

Selected Projects

Beall's Hill Redevelopment Charrette Macon, GA

HFA was a key team member in planning and staffing a five-day charrette to plan the revitalization of the Beall's Hill neighborhood in Macon, GA. HFA's role included stakeholder analysis, community outreach, and media work. HFA facilitated many of the 11 stakeholder meetings held during the charrette and had primary responsibility for documenting the community involvement. Over the course of the charrette, approximately 600 people participated in discussions, stakeholder meetings, and pin-up sessions.



I-95 Reconstruction Project Northern Delaware

As public involvement consultant for this project, HFA creates the public involvement strategy, develops project communications, and plans events. HFA manages the 120-person Working Group, provides support to several committees, and assists with Team management by maintaining the master project plan and facilitating team meetings. HFA serves as one of the primary points of contact between the Project Team and the public and maintains the project website.

Firm Profile

Hurley ~ Franks & Associates is a planning and urban design firm whose goal is to develop creative solutions to relevant problems. Our work is guided by physical design, group decision-making, and professional excellence. In each project we work towards an ideal: using an explicit decision-making framework to develop supportable solutions to physical problems. At the base of this ideal is the intersection of physical design and process.

Jennifer L. Hurley, AICP, received a Master of Regional Planning from the University of North Carolina-Chapel Hill and a Bachelor of Anthropology from Bryn Mawr College. Ms. Hurley has nine years of professional experience ranging from program director of a community service internship program to three years with the Philadelphia City Planning Commission. Drawing on her background in conflict resolution, Ms. Hurley has developed a focus on public involvement. She is a past fellow of the Knight Program in Community Building at the University of Miami School of Architecture.



Philip E. Franks, AIA, AICP, is a graduate of the University of Pennsylvania's Graduate School of Fine Arts, where he received Masters degrees in both Architecture and City Planning in 1967. He has more than 30 years of professional experience, beginning as Project Planner at the Philadelphia City Planning Commission. Before starting his own firm in 1997, he was a full partner in another Philadelphia firm for 27 years, including five years as managing partner. Mr. Franks has developed a dual focus on both large- and small-scale projects.



H F A

Charrette Support Services



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- ♦ Planning ♦ Urban Design ♦
- ♦ Project Communications & Graphics ♦
- ♦ Public Involvement ♦

Charrette Support Services

A **charrette** represents an enormous investment of time, energy, and money. **HFA** can help you leverage the full potential of your charrette through a variety of services before, during, and after the event.



Stakeholder Meeting Preparation

To make the most of the charrette, it is crucial to include the right players and address the key issues. Through an organized series of interviews and stakeholder analysis, **HFA** will identify key stakeholders, their resources and interests, their relationships to each other, and area assets and problems. Based on this analysis, **HFA** can create a schedule of stakeholder meetings for the charrette, define agendas for each meeting, and identify key people to invite.

Host Steering Committee

In some cases, a local steering committee should help define the charrette agenda and conduct community outreach. **HFA** can help establish and facilitate the host committee.

Public Involvement & Government Relations

HFA can develop a comprehensive strategy for public involvement and outreach before, during, and after the charrette, including preparing communications materials, inviting stakeholders, and working with the press. The success of the charrette will ultimately rest with governmental decision-makers. **HFA** can analyze the decision-making landscape and help you situate the charrette within the larger decision-making and public approval process.

Project Communications

HFA will help you develop an effective public-information campaign using:

- ◆ newsletters
- ◆ web sites
- ◆ telephone hotlines
- ◆ PowerPoint/slide shows
- ◆ newspapers, radio, TV
- ◆ architectural models

Documentation & GIS Analysis

No one should spend valuable time during a charrette hunting for the right map or document. Let **HFA** secure and organize relevant materials from government agencies so you can concentrate on design. **HFA** can also provide GIS analysis of physical features and demographic data.

Event Planning

Sometimes it's the little things that matter: the lighting in the workspace, the catered lunch, the arrangement of the chairs. **HFA** can make all of the logistical arrangement for your charrette, freeing your attention for interaction with the public and design.

Stakeholder Facilitation & Documentation

HFA's expertise in group facilitation and mediation can free the design team to focus on design. Carefully documenting the stakeholder input will help legitimize the plan and secure support from public officials.

Public Policy & Implementation

As planning generalists, **HFA** can help delineate implementation actions related to a wide variety of public policy initiatives, including traditional zoning, historic district regulations, land use, transportation, affordable housing, governmental decision-making process, business improvement districts (BIDs), and tax increment financing districts (TIFs).

Plan Production

HFA's public involvement work has given us expertise in communicating complicated technical issues to the general public. **HFA** can produce the final plan using our skills in writing, graphics, and publication lay-out.



Philip E. Franks & Associates, Architects (PFA), can provide architectural services related to **HFA's** planning work.