

Lafayette Comprehensive Plan



Downtown

Strategic Framework Plan

Open House – August 14, 2012

- 1. What is the Downtown Strategic Framework Plan?**
- 2. Why are LCG and DDA undertaking this effort?**
- 3. How does the Framework Plan relate to the Lafayette Comprehensive Plan?**
- 4. Who is preparing the Framework Plan? How will it be done and how long will it take?**
- 5. How can you get involved?**

An aerial photograph of a city grid, likely downtown, with a blue shadowed 'What' text overlay. The text is large and bold, with a drop shadow effect. The background shows a dense network of streets and buildings, with some street names visible like 'ST. LOUIS ST.' and 'W. 11TH ST.'.

What

**is the Downtown Strategic
Framework Plan?**

A document that...

...frames a 20-year vision and goals for downtown.

...identifies policies and strategies to achieve the vision and goals.

...translates the policies strategies into priorities and actions.

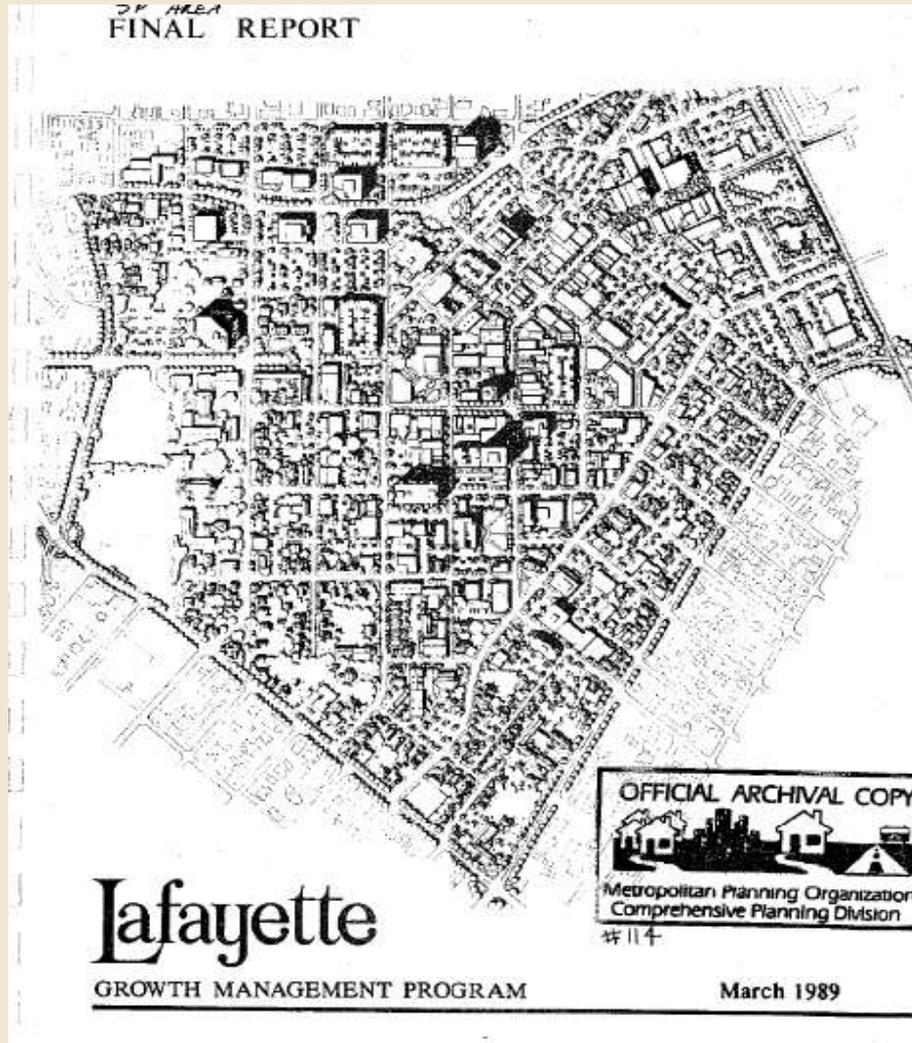
...is not a separate plan but an element of the ongoing Lafayette Comprehensive Plan.

An aerial photograph of a city grid, likely New York City, showing streets and buildings. The image is semi-transparent and serves as a background for the text.

Why

are LCG and DDA undertaking
this effort?

Because...



...the last Downtown plan was completed in 1989.

Much has happened since then...



Public investment in...



Transportation



Streetscape



Parcs



Public venues

Private investment in...



Businesses



Development



Arts and culture...

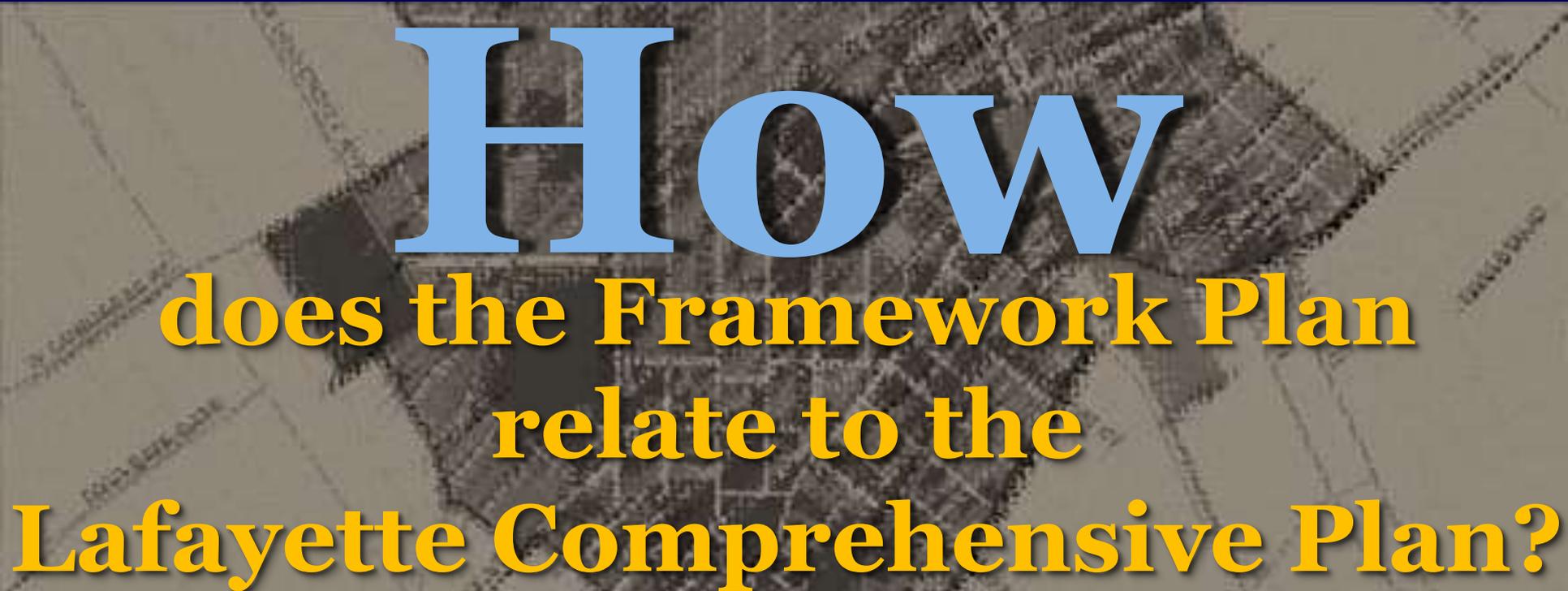


Exhibits/Events

So...why is the Framework Plan needed?

- To provide a **compelling vision** for a 21st century downtown.
- To clarify Downtown's **role and influence** within the City, the Parish and the region (Downtown within the Parishwide Comprehensive Plan).
- To combine recent, ongoing and planned projects into a **cohesive strategy**.





How

**does the Framework Plan
relate to the**

Lafayette Comprehensive Plan?

Core Comprehensive Plan Process

Phase 1 Mobilization

Feb 2012

- 1.1 Project Organization
- 1.2 Kick Off Week

Completed

Phase 2 Vision / Plan Framework

Mar - Oct 2012

2.1 Articulating the Vision

FORUM SERIES #1

"Issues & Aspirations"

Completed

Public Open House

"Vision Development"

2.2 Community Assessment

2.3 Alternative Futures

FORUM SERIES #2

"Imagining Our Futures"

Ongoing

FORUM SERIES #3

"Selecting a Preferred Future"

Phase 3 Plan Development

Nov 2012 – Jul 2013

3.1 Strategic Directions: Goals, Objectives, Policies

FORUM SERIES #4

"Consensus Policy Framework"

Council Presentation

3.4 Draft Comprehensive Plan

3.5 Final Comprehensive Plan

Public Presentation

"Final Comprehensive Plan"

Joint Hearing – Plan Adoption

Phase 4 Implementation

1 Year +
(July 2013-
July 2014)

Downtown Framework

Downtown Open House

Downtown Summit 1 & 2

Ongoing

Downtown Supplemental

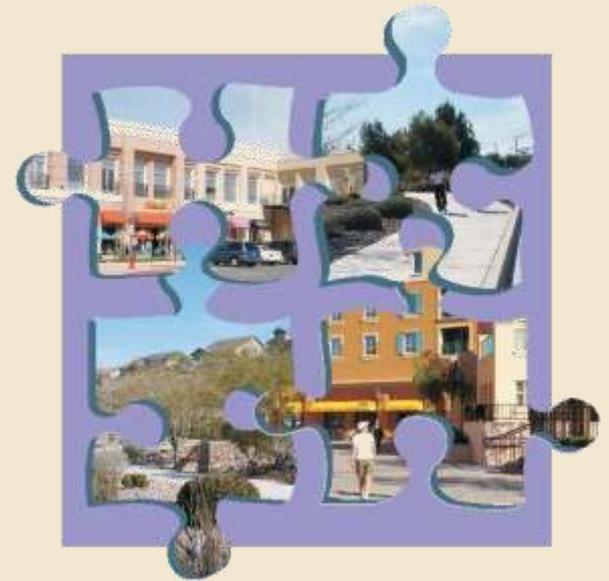
Public Workshops

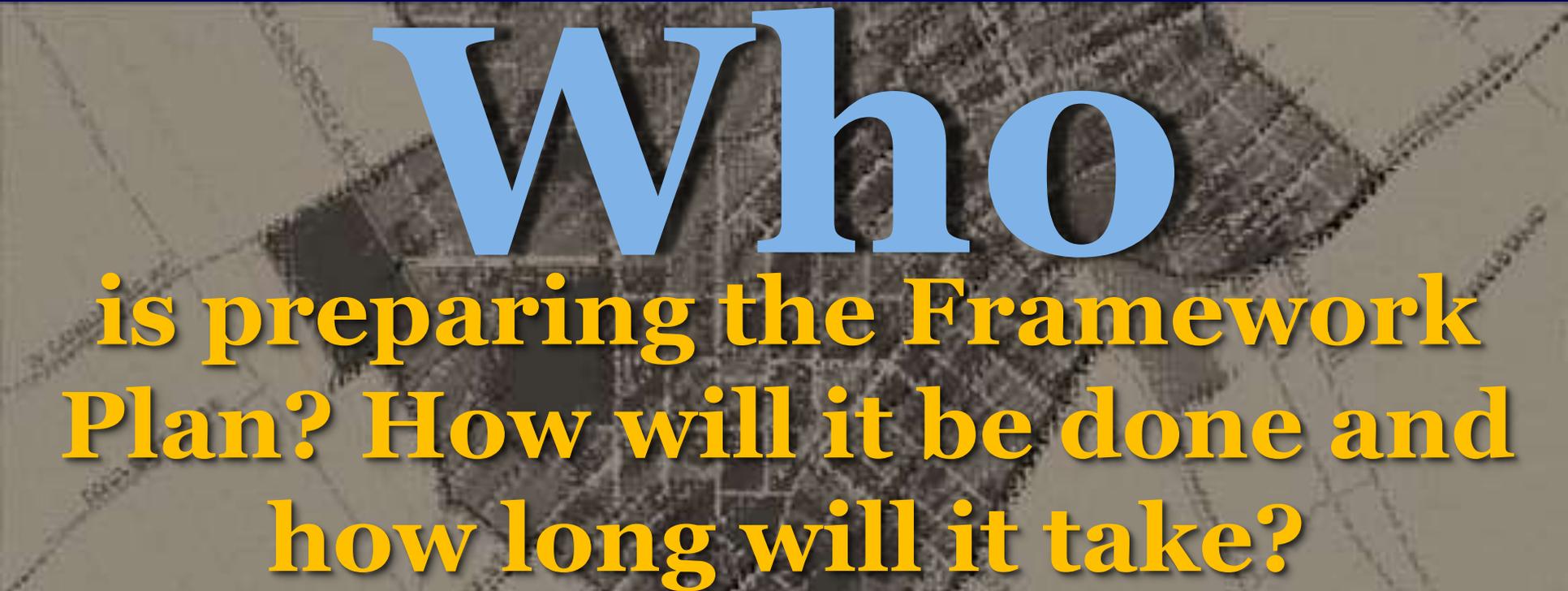
Final Public Presentation

The Comprehensive Plan...

...fits all the pieces together:

- Land Use / Development Patterns
- Community Character
- Housing & Neighborhoods
- Downtown
- Economy
- Transportation
- Utilities
- Community Facilities & Services
- Historic / Cultural Resources
- Recreation & Open Space
- Resource Conservation / Hazard Mitigation
- Governance



An aerial photograph of a city grid, showing streets and buildings, serving as a background for the text.

Who

**is preparing the Framework
Plan? How will it be done and
how long will it take?**

All these entities...

Roles and Responsibilities

- **Downtown Partnership**
 - *Downtown Development Authority*: facilitates the public process and implementation of the Framework Plan
 - *Downtown Lafayette Unlimited*: provides input/collaborate with DDA
- **Downtown Advisory Committee**: citizen group advisory to Downtown Partnership and CPCAC; supports the Consultant team work
- **Comprehensive Plan Citizen Advisory Committee**: citizen group guiding the comprehensive plan process; recommends Downtown component and adoption of Comprehensive Plan to Planning Commission.
- **Planning Commission**: reviews and adopts the Comprehensive Plan (including Downtown component) & UDC
- **LCG Council**: approve and promote implementation of the Comprehensive Plan

...assisted by a team of professionals

The same team hired by



to prepare the
Lafayette Comprehensive Plan,
in particular



- ◆ Project Leadership, Planning, Urban Design
- ◆ Associated Planners / Urban Designers
- ◆ Transportation / Infrastructure
- ◆ Public Engagement
- ◆ Economics
- ◆ Legal / Unified Development Code

who have vast experience...

WRT



Baltimore, MD



Philadelphia Central Delaware Riverfront



Nashville Downtown



Dallas Downtown - Trinity Riverfront



Indianapolis Capital Center District

...transforming downtowns

Zyscovich



Miami Beach (South Beach)



Downtown / Midtown Miami



Downtown West Palm Beach



How the plan will be developed

Seven Major Tasks in the Scope of Services:

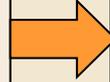
1. Kickoff – ongoing task
2. Inventory & Assessment – ongoing task
3. Downtown Summit One: Imagining the Future
4. Downtown Vision
5. Concept Development
6. Downtown Summit Two: Consensus on Directions
7. Downtown Strategic Framework Plan Document

And how long it will take...

Task 1 - Kickoff (June/July)

- Assembly and review of data
- Downtown Advisory Committee Kickoff
- Preliminary Stakeholder Interviews
- **Kickoff Open House (mid August)**

Deliverable: Working Paper #1 - Summary of Stakeholder Input



Task 2: Inventory & Assessment (August-September)

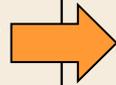
- **Existing conditions documentation & mapping**
- Synthesis: Downtown development opportunities & constraints

Deliverable: Working Paper #2 – Summary of Opportunities & Constraints

 **Task 3: Summit 1 - Imagining the Future (approximately October)**

- Initial public summit to inventory ideas and concepts for Downtown vision
- Public review of existing conditions, development opportunities and restraints
- Small discussion groups

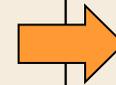
Deliverable: Summary of Summit One Results



Task 4: Downtown Vision (approximately November)

- Documentation of public input from Summit One, identifying common themes and areas of consensus
- Draft vision statement for Downtown

Deliverable: Draft and Final Vision Statement



Task 5: Concept Development (approximately Dec 2012/Jan 2013)

- Concept & strategies development:
 - Land Use/Activity Patterns
 - Parking & Mobility
 - Urban Design
 - Development, Redevelopment, Infill
 - Governance
 - Strategic Investments

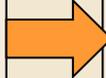
Deliverable: Working Paper #3 - Conceptual Downtown Framework



**Task 6: Summit 2 - Consensus on Directions
(approximately Feb 2013)**

- Half day open house-style public review on the Downtown Strategic Framework Elements.

Deliverable: Summary of Summit 2 Results



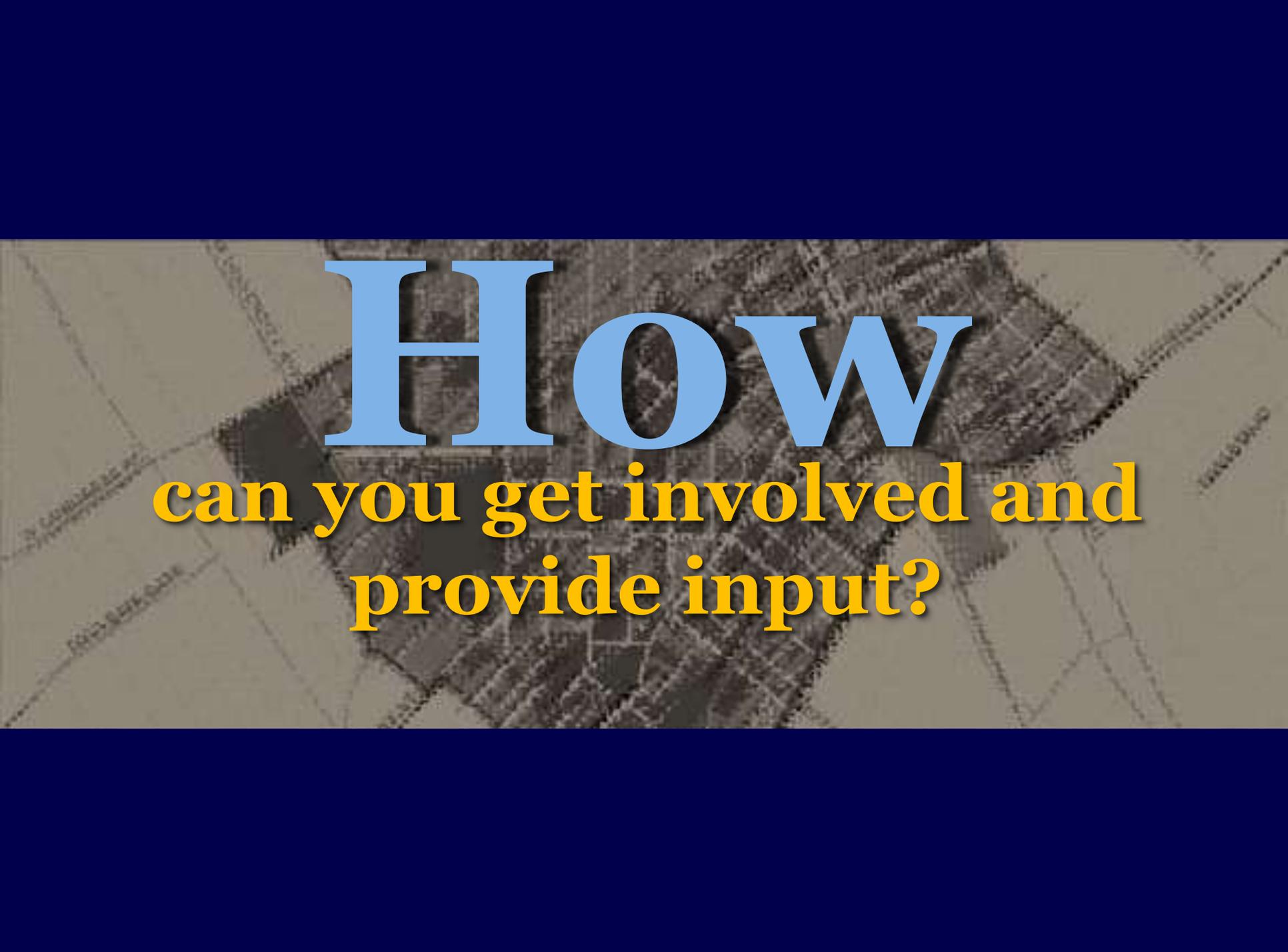
Task 7: Strategic Framework Document (Mar 2013/Apr 2013)

- Land Use/Development
- Urban Design/Character
- Mobility
- Implementation

Deliverables:

*Draft Downtown Strategic Framework -
Review input by DDA/DLU committee*

*Final Downtown Strategic Framework -
Presentations/recommendation and
adoption (DDA/Planning
Commission/Council)*

An aerial photograph of a city grid, likely New York City, showing a dense network of streets and buildings. The image is overlaid with text. The word "How" is written in large, blue, serif font. Below it, the question "can you get involved and provide input?" is written in a smaller, yellow, serif font. The background is a dark blue gradient.

How

can you get involved and
provide input?

Numerous ways to participate!

- Register to receive email updates
- Come to all public events: next up, Downtown “Summit” 1 (workshop) – date TBD
- Go on the project website for information:
<http://www.downtownlafayette.org/comprehensiveplan>
- Or <http://www.lafayetteela.gov/ComprehensivePlan/>
- Follow us on social media:
<https://www.facebook.com/#!/LafayetteComprehensivePlan>
- @LafCompPlan
- Review and comment online on posted documents
- Encourage others to participate!





Where Lafayette Happens.



Where Lafayette Happens!

THE DOWNTOWN STORY

**MUCH HAS BEEN DONE OVER THE YEARS
TO DEVELOP DOWNTOWN LAFAYETTE INTO WHAT IT IS
TODAY, ESTABLISHING THE FOUNDATION OF WHAT IT
WILL BE IN THE FUTURE**



Where Lafayette Happens!

Comprehensive Strategy

"A Center of Centers"

- **Governmental, Legal & Financial Center**
- **Professional Services & Small Business Center**
- **Regional Arts & Cultural Center**
- **Tourism Center**
- **Specialty Retail Center**
- **Entertainment Center**
- **Live-Work Center**



Where Lafayette Happens!

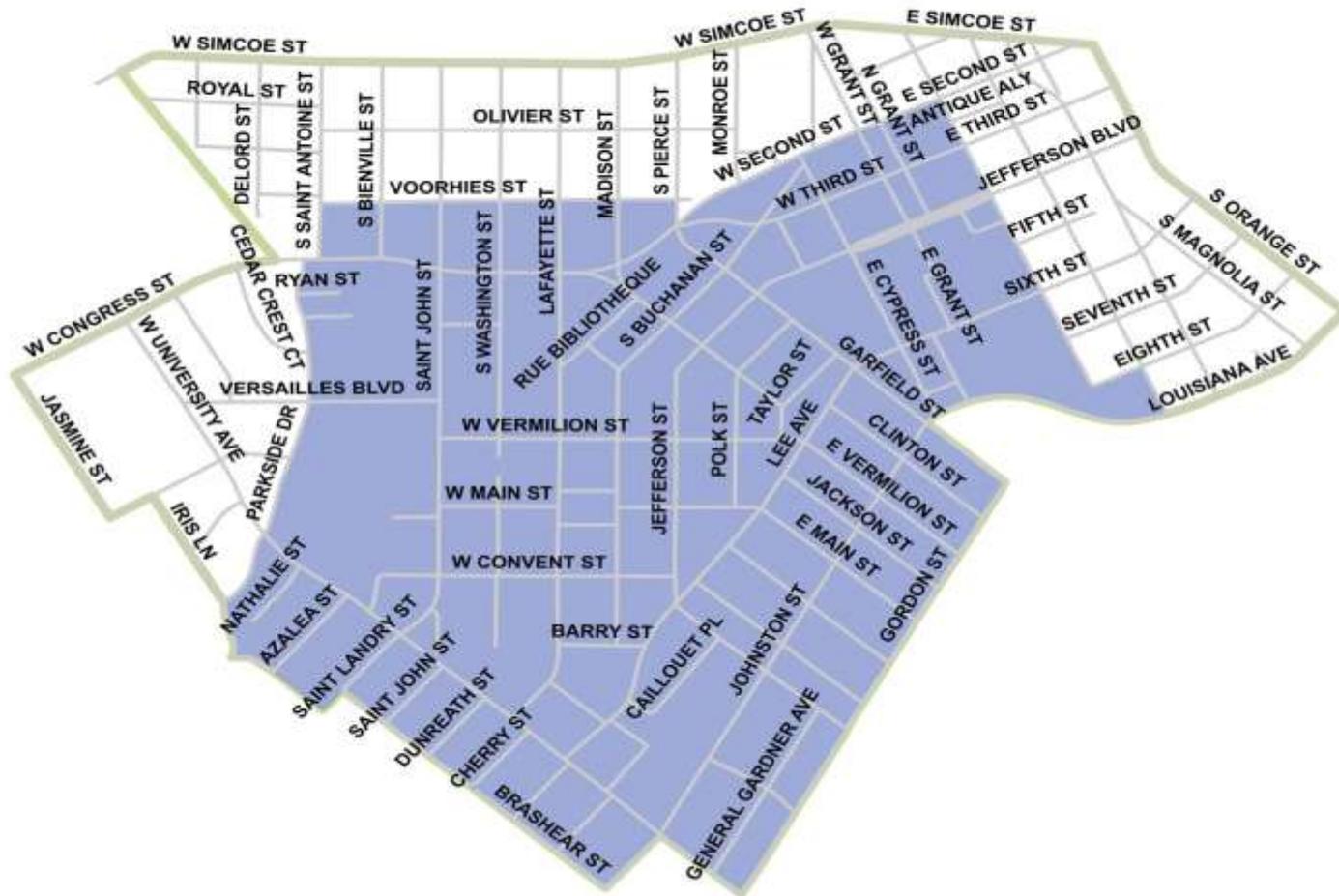
Downtown Profile

- **Beneficiary of Re-Investments** **\$142,000,000+**
 - **(1996-2011)**
 - **Federal** **\$ 29,000,000**
 - **Building Permits (1760)** **\$109,721,726**
- **State-Local Arts Facilities** **\$33,000,000**
- **Office Towers (8) Occupancy approx. 95% - 4 at 100%**
- **700+ Employers – 7000+ employee base**
- **3300 Neighborhood Residents (97 units/Jefferson St.)**



Where Lafayette Happens!

Lafayette Centre Development District





Where Lafayette Happens!

Cultural & Economic Assets

- **200,000+ sq feet in key public facilities**
 - **ACA, Lafayette Science Museum, Children's Museum, Library**
- **\$33 Million in state and local investment (museum, parcs network, AcA)**
- **4 Acres of public space at 3 parcs – Central Parcs Network**
- **80+ Public events at outdoor venues annually**
- **1,000,000+ Annual enjoy events, festivals, cultural facilities, music & social venues**
- **26th Festival International de Louisiane - 6 stages, 5 days, 125 shows/events, 500 artists, 1500 volunteers, 350,000 visitors**
- **Louisiana Downtown Lafayette Cultural District**
- **Outdoor gallery of murals and sculptures – 6,000 pieces of artwork**



Where Lafayette Happens!

Cultural & Economic Assets

- **25+ Eateries/Restaurants**
- **30+ Specialty shops and galleries**
- **35+ Historic buildings/residences on national and/or local register**
- **17+ Nightlife venues**
- **7 Churches and 1 Temple in the District with total membership of 10,000+**
- **4 schools serving elementary & middle school grade levels with total enrollment of 2,000+**
- **Governmental, Banking and Legal Center**



Where Lafayette Happens!

Public Projects

Before and After Streetscape





Where Lafayette Happens!

Public Projects

Before and After Central Parcs Network





Where Lafayette Happens!

Public Projects

- Rosa Parks Center
- Federal Courthouse
- City Court
- AcA
- Lafayette



Rosa Parks Transportation Center



Federal Courthouse



City Court



Acadiana Center for the Arts



Lafayette Science Museum



Where Lafayette Happens!

Business & Development

Corporate, Professional Services, Restaurants, Nightlife, Galleries & Shops
Small Scale Renovations, New Infill, Adaptive Reuse, Preservation





Where Lafayette Happens!

Business & Development

Corporate, Professional Services, Restaurants, Nightlife, Galleries & Shops
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Where Lafayette Happens!

Business & Development

Corporate, Professional Services, Restaurants, Nightlife, Galleries & Shops
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Where Lafayette Happens!

Community

Schools, Churches, Social Services & Residential





Where Lafayette Happens!

Community

Schools, Churches, Social Services & Residential





Where Lafayette Happens!

Arts & Culture





Where Lafayette Happens!

Arts & Culture





Where Lafayette Happens!

Arts & Culture

Public Art





Where Lafayette Happens!

Arts & Culture

Special Events & Festivals





Where Lafayette Happens!

Downtown Today

- Community revitalization mandate realized
- Rebuilding of public and private “infrastructure” continues
- All sectors re-establishing and exhibiting growth and development – *office, arts & entertainment, housing, governmental, tourism*
- Seen as a model/emulated



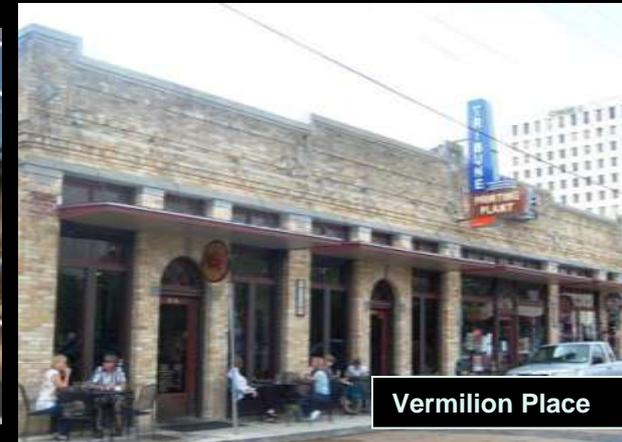


Where Lafayette Happens!

Now and Looking Ahead

The Progress Continues...

- Recycling of buildings continues
- Jefferson St. and beyond
- Street level services/retail
- 44 New businesses in 2010-2011
- 32 New & expanding businesses in 2011





Where Lafayette Happens!

Now and Looking Ahead

The Progress Continues...

- Upper floor residences
- Small infill sites
- Final phases of public projects moves on
- Larger site assemblies for future development





Where Lafayette Happens!

THE DOWNTOWN STORY

What continues in progress today reflects our objectives going forward

- New Infill - Housing & Mixed Use
- Tourism Support
- Knowledge-based Business / Creative Enterprises
- Acadiana Center for the Arts
- Buchanan Lofts
- Opportunity Machine & The Switch
- Comprehensive Planning Process
- Ongoing Brand Marketing



© Philip Gould

Acadiana Center for the Arts



The Switch



Buchanan Lofts



Where Lafayette Happens.