

Gateway



District Design Manual

a guidebook to revitalizing your neighborhood



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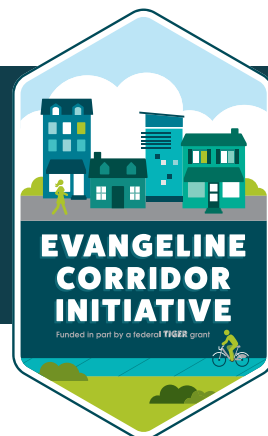
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01 INTRODUCTION

THE EVANGELINE CORRIDOR INITIATIVE

PROJECT GOALS

Reconnect neighborhoods

Create spaces for healthy activities

Improve safety

Increase economic investment

Improve job opportunities

THE I-49 CONNECTOR

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

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

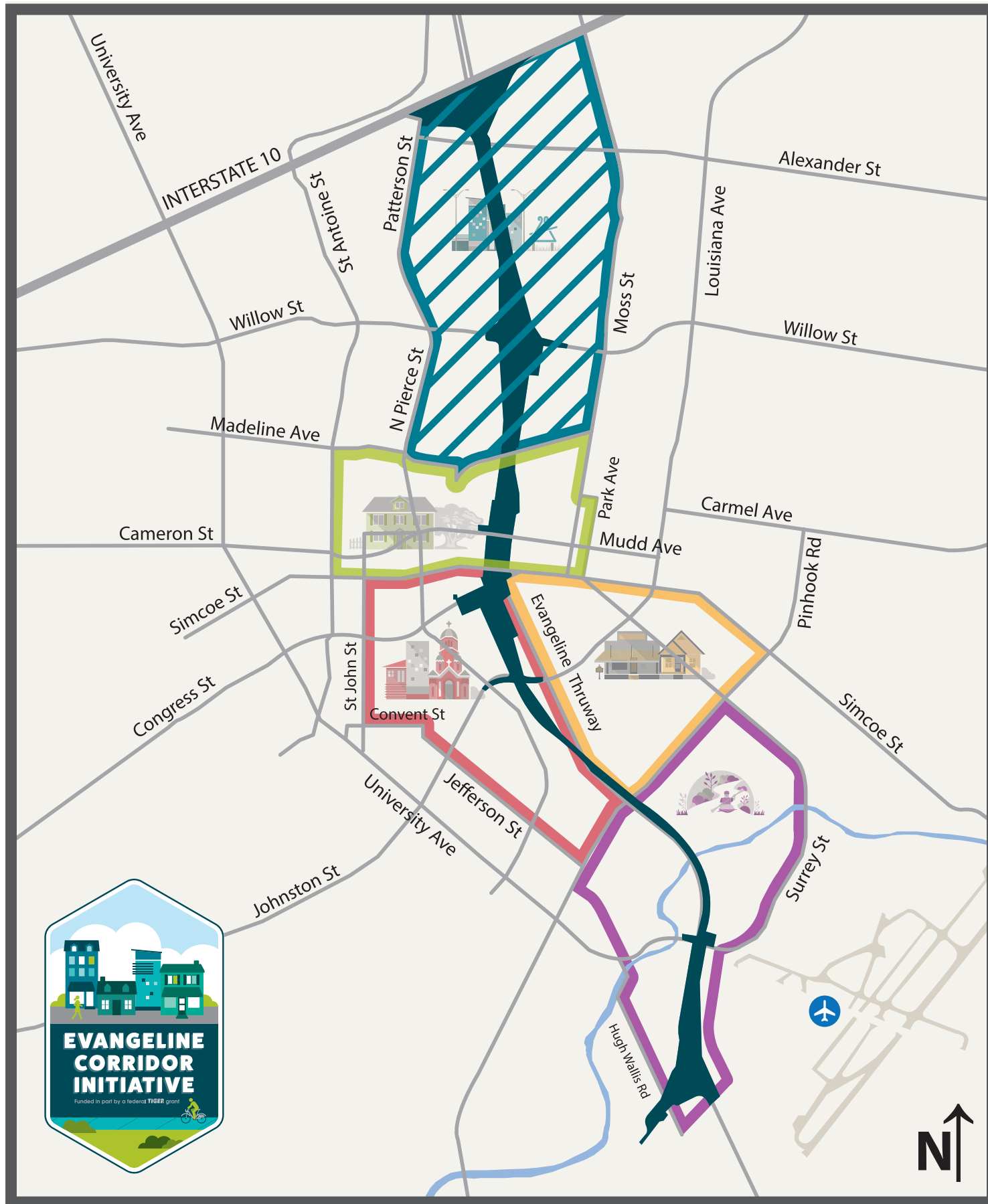
CHANGE AND OPPORTUNITY

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

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

PEOPLE IN ACTION

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



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



02 YOUR DISTRICT

COMMUNITY VOICES

Residents say a sense of community and the closeness of neighbors are major assets in the Gateway District. Yet, safety is also a major concern. Overall, the lack of maintenance and investment in the district have held back commercial growth.

For many residents, including the elderly, walking is their only mode of transportation, so safe, pedestrian-friendly streets with wide sidewalks are a high priority in the Gateway District. Residents also expressed a desire for neighborhood beautification, including street trees and landscaping.

DISTRICT PROFILE

In the Gateway District, the Evangeline Thruway gives most visitors their first impression of the city: disconnected big box stores and economy hotels, strip malls and fast food restaurants. The Northgate Mall, which was once a destination for shopping and socializing, is now a commercial shell, with few retail businesses. Although it is underperforming economically, the area has the potential to become an inviting entryway and active commercial zone, balanced and supported by recreational facilities and pedestrian-friendly neighborhoods.

DISTRICT CHALLENGES

- Economic concerns – lack of consistent investment, businesses have relocated
- Safety – crime, poor lighting
- Homelessness
- Vacant lots and houses, litter, roadway noise
- Community services – after-school care, support for elderly residents needed
- Transportation issues – access is difficult for pedestrians and cyclists
- Housing – district lacks a variety of housing types, including elderly housing; anticipated Connector impact

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 Gateway District Workshop. ECI Team members listened while small groups of residents talked about what they valued most — and the areas of greatest concern. We captured their input by taking careful notes and by collecting district maps, hand-marked by workshop participants.

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

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



“My big concern is that this won’t happen while we are still here. Will our kids or grandkids see it?”

“I’d rather be safe than convenient.”

“Don’t let the Interstate bypass us altogether.”

“We need more bus stops.”

2016

Beginning 2016 Project Funded

Spring 2016 District Workshops

2017

May 21 – 27, 2016 Charrette Week

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

June 8, 2017 Open House

2018

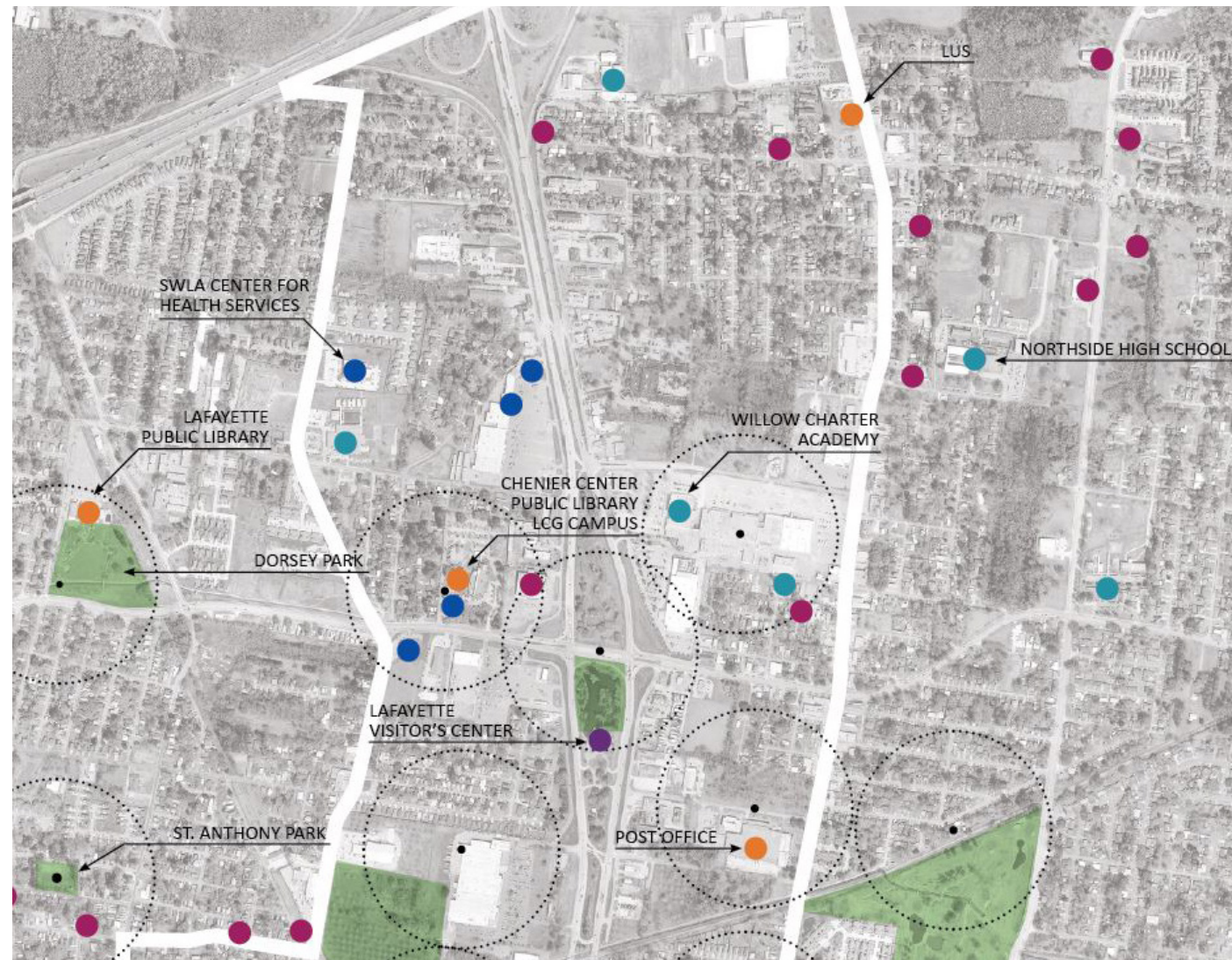
March 2018 Open Houses: Final Report, Design Manuals, and Implementation Planning

May 2018 City-Parish Council Adoption

03 DISTRICT OPPORTUNITIES

STRENGTHS

The Gateway District of the Evangeline Corridor is a highly valuable welcoming face to Lafayette. It is most characterized by its commercial offerings and services which range from big-box retailers and strip malls to hospitality. This commercial appeal has historically been disjointed from the adjacent neighborhoods. The opportunity to take advantage of these commercial zones and integrate them with the residential fabric is a valuable asset to expand upon. Apart from definable commercial activity in the area, the Gateway also contains important civic uses like the Clifton Chenier Center and Public Library which also houses LCG’s Planning, Zoning and Development Department and cultural touchstones like the existing Lafayette Visitor’s Center. The Gateway District lacks clearly defined recreational open space, yet there are potential available land parcels for strategic positioning of recreational use and nearby asset amenities such as City Park. Cohesive strategies for these underused assets could ignite localized socio-economic opportunities.



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

STRATEGIES

1. TARGET AREAS ADJACENT TO PROPOSED I-49 CONNECTOR WITH HIGH-DENSITY MIXED-USE INFILL DEVELOPMENT.

Include multi-story office buildings, commercial/service, and multi-family residential properties that can help reducing interstate sound impacts on neighborhoods while creating productive centers of activity and commerce. Focus higher density development around the Willow St. interchange.

2. FOCUS SMALL-BUSINESS COMMERCIAL STREET FRONTAGE ON W. WILLOW STREET.

Target the stretch of road adjacent to the LCG Clifton Chenier Center campus and public library branch.

3. PRESERVE AND ENHANCE EXISTING COMMERCIAL USES ALONG E. WILLOW STREET.

Create a productive and inviting urban edge for a new mixed-use “main-street” neighborhood node between E. Willow St. and the U.S. Post Office and integrate with nearby single-family residential pockets.

4. RETROFIT THE FORMER NORTHGATE MALL INTO A MEDIUM-DENSITY, MIXED-USE CENTER.

Components could range from commercial and educational use to multi-family residential properties.

5. CONSIDER A RETROFIT AND INFILL OF EXISTING WALMART SITE AS A MIXED-USE CENTER.

Target incremental infill potential on available land parcels with public open space to integrate into adjacent neighborhoods. Preserve the frequent used commercial amenity while enhancing the site’s character.

6. DISPERSE PUBLIC OPEN SPACES AND PARKS THROUGHOUT THE GATEWAY DISTRICT.

Concentrate new and productive green spaces within or adjacent to identified neighborhood nodes.



Primary Street focus Mixed-use streetscape Mixed-use Redevelopment Potential Green Space Use Existing Recreational Use Existing Institutional Use

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

Given the highly commercial and service-oriented nature of the Gateway District, multiple Community Nodes were identified for their potential as high-density mixed-use centers to integrate into the adjacent neighborhood fabric. Due to the proximity to I-10, hospitality nodes were proposed at northern most part of the Gateway District to the east and west of the existing Evangeline Thruway to respond to the existing and future hospitality demand in the area. Here the existing hotel cluster sites could serve as mixed-use centers to be integrated with neighborhoods and vacant land parcels behind.

A distinctly civic mixed-use node was located with a focus on the LCG Clifton Chenier Campus/Library site along W. Willow St. This public asset and amenity could anchor adjacent mixed-use development and enhancement of the Philadelphia Church site adjacent to the Willow interchange and further mixed-use and higher density development across W. Willow St.

The former Northgate Mall presents a great opportunity to be redefined as mixed-use commercial and residential destination node by repurposing and consolidating parking lots and unused building space and by retaining and enhancing existing anchor elements such as Home Depot, Willow Charter Academy, and the Planet Fitness wing. A mix of multi and single family residential zones to the north could flank this centralized active zone.

Additional mixed-use commercial and residential nodes are proposed to focus on new planned development around the existing Walmart (west) and potential development near the U.S. Post Office (east) along the railroad.

DONLON AVE. & N. BUCHANAN ST.



E. WILLOW ST. & BLANCHARD ST.



- EXISTING SIGNIFICANT BUILDINGS
- PRIVATE PROPERTY
- GREEN SPACE
- POTENTIAL INFILL

W. WILLOW ST.



CASTILLE AVE. & NORTHGATE DR.



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

Safe, walkable, and lively streetscapes are the key to a district’s viability and character. The Gateway’s biggest challenge is to integrate active commercial zones with neighborhood streets. The area is defined by predominantly auto-accessible strip malls and big box destinations like the former Northgate Mall site and adjacent Home Depot, Walmart, and Super 1 Foods. While these entities serve the local community and beyond, they are not easily accessible by multiple modes of transportation.

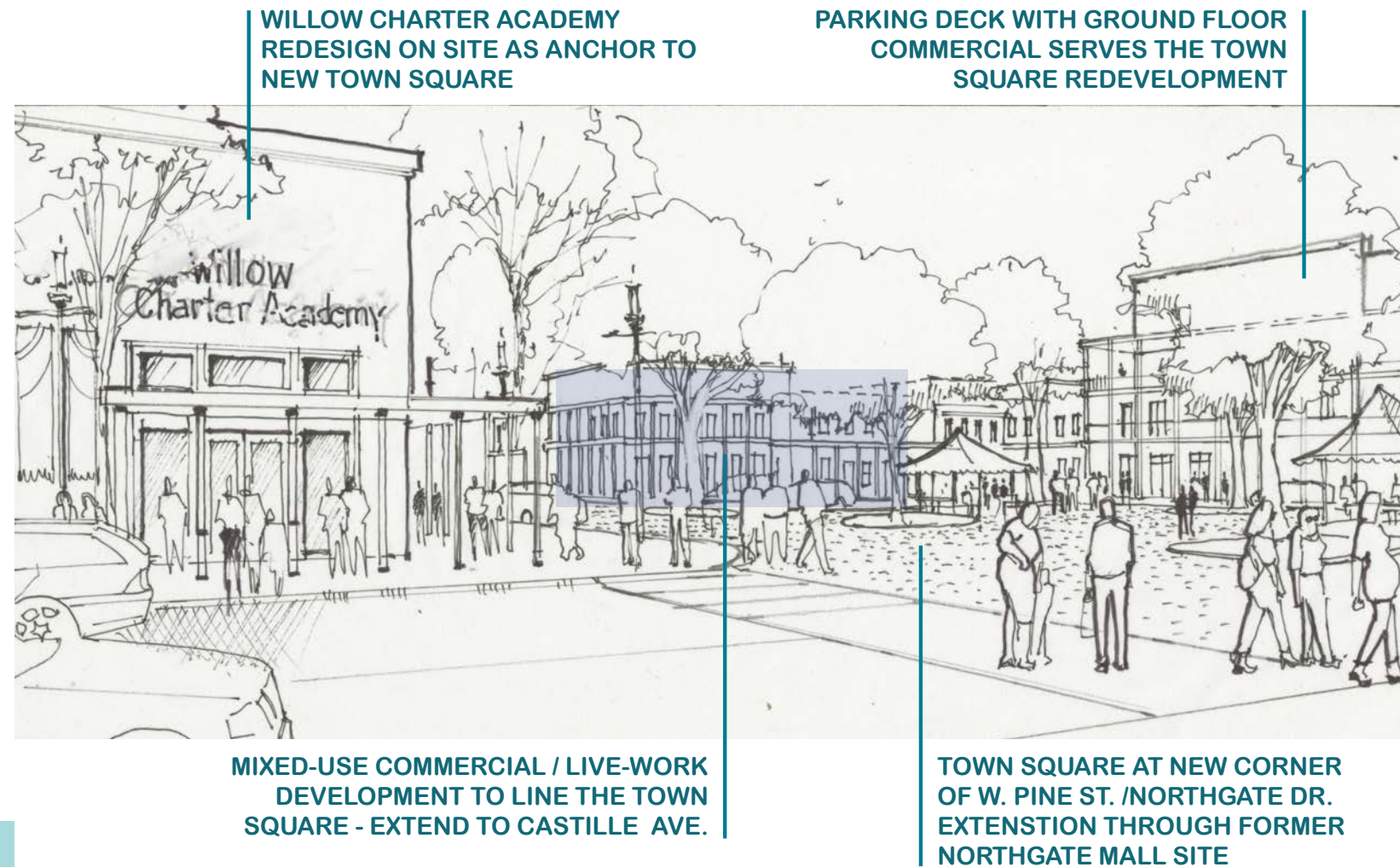
Primary west-east thoroughfares identified and studied in the Gateway included Castille Ave. / Martin Luther King Dr., Willow, and a potential Donlon Ave. extension to the west. These arteries provide the greatest concentration of potential catalyst re-development and streetscape enhancements to promote greater connections across the corridor. Particular streetscape improvements will help integrate neighborhoods and link identifiable community centers and nodes defined by a healthy mix of safely accessible commercial and residential activity.

COMPLETE STREETS

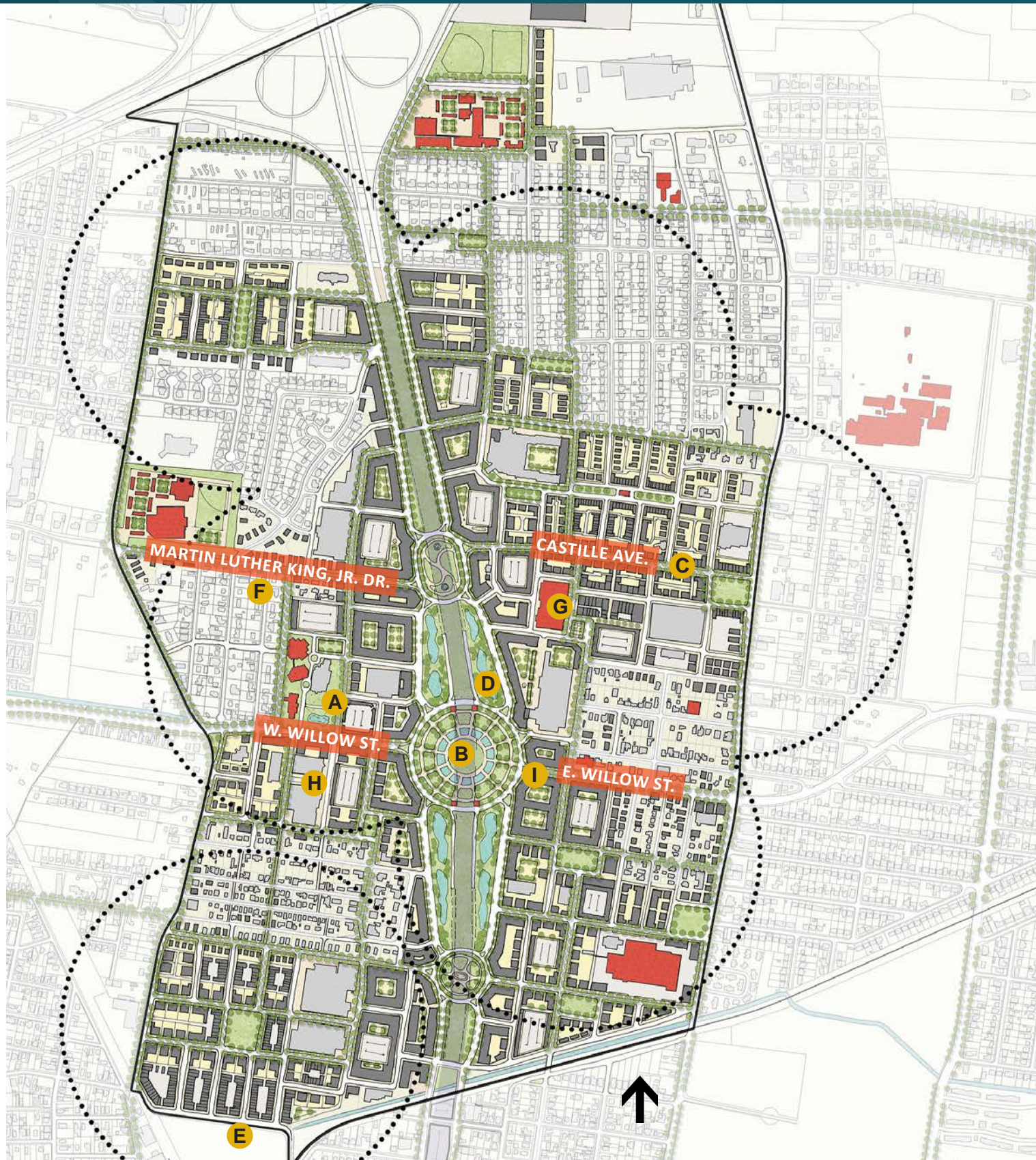
The term “Complete Streets” is a nationally recognized approach to transportation design and policy. Its core principle is that streets should be designed for the safety and convenience of everyone: drivers, pedestrians, bicyclists and those who use public transportation. Complete Streets include:

- 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 - MIXED-USE CENTER @ FORMER NORTHGATE MALL



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** Clifton Chenier Center / LCG Campus / Philadelphia Church connections
- B** Iconic Gateway Feature at Willow St. interchange
- C** Castille Ave. streetscapes
- D** Willow interchange landscapes
- E** Buchanan neighborhood park
- F** MLK Jr. Dr. streetscapes
- G** Northgate Mall site retrofit
- H** Super 1 Foods site retrofit
- I** Willow St. streetscapes

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

SWEAT-EQUITY PROJECTS

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

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

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

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 PROJECTS

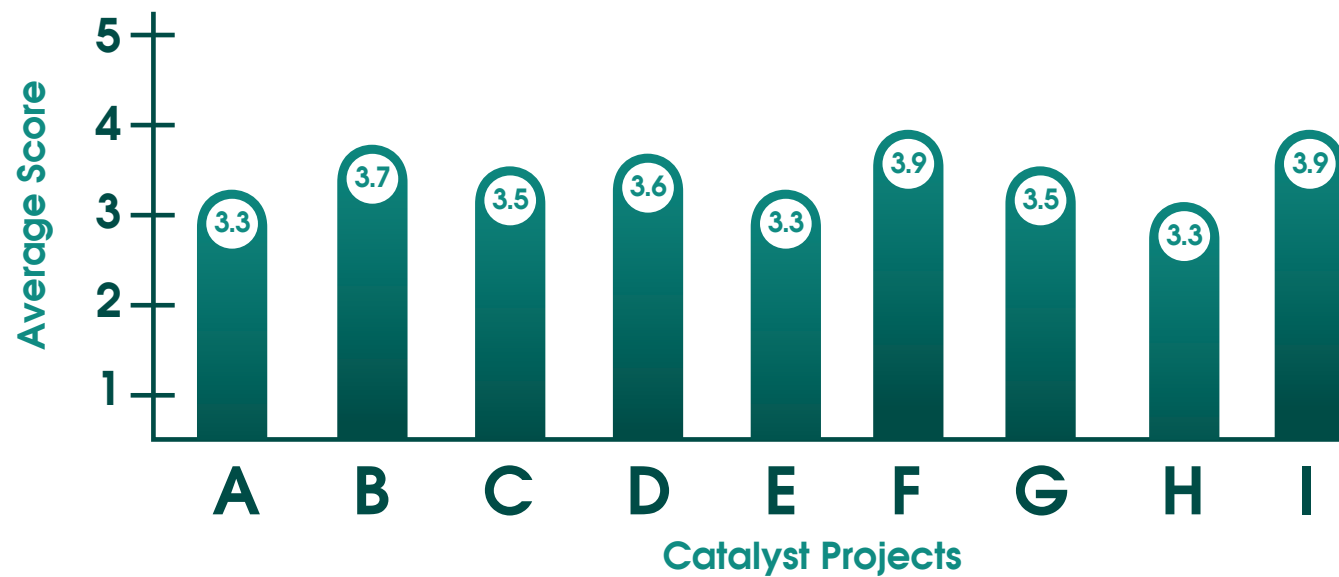
RANKING PRIORITIES

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

MEETING IN A BOX

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

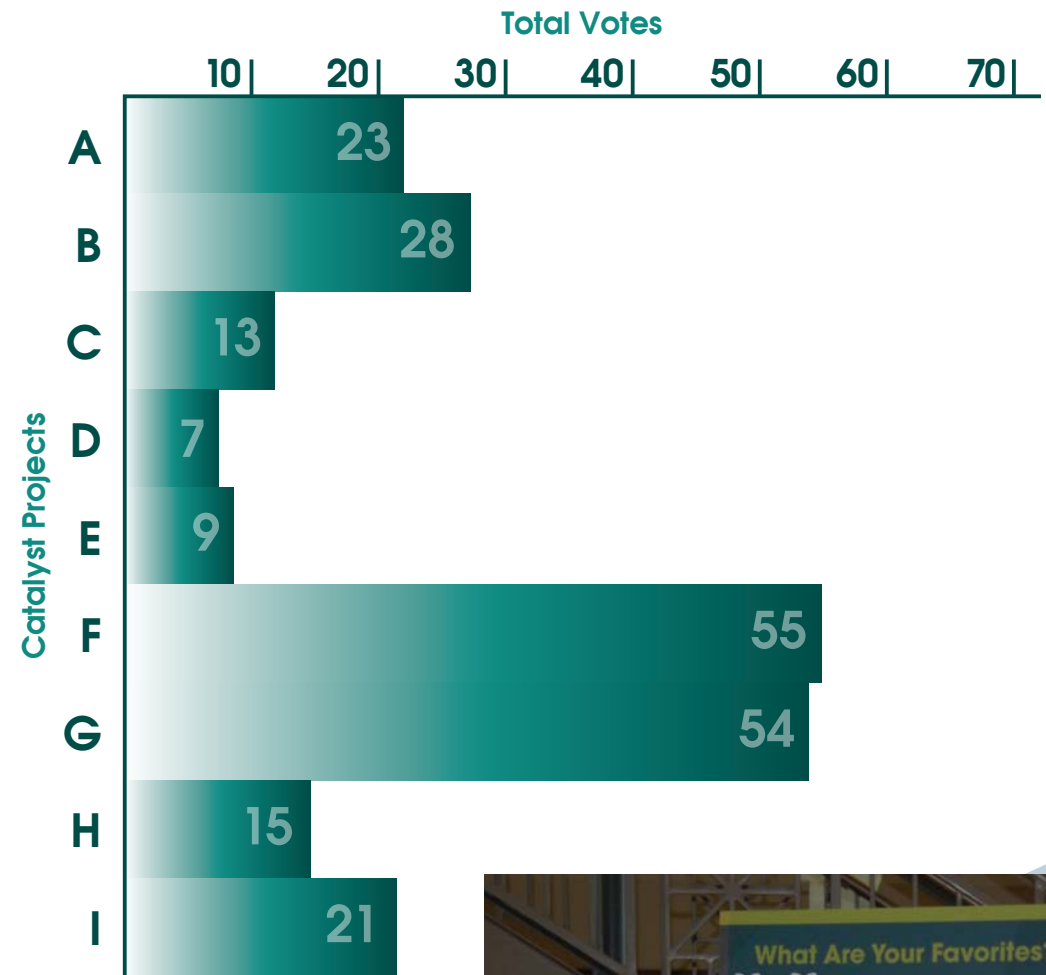
- 5 = Highly transformative and a top priority
- 4 = Excellent and important
- 3 = Good and worthwhile
- 2 = Fair and somewhat helpful
- 1 = Low level and less impactful



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

OPEN HOUSE

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



04 CATALYST PROJECTS

USER GUIDE

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

OVERVIEW

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

CONCEPT VISION

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

04 CATALYST PROJECTS

MARTIN LUTHER KING JR. DRIVE (PROJECT H) LIGHTING AND STREETScape IMPROVEMENTS

Attendees at the District Workshops and Design Charrette voiced concerns about lighting and safety with a focus on the stretch of roadway between the Evangeline Thruway and Patterson St. near Alice Boucher School.



Installation of new street lighting and streetscape improvements focusing on sidewalk upgrades, tree plantings, and bike paths to create a safe, walkable, and connected environment for local residents and school children.



- 1 New pedestrian scale sidewalk lighting enhances street safety and contributes to creating a sense of place.
- 2 Widened paved sidewalks with furniture enhances pedestrian walkability and overall experiences.
- 3 New street trees and planted buffer creates a healthy and walkable environment. Trees and plantings provide shade and ecological benefits.
- 4 New iron fencing improves the schoolyard perimeter and contributes to a complete sidewalk aesthetic.

GATEWAY DISTRICT

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 and LUS on existing or planned infrastructure.

WHO COLLABORATES

The North Lafayette Redevelopment Authority, Alice N Boucher School faculty/community, local business/property owners in the Parkway Plaza Shopping Center, and local residents will have vested interest in MLK Dr. upgrades.

WHO FUNDS

A combination of LCG's road improvement budget and private funding could support this project. This could result in a public-private partnership or private investment activity as a result of first phase infrastructure improvement.

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

STEP 1: ORGANIZE & HOST A BETTER BLOCK MLK DR.

LCG supports and brings different groups together to host a 'Better Block' event with various pop-up events (market, concert, street improvement staging, temporary lighting). Certain elements can remain on site.

STEP 2: CONSENT WITH LCG DEPARTMENT OF PLANNING AND ZONING, PUBLIC WORKS, LUS and LAND OWNERS

Arrange necessary discussion on right-of-way feasibility, status of privately-held land parcels, and planning process requirements through LCG. Public Works and LUS to assist.

STEP 3: SELECT DESIGN TEAM TO ASSIST LCG PZD / PUBLIC WORKS DEPT. and LUS

LCG / Public Works Dept. release RFQ as necessary to select design team to perform any necessary conceptual and technical work for streetscape and lighting design and installation in coordination with LUS. LCG can also initiate first phase of work internally.

STEP 4: HOST DESIGN WORKSHOP & FINALIZE DESIGN CONCEPT

To create community excitement and support, host design workshops to co-create the project and finalize the design concept based on community input and technical insight.

STEP 5: SECURE FUNDING

Seek and secure funding for project phases. Essential streetscape infrastructure and lighting improvements can be supported through LCG funds, while other projects could be privately funded or be backed through local crowdfunding efforts or through agreed private partnerships.

STEP 6: BEGIN DEVELOPMENT & CONSTRUCTION

After funding is in place, begin incremental construction. Determine phasing of street infrastructure improvements, new lighting elements installation (LEDs), and other safety measures.

STEP 7: UNVEIL NEW STREETScape IMPROVEMENTS

Host events to unveil newly transformed streetscapes and lighting. Keep momentum going and formulate plans for shared maintenance, local events, and potential new development along MLK Dr.

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.

COMMUNITY BENEFITS

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

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.

BEST PRACTICE EXAMPLES



Green Phoenix Initiative (Phoenix, AZ)



Boulevard van Scheveningen (The Hague, NL)

BEST PRACTICE EXAMPLES

Example case study of a similarly successful implemented project.

04 FEATURED CATALYST PROJECTS

MARTIN LUTHER KING JR. DRIVE (PROJECT H)

LIGHTING AND STREETScape IMPROVEMENTS

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IMPLEMENTATION STRATEGY

WHO LEADS

Lafayette Consolidated Government Planning Division will spearhead this project with technical oversight from Department of Public Works and LUS on existing or planned infrastructure.

WHO COLLABORATES

The Upper Lafayette Economic Development Foundation, Alice N Boucher School faculty/community, local business/property owners in the Parkway Plaza Shopping Center, and local residents will have vested interest in MLK Dr. upgrades.

WHO FUNDS

A combination of LCG's road improvement budget and private funding could support this project. This could result in a public-private partnership or private investment activity as a result of first phase infrastructure improvement.



ACTION STEPS

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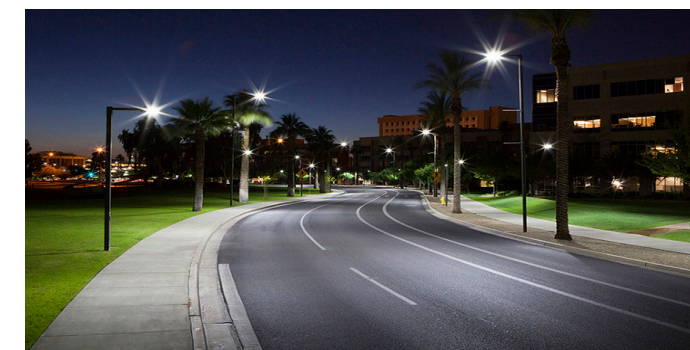
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COMMUNITY BENEFITS

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

BEST PRACTICE EXAMPLES



Green Phoenix Initiative (Phoenix, AZ)



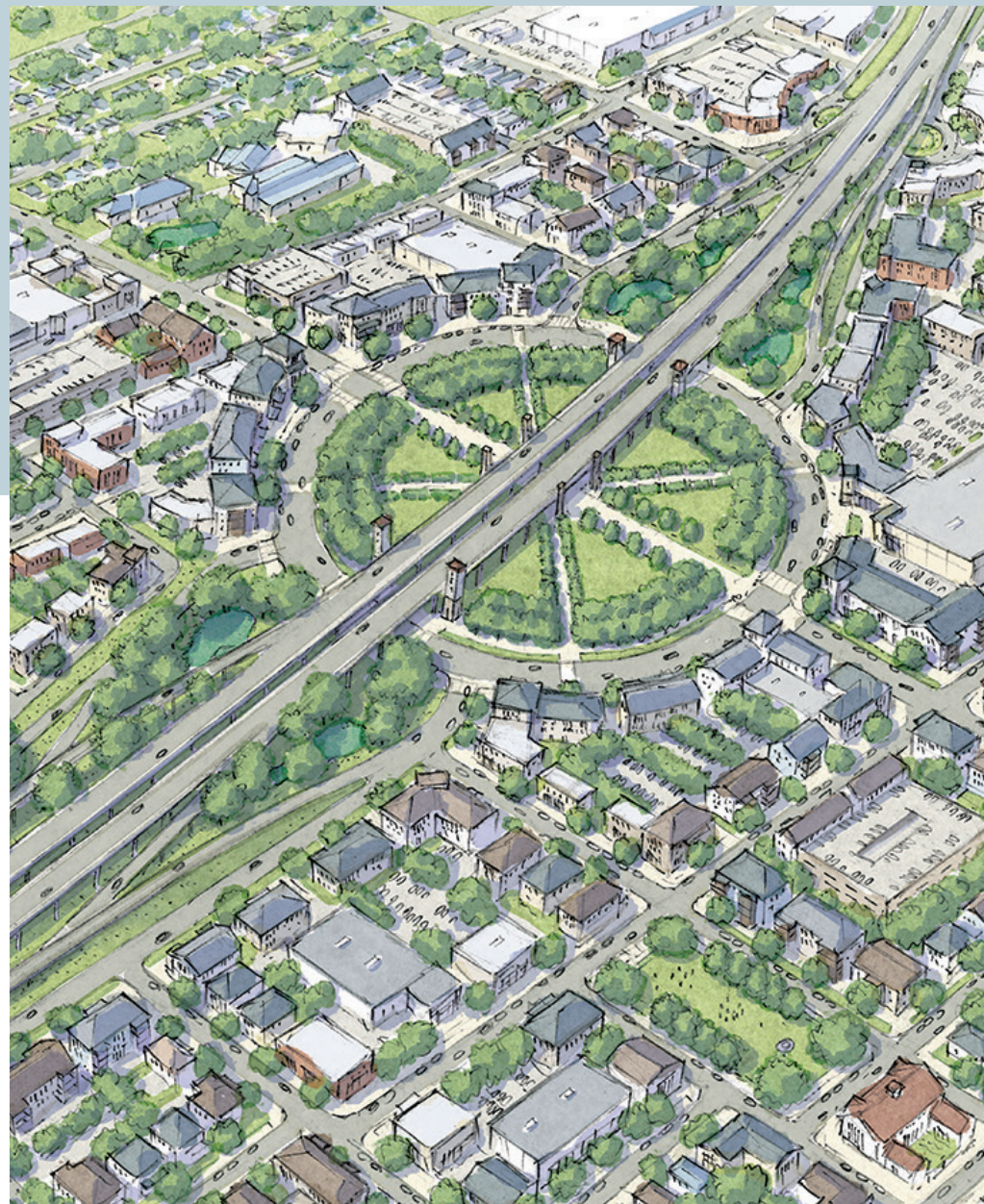
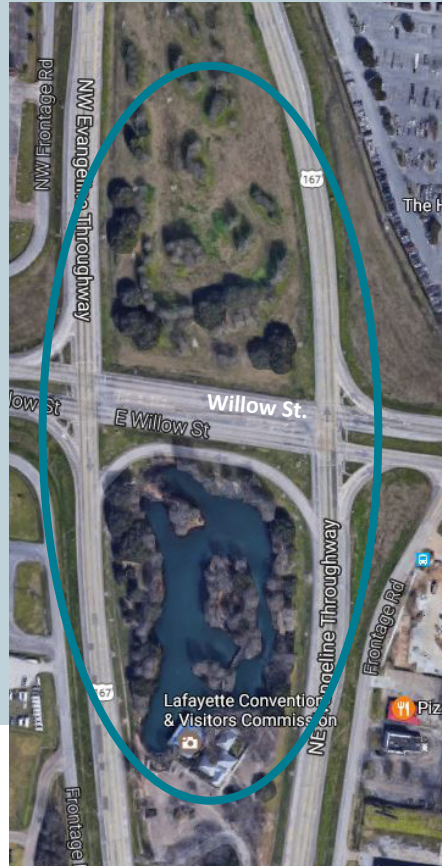
Boulevard van Scheveningen (The Hague, NL)

04 FEATURED CATALYST PROJECTS

WILLOW ST. INTERCHANGE (PROJECT B) ICONIC GATEWAY FEATURE

Residents and workers cite the North Gateway as a prime welcome entry face to Lafayette that miss an opportunity for formal introduction.

Installation of an iconic gateway feature that highlights and reflects the unique culture and progressive attitude of Lafayette while enhancing a primary entrance to the City.



ECI CONCEPTUAL VISION

COMMUNITY BENEFITS

This project promotes:

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



ACTION STEPS

STEP 1: FORM EXPLORATORY DISCUSSION BETWEEN LCG & LADOTD

LCG should initiate dialogue with LaDOTD and federal bodies to lobby for project collaboration.

STEP 2: CONSENT WITH LaDOTD ON TECHNICAL REQUIREMENTS

LCG confirms r.o.w. allowances and feasibility and safety/construction processes related to potential project.

STEP 3: SELECT ARTIST/DESIGN TEAM TO PERFORM PROJECT

LCG initiates a nationwide competition and/or releases RFQ for project design services including necessary conceptual and technical work including lighting design and installation.

STEP 4: HOST DESIGN OPEN HOUSE

After receiving artists' idea submissions, host a community event for the public to provide comment and/or vote on preferred design. This will create community excitement and support for the project.

STEP 5: SECURE FUNDING & FINALIZE DESIGN CONCEPT

Secure funding and confirm budget. This will allow selected artist to finalize design concept and plan the construction process.

STEP 6: BEGIN DEVELOPMENT & CONSTRUCTION

After funding is in place, begin construction. Determine any phasing or technical requirements necessary for final installation.

STEP 7: UNVEIL NEW ICONIC GATEWAY FEATURE

Host a ribbon cutting ceremony to unveil new iconic gateway or sculpture element. Keep momentum going and formulate plans for shared maintenance and potential adjacent development of infrastructure landscapes.

IMPLEMENTATION STRATEGY

WHO LEADS

Lafayette Consolidated Government Planning Division will spearhead this project with technical oversight from Department of Public Works – in collaboration and agreement with LaDOTD.

WHO COLLABORATES

The North Lafayette Redevelopment Authority, LCVC, local business/property owners, and Corridor residents will have vested interest in this potential project.

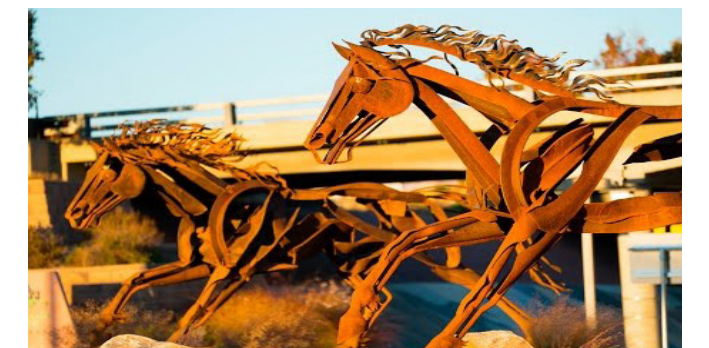
WHO FUNDS

A partnership between LCG and LaDOTD and local business organizations (LEDA and One Acadiana) could provide funding for this project. Potential government grants could also be considered. Additional local artist funding from LCG's Arts and Culture Division could be used in combination with LCVC support.

BEST PRACTICE EXAMPLES



Skydance Bridge (Oklahoma City, OK) competition by City of Oklahoma City



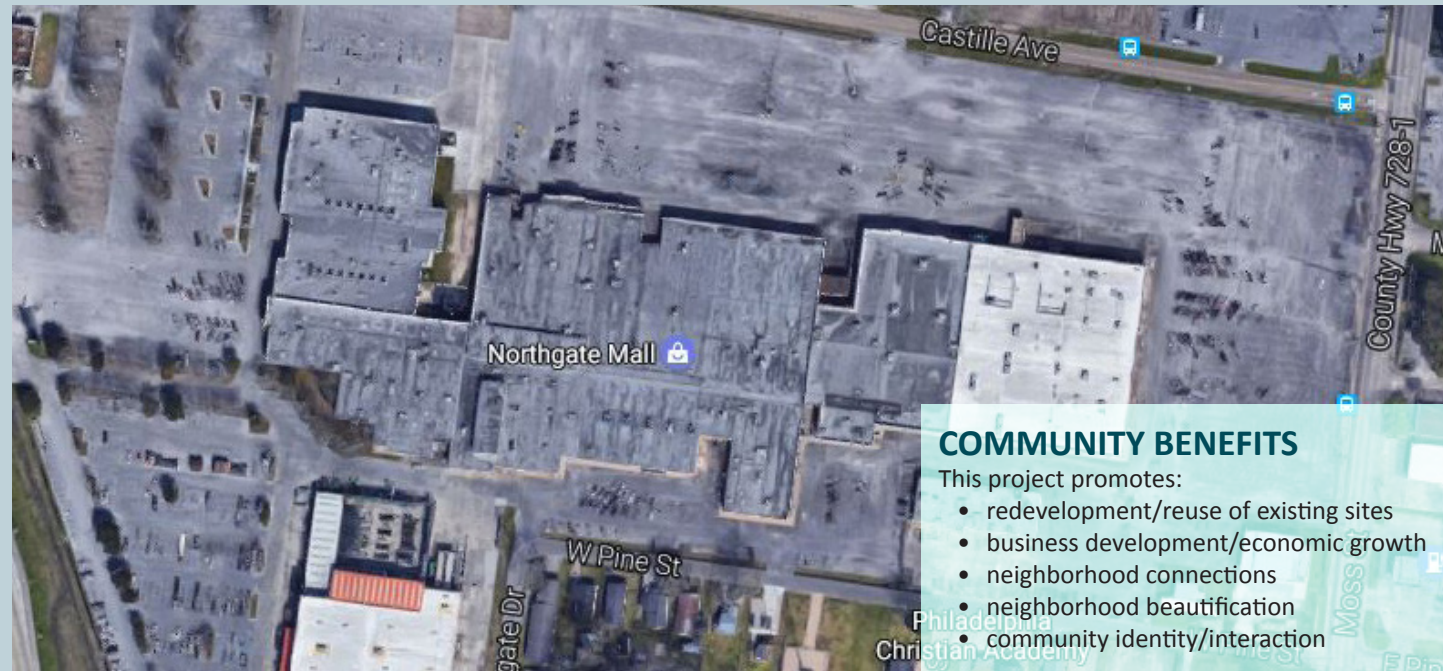
Wild Horses, Joseph Fichter (Grand Junction, CO Interstate 70) Partnership between Colorado Business Improvement, City of Grand Junction, and Colorado Department of Transportation

04 FEATURED CATALYST PROJECTS

FORMER NORTHGATE MALL

Catalyst Project G
TOTAL SITE RETROFIT

The former Northgate Mall site has been a subject of discussion for redevelopment action since the original building was abandoned and divided.

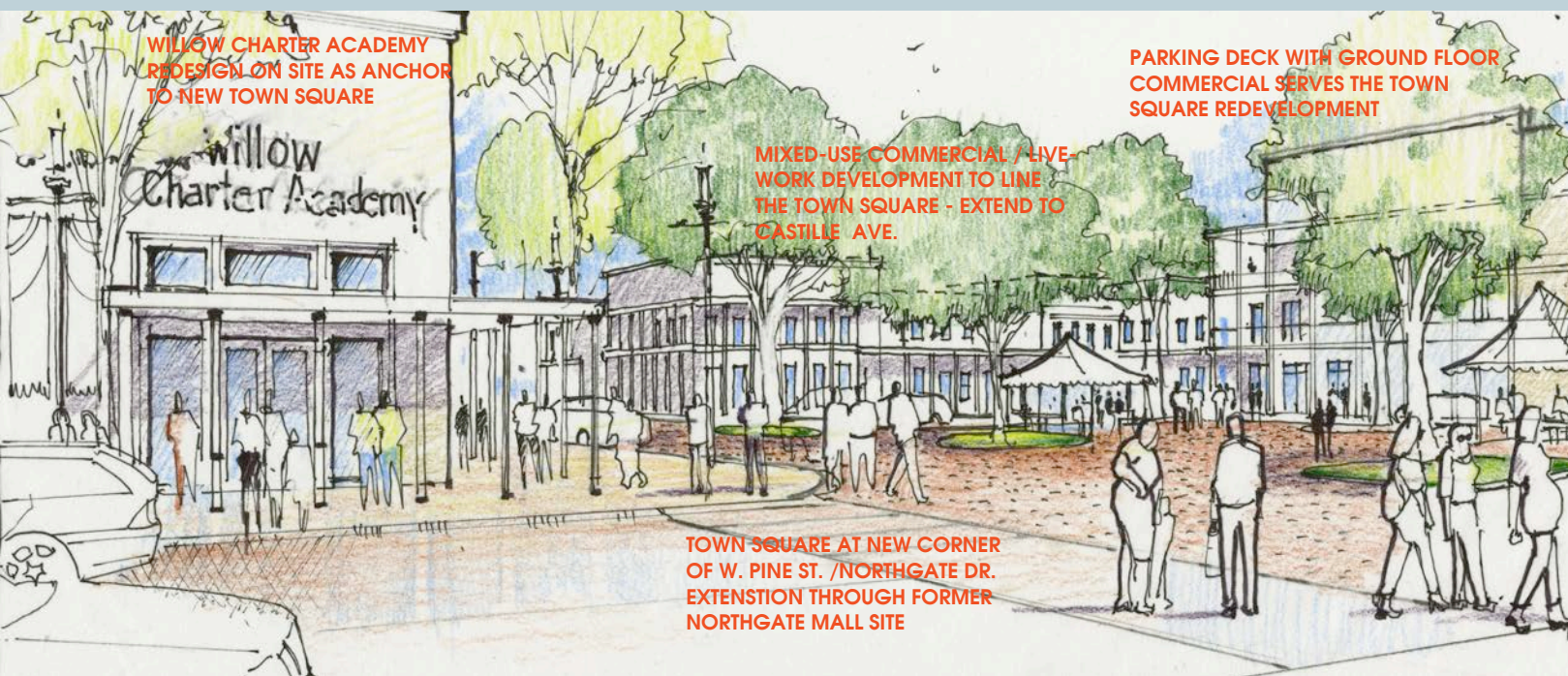


COMMUNITY BENEFITS

This project promotes:

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

RECOMMENDATION: Phased-based total site redevelopment that takes advantage of available structures and land to elevate this area into a thriving mixed-use zone for diverse commercial, public, and residential experiences.



IMPLEMENTATION STRATEGY

WHO LEADS

Lafayette Consolidated Government, LEDA, and the Upper Lafayette Economic Development Foundation will spearhead this large building project with technical oversight from Department of Public Works for necessary streetscape improvements.

WHO COLLABORATES

Local business/property owners and local/non-local residents will have vested interest in this redevelopment. Current tenants such as Willow Charter Academy and Planet Fitness could have a stake in discussions.

WHO FUNDS

A project of this scale would require significant private investment interest and/or public-private partnerships between interested developers and LCG. LCG/Public Works could initiate and fund first phase infrastructure improvement (Castille Ave. upgrades)

ACTION STEPS

STEP 1: LCG & LEDA SEEK OUT POTENTIAL INTERESTED PARTIES FOR SITE REDEVELOPMENT

Work with real estate broker to attract potential investors and developers.

STEP 2: LCG HOSTS NORTHGATE MALL 'BETTER SITE' EVENT

Similar to a 'Better Block' event, this effort would highlight redevelopment potential of entire site, focusing on a mix of uses and edge conditions along Castille Ave. This could be a reoccurring event to create consistent use of the site and community support.

STEP 3: LCG ESTABLISH INCENTIVES and WORK WITH POTENTIAL DEVELOPERS

To create a willingness to initiate the project, developers may require incentive. LCG and other local stakeholders should identify tradeoffs to entice investment.

STEP 4: CREATE PUBLIC PRIVATE PARTNERSHIP

Beyond private investment and development, a partnership may be the best case scenario to activate this site. LCG, LEDA and other stakeholders should form agreements with capable parties to move the project forward.

STEP 5: DEVELOP A DESIGN VISION AND PLAN - SECURE FUNDING

A selected design team will execute a vision plan for the site that defines incremental phasing processes and technical documents. Use the vision to leverage and secure funding for project phases. Essential streetscape improvements can come first while infill development will follow suit based on market demand.

STEP 6: BEGIN DEVELOPMENT & CONSTRUCTION

After funding is in place, begin incremental construction. Site and street infrastructure improvements, new lighting installation (LEDs), and other baseline safety measures can provide a good foundation for following phases.

STEP 7: UNVEIL NEW DEVELOPMENT

As development picks up, host events to bring people to the site. Keep momentum going and formulate plans for and potential new development along Castille Ave. and to establish an active neighborhood center.

BEST PRACTICE EXAMPLES



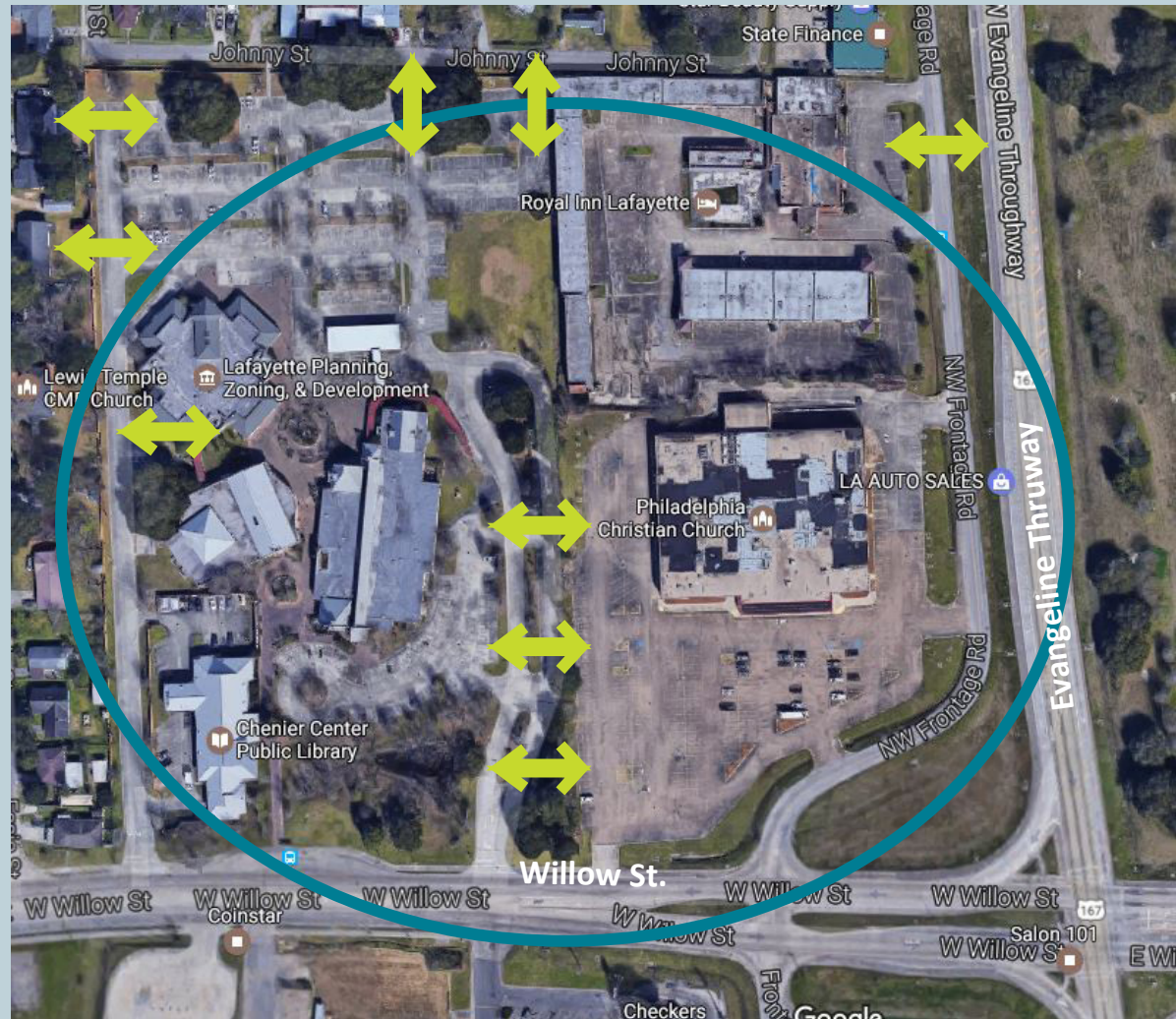
Belmar – Lakewood, CO (old Villa Italia Shopping Mall)
new town center mixed-use development



04 ADDITIONAL CATALYST PROJECTS

CLIFTON CHENIER CENTER / LCG CAMPUS / PHILADELPHIA CHURCH CONNECTIONS

Catalyst Project A



Community members and officials have expressed the advantages of rethinking the physical link between the Clifton Chenier Center, which includes a Library, Philadelphia Church, and surrounding neighborhoods.

New landscape features and structures to promote greater connections and better use of space: Phased site retrofit will establish this micro area as a thriving civic zone.

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



Timeline

Short-term:

- Coordinated pop-up events (food drives, markets, etc. - similar to Better Block events)
- Semi-permanent site interventions (landscaping)

Medium- to long-term: Phased development of site retrofit (Philadelphia Church parking lot revamp; landscape and buildings)



Funding Support / Project Cost Estimate

- Short term initiative funding: LCG (low-cost events, first phase relandscaping) \$\$
- Long-term development funding: Potential public-private partnership (LCG, Philadelphia Church, North Lafayette Redevelopment Authority) \$\$\$\$



Economic Impact / Community Benefits

- Site retrofits create commercial infill opportunities and increase return on investment potential
- Consolidating and relinking the two sites offers better access to existing and new civic amenities

SAMPLE EXISTING CONDITION



SAMPLE FUTURE RETROFIT



04 ADDITIONAL CATALYST PROJECTS

CASTILLE AVENUE STREETScape

Catalyst Project C

(Northgate Mall site retrofit early phase)



Attendees at the District Workshops and Design Charrette echoed the community’s decades-long discussion and desire to reimagine the former Northgate Mall site.

Proposal to upgrade Castille Avenue with new multimodal streetscape features and public safety measures that serve as first phase of retrofitting the Northgate Mall site

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



Timeline

- Short-term:** “Better Block Castille” event to spark interest (follow up series of intervention-related events)
- Medium- to long-term:** Complete Street multimodal infrastructure retrofit based on scope, approval, and phasing



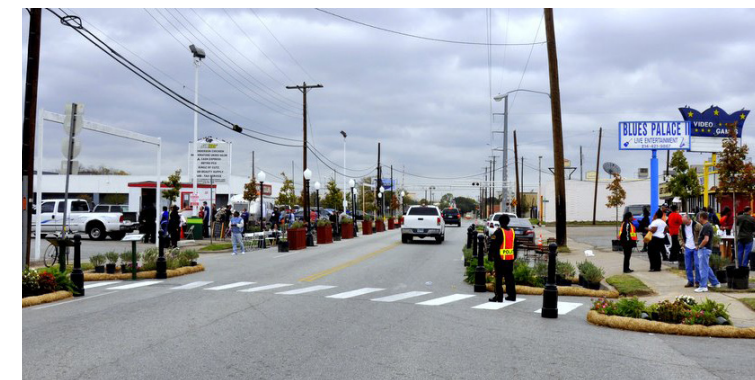
Funding Support / Project Cost Estimate

- Better Block Castille support: LCG \$
- Medium-term funding for streetscape phase: LCG-Public Works Dept. (possible grants) \$\$\$
- Long-term Mall site retrofit funding: high-level private investment/public-private partnership \$\$\$\$\$



Economic Impact / Community Benefits

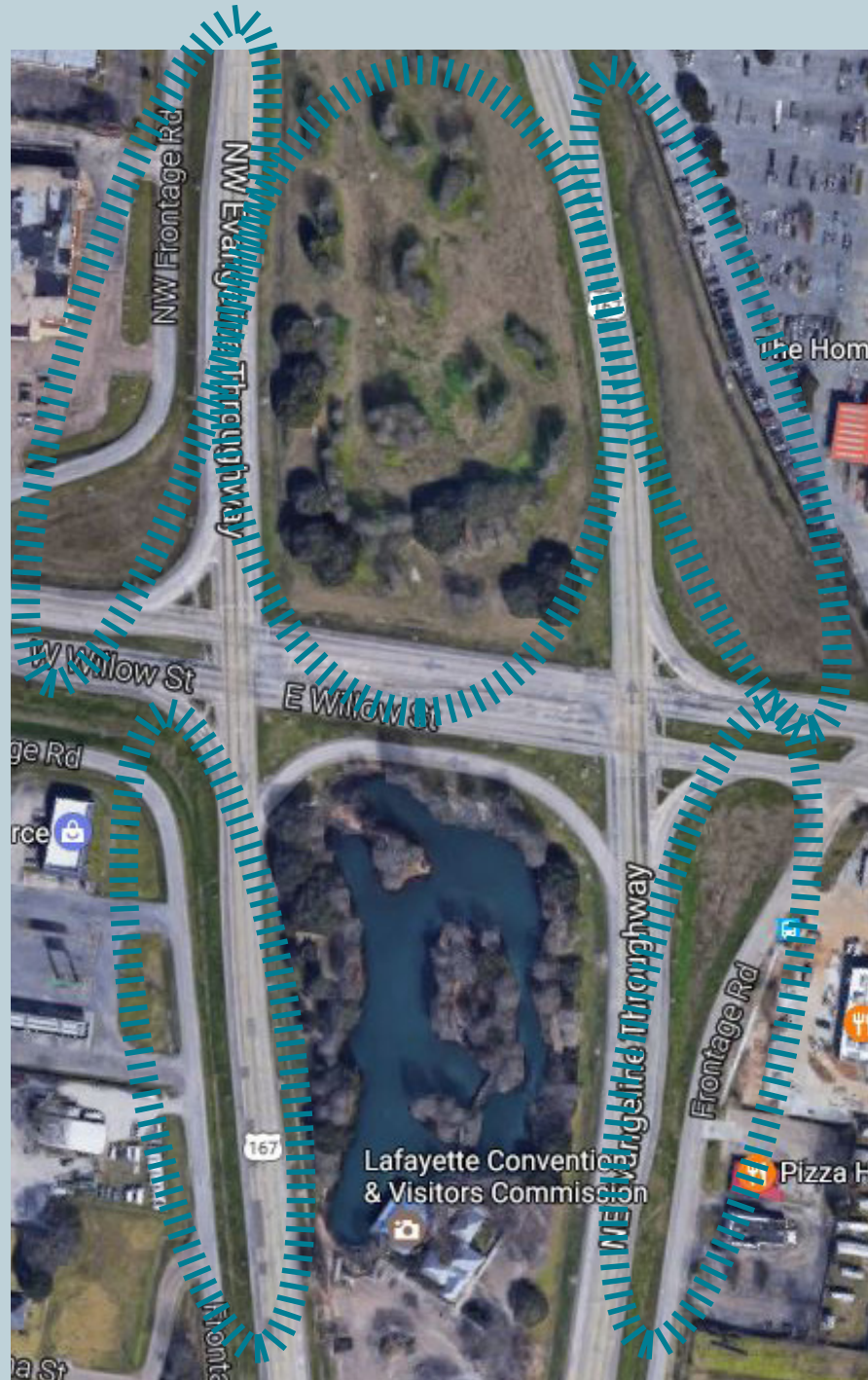
- Improving Castille Avenue is first step in bringing more investment interest to Northgate Mall site
- Create a safe and walkable environment for residents - promote healthy street life
- Address traffic issues by promoting multimodal facility travel and access along this corridor



04 ADDITIONAL CATALYST PROJECTS

WILLOW STREET INTERCHANGE LANDSCAPES

Catalyst Project D



The proposed Willow Street Interchange will impact pedestrian and vehicular access and adjacent natural systems. Residents and consultants conclude that attention should be given to landscape buffers and empty parcels around the I-49 connector.

Large-scale landscape design interventions including installation of local plants, drainage features, recreational components, environmental technology and complementary gateway signage features that serve as neutral buffers and promote new land use and value

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



Timeline

Short-term: Landscape Design and Planning (LCG/PZD with consultants and designers)

Medium- to long-term:

- Site development prep
- Incremental landscape elements: implementation coordinated with Connector build out



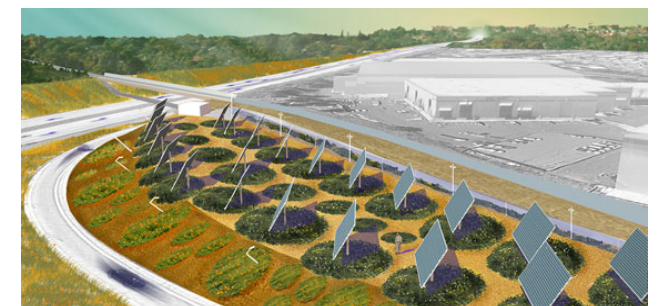
Funding Support / Project Cost Estimate

- Design and Planning Process: LCG \$\$
- Medium- to long-term implementation funding: LCG/LaDOTD (possible grants/partnerships) \$\$\$\$
- Sites will be impacted by the I-49 Connector and may fall under LaDOTD control



Economic Impact / Community Benefits

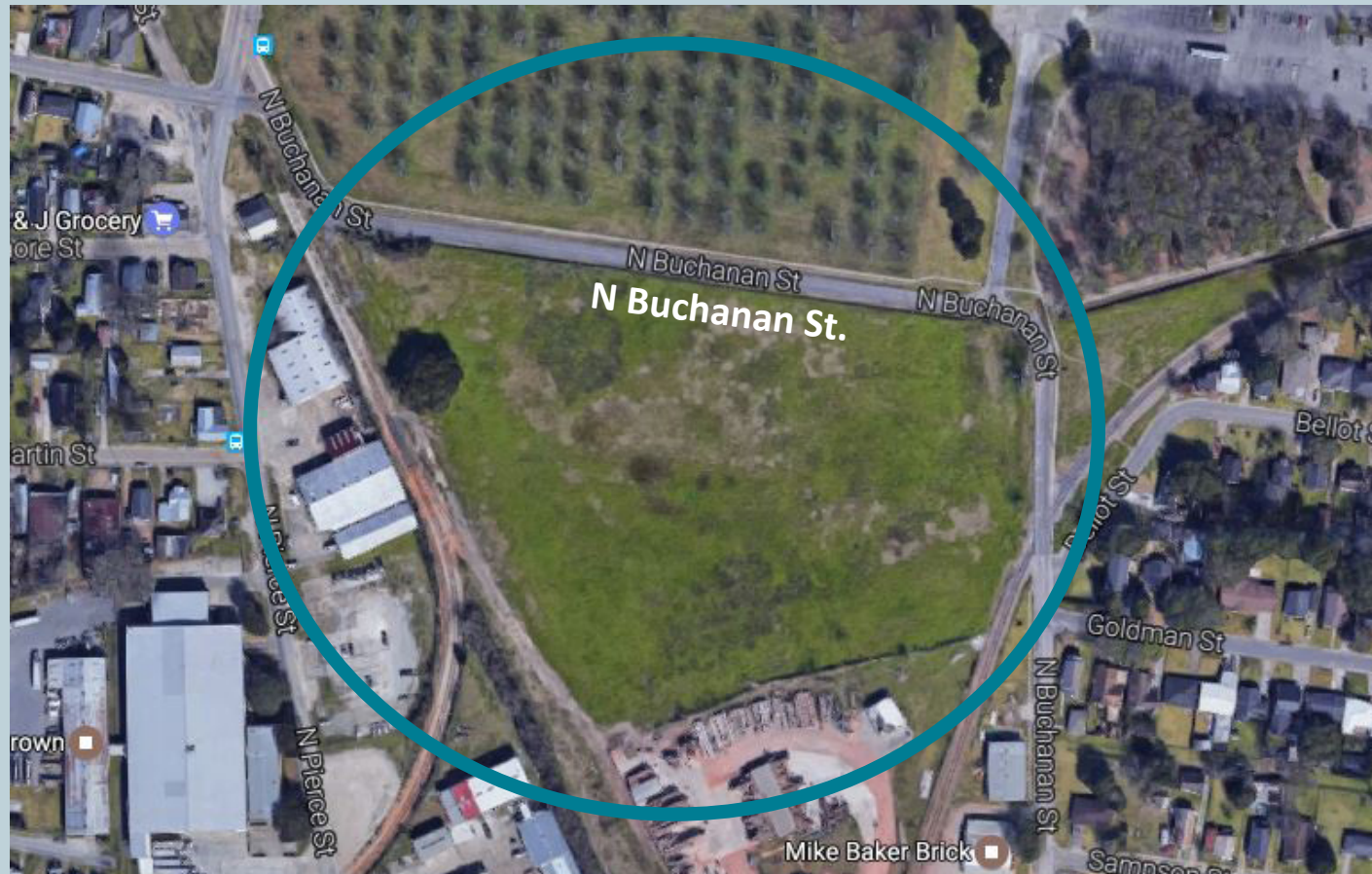
- Help mitigate the direct impact of the planned I-49 Connector infrastructure
- Create renewed interest in adjacent investment - lay groundwork for development
- Mitigate access around the Thruway/Connector interchange by promoting advantageous land use
- Provide abundant open space with various natural landscape and recreational amenities that offer a safe and unique experiences for local residents and visitors
- Implement neutral infrastructure (detention) necessary to accommodate development



04 ADDITIONAL CATALYST PROJECTS

NEIGHBORHOOD PARK ON NORTH BUCHANAN STREET

Catalyst Project E



Community members and City officials have highlighted the lack of green open space serving the neighborhoods to the west of the upper Evangeline Thruway corridor.

New neighborhood park with landscape features and small structures for various recreational, leisure, and community activities to serve nearby residents and complement planned residential development in the vicinity

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



Timeline

- Short-term:** Solicit design consultants and design considerations + host community design event (LCG manages)
- Medium- to long-term:** Site prep (ex-brownfield site), phased landscape development + small scale facility construction



Funding Support / Project Cost Estimate

- Design idea process and events: LCG \$
- Medium- to long-term development funding: Public-private partnership / Grants (LCG collaboration) \$\$\$



Economic Impact / Community Benefits

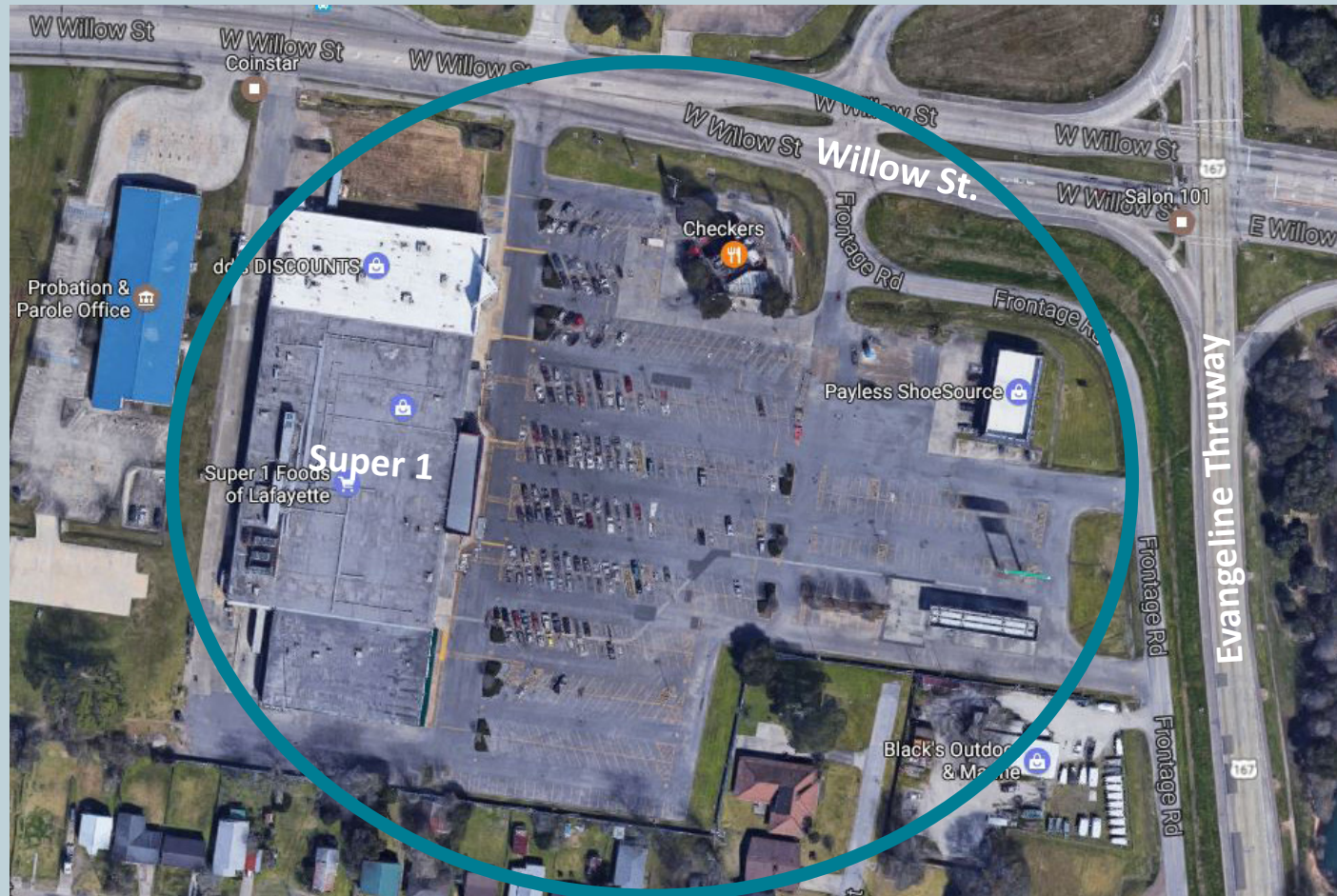
- New neighborhood park asset increases adjacent land values and overall area return on investment
- Provides opportunity for small scale commercial opportunities
- Gives local residents and visitors access to a new community amenity - promotes healthy activity



04 ADDITIONAL CATALYST PROJECTS

SUPER 1 FOODS SITE RETROFIT

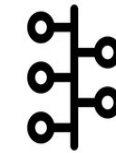
Catalyst Project H



Local residents, city officials, economic consultants have expressed the advantages of re-developing the site currently occupied by Super 1 Foods to take better advantage of its land value potential and street frontage.

Incremental total site retrofit and re-use of existing structures to create a consolidated mixed-use infill development that provides walkable access to new commercial amenities and spurs higher economic return on investment opportunities

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



Timeline

Short-term:

- Coordinated pop-up events (food drives, markets, etc. - similar to Better Block events - led by LCG)
 - Semi-permanent site interventions (basic landscaping and infrastructure prep) - LCG and partners
- Medium- to long-term:** Phased development site retrofit (landscape and buildings)



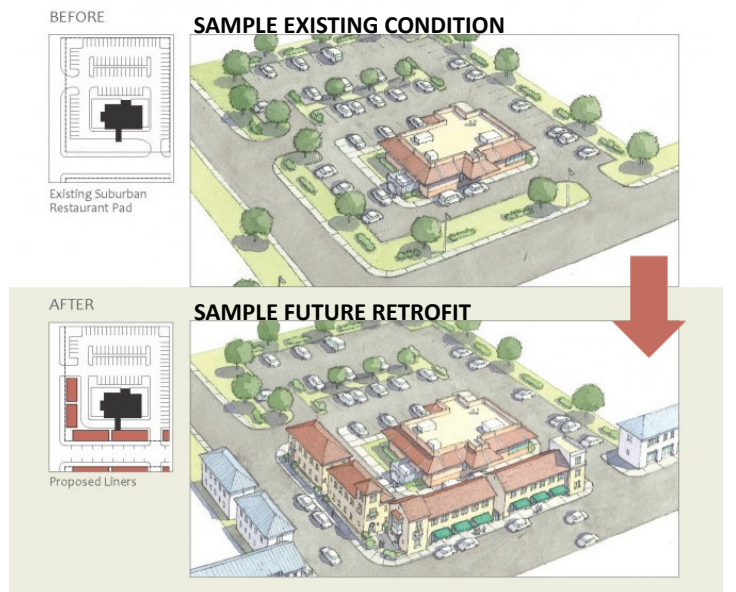
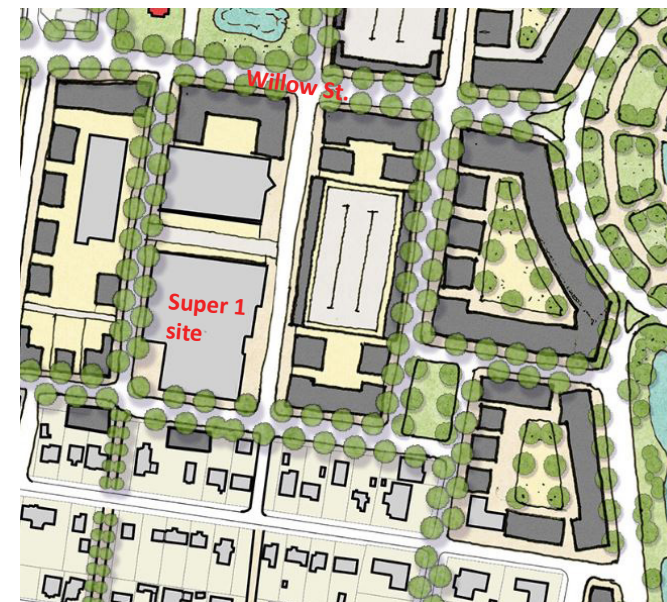
Funding Support / Project Cost Estimate

- Short-term initiative funding: LCG and partners (low-cost events, first phase re-landscaping) \$\$
- Long-term development funding: Potential public-private partnership (LCG and private developer) \$\$\$\$



Economic Impact / Community Benefits

- Site retrofits create commercial infill opportunities and potentially increase return on investment
- Consolidating and relinking adjacent sites offers better access to existing and new civic amenities
- Creates a walkable environment for commercial and social activity



04 ADDITIONAL CATALYST PROJECTS

WILLOW STREET: STREETSCAPE IMPROVEMENTS

Catalyst Project I



For many residents, Willow Street and the proposed Willow Street Interchange present various challenges to safety and access.

Complete streetscape retrofit project to promote connectivity and address safety issues through street condition improvements, public realm interventions, and new landscape design



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



Timeline

Short-term: Better Block Willow event

Medium- to long-term:

- Restriping effort as first phase intervention
- Incremental street improvements and new landscaping based on scope, design process, costs



Funding Support / Project Cost Estimate

- Better Block Willow support: LCG \$
- Medium- to long-term funding for streetscape phase: LCG-Public Works Dept. (possible grants) \$\$\$
- Portions of Willow St. will be impacted by the I-49 Connector and may fall under LaDOTD control



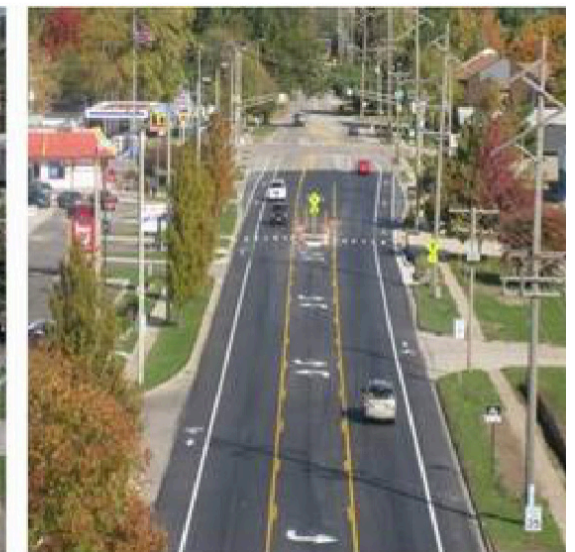
Economic Impact / Community Benefits

- Create renewed interest and investment potential by laying necessary infrastructure groundwork for future commercial development
- Help mitigate the direct impact of the planned I-49 Connector infrastructure
- Provide better city connections, address traffic issues, promote multimodal facility access and use
- Create a safe and healthy walkable public realm for local residents

Four lanes w/o center turn lanes



Center turn lanes, bike lanes, and pedestrian refuge island at bus stop



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 multiple paths and points of safe community connection between the east and west sides of the existing Evangeline Thruway and the proposed I-49 Connector.

Use a combination of large recreation space and infill development buffers to mitigate impacts of the proposed I-49 Connector.

Willow St. and the proposed interchange should become a major crossroads of district navigation access, civic recreation, and adjacent commercial activity.

Lobby for solution-based partnerships and investment for the potential redevelopment of big box commercial sites that can serve as enhanced local and regional neighborhood centers.

Provide productive neighborhood green spaces dispersed throughout the district – located within or near neighborhood centers – to drive community health and interaction.

Introduce locally convenient service amenities and small scale commercial frontage along major thoroughfares – successfully integrate with existing neighborhood fabric.

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



Gateway

