

HINDSIGHT - A CONFERENCE ON URBAN PLANNING THROUGH THE EQUITY LENS

Organization: Diversity Committee, American Planning Association New York Metro Chapter
 Duration: 2017-2021
 Role: Design Director

Hindsight is an urban planning conference that focuses on diversity and social equity not solely as a topic, but as a lens through which all planning and community development should be implemented. A specific theme is selected each year, around a significant urban planning and equity-related milestone. The core conference team directed the conference based on BIPOC and equity centered tenets listed on the right hand side. In 2019, its third year, the conference attracted approximately 700 participants. During the pandemic, the 2020 and 2021 conferences were held virtually.

My main responsibilities as Design Director included:

- Developed and guided the character and content of the conference.
- Designed the branding, graphic materials (Programs and Request for Session Proposals), and mementos for each year's theme. Coordinated production and packaging of materials with MWBE vendors and volunteers.
- Organized exhibit, mobile library, and common spaces to provide a joyful and restful space for gathering and learning (in person and virtually).
- Partnered closely with Crux, a Black-owned production team, to create an inclusive virtual conference experience.

- Identity
- Layout/Print
- Website

Core Tenets of Hindsight

CENTER EQUITY IN THE FRAMEWORK AND DEVELOPMENT PROCESS.

Make it the core of the conference and a requirement for all sessions, not just a niche topic or track.

CENTER ISSUES AND SOLUTIONS FOR AND BY HISTORICALLY MARGINALIZED COMMUNITIES. Actively recruit and call for sessions led by BIPOC, people with disabilities, immigrants, LGBTQ+, immigrants/refugees, youth, and other intersectionalities; require a diversity in speakers.

ENSURE OPENING AND KEYNOTE SPEECHES PROVIDE A PLATFORM AND VISIBILITY for historically marginalized voices. Representation matters on the main stage.

STRIVE TO BE AFFORDABLE, ACCESSIBLE, AND INCLUSIVE. Everyone needs access to the table, regardless of income or differing physical, sensory, and neuro-abilities. Allow for a sliding scale or free admission to seniors, students, recent graduates or the unemployed.

EMBRACE THE NON-TRADITIONAL IN YOUR CONFERENCE STRUCTURE. Create space for intersectional conversations, healing, and encourage proposers to think outside of the traditional presentation format.

CENTER LOCAL MINORITY AND WOMEN OWNED BUSINESS ENTERPRISES for all vendors or outsourced tasks. Be sure to highlight their businesses in conference programs and on social media for the event.

PROVIDE OPPORTUNITIES FOR THE VISIBILITY AND PROFESSIONAL GROWTH OF PLANNERS OF COLOR by supporting volunteers as they step into roles that may differ from their traditional employment. Help them stretch their leadership muscles.

RAISE MONEY AND AWARENESS BY SUPPORTING SCHOLARSHIPS FOR BIPOC AND/OR LOCAL MUTUAL AID GROUPS. Donate a portion of conference revenue to organizations in your community doing good work.

BE CREATIVE WITH SPONSORSHIPS. Not all support needs to be monetary. Incorporating in-kind donations of staffing, technical assistance, etc, will reduce the cost of production and allow for a diversity of organizational support.

SUPPORT YOUTH PARTICIPATION. Be intentional by encouraging high school students (or younger) to both submit session proposals or attend the conference. It is important for young adults to see themselves as practitioners early in their education and in a positive light.



Curate Joyful, Restful, Inclusive Spaces in Person and Virtually



Instruction Guide to Navigate Different Rooms in Digital Platform



Hosted Collective Remembrance: Mourning and Honoring Losses



Exhibit: Museum of Remembrance

Develop Justice-Centered Theme and Design Branding

2017

Establishing conference identity in its first year
100th Anniversary of Buchanan v Warley (*invalidation of racial zoning*)



logo

program

button



2018

Incorporating conference identity into new theme
50th Anniversary of the Fair Housing Act (*fair housing*)

Recognizing the 50th Anniversary of the Fair Housing Act

HINDSIGHT CONFERENCE
28 Sessions + 3 Showcases
November 2, 2018 8:00am - 5:15pm
Silberman School of Social Work
Hunter College
2180 Third Avenue
New York, NY 10035

[IN-SIGHT]-VISITS
4 Tours in 3 Boroughs
November 3, 2018

Regular: \$50
APA/EDC: \$45
Student/Senior: \$10
Community Organization: \$20
Cost Includes Breakfast and Lunch
Livestream available for \$40

Find out more at
www.hindsightcon.com
@divcomm
divcommitee

Presented by:
American Planning Association
Making Great Communities Happen

Sponsored by:
NYCEDC
ARMANDO
NEW YORK CITY DOT
GSAPP
NYU WAGNER
Pratt

KEYNOTE

Nupur Chaudhry
New York State Health
Foundation



Olatunde Johnson
Columbia Law School



Chanera Pierce
Fair Housing Justice
Center



Maria Torres-Springer
NYC Department of
Housing and Preservation
Development



flyer

sticker



button



2019

Expanding branding to a bigger venue and number of participants

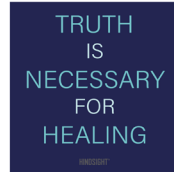
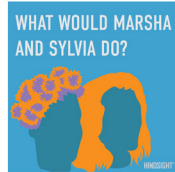
Erasure, Remembrance, Healing (*erasure of history, collective amnesia, the movement of remembrance, and community healing*)



flyer



button



sticker



2020

Transitioning to a virtual conference

Our Health, Our Future (*health and environmental inequities*)



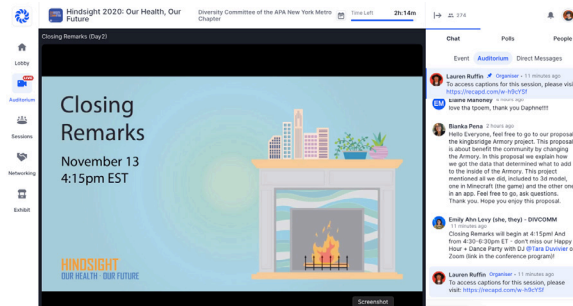
branding



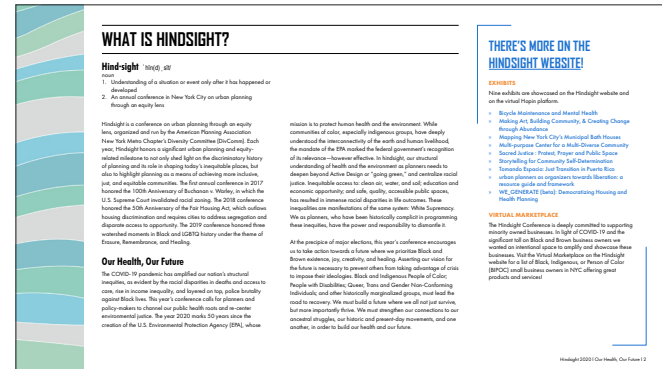
postcard



button



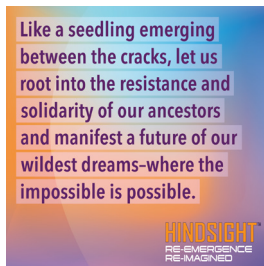
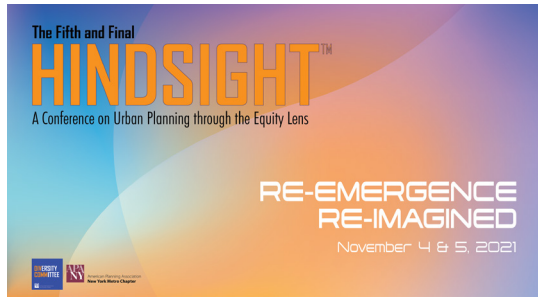
virtual space



program

2021

Closing out the final year
Re-Emergence Re-Imagined (*re-imagine an equitable future for re-emergence*)

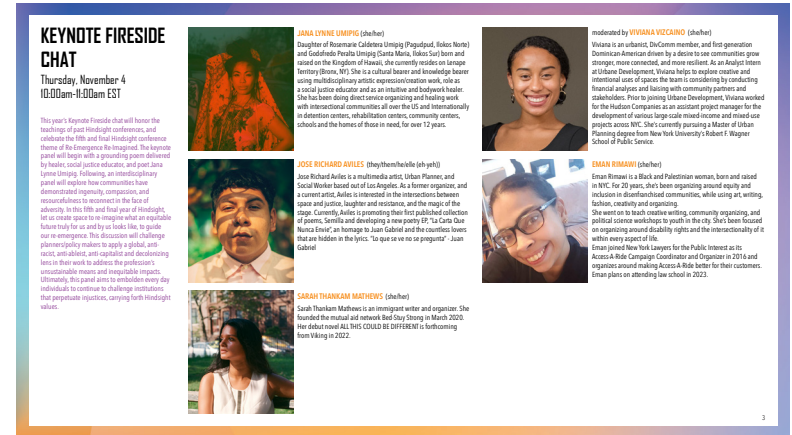


branding

button

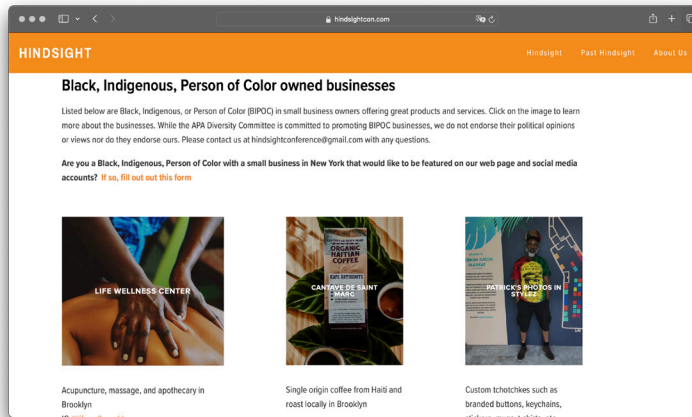
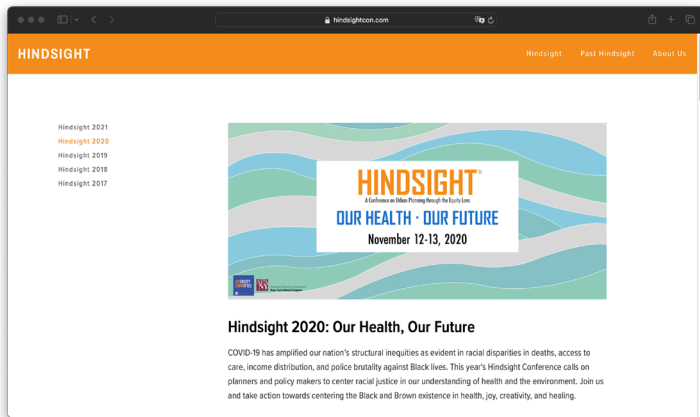


postcard



program

Digital



website

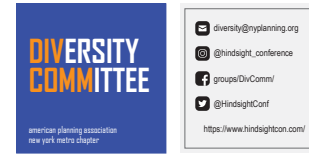
instagram



DIVERSITY COMMITTEE

Organization: Diversity Committee, American Planning Association New York Metro Chapter
 Duration: 2017-2020
 Role: Design Director

I was the Design Director for the Diversity Committee of the American Planning Association New York Metro Chapter. I developed branding, social media assets, and promotional materials for events and news sharing.



variation palette



event promotion

The Political¹ and Social Capital² Cost of Advancing Equity
 APA-NYM Diversity Committee Professional Development Panel

August 22, 2019 LMHQ
6:30pm - 8:30pm 150 Broadway 20th Fl, New York

Panelists:
HAFIZAH OMAR Senior Associate, Living Cities
JUSTIN GARRETT MOORE Executive Director, Public Design Commission
NAIM BROWN Director of Placed-Based Investment, Urbane Development

¹ Political Capital: The ability to influence standards, rules and regulations, plus their enforcement. It reflects access to power and powerbrokers
² Social Capital: The networks of relationships among people who live and work in a particular society, enabling that society to function effectively.

American Planning Association
 New York Metro Chapter
 Making Great Communities Happen



A PANEL AND NETWORKING EVENT ON
 minority | women
M | W
 owned
B | E
 business | enterprises

May 22 at 6:00 pm
 EDC, 110 William St
 New York, NY 10038

Register at
[www.nyplanning.org/
 events/mwbe-planning-
 -networking/](http://www.nyplanning.org/events/mwbe-planning-networking/)

PANELISTS:
Somi Kim
 SVP & Director, Opportunity M/WDBE,
 NYCEDC

James Johnson-Piett
 Principal & CEO of Urbane
 Development

Linda Barie Gumery
 Principal of Linda Barie Landscape
 Architect

Larisa Ortiz
 Principal of Larisa Ortiz & Associates
 Commissioner, NYC City Planning
 Commission

MODERATED PANEL:
 Hear from panelists on why and how they started their own firm, the challenges and rewards being an M/WBE, and how the City/State can better advance M/WBE planning and design.

OPEN NETWORKING + RESOURCES TABLES:
 To promote minority and women entrepreneurship in planning and design.

For more info, contact us at diversity@nyplanning.org

American Planning Association
 New York Metro Chapter
 Making Great Communities Happen

ASLA
 NEW YORK

NYCEDC
 New York City Economic Development Corporation

NYC
 DESIGN

- Identity
- Layout/Print
- Website

PREFACES - A GUIDE FOR PLANNERS OF COLOR

Duration: 2018-2019

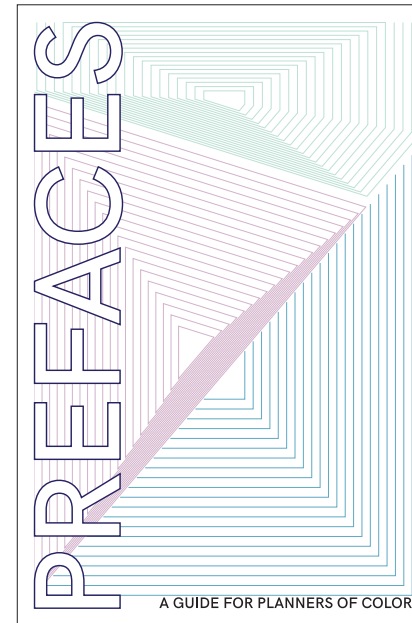
Role: Design Coordinator

Prefaces: Identity · Planning · Praxis is a guide for urban planners from underrepresented backgrounds. My teammate and I co-launched the publication in its first year. As the design editor, I created the branding and style for the publication and website.

I also coordinated and developed a series of video interviews, when the publication was launched. The interviews asked various students and professionals, including NYC Parks Commissioner Mitchell Silver, about their experiences in the urban planning field. The interviews were edited and published on Prefaces website.



publication layout



A GUIDE FOR PLANNERS OF COLOR

LEARNING TO VALUE AND LEVERAGE LIFE EXPERIENCES

Luis R. Gonzalez

I never thought graduate school would be for me. Truthfully, I didn't even know what it was until a few months into my freshman year in college. Neither of my parents made it past the 11th grade, so the idea of schooling after college was confusing to them since I wasn't going into medicine or law. It was almost as confusing as every conversation we've had about what planning entails—and yes, we're still working through that, but that's a totally different conversation.

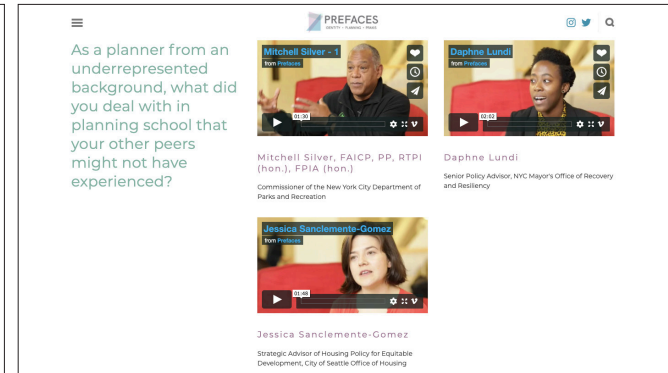
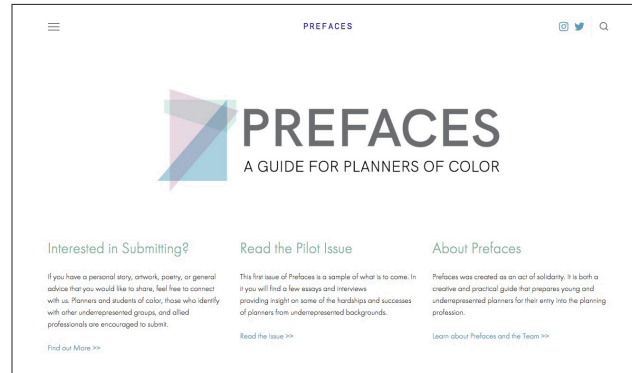
Planning programs can be intimidating spaces. At the graduate level, students aren't always told how valuable their lived experiences are unless they can be written down and quantified on a resume or job application. This puts many students of color—particularly first generation, foreign-born, and/or low-income ones—in what can often times feel like (or truly be) a point of disadvantage. While we're all individuals with unique experiences, it was clear to me from my first two days as a planning student that I had been living a vastly different reality than the majority of my peers. A reality that many of the people in my circles experienced, yet has been dismissed by society at large.

Still, there I was sitting in an auditorium of those who would be my peers for two years. Two of the most exhausting and debilitating years of my life because they constantly made me question the validity of my experiences. Yet in those moments of listening to my professors speak about the school's accolades, curriculum, and whatever else I probably forgot within an hour, I was one of the most eager and confident people in the building. I had a thirst for knowledge driven by the lack of opportunity that my family and friends had. Failure was not an option.

I wanted to be a change agent and advocate for those whose voices have been repressed. I wasn't sure how I would do it, but I knew that planning school would provide me with the appropriate tools. After all, I was attending a top-rated program that was consistently in the same conversations as schools like Columbia and MIT. However, it didn't take

3 | Essay / Learning to Value and Leverage Life Experiences

website



- Identity
- Layout/Print
- Website

BLACKSPACE GRAPHICS MANUAL

Organization: BlackSpace

Duration: 2020

Role: Graphic Designer

BlackSpace is a Black urbanism collective that gathers across fields to explore ways to center Black life in the built environment. I was asked to develop a graphics manual to help the then budding and expanding organization. The goal of the document is to establish the organization's graphic identity across all chapters around the country.

Logo Tiers

BlackSpace is an integral part of every branded piece of communication or item. It should not be removed from the logo for any reason.

- BlackSpace can stand alone without an accompanying city.
- City names will never be seen in a logo format alone, they will always appear alongside BlackSpace.

Tier 1: National

BLACKSPACE

Tier 2: City Affiliate

BLACKSPACE
CHICAGO

BLACKSPACE

Graphics Manual - Brand Logo 8

Tier 1: National

BlackSpace

Capital letter

Tier 2: City Affiliate

BlackSpace Chicago

City name (or state name, if approved)

Capital letter

BlackSpace CHI

3 letter City code (or State code, if approved)

Capital letter

Reversed Logo

The BlackSpace logo is shown here in reverse.

This version of the logo is made up of White and should only be applied on top of saturated images, black or secondary color backgrounds.

BLACKSPACE

BLACKSPACE

BLACKSPACE

BLACKSPACE

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Core Color Palette



Black

CMYK Breakdown
C(0), M(0), Y(0), K(100)

Screen Breakdown
R(0), G(0), B(0)

HTML Breakdown
#000000



White

CMYK Breakdown
C(0), M(0), Y(0), K(0)

Screen Breakdown
R(255), G(255), B(255)

HTML Breakdown
#FFFFFF

Secondary Color Palette



Coral

CMYK Breakdown
C(0), M(85), Y(68), K(0)

Screen Breakdown
R(240), G(78), B(79)

HTML Breakdown
#F04E4F



Gold

CMYK Breakdown
C(14), M(18), Y(100), K(0)

Screen Breakdown
R(225), G(196), B(34)

HTML Breakdown
#E1C422



Sea Green

CMYK Breakdown
C(54), M(0), Y(30), K(40)

Screen Breakdown
R(71), G(153), B(107)

HTML Breakdown
#47996B



Plum

CMYK Breakdown
C(0), M(36), Y(16), K(25)

Screen Breakdown
R(191), G(123), B(160)

HTML Breakdown
#BF7BA0



Squash

CMYK Breakdown
C(0), M(47), Y(97), K(29)

Screen Breakdown
R(180), G(95), B(5)

HTML Breakdown
#B45F05



Lime

CMYK Breakdown
C(24), M(0), Y(36), K(24)

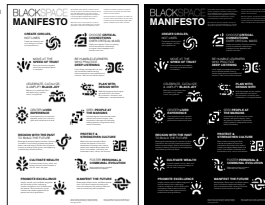
Screen Breakdown
R(147), G(194), B(124)

HTML Breakdown
#93C27C

Manifesto

BlackSpace have created this manifesto to guide our growth as a group and our interactions with partners and communities. We push ourselves, our partners, and our work closer to these ideals so we may realize a future where Black people, Black spaces, and Black culture matter and thrive.

Primary Version

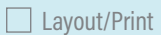
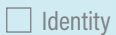


Color Version



BLACKSPACE

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CREATIVE RESTORATION: MAPPING COMMUNITY PRACTICES AND RESOURCES

Organization: Laundromat Project
Duration: 2023
Role: Create Change Fellow; Zine Designer
Capstone Project Team: Claudia Maturell, Hannah Miao, and Marwa Eltahir

I was selected as part of the 2023 cohort for the Laundromat Project's Create Change fellowship, a program for artists and cultural producers to develop and deepen a collaborative, community-based, and socially-engaged creative practice. Three fellows and I worked closely with community partner Restoration Plaza to engage Bed-Stuy residents in a collective, public space.

It was vital for us to: (a) prioritize the voices and feedback of local residents and neighbors (b) identify neighborhood specific solutions to inform future public programming decisions. Through community mapping, a participatory-action research method, we surveyed residents on two main questions: (1) How do you incorporate creativity into your life? (2) What resources would help you live a more creative life? We activated at two community events and also provided free portraits to community members in return for their effort.

I designed the zine that illustrates our findings. This offering is intended to contribute to the re-imagining of Restoration Plaza, as a public space that leverages the collective creativity of residents, artists, and community stakeholders. We hope that the asset-based design can start a progressive conversation on what we need and how we can share resources with each other.



community event

zine layout



99 CENTS & UP & UP

Duration: 2022
 Role: Co-Creator with Daphne Lundi

Laudi CoLab, one of my art collaboratives, was selected as part of the Data Through Design 2022 group exhibition. 99 cents store was our focus and our inspiration. We made visible discount stores - a ubiquitous but oftentimes invisible part of New York City's landscape - through their textures and products, and examined how we value, display, and see 99 cents objects through data mapping and visual interplays. The exhibit elements include riso and offset prints, zine, 99 cent objects, textile work, and a zine-making workshop.

I designed a booklet to share our research, methodology, and ponderings about 99 cents stores, aka, our attempt to make sense of 99 cents. The booklet was printed in 2-color riso.

99 cents & Up & Up

Laudi CoLab



City 99 Cents, Bedford Sheepshead
Source: Google Map

While chain dollar stores have set layouts and merchandise, mom-and-pop stores tend to have more variety. Given the racial/ethnic diversity of 99 cents business owners and the neighborhoods that their stores are located in, owners can curate the items they stock. Not only to meet the needs of the communities they come from, but the communities they've opened in. A dollar store in Sunset Park might carry Asian-style slippers and cookware, while a dollar store in central Brooklyn might carry eco hair-styling gel and coconut milk. While all these choices boil down to wholesale purchases, they also speak to decision-making around community needs and desires.



NYC Supermarket Needs Index 2018
Source: NYC Department of City Planning



99 Cents Store by Owners
Source: Our World in Data

How are communities/cities responding to the increase in dollar stores?

"Essentially what the dollar stores are betting on in a large way is that we are going to have a permanent underclass in America"
 -Garrett Brown, Customer & Wakefield quoted in Bloomberg Businessweek in 2017 article Dollar General Hits a Cold Mine in Rural America

Even with all of the creativity and business ownership opportunities that 99 cents stores provide, the rapid expansion of major dollar store chains and the predation on low-income communities is undeniable. So much so that municipalities have begun to organize against them. North Tulsa Oklahoma, once home to "Black Wall Street" a thriving Black community that was destroyed by white mobs in the 1921 Tulsa Race massacre, had no full-service supermarkets until 2021. Instead, it had more than 50 Dollar Generals, Family Dollars, and Dollar Trees⁶⁶. In response to the growing concentration of dollar stores, in 2018 the City Council passed one of the first ordinances in the country that limit new dollar stores from opening in north Tulsa. The ordinance also included provisions to encourage the development of new grocery stores⁶⁷.



Dollar General, North Tulsa, Oklahoma
Source: Google Map

Published in the Tulsa World
April 21, 2018

ORDINANCE NO. 23904

AN ORDINANCE AMENDING THE TULSA ZONING CODE, TITLE 42 TULSA REVISED ORDINANCES (HEREINAFTER "TITLE 42"), BY AMENDING CHAPTER 26 OVERLAY DISTRICTS, TO ADD SECTION 20360 ESTABLISHING A NEW OVERLAY ZONING DISTRICT TITLED "HEALTHY NEIGHBORHOODS OVERLAY", DESIGNATED BY THE ABBREVIATION "HNO"; ESTABLISHING PROVISIONS RELATED TO PURPOSE AND INTENT AND APPLICABILITY OF THE OVERLAY DISTRICT; ESTABLISHING REGULATIONS PERTAINING TO SMALL BOX DISCOUNT STORES AND COMMUNITY GARDENS WITHIN THE OVERLAY DISTRICT; ESTABLISHING REQUIRED OFF-STREET PARKING FOR GROCERY STORES LOCATED WITHIN THE OVERLAY DISTRICT; AND PROVIDING FOR EXEMPTIONS AND NONCONFORMITIES; AMENDING CHAPTER 28 BUILDING TYPES AND USE CATEGORIES, TO AMEND SECTION 35090.1.1 CONVENIENCE GOODS; AND SECTION 35090.1.2 CONSUMER SHOPPING GOODS; AMENDING CHAPTER 36 BUILDING TYPES AND USE CATEGORIES, TO AMEND SECTION 36060.4.1 TITLED "GROCERY STORE"; AMENDING CHAPTER 36 MIXED-USE DISTRICTS, TO AMEND SECTION 36020, TABLE 162, MIX DISTRICT USE REGULATIONS; AND TO AMEND SECTION 36024 TO ADD TABLE NOTE (D); AMENDING CHAPTER 35 OFFICE, COMMERCIAL AND INDUSTRIAL DISTRICTS, TO AMEND SECTION 35010, TABLE 152, O, C, AND I DISTRICT USE REGULATIONS; AND TO AMEND SECTION 35020 TO ADD TABLE NOTE (E); AMENDING CHAPTER 28, SPECIAL DISTRICTS, TO AMEND SECTION 28060, TABLE 282, MIX DISTRICT USE REGULATIONS; AND TO AMEND SECTION 28060(R) TO ADD TABLE NOTE (E); AMENDING CHAPTER 36 PARKING, TO AMEND TABLE 363, MINIMUM MOTOR VEHICLE PARKING RATIOS, TO ESTABLISH OFF-STREET PARKING REQUIREMENTS FOR SMALL BOX DISCOUNT STORES AND GROCERY STORES; REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HERewith, AND DECLARING AN EMERGENCY.



Municipalities with Dollar Store Restrictions
Source: Institute for Local Self-Reliance

Introduction

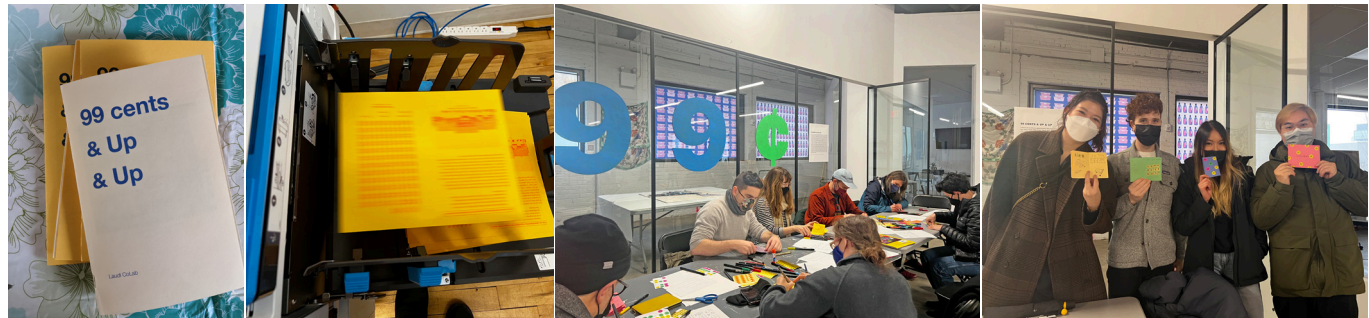
What's this exhibit going to be? A dollar store exhibit that is not the dollar store, but a more contemplative piece. Their existence in the urban environment of Tulsa that goes so unmentioned, and so unregulated. Their existence and growth are undeniable in their own right, especially when it comes to their contribution to the city's economic landscape. But we have to ask, are we building a store that these stores need, and what that means to the people who live there.

References:

1. "Dollar Tree and Family Dollar." *State of the States 2021*. Center for the States. Tulsa, Ok: 2021.
2. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
3. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
4. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
5. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
6. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
7. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
8. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
9. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network
10. "Dollar Tree." *The Dollar Store News Network*. Tulsa, Ok: 2018. www.dollartreestore.com/news-network

booklet layout

zine-making workshop



- Layout/Print
- Exhibit