GLENN
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LANDSCAPE
ARCHITECTS &
PARK PLANNERS

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February 11
Ref#26p10/prolet

Rob Webber, CAO
Five Rivers
82 Main St.
Rexton, NB E4W 5N4
cao@5-rivers.ca

RE: FIVE RIVERS – TOURISM CHARRETTE PROPOSAL

Dear Rob,

This letter serves as a scope of work and fee proposal to undertake a Tourism Charrette (Collaborative Intense Workshop) focused on tourism , recreation and beautification opportunities for Five Rivers. Our firm has conducted many of these exercises to fast track the generation of considerations and options to inform future detailed conceptual designs of tourism and community assets.

Recent Design Charrettes include:

- Plaster Rock, NB – Tourism Plan (ongoing)
- Wagmatcook First Nation, Cape Breton – Tourism Plan
- Neqotkuk Wolastoq, Tobique, NB - Tourism Plan
- Neqotkuk Truck Stop, Tobique, NB - Development Planning
- Florenceville-Bristol, NB - Waterfront Trail Tourism
- St. Martins, NB - Tourism Plan
- Long Wharf, Saint John Port Authority – Development Planning
- Canadensis – The Garden of Canada, Ottawa – Master Planning
- Dominion Park, Saint John - Park Planning
- Stanley Bridge, PEI - iImagine's Accelerated Destination Development and Design

SCOPE OF WORK

Introduction

Five Rivers is interested in diversifying its economy with a strategic approach to Community-based tourism investment. One of the challenges to seeking funding is the lack of a clear vision and positioning of that vision within the greater context of current provincial and federal government initiatives for sustainable tourism growth. A model that we have developed to bridge that gap is a Tourism Charrette. This intensive community workshop is used to flush out physical and programmed development opportunities with a Design Charrette process established by Glenn Group to quickly generate ideas for tourism, and community development.

The process saves time and money, by quickly coming to a realization of how the local assets can be developed and programmed as economic drivers.

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What is a Charrette

A charrette is an intense and creative workshop that builds project momentum and sets directives for achieving an overall goal. A collaborative approach, composed of a diverse group of participants (12-20), where realistic and achievable ideas are derived from well-orchestrated and focused brainstorming sessions. The focus is both big picture ideas and the details of a project to produce collaborative agreement on specific goals, strategies and priorities. Charrettes establish trust, build a consensus, and help participants understand and appreciate others' point of view.

> charrette (shar-ette') n. 1. A small cart. 2. A collection of ideas. During the 19th century, students of l'Ecole des Beaux Arts in Paris would ride in the cart sent to retrieve their final art and architecture projects. While en route to the school in the cart, students frantically worked together to complete or improve these projects. The meaning of the word has evolved to imply a collection of ideas or a session of intense brainstorming. 3. An intensely focused activity intended to build consensus among participants, develop specific design goals and solutions for a project, and motivate participants and stakeholders to be committed to reaching those goals. Participants represent all those who can influence the project design decisions.
>
> [Fr. charrette]

The benefits of using charrettes in a strategic planning exercise for Five Rivers are:

- Charrettes save time and money by working intensely over a short time period 1-2 days
- For committees, strategies can be difficult to set, if not associated with real design options, the Charrette generates these options
- They provide a forum for those who can influence design decisions to start planning a project
- They encourage agreement on the project goals and what will be important and unique for Five Rivers to capitalize on this opportunity
- Most of all we learn about the community assets and heritage from those who know it best – residents. This saves time and ensures a grass-roots approach the community can get behind
- They can kick-off and set a focused program for the next step more detailed studies, which might include – the Spatial Plan and Feasibility to address: Unique Selling Proposition, Branding, Product Positioning, Communication of the Vision in text and illustrations, Operation/Management, Funding Opportunities, Capital Cost, and Phasing.

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Design Charrette Process

PREPARATION › **EVENT** › **REPORTING**

1. Understand \the Vision

- Introductions
- Present vision to date
- Present inventory options for tourism and community development
- Present ideas from past studies
- Present examples from elsewhere on process and product

2. Generate Ideas

- Storyboarding
- Identify options
- Identify challenges
- Set priorities
- Group design studios
- Designer guidance
- Prepare quick schematic plans of key projects

3. Test and Confirm Ideas

- Present group plans
- Comments/critiques
- Evaluation form
- Closing remarks
- Community drop-in?

4. Synthesis and Report

- Record ideas
- Determine consensus
- Set priorities
- Draft design program for future schematic design and funding applications
- Potential Next Steps
  - Business Plan
  - Detailed design
  - Tender
  - Marketing Plan
  - Construction

AGENDA – FIVE RIVERS TOURISM DESIGN CHARRETTE

I: UNDERSTANDING THE VISION (9:30 AM)

- Welcome/ Introduction (Host)
- Overview/ Instructions (Glenn Group)
  - What are we going to do today?
  - Why are we doing it?
  - How will the results be used?
- Design Charrette Process
- Inventory of options from Past Studies
- Plans currently underway
- Community Based Tourism Best Practices
- Breakout

II: SITE VISITS (10:00AM – 11:00PM)

- Visit key sites as a group

III: DESIGN CHARRETTE (11:00AM – 1:00PM)

- Record ideas
- Set priorities
- Put ideas on paper
  - Locate potential projects, linkages, infrastructure needs
  - Review priorities
  - Select presenter from each team

LUNCH (1:00PM – 1:30PM)

IV: TEST AND CONFIRM IDEAS (2:30PM – 4:30 PM)

Presentations

- Each team presents ideas
- Comments from rest of group

Summary of Days results
Questionnaire to be circulated
FINISH 4:30PM)

V: SYNTHESIS & REPORT (POST PRODUCTION)

Next steps

- Charette Conclusions generated by Glenn Group
- Community Drop In to see results? (Optional)

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FEES

Dan Glenn, Principal Landscape Architect	24hrs @ $175	= $ 4,200
Nadine Lowes, Project Landscape Architect	36hrs @ $135	= $ 4,860
Stu Kelly, Landscape Designer	16hrs @ $125	= $ 2,000
Mike Beattie, CAD Operator	12hrs @ $75	= $ 900
Kari Adilman, Digital Media	12hrs @ $70	= $ 840
		$12,800

EXPENSES

Travel	$ 175
Travel Time (3 people at 4hrs)	$ 1,500
Materials for Workshop	$ 150
	$ 1,825

Total Fees & Expenses **$14,625 + HST**

DELIVERABLES

1. Site Base Plan(s)
2. PowerPoint Inspiration Presentation
3. Questionnaire and Results
4. Pre-Workshop list of topics for discussion
5. Design Charrette Exercise on site, 7-8 hrs
6. Design Brief Report Outlining Findings, Redrawn Consensus Plans & Next Steps

ASSUMPTIONS

1. Host will arrange for participants to attend
2. Host will arrange and pay for room capable of holding 12-20 participants
3. Host to provide a working lunch
4. Glenn Group will provide projector, screen, white board, flip chart, copies of base plans, markers, tape, and anything else to facilitate the charrette
5. Workshop will take place in the next 60-90 days, once snow has melted

With 3 designers we can breakout into 3 teams to deliver visions for Five Rivers. The comparisons often show different approaches and also common elements that make for interesting dialogue. Our job is to then synthesize the three visions into one common vision in a Design Brief. The Design Brief becomes the blueprint for future Spatial Plan/Feasibility Study.

The result is not a detailed plan that you can take for implementation funding, rather it provides a blue print for focused additional detailed planning, feasibility studies and programming.

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CONCLUSION

Our Design Charrettes are fun and productive. We have mastered ways to get participants involved, make them comfortable with the collaborative process and ensure a respectful appreciation of other people's point of view. We are there to provide guidance and focus. A big part of our job is to really listen to what people are trying to communicate so that we can accurately articulate their vision in the form of a Design Brief.

Should you have any questions, please do not hesitate to contact us. We can provide references from past sessions, if necessary. We look forward to the opportunity of working with your stakeholders (the more diverse the better) to generate creative solutions for the future spatial planning of tourism and community opportunities, including roofed accommodations, food and beverage services, recreation, trails, beautification and water access.

Sincerely,

Daniel Glenn, FCSLA

248 Brunswick St, Fredericton, NB E3B 1G9