



Downtown Lafayette Strategic Framework Plan

Downtown Summit Two: Consensus on Directions

Downtown Summit 2: AGENDA

1. Downtown Framework Process Update
2. Downtown Summit 1 Summary
3. Downtown Lafayette Vision (draft)
4. Downtown Summit 1 Ideas
5. How Does it All Fit Together?
6. The Concepts
7. Action Items
8. Today's Exercise

Downtown Framework Planning Process

1. Kickoff – *complete*
2. Inventory & Assessment – *complete*
3. Downtown Summit One: Imagining the Future – *complete*
4. Downtown Vision - DRAFT
5. Concept Development - DRAFT
6. Downtown Summit Two: Consensus on Directions
7. Downtown Strategic Framework Plan Document (July – August)

Downtown Lafayette Vision (Draft)

Twenty years from now, the implementation of this Plan will have redefined downtown Lafayette in four fundamental ways:

- As the Heartbeat of Acadiana



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- As a Vibrant Urban Place



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- As the Heartbeat of Acadiana
- As a Vibrant Urban Place
- As a Thriving “Urban Neighborhood”



Downtown Lafayette Vision (Draft)

Twenty years from now, the implementation of this Plan will have redefined downtown Lafayette in four fundamental ways:

- As the Heartbeat of Acadiana
- As a Vibrant Urban Place
- As a Thriving “Urban Neighborhood”
- As a Dynamic, Connected Center



Downtown Summit 1 Summary:

Group Exercise

- Downtown Summit held October 30, 2012
- Over 100 participated and 140 completed the online survey
- Groups created 9 concept maps for:
 - **Activity Mix and Locations:**
The combination and share of land uses for the future: residential, employment, dining/entertainment, shopping, culture and other civic uses and activities.
 - **Mobility:**
Movement in and out of and within downtown: internal and external connections, circulation patterns, wayfinding, transit and other transportation modes, and parking.
 - **Placemaking and Urban Design:**
Amenities, urban character, streetscape quality, civic spaces, and the future “brand” of downtown Lafayette.

Downtown Summit 1 Summary:

What do you want to see in Downtown?

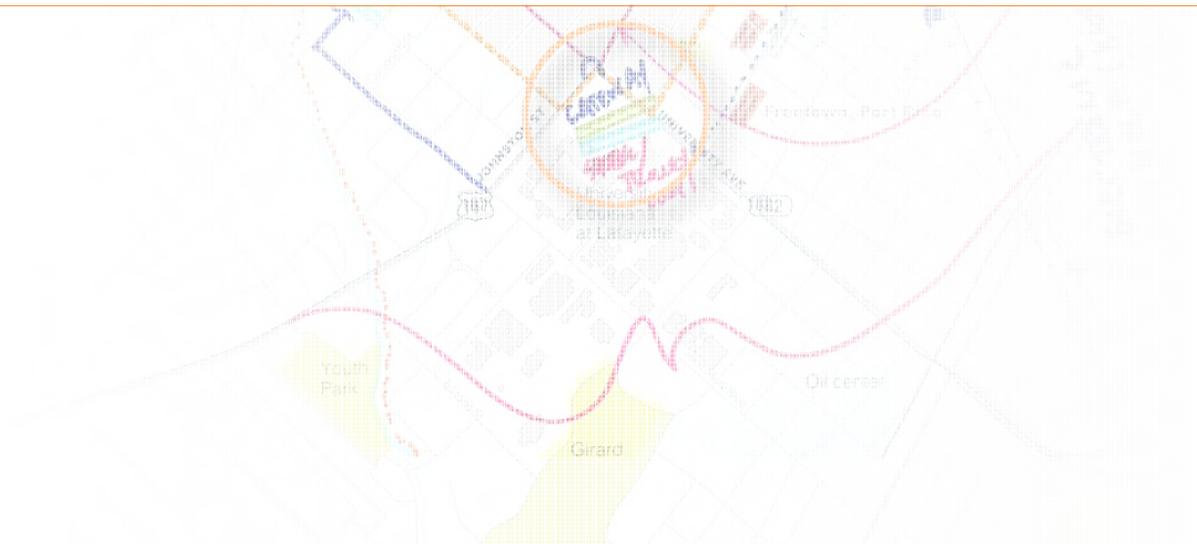
Top Land Use Priorities:

Mixed use, retail and food, parks and open space, housing, arts & cultural uses, and hotels

Group #	1	2	3	4	5	6	7	8	9	Online Survey
LAND USE MIX/STRATEGIES										
Mixed use	•	•	•	•	•	•	•	•	•	•
Retail, food/dining and entertainment (grocers, restaurants, movies, etc.)	•	•	•	•	•	•	•	•	•	•
Parks/open space	•	•		•	•	•	•	•	•	•
Housing:										
<i>More diverse</i>		•		•	•	•	•	•		•
<i>More of it</i>	•		•				•	•		•
Arts and cultural uses (galleries, museums, theaters, etc.)		•		•			•		•	•
Hotels	•	•				•	•		•	
Office/employment uses										•
Institutional uses (education - schools/UL, health - clinics, etc.)		•					•	•		
Parking:										
<i>More parking</i>										•
<i>Less surface lots/redevelop for other uses</i>	•					•	•			
Other Issues:										
<i>Leverage UL proximity / Connect to campus uses and needs</i>			•		•	•	•	•		
<i>Move jail out of downtown</i>			•				•	•		
<i>Address properties that are invested/not lived in</i>							•			



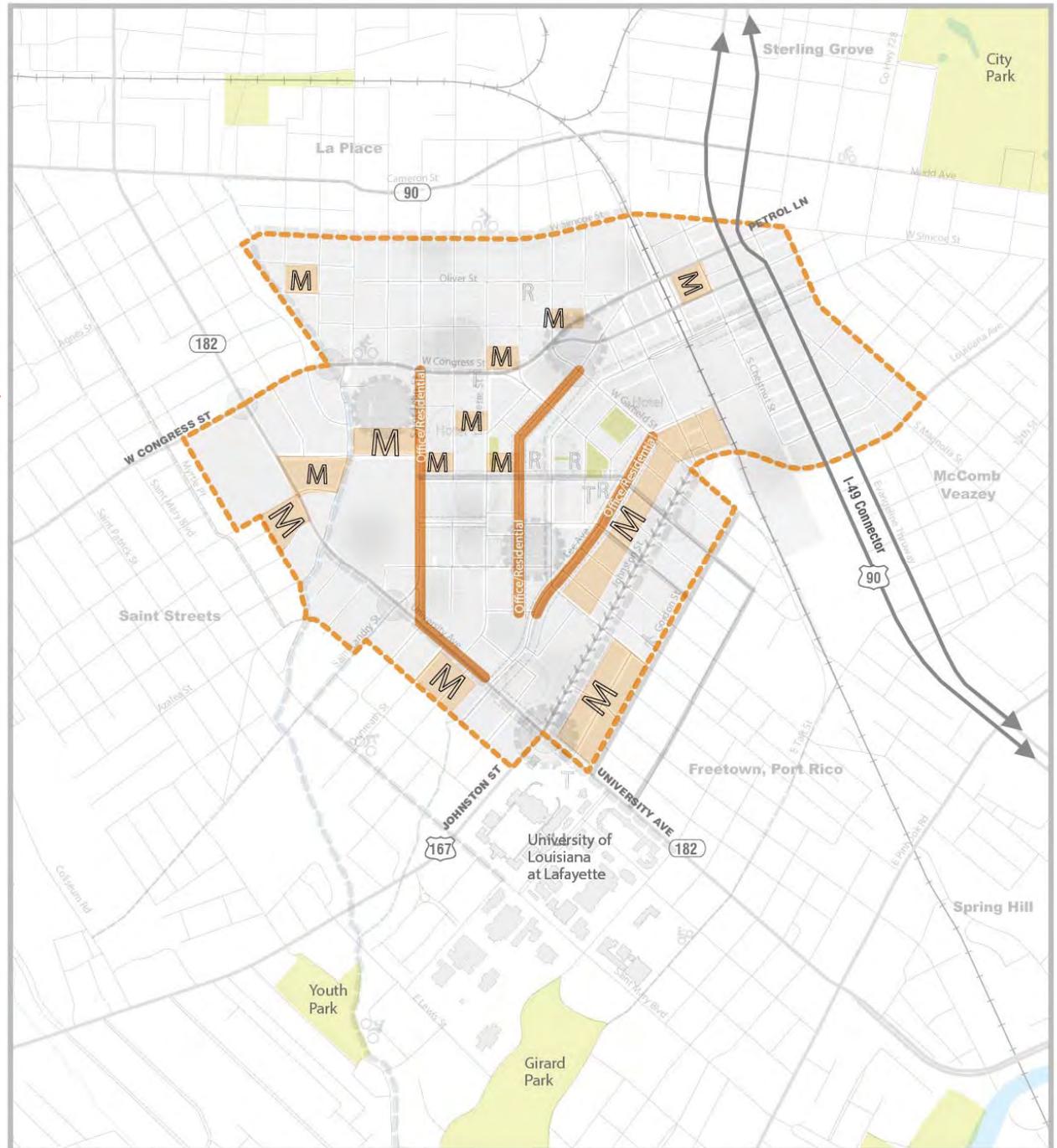
SUMMARY OF COMMUNITY INPUT



More Housing & Infill

// More diverse housing, both new multi-family and rehabilitation of existing stock. Fill in vacant and underutilized land with buildings or parks. Develop incentives for redevelopment. //

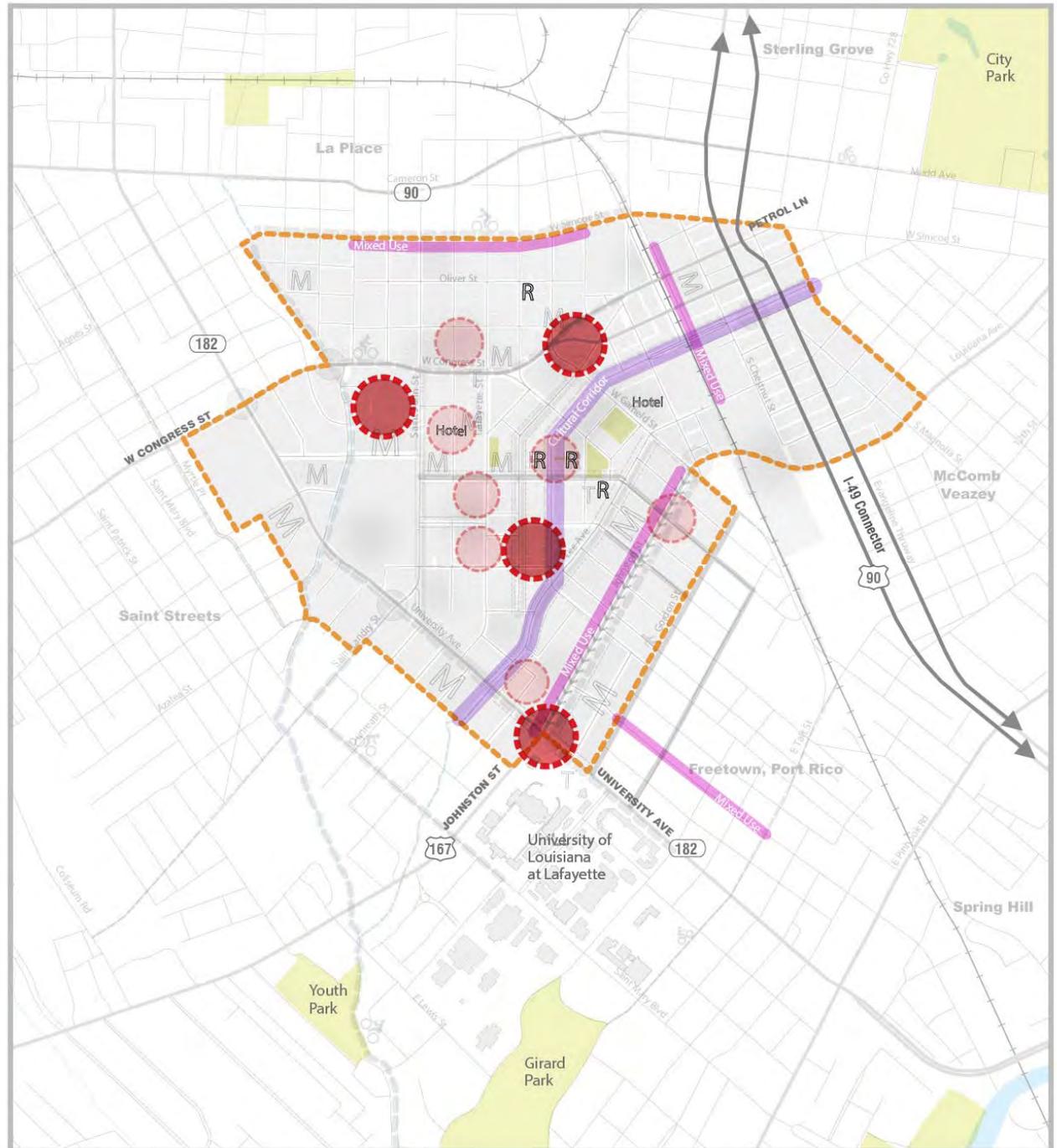
- M Multi-Family
- Office/ Residential



More Retail & Mixed-use Parking

// More retail, food/dining and entertainment, grocery, farmer's market. Mixed uses including hotels. Fewer surface parking lots. Multi-level parking alternative. //

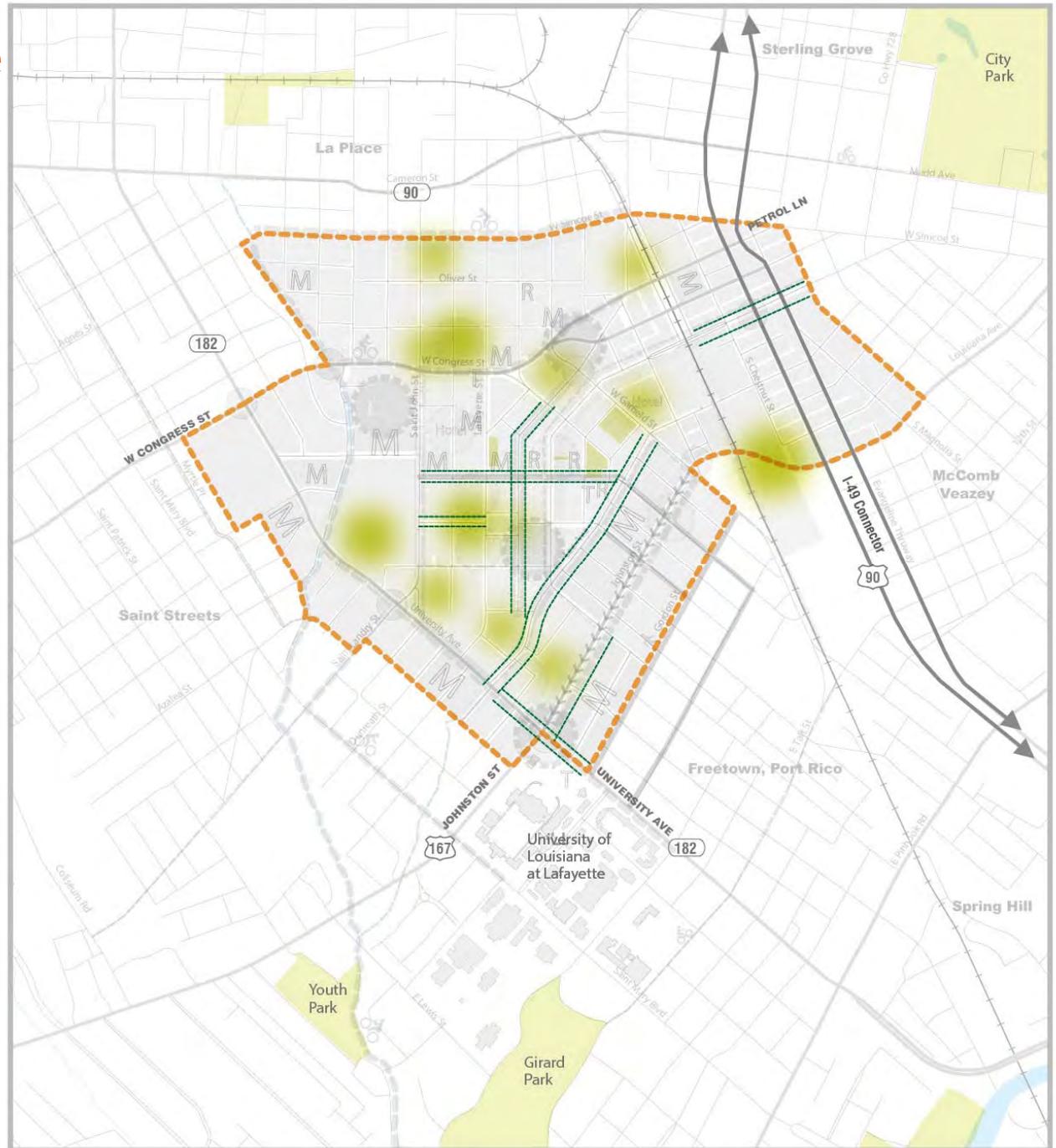
-  Mixed-uses [high priority]
-  Mixed-uses [low priority]
-  Arts and culture
-  Mixed use corridor
-  Retail



Parks & Streetscape Improvements

// More parks and open space and better designed streetscapes. //

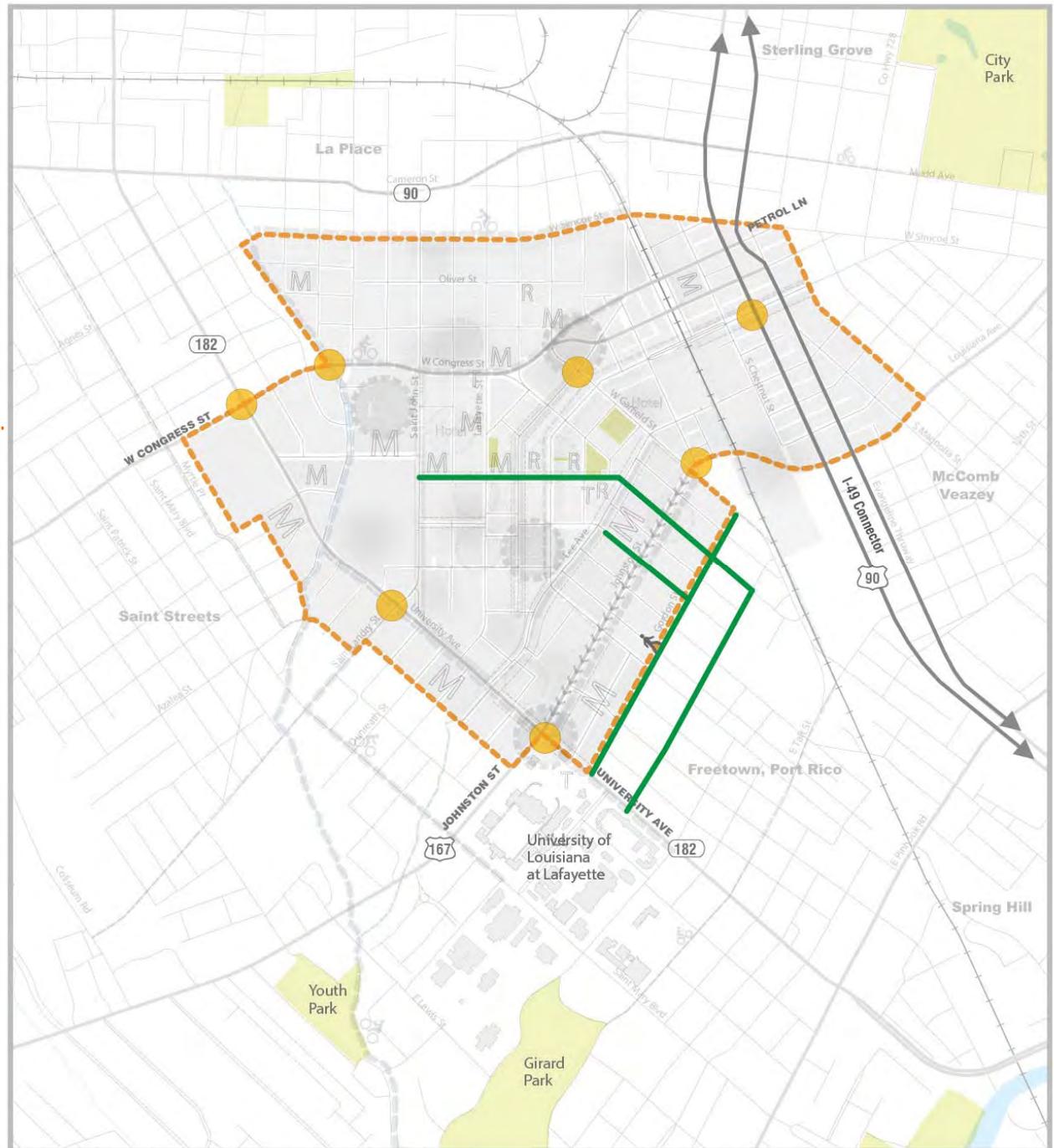
- Streetscape improvements
- Proposed parks high priority
- Proposed parks low priority



Pedestrian Connections

// Connectivity to surrounding neighborhoods and the University. Better sidewalks and crosswalks, wider sidewalks and better lighting. More walkable. //

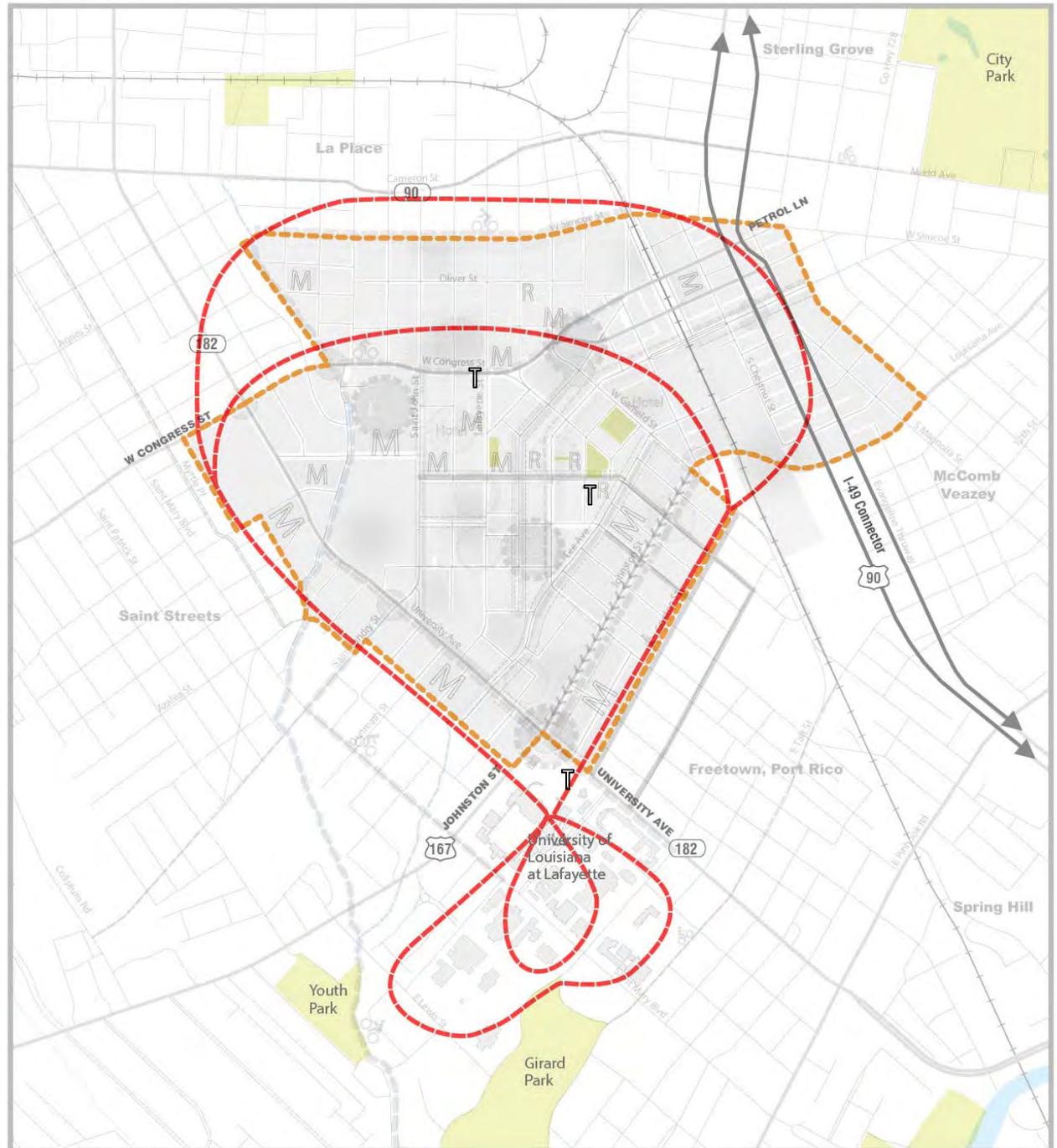
-  Gateways
-  Connections
-  Pedestrian street



More Public Transit Options

// A transit loop around downtown and through the University. //

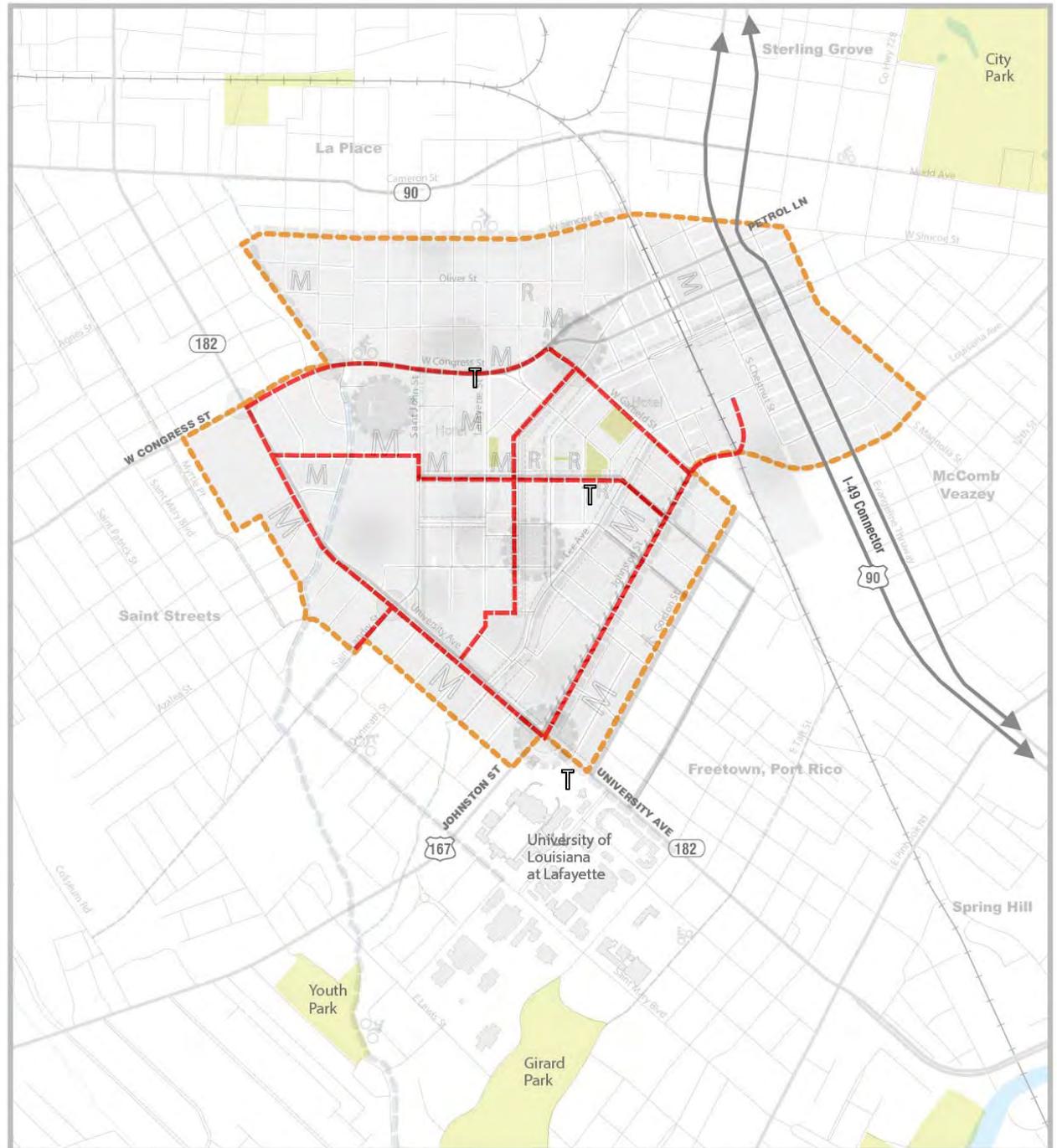
- Transit loop
- T Transit station



More Public Transit Options

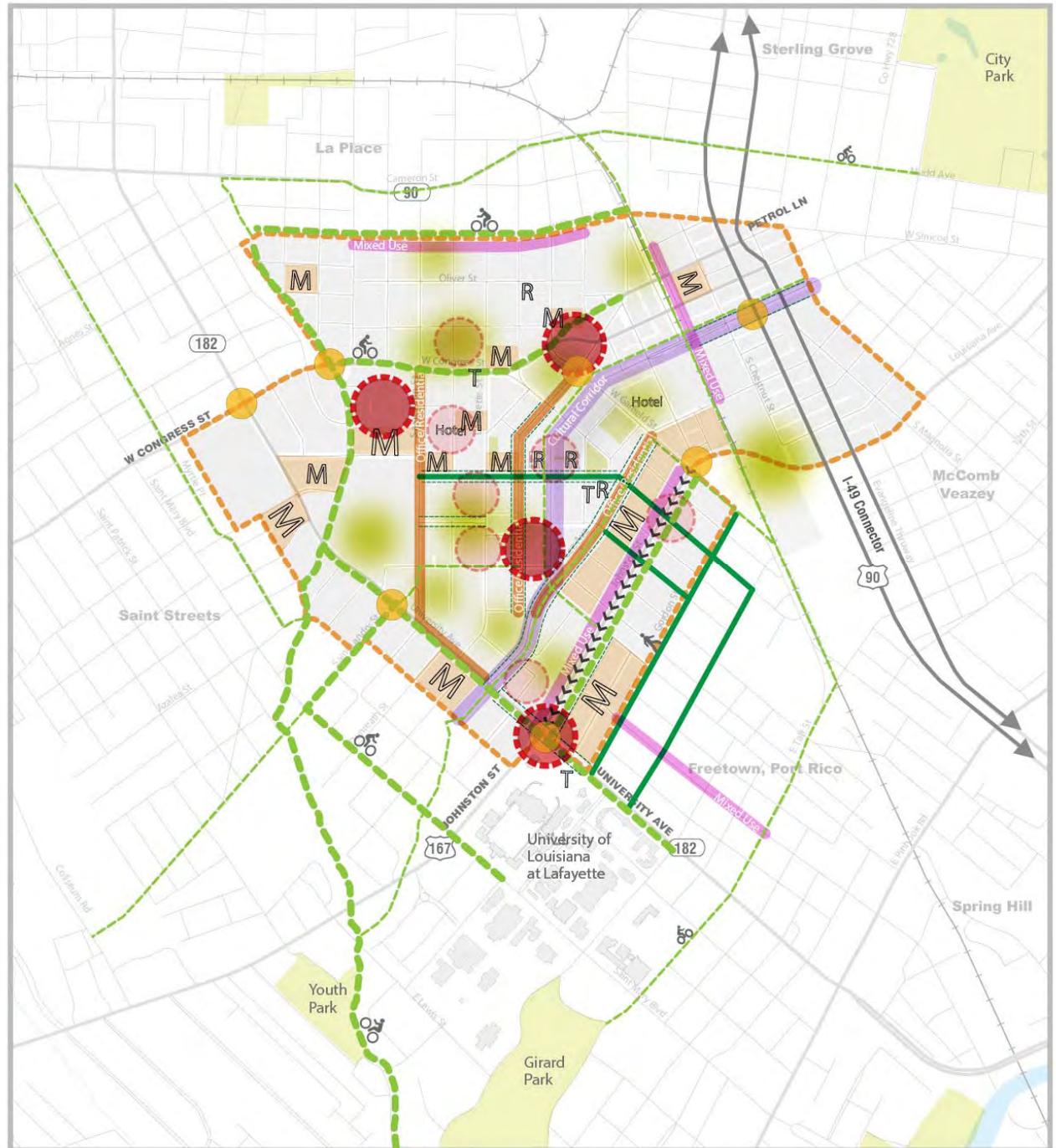
// A transit loop around downtown and through the University. //

- Transit loop
- T Transit station



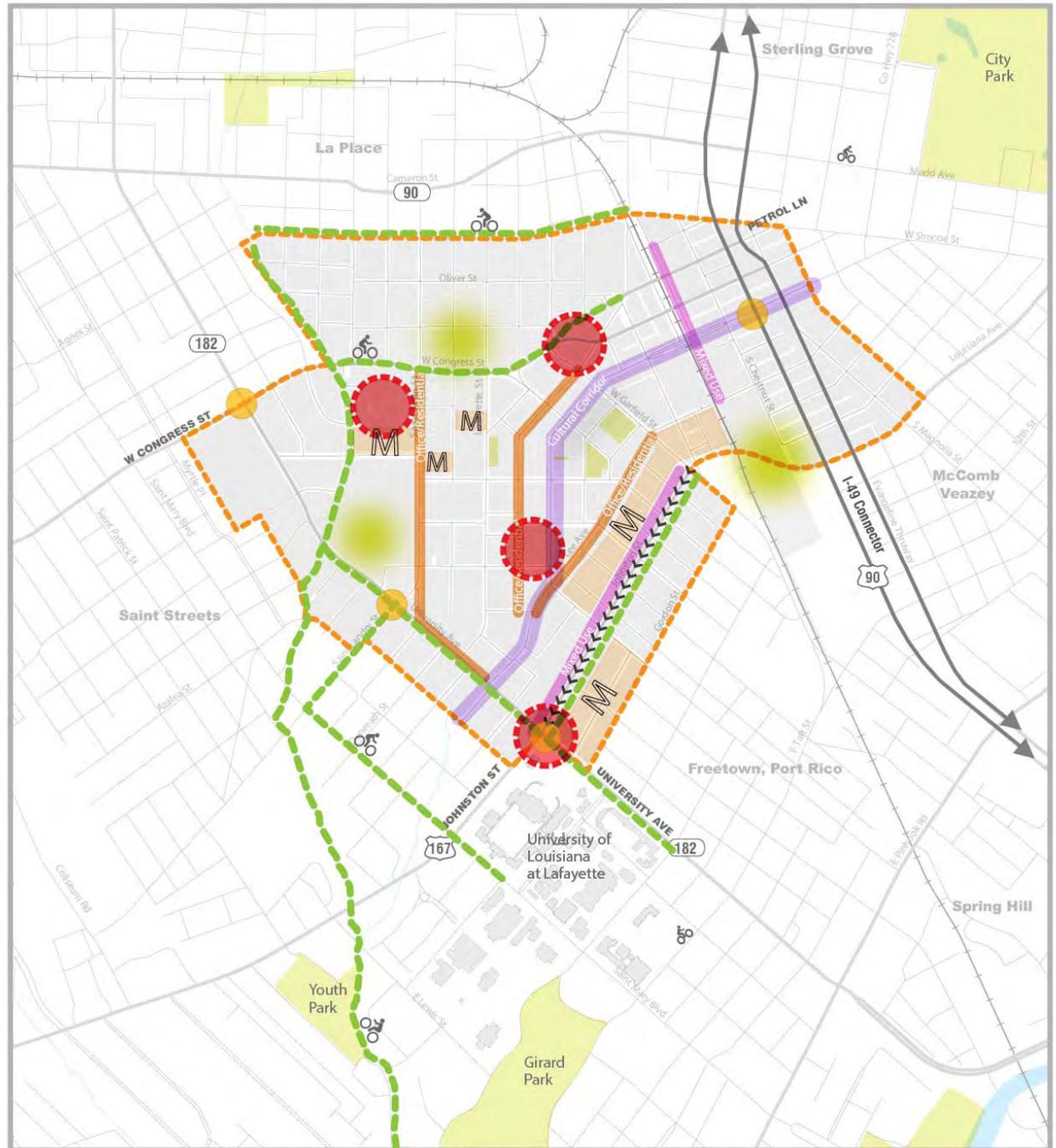
Summary of Community Ideas

-  Mixed-uses
-  Arts and culture
-  Mixed use corridor
-  Retail
-  Multi-Family
-  Office/Residential corridor
-  Proposed bikeways
-  Johnston improvements
-  Transit station
-  Streetscape improvements
-  Proposed parks
-  Gateways
-  Pedestrian street



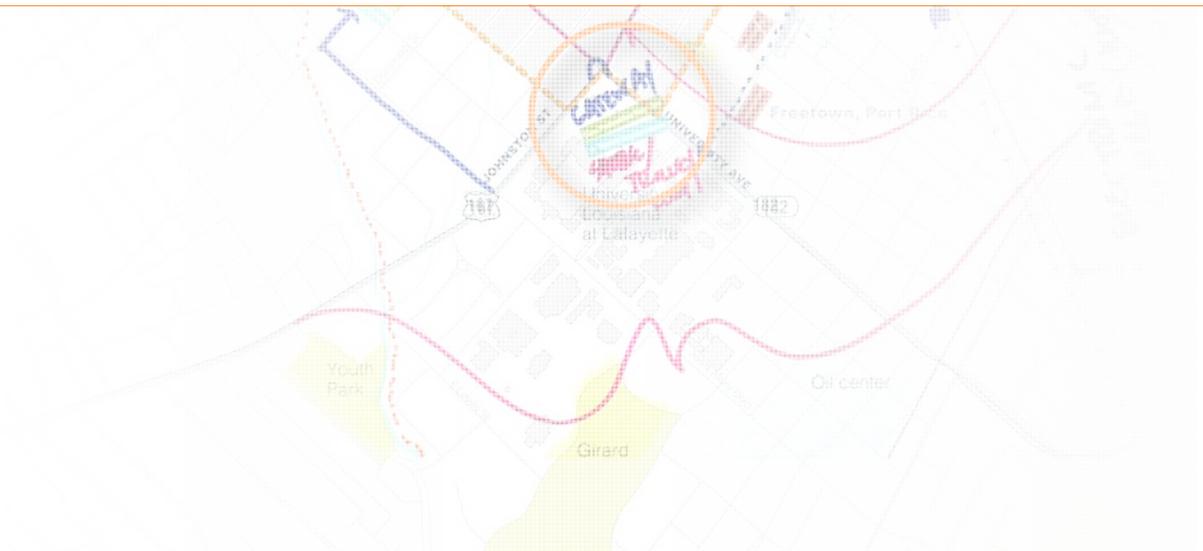
Common Ideas

-  Mixed-uses
-  Arts and culture
-  Mixed use corridor
-  Multi-Family
-  Office/Residential corridor
-  Proposed bikeways
-  Johnston improvements
-  Proposed parks
-  Gateways



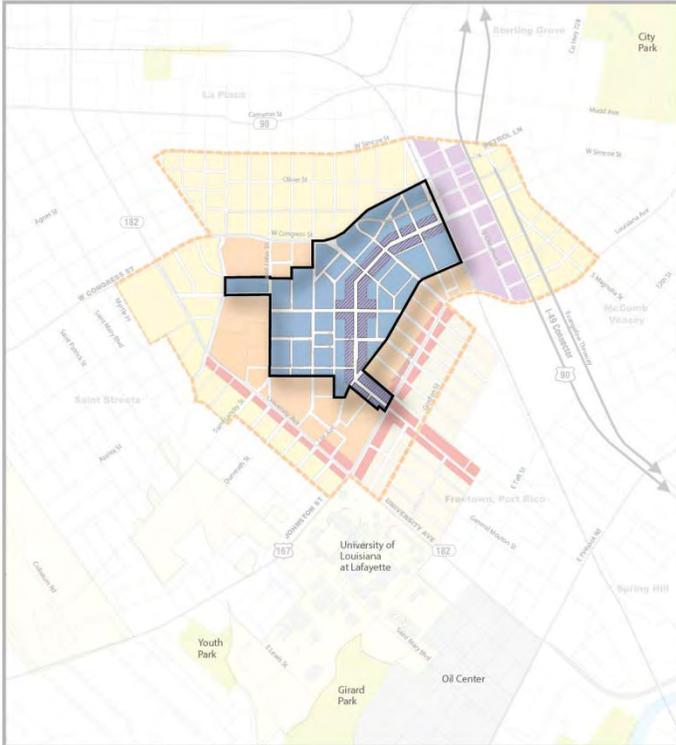


HOW DOES IT FIT TOGETHER?



The Core

Weaving the Fabric



Commercial retail example

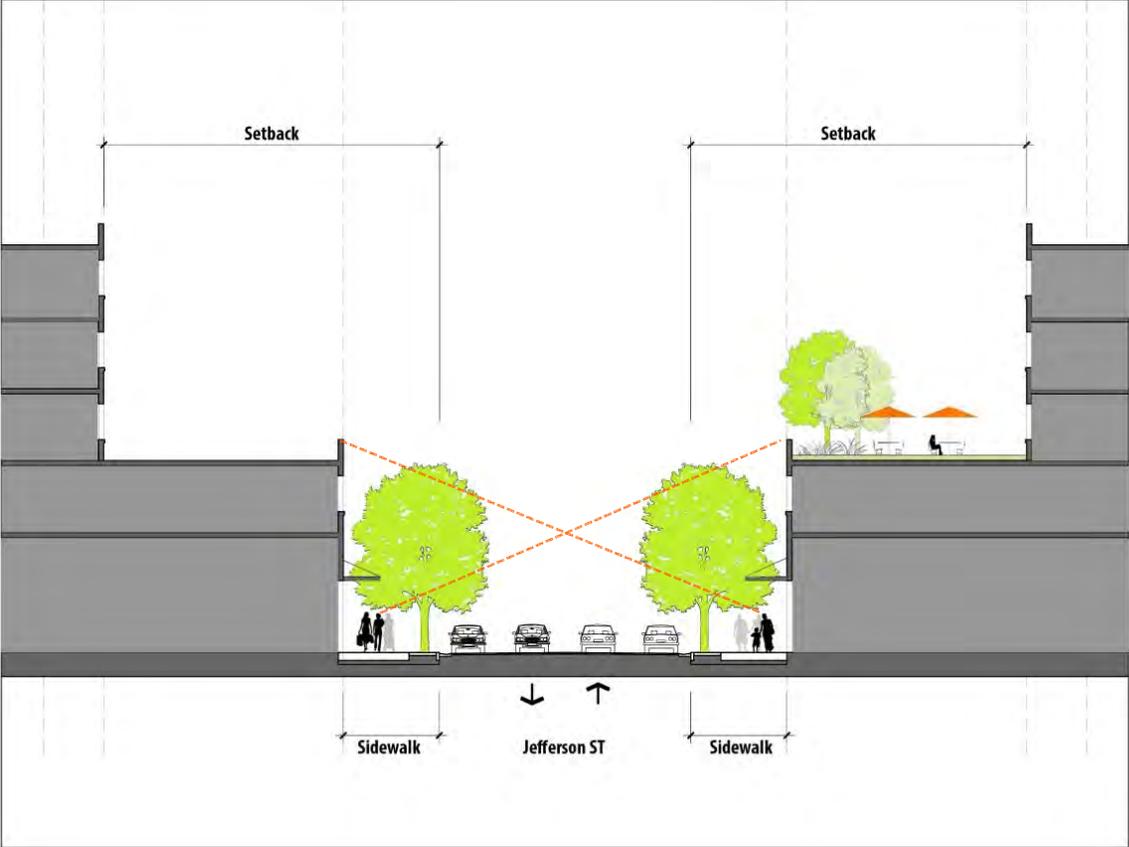
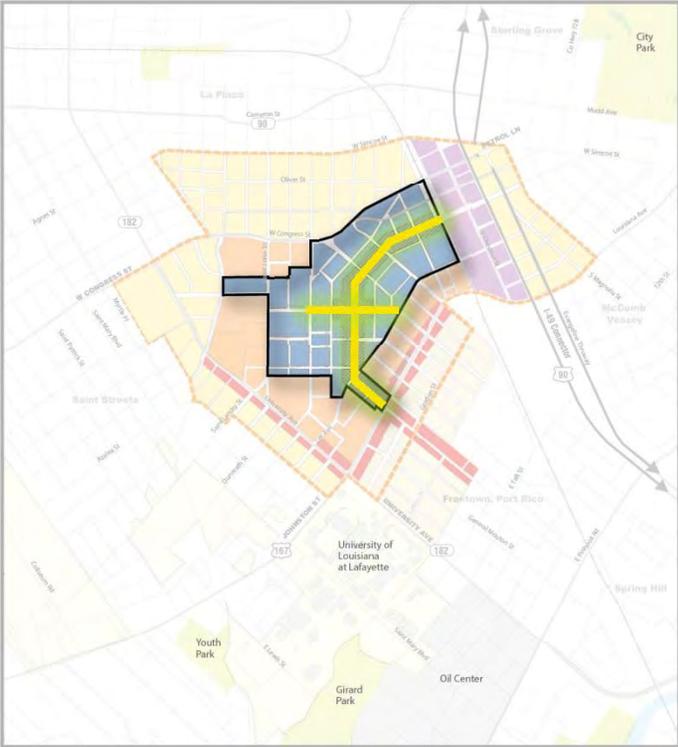


Mixed use example



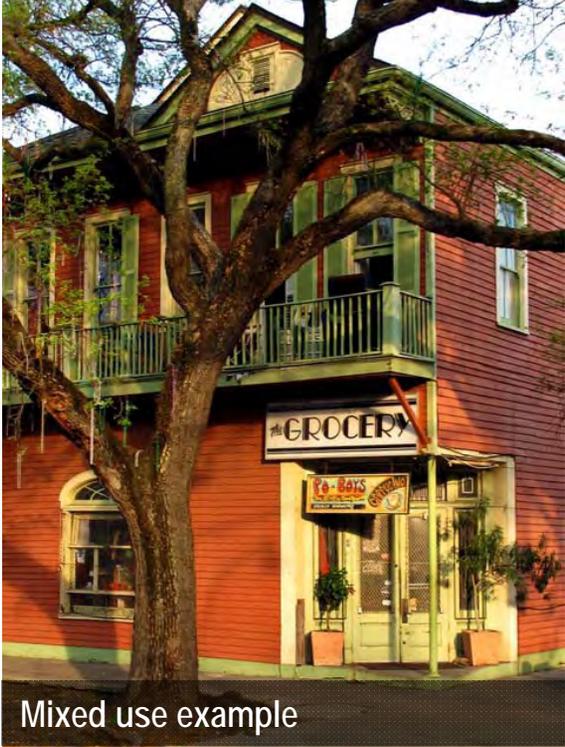
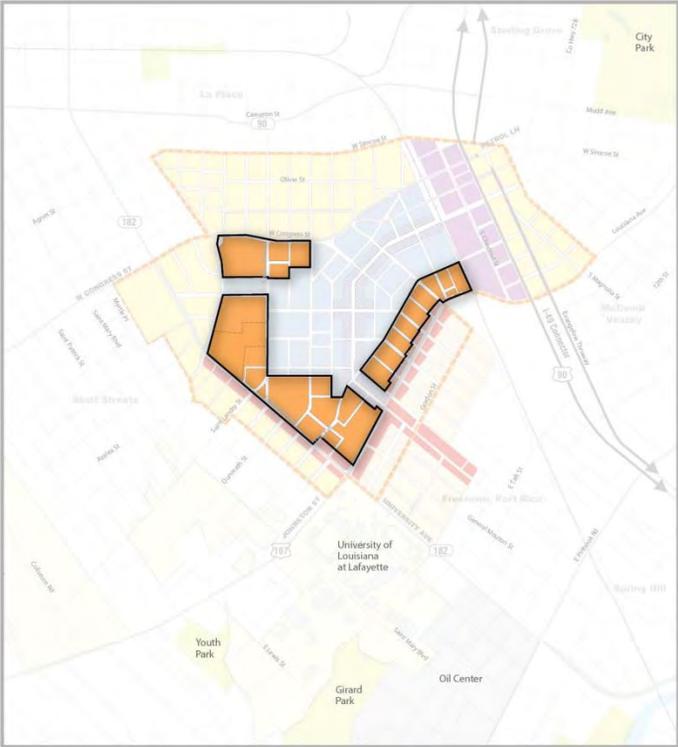
The Core

Jefferson and Vermilion Corridors



Protecting the character of Jefferson and Vermilion Streets

Mixed-use Transition Zones



Mixed use example



Garden apartments example



Commercial example



Multi-family example

Commercial Corridors



Commercial example



Commercial corridor example

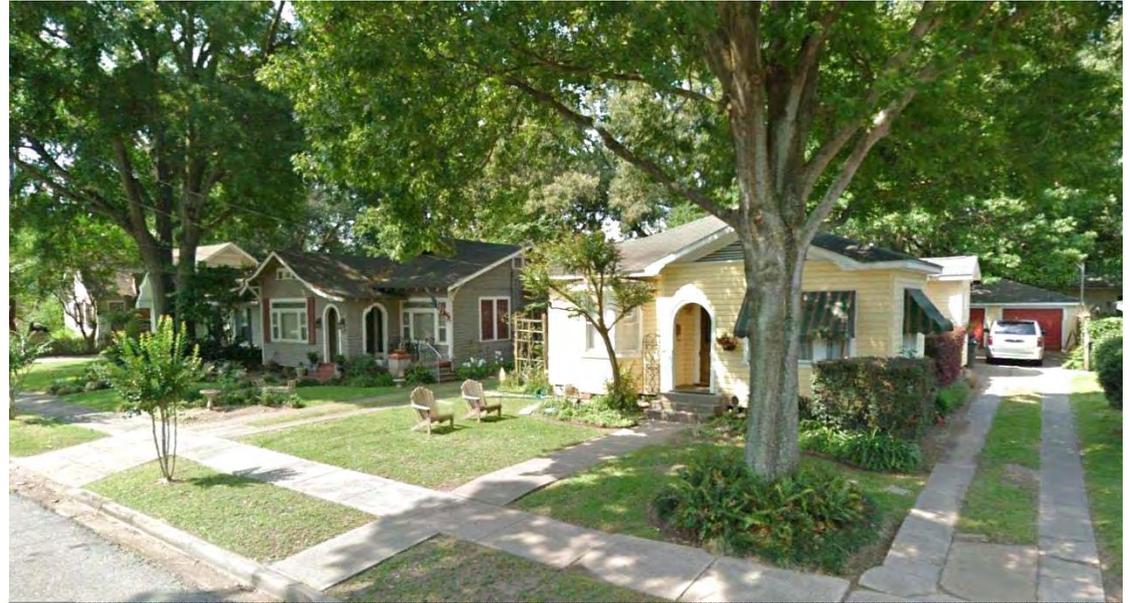
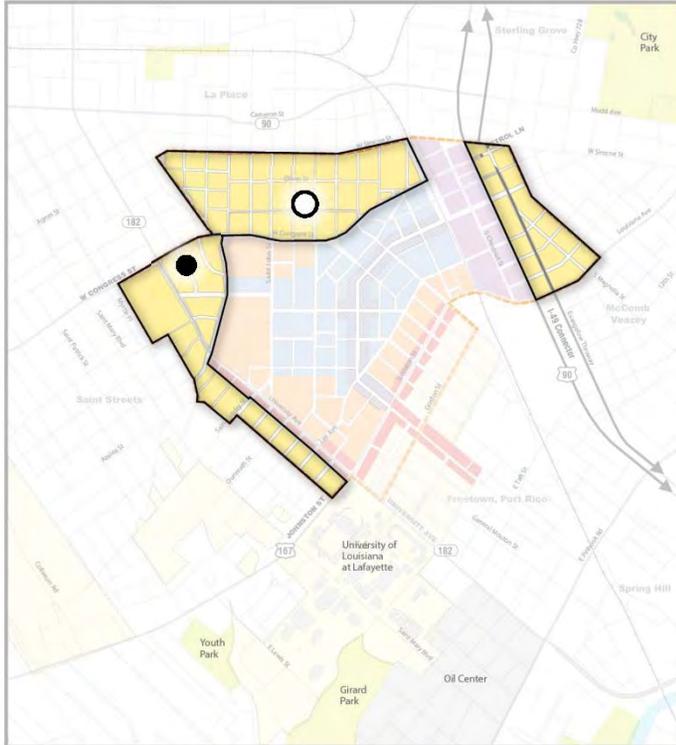


Existing commercial on University Ave



Adaptive reuse example

Residential



● Existing residential Saint Streets neighborhood

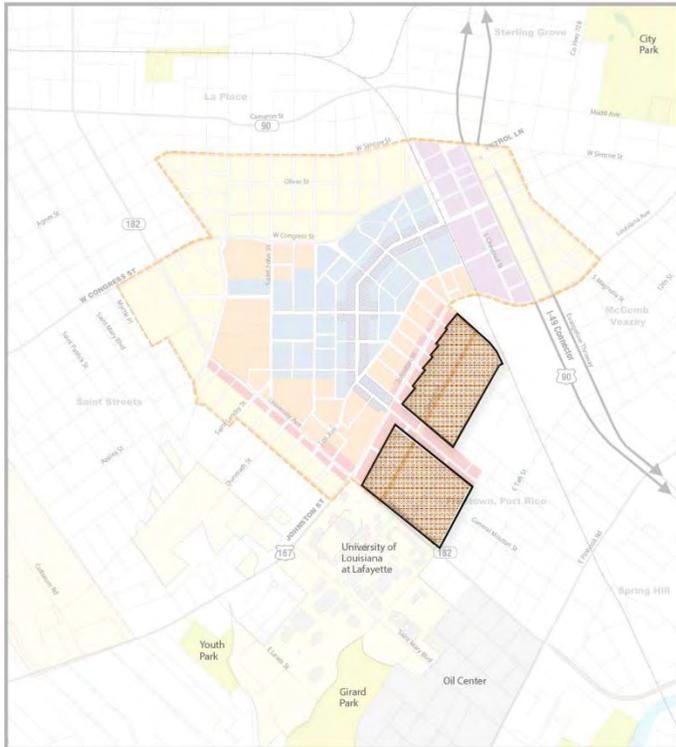


○ Existing residential La Place neighborhood



Low scale residential example

University Related Residential



- Formalizing the district as a transition zone
- Protecting the character of Freetown/Port Rico

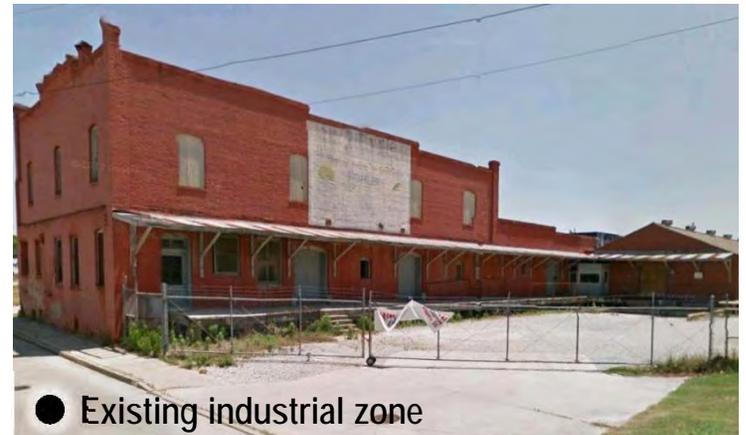


Residential example



Student housing example

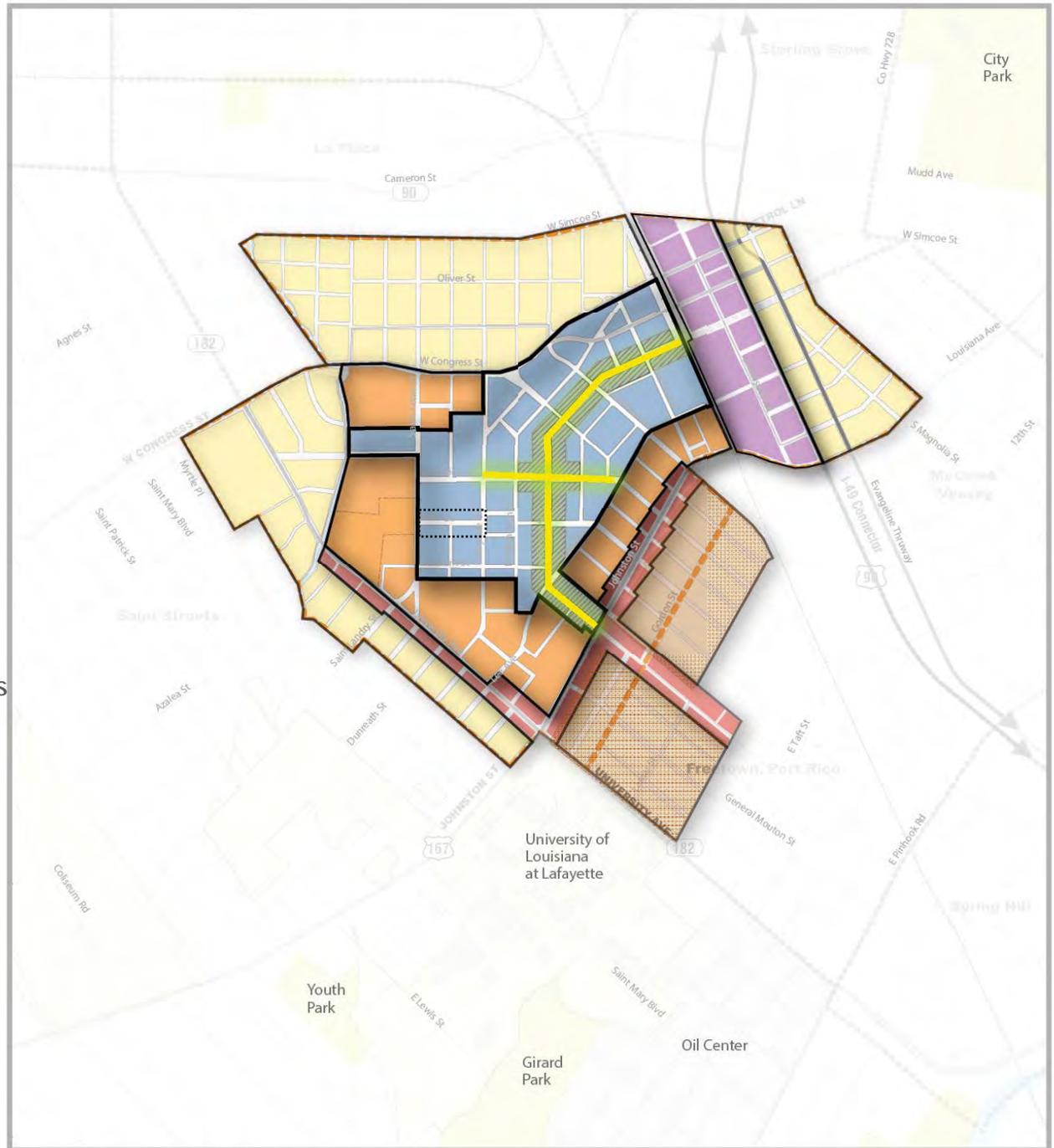
Light Industrial and Supportive Uses



Weaving the Fabric

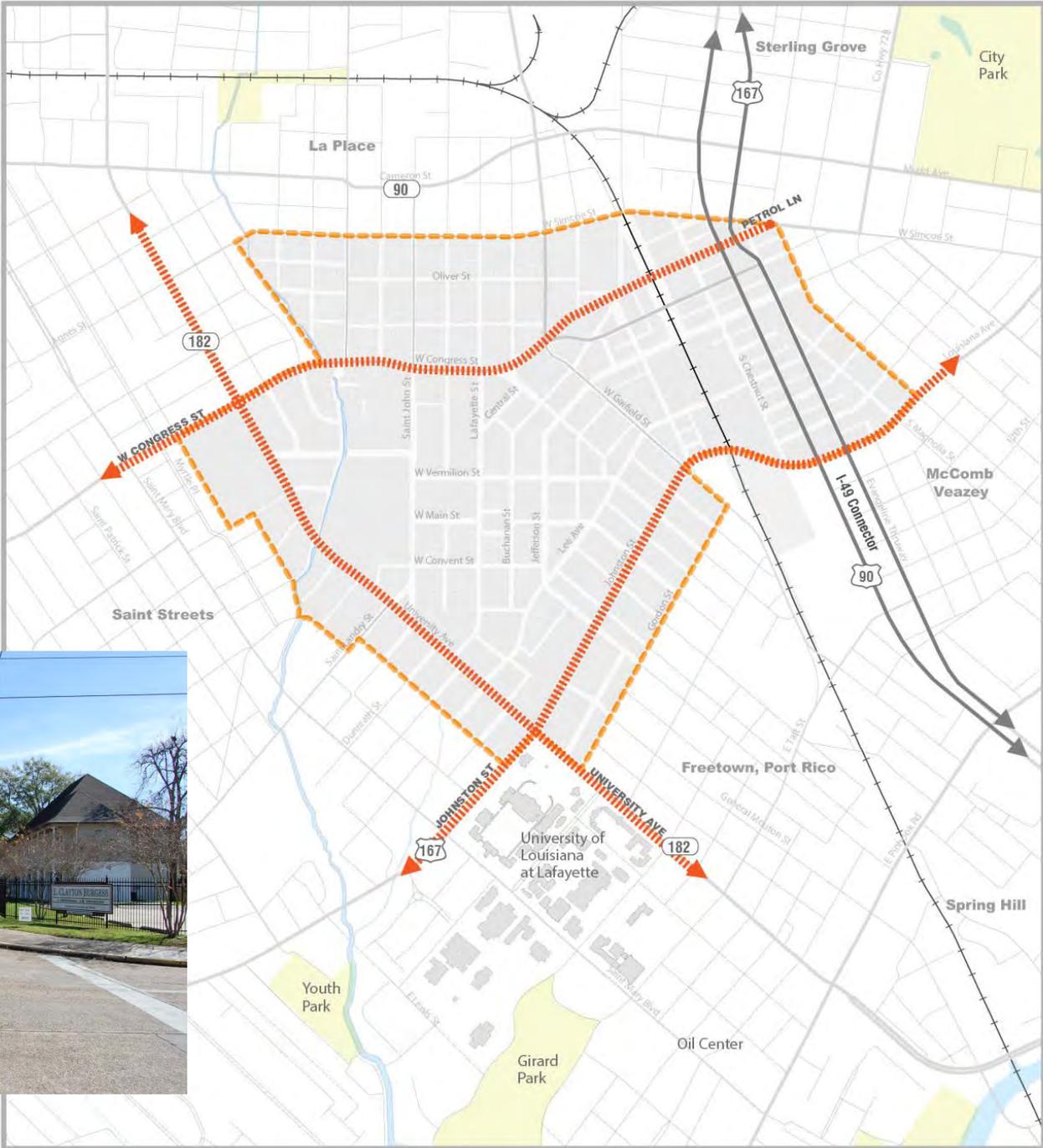
The Districts Reinforce Downtown's Diversity

-  The Core
-  Jefferson and Vermilion corridors
-  Mixed-use transition zones
-  Commercial corridor
-  Residential
-  University related residential
-  Light industrial and supportive uses



Thoroughfares Limit Cross Connectivity

■ ➔ Thoroughfares



Limited Connectivity

Block Size Limits Connectivity on the Edges

- ➡ Thoroughfares
- Large blocks



Gaps in the Urban Fabric

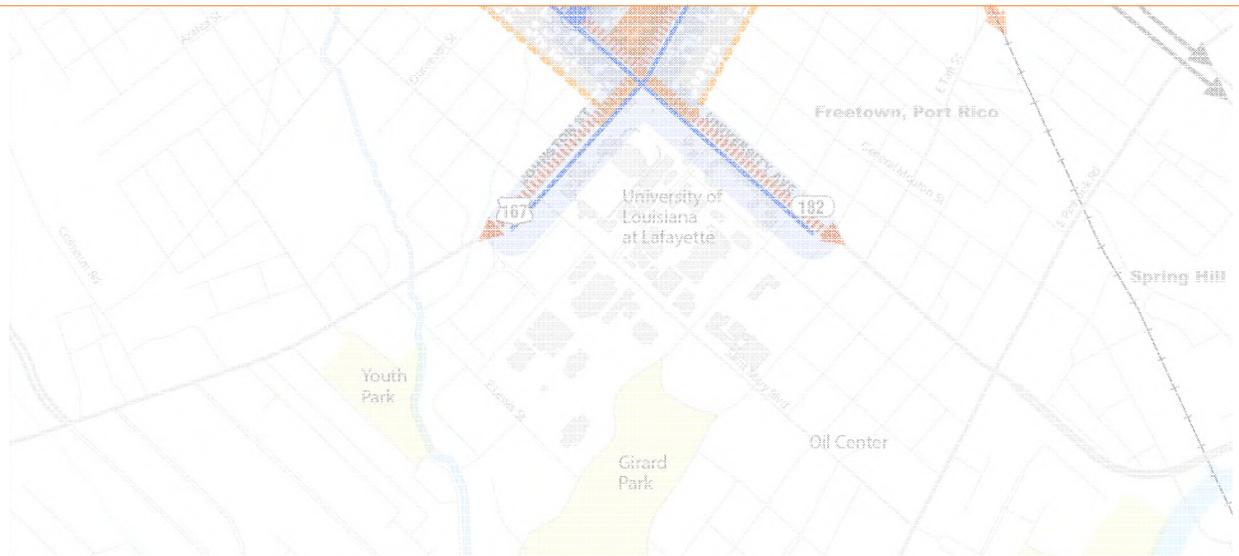
Created by Scattered Vacant Parcels and Parking Lots

- Thoroughfares
- Large blocks
- Gaps





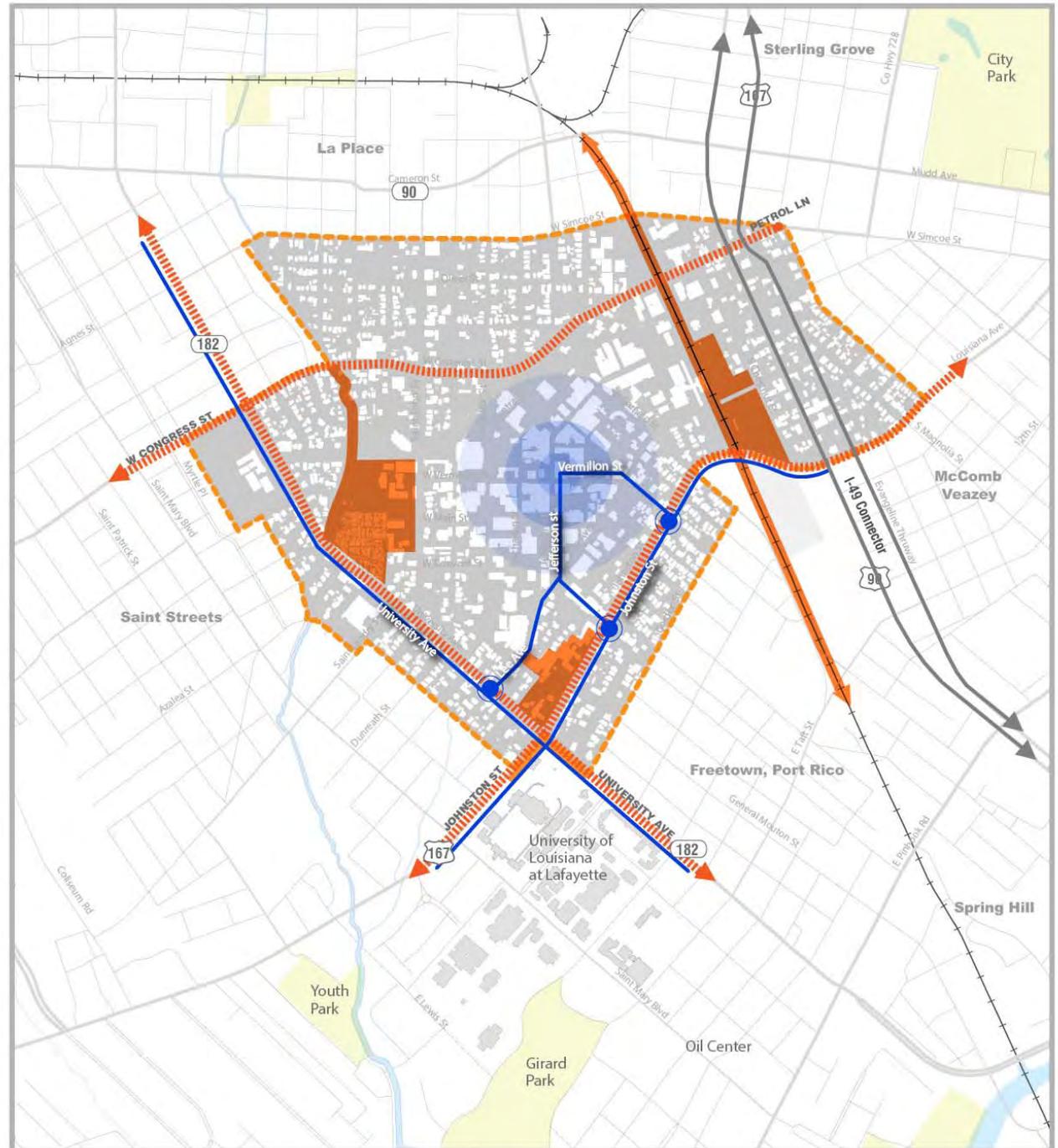
THE CONCEPTS



1. Reinforce Existing Paths

- Common Paths Around these Barriers

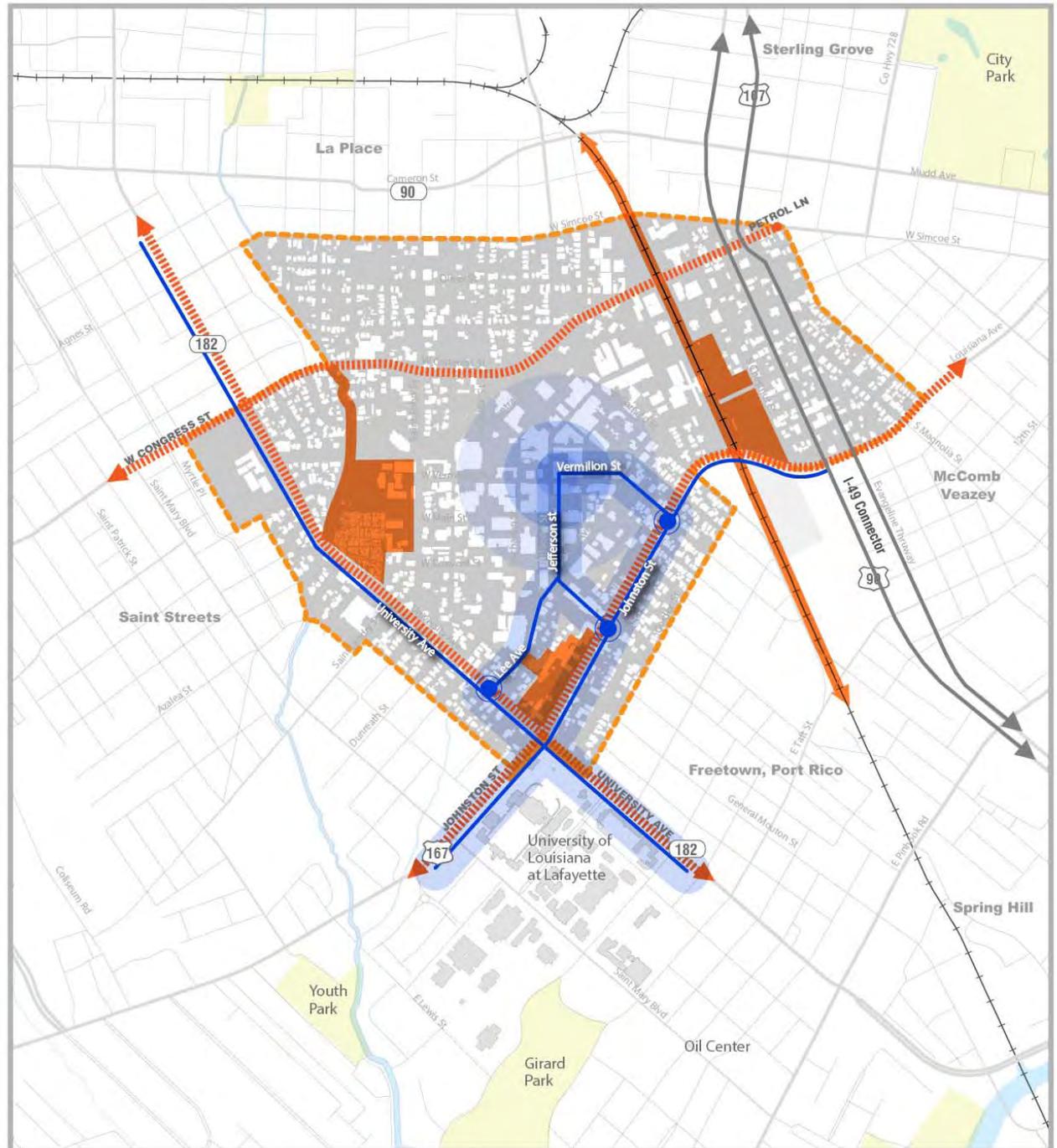
- → Thoroughfares
- Large blocks
- Gaps
- Existing paths and routes



1. Reinforce Existing Paths

- Building a Plan Around these Paths

- ➡ Thoroughfares
- Large blocks
- Gaps
- Existing paths and routes
- Building a plan around these paths



1. Reinforce Existing Paths

- Protect the corridor's character and encourage *infill development*

 Jefferson corridor



1. Reinforce Existing Paths

- Improve mixed-use corridors and encourage *infill development*

 Extend mixed-use corridors



MAIN



VERMILION

1. Reinforce Existing Paths

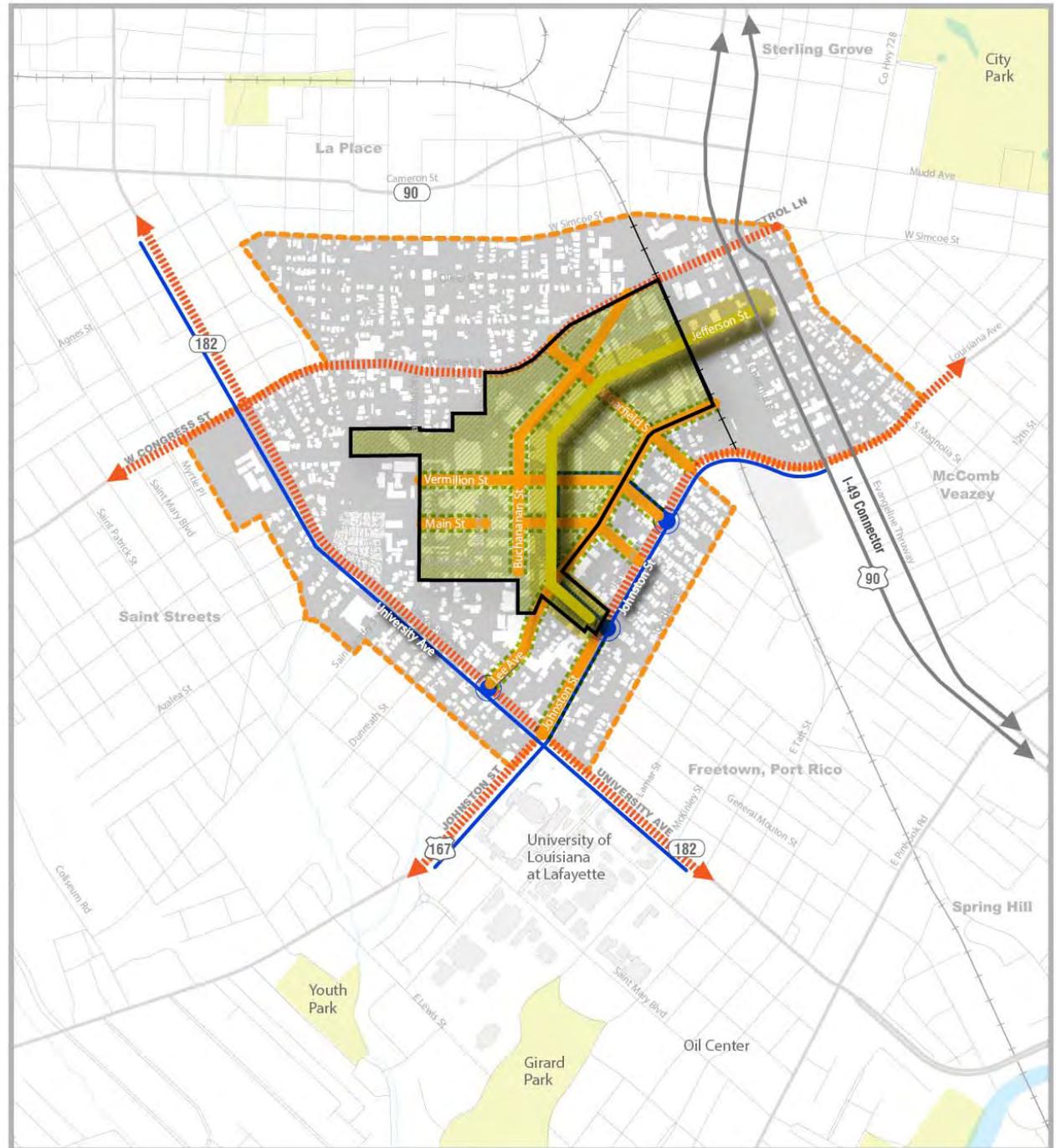
- Improve *streetscapes* with creative solutions



2. Focus on the Core



Start from the center around the extended mixed-use corridors



2. Focus on the Core

- Provide for a variety of *housing* choices



2. Focus on the Core

- Provide for better *parking* options

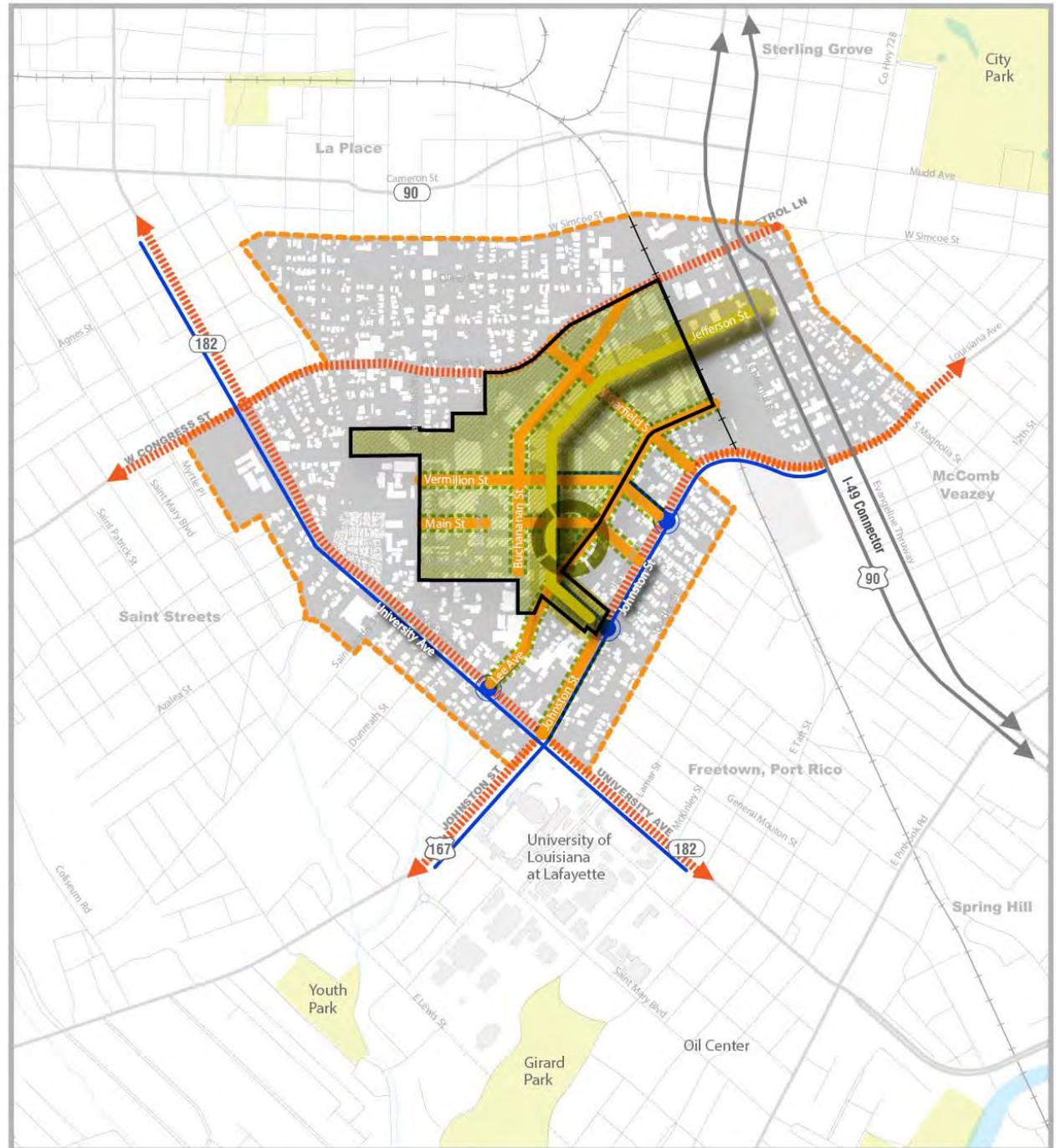


2. Focus on the Core

- Capitalize on the Federal Courthouse site as a means of introducing new *multi-family residential* into the downtown



Catalyst Project “in process”

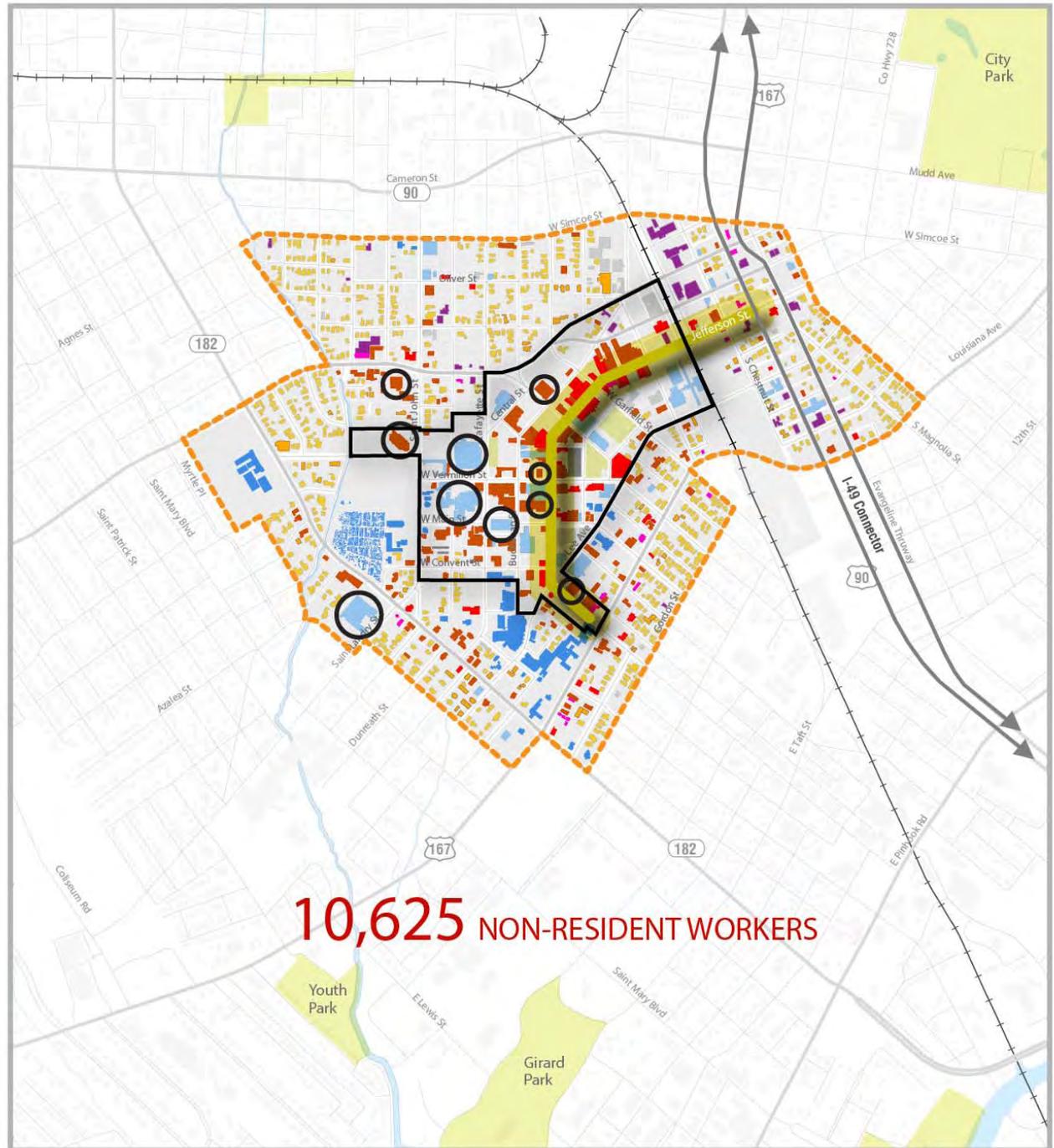


2. Focus on the Core

- Capitalize on office workers' demand for more *convenience goods** within the core.

○ *Office workers* are clustered within the core

* *Convenience goods*: grocery, pharmacy, specialty consumer goods.



2. Focus on the Core

- Capitalize on office workers' demand for more *convenience goods* within the core.



SUPPLY 2012
43,400 sq. ft.

Convenience goods: grocery, pharmacy, specialty consumer goods.

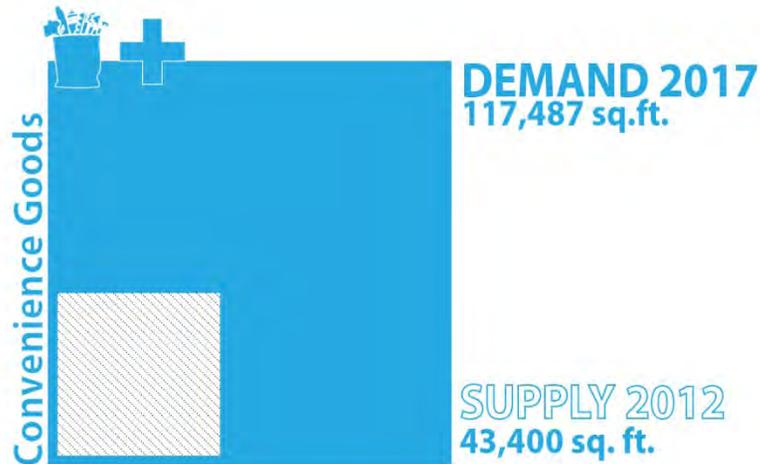


SUPPLY 2012
87,100sq. ft.

Shoppers goods: apparel, home furnishing, electronics, appliances, sporting goods, books, toys, general merchandise

2. Focus on the Core

- Capitalize on office workers' demand for more *convenience goods* within the core.



Convenience goods: grocery, pharmacy, specialty consumer goods.



Shoppers goods: apparel, home furnishing, electronics, appliances, sporting goods, books, toys, general merchandise

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- Capitalize on office workers' demand for more *convenience goods** within the core.



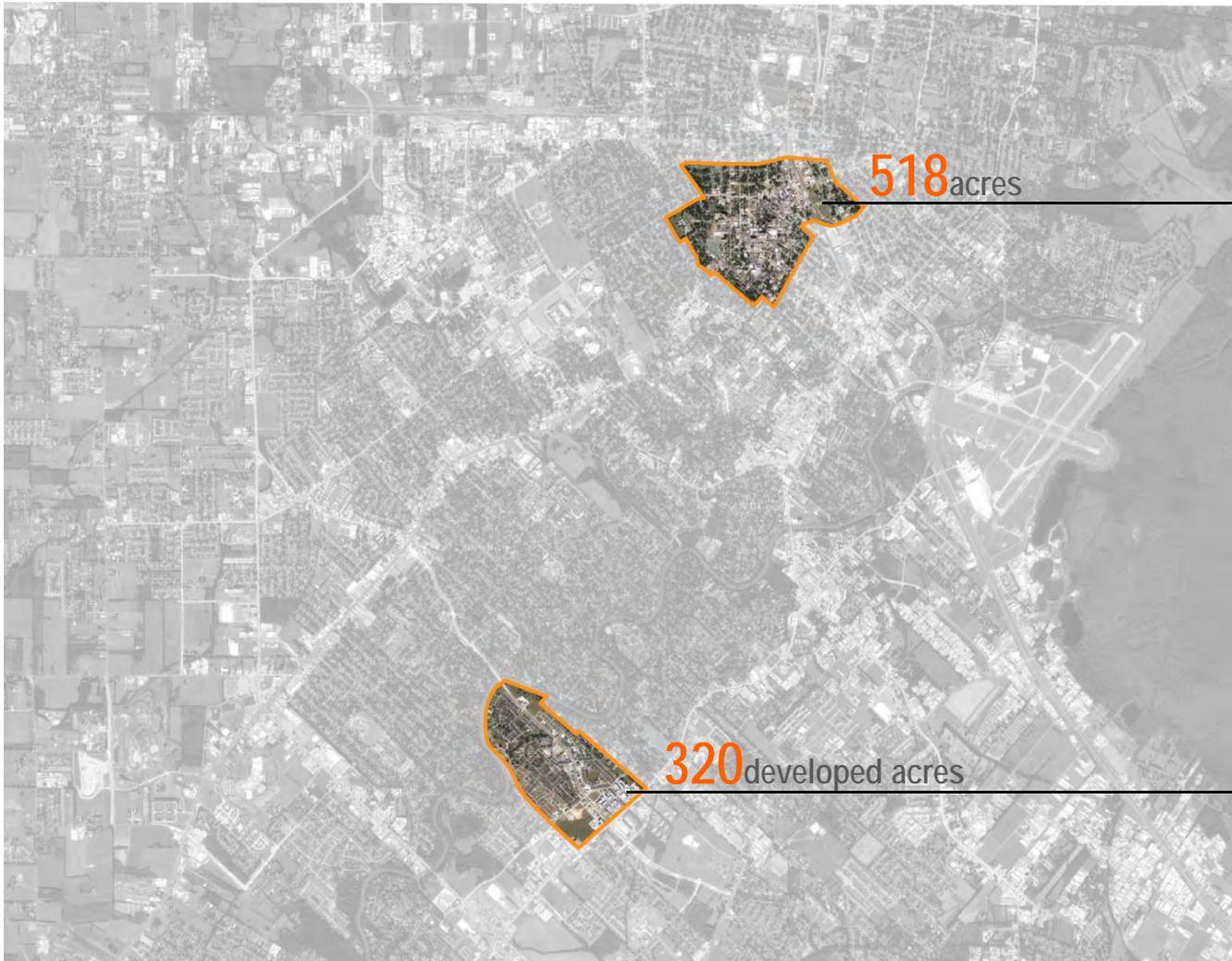
Convenience goods: grocery, pharmacy, specialty consumer goods.



Shoppers goods: apparel, home furnishing, electronics, appliances, sporting goods, books, toys, general merchandise

Projected population for downtown trade area for 2017 = **9,197**

2. Focus on the Core



3,300

Estimated number of *Downtown* residents

10,625

Estimated *Downtown* non-resident workers

16,000

ULL students

River Ranch estimated population= **2,553** + **2,000** workers

3. Increase the Variety of Open Space

- Imagine Lafayette competition



The NOOKS

Small plazas in between buildings



Living streets



The NEW ACADIA

Large plazas around new cultural uses

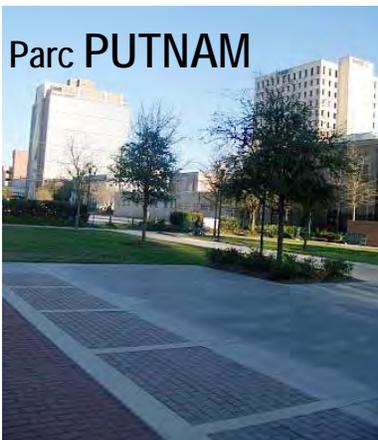
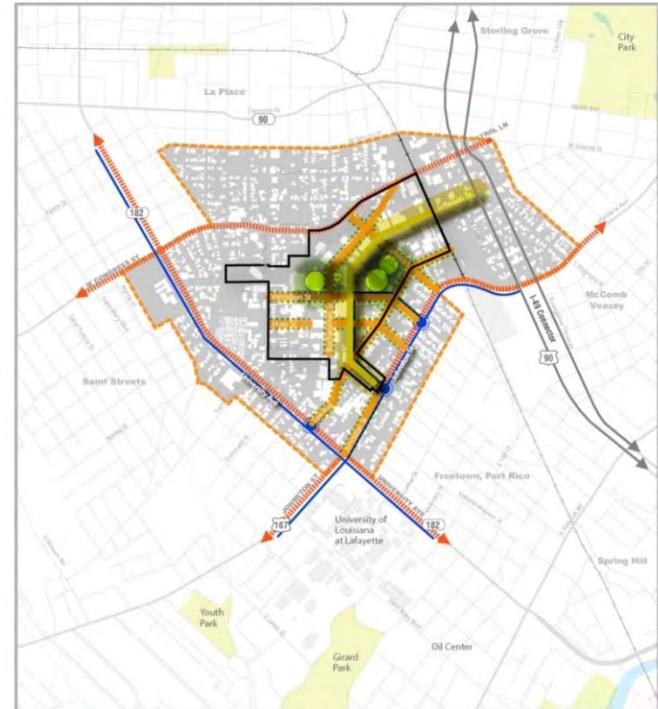


Celebrate LAFAYETTE

Connecting existing parks

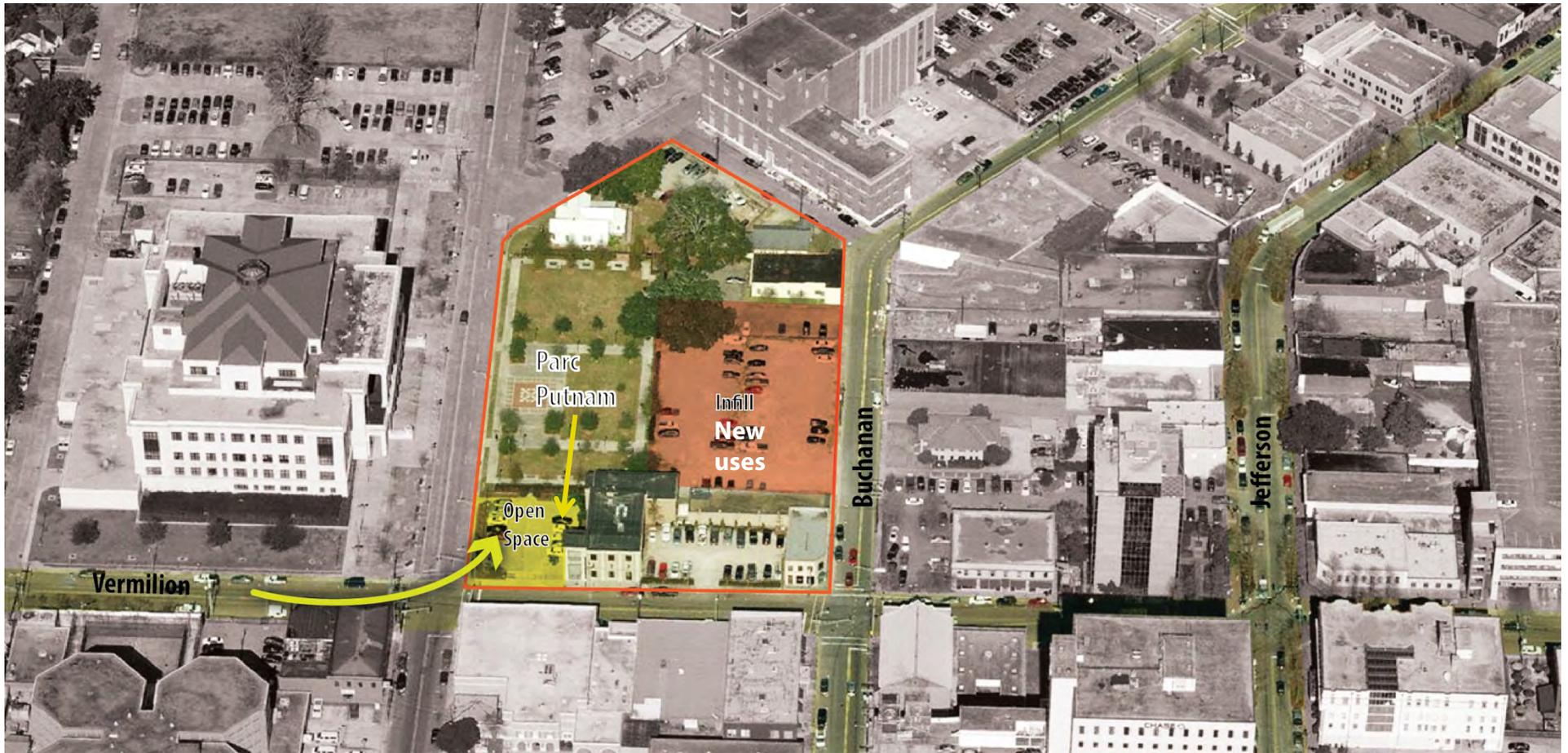
3. Increase the Variety of Open Space

● Activate *existing* parks



3. Increase the Variety of Open Space

- Activate *existing* parks: Example Parc Putnam



3. Increase the Variety of Open Space



3. Increase the Variety of Open Space



Playgrounds



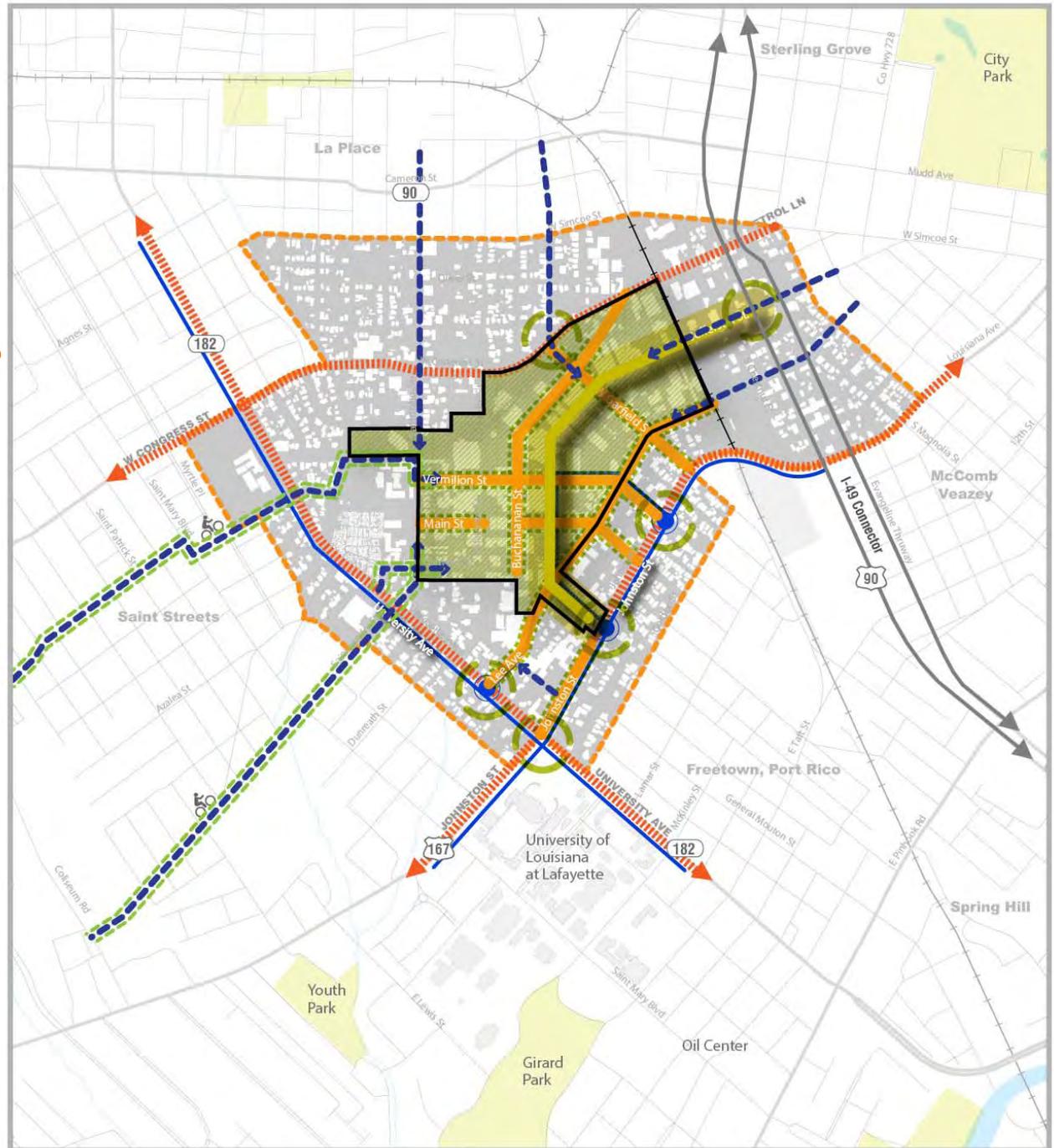
Spaces for Outdoor Play



Pocket parks

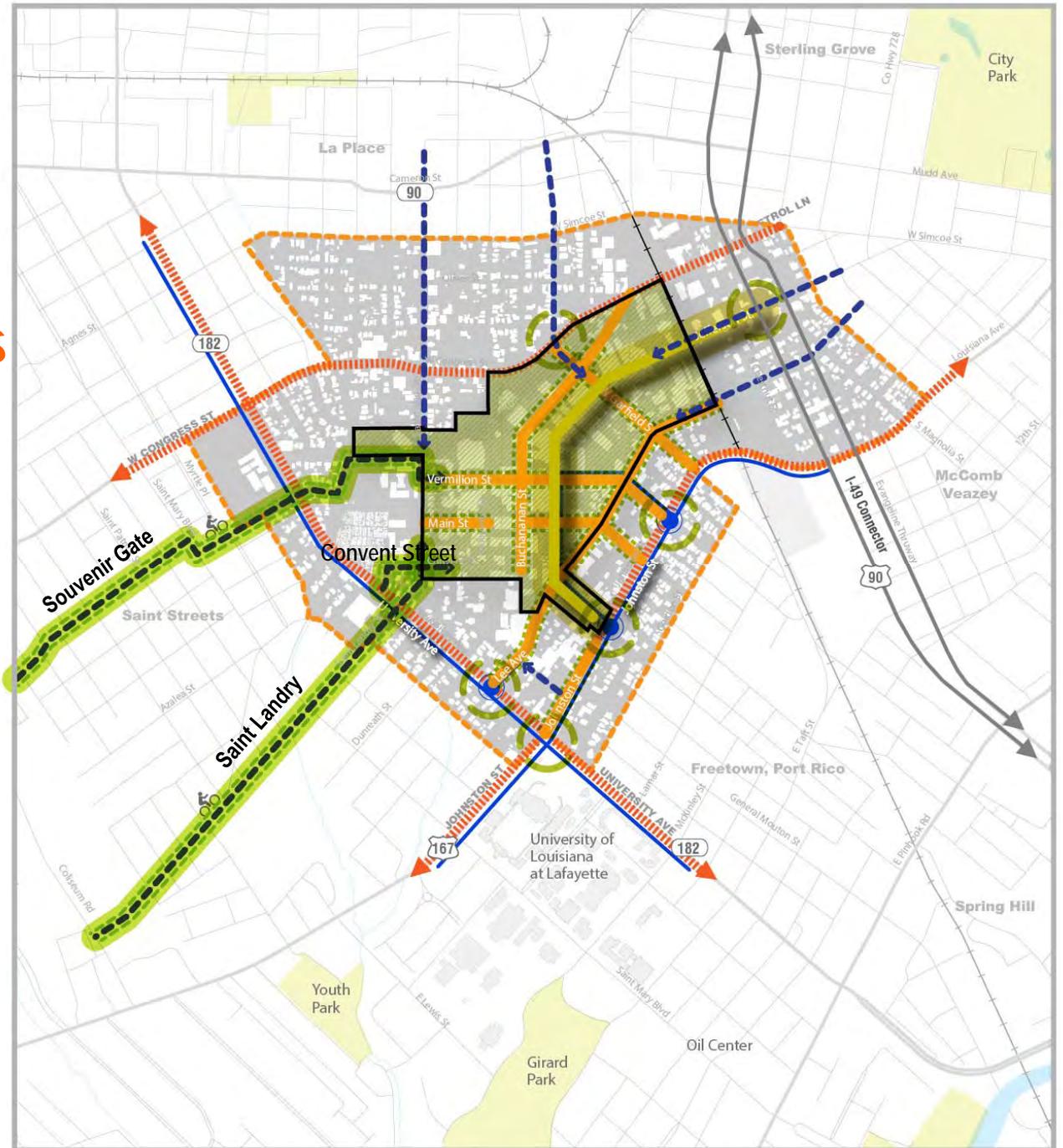
4. Enhance Mobility with New Paths and Better Entrances

- Pedestrian paths
- Better entrances



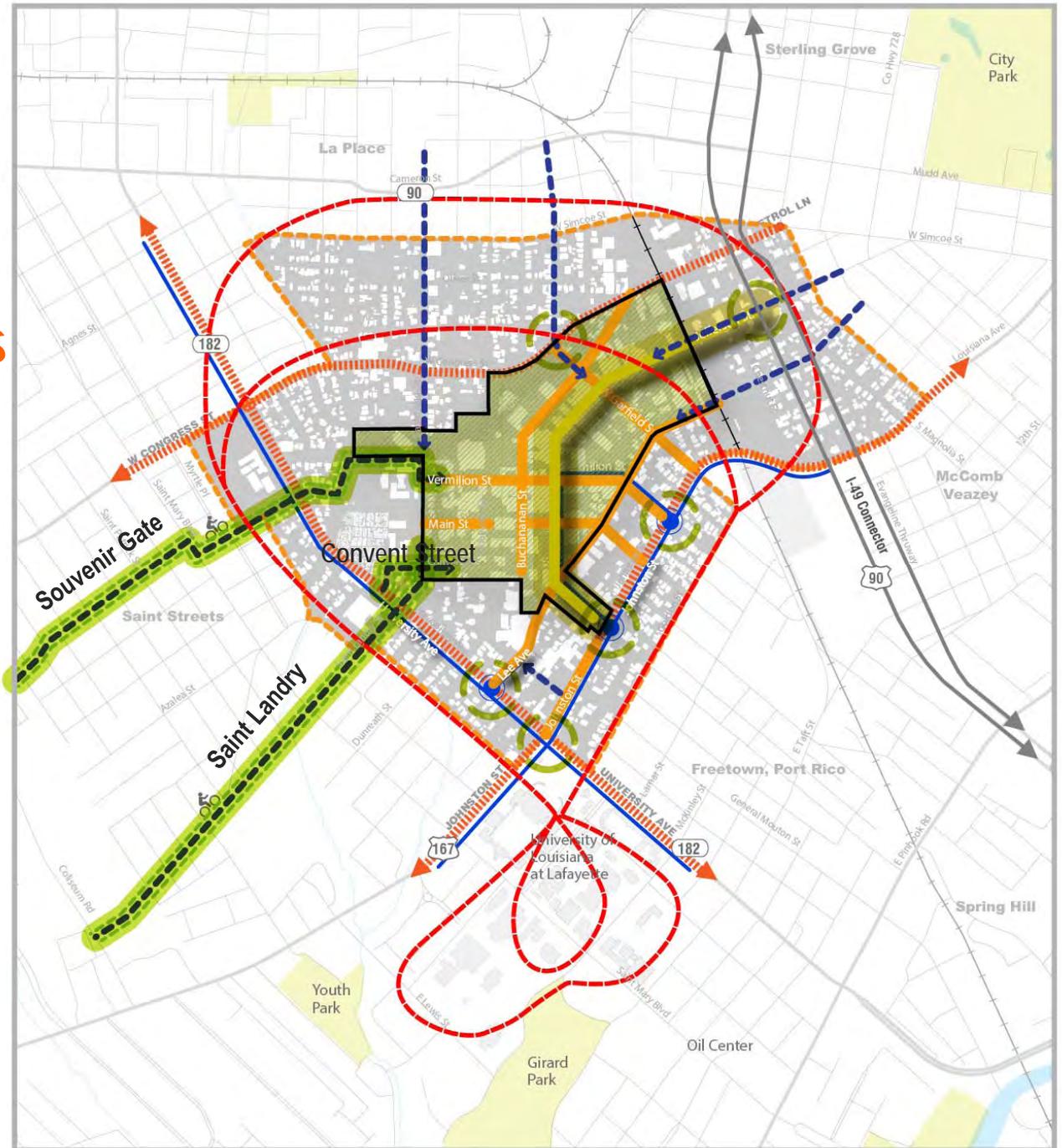
4. Enhance Mobility with New Paths and Better Entrances

- Pedestrian paths
- Better entrances
- Bicycle paths



4. Enhance Mobility with New Paths and Better Entrances

- Pedestrian paths
- ⊙ Better entrances
- Bicycle paths
- Transit loop



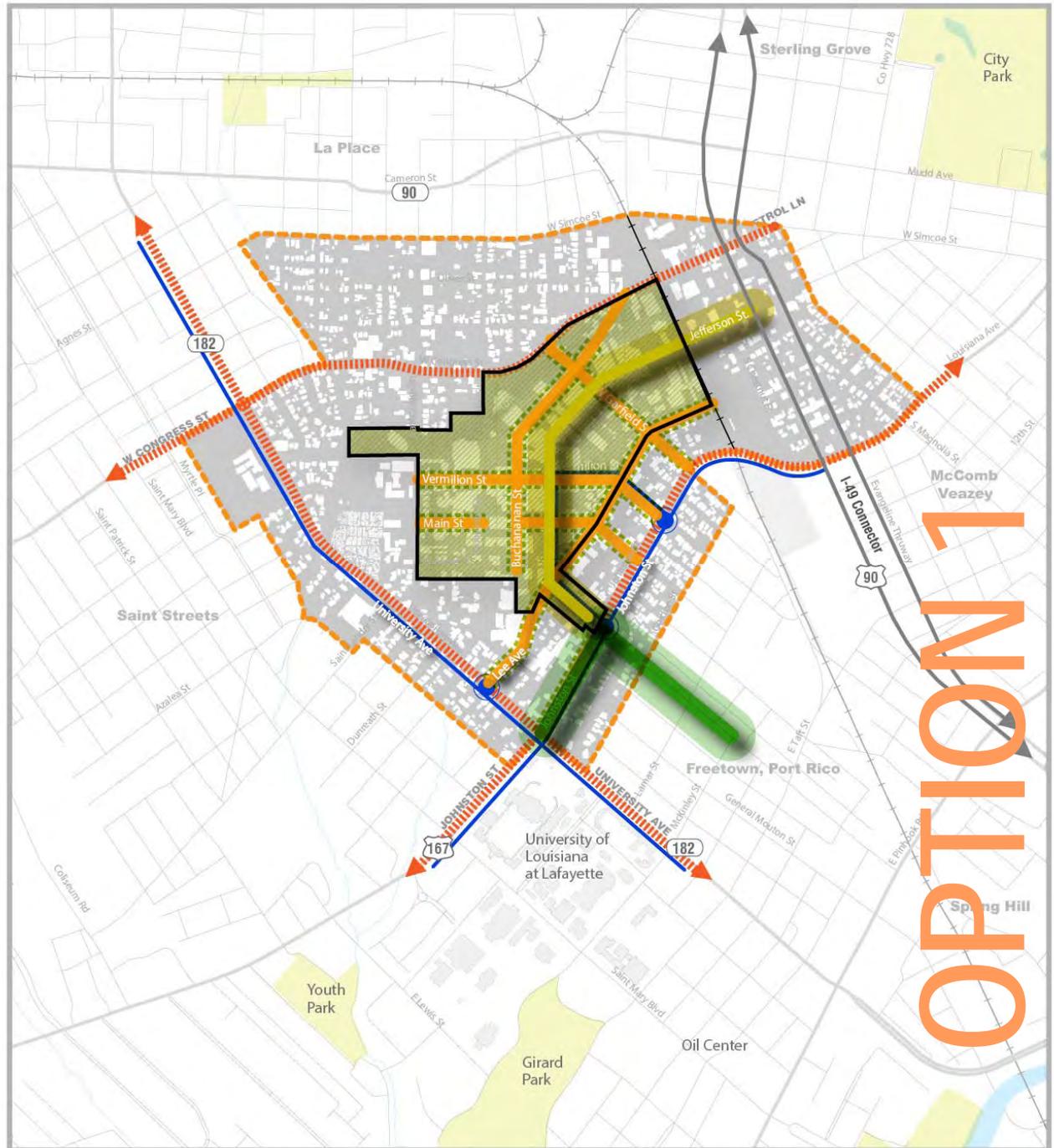
5. Improve Connections from Downtown to ULL

Consider a variety of *improvements* to Johnston in light of the planned I-49 connector.



5. Improve Connections from Downtown to ULL

 Extend retail character and uses on Jefferson and Johnston



OPTION 1

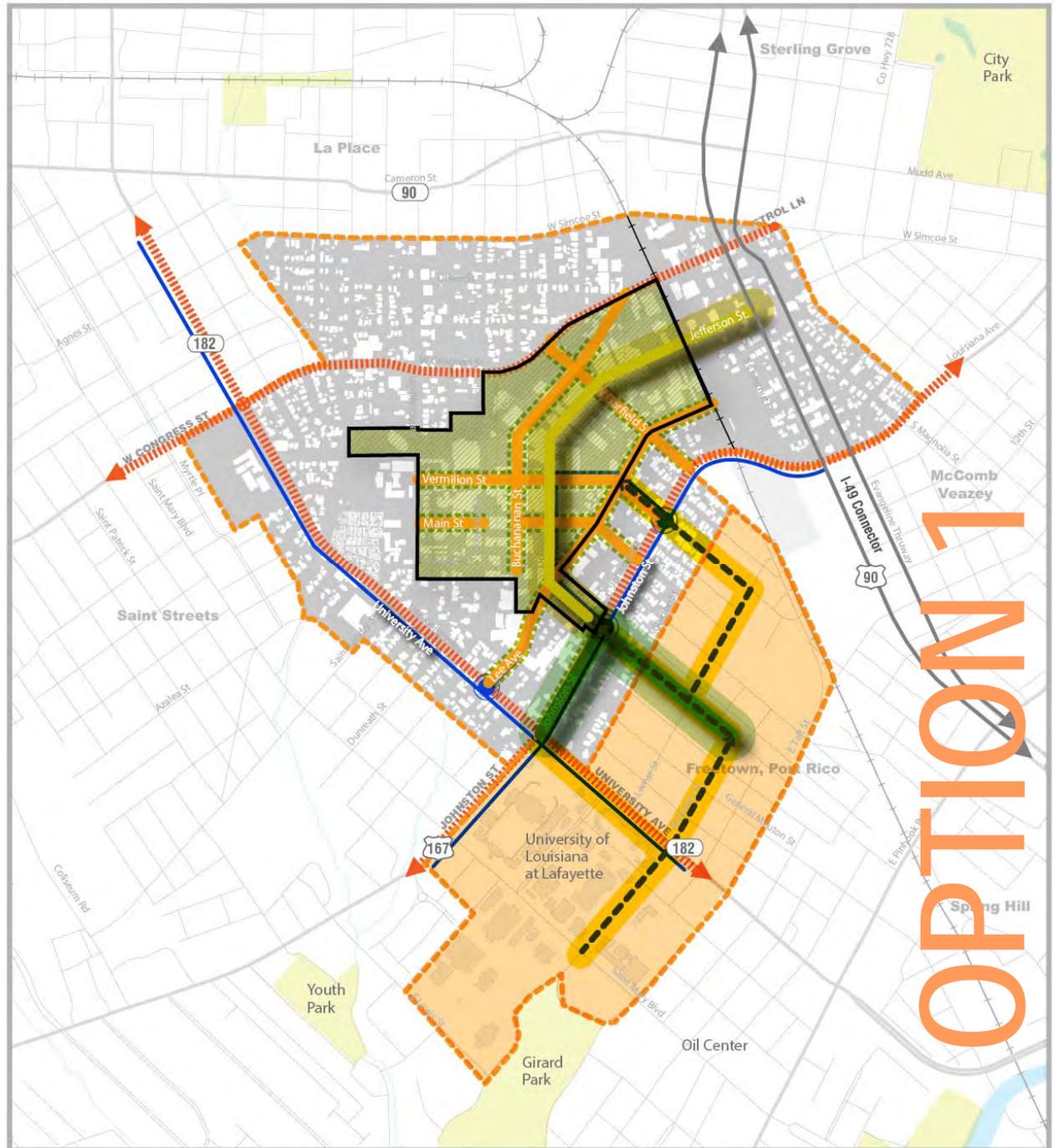
5. Improve Connections from Downtown to ULL

-  Extend retail character and uses on Jefferson and Johnston
-  Connect McKinley to Jefferson and Vermilion



5. Improve Connections from Downtown to ULL

-  Extend retail character and uses on Jefferson and Johnston
-  Connect McKinley to Jefferson and Vermilion
-  New connections



5. Improve Connections from Downtown to ULL

- Redevelop properties fronting intersection including the Domino's site



Existing

OPTION 2

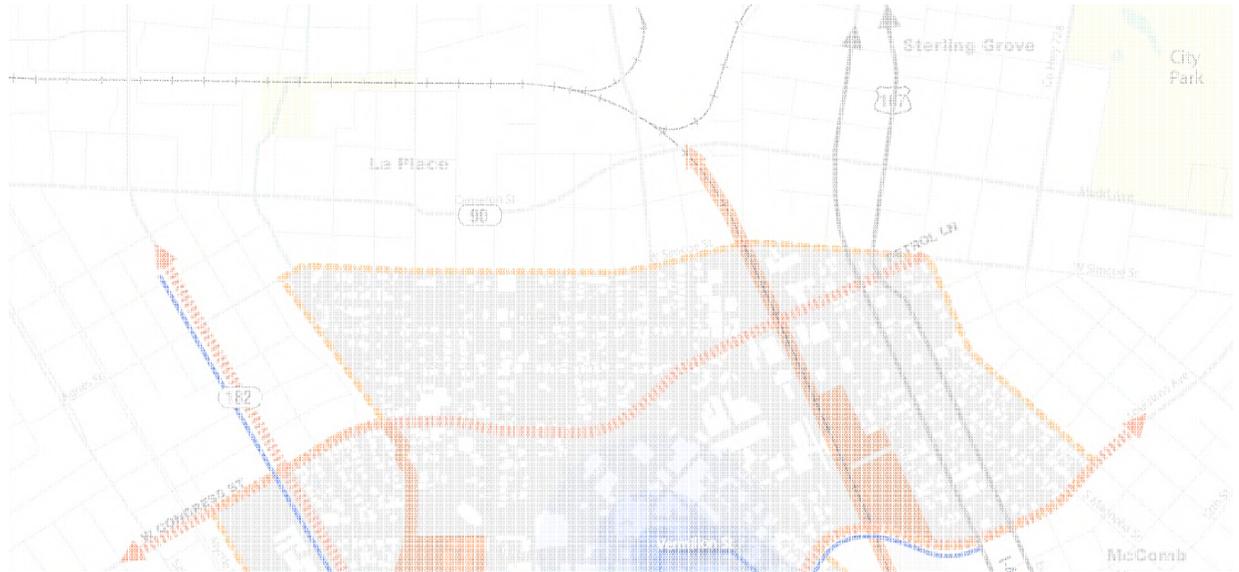
5. Improve Connections from Downtown to ULL

- Widen sidewalks on East side of Johnston

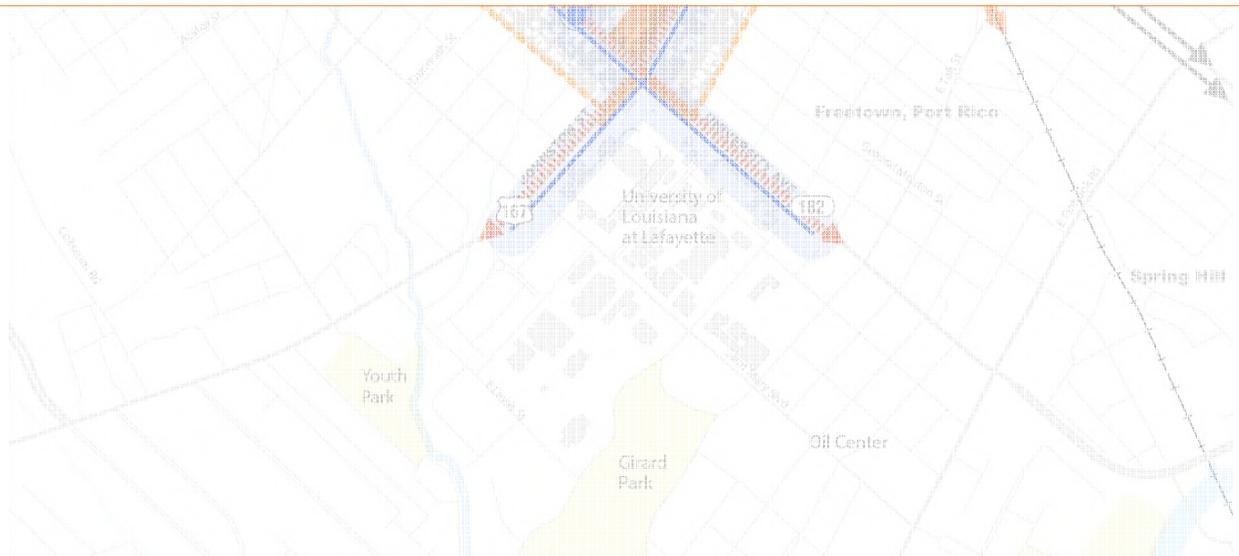


Proposed

OPTION 2



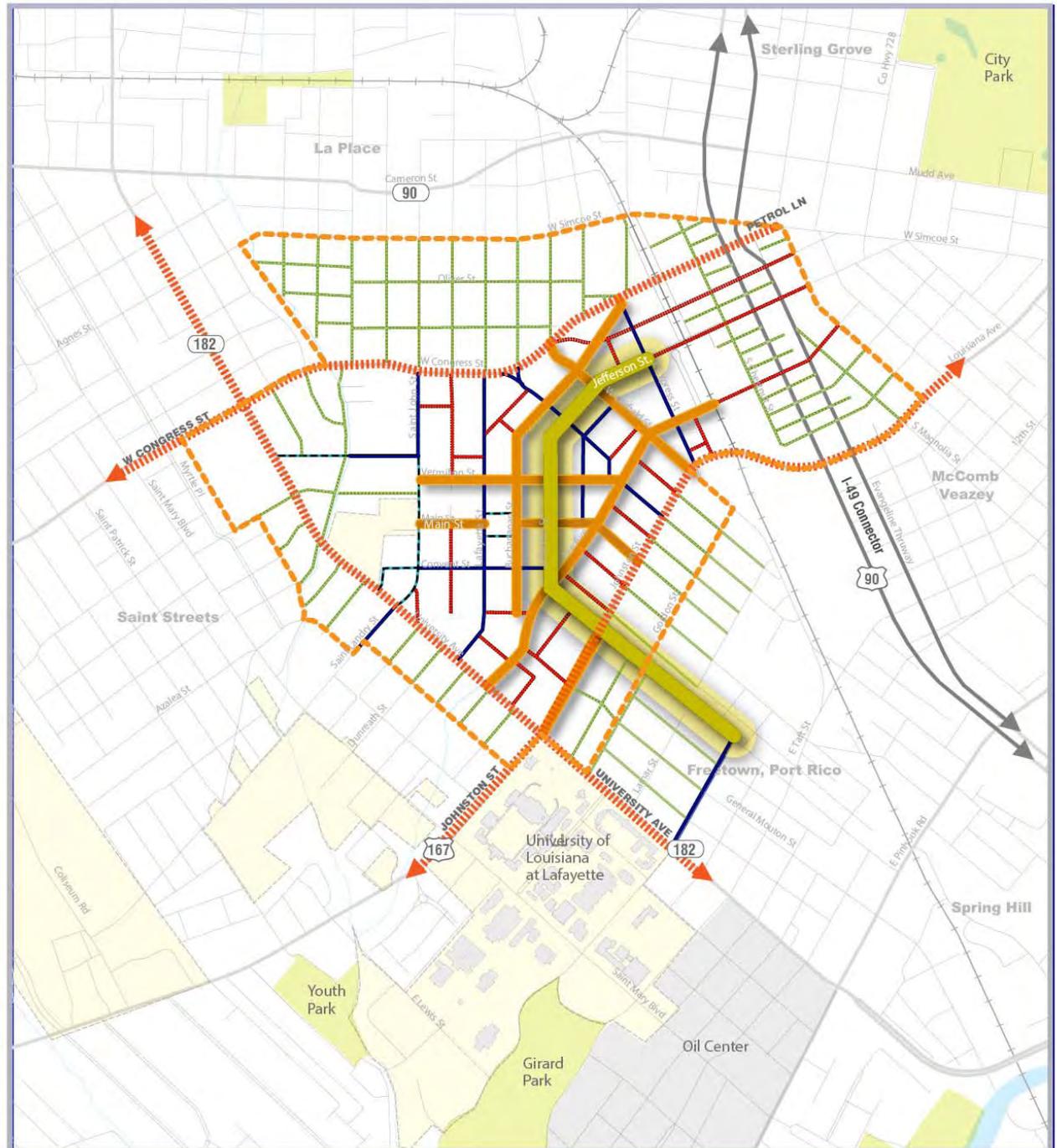
ACTION ITEMS



Mobility and Connectivity

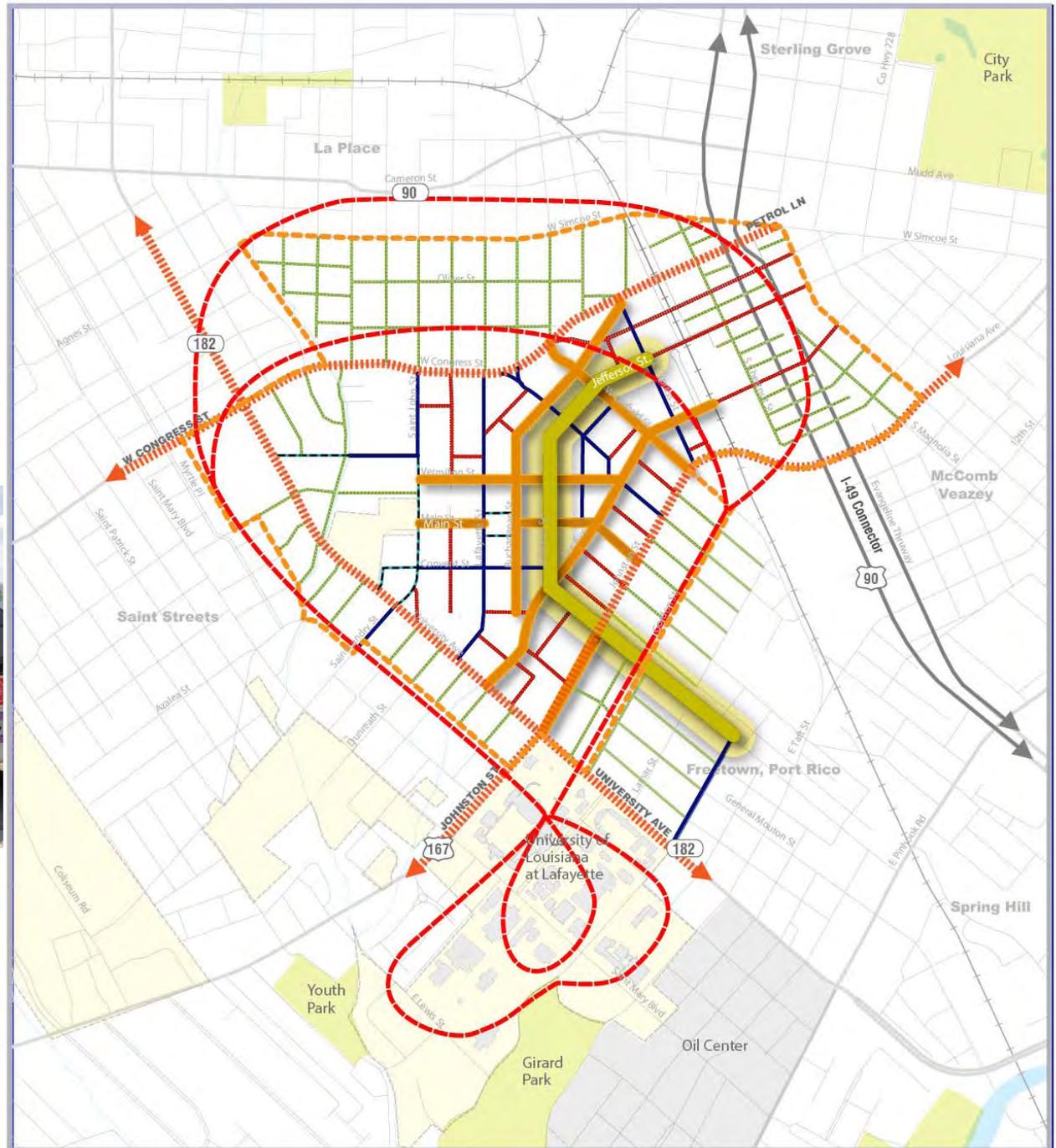
- Establish a hierarchy of streets to include mixed-use corridors and new connections to ULL and Freetown

- Primary Pedestrian Streets
- Mixed-use Corridors
- Secondary Pedestrian Streets
- Conservation Streets
- Tertiary/ Service Streets
- Residential Streets



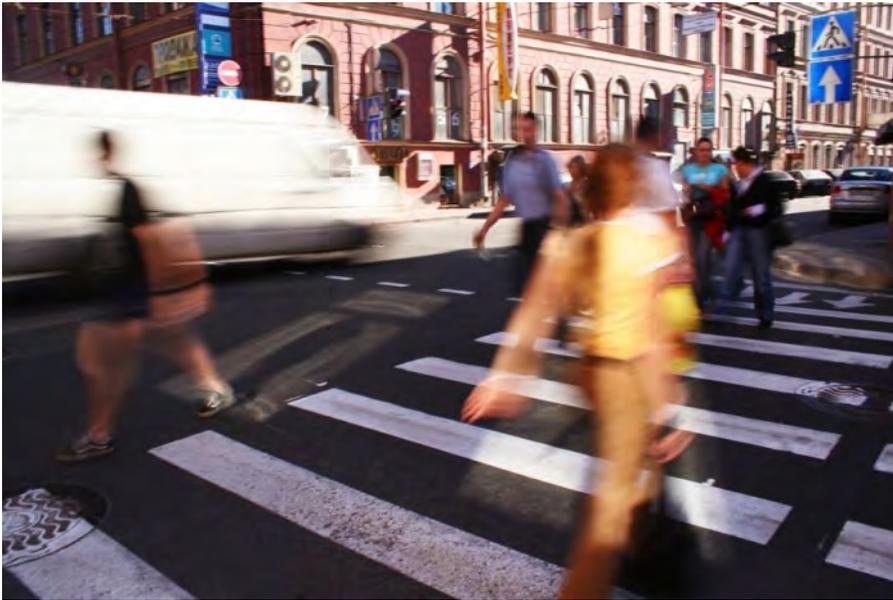
Mobility and Connectivity

- Develop a Transit Study to connect ULL to the Downtown



Mobility and Connectivity

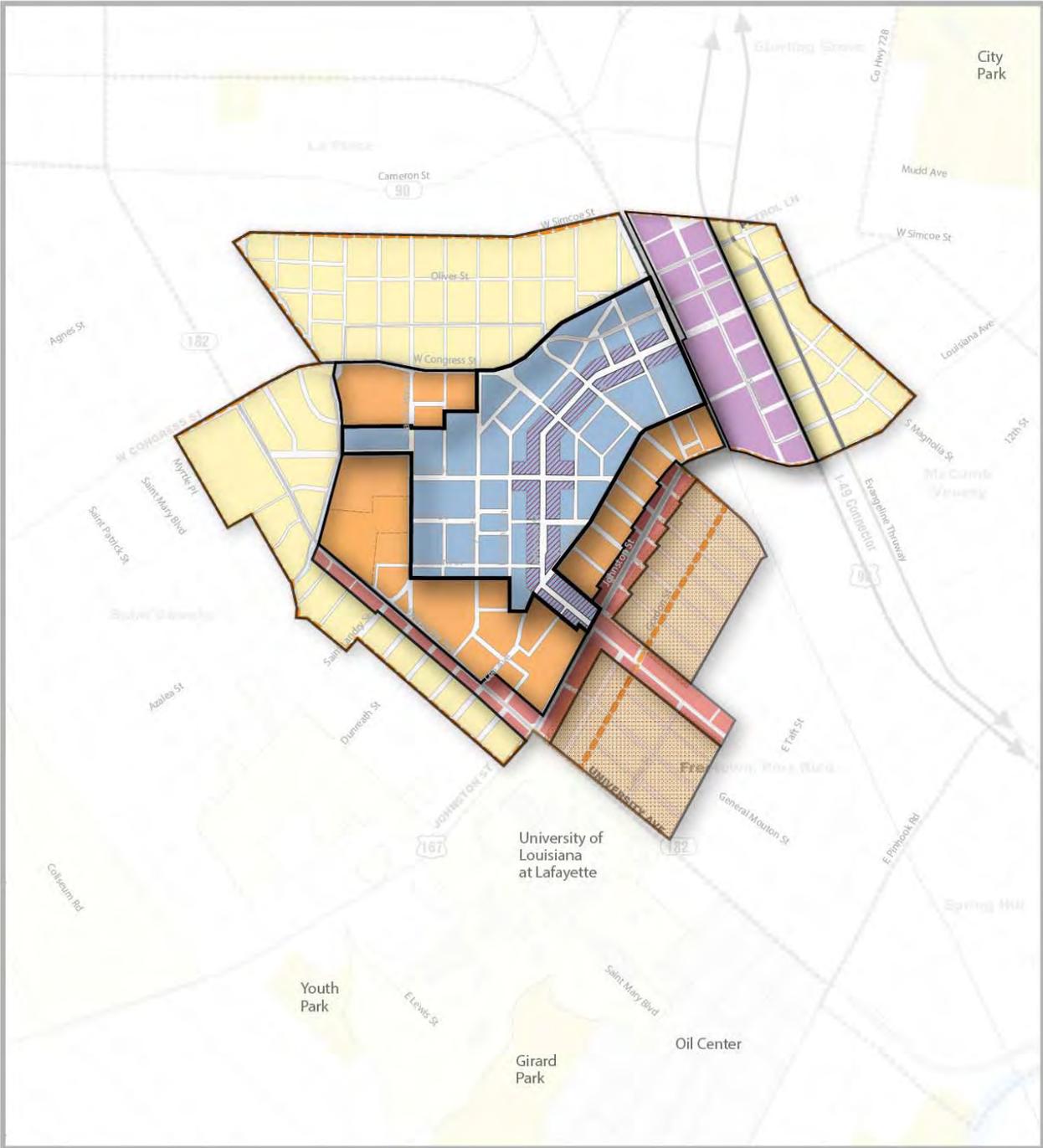
- Evaluate solutions for improving pedestrian connections across Johnston and University to the Downtown including property development



Land Use/ Activity Patterns

- Establish Zoning Districts

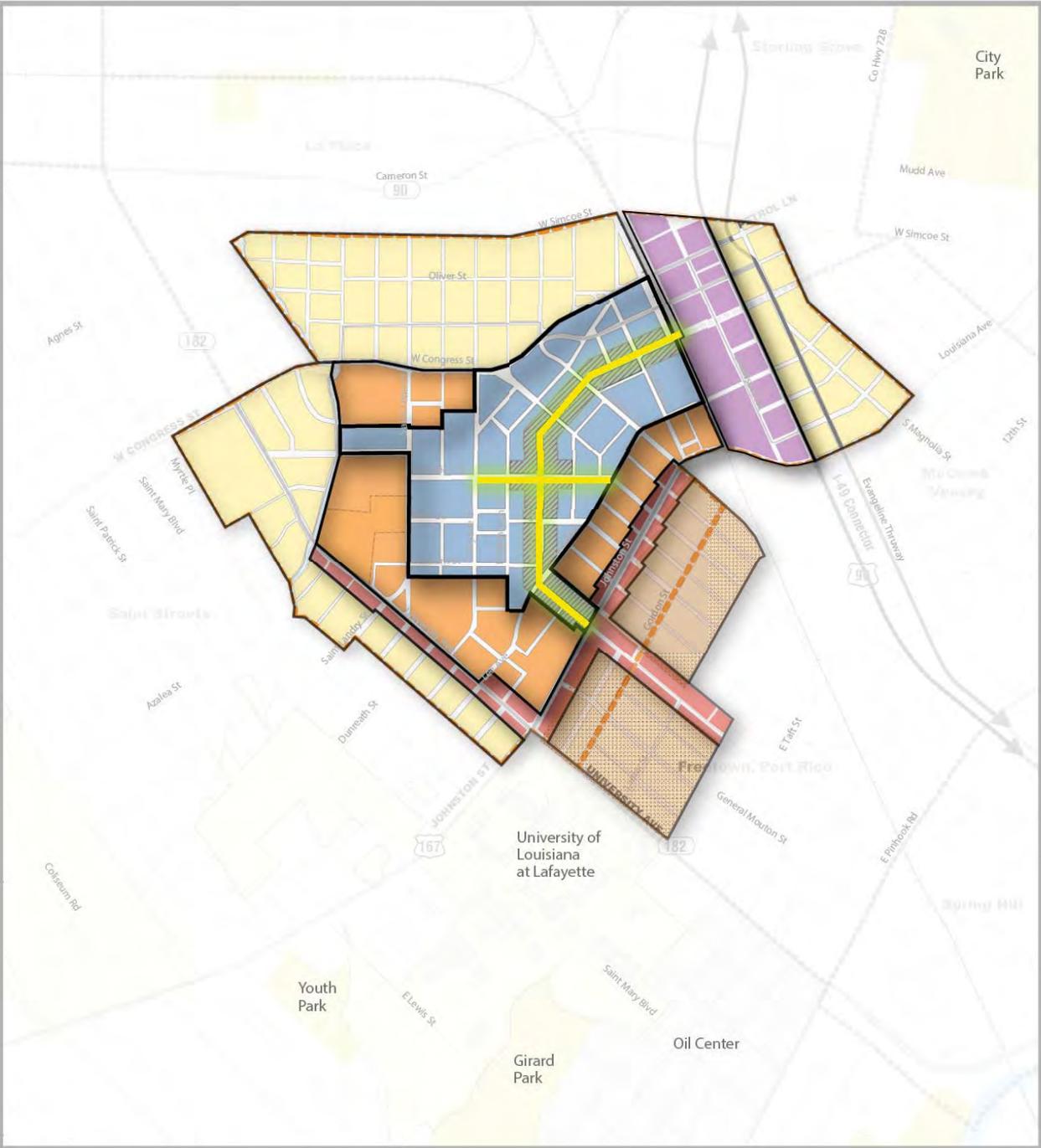
-  The Core
-  Mixed-use transition zones
-  Commercial corridor
-  Residential
-  University related residential
-  Light industrial and supportive uses



Land Use/ Activity Patterns

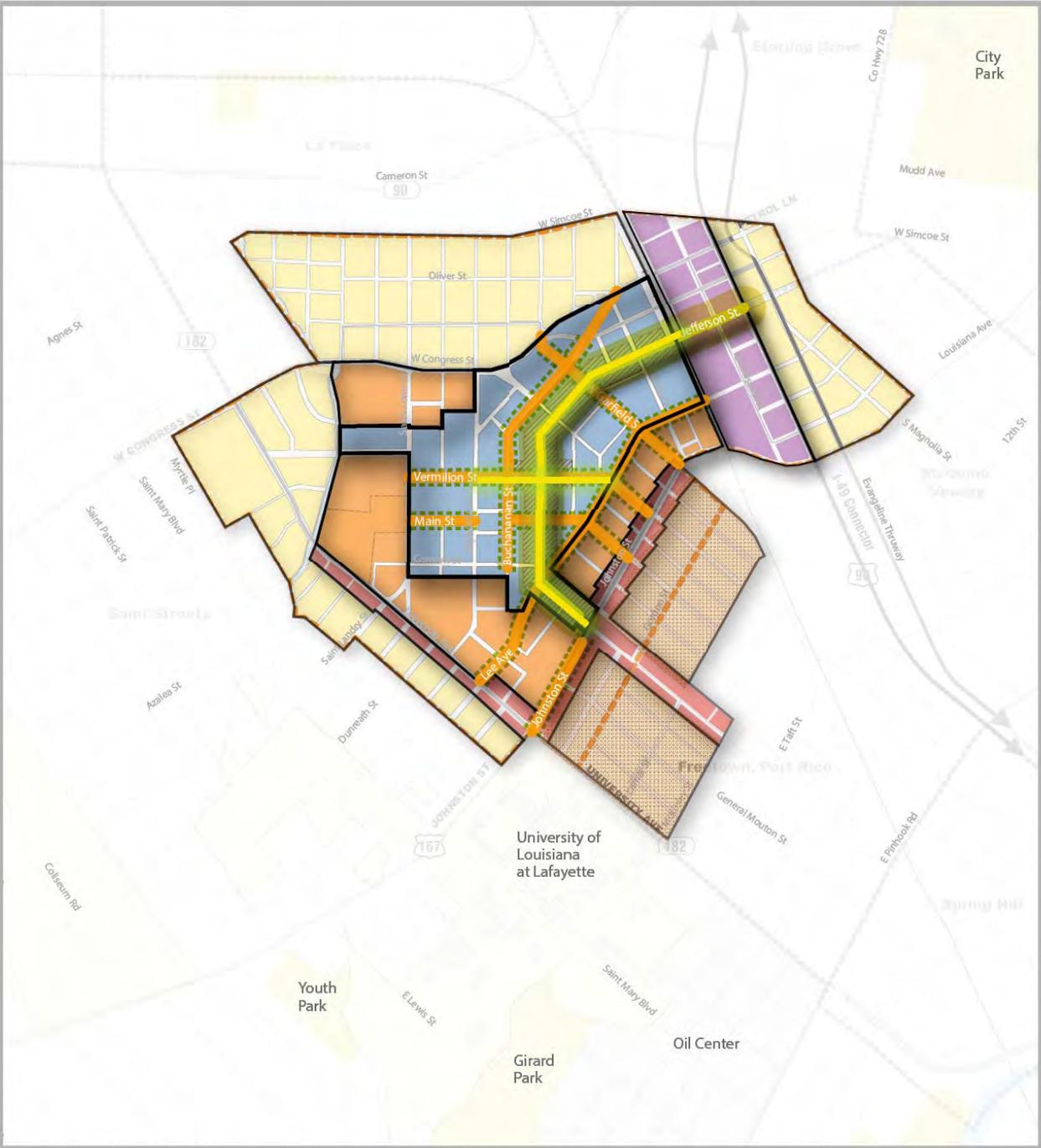
- Create a zoning overlay to protect Jefferson and Vermilion Streets

 Jefferson and Vermilion Corridors



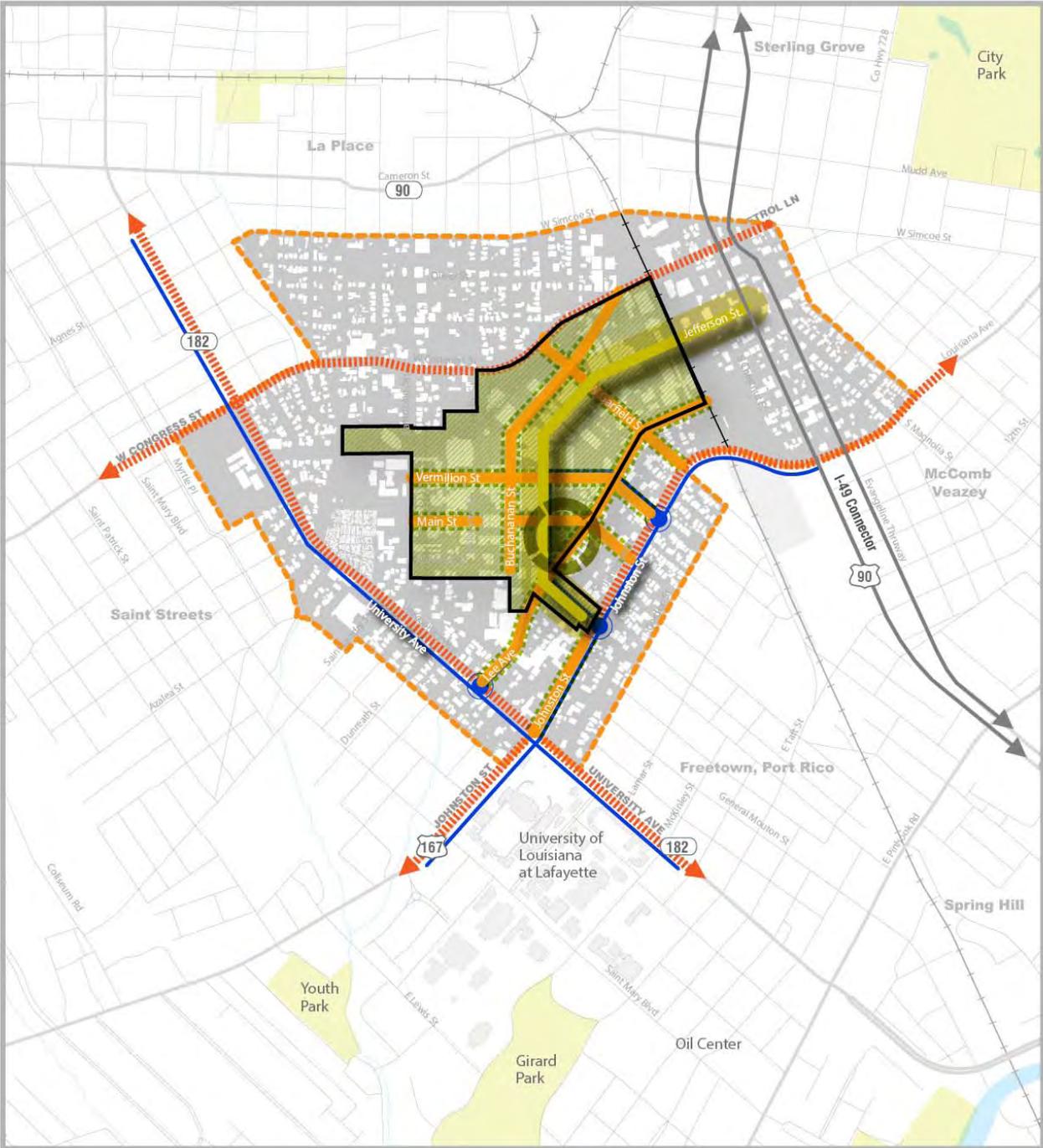
Land Use/ Activity Patterns

- Create incentives to promote development within the core
 - Parking
 - Mixed-use corridors
 - Improved mobility



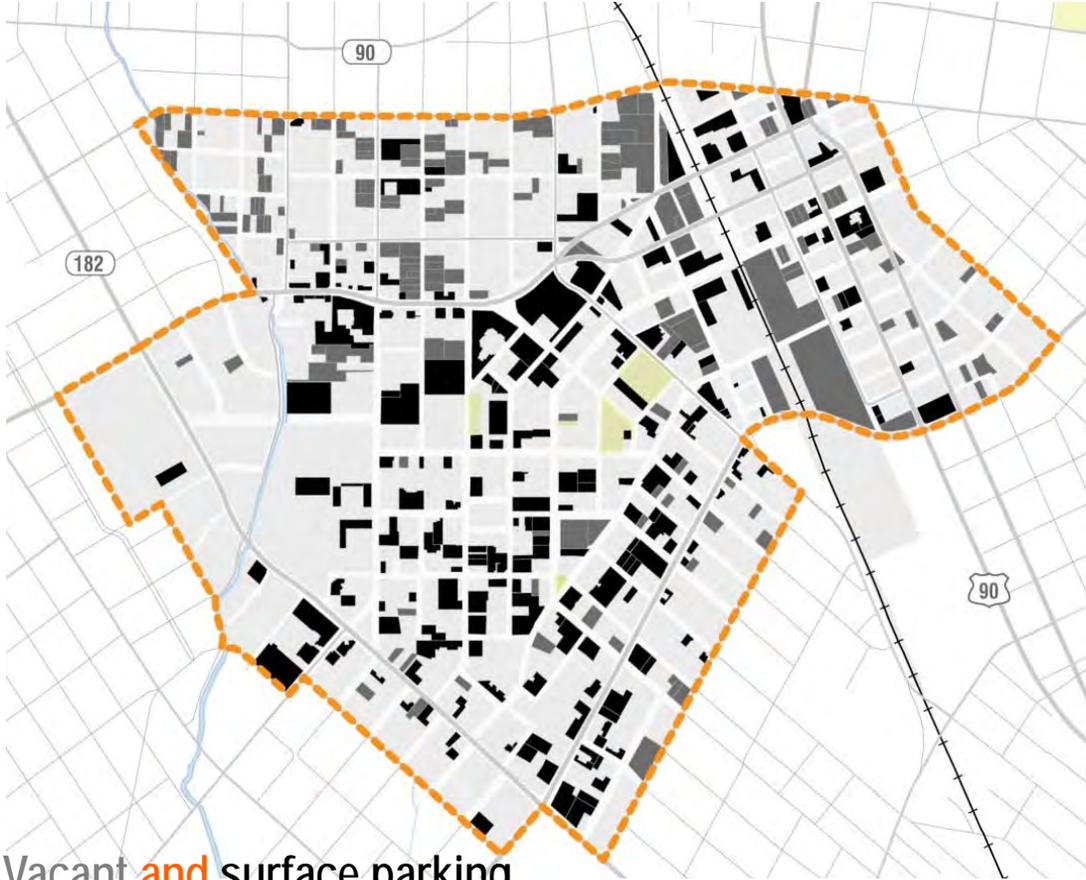
Land Use/ Activity Patterns

- Create a strategy to redevelop the Federal Courthouse site



Land Use/ Activity Patterns

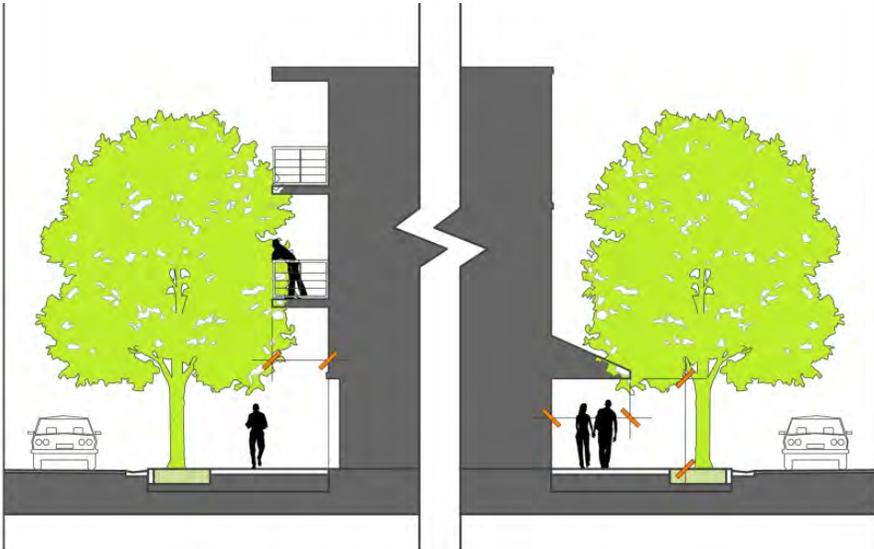
- Develop a parking strategy



Vacant and surface parking

Placemaking & Urban Design

- Establish criteria for building design

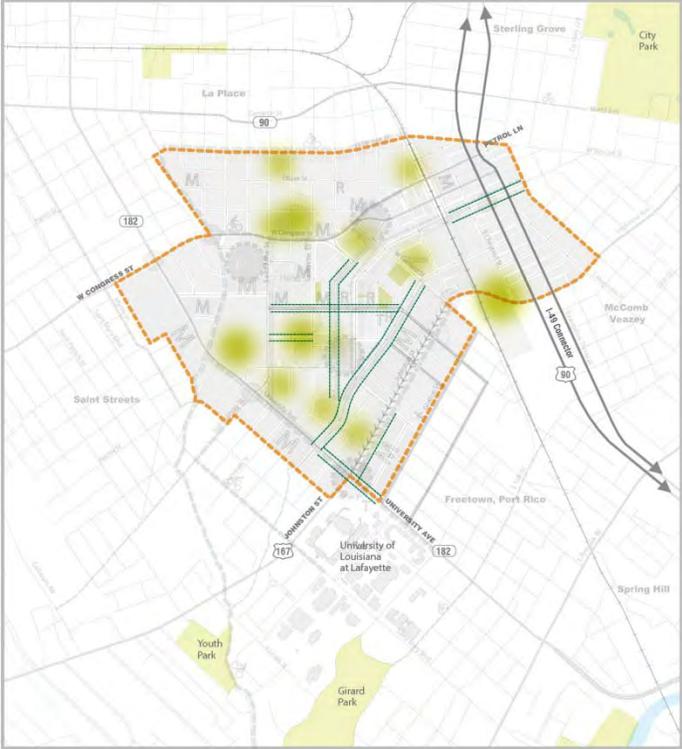


Canopies, awnings, and balconies



Placemaking & Urban Design

- Identify parks and recreation needs in the downtown



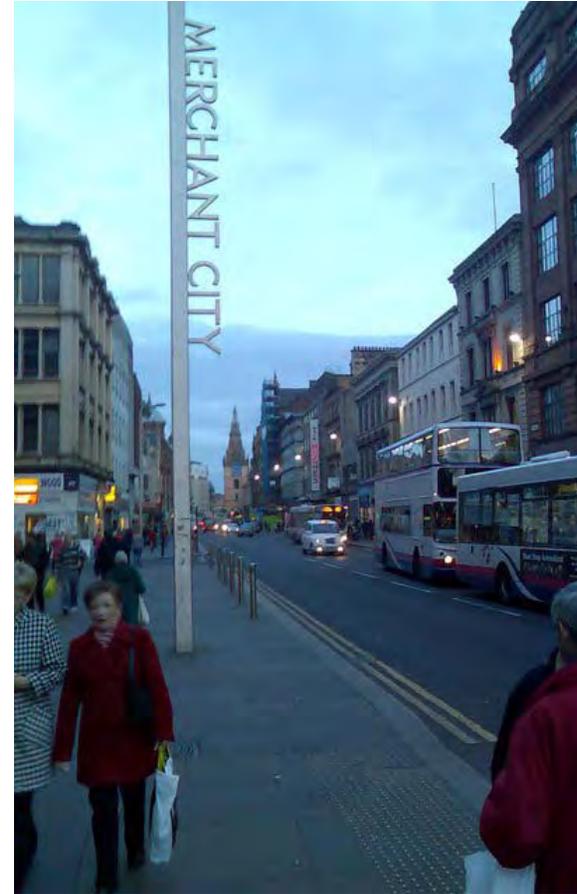
Placemaking & Urban Design

- Develop new sidewalks and pedestrian amenities



Placemaking & Urban Design

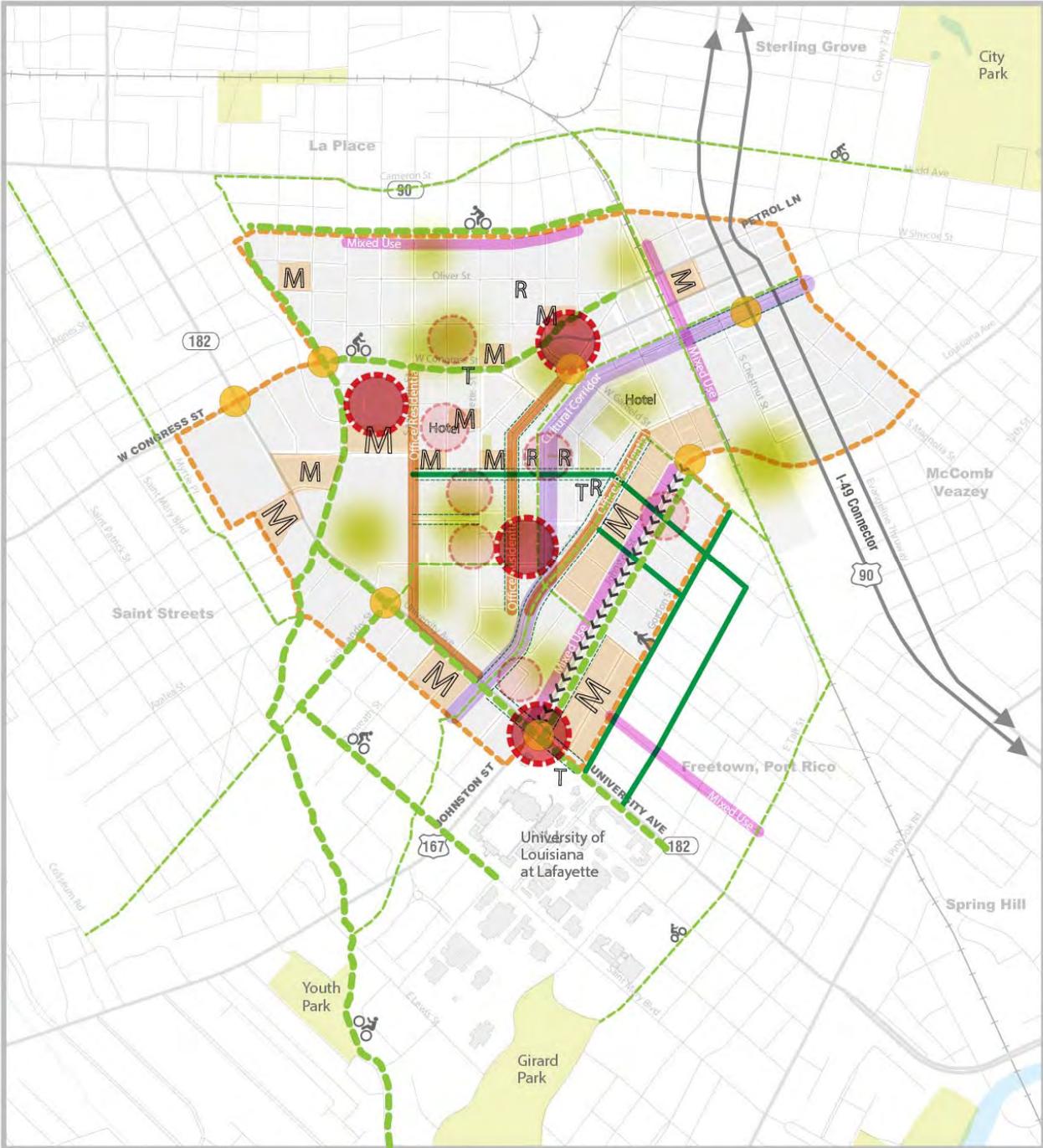
- Develop strategies to improve downtown entrances



Recommendations Reflect the Community's Ideas

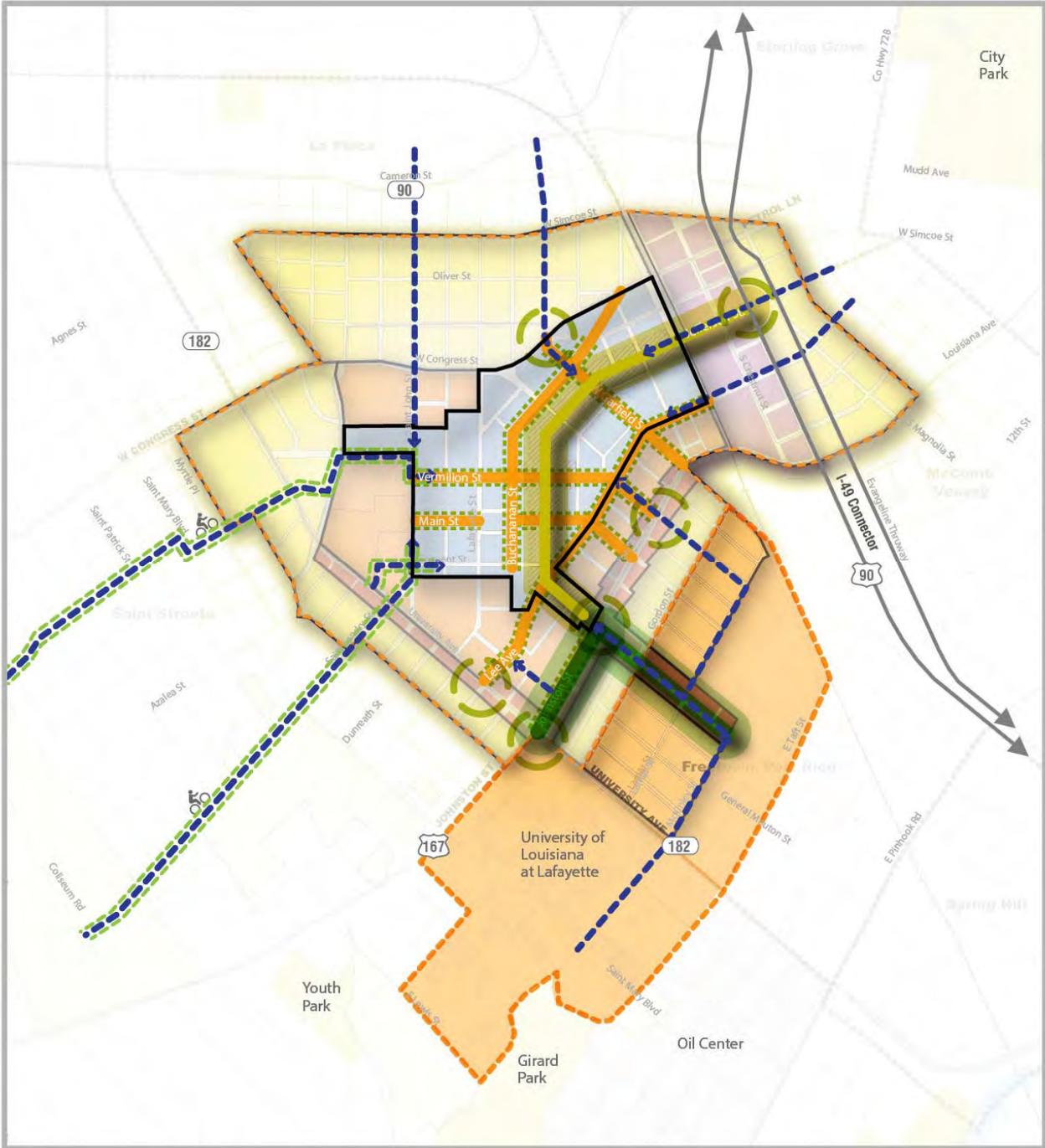
Summary of Community Input

-  Mixed-use hubs
-  Arts and culture
-  Mixed use corridor
-  Retail
-  Multi-Family
-  Office/Residential corridor
-  Proposed bikeways
-  Johnston improvements
-  Transit station
-  Streetscape improvements
-  Proposed parks
-  Gateways
-  Pedestrian street



Recommendations Reflect the Community's Ideas

-  Start from the Center
-  Extend mixed-use corridors
-  Public frontages and streetscape
-  Entrances
-  Enhance connections to Downtown
-  Extend retail character and uses on Jefferson and Johnston
-  New connections



Today's Activity

Review Downtown Concepts

Review concepts and use your stickers to “like” the concepts presented for downtown:

1. Reinforce existing paths into the Downtown from adjacent neighborhoods
2. Focus redevelopment efforts on the core
3. Plan for more public spaces
4. Create new paths
5. Improve connections to ULL and Freetown

Today's Activity

Prioritize Action Items to Achieve the Concepts

Review action ideas and vote for your top four items, in order of priority (1=highest to 4=lowest):

1. **Mobility and Reinforcing Connections**

- Establish a zoning hierarchy of streets to include mixed-use corridors and new connections to ULL and Freetown
- Establish new bicycle and pedestrian paths
- Develop a Transit Study to connect ULL to the Downtown
- Evaluate solutions for improving pedestrian connections across Johnston and University to the Downtown including property development

2. **Land Use/Activity Patterns**

- Establish Zoning Districts
- Create a zoning overlay to protect Jefferson and Vermilion Streets
- Create incentives to promote development within the core with a focus on mixed use residential
- Create a strategy to redevelop the Federal Courthouse site
- Develop a parking strategy

3. **Placemaking & Urban Design**

- Identify parks and recreation needs in the downtown
- Establish criteria for building design
- Develop new sidewalks and pedestrian amenities
- Develop strategies to improve downtown entrances