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Scotlandville Area Plan Update
Working Group Meeting
June 30, 2020



Agenda:


- Introductions
- Project background and process
- What we've learned so far
- Food and rental housing insecurity
- Discussion
- What's next?

CPEX

The Center for Planning Excellence champions the power of good planning to build healthy, sustainable communities throughout Louisiana through our work as policy advocates, educators and consultants.



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“Furthering the welfare of people and their communities by creating convenient, equitable, healthful, efficient, and attractive environments for present and future generations.”

American Planning Association

CAMPUS PLAN

SCOTLANDVILLE COMMUNITY PLAN

IMPLEMENTATION PLAN

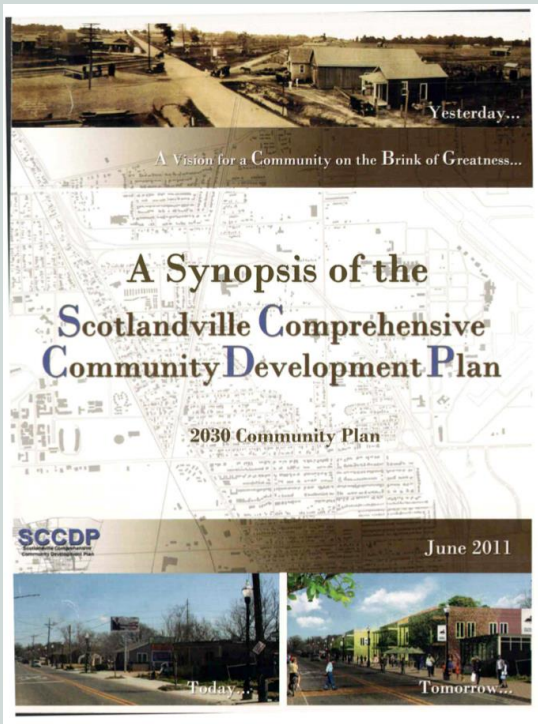
Planting the seeds, playing the long game



From Concept to Reality

Background





Yesterday...

A Vision for a Community on the Brink of Greatness...

A Synopsis of the Scotlandville Comprehensive Community Development Plan

2030 Community Plan

SCGDP
Scotlandville Community Development Plan

June 2011

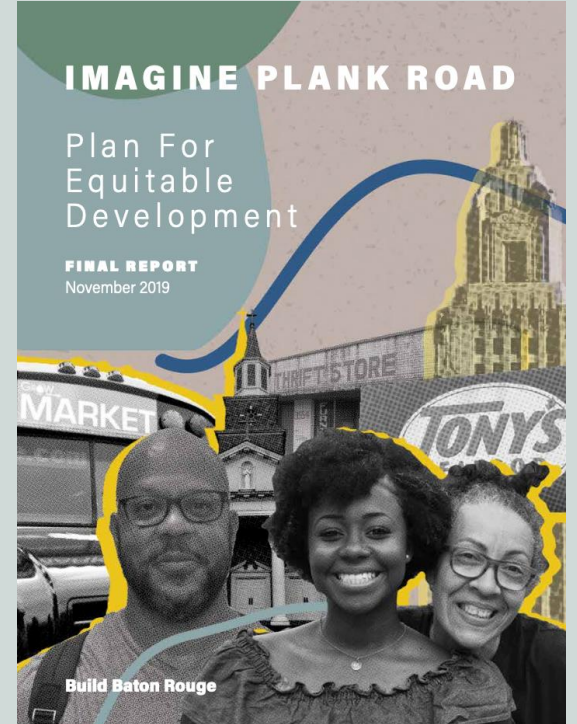
Today... Tomorrow...



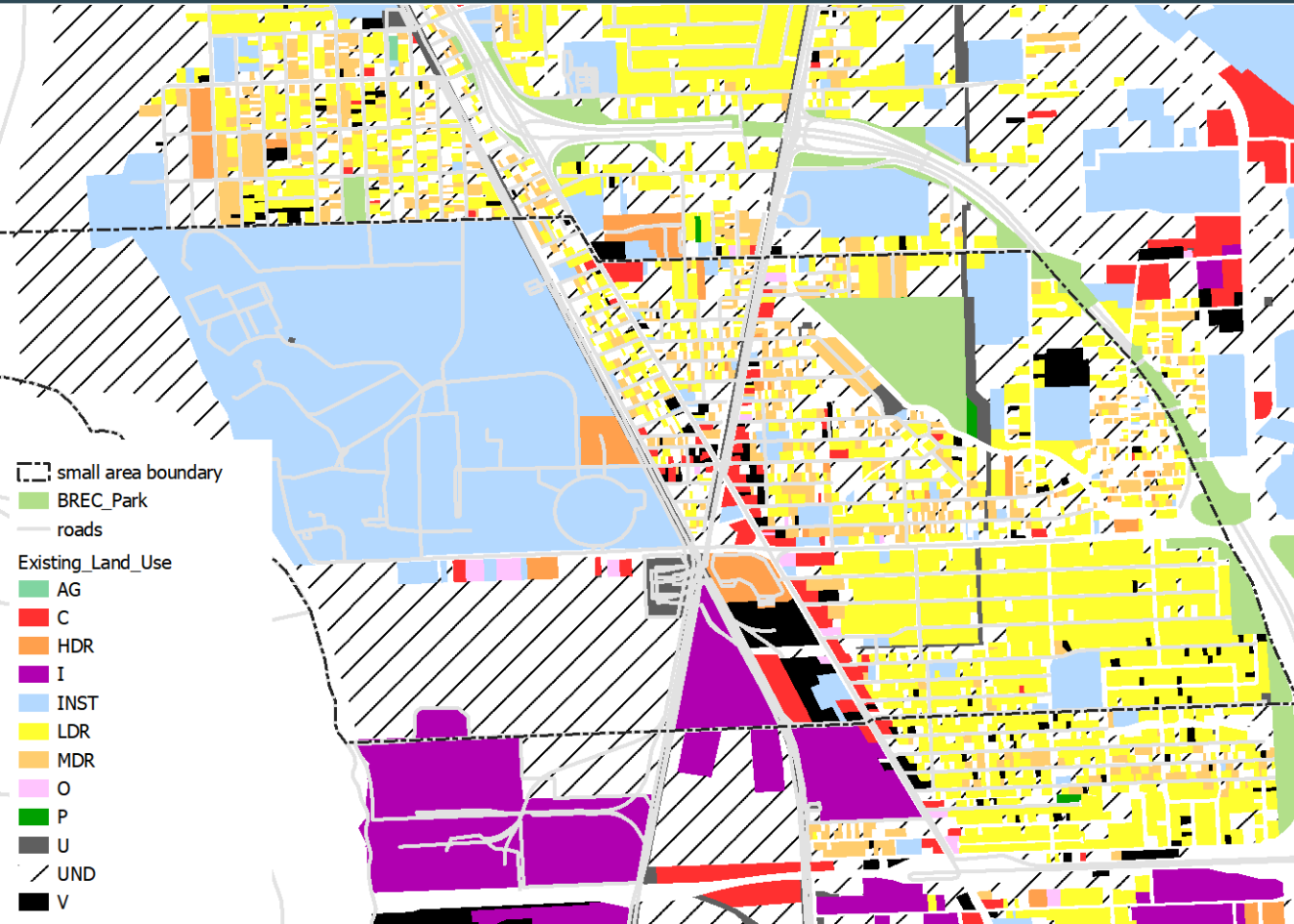
IMAGINE PLANK ROAD
















Plan For Equitable Development

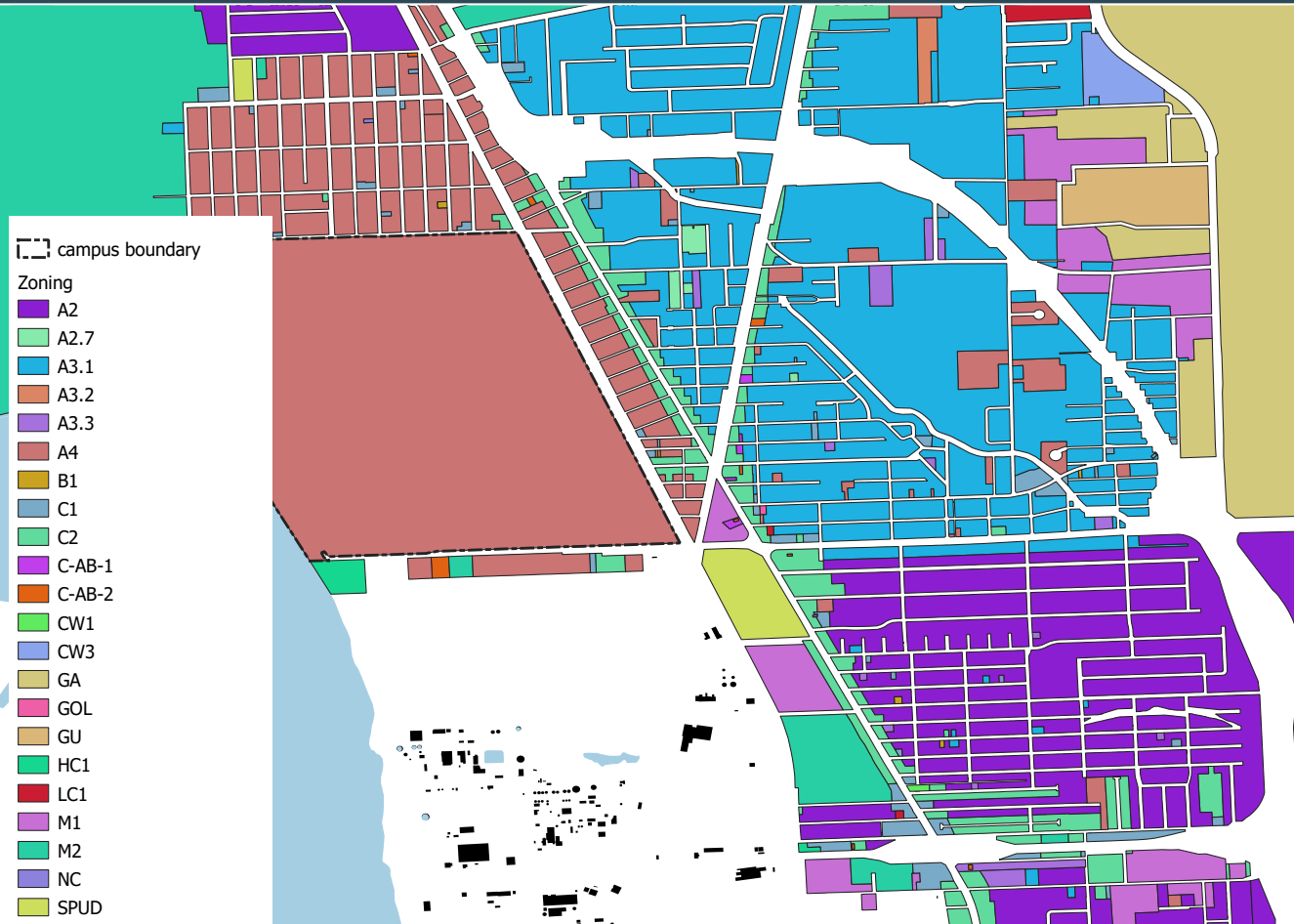
FINAL REPORT
November 2019

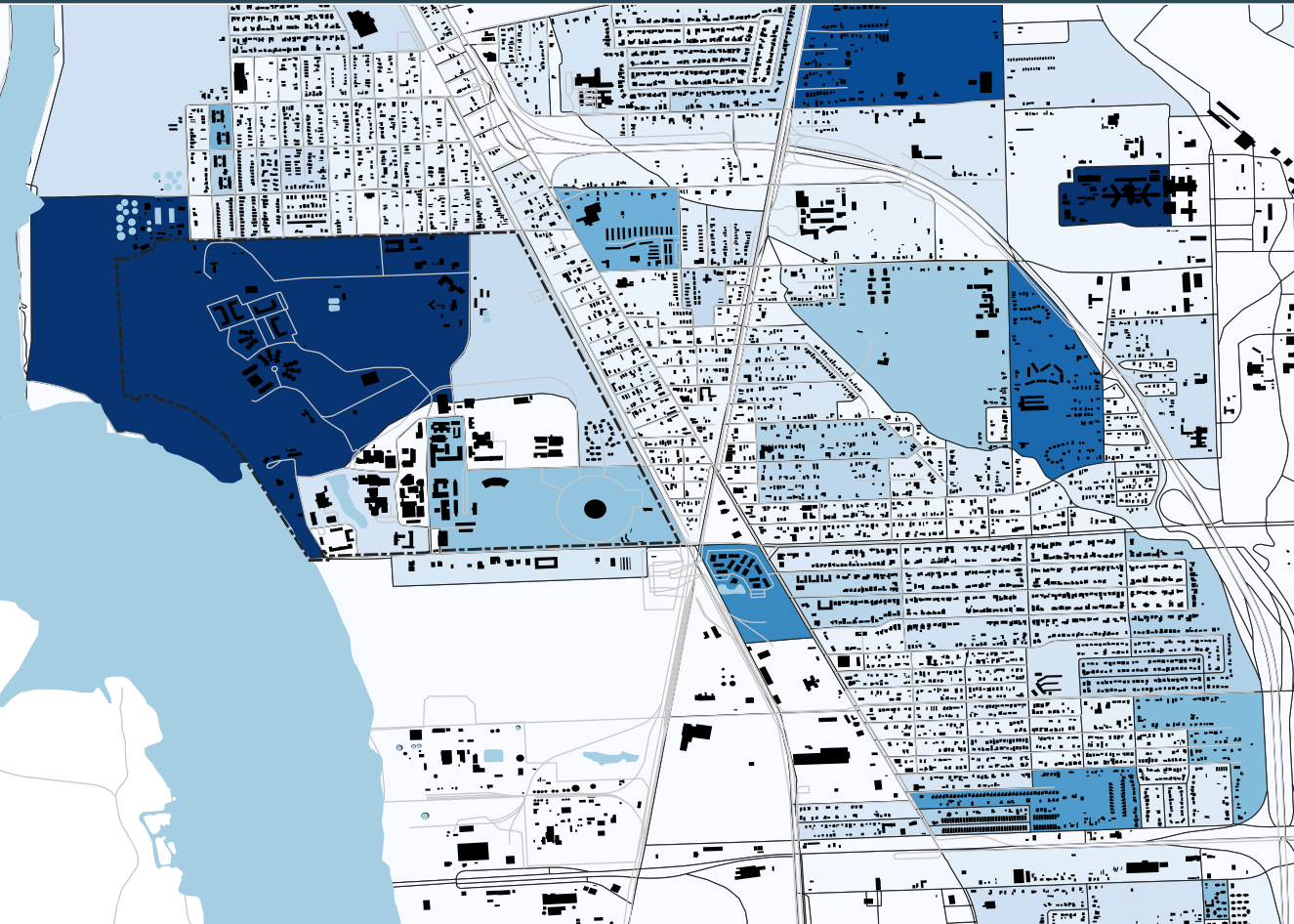


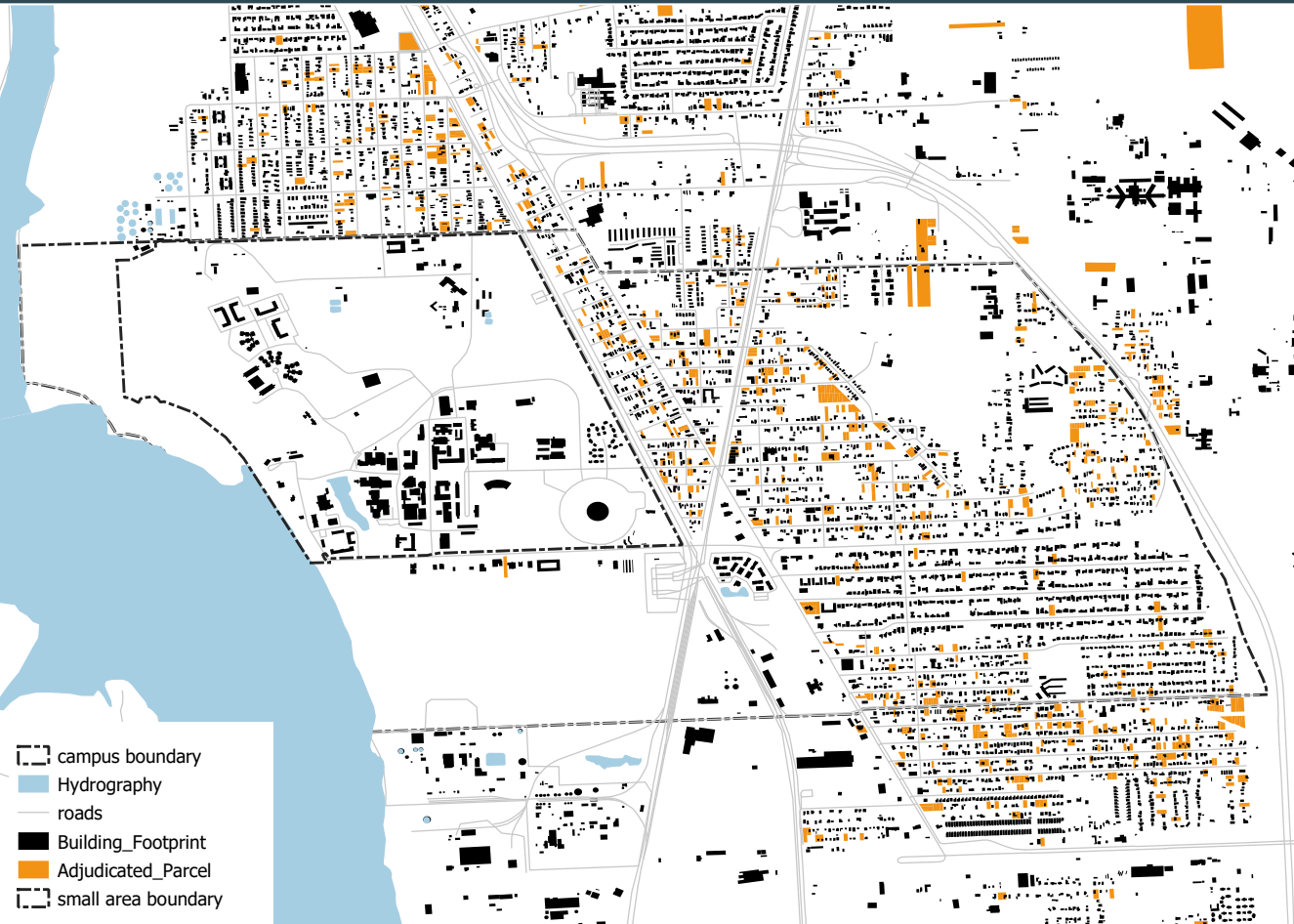
Build Baton Rouge

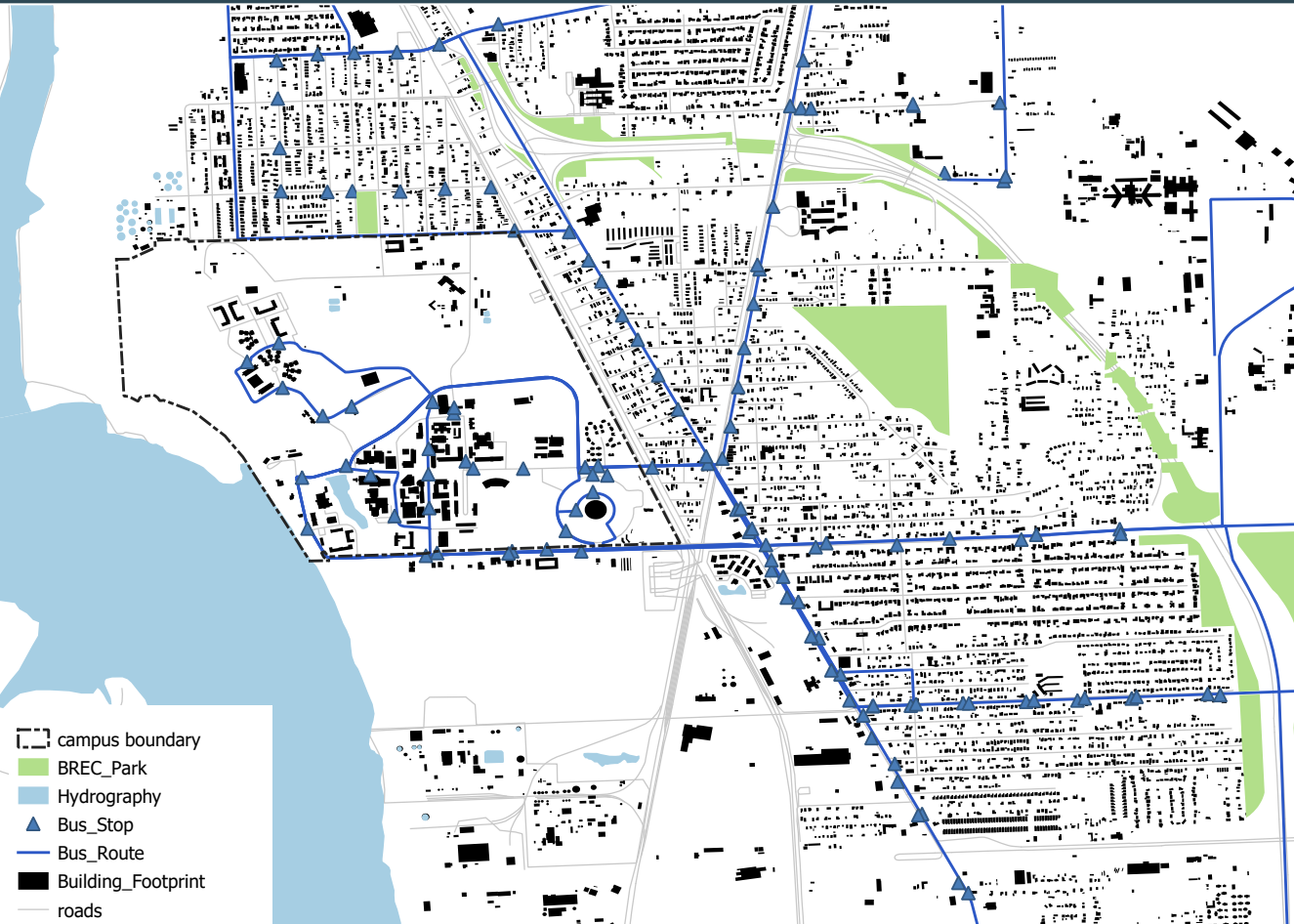


-  small area boundary
-  BREC_Park
-  roads
- Existing_Land_Use
-  AG
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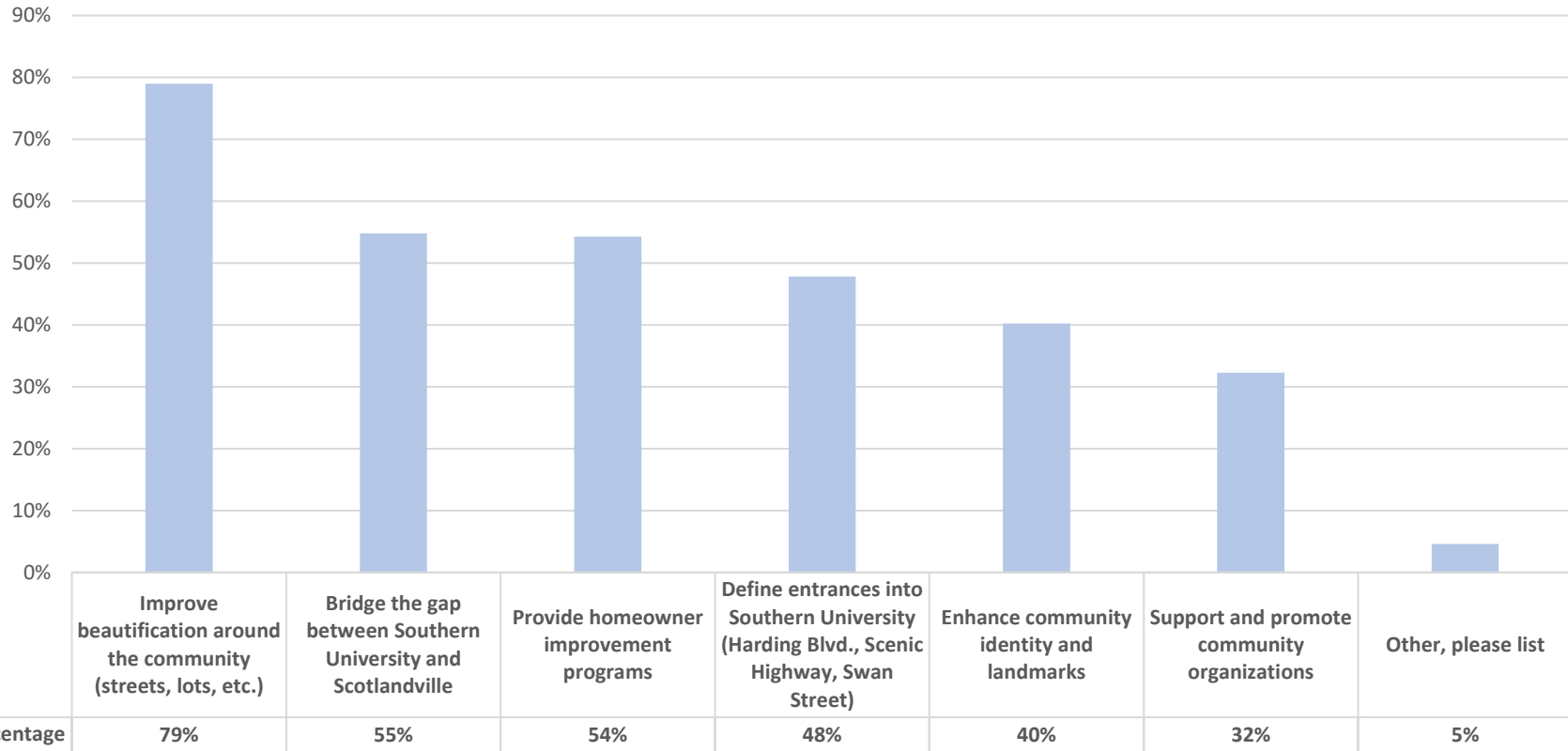
www.suscotlandvilleplan.com

SCOTLANDVILLE COMMUNITY SURVEY RESULTS

Community Survey Participants: 542 Responders
Community Survey Active: Mid May – Mid June

Q1: Choose your top 3 Issues/Needs

Community Image



Q1: Choose your top 3 Issues/Needs

Community Image - Additional Comments

- Create a shopping district at the V where Scenic Hwy meets Scotland Avenue with restaurants, coffee shops similar to LSU and Highland Road.
- Provide convenient grocery shopping in the community.
- Have the Chamber of Commerce develop an economic plan for North Baton Rouge and not East Ascension Parish! Harding scenic, Blount, I-110 swan gateways
- SBA should be more active in attracting businesses or future business owners to area.
- Improve the business community around Southern University and in Scotlandville including, restaurants, hotels, variety shops, airport, and state and municipal offices.
- There continues to exist, a diminished desire for our youth to leave the community for better opportunities elsewhere. It's important that we establish a strong incentive, via an economic development system that will encourage our youth to remain grounded to Scotlandville.
- Build more affordable homes in area.
- Have the Chamber of Commerce develop an economic plan for North Baton Rouge and not East Ascension Parish!
- Beautify from the interstate to southern; Harding scenic, Blount, I-110 swan gateways.

Additional Concerns or Comments

- Support black owned businesses
- Increasing banking access for black businesses
- Create partnership with La Gov. Office and local politicians to cultivate relationships with state leaders in form of symposiums/retreats
- The same attention as the southern sector of EBRP, such as funding, grants and assistance
- STEM summer enrichment programs
- Resources for foster youths or individuals with limited family support
- Address truancy
- Interaction with SU Ag Center on community gardens vacant lots owned by city-parish
- Identify gaps in health care delivery system and improve access to health care.
- Address food insecurity and food deserts
- Self defense courses



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COVID-19 RECOVERY INSIGHTS PLATFORM

Helping the State of Louisiana plan a more equitable and resilient recovery

Rev. 09 June 2020



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COVID-19 RECOVERY INSIGHTS PLATFORM

Helping the State of Louisiana plan a more equitable and resilient recovery

FOUR CORE INDICES



Social Vulnerability
INDEX



Economic Stress
INDEX



Health Risk
INDEX



Accessibility
INDEX

Geo-Targeted Intervention and Resource Distribution

Social Vulnerability INDEX

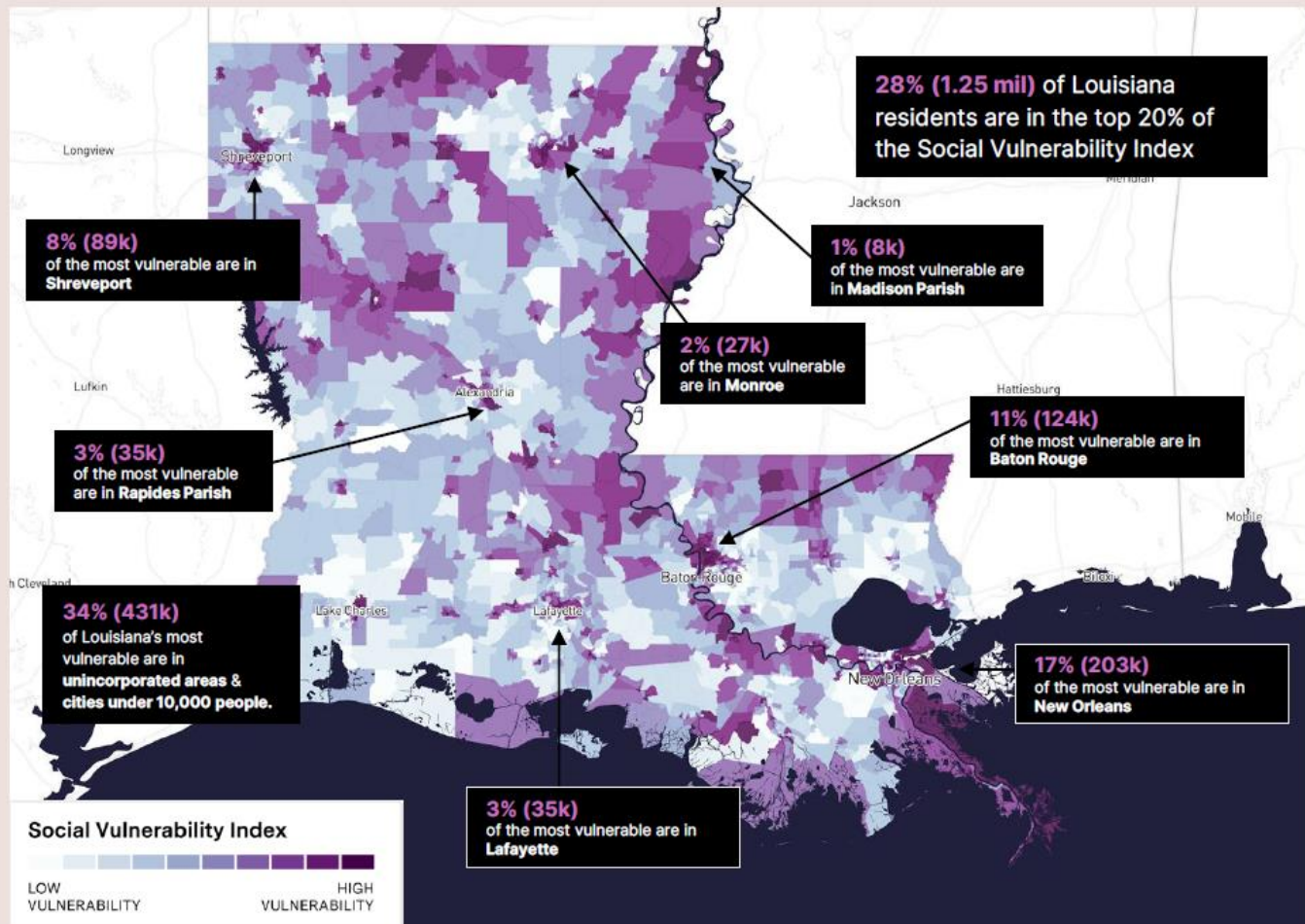
COVID-19's social and economic impacts can be amplified by underlying vulnerability.

The Social Vulnerability Index measures the scale of underlying vulnerability and identifies the cities and neighborhoods most at risk under additional stress.

Index Factors* include:

- Income and poverty
- Age, race, and household type
- Housing tenure and conditions
- Vehicle access and local services

* See data appendix for more details



Economic Stress INDEX

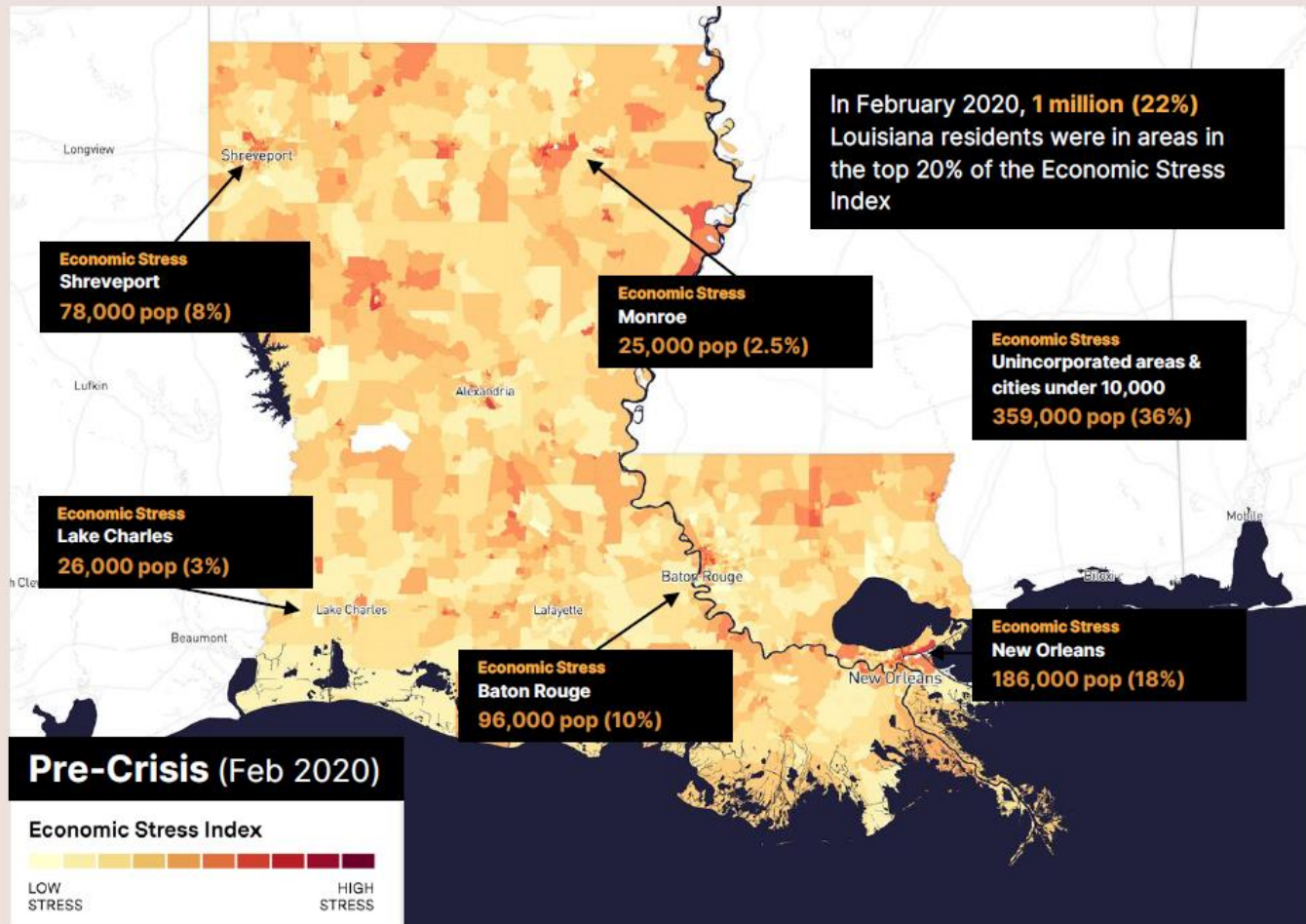
COVID-19-related job losses and reduced economic activity are deepening existing vulnerability and creating newly economically insecure populations.

The Economic Stress Index enumerates the scale and distribution of economic stress, and how it is evolving on a weekly basis.

Index Factors* include:

- Income and poverty
- Unemployment rate and jobless claims
- Rental/housing burdens
- Spend pattern change

* See data appendix for more details



Health Risk INDEX

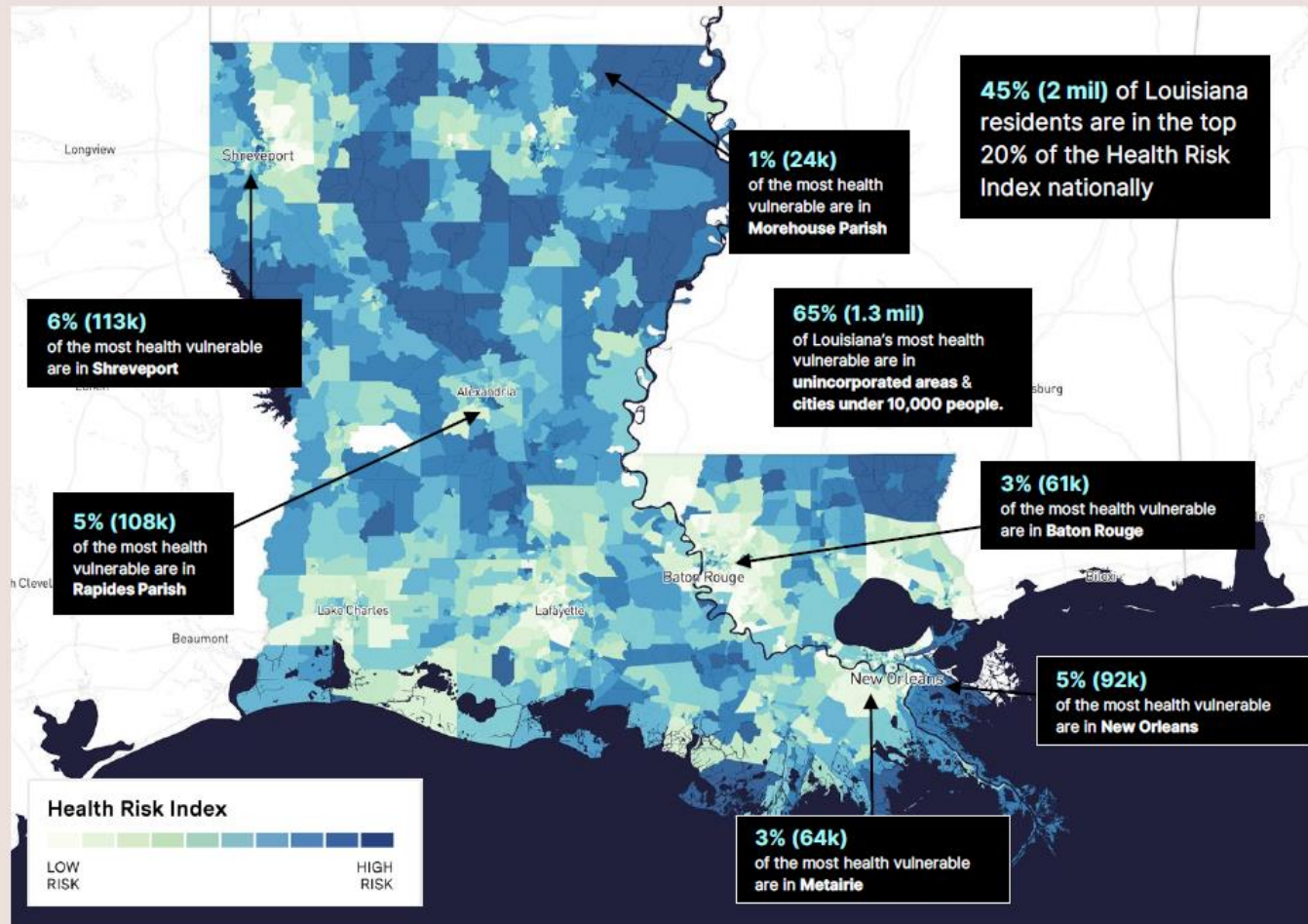
Populations with COVID-19 related risk factors are likely to face additional barriers in safely securing food or obtaining needed medical services.

The Health Risk Index shows the scale and distribution of populations with pre-existing risk factors.

Index Factors* include:

- Age and disability
- Insurance coverage
- Underlying health conditions
- COVID-19 incidence and mortality rates

* See data appendix for more details



Accessibility INDEX

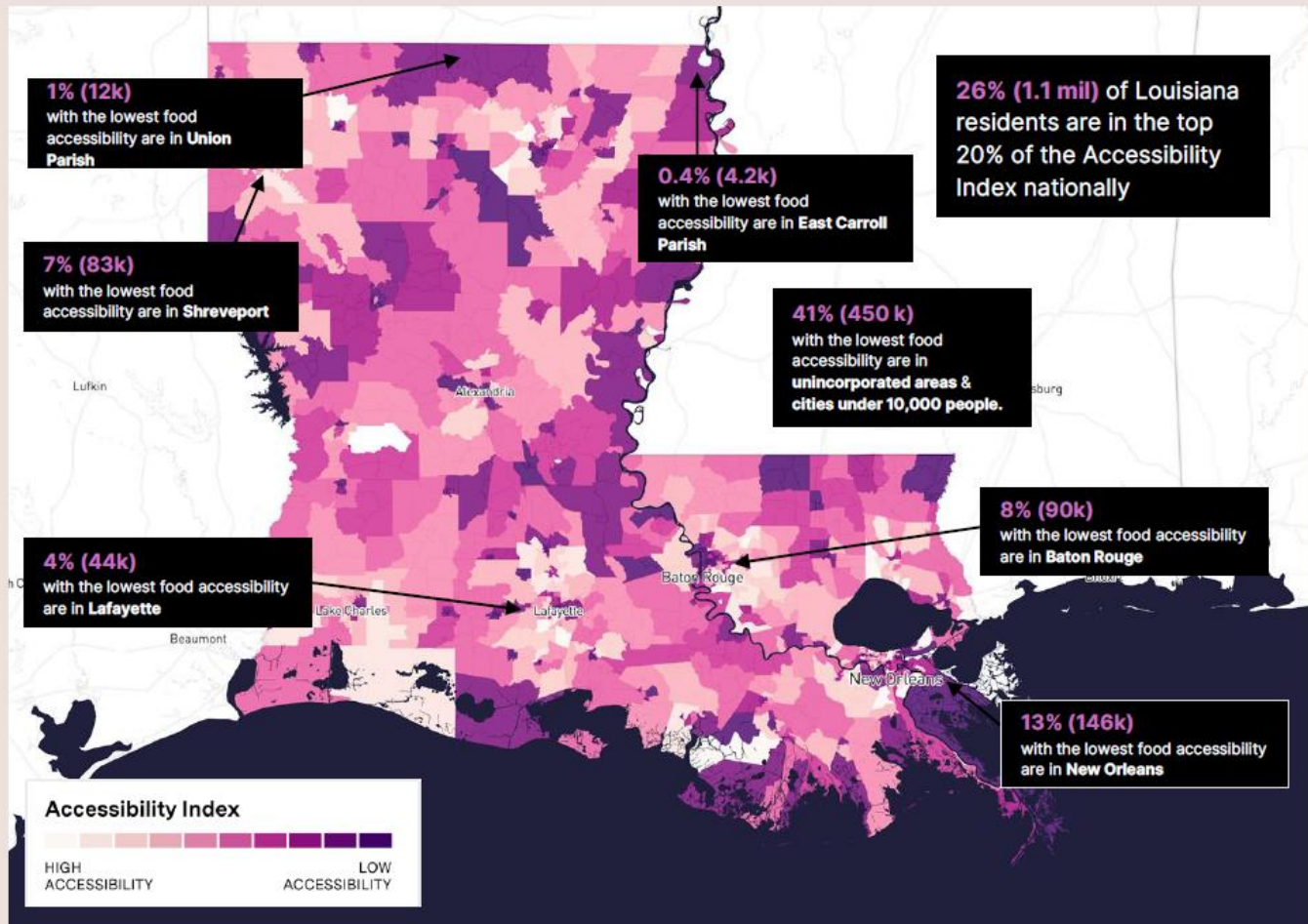
Emergency food providers are experiencing unprecedented levels of demand.

The Accessibility Index shows how many people are in low food accessibility areas, and how accessibility is changing over time.

Index Factors* include:

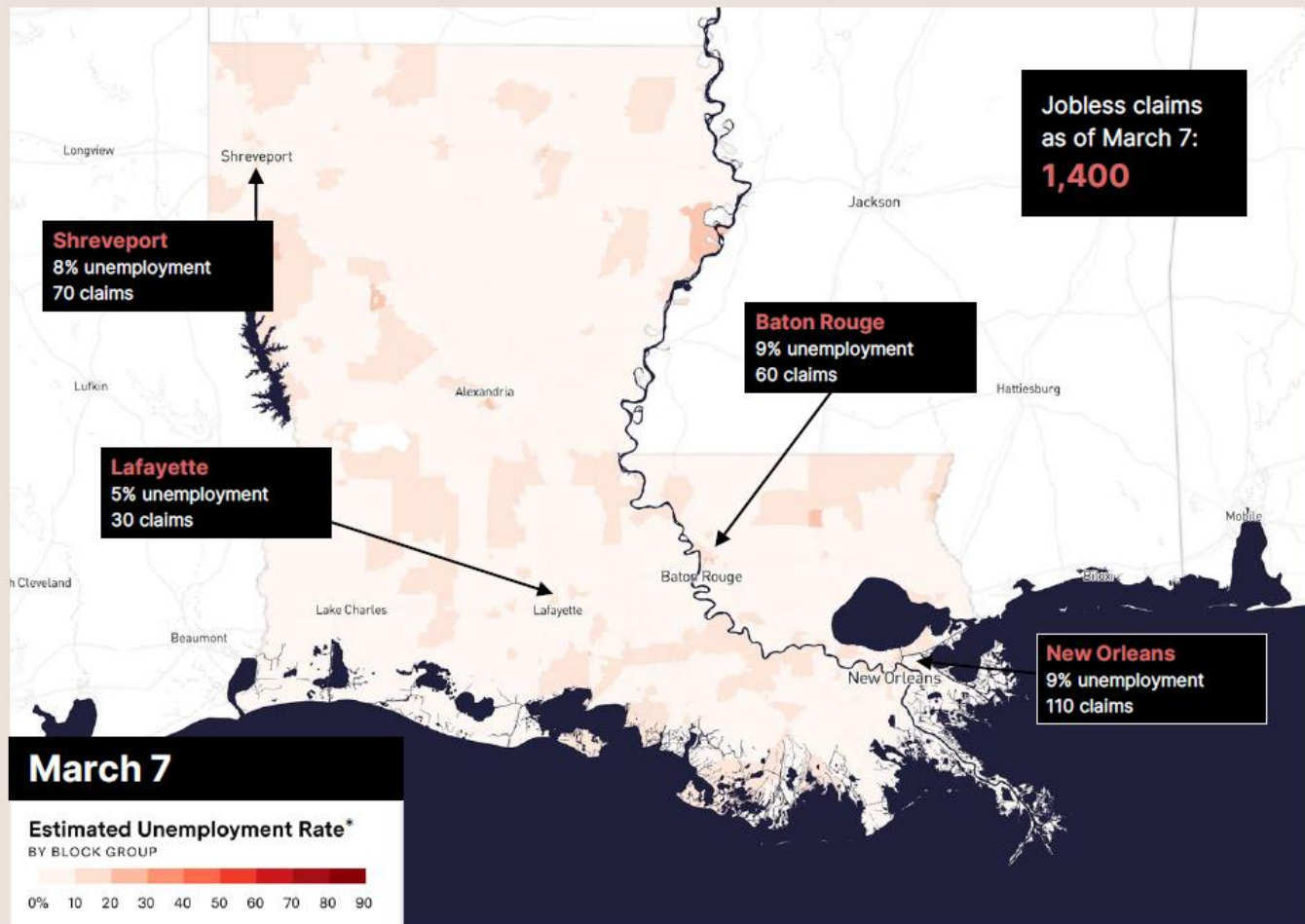
- Age and disability
- Vehicle Access
- Proximity to food outlets
- Transit access and disruption

* See data appendix for more details



Economic Stress
INDEX

Prior to March, the unemployment* rate across Louisiana was 6.9%.



* Estimated unemployment rate is calculated from pre-COVID-19 unemployment rates and county level initial jobless claims data from LWC from March 7, 2020 until today. Total estimated unemployed from initial claims is normalized by the total labor force reported in the BLS State Employment and Unemployment report. Estimates subject to revision as claims and labor force are refined. Pre-COVID-19 unemployment rates are from the American Community Survey 2014-2018 5 year census tract estimates.



In Baton Rouge unemployment is now 41% There are 80,173 jobless claims

Two of the hardest hit cities are
Baton Rouge and **New Orleans**.

Hardest hit sectors:

- Accommodation & Food Services
- Health Care & Social Assistance
- Retail Trade



* Estimated unemployment rate is calculated from pre-COVID-19 unemployment rates and county level initial jobless claims data from LWC from March 7, 2020 until today. Total estimated unemployed from initial claims is normalized by the total labor force reported in the BLS State Employment and Unemployment report. Estimates subject to revision as claims and labor force are refined.



Economic Stress INDEX

Restaurant Sector

In Baton Rouge, restaurant workers make up over **10%** of the workforce.

Over **90%** of restaurant workers in Baton Rouge have lost their jobs.

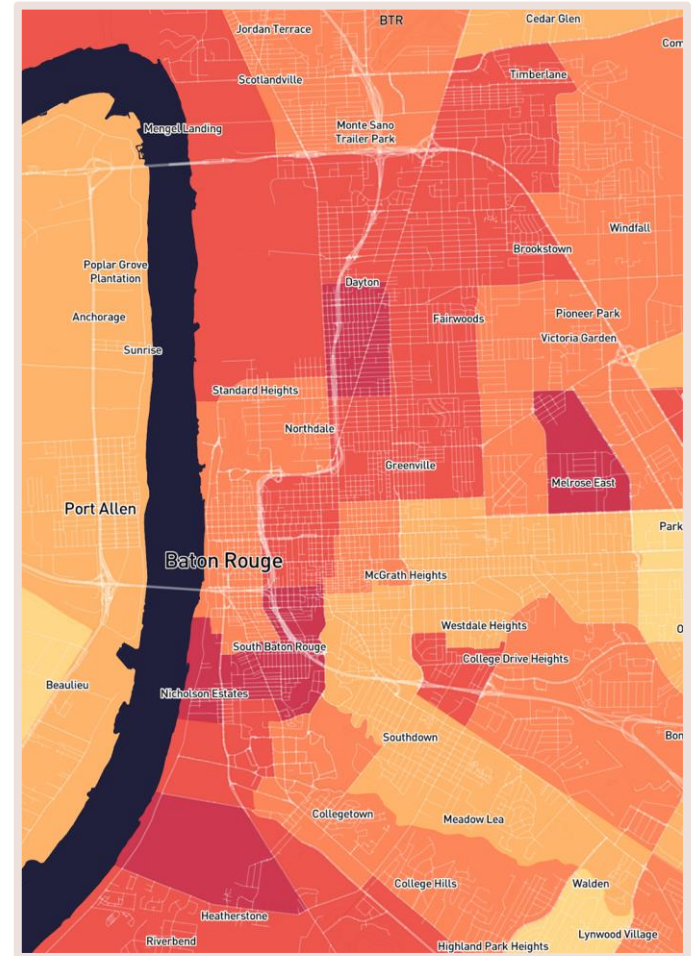
Baton Rouge

PRE-COVID

- 104,500 Total Jobs
- 11,500 Restaurant Jobs (11% of total)

TODAY

- Unemployment: 39%
- 31,000 Total Jobless Claims
- 11,300 Restaurant Jobless Claims





Economic Stress INDEX

Retail Sector

In Baton Rouge, retail workers make up over **13%** of the workforce.

50% of retail workers in Baton Rouge have lost their jobs.

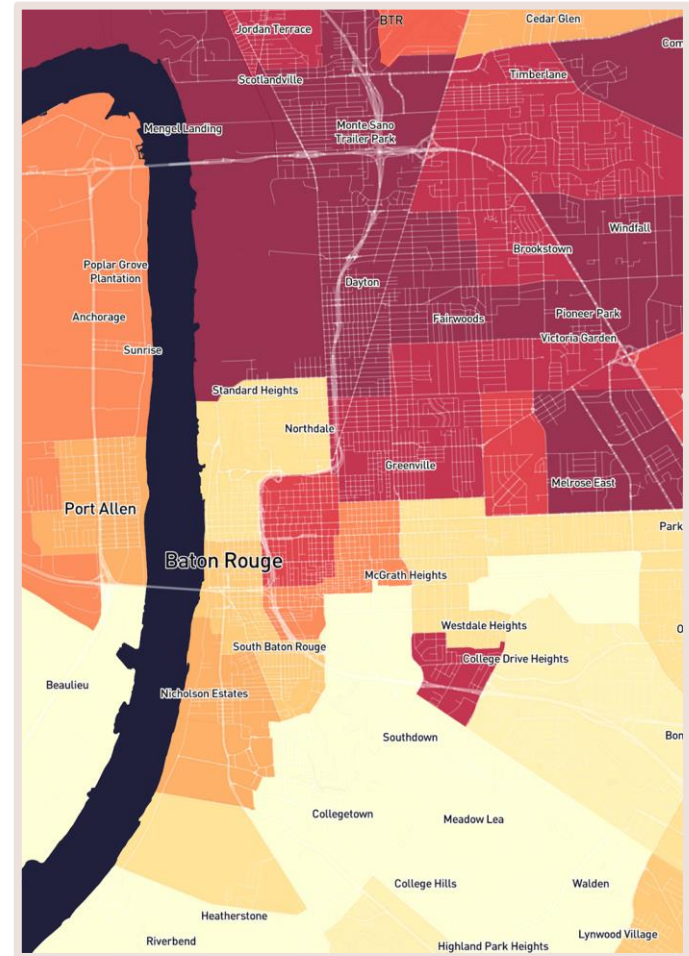
Baton Rouge

PRE-COVID

- 104,500 Total Jobs
- 11,300 Retail Jobs (13% of total)

TODAY

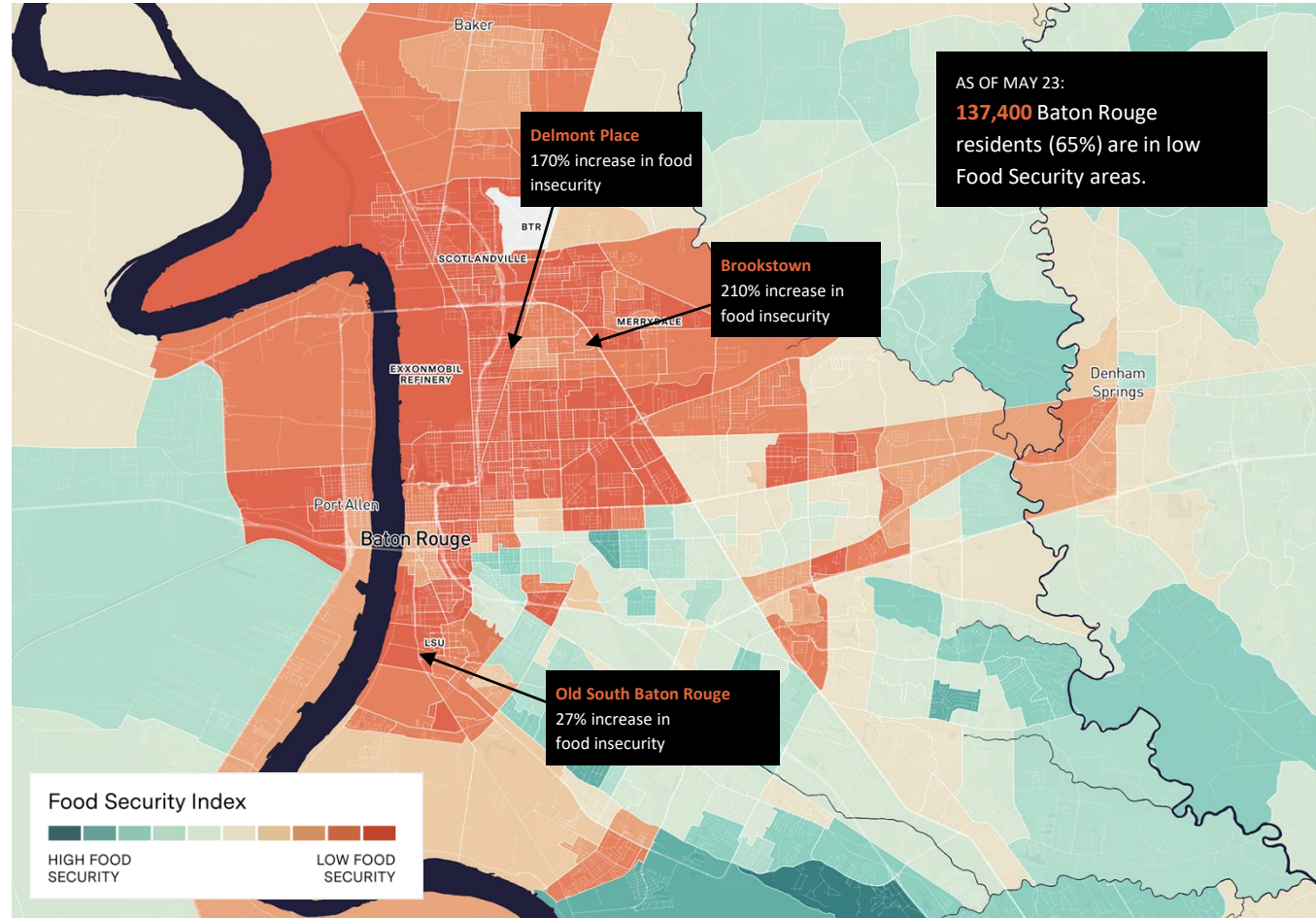
- Unemployment: 39%
- 31,000 Total Jobless Claims
- 6,000 Retail Jobless Claims



Food Security INDEX

Pre-existing and dynamic socio-demographic, economic, health, and accessibility factors combine in a composite assessment of Food Security across Louisiana.

The Food Security Index highlights the **scale and distribution of food access challenges** and can inform state and local resource and relief distribution.



Food Security Pre-COVID

113,000 Baton Rouge residents (54%) were in low Food Security areas prior to the COVID-19 crisis.

Scotlandville
9,100 in low food security areas

Brookstown
2,100 in low food security areas

North Baton Rouge
12,700 in low food security areas

Food Security Index



HIGH FOOD SECURITY

LOW FOOD SECURITY

Port Allen

Baton Rouge

LSU

EXXONMOBIL
REFINERY

SCOTLANDVILLE

BTR

Denham
Springs

Food Security May 2, 2020

137,000 Baton Rouge residents (65%) are in low Food Security areas, an increase of 24,000 residents.

Delmont Place
120% increase in food insecurity

Brookstown
210% increase in food insecurity

Old South Baton Rouge
27% increase in food insecurity

Food Security Index



HIGH FOOD SECURITY

LOW FOOD SECURITY

Access to Food Outlets

Where are grocery stores and food suppliers located?

Food Security Index



HIGH FOOD SECURITY

LOW FOOD SECURITY

Grocery Stores



Port Allen

Baton Rouge

LSU

EXXONMOBIL
REFINERY

SCOTLANDVILLE

BTR

MERRYDALE

Denham
Springs

Access to Food Outlets

~200,000 households in the metro area do NOT live within a 10 minute walk of a grocery store or food outlet.

Walk Access to Food Outlets



Grocery Stores



Port Allen

Baton Rouge

LSU

EXXONMOBIL
REFINERY

SCOTLANDVILLE

BTR

MERRYDALE

Denham
Springs

Access + Vulnerability

Intersecting walk access with Food Security, we can identify concentrations of the **most vulnerable residents?**

Top 20% at risk in Food Security Index



Walk Access to Food Outlets



Grocery Stores



Access + Vulnerability

How many are at extreme risk due to poor walk access and other socio-demographic characteristics that make them less food secure?

- Food access, auto access
- Socio-demographic factors
- Jobless claims and economic stress
- Preexisting health conditions

Top 20% at risk in Food Security Index



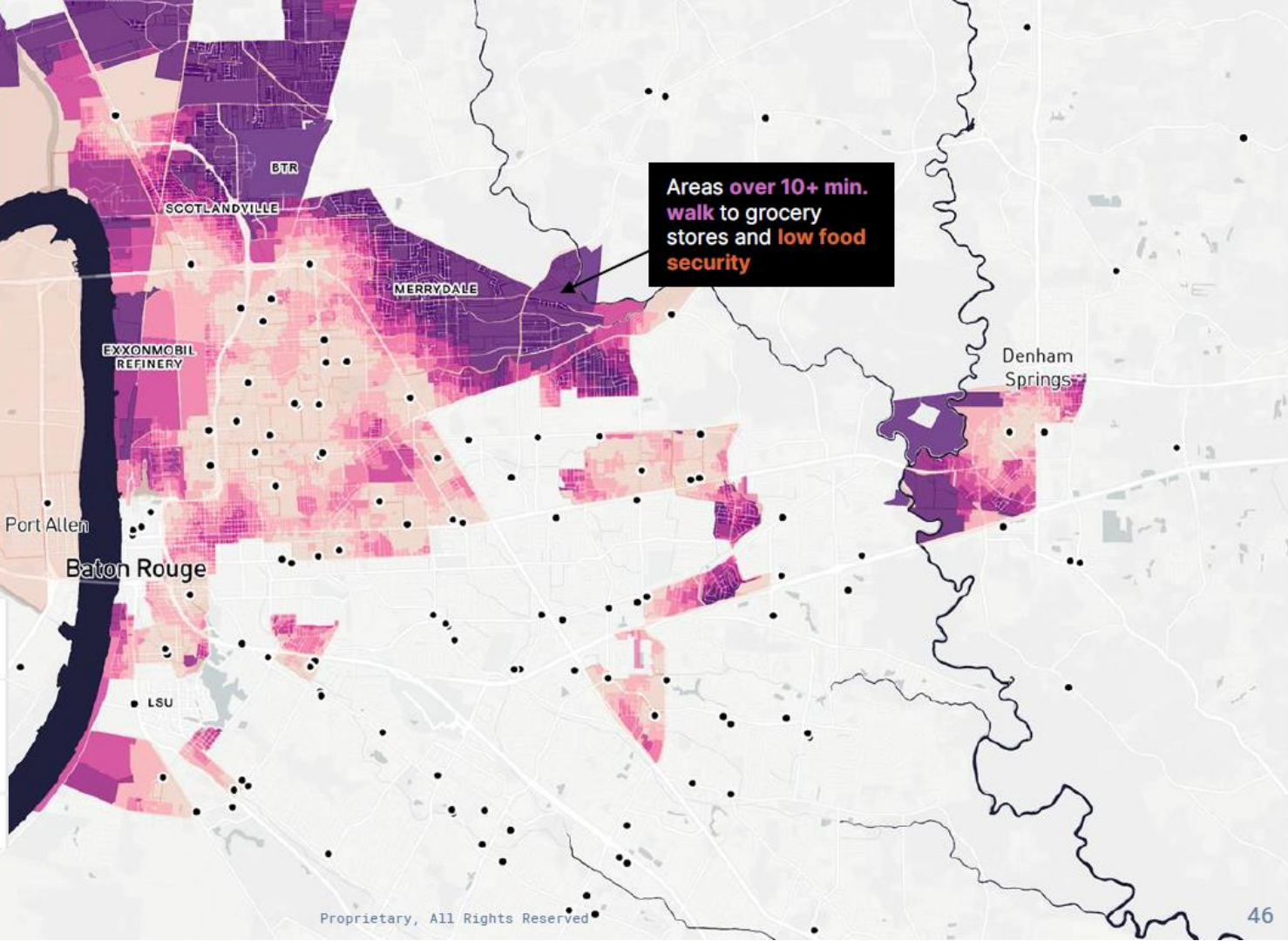
Walk Access to Food Outlets



Grocery Stores



Areas over 10+ min.
walk to grocery
stores and **low food
security**



Proposed Intervention

An additional ~13,000 households (metro-wide) would see improved food access if we used both schools and religious organizations.

Remaining low access, low food security households



Improved access households



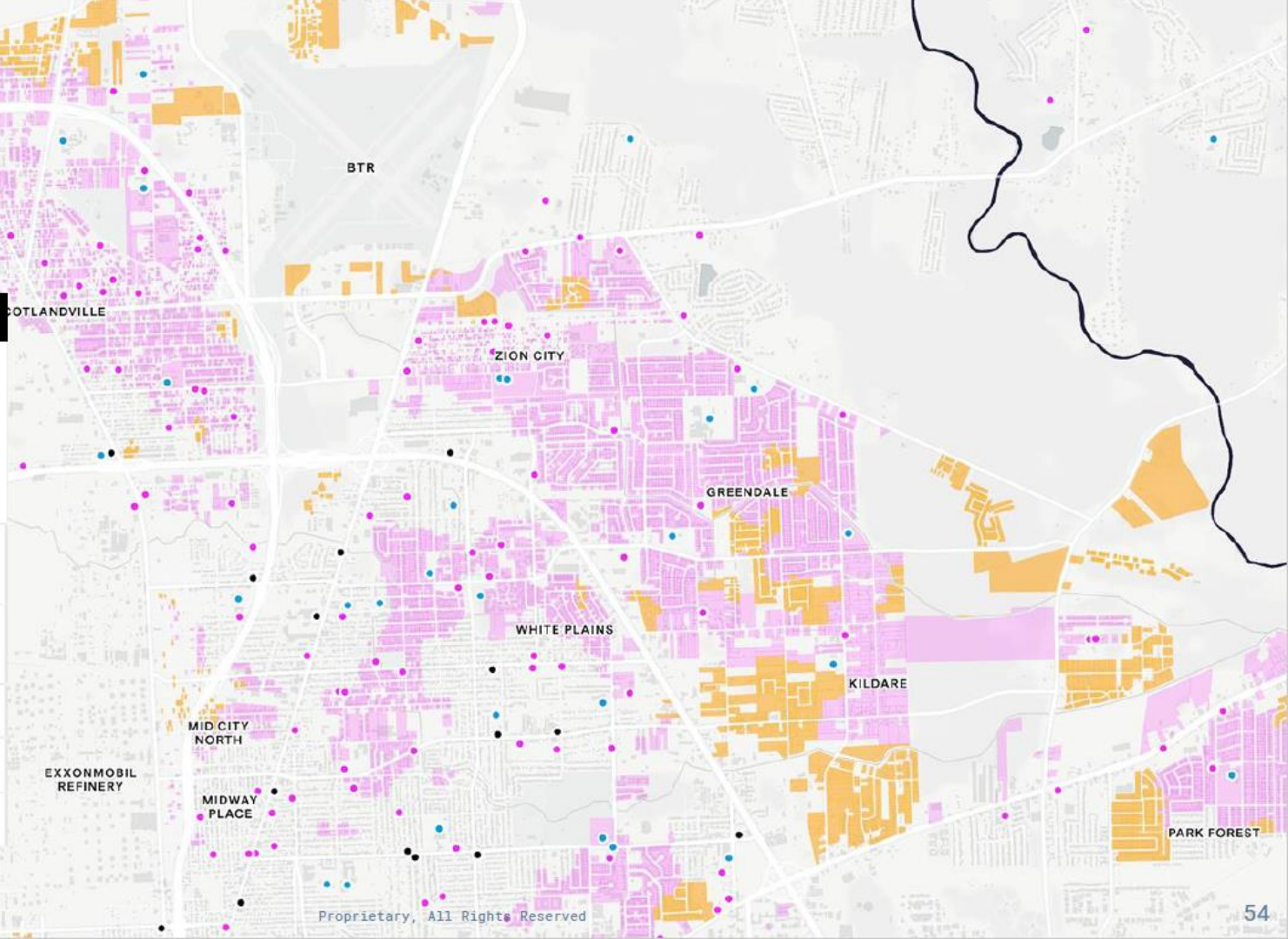
Grocery Stores



Schools



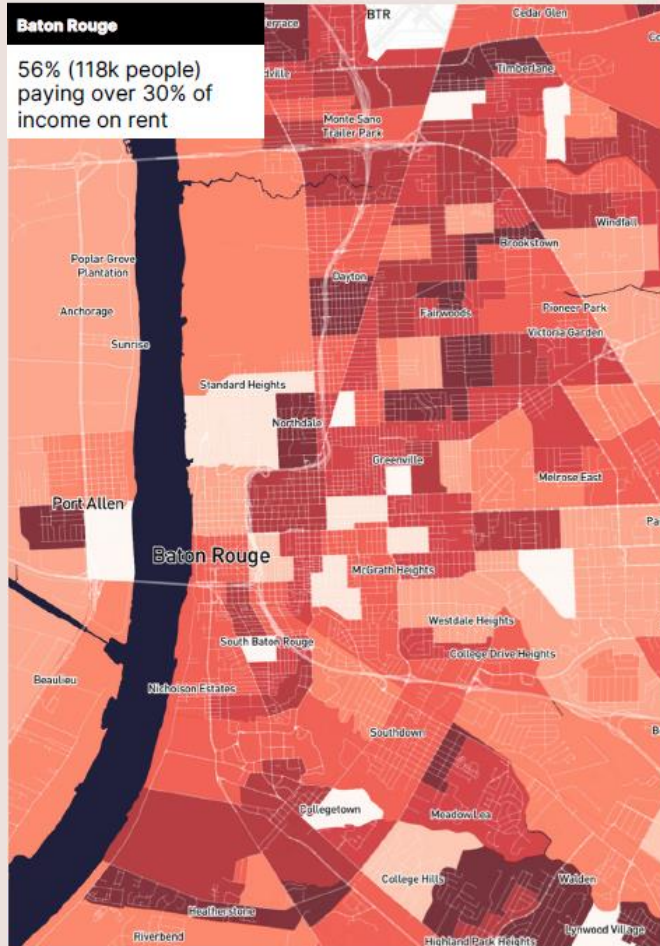
Religious Organizations





Housing Security INDEX

High Rent Burdens



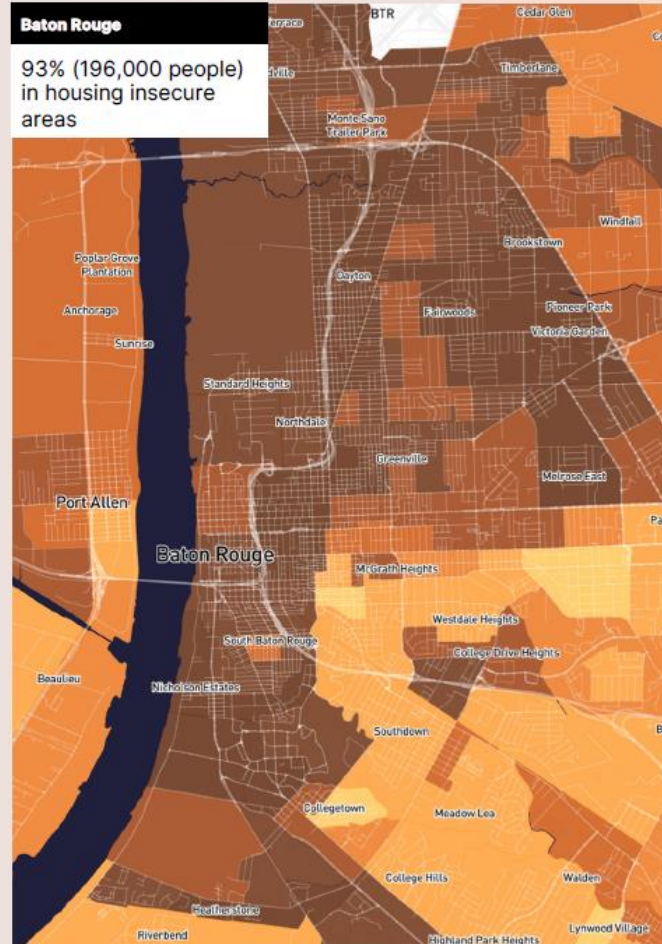


Housing Security INDEX

Today, more than 157,000 people in Shreveport face Housing Insecurity.

More than 196,000 people in Baton Rouge are now Housing Insecure.

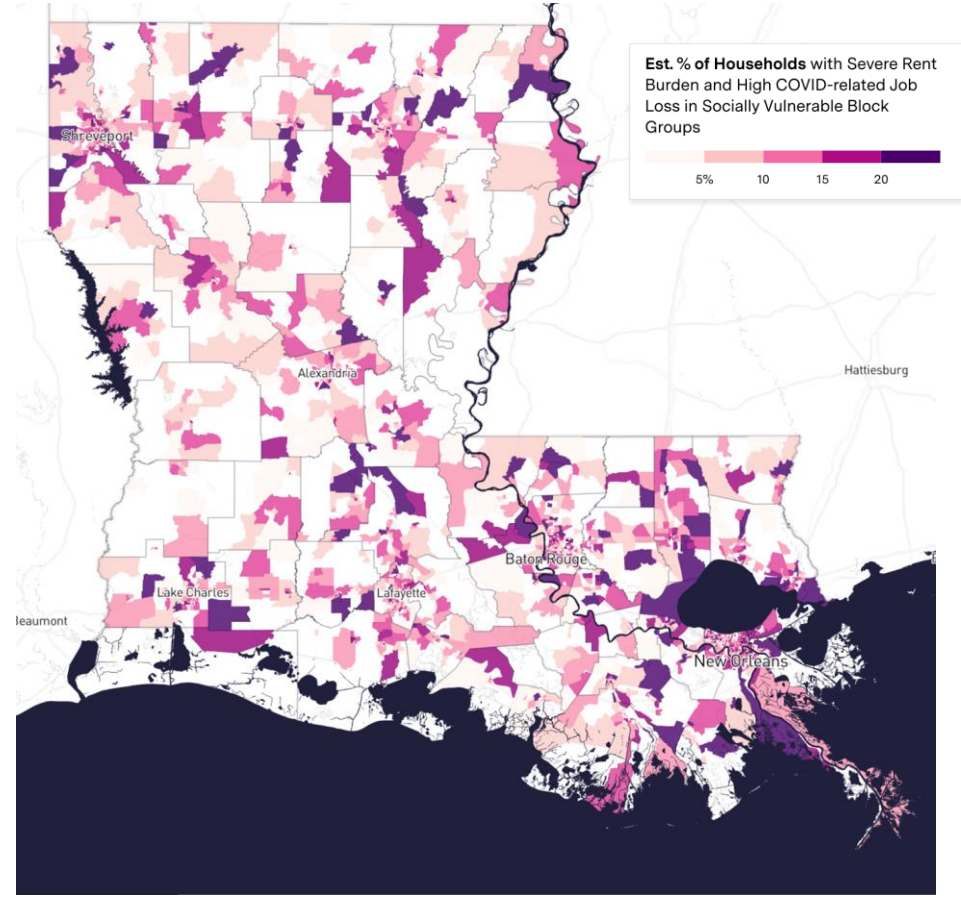
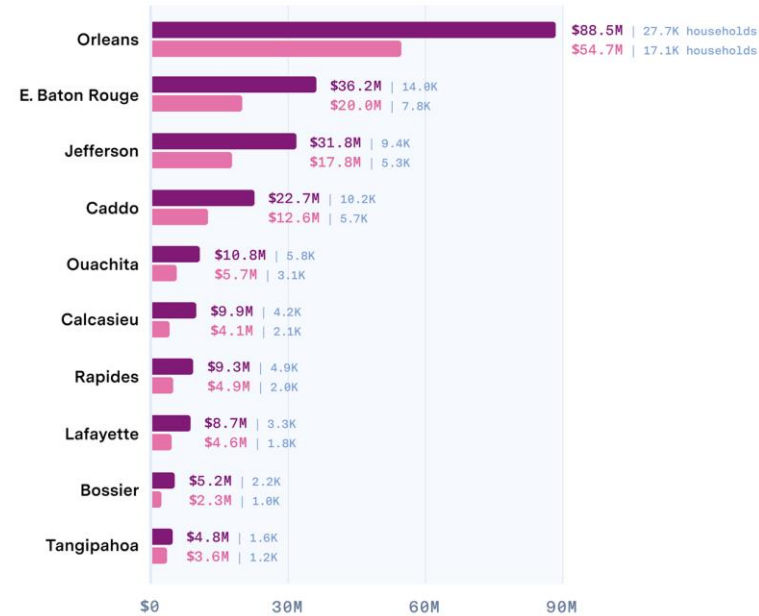
PRELIMINARY ANALYSIS



Top 10 Large Parishes: 6-Month Rent Gap & High Social Vulnerability

6-month rent gap amount (\$) for already rent-burdened households jobless by COVID and with high social vulnerability

■ Paying >30% income on rent
 ■ Paying >50% income on rent



East Baton Rouge Parish Snapshot - June 2020

- 19.4% of residents live in poverty
- 11% have no health insurance
- 54% of households are renters
- Unemployment pre-COVID 7%; Unemployment now 41%
- 80,173 jobless claims
- % living in low food access areas
 - Pre-COVID 23%
 - Now 36%
- % of renter households paying > 30% of income on rent – 54%
- COVID Jobless & paying > 30% of income on rent - 21% of households

Emerging Priority Topics - Discussion

- Beautification and walkability
- Promote development in Scottdale – 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)
- Crime

Next Steps



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Next Steps

- Monthly meeting
- Preferred day and time?

- Continue to understand survey responses
- Discuss potential action strategies and begin to prioritize
- Once identified, survey community regarding action priorities

SCOTLANDVILLE NEIGHBORHOOD IMPROVEMENTS AND SUCCESSES IN THE RECENT PAST

New or Updated Development

- Scotlandville Plaza improvements at Scenic and Scotland Ave (Hwy 61 @19)
- Scotland Saturdays every 4th Saturday
- Southern Grind Coffee Shop next to Blue Room
- Original Popeyes- New Restaurant – Fatz
- Exxon Mobil YMCA and BREC Gym
- Blue Room Rental Hall
- Barber shops
- Chicken shack
- Hotels with a Hotel Tax
- Perk's Trucking Company at 72nd and Scenic
- Wing shop is in abandoned PO
- Family Dollar
- Dollar General (and are now providing fresh food)
- Old theater reopened as Brother's meat market
- Lawn mower mechanic shop on 68 and Scenic torn down
- T-Shirt shop in old pizza hut
- Hall and Davis Heavenly Gate
- 1500-person Family Life Center at Mt Pilgrim
- Big Boy Carwash
- Small business tire shop (old Church's Chicken)
- Cell phone store
- I Hop
- Sonics
- Burger King
- Mosquito Abatement Building

Housing

- Senior housing off of Rosenwald
- Habitat for Humanity houses on Chin Street
- Tyler Perry housing at Rosenwald / Perry
- Baton Rouge housing authority redevelopment

Improvements

- 78 community clean-ups
- Identified location of grocery store next to Palisades
- Working on University Place signage
- Abandoned buildings painted as part of MLK project (pressure wash, board, paint)
- Old Kentucky painted in the MLK project and adopted by Immaculate Conception
- Old Hernandez Ice – lot was completely cleaned and ready for construction – Kaufman Street
- Scenic cinema was painted with MLK project
- Attorneys office painted in MLK project
- EMR/Southern Scrap MLK Paint Project

Public improvements

- Lighting along scenic – have amber lighting that goes down Scenic to Blunt Road
- Swan Street improvements
- Street signs put in - blue street signs with neighborhood identification
- 14 covered bus stops –CATS
- Police station was a closed bank - 4th district
- Together BR and BR PD partnership
- Improvements to Jewell Newman community center
- Anna T Jordan Park – community family park - did total renovation thru partnership with BREC
- New fire station
- Library
- Renovations at airport – landscaping and beautification effort

CURRENT PROJECT UPDATES

North Baton Rouge Project Updates

Glen Oaks Drive:

Glen Oaks Drive is complete. Has sidewalks on both sides. Residents on the street are complaining about the speed – so exploring traffic calming measures

72ND Avenue Sidewalks:

Phase I sidewalk improvements will start in the next month. Council approved the bids on June 10th. This project will provide sidewalks on both sides of the roadway from Scenic Highway to Interstate 110. Phase II has been approved and will be from Interstate 110 to Plank Road and will include a crossing at Plank. This project is scheduled to be completed by year end / early 2021.

North Baton Rouge Project Updates 2

Monte Sano Canal:

Drainage improvements to the channel that runs around 71st Street to the Monte Sano Canal will require a track-hoe in the bottom of the ditch. There is limited room on the top of bank which makes this work more complicated. The ditch is around Middlesex Street and runs between 71ST Street and 72ND Street to a part of Monte Sano Bayou. This work is not yet scheduled but will be done thru the Maintenance Department. Looking at the maintenance needs of all concrete line canals to prioritize by highest risk.

Turn Lane:

There are **no plans** for a turn lane at 72st & Plank Road. This is a **State DOTD roadway**. This will be discussed with the State DOTD to see what can be done at this location. Will report back once discussions are held.

North Baton Rouge Project Updates 3

Scenic Hwy:

Scenic Hwy needs a lot of work. Drainage improvements from Airline Hwy to almost 76th Street. **Maintenance on this road is under State DOTD control.** We will ask them to move up drainage improvements as a priority and see what can be done. We have already dug out the outfall pipe to help drainage. As you know, we are always having to go out and barricade the road during heavy rain events.

MOVERBR Project: Scenic Hwy from Harding Blvd to Swan Ave

We have selected an engineer group (GOTECH) to design improvements to this area to include pedestrian improvements, sidewalks, lighting and upgrades needed for the infrastructure. This will provide a big upgrade for this area. Our engineer will work closely with Southern University to work with their Master Plan process. This \$7 Million dollar project should complete in early 2026.

North Baton Rouge Project Updates 4

Harding @ I-110:

We have selected an engineer (Neel Schaffer) to start design work at the Interstate 110 and Harding. This area has a serious traffic issue with traffic stacking up on Interstate 110 creating many accidents. The goal is to improve both north and south movement on Interstate 110 with an additional turn lane storage length and enhanced access to I-110 will be included in the ramp terminal intersection improvements. This is a \$5 Million Dollar project scheduled to complete in 2023.

Elm Grove Gardens:

We are finalizing the design of Elm Grove Gardens sidewalk improvements in the area north of Airline Hwy. Hope to have construction completed this year.