

# Sterling Grove/ Simcoe/ La Place/



## District Design Manual

a guidebook to revitalizing your neighborhood



[evangelinecorridor.com](http://evangelinecorridor.com)



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# 01 INTRODUCTION

## THE EVANGELINE CORRIDOR INITIATIVE

### 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.

### PROJECT GOALS

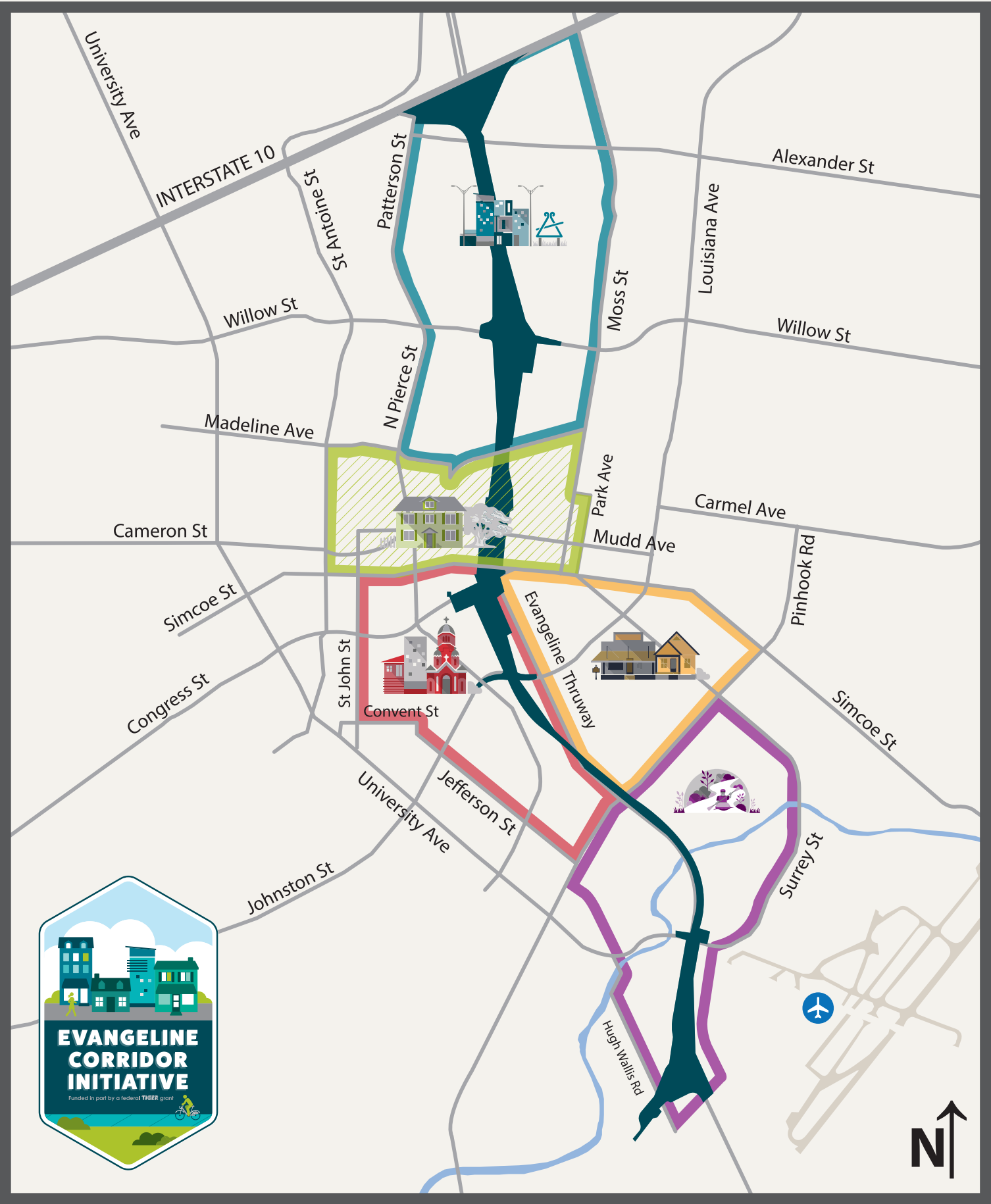
Reconnect neighborhoods

Create spaces for healthy activities

Improve safety

Increase economic investment

Improve job opportunities



- 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.

### DISTRICT PROFILE

This district includes three very different areas. The Sterling Grove National Historic District features 19th century homes and streets shaded by a canopy of trees. Simcoe Street, where small businesses once thrived, struggles with the effects of poverty and homelessness, while in the nearby La Place neighborhood, residents are actively restoring homes and creating community ties.

### DISTRICT CHALLENGES

- Economic concerns – preserve heritage while promoting commercial growth
- Safety – crime, poor lighting, lack of police presence
- Homelessness
- Access and connectivity – railroad and high-traffic streets reduce connectivity
- Transportation issues - difficulties for pedestrians, cyclists, those with disabilities
- Lack of health and social services
- Overgrown lots and sidewalks, trash
- Abandoned houses/adjudicated properties/vacant lots

Connectivity to downtown for pedestrians and cyclists

“Officially became the wrong side of the tracks when the Thruway came through.”

Desire for historic designation- “important to our cultural economy”

“If downtown were more accessible, then a lot of the challenges would be eliminated.”

Additional and improved bus stops needed – “nothing modern, stay historic”



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

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

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

2016

Beginning 2016 Project Funded

May 21 – 27, 2016 Charrette Week

Spring 2016 District Workshops

2017

June 8, 2017 Open House

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

2018

May 2018 City-Parish Council Adoption

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

# 03 DISTRICT OPPORTUNITIES

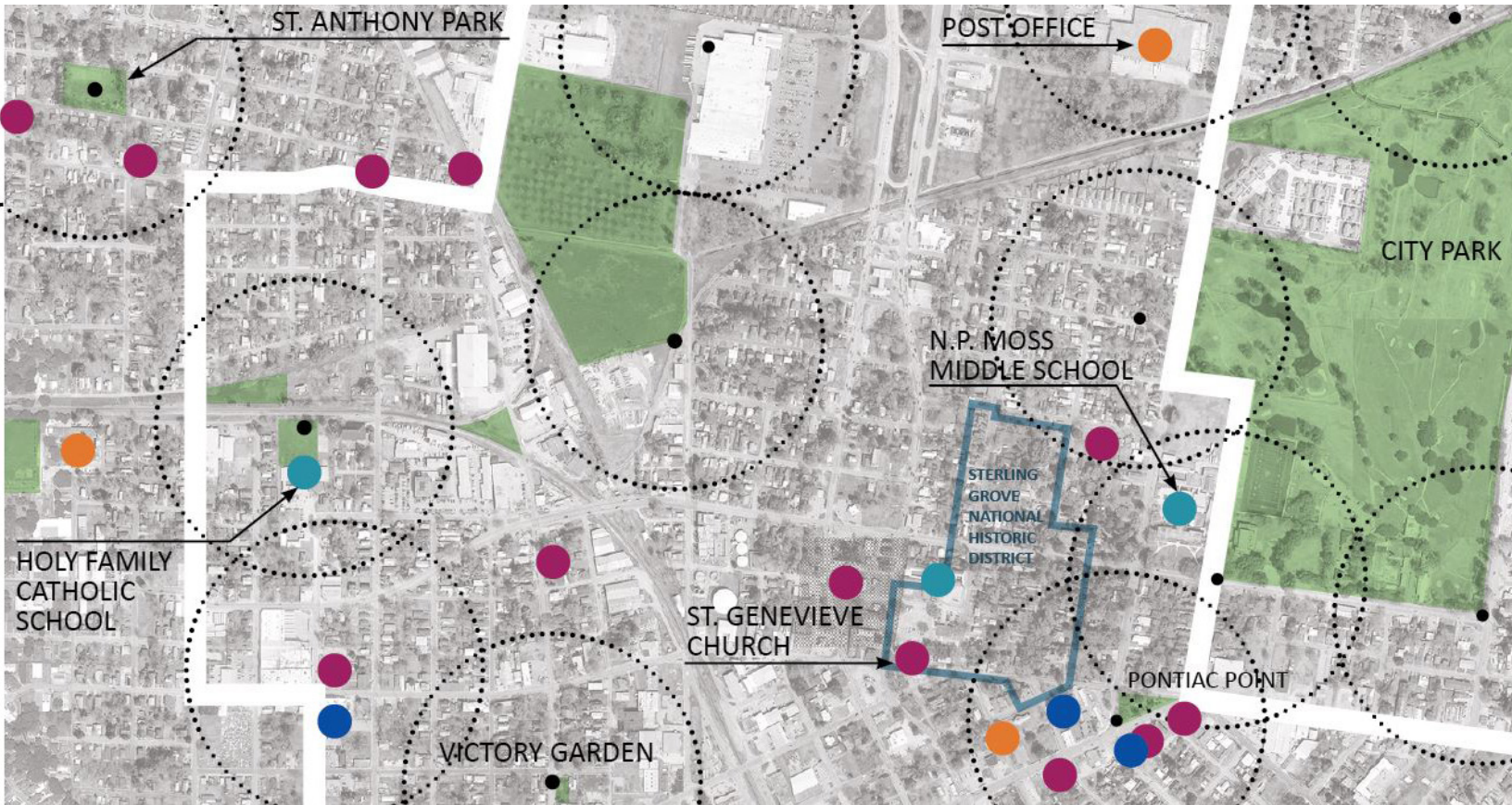
## STRENGTHS

The Sterling Grove/Simcoe/La Place District has a variety of resources, including St. Genevieve Church and School and Holy Family School, social service providers such as St. Joseph’s Diner, and the nationally recognized Sterling Grove Historic District.

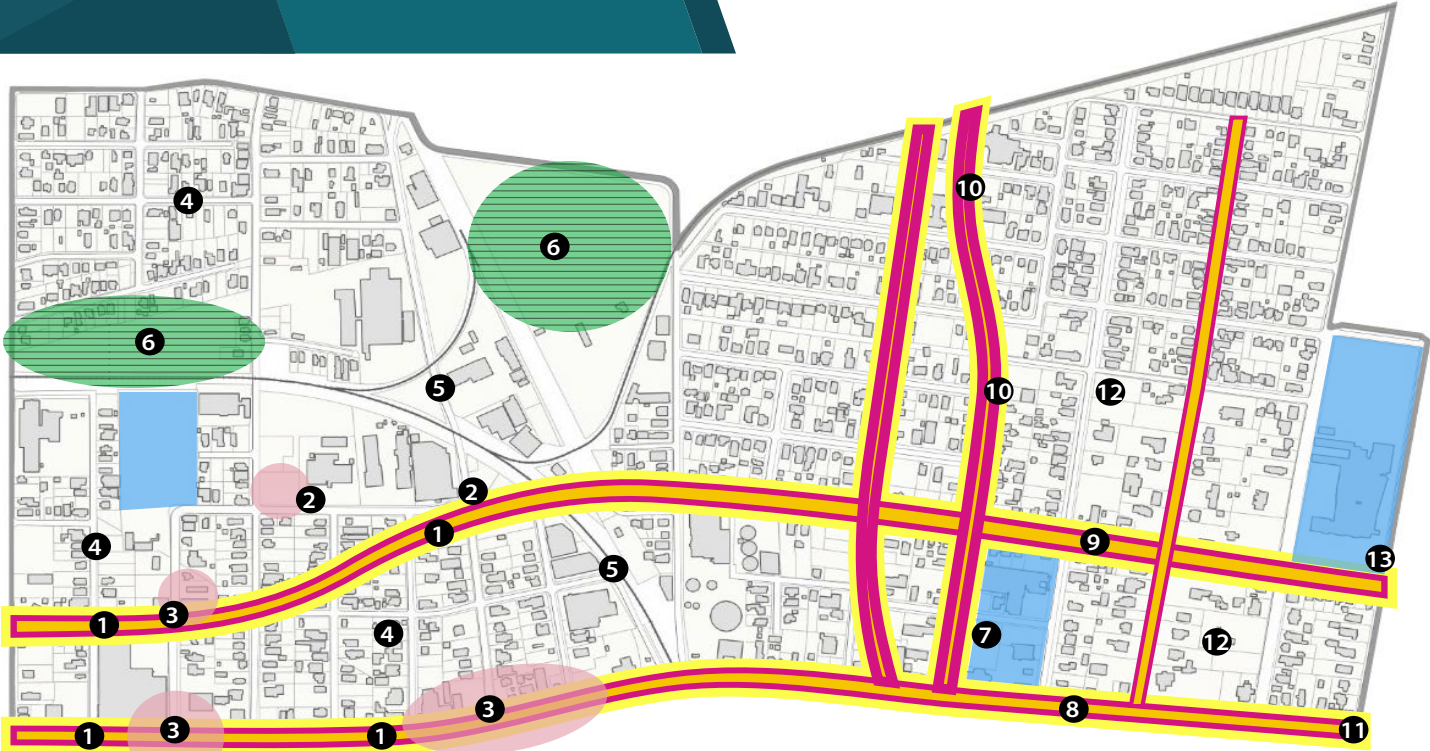
Citizen groups are active here, including the La Place Coterie, Townfolk, a nonprofit organization concerned with the La Place neighborhood, and the Sterling Grove Neighborhood Association.

District residents have opportunities for outdoor activities and recreation, including the community Victory Garden and City Park, which features a golf course, swimming pool, picnic and playground areas, basketball courts and the Clark Field football and soccer stadium. Jessie Taylor center is on City Park property and is home to Community Development’s Housing Services.

Cultural offerings include seasonal home tours in Sterling Grove and the annual Mardi Gras show at Clark Field featuring Lafayette’s Mardi Gras Indians. The District also includes one of Lafayette’s oldest and best-loved pieces of public art: the twirling loaf of Evangeline Maid bread at the intersection of West Simcoe and South Bienville streets.



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



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

## STRATEGIES

- PRESERVE AND ENHANCE SMALL-SCALE COMMERCIAL DEVELOPMENT THROUGHOUT THE DISTRICT.** Target areas along primary thoroughfares such as West Simcoe and Cameron streets.
- ADD MIXED-USE AND MULTI-FAMILY HOUSING ALONG PRIMARY THOROUGHFARES.** Enhancing street frontage with active buildings will create appealing and safe streetscapes.
- CREATE MIXED-USE PROPERTIES AT KEY DISTRICT INTERSECTIONS.** Target nodes such as West Simcoe/St. John streets, Cameron/St. John streets and West Simcoe/South Pierce streets.
- CREATE DIVERSE HOUSING STOCK IN SINGLE-FAMILY RESIDENTIAL ZONES.** Target infill opportunities for building on vacant lots and reclaiming adjudicated properties. Enhance and diversify industrial zones along the railroad spur.
- ENHANCE AND DIVERSIFY INDUSTRIAL & HEAVY COMMERCIAL ZONES.** Target areas north of Cameron St. adjacent to and along the railroad spur (vicinity of Acadian Ambulance Campus).
- ENHANCE THE DISTRICT WITH NEIGHBORHOOD PARKS AND RECREATIONAL FACILITIES.** Target vacant land north of the railroad on existing unused industrial parcels.
- EXPAND PUBLIC SPACES AROUND ST. GENEVIEVE CAMPUS.** Create flexible use buffer zone between church/school and the proposed I-49 Connector.
- ADD COMMERCIAL PROPERTIES, INCLUDING LIVE/WORK SPACES ALONG PRIMARY THOROUGHFARES EAST OF THE CONNECTOR.** Target the East Simcoe Street corridor.
- TRANSFORM ARTERIAL TRAFFIC ROADS INTO PRIMARY NEIGHBORHOOD STREETS.** Target Mudd Avenue for enhancements into a safe and productive neighborhood connection.
- BUFFER THE EVANGELINE THRUWAY/I-49 CORRIDOR WITH MIXED-USE PROPERTIES.** Target areas around Jefferson Blvd. and E. Simcoe St.
- CREATE NEIGHBORHOOD CENTER AROUND THE GREENHOUSE SENIOR CENTER SITE.** This concentrated node can serve as a shared public amenity between Sterling Grove Historic District and McComb-Veazey.
- CREATE DIVERSE HOUSING STOCK IN SINGLE-FAMILY RESIDENTIAL ZONES NORTH OF THE STERLING GROVE HISTORIC DISTRICT.** Target infill opportunities for building on vacant lots and reclaiming adjudicated properties.
- PROMOTE RECREATIONAL USE OF FACILITIES AT CITY PARK.** Enhance the frontage along Mudd Ave. to create better access points for neighborhoods along Moss Street.

# 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-functional activity centers.

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

### RECOMMENDATIONS

Create mixed-use nodes along West Simcoe and Cameron streets at the following intersections:

- West Simcoe/St. John
- Cameron/St. John - not pictured
- Cameron/S. Pierce - not pictured

Create a variety of nodes to complement:

- Outdoor recreation
- Art activities
- Social services
- Small retail development
- Office development

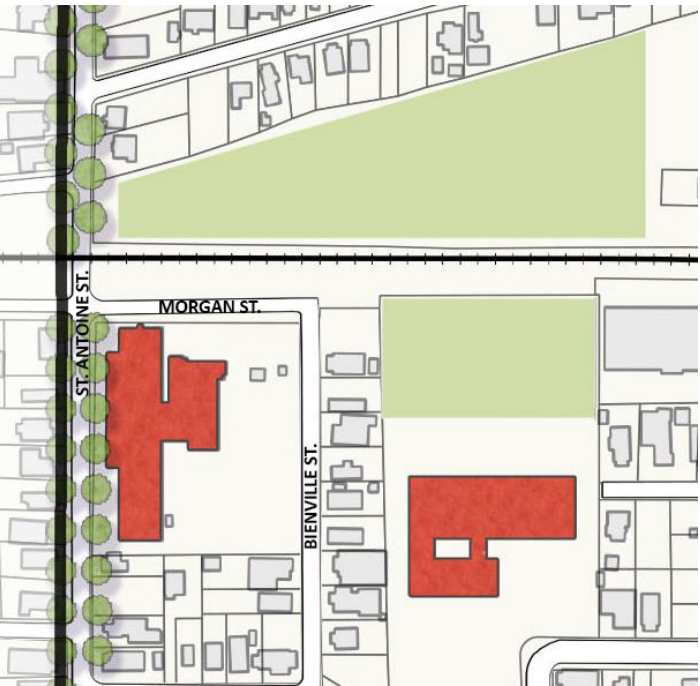
E. SIMCOE ST. AT E. 2ND ST. & MUDD AVE.



JEFFERSON BLVD. AT S. STERLING ST.



ST. ANTOINE ST. AT MORGAN ST. & BIENVILLE ST.



W. SIMCOE ST. & ST. JOHN ST.



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



# 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

Cameron and West Simcoe streets are high-traffic corridors flanked by residential areas. Streetscape improvements can help slow traffic on these main thoroughfares and attract small businesses that serve the community.

#### Jefferson Boulevard

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

- Wider sidewalks
- Street trees
- On-street parking

#### West Simcoe Street

Streetscape improvements on West Simcoe Street should extend the pedestrian-friendly character of the Sterling Grove neighborhood into other parts of the district.

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

#### Cameron Street

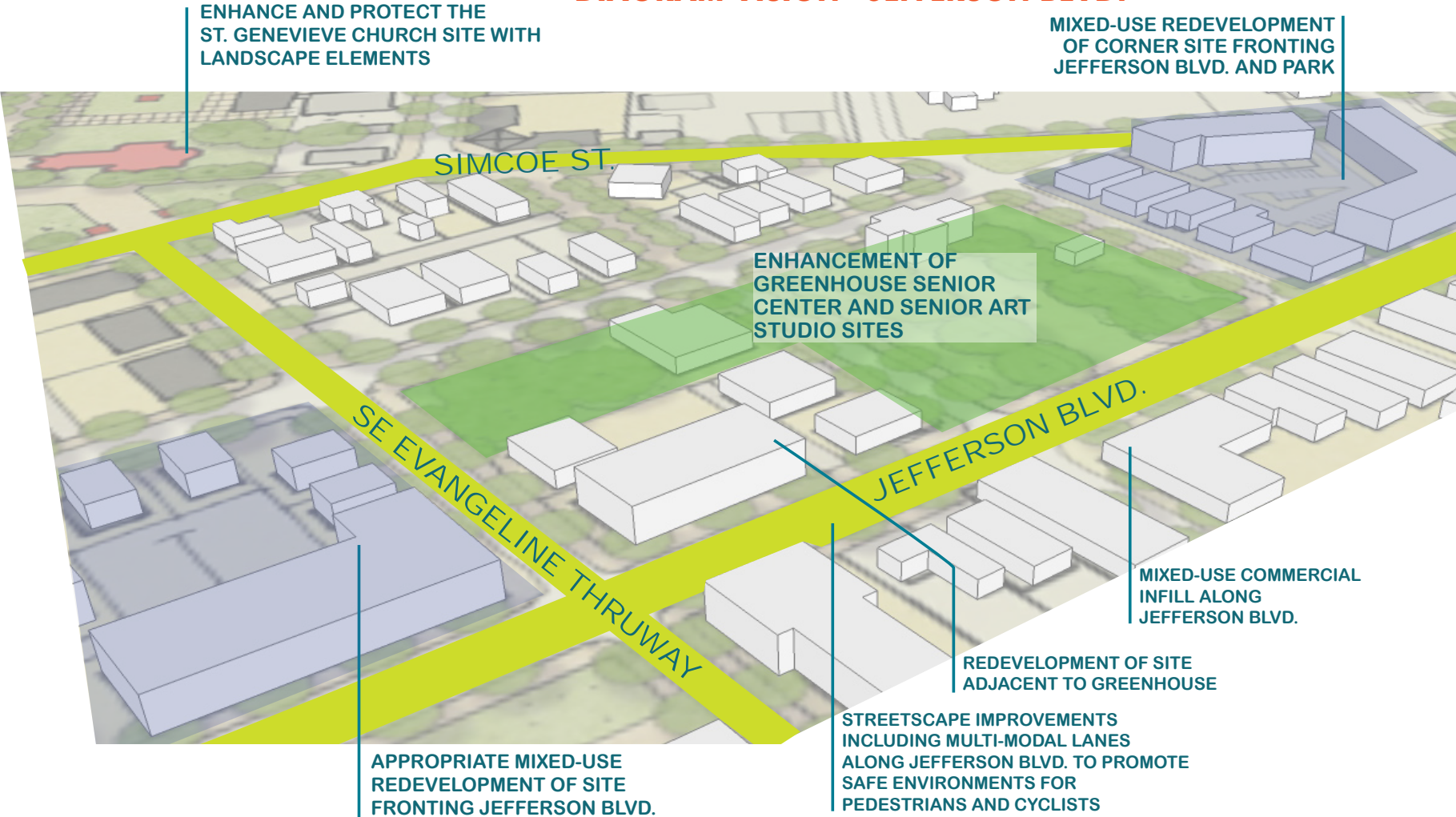
- Multi-modal lanes
- Traffic calming measures

### COMPLETE STREETS

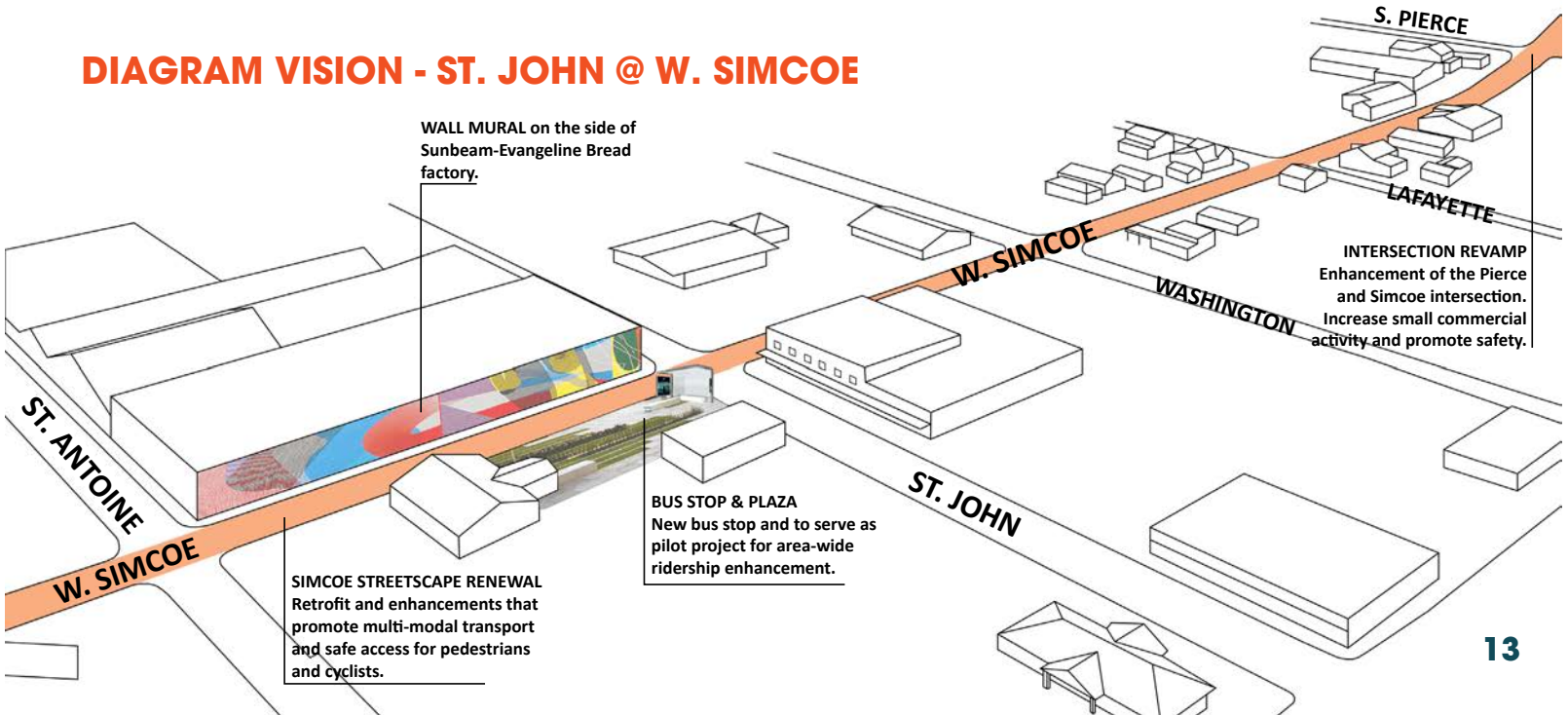
The term “Complete Streets” is a nationally recognized approach to transportation design and policy. Its core principle is that streets should be designed for the safety and convenience of everyone: drivers, pedestrians, bicyclists and those who use public transportation. Complete Streets include:

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

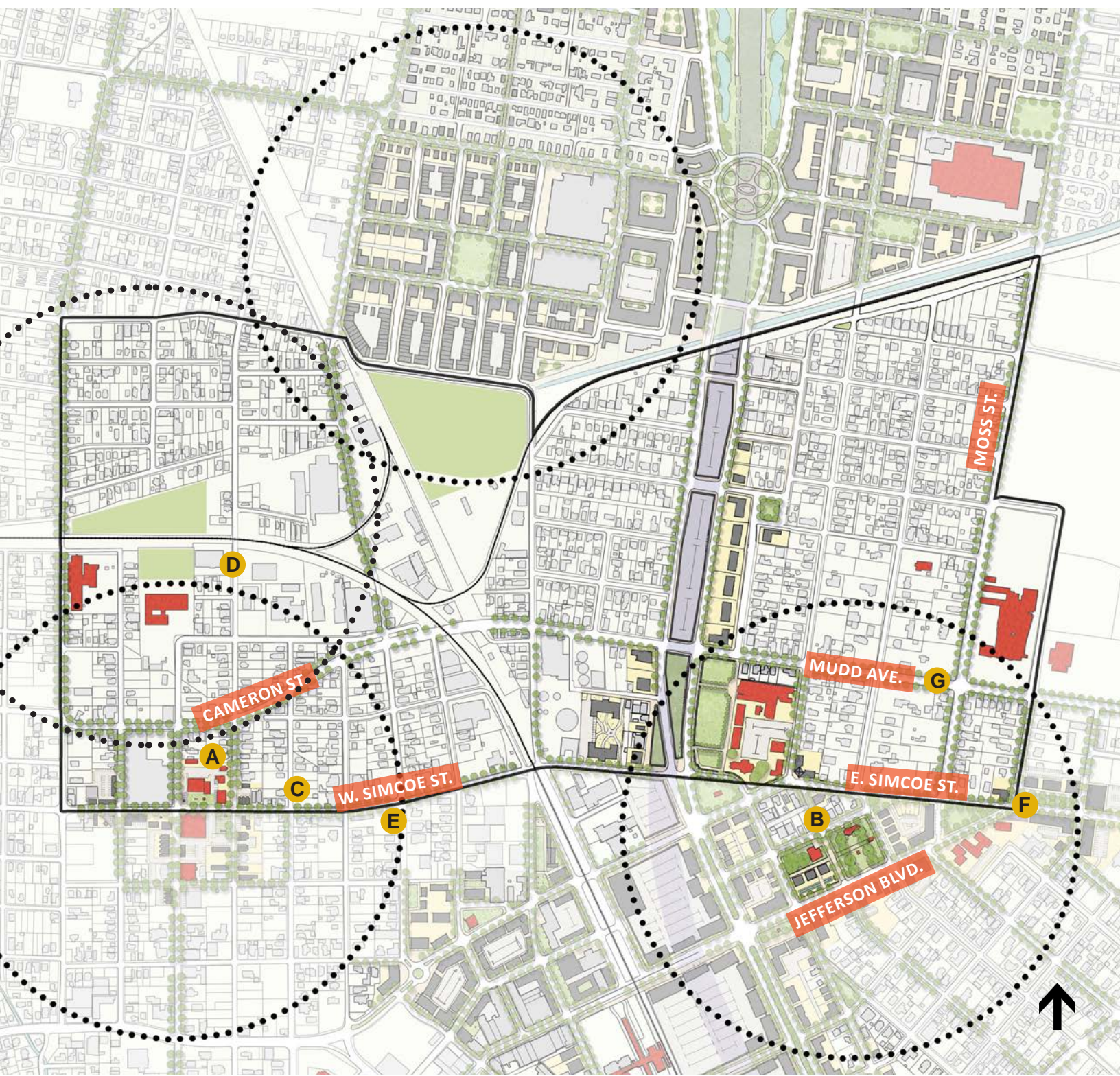
### DIAGRAM VISION - JEFFERSON BLVD.



### DIAGRAM VISION - ST. JOHN @ W. SIMCOE



# 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** Bus Stop Shelter and Plaza near St. John St. and W. Simcoe
- B** Senior Center / Senior Arts Studio site redevelopment
- C** Pierce St. at W. Simcoe St. intersection improvements
- D** Pursue Local Historic District status for La Place
- E** W. Simcoe streetscapes
- F** E. Simcoe streetscapes
- G** Mudd Ave. 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

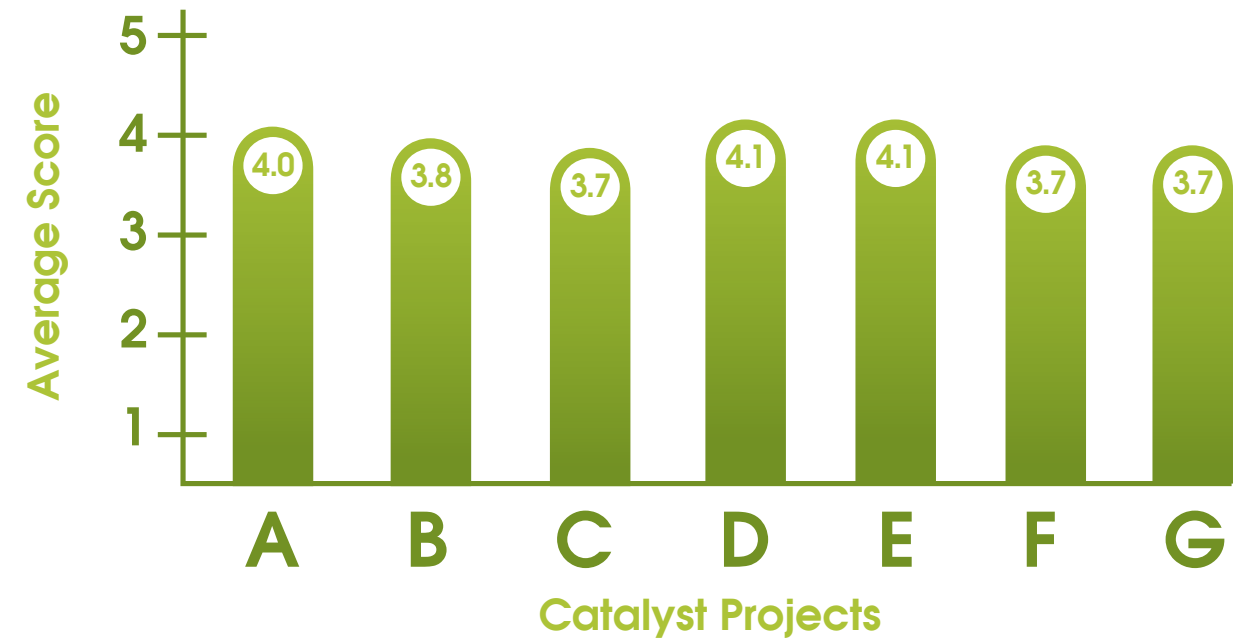
## RANKING PRIORITIES

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.

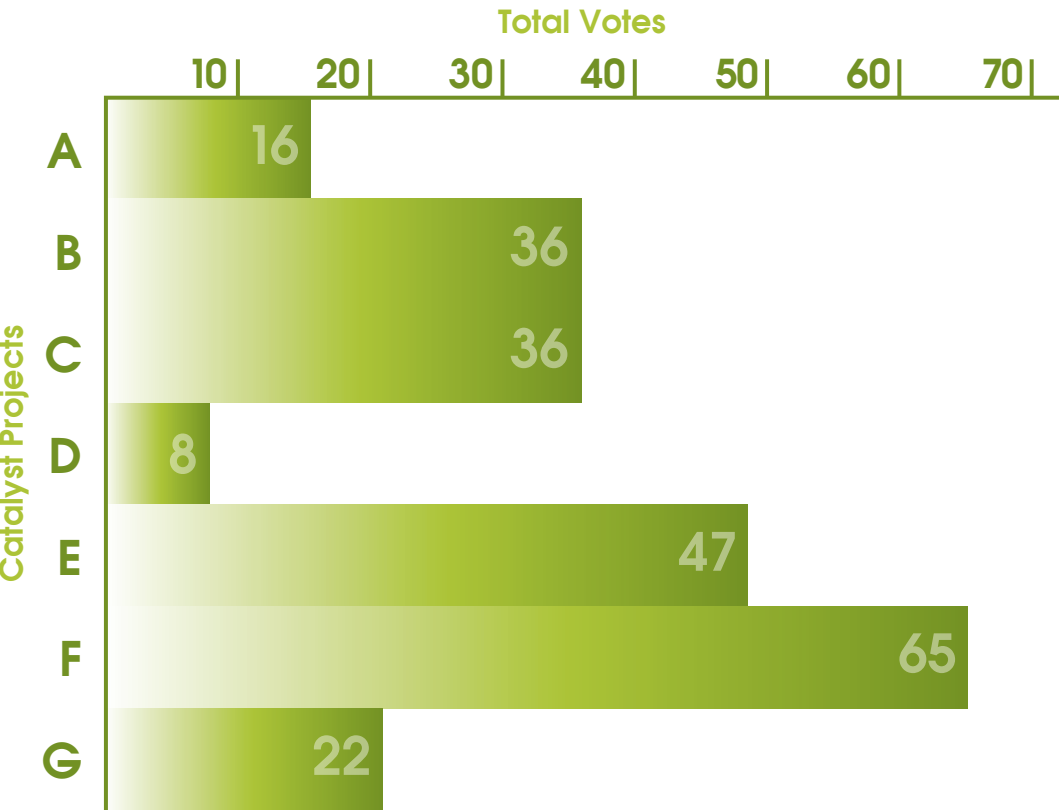
- 5 = Highly transformative and a top priority
- 4 = Excellent and important
- 3 = Good and worthwhile
- 2 = Fair and somewhat helpful
- 1 = Low level and less impactful



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.

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

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

## 04 CATALYST PROJECTS

### BUS STOP SHELTER AND PLAZA (PROJECT A) (Southwest corner of St. John and W. Simcoe St.)

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**POTENTIAL TARGET LOCATION**  
This particular site location represents a preliminary concept ONLY. Other adjacent or nearby sites could be considered for this project to align with public-private investment interest and/or property feasibility (ideal bus route).

During the district workshops and design charrette, community members expressed the need for better access to safe and identifiable bus stop shelters.

**RECOMMENDATIONS**  
Design and installation of a new bus stop shelter and small plaza to serve as a pilot project for creating area-wide ridership awareness campaign and program to retrofit and provide new smart bus stops throughout Evangeline Corridor neighborhoods.

- COMMUNITY BENEFITS**  
This project promotes:
- Redevelopment/reuse of existing sites
  - Neighborhood connections
  - Neighborhood beautification
  - Community identity/interaction



ECI CONCEPTUAL VISION FOR INTERSECTION



STERLING GROVE / SIMCOE / LA PLACE DISTRICT

## IMPLEMENTATION STRATEGY

- WHO LEADS**  
As a public project, LCG Development and Planning, Lafayette Transit, and Public Works Department will lead this effort so that it adheres to technical requirements and safety standards. LUS will coordinate utilities.
- WHO COLLABORATES**  
Local residents and public stakeholders will be key to the process. Artists and Art Collectives can provide creative design talent. LCG's CREATE initiative and Project Frontyard will be likely civic partners.
- WHO FUNDS**  
LCG Arts and Culture funding and assigned city budget can provide basis for project support. Arts-related grants can jump start pilot projects.

**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.

## ACTION STEPS

- STEP 1 : DETERMINE PROJECT MANAGEMENT TEAM**  
Who will be involved in project development? Who will own and maintain the shelter? How does Public Works collaborate with other groups and organizations?
- STEP 2 : ESTABLISH PUBLIC ENGAGEMENT STRATEGY**  
How will the public contribute to predevelopment decisions? Maximize involvement to gain interest and future ridership.
- STEP 3 : DETERMINE SCOPE OF PROJECT**  
Would the budget and public better served by a few artist designed shelters or several modified shelters? Public can offer input.
- STEP 4 : PINPOINT IDEAL LOCATIONS**  
New pilot shelters should align with existing bus routes and their overlap with active community nodes/centers. Visibility/access, right of way, and land ownership are key factors in determining ideal placement. The community can offer input to assist Public Works.

- STEP 5 : IDENTIFY TECHNICAL REQUIREMENTS**  
Public Works/LCG will guide code compliance and functional needs, including construction protocols and design standards. LUS will assist with utility coordination.
- STEP 6 : SET BUDGET & SECURE FUNDING**  
Based on available local funds and potential art-related grants, establish an overall budget and re-confirm scope.
- STEP 7 : IDENTIFY ARTISTS & FABRICATORS**  
Depending on scope and budget, distribute RFQs and create a short list of local artists and fabricators that will execute the project. Review concepts and select artists for final designs.
- STEP 8 : APPROVE DESIGNS & BEGIN CONSTRUCTION**  
After approving technical designs and requirements, fabrication/construction on bus stop shelter (and plaza) can begin.
- STEP 9 : HOST RIBBON CUTTING EVENT**  
Open new bus stop with event and ridership campaign promotion.

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## BEST PRACTICE EXAMPLE



R-Line - Transportation Corridors for Livable Communities - RIPTA/City of Providence, RI (system-wide guidelines for rapid bus transit)



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

# 04 FEATURED CATALYST PROJECT 1

## Bus Stop Shelter and Plaza

Catalyst Project A  
(Southwest corner of St. John and W. Simcoe St.)



### POTENTIAL TARGET LOCATION

This particular site location represents a preliminary concept ONLY. Other adjacent or nearby sites could be considered for this project to align with public-private investment interest and/or property feasibility (ideal bus route).

During the district workshops and design charrette, community members expressed the need for better access to safe and identifiable bus stop shelters.

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Design and installation of a new bus stop shelter and small plaza to serve as a pilot project for creating area-wide ridership awareness campaign and program to retrofit and provide new smart bus stops throughout Evangeline Corridor neighborhoods.

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This project promotes:

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ECI CONCEPTUAL VISION FOR INTERSECTION

## IMPLEMENTATION STRATEGY

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Local residents and public stakeholders will be key to the process. Artists and Art Collectives can provide creative design talent. LCG's CREATE initiative and Project Frontyard will be likely civic partners.

### WHO FUNDS

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## ACTION STEPS

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Who will be involved in project development? Who will own and maintain the shelter? How does Public Works collaborate with other groups and organizations?

### STEP 2 : ESTABLISH PUBLIC ENGAGEMENT STRATEGY

How will the public contribute to predevelopment decisions? Maximize involvement to gain interest and future ridership.

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Would the budget and public be better served by a few artist designed shelters or several modified shelters? Public can offer input.

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### STEP 5 : IDENTIFY TECHNICAL REQUIREMENTS

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### STEP 6 : SET BUDGET & SECURE FUNDING

Based on available local funds and potential art-related grants, establish an overall budget and re-confirm scope.

### STEP 7 : IDENTIFY ARTISTS & FABRICATORS

Depending on scope and budget, distribute RFQs and create a short list of local artists and fabricators that will execute the project. Review concepts and select artists for final designs.

### STEP 8 : APPROVE DESIGNS & BEGIN CONSTRUCTION

After approving technical designs and requirements, fabrication/construction on bus stop shelter (and plaza) can begin.

### STEP 9 : HOST RIBBON CUTTING EVENT

Open new bus stop with event and ridership campaign promotion.

## BEST PRACTICE EXAMPLE



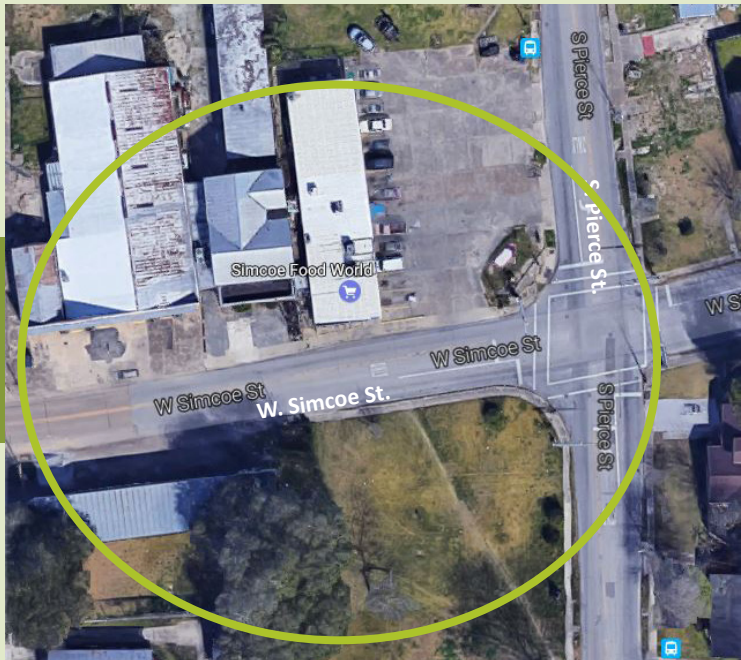
R-Line - Transportation Corridors for Livable Communities - RIPTA/City of Providence, RI (system-wide guidelines for rapid bus transit)



# 04 FEATURED CATALYST PROJECT 2

## Pierce at W. Simcoe

Catalyst Project C  
Intersection Improvements



Local residents in the La Place neighborhood expressed a desire to see the junction of West Simcoe and South Pierce Streets improved to take advantage of commercial opportunities while transforming an important community node.

### RECOMMENDATIONS

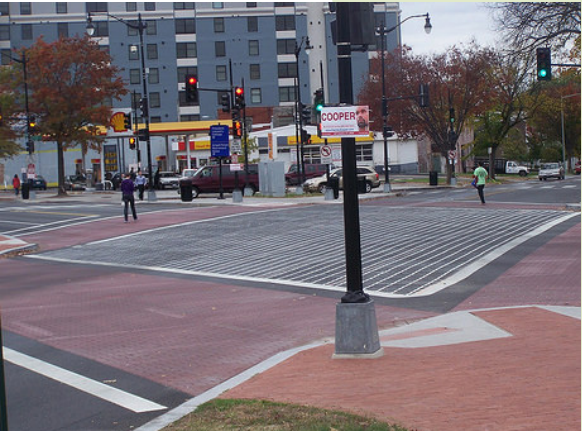
Reinvigorate this important intersection as a key community node through enhancement of businesses, landscape, and vacant sites. Create safe access to local cultural amenities such as art studios and public gardens.

### COMMUNITY BENEFITS

This project promotes:

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

CONCEPTUAL VISION OF COMMUNITY HUB/GARDEN AT S. PIERCE ST. CORNER



## IMPLEMENTATION STRATEGY

### WHO LEADS

Lafayette Consolidated Government Comp Plan office and Development and Planning Department will spearhead this project with technical oversight from Department of Public Works. LUS will coordinate utilities.

### WHO COLLABORATES

TownFolk, La Place Coterie, local business/property owners, and local residents will have vested interest in the transformation of this intersection. These local organizations and groups could initiate temporary activity on site.

### 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

### STEP 1 : ORGANIZE & HOST A POP-UP EVENT

Current landowners, local business owners, Townfolk come together to host various pop-up events (market/concert, Better-Block staging) with LCG support.

### STEP 2 : ADVOCATE FOR STREETScape IMPROVEMENTS

Discuss road diet efforts and potential retrofit phases and necessary right of way acquisition for enhancements and future permanent development.

### STEP 3 : PERFORM NECESSARY PREP PLANNING

Approach existing land/building owners regarding development potential and tradeoffs. Interested land owners and developers engage Planning Dept. for necessary permits. Obtain land ownership where necessary.

### STEP 4 : SELECT DESIGN TEAM

Depending on scope of project, identify a design team to perform conceptual and technical work. This could be the result of a design completion, private hire, or official RFP.

### STEP 5 : HOST WORKSHOP & FINALIZE DESIGN CONCEPT

To create community excitement and support, host a design workshop to unveil plans, visions, and co-create the project. Gain community input as aspects of the design concepts are finalized.

### STEP 6 : SECURE PERMITS & FUNDING

Depending on development scope, secure planning permits & funding for implementing various phases of the project. Infrastructure improvements can be funded through LCG, while partnerships or private investment will support further phases.

### STEP 7 : BEGIN DEVELOPMENT & CONSTRUCTION

After funding is in place, begin incremental construction phases. Infrastructure improvements may be the first step, while redevelopment of vacant sites or buildings follows next.

### STEP 8 : ENJOY AND MAINTAIN NEW STREETScape

Host events to unveil newly transformed streetscapes and adjacent development. Keep momentum going and formulate plans for sustained programming and further site development.

## BEST PRACTICE EXAMPLE



Before



After

Watts Community Studio: Wilmington Ave. Placemaking (Los Angeles, CA) | [www.mas.la/watts](http://www.mas.la/watts)

04 FEATURED CATALYST PROJECT 3

Senior Center / Senior Art Studio

Catalyst Project B

Sites Retrofit | Landscape & Plaza Improvements | Neighborhood Center



At the design charrette, residents, including members of the Sterling Grove Neighborhood Association, agreed with planning professionals that a neighborhood center is needed in the district.

RECOMMENDATIONS

Strategic site consolidation retrofit and new landscape elements to enhance the grounds currently occupied by the Senior Arts Studio and Greenhouse Senior Center - highlight the services of these community assets and transform the site into a civic neighborhood center

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

LCG / Office of Community Development will spearhead this project with technical oversight from Department of Public Works and LUS on utilities.

WHO COLLABORATES

The Sterling Grove Neighborhood Association, adjacent neighborhoods including the McComb-Veazey Coterie, and local business/property owners and residents will have vested interest in the transformation of this area. These local organizations and groups can initiate temporary activity on site as well as planning permanent events.

WHO FUNDS

A combination of LCG funds including funding through the Office of Community Development, additional private support, grants, and crowdfunding could fund this project.

ACTION STEPS

STEP 1 : POP-UP EVENTS

LCG collaborates with SGNA and McComb-Veazey Coterie to host various pop-up events (market, concert, Better-Block) to demonstrate the possibilities for the Senior Center/Senior Arts Studio sites.

STEP 2 : HOST DESIGN VISION WORKSHOPS

Engage community on potential design visions and programming of the Senior Center/Senior Arts Studio.

STEP 3 : SECURE RIGHTS TO DEVELOP

Based on visions, scope and budget, begin process of securing rights to develop. Confirm contractual agreement with adjacent land owners for right acquire land/buildings.

STEP 4 : SELECT DESIGN TEAM

LCG and private groups select design team to perform conceptual and work. Depending on the scope of development, this could be the result of a design competition or official RFP released by the city.

STEP 5 : PREP PLANNING & SECURE FUNDING

Seek and secure planning permits and funding for implementing parts of the project. Any infrastructure and right of way upgrades can be funded through LCG, while site landscape retrofits may be supported by LCG or grants.

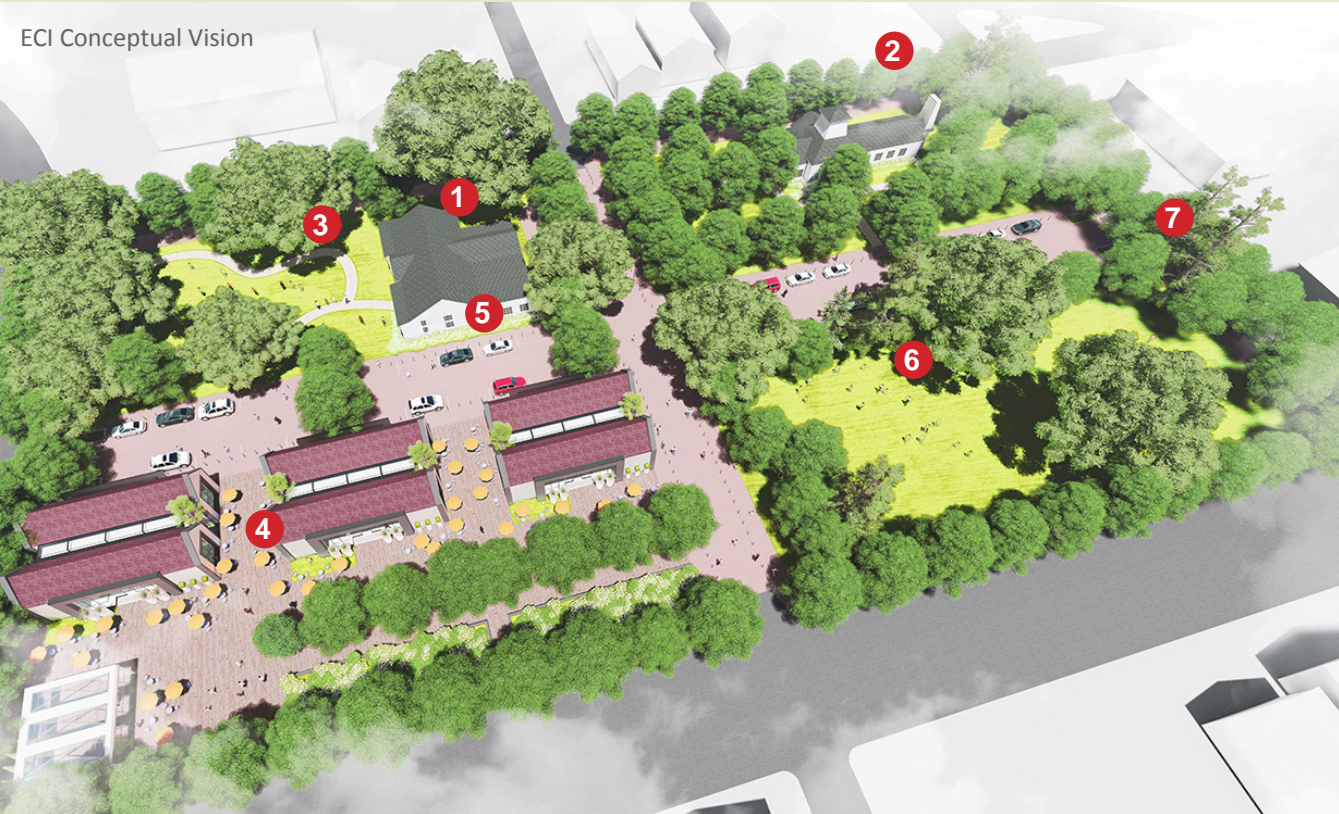
STEP 6 : BEGIN CONSTRUCTION

After funding is in place, begin incremental construction phases. Infrastructure improvements such as transitioning vehicular road to pedestrian path and resulting landscape improvements may be the first step. New commercial amenities and other site improvements can come in second phases.

STEP 7 : EVENT PROGRAMMING

Host events to unveil newly transformed civic plaza, landscape lawns, and commercial development. Keep momentum going and formulate plans for sustained use through events programming and shared maintenance.

BEST PRACTICE EXAMPLES



- 1 Senior Center
- 2 Senior Arts Studio
- 3 Relaxation Garden
- 4 Boulevard Market
- 5 Parking Plaza
- 6 The Grove
- 7 Performance Stage

04 ADDITIONAL CATALYST PROJECTS

Pursue Local Historic District Status for LaPlace

Catalyst Project D



The Lafayette Historic Preservation Commission is studying the viability of assigning LaPlace neighborhoods Local Historic District status.

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



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



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



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



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



04 ADDITIONAL CATALYST PROJECTS

West Simcoe Street: Streetscape Retrofit

Catalyst Project E



There were multiple discussions at the district workshops and design charrette about the future redevelopment of West Simcoe and connectivity across the Evangeline Thruway / I-49 Connector.

Reinvigorate streetscape of West Simcoe Street as a key piece of the Evangeline Corridor thoroughfare network to improve safety of pedestrians and cyclists, enhance public realm use, and create opportunities for new business activity and local cultural amenities



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 West Simcoe” event to ignite resident interest + series of monthly follow-up events
  - Community design meeting with property owners
- Medium- to long-term: Phasing of street infrastructure revamp based on various design elements and approval



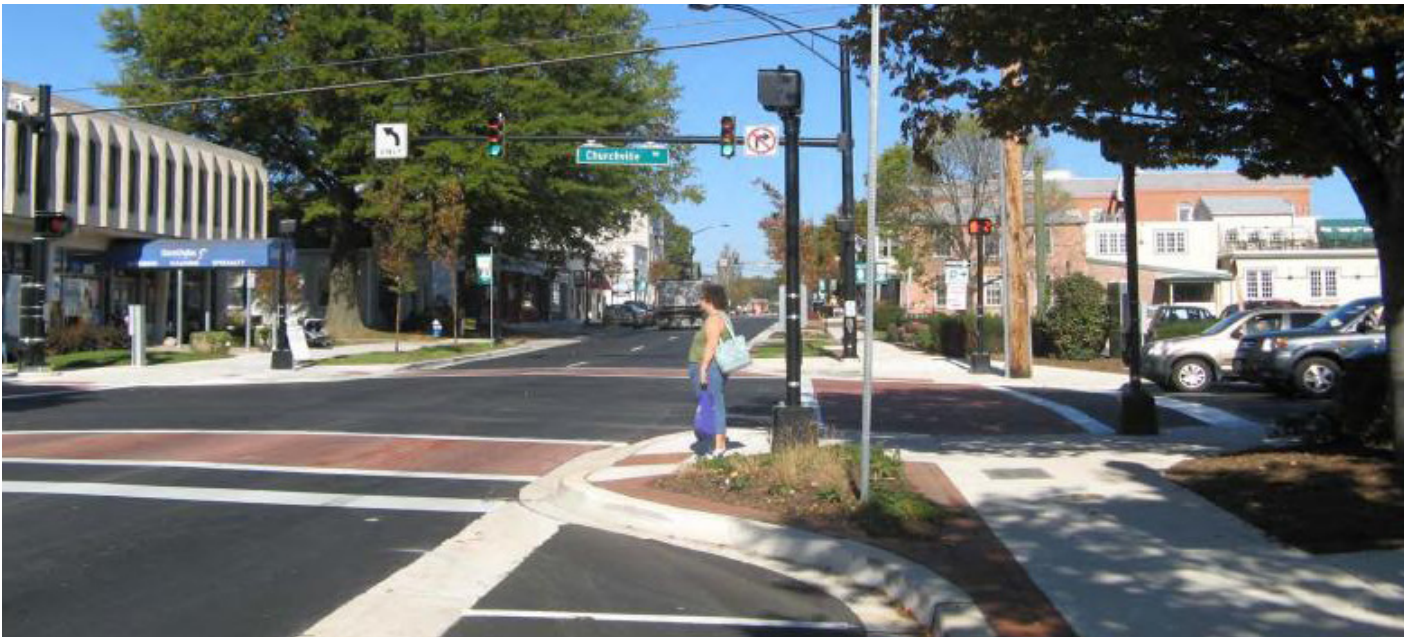
Funding Support / Project Cost Estimate

- Better Block West Simcoe support: LCG (project links to other efforts already underway) \$
- Medium-long term funding for streetscape phase: LCG-Public Works Dept. (possible grants and bonds) \$\$\$
- Portions of Simcoe may be impacted by the I-49 Connector and may fall under LaDOTD control



Economic Impact / Community Benefits

- Road improvements are the first step in comprehensive community development and connectivity
- Bring investment interest and small neighborhood scale commercial infill opportunities
- Create safe and walkable environment - address traffic issues by promoting multimodal facility use



04 ADDITIONAL CATALYST PROJECTS

East Simcoe Street:  
Streetscape Retrofit

Catalyst Project F

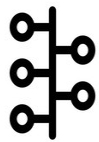


There were multiple discussions at the district workshops and design charrette about the future redevelopment of East Simcoe and connectivity across the Evangeline Thruway / I-49 Connector.

Reinvigorate streetscape of East Simcoe as a key piece of the Evangeline Corridor thoroughfare network to improve safety of pedestrians and cyclists, enhance public realm use, and create opportunities for new business activity and local cultural amenities



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 East Simcoe” event to ignite the interest of residents + series of monthly follow-up events  
Medium- to long-term: Phasing of street infrastructure revamp based on various design elements and approval



Funding Support / Project Cost Estimate

- Better Block East Simcoe support: LCG (project links to other efforts already underway) \$
- Medium-long term funding for streetscape phase: LCG-Public Works Dept. (possible grants) \$\$\$
- Portions of East Simcoe may be impacted by the I-49 Connector and may fall under LaDOTD control



Economic Impact / Community Benefits

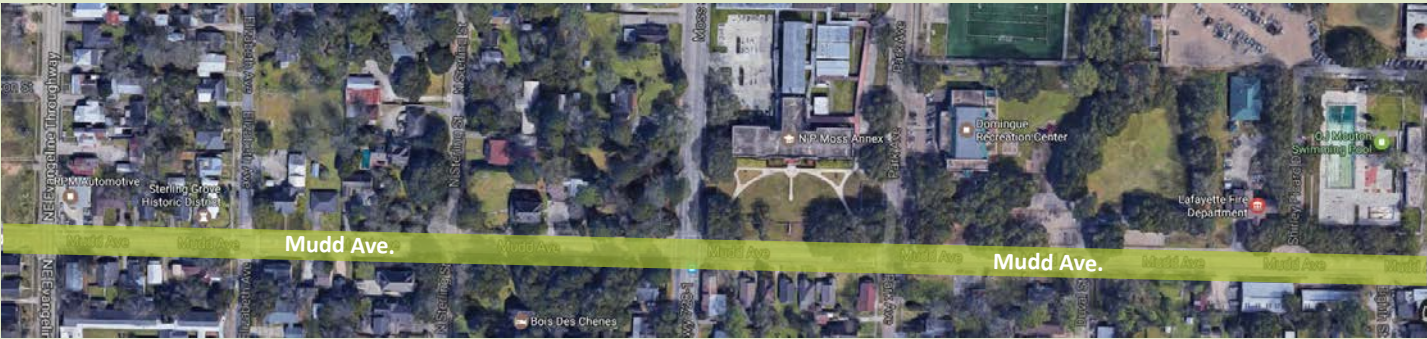
- Road improvements are the first step in comprehensive community development and connectivity
- Bring investment interest and small-neighborhood-scale commercial infill opportunities
- Create safe and walkable environment - address traffic issues by promoting multimodal facility use



# 04 ADDITIONAL CATALYST PROJECTS

## Mudd Avenue: Streetscape Retrofit

Catalyst Project G



There were multiple discussions at the District Workshops and Design Charrette about the future of Mudd Avenue as well as attempts in 2016 to consider first-phase re-striping projects.

**Bring vitality to Mudd Avenue, a key artery in the Evangeline Corridor network, making this thoroughfare safer for pedestrians and more appealing to businesses**

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 Mudd” event to ignite the interest of area residents + series of monthly follow-up events  
**Medium- to long-term:** Incremental street infrastructure revamp based on scope elements, approval, and phasing plan



**Funding Support / Project Cost Estimate**  
• Better Block Mudd support: LCG (project links to other efforts already underway) \$  
• Medium-long term funding for streetscape phase: LCG-Public Works Dept. (possible grants) \$\$\$  
• Portions of Mudd may be impacted by the I-49 Connector and may fall under LaDOTD control



**Economic Impact / Community Benefits**  
• Road improvements are the first step in comprehensive community development  
• Bring investment interest and small-neighborhood-scale commercial infill opportunities  
• Create safe and walkable environment - address traffic issues by promoting multimodal facility use



# 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.

### LA PLACE

Increase and consolidate the efforts of community organizations. Improve channels of communication and collaboration with LCG to support revitalization.

Don't view local social services as a hindrance to neighborhood growth. Embrace the community assistance character that defines part of La Place while enhancing spaces and mixed-use around these concentrated nodes of public access activity.

Follow community node framework strategies and identify which areas and intersections are primed for development and set a plan for incremental action. This may be in the form of private investment, public partnerships, or community driven projects.

Target vacant properties or dilapidated buildings and homes for immediate infill or rehabilitation. These underperforming sites will continue to drag down neighborhood character and reduce overall property values.

Lobby City Council/LCG for key corridor streetscape upgrading projects along W Simcoe and Cameron St. These improvements will set in motion the potential to entice new investment and development to the area.

Advocate for new public green space in the northern sector of the district. This may help to mitigate the impact and divide caused by the railroad spur while helping to diversify the character of the industrial parcels north of Cameron St.

### STERLING GROVE

Enhance and sustain collaborative relationship between Sterling Grove Neighborhood Association and LCG.

Improve the neighborhood engagement with Jefferson Blvd. Embrace appropriately scaled commercial growth that serves shared neighborhood connections with McComb-Veazey.

Advocate and lobby for streetscape enhancements along Mudd Ave. that will improve connections between the National Historic District and public amenities at City Park.

Maintain the identity of the core Historic District while engaging with the neighborhood north of Chopin St. Expand the historic character towards the railroad to benefit the value of the district as a whole.

Seek and target infill development opportunities including the relocation of historic structures that may be displaced by the proposed I-49 Connector.

Protect the St. Genevieve Church from I-49 Connector impacts while enhancing the campus' status as a coveted and productive public center for recreation and interaction.

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

# Sterling Grove/ Simcoe/ La Place/

