

MEMORANDUM

Date: August 8, 2013, Revised

From: WRT

Pages: 15

Re: ***Technical Memorandum #7: Preferred Future Scenario and Plan Framework***

Introduction

At Community Forum Series #3, held May 14-15, 2013, the public reviewed the No Plan (Trend Growth) Scenario and three alternatives to the trend: 1) Multi-Center Growth, 2) Balanced Growth, and 3) Corridor Growth. The No Plan (Trend Growth) Scenario depicts where growth and development are most likely to occur over the next 20 years with no change to past trends and policies. The three alternatives to the trend, developed with the results of Community Forum Series #2 and guidance from the Comprehensive Plan Technical Resource Team (CPTRT) and the Comprehensive Plan Citizen's Advisory Committee (CPCAC), illustrate options for development patterns that use land more efficiently, promote mixed uses, and are more walkable, connected and fiscally responsible.

Community Forum Series Three ***Overview and Summary Results***

Community Forum Series Three was held May 14 and 15, 2013. About 900 residents attended two open houses to learn about the issues facing Lafayette and to vote on alternative futures. The open houses included timed presentations and an opportunity for participants to learn about the growth and development trends in Lafayette, talk with the consultants, city and LUS staff and members of the CPCAC, and to voice their opinions on development. The open houses featured 5 stations with 35 informational or input boards. Participants could also play the "money game" to vote for how they would spend \$100 of capital budget, compared to current spending. Input opportunities for residents who could not attend an open house were offered via an online survey and meetings in a box.

The following tables summarize results from the open houses, meeting in a box sessions, and the alternative futures online survey. Over 1,000 residents voted for their preferred future scenario (including 726 open house, 209 online, and 100 MIAB participants). Scenario 1: Multi-Centers Growth received the highest number of first choice votes (42%), followed by Scenario 3: Corridor Growth (29%) and Scenario 2 Balanced Growth (25%). The No Plan (Trend Growth) received 4% of the first choice vote. When asked for their second choice selection, respondents were split between the three alternatives.

To gain a better understanding of why someone voted for a particular each scenario, participants were asked to vote for their top two priorities for future population and employment development. Based on the total number of votes, the top three priorities are

increased redevelopment / reuse of existing buildings and sites, better bike and pedestrian connections, and increased mixing of uses.

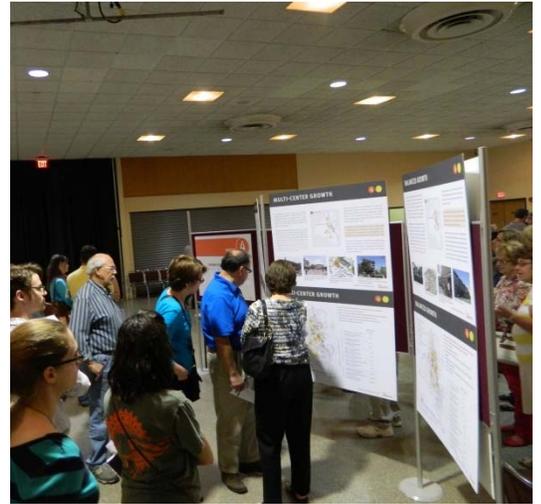
Community Forum Series #3 Summary Results

What is your First-Choice Scenario?		
No Plan	42	4%
1) Multi-Center	434	42%
2) Balanced	258	25%
3) Corridor	301	29%
Total	1,035	100%

What is your Second-Choice Scenario?		
No plan	20	2%
1) Multi-Center	281	33%
2) Balanced	280	32%
3) Corridor	282	33%
Total	863	100%

What are your priorities for future development?		
More Mixed Use	371	18%
Conserved Farmland and Open Space	242	12%
More Redevelopment and Reuse of Existing Buildings and Sites	581	28%
Improved Transit Access and Service	260	13%
Better Bike/Pedestrian Connections	451	22%
Lower Infrastructure and Service Costs	118	6%
Other	16	1%
Total	2,039	*

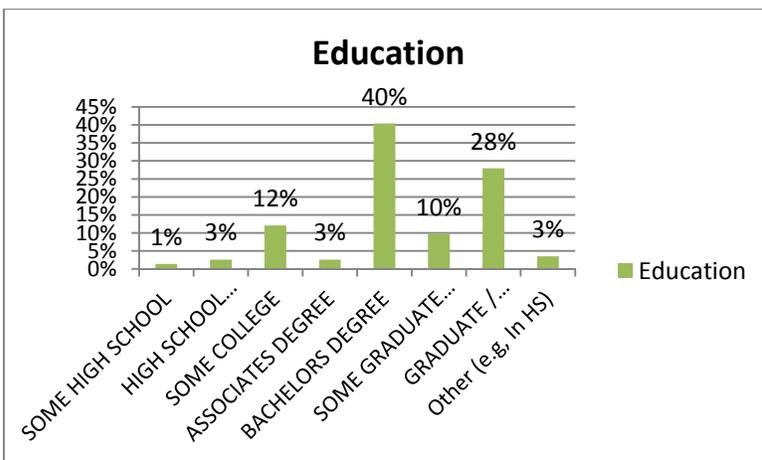
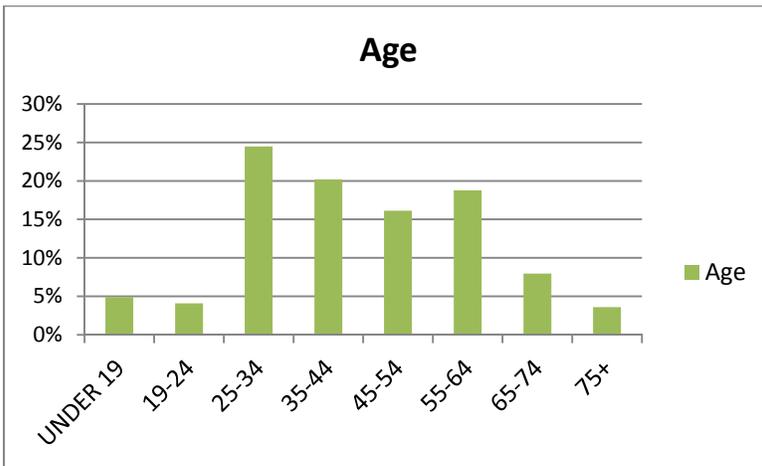
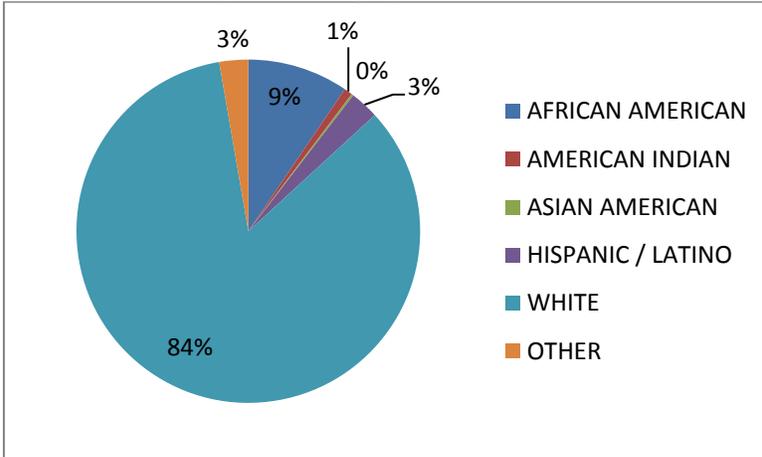
*Participants were asked to vote for their top two priorities.



Who Participated in the Forum Series?

Participants were asked to provide voluntary demographic and past participation information. Over half (57%) reported participating in the comprehensive plan process for the first time (testimony of the success of the public outreach campaign). The majority of participants (75%) live in the city of Lafayette in either downtown (34%) or suburban neighborhoods (54%). The demographic results illustrate that residents from a variety of backgrounds participated in the forum series. It is important to note that only about half of participants completed the voluntary demographic questionnaire.

Forum #3 – Participant Demographic Information



Preferred Future Scenario Draft

The draft preferred future scenario is a blending of the preferences of the Lafayette community. Because 42% of participants selected Multi-Centers Growth as their 1st choice, WRT started with Scenario 1: Multi-Centers Growth as a base to develop the preferred scenario, and made adjustments to the original centers to include features from the corridors and balanced growth scenario.

As described at Forum 3, “corridors” are defined as the strips of land that lie alongside key transportation routes and serve as connectors between destinations (e.g., areas along Johnston Street between downtown and the Horse Farm). Centers, also referred to as nodes, are areas where related economic and social resources and activities are concentrated. A center can encompass a discrete location such as downtown, a neighborhood, or a key intersection. The draft preferred scenario encourages a shift towards more mixed-use development that brings together compatible residential, commercial, office, institutional, or other uses within the same building or in separate buildings as a unified development. Benefits of mixing uses include increased pedestrian activity, reduced car trips for short distances, expanded housing choices, and efficient use of land and infrastructure.

Criteria for removing a center and/or adding a corridor or refining locations to create the preferred future scenario includes:

- Location within or out of floodplain: *preliminary FEMA flood insurance rate maps illustrate draft boundaries for floodways, 100-year, and 500-year floodplains. In general, recommended growth areas are located outside of the preliminary floodplain boundaries.*
- Susceptibility to change: *WRT conducted a susceptibility analysis earlier in the planning process to illustrate areas of the parish land most likely to develop or redevelop in the future. The analysis is informed by layering a number of susceptibility “indicators” including natural features and floodplains, past development patterns, existing land uses, planned or proposed infrastructure projects, utility service areas, potential annexation areas, and undeveloped land close to existing schools.*
- Potential for development / Recent development: *factors such as presence of vacant land (based on parish wide land use data), lot size and configuration, overall development trends, and data on non-residential subdivision age are being used to determine areas more or less “ripe” for development or new investment.*
- Other considerations in refining the conceptual corridor and center locations include:
 - o Opportunities to strengthen and link existing districts or activity centers
 - o Potential for creating key entryways or gateways into development areas
 - o Ability to complement mixed-use with multi-modal transportation
 - o Ability to leverage existing or planned public investment

The preferred scenario includes recommended development and redevelopment areas with an emphasis on mixed use, transportation improvements, and identification of green infrastructure opportunities. The scenario does not regulate private property or zoning rights. It is intended to be a guide for how and where public investments occur (e.g., roadway improvements, streetscape, or redevelopment incentives) in the future.

- **Recommended Growth Areas** are areas targeted for future development and/or redevelopment. These areas are served by existing roads and public infrastructure, are generally located outside of flood-prone areas, and have a high level of development potential. The table below provides an estimated number of residential units by type that could be accommodated within each area. Downtown Lafayette and the Oil Center are proposed to see the greatest degree of growth. However, mixed use and residential units are proposed for areas throughout the city and immediate surrounding areas to provide increased housing choices and development options.
- **Other Development Areas** are not geographically defined on the map realizing that development will continue to occur outside of recommended growth and investment areas. In other words, it is not anticipated that all growth will occur in recommended growth areas. Some growth (estimated to be about 9-10% of residential units) will happen in rural and suburban areas as illustrated by the susceptibility to change analysis and the trend growth scenario. In rural areas, agriculture is recommended to remain as the predominant use. The comprehensive plan will include strategies to improve compatibility and buffers between industrial, commercial, residential, and agricultural uses, especially in rural areas. **Existing Development** is also highlighted on the map series to show areas of the parish that are already development, but are not designated as recommended growth areas for infill/redevelopment.
- **Recommended Transportation Improvements** are both projects with committed plans and funding, as well as recommended transportation links to better connect development areas and ease congestion throughout the city. Bike and pedestrian connections, including on-street and off-street bike lanes, sidewalks, safe crossings, and streetscape improvements are recommended for these future transportation improvements. *Priority pedestrian/bikeways may be added to the final preferred scenario.*
- **Potential Green Infrastructure Elements** are identified and include existing parks, floodway areas, and existing and proposed greenways that will be identified in the 2040 Lafayette MPO Bicycle Plan update.

Defined as an interconnected network of green spaces, green infrastructure provides numerous benefits that include managing storm water runoff from streets and buildings, reducing costs associated with engineered “gray” infrastructure (e.g., stormwater utilities), reducing energy costs, providing recreational opportunities, and protecting natural resources. Improved bike and pedestrian connections, a community priority, may be included with the green infrastructure network through trails and connected park spaces. Large areas of the parish falling within the preliminary FEMA 100-year floodplain are highlighted on the draft preferred scenario and also help to support the green infrastructure system.

Preferred Scenario: Residential / Mixed Use Breakdown - Approximate Units by Location (see page 10)

Map Key	Location	Mixed-Use Units	High Density Units	Med. Density Units	Low Density Units	Total Residential Units
1	Ambassador Caffery and Gloria Switch	1,500	---	1,200	400	3,100
2	University and Pont Des Mouton	1,500	---	1,200	--	2,700
3	I-10 and Ambassador Caffery	1,500	---	1,200	---	2,700
4	Downtown Lafayette/Oil Center	3,000	3,500	1,000	---	7,500
5	Horse Farm Area	1,400	---	---	600	2,000
6	Acadiana Mall	1,400	---	---	600	2,000
7	Milton Adjacent	900	---	---	---	900
8	Gloria Switch and Moss St	---	---	---	400	400
9	Louisiana and Willow	800	---	800	500	2,100
10	University Corridor	2,750	---	---	---	2,750
14	Ambassador Caffery and Kaliste Saloom	400	---	300	500	1,200
	Other Areas	---	---	---	---	2,650
	TOTALS	15,150	3,500	5,700	3,000	30,000

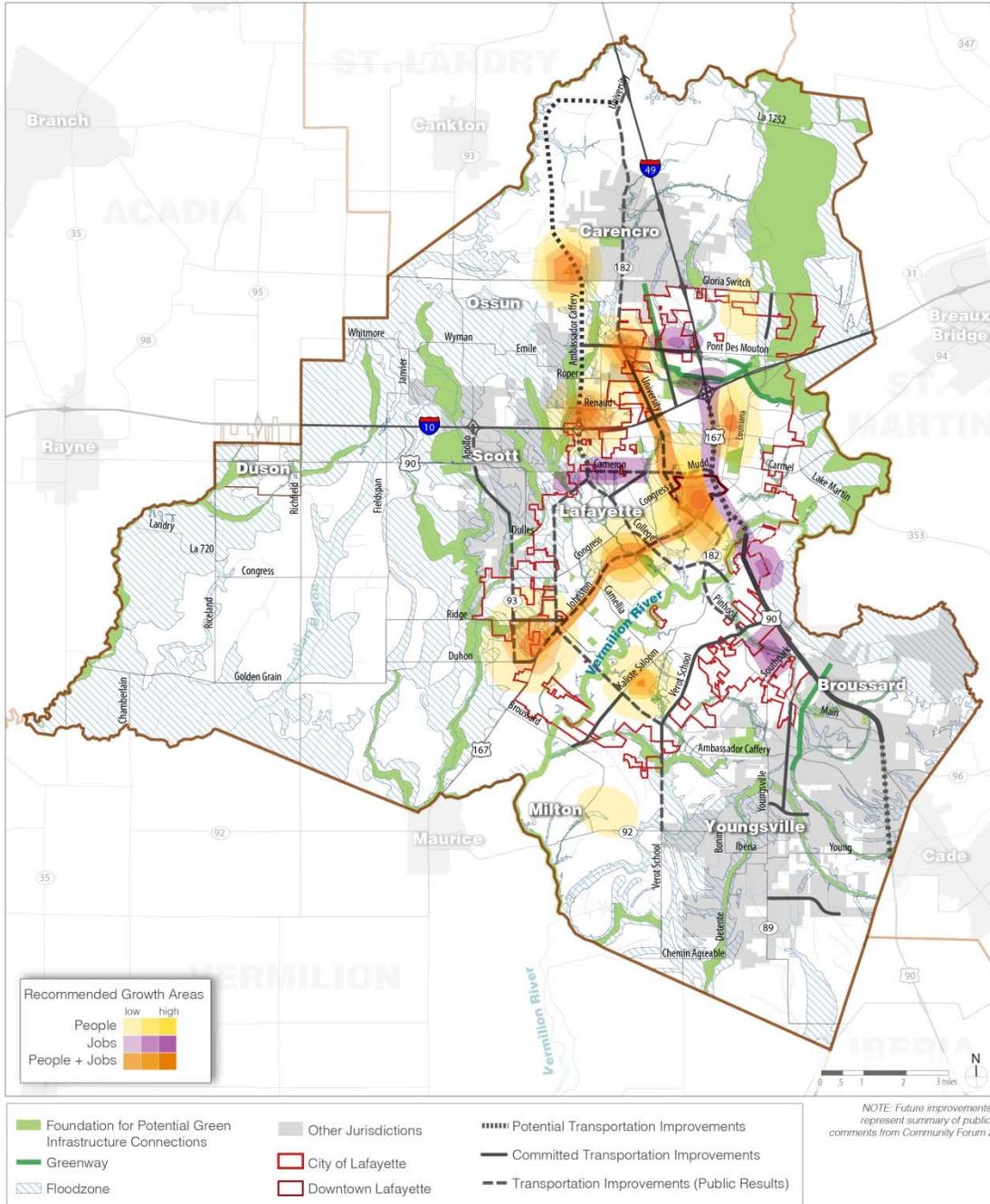
Employment Projections

Over 20,000 new jobs are projected for Lafayette over the next 20 year period. Retail, office, hospitality, and industrial jobs are estimated based on population projections, new residential demand, and location of existing jobs centers.

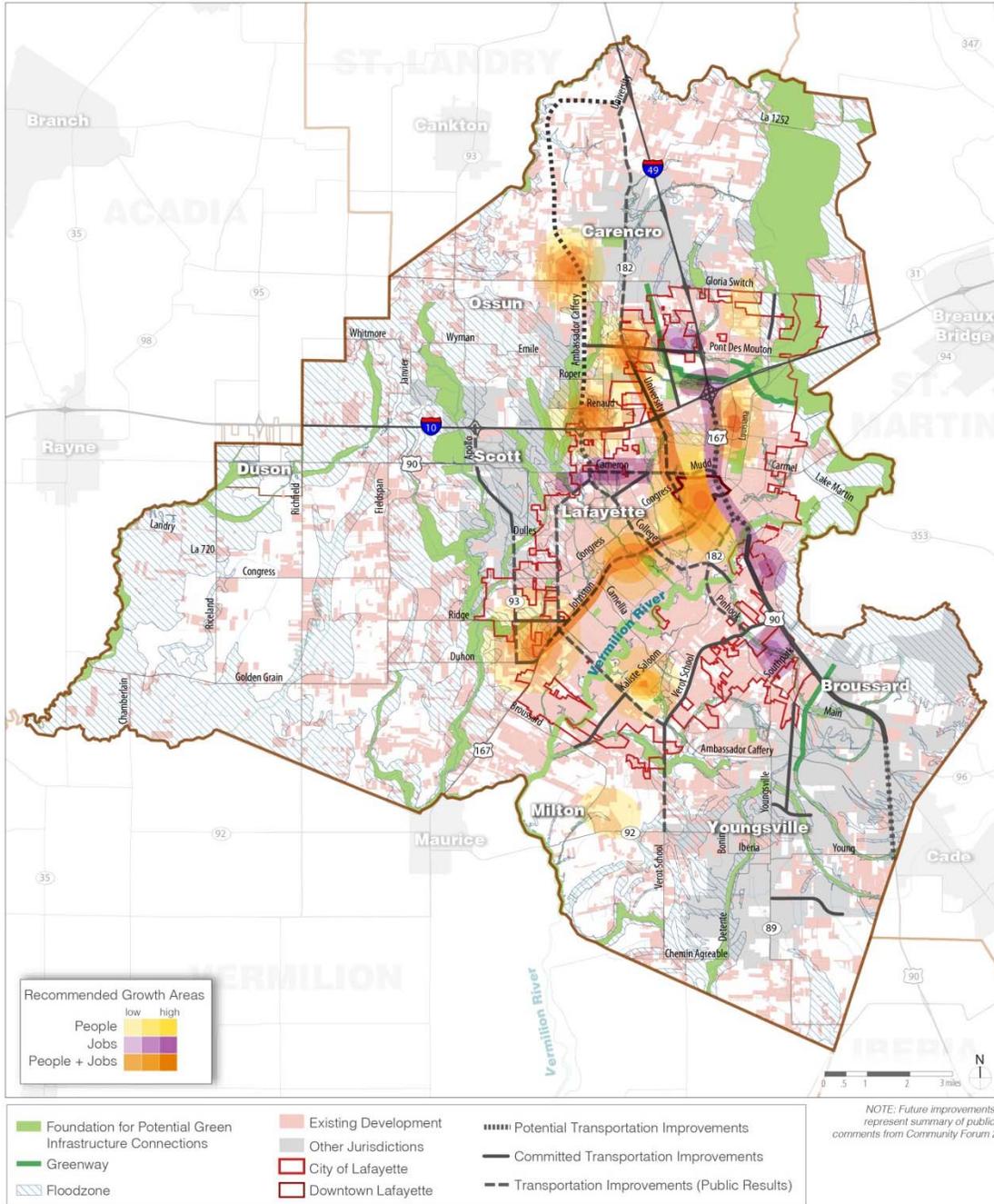
Preferred Scenario: DRAFT Estimated Employment by Location

Map Key	Location	Retail Employment	Office Employment	Hotel Employment	Industrial Employment	Total Estimated Jobs
1	Ambassador Caffery and Gloria Switch	220	1,200	200	--	1,620
2	University and Pont Des Mouton	280	1,200	180	--	1,660
3	I-10 and Ambassador Caffery	300	1,200	180	--	1,680
4	Downtown Lafayette/Oil Center	920	3,400	500	--	4,820
5	Horse Farm	220	800	120	--	1,140
6	Acadiana Mall	220	800	120	--	1,140
7	Milton Adjacent	170	620	90	--	880
8	Gloria Switch and Moss St	40	160	20	--	220
9	Louisiana and Willow	200	820	140	--	1,160
10	University Corridor	420	1,500	200	1,800	3,920
11	I-49 Corridor	300	300	600	1,900	3,100
12	Cameron and Ambassador Caffery	200	300	100	1,600	2,200
13	Airport Area	200	300	100	1,800	2,400
14	Ambassador Caffery and Kaliste Saloom	40	160	20	--	220
	Other Areas	180	900	20	--	1,100
	TOTALS	3,910	13,660	2,590	7,100	27,260

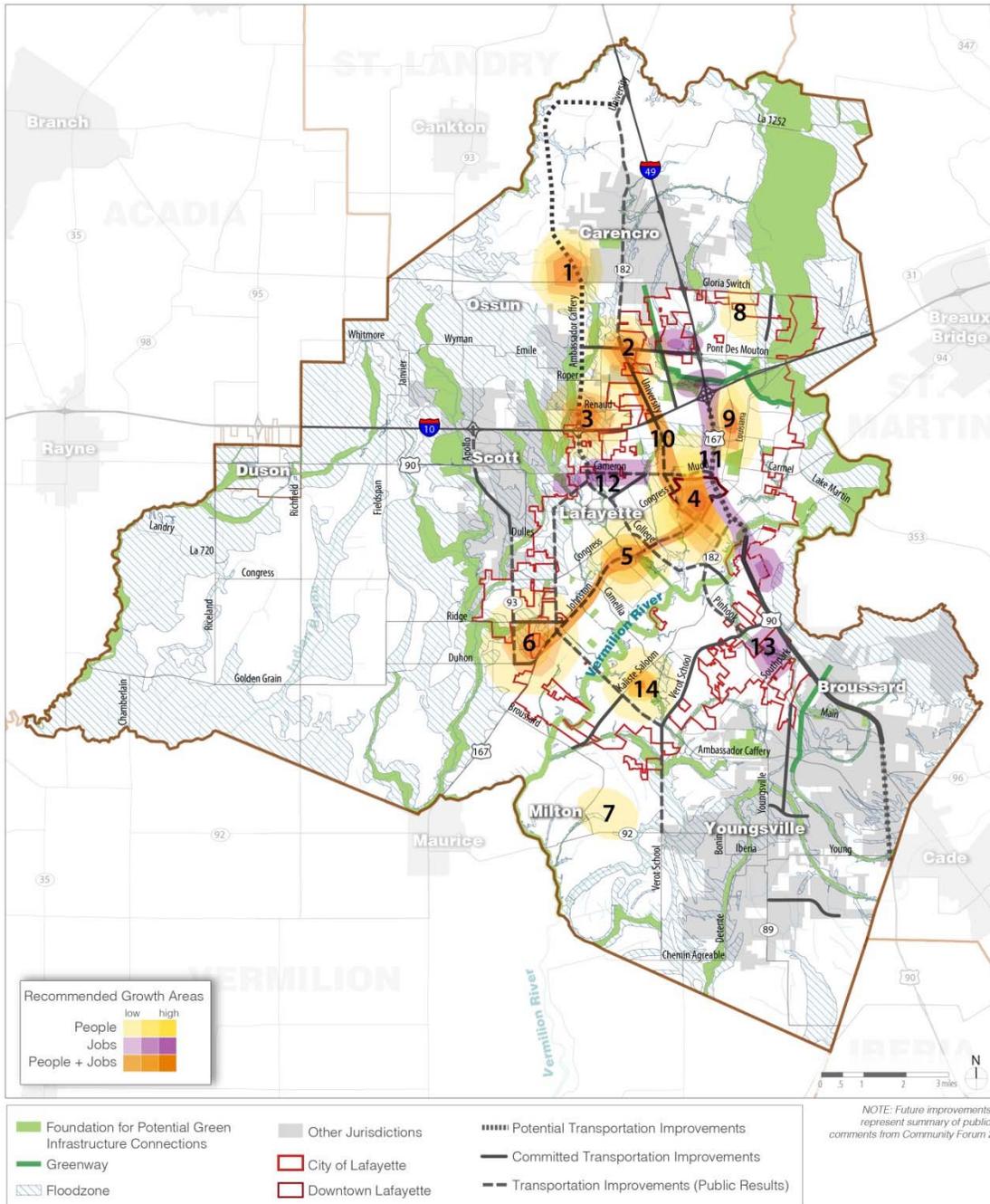
DRAFT Preferred Growth Scenario



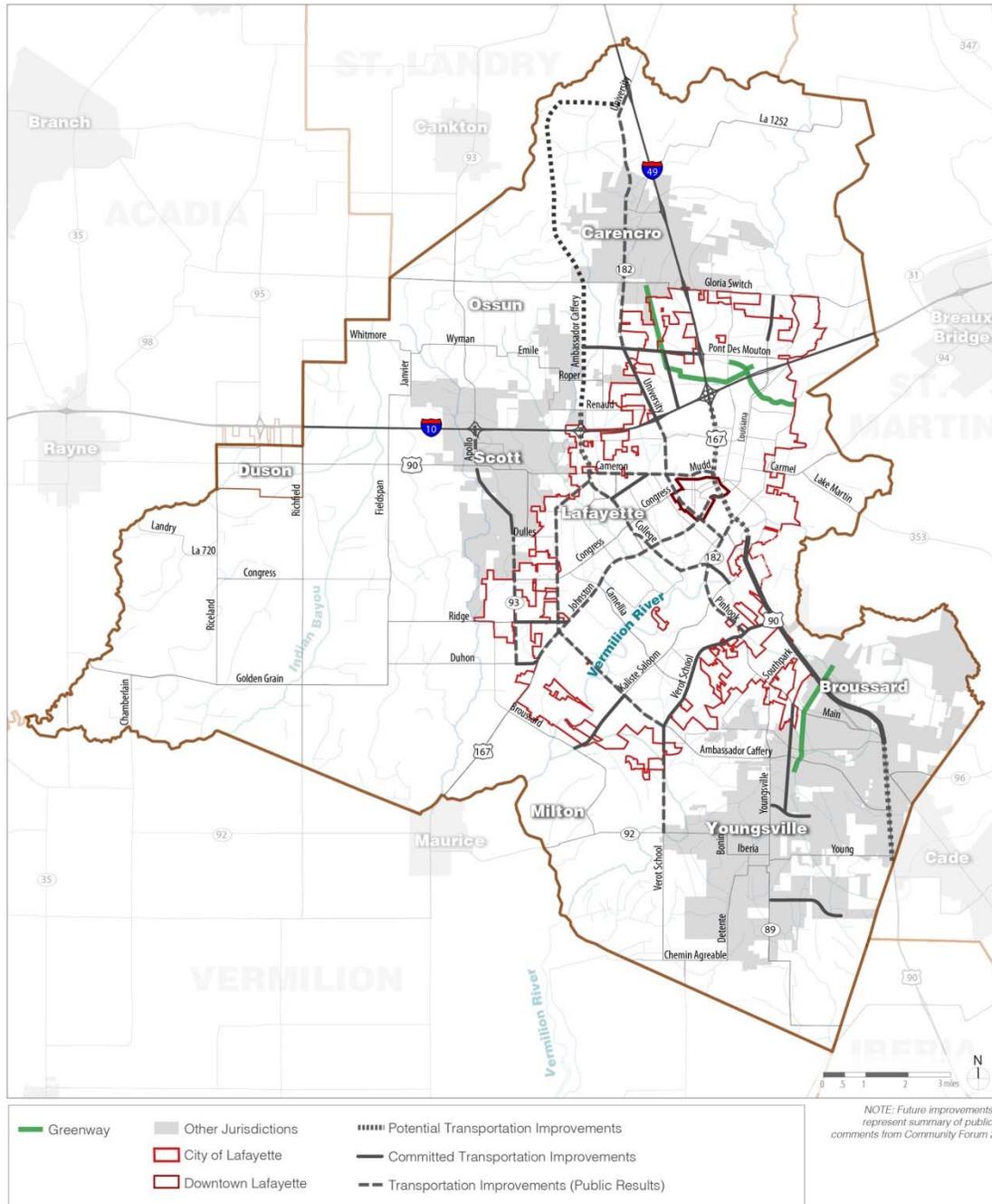
DRAFT Preferred Growth Scenario (overlaid on existing developed area)



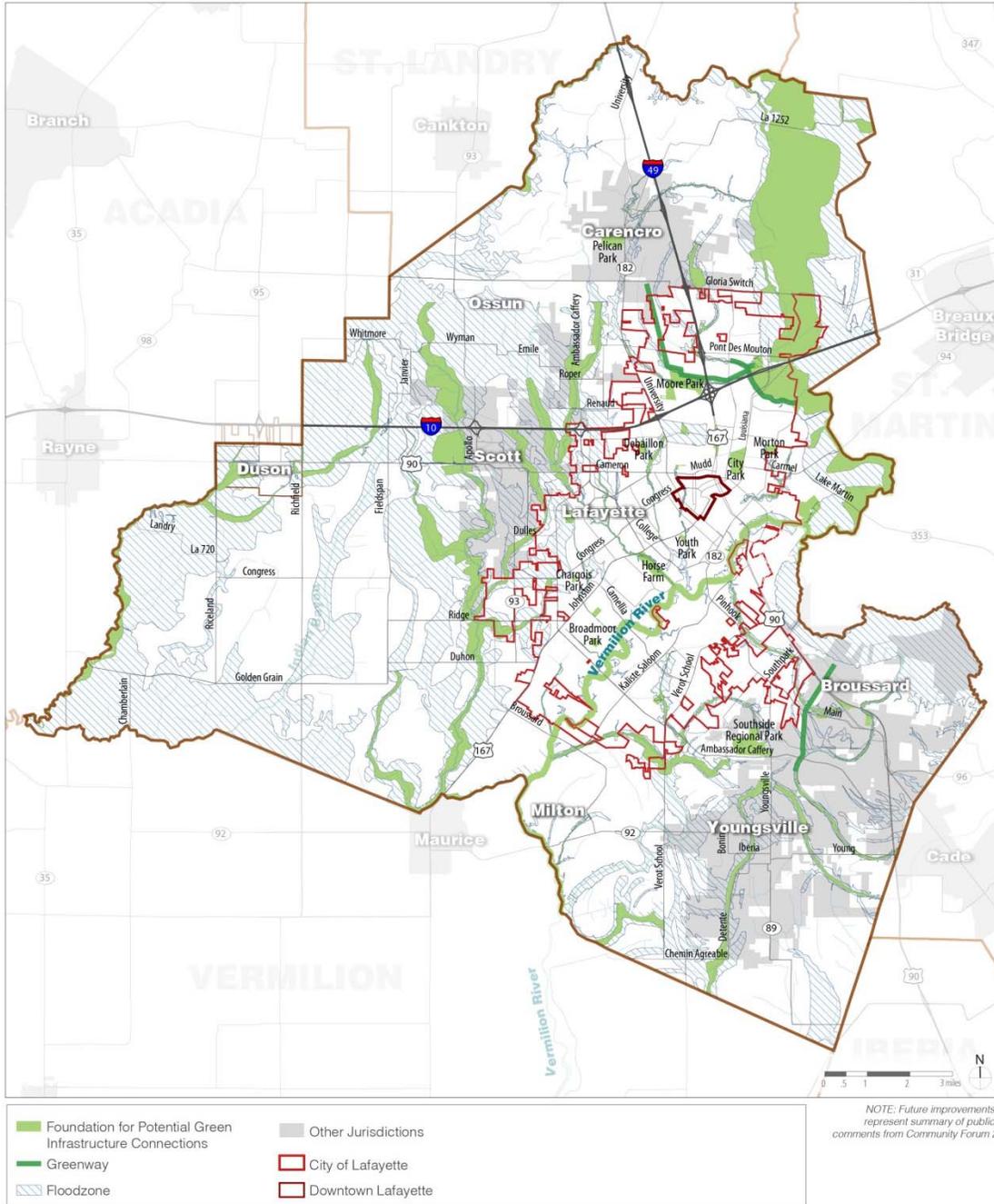
DRAFT Preferred Growth Scenario (with # key and location)



Preferred Growth Scenario – Potential Transportation Connections



Preferred Growth Scenario – Potential Green Infrastructure Connections



Preliminary Strategic Directions

As indicated below, participants in the Forum 3 Series selected more mixed use, more redevelopment and reuse of existing building and sites, and better bike and pedestrian connections as the highest priorities for future development. The following preliminary strategic directions utilize those priorities as the basis for recommending key course changes necessary to realize the preferred future scenario. The purpose of the strategic directions at this point is to gauge general consensus for the plan’s directions as we move into phase 3 and develop the plan’s recommendations.

What are your priorities for future development?		
More Mixed Use	371	18%
Conserved Farmland and Open Space	242	12%
More Redevelopment and Reuse of Existing Buildings and Sites	581	28%
Improved Transit Access and Service	260	13%
Better Bike/Pedestrian Connections	451	22%
Lower Infrastructure and Service Costs	118	6%
Other	16	1%
Total	2,039	*

Preliminary Strategic Directions organized by Plan Element:

The Comprehensive Plan will be organized in a series of elements. Each element will have goals, strategies, and actions. The following preliminary directions will be expanded and better defined in the next immediate step, Phase 3 of the planning process.

Future Land Use

1. Encourage the majority of new development to occur as infill or redevelopment in growth areas illustrated on the Future Use Land Map, in close proximity to existing infrastructure, schools, parks, and jobs.
2. Connect new development through bike and pedestrian paths to provide a variety of options for traveling, including walking, biking, transit, and vehicle travel.
3. Create mixed-use development in centers and along targeted corridors to provide easy access to a variety of uses; promote walkable, pedestrian friendly development; and encourage activity.

Community Character and Historic and Cultural Resources

4. Preserve the distinct cultural and historic character of Lafayette through adaptive reuse of existing buildings and guidelines for new development.
5. Support agricultural and rural uses by discouraging expansion of conventional types of urban/suburban development in traditionally rural areas.
6. Encourage pedestrian friendly streetscape improvements and amenities in public spaces (e.g., street furniture, pedestrian-scale lighting, street trees and landscape, public art, enhancements to public plazas, etc.).
7. Create opportunities for the mixing of land uses to occur within single buildings and larger nodes or corridors.

8. Reinforce the character and identity of existing commercial areas as neighborhood focal points and create attractive gateways into the city of Lafayette.
9. Improve physical connections between and within neighborhoods through road extensions or improvements, bicycle lanes and trails, and a connected sidewalk network.

Housing and Neighborhoods

10. Encourage a range of housing types (e.g. single-family detached, single-family attached, accessory apartments, multi-family units) to provide improved housing options.
11. Identify and designate key pedestrian and bicycle routes for improvements to neighborhood connectivity and walkability.
12. Allow/incentivize neighborhood retail and community service uses within mixed use centers or along corridors that serve surrounding neighborhoods.

Economic Development

13. Encourage employment centers and mixed use development within areas designated by the Future Land Use map that have access to existing roads, water and sewer services, and other employment areas.
14. Locate mixed use and commercial development near employment centers to provide options for convenience retail and restaurants close to where people work.
15. Locate greater residential densities and affordable housing close to major employment centers.

Transportation and Mobility

16. Expand pedestrian and bicycle connectivity with new designated routes, enhanced or new signage, and connectivity.
17. Reduce traffic congestion by redesigning major corridors to include safe walking, biking, transit, and driving options and incorporating those elements into conceptual through final design documents.
18. Increase densities in targeted growth areas that are residentially zoned and located within one-quarter mile of existing and planned transit routes.

Utilities

19. Limit high costs associated with building new infrastructure by encouraging redevelopment and infill development in targeted growth areas.
20. Encourage utility providers to utilize the Future Land Use Map in planning future facilities.
21. Reduce stormwater runoff and flooding through green infrastructure improvements, enhanced buffers along waterways, and continued partnerships with farms.

Community Facilities and Services

22. Encourage development near community facilities and services (e.g., schools, recreation centers, health facilities) to fully utilize existing services and limit duplication.
23. Seek opportunities to co-locate future community facilities to maximize efficiencies in service provision and reduce capital and operating costs.

Recreation and Open Space

24. Create a network of safe and convenient bicycle and pedestrian streets and trails throughout Lafayette with connections to growth areas and existing development.

25. Encourage multi-use public spaces that can function in a variety of ways to serve the recreation needs of the surrounding neighborhoods (e.g., park space, community events, etc.).

Resource Conservation and Hazard Mitigation

26. Avoid development in flood-prone areas to increase resiliency to storms and maintain sensitive environmental features.
27. Encourage compact, mixed use development to preserve and invest in rural areas and agricultural preservation.