

CHARRETTE REPORT
APPENDIX B

CITY OF SCOTT
Purvis Morrison

FENSTERMAKER
Krista Goodin
Kam Movassaghi
Raymond Reaux
Ehab Meselhe
Jeanne Arceneaux
Mikeila Nagura
Gerald Reaux

ARCHITECTS SOUTHWEST
Steve Oubre
Lauren Boring
Jeremy Durham
Wesley Thiele
Steven Domingue
Michael Wayne Broussard

ANN GUISSINGER



OCTOBER 11-17, 2011

INTRODUCTION

A Charrette is an event that provides the Team an opportunity to interact with participants from the community in order to get immediate feedback on the Plan as it is being created. This Charrette was held in conjunction with the development of a Comprehensive Plan and Smart Code for the City of Scott. The Comprehensive Plan will act as a guiding document that will help the City plan for future growth and establish policies and guidelines to help the decision makers maintain the Community Vision over the next 20 years.

The Charrette Week was held October 10 – 17, 2011. The consultant team held community meetings at the City Hall on the evenings of October 10, 14, and 17 and conducted the design studio in the Emergency Services Building. The consultant team was led by Krista R. Goodin, Director of Planning at C.H. Fenstermaker & Associates (Fenstermaker) with Steve Oubre, Principal at Architects Southwest (ASW) and Ann Guissing.

ADVISORY COMMITTEE AND STAKEHOLDERS

The consultant team worked with Mayor Purvis Morrison to form an Advisory Committee and a list of Stakeholders. These groups represent the City's makeup and include individuals from transportation and public works, businesses, education, culture and tourism, recreation, faith-based organizations, realtors, elected officials and City staff, and area residents. Both the Advisory Committee and Stakeholders were asked to help advertise the Charrette and participate in Focus Group meetings during the week to provide additional input on topic areas.

SCHOOL ACTIVITY



On October 5, 2011 prior to the Charrette week, Fenstermaker and ASW visited the campus of Acadiana High School to lead Stephanie Bennett's 10th grade marketing class in a planning activity regarding the City of Scott Comprehensive Plan. The activity was an adaptation of a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The class was given a brief explanation of the Scott Comprehensive Plan process, then each table (5 groups of 4 students) were asked to use maps and markers to list strengths and weaknesses of the City. A student from each group presented their points, and then the consultant team explained the upcoming charrette week and what the students can do to participate. The feedback was helpful to give the team an understanding of what younger generations are looking for in their communities.

CHARRETTE WEEK

Fenstermaker and ASW set up a Design Studio in the Emergency Operations Room of the Emergency Services Building next to City Hall. This is where the Team compiled input from the public into written documents and drawings. The Focus Group sessions were held in the Fire Department Conference Room in the same building, and the meeting room in City Hall. The Opening, Mid-Point, and Closing Presentations were held in City Hall.

BUS TOUR

On Monday, October 10, 2011, the consultant team and members of the Advisory Committee went on a bus tour around the City of Scott. Mayor Morrison and members of the Advisory Committee were able to identify locations around the City that needed improvement and also areas that should be preserved. The consultant team was able to get an insider's view of what the residents like about Scott and also areas that the team should focus on for improvements.



OPENING PRESENTATION



The City of Scott hosted a social and presentation for the community on Monday, October 10, 2011 as the kickoff to the Charrette week. The purpose of this presentation was to introduce the public to the planning process, which included a history of planning, explained the Charrette, and discussed how the citizens would shape the Plan. The public was invited to stop by at any time during the week. The Team provided comment cards and evaluation forms at the sign-in table. There were 53 attendees, 25 comment cards and 22 evaluation forms submitted.

Summary of Comments:

The Team asked attendees to rank a list of issues from most important to least important to them. Here is a summary of the results of that exercise, from most important to least important:

1. Preserving the small town character (most important)
2. Creating a historic district
3. Creating a downtown
4. Growing local business/improving the economy
5. Creating a network of bike/pedestrian paths
6. Constructing new roads
7. Providing recreational opportunities
8. Encouraging redevelopment in blighted areas
9. Protecting natural lands like floodplains and open space
10. Making quality housing more accessible
11. Providing access to transit

SCOTT 2032 is going to be the Vision for the next 20 years. In order to get there, this Plan will need to address potential strategies to accomplish that future. Which ones are most important to you?

Please rank from 1 – 11 (1 equals top choice)

1	Growing local business/improving the economy
11	Protecting natural lands like floodplains and open space
10	Creating a network of biking and pedestrian paths
8	Making quality housing more accessible
9	Providing access to transit
7	Constructing new roads
3	Creating a historic district
5	Providing recreational opportunities
4	Creating a downtown
2	Encouraging redevelopment in blighted areas
6	Preserving the small town character

DESIGN STUDIO

The Design Studio refers to the time the design team incorporated ideas from the Focus Groups into the Vision and Plan. Citizens were invited to stop by any time throughout the week. Four citizens stopped by the open design studio during the Charrette week and provided visuals, notes, and feedback. The design studio was open daily from Monday, October 11 through Saturday, October 15, 2011.



FOCUS GROUPS

A series of Focus Groups were held Tuesday, October 11, 2011 through Thursday, October 13, 2011 in the Fire Department Conference Room in the Emergency Services Building. These groups offered Stakeholders and citizens the opportunity to voice input on issues and were based on the following topic areas: Drainage and Hydrology; Fire/Police; Transportation and Land Use; Utilities and Public Works; Business Owners/Economic Development; City Council; Culture and Tourism; Education, Recreation, and Library; Realtors; Residential Neighbors; and Faith and Community. The information gathered during these meetings was integrated into the drawings, Plan, and Code pieces developed in the Design Studio.



MIDPOINT ROUND TABLE

The Midpoint Round Table was held in the middle of the Charrette week as an opportunity for the consultant team to present sketches and preliminary ideas to the public for feedback before preparing the final drawings for the closing presentation.



CLOSING PRESENTATION



The City of Scott hosted a social and presentation for the community on Monday, October 17, 2011. The purpose of this presentation was to present the week’s work to the public, which included an outline of the Issues and Strategies developed throughout the week, and drawings to represent some of the strategies. There were 75 attendees.

SITE STUDIES

As a result of the design studio and input during the focus group sessions, the team developed several site studies.



PUBLIC OUTREACH

The team implemented several outreach methods to advertise the Charrette:

- Display Ads were published in local papers:
 - The Scott Connection – 10/5/11
 - Acadiana Gazette – 10/5/11
 - The Advertiser – 10/9/11
- Press Releases were sent to all regional media outlets on 10-4-2011 and 10-14-2011.
 - Subsequent television, radio, and newspapers covered the Charrette:
 - The Advocate – 9/27/11
 - The Scott Connection – 9/28/11
 - The Scott Connection – 10/5/11
 - KATC – 10/10/11
 - KATC – 10/17/11
 - The Advertiser – 10/17/11
- Phone calls were made to Stakeholders and Advisory Committee members to remind them about the Charrette.
- Information about the Charrette was posted onto the Great Scott Herald and Scott Genealogical Society Facebook pages – 9/16/11.
- Emails were sent to Stakeholders and Advisory Committee members with schedules and fliers to disseminate to colleagues, friends, and neighbors – 9/23/11. Business owners were asked to post fliers and schedules at their businesses. Churches were asked to post fliers in their bulletins.
- Fliers were posted at City Hall.
- Fliers were posted on City of Scott Website – 9/23/11.
- A message was included on the City of Scott Utility Bill which said, “Come Plan Scott’s Future! October 10th @ 6:00 PM www.cityofscott.org.”
- Fliers emailed to Stakeholders and Advisory Committee to post at businesses and churches.
- A Facebook page was developed and launched on 9/16/11, and the link was sent in all correspondence and referred to on fliers and schedules.
- A trailer with an electronic sign was parked next to the Railroad tracks on St. Mary Street on Friday, October 14 through Monday, October 17, 2011 to advertise the Closing Presentation.



THE ISSUES

Through meetings with the Advisory Committee, Stakeholders, and citizens, the Team was able to develop a list of Issues that the City of Scott needs to address in order to grow sustainably and become a resilient city. These issues are further explored within the Comprehensive Plan:

- Natural Environment: hydrology, open space, urban canopy, air quality, soils and topography
- Public Facilities and Services: utilities and infrastructure, transportation
- Community Form: land use patterns, urban design, neighborhood identity
- Community Systems: health, education, and recreation; arts, culture, and tourism
- Socioeconomic: employment, housing

THE GOALS

The following goals were developed during the Charrette to address the Issues that the Advisory Committee, Stakeholders and citizens developed. Each goal is supported with a series of strategies that are detailed in the Comprehensive Plan.

- Use stormwater best management practices to protect lives and property from flooding and to reduce impacts on water quality and mitigate costs of engineered stormwater systems.
- Provide convenient access to safe and affordable public park and recreation opportunities.
- Create and maintain clean, attractive public and private spaces in Scott; continue to make the appearance of the city something that is recognized and admired by visitors and a source of pride for residents.
- Provide a quality wastewater management system and conserve water.
- Ensure continued safety services to the residents of Scott.
- Ensure continued solid waste services and implement a recycling program.
- Provide a safe and efficient transportation network for all users.
- Become the gateway to Acadiana.
- Provide convenient access to community services.
- Celebrate the heritage, history and culture of Scott.
- Ensure that all residents have access to quality health care and medical services.
- Establish high-quality, sustainable development patterns to maintain a high quality of life.
- Continue to make Scott a great place to own and operate a business, large or small; promote policies and programs to sustain and improve small businesses.

NEXT STEPS

The Team posted a final presentation on the City of Scott website, posted links and updates to the Planning process on the Scott 2032 Facebook page, and emailed updates to all Stakeholders and citizens who provided their email address. In the months following the Charrette, the Team compiled the information gathered during the Charrette in order to complete the Comprehensive Plan and Code.

The post-Charrette timeline included:

- Preparation of Comprehensive Plan and Smart Code
- Review and Presentation
- Preparation of Draft Smart Code for Public Hearing and Legal Review
- Conduct Public Hearing and Adoption
- Training for Staff and Officials
- Post Adoption Implementation