

Downtown Freetown-Port Rico



District Design Manual

a guidebook to revitalizing your neighborhood



evangelinecorridor.com



EVANGELINE CORRIDOR INITIATIVE CONSULTANT TEAM

Architects Southwest (ASW) Project and Planning Consultant Team Lead	Urban3 Economic Planning and Implementation
Right Angle Public Outreach, Branding, and Communications	TND Engineering Transportation Engineering and Streets
DPZ Partners Planning and Urban Design Partner	Todd Bressi Public and Civic Art
Spackman Mossop + Michaels Landscape Design	Gateway Planning Infrastructure and Government Policy Consultant

ACKNOWLEDGEMENTS

We would like to acknowledge all those who made this DESIGN MANUAL possible, including the following individuals:

Evangeline Thruway Redevelopment Team (ETRT)	Lafayette Consolidated Government (LCG)	Lafayette City-Parish Council
Skyra Rideaux, Chair	Joel Robideaux Mayor-President	Kevin Naquin
Tina Shelvin Bingham, Vice Chair		Jay Castille
Stephen Bartley	Lowell Duhon Chief Administrative Officer	Patrick Lewis
Ben Berthelot	Carlee Alm-LaBar Director of Development and Planning	Kenneth Boudreaux
Kevin Blanchard		Jared Bellard
David Cheramie	Neil LeBouef Planner II and Project Manager	Bruce M. Conque
Shelton Cobb	Cathie Gilbert Planning Manager	Nanette Cook
Mitzi Moss Duhon	Rachel Conques Planner II	Liz W. Hebert
Geoff Dyer	Emily Neustrom Planner II	William G. Theriot
Robert Guercio	Cydra Wingerter Chief Communications Officer	
Alexander Lazard	Warren Abadie, PE City/Parish Transportation Engineer	Lafayette Planning Commission
Nathan Norris		Michael W. Brown
John Petersen		John J. Guilbeau, Chairperson
Stephen Picou		Lynne Guy
Gretchen Vanicor		Thomas Hooks
Harry Weiss		William E. Kellner
Kendall Wiltz		William Tyler Roy
		Sevie Zeller, Vice-Chairperson

We would also like to thank the hundreds of local residents, property owners, business owners, and neighborhood community groups for their participation and input!

*This material is based on work supported by the FHWA under Grant Agreement P-8.
Any opinions, findings, and conclusions or recommendations expressed in this publication are those of the Author(s) and do not necessarily reflect the view of the FHWA.*



TABLE OF CONTENTS

01 INTRODUCTION
The Evangeline Corridor Initiative 5

02 YOUR DISTRICT
District Profile 6
Community Voices and Project Timeline 6
District Challenges 7
Community Planning 7

03 DISTRICT OPPORTUNITIES
Strengths 8
Strategies 9
Networks: Community Nodes and Streetscapes 10-13

04 CATALYST PROJECTS
What are Catalyst Projects? 14-15
Ranking Priorities 18-19
User Guide 20-21
Feature Project 1 22-23
Feature Project 2 23-24
Feature Project 3 24-26
Additional Potential Projects 27-41

05 YOUR DISTRICT'S FUTURE
Community Guidelines and Goals 42
Community Information Resources 43

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.

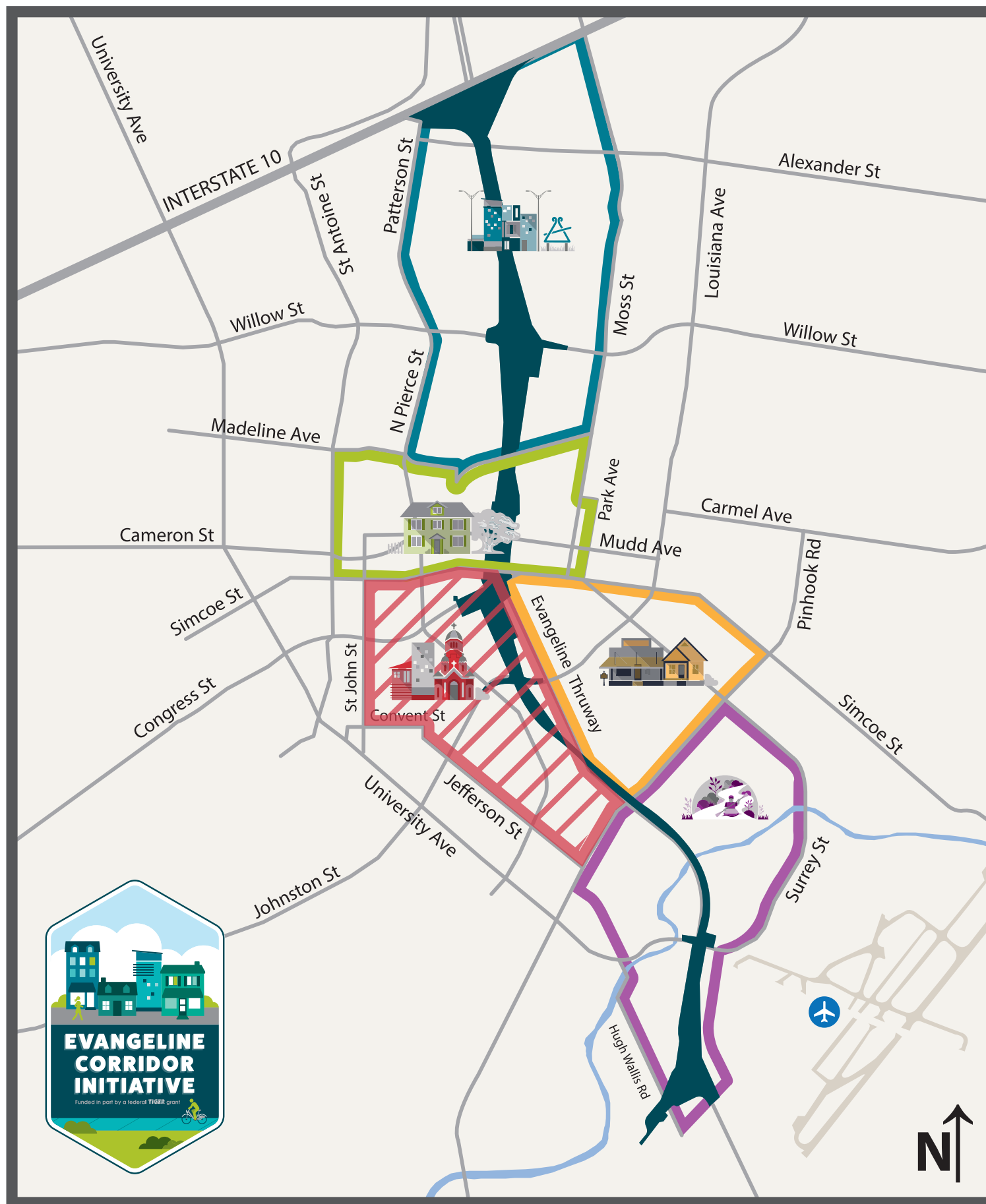
CHANGE AND OPPORTUNITY

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 want the business that are migrating to the south to stay.”

“Homeless problem needs real solutions.”

“Downtown is an employment center.”

“Dedicated bike paths and bike rentals needed.”

DISTRICT PROFILE

Downtown Lafayette is the cultural heart of the city and a hub of economic and commercial activity. Efforts to revitalize Downtown have spanned many years. Ongoing development strategies continue to promote mixed-commercial to locate Downtown, while a significant residential transformation is still needed.

The Freetown and Port Rico neighborhoods south of Johnston St. are distinctly more residential, though seen as extensions of Downtown, with many residents taking advantage of the proximity to the commercial core. Frequently used and accessible urban amenities such as Borden’s Ice Cream already dot the Johnston St. edge of Freetown/Port Rico. Considering the addition of local neighborhood scale commercial businesses and retail options, like a grocery store, could help activate the everyday street life and attract much needed residential development in the Downtown District.

There is a lack of connection between Downtown and the UL-Lafayette campus - a link that is seen as crucial to advance area development and economic potential. Taft, Garfield, Lamar, Vermilion and General Mouton Sts. were seen as crucial arteries within the neighborhood and as connections to adjacent areas. Secondary community nodes should be considered within this network providing minor hubs of activity and small retail amenities that support the mostly residential fabric.



DISTRICT CHALLENGES

- Lack of adequate parking Downtown to support new development
- Downtown has unrealized potential for revitalization - underutilized buildings, parcels and surface parking can reduce a sense of security.
- Ongoing management of transient populations, activity and social support services
- Need to preserve diversity and culture
- Difficult for pedestrians and those with disabilities to access and navigate parts of Downtown
- Lack of parks or green space in adjacent neighborhoods (Freetown)
- Management of nightlife operations and economy including noise, litter, and public safety

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 Downtown/Freetown-Port Rico 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

Spring 2016 District Workshops

May 21 – 27, 2016 Charrette Week

2017

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

June 8, 2017 Open House

2018

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

May 2018 City-Parish Council Adoption

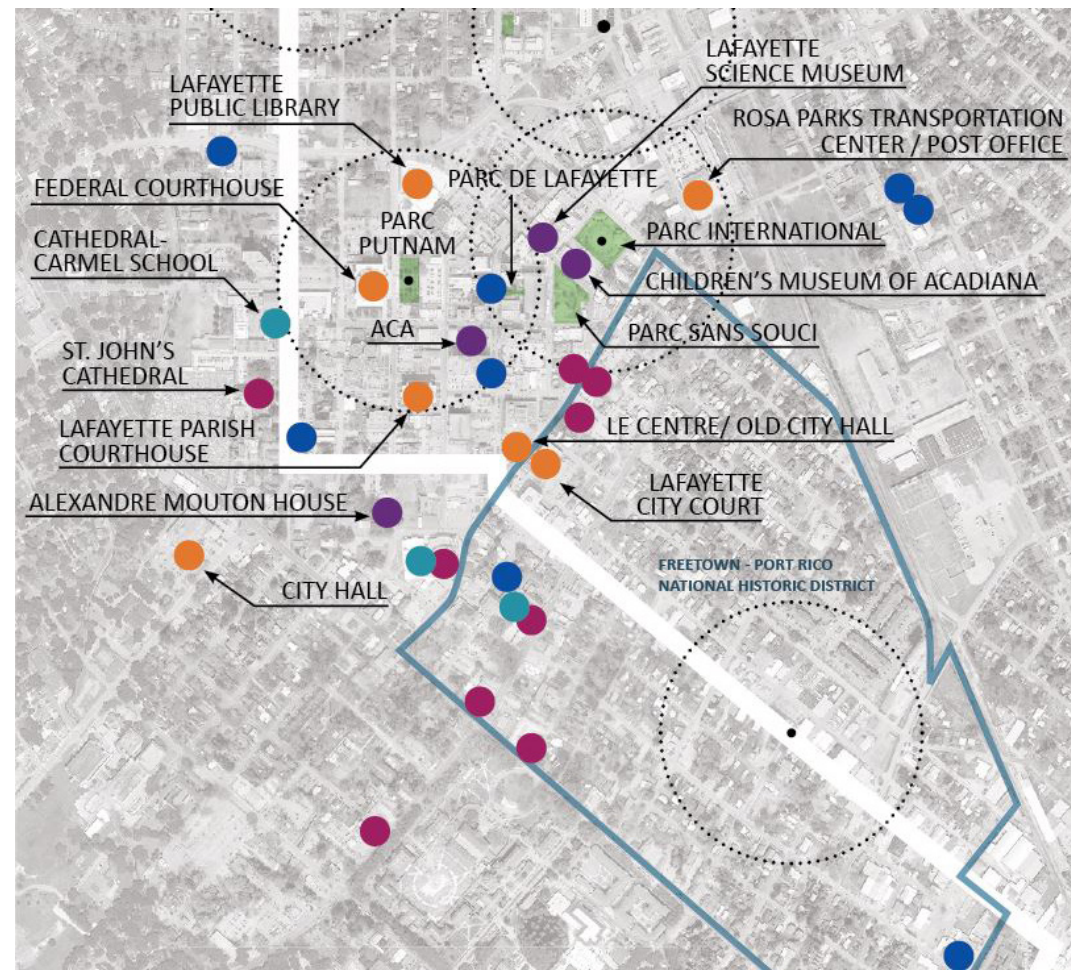
03 DISTRICT OPPORTUNITIES

STRENGTHS

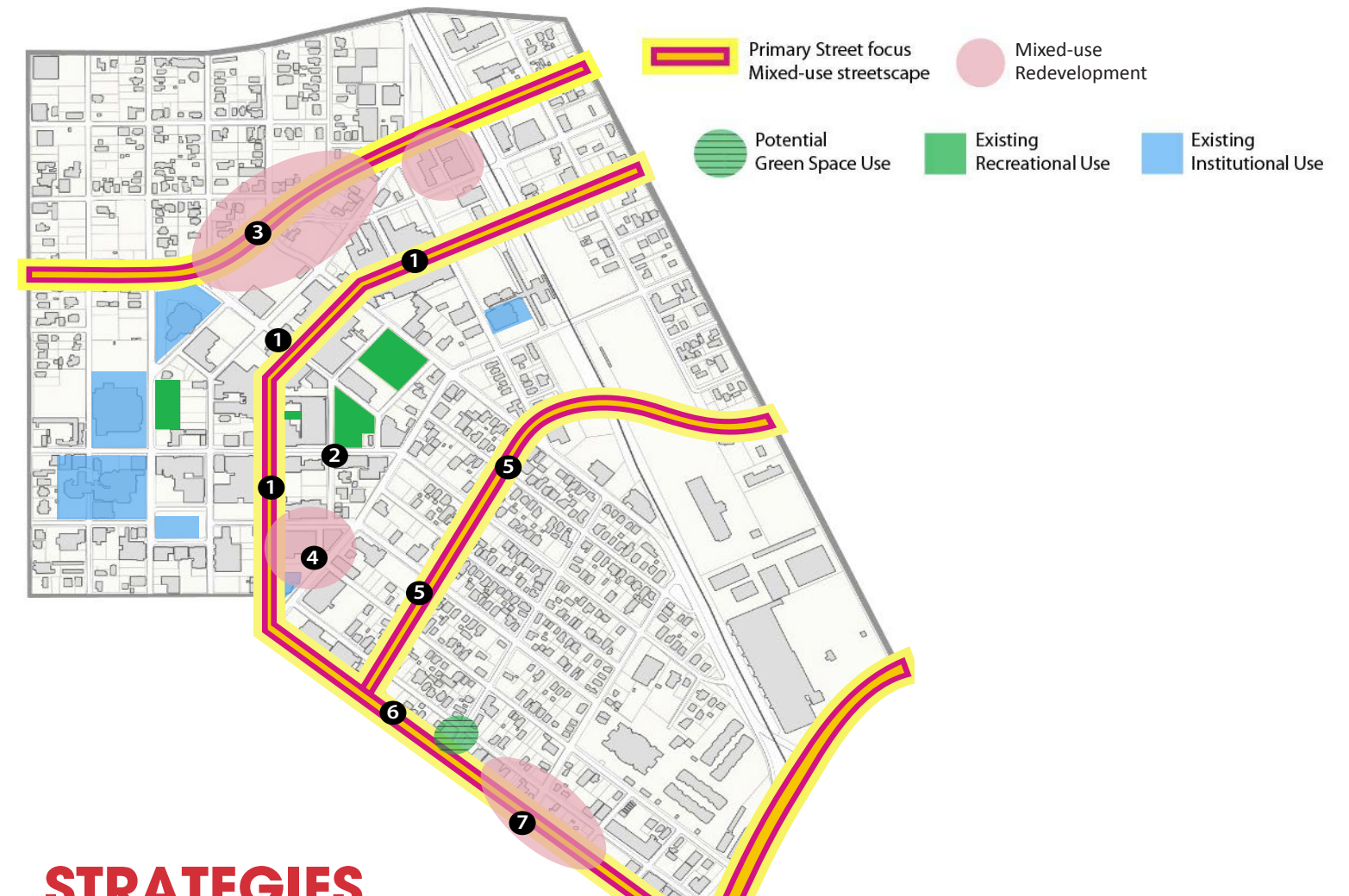
The historic Downtown core is home to the most accessible and diverse public realm in the city. Between the Lafayette Science Museum, the Children's Museum, the Acadiana Center of the Arts, Downtown offers the public many cultural and entertainment options. Permanent hardscaped parks and plazas like Parc Sans Souci and Parc International play host to numerous music and community events throughout the year.

The many small galleries, restaurants and small businesses define this highly walkable zone and signal many opportunities for district enhancement. There is also a concentration of civic buildings – courthouses, city halls, and a public library – that offer community resources to local residents and the city at large. Various religious institutions such as the Cathedral of St. John and schools are located Downtown. These rich cultural assets present many opportunities for community and economic growth and development.

Freetown-Port Rico is characterized by a uniquely diverse community. In 2016, it was designated a National Historic District joining Sterling Grove as the second such area in Lafayette. The neighborhood serves as a primary connection between Downtown and the UL-Lafayette campus. This bridging location can be leveraged for locally-scaled commercial growth opportunities that will complement the neighborhood and serve residents and visitors in the long-term.



● Social/Health ● Religious ● Civic ● Parks/Plazas ● Culture ● Education ○ 3-5 minute walk zone



STRATEGIES

1. PRESERVE A LOCAL MIX OF COMMERCIAL AND OFFICE USES THAT EXIST ALONG THE JEFFERSON ST. Extend development and infill through Downtown. Build up Buchanan St. as a significant secondary local street with enhanced mixed uses.

2. FOSTER MAIN ST. CONNECTION BETWEEN DOWNTOWN and FREETOWN. Enhance the activity and infill opportunity Downtown with a focus of mixed-density uses that serve the business and cultural community.

3. CONTINUE MIXED-USE DEVELOPMENT ON CONGRESS ST. Connect development from Downtown into La Place with appropriate neighborhood scale density transition – high density street frontage blocks to lower scale residential fabric.

4. LOCATE NEW MULTI-FAMILY RESIDENTIAL USE ALONG PRIMARY STREETS. Also target available land parcels for infill development or retrofit. (Old Federal Courthouse site).

5. CONCENTRATE NEW COMMERCIAL, OFFICE AND MULTI-FAMILY USES ALONG JOHNSTON ST. Bring development to the Johnston St. edge and target key intersections for activity (Jefferson St., Stewart St., E. Main St., and Vermilion St.).

6. TARGET NEIGHBORHOOD SCALE DEVELOPMENT IN FREETOWN ALONG JEFFERSON ST. TO PINHOOK RD. Offer mix of small commercial, office and multi-family use (possibly live-work units) that will connect and diversify the area to serve local residents.

7. RENEW MCKINLEY ST. WITH NEW AND RECLAIMED MEDIUM-DENSITY DEVELOPMENT. Target infill commercial and multi-family residential use. See current UDC for zoning allowances.

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 centers or multi-function activity centers.

Community nodes can support diversity and shared experiences, build community pride and promote economic development.

RECOMMENDATIONS

Beyond the epicenter of the Downtown business core, the forked junction of Congress St./2nd/3rd St. serves as edge node with great development integration potential between Downtown and LaPlace. A primary outlying neighborhood node was located along the Jefferson St. extension into the Freetown-Port Rico neighborhood at the McKinley St. intersection. This node in particular represents a junction that for the last few decades has functioned as a commercial nightlife entertainment zone geared towards the university student population. As Freetown-Port Rico evolves, the Jefferson St. and McKinley St. intersection can reclaim itself as a center of activity that fosters neighborhood growth while signaling a connection between Downtown and the UL campus. This unique anchor node would serve as a major point of transformation in the area.

CONGRESS ST. AT 2ND / 3RD ST. JUNCTION



MCKINLEY ST. AT JEFFERSON ST.
FREETOWN - PORT RICO



MAIN ST./COURTHOUSE



ROSA PARKS



- EXISTING CIVIC BUILDINGS
- PRIVATE PROPERTY
- GREEN SPACE
- POTENTIAL INFILL (CONCEPTUAL)



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

Jefferson St. remains the most crucial point of focus for maintaining a thriving Downtown core. Enhancements and necessary developments such as the Old Federal Courthouse can become anchors to spur economic growth and residential offerings. Congress St. will continue to provide vast potential for short and long-term transformation. As a result of initial restriping efforts, investment catalysts including new public amenities and high density mixed-use development along the Congress corridor can foster safe pedestrian-friendly streetscapes and destinations.

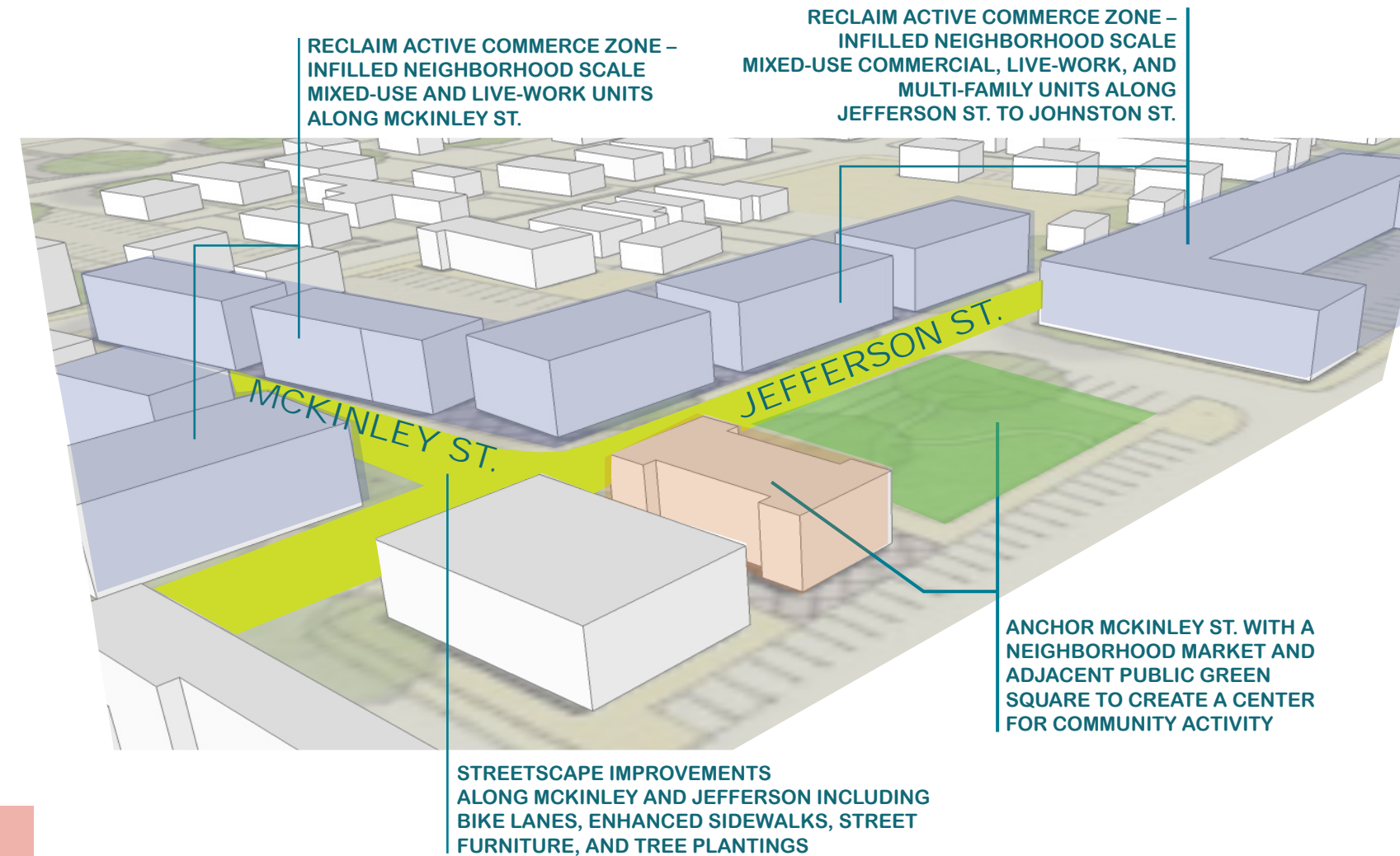
In Freetown-Port Rico, focused design strategies for the Jefferson St. extension consist of neighborhood scale mixed-use development that could serve a walkable pedestrian-heavy environment consisting of commercial amenities (retail and service industry) and small office buildings (live-work units). Catalyst projects such as a neighborhood market at the McKinley St. terminus can spur wider development activity towards campus. Vacant lots could be returned to active use through combined parking/retail concepts to foster the local economy that can be supported by the introduction of adjacent small-scale multi-family housing units.

COMPLETE STREETS

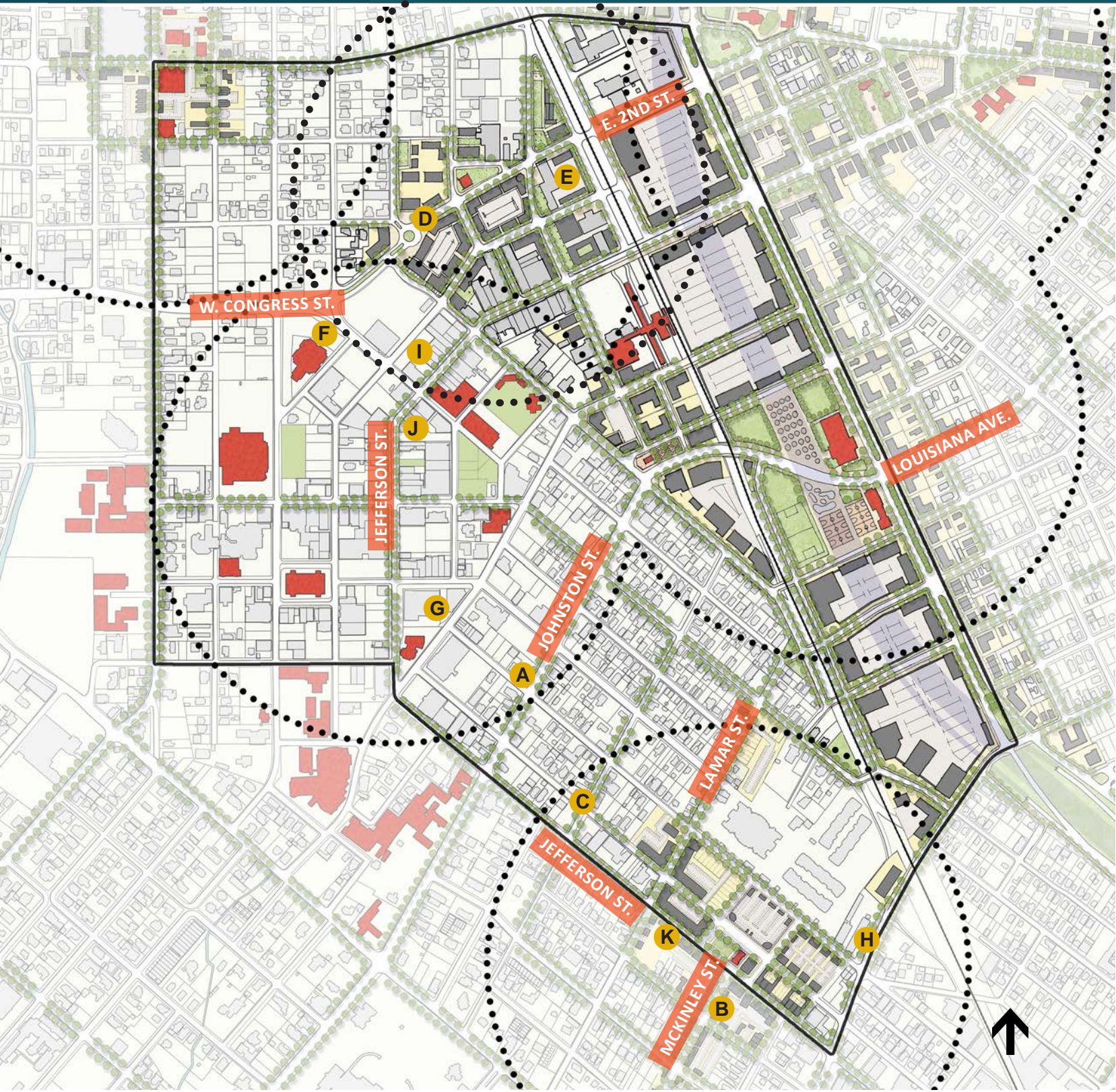
The term “Complete Streets” is a nationally recognized approach to transportation design and policy. Its core principle is that streets should be designed for the safety and convenience of everyone: drivers, pedestrians, bicyclists and those who use public transportation. Complete Streets include:

- 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 JEFFERSON ST. @ MCKINLEY ST.



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 Johnston St. streetscapes
- B McKinley St. renewal
- C Community Pocket Park - Convent St.
- D W. Congress St. streetscape - Phase 2
- E Coburn's building retrofit
- F Children's Playground - Library
- G Federal Courthouse redevelopment
- H Taft St. streetscapes
- I Downtown Movie Theater
- J Downtown Grocery / Market
- K Jefferson St. renewal - Freetown-Port Rico

Several projects were identified for this district. Residents evaluated them through 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.

As part of PlanLafayette, a Neighborhood Project Toolkit was produced that highlights 20 "do-it-yourself" projects that communities can undertake with limited government help.

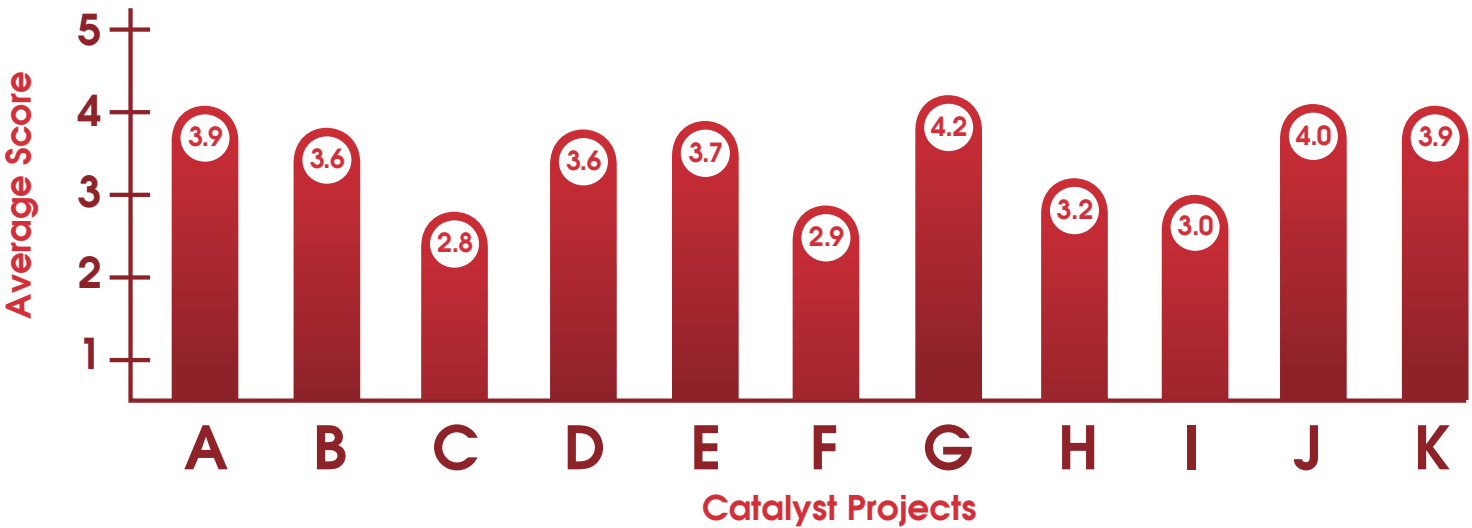
04 CATALYST PROJECT RANKINGS

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

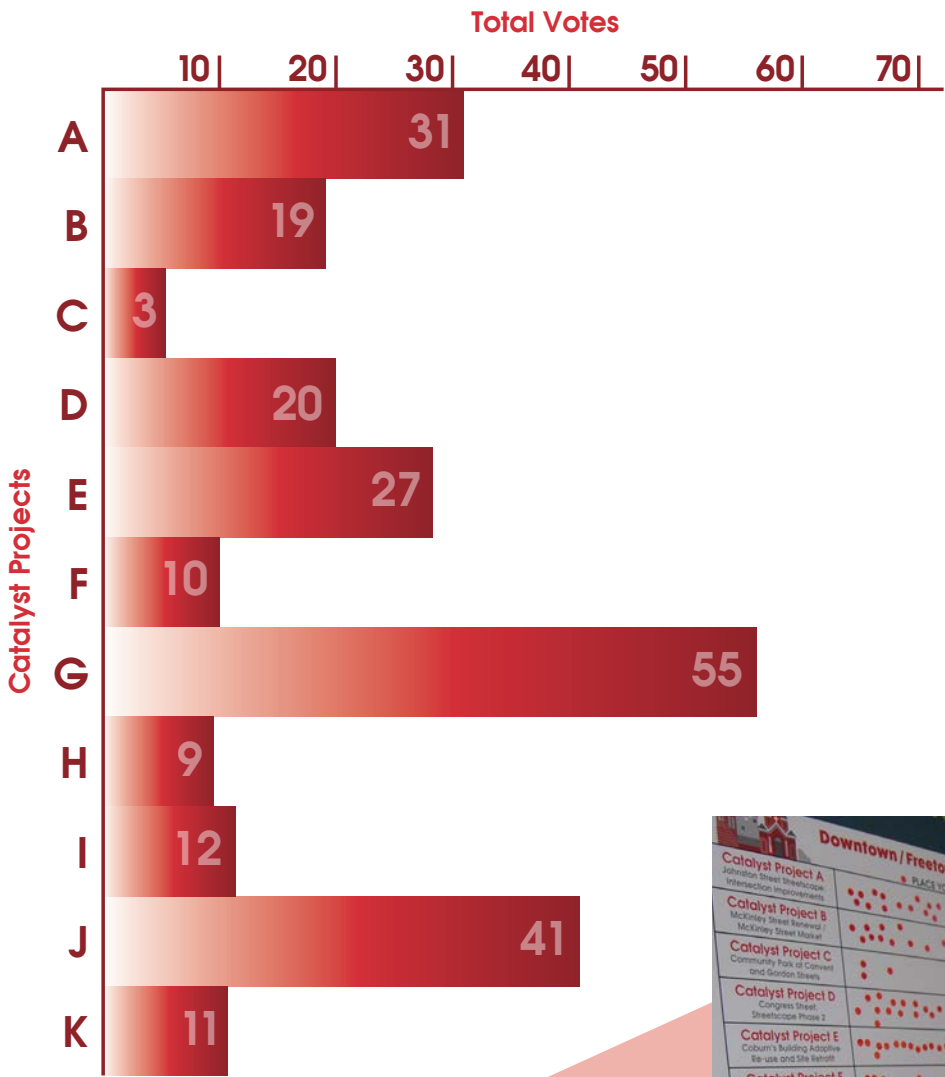
Participants were asked which Catalyst Projects were most important/ desirable and to give each project a ranking level from 1 to 5.

- 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



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.

DOWNTOWN / FREETOWN-PORT RICO DISTRICT

04 CATALYST PROJECTS

Federal Courthouse Building Site Retrofit



The future of Old Federal Courthouse and site Downtown on Jefferson St. has been under discussion for decades.

Adaptive re-use of the Old Federal Courthouse site including renovation and additional construction of main building and adjacent structures/landscape for to create a thriving mixed-use development that promotes high-quality residential living Downtown - complete with serviceable amenities and activity.

COMMUNITY BENEFITS
This project promotes:

- redevelopment/reuse of existing sites
- business development/economic growth
- neighborhood beautification
- community identity/interaction

DDA CONCEPTUAL VISION





IMPLEMENTATION STRATEGY

WHO LEADS
Lafayette Consolidated Government and Downtown Development Authority will spearhead this project.

WHO COLLABORATES
Downtown Lafayette Unlimited (DLU), LEDA, One Acadiana and local business/property owners will have vested interest in the mixed-use development of the Federal Courthouse and site.

WHO FUNDS
A public-private partnership, including a private developer(s), will likely need to be formed to successfully implement this project.

ACTION STEPS

STEP 1: CITY COUNCIL APPROVAL
Obtain City-Parish Council approval for moving forward with private development on the site. This may include an incentive package to encourage proposals and investment.

STEP 2: PREPARE SITE FOR PROPOSALS
Prepare and subdivide the property as necessary for private developers.

STEP 3: RELEASE RFQ/RFP & SELECT DEVELOPER & DESIGN TEAM
Based on proposals and potential partnerships, LCG approves developer(s) and design team(s).

STEP 4: CONVENE DESIGN WORKSHOP
Build community excitement through idea workshop/ marketing events to gain community input and support for project.

STEP 5: DESIGN DEVELOPMENT PROCESS
Developer team(s) refine designs for review and planning submission.

STEP 6: SECURE FUNDING FOR CONSTRUCTION
LCG and private developer companies obtain funding to green light the project by parcel or phase.

STEP 7: GAIN PLANNING PERMISSION
Planning is granted to allow site development and construction.

STEP 8: BEGIN CONSTRUCTION
Construction commences on site for approved projects.

STEP 9: PROJECT COMPLETION / OPENING
After project is deemed fit to be occupied, first residential and commercial tenants move in. Celebrate opening!

BEST PRACTICE EXAMPLE



Timmerhuis (Rotterdam, the Netherlands) - OMA



Courthouse Lofts (Kansas City, Missouri)
<http://www.alexandercompany.com/projects/courthouse-lofts/>

DRAFT January 10, 2018 3:29 PM

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
Example case study of a similarly successful implemented project.

04 FEATURED CATALYST PROJECT1

Old Federal Courthouse Building

Catalyst Project G
Site Retrofit



The future of Old Federal Courthouse and site Downtown on Jefferson St. has been under discussion for decades.

RECOMMENDATIONS

Adaptive re-use of the Old Federal Courthouse site including renovation/additions to main building and adjacent structures as well as landscape improvements to create a thriving mixed-use development that promotes quality residential living Downtown.

COMMUNITY BENEFITS

- This project promotes:
- redevelopment/reuse of existing sites
 - business development/economic growth
 - neighborhood beautification
 - community identity/interaction



IMPLEMENTATION STRATEGY

WHO LEADS

Lafayette Consolidated Government and Downtown Development Authority will spearhead this project.

WHO COLLABORATES

Downtown Lafayette Unlimited (DLU), LEDA, One Acadiana and local business/property owners will have vested interest in the mixed-use development of the Federal Courthouse and site.

WHO FUNDS

A public-private partnership, including a private developer(s), will likely need to be formed to successfully implement this project.

ACTION STEPS

STEP 1: CITY COUNCIL APPROVAL

City-Parish Council approval for moving forward with private development on the site. This may include an incentive package to encourage proposals and investment. Release RFQ/RFP.

STEP 2: PREPARE SITE FOR PROPOSALS

Prepare and subdivide the property as necessary for private developers.

STEP 3: RELEASE RFQ/RFP & SELECT DEVELOPER & DESIGN TEAM

Based on proposals and potential partnerships, LCG approves developer(s) and design team(s).

STEP 4: CONVENE DESIGN WORKSHOP

Build community excitement through idea workshop/ marketing events to gain community input and support for project.

STEP 5: DESIGN DEVELOPMENT PROCESS

Developer team(s) refine designs for review and planning submission.

STEP 6: SECURE FUNDING FOR CONSTRUCTION

LCG and private developer companies obtain funding to green light the project by parcel or phase.

STEP 7: GAIN PLANNING PERMISSION

Planning is granted to allow site development and construction.

STEP 8: BEGIN CONSTRUCTION

Construction commences on site for approved projects.

STEP 9: PROJECT COMPLETION / OPENING

After project is deemed fit to be occupied, first residential and commercial tenants move in. Celebrate opening!

ECI CONCEPTUAL VISION



BEST PRACTICE EXAMPLE



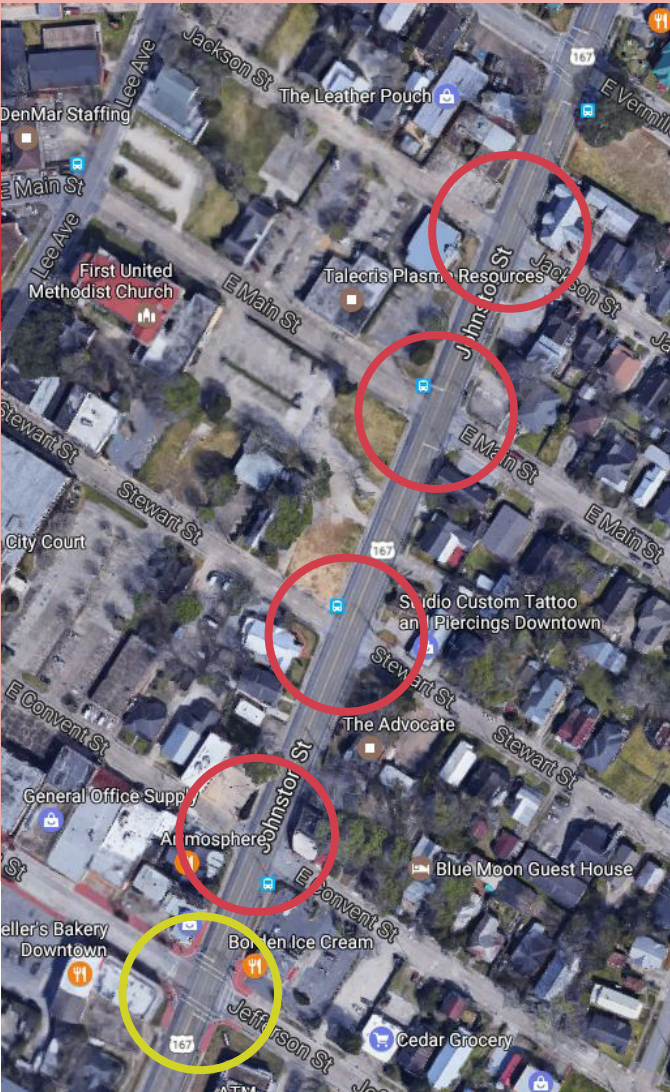
Timmerhuis (Rotterdam, the Netherlands) - OMA



Courthouse Lofts (Kansas City, Missouri)
<http://www.alexandercompany.com/projects/courthouse-lofts/>

04 FEATURED CATALYST PROJECT 2

Johnston St. Catalyst Project A Streetscape and Intersection Improvements



Residents in Freetown-Port Rico and Downtown and local authorities (DDA) have expressed the need and desire for better connection and safe access across Johnston Street.

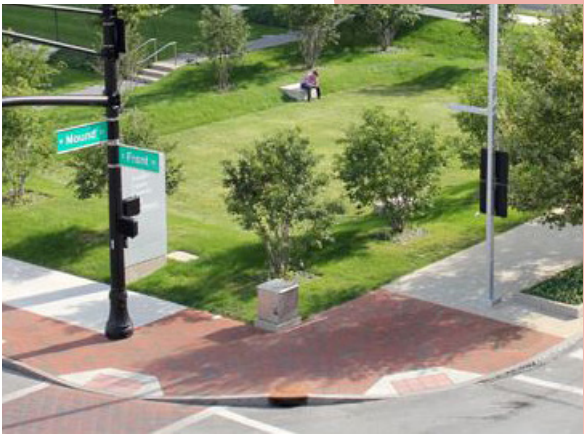
RECOMMENDATIONS

Landscape design streetscape project to re-pave and re-stripe each intersection along Johnston Street to address connectivity, safety, and identity while establishing a foundation for additional street frontage development in this zone.

COMMUNITY BENEFITS

This project promotes:

- redevelopment/reuse of existing sites
- business development/economic growth
- neighborhood connections
- neighborhood beautification
- community identity/interaction



IMPLEMENTATION STRATEGY

WHO LEADS

Lafayette Consolidated Government Department of Development and Planning will spearhead this project with technical oversight from Department of Public Works.

WHO COLLABORATES

DDA and the Freetown- Port Rico Coterie will be key stakeholders and project collaborators that will drive this idea forward and represent the community.

WHO FUNDS

A combination of LCG's road improvement budget and private funding could support this project. There is a potential for infrastructure related grants at the state level since Johnston St. is part of the state highway network.

ACTION STEPS

STEP 1 : BETTER BLOCK JOHNSTON ST.

LCG and the CREATE initiative have already hosted a Better Block along Johnston St. in 2017. Another Better Block that targets specific intersections could initiate this project.

STEP 2 : CONSENT WITH PUBLIC WORKS ON RIGHT-OF-WAY FEASIBILITY

Confirm requirements and parameters for streetscape and intersection upgrades.

STEP 3 : DETERMINE SCOPE OF PROJECT AND TARGET AREAS

Make decisions on which intersections to prioritize and understand necessary intervention requirements for each.

STEP 4 : FREETOWN-PORT RICO COTERIE AND DDA TO LOBBY LCG AND CITY COUNCIL

Build support for the project through LCG and the City Council who will ultimately approve funds and work.

STEP 5 : GAIN COUNCIL APPROVAL & SECURE FUNDING

Council to agree on capital improvement budget. Greenlight project.

STEP 6 : CHOOSE DESIGN AND ENGINEERING SERVICES

LCG releases RFQ/RFP for design and civil engineering work. Contract with design team to perform schematic designs in collaboration with Public Works.

STEP 7 : BEGIN CONSTRUCTION

Construction commences on site for approved intersection improvements.

STEP 8 : PROJECT COMPLETION / OPENING

Celebrate newly improved intersections with community event. Shared other potential development ideas attached to the ECI project.

BEST PRACTICE EXAMPLE



Livernois District Detroit, MI

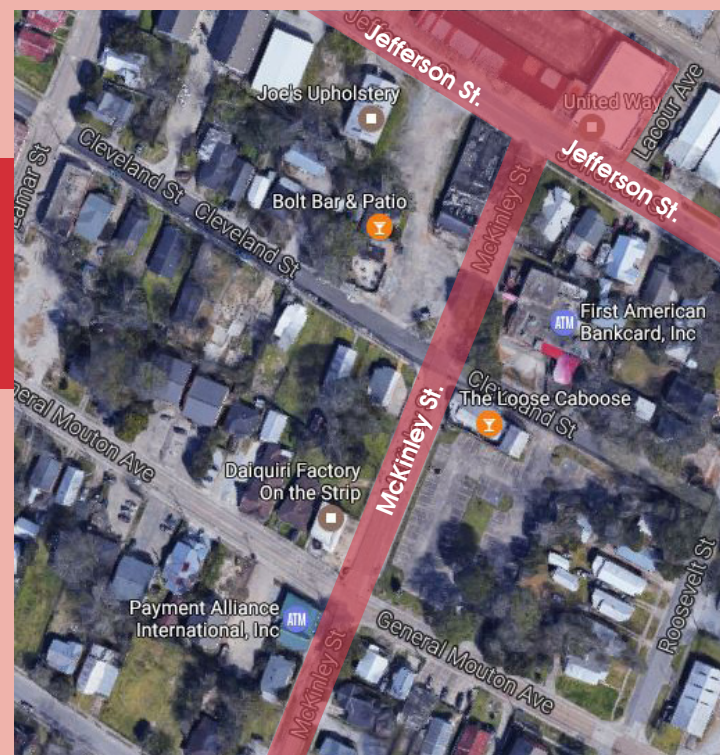


West Jefferson, NC

04 FEATURED CATALYST PROJECT 3

McKinley St. at Jefferson St.

Catalyst Project B
Streetscape Renewal and Infill Development



McKinley Street has received ongoing attention due to interest in neighborhood renewal and a desire to reclaim the former McKinley Strip.

RECOMMENDATIONS

Continuing the energy of the recent Better Block McKinley initiative, this project proposes a series of streetscape improvements, public-realm interventions, and mixed-use development projects/strategies, such as a McKinley Market.

COMMUNITY BENEFITS

This project promotes:

- redevelopment/reuse of existing sites
- business development/economic growth
- neighborhood beautification
- community identity/interaction



IMPLEMENTATION STRATEGY

WHO LEADS

Lafayette Consolidated Government Comp Plan office and the Planning and Zoning Department will spearhead this project with technical oversight from Department of Public Works.

WHO COLLABORATES

DDA and the Freetown- Port Rico Coterie will be key stakeholders and project collaborators that will drive this idea forward from the community. University representatives and other residents will have a vested interest in the project.

WHO FUNDS

LCG's road improvement budget will likely support first phase revitalization. This could result in a public-private partnership or private investment activity as a result of first phase infrastructure improvement.

ACTION STEPS

STEP 1 : REVAMPED BETTER BLOCK EVENT TO COMBINE WITH JEFFERSON ST.

LCG previously hosted a Better Block McKinley St. event. Consistent events that capture potential of the Jefferson St. interface can further drive this revitalization forward.

STEP 2 : FREETOWN COTERIE LOBBY LCG AND PUBLIC WORKS FOR STREETScape IMPROVEMENTS.

Two-way restriping resulted from the Better Block event. Permanent upgrades including enhanced sidewalks and street furniture could be next step to entice development.

STEP 3 : FREETOWN COTERIE ENLISTS FURTHER SCHEMATIC DESIGNS THAT ILLUSTRATE DEVELOPMENT POTENTIAL.

Work with DDA and LCG Comprehensive Plan Office to initiate studies and presentations.

STEP 4 : WORK WITH VARIOUS PROPERTY OWNERS TO GAIN TEMPORARY ACCESS OR PURCHASE OF PARCELS.

Create dialogue with current businesses and property owners on the value of redevelopment this strip as an active connection between Downtown and UL's Campus.

STEP 5 : CLEAN, PREPARE, PRESENT VACANT SITES.

While streetscape improvements are underway, actively promote the value of what is available – demonstrate potential through temporary and flexible activities such as food-truck markets and concerts.

STEP 6 : INITIATE PILOT DEVELOPMENT PROJECTS.

Tax incentives and other support can make development enticing and more likely to occur.

STEP 7 : BEGIN INCREMENTAL CONSTRUCTION

Feed off of pilot projects and support further development along McKinley and Jefferson St.

STEP 8 : HOST OPENINGS & RIBBON CUTTING CEREMONIES

Actively celebrate new streetscape improvements and new business or residential development with community events. Shared other potential development ideas attached to the ECI project.

BEST PRACTICE EXAMPLES



Singleton Town Centre, NSW



Carbuertor Lofts – Indianapolis, IN



ECI CONCEPTUAL VISION

- 1 Widened and newly-paved sidewalks will offer more space for pedestrian movement and outdoor seating extension for new commercial infill.
- 2 Dedicated safe bike lanes allow for connections to broader local transit networks.
- 3 Reduced vehicular lane widths will reduce travel speed and increase safety for cyclists and pedestrians.
- 4 New street trees and plantings/bioswales create an appealing placemaking element while offering drainage mitigation and a healthier environment.

04 ADDITIONAL CATALYST PROJECTS

Community Park at Convent and Gordon Streets

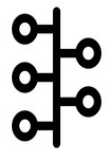
Catalyst Project C



Freetown-Port Rico residents and other charrette attendees expressed an interest in converting the vacant site across from Tammy's Grocery into a small public park.

Reclaiming a centralized abandoned site for community use as a small public space (play area, dog park, or garden) to complement nearby music venue and other public/commercial establishments - combine this new project with an upgrade of adjacent Tammy's Grocery site to activate a community node along the Jefferson Street corridor to McKinley Street

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



Timeline

Short-term: Pop-up site staging with activities to create public interest and viability
Medium- to long-term: Phased site development for a pocket park model - construction, landscaping work



Funding Support / Project Cost Estimate

- Streetscape and infrastructure improvements led by LCG-Public Works \$\$
- Landscape designs for park and mixed-use development with Freetown-Port Rico Coterie city funds/grants \$\$
- Coordinated retrofit /facelift of Tammy's Grocery site (parking lot public realm connections) \$\$



Economic Impact / Community Benefits

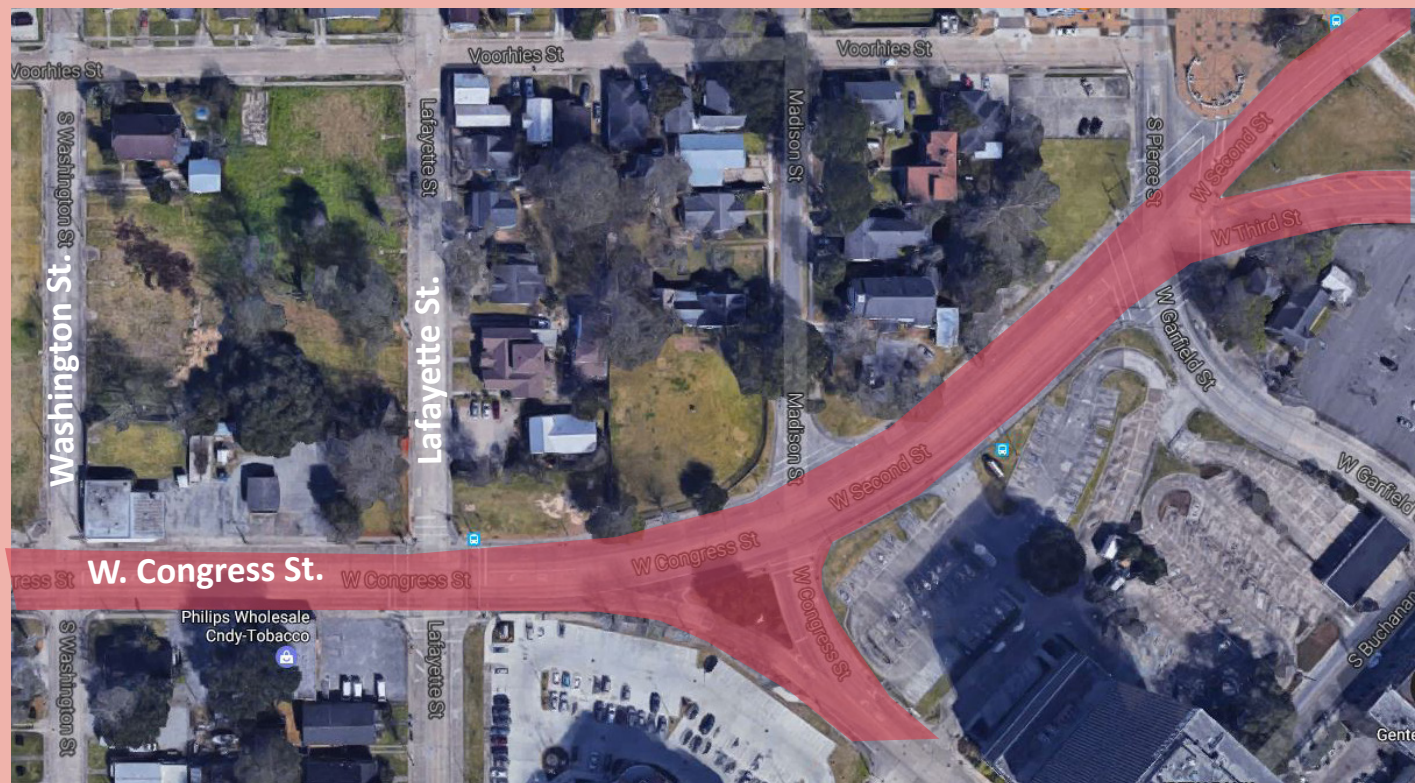
- Reclaim vacant site, converting to everyday public use for diverse activity and community interaction
- Provide a new amenity with small-scale commercial potential onsite or nearby



04 ADDITIONAL CATALYST PROJECTS

Congress Street: Streetscape Phase 2

Catalyst Project D

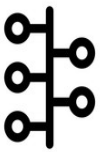


Restriping on W. Congress St. from S. Pierce to Evangeline Dr. has been completed. There is a desire to initiate Phase 2 Streetscape work.

Second Phase Congress Streetscape revitalization includes proposal for a roundabout at the junction of 2nd and 3rd Streets as well as other Complete Street elements such as curb extensions and sidewalk treatments that will serve as a trigger for longer-term area development



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



Timeline

Short-term: Congress Street restriping has already been implemented
Medium- to long-term: Further traffic calming roundabout at 2nd Street and other streetscape enhancement work



Funding Support / Project Cost Estimate

- Streetscape and infrastructure improvements led by LCG-Public Works \$\$\$
- Landscape sidewalks and site prep for building frontage - LCG/DDA/Public-private partnerships \$\$\$



Economic Impact / Community Benefits

- Continued enhancement of Congress corridor will spur investment interest at the edge of Downtown
- Provide safer streets and access for vehicles, pedestrians, and bicycles
- Create walkable environment for various community activities and interaction
- Connect LaPlace to Downtown



04 ADDITIONAL CATALYST PROJECTS

Coburn’s Building Adaptive Re-use and Site Retrofit

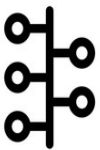
Catalyst Project E



The old Coburn’s building has been saved from demolition and there is interest in converting it for public use.

Reclaim a historic building for adaptive re-use as an accessible mixed-use culinary market incubator hub and cultural amenity to promote healthy local living that anchors a developing public zone on the edge of Downtown

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



Timeline

Short-term: Pop-up site staging with activities to create public interest and viability
Medium- to long-term: Phased site development for a community hub (possible culinary market) - renovation, site work, infrastructure



Funding Support / Project Cost Estimate

• Pop-up events and markets managed by nonprofits/LPTFA/LCG \$
• Renovation, operation support, phase development - LCG-Public Private Partnership/grants \$\$\$



Economic Impact / Community Benefits

• Reclaim abandoned buildings and vacant site - convert to commercial and community use
• New amenity contributes to overall economic value of the area and increases local investment
• Promote healthy living and build community interaction and pride



04 ADDITIONAL CATALYST PROJECTS

Children’s Park at the Main Library

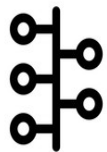
Catalyst Project F



The Downtown Development Authority has been considering a Children’s playground near the Public Library Downtown.

Following the re striping of West Congress St. and the elimination of the West Congress Street curve into Downtown, the triangular island can now become part of the Public Library site and be reclaimed as a dynamic and safely accessible public space for use as a playground and for other activities

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



Timeline

- Short-term:** Congress re-striping and initial reclaiming of the Congress Triangle has happened - temporary plaza
- Medium-to long-term:** Site preparation and construction of permanent public plaza and children’s playground



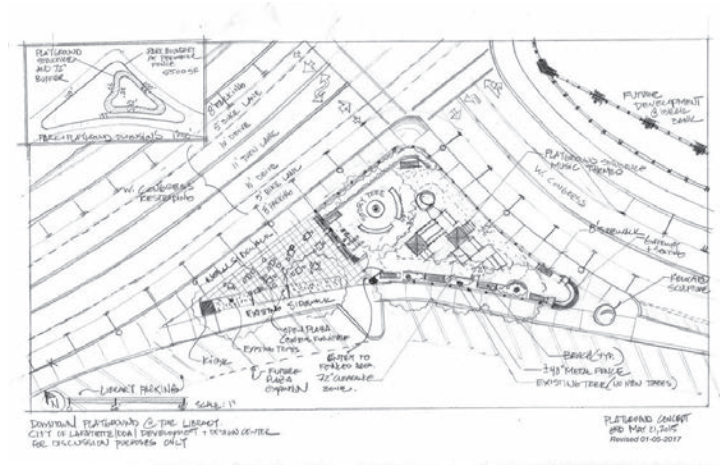
Funding Support / Project Cost Estimate

- Continued maintenance and programming of temporary plaza - LCG/DDA \$
- Landscape designs for plaza and playground - LCG city funds/grants/crowdfunding \$\$



Economic Impact / Community Benefits

- Reclaim and make permanent a safe, dynamic public space for local residents and library patrons
- Provide a new amenity that contributes to overall economic value and growth
- Addresses amenities for kids to attract Downtown living



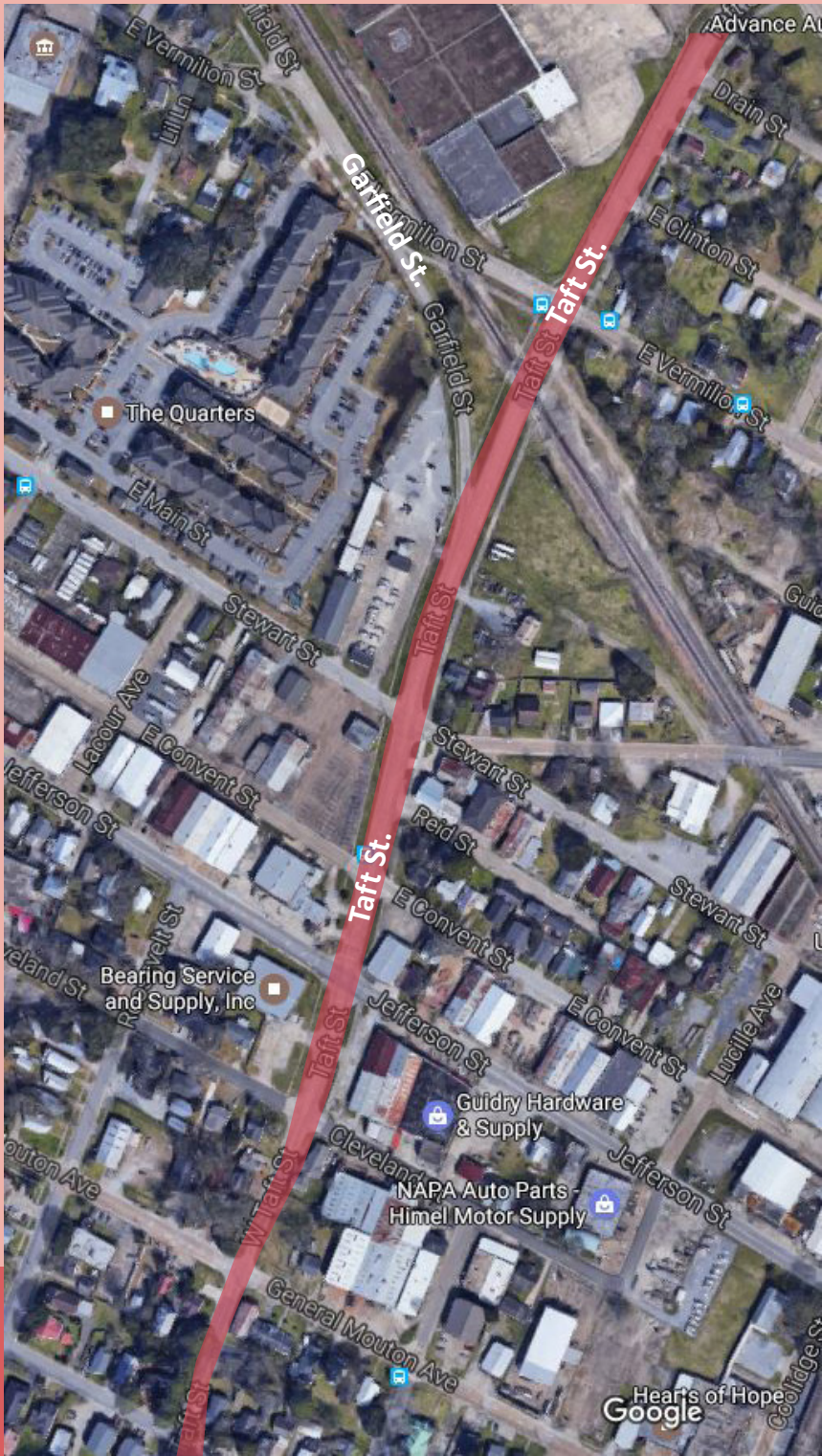
04 ADDITIONAL CATALYST PROJECTS

Taft Street Corridor: Spot Improvements

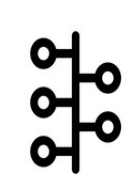
Catalyst Project H

Freetown-Port Rico residents and coterie members, as well as other corridor stakeholders and city staff, have voiced a desire to improve the Taft Street corridor.

This initiative highlights Taft Street as a primary connector between Freetown-Port Rico and McComb-Veazey with strategic streetscape interventions including restriping and public-realm landscape features



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



Timeline

Short-term: Approval for re-striping, public-realm spot improvements, including sidewalk retrofit/additions, and the redesign of the triangular parcel (railroad crossing) at Garfield/Vermilion.
Medium- to long-term: Phasing and full potential Complete Street retrofit including infrastructure improvements.



Funding Support / Project Cost Estimate

- Particular public-realm interventions (Garfield / Taft Triangle Park already funded) \$\$
- Baseline streetscape and infrastructure upgrades
- Projects with backing from partnerships, private development/investment, and external grants \$\$\$



Economic Impact / Community Benefits

- Upgrade of Taft Street across the Thruway and planned I-49 Connector will increase land values and attract economic investment opportunity through site infill redevelopment potential
- Provides spaces for activity to create community cohesion - results in a more walkable, safe environment



04 ADDITIONAL CATALYST PROJECTS

Downtown Movie Theater

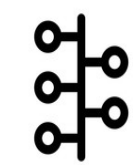
Catalyst Project I




Downtown residents and patrons have expressed great interest in having a small scale movie theater in the area.

Retrofit an inconsistently used building for use as cinema that offers locals and Lafayette residents a new cutural amenity and contributes to the overall mixed-use redevelopment of the historic downtown core along Jefferson Street


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



Timeline
Short-term: Pop-up on-site film screening with activities to create public interest and viability
Medium- to long-term: Phased site development - building renovation, landscaping, necessary parking work



Funding Support / Project Cost Estimate
• Event staging led by LCG/DDA/Local organizations/private partner groups \$
• Minimal design/site development/parking - LCG/DDA with city funds/grants \$
• Coordinated renovation construction/facelift of building - partnership or private developer \$\$\$



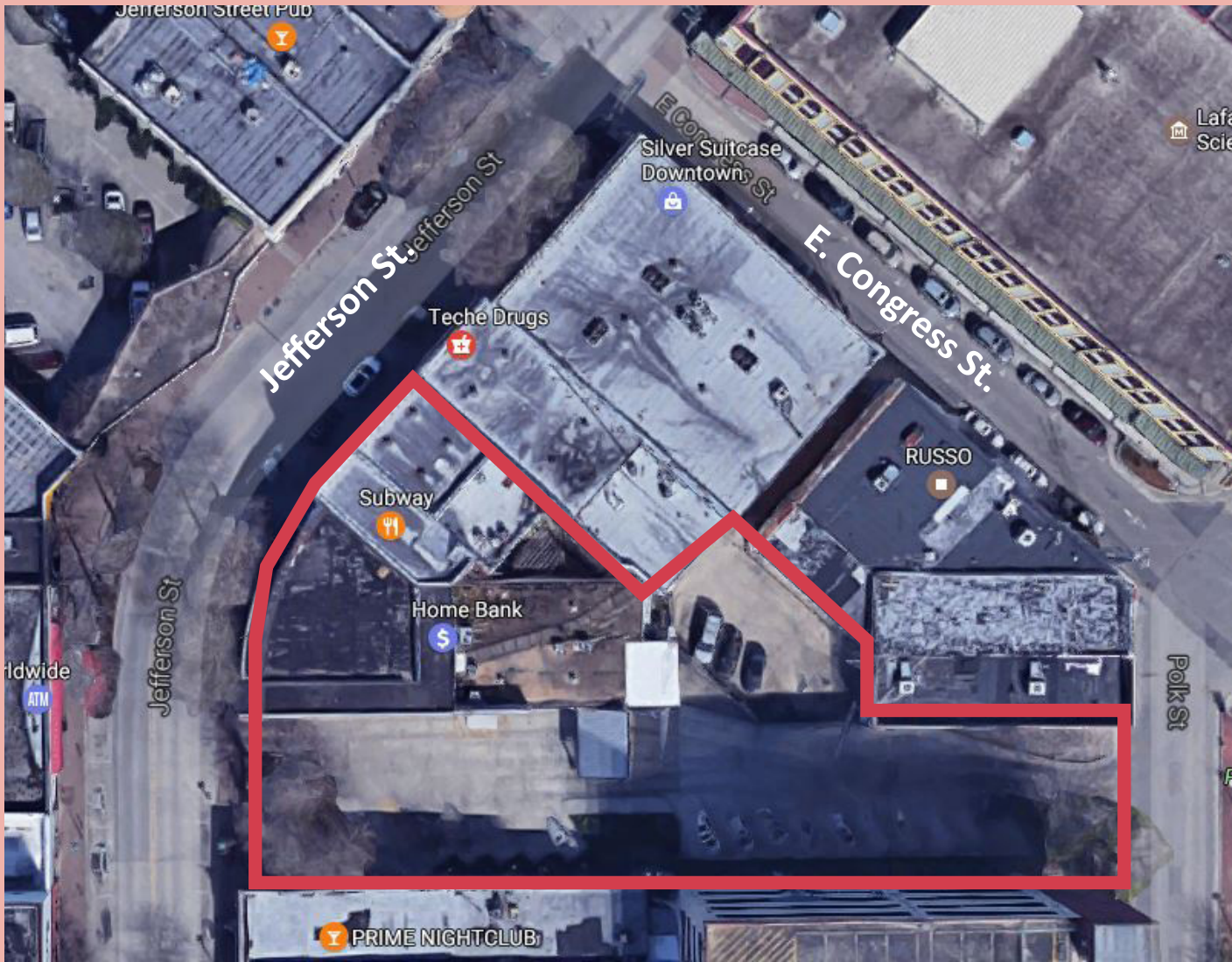
Economic Impact / Community Benefits
• Reclaim underused building - converting to everyday community use as dynamic cultural asset
• Provide a new amenity with long-term economic value to help spur other local investment



04 ADDITIONAL CATALYST PROJECTS

Downtown Grocery / Market

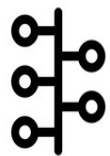
Catalyst Project J



Downtown residents and patrons have expressed great interest in having a small grocery/market in the area.

Reclaim a vacated building for use as a neighborhood grocery/market that will offer area locals and Lafayette residents direct access to a new service amenity and contribute to the overall mixed-use redevelopment of the historic downtown core along Jefferson Street

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



Timeline

Short-term:

- Pop-up on-site market with activities to create public interest and viability

Medium- to long-term:

- Phased site development - building renovation, landscaping, necessary parking retrofit



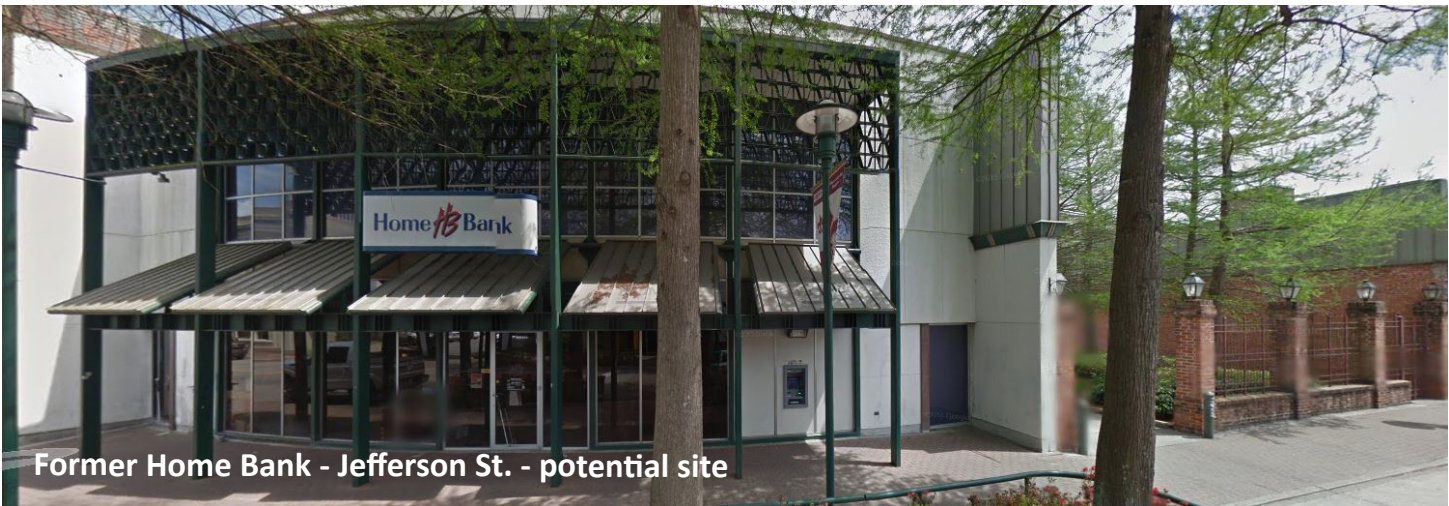
Funding Support / Project Cost Estimate

- Events staging led by LCG/DDA/Local organizations/Private Partner groups \$
- Minimal landscape design/site development/parking - LCG/DDA with city funds/grants \$
- Coordinated renovation construction/facelift of building - partnership or private developer \$\$\$



Economic Impact / Community Benefits

- Reclaim vacant Home Bank building - converting to everyday community use as dynamic commercial asset
- Provide a new amenity with long-term economic value to spur other local investment (residential)



Former Home Bank - Jefferson St. - potential site



04 ADDITIONAL CATALYST PROJECTS

Jefferson Street Renewal

Catalyst Project K

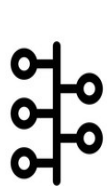


Jefferson Street is a major network path running through Freetown-Port Rico from Pinhook to Downtown. This connection should be enhanced and highlighted.

Complementing strategies for enhancing McKinley St., this project proposes a series of streetscape improvements, public-realm interventions, and mixed-use development infill to highlight small commercial potential and spur neighborhood activity and vitality



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



Timeline

Short term:

- Better Block pop-up events to draw attention to area economy and preview streetscape enhancements

Medium-to-Long-term:

- Incremental neighborhood street renewal with various components – street work, landscaping, and available parcel development prep



Funding Support / Project Cost Estimate

- Streetscape and infrastructure improvements led by LCG/Public Works \$\$
- Public-realm designs and mixed-use development - partnerships with LCG, LEDA, Freetown-Port Rico Coterie, and private investment development + Grant potential for projects \$\$\$\$



Economic Impact / Community Benefits

- Restore Jefferson St. to thriving commercial strip with return on investment opportunities
- Link Downtown to the UL Lafayette campus - residents benefit from renewed access to local amenities
- Create a safe, walkable, and appealing environment for local residents and small business owners



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.

Enhance the relationship of the downtown core with the adjacent neighborhoods of Freetown and La Place with safe, walkable connections. The edges of the Downtown core should be targets for urban development and activity.

Renew arterial connections through Downtown to its outer edges by sustaining active development along East Main and Jefferson streets.

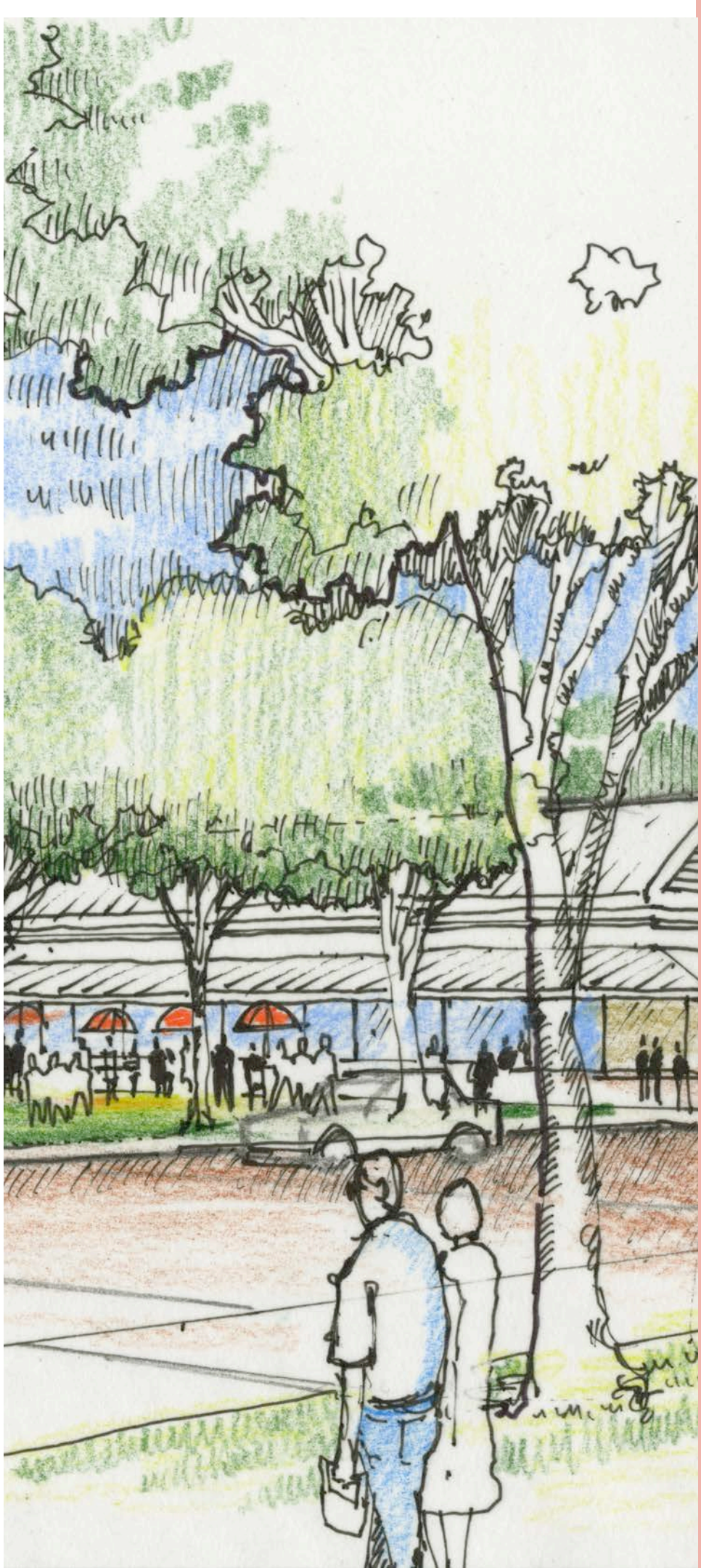
Target infill opportunities in the Downtown core to promote mixed-use and residential development – vacant buildings, parking lots and unused parcels can be reactivated to create consistent urban street frontage and pockets of active community life.

Create development and economic pathways for new Downtown businesses, including those that provide neighborhood and community services.

Achieve and sustain active connections among Downtown, Freetown-Port Rico and the UL Lafayette campus through infill development and mobility network enhancements.

Promote greater connections between the Downtown core and the Sterling Grove and McComb-Veazey neighborhoods.

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



Downtown Freetown-Port Rico

