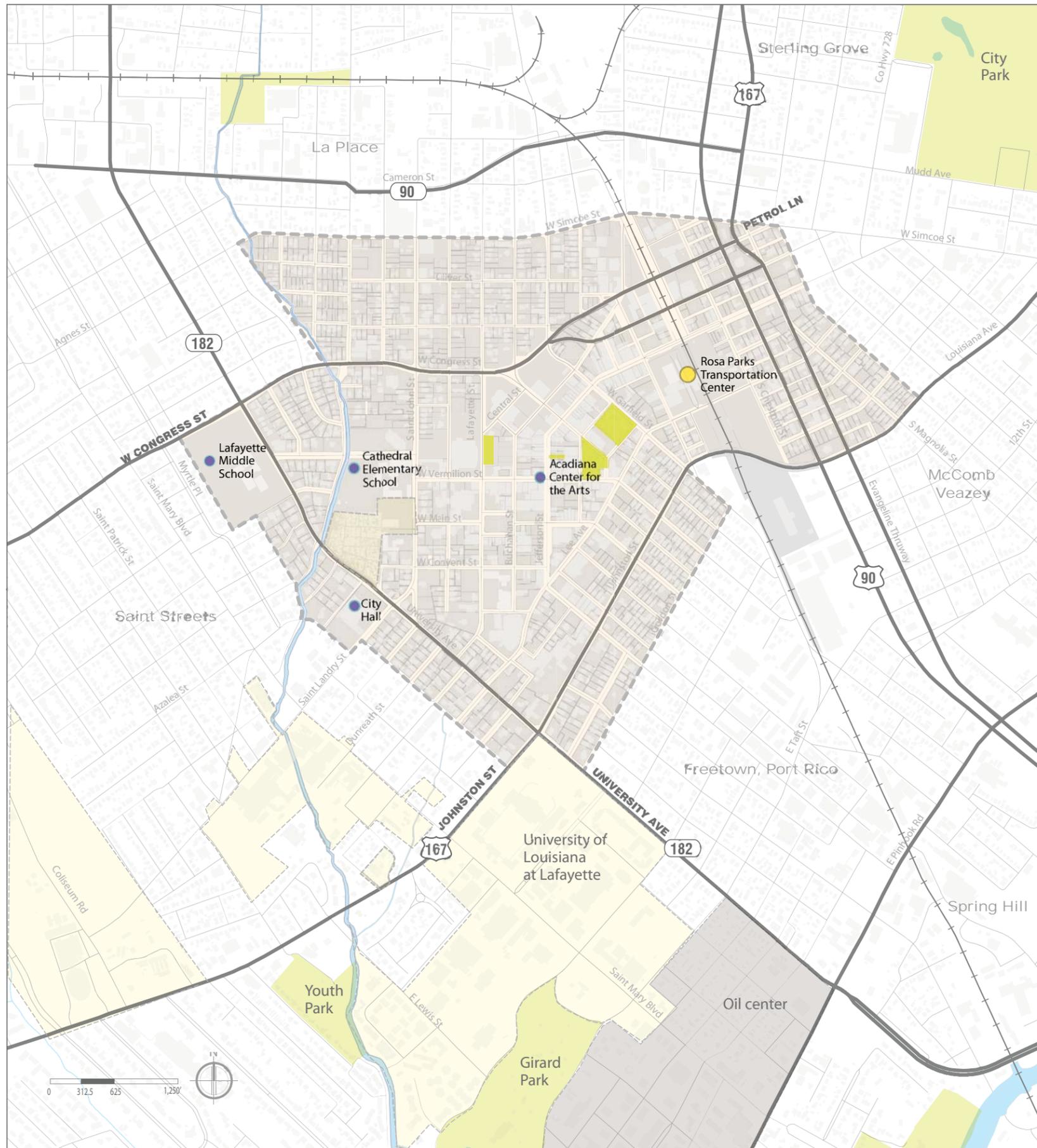




Downtown Summit 1
October 30, 2012

Breakout Group Exercise Reference Materials



- Parks/Open Space
- Commercial Core

Downtown Study Area Boundaries and Context

Segment 1: Activity Mix and Locations

Timeframe: 30 minutes

Goals:

To decide, as a group...

1. What is the most desirable combination of land uses/activities for downtown by the year 2035?
2. How much of each land use/activity should there be?
3. Where could/should these land uses/activities take place?

Activities Considered:

- Housing (multifamily, single family detached or attached)
- Employment (banking, offices, services, manufacturing/industrial, etc)
- Dining/Entertainment (restaurants, bars, entertainment venues, etc.)
- Shopping (basic such as groceries, personal care, etc.; amenity and discretionary such as furnishings, hobbies, gifts, etc.)
- Institutions (culture, government, education, health, religious, etc.)

Exercise Description:

1. Discuss potential combinations and allocations of land uses you think should be downtown 20 years from now.
2. As a group, “play” with different combinations of the stickers provided (or ask your facilitator for different combinations).
3. Once decided on a desirable mix of activities, lay out the stickers at potential locations on the base map and attach them in place.
4. Help the facilitator/scribe describe in writing (on the flip chart) the group’s rationale for the future pattern of development and list specific “projects” or concepts shown on the map.



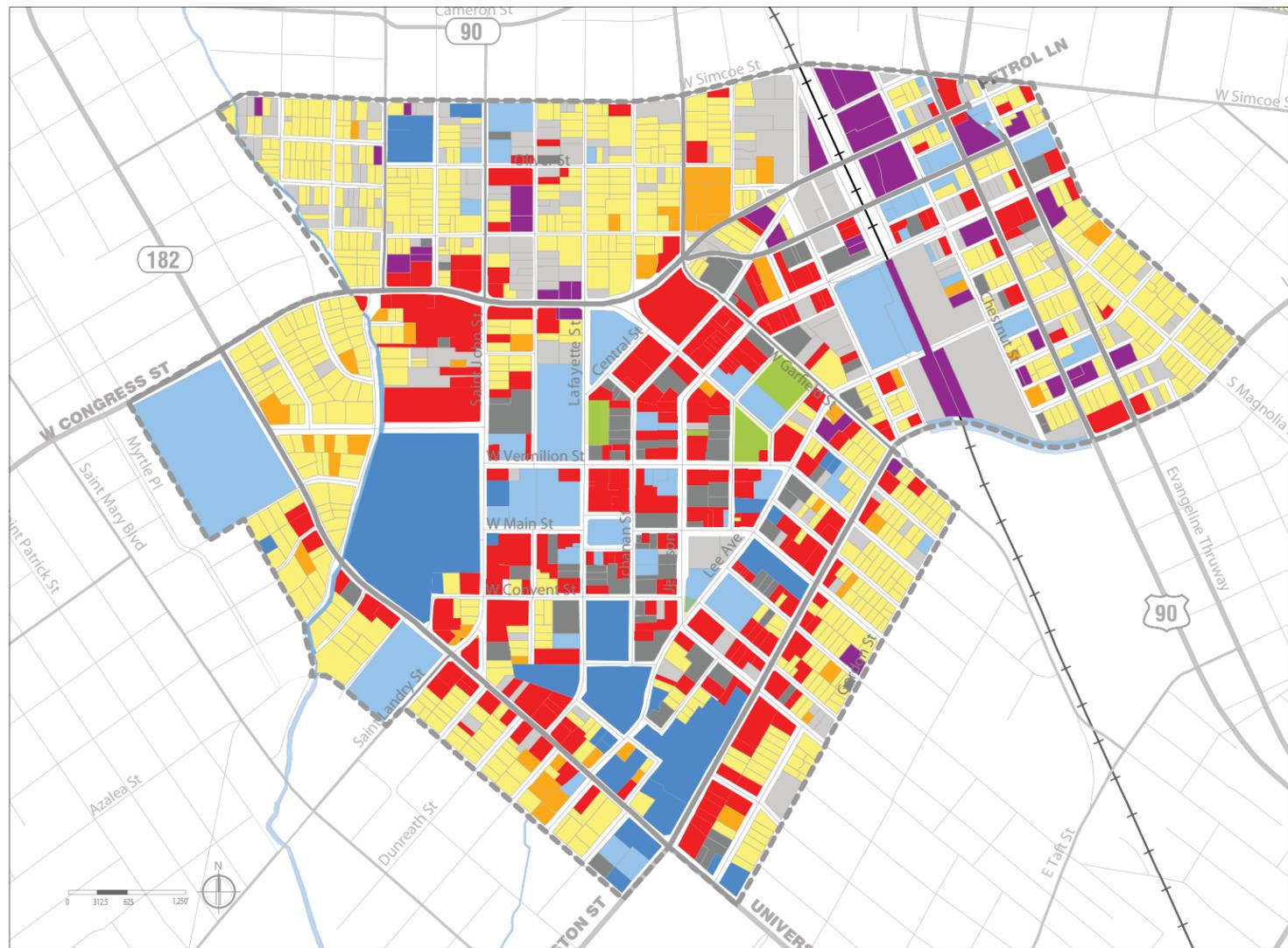
5. Use the last five minutes of the exercise to scan the list on the flip chart. Make any last minute additions or changes. When directed by the facilitator, raise your hand to vote for the three “projects” on the list that you consider your top priorities.

Related Questions:

1. What kind of downtown do we want to be for the City/region in 2035? (weigh in on the potential consequences of each)
 - Primary employment center?
 - Primary entertainment and cultural destination? (more restaurants, bars, entertainment venues)
 - Primary specialty shopping destination? (what niche? specialty boutiques, galleries?)
 - Primary urban neighborhood? (mixed use/ mid rise/medium density apt’s & condos? townhouses / moderate density?, more groceries / neighborhood commercial?)
2. What is the relative order of priority among these four functions of downtown Lafayette?
3. Where should these four functions be accommodated? Concentrated? Scattered? In sub-districts?

Reference Materials for this Segment:

Existing Land Use
Existing Zoning
Undeveloped/Underutilized Land
Existing Neighborhood “Amenities”
Downtown Retail Trade Area



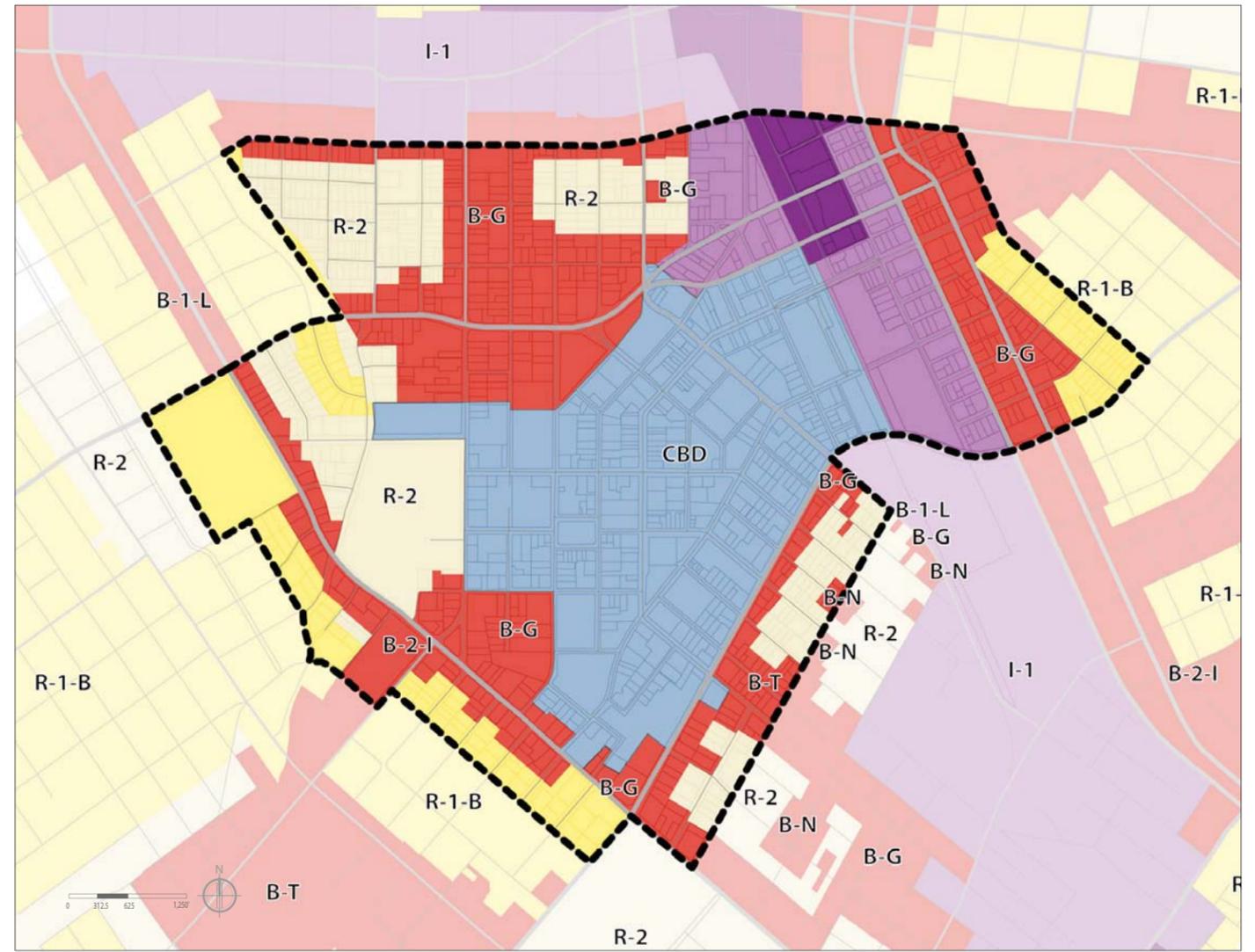
Existing Land Use Pattern/Activity Mix



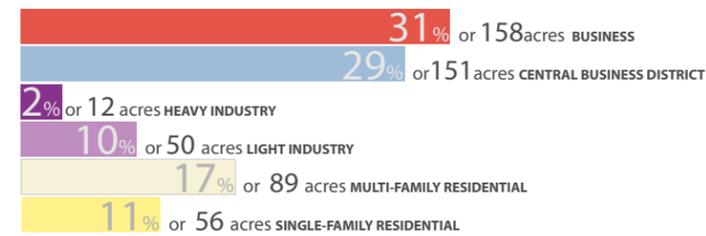
Distribution of Existing Land Use as a Percentage of Total Acres in the Downtown

Land Use	Downtown Study Area		CBD		Difference
	Area (sf)	%	Area (sf)	%	
Commercial	72.21	18%	46.39	32%	14%
Industrial	29.68	7%	.77	1%	-7%
Parking	22.54	6%	15.17	10%	5%
Parks	3.78	1%	3.78	3%	2%
Public	55.44	14%	19.99	14%	0%
Religious	41.58	10%	36.94	25%	15%
Multi-family	13.25	3%	2.21	2%	-2%
Single family	119.13	29%	13.95	10%	-20%
Vacant	48.04	12%	6.61	5%	-7%
	405.64		145.81		

Source: LCG GIS and Zyscovich Architects



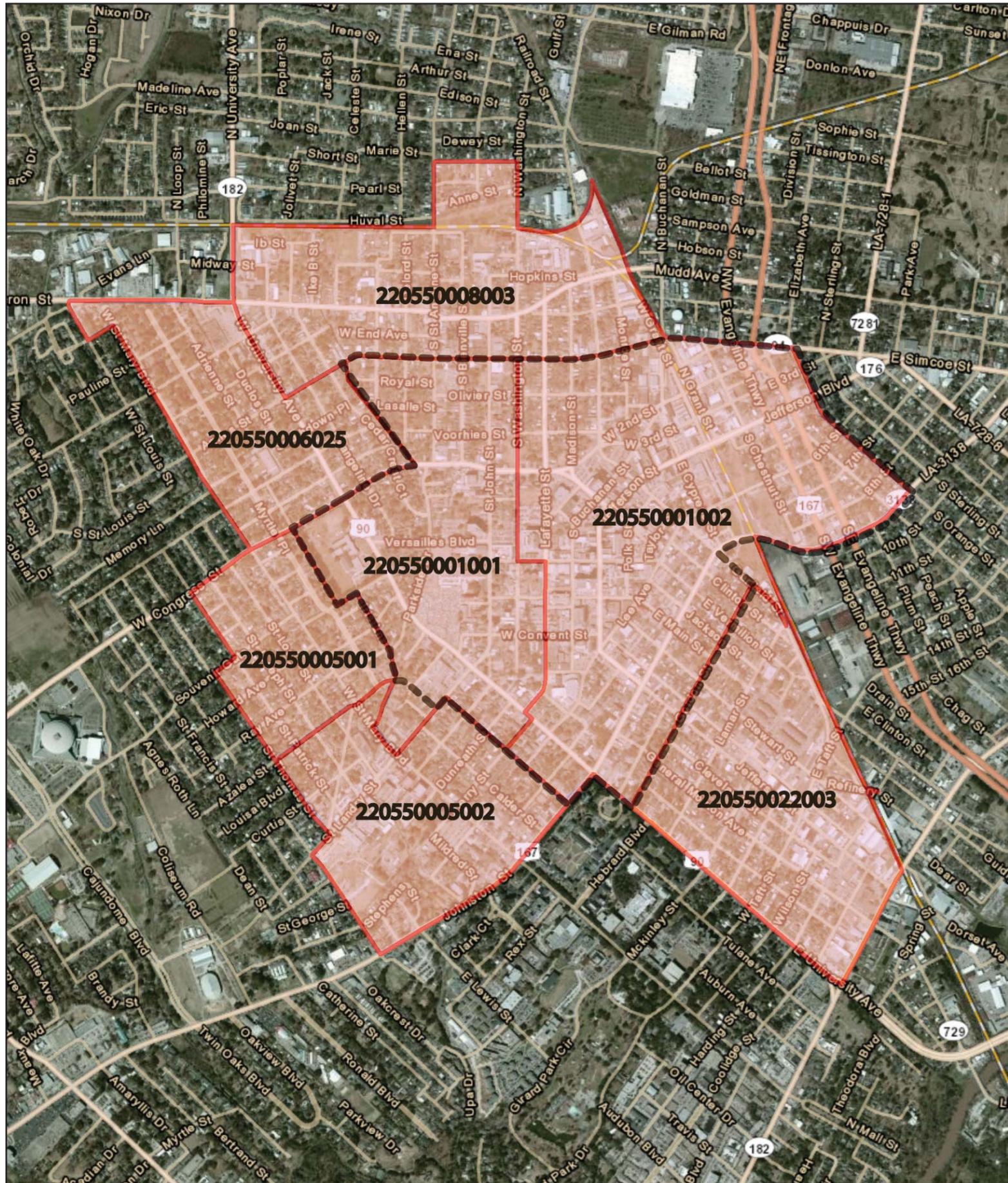
Existing Zoning Classifications



Distribution of Zoning as a Percentage of Total Acres in the Downtown Study Area

Zoning Category	Acreege	Total	%
B-1-L	18.35		
B-2-I	20.67		
B-G	118.59		
B-N	0.69		
B-T	0.61	158.90	31%
CBD	151.4	151.36	29%
I-1	49.8	49.8	10%
I-2	12.5	12.53	2%
R-1-B	56.7	56.67	11%
R-2, R-4	89.0	89.02	17%
		518.26	100%

Source: LCG GIS and Zyscovich Architects



Trade Area: Also referred to as service area, it generally is defined as the geographic or formal area from which a sustained patronage is attracted to support a retail center or establishment. ...

Downtown Study Area Population Characteristics (2010)

- Population: 3,351
- Median age: 33 years
- Largest age cohorts:
 - young adults between the ages of 20 and 34 (nearly 39%).
 - children under 18 years of age (14%)
 - older adults, 55+ years (15%)
- Racial and ethnic composition:
 - White - 52.5%
 - African-American - 44.9%
 - Hispanic/Other - 2.6%
- Family size: 3.09
- Percent of families living below poverty threshold: 8%
- Median household income: \$33,302

Downtown Retail Trade Area Population: 8,913 (2012 Est.)

Per Capita income: \$18,543 (2012 Est.)

Estimated Annual Retail Expenditures and Supportable Space Downtown Lafayette: Residents

	2012	2017	Change
Estimated Population	8,613	9,509	896
Per Capita Income	\$18,543	\$21,216	\$2,673
Total Retail Expenditure Potential	\$46,763,159	\$59,073,288	\$12,310,129
Expenditure Potential by Category			
Food Services & Drinking Places	\$11,460,285	\$14,477,138	\$3,016,853
Shoppers Goods	\$4,700,408	\$6,027,684	\$1,327,277
Convenience Goods	\$10,644,710	\$13,446,867	\$2,802,158
Sales per Square Foot by Category			
Food Services & Drinking Places	\$350	\$350	
Shoppers Goods	\$265	\$265	
Convenience Goods	\$331	\$331	
Supportable Square Footage by Category			
Food Services & Drinking Places	32,744	41,363	8,620
Shoppers Goods	17,726	22,693	4,966
Convenience Goods	34,078	43,049	8,971
Total Supportable Retail Space	84,548	107,104	22,557

Sources: ESRI, Lambert Advisory

¹ 2006 Dollars & Cents of Shopping Centers; Urban Land Institute; Lambert Advisory LLC

Downtown Lafayette Retail Trade Area (census tracts)

Segment 2: Mobility

Timeframe: 30 minutes

Goals:

To decide, as a group...

1. What kind of transportation infrastructure will downtown need by the year 2035 to support the land use mix we desire?
2. How can existing mobility be improved/changed, both within downtown and in how downtown connects to the surrounding neighborhoods and the rest of the city and region?
3. What specific roadway, circulation, transit, pedestrian, bicycle, parking and other mobility projects are needed to accomplish these improvements?

Topics Considered:

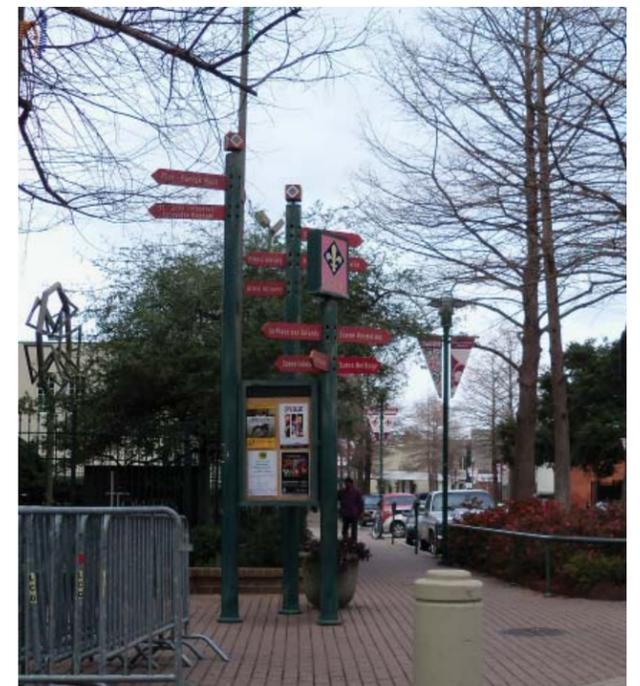
- Internal and external connections
- Traffic/vehicular circulation patterns
- Road infrastructure quality
- Transit
- Alternative transportation modes (bicycling, walking, etc.)
- Parking
- Wayfinding

Exercise Description:

1. Discuss the impacts of your group's preferred activity/land use mix and pattern on future traffic levels, circulation, parking, etc.
2. Use the stickers and markers provided to indicate on the base map areas where you think improvements or changes are needed.
3. As you work, help the facilitator/scribe describe and list (on the flip chart) in sufficient detail specific "projects" or concepts that the group has identified, and the overall mobility concept for the future.
4. Use the last five minutes of the exercise to scan the group list on the flip chart. Make any last minute additions or changes. When directed by the facilitator, vote, by show of hands for the three "projects" on the list that you consider your top priorities.

Reference Materials for this Segment:

Circulation Pattern and Street Types
Barriers to Mobility
Parking
Sidewalks
Transit





Existing Vehicular Circulation Pattern and Street Typologies

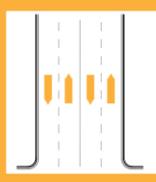
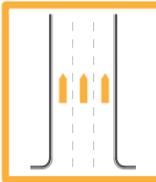
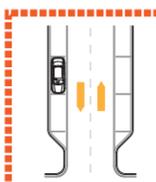
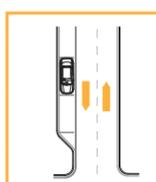
-  Arterials Streets
-  Connectors

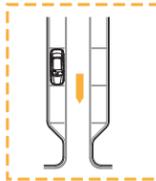
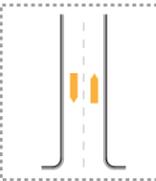
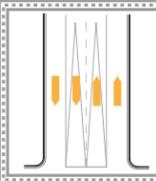


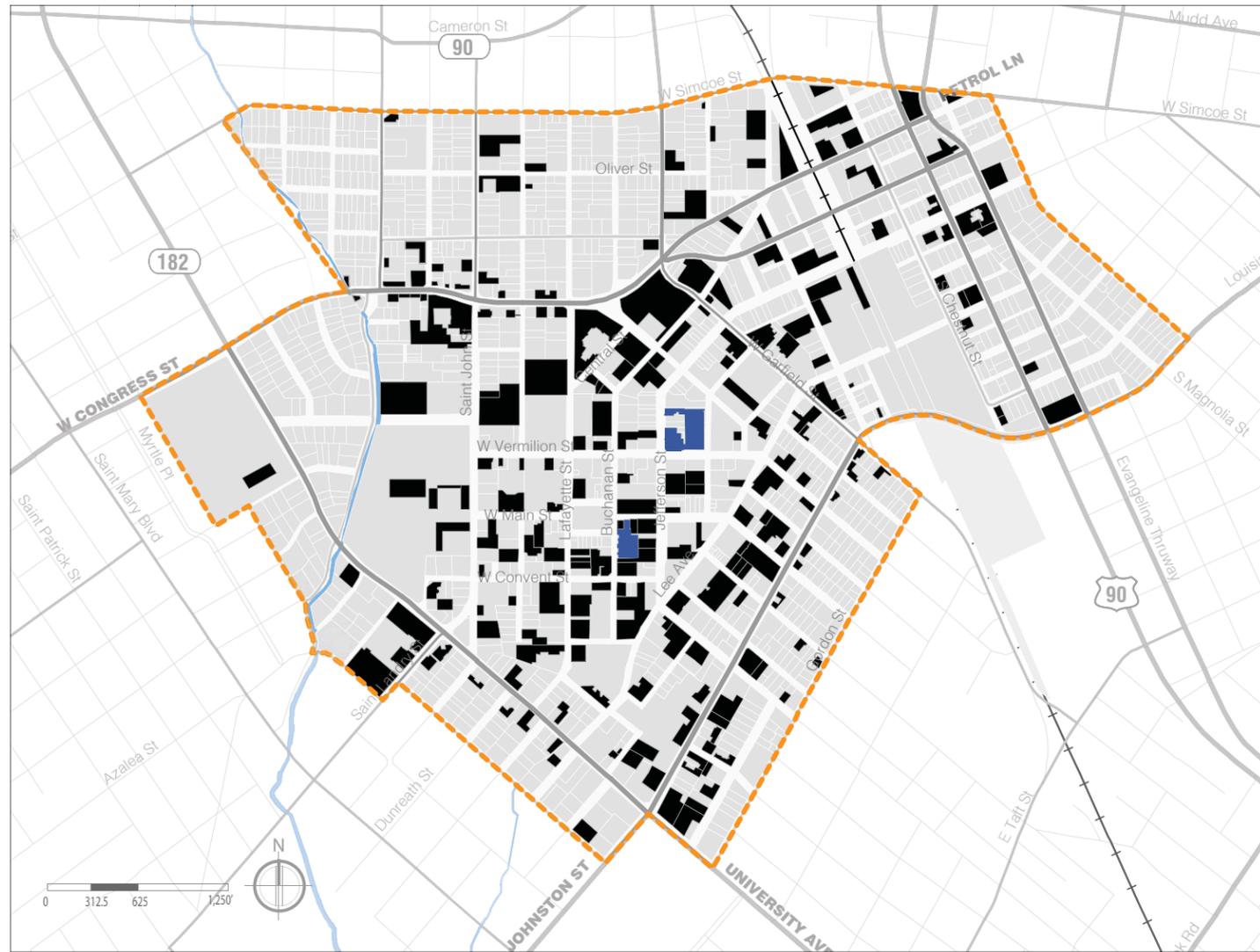
Existing Barriers to Mobility

-  Dead End Street
-  Barrier
-  Disconnect Between the University and Downtown

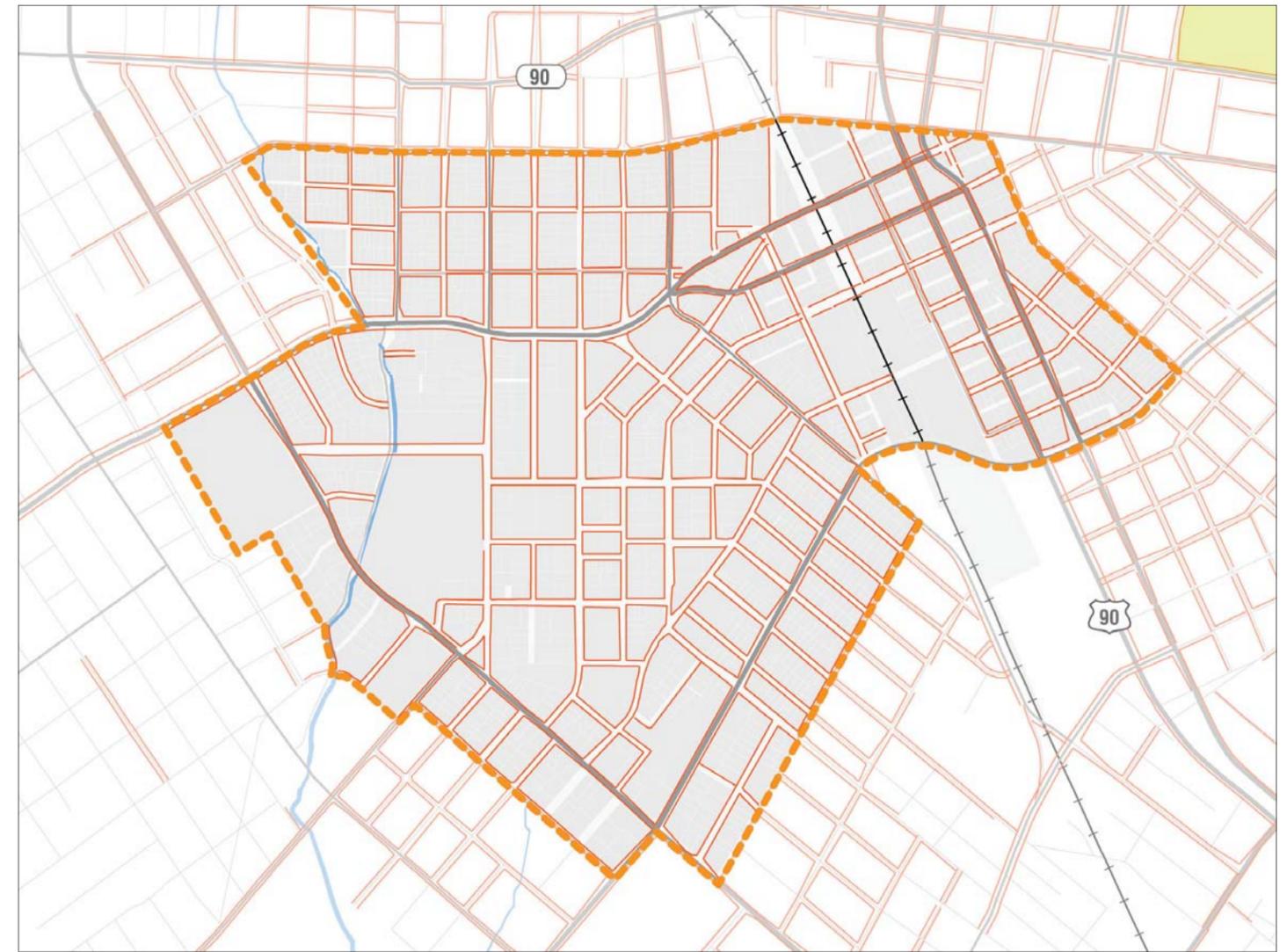


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|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| 2 Way street
4 Lanes
No Parking | 1 Way street
3 Lanes
No Parking | 2 Way street
2 Lanes
2 Side Parking | 2 Way street
2 Lanes
1 Side Parkings |

- | | | | |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| 1 Way street
1 Lane
2 Side Parkings | 1 Way street
1 Lane
2 Side Parkings | 2 Way street
2 Lanes
No Parking | 2 Way street
2 Lanes above
2 Lanes underpass
No Parking |



Existing Parking



Existing Pedestrian Network (Sidewalks)

Downtown Parking Counts

	Regular Parking Spaces	Handicapped Parking Spaces
Off-street Public	1281	31
Off-street Private	6398	197
On-street Parking Meters	621	Unclassified
Estimated Total	8,300	228

Source: LCG GIS and Zyscovich Architects



Existing Transit (Bus Connections)

Segment 3: Placemaking, Urban Design and Image

Timeframe: 30 minutes

Goals:

To decide, as a group...

1. What will it take to transform today's downtown public spaces into true "living spaces"? What urban amenities are missing?
2. What kinds of improvements are needed in the public realm to raise downtown Lafayette to the next level?
3. Twenty years from now, what image will downtown Lafayette present to the world and how should it be achieved?

Topics Considered:

- Urban Design Character
- Streetscapes/Street Life
- Public Amenities and Civic Spaces
- Downtown "Branding"

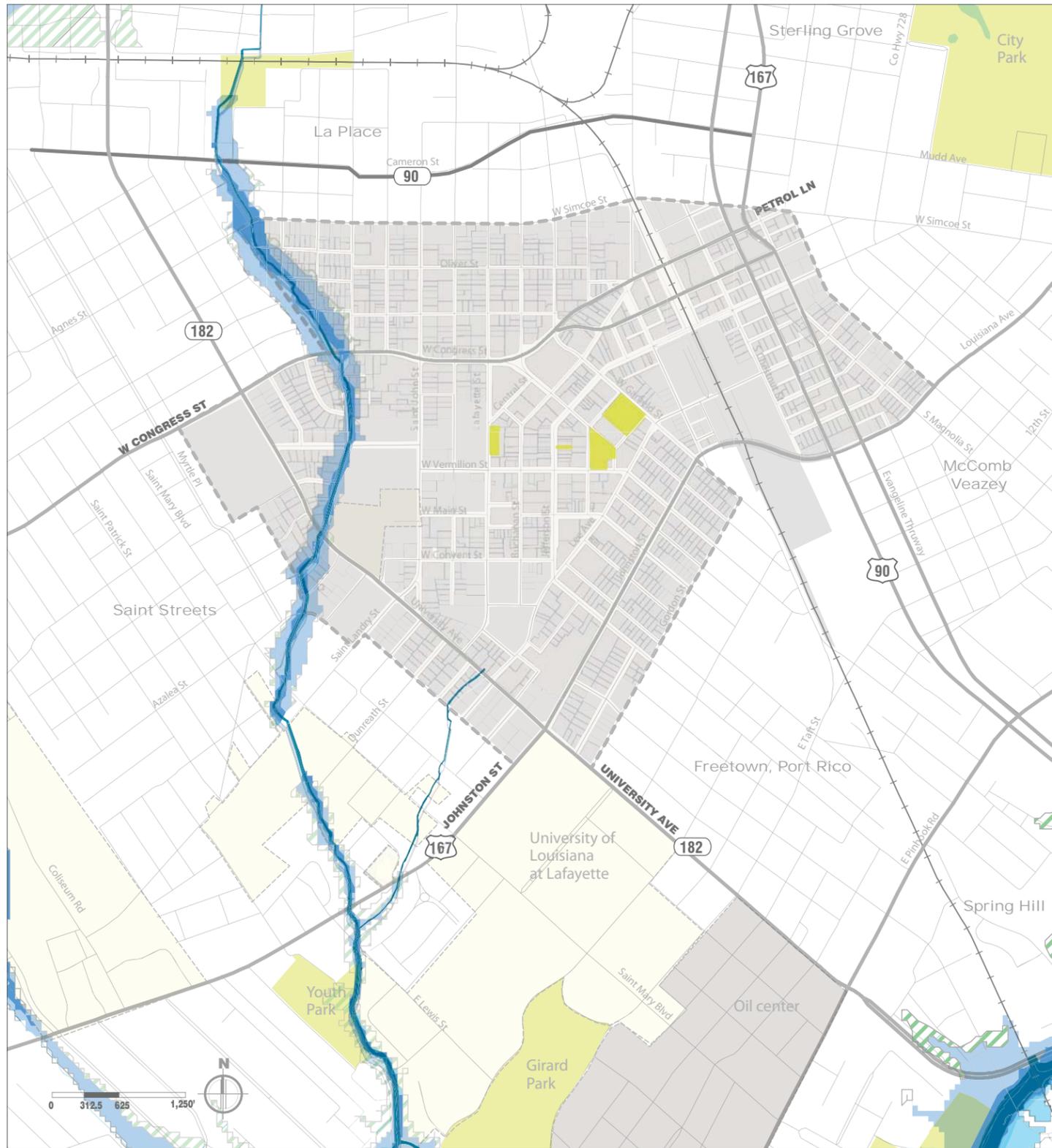
Exercise Description:

1. Discuss what you think makes a great place. Think about the things you notice and love about your favorite cities. (Make a list on the flip chart)
2. Use markers on the base map to identify areas in the public realm of downtown that could be improved. What specific changes/actions/projects would you suggest?
3. As you work, help the facilitator/scribe describe and list (on the flip chart) in sufficient detail specific projects or concepts that the group has identified, and the overall "downtown identity" concept for the future.
4. Use the last five minutes of the exercise to scan the group list on the flip chart. Make any last minute additions or changes. When directed by the facilitator, vote, by show of hands for the three "projects" on the list that you consider your top priorities.

Reference Materials for this Segment:

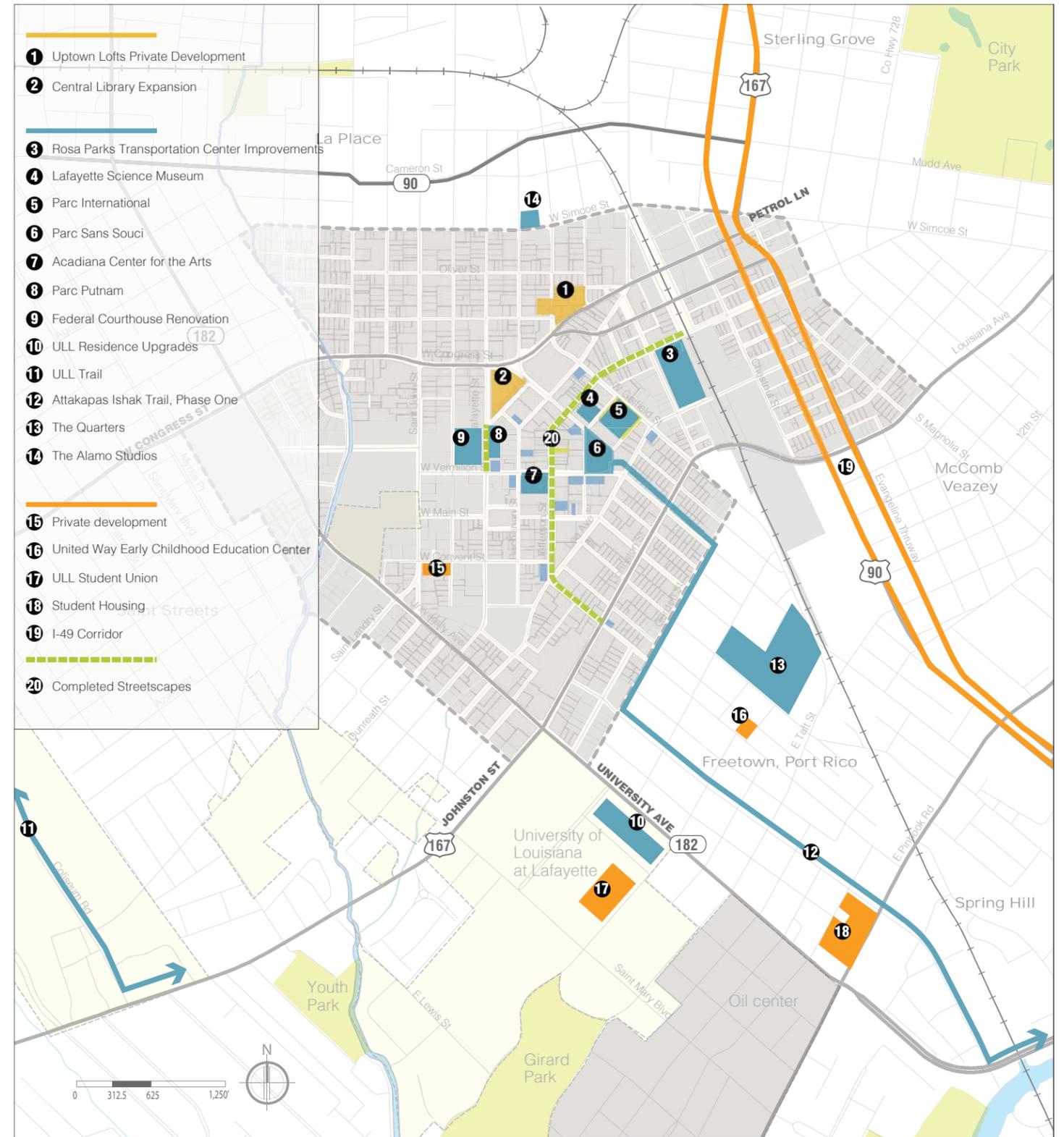
- Parks and Natural Features
- Development Projects
- Streetscape and Corridor Projects
- Assets





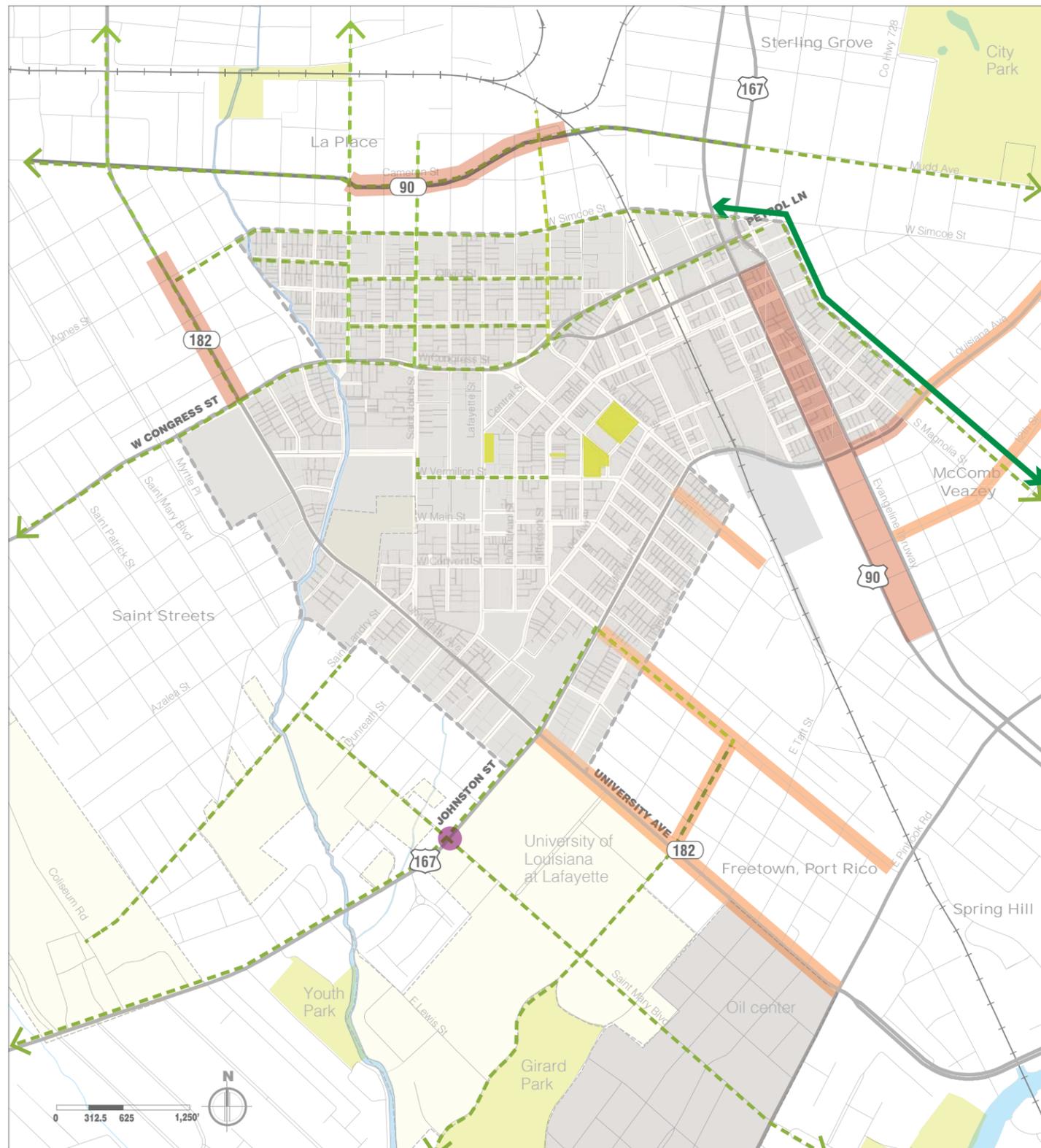
Parks and Natural Features

- Parks/Open Space
- Preliminary Floodway
- Preliminary 500 Year Floodzone
- Commercial Core
- Preliminary 100 Year Floodzone



Development Projects (Completed/In Progress/Planned)

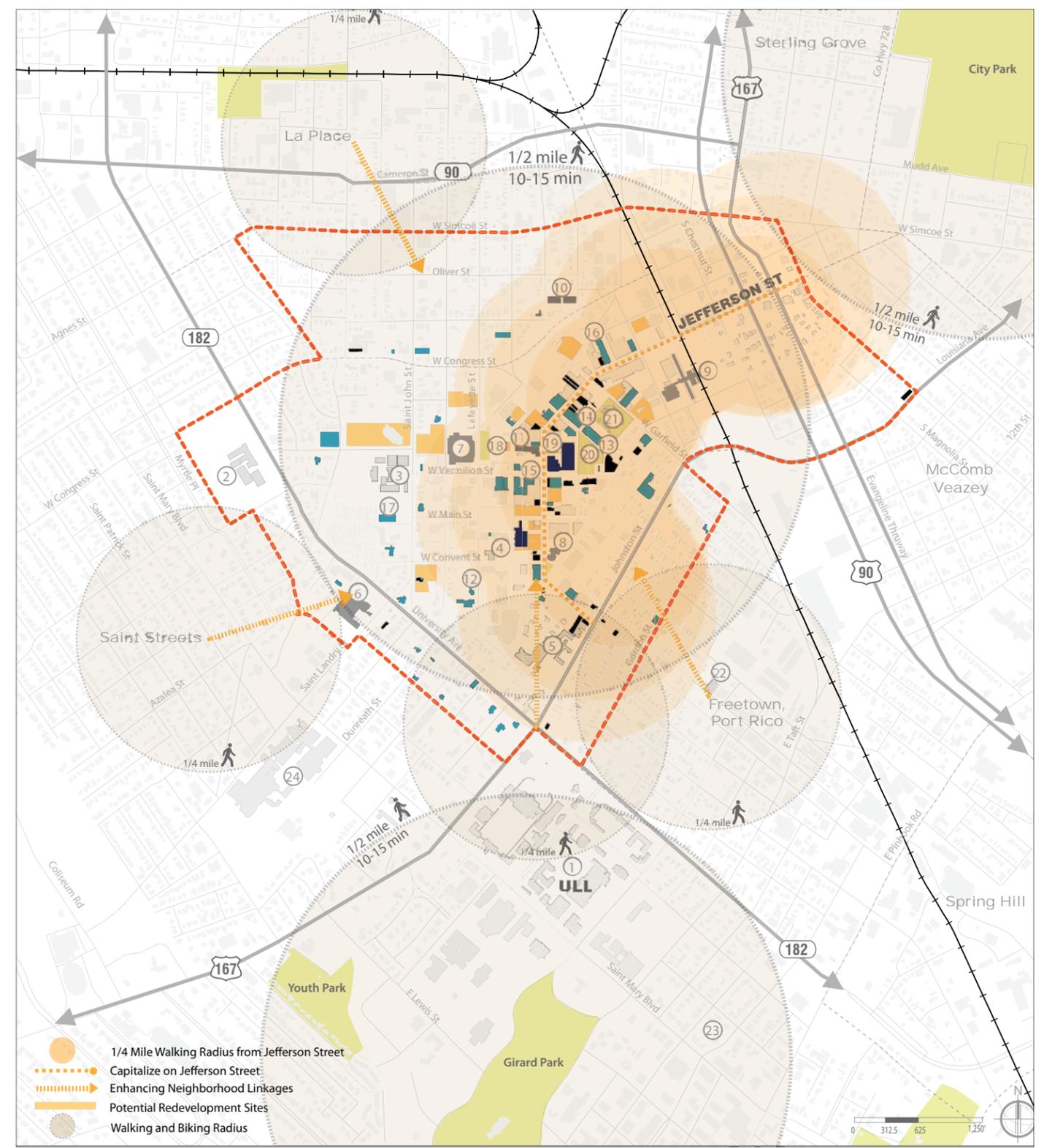
- Parks/Open Space
- In-Progress Projects
- Completed Small-Scale Projects
- Completed Streetscape Projects
- Commercial Core
- Proposed Projects
- Completed Projects



Streetscape and Corridor Projects

- Parks/Open Space
- Commercial Core
- Proposed Streetscape Improvement
- Proposed Trail
- Proposed Commercial Corridor
- Proposed Mixed Use Corridor
- Important Intersection Upgrade

* Projects from Neighborhood Plans



Downtown Assets

- | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Educational Assets
① University of Louisiana
② Lafayette Middle School
③ Cathedral Elementary School
④ First Baptist Christian School
⑤ Ascension Day School | Civic Assets
⑥ City Hall
⑦ Federal Courthouse
⑧ Lafayette's Second City Hall
⑨ Rosa Parks Transportation Center
In Progress Projects
⑩ Uptown Loft Private Development
⑪ Central Library Expansion | Cultural and Historic Assets
⑫ Lafayette Museum
⑬ Children's Museum of Acadiana
⑭ Lafayette Science Museum
⑮ Acadiana Center for the Arts
⑯ Cites des Artes
⑰ Saint John's Cathedral | Open Space Assets
⑱ Parc Putnam
⑲ Parc de Lafayette
⑳ Parc Sans Souci
㉑ Parc Internationale
Parking Garages
Culinary Assets | Other Assets
㉒ Freetown Farmer's Market
㉓ Oil Center
㉔ Our Lady of Lourdes Regional Medical Center |
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