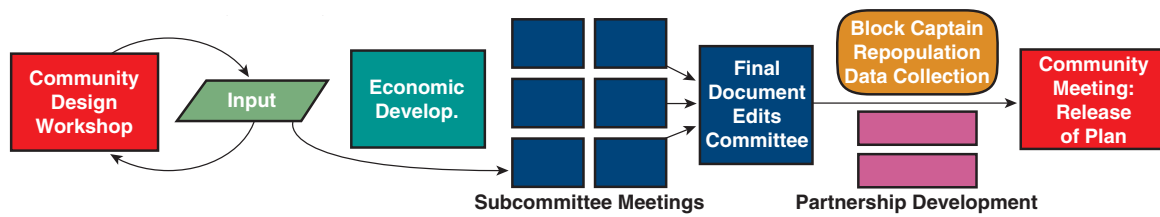


# PHASE 4



**DESIGN, DRAFT & RELEASE OF PLAN**

## PHASE 4: DESIGN, DRAFT & RELEASE OF PLAN



- 4.1 Community Design Workshop
- 4.2 Subcommittees: Drafting
- 4.3 Final Document Edits
- 4.4 Plan Unveiling

Phase 4 brings many components of the planning process together in a push toward the final product of a redevelopment plan. After the many meetings from Phases 1-3, the community must be able to evaluate the ways in which the future vision has taken shape. A partnership with an urban design firm that can serve as a graphic communicator allows the entire community to view the urban design component and future vision for the plan. In this process, residents can see the pieces of the plan come together and give feedback in public forums. Committees and subcommittees must continue to meet as they move into the drafting of different sections of the plan. A final document committee reviews the document for extensive editing and formatting. The final component of this phase is the official ‘unveiling’ of the plan to the community.



## A BOTTOM-UP APPROACH TO PLANNING: THE DESIGN AND DRAFTING PROCESS

### FLUID INPUT & DESIGN PROCESS

As the planning process gathers momentum into Phase 4 and the ideas from the subgroup dialogues and other community meetings are developed further, residents continue to play a central role in the process. This phase is critical because it is where the real ‘meat’ of planning occurs: ideas for a park are translated into real designs, a broader vision for children’s education is articulated in detailed plans for a Charter School, and strategies for business development are outlined. It is through the design workshop and subsequent meetings of the final document writing committee that the physical plan is produced. While there may be forms of external assistance from urban design firms, the uniqueness of the process lies in the fact that the residents themselves remain in the driver’s seat – they retain control throughout this phase. The design workshop is structured in such a way that the ideas of the residents are presented to the urban designers, who can then graphically communicate those ideas in an urban design format. But ultimately the residents have control during this process, and can push back and request adjustments to the designs until they reflect the vision of the community.

### SUBCOMMITTEE MEETINGS: ONGOING INPUT

Throughout this phase, the subcommittees continue to have a critical role in the planning process. The different subcommittees contribute to various components/sections of the plan, and are continually incorporating the resident feedback from ongoing community-wide meetings. Especially after the design workshop, the subcommittees can consolidate the resident feedback and the designs presented by the graphic communicators, and present their respective sections to the final document writing committee to be incorporated into the larger plan.

### FINAL PLAN: FEEDBACK & EDITING

Building on the continued dialogue and feedback from the community design workshop and subcommittee meetings, the final document committee is tasked with incorporating and consolidating all of those elements into the final plan. By utilizing a template to provide guidance about the necessary content and formatting of the final plan, the committee must strive to produce a final product that would stand up to the test of professionalism for any legitimate, accepted urban planning document.



### Ongoing Community Input

The residents’ participation in the entire process is the key to its uniqueness.

Those who have the greatest stake in the future of their community are the residents themselves – they call the shots and drive the process accordingly.

When it comes down to the final stages of planning, it is still the residents who assume the lead role.



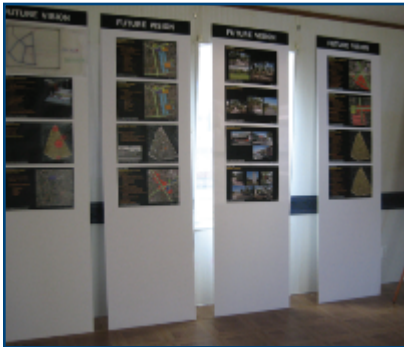
## Design Workshop

Partnership with an urban planning firm (graphic communicators)

Week-long community viewing process

Community potluck dinner & presentation

Forums for community dialogue/feedback (question & answer period, written input forms)



**BROADMOOR  
COMMUNITY  
DESIGN  
WORKSHOP**

**DAY 1 Monday, May 15th - 6:30pm**  
+ UNVEILING OF PROPOSED NEIGHBORHOOD PLAN +  
First Presbyterian Church - 5401 S. Claiborne

**DAYS 2-5 May 16-19, Tuesday-Friday**  
+ PLAN GRAPHICS AND MAPS ON DISPLAY FOR REVIEW +  
Church of the Annunciation - 5405 S. Claiborne

**DAY 6 Saturday, May 20th - 5:30pm**  
+ COMMUNITY INPUT, COMMENT, CONSENSUS BUILDING +  
First Presbyterian Church - 5401 S. Claiborne

## COMMUNITY DESIGN WORKSHOP

The redevelopment planning meetings and discussions culminate in Phase 4 when a design workshop is conducted. The workshop provides another forum for feedback and community involvement, where the visual representation of the ideas and projects for community redevelopment are displayed for the residents. This is best accomplished with the help of design mapping or charrette exercises from a professional urban planning design firm. Depending on the resources available to a community, the nature and scope of this design workshop process may vary. The workshop can be a day-long event, an evening, or a series of sessions spanning an entire week. However it is structured, it will be critical that residents are made aware of the process, through comprehensive advertisement. For those residents who are not able to attend the main design event with the urban design firm, there should be video or printed record of the discussions. The design graphics should also be made available to displaced residents via the website. Where possible, a phone-in conference call feature can be incorporated into the meeting as an additional way to expand participation. While the assistance of an outside design firm is important in bringing professional-quality components to the planning process, it is critical that residents retain ownership during this process. The community is the client, and the design firm is working for the community.

## DESIGN FOR THE PLAN

The significance of the graphic communicators in terms of the content for the final plan cannot be understated. The professional expertise in graphic and spatial communication is a valuable – and necessary – addition to the look and feel of the final plan. With a community-driven planning process, professionalism in the process and the output is critical for the community to be taken seriously. Urban planning firms understand the language of urban planning and what is expected in a professional redevelopment planning document. For example, while residents may be able to articulate verbally a security grid concept (designated housing throughout the community where police would be given subsidized homes), an urban planning firm would be able to create a map of the grid with those areas highlighted. Together, they create a compelling representation of a future vision for the community. And most importantly, external stakeholders (funders, politicians, etc) are likely to accept the legitimacy of the community's plan if it is professional.

## SUBCOMMITTEE MEETINGS: PLAN DRAFTING

In this planning phase, the role of the committees/subcommittees becomes more focused on the drafting of the final planning document. With subgroup meetings taking place less frequently, the subcommittees can begin to synthesize the input from the residents and draft the sections for the plan. The committees involved in this process include: Education, Economic Development; Repopulation; Urban Planning; Flood or Other Disaster Mitigation; Housing; Emergency Preparedness/Evacuation; infrastructure; Crime Prevention; and Transportation. The committees must incorporate the public input from the months of meetings, as well as research the methods by which to outline the issues and articulate the redevelopment visions in the plan.

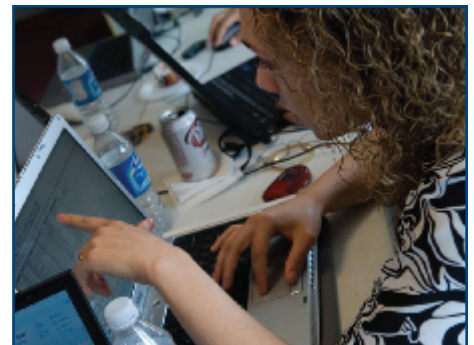


## REDEVELOPMENT PLAN TEMPLATE

A useful tool for subcommittees during this drafting phase is a template. Such a document can serve as a mock redevelopment plan that has examples of best practice planning models from communities around the country. These examples will not directly apply to every other community, but they provide some guidance in terms of the level of detail necessary, and options for the layout of different sections. In the case of Broadmoor, students and staff from Harvard University worked with Broadmoor residents to develop a plan template.

## FINAL DOCUMENT/EDITS COMMITTEE

This committee is tasked with the process of gathering all of the different sections written by the separate committees and subcommittees and putting them into a comprehensive format for the redevelopment plan. It is advised that a very small group (2-3 people) assume the task of final editing and formatting. If too many individuals are involved in that stage, it can delay the release of the plan and create inconsistencies with the format and tone of the document. The Final Document/Edits Committee does not write the plan, nor do they determine policy or content. Their role is to act as editors and coordinators. They have the overall knowledge of the plan and they look for inconsistencies and omissions. They ensure that the overall plan hangs together and tells a complete and coherent story. The Final Document Committee also looks for consistency of format and style. If there is a problem with the content for a specific section, the Final Document Committee sends it back to the original committee who authored that section with a request that it be rewritten, added to, shortened, etc.





## REDEVELOPMENT PLAN TEMPLATE

A template can help give residents who are on the various subcommittees and final writing committee a sense of the structure and professional elements that are expected for standard redevelopment plans.

Template is available for download at [www.belfercenter.org/broadmoor](http://www.belfercenter.org/broadmoor)

### DESIGN FOR THE PLAN

Broadmoor examined sixty-five different urban plans from communities around the country. From this research, they developed an outline for the Broadmoor Redevelopment Plan (next page). From the research Broadmoor selected the best format and used that to create a template (a 134 page mock plan). The template was created by cutting and pasting the best elements from each of the sixty-five urban plans. The template showed examples of the best ways to present each section of the plan. Commentary and instructions were included in the template to guide committees as they wrote their sections according to the template. The template became a tool to show the entire community what the planning process was striving to create.

A helpful resource was the American Planning Association (APA) website and the APA manual for urban planning. Another helpful planning tool is “The Smart Code” by Duany Plater-Zyberk & Company, available at [www.DPZ.com](http://www.DPZ.com). The Smart Code is a comprehensive and unified approach to urban planning – it provides a suite of tools, guidelines, and resources for creating a systematic redevelopment plan.

Source: The Smart Code, Duany Plater-Zyberk & Company, [www.dpz.com](http://www.dpz.com)





## BROADMOOR IMPROVEMENT ASSOCIATION

*Community Development Plan Draft Outline, 3/23/06*

### I. EXECUTIVE SUMMARY: *three to five page summary of the entire document*

### II. INTRODUCTION

**Purpose:** *purpose of the document*

**Vision:** *vision for community*

**Scope:** *what the plan covers and what it does not cover*

**Goals:** *key goals of the plan (e.g., repopulate Broadmoor to pre-Katrina level, create a vibrant and safe community, provide social services for underserved communities, become a model for neighborhood revitalization in New Orleans)*

#### **Base Assumptions**

**History:** *a brief history of the neighborhood with key historic significance*

#### **Boundary Map and Urban Context**

**Administrative Process:** *Describe how the plan was produced with special attention to the key elements of public process (e.g., public hearings, writing process, amendment process, structure of committees, appointment/election of committees and committee leadership)*

### III. EXISTING CONDITIONS: *Pre and Post Katrina where possible & context within N.O.*

**Population/Demography:** *race, age, gender, population trajectory*

**Economic Base:** *median income, major employers, types of employment*

**Environment:** *flood risk, natural assets such as trees and bushes, green space*

#### **Flood Mitigation**

**Land Use and Zoning:** *residential breakdown (low density, medium density, high density), business, parks, industrial, provide the city's zoning maps*

**Housing:** *housing types, owned vs. rented, condition, occupied or vacant, etc.*

**Urban Design:** *lighting, streetscapes, traffic lights, gutters, curbs, signage, communications, historic district, other aesthetics*

**Community Facilities/Services:** *education, library, churches, parks, police*

**Social Analysis:** *quality of life, sense of community, political climate*

**General Physical Conditions:** *road conditions, physical assets, trash, potholes, blight, etc.*

**Utilities:** *water, electric, sewage, gas, and communications.*

**Transportation:** *traffic, public transit, pedestrian traffic, bike traffic, etc.*

### IV. ANALYSIS OF SITUATION

- *Describe the interrelationships between the existing issues.*
- *Provide a breakdown of the situation with the key factors in order of priority.*
- *Highlight critical issues.*

### V. DEVELOPMENT PLAN AND RECOMMENDATIONS

#### **Repopulation**

#### **Flood Mitigation**

#### **Housing**

**Land Use:** *land use, zoning, and historic district*

#### **Urban Design**

**Economic Development:** *job creation, new business*

**Community Development:** *library, churches, social programs, quality of life, etc.*

#### **General Physical Conditions**

#### **Utilities**

#### **Transportation**

#### **Safety and Security**

#### **Emergency Preparedness**

#### **Education**

### VI. IMPLEMENTATION

#### **Strategies**

#### **Policies**

**Specific Actions:** *Responsibilities, Timelines, Monitoring, Living Document and updates*

#### **Funding**

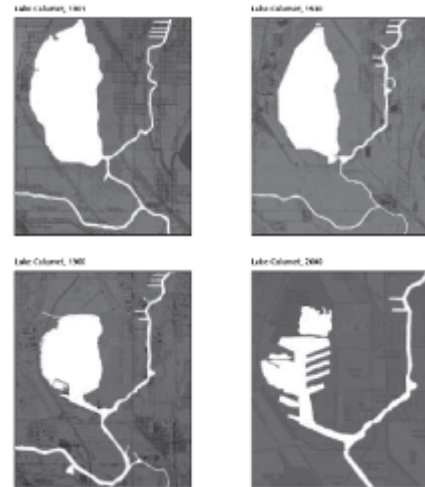
Below is an example from the template of a “Flood Mitigation” (Hydrology) section of an urban plan (sample plan) and instructions to the flood mitigation committee of what should be included in this section.

## Flood Mitigation

*[Few plans include a Flood Mitigation section. Broadmoor has tons of info on this. We will generally want to talk about what has been done to prevent Broadmoor from flooding (SELA project) and what happened during Katrina. Need to include FEMA NFIP repetitive loss property charts. Need to include SELA maps and photos of SELA construction. Need to include repetitive loss data pre and post Katrina. Need to show Broadmoor as dry as of Tuesday morning before levee breach waters reached Broadmoor (Joe’s photos). Below is an example, but Broadmoor’s will be much more in-depth.]*

Over the past 125 years the bodies of water and the overall hydrology of the Calumet area have been altered dramatically. As some bodies of water were being filled up, other portions of Lake Calumet and the rivers were being dredged to make them navigable for deeper draft vessels. Beginning in 1876, the Calumet River channel was straightened, and during construction of Burns Ditch in 1926, the Little Calumet River was straightened as well. These and other changes shifted the natural drainage of the Calumet area from Lake Michigan back the opposite way toward the Illinois River.

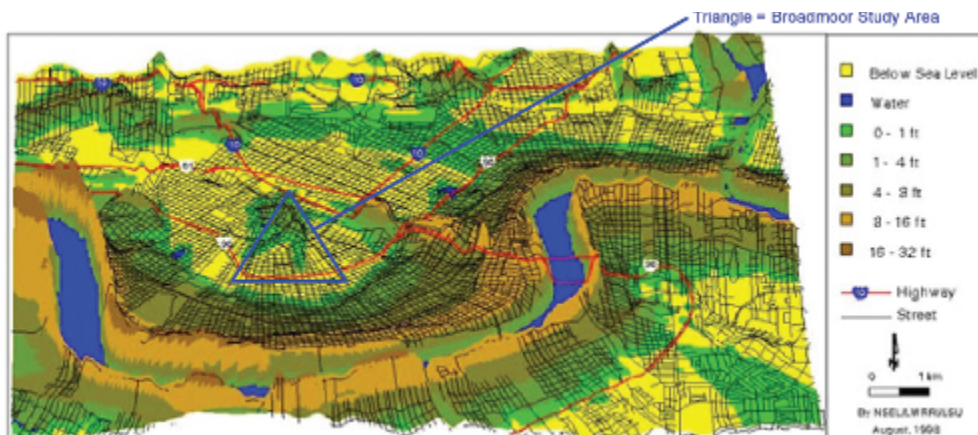
Today lakes and marshes have been filled in with slag and other waste materials to the point where some no longer exist. Lake Calumet itself used to extend to 98th Street and Woodlawn. But about a quarter of the lake has been transformed into land, and today the water’s edge is south of 103rd street.



Below is a sample of the “Flood Mitigation” (Hydrology) section of the final Broadmoor Plan, based on the above template.

## Hydrology

Geographically, Broadmoor is one of the lowest points in a low-lying, flood-prone city. Broadmoor has 365 acres of land, with the majority devoted to residential uses. The environment is largely reclaimed marshlands. It lies in the natural Mississippi River alluvial floodplain, but due to the New Orleans levee system, rarely sees river flooding and the associated depositing of silts. Like much of the region, the effects of man-made alterations to the natural environment has caused settling. The Broadmoor study area historically acted as a drainage catch basin for nearby higher ground formed by the natural banks of the Mississippi River which curves in a 200 degree semi-circle (the crescent of “The Crescent City”) around the neighborhood with higher ground nearly surrounding the neighborhood.





## RELEASE OF PLAN

### COMMUNITY-WIDE UNVEILING MEETING

A community-wide meeting should be scheduled at the end of Phase 4, to coincide with the completion and ‘unveiling’ of the final redevelopment plan. The meeting will be the first time that the public (all community residents) can see the plan in its entirety, even though there will have been other prior opportunities to view various design components (at the design workshop, for example). The large meeting will symbolize the culmination of many months of public engagement and participation in the community planning process.

This meeting must be advertised to residents within the community, residents who are displaced but may have the means to return for the meeting, local business owners, other surrounding communities in the city, local public officials (city council, mayor, etc), and the media.

The meeting should be organized with a clear agenda. Important partnerships should be identified as key contributors to the final planning product.


The final Broadmoor Plan is available for download at [www.belfercenter.org/broadmoor](http://www.belfercenter.org/broadmoor)

# BROADMOOR GENERAL MEETING

★ For ALL Subgroups ★

**MONDAY, JULY 17 - 6:30pm**

**First Presbyterian Church**  
**5401 South Claiborne Ave**



**UNVEILING**  
**Plan for Broadmoor**  
**Redevelopment**



## PUBLIC FEEDBACK/COMMENT PERIOD

After the unveiling, residents must be given an opportunity to view the final plan, and give feedback where they see fit. This is a very important part of the entire process, because it brings the participatory nature of the community-driven planning process full circle: residents are the creators and editors of the plan. There must be many ways for the community to view the plan, whether via CD-ROM, hard copy (if feasible on a mass-production scale), and available in a setting where residents can come in and view the plan in comfort. Feedback can be solicited through the use of a simple form (below).

### BROADMOOR REDEVELOPMENT PLAN FEEDBACK FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

How do you like the plan? \_\_\_\_\_

Comments / Suggestions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you interested in being involved with any of the subcommittees?

\_\_\_\_\_ Urban Planning

\_\_\_\_\_ Emergency Preparedness

\_\_\_\_\_ Economic Development

\_\_\_\_\_ Transportation

\_\_\_\_\_ Wilson School

\_\_\_\_\_ Keller Library

\_\_\_\_\_ Block Captain Meetings

\_\_\_\_\_ BIA Volunteer