

February 16, 2024

# Planning Portfolios for the Private Sector

**Presented by :**

Francie Lawrence, AICP  
Senior Planner, Teska Associates

**Presented to :**

UIUC Students





# About Us

Planning and landscape architecture firm based in Evanston and Plainfield, IL

Specialize in community planning, creative engagement, economic development, and site design

Teska has completed hundreds of projects for public sector clients including comprehensive plans, corridor plans, special area, neighborhood and downtown plans, and TOD/urban redevelopment projects

Our work incorporates innovative design, communication and outreach, and graphic visualization to enhance the clarity and usability of plans

<b>Why Have a Portfolio?</b>	<b>What to Include</b>	<b>Skills to Showcase</b>	<b>Designing Your Portfolio</b>	<b>Other Tips &amp; Tricks</b>
01	02	03	04	05

# Contents



01

# Why have a planning portfolio?

- Showcase your skills, passions, and curiosities
- Share examples you can tell stories about in an interview
- Good design makes for good communication
- Private sector work requires creative, polished deliverables

02

# What to Include

## **Cover Page**

Include a title, your name, and date

## **Table of Contents**

Organize it however makes sense to you!

Your portfolio tells a story about you; it doesn't need to be sterile, let your creativity come through

## **Resume**

Include your resume – then all your materials are in one place

List all your abilities and proficiencies – be honest :)

## **Work Examples**

2-3 sentence intro

Your role on the project

Software/skills utilized

Compelling graphics and images

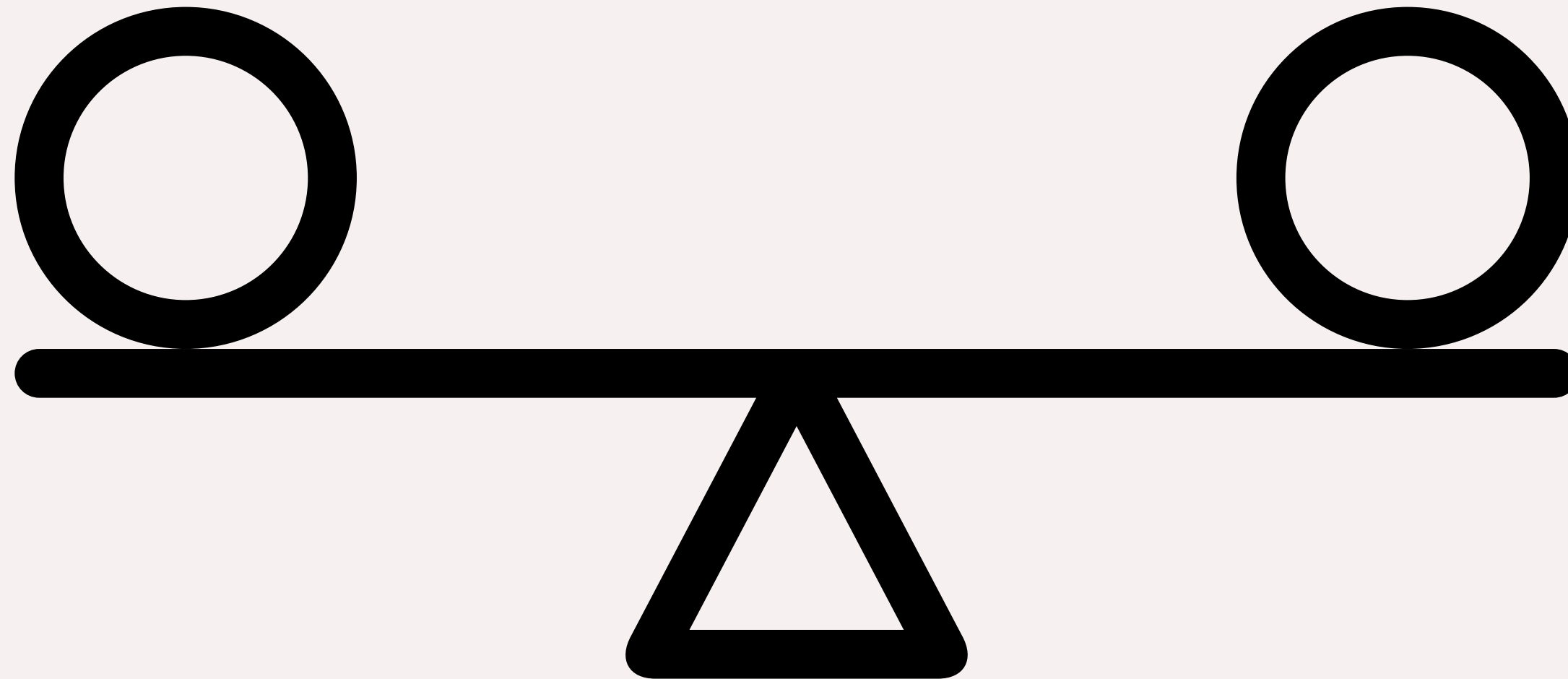
Documentation of the process

Something extra/fun – lesson learned, fun fact, quotes

# Balance between...

**Fundamentals**

**Passion**





03

# Skills to Showcase

(for Private Sector Jobs)

- Adobe InDesign, Illustrator, Photoshop
  - Document design, page spreads
  - Infographics / charts / data visualization
  - Social media graphics, flyers, posters, etc.
- ArcGIS
  - Clean, easy to understand map examples
- SketchUp / 3D visualizations
- Writing sample
  - Include a preview/snippet and then link to the full document
- Other examples that show your design sense

04

# Designing Your Portfolio: PDF





04

# Designing Your Portfolio: Web (optional)



05

# DOs & DON'Ts

## **DO keep it concise**

Be brief - reviewers spend a few minutes skimming

## **DO be selective**

Focus on your best work and skills you really want to showcase; no need to include every work product

## **DON'T wait until you're job searching**

Compile examples as you complete them! Then you don't have to search for work you may forget about

## **DON'T overdesign**

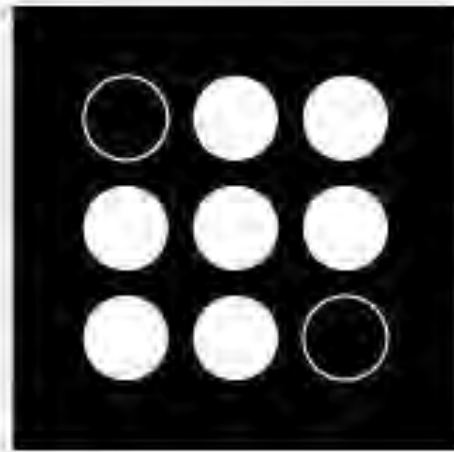
White space is your friend; don't overcrowd a page or add unnecessary design frills that may distract from your work

## **DON'T put all your eggs in one basket**

A portfolio is one thing that can set you apart, but not the only thing! Also important: networking, building relationships with professionals, cover letter, resume, professionalism, etc.



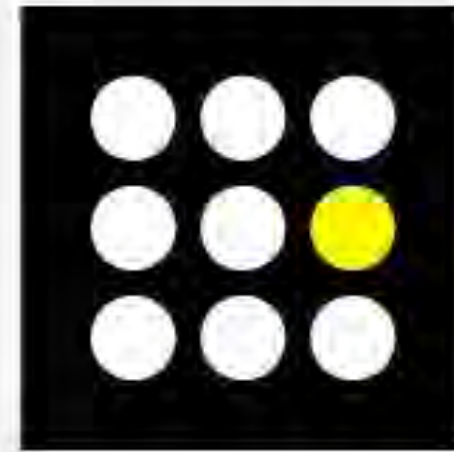
# Principles of Design



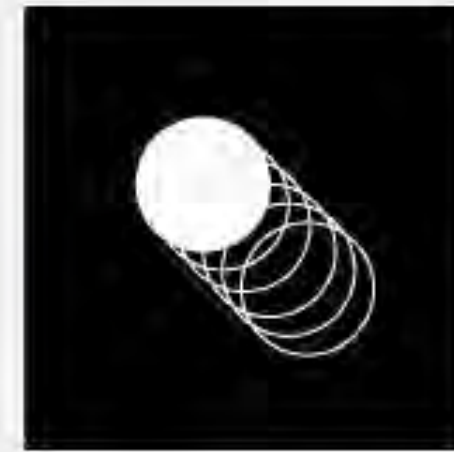
Balance



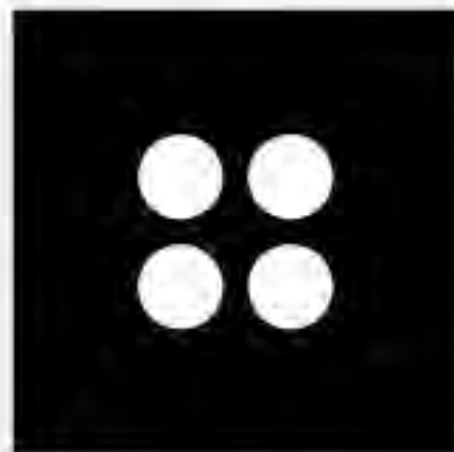
Contrast



Emphasis



Movement



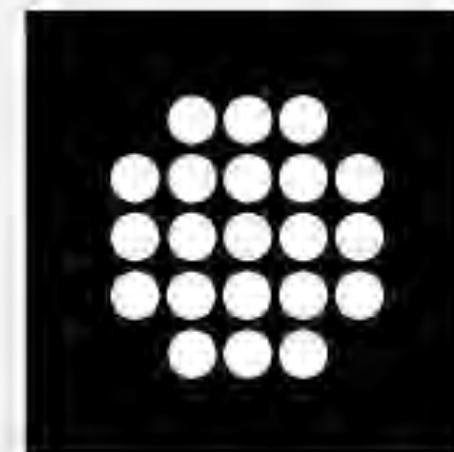
Rhythm



Hierarchy



White Space



Unity

# Content

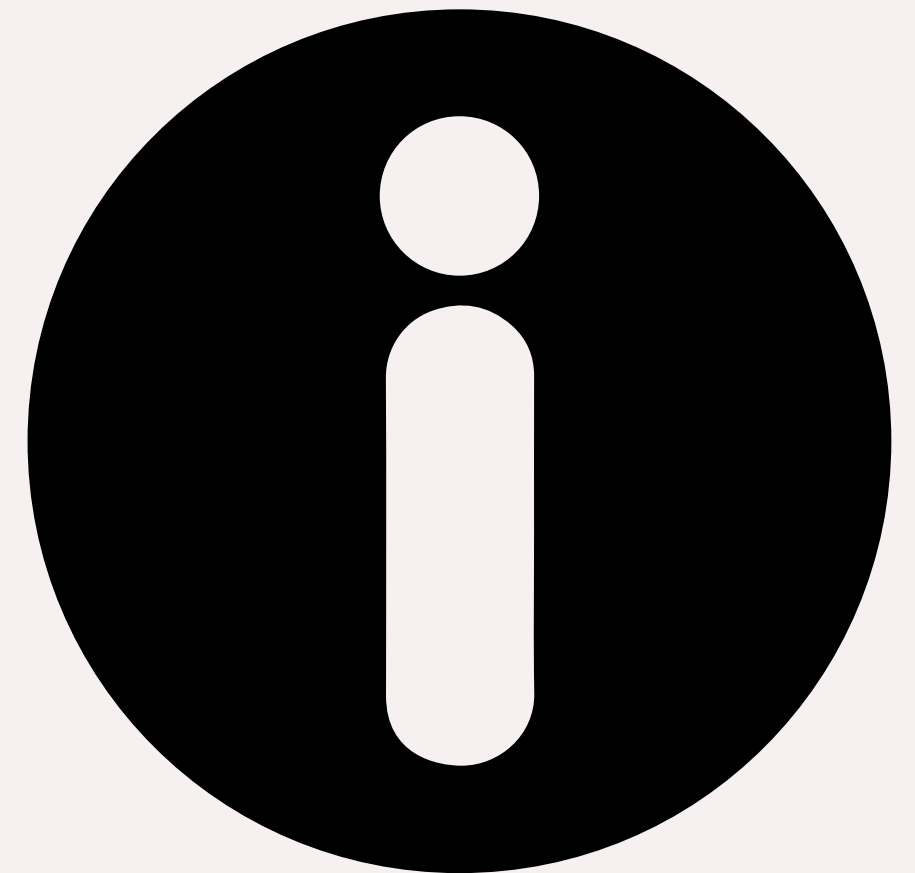
**Rule: Content is the conductor of your design.**

Think about the story you want to tell first, then design it

Image captions/call out boxes

Spell check

Peer review



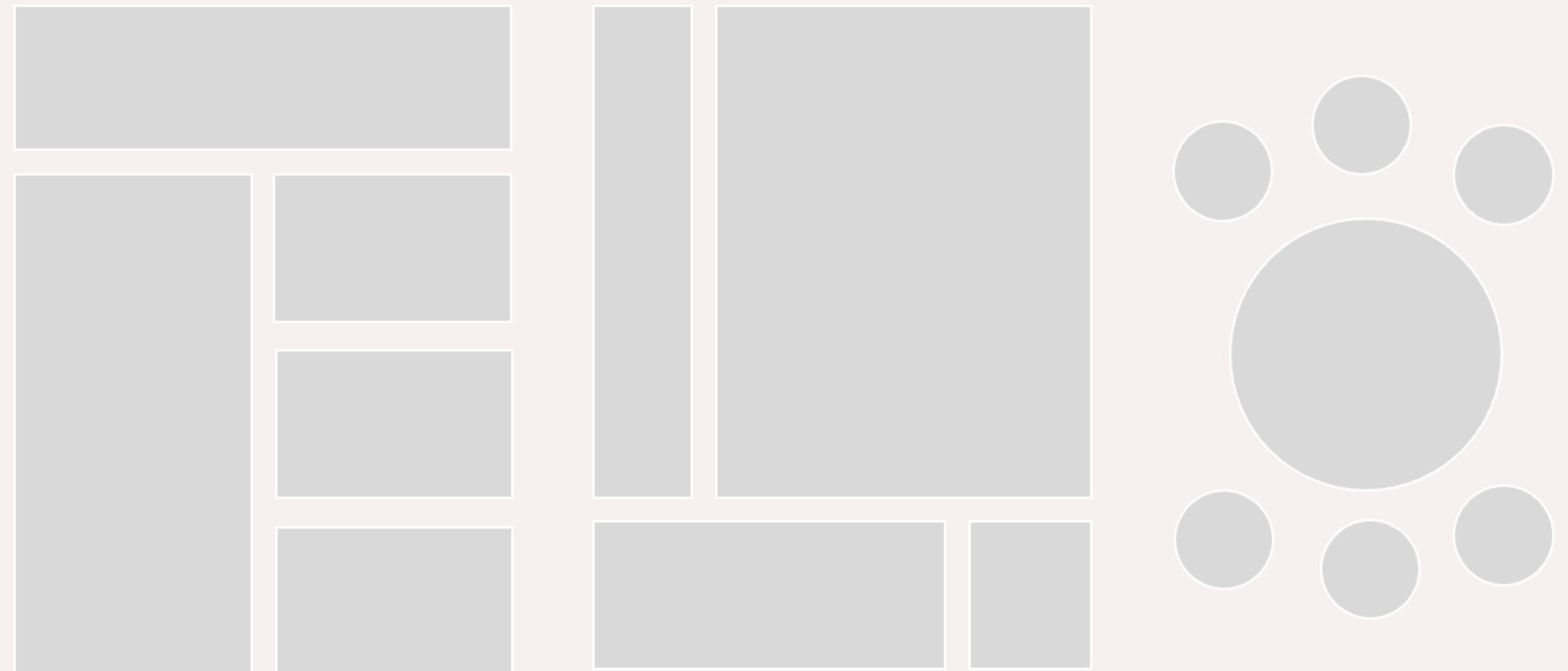


# Balance

**Rule: Arrange positive elements and negative space so that no one area overpowers other areas.**

Create cohesiveness,  
completion, and satisfaction.

Balance vertically, horizontally,  
diagonally, or background  
versus foreground.



# Hierarchy

**Rule: Visual cues guide your audience through information and level of importance.**

Headings

Sub-Headings

Body

Captions

Lists + Call-Outs

Color / Icons

h1 **Headline 1**

h2 **Headline 2**

body Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

list styles

1. Lorem ipsum dolor sit amet
2. consectetur adipisicing elit
3. sed do eiusmod tempor
4. incididunt ut labore
5. et dolore magna aliqua

call out **Lorem ipsum dolor**



# Emphasis

**Rule: Use emphasis to draw the viewer's attention to specific design elements.**

Emphasis can be created by size, weight, position, color, shape, and style.

Underline, Bold, Italic

Color + Contrast

Reverse Out Text

Size, Scale, and Placement Matter



# COLOR

Color adds interest and rhythm helping to guide the eye and support wayfinding. Thoughtful application and repetition strengthens and unifies branded materials while providing emphasis on information and call-outs.

## Getting Started Checklist Guidelines, Codes & Plans

"Harmony is essential to the spirit of the district; buildings don't stand alone."

Visual Reference Survey Comment

The documents below serve as complementary tools with reinforcing functions that together shape appropriate land use, development, design aesthetics, and quality of life in Historic West Des Moines.

### Design Guidelines

The guidelines reflect desired aesthetics related to the built environment and work in tandem with municipal codes and ordinances. The guidelines apply to all properties in their representative districts, including the 53 buildings listed as "Contributing" within the Valley Junction Commercial Historic District.

### Codes, Ordinances, Historic West Des Moines PUD

Codes and Ordinances, namely the Historic West Des Moines Planned Unit Development Ordinance (PUD), supplement the design guidelines by adding details, dimensions, and regulations. They identify permitted and conditional uses by district and regulate bulk, height, and density.

### A Pattern Book for West Des Moines Neighborhoods

The Pattern Book is a design resource for homeowners and residential properties within the broader Study Area and Transitional Residential District. It provides a style guide and design recommendations for building properties, context, landscaping, curb appeal, ADA access and more.

### Comprehensive Plan

The Comprehensive Plan provides an overarching vision for the City, and includes near-term and long-term goals, action steps, and implementation resources to achieve such and improve quality of life.

### Factors of Development Review + Approval



### Importance of Consistent Application

Historic West Des Moines offers a unique appeal not found in other areas of the City. The Design Guidelines (and other relevant Codes, Ordinances, and Plans) help preserve and enhance this appeal. The collective suite of implementation tools and reviewing bodies, as highlighted above, work together to communicate and reinforce design intent and standards for future development and redevelopment. City officials and staff should apply these guidelines with consistency to reinforce the desired appeal and character of the area. Further, consistent application demonstrates clear and predictable expectations and treatment of applicants across varying submissions.

## Overview on the Design Guidelines The Districts

The HWDG Design Guidelines address the following districts:

### Chapter 1: Valley Junction Historic Business District

The Valley Junction Historic Business District is the heart and soul of Historic West Des Moines. Centered along 5th Street, this walkable, charming area with historic roots is characterized by traditional and eclectic mixed-use buildings, multi-level alleyways, art and patios. Timeless architecture unifies the district, with colorful pops of character sprinkled throughout signage, awnings, entryways, and public art.

### Chapter 2: Valley Junction Transitional Residential District

The Transitional Residential District neighbors the Historic Valley Junction Business District and includes a mix of starter homes, live-work dwellings, and low-density uses. Buildings must be residential in appearance with sloping roof forms, quality articulation and design that strengthens the quaint, walkable, neighborhood charm.

### Chapter 3: Valley Junction Railroad Avenue District

The Railroad Avenue District shares contextually appropriate recommendations to foster mixed-use experiences and synergy with surrounding uses. There are 2 sub-districts: VJ-RR-1, located north of Railroad Avenue, and VJ-RR-2, located south of Railroad Avenue. Permitted uses and height restrictions vary based on sub-district.

### Chapter 4: Valley Junction Mixed Industrial District

The Mixed Industrial District shares contextually appropriate recommendations to improve the relationship of interfacing use and foster creative business models that enhance local neighborhood vibrancy. There are 2 sub-districts: VJ-MI-1, located north of Railroad Avenue, and VJ-MI-2, located south of Railroad Avenue. Permitted uses and height restrictions vary based on sub-district. In addition to building form and architecture, improved site design, screening and public art are important factors of this district.

### Chapter 5: Valley Junction Commercial District

The Commercial District addresses commercial developments generally located along Grand Avenue and 1st Street. Guidelines provide recommendations for quality architecture, materials, built form, site design, landscaping, screening, and parking. Please see the zoning map in Chapter 5 for specific boundaries.

### Existing Site Photos of Design Districts



### VJHB Design District

#### Site + Streetscape Precedents

##### Shaping The Outdoor Room

Site design, streetscape elements, and building architecture should come together to create what is referred to as an "outdoor room" i.e., an inviting and intimate environment for pedestrians and shoppers. The key theme in creating such is consistency in building setbacks, ground floor height, and streetscape rhythms across buildings and blocks within the district. The elements include:

- Buildings at property lines, create a consistent streetwall with recessed entryways, frontage zone for retailers, and amenity zone adjacent to parking pads. Some setbacks can occur if outdoor dining is located in front.
- Buildings share a consistent scale by maintaining ground level heights between 10-12 feet and reinforcing the pedestrian scale with awnings and architectural details such as kneewalls.
- Entrances and windows provide a consistent rhythm with regard to spacing and distance between each other.

These design precedents are reinforced in Block Street and recommended as part of the Site + Streetscape Design guidelines for the VJHB District.



Amenity Zone	Pedestrian Zone	Frontage Zone
0 Ft Power Planters Street Trees Light Poles	5 Ft Minimum Unobstructed Sidewalk Walking Area	3 Ft Maximum Entry Planters Sandwich Boards Street Benches <small>* This area must not impede the flow of pedestrian traffic.</small>

## Getting Started Checklist Approval Process

Depending on the type and nature of your submittal, the required documents and steps to achieve approval may vary. All development projects begin with a Pre-Application Meeting. The Pre-Application Meeting serves two important functions: (1) It allows staff to review initial plans and communicate expectations and requirements prior to the official application being filed and (2) it provides the applicant the opportunity to ask questions to better understand how to prepare or refine their project to best ensure an efficient review process, with their project being supported and approved.

After the official application, fees, and project plans have been submitted, materials will be distributed to varying departments for detailed review and comment. Once comments have been addressed, the project is scheduled for consideration by the appropriate approval body. To learn more about the development review process, submit needs, and online application portal please visit the City's website:

<https://www.jehs.iowa.gov/government/development-services/online-development-center>

### 1-2-3 Getting Started!



### SUBMITTALS MAY REQUIRE THE FOLLOWING



# VISUALS

Visuals, icons and images, are processed by our brains 60,000x faster than text allowing content to be understood more readily. Images help to tell a story and can visually represent messages and concepts to reduce and support text.



ALIGNMENT

Alignment is the visual connection between elements, allowing eyes to seamlessly flow through the content and absorb it more easily.



5. SIGNAGE:	6. AMENITIES:	7. SAFETY:	8. OUTDOOR DINING:
Navigation from place to place is an integral part of everyday life. People use their knowledge and previous experiences to find their way in the built environment. Signage is key for welcoming visitors (at gateway locations) as well as orienting and directing users to destinations and parking. Wayfinding signage does just that, it helps visitors find their way, get around, and understand the business districts. It also sets a tone for what people feel and think when they come to Winnetka. Signage must be focused and thoughtfully considered to celebrate Village character and not appear cluttered or confusing. An important consideration is also "user distinction" i.e. residents who understand their way around, versus visitors who may be unfamiliar with the districts.	Pedestrian and bike amenities should be further integrated and follow a design to respect the distinctiveness of the districts. The Village can also continue to provide and maintain street amenities including benches, interesting seating, creative / interactive public art, planters, trash containers, recycling and water fountains to ensure business districts invite users to stay and enjoy.	Safety is crucial and should be thoughtfully considered for all users and furthered via lighting, pedestrian and bike amenities, crossings, bump-outs, etc. Future design guidelines should be integrated with the recommendations contained in the Transportation Plan to successfully plan for the interplay between pedestrians, cyclists, and motorists. A variety of tools are available to achieve the desired characteristics including signage, intersection treatments, crossing treatments, buffers, and traffic calming.	In the Midwest, where the warm seasons are limited, outdoor dining is especially dear as a way to enjoy community, friends, and neighbors. Outdoor dining is important to many residents and visitors (ranked #1 via the online quick poll). Creative integration should be explored via parklets (in Hubbard Woods), corner plazas, sidewalk patios (where the right-of-way allows), and temporary pop-up cafes at community events.

CHAPTER 5 | URBAN DESIGN

URBAN DESIGN

Isn't just about making places attractive. People tend to associate urban design with community beautification – and while it does many things to fulfill that role, it serves a much higher purpose. Elements of urban design / placemaking work together to compliment the look, feel, and function of Winnetka's business districts.

Effective urban design provides structure to the built environment by catering to all types of users – pedestrians, cyclists, drivers, residents, visitors, seniors, and children. It furthers safety via bike lanes, sidewalk connectivity, count-down signals, crosswalks, and bollards. It lets you know how to get places and when you have arrived at a community via directional and gateway signage.

Finally, it caters to enhancing users' quality of life via benches, patios, public art, shade trees, etc. that together provide a place to sit back, relax, and enjoy one's surroundings. High quality urban design encourages residents and visitors to stick around, enjoy the environment, dine at restaurants, and shop at stores.

Enhancing these elements is often referred to as "placemaking". Placemaking is a multi-faceted approach to the planning, design, and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and wellbeing.



CHAPTER 6 | LAND USE + ZONING

LAND USE+ZONING

At its most basic, the Village of Winnetka Master Plan land use element defines the types of businesses and dwellings that are more appropriate for the Winnetka business districts. Changes in land use from what exists now are taken as a given in planning – although in built-up communities like Winnetka those changes are incremental and happen over longer periods of time. However, given the existing character of the business districts, the future land use pattern can be expected to reflect what's there now: shops, restaurants, services, and some dwellings.

Even in the most stable business districts stores come and go, redevelopment opportunities are considered, and improving how the area looks is an ongoing effort by the Village, merchants, and property owners. The purpose of this chapter is to build on the Vision Statements and outline a path for the ongoing evolution of the business districts' physical form and vibrancy.

THE PURPOSE OF THIS CHAPTER IS TO BUILD ON THE VISION STATEMENTS AND OUTLINE A PATH FOR THE ONGOING EVOLUTION OF THE BUSINESS DISTRICTS' PHYSICAL FORM AND VIBRANCY.



BALANCE

Balance involves arranging positive elements and negative space so that no one area overpowers other areas.



## HIERARCHY

Hierarchy are visual cues that help organize a document and guide the reader through information and level of importance. Headings should have a clearly defined hierarchy

## EMPHASIS

Content is the design director and prime ingredient. Emphasis is a strategy that aims to draw readers' attention to specific content.



### CHAPTER 3

## Balanced Land Use

#### CHAPTER CONTENTS

- Guiding Principles
- Future Land Use Plan
- Land Use Categories
- Deer Park Concept Plan
- Land Use Strategies
- Character Zones

24 | DEER PARK COMPREHENSIVE PLAN UPDATE

Land use planning forms the organic development in the basic, physical Village, including retail concentrations provide guidance opportunities at



### CHAPTER 6

## Community Sustainability

#### CHAPTER CONTENTS

- Sustainability Planning
- Commitment to Open Space
- Recreation & Walkability
- Wellbeing by Design

"Sustainability focuses on meeting the needs of the present without compromising the ability of future generations. With increasing urbanization and population growth, sustainability concerns have increased in the last few years."

— Deer Park Sustainability Plan

The Village of Deer Park has always been closely tied to its natural environment, wetlands, and forested landscape and scenery. In 2019, the Village made a strong commitment to the environment and all elements of sustainability, as outlined in the Village's Sustainability Plan. This commitment has remained strong, and is a key component to the Comprehensive Plan and the Village's future.

DEER PARK COMPREHENSIVE PLAN UPDATE | 25

### Re:NewRand TIF Redevelopment Area

#### What is the Re:NewRand TIF District?

Re:NewRand is a project area situated along the highly trafficked Rand Road Corridor in Deer Park. It pairs opportunity sites with TIF incentives near a thriving commercial and retail district, offering significant opportunity for growth. Opportunity sites are located near major interstate highways and benefit from 47,300 average daily traffic on Rand Road. Project partners who build within the district benefit from a streamlined development process in a readily available reinvestment area.

#### Quick Facts & Figures

880K

Square Feet of Surrounding Retail Stores and Restaurants

47.3K

Average Daily Traffic on North Rand Road

\$167K

Village of Deer Park Median Household Income

134K

Trade Area Population 10-Minute Drive Time



#### Opportunity Sites

**CONTACT**  
Beth McAndrews  
Deer Park Village Administrator  
Phone: 847-726-1648 Ext. 102  
Email: bmcandrews@villageofdeerpark.org

#### Snapshot

important to understand and analyze of housing stock, amenities, and community. The image below is by generation. The two largest are Gen X and Gen Z, which indicate amount of the population.

of years have varied throughout a been a 4% decrease in young (4). However outside of this age bracketed younger with a median age of 3.9% for ages 40-49. The aging facility introduced the population helped increase the population (3.8% according to ACS data).

we will see the community population (25-54) gradually rising and into lower maintenance properties changes the Village will need to maintain that is attractive to this includes, as you will see in the wide array of housing that while looking for same homes national families, etc.



**AVG. ANNUAL DISPOSABLE INCOME**  
**\$149,000**  
(Village of Deer Park, Illinois 2019, Population: 10,000)



**AVG. ANNUAL HOUSEHOLD INCOME**  
**\$214,000**  
(Village of Deer Park, Illinois 2019, Population: 10,000)



**MEDIAN HOUSEHOLD INCOME**  
**\$527,500**  
(Village of Deer Park, Illinois 2019, Population: 10,000)

#### Multigenerational Community - Deer Park Demographics



Project: Village of Deer Park Comprehensive Plan  
Lead Planner & Designer: Erin Cigliano  
Co-Designer: Emma Swanson



Questions?



# Thank you!

**Contact:**

Francie S. Lawrence, Senior Planner

[FSLawrence@TeskaAssociates.com](mailto:FSLawrence@TeskaAssociates.com)