAPHIC PROJECT FOR MASTER'S COURSE ON QUANTITATIVE ANALYSIS.

CARDINAL GREENWAYS ————— 56

DOCUMENT DESIGN AND SOCIAL MEDIA PROJECTS FOR CARDINAL GREENWAYS, INC.

LEXINGTON, KENTUCKY ————— 62

VARIOUS GRAPHIC DESIGN PROJECTS FOR LEXINGTON, KY'S DIVISION OF PLANNING.

CHARRETTE GRAPHICS ————— 66

SKETCHES AND ILLUSTRATIONS FOR MASTER'S COURSE ON CHARRETTE GRAPHICS.





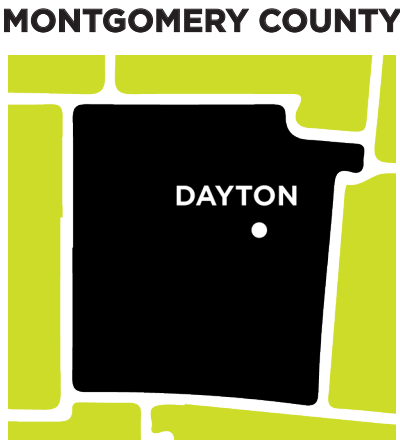
*Me and my family celebrating a birthday with a Pedalwagon in Dayton, Ohio's Oregon District.*

# DAYTON, OHIO INFOGRAPHICS

DEMOGRAPHIC ANALYSIS ————— 52

ECONOMIC ANALYSIS ————— 54

## KEY MAPS







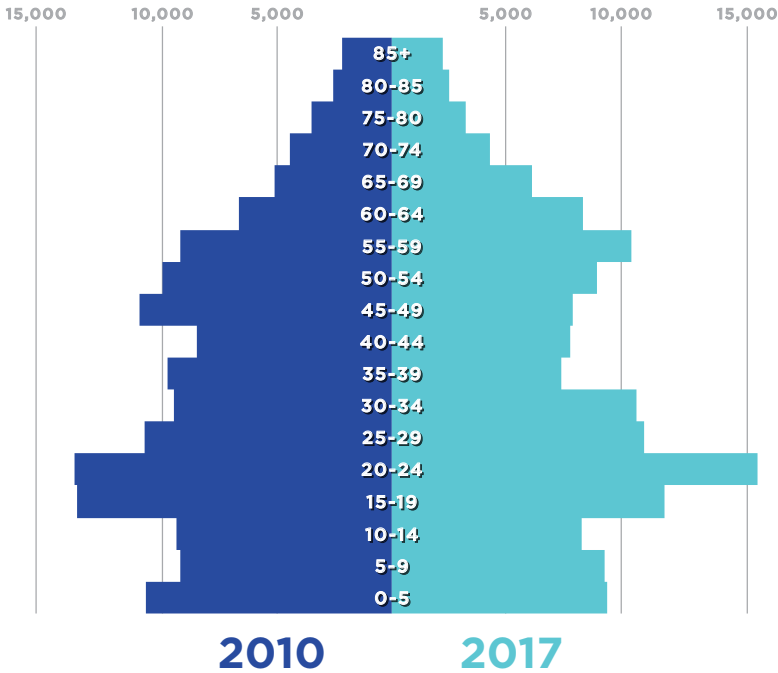
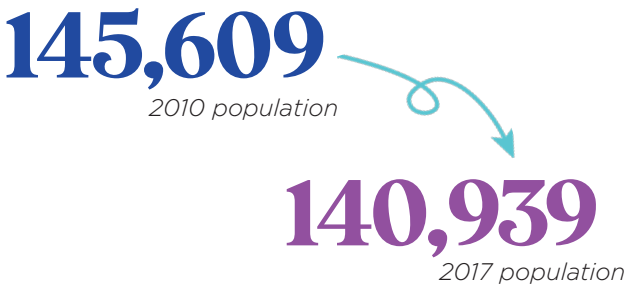
Located in western Ohio, the city of Dayton holds its ground as the core of a large metropolitan area. Although known for its innovation, and nicknamed Gem City in the mid 1800s, Dayton experienced urban decay common of cities in the nation's Rust Belt during the late 1900s. This research searches for signs of urban core revitalization within demographic and economic trends from 2010 to 2017.

“SHE SHALL EVER CLAIM OUR DUTY,  
FOR SHE SHINES-THE BRIGHTEST GEM  
THAT HAS EVER DECKED WITH BEAUTY  
DEAR OHIO’S DIADEM.  
- Paul Laurence Dunbar

Population

DAYTON'S PEOPLE

Although the total population within the urban core of Dayton, Ohio is shrinking, the population pyramid to the right shows a shift in age cohorts. Those aged 20-34 are increasing, which is a demographic trend associated with urban core revitalization.



Household

DAYTON'S HOMES

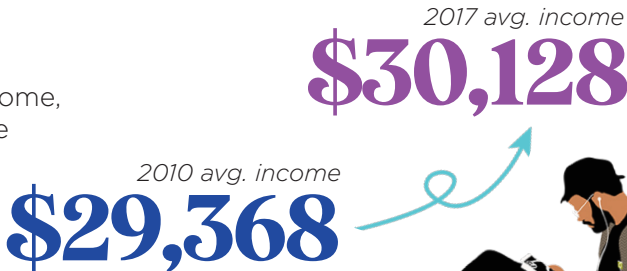
The average size of Dayton's households has stayed the same over time, but configuration patterns are trending in-line with urban core revitalization.



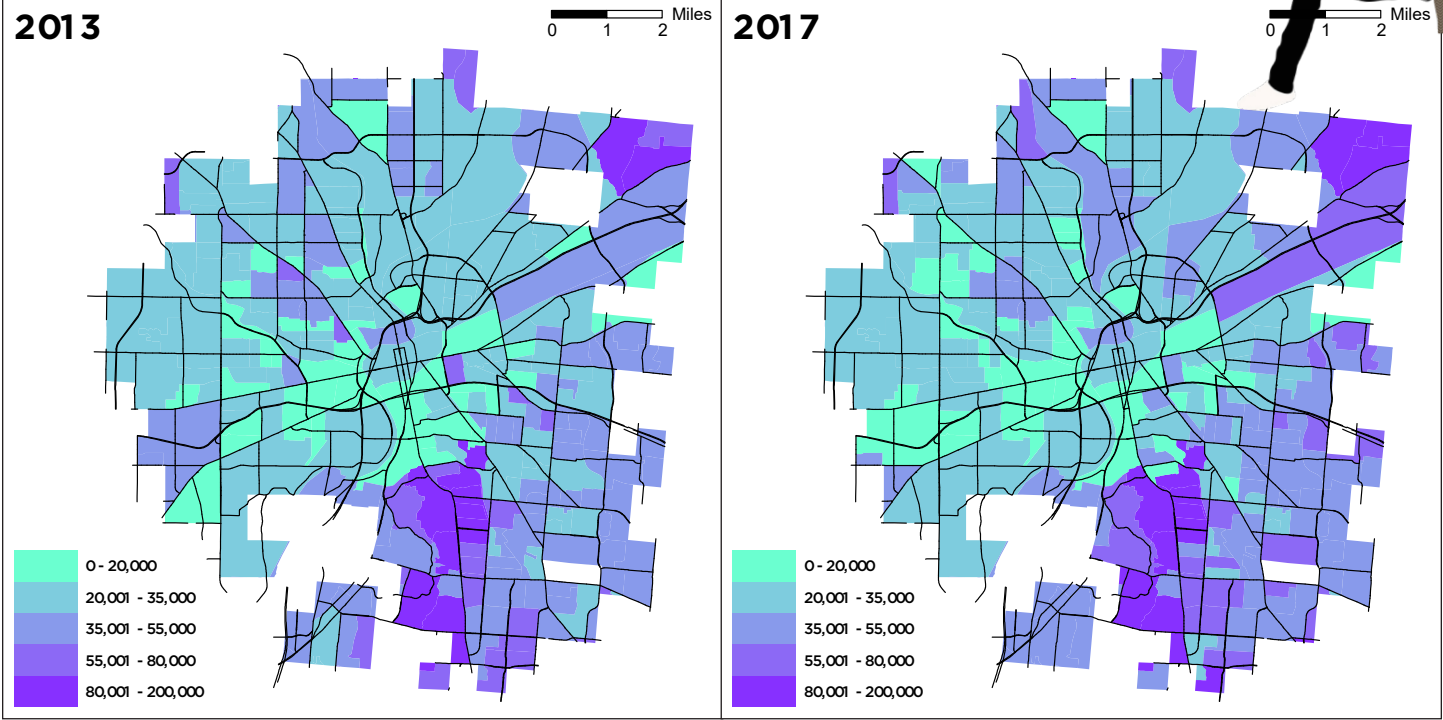
Income

DAYTON'S WEALTH

A component of urban core revitalization is an increase of income, which has occurred in Dayton from 2010 to 2017. Evident in the maps below, income is concentrating and increasing along corridors and within existing neighborhoods.



AVERAGE HOUSEHOLD INCOME







Education


DAYTON'S BRAINS

Dayton is also experiencing an increase in educational attainment, as evident in the chart to the right. Home to two higher education establishments, The University of Dayton and Sinclair Community College, the top three graduating programs speak to the city's changing economy. The top three programs (below) graduated 3,750 students in the 2017-2018 academic year.

Top three graduated programs from Dayton's higher education establishments:

 **Engineering**

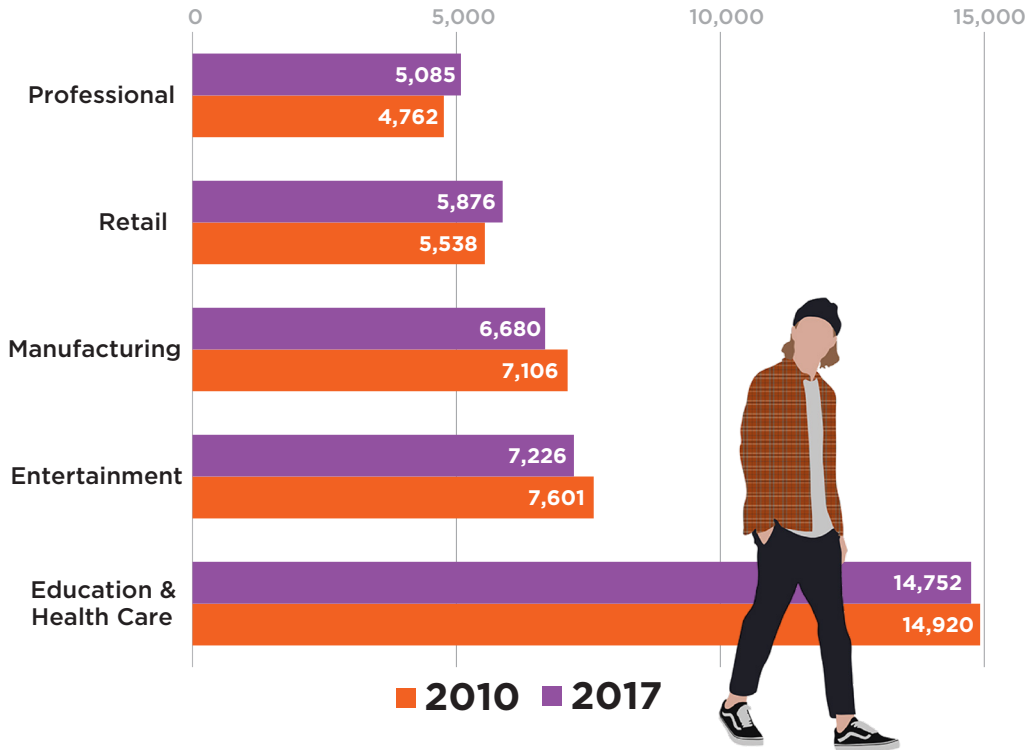
 **Business**

 **Health**

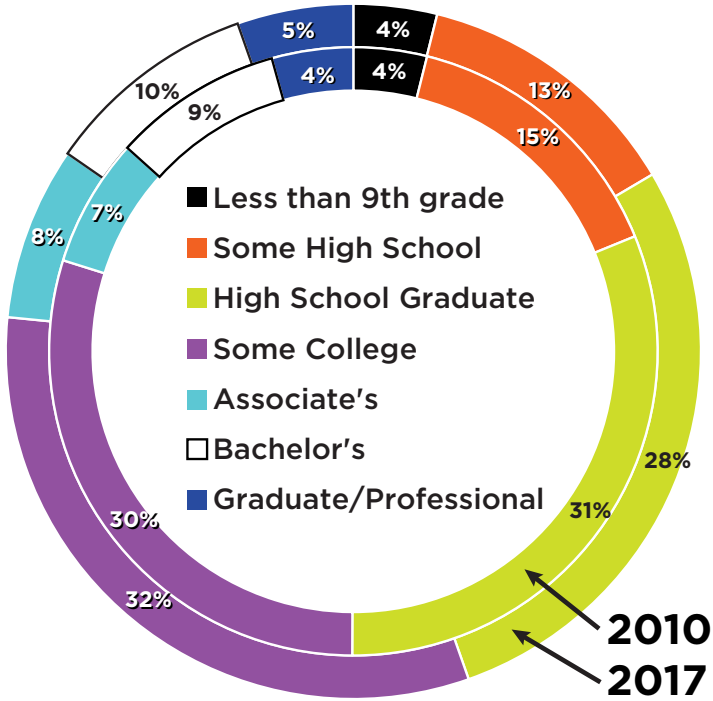
Industry

DAYTON'S INDUSTRY

Although Dayton's employment sector is changing by age, income, and educational attainment, Dayton's industry sectors have yet to catch up with the trend of urban core revitalization. Although they reflect the top three graduating programs, the following sectors have not experienced proportional growth: professional, manufacturing, and health care.



EDUCATIONAL ATTAINMENT



Development

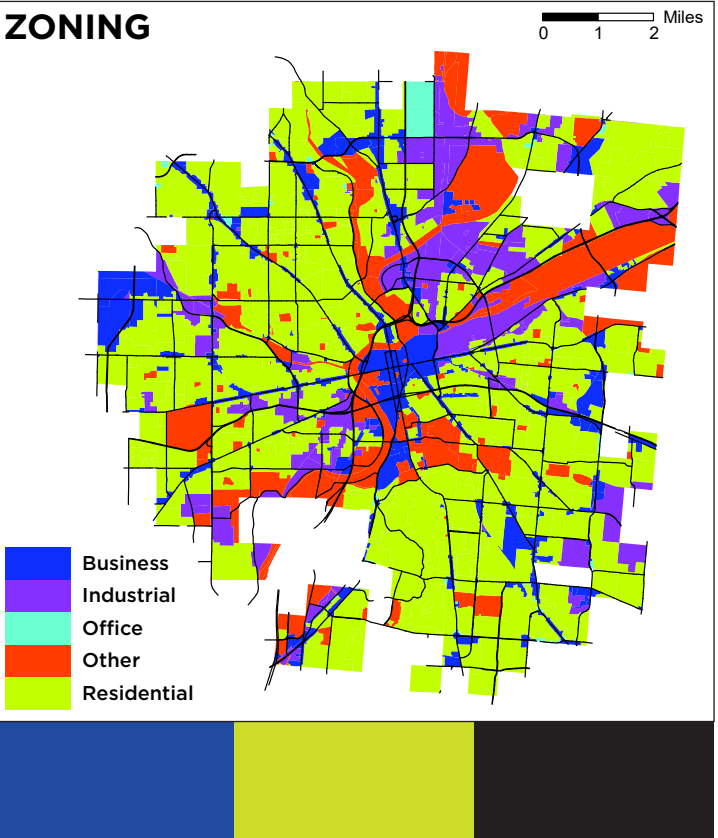
An analysis of Dayton's development patterns is necessary to understand how the physical form of the city is reflecting the changes and trends typical of urban core revitalization.

DAYTON'S ZONING

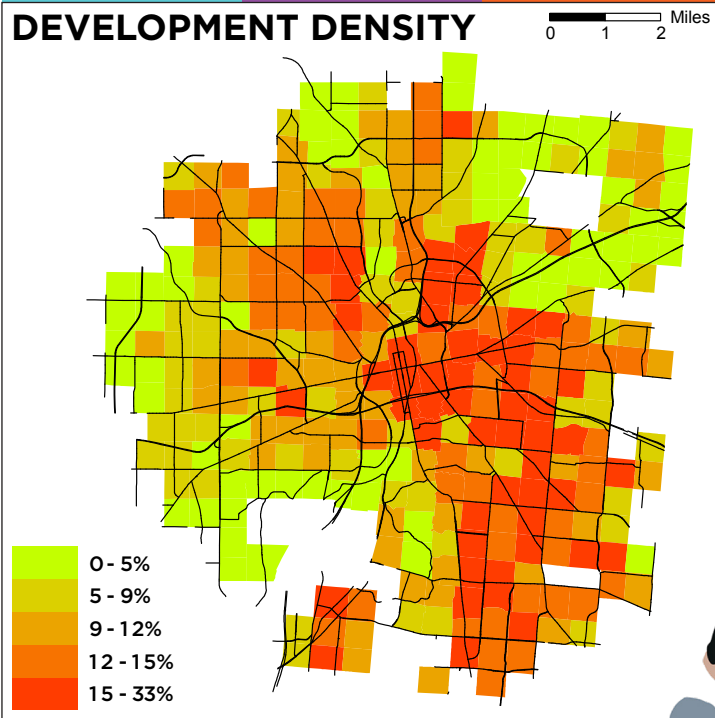
Patterns within a city's zoning speak to the urban form that is enabled. Dayton, due to its industrial history, has industrial zones woven throughout its fabric, while business zones line corridors, and residential zones fill the gaps. Dayton has a strong presence of natural features, including the Miami River and Wegerzyn Gardens MetroPark, of which are classified under the Other zoning category.

Continual expansion of business zones along corridors is key for the success of the revitalization of Dayton's urban core.

ZONING



DEVELOPMENT DENSITY



DAYTON'S DEVELOPMENT DENSITY

By massing the footprints of all buildings within each grid section of Dayton, the development density was calculated. The map to the left represents the percent of each grid section that is covered by building footprint. When comparing this density coverage to the zoning coverage above, a dense urban core and dense urban neighborhoods are evident.

As Dayton continues to develop and adapt to their revitalizing urban core, zoning and density will be the biggest tell-tales of the city's success.

**DATA SOURCES:**  
Montgomery County Ohio's Auditor, National Center for Educational Statistics' College Navigator, and the 2010, 2013 & 2017 American Community Surveys.



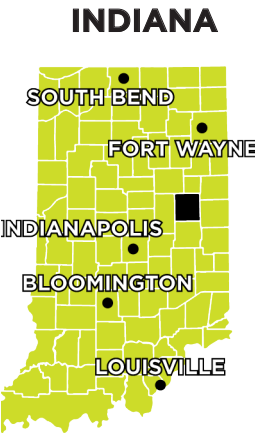


A vintage bike, in tribute to Pee Wee Herman, on display at Cardinal Greenways' 2019 Bike Fest.

# CARDINAL GREENWAYS

STRATEGIC PLAN, 2020-2024	58
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2020 CARDINAL SUMMER	61

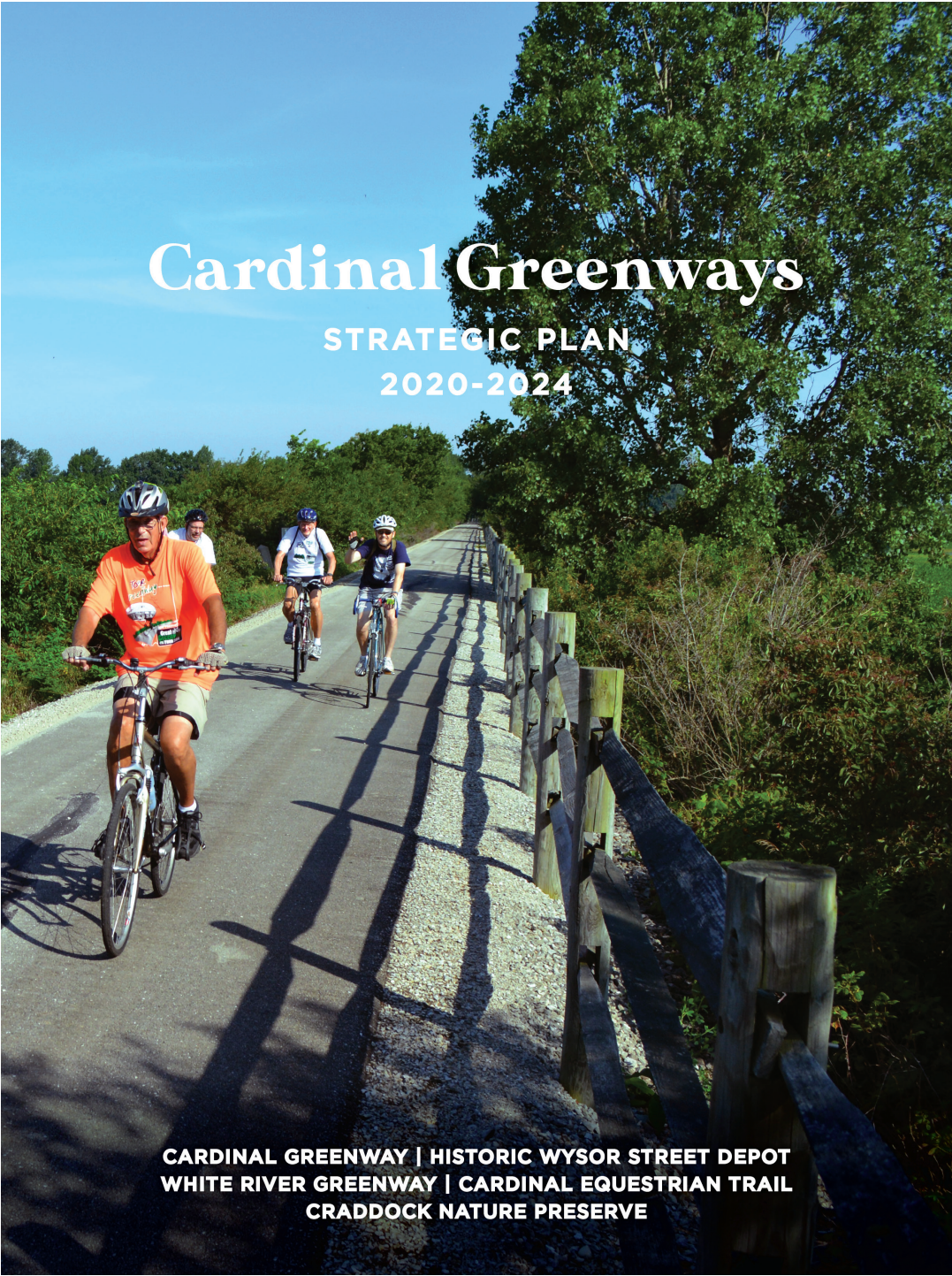
## KEY MAPS





During my time as a graduate assistant for the Delaware-Muncie Metropolitan Plan Commission, I worked extensively with Cardinal Greenway, Inc. A privately owned and operated trail, Cardinal Greenways is Indiana's longest recreational trail totaling 62 miles. The Board of Directors adopts a strategic plan every four years that is used to raise

awareness and raise funds. I was asked to lead the design of the 2020-2024 update. The design of the document tells the story of the Greenways while being quick to read, engaging, and exciting. This project challenged me to work with a large team and design for potential investors.



Cardinal Greenways Strategic Plan  
INTRODUCTION

Welcome to the  
Cardinal Greenways.

Recreational development is at the heart of 21st Century quality of life and recreational trails are one of our nation's most popular, fastest growing public leisure and wellness venues.

Cardinal Greenway, Inc. is the acknowledged recreational trails leader in our region and beyond. Our Greenways are critical to the

State of Indiana's Visionary Trail Network and they are an integral part of the ever growing coast-to-coast Great American Rail Trail.

Just as recreational trails have enhanced quality of life for citizens across the country, so have our Greenways helped to change the face of our local communities.

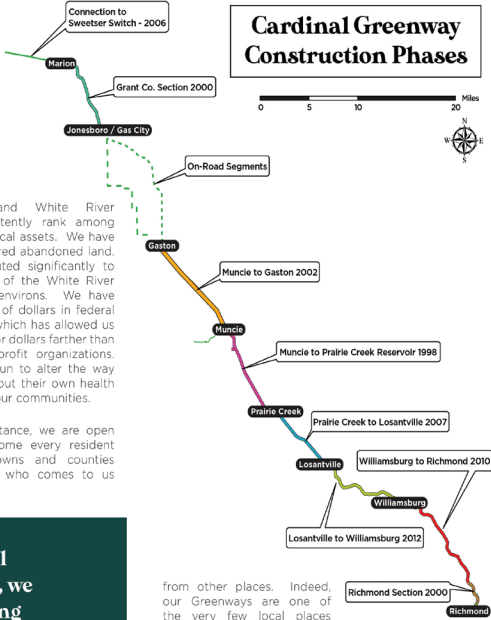


At Cardinal Greenways, we are changing Indiana through neighborhood, community and county connections and we are doing so as one of the rare privately owned and operated trail systems.

from other places. Indeed, our Greenways are one of the very few local places that literally cut across all boundaries, where people from all backgrounds, ages and abilities come together.

History.

Cardinal Greenway, Inc. was established on April 2, 1993 for the purpose of purchasing, developing and managing the former CSX rail corridor. The new organization took the first part of its name from the "Cardinal," the last passenger train on the Chicago/Cincinnati/ Washington line that regularly traveled our rail.



Cardinal Greenways Strategic Plan  
VISION & MISSION

Vision.

Cardinal Greenways will provide award-winning trails, bikeways, waterways, and pedestrian-friendly streets throughout East Central Indiana. Our region will be known for its access to natural surroundings, including the scenic White River, its enhanced connectivity between destinations, and its emphasis on healthy lifestyles through well-maintained facilities and community partnerships.

Mission.

Cardinal Greenways is dedicated to enhancing the quality of life by developing and operating facilities and trails to actively connect people and communities.



CORE VALUES & GOALS

Core Values.



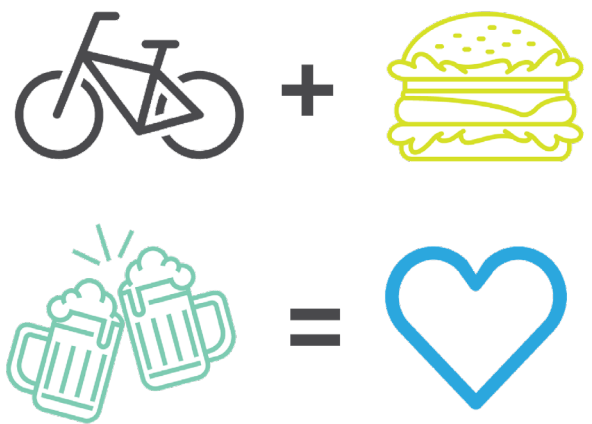
Goals.

- Goal #1 – Sustain and enhance the Cardinal Greenway organization.
- Goal #2 – Maintain the quality of the Cardinal Greenway trail and facilities.
- Goal #3 – Achieve the original trail visions for the Cardinal Greenway and the White River Greenway by closing the Gaston to Jonesboro gap and completing the Kitzelman Gateway Trailhead.



Along with designing the 2020-2024 Strategic Plan for Cardinal Greenways, Inc., I designed social media graphics for several of their annual events. BikeFest is a three-day summer event that focuses on bringing the community together around cycling, entertainment, and recreation. I infused this excitement into the following social media graphics.

#BIKEFEST2019  
JULY 26-28 | MUNCIE, IN



Launching off the success of the 2019 Bike Fest social media graphics, a branding scheme was created for Cardinal Greenway's 2020 summer event schedule. In order to visually link the 2020 summer events, I created an overarching branding scheme: Cardinal Summer. Bright colored gradients were utilized to signify the summer season and a bold green color was selected to visually reference Cardinal Greenways' own brand scheme.

The Cardinal Summer logo to the right was created, establishing the foundational branding scheme for all summer events, including a 5K run and the annual Cardinal Great Greenway Tour (GGT) Ride. Utilizing these graphics, an entire social media marketing strategy was planned for. Unfortunately, the COVID-19 global pandemic forced all 2020 summer events to be canceled, and this branding scheme was never brought to light.







*The equine industry is integral to Lexington's rural heritage and 2017 Rural Land Management Plan.*

# LEXINGTON, KENTUCKY

2018 NATIONAL APA CONFERENCE — 64

2017 RURAL LAND  
MANAGEMENT PLAN — 65

## KEY MAPS



## FAYETTE COUNTY





A regular task of my Planning Tech position in Lexington was assembling and designing presentations for staff throughout the Division of Planning. My ability to tell the story of an event, organization or project in a fun, eye-catching manner was an invaluable asset, of which the Division advantageously utilized. Due to a successful public input event called *On the*

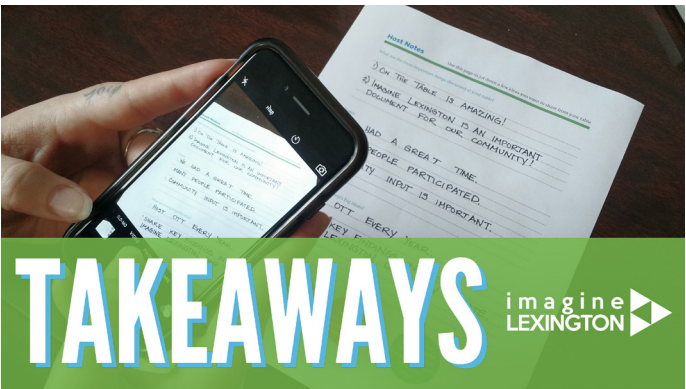
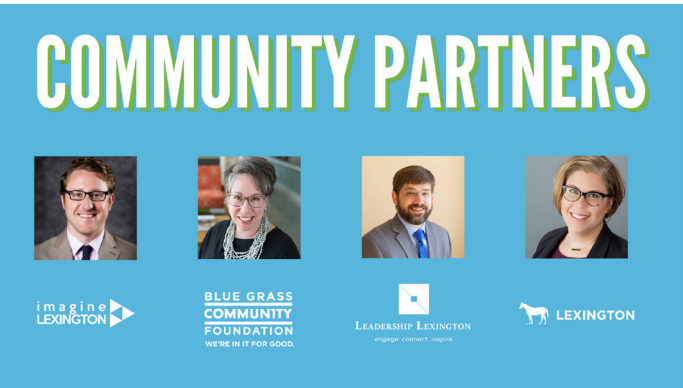


Table 2017, staff was asked to coordinate a panel presentation for the 2018 National American Planning Association Conference in New Orleans, Louisiana on April 21st from 2:45pm-4pm. I was asked to design the presentation and the excerpted slides show how I was able to communicate the story and success of *On the Table 2017*.



While working for the City of Lexington, Kentucky as the Planning Tech in the Division of Planning, an update to The Rural Land Management Plan was conducted by the Greenspace Commission and Greenspace Planner. I was incorporated into the process by being given the responsibility of designing and overseeing the final edits of the plan. Throughout the process, I worked closely with the Greenspace Planner to ensure the vision of the plan was clearly communicated through its design. The excerpted three pages showcase my ability to



D. Rural Settlement (RS)



Historic Rural Settlements are essential to the rural character of Fayette County. There are 505 acres within 16 settlements in the Rural Service Area. Since the 1999 Plan, a study was conducted by the University of Kentucky's Center for Historic Architecture and Preservation. The 2007 Study of Fayette County's Small Rural Communities updated the land use and parcel inventory, researched each settlement's history and historic boundaries and proposed recommendations. Changes from the 1999 Plan map include the addition of Avon and Little Georgetown Rural Settlements and boundary line changes to six other Rural Settlements.

There are 491 parcels within the Rural Settlements. Land use in Rural Settlements is predominately residential. There is one ag-cluster business (horsehoes and supplies), numerous churches, stores, restaurants, auto repair, industrial uses, an antiques mall, an indoor athletic recreation, general businesses, and parking lots.

Of the 491 parcels, there are 197 parcels zoned (or partially zoned) R-1D; they are located in the Little Georgetown, Ft. Springs, Maddoxtown, Jintown, Ulingertown/Columbus, and Athens Rural Settlements. There are 151 vacant parcels, of which nearly half (48%) are owned by adjacent property owners. These owners include churches and the LUCS Airport Board. Nine vacant parcels are zoned B-1. There are 47 parcels zoned (or partially zoned) for business. However, there are only 11 active businesses in use. Four parcels are zoned for industrial adjacent to the Avon RAC and one parcel is in industrial usage.

Table 3.4 – RS parcel distribution

Rural Settlements	# Parcels	Total Acreage	Avg. Acreage	Range of Acreages
Athens	56	46	0.8	0.1–5.8
Avon	29	17	0.6	0.1–2.2
Centerville	11	5	0.5	0.2–0.7
Clays Ferry	62	54	0.9	0.05–5.4
Coletown	17	33	1.9	0.1–5.7
Columbus	30	55	1.8	0.3–8.8
FL Springs	36	21	0.6	0.1–2.9
Jintown	27	31	1.1	0.3–8.9
Little Georgetown	20	23	1.2	0.03–4.3
Little Texas	28	18	0.6	0.1–2.0
Loradale	24	66	2.7	0.3–17.1
Maddoxtown	47	42	0.9	0.1–4.9
Nitzertown	21	31	1.5	0.5–4.6
Priesttown	29	30	1	0.1–3.5
Utinger	33	23	0.7	0.05–2.1
Willow Ln	21	9	0.4	0.2–0.9

design with beauty and functionality. This project challenged me to learn how to design a text-heavy document in an attractive, navigable manner so that it was approachable by the public, and useful for governing bodies and organizations to enact policy recommendations and preserve the historic quality and character of Lexington's rural lands.

The full document can be found at <https://www.lexingtonky.gov/plans-studies-and-surveys>

A. Our History of Rural Preservation

The residents of Lexington-Fayette County have long been aware of how important the agricultural industry is to the county's identity. Unlike most other communities, Lexington has had a long history of taking positive action to ensure our rural heritage is preserved from unmanaged suburban sprawl. In 1956, Lexington-Fayette County became the first community in the nation to manage urban growth and save surrounding farmland by creating an Urban Service Area. This would divide the county into two parts, an Urban Service Area concentrating urban growth into a compact and contiguous area, and a Rural Service Area intact for agricultural uses. In 1991, the Urban Service Area approach to planning was recognized by the American Planning Association as a National Planning Landmark. Currently, of the 285 square miles that comprise Fayette County, approximately 85 square miles (30%) of the county are in the Urban Service Area and 200 square miles (70%) are in the Rural Service Area.

In 1999, the first Rural Service Area Land Management Plan was adopted as an element of the Comprehensive Plan. The 1999 Plan was a significant milestone in the history of planning for Lexington-Fayette County. Never before had the Rural Service Area been the subject of such extensive research, analysis, review, debate and discussion. Many of the recommendations from the 1999 Plan have been implemented, which have resulted in strengthening the protection of agriculture, natural resources and cultural landscapes.

- Highlights of the 1999 Plan include:
- an increase in minimum parcel size
  - the designation of land use categories based on the 1999 Plan's land capability analysis
  - the establishment of a land conservation program
  - the improved protection of agricultural and environmental resources
  - the increased ability to engage the public in recreational pursuits
  - the same Rural Service Area boundary except for a small extraction of 180 acres in 2000

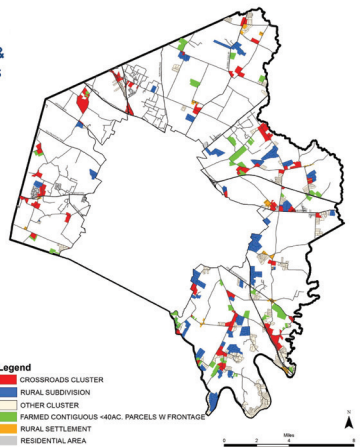


Cobs gallop across Frankfort Park Farm along Elcheste Road.

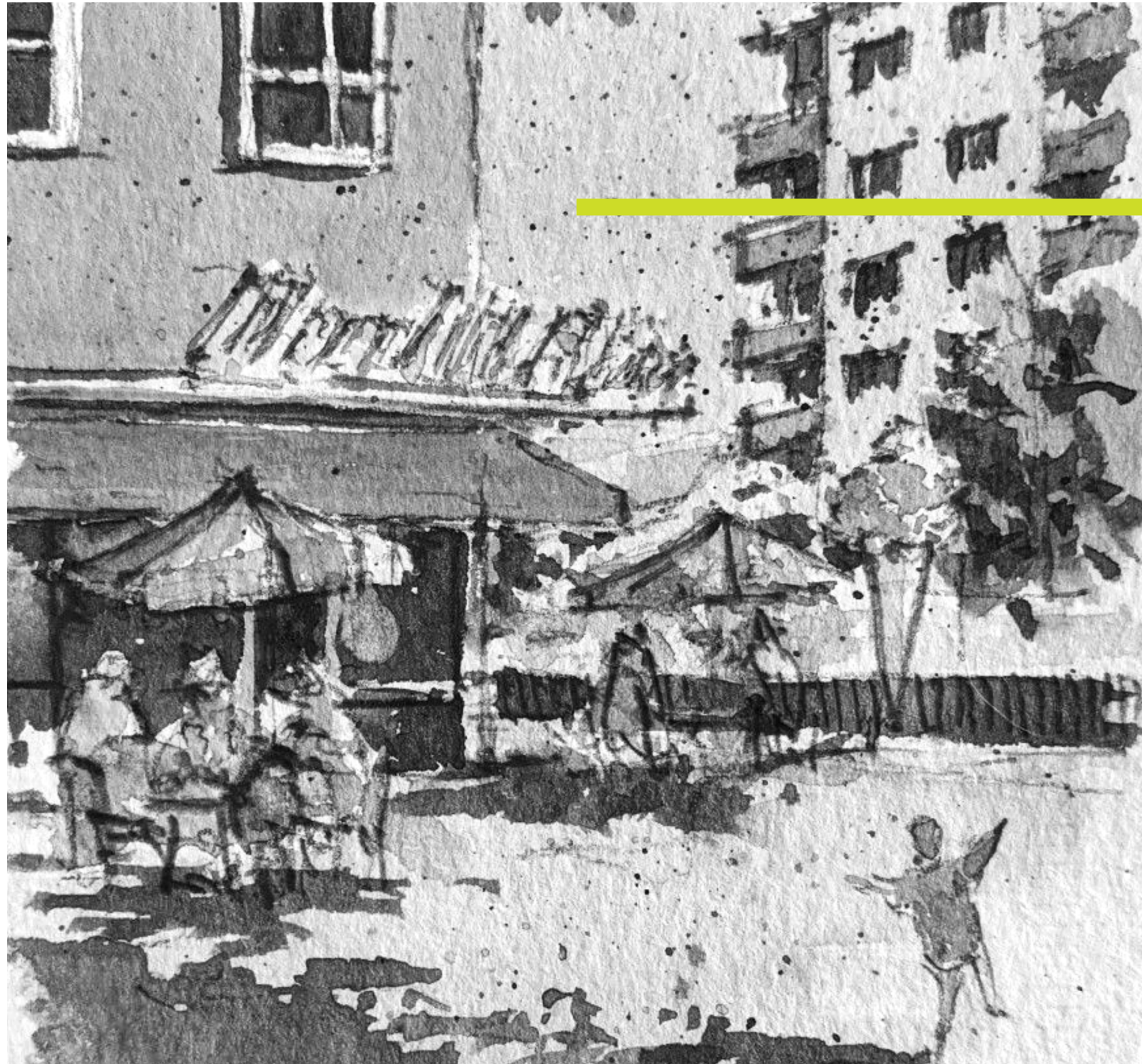
A timeline of historical actions important to Lexington-Fayette County's rural land and heritage is below:

- 1958 Urban Service Area Boundary created
- 1964 10-acre minimum lot size adopted
- 1967 Major contraction of the Urban Service Area
- 1975 Raven Run Nature Sanctuary dedicated
- 1978 Kentucky Horse Park opened
- 1989 Keeneland Racetrack designated as a National Historic Landmark
- 1989 Florioff Nature Sanctuary established and the National Register of Historic Districts created
- 1990 Helm Place designated a Local Landmark (H-1 Overlay Zone)
- 1994 Greenspace Plan adopted, Stone Wall Preservation Ordinance adopted, and the Kentucky Agriculture Water Quality Act calling for Water Quality Plans

Map 2  
Rural Subdivisions,  
Crossroad Clusters &  
Farms w/ Contiguous  
<40ac Parcels  
April 2017







*Sketches can help communicate the essence of a community, like in this gifted illustration from Lohren Deeg.*

# CHARRETTE GRAPHICS

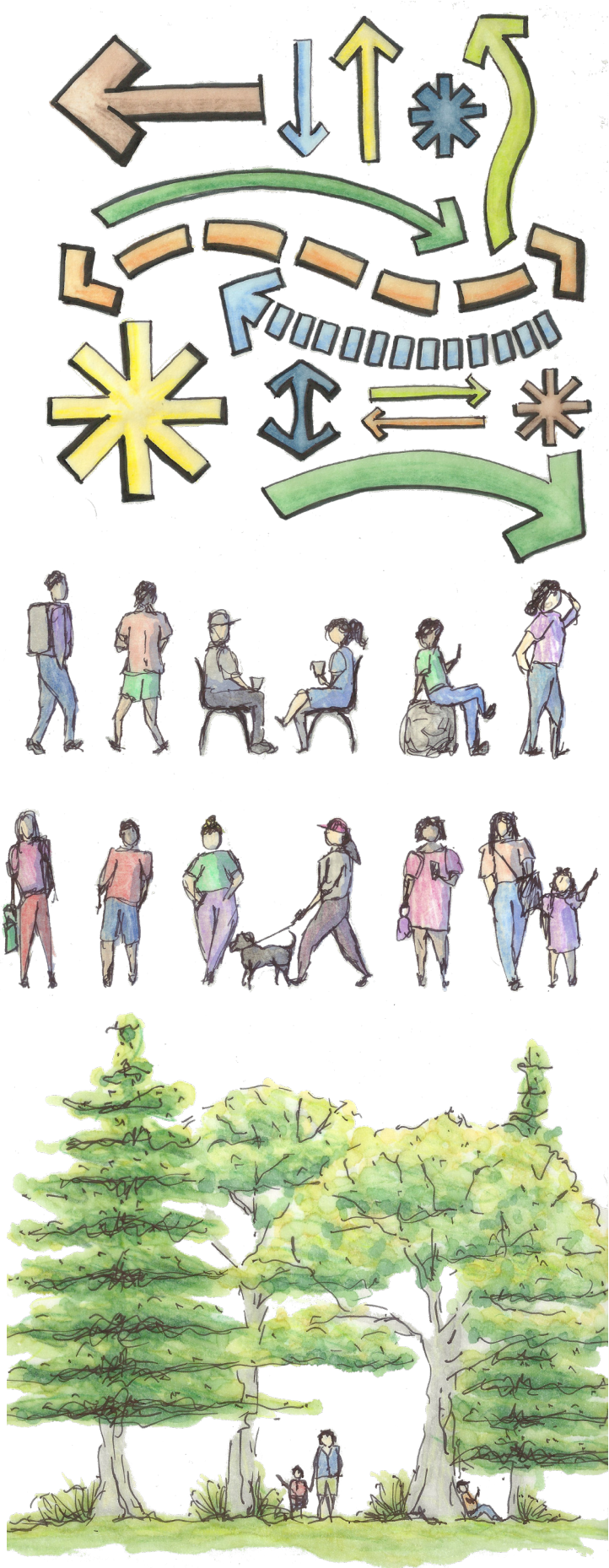
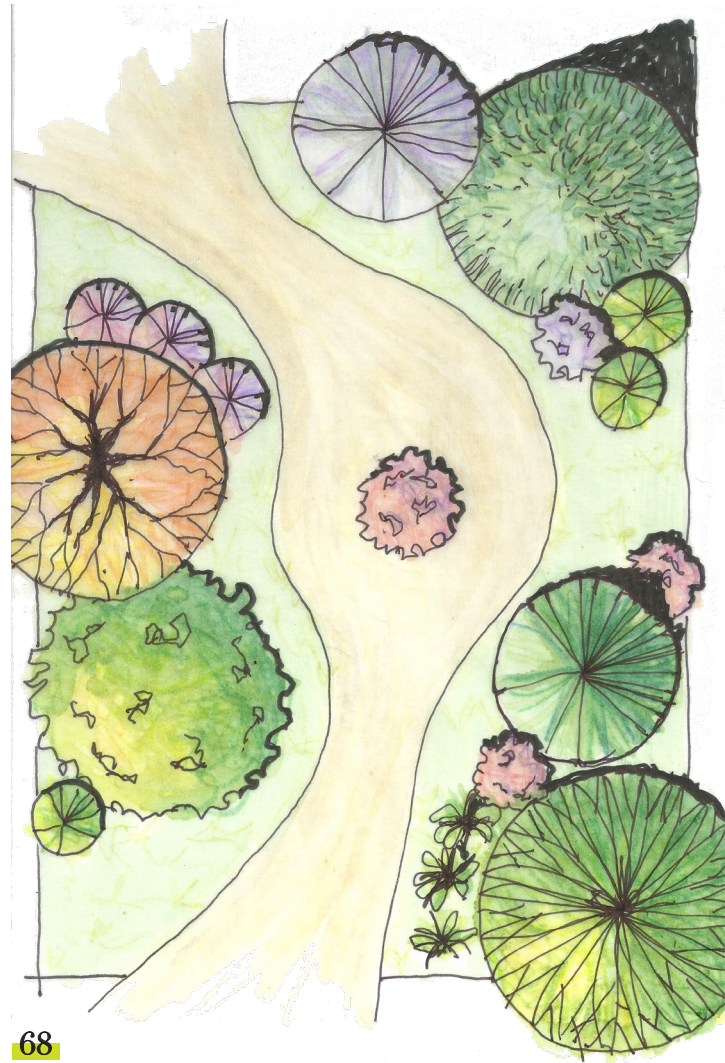
SKETCHES & ILLUSTRATIONS ————— 68



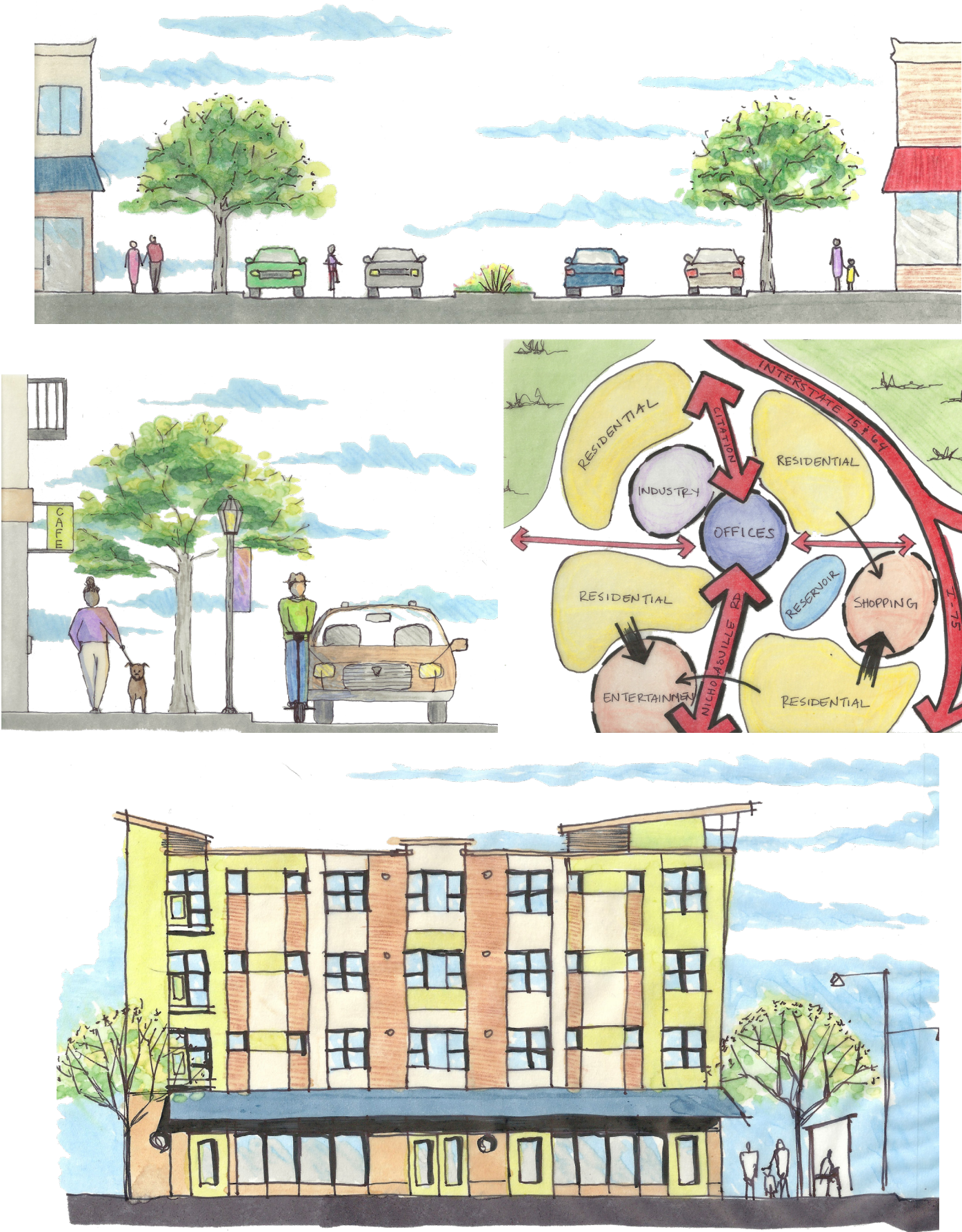
CHARRETTE GRAPHICS  
SKETCHES & ILLUSTRATIONS

For a little bit of fun during my final semester of graduate classes at Ball State University, I took a course on charrette graphics. Taught by Lohren Deeg, ASAI, the foundational techniques and elements of charrette graphics were learned, practiced, and finessed. The following graphics are a selection of sketches and illustrations from the course's exercises. Unfortunately the course's schedule was cut short due to the COVID-19 global pandemic and the second half of the course work was conducted virtually at home.

The skills and techniques learned will serve as useful tools throughout my career. Speed, simplicity, and clear details are emphasized within these graphics, allowing complex plans and concepts to be translated into easy to understand graphics.



CHARRETTE GRAPHICS  
SKETCHES & ILLUSTRATIONS







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