



# **Scotlandville Community Strategic Plan**

## ***A Community of Opportunity***

December 14, 2021



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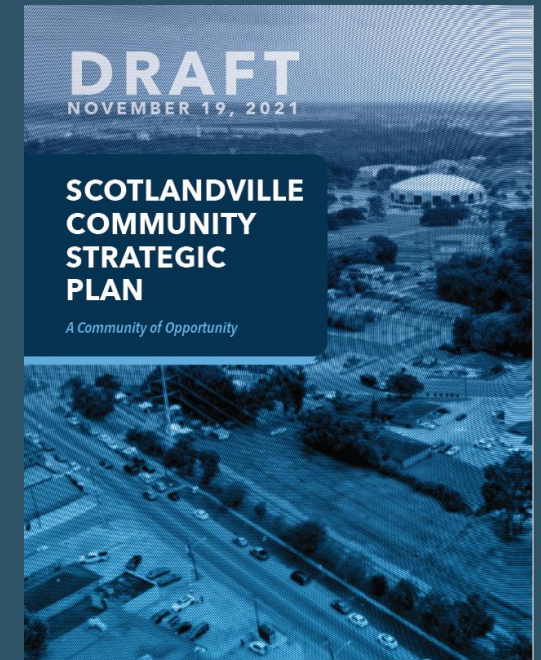
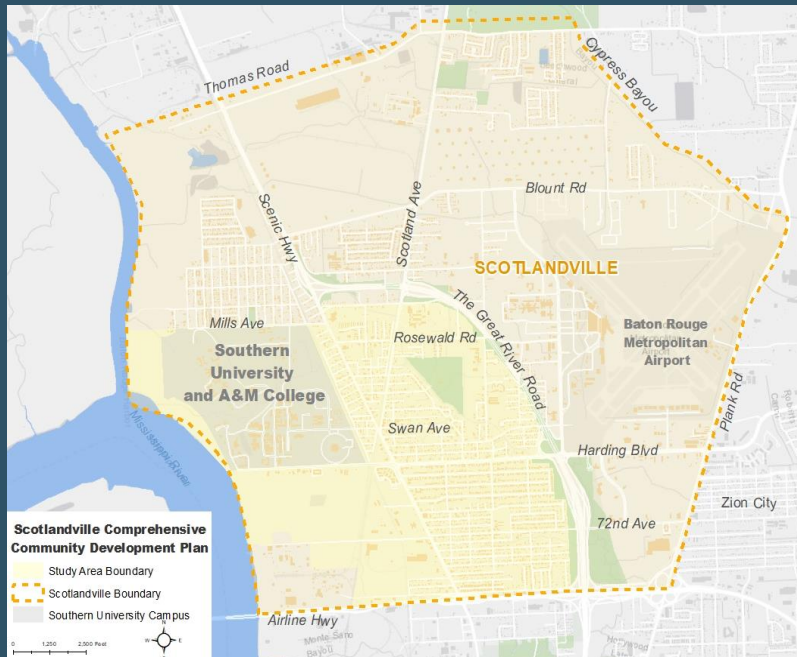
# Agenda

1. Project Overview and Background
2. Community Strategic Plan Outline
3. Overall Recommendations
4. ~~4. Sub-District Recommendations~~
5. Sub-District Recommendations
6. Questions, Initial Input and Feedback
7. Project Next Steps
8. Other Updates

# Project Overview & Background

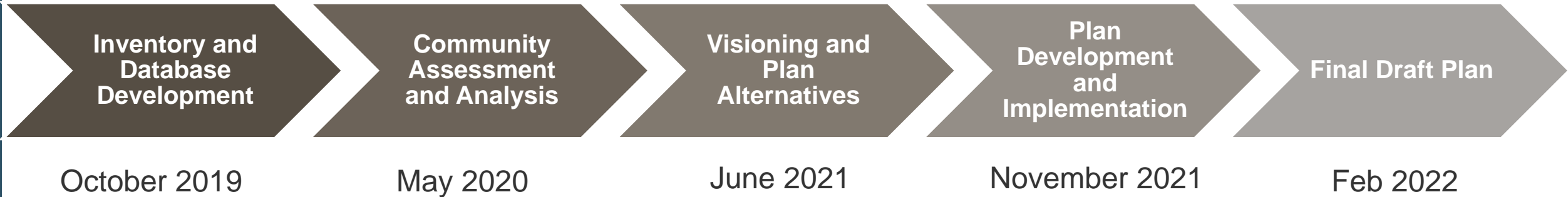
# Project Overview

- In October 2019, Southern University and the Southern University System Foundation initiated the Southern University Strategic Campus Master Plan and the Scotlandville Community Strategic Plan
- The **Campus Master Plan** focuses on improvements to the physical campus to increase student enrollment and retention
- The **Community Plan** focuses on strengthening connections between the University and Scotlandville with the goal of creating a vibrant mixed-use university neighborhood that provides housing and services to residents, students, faculty, and staff



# Project Timeline

## *Scotlandville Community Strategic Plan Schedule*



## *Detailed Finalization Schedule*



# Plan Goals & Priorities

- ❑ Beautification and walkability
- ❑ Promote development in Scotlandville – Business and Residential (+Food)
- ❑ Homeowner Improvement Programs
- ❑ Business development / entrepreneurial programs
- ❑ Youth development
- ❑ Infrastructure, transportation, environmental improvements
- ❑ Parks, Recreation and Community Services
- ❑ Bridge Gap between Southern and neighborhood (physical and relationship)
- ❑ Sustainability programs and green development

# Outreach and Engagement

- ✓ Over 60 community and stakeholder interviews
- ✓ Survey of priority strategies in 2011 Scotlandville Community Development Plan – 550 responses
- ✓ Six stakeholder group meetings
- ✓ Outdoor public meeting to obtain public input on proposed recommendations and priorities
- ✓ Two meetings with Scotlandville High School students to obtain input
- ✓ Engaged LSU landscape and SU agricultural students for input on design strategies
- ✓ Additional survey of draft recommendations

# Community Vision

The future of Scotlandville is lively, welcoming, and well-connected. The community attracts new residents and businesses and improves connections to the university and neighboring areas. Scotlandville is known for its unique mix of quality housing choices, strong locally-owned businesses, effective transportation, and safe and healthy options for walking and biking. The Scotlandville community thrives as a sustainable **mixed-use** neighborhood that reflects the culture and community of the past while offering new housing and jobs for existing and new residents.



# Community Plan Guiding Principles

- Strengthen connections with Southern University; create business and residential opportunities for SU students and graduates
- Implement community-wide beautification programs and expand community gathering spaces
- Support residential reinvestment, rehabilitation and assistance
- Enhance corridors along Scotland Avenue, Scenic Highway and Harding Boulevard
- Focus on retail and commercial uses that serve the neighborhood and university with emphasis on a grocery store and entrepreneurial businesses
- Foster a more cohesive and supportive business environment.

# Community Plan Guiding Principles

- Improve entrances, gateways and connections between SU and community
- Prioritize public infrastructure improvements to catalyze infill and create a walkable community
- Shape key catalytic development sites such as mixed use centers with mixed income
- Promote and preserve Scotlandville's cultural identity in all decision making
- Make Scotlandville a showcase for sustainable development practices in the city and region

# Priority Recommendations

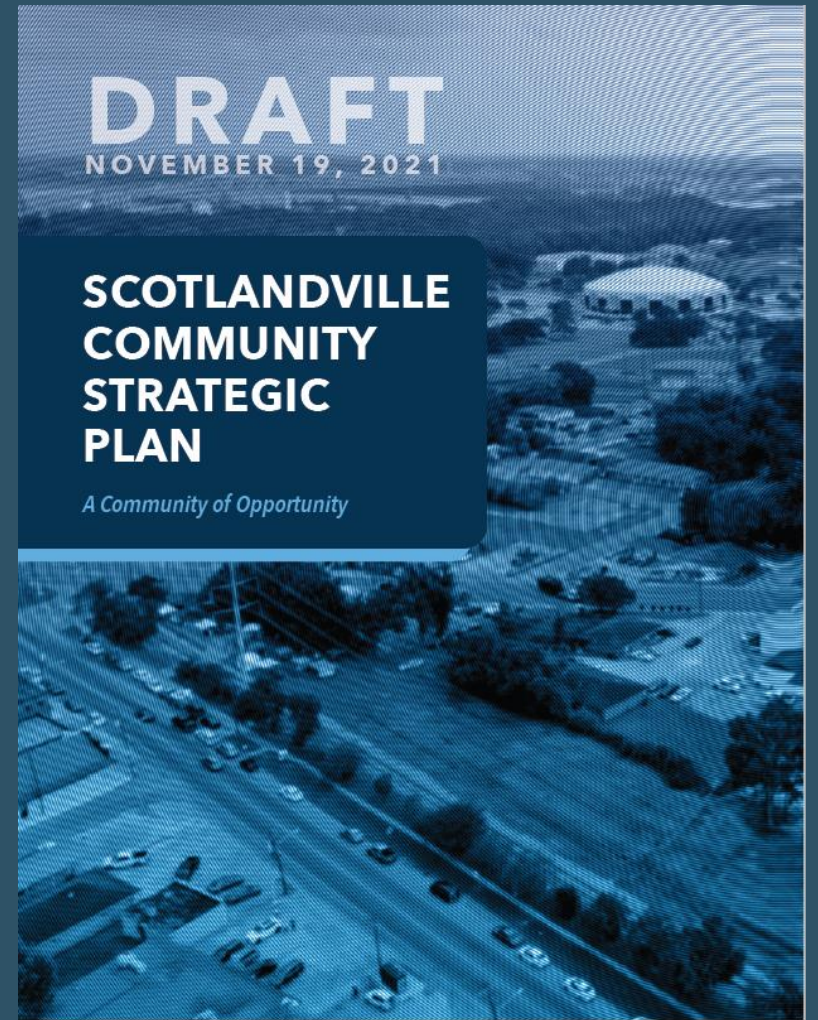
Support Initiatives Underway	New Initiatives
Support and approve Scotlandville National Register Historic District Designation	Form and fund a façade improvement program
Develop Scotlandville Plaza	Identify and enhance gateways
Creation of a small business development center / incubator / training facility	Improve connections throughout Southern Univ. and the community
Development of fresh market in conjunction with SU Ag Center**	Provide community access to Mississippi River with cultural & historic trail
Harding beautification program	Enhance corridors and implement design standards
Construction of SU Alumni Center on Harding Blvd	Improve community-wide walkability and biking
Reimagined Zoo project in Greenwood Community Park	Create a detailed development plan for mixed use, mixed income housing / commercial
MOVEBR intersection improvements along Scenic Hwy between Swan Ave and Harding Blvd	Residential infill strategy
Scotlandville Library improvements	Incorporate sustainable public/private development practices
**--may be underway.	Program development potential for vacant and underutilized buildings

# Priority Recommendations

## Recommendation “themes”:

- ❑ Economic development
- ❑ Community beautification
- ❑ Enhancing community culture
- ❑ Improving community infrastructure
- ❑ Improving the sustainability of Scotlandville

# Scotlandville Community Strategic Plan Outline



# Community Plan Outline – Part 1

1. Introduction
2. Background and Purpose of the Plan
3. Community Vision and Guiding Principles
4. Building on Momentum – Ongoing Initiatives
5. Community Engagement
6. Addressing the Key Challenges to Achieve the Vision
7. Implementation and Funding

# Community Plan Outline – Part 2

1. About Scotlandville
2. Housing
3. Transportation and Mobility
4. Economic Development
5. Land Use and Zoning
6. Crime and Safety



# Scotlandville Community Strategic Plan Recommendations



# Overall Recommendations

1. Thriving Community (Econ. Dev.)
2. Welcoming Neighborhoods (Housing)
3. Community Image and Beautification
4. Healthy Community
5. Connecting Scotlandville, Southern University, and Beyond

# Thriving Community

**Vision:** *Scotlandville is a vibrant mixed-use community that provides housing, services, and shopping for existing and new residents, students and Southern University workers. Residents are skilled and participate fully in the community's economic expansion.*

**Goal:** *Increase educational and workforce training opportunities*

Strategy 1.1 Increase community enrollment and participation in business development and entrepreneurship programs offered by Southern University

## Action Items:

- a. Work with community organizations to develop financial literacy programs to enhance residents' eligibility to enroll in Southern University's EDA Center for Economic and Entrepreneurial Development.
- b. Conduct outreach to community residents to encourage enrollment in the EDA University Center and Small Business Incubator program
- c. Collaborate with area middle and high schools to encourage enrollment Southern University's business development programs



# Thriving Community

**Vision:** *Scotlandville is a vibrant mixed-use community that provides housing, services, and shopping for existing and new residents, students and Southern University workers. Residents are skilled and participate fully in the community's economic expansion.*

## Goal 1: Increase educational and workforce training opportunities

Strategy 1.1	Increase community enrollment and participation in business development and entrepreneurship programs offered by Southern University.
Strategy 1.2	Increase opportunities for residents and local business owners to have access to technical assistance, resources, and information for business development.
Strategy 1.3	Develop a Community Commercial Kitchen and Culinary Training Program

## Goal 2: Increase opportunities for commercial and residential development

Strategy 2.1	Identify priority sites for catalytic development
Strategy 2.2	Streamline the commercial and residential development process
Strategy 2.3	Encourage partnerships to expand resources and opportunities for development
Strategy 2.4	Develop a Scotlandville Business Improvement District (BID) around major corridors (Scenic Hwy, Scotland Ave, and Harding Blvd)

# Welcoming Neighborhood

**Vision:** *Housing in Scotlandville is attractive and affordable to households in different stages of life and at varying income levels. There are a variety of housing types available and few housing vacancies.*

## Goal 1: Encourage a greater variety of housing types that accommodate a broad range of community residents

Strategy 1.1	Encourage mixed-use developments that provide commercial and residential uses for people with varying income levels.
Strategy 1.2	Support residential infill development with the 5-year goal of achieving 300 new units by 2026 and an additional 200 infill units by 2031
Strategy 1.3	Continue providing housing for seniors

## Goal 2: Address vacant properties and bring them back onto the market

Strategy 2.1	Incentivize redevelopment of vacant properties
Strategy 2.2	Adaptively reuse vacant buildings

# Welcoming Neighborhood cont'd

**Vision:** *Housing in Scotlandville is attractive and affordable to households in different stages of life and at varying income levels. There are a variety of housing types available and few housing vacancies.*

**Goal 3: Provide programs and incentives that assist residents with homeownership and neighborhood improvement**

Strategy 3.1

Provide modular housing

Strategy 3.2

Encourage home improvement and neighborhood investment initiatives



# Community Image and Beautification

**Vision:** *Scotlandville is visually appealing, attracts businesses, and is known throughout the region for its community pride and quality of life for all Scotlandville residents*

**Goal 1: Implement public art and streetscape improvements to improve the overall look and feel of the community.**

Strategy 1.1	Develop and implement a commercial Façade Improvement Program
Strategy 1.2	Implement community gateways and signage at key locations throughout Scotlandville
Strategy 1.3	Implement the Harding Boulevard Beautification Program
Strategy 1.4	Place public art and improve public spaces throughout Scotlandville
Strategy 1.5	Initiate a community branding campaign



# Community Image and Beautification cont'd

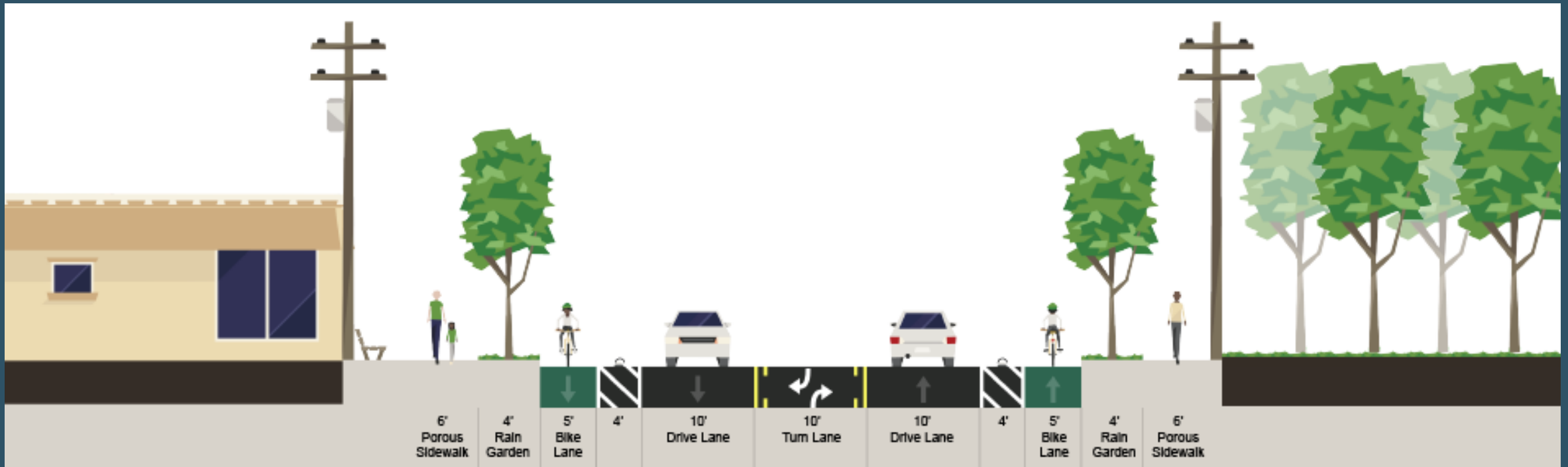
**Vision:** *Scotlandville is visually appealing, attracts businesses, and is known throughout the region for its community pride and quality of life for all Scotlandville residents*

<b>Goal 2:</b> Improve the look of commercial roads and facilitate safe walking and biking.	
Strategy 2.1	Develop design standards for infrastructure improvements
Strategy 2.2	Infill commercial corridors with street-oriented buildings and implement streetscape design guidelines for Scotland Avenue, Scenic Highway and Swan Avenue to promote walkability and safety
Strategy 2.3	Implement a proactive targeted commercial code enforcement program
<b>Goal 3:</b> Improve the perception of Scotlandville.	
Strategy 3.1	Enhance community safety
Strategy 3.2	Reduce community blight
Strategy 3.3	Provide voluntary clean-up opportunities

# Community Image and Beautification cont'd

**Strategy 2.1:** Develop design standards for infrastructure improvements

Scenic Hwy at Swan Ave (facing north) - Option 1: Road Diet - Urban Walkable/Bikeable 3-Lane

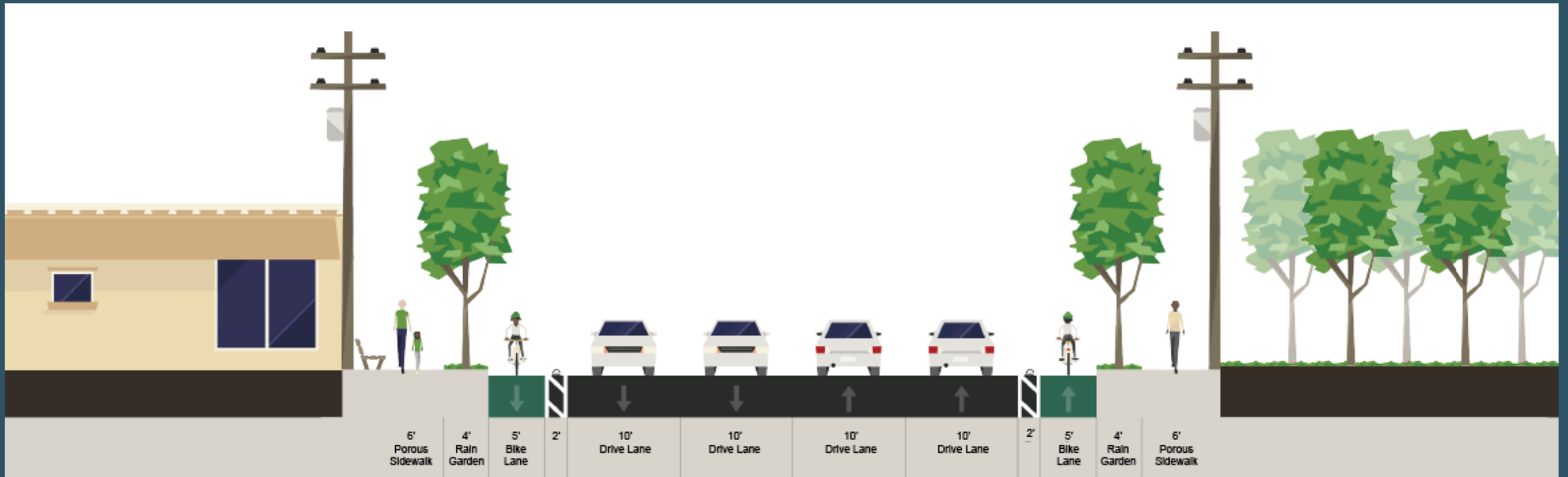




# Community Image and Beautification cont'd

**Strategy 2.1:** Develop design standards for infrastructure improvements

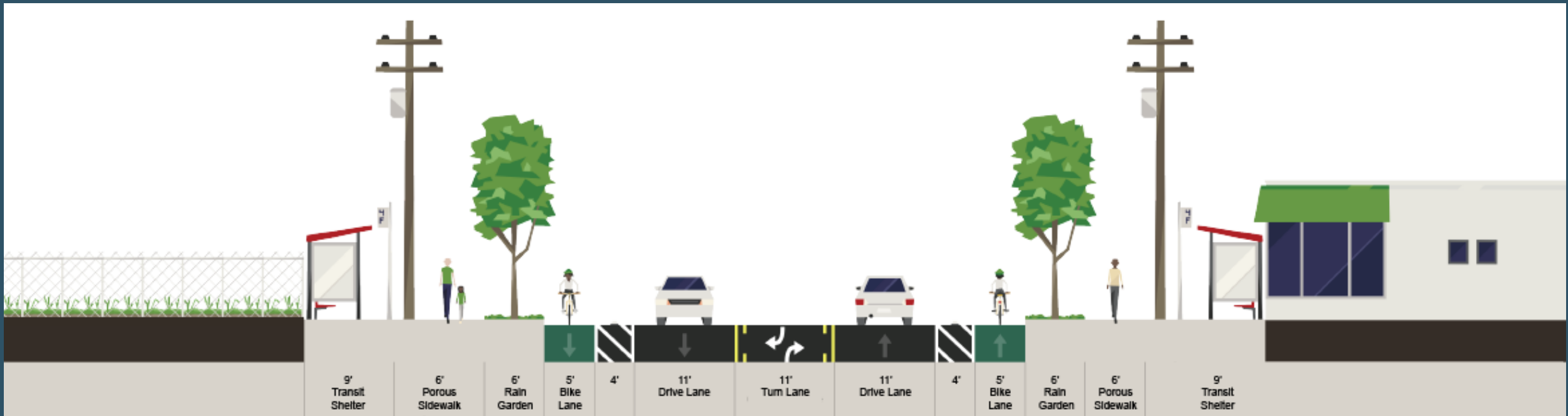
Scenic Hwy at Swan Ave (facing north) - Option 2: Urban Walkable 4-Lane



# Community Image and Beautification cont'd

**Strategy 2.1:** Develop design standards for infrastructure improvements

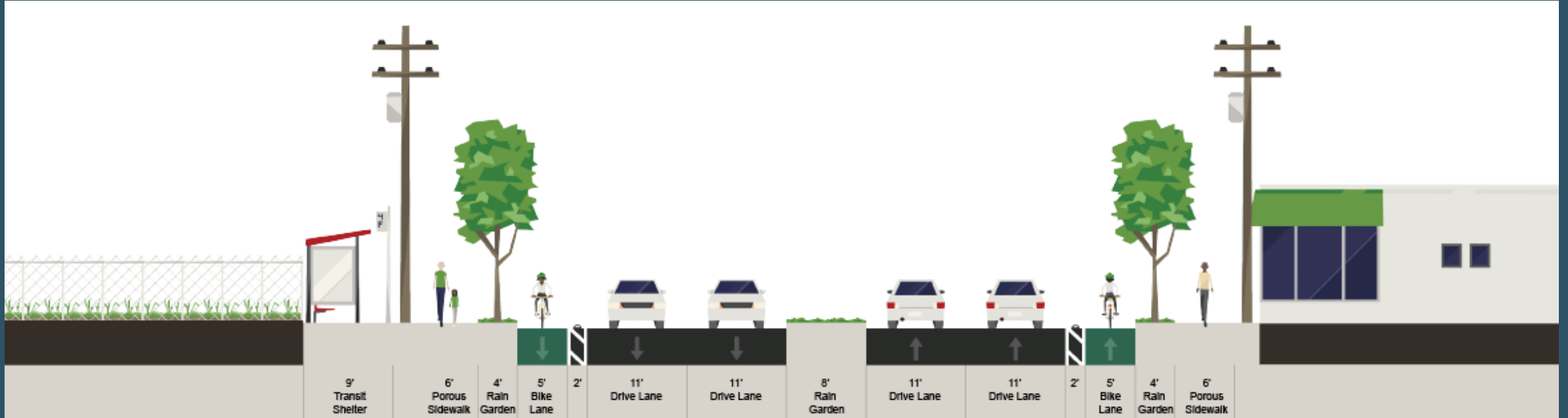
Scenic Hwy at 72nd Ave - Option 1: Road Diet - Urban Walkable/Bikeable 3-Lane



# Community Image and Beautification cont'd

## Strategy 2.1: Develop design standards for infrastructure improvements

### Scenic Hwy at 72nd Ave - Option 2: Urban Walkable 4-Lane



# Healthy Community

**Vision:** *Scotlandville embraces healthy, sustainable practices in all aspects of community life and is a showcase for creating healthy communities.*

<b>Goal 1:</b> Provide projects and programs to reduce food insecurity in Scotlandville	
Strategy 1.1	Develop a framework to provide fresh food to Scotlandville residents
Strategy 1.2	Work with Southern University to develop a community farmer's market
Strategy 1.3	Implement a community garden and community composting

<b>Goal 2:</b> Incentivize green development practices that are sensitive to and reduce negative environmental impacts as Scotlandville undergoes revitalization.	
Strategy 2.1	Incorporate green design practices in public and private development
Strategy 2.2	Implement a Rooftop Solar Program for Scotlandville residents
Strategy 2.3	Increase the tree canopy in Scotlandville
Strategy 2.4	Address visual and air impacts of industrial uses

# Healthy Community cont'd

**Vision:** *Scotlandville embraces healthy, sustainable practices in all aspects of community life and is a showcase for creating healthy communities.*

## Goal 3: Improve the built environment to address root causes of health disparities facing Scotlandville

Strategy 3.1	Make walking and biking easier and safer throughout Scotlandville
Strategy 3.2	Provide well-maintained active recreational areas and gathering spaces for all ages
Strategy 3.3	Maintain existing community infrastructure



# Connecting Scotlandville, Southern University, and Beyond

**Vision:** *Scotlandville and Southern University are aligned and successful in celebrating and honoring the community's rich culture, strengthening its sense of place, and attracting national and international resources to the University and community.*

## Goal 1: Highlight historic and cultural spaces within Scotlandville

Strategy 1.1	Improve community access to the Mississippi River Bluff with a historic and cultural trail
Strategy 1.2	Highlight Scotlandville's historic significance
Strategy 1.3	Improve and expand the Scotlandville Plaza
Strategy 1.4	Create a Scotlandville Cultural District

## Goal 2: Create partnerships and opportunities for community-university engagement

Strategy 2.1	Increase opportunities for Southern University students and faculty to participate in and support Scotlandville educational, business and training programs
Strategy 2.2	Improve physical connections between Southern University and Scotlandville



# Subdistrict Recommendations

# Subdistrict Recommendations

1. Mixed-Use Corridor
2. University Corridor
3. Neighborhood Infill & Stabilization
4. Neighborhood Preservation
5. Neighborhood Mixed-Use





# Mixed-Use Corridor

**Vision:** *Mixed-use corridors are walkable, pedestrian friendly streets, with a mix of commercial, office, and residential uses and buildings that add to the character of the area. Uses are compatible with adjacent residential uses, working together to create a harmonious streetscape and community. The mixed-use corridors attract residents who wish to live and work within walking distance of a wide variety of services.*

1. Catalyze community development;
2. Identify potential sites along main corridors for multifamily housing development
3. Reduce highway speeds along the mixed-use corridors to improve walking and biking safety
4. Redevelop vacant buildings and lots with a mix of commercial and multifamily residential uses.
5. Implement a facade improvement programming along the mixed-use corridor
6. Align frontages of building facades, bring buildings up to the street, and place parking at the side or rear of buildings. create a sense of place, continuity, and uniformity along mixed-use corridors which include storefronts and display windows, signage, lighting and

street trees.

7. Initiate a new mixed use zoning district that promotes desired development and eliminates the potential for new heavy commercial or industrial uses
8. A “Pink Zone” program to simplify zoning and building codes so projects can get going more quickly by making the bureaucratic red tape so light it looks pink.
9. Initiate a land acquisition program to provide developable sites for local entrepreneurs.



# University Corridor

**Vision:** *The University Corridor is a walkable gathering area with a mix of university- and community-serving retail, service, commercial and residential uses that together create a thriving center where students, faculty and staff can find food, restaurants, shops and services needed for daily living. Reinvestment in this corridor also serves as a catalyst for further community development..*

- 1.Acquire existing properties along Harding Boulevard to develop projects that serve Southern University and the community.
- 2.Implement streetscape improvements in the University District including wide sidewalks, landscaping, lighting, signage, bike lanes and other pedestrian and beautification amenities.
- 3.Partner with state and federal agencies to establish a Business Recovery Center, Business Incubator, and Culinary Arts Degree and Training Facility that includes an instructional restaurant and banquet flex space.
- 4.Establish incentives to attract a boutique hotel in this area to serve the university and community.



# Neighborhood Infill & Stabilization

**Vision:** All Scotlandville neighborhoods are inviting and well maintained with new compatible housing and enhanced neighborhood services improving the quality of life for existing and new residents. Neighborhoods have a strong identity which increases pride and engenders a feeling of commitment to the area's future

1. Improve the neighborhood image by highlighting the historic and cultural heritage. Continue redevelopment of vacant parcels and dilapidated retail, commercial and residential buildings to emphasize the area's reinvestment trend.
2. Make improvements to create a stronger neighborhood identity and sense of place by design features such as:
  - Neighborhood Gateway and Entrance Treatments
  - Internal neighborhood identification, such as banners, distinctive street signage
  - Consistent landscape themes and streetscape
  - Street sign-toppers or yard-flag programs to promote neighborhood cohesiveness
3. Identify and inventory existing substandard housing units, and support the repair, upgrade or replacement of structures. Encourage collaboration of nonprofit maintenance and rehabilitation programs and continue to coordinate services with city-parish funded programs to maximize the efficiency and visible impact of the neighborhoods.



# Neighborhood Infill & Stabilization

**Vision:** All Scottdale neighborhoods are inviting and well maintained with new compatible housing and enhanced neighborhood services improving the quality of life for existing and new residents. Neighborhoods have a strong identity which increases pride and engenders a feeling of commitment to the area's future

4. Work with Build Baton Rouge to enhance its acquisition of properties for the land bank in Scottdale and create a partnership between Build Baton Rouge and the Scottdale CDC to evaluate, design, and implement a residential land bank for eligible properties in Scottdale.
5. Develop a compliance store to assist homeowners with addressing repairs and code-compliance issues. The following steps are key to initiating the program.
  - Allocate or explore options to find a space to store supplies and tools
  - Contact local retailers and seek donations for supplies and tools
  - Incentivize neighborhood associations, youth groups, and residents of the community to utilize the supplies and tools in the store.
  - Organize and conduct workshops to teach home repair techniques.



# Neighborhood Infill & Stabilization

**Vision:** All Scotlandville neighborhoods are inviting and well maintained with new compatible housing and enhanced neighborhood services improving the quality of life for existing and new residents. Neighborhoods have a strong identity which increases pride and engenders a feeling of commitment to the area's future

6. Recruit volunteers from neighborhood residents, religious institutions, community organizations, and corporations to implement "fix-up," "paint-up," or "clean-up" campaigns and "corporate repair projects" to repair homes occupied by elderly, disabled, and indigent homeowners.

7. Implement a Youth Build and Repair Program in conjunction with local schools to teach young people how to build new homes and repair older ones. These efforts can also be funded by industry, trade organizations, high schools and trade schools.

8. Organize "Adopt-a-Block" campaigns to complement LA DOTD's statewide Adopt-a-Road program where neighborhood groups, residents, scout troops, and businesses adopt key vistas and intersections to maintain and implement beautification projects, such as flower and shrub plantings.

9. Verify that adequate zoning is in place for desired development.

10. Expedite development review to reduce review time and costs.



# Neighborhood Preservation

**Vision:** *The Neighborhood Preservation sub-district continues to provide stable housing and amenities with infrastructure improvements, compatible infill and supporting services to build on the existing neighborhood amenities.*

1. Preserve and enhance neighborhood identity. Reinforce and preserve neighborhood character and a strong sense of place.
2. Promote energy efficient housing and rehabilitation of existing housing stock.
3. Incorporate artistic elements and support cultural events on a neighborhood scale to reinforce neighborhood character and identity.
4. Incorporate pedestrian oriented elements, including sidewalks, street trees, pedestrian scale lighting, signage, and embedded art into rights of way and transportation networks.
5. Review development applications within neighborhoods for compatibility with the character of existing neighborhoods.
6. Promote housing compatibility between adjacent residential areas by encouraging design techniques and development standards that minimize negative impacts between these areas.





# Priority Strategic Actions – first 1 to 2 years

1. Conduct and sponsor demonstration projects to field test and gauge community support for new land use and design elements.
2. Create a detailed inventory of buildings available for renovation or adaptive reuse and vacant properties available for redevelopment, including property contacts.
3. Finish development of Scotlandville Plaza and increase programming of community events to draw residents and visitors to celebrate ongoing improvements. Such events will help connect the community and the university and will also help address perception issues.
4. Work with the City-Parish Planning Commission to review the development code, area zoning, and development processes to remove barriers to development and ensure that the types of development desired are easy and straightforward to accomplish.
5. Build on MovEBR improvements along Scenic Highway and implement additional streetscape improvements including crosswalks, sidewalk improvements streetscape enhancements, wayfinding signage, and other corridor upgrades to improve walkability and the community image.
6. Work with Southern University to prepare residents to participate in the Innovation Center's programming
7. Develop and implement an infill housing and affordability strategy with the goal of producing 300 new housing units by 2026 and an additional 200 new housing units by 2031.
8. Work with high schools to increase financial literacy education for high school juniors and seniors. Recruit lending institutions and real estate professionals to assist in curriculum development and instructors for classes.



Questions/Initial Feedback/Discussion

# Project Next Steps

# Next Steps

- ❑ Two public open houses to present the Draft Plan to the community and collect input
  1. January 10<sup>th</sup> 2022 at Jewel J. Newman Community Center
  2. January 11<sup>th</sup> 2022, 4:30 – 7:30 p.m. at Scotlandville Branch Library
- ❑ Presentations to stakeholder groups
- ❑ Incorporate comments and update Draft Plan
  - ❑ Send Plan to committee for additional review
- ❑ Work with Planning Commission for City to Adopt Plan

# Review the Plan in Detail

- Review the Draft Community Strategic Plan at <https://www.suscotlandvilleplan.com/>
- Review the Campus Master Plan at <https://foundation.sus.edu/master-plan/>
- Submit comments by emailing Janet Tharp or Lyneisha Jackson

# Other Project Updates



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Thank you!

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