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Juan A. Ayala
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EDUCATION

2009 – 2012 Masters of Architecture
School of Architecture, New Jersey Institute of Technology, Newark, NJ

2011 Architecture
Les Ecoles D'Art Americaines de Fontainebleau, Fontainebleau, France

1998 The New Urbanism
School of Architecture, University of Miami, Coral Gables, FL

1995 Video Simulation in Environmental Design
Graduate School of Design, Harvard University, Cambridge, Mass

1994-1995 Graduate Studies in Urban Design,
Rutgers University, Edward J. Bloustein School of Planning, New Brunswick, NJ

Jan 1994 Bachelor of Science, ENVIRONMENTAL PLANNING AND DESIGN
Rutgers University, Cook College, New Brunswick, NJ

Jan 1993 Certificate, URBAN PLANNING
Rutgers University, Livingston College, Piscataway, NJ

TEACHING HONORS

Jerome Rose Excellence in Teaching Award, Edward J Bloustein School of Planning and Public Policy, 2019

COURSES TAUGHT

Graduate

34:970: 590, Graphical Communication & Design Representation

34:970: 593, Design Representation & Visualization

34:970: 601, Planning and Design 2

Undergraduate

01:090: 101, What is so Public about our Streets?

10:971: 202, Designing Healthy Cities

10:971: 314, Graphical Communication for Planners

10:971: 316, Physical Design & Site Planning

10:971: 403, Advanced Graphical Communication for Planners

SPEAKING

How Can Arts Help Revitalize Historic Hinchliffe Stadium?, Creative Placemaking Leadership Summit, Drew University, Madison, NJ

Urban Planning Visualization Gallery, American Planning Association, New Jersey

Visual Connections, American Planning Association, New Jersey

Saving Towns at Risk (STAR), Alabama Cooperative Extensions

Tools for Community Design & Decision Making, Denver, Colorado

Visualization Tools for Housing and Community Development, Governor's Conference on Housing and Community Development, Atlantic City, New Jersey

Civitas, Tools for Better Decision Making, Tallahassee, Florida

Tools for Better Decision Making, Stuart, Florida

Design Career Day, Princeton Day School, Princeton, New Jersey

JURIES

Environmental Planning Studio, Greenway Systems of NJ, Rutgers Landscape Architecture
Hurricane Maria Recovery Planning & Design Studio, Puerto Rico, Weitzman School of Design
NY APA Showdown

SKILLS

ArcGIS, AutoCAD, Rhinoceros (2D & 3D), Grasshopper, Sketch-up, Adobe Suites, Maxwell Studio
Render, Modeling Structures, Digital & Traditional Hand Drawing, Technical & Artistic Water
coloring, Teaching, Spanish Communication

TEACHING EXPERIENCE

Juan Ayala teaches urban design skills and the application of visual communication to the urban planning and design process. His skills in developing design solutions originate from an understanding of the traditions in hand drawing, modeling, photography, and image sequencing. In his classes, Juan helps students discover their ability to think critically using a sequence of generated drawings, technical site and context information, and a good sense of the social environment. In time, they use drawings to help evidence about a place, emerge. Students practice making sound decisions during analysis, information synthesis, and design. Under his leadership, students come together around real world projects to discover meaningful and impactful designs using logic, reasoning, science, and technology.

Juan's research interests focus on the use of Computer Vision in urban planning process. My research seeks to improve evidence-based research and understand what metrics can be used to make sound decision about design, its performance, and its relevance to a place and its context.

Program Coordinator, Undergraduate Urban Planning & Design 2019 - Present

Edward J. Bloustein School of Planning & Public Policy, Rutgers University

Juan oversees the student's experience with the curriculum for the Urban Planning and Design major. He provides direction for improvements to the program and helps solve student class schedule conflicts. Students seek his advice for direction on career and graduate studies. Juan has coordinated an urban design forum for the entire design faculty to help maintain the teaching information current, discuss technology and its application to teaching, and improve communication between faculty – especially during this era of virtual reality.

Assistant Professor of Practice 2013 - Present

Edward J. Bloustein School of Planning & Public Policy, Rutgers University

Juan teaches an extensive set of skills and planning methods in planning and urban design. His graduate and undergraduate students learn the technical aspects of qualitative visualization techniques, site planning, and graphic communication techniques, within the context of the design process. His lessons bridge technological aspects of computer-generated graphics with data to the dynamic aspects of design. He uses real world projects to derive precedents and to understand how to approach the social challenges resulting from issues trending in the urban environment. He incorporates urban planning and design tools such as GIS, design charrettes and civic engagement techniques to help derive solutions and to direct students to investigate planning ideas.

Juan has made significant contributions to the urban planning curriculum at Bloustein. In addition to revising the existing graphical communication courses and creating a new course, *Advanced Graphical Communication*, Juan helped revise the course of study for the graduate course, *Planning and Design 2*, an advanced course on planning and urban design. Enhancements to these courses include the integration of GIS and economic feasibility studies, on-site analysis, precedents research and visiting professional planning firms. For the undergraduate course, *Physical Design and Site Planning*, he was instrumental in adding classical readings about urban planning and the use of physical models.

His combined experience of teaching and practice was a good source of information to help shape the 5-year Joint BA and BS program for undergraduates seeking a master's degree. Juan was also instrumental in shaping the graduate Design Concentration. His understanding of teaching skills in his professional experience allows him to see the benefits of sequencing classes with calculated learning goals to achieve a greater understanding of urban planning and design. His approach to teaching has led to the development of the following real-world projects in which other classes in the program have tied in lessons in community development, transportation, affordable housing, and infrastructure planning.

Urban Design Redevelopment Projects for LRK Architects

Lakeview Village Height Study (177ac), Mississauga, Canada, 2019
 Clemson University Campus Housing Plan, 2018
 Provenance, Discovery Park District, (65ac) Purdue University, W Lafayette, In, 2019
 UMORE Park Neighborhood Plan, MN, 2018

Urban Design Redevelopment Projects

Germantown Avenue Corridor Redevelopment Plan, North Philadelphia, Pa, 2019
 North America Street Corridor Redevelopment Plan, North Philadelphia, Pa, 2018
 Urban Redevelopment Plan, Washington Ave Neighborhood, Philadelphia, Pa, 2017
 Phillipsburg Waterfront Redevelopment Plan – Historic Site, 2017 - 2018
 Infill Redevelopment Plan, Northern Liberties, Philadelphia, Pa, 2016
 Transit Oriented Development – New Station, Wallington, NJ, 2015
 Waterfront Redevelopment -- Resiliency Plan, Jersey City, NJ 2014
 Post Sandy Resiliency Plans – Highlands, Sea Bright & Sayreville, NJ,
 Funded by the New Jersey Recovery Fund Dodge Foundation, 2013

Urban Planning Visualization Studies

South Main Ave Commercial Redevelopment Plan, Passaic, NJ, 2018
 Waterfront Redevelopment Plan, Liberty Harbor North, Jersey City, NJ, 2016
 Broad Street Station Neighborhood Transit Plan, Newark, NJ, 2016
 Mixed Use Neighborhood -- Intergenerational Plan, New Brunswick, NJ, 2015
 Transit Oriented Neighborhood Development, New Brunswick, NJ, 2014
 Downtown Infill Expansion Plan, Sayreville, NJ, 2013 (Part of Resilient Plan)
 Livingston Avenue Neighborhood Redevelopment, New Brunswick, NJ, 2012
 Campus Site Plan, College Avenue, Rutgers University, New Brunswick, NJ, 2011

Urban Design Precedent Research (Data & Visualization)

Fairview (Yorkship Village), Camden, NJ
 Forrest Hills, Queens, NY
 River Gauche, Paris, France
 Stapleton, Denver, Colorado
 Battery Park City, Manhattan, NY
 Down Under the Manhattan Bridge Overpass, Brooklyn, NY
 Princeton & Princeton University, NJ

Adjunct Professor

2010 - 2013

Edward J. Bloustein School of Planning & Public Policy, Rutgers University

Juan taught graphic communication techniques for planning and urban design. He designed the course of study for the graphical communication class and formed learning objectives to understand the urban planning process. Juan developed an upper level design preparation course, *Advanced Graphical Communication*. This new course added two advanced computer programs to the curriculum and taught techniques in visualization, photo-editing, 3D modeling, Image sequencing, and mapping. These advanced skill set helped students learn how to document all drawings in the urban design process and improved their market value.

On-Line Planning Instructor**2009 - 2010***Bloustein On-line Continuing Education Program (BOCEP)**Edward J. Bloustein School of Planning & Public Policy, Rutgers University*

Juan taught a series of on-line classes for planning and urban design. He provided real-world application for design research and visualization techniques to discover current issues and trends effecting a particular area. He illustrated how urban design itself is a tool for design research in community development.

- *Urban Design for Community Development;*
- *Visualization Techniques for Community Participation;*
- *Technical Aspects of Visualization.*

PROFESSIONAL EXPERIENCE

Juan Ayala is a highly skilled design professional with national and international experience in managing and designing complex architectural, urban design, planning and community design projects. He has over 25 years of experience in leading a wide range of projects from small towns and resorts to large mixed-use urban development/redevelopment projects. He strategically included advantages for multi-modal transit linkages and sustainable design to projects who serve these community amenities well. He has the leadership experience to engage the client in design explorations that would respectfully challenge their understanding and knowledge of the project's design solutions. He liaised between a variety of clients and multi-disciplinary project teams -- effectively communicating a means to achieve the client's project goals. He has the proven ability to strategize an approach and direct his design team and project consultants toward achieving actionable plans. As a project leader, he was reliable in bringing to completion regional transportation plans, master plans, comprehensive plans, specific area plans, building design and development drawing documents. From initial design concept through entitlement and development, Juan synthesizes complex ideas into clear and direct illustrations, while developing design ideas and establishing performance benchmarks. Juan is a registered candidate of the National Council of Architectural Registration Board.

PROJECT DESIGN HONORS

Architectural and Urban Design Sketches, d3space/sketch International Exhibit
 Urban Development & Design, Arkansas Chapter of the American Planning Association
 Comprehensive Plan for a Large Community Award, High Point Core City Plan: High Point, NC
 Award of Excellence in the Resort & Entertainment Category, FLASLA
 Outstanding Public Outreach Las Vegas 2020 Master Plan, Nevada APA
 Outstanding Planning Award for Cherry Hill Village, Michigan Society of Planning
 National Planning Award - Information Technology, American Planning Association
 Florida AIA Award, Orlando Naval Training Center
 New Jersey Planning Officials – Washington Town Center, Mercer County, NJ

Founding Partner**2007 - Present***GRID Design Studios LLC, Urban Design, Architectural Research, Visualizations & Watercolor Renderings*

Juan is a co-founder of GRID and carries out the firm's urban design projects. He led public participants in a wide range of design workshops from Transit-Oriented Redevelopment and community neighborhoods to Suburban Retrofit and Commercial Corridors. At the hub of a proposed regional Bus Rapid Transit System, Juan created urban design plan alternatives for the redevelopment site. He provided design solutions on community issues; directed participants toward problem solving; and educated the public about the planning process, community differences, culture awareness and understanding. He has worked with city officials, stakeholders, developers and residents to provide solutions about place issues such as parking, economic development, business recruitment and retention, residents' convenience to downtown area, urban forestry and agriculture and open space. His extensive background in urban planning and community design allows him to bring together community interest and city planning efforts to a consensus vision.

Architectural Design Guidelines

Translated into Spanish the Design Guidelines for the City of Plainfield, New Jersey, *Historic Districts and Sites*, 2015

Building Design & Site Planning

Fordham University 10,000 seat Sports Arena, Bronx, New York, 2012, Revised 2019
 Wallington Train Station, 2014 & 2016
 Little Ferry Waterfront Development Plan & Form-Based Code, 2015 - 2016
 Liberty Harbor North, Jersey City, 2017

Urban Design Plan

Agrarian Village Plan, Washington Township, New Jersey, 2019
 University Heights Campus Plan, Newark, New Jersey, 2010
 City of Camden, New Jersey, 2012 – 2013 (designer with A. Nelessen Associates)
 Douglass Block Neighborhood Plan, 2012

Comprehensive Plans, Master Plans

Starksville Comprehensive Plan, 2016
 Russleville Master Plan and Master Plan Update, 2011, 2016
 High Point Core City Plan: High Point, NC, 2007, 2010

Community Participation

Great Falls Arts & Revitalization Initiative, Paterson, New Jersey, 2011
 Land Use Leadership Alliance, Pace Law School, White Plains, NY, 2010
 Bound Brook Downtown Redevelopment Vision Plan, Bound Brook, New Jersey, 2010
 Northwest Bergen County Vision Plan, Bergen County, New Jersey, 2009
 Kearney TOD Vision Plan, Kearney, New Jersey, 2008
 Tappan Zee Corridor Transit-Oriented Development Plan, 2007

Vision Plan

Envision Linden, Linden, New Jersey, 2011
 Kingsport Visioning, Kingsport, TN, 2007

Regional Transportation Plan

Newark Springfield Avenue Bus Rapid Transit, 2010
 Eatontown Vision Plan, Eatontown, New Jersey, 2006

Project Designer/Project Manager**2006 - 2008**

Robert A.M. Stern Architects

Juan Ayala led the firm's largest urban design project, *Kaplankaya*, from project initiation through schematic design. He earned the client's trust after designing a phasing plan in which valued places were built-out with a selected unit mix and uses that demonstrated a successful proforma. His site plan created value to selected units set along the most prestigious views, landform and vegetation. He also served as a project manager and project designer for mixed-use, re-use and sustainable projects around the world. He worked closely with Mr. Stern and the project clients to set project goals, establish design parameters, and set sustainability benchmarks. He directed his team toward completing the project requirements within the scheduled time and budget while maintaining the project's design intent. As a project designer, he coordinated design and technical details with the project engineers, landscape designers and environmental consultants in all phases. He designed creative grading solutions to achieve low-impact site disturbance; on-site low cost construction practices; integrated grading with structural design; and a hydrology and water absorption strategy.

Architecture & Urban Design

Mixed Use High Rise Building Architectural Plans, Projet Viger, Montreal, Canada, 2008
 Resort & Hotel Plan, Hanwa, South Korea, 2008
 Mediterranean Village Master Plan, Cyprus, 2008
 High Rise Building, Monaco, 2008
 City Expansion Master Plan, Abu Dhabi, 2008
 Resort Master Plan, Silo Ridge, Amenia, New York, 2007
 Neighborhood Extension Master Plan, Kazakhstan, 2007
 Dharavi Redevelopment Plan, Mumbai, India, 2007
 Mediterranean Hillside Village, Kaplankaya, Bozbuk, Turkey, 2006 – 2008

Associate**2003 - 2006***Cooper, Robertson & Partners*

Juan Ayala served as a project manager and designer for a new village plan in Prague and new coastal town plans along the Gulf Coast in Florida and Texas. He directed his project teams to execute detailed drawings for house plans, pattern books and site plans from conceptual design through construction document. He produced and edited site plan construction document details through on-going design dialogues, critiques and reviews with his project team. Prior to design, Juan effectively illustrated efficient development plans based on proforma and existing zoning information to determine a site's potential development yield. He analyzes design information to achieve the best land use strategies while establishing the appropriate urban setting. As a designer, he has prepared designs, calculations, sketches, diagrams, schematic drawings, working drawings, and developed details and specifications to illustrate technical solutions to a broad range of challenges.

Architectural Design & Urban Design Implementation

Single Family Residential, Benice, Prague, Czech Republic, 2006
 Commodore's Pointe, Corpus Christi, Texas, 2005

Master Plans

Padre Island, Corpus Christi, Texas, 2006
 Benice Master Plan, Prague, Czech Republic, 2005
 Neighborhood Master Plan, International Trade Center, Morris Co., NJ, 2005

Pattern Books

WindMark Beach, Florida, 2005
 Commodore's Cove, Corpus Christi, Texas, 2006
 WaterSound West Beach, Florida, 2004

Project Designer/Project Manager**1999 - 2003***Looney Ricks Kiss Architects*

Juan led project designs for transit-oriented designs, town plans, urban infill, redevelopment and new towns. He illustrated solutions to place issues such as parking, economic development, business recruitment and retention, resident's convenience to downtown area and open space for city officials, stakeholders, developers and residents to understand design ideas and planning strategies. He prepared conceptual house designs, while testing all lot configurations; laid-out buildings with a neighborhood social logic; and created a site plan with the least amount of site disturbance. Juan effectively communicated with developers to establish clear architectural design guidelines for builders.

Architectural & Urban Design Review

Cherry Hill Village, Canton Township, Michigan, 2002
 Harbortown Commercial/Mixed Use Building, Memphis, Tennessee, 2001
 Greenhill Village, Vinings, Georgia, 2000
 Sand Creek, Carmel, Indiana, 1999
 Franklin Square, Metuchen New Jersey, 1998
 Friendly's Restaurant, Metuchen, New Jersey, 1998
 Linaz Property, Metuchen, New Jersey, 1998

Master Plans

Neighborhood Design & Housing, Marine Base Fort Drum, Watertown, New York, 2004
 Military Neighborhood Design & Housing, Paris Island, Beaufort, South Carolina, 2004
 Multifamily Neighborhood Site Plan – JPI, New Albany, Ohio, 2004
 Westbrook Village Site Plan & Design Guidelines, East Islip, NY, 2004
 Main Street & Central Avenue Corridor, Metuchen, New Jersey, 2003
 Vernon Town Center Plan, Vernon, New Jersey, 2003
 Providence Site Plan, East Islip, NY, 2003
 Fairsted – Arcadia, Manor Township, PA, 2003
 Florin Hill Urban Infill Site Plan, Mount Joy, PA, 2003
 Getz Site Plan – Charter Homes, Lancaster County, Pa, 2003
 Swar Run Site Plan – Charter Homes, Lancaster County, Pa, 2003
 Forrester Square Urban Infill Site Plan, Auburn, Michigan, 2002
 Water Street Urban Infill site plan, Ypsilanti, Michigan, 2002
 Infill & Redevelopment Site Plan, Cherry Hill, New Jersey, 2002
 Redevelopment Plan, Lawnside, New Jersey, 2002
 Hawthorne Village Site Plan, Milton Ontario, Canada, 2002
 The Gulch Retail Plan, Nashville, Tennessee, 2001
 Wealthy-Jefferson Design Initiative, Grand Rapids, Michigan, 2000
 Infill & Redevelopment Plan, Basking Ridge, New Jersey, 1999
 Huntersville/Cornelius Site Plan, Huntersville/Cornelius, North Carolina, 1999
 Greenhill Village, Vinings Georgia, 1999
 Baywood Neighborhood Design, Long Neck, Delaware, 1999
 Kinnelon Neighborhood Extension, Kinnelon, New Jersey, 1998
 Prairie Village Site Plan, Waterloo, Illinois, 1998
 Neighborhood Infill Master Plan, EFCO Properties, Metuchen, New Jersey, 1998
 Community Design Workshops, Hunterton County, New Jersey, 1998
 Regional Vision & Comprehensive Plan, Grey's Creek, Shelby County, Tennessee, 1998
 North Broad Street Corridor, Doylestown, Pa, 1998

Transit-Oriented Designs

Infill & Redevelopment Plan, Dover, New Jersey, 2002
 Rail Station Area Improvement Plan, Metuchen, New Jersey, 2001
 Transit-Oriented Development Plan, Hamilton Station, Hamilton, New Jersey, 2000

Visioning, Research & Design Guidelines

Washington Town Center Market Research, Washington, New Jersey, 2001
 Las Vegas 2020 Vision Plan, Las Vegas, Nevada, 2001
 Urban Design & Architectural Guidelines – Baywood, Long Neck, Delaware, 2000
 Main Street/Town Center Master Plan Update – Hillsborough Township, NJ, 1999
 Home Buyers Vision Survey – Arcadia Realty Corporation, Carrollton, Texas, 1999
 Center City Design Guidelines, Memphis, Tennessee, 1998
 The Homestead, Urban Design & Architectural Guidelines – Arcadia Realty, New Carrollton, Texas, 1998

Associate**1992 - 1999***A. Nelessen Associates*

Juan Ayala jump-started his career in urban planning while an intern, quickly establishing a role in visualization for a wide range of visioning and urban design projects led by Anton Nelessen. He first applied his design skills in the area of visualization, discovering the strengths and challenges of a community visual survey. His experience in visualization included the understanding of visual communication, precedents, design challenges, listening to the community and the client while testing design ideas. Juan provided leadership in discovering visualization techniques using the latest technology for the purpose of advancing community participation and decision making.

Master Plan & Town Planning

Baldwin Park (Orlando Naval Training Center) Site Plan, Orlando, Florida, 1997
 Downtown Redevelopment Plan – Downtown Blueprint, Milwaukee, Wisconsin, 1997
 Jefferson Park Urban Redevelopment Plan, Chicago, Illinois, 1997
 Washington Town Center Master Plan and Regulating Plan, Washington, New Jersey, 1996
 Comprehensive Plan, City of Batavia, NY, 1995
 West Palm Beach Town Center Design, West Palm Beach, Florida, 1995
 Brodie Creek Site Plan and Design Guidelines, Little Rock, Arkansas, 1995
 Urban Design Guidelines, City of Santa Fe, New Mexico, 1994
 Saint James Villages & Hamlets Land Plan, Prince George's County, Md, 1993
 Strategic Plan, Port of Olympia, Washington, 1992

Transit-Oriented Designs

King Street Station Design Guidelines, 1997
 North Philadelphia Community Initiative Transit & Community Redevelopment – SEPTA, Philadelphia, Pa, 1996
 Bergen County Transit Service Enhancement, Bergen County, New Jersey, 1995
 Long Range Transportation Plan – Lane Council of Governments, Eugene, Oregon, 1994
 Long Range Transportation Plan – Metro Plan, Little Rock, Arkansas, 1993

Visioning, Research & Design Guidelines

City of Orlando Vision Plan and Urban Design Guidelines, Orlando, Florida, 1997
 Midtown Atlanta Vision Plan and Design Guidelines, Atlanta Georgia, 1997
 Rockville Vision Plan, Rockville, Maryland, 1997
 Vision Plan & Urban Design Guidelines, City of Chattanooga, Tenn, 1996
 Vision Plan & Urban Design Guidelines, City of Reno, Nevada, 1996
 City of Fort Collins Vision Plan, Fort Collins, Colorado, 1995
 Infill & Redevelopment Design Guidelines, Crispus Attucks CDC, York, Pa, 1995
 City of Aurora Vision Plan, Aurora Colorado, 1995
 Commercial Corridor Study, Gresham, Oregon, 1994
 Livable Community Initiative Visioning, 1994
 Louisville, KY
 Rosslyn Station, Washington DC
 Corpus Christi, TX
 Urban Design Forum, City of Bellingham, Washington, 1993
 Chester County Vision Plan – Chester County 2000, Chester County, Pa, 1992