

Downtown Lafayette Strategic Framework Plan

Downtown Summit One: Imagining the Future

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ARCHITECTS



10.30.2012

tonight's goals

- To learn key findings about existing conditions, opportunities and constraints.
- To set a foundation for the Vision Statement and alternative futures for downtown Lafayette.
- To reach initial consensus on priorities.



event agenda

1. Welcome & Introductions
2. Inventory and Assessment Presentation
3. Breakout Group Exercise Instructions

Break

4. Breakout Group Exercise
 - Segment 1: Activity Mix and Locations
 - Segment 2: Mobility
 - Segment 3: Placemaking, Urban Design and Image

Breakout group wrap-up

5. Spokesperson Reports

context



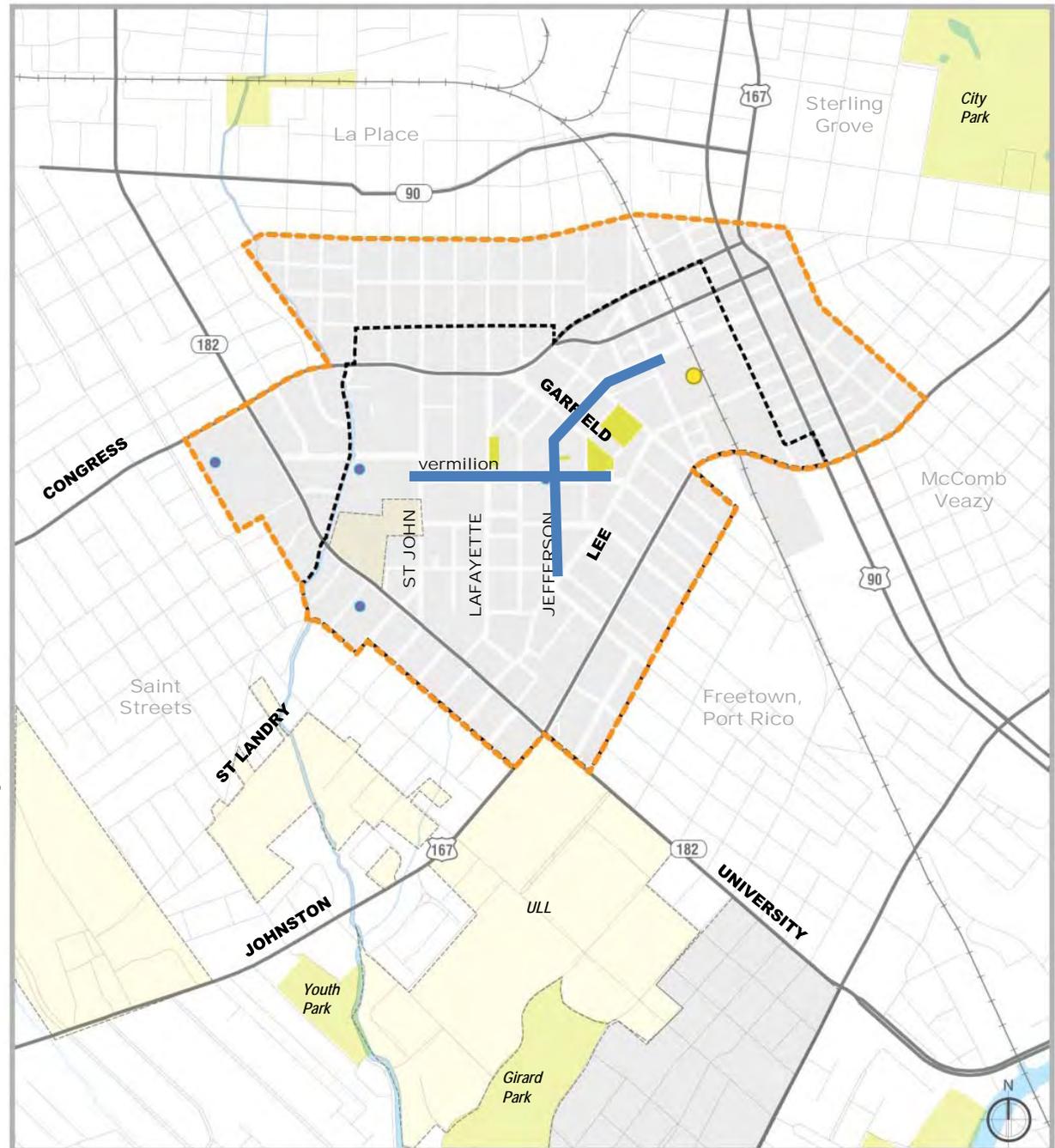
regional perspective

approach and methodology study area

- 4.1.1 Kickoff and Stakeholder Interviews
- 4.1.2 Inventory and Assessment
- 4.1.3 Summit 1: Imagining the Future
- 4.1.4 Downtown Vision
- 4.1.5 Concept Development
- 4.1.6 Summit 2: Consensus on Directions
- 4.1.7 Downtown Strategic Framework Plan

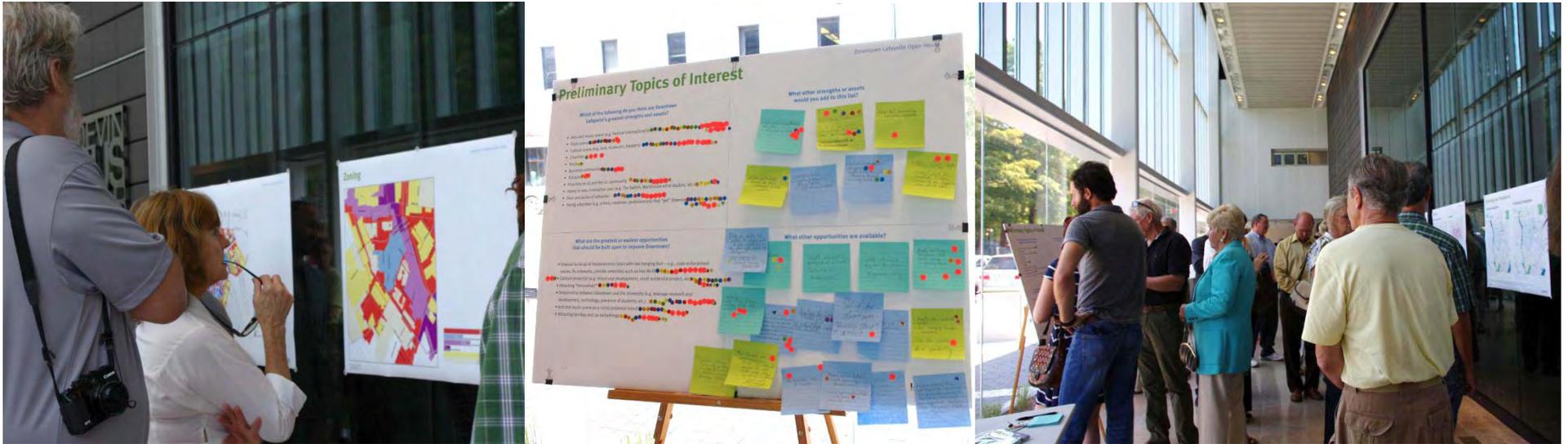
 Downtown

 Parks/ Open Space



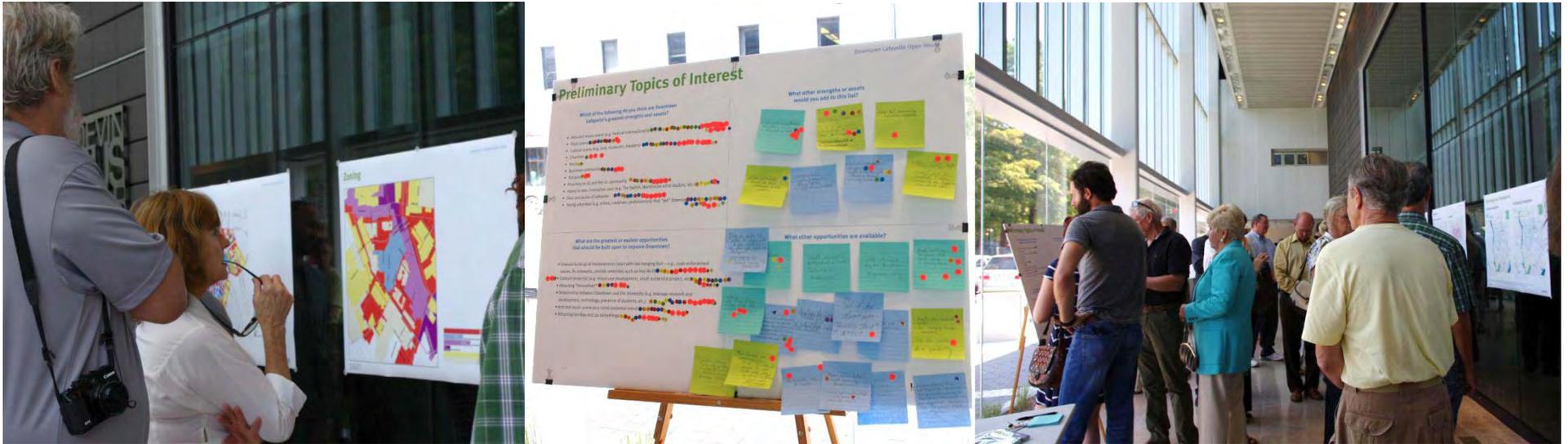
public comment and conversations

strengths and assets



- Arts and music
- Culture
- Food
- Young urbanites
- Proximity to ULL

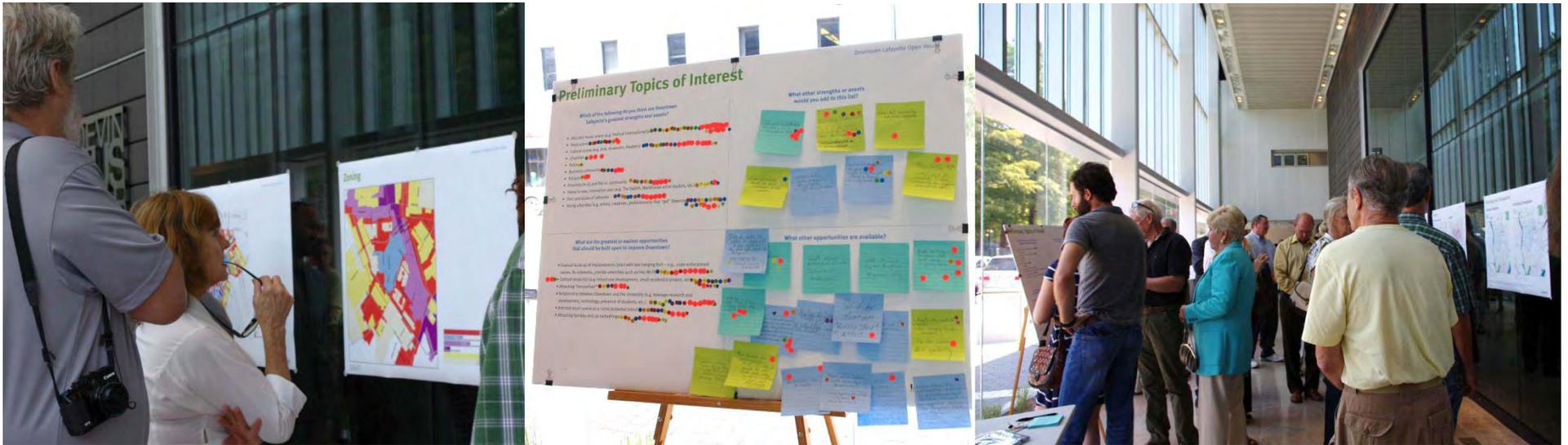
public comment and conversations greatest opportunities to improve downtown



- Catalyst projects
- Link between downtown and ULL
- Branding arts and music
- Small, quick improvements

public comment and conversations

challenges and constraints



- Shortage of neighborhood retail and services
- Disconnect between Downtown and ULL
- "Suburban mindset"
- Housing shortages
- Safety perception

inventory

historical context

st. john's cathedral original settlement



1950 St. John's Church



St John's Church



St John Street

historical context

train depot and university



University of Louisiana Lafayette



Train Depot 1916



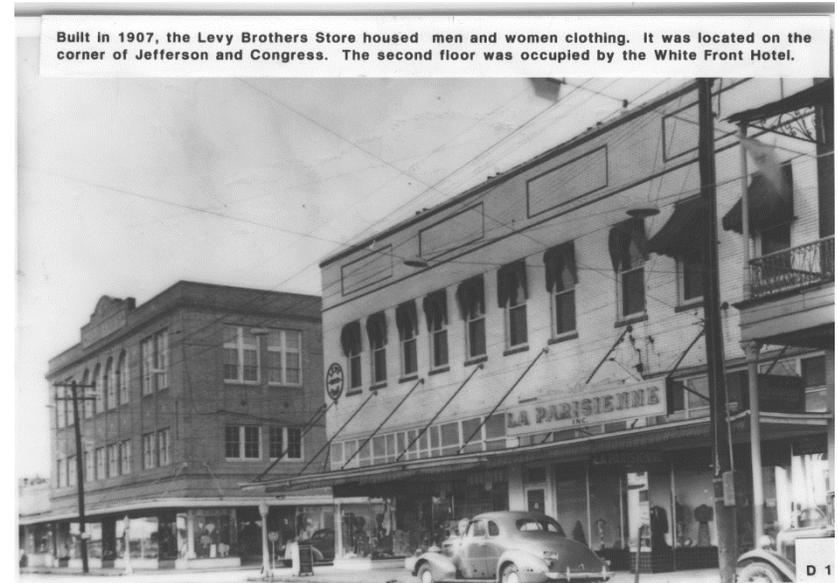
Railroad Tracks 1883

historical context

jefferson and vermilion streets



Vermilion Street 1936



Built in 1907, the Levy Brothers Store housed men and women clothing. It was located on the corner of Jefferson and Congress. The second floor was occupied by the White Front Hotel.

Jefferson at Congress



Jefferson 1920s

historical context

jefferson street



Jefferson 1920s



Independence Day



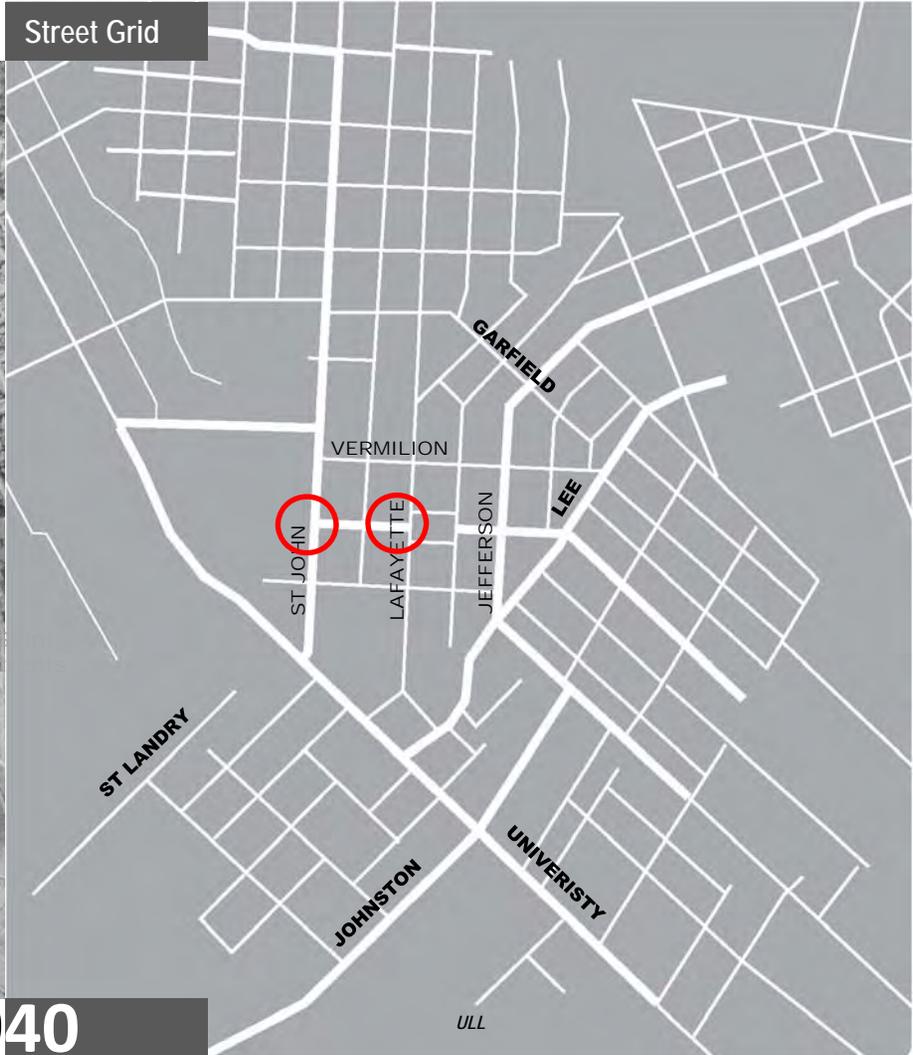
Jefferson



Jefferson 1960s

historical context

original settlement



1940

== Main Street

historical context changes in street grid



retail trade area

demand for 239,000 square feet of retail

Retail Demand in SF	Demand in 2012	Demand in 2017	Change
Food Service & Drinking Places	53,332	63,002	9,670
Shoppers Goods	53,089	59,859	6,770
Convenience Goods	74,282	85,303	11,022
Plus: Non-retail (Services)	27,105	31,225	4,119
Total Square Feet	207,808	239,389	31,581

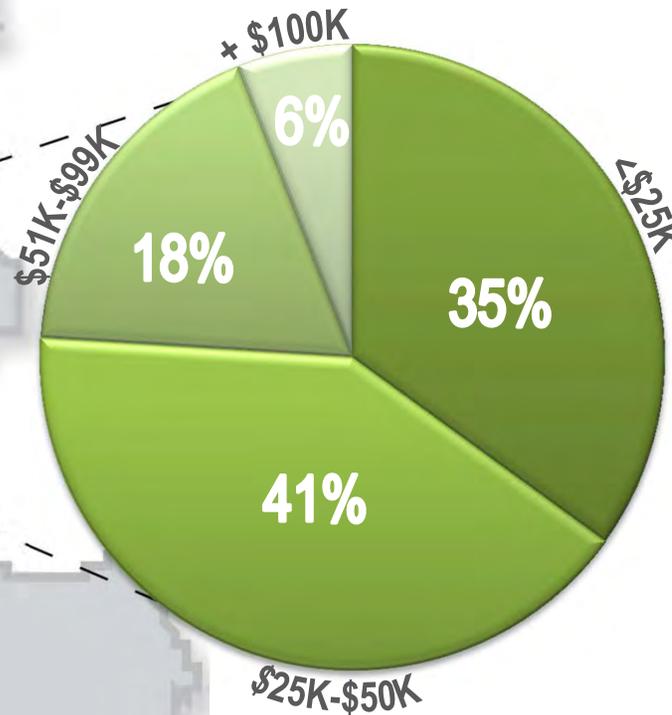
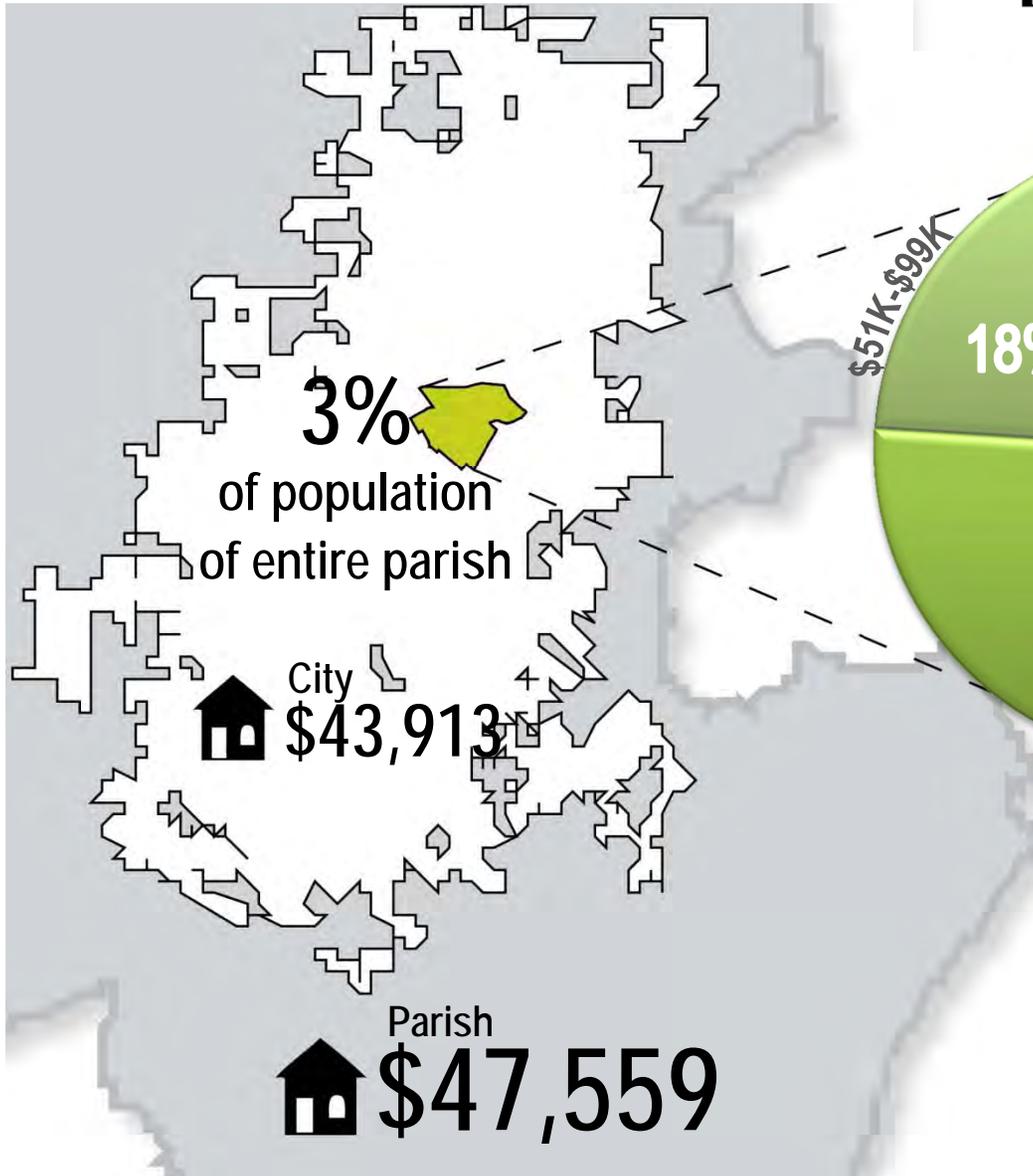


Note: This table does not describe current supply. This information was not available.

demographics

median household income

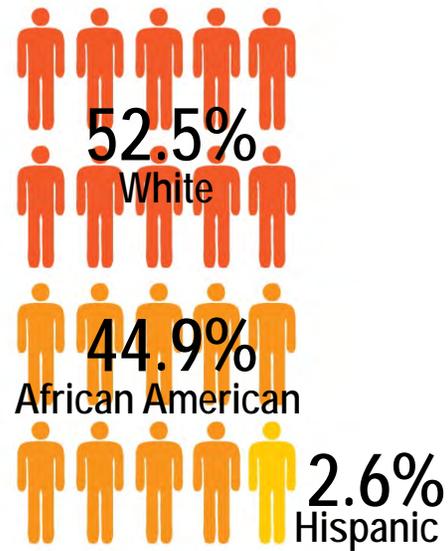
Downtown District
\$33,302



demographics

ethnicity and age

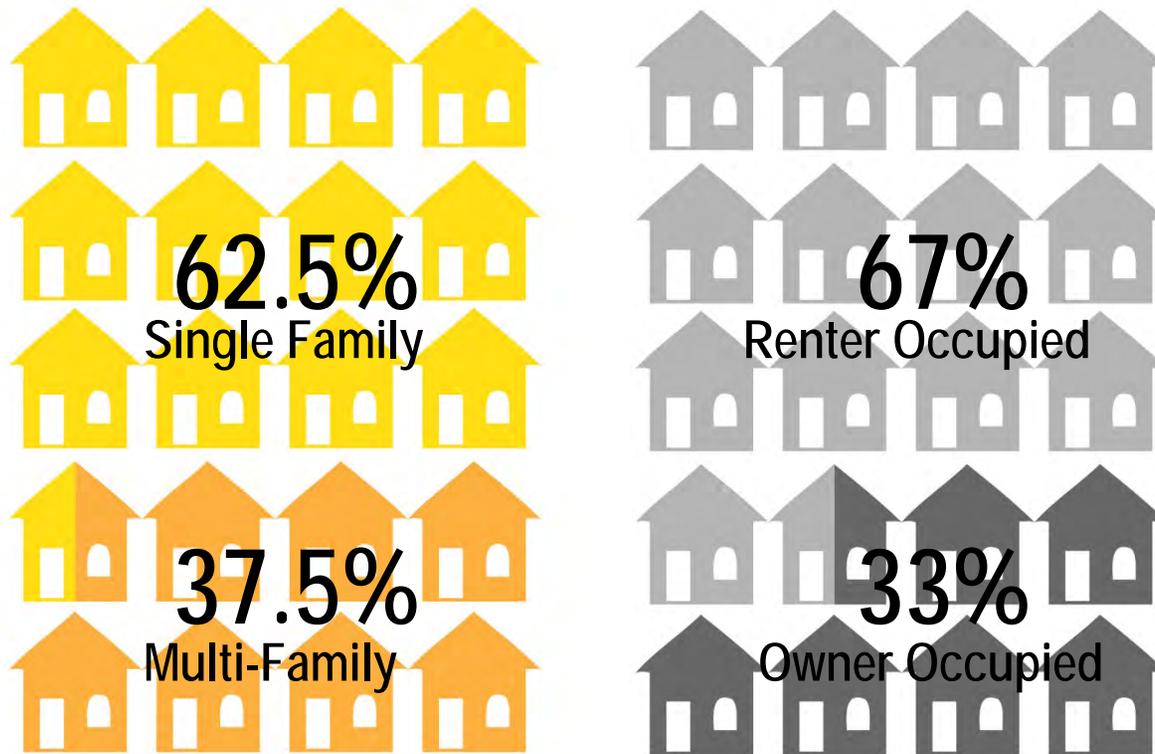
39% of the total population of downtown is between the ages of 20-34



housing characteristics

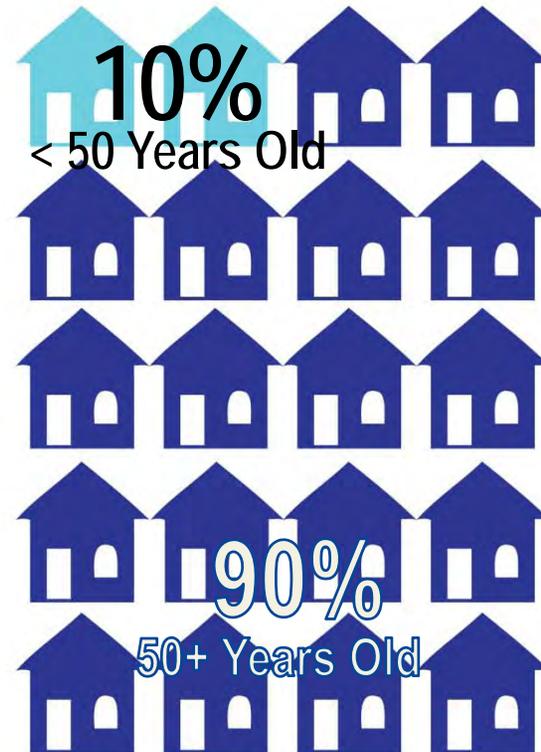
unit type and tenure

No multi-family housing units or attached single family are owner occupied.

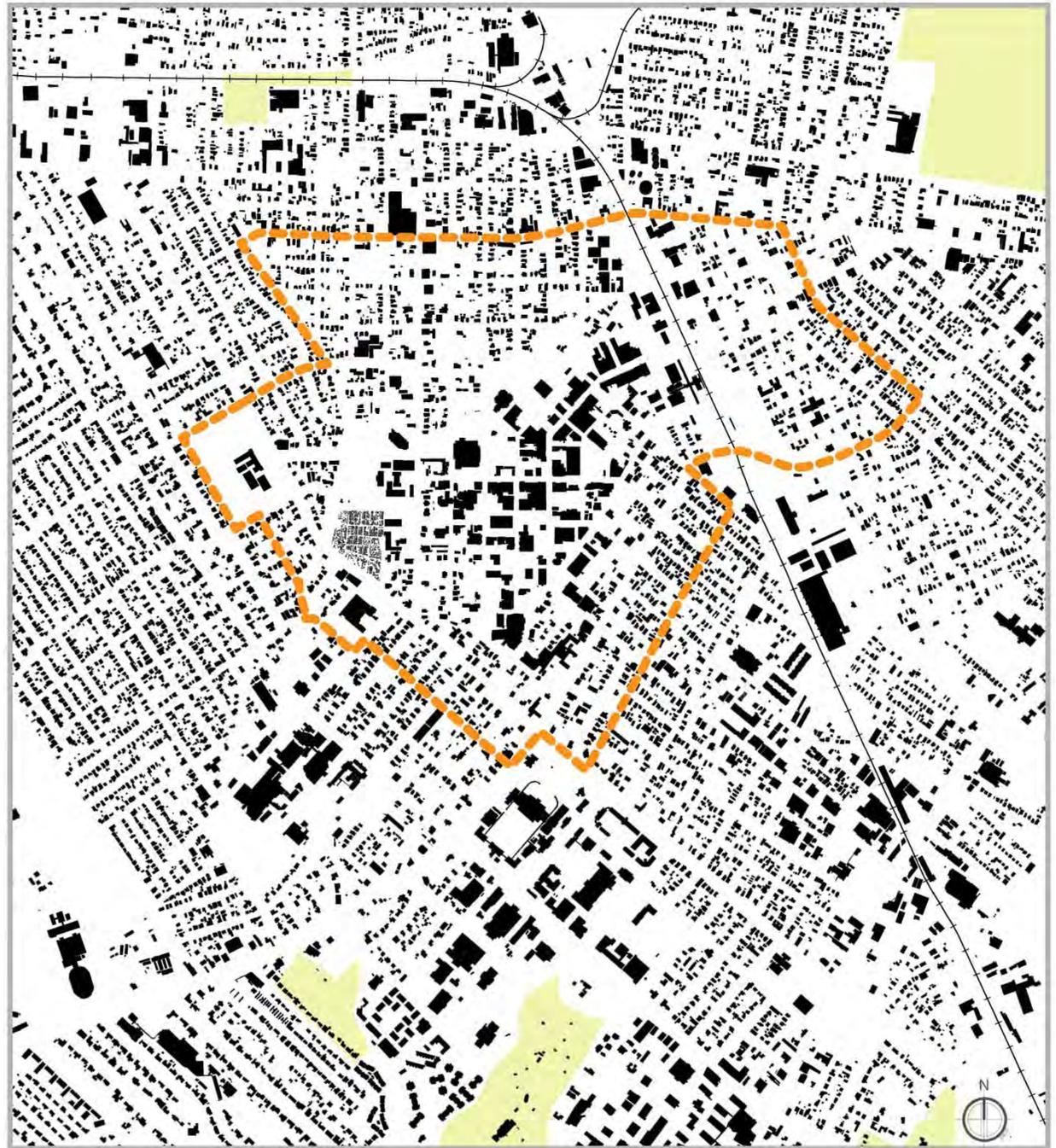


housing characteristics

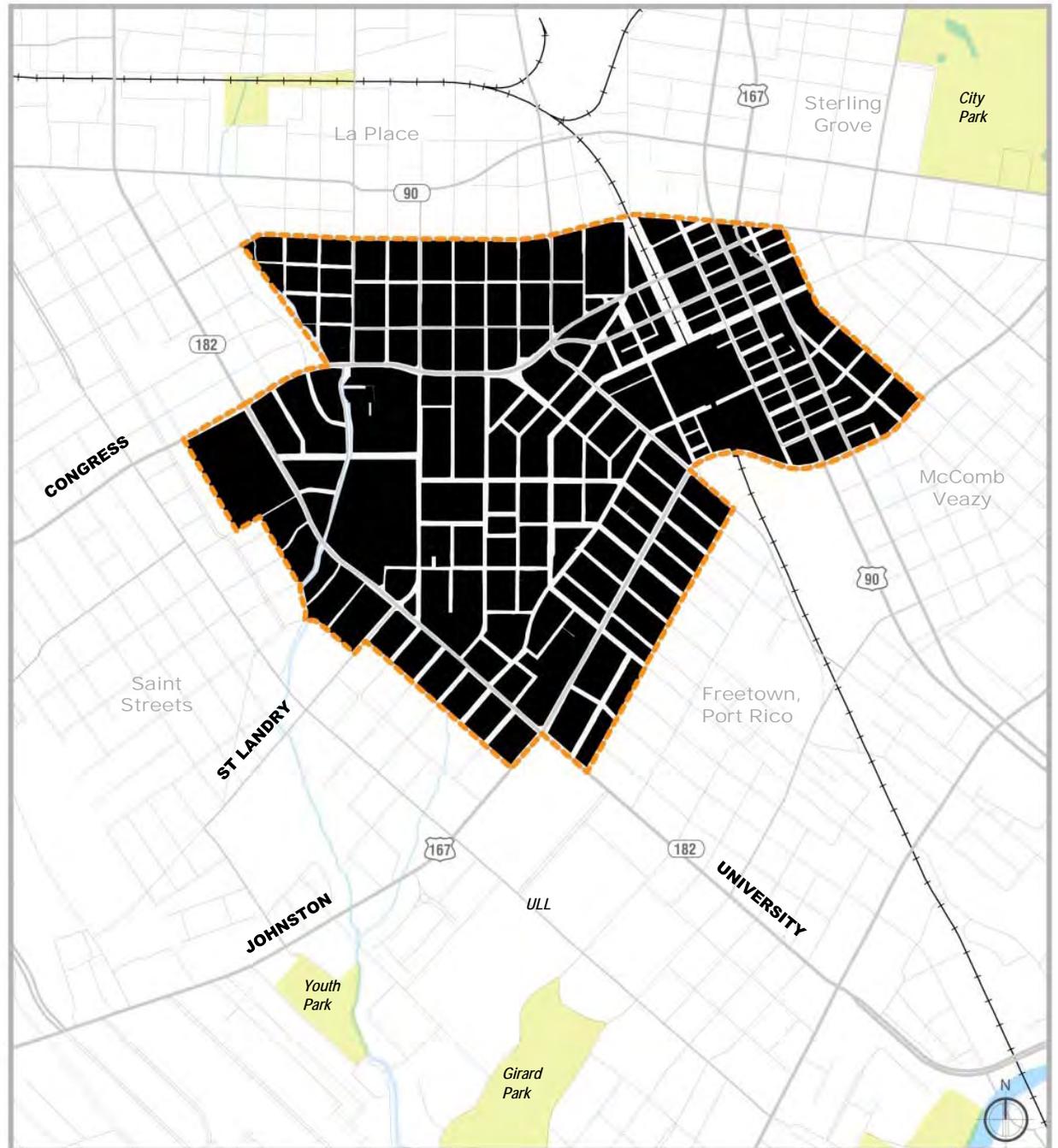
age of housing stock



patterns
building
footprints



patterns blocks



patterns adjacent neighborhoods

MCCOMB VEAZEY

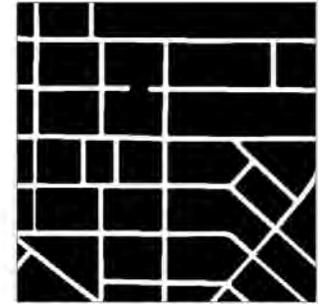
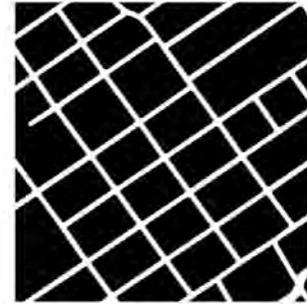
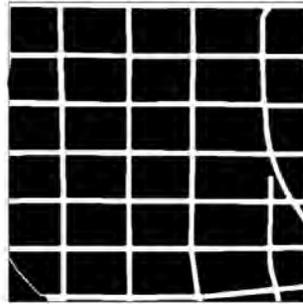
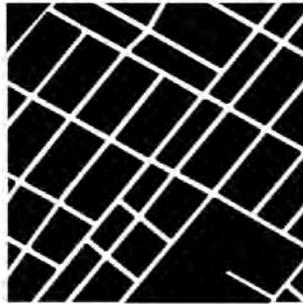
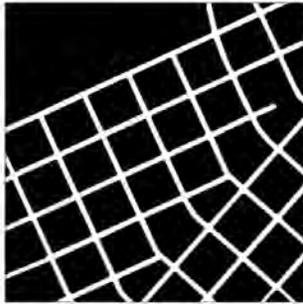
FREETOWN, PORT RICO

LA PLACE

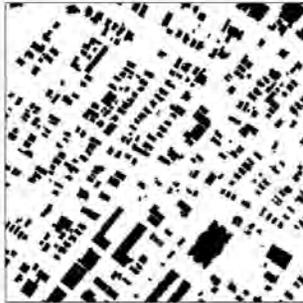
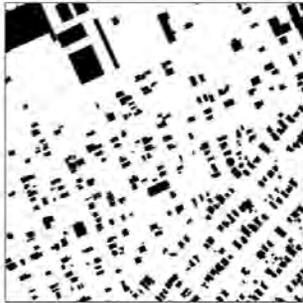
SAINT STREETS

CBD

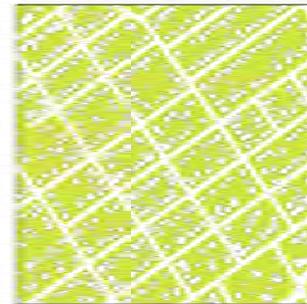
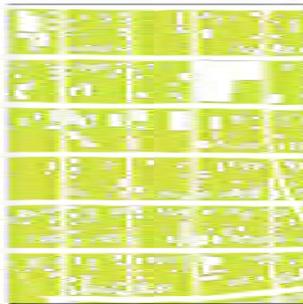
BLOCK PATTERN



BUILDING FOOTPRINT



OPEN SPACE



character downtown district



character vermilion street



character jefferson street



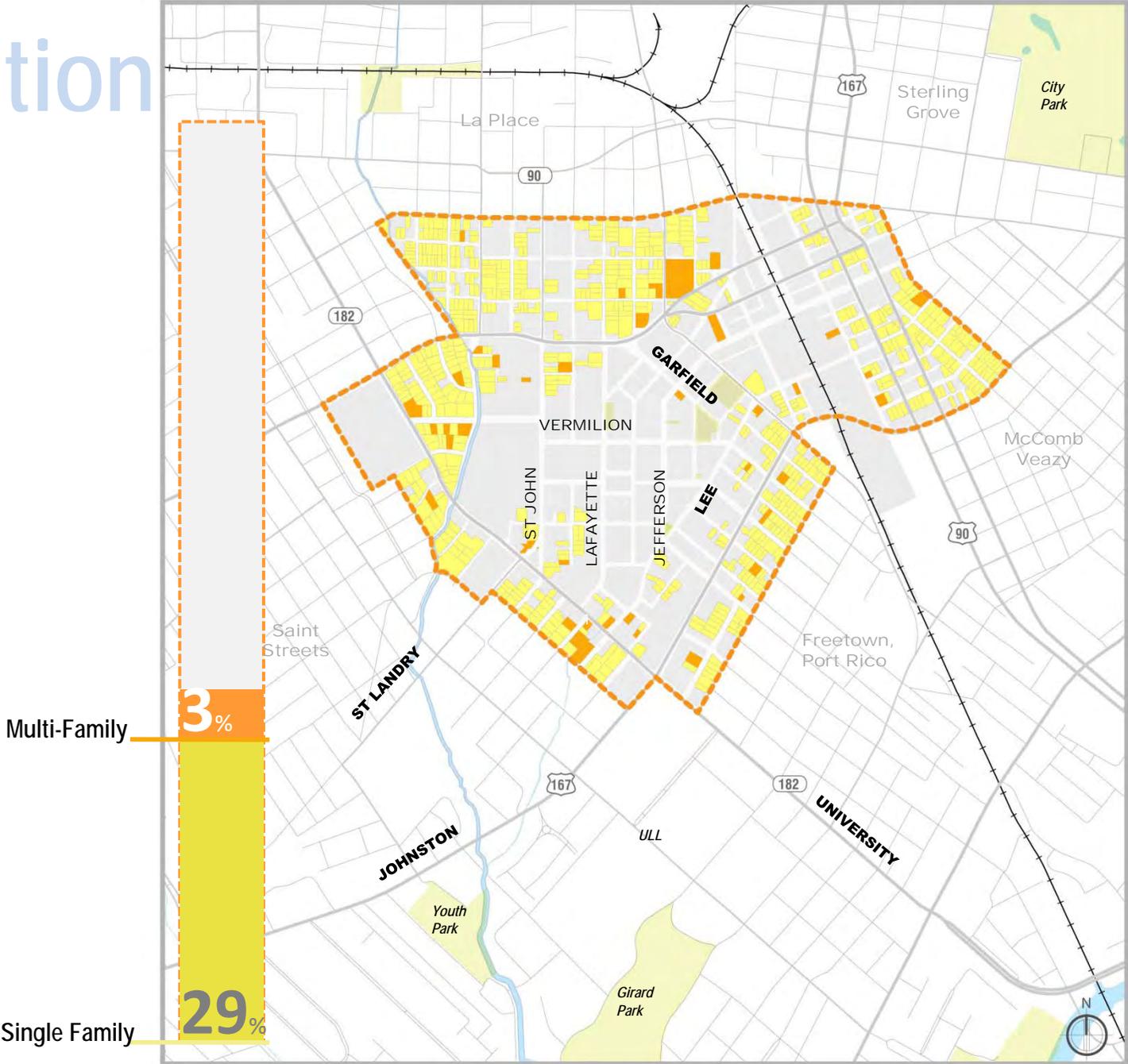
character signage



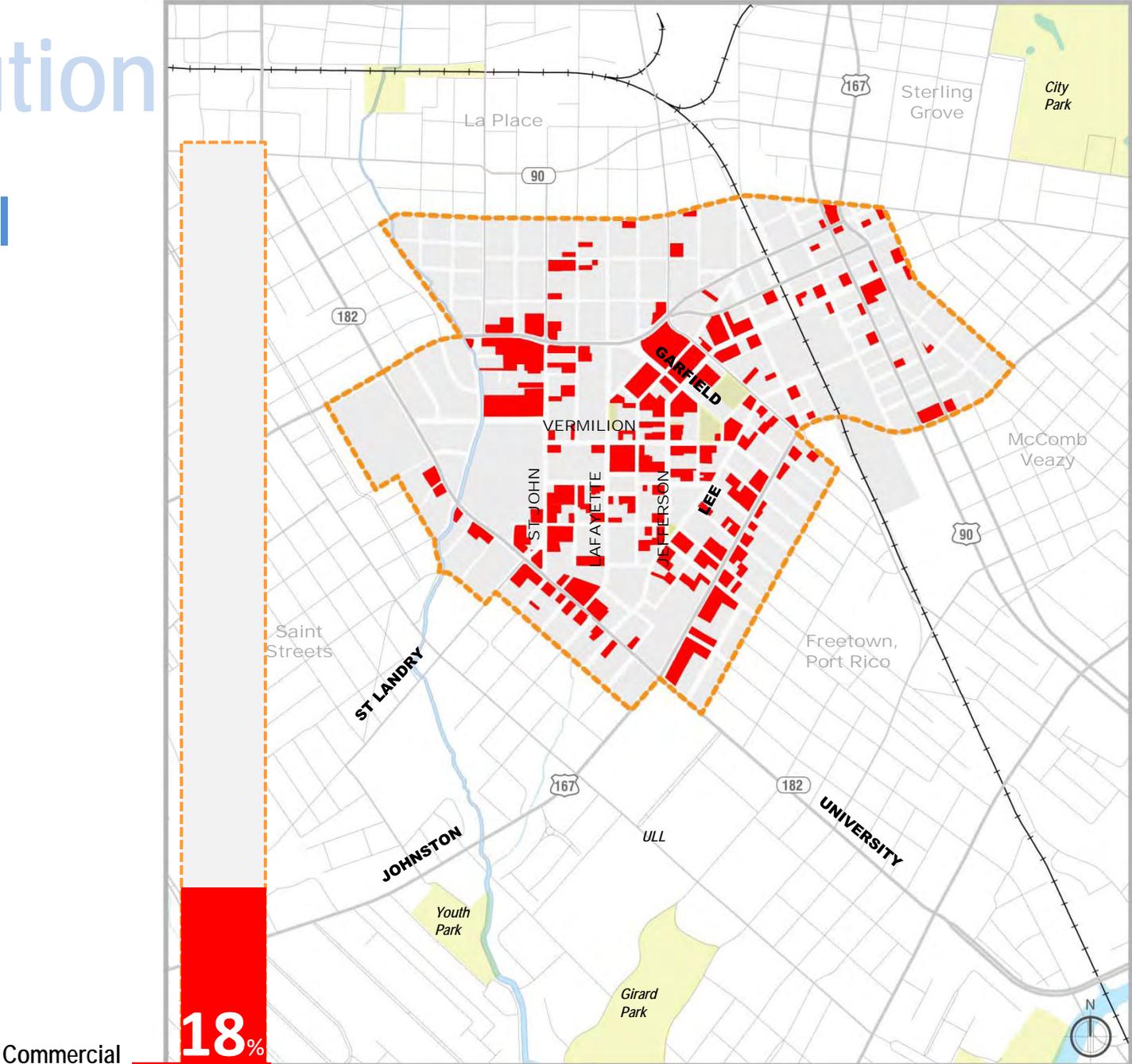
character signage



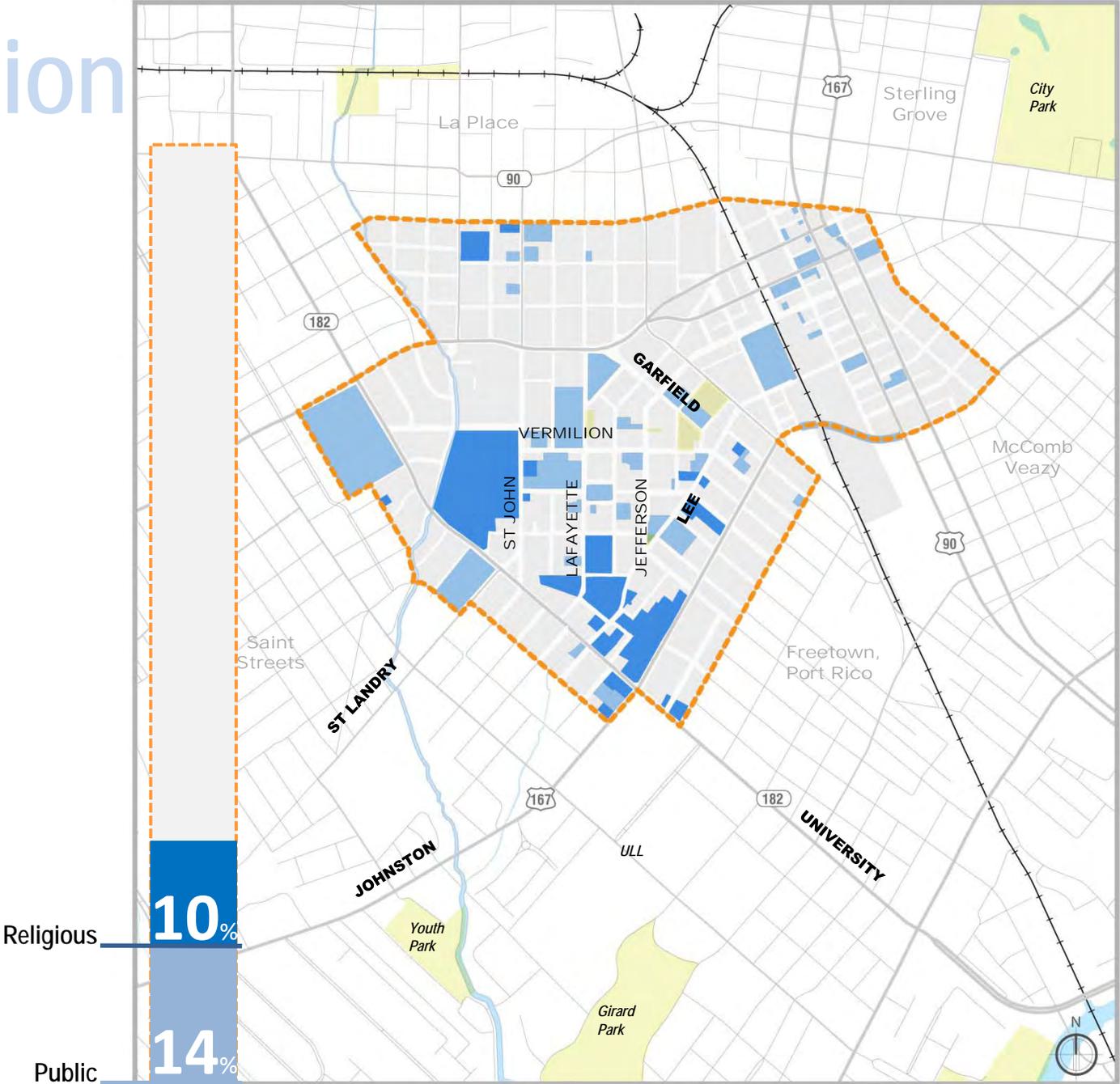
distribution of uses residential



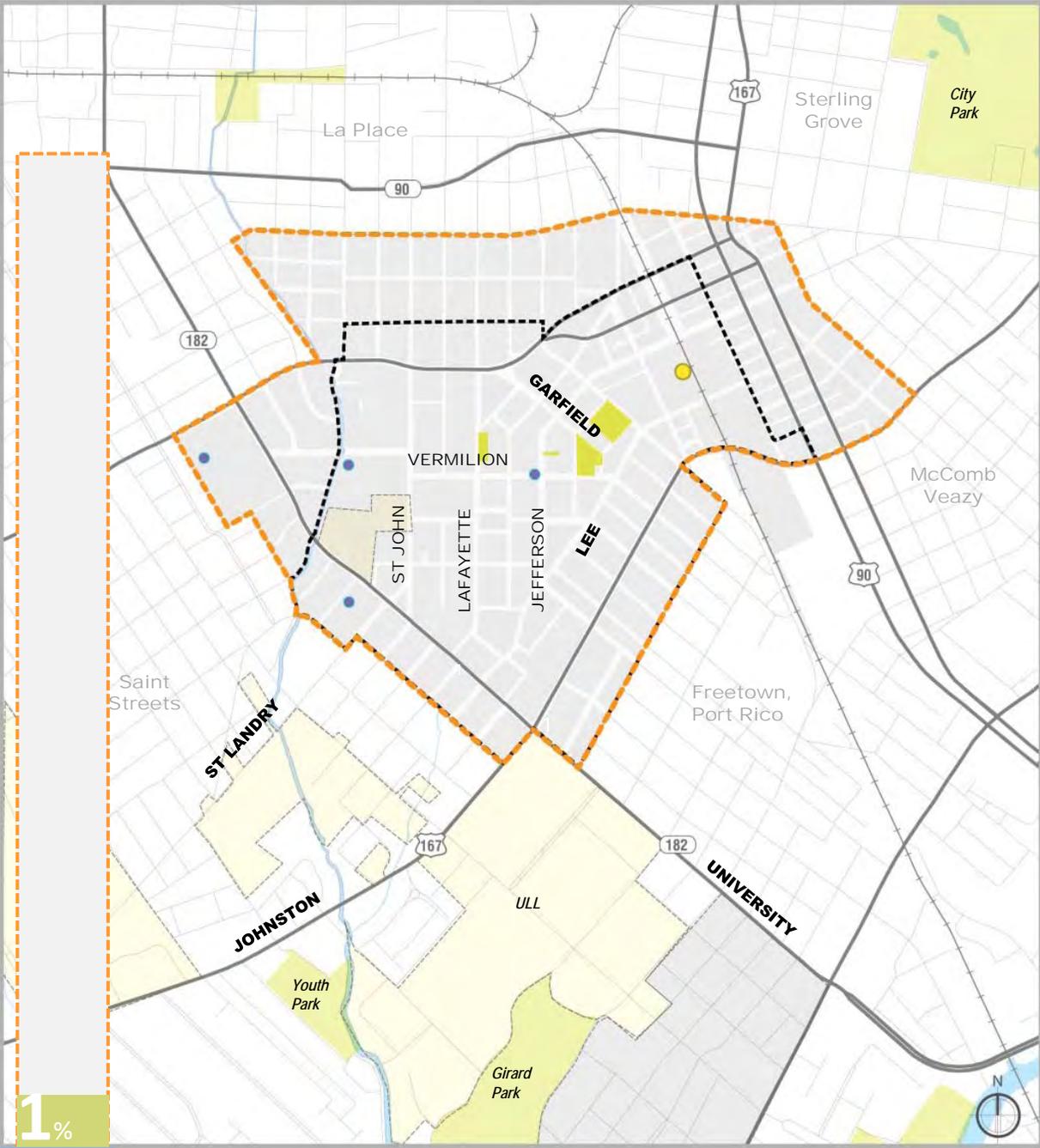
distribution of uses commercial



distribution of uses institutional



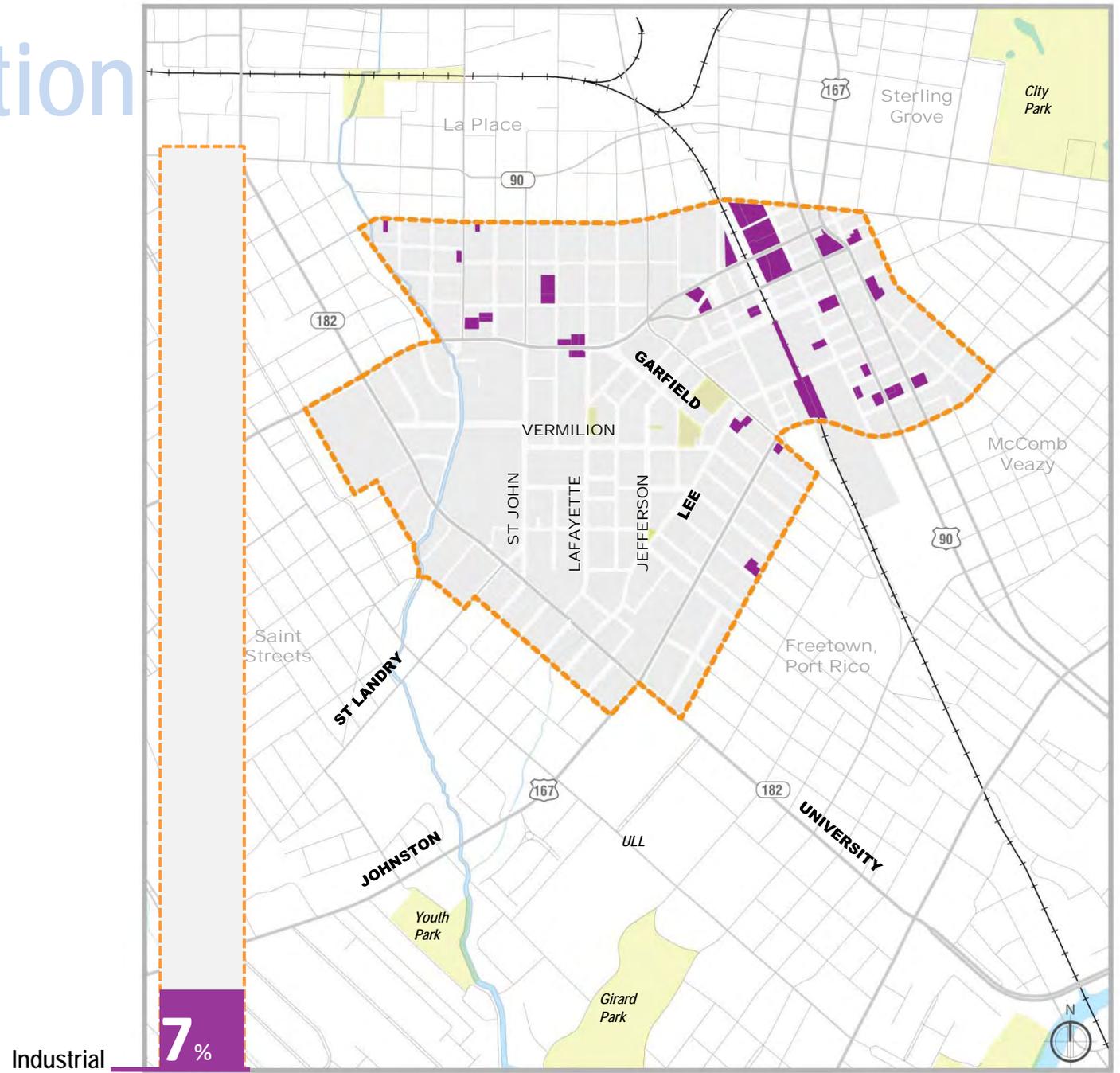
distribution of uses parks



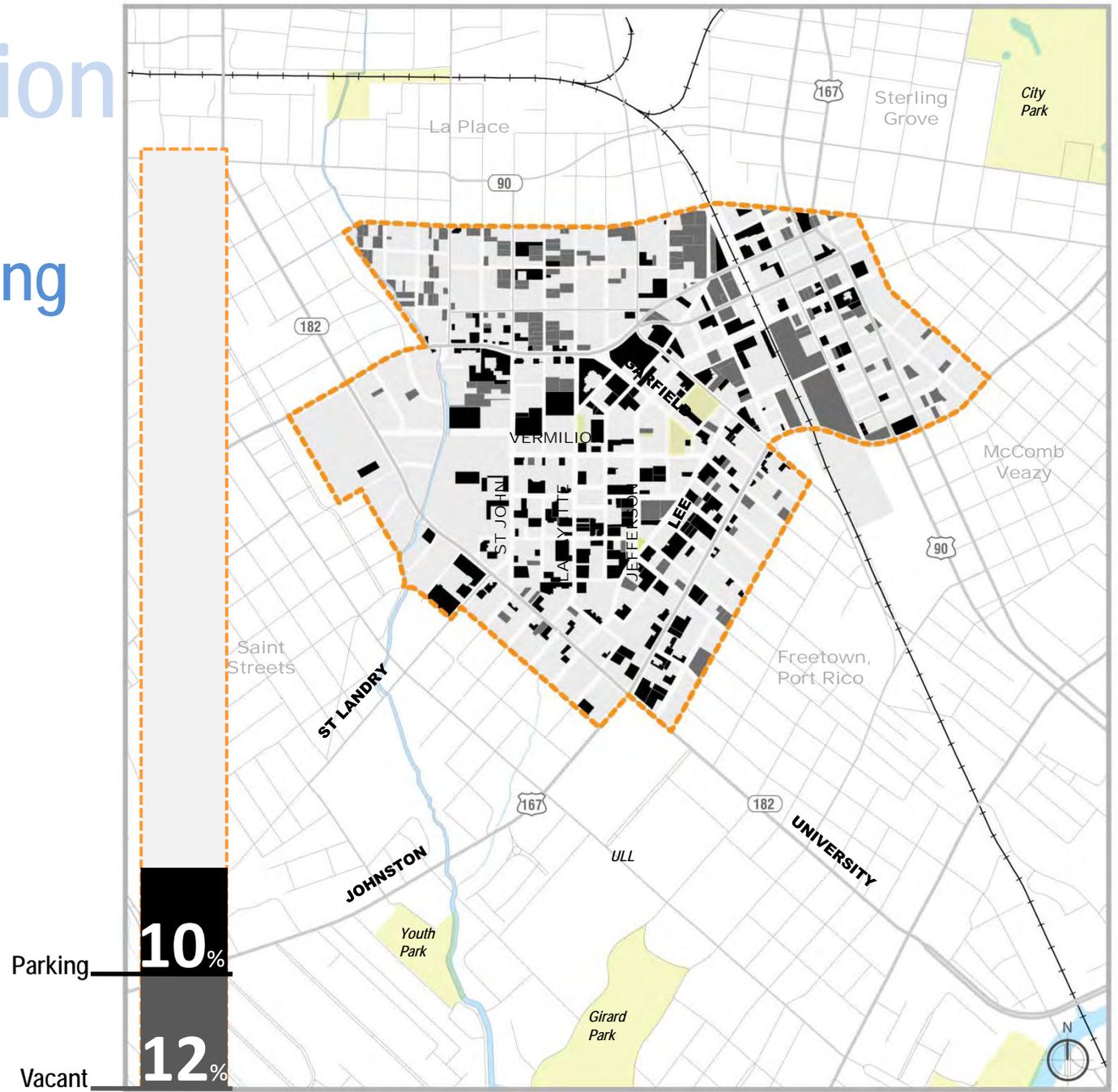
Parks

1%

distribution of uses industrial



distribution of uses vacant and surface parking

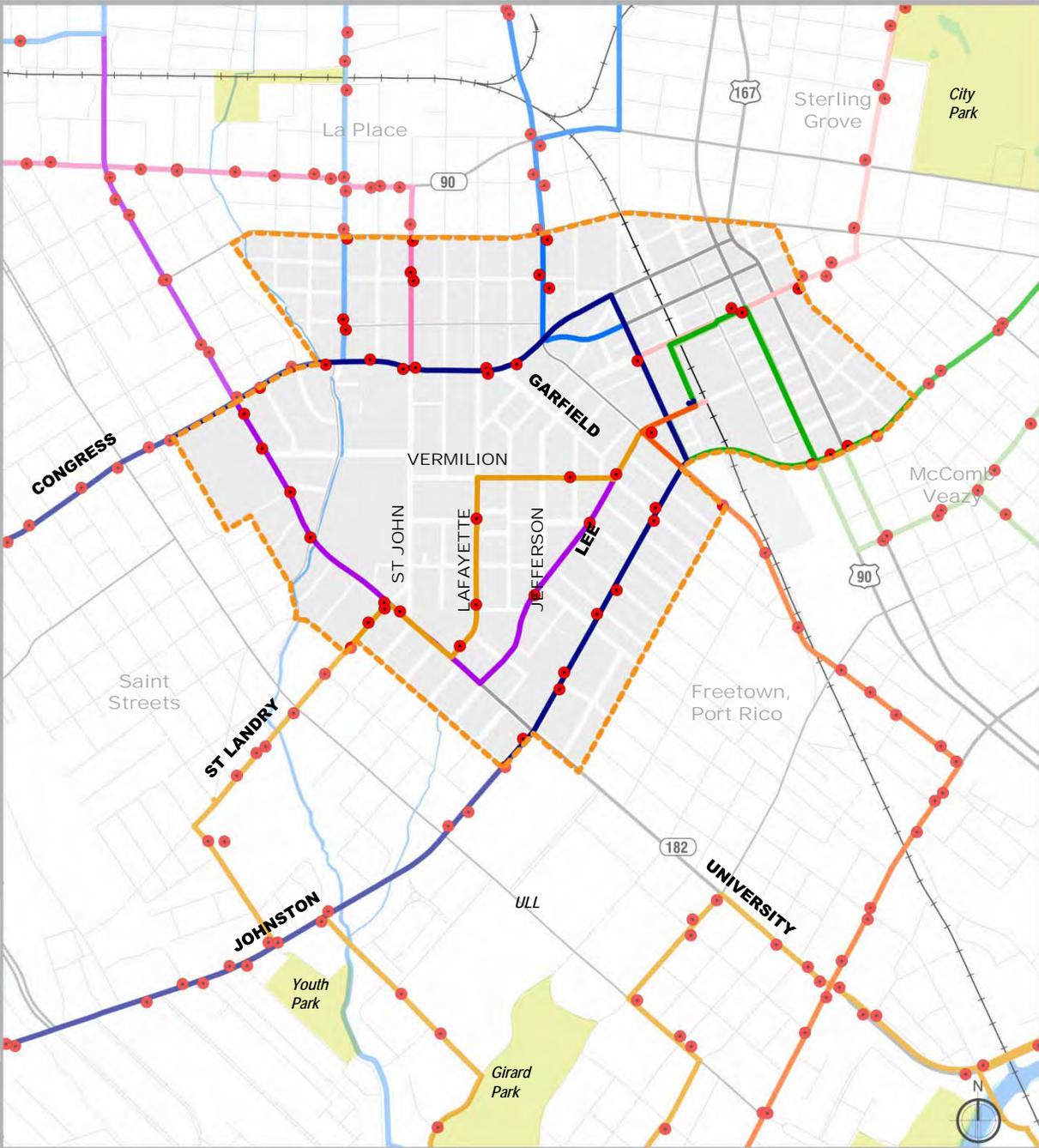


distribution of uses vacant and surface parking



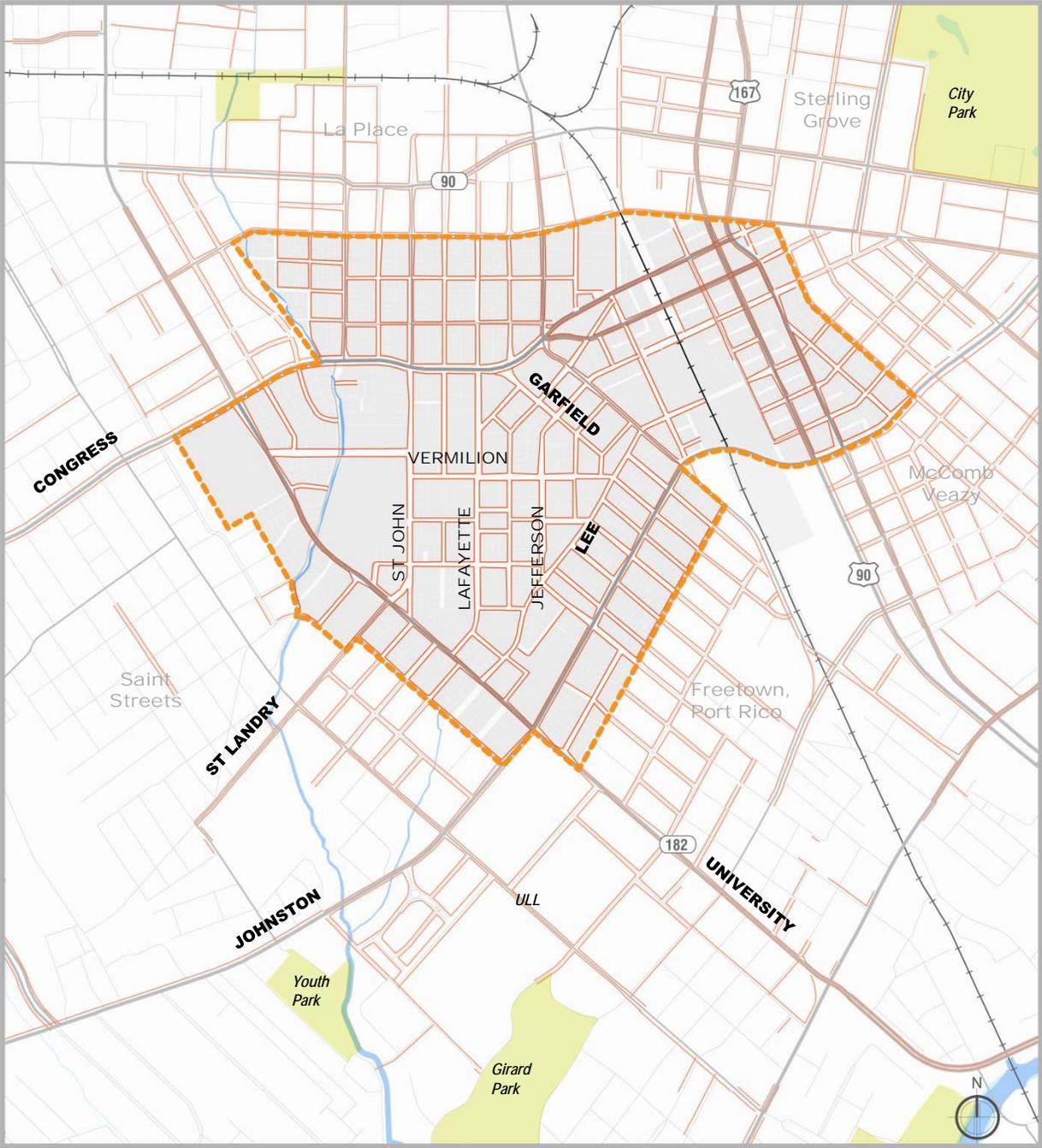
circulation transit

- Bus Stops
- Route 70
- Route 45
- Route 65
- Route 35
- Route 60
- Route 30
- Route 55
- Route 20
- Route 50
- Route 10



circulation sidewalks

— Sidewalks

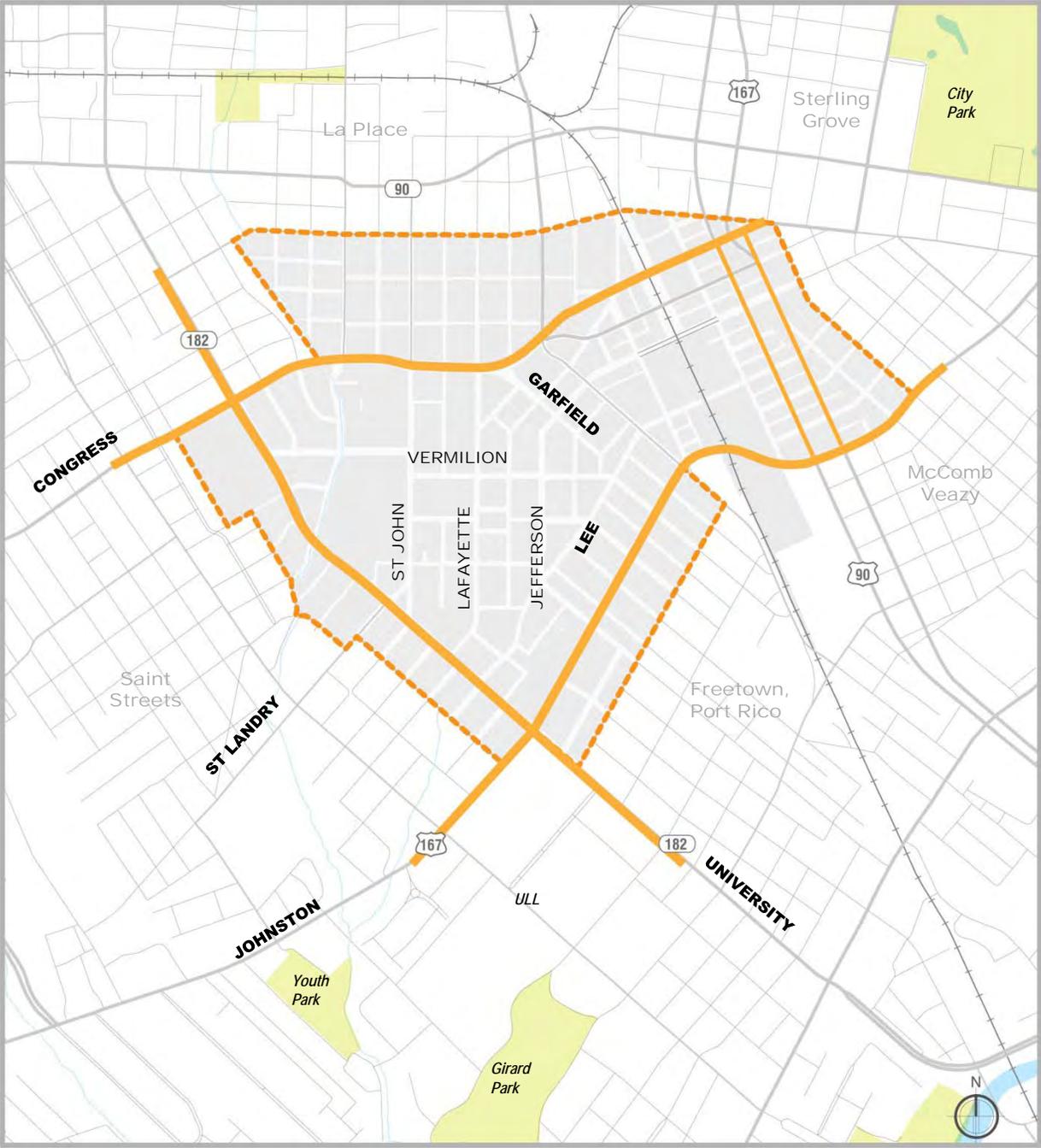


circulation sidewalks



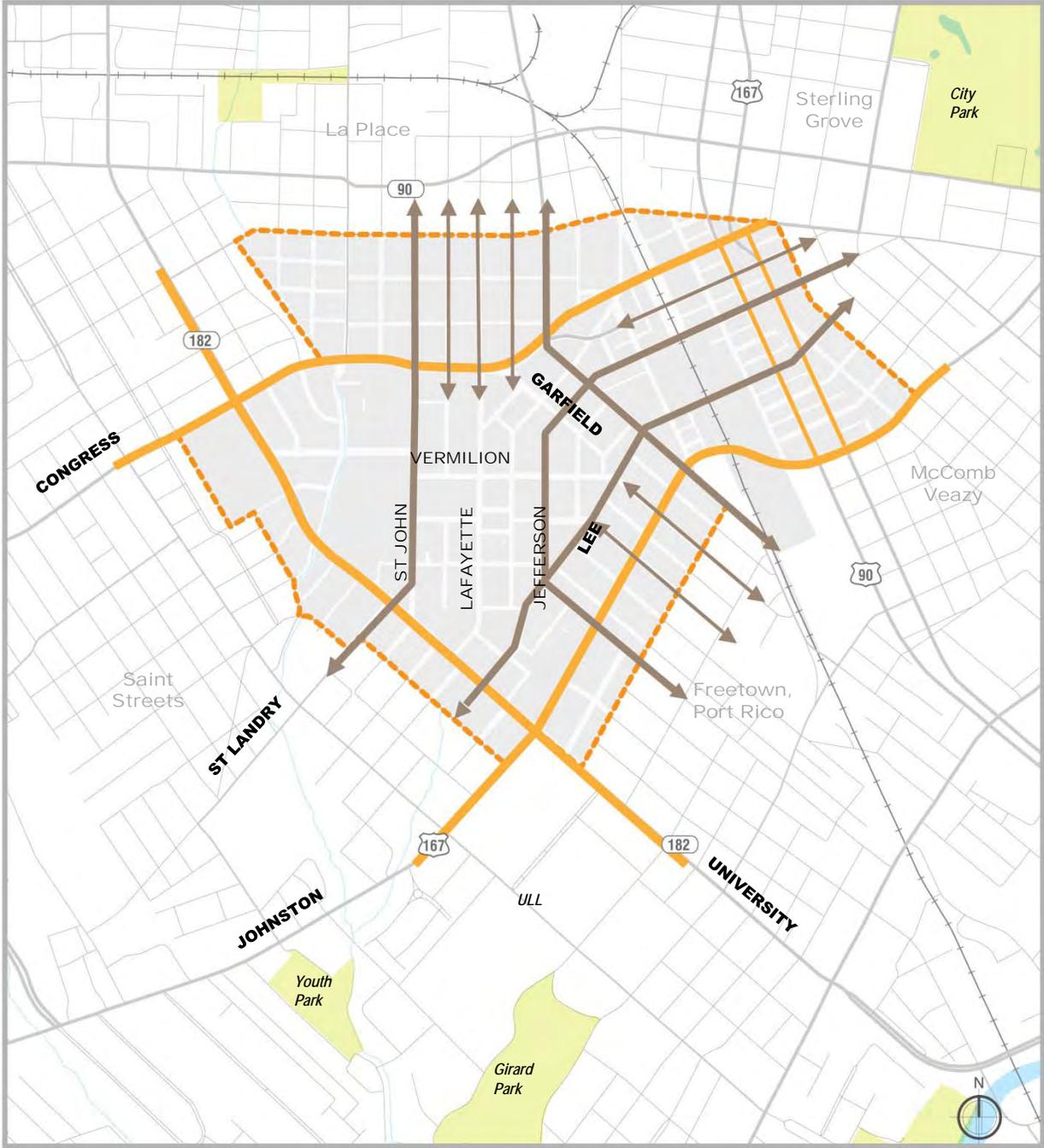
circulation major streets

Major Streets



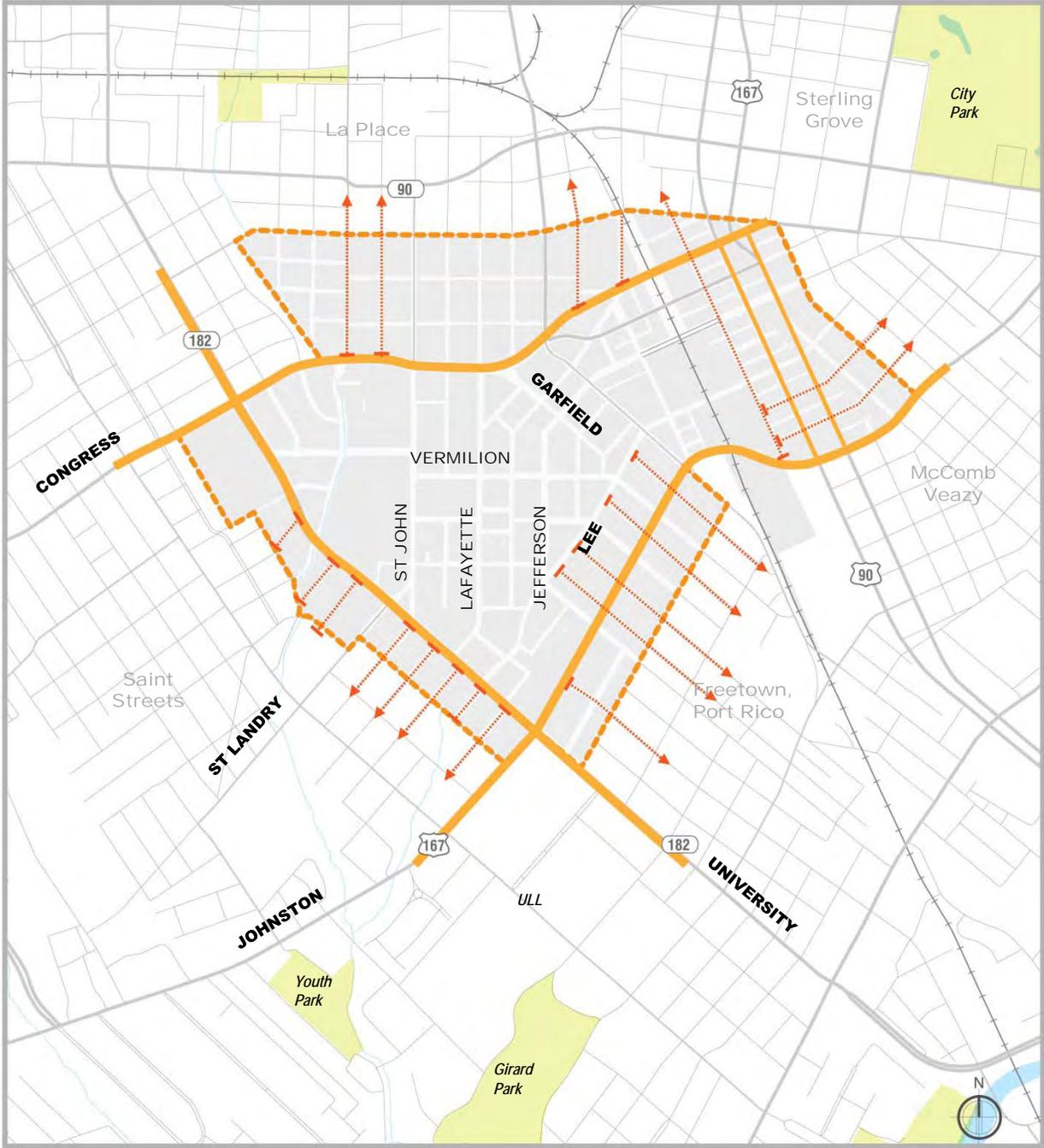
circulation neighborhood connectors

- Major Streets
- Connectors



circulation barriers

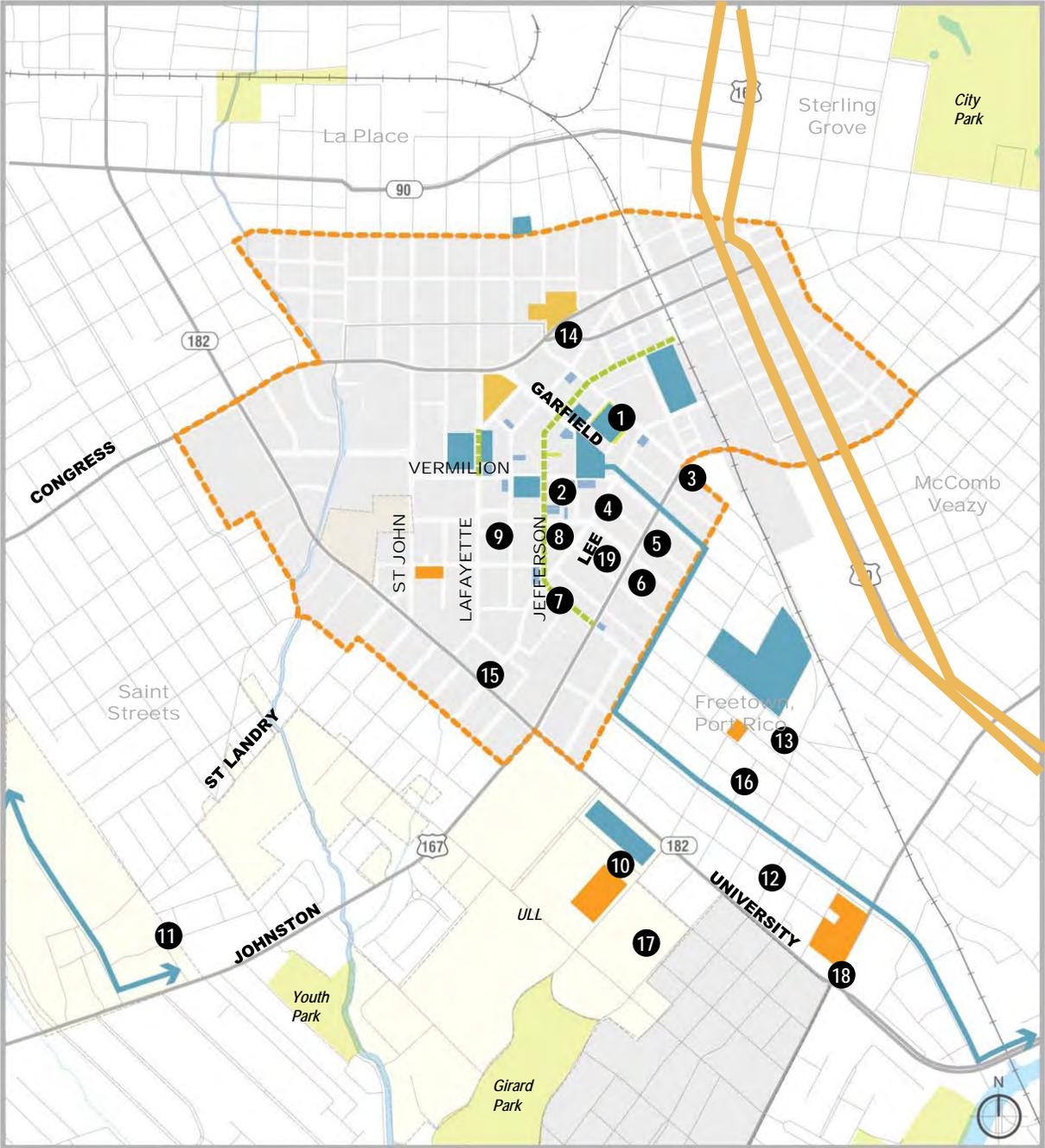
- Major Streets
- Disconnected Neighborhood Streets



assets

assets planned & completed projects

- In-Progress Projects
- Proposed Projects
- Completed Small-Scale Projects
- Completed Projects
- Completed Streetscape Projects
- I-49



assets planned & completed projects

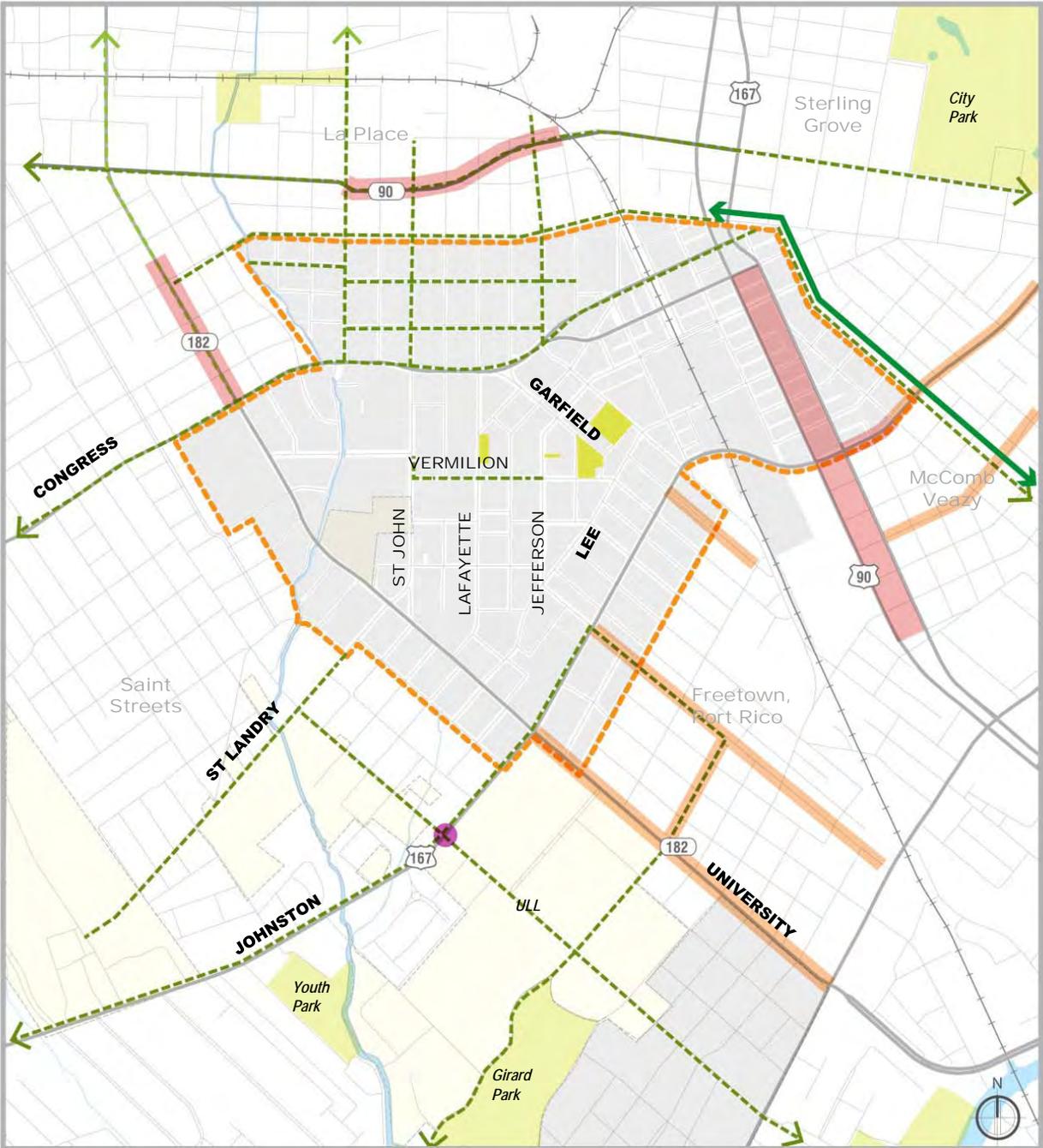


assets planned & completed projects



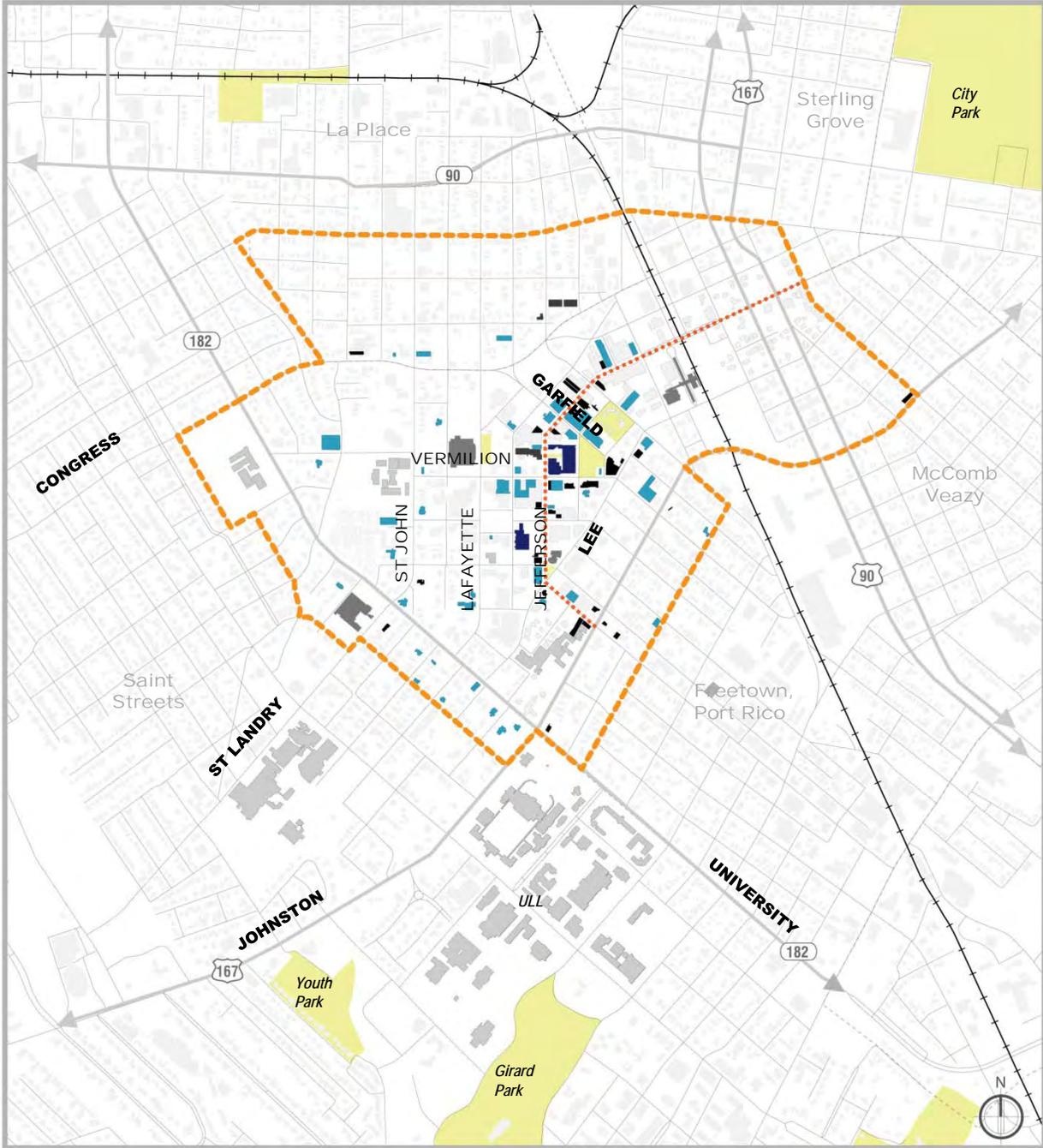
assets planned streetscape

-  Proposed Streetscape Improvement
-  Planned Trail
-  Planned Commercial Corridor
-  Planned Mixed Use Corridor
-  Important Intersection Upgrade



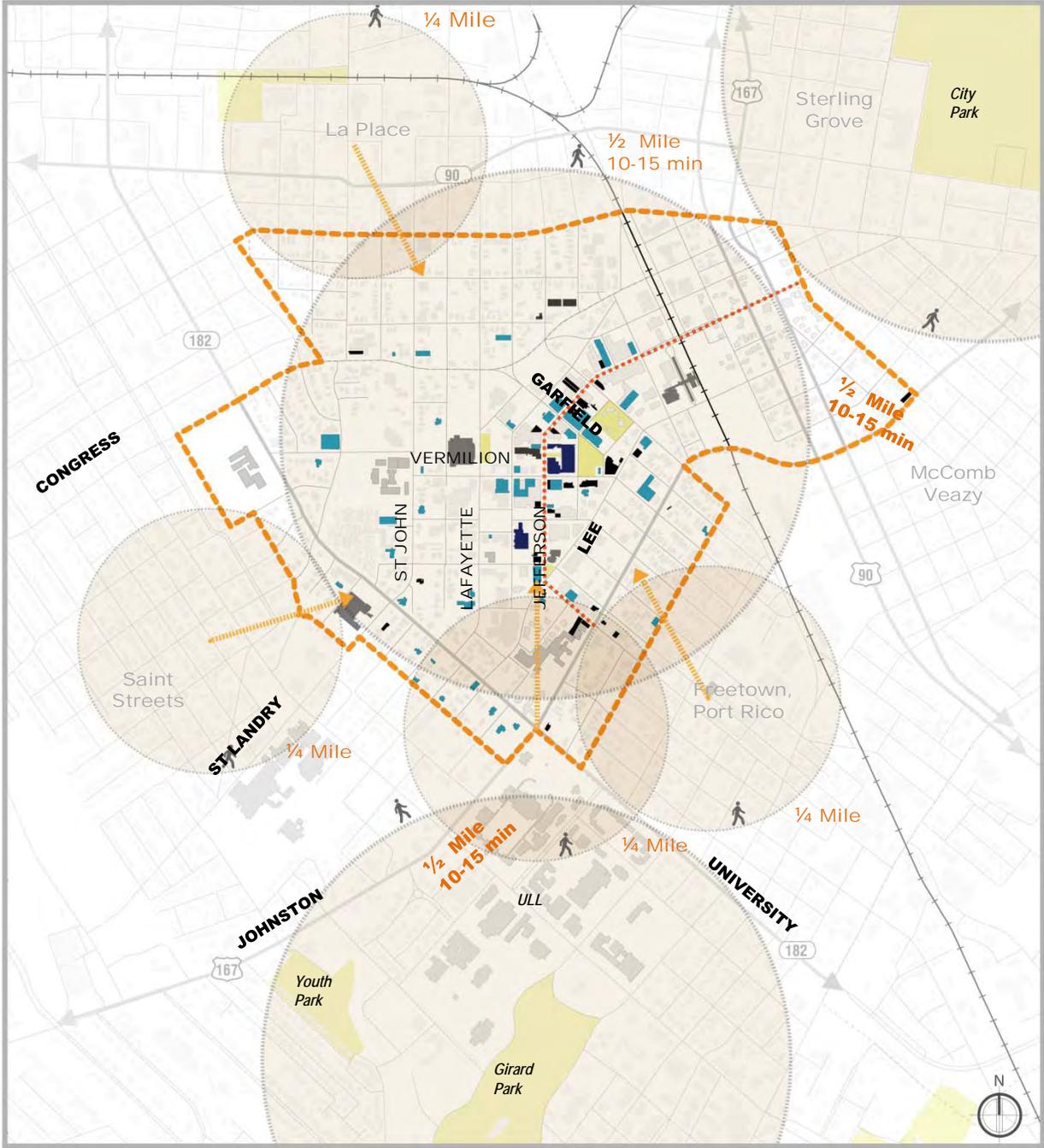
assets cultural and civic

-  Parks/ Open Space
-  Educational Assets
-  Civic Assets
-  Cultural and Historic Assets
-  Jefferson Street



assets walking distances & enhancing links to neighborhoods

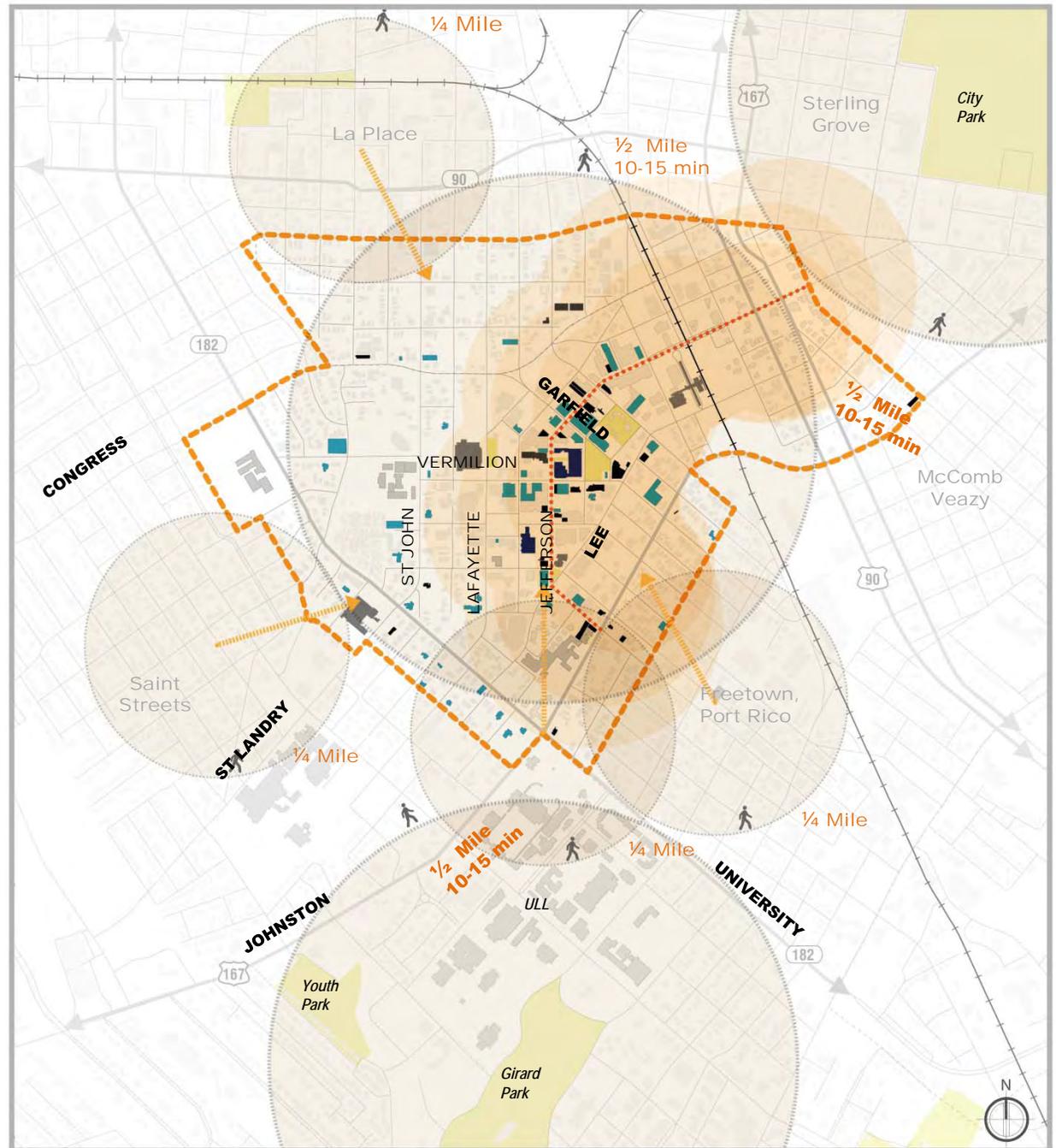
- Parks/ Open Space
- Educational Assets
- Civic Assets
- Cultural and Historic Assets
- Jefferson Street



assets jefferson street corridor

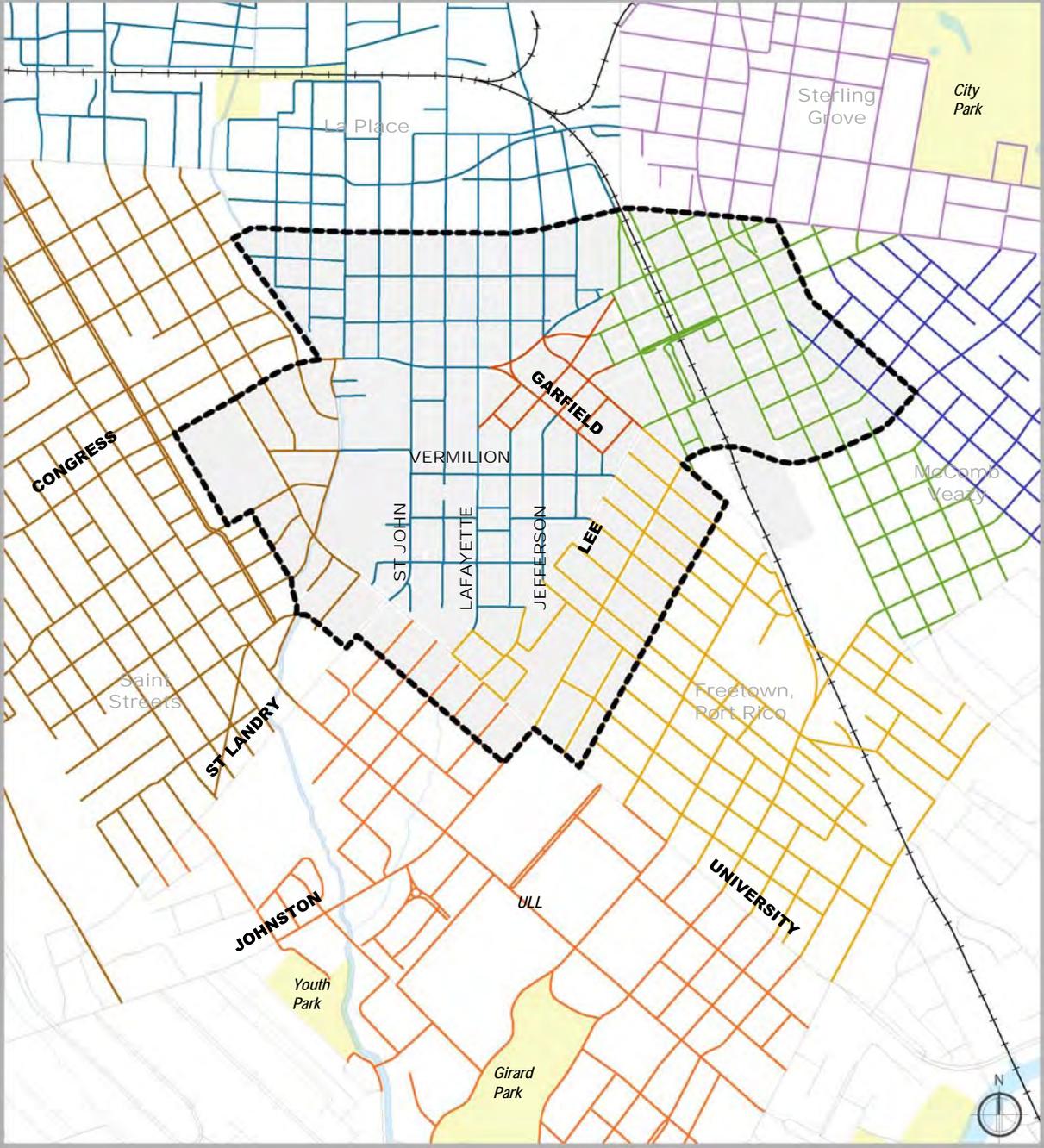
-  Parks/ Open Space
-  Educational Assets
-  Civic Assets
-  Cultural and Historic Assets
-  Jefferson Street

 ¼ Mile Walking Radius from Jefferson



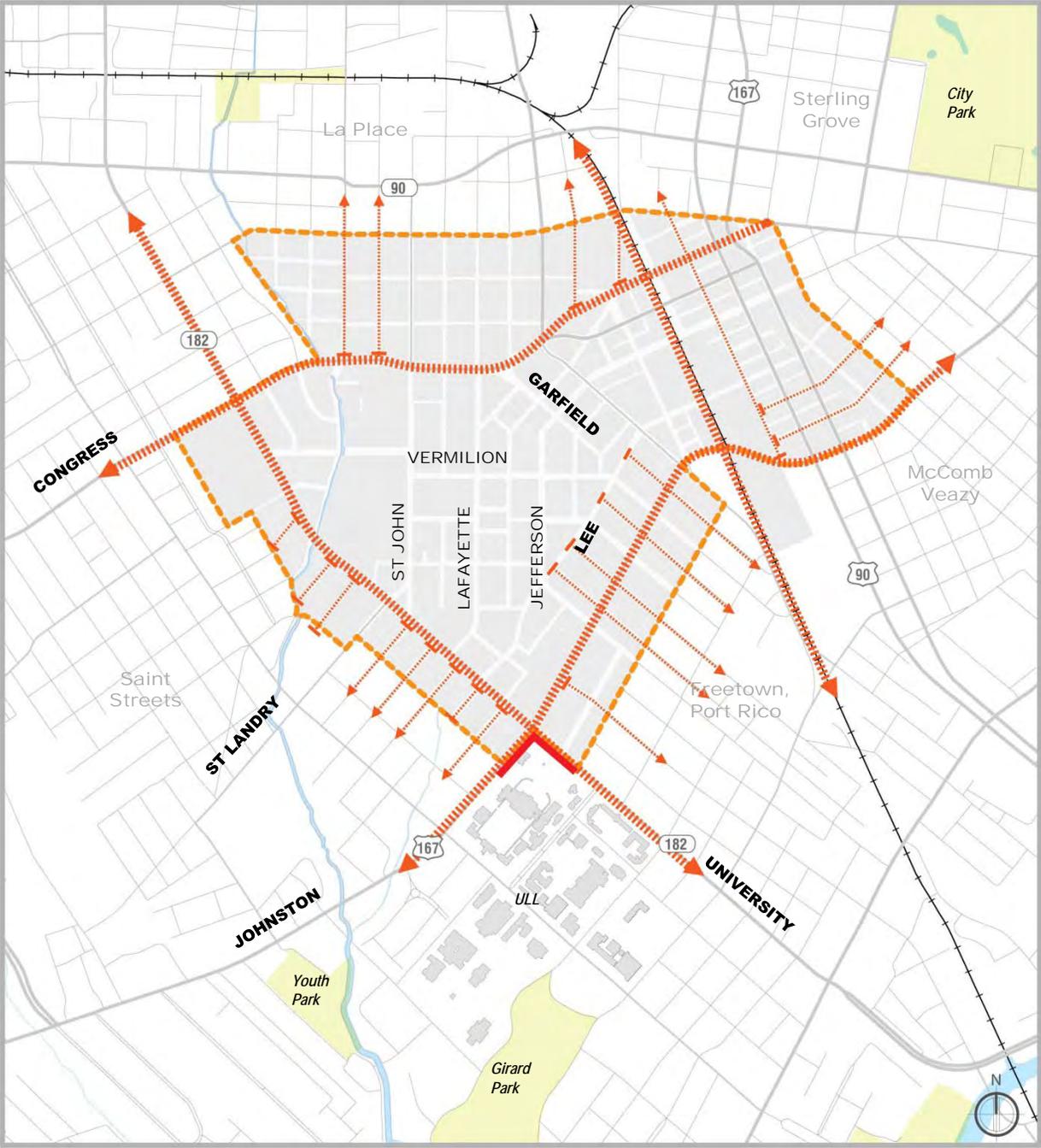
constraints &
opportunities

constraints & opportunities shifted grid



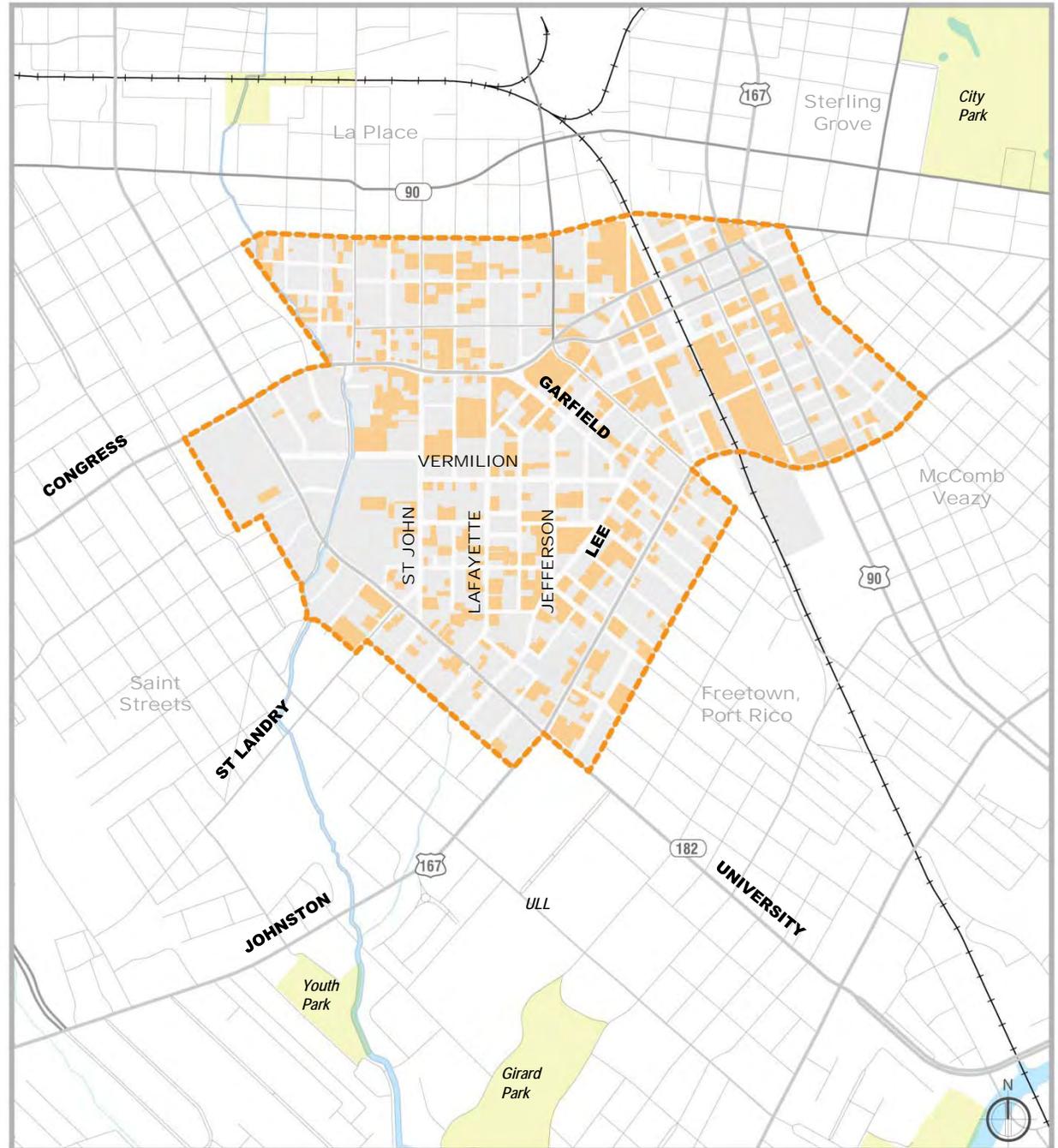
constraints & opportunities physical barriers

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



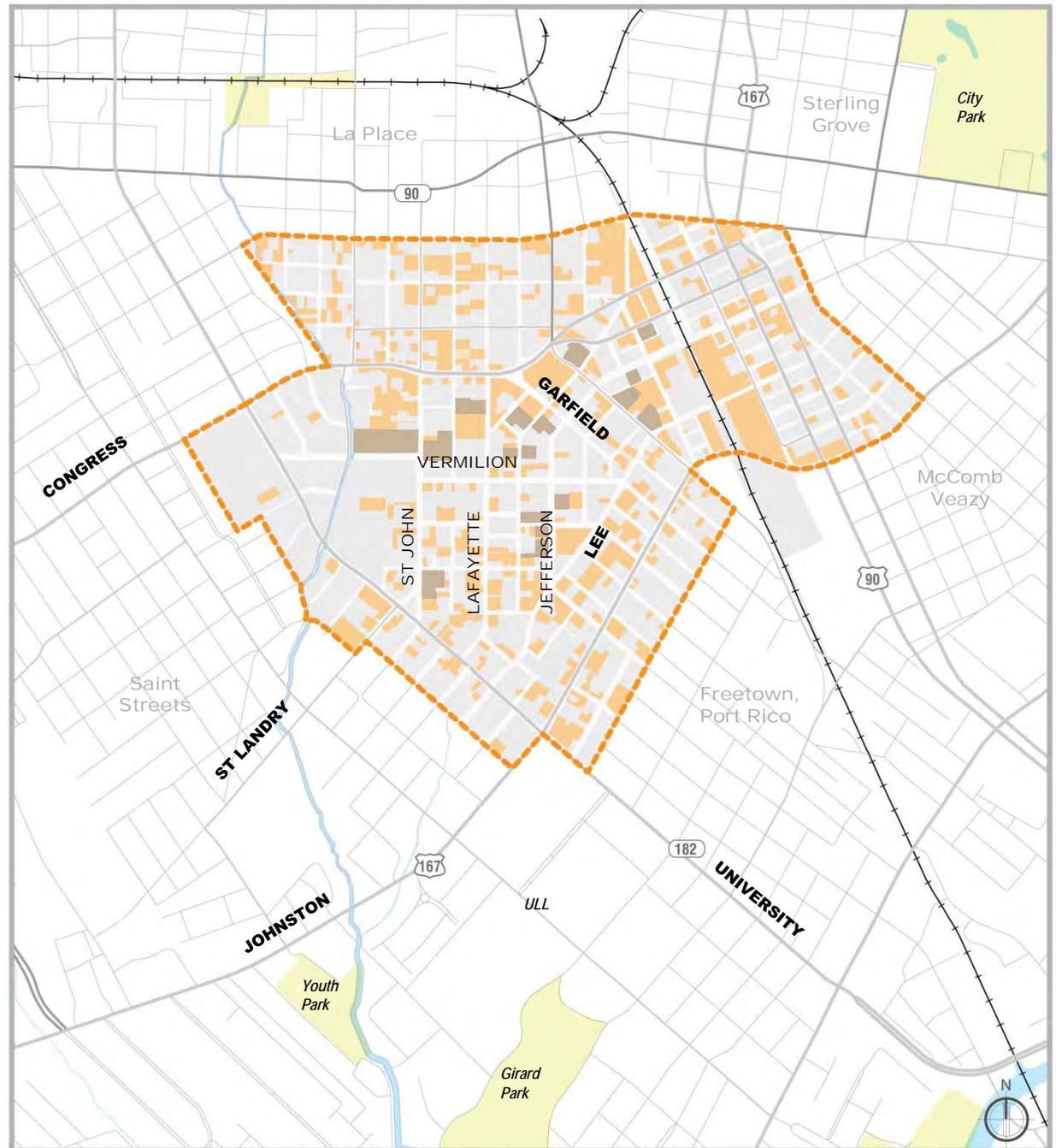
constraints & opportunities predominance of vacant land & parking

 Small Gaps Between Buildings
Which Erode the Urban Character



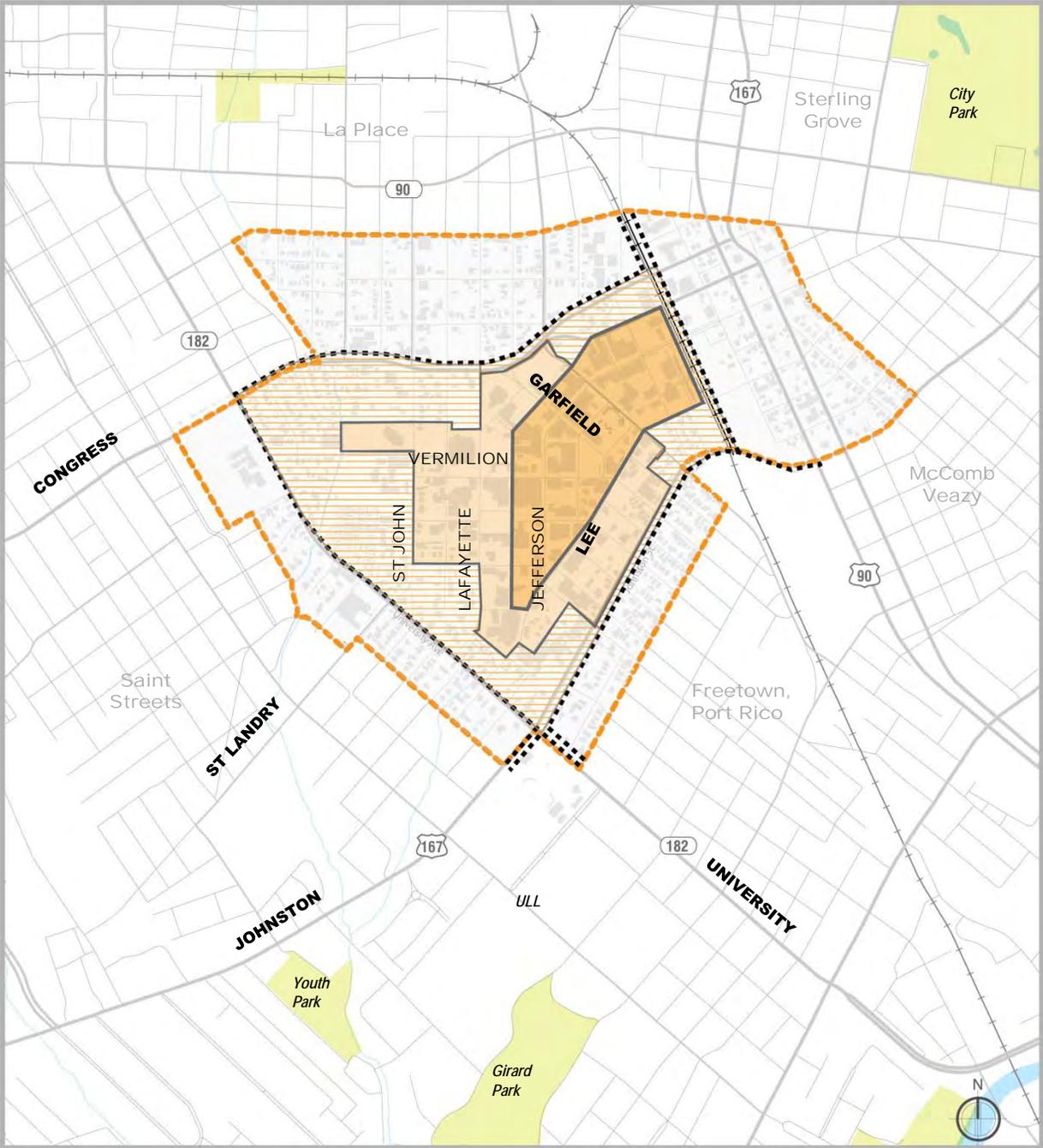
constraints & opportunities predominance of vacant land & parking

-  Small Gaps Between Buildings Which Erode the Urban Character
-  Potential Redevelopment Sites From DDA



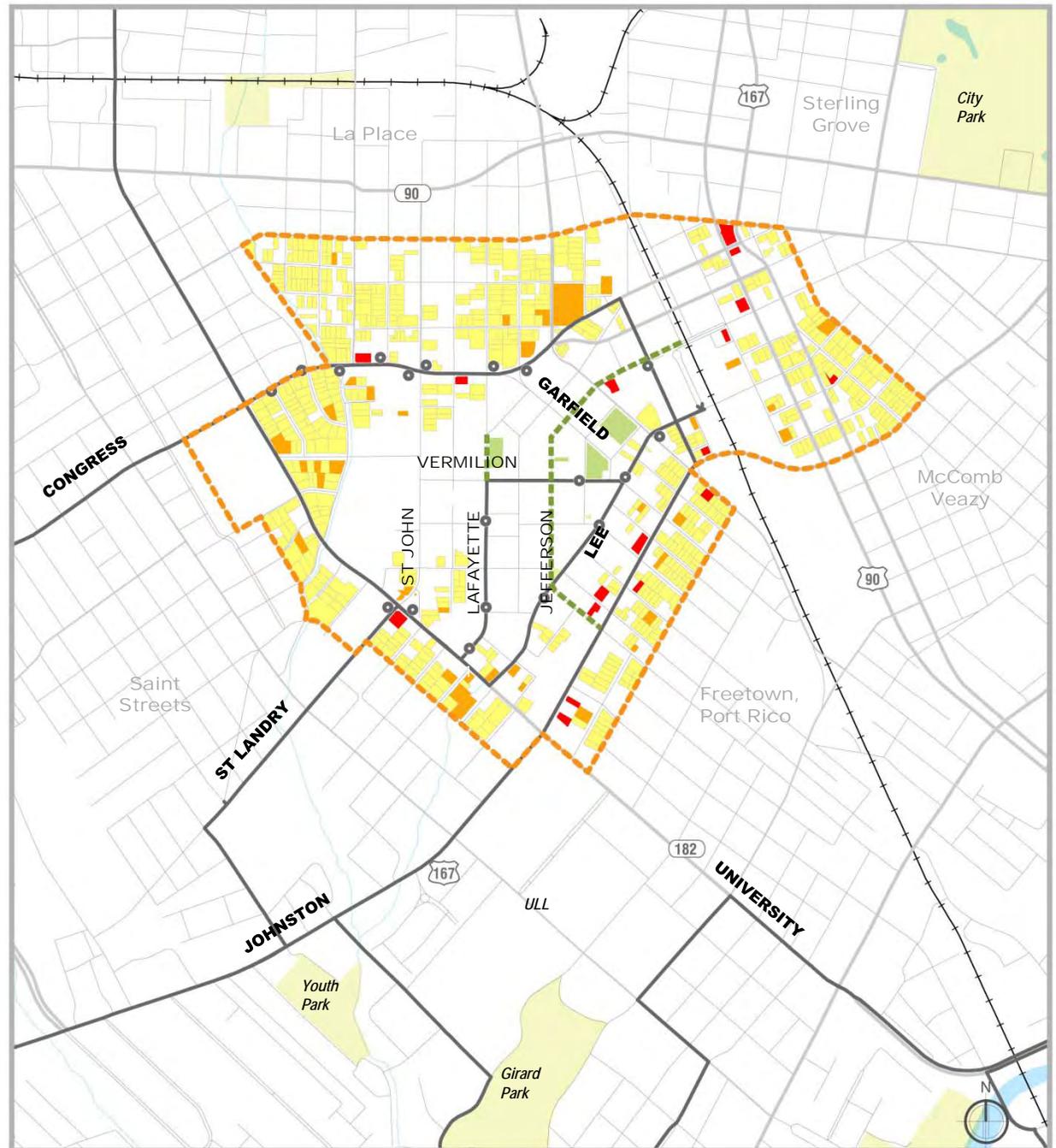
constraints & opportunities creating better edges

-  Downtown District
-  Edge Between Core and Neighborhoods
-  Central Spine of Activity
-  Secondary Center of Activity



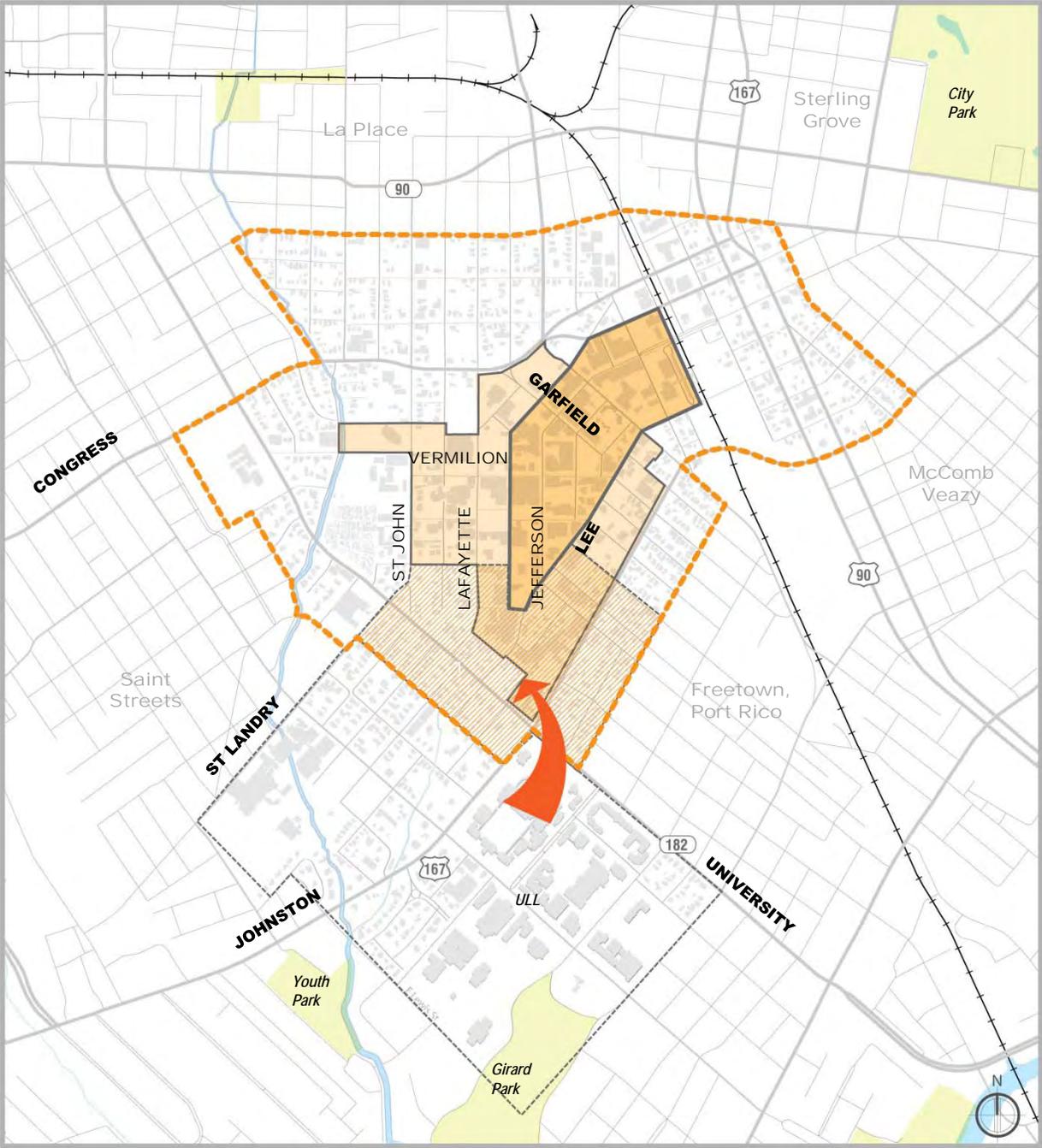
constraints & opportunities neighborhood infrastructure

-  Downtown District
-  Parks/ Open Space
-  Single Family Residential
-  Multi-Family Residential
-  Neighborhood Retail
-  Completed Streetscape
-  Bus lines



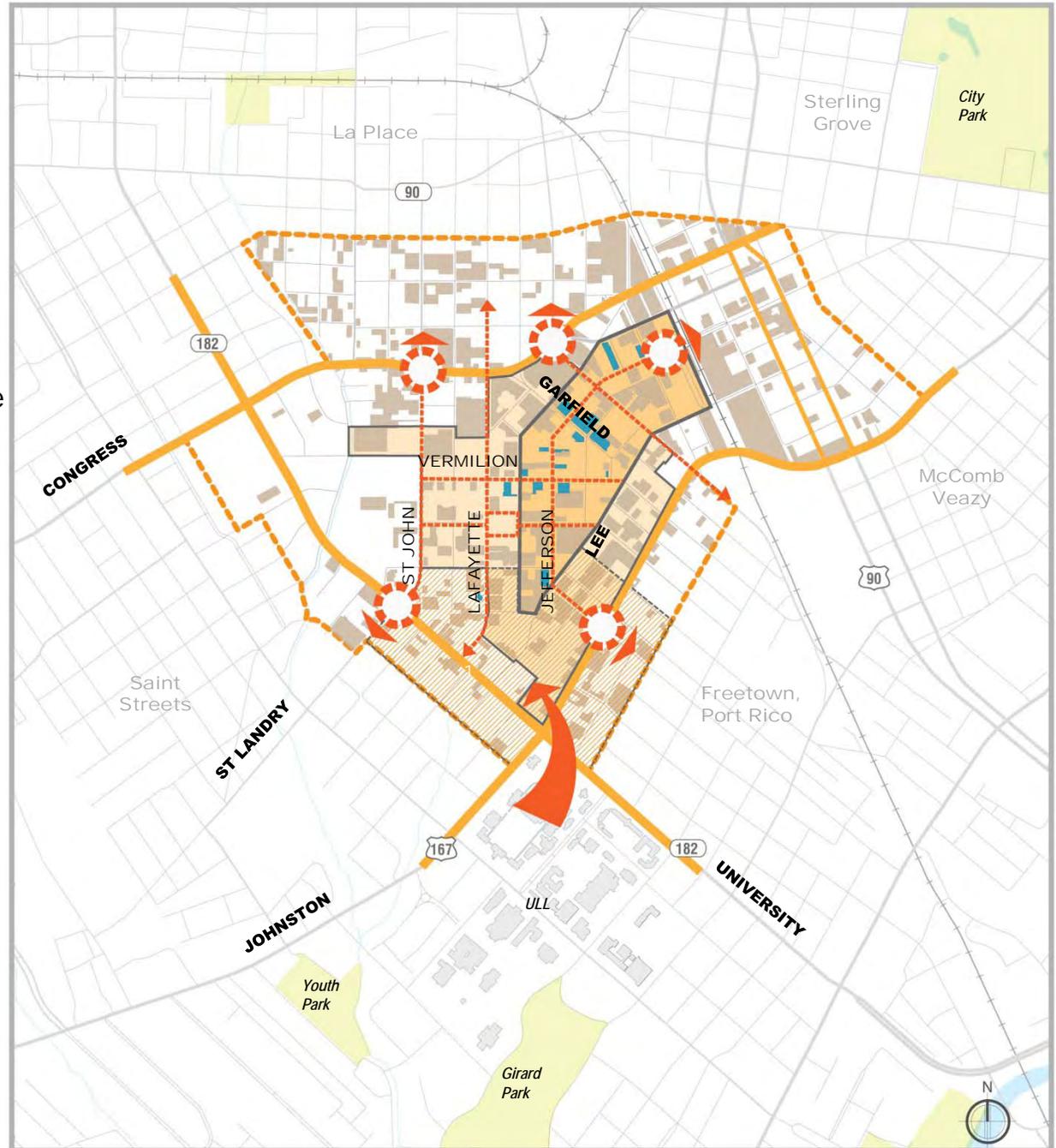
constraints & opportunities priorities

-  Downtown District
-  Edge Between Core and Neighborhoods
-  Central Spine of Activity
-  Secondary Center of Activity



constraints & opportunities summary

-  Enhance Connections to Commercial Core
-  Enhance Connectivity
-  Strengthen Link Between University and Downtown
-  Downtown Core
-  Second Layer of Downtown Core
-  Capitalize on Downtown's Culture
-  Redevelopment/ Infill



breakout group exercise instructions

Segment 1: Activity Mix and Locations

Segment 2: Mobility

Segment 3: Placemaking, Urban Design & Image

Each segment should take approximately 30 minutes.

The entire exercise should last 90 minutes max.

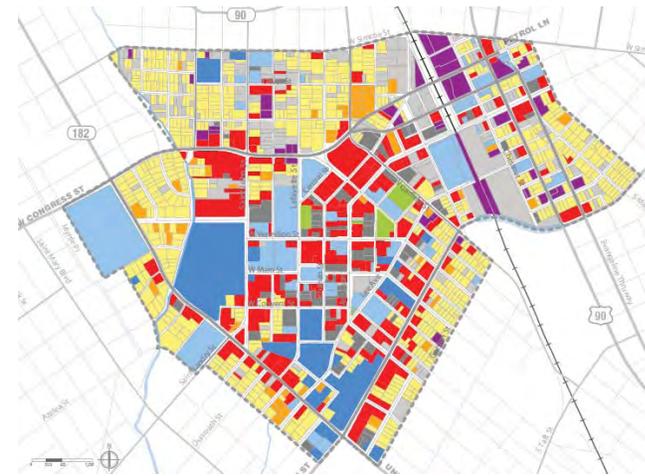
segment 1: activity mix & locations

The goal is to decide...

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

Land Uses/Activities Considered:

- Housing
- Employment
- Dining/Entertainment
- Shopping
- Institutions



segment 1: activity mix & locations

Exercise Description:

1. Discuss potential combinations and allocations of land uses which should be in downtown 20 years from now.
2. "Play" with the stickers provided to achieve an "optimal" mix of future activities.
3. Once your group agrees on the mix, lay out the stickers at potential locations throughout downtown and attach them in place.
4. Summarize your group's rationale for the future pattern of development (flipchart).
5. List "projects" or concepts shown on your map (be specific!).
6. Last 5 minutes: Vote for priorities.

segment 1: activity mix & locations



Downtown Population Projections

Population (2010)	2010-2020	2020-2030
3,351	+ 382 People	+ 499 People
Housing Units (2010)	2010-2020	2020-2030
1,111	+ 167 Units	+ 218 Units

Notes:

- 1 Single Family Sticker = 10 Dwelling Units
- 1 Single Family Attached = 25 Dwelling Units
- 1 Multi-Family Sticker = 50 Dwelling Units

Residential	Commercial / Office	Mixed-Use
Single Family	Employment	Commercial / Office
Single-Family Attached	Retail / Shopping	Commercial / Residential
Multi-Family	Dining & Entertainment	Office / Residential
	Institutions	

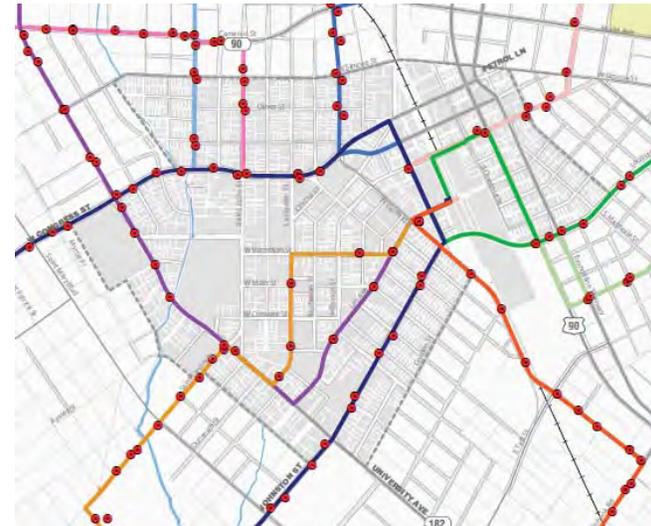
segment 2: mobility

The goal is to decide...

1. What kind of transportation infrastructure is needed to support the desired 2035 land use mix?
2. How can existing mobility be improved?
3. What projects are needed and where?

Topics/Issues Considered:

- Internal and external connections
- Traffic/vehicular circulation patterns
- Road infrastructure quality
- Transit, bicycling and walking
- Parking
- Wayfinding



segment 2: mobility

Exercise Description:

1. Discuss the potential impacts of your group's preferred activity mix and pattern on future traffic levels, circulation, parking, etc.
2. Use the stickers and markers provided to show areas where you think improvements or changes are needed and what type of improvements they are.
3. Summarize your group's downtown overall mobility concept for 2035 (flipchart).
4. List "projects" or concepts shown on your map (be specific!).
5. Last 5 minutes: Vote for priorities.

Transportation Related

 Street Improvements

Bike/Pedestrian Facilities

+ Transit Improvements

segment 3: placemaking, urban design & image

The goal is to decide...

1. What will it take to further elevate today's downtown public spaces?
2. What urban amenities are missing?
3. Twenty years from now, what image will downtown Lafayette present to the world and how should it be achieved?

Topics/Issues Considered:

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



segment 3: placemaking, urban design & image

Exercise Description:

1. Discuss what you think makes a great place. What are the things you notice and love about your favorite cities? (Make a list on the flip chart)
2. Use markers to identify areas in the public realm of downtown that could be improved. What specific changes, actions or projects would you suggest?
3. Summarize your group's overall "downtown identity" concept for the future (flipchart).
4. List "projects" or concepts shown on your map (be specific!).
5. Last 5 minutes: Vote for priorities.

ground rules for participation

- Each topic will be addressed in sequence – make sure your ideas are introduced under the appropriate segment.
- Be clear and concise. Help your scribe with key words and illustrate your concepts on the map.
- You may augment, clarify or modify someone's idea, but avoid repetition.
- Keep a positive tone – do not personalize your comments or put down others' ideas!
- Listen with an open mind. Freethinking is encouraged – speeches and arguments are not.
- Avoid side conversations and turn down/off cell phones.

what's next?

- ~~1. Kickoff Open House~~
- ~~2. Inventory & Assessment~~
- ~~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