

PROJECT UNVEILING: Bertrand Drive Revitalization

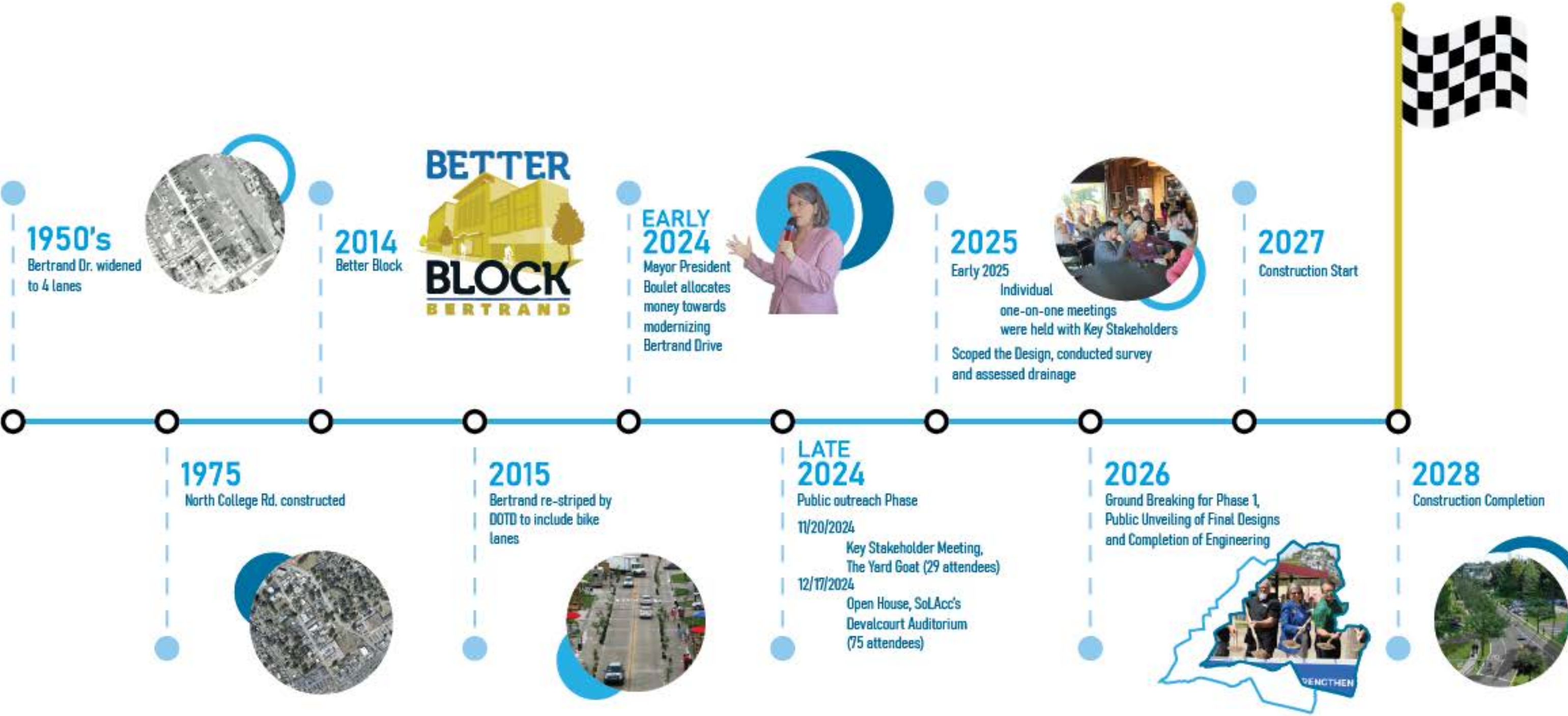
Date: April 8th, 2026

Location: UL Baseball Stadium Club at Russo Park
201 Reinhardt Dr.,
Lafayette, LA 70506



Lafayette
CONSOLIDATED GOVERNMENT

Bertrand Drive Timeline



KEY STAKEHOLDER MEETING HELD ON NOVEMBER 20TH, 2024:



On November 20th, 2024, LCG Staff met with Key Stakeholders of the Bertrand Revitalization project. It was very important to the Mayor-President and her Administration that key stakeholders, including businessowners and landowners directly adjacent to the project, were included at the earliest stages of the planning process. The purpose of involving key stakeholders so early into the process is so their concerns are addressed early, resulting in the most efficient use of funds during the engineering phase.



OPEN HOUSE DECEMBER 17TH, 2024 AT SOLACC



INDIVIDUAL MEETINGS HELD WITH KEY STAKEHOLDERS, EARLY 2025:

- Armstrong McCall Beauty Supplies
- Beads for Less
- Bertrand Animal Hospital
- First Years Childhood
- Family Dentistry-Carl Breaux, DDS
- Deano's Restaurant
- Drug Emporium
- Home Bank
- Joey's Restaurant
- Legends Bar & Grill
- Moncus Park
- Salon Bliss
- Sew N Sew
- South College Shopping Center
- University of Louisiana at Lafayette (UL)
- UHA Apartments
- Winnwood Shopping Center

WE HEARD YOUR COMMENTS!

➤ Johnston/Bertrand intersection; common comments made:

- The Johnston/Bertrand intersection is unsafe!
- Too many cars turning right.
- Johnston/Bertrand is unsafe.
- Eliminate the straight-through lane crossing Johnston.
- Remove slip lane on southeast corner.
- Bring in curb on the Johnston side.

➤ Other common requests:

- Pedestrian-scale lighting
- Safe lighting
- Shade trees
- Raised crosswalks
- Mid-block crosswalks
- Wayfinding signs
- 18 wheeler access
- String lights at crosswalks
- Art at crosswalks
- Rain gardens/swales
- Dark sky lighting (Project will contain dark sky friendly lighting)
- Please slow down traffic/install traffic calming amenities

An abstract graphic consisting of several overlapping, rounded geometric shapes in shades of blue and red. A white diagonal line bisects the composition from the top-left to the bottom-right. The shapes are layered, with some appearing behind others, creating a sense of depth and movement.

B E R T R A N D D R I V E



B E R T R A N D D R I V E

PREPARED FOR: LAFAYETTE CONSOLIDATED GOVERNMENT
*705 West University Avenue
Lafayette, LA 70506*

PREPARED BY: STANTEC CONSULTING
*New York Office
75 Fifth Avenue, 12th Floor
New York, NY10017-7239*

*Kansas City Office
7208 West 80th Street, Suite 201
Overland Park, KS 66204*

AGENDA

- CORRIDOR ELEMENTS**
- CORRIDOR SEGMENTS**
- OVERALL VISION**
- NEXT STEPS**



CORRIDOR ELEMENTS

01. PAVING MATERIALS

02. PEDESTRIAN SAFETY FEATURES

03. IDENTITY ELEMENTS

04. LIGHTING

05. PLANT MATERIALS

06. STORMWATER STORAGE



01 PAVING MATERIALS

CONCRETE

Standard gray concrete is the primary material for the corridor. Utilizing sawcut joints and medium broom finish to create a resilient, cost effective surface that unifies the ground plane.



COLORED CONCRETE

Highlighting pedestrian zones and defining trail edges, a dark gray concrete is incorporated into the design of the corridor. This accent visually identifies intersections and cues the pedestrian and motorist to upcoming crossings.



STAMPED CONCRETE

Building upon the colored concrete, the stamped concrete provides a textural change in addition to the visually change. Stamping is utilized in both the standard gray and colored concrete materials in intersections and drive lanes connecting Bertrand to adjacent parcels.



RUMBLE STRIP

A highly textured stamp or paver is incorporated into the outside edge of the multi-use pathway. Serving as a textural warning, this strip creates a buffer between the multi-use path and any vertical elements in adjacent parcels.



MATERIALITY AND DURABILITY

- 01. Standard Gray Concrete
- 02. Dark Gray Concrete
- 03. Standard Gray Stamped Concrete
- 04. Dark Gray Stamped Concrete
- 05. Concrete Rumble Strip
- 06. Temporary Art Installation



02 PEDESTRIAN SAFETY FEATURES

BOLLARDS

Manufactured bollards with integrated lighting match the column lighting proposed on the street. These bollards provide additional light, as well as serving as vehicular control preventing cars from entering the multi-use pathway.



ROAD TABLES / PLANTING

Elevated road tables slow vehicular traffic and give physical indications to motorists that they are driving on a roadway with pedestrian activity.



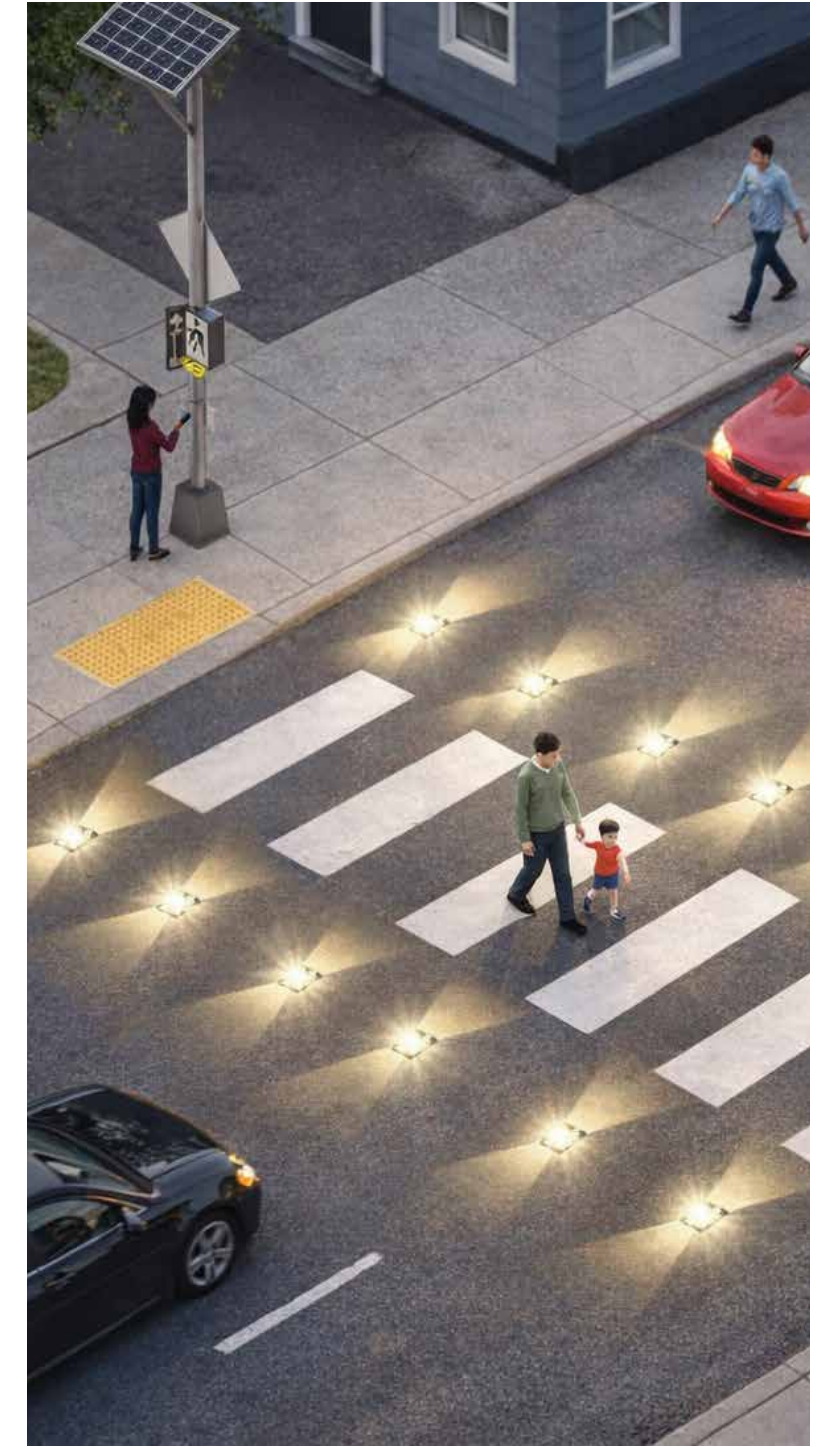
PAVING CHANGES

Changes in paving color and texture give hierarchy to the pedestrian and vehicular spaces helping motorists, bikers and walkers be aware of where potential conflict points will occur.



MIDBLOCK CROSSING

In addition to multiple column street lights, pedestrian activated in-street lighting highlights the crosswalk and provides visual identifier to drivers that pedestrians are crossing.



BERTRAND DRIVE
CITY OF LAFAYETTE

MID-BLOCK CROSSING FROM EAST SIDEWALK



BERTRAND DRIVE
CITY OF LAFAYETTE

MID-BLOCK CROSSING AT DUSK



03 IDENTITY ELEMENTS

GATEWAYS

Gateways are placed at the entrances to the corridor at the College intersection and Johnston intersection. Creating visual arrival and placemaking, these elements can be vertical or stretched horizontal to fit placement on the site and maintain site lines and view angles.



VERTICAL ELEMENTS

Corridor character is reinforced by vertical elements placed along the street. These elements can be utilized as wayfinding, street identification or adding pace to the corridor. Local artists could be engaged to create elements that bring life and uniqueness to the street.



PAVING INLAYS

Adding to the character and branding of the corridor, inlays and stamping are utilized to assist with wayfinding and provide unique found features for pedestrians. These should not be overly complicated to allow for longevity and should reinforce the narrative of place.



PATTERN AND COLOR

Color and pattern help to unify the corridor across the different businesses and use types currently existing. The pattern utilized could be unique to the Bertrand corridor, or could be branded with something that ties to the overall Lafayette community.



03 IDENTITY ELEMENTS

GATEWAYS



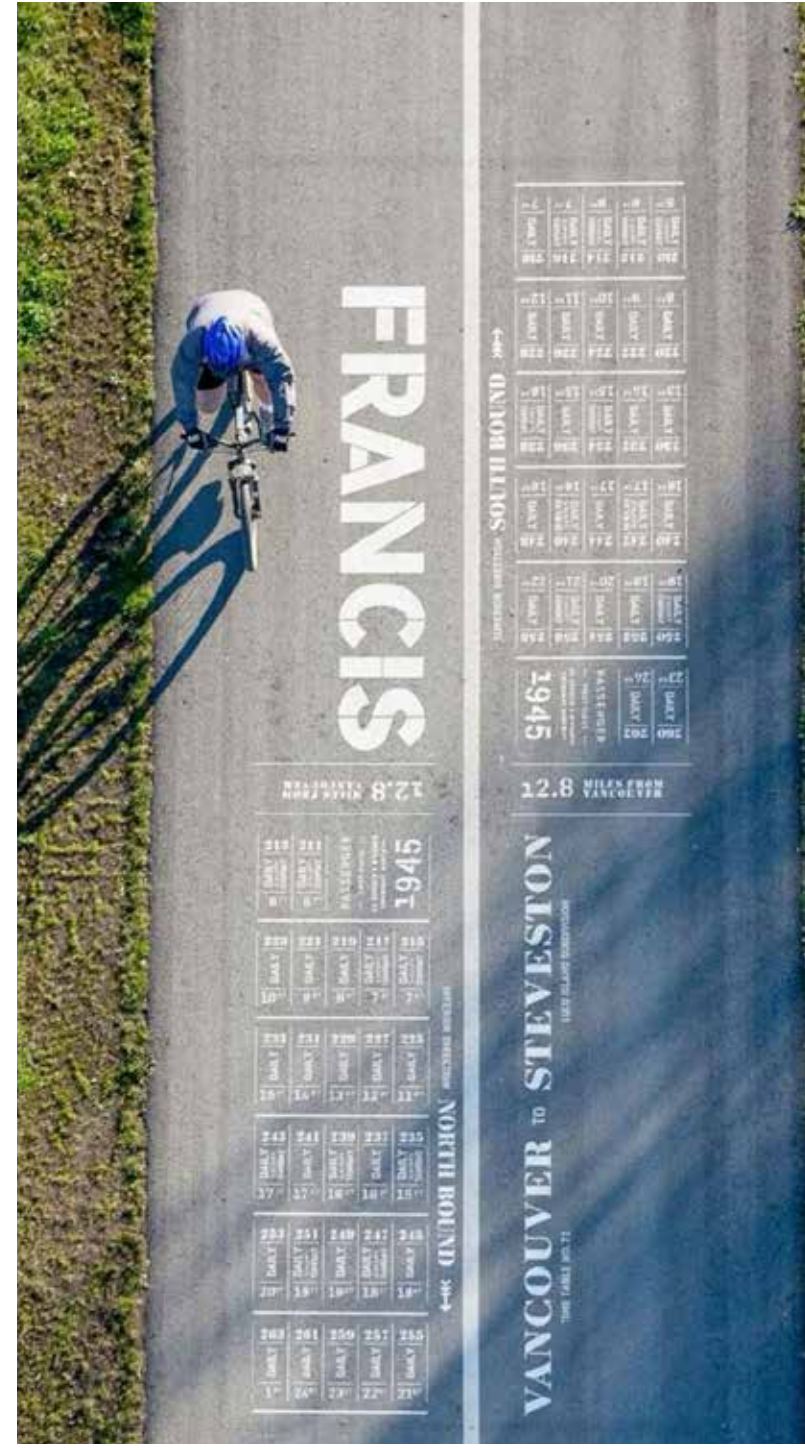
03 IDENTITY ELEMENTS

VERTICAL ELEMENTS



03 IDENTITY ELEMENTS

PAVING INLAYS



03 IDENTITY ELEMENTS

PATTERN AND COLOR



BERTRAND DRIVE
CITY OF LAFAYETTE



NORTH GATEWAY

BERTRAND DRIVE
CITY OF LAFAYETTE

SOUTH GATEWAY



BERTRAND DRIVE
CITY OF LAFAYETTE

SOUTH GATEWAY AT DUSK



04 LIGHTING

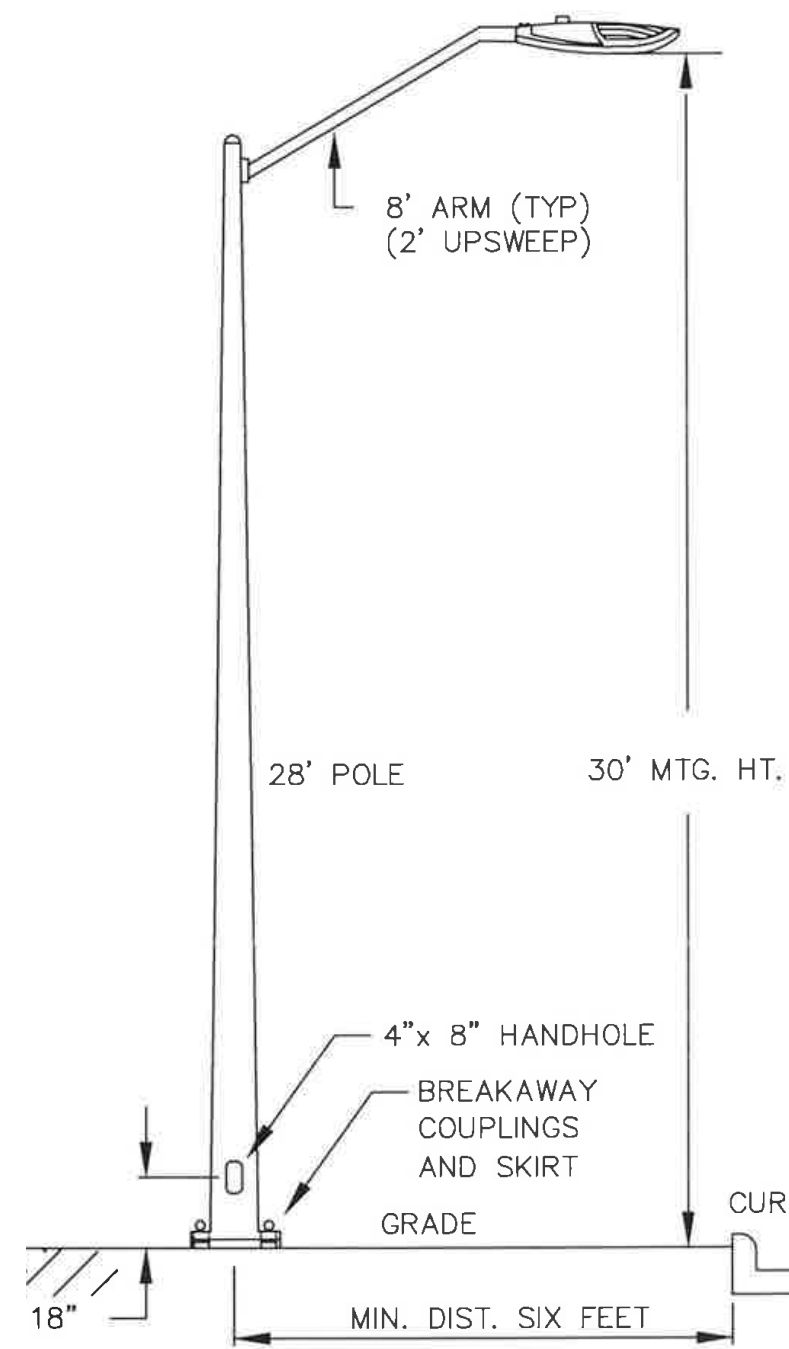
FEATURE LIGHTING

Lighting at the gateways of Johnston (south end) and College (north end) is critical to creating a dynamic streetscape that transition from day to night. This lighting helps with placemaking and reinforces the branding and character of the corridor.



INTERSECTIONS

LUS standard lighting is utilized at the street intersections to provide higher level of illumination and increase the light level at pedestrian crossings. These pools create "pools" of light in the most needed zones.



STREET LIGHTING

Column lights create an even glow along the corridor. This glow allows for illumination of the pedestrian pathways without overburdening the visual character of the corridor with unnecessary light.



WATER TOWER LIGHTING

The existing water tower lighting should be evaluated and improved to relate to the new lighting proposed on the corridor. RGB LED lighting could be incorporated for a variety of effects throughout the year.



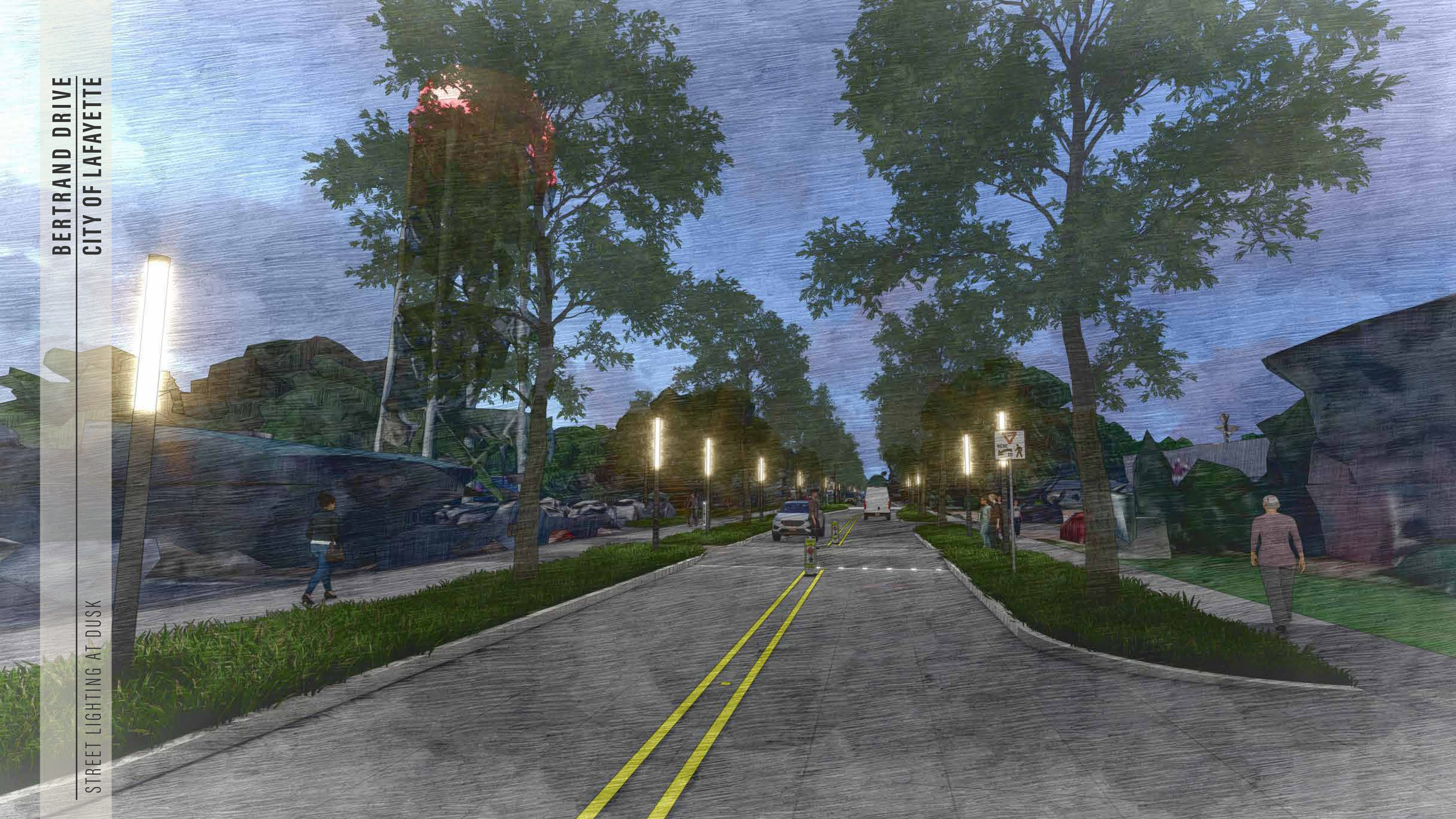
BERTRAND DRIVE
CITY OF LAFAYETTE

CORRIDOR LIGHTING AT NIGHT



**BERTRAND DRIVE
CITY OF LAFAYETTE**

STREET LIGHTING AT DUSK





05 PLANT MATERIAL



BERTRAND DRIVE
CITY OF LAFAYETTE

CAJUN PRAIRIE



BERTRAND DRIVE
CITY OF LAFAYETTE

CAJUN PRAIRIE



05 PLANT MATERIAL

STREET TREES

Street tree species should be selected with open upright canopies as specified in the Lafayette Urban Trees Species Selection Guide prepared by Tree Amis, LLC.



NATIVE GRASSES

Native grasses and cultivars of natives provide the primary plant material along the corridor. Shenadoah switchgrass is tipped with red in the spring, darkens green in the summer, is burgundy in the fall and maintains its structure through the winter.



BIOSWALE

Utilizing native plants from the Cajun Prairie that are drought tolerant and able to withstand being flooded for periods of time. The bioswale planting is a mix of the native grasses and accent plants.



ACCENT PLANTS

Drought tolerant accent flowers should be planted in mass at key nodes and pedestrian intersections.



06 STORMWATER STORAGE

ROADWAY GRADING

Elevated road tables and new curb and gutter allow for new grading and flowlines redirecting stormwater in the new design.



CATCH BASINS AND DRAINS

Strategically located catch basins allow for improved stormwater collection. Combined with drains in the bioswales, stormwater is collected and redirected to stormwater/soil cells and connected to the stormwater network.



BIOSWALES

Subtle grade change creates a low bioswale to allow stormwater runoff from adjacent properties to be collected and directed to the stormwater / soil cells.

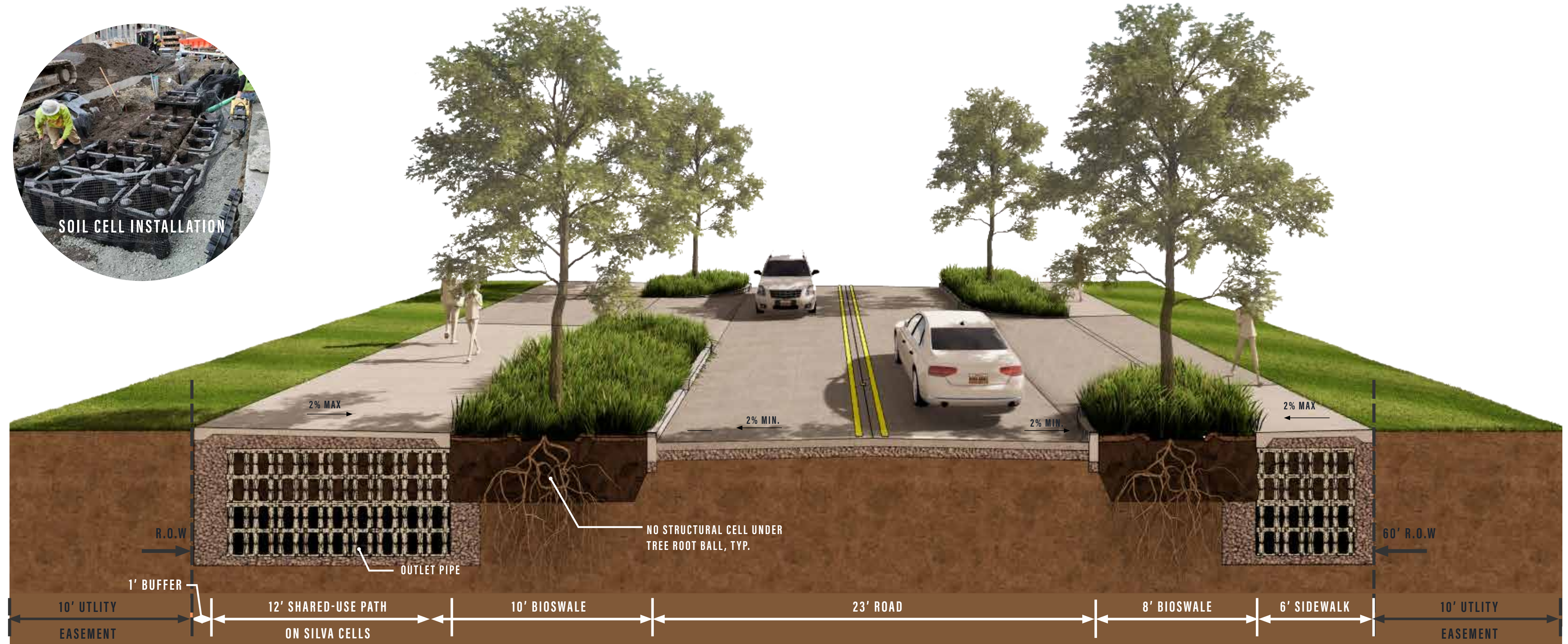


STORMWATER/SOIL CELLS

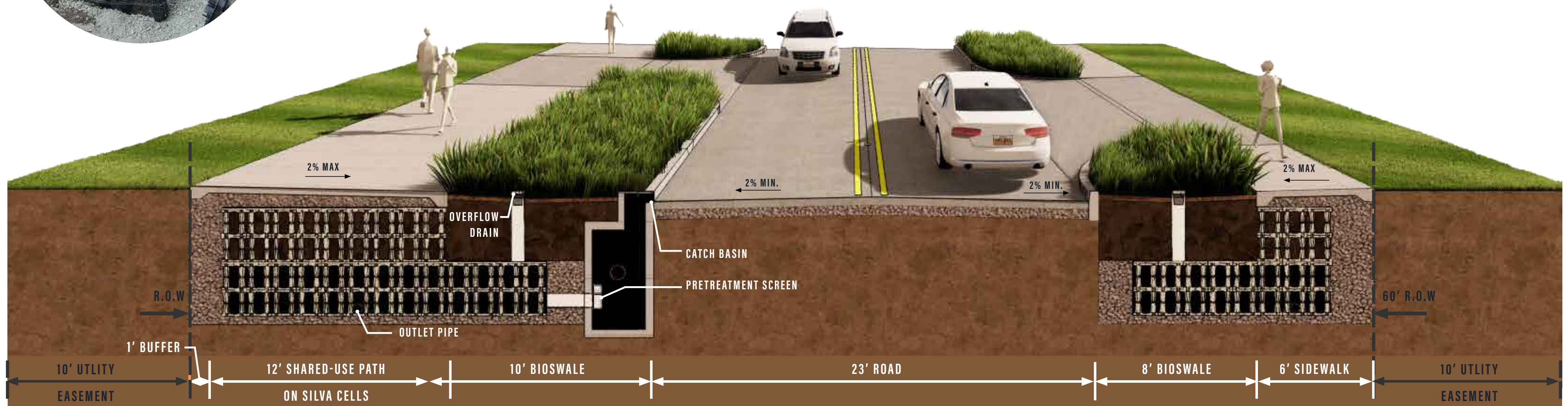
Stormwater and soil cells located under paving and planting areas have the capacity to hold and slowly release a large volume of water. This capacity reduces the strain on downstream stormwater systems and removes ponding from the street.



SECTION AT TREE LOCATION

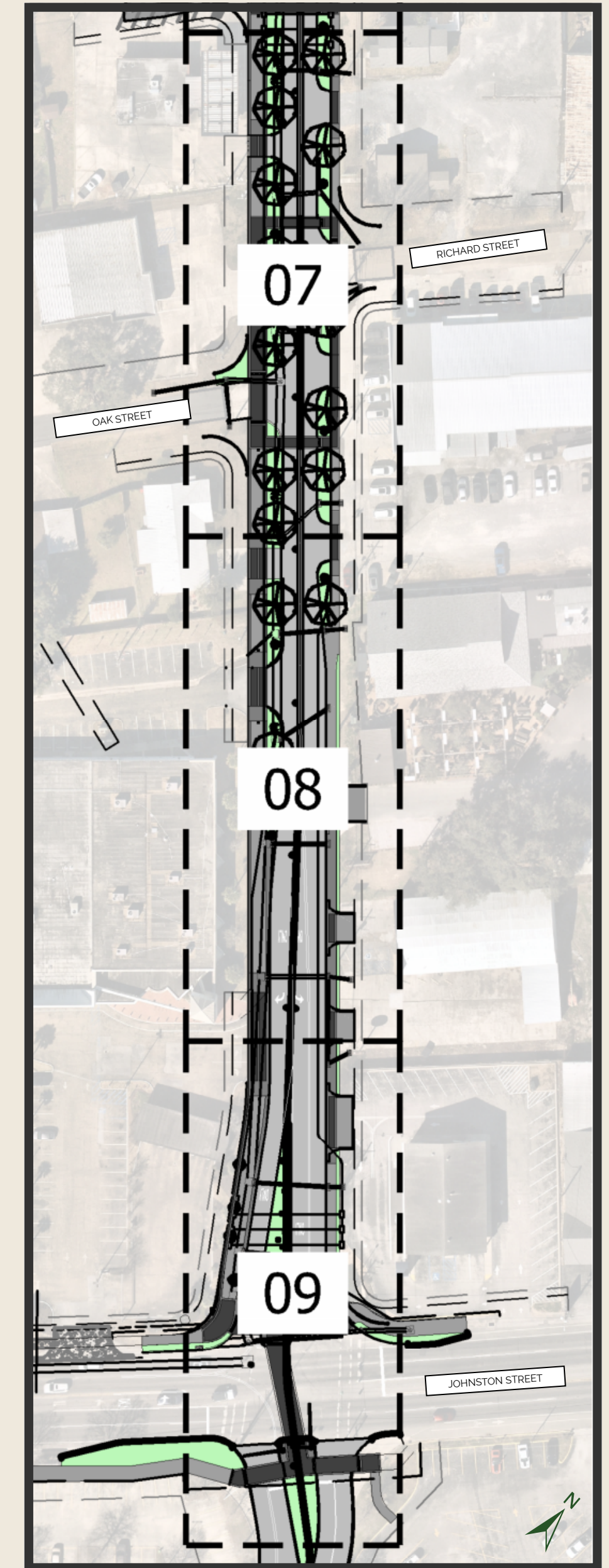
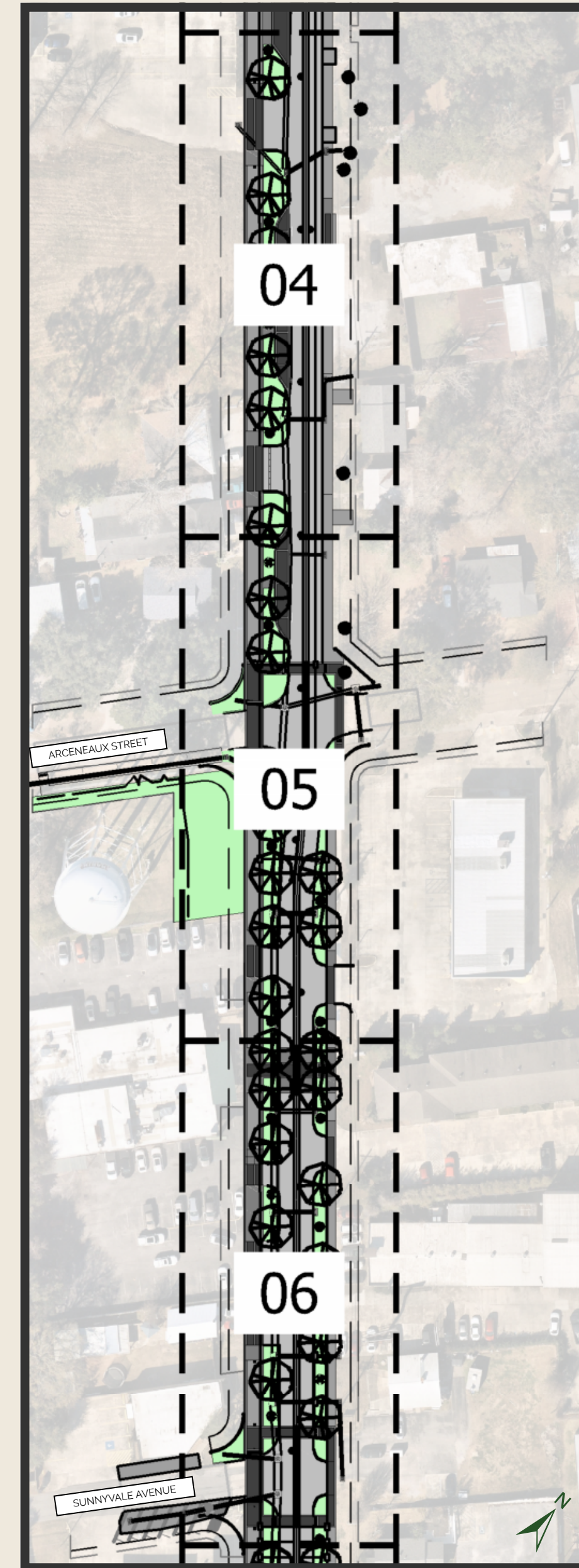
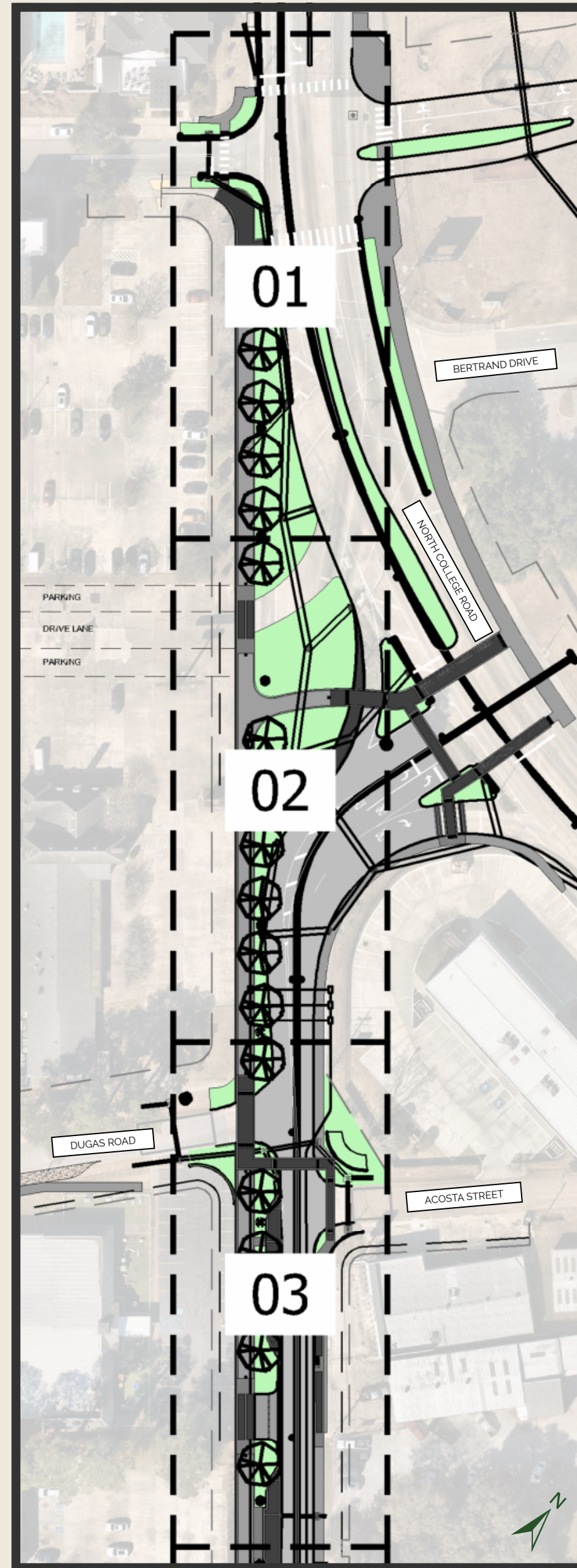


SECTION TYPICAL



CORRIDOR SEGMENTS

- SEGMENT 01**
THEATER STREET AND STADIUM CONNECTION
- SEGMENT 02**
NORTH COLLEGE ROAD INTERSECTION
- SEGMENT 03**
DUGAS ROAD AND ACOSTA STREET
- SEGMENT 04**
DOLLAR GENERAL
- SEGMENT 05**
ARCENEUX STREET / DEANOS
- SEGMENT 06**
SUNNYVALE AVENUE
- SEGMENT 07**
OAK AND RICHARD STREETS / LEGENDS
- SEGMENT 08**
THE YARD GOAT
- SEGMENT 09**
JOHNSTON STREET INTERSECTION



**BERTRAND DRIVE
CITY OF LAFAYETTE**

SEGMENT 01

DARK GRAY STAMPED CONCRETE (PEDESTRIAN)

INLAY STREET NAME

BOLLARD

COLUMN LIGHT

STREET TREES

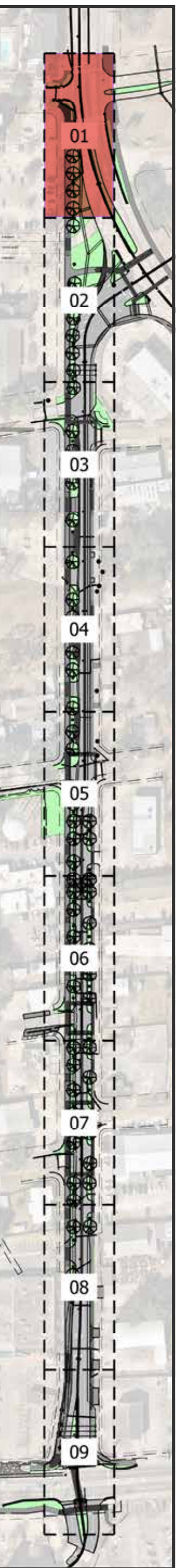
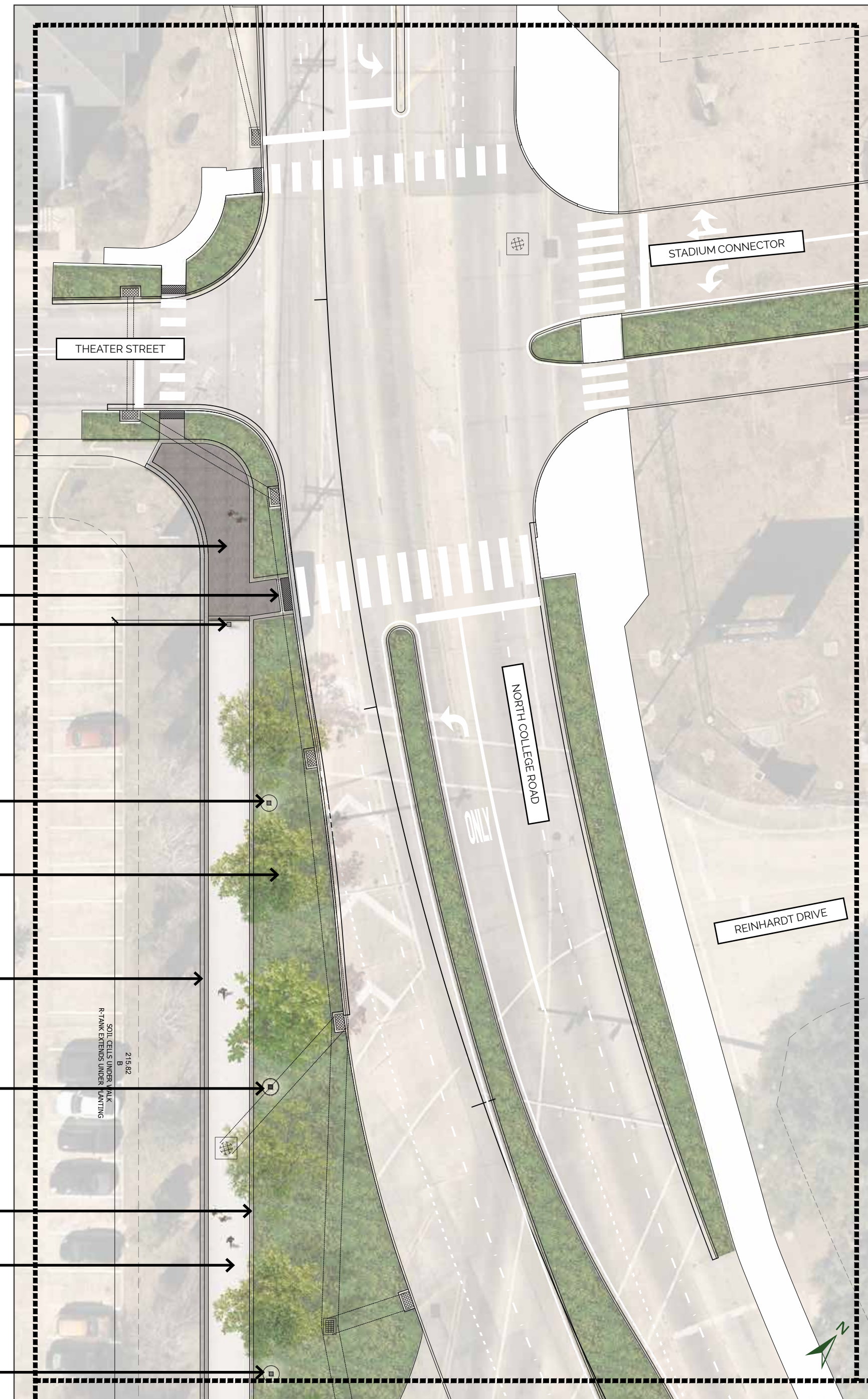
RUMBLE STRIP

COLUMN LIGHT

DARK GRAY CONCRETE BAND (PEDESTRIAN)

STANDARD GRAY CONCRETE (PEDESTRIAN)

COLUMN LIGHT



BERTRAND DRIVE
CITY OF LAFAYETTE

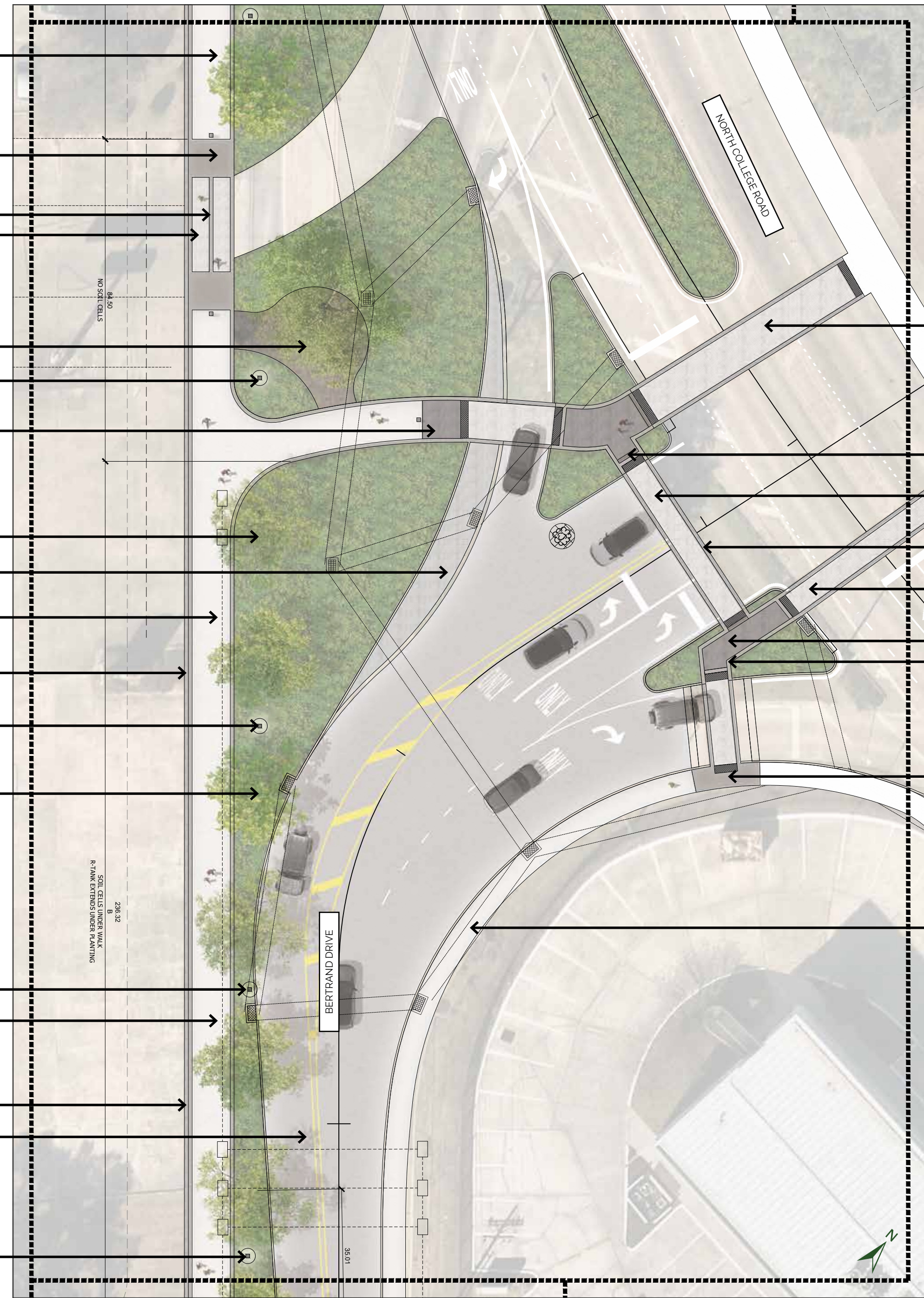
PEDESTRIAN WALK AT DRUG EMPORIUM DRIVE



**BERTRAND DRIVE
CITY OF LAFAYETTE**

SEGMENT 02

- STANDARD GRAY CONCRETE (PEDESTRIAN)
- DARK GRAY CONCRETE (PEDESTRIAN)
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- PEDESTRIAN GATHERING UNDER LIVE OAK
- COLUMN LIGHT
- DARK GRAY STAMPED CONCRETE (PEDESTRIAN)
- STREET TREES
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- RUMBLE STRIP
- COLUMN LIGHT
- STREET TREES
- COLUMN LIGHT
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- RUMBLE STRIP
- STANDARD GRAY CONCRETE (VEHICULAR)
- COLUMN LIGHT



- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- INLAY STREET NAME
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY STAMPED CONCRETE (PEDESTRIAN)
- DARK GRAY CONCRETE BANDS (PEDESTRIAN)
- DARK GRAY CONCRETE (PEDESTRIAN)
- STANDARD GRAY CONCRETE (PEDESTRIAN)



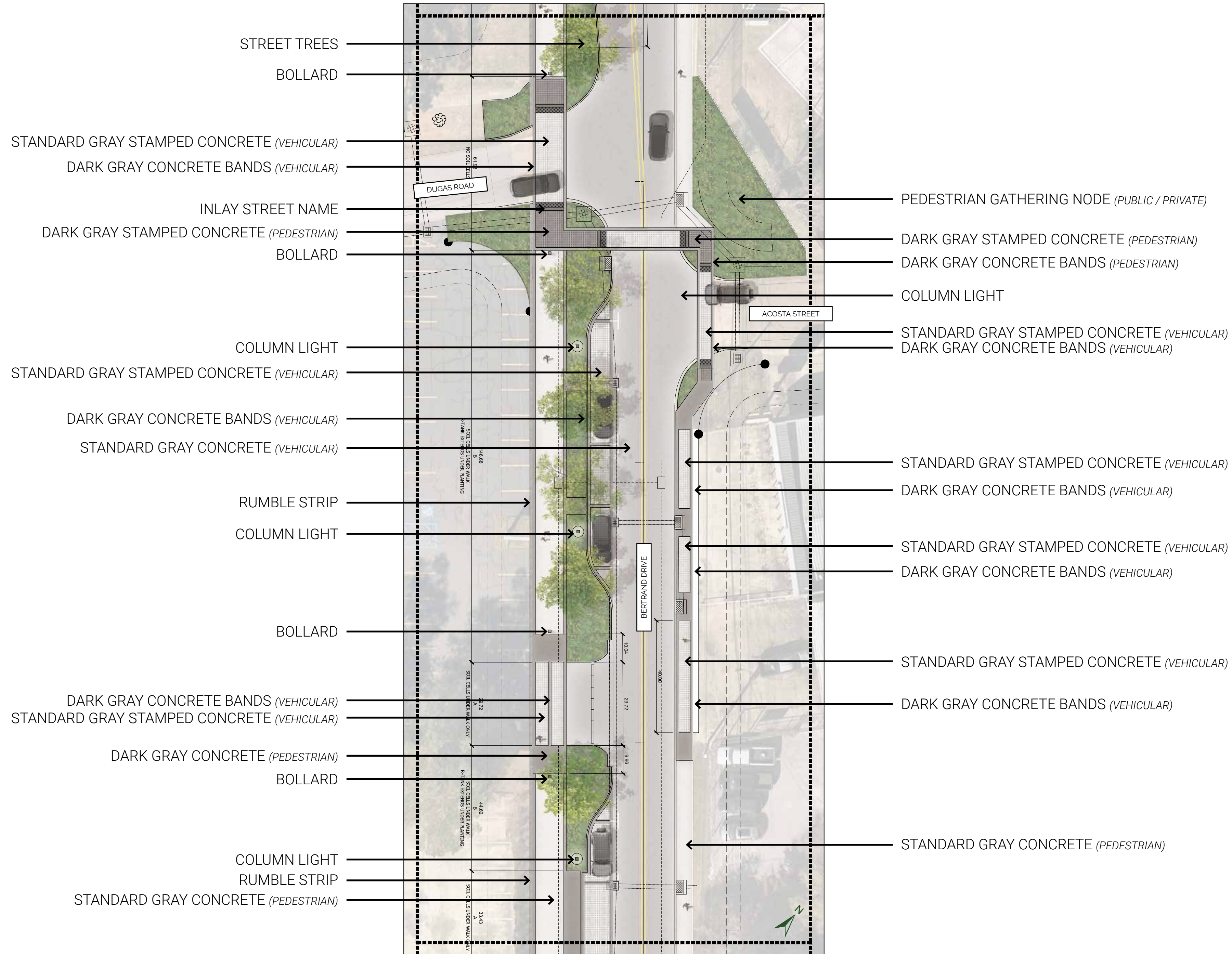
**BERTRAND DRIVE
CITY OF LAFAYETTE**

PEDESTRIAN GATHERING NODE AT LIVE OAK



**BERTRAND DRIVE
CITY OF LAFAYETTE**

SEGMENT 03



BERTRAND DRIVE
CITY OF LAFAYETTE

PEDESTRIAN WALK NORTH OF DUGAS



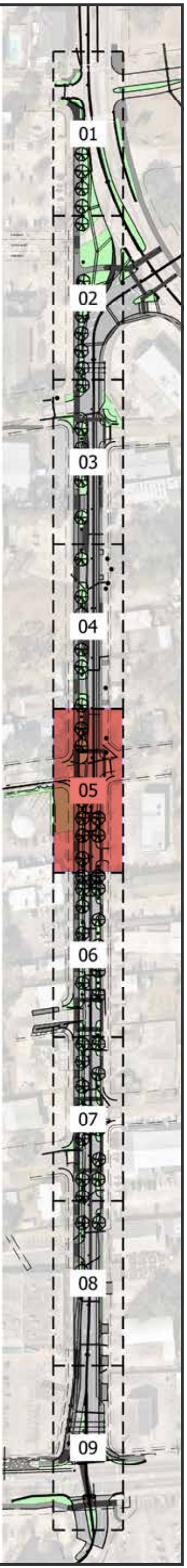
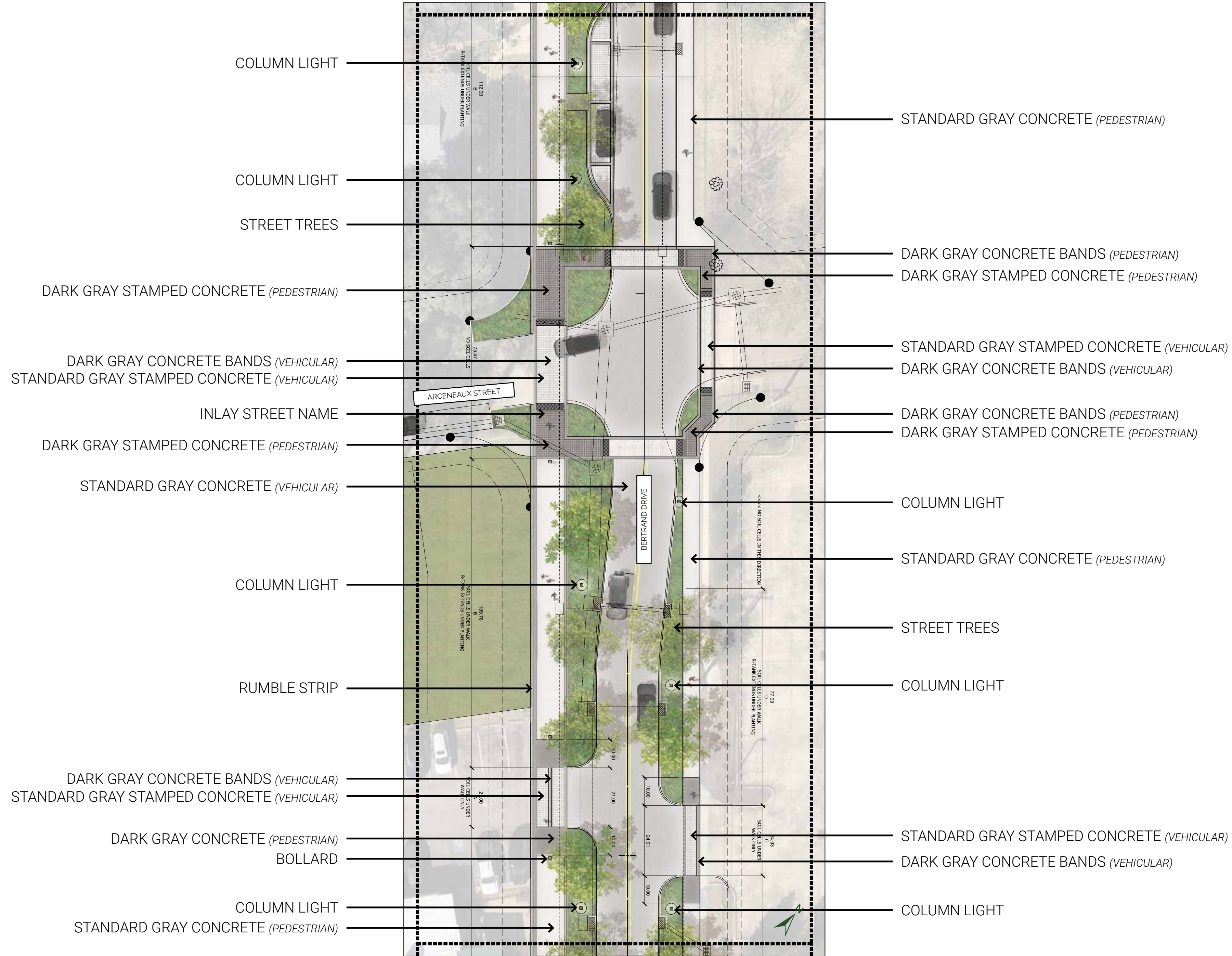
**BERTRAND DRIVE
CITY OF LAFAYETTE**

PEDESTRIAN WALK AT ON STREET PARKING



BERTRAND DRIVE CITY OF LAFAYETTE

SEGMENT 05



**BERTRAND DRIVE
CITY OF LAFAYETTE**

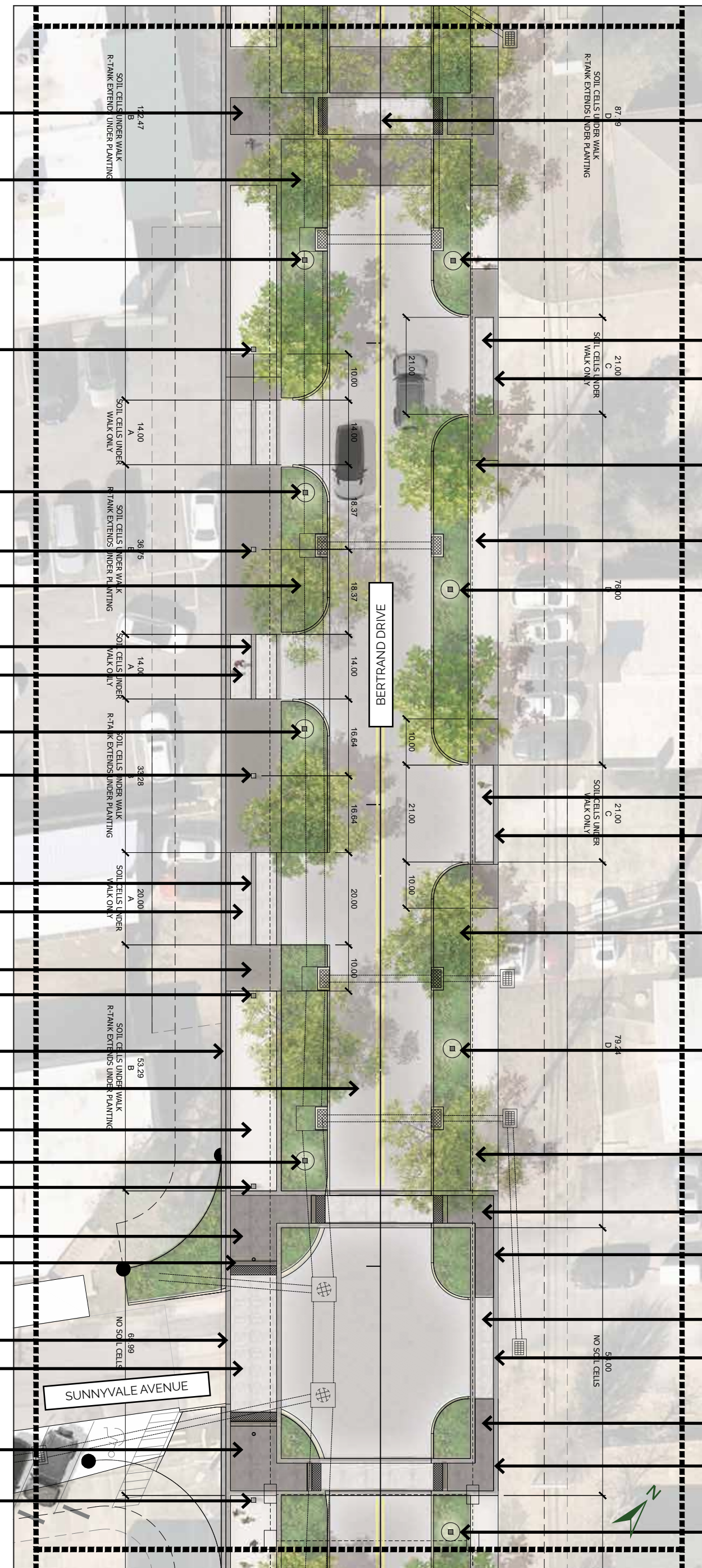
PEDESTRIAN WALK AT DEANO'S PARKING



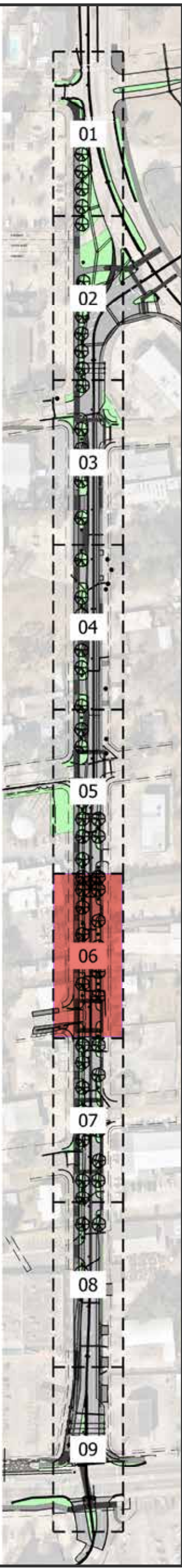
BERTRAND DRIVE CITY OF LAFAYETTE

SEGMENT 06

- DARK GRAY STAMPED CONCRETE (PEDESTRIAN)
- STREET TREES
- COLUMN LIGHT
- BOLLARD
- COLUMN LIGHT
- BOLLARD
- STREET TREES
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- COLUMN LIGHT
- BOLLARD
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE (PEDESTRIAN)
- BOLLARD
- RUMBLE STRIP
- STANDARD GRAY CONCRETE (VEHICULAR)
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- COLUMN LIGHT
- BOLLARD
- DARK GRAY STAMPED CONCRETE (PEDESTRIAN)
- INLAY STREET NAME
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY STAMPED CONCRETE (PEDESTRIAN)
- BOLLARD



- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- COLUMN LIGHT
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STREET TREES
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- COLUMN LIGHT
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STREET TREES
- COLUMN LIGHT
- STREET TREES
- STREET TREES
- DARK GRAY STAMPED CONCRETE (PEDESTRIAN)
- DARK GRAY CONCRETE BANDS (PEDESTRIAN)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- DARK GRAY STAMPED CONCRETE (PEDESTRIAN)
- DARK GRAY CONCRETE BANDS (PEDESTRIAN)
- COLUMN LIGHT



BERTRAND DRIVE
CITY OF LAFAYETTE

PEDESTRIAN WALK SOUTH OF LEGENDS



**BERTRAND DRIVE
CITY OF LAFAYETTE**

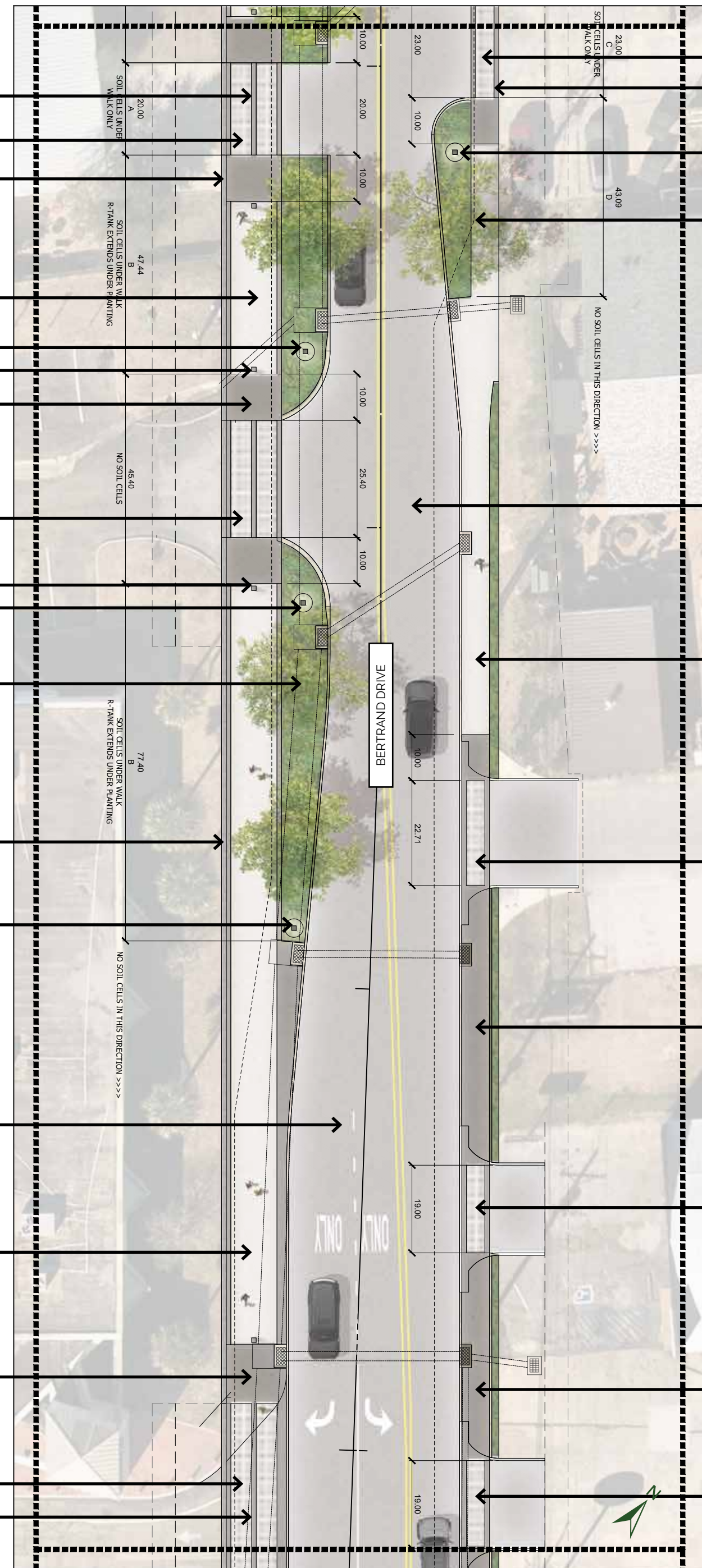
PEDESTRIAN WALK BY BEADS FOR LESS



**BERTRAND DRIVE
CITY OF LAFAYETTE**

SEGMENT 08

- DARK GRAY CONCRETE BANDS (VEHICULAR)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- RUMBLE STRIP
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- COLUMN LIGHT BOLLARD
- DARK GRAY CONCRETE (PEDESTRIAN)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- BOLLARD COLUMN LIGHT
- STREET TREES
- RUMBLE STRIP
- COLUMN LIGHT
- STANDARD GRAY CONCRETE (VEHICULAR)
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- DARK GRAY CONCRETE (PEDESTRIAN)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- DARK GRAY CONCRETE BANDS (VEHICULAR)



- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE BANDS (VEHICULAR)
- COLUMN LIGHT
- STREET TREES
- STANDARD GRAY CONCRETE (VEHICULAR)
- STANDARD GRAY CONCRETE (PEDESTRIAN)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE (PEDESTRIAN)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)
- DARK GRAY CONCRETE (PEDESTRIAN)
- STANDARD GRAY STAMPED CONCRETE (VEHICULAR)



BERTRAND DRIVE
CITY OF LAFAYETTE

PEDESTRIAN WALK BY THE YARD GOAT



**BERTRAND DRIVE
CITY OF LAFAYETTE**

SEGMENT 09

DARK GRAY CONCRETE BANDS (VEHICULAR)
STANDARD GRAY STAMPED CONCRETE (VEHICULAR)

BOLLARD

RUMBLE STRIP

STANDARD GRAY CONCRETE (VEHICULAR)

STREET TREES

STANDARD GRAY CONCRETE (PEDESTRIAN)

GATEWAY FEATURE

DARK GRAY STAMPED CONCRETE (PEDESTRIAN)

INLAY STREET NAME

DARK GRAY STAMPED CONCRETE (PEDESTRIAN)

STANDARD GRAY CONCRETE (PEDESTRIAN)

DARK GRAY STAMPED CONCRETE (PEDESTRIAN)

DARK GRAY CONCRETE (PEDESTRIAN)

DARK GRAY CONCRETE (PEDESTRIAN)

STANDARD GRAY CONCRETE (VEHICULAR)

STANDARD GRAY STAMPED CONCRETE (VEHICULAR)

DARK GRAY CONCRETE BANDS (VEHICULAR)

STANDARD GRAY CONCRETE (PEDESTRIAN)

DARK GRAY CONCRETE BANDS (VEHICULAR)

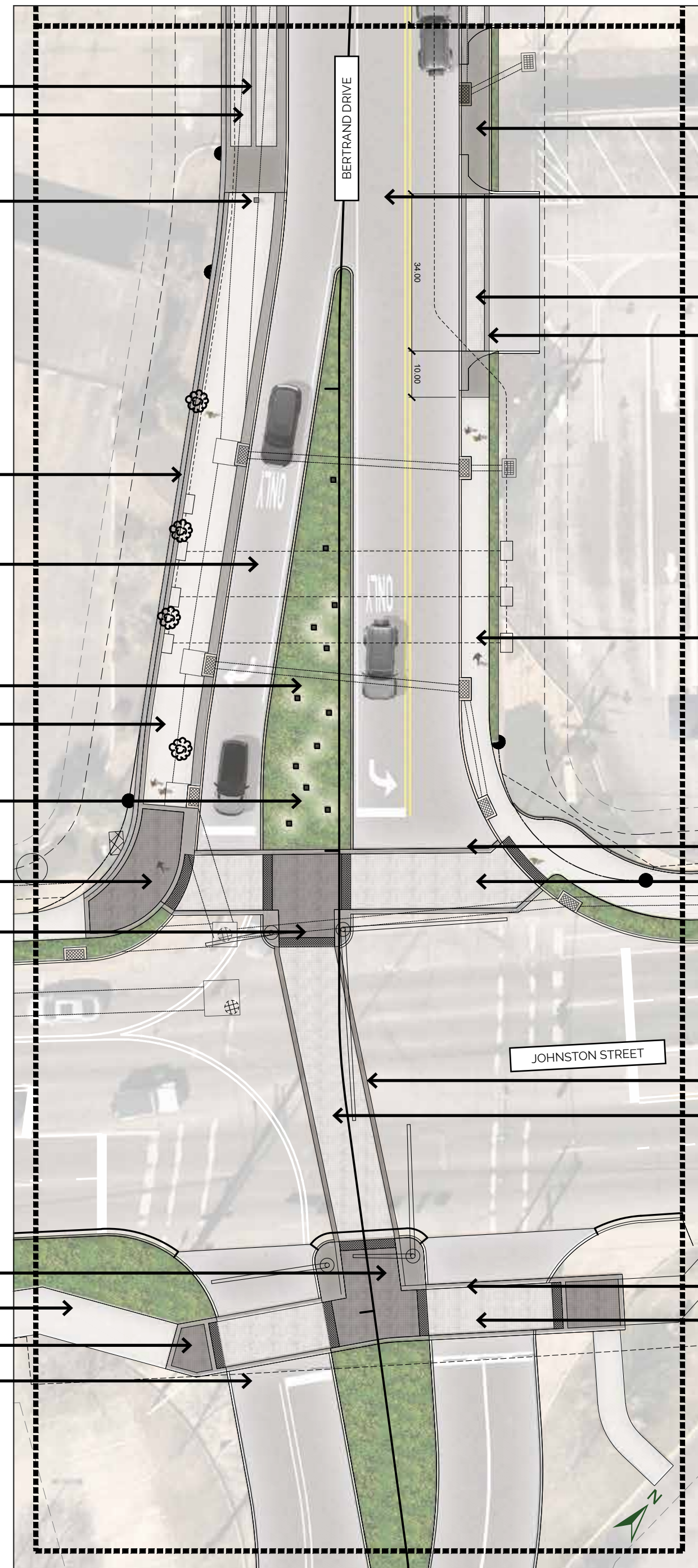
STANDARD GRAY STAMPED CONCRETE (VEHICULAR)

DARK GRAY CONCRETE BANDS (VEHICULAR)

STANDARD GRAY STAMPED CONCRETE (VEHICULAR)

DARK GRAY CONCRETE BANDS (VEHICULAR)

STANDARD GRAY STAMPED CONCRETE (VEHICULAR)



BERTRAND DRIVE
CITY OF LAFAYETTE

PEDESTRIAN WALK BY CHASE BANK



BERTRAND DRIVE
CITY OF LAFAYETTE

PEDESTRAIN CROSSING AT JOHNSTON



OVERALL VISION

01. NORTH GATEWAY

02. MIDBLOCK LOOKING SOUTH

03. MIDBLOCK LOOKING NORTH

04. SOUTH GATEWAY



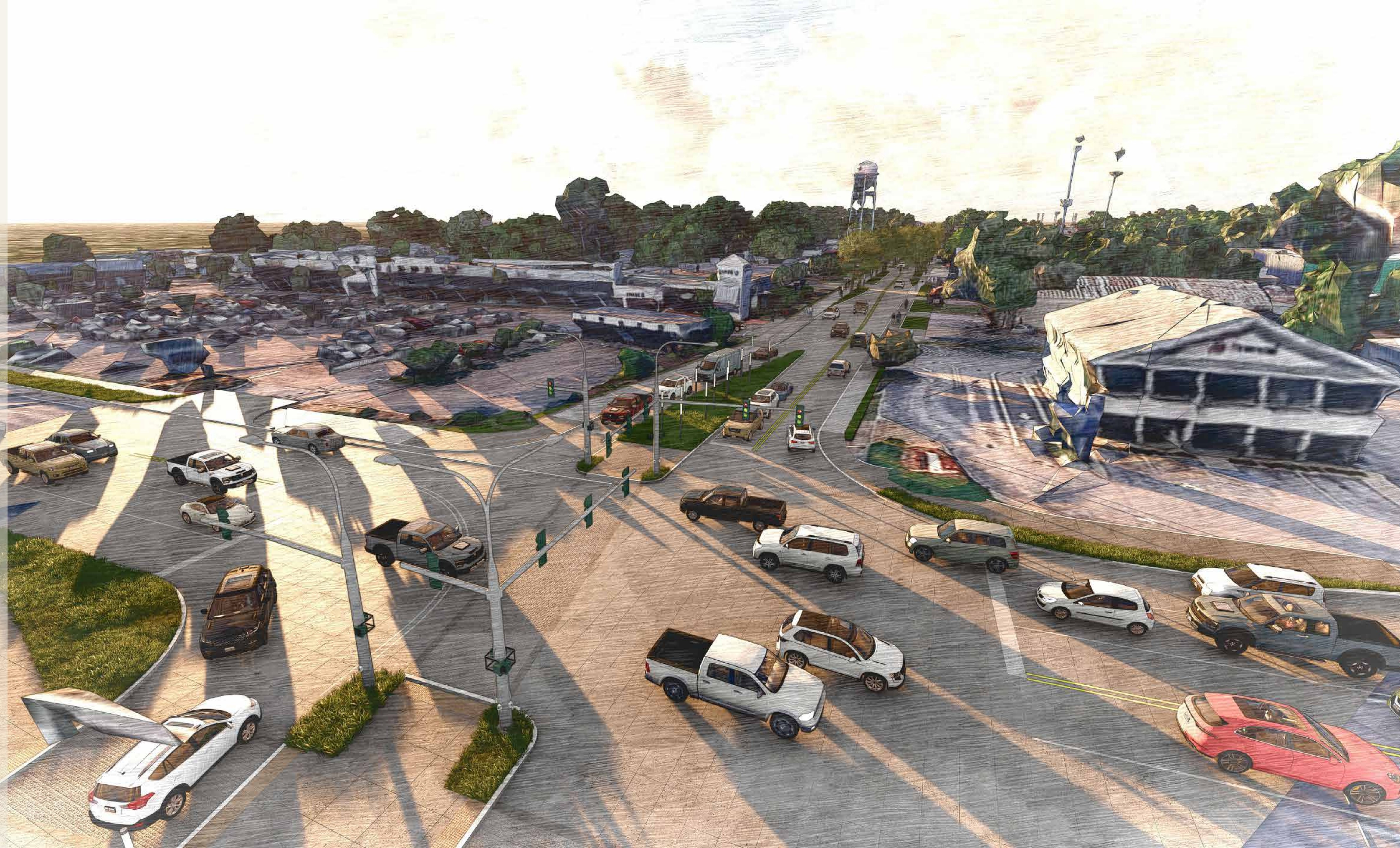
BERTRAND DRIVE
CITY OF LAFAYETTE

NORTH GATEWAY



BERTRAND DRIVE
CITY OF LAFAYETTE

SOUTH GATEWAY



**BERTRAND DRIVE
CITY OF LAFAYETTE**

MID-CORRIDOR AERIAL



**BERTRAND DRIVE
CITY OF LAFAYETTE**

OVERALL CORRIDOR



**BERTRAND DRIVE
CITY OF LAFAYETTE**

QUESTIONS?



BERTRAND OVERLAY DISTRICT

- **Re-zoned** in 2017 to Commercial Mixed to eliminate intense land uses and allow more housing types.
- **Key Components:**
 - ❖ **Type A development standards.** The purpose of mandating Type A development is to reinforce a more urban, walkable, and pedestrian-oriented built environment along the corridor. Type A standards prioritize building placement near the street and along the street frontage, pedestrian access, reduced visual dominance of parking areas, and a cohesive streetscape edge. These characteristics are essential to supporting the sidewalk corridor improvements and creating a consistent walking experience.
 - ❖ **Sign Regulations.** Sign size and type will be geared to the pedestrian.
 - ❖ **Prohibited Uses.** Uses that are not pedestrian friendly or accessed.
 - ❖ **Screening of Parking Areas fronting Bertrand.**
- **Applicability:**
 - ❖ Redevelopment
 - ❖ Substantial change in building or site.
 - ❖ Signs are required to comply with change of business or if damaged more than 50%.



BERTRAND OVERLAY DISTRICT TIMELINE:

May – LCG staff to meet with property/business owners

June – Briefing at the City Zoning Commission

July – Case on the City Zoning Commission agenda

August – City council intro and final