

McComb-Veazey



District Design Manual

a guidebook to revitalizing your neighborhood



evangelinecorridor.com



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01 INTRODUCTION

THE EVANGELINE CORRIDOR INITIATIVE

PROJECT GOALS

Reconnect neighborhoods

Create spaces for healthy activities

Improve safety

Increase economic investment

Improve job opportunities

THE I-49 CONNECTOR

Lafayette, Louisiana is preparing for a big change: the Evangeline Thruway will become an interstate highway. A 5.5-mile portion of the Evangeline Thruway, from I-10 to US Highway 90 near Kaliste Saloom Road (near the Lafayette Regional Airport) will become a segment of I-49. This federal project, which is already underway, will be carried out by the Louisiana Department of Transportation.

Locally, this change will help relieve traffic congestion and create a safer, faster hurricane evacuation route. It will also become part of an international network. When I-49 is complete, it will connect New Orleans, Louisiana with Winnipeg, Canada.

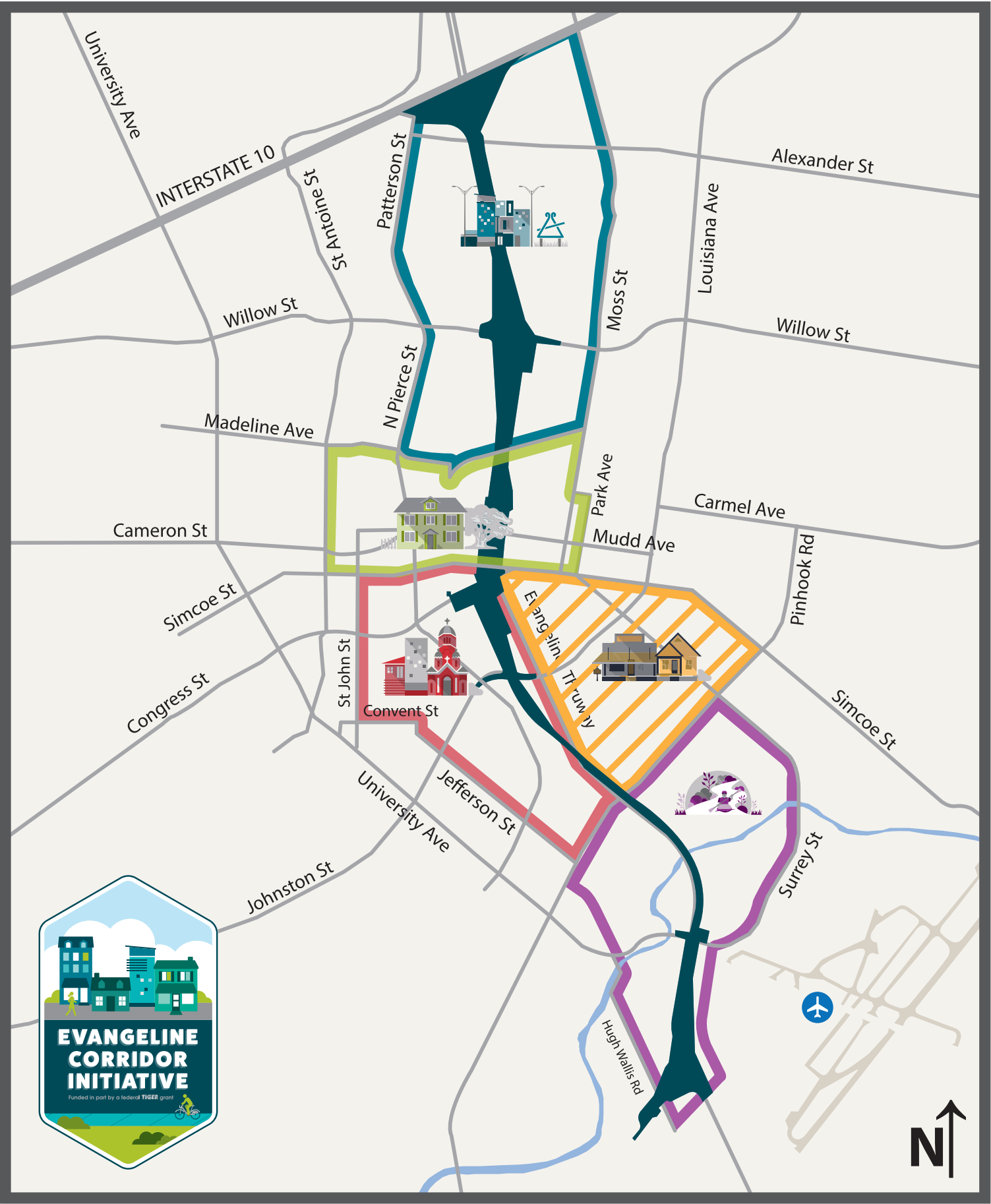
CHANGE AND OPPORTUNITY

This coming change is also an opportunity. For decades, neighborhoods in the Evangeline Corridor — areas closest to the I-49 Connector route — have been challenged by poverty, crime and low property values. This is an opportunity to make our neighborhoods stronger: to preserve unique cultures, reverse blight and promote economic investment.

In 2016, Lafayette Consolidated Government received a federal grant for neighborhood planning. It created the Evangeline Corridor Initiative, or ECI, to reduce the negative effects of the interstate highway and create guidelines for improvement.

PEOPLE IN ACTION

The Evangeline Corridor Initiative began with neighbors, business owners and community leaders who shared their vision for a better Corridor. With the help of planners and designers, engineers and architects, that community vision has become a plan of action.



- Gateway District
- Sterling Grove / Simcoe / La Place District
- Downtown / Freetown-Port Rico District
- McComb-Veazey District
- Vermilion River Recreational District
- Interstate 49 Pathway



02 YOUR DISTRICT

COMMUNITY VOICES

The residents of this district share a vision for better housing, improved safety, streets and sidewalks that accommodate pedestrians, and improved connections to Downtown. They want to improve social and economic conditions while preserving and promoting cultural resources.

“We need economic development for jobs.”

“Continue improvements to 12th Street”

“Historic designation, markers are important”

“A Cultural museum is important”

“Kids don’t know what it was like in the ‘60s”

“Keep it pedestrian friendly”

“Clean up abandoned houses and cars. Start a program...”

DISTRICT PROFILE

McComb- Veazey is one of three primary urban-core neighborhoods surrounding downtown Lafayette. Its predominantly African-American demographic makes up one of the oldest neighborhoods in the city, ripe with French Creole culture and deep rooted heritage. It is tight-knit neighborhood where many of the families in the community have been residence for generations. McComb-Veazey’s once thriving and dense neighborhood has suffered a division from the Downtown core, first due to coming of the railroad in 1880 and later with the building of the Evangeline Thruway in the 1960s. Despite this separation, McComb-Veazey has always been a lively, diverse family neighborhood with markets, restaurants, and churches.

However, much of the rich neighborhood history including the Black Mardi Gras, creole cowboy trail rides, and birthplace of musicians such as Clifton Chenier has not been shared or celebrated in a proper community-defining way. Recent energy and commitment of residents has begun to reverse this, renewing community pride around food and creole traditions. Residents recognize the challenge to preserve neighborhood heritage and unique culture and have begun turning attention to long-range planning through a series of community support grants.



DISTRICT CHALLENGES

- Lack of commercial/retail presence - hard to retain businesses
- Failure to promote historic culture in a meaningful way
- Housing stock is aging and in need of rehabilitation; renters lack pride in homes
- Avoiding rising property costs with development - loss of neighborhood identity
- More proactive on addressing adjudicated properties and vacant lots
- Homeless presence has risen
- Lack of widespread economic development and investment
- Negative perceptions of neighborhood; lack of government attention in the past
- Need for greater connections and access to Downtown

COMMUNITY PLANNING

The Evangeline Corridor Initiative is based on the experiences and desires of district residents. In early 2016, the ECI Team began the planning process by meeting with small groups of neighborhood leaders, including community organizers and clergy members.

In May 2016, we invited all residents to attend the McComb-Veazey District Workshop. ECI Team members listened while small groups of residents talked about what they valued most — and the areas of greatest concern. We captured their input by taking careful notes and by collecting district maps, hand-marked by workshop participants.

Professional planners studied this information to prepare for the ECI Charrette, an intensive planning session held in late May 2016. During the weeklong event, the design team created drawings to illustrate community ideas along with their professional recommendations. Residents participated by asking the design team questions and giving them feedback to guide their work.

The ECI planning team also used this information to generate Catalyst Projects, community improvements with the potential to spark investment and create momentum in revitalizing the Corridor. Using the ECI Meeting-in-a-Box toolkit, residents held additional community meetings to choose high-priority Catalyst Projects.

2016

Beginning 2016 Project Funded

May 21 – 27, 2016 Charrette Week

Spring 2016 District Workshops

2017

June 8, 2017 Open House

April 26 – May 31, 2017 Community Meetings (Meetings in a Box)

2018

May 2018 City-Parish Council Adoption

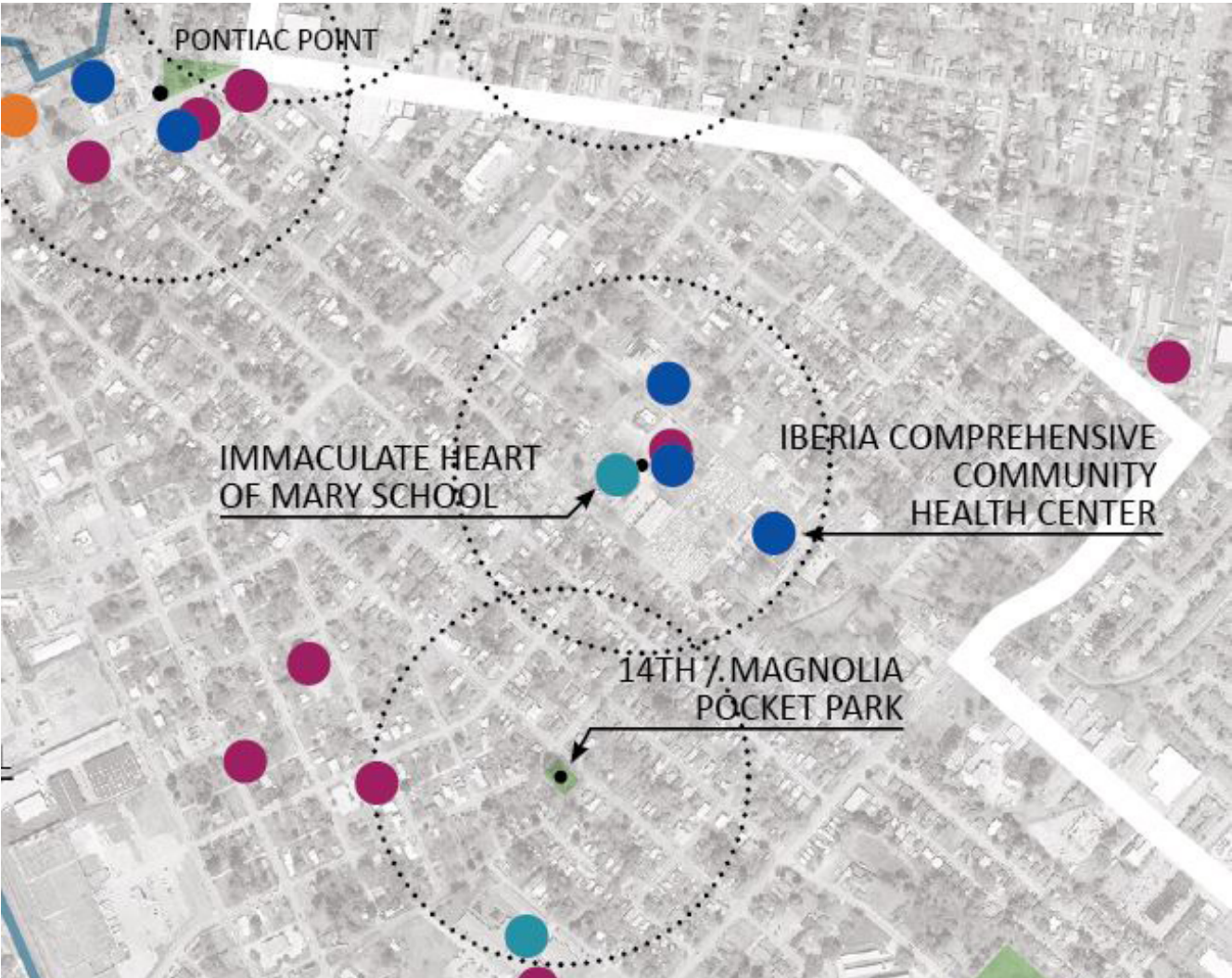
March 2018 Open Houses: Final Report, Design Manuals, and Implementation Planning

03 DISTRICT OPPORTUNITIES

STRENGTHS

McComb-Veazey has a rich history and strong neighborhood spirit which can be leveraged for sustained community activity and revitalization that serves not only local residents, but welcomes visitors to enjoy its unique cultural offerings. Religious assets include the multiple small churches as well as hallmarks such as Immaculate Heart of Mary School and Church and the historic Holy Rosary Institute (Carmel Ave.) Though there are no large scale hospitals east of the Evangeline Thruway, small scale health and social services are dispersed throughout the district including the Iberia Comprehensive Community Health Center.

Small parks at Pontiac Point and a new pocket park being planned at 14th and Magnolia St. serve as local green spaces for community gatherings and activity. Commercial corridors along E. Simcoe, Surrey, and the Evangeline Thruway present opportunities for enhanced zones of economic growth and commercial service concentration. Pontiac Point has long been a crucial point of interaction and history that can be transformed into a cultural crossroads to serve the district and beyond.



STRATEGIES

- 1. MIXED-USE CORE EVANGELINE THRUWAY ZONE SHOULD BUFFER THE PROPOSED I-49 CONNECTOR**
Multi-story offices, commercial/services, and multi-family residential to line a potential retrofitted Grand Boulevard where higher density fabric should flow seamlessly into neighborhoods.
- 2. MIXED-USE COMMERCIAL/MULTI-FAMILY INFILL DEVELOPMENT SHOULD FRONT JEFFERSON BLVD.**
A medium-density fabric should span along Jefferson Blvd. past Pontiac Point to E. Simcoe St.
- 3. ENHANCE COMMERCIAL CORRIDOR ALONG E. SIMCOE ST. TO PINHOOK RD.**
Anchored by a concentration of development activity at Pontiac Point, street-fronted mixed-use commercial/offices, live-work, and multi-family uses should be consistent while targeting key intersections.
- 4. ENHANCE COMMERCIAL MIXED-USE ALONG SURREY ST.**
Target consistent street frontage from Pinhook to the Vermilion River. A primary district node located at 12th/Surrey Sts. should focus on small-scale commercial and complement community and institutional activity at Immaculate Heart.
- 5. REVITALIZE THE 12TH ST. NEIGHBORHOOD CORRIDOR**
This central artery connecting Surrey St. to a proposed revamped Grand Boulevard should be laced with neighborhood-scale commercial use and housing infill with concentrated activity at key intersections such as St. Charles St. and S. Magnolia St.
- 6. INTENSIFY INTERNAL RESIDENTIAL ZONES**
Low-density housing stock flanks the main thoroughfares. Target opportunities for rehabilitating adjudicated properties and achieving consistent street frontage infill to create safe walkable pedestrian experiences and active street life.

03 DISTRICT OPPORTUNITIES

NETWORKS: COMMUNITY NODES

WHAT IS A COMMUNITY NODE?

A community node is a place where people come together for specific activities. Examples of community nodes include employment centers, community or entertainment centers, shopping districts or multi-function recreation zones.

Community nodes are the building blocks of neighborhoods. They can support diversity and shared experiences, build community pride and promote economic development.

RECOMMENDATIONS

Create mixed-use nodes with cultural amenities along E. Simcoe St. at the following intersections:

- Pontiac Point (Jefferson Blvd. junction)
- Louisiana Ave.
- 12th St.
- Pinhook Rd.

Create mixed-use nodes with cultural amenities along Surrey St. at the following intersections:

- Louisiana Ave.
- 12th St.
- Pinhook Rd.

Proposed pocket park at 14th and Magnolia should produce a key secondary neighborhood node.

12TH ST. AT SURREY
IMMACULATE HEART OF MARY CAMPUS



PONTIAC POINT
JEFFERSON BLVD AT SURREY ST.



03 DISTRICT OPPORTUNITIES

NETWORKS: STREETSCAPES

WHAT IS A STREETSCAPE?

A streetscape includes the street itself, as well as all the elements that go along with it, such as sidewalks and crosswalks, street lighting and seating, bike lanes and bus stops.

Well-designed streetscapes make neighborhoods safer for pedestrians, cyclists and drivers. They complement public transportation and attract investment. Streetscapes also express the personalities of individual neighborhoods, communities and the city as a whole.

Suggested improvements in the Evangeline Corridor follow the principles of Complete Streets, a nationally recognized approach to transportation design and policy.

RECOMMENDATIONS

McComb-Veazey's boundaries are defined by major district thoroughfares. Primary high-traffic corridors such as the terminus of Jefferson Blvd., E. Simcoe, Surrey, and the Evangeline Thruway are served by an important secondary north-south grid consisting of St. Charles, Magnolia, S. Orange and an east-west grid consisting of vital streets like Louisiana Ave., 12th St., and 14th St. (Taft extension).

E. Simcoe St.

- Multi-modal lanes that offer diverse travel options
- Traffic calming measures that create safe pedestrian experiences
- Key intersection improvements

Jefferson Boulevard

Creating a safe, vibrant and pedestrian-friendly streetscape along Jefferson Boulevard will help connect the Sterling Grove and McComb-Veazey neighborhoods.

- Wider sidewalks
- Street trees
- On-street parking

Surrey St.

A key corridor that runs through the neighborhood;

- Traffic-calming measures
- Wider sidewalks with accessible bus stops
- Street trees
- Bike lanes

Louisiana Ave.

A key corridor that bisects the neighborhood;

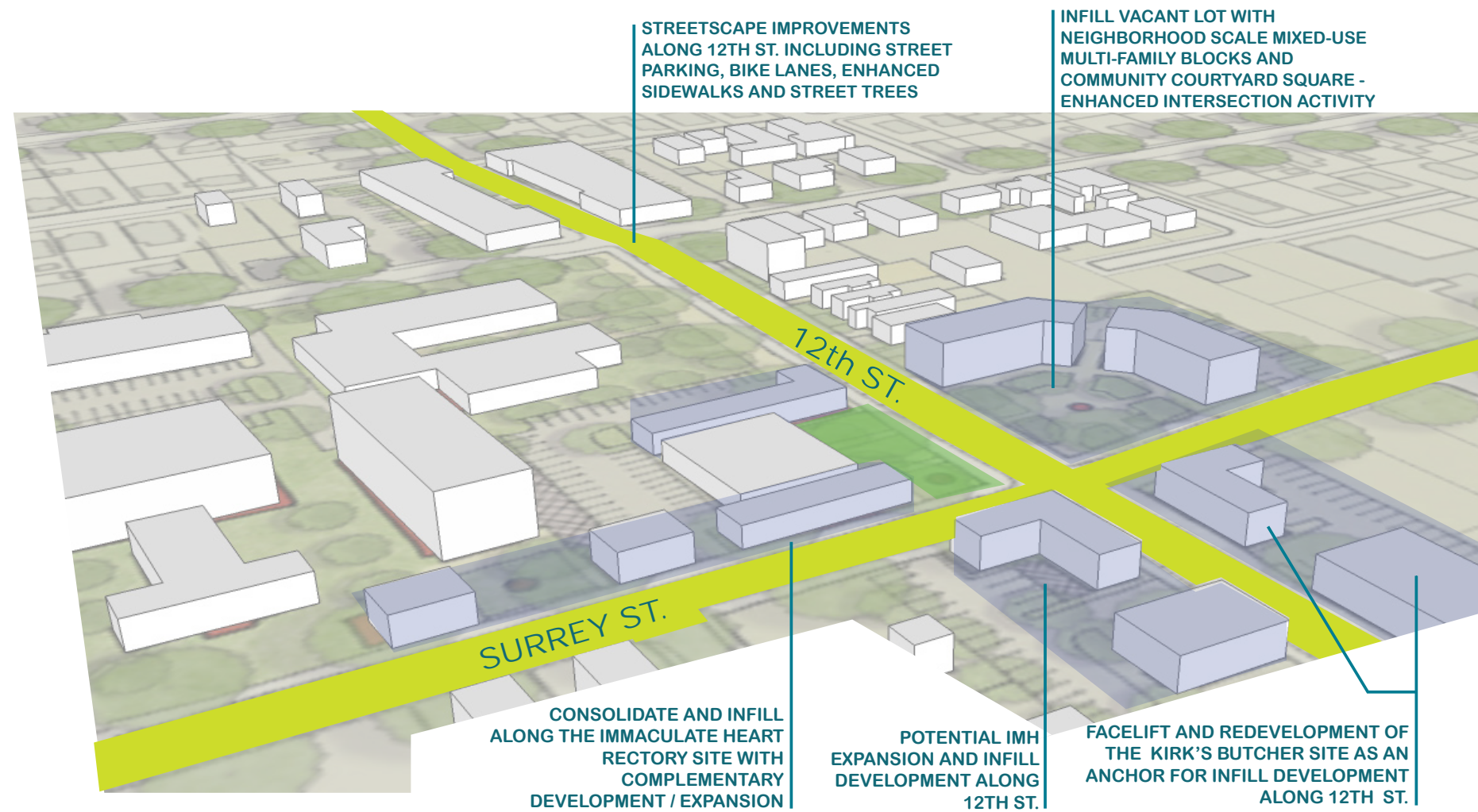
- Traffic-calming measures that offer better crossing
- Wider sidewalks with accessible bus stops

COMPLETE STREETS

The term "Complete Streets" is a nationally recognized approach to transportation design and policy. Its core principle is that streets should be designed for the safety and convenience of everyone: drivers, pedestrians, bicyclists and those who use public transportation. Complete Streets include:

- sidewalks
- safe crosswalks
- well-designed bike lanes and bus lanes
- on-street parking
- easy-to-understand traffic signals and signage
- street trees, landscaping and lighting

DIAGRAM VISION - INTERSECTION OF 12 ST. @ SURREY ST.



CONCEPTUAL PLAN FOR NEW INTERSECTION



04 CATALYST PROJECTS



WHAT ARE CATALYST PROJECTS?

- Catalyst Projects are proposed improvements that:
- Make neighborhoods safer and more inviting
 - Provide needed services, such as access to transportation
 - Attract investment, business development and jobs

See Chapter 5 of the ECI Final Report for implementation strategies and processes.

HOW WERE THEY DEVELOPED?

Ideas for Catalyst Projects came from residents. During community meetings, district workshops and Corridor-wide planning sessions, they told the ECI Team what was wanted and needed in their neighborhoods.

The professional planners on the ECI Team refined these ideas to create specific Catalyst Projects for each district. They also created Catalyst Projects based on formal planning already in place with Lafayette Consolidated Government, such as bus stop improvements.

CATALYST PROJECTS

A

Pursue Local Historic District status

B

Pocket Park - 14 St. / Magnolia phase 2

C

12th St. local corridor streetscapes

D

12th St. at E. Simcoe St. intersection improvements

E

Cultural Museum near Pontiac Point

F

12th St. at Surrey St. intersection improvements

G

Pontiac Point redevelopment

Several projects were identified for this district. Residents evaluated them at community meetings and a district-wide Open House. In general, there are two types of Catalyst Projects:

SWEAT-EQUITY PROJECTS

These projects are relatively simple. They can be achieved quickly, with little money, by the residents themselves before the city is able to act. However some aspect of these projects may be executed in coordination with the city. Examples of these types of projects include:

- Community clean up/painting
- Tree planting (within feasible r.o.w. allowance)
- Community Gardens

Other projects may require additional time, money and planning. Public projects, such as bus shelters and bike lanes, require more advanced cooperation with government agencies. But the initiation of these more complex projects can result from sweat-equity efforts.

04 CATALYST PROJECTS

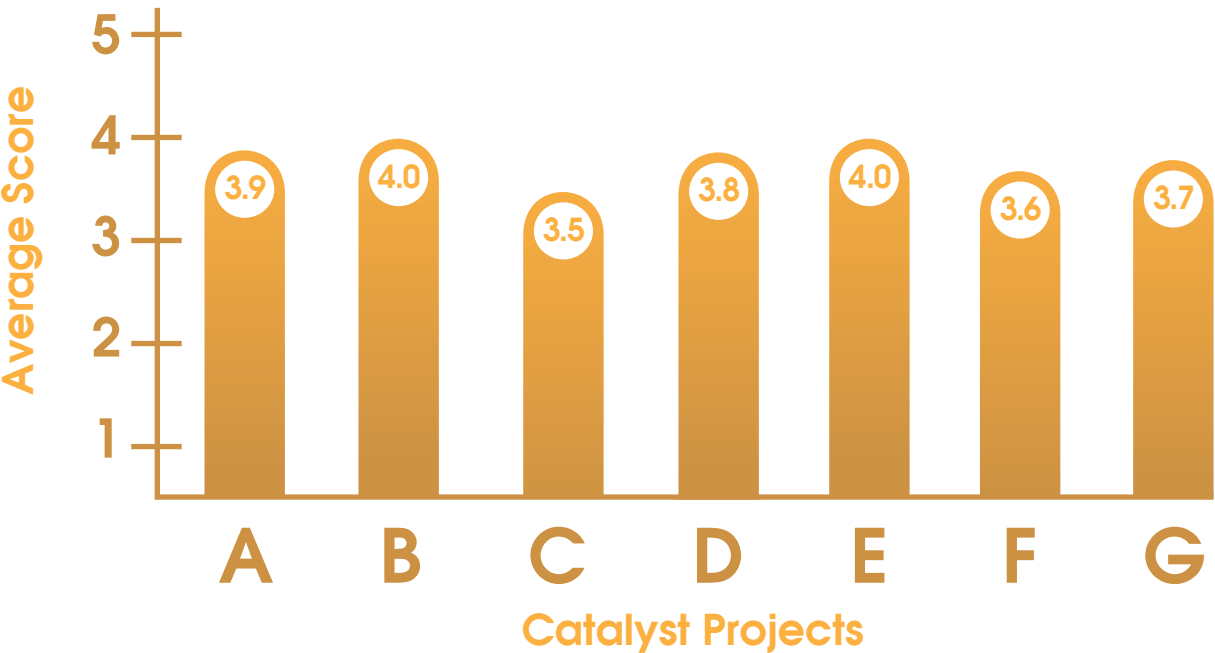
RANKING PRIORITIES

Residents, business owners and others weighed in on the importance of Catalyst Projects at Meeting-in-a-Box events, which were held in each district, and at a corridor-wide Open House at the Rosa Parks Transportation Center.

MEETING IN A BOX

Participants were asked which Catalyst Projects were most important/ desirable and to give each project a ranking level from 1 to 5.

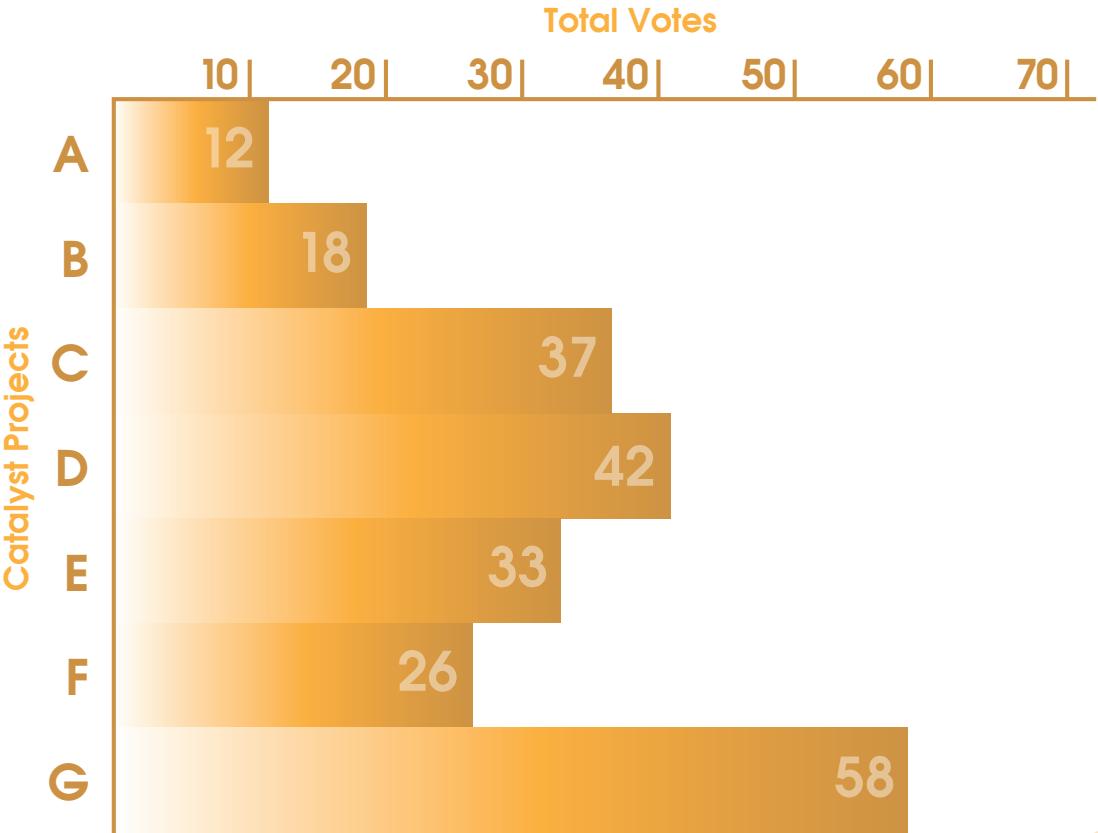
- 5 = Highly transformative and a top priority
- 4 = Excellent and important
- 3 = Good and worthwhile
- 2 = Fair and somewhat helpful
- 1 = Low level and less impactful



The catalyst projects featured on the following pages represent different concepts and reflect the wide-ranging opportunities that could exist in the district to promote comprehensive revitalization.

OPEN HOUSE

Maps were displayed for every district, showing the location of Catalyst Projects. Participants received five stickers (color-coded to represent each district). They were asked to place the stickers on the five Catalyst Projects within in each district they considered top priority.



04 CATALYST PROJECTS

USER GUIDE

Several Catalyst Projects have been identified for this district. The following pages highlight featured projects which were selected because they can help create neighborhood nodes in areas with the most need and/or activity.

OVERVIEW

Brief description of the Catalyst Project details and how the project was identified.

COMMUNITY BENEFITS & ACHIEVEMENT TARGETS

This offers a quick “report card” describing how each project will enhance community character and contribute to a better quality of life for residents, business owners, and visitors alike.

CONCEPT VISION

Images show design intent and help the community visualize what is being proposed. The concepts shown here are not final designs, but rather representations of the possible outcome and visions.

04 CATALYST PROJECTS

PONTIAC POINT (PROJECT G) PARK AREA REDEVELOPMENT & SITE RETROFIT



Pontiac Point has been a hot topic for decades. Many neighborhood residents sense its potential as a key opportunity for economic and cultural development.

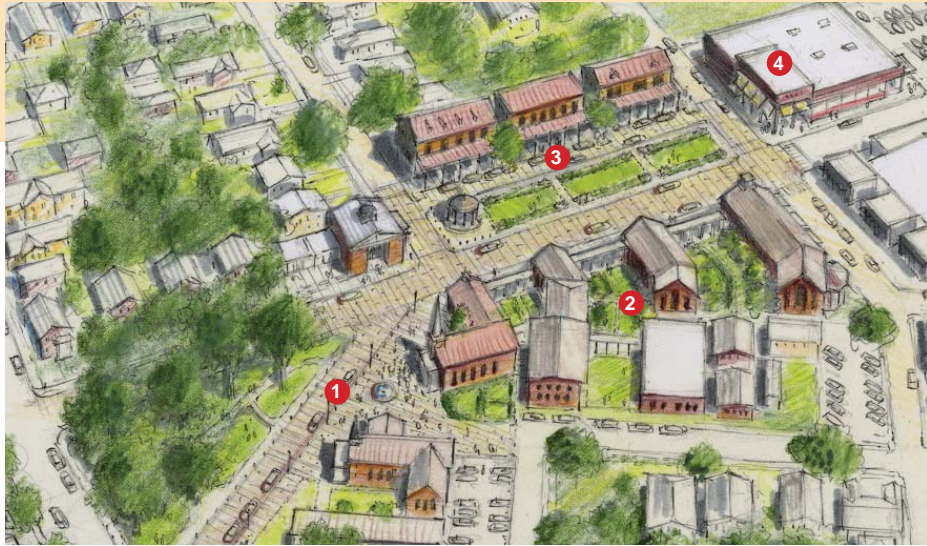
RECOMMENDATIONS

Implement spot enhancements and increase access to the Pontiac Park triangle while supporting the mixed-use redevelopment of the Pontiac Point site (Surrey / Simcoe junction) as a highly active community node.

COMMUNITY BENEFITS

- This project promotes:
- Redevelopment/reuse of existing sites
 - Business development/economic growth
 - Neighborhood beautification
 - Community identity/interaction

ECI CONCEPTUAL VISION OF PONTIAC POINT



- 1 Provide safe connections between churches and the park. Consider flexible temporary occupation of the street for community activities on weekends.
- 2 Property consolidation and infill opportunities can create a productive and walkable urban edge along E. Simcoe.
- 3 Retrofitting this site into a mixed-use commercial and residential development with green space and plaza elements can create a major nodal center.
- 4 Additional corner infill development frames and anchors the “town square” further establishing economic growth opportunities.

ECI CONCEPTUAL VISION OF COMMUNITY MARKET



ACTION STEPS

- STEP 1 : HOST COMMUNITY EVENTS AT PONTIAC PARK.**
Energize the neighborhood through events such as a community market or concert – plan to take over the adjacent stretch of Jefferson Blvd. for pedestrian activity.
- STEP 2 : ENGAGE LOCAL PROPERTY OWNERS.**
McComb-Veazey Coterie establishes dialogue with owners of unused property and attempt to form agreements on temporary use of land and potential redevelopment.
- STEP 3 : DETERMINE FEASIBILITY AND SCOPE.**
Understand what the community can accomplish on their own and what necessary external support is needed – financial and technical planning support.
- STEP 4 : IDENTIFY INTERESTED PARTIES TO SHARE VISION.**
Seek out capable community members or external parties that would be willing to invest. Consider crowdfunding campaign and grant support.

IMPLEMENTATION STRATEGY

- WHO LEADS**
LCG and the McComb-Veazey Coterie will spearhead this project from early initiation to lobbying for development. Public Works Department and LUS will assist on utility requirements and street safety standards.
- WHO COLLABORATES**
Project Frontyard, the CREATE initiative, local property owners and potential developers will engage with neighborhood residents on appropriate types of development.
- WHO FUNDS**
A coordinated combination of LCG funds (necessary streetscape upgrades), grants, partnerships and private investment will make the revitalization of Pontiac Point a reality.

IMPLEMENTATION STRATEGY
Gives insight into who is responsible for the ultimate implementation for each project. This allows members of the community to know who to go to and advocate for the project and how to get involved.

ACTION STEPS
A detailed step-by-step guide for each Catalyst Project, from initial concept to implementation – including who to approach, how to get started, and when and how to seek funding.

BEST PRACTICE EXAMPLES



Como Ave. Apartments Site Redevelopment (30 units) - Minneapolis, MN



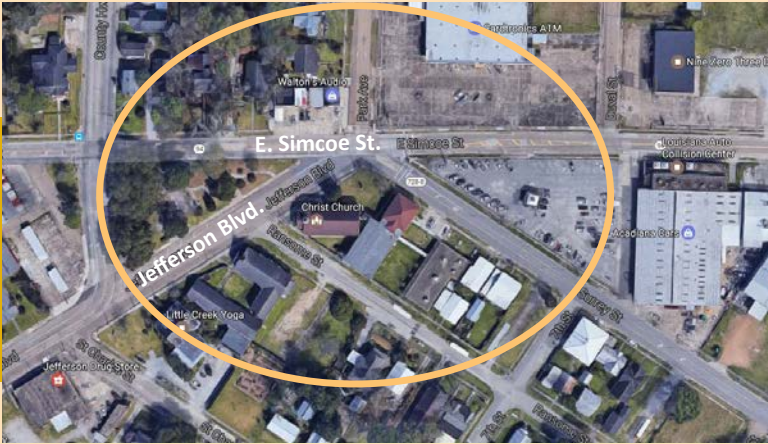
Belmont Dairy Site and Building Retrofit - Portland, Oregon

BEST PRACTICE EXAMPLES
Example case study of a similarly successful implemented project.

04 FEATURED CATALYST PROJECT 1

PONTIAC POINT REDEVELOPMENT

Catalyst Project G
PARK AREA REDEVELOPMENT & SITE RETROFIT



Pontiac Point has been a hot topic for decades. Many neighborhood residents sense its potential as a key opportunity for economic and cultural development.

RECOMMENDATIONS
Implement spot enhancements and increase access to the Pontiac Park triangle while supporting the mixed-use redevelopment of the Pontiac Point site (Surrey / Simcoe junction) as a highly active community node.

- COMMUNITY BENEFITS**
This project promotes:
- Redevelopment/reuse of existing sites
 - Business development/economic growth
 - Neighborhood beautification
 - Community identity/interaction

ECI CONCEPTUAL VISION of PONTIAC POINT



- 20
- 1

Provide safe connections between churches and the park. Consider flexible temporary occupation of the street for community activities on weekends.
- 2

Property consolidation and infill opportunities can create a productive and walkable urban edge along E. Simcoe.
- 3

Retrofitting this site into a mixed-use commercial and residential development with green space and plaza elements can create a major nodal center.
- 4

Additional corner infill development frames and anchors the “town square” further establishing economic growth opportunities.

ECI CONCEPTUAL VISION OF COMMUNITY MARKET



ACTION STEPS

- STEP 1 : HOST COMMUNITY EVENTS AT PONTIAC PARK.

Energize the neighborhood through events such as a community market or concert – plan to take over the adjacent stretch of Jefferson Blvd. for pedestrian activity.
- STEP 2 : ENGAGE LOCAL PROPERTY OWNERS.

McComb-Veazey Coterie establishes dialogue with owners of unused property and attempt to form agreements on temporary use of land and potential redevelopment.
- STEP 3 : DETERMINE FEASIBILITY AND SCOPE.

Understand what the community can accomplish on their own and what necessary external support is needed – financial and technical planning support.
- STEP 4 : IDENTIFY INTERESTED PARTIES TO SHARE VISION.

Seek out capable community members or external parties that would be willing to invest. Consider crowdfunding campaign and grant support.

- STEP 5 : LOBBY WITH LCG FOR CITY PARTNERSHIP.

An LCG-driven project component (cultural museum) near the site may be the key in acquiring property and moving overall development forward.
- STEP 6 : GAIN COUNCIL APPROVAL & SECURE FUNDING.

Council to agree on capital improvement budget and culture-related components. Greenlight project.
- STEP 7 : CHOOSE DESIGN PLANNING SUPPORT TEAMS.

LCG/McComb-Veazey Coterie releases RFQ/RFP for design assistance. Contract with design team to perform designs and construction documents.
- STEP 8 : APPROVE DESIGNS & BEGIN CONSTRUCTION

Infill development and site retrofit construction commences on various sites.
- STEP 9 : CONTINUE MOMENTUM FOR DEVELOPMENT.

Host follow up events and consistent programming to highlight development progress and phasing potential.

BEST PRACTICE EXAMPLES



Como Ave. Apartments Site Redevelopment (30 units) - Minneapolis, MN



Belmont Dairy Site and Building Retrofit - Portland, Oregon

04 FEATURED CATALYST PROJECT 2

12TH & SURREY INTERSECTION DEVELOPMENT

Catalyst Project F INTERSECTION IMPROVEMENTS & SITE REDEVELOPMENT



Local residents see this intersection as a key community asset and center of activity. Urban Planning studies identified this area as a prime node for economic growth.

RECOMMENDATIONS

Essential streetscape improvements along with strategic infill mixed-use development and site retrofits will complement school/church activity to establish a thriving community crossroads.

COMMUNITY BENEFITS

This project promotes:

- Redevelopment/reuse of existing sites
- Business development/economic growth
- Neighborhood beautification
- Community identity/interaction

ECI CONCEPTUAL VISION OF 12TH & SURREY ST. INTERSECTION



- 1

Reduced travel lane widths, on-street parking, and planted bulbouts create an added safety and curb appeal.
- 2

Pedestrian scale lighting provides safe sidewalk activity while contributing to the overall placemaking character.
- 3

Inviting urban development frontage with outdoor seating rooms further activates the sidewalk and environment.
- 4

Small corner plaza offers additional public realm amenities that promote community interactions.

ECI CONCEPTUAL VIEW TOWARDS SOUTHWEST



IMPLEMENTATION STRATEGY

WHO LEADS

LCG, McComb-Veazey Coterie, and Immaculate Heart School and Church staff will spearhead the effort for redevelopment around the intersection of 12th St. and Surrey St. LUS will coordinate utilities.

WHO COLLABORATES

Project Frontyard, the CREATE initiative and other community-based organizations will facilitate neighborhood engagement and foster project interest.

WHO FUNDS

A combination of LCG funds (streetscape/right-of-way improvements), Church/School financial support and local private investment will contribute to the incremental development of the area.

ACTION STEPS

STEP 1 : PLAN SERIES OF COMMUNITY EVENTS.

Events can be held on different sites or together to promote active reuse of open spaces around the intersection. Perform temporary crosswalk and curb upgrades.

STEP 2 : IDENTIFY PARCELS FOR POTENTIAL DEVELOPMENT.

Establish a dialogue with local property/business owners. Create interest and form agreements for necessary land acquisition and potential development.

STEP 3 : LOBBY FOR STREETSCAPE UPGRADES.

Push LCG/Public Works and City Council to greenlight funding for streetscapes - including intersection curb, sidewalk/crosswalk, and on-street parking enhancements.

STEP 4 : CONSTRUCT ESSENTIAL STREETSCAPE UPGRADES.

Public Works Dept. to implement first phase streetscape improvements to entice development. LUS will coordinate.

STEP 5 : ACTIVELY ENTICE DEVELOPMENT INFILL.

LCG to offer tax incentive programs to make development more appealing.

STEP 6 : LCG/COTERIE ASSIST INTERESTED PARTIES TO OBTAIN PLANNING PERMISSION.

Create programs and clear pathways for meeting requirements for concentrated development in the area.

STEP 7 : BEGIN INCREMENTAL DEVELOPMENT.

Construction starts on identified available parcels and for feasible project phases.

STEP 8 : PROMOTE SUSTAINABLE GROWTH

Use incremental pilot projects to entice further development. Follow phase plans and perform active marketing through community events and forums.

BEST PRACTICE EXAMPLES



Como Ave. Apartments Site Redevelopment (30 units) - Minneapolis, MN

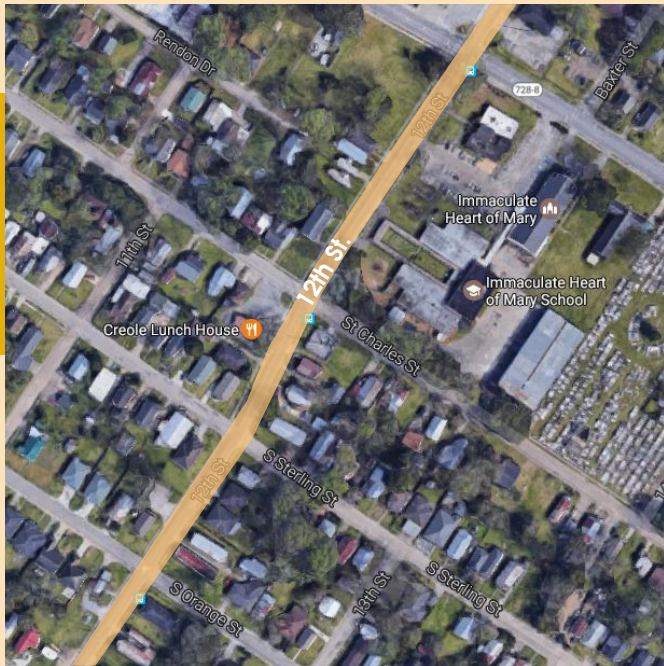


Belmont Dairy Site and Building Retrofit - Portland, Oregon

04 FEATURED CATALYST PROJECT 3

12TH STREET CORRIDOR STREETSCAPE REVAMP

Catalyst Project C
STREETSCAPE IMPROVEMENTS AND INFILL DEVELOPMENT



Corridor streetscape project ideas continue from ongoing plans previously championed by the McComb-Veazey Coterie.

RECOMMENDATIONS

12th Street Corridor revamp includes landscape design improvements such as sidewalk upgrades, additional street tree plantings, re-striping, on-street parking, and urban frontage modification for small scale development infill.

COMMUNITY BENEFITS

This project promotes:

- Redevelopment/reuse of existing sites
- Business development/economic growth
- Neighborhood beautification
- Community identity/interaction

CONCEPTUAL VISION OF 12TH St. STREETSCAPE UPGRADES



12th St. Before



12th St. After

ECI CONCEPTUAL VIEW TOWARDS SOUTHWEST



IMPLEMENTATION STRATEGY

WHO LEADS

LCG Development and Planning and McComb-Veazey Coterie will spearhead the effort for revitalizing the 12th St. neighborhood artery.

WHO COLLABORATES

Project Frontyard, the CREATE initiative, and small business owners will work with engaged neighborhood residents on various temporary projects to foster overall interest and action.

WHO FUNDS

A combination of LCG funds (streetscape/right-of-way improvements), existing and new grant funds, and local private investment will contribute to the incremental development of the corridor.

ACTION STEPS

STEP 1 : PLAN SERIES OF COMMUNITY EVENTS.

Events should be held at different community establishments and key intersections to promote active reuse of vacant lots.

STEP 2 : SHARE VISIONS & IDENTIFY PARCELS FOR DEVELOPMENT.

Establish a dialogue with local property/business owners. Share visions and create interest to form agreements for necessary land acquisition and potential development.

STEP 3 : LOBBY FOR STREETSCAPE UPGRADES.

Push LCG/Public Works and City Council to greenlight funding for streetscapes - including intersection curb and sidewalk/crosswalk enhancements.

STEP 4 : CONSTRUCT ESSENTIAL STREETSCAPE UPGRADES.

Public Works Dept. to implement first phase streetscape improvements to entice development along 12th St. LUS to coordinated utility easements and infrastructure.

STEP 5 : SUPPORT SMALL-SCALE HOUSING STOCK INFILL.

Target adjudicated properties for spot parcel infill - activate street frontage engagement.

STEP 6 : LCG/COTERIE ASSIST INTERESTED PARTIES TO OBTAIN PLANNING PERMISSION.

Create housing rehab programs and clear pathways for meeting requirements for concentrated multi-family residential/commercial development in the area.

STEP 7 : BEGIN INCREMENTAL DEVELOPMENT.

Construction and/or redevelopment starts on identified available parcels. Some houses can be relocated to plug gaps in the neighborhood fabric.

STEP 8 : PROMOTE SUSTAINABLE GROWTH

Use incremental pilot projects to entice further development. Expand housing assistance programs to spur neighborhood-wide rehabilitation.

BEST PRACTICE EXAMPLES



West Market Street Corridor Improvements - Louisville, KY



04 ADDITIONAL CATALYST PROJECTS

PURSUE LOCAL HISTORIC DISTRICT STATUS FOR MCCOMB-VEAZEY
Catalyst Project A



Residents voiced support for the Lafayette Historic Preservation Commission to study the viability of McComb-Veazey and adjacent plats as a local historic district.

Support revitalization and economic growth through local historic designation that will preserve character, provide redevelopment incentives, and increase property values while contributing to overall positive social enhancement

Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X	X		X	X



Timeline
Short-term: Lafayette Historic Preservation Commission (LHPC) and LCG completes necessary study and application



Funding Support / Project Cost Estimate
• LHPC and LCG host engagement events to support neighborhood awareness \$
• Tax credits and other support become available through state government \$\$
• LHPC/LCG may decide to create certain guidelines for the historical districts



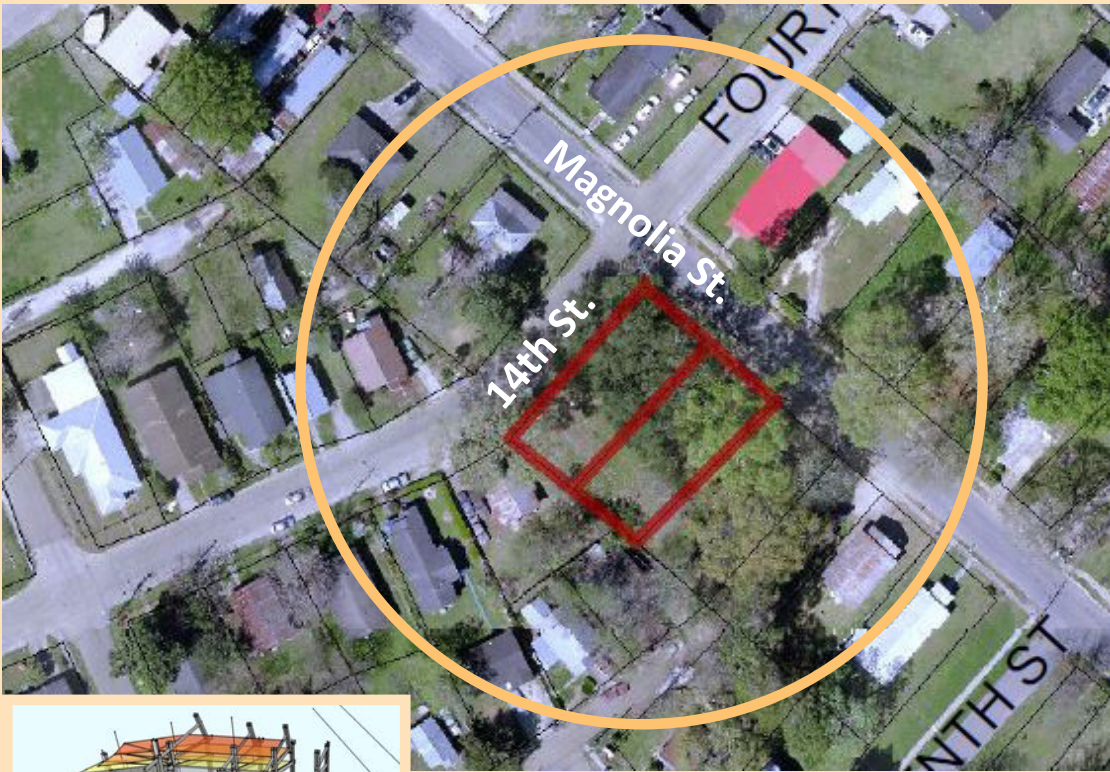
Economic Impact / Community Benefits
• Preserve local history, architectural character, and culture
• Provides incentives and tax credits for rehabilitation of homes and businesses
• Reclaim blighted properties, increase property values and overall neighborhood worth
• Create community cohesion and pride through local preservation efforts
• Create a platform for tourism



04 ADDITIONAL CATALYST PROJECTS

POCKET PARK AT 14TH & MAGNOLIA STREETS - PHASE 2

Catalyst Project B



LCG is currently working with the McComb-Veazey Coterie on the construction of a pocket park at the corner 14th and Magnolia Streets. Funds are in place for Phase 1 and there is desire to expand the project into Phase 2.

Design and planning for Phase 2 of the pocket park to accommodate an additional playground set and other amenities such as garden boxes to complement Phase 1 which includes pavilion, kiosk, and hardscapes

Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X			X	X



Timeline
Short-term: Phase 1 of pocket park is already underway - collaboration between LCG, Habitat for Humanity, and the McComb-Veazey Coterie (which recieved a Wells Fargo grant)
Long-term: Phase 2 to include additional landscaping, structures, and amenities

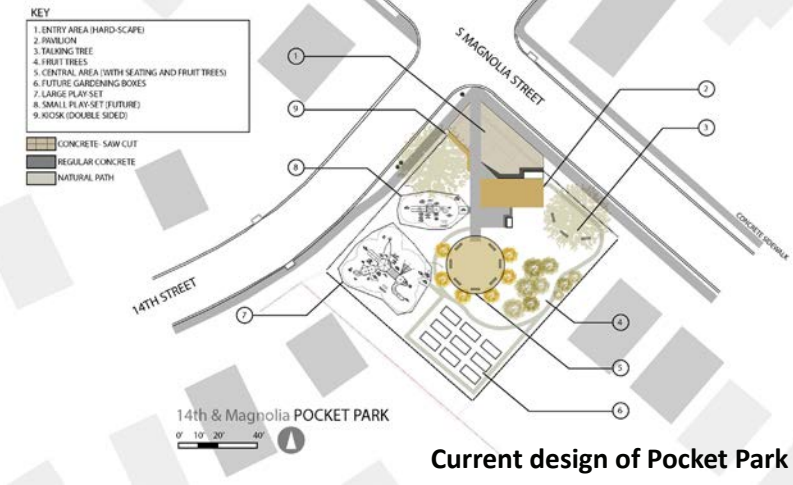


Funding Support / Cost Estimates
• Funding support for Phase 2 construction: LCG and small grant funds \$\$



Economic Impact / Community Benefits
• Pocket parks revive blighted properties to create value while enhancing community interaction
• Provide access to neighborhood green space to complement larger-scale parks
• Enhance previous phase plans for a total park experience

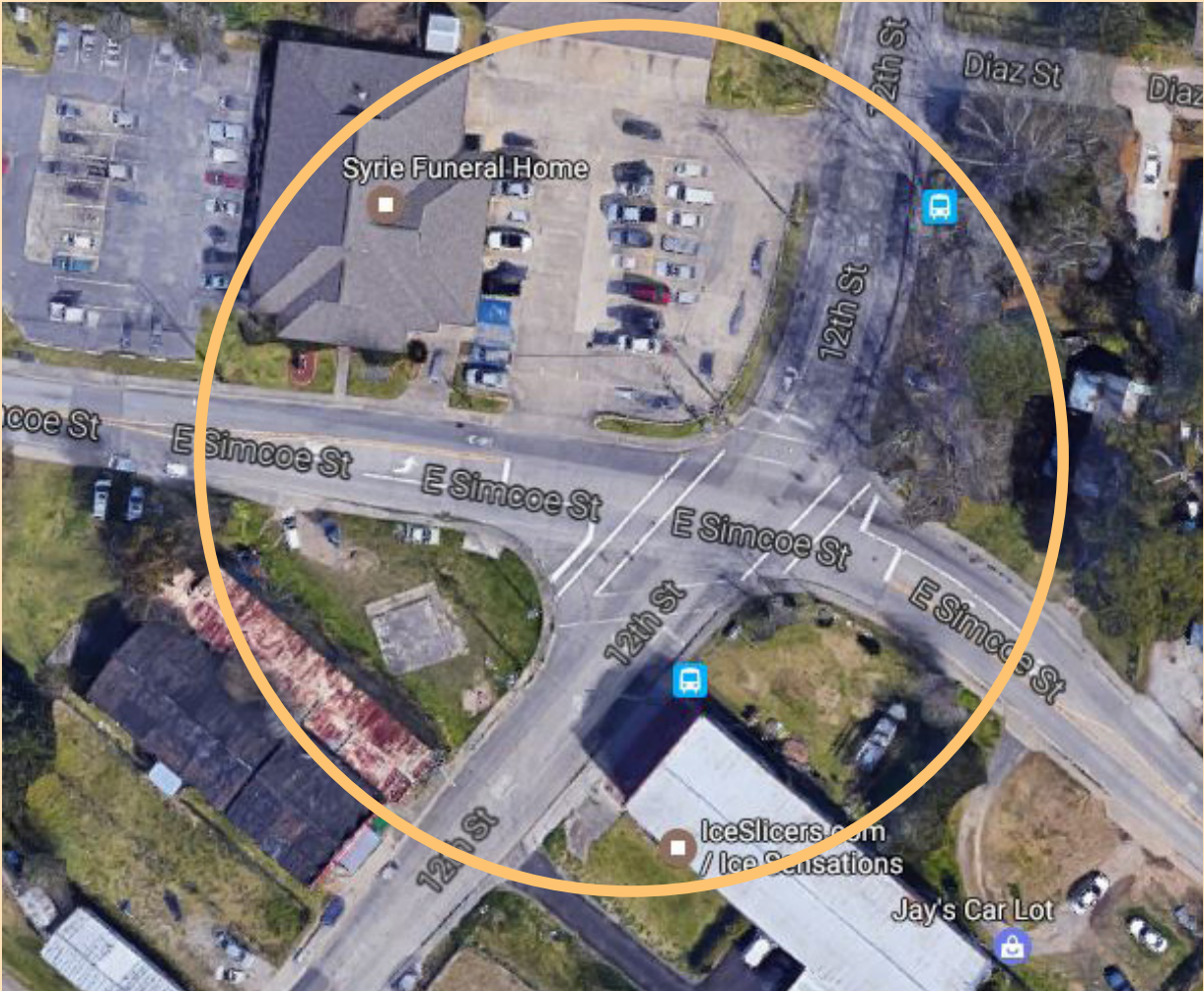
Proposed Music Pavilion - Phase 1



04 ADDITIONAL CATALYST PROJECTS

12TH & SIMCOE INTERSECTION DEVELOPMENT

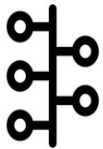
Catalyst Project D



Urban principles identify this central intersection as an opportunity for redevelopment, creating an appealing node to take advantage of the existing busy thoroughfare and community activity.

Strategic infill development, site retrofits, and intersection improvements to enhance existing commercial activity that will re-establish a thriving community crossroads by providing safe access to neighborhood amenities and connections to other parts of the Corridor

Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X	X	X	X	X



Timeline

Medium-term: Identifying site, acquisition, and architectural design / planning process
Long-term: Phased site-development and construction, including landscaping



Funding Support / Cost Estimates

- Land acquisition and site redevelopment/construction: LCG and public-private partnership \$\$\$\$
- McComb-Veazey Coterie initiates small-scale tactical project actions with grant support \$\$



Economic Impact / Community Benefits

- Strategic location can leverage busy thoroughfare and existing commercial activity
- Reclaiming vacant sites through infill development can enhance economic value for the area
- Relieving blight can increase safety for children and contribute to building community pride
- Restore architectural character and appeal to the neighborhood along Simcoe Street.



04 ADDITIONAL CATALYST PROJECTS

CULTURAL MUSEUM AT PONTIAC POINT

Catalyst Project E



Residents expressed particular interest in having a cultural museum that represents the area’s unique and rich history.

Showcase area identity through smart civic development, land re-use, and a museum building to offer a new cultural amenity for residents and visitors



Redevelopment / Reuse of Existing Site	Business Development / Economic Growth	Neighborhood Connections	Neighborhood Beautification	Community Identity / Interaction
X	X		X	X



Timeline

- Short-term:** Staging of history-related events (complement existing heritage signage efforts) + fundraising
- Medium-term:** Identifying site, acquisition, and architectural design / planning process
- Long-term:** Phased site-development and construction, including landscaping



Funding Support / Cost Estimates

- Early phase work and events support: LCG funding \$
- Land acquisition and museum site development/construction: Public-private partnership \$\$\$



Economic Impact / Community Benefits

- Cultural museum located in the district is an asset for the entire Evangeline Corridor and Lafayette
- Attract tourism, increase local pride, provide educational opportunities, and community support
- Strategic location such as Pontiac Point can leverage visitor traffic to engage existing retail/commercial
- Alternative site is old Gethsemane Church (12th/Peach St.) - already serves as a community resource



05 YOUR DISTRICT'S FUTURE

COMMUNITY GUIDELINES AND GOALS

This Design Manual offers a road map for neighborhood revitalization. The keys to creating a successful Corridor are continued planning, communication and coordinated action. Improvements will have the most impact when they are carried out in concert with one another. See the ECI Final Report Chapter 5 for details on implementation processes to move concepts forward.

Promote greater connections between McComb-Veazey and the Downtown core as well as enhance relationship with neighboring Sterling Grove Historic District.

Achieve physical and economic development growth that targets major thoroughfares such as E. Simcoe St. and Surrey St. Mix of commercial/services and multi-family housing.

Take advantage of active community nodes and enhance these areas with development infill that fulfills missing commercial and housing needs.

Revitalize major and secondary neighborhood corridors that offer local commerce while promoting internal neighborhood safety.

Align cultural and historic identity with new development - maintain tight-knit community pride while sustaining economic growth.

Promote healthy neighborhood activity through the addition of small green spaces and improved streetscapes that offer safe access and increased walkability.



WHAT CAN I DO?...
MOBILIZE.
BRAINSTORM.
LOBBY FOR CHANGE.

COMMUNITY INFO RESOURCES

Lafayette Consolidated Government
705 West University Avenue
Lafayette, LA 70506
lafayettela.gov

Development and Planning Department
337.291.8000
Planning Division
337.291.8445

Department of Community Development
705 W. University Ave.
Lafayette, LA 70506
337.291.8400
lafayettela.gov

Downtown Development Authority
735 Jefferson Street, Suite 204
Lafayette, LA 70501
337.291-5566
developlafayette.com

Preservation Alliance of Lafayette
P.O. Box 2541
Lafayette, LA 70502
preservinglafayette.org

One Acadiana
804 E. St. Mary Blvd
Lafayette, LA 70503
337.233.2705
oneacadiana.org

Lafayette Economic Development Authority
211 E. Devalcourt St.
Lafayette, LA 70506
337.593.1400
lafayette.org



McComb-Veazey

