



PLANNING REPORT

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CATALYST PROJECTS

Catalyst Projects are actions and programs aimed at increasing economic and community value within the areas, districts, or neighborhoods of a municipality. These projects, both small and large, are intended to leverage significant visible investment in the area to support comprehensive community planning goals. Successful projects usually require the participation and collaboration of a diverse group of community residents and organizations, local government, and experienced professionals.

COMPLETE STREETS

Roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users. In a multi-modal fashion, pedestrians, bicyclists, motorists and public transport users of all ages and abilities are able to safely and comfortably move along and across a complete street. Features include expanded sidewalks, bike lanes (either on-street or separated), public transit access, and vehicle drive lanes. While Complete Streets have been deployed as city-wide practice, their components can also serve as benchmark principles for the design and retrofit of existing streets.

CONTEXT SENSITIVE SOLUTIONS (CSS)

Context Sensitive Solutions is a collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. This approach considers the total context within which a transportation improvement project will exist (Source: Federal Highway Administration -FHWA).

THE CORRIDOR

This refers to the Evangeline Corridor Initiative project study area.

CROWDFUNDING

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet. It is a form of alternative finance also known as crowdsourcing. Crowdfunding has been used to fund a wide range of activities, projects, and for-profit entrepreneurial ventures such as artistic and creative projects or community-oriented social entrepreneurship projects.

GATEWAYS

Gateways are introductions to something new, a threshold between one environment and the next. They can represent the entrance to a part of the city, a corridor or a neighborhood and are usually marked with signage, landmarks, or public art. Gateways serve to invite visitors and celebrate an area’s identity, culture and urban fabric and can also be used to mark distinct boundary district limits. On a broader urban scale, a gateway often acts as a first impression and its treatment for an area is critical to success and growth from a physical and economic viewpoint.

GREEN NETWORKS AND INFRASTRUCTURE

At a broad scale, green infrastructure refers to the interconnected networks of green spaces (parks and public lawns) that conserve and promote natural systems while providing assorted benefits for cities, neighborhoods and their residents. On a more local scale, green infrastructure can define the approach to stormwater management through the use of landscaping and vegetation. Connected green space networks not only contribute to environmental impact, energy reduction, and human health, but also serve as a natural complement to the built urban fabric.

INFILL DEVELOPMENT

Building in vacant parcels and areas in urban settings that promotes the revitalization of city centers. This practice often uses existing infrastructure and building sites, and leaves rural areas and open spaces undeveloped. The benefits of infill development can reduce traffic congestion, save open space, and reduce public infrastructure costs while creating appealing street frontage activity.

INFRASTRUCTURE

Infrastructure includes hard services like roads, water, sewer, etc. and soft services like education, fire protection, law enforcement, recreation programs, libraries, etc. The level of infrastructure necessary to support growth requires the determination of adequate public facilities and services. It can also refer to larger scale roads such as highways and interstates, including the structures that define the adjacent environment.

LAND USE

Refers to how land is generally used – whether it is residential, commercial, industrial, open space, or a mix. Associated with land-use planning and zoning which seek to order and regulate the use of land in an efficient and ethical manner. Land-use plans provide a vision for the future possibilities of development in neighborhoods, districts, cities, or any defined planning area.

LINER BUILDINGS

Liner Buildings strategically wrap a parking lot or parking deck in order to provide a more welcoming street façade and promote activity at the pedestrian level, as well as “eyes on the street” that create safe environments at various times of day and night. Often higher in density, liner buildings help complete the urban streetscape in an appropriate scale and manner and provide developers with more appeal and value on the overall development.

MIXED-USE DEVELOPMENT

The practice of allowing more than one type of use in a building or set of buildings. This can mean some combination of residential, commercial, industrial, office, institutional, or other land uses. Mixed use guidelines often result in residential buildings with street-level commercial/office space. Retailers have the assurance that they will always have customers living right above and around them, while residents have the benefit of being able to walk a short distance to access everyday services and amenities. Mixed-use development is often implemented along major thoroughfares, urban centers (nodes), and key intersections.

NODAL DEVELOPMENT (COMMUNITY NODES)

A complete, compact, mixed-use area that includes places to live, work, learn, play, and shop – most often concentrated at the intersections of major streets. Nodes define the focal point of a neighborhood – establishing a “sense of place” that offers easy walkable access from various points. Built around increased levels of economic productivity and services, nodes are used as a planning tool to distribute active and equitable development concepts broadly across a larger area while ensuring the creation of cohesive and identifiable network connections.

PED SHED

Short for pedestrian shed, this is a planning mechanism for the basic building block of walkable neighborhoods. It is the area encompassed by the walking distance to and from a neighborhood center or public amenity such as a park. Ped sheds are often defined by a 5-minute walk (about 0.25 miles, 1,320 feet, or 400 meters). They may be drawn as perfect circles, but in reality, ped sheds have irregular shapes because they cover the actual distance walked on the ground, not the straight linear distance. In the most ideal scenario, the entire planning area is covered in conjoined ped sheds, a result of ample activity resource nodes.

PUBLIC-PRIVATE PARTNERSHIPS

Also known P3s, these are cooperative arrangements between two or more public and private sector entities. This funding model works as a mutually beneficial trade-off where public sector efforts are supplemented by private sector expertise and management. P3s can be applied to anything from a simple, short term management contract (with or without investment requirements) to a long-term contract that includes funding, planning, building, operation, and maintenance. They range from funding large scale infrastructure and urban development projects that require high capital investment to smaller community-based projects like gardens, public art, or recreational facilities.

PUBLIC REALM

A public realm is defined as any publicly owned street, pathway, right-of-way, park, and publicly accessible open space. It also refers to public and civic buildings and service facilities. The quality of the public realm is vital for creating environments that people want to live and work in.

RETROFIT

Regarding streets and land parcels, this refers to replacing/upgrading faulty and underperforming roads or adding new technology to older systems or constructions. This action may be sought to make a street or site more efficient for multi-modal use or more appealing for new development as well as boosting its ecological qualities (green retrofit).

SMART GROWTH

Smart growth concepts focus on the long-term implications of growth and how they may impact the community, instead of viewing growth as an end unto itself. It is designed to create sustainable cities, appropriate urban development and promote economic development, as well as protect open spaces, environmentally sensitive areas, and agricultural lands. Planning, regulatory, and development practices and techniques are founded upon and promoted through principles for managing the growth of a community including using land resources more efficiently through compact building forms, infill development consideration, and walkable urban centers that help avoid sprawl.

STREETSCAPE

The visual elements of a street, including the road, sidewalks, street furniture, trees, open spaces and adjoining buildings that combine to form the street’s character.

SUSTAINABLE DEVELOPMENT

Sustainable communities are economically, environmentally, and socially healthy and resilient. They meet challenges through integrated solutions rather than through fragmented approaches. As a result, sustainable development manages its human, natural, and financial resources to meet the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable communities require contribution, commitment and shared goals among residents and leadership.

TAX INCREMENT FINANCING (TIF)

In a TIF district, either sales or *ad valorem* taxes (levying taxes) can be utilized as a funding mechanism. An added sales tax increment is the most common approach and allows for monies to be expended within the district for specific purposes.

URBAN FABRIC

The physical aspect of an area that emphasizes building types, street frontage, streetscapes, and open landscapes. It categorically excludes environmental, functional, economic and social aspects.

URBAN SPRAWL

The spreading outwards of a city and its suburbs to low-density, auto-dependent development on rural land, with associated design features that encourage car dependency. Critics argue that sprawl has certain disadvantages including long travel distances to and from work; high car dependence; inadequate facilities – health, cultural, recreational, entertainment, schools, etc.; and higher per-person infrastructure costs.

WALKABILITY

A measure of how friendly an area is to pedestrians. A 5-minute walk radius or ¼-mile distance to essential services (e.g., grocery, cleaners, bank, pharmacy, etc.) is the general rule of thumb for walkability. Walkability has many health, environmental, and economic benefits. Factors influencing walkability include adequate sidewalks, safe crossings, traffic and road conditions, land use patterns, building accessibility, and urban form. The website www.walkscore.org can help estimate a neighborhood’s walkability.

PROJECT-RELATED ACRONYMS AND NAMES

BVD	BAYOU VERMILION DISTRICT
CDBG	COMMUNITY DEVELOPMENT BLOCK GRANT
COTERIE	MCCOMB-VEAZEY, FREETOWN, AND LA PLACE NEIGHBORHOOD GROUPS
CREATE	CULTURE, RECREATION, ENTERTAINMENT, ARTS, TOURISM, ECONOMY (LCG INITIATIVE)
CSS	CONTEXT SENSITIVE SOLUTIONS
DDA	DOWNTOWN DEVELOPMENT AUTHORITY
DLU	DOWNTOWN LAFAYETTE UNLIMITED
ECI	EVANGELINE CORRIDOR INITIATIVE (OFFICIAL NAME OF TIGER GRANT PROJECT)
ETRT	EVANGELINE THRUWAY REDEVELOPMENT TEAM
FHWA	FEDERAL HIGHWAY ADMINISTRATION
HUD	US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
LADOTD	LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT
LCG	LAFAYETTE CONSOLIDATED GOVERNMENT
LCP	LAFAYETTE CONNECTOR PARTNERS
LCVC	LAFAYETTE CONVENTION AND VISITORS COMMISSION
LUS	LAFAYETTE UTILITIES SYSTEM
LEDA	LAFAYETTE ECONOMIC DEVELOPMENT AGENCY
LPTFA	LAFAYETTE PUBLIC TRUST FINANCE AUTHORITY
PPP (P3s)	PUBLIC PRIVATE PARTNERSHIP
ROD	RECORD OF DECISION
ROI	RETURN ON INVESTMENT
R.O.W.	RIGHT-OF-WAY (ROAD DESIGNATION)
SGNA	STERLING GROVE NEIGHBORHOOD ASSOCIATION
TIF	TAX INCREMENT FINANCING
TIGER	TRANSPORTATION INVESTMENT GENERATING ECONOMIC RECOVERY GRANT
VPA	VALUE PER ACRE



EXECUTIVE SUMMARY

"The country is reaching the end of the useful life of a lot of our infrastructure, and we're going to have to replace and rebuild a lot, so I want people to be thinking about this. We ought to do it better than we did it the last time."

- Anthony Foxx, former U.S. Secretary of Transportation

TRANSFORMING THE EVANGELINE CORRIDOR

For decades, local, state, and federal money has been used to build highways through many American cities, often disrupting neighborhoods and suppressing economic opportunity. A new, community-minded approach is underway. Federal grant dollars, administered by the U.S. Department of Transportation, are designed to restore and improve challenged communities. Transportation Investment Generating Economic Recovery (TIGER) grants support planning that fosters connected neighborhoods, healthy activities, job creation, and economic growth.

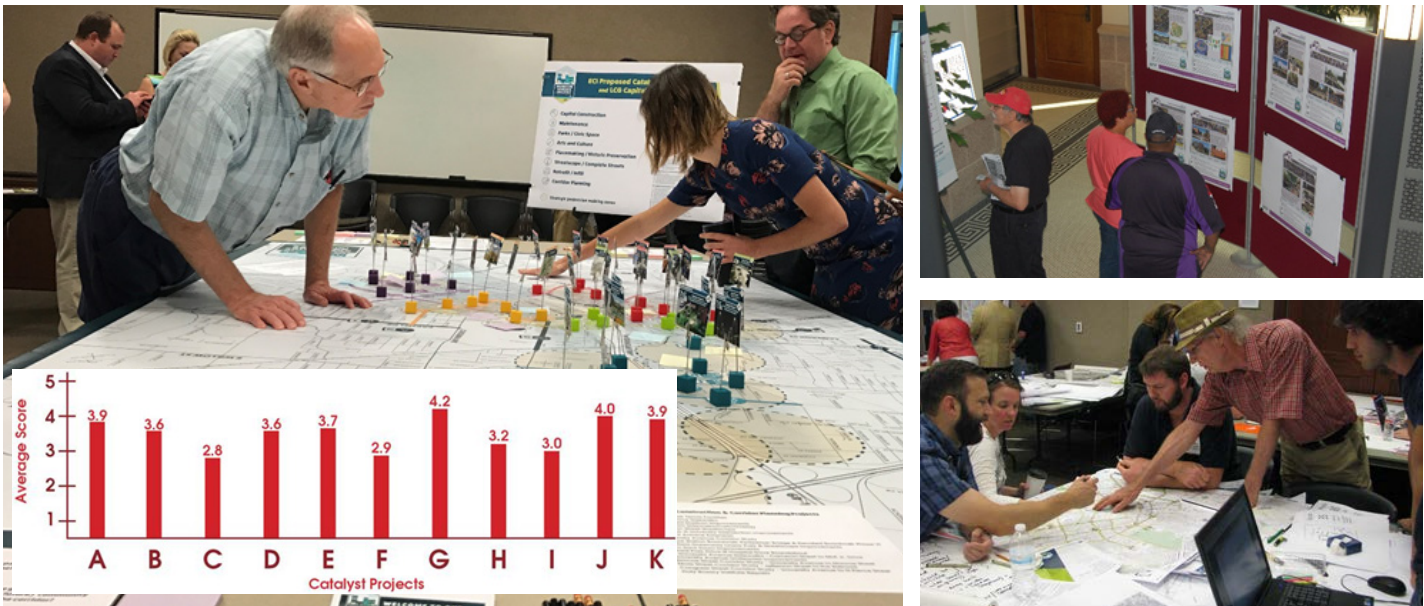
When Lafayette Consolidated Government was awarded a TIGER grant in 2014, the Evangeline Corridor Initiative (ECI) was created to spur neighborhood revitalization in areas adjacent to the Evangeline Thruway and to help prepare residents and business owners for the challenges posed by the impending Lafayette I-49 Connector project, which is the upgrade of the current Evangeline Thruway (US Hwy 90) into a limited-access elevated interstate.

The ECI Project and Planning Consultant Team (ECI Team), which comprises architects, designers, planners and communications professionals, was created to facilitate public input and create design guidelines for each district as well as a comprehensive revitalization plan for the Corridor.

The ECI project will guide development that supports corridor neighborhoods by providing:

- **Planning and design concepts for infrastructure improvements to promote connectivity, provide alternate modes of transit, and drive economic development**
- **Recommending new land-use patterns surrounding the Connector and Evangeline Thruway that promote mixed-use development while strengthening adjacent neighborhoods**
- **A plan for implementing specific interventions, often identified as Catalyst Projects, that will provide neighborhood improvements that enhance the quality of life for corridor residents**

The goals of this project are to reclaim and expand community assets. A primary aim of the initiative is to reconnect the city fabric, which has long been interrupted by the railroad and the Evangeline Thruway.



Images from various public engagement event activities including: Catalyst Project Evaluation and Voting, Charrette Design Studio, Open House, and Open House sample project rankings results

Engaging the Community

The backbone of the ECI Team’s strategy is active and sustained participation throughout the entire project process. Team members took this initiative into Corridor neighborhoods, talking with residents, business owners, clergy, and other community leaders about what neighborhood planning would mean to them.

Community meetings and workshops were organized for small group discussion, so that individual insights and opinions could be better heard. Public events included opportunities to give feedback on the project. Information about the design/planning process was also shared via email, radio and television interviews, social media, postcards, fliers, and yard signs. Other outreach efforts have included:

Meetings with community leaders - These meetings were designed to garner support and to ensure that in each of the five districts’ stakeholders are reached and encouraged to become involved in the Workshop and Charrette process and beyond.

District Workshops - A workshop was held in each district to engage directly with district community members and to get a better understanding of the opportunities, insights, and concerns in each area.

ECI Design Charrette /Open Studio - The Charrette, a dynamic phase of the planning process, was the primary mechanism of the ECI Team for public engagement strategy. The multi-day inclusive design session, invited public participation into the most intense moments of design dialogue and conceptualization.

Meeting in a Box Campaign - Facilitated by LCG, a series of Catalyst Project evaluations termed “Meeting in a Box” gave community members of the Corridor an opportunity to study, comment on, and rank the District Catalyst Projects.

Catalyst Project Open House - In an open house format, the community was once again invited to confirm, evaluate and rate the Catalyst Projects by district. Additionally, the framework for the ECI Final Report and District Design Manuals were unveiled for public viewing and comment.

Implementation Planning Open Houses - Presentation of the draft Final Report and District Design Manuals, highlighting the implementation strategies and steps to move the ECI Plan forward.

PROJECT HISTORY

When the Evangeline Thruway was built in 1963, it introduced high-speed traffic into a primarily African-American neighborhood that had developed in a traditional grid pattern. What was once a walkable community with neighborhood businesses suffered over the decades from a *de facto* barrier. The noise and lack of cross connectivity made the Thruway a dividing line between these neighborhoods and the rest of Lafayette. Today, the Evangeline Thruway is one of the most dangerous roads in Louisiana for pedestrians.

The need to connect Interstate 10 (I-49) through Lafayette was first identified as a need in the 1980s. In 1999, UL Lafayette issued the Blue Book, a document that outlined various designs and strategies for the Corridor. There was a great deal of project momentum in the early 2000s, including the Corridor Preservation and Management Action Plan (2002), a Record of Decision (ROD) and Environmental Impact Statement (2003), and an initial Context Sensitive Solutions (CSS) process begun by LaDOTD and its consultants (2006). The Evangeline Thruway Redevelopment Team (ETRT) advisory committee was established by the Action Plan and was initially convened in 2008. Around this time a lack of funding stalled the project, which led to uncertainty and further disinvestment in the Corridor.

In 2014, LCG was awarded a U.S. Department of Transportation TIGER Federal Planning Grant (Transportation Investment Generating Economic Recovery) to begin neighborhood and corridor-wide planning in anticipation of the design and engineering of the I-49 Connector Project. As expected, simultaneously, in 2015, LaDOTD began its context-sensitive design process (CSS) which has made community input a priority.

The TIGER Grant was later branded as the Evangeline Corridor Initiative (ECI) to be representative of and reflect the local area where its planning efforts are to be focused. The ECI is about neighborhood revitalization planning alongside the future I-49 Connector – what we know today as the Evangeline Thruway. The mission encourages community input to make the Corridor the best it can be. A team of consultants comprising of local and internationally respected experts was assembled to assist LCG with the project.

As a result of LCG being awarded the TIGER grant, the ETRT was reconstituted in 2015 to guide the ECI planning and implementation process. Alongside the LaDOTD I-49 Connector Project, the ECI consultant team (along with LCG and the ETRT) engaged in a comprehensive planning process to revitalize Corridor communities.

In 2015, the Evangeline Thruway Redevelopment Team adopted this vision statement.

THE ETRT ENVISIONS AN I-49 CORRIDOR THAT:

Repairs the division caused by the Evangeline Thruway.

Restores connections between neighborhoods and people throughout the corridor, including Downtown and the surrounding areas.

Reverses the decades of disinvestment in Lafayette’s urban core, stimulates urban revitalization and drives investment along the corridor and in adjoining neighborhoods through smart design, careful planning, and best practices.

Remediates environmentally contaminated properties and returns them to safe, productive use.

Establishes a new standard for excellence nationwide for the design and implementation of a context-sensitive urban interstate, and “gets it right the first time.”

Improves local and regional traffic safety, increases access to transit, provides meaningful recreational opportunities, and implements crime prevention through environmental design strategies.

Encourages civic and commercial activity in people-friendly, desirable spaces below the elevated spans and along the footprint of the Connector.

Provides creative, three-dimensional solutions for an alternative Connector design that the entire community can embrace.

Demonstrates an exemplary approach to community engagement and collaboration, where all parties place their trust in the process.

Concludes with a plan that provides such remarkable overall value that it drives community consensus.

For planning purposes, the corridor was organized into five districts

Gateway, Sterling Grove/La Place/Simcoe, Downtown/Freetown-Port Rico, McComb-Veazey, and the **Vermilion River Recreational District.**

ABOUT THIS REPORT

The Evangeline Corridor Initiative’s Final Report is a call to action for community-led revitalization. It is the culmination of the work of the ECI Project Consultant Team which included two years of community engagement, analysis, and design study. The report includes:

- corridor-wide planning strategies
- principles for the design of streets and neighborhoods
- project implementation processes

It supports PlanLafayette, Lafayette Consolidated Government’s comprehensive plan, which includes a comprehensive, long-range plan for the Evangeline Corridor. It is intended to be a useful document for LCG staff, residents and other stakeholders, providing recommended capital investments, policies, and land-use considerations.

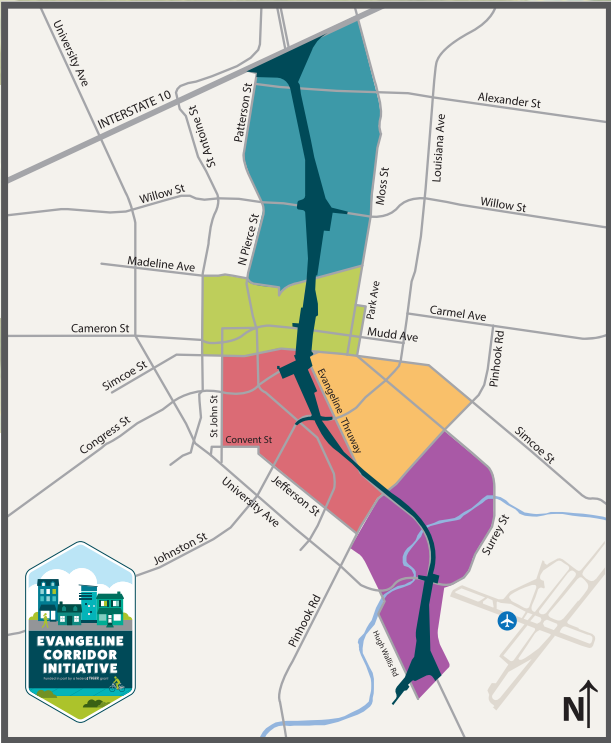
What is important to understand is that capital investments guided by and supporting the activation of the ECI Plan will require careful coordination and informed consent by national, state, and local stakeholders going forward. The resulting economic development potential will enable the capture of a sustainable and thriving economy for both neighborhood residents and businesses in the corridor’s five districts as well as for the statewide and national interests that seek a mobility solution through the I-49 Connector.

The content in the Final Report is organized into five chapters that focus on various elements of the ECI Team’s work; an appendix contains supplemental information and analysis. The report includes excerpts from ECI District Design Manuals, which summarize urban design strategies for each district and describe how the Corridor-wide plan influences district planning.

ABOUT DISTRICT DESIGN MANUALS

The District Design Manuals were created to provide district-specific information and guidelines for residents and community leaders, enabling them to respond to neighborhood needs and manage ongoing development. They are intended to be used in conjunction with this report. District design goals include:

- reconnecting disrupted urban fabric and pedestrian life while leveraging community assets
- creating primary district nodes and secondary neighborhood nodes as building blocks of activity
- enhancing the economic vitality of the Corridor by examining land use strategies
- establishing a formal multi-modal street network that connects all five Evangeline Corridor districts
- mitigating impacts of the proposed I-49 Connector



CHAPTER SUMMARIES

1 CORRIDOR REVITALIZATION STRATEGY

Core strategies to mitigate Lafayette I-49 Connector impact and revitalize neighborhoods

This chapter introduces three pillars of revitalization: community development; street infrastructure networks; and economic growth. These strategies are designed to maximize urban and social development throughout Evangeline Corridor communities while supporting the ongoing rejuvenation of Lafayette’s Downtown business district.

2 PLANNING ELEMENTS AND DESIGN CONCEPTS

Diagrams, maps and images of key planning elements

This visual study illustrates features that can benefit communities and users throughout the Evangeline Corridor. This chapter includes information such as historic development patterns and ideal locations for district centers and community nodes. It also depicts examples of landscape designs, safety features, and wayfinding systems.

3 INFRASTRUCTURE NETWORKS AND STREETSCAPES

Principles and guidelines for best practices in street design

This chapter discusses the benefits of employing Complete Streets methodology. This information is intended to guide local street and network improvements that support active, safe street life, and progressive urban development.

4 DISTRICT INITIATIVES AND CATALYST PROJECTS

Community-driven revitalization

District Strategies and Catalyst Projects can help build momentum in revitalizing the Evangeline Corridor. Catalyst Projects were generated with input from the community and refined by the ECI Project and Consultant Team. To support the district strategies, this chapter includes community design plans, illustrated street-level scene renderings, and step-by-step project plans.

5 CORRIDOR PLAN IMPLEMENTATION AND ECONOMIC POTENTIAL

Tools for commercial and residential development

This chapter focuses on the potential economic impact of a revitalized Evangeline Corridor and includes an implementation strategy matrix and guidelines for its neighborhoods. Technical analysis, redevelopment projections, and Corridor-wide and district-wide strategies are presented via economic narratives and refined return-on-investment modeling. In addition, this chapter discusses the ongoing responsibilities and advocacy efforts of the Evangeline Thruway Redevelopment Team.



1

CORRIDOR REVITALIZATION STRATEGY

Revitalization begins with an honest assessment of a community's situation - grounded in data and citizen feedback. With this picture, we can make decisions based on where we are now and where we want to be in the future. This plan's goal is to maximize urban and social revitalization in the Evangeline Corridor.

1.1 MITIGATING I-49 CONNECTOR IMPACTS

The design and engineering of the I-49 Connector is being carried out by Lafayette Connector Partners (LCP), using the principles of Context Sensitive Solutions (CSS) simultaneously to this corridor planning effort. This collaborative, interdisciplinary approach includes all stakeholders. Throughout the course of the LCP effort, the ECI Team has suggested mitigating actions and design options for the Connector that align with its vision. Ultimately, the successful revitalization of the Evangeline Corridor will depend on how well neighborhoods can reduce the negative impacts of the proposed Lafayette I-49 Connector while benefiting from any positive ones.

Economic Development and Connector Design

Throughout the design process, the ECI Team performed economic modeling and projections for various design component alternatives. According to the analysis, a semi-depressed Connector option (called the 6 series by LCP) yielded the most appealing characteristics related to physical connections and economic development. This semi-depressed mainline had many technical and social merits, including a high degree of access and renewed connections between the east and west sides of the Corridor.

A competing design alternative that comprised an elevated structure with a signature bridge (called the 4 Series) also showed potential for significant return on investment, albeit less than the 6 Series.

In March 2017, the LCP Executive Committee chose to move forward with an elevated highway (the 4 series). LaDOTD did incorporate some of the design features of the ECI's Team's semi-depressed concept, including fewer interchanges and a mainline trajectory adjacent to the Downtown area. This configuration maximizes the amount of land available for development near the Corridor.

Working with the LCP Team, the ECI Team noted that the elevated structure can offer enhanced connections between neighborhoods — a primary goal of the ECI effort because it can provide better access to parks, schools, and civic amenities. In order to maximize future economic growth in the Corridor, this document will suggest conceptual development patterns so that development complementary to an elevated structure can emerge.

The Connector project comprises three planning areas: Area Level 1, the Connector right-of-way; Area Level 2, which extends 500 feet from either side of the right-of-way; and Area Level 3, which includes Lafayette neighborhoods in closest proximity to the project.

While the LCP Team and LaDOTD have primary responsibility for the design and engineering of Area Level 1, the ECI Team studied various alternative options and design elements as part of its scope to understand and mitigate neighborhood impacts.

Height and spacing are the primary consideration for the elevated superstructure. Appropriate height allows for a signature bridge, creating a landmark element with visual appeal. Along with height, the appropriate spacing of spans and associated structural support elements would maximize the ability to program safe and active spaces underneath.

For more information on economic impacts and return on investment potential related to the I-49 Connector, see Chapter 5: Plan Implementation and Economic Potential.



Beneath the Structure

Spaces beneath an elevated structure will only be activated if they are properly developed and programmed. The prevailing approach to programming areas underneath and alongside elevated structures is to create parking lots, as these spaces are often difficult for buildings to thrive.

The width and height of the bridge are key to programming decisions underneath the structure and need to be thought of differently along the length of the Corridor. The structure will be approximately 150 feet wide with only about a three foot gap at many points along the 5.5 miles. Near the Downtown area, the gap will increase to 10 feet and the height of the structure will increase as well. This will allow more light, and depending on the design of the structure, could draw people and activity to the spaces around it.

Urban Fabric Transitions

Given the expected physical impact new infrastructure will have on the Corridor, the transitions between different scales and character of the urban fabric become crucial factors in planning for short-term and long-term development.

With appropriate programming and incremental planning, taller high-density buildings adjacent to the interstate can act as a protective edge, shielding neighborhoods from traffic noise and impeded sight lines. Parking areas could support these developments while offering flexible spaces for community events and recreational activities.

Large, landscaped open spaces can also serve as an alternative or transitory design strategy, creating a buffer between the infrastructure and neighborhood fabric.

Along a repurposed Thruway, mixed-use development could flank an urban boulevard lined with street trees, on-street parking, and bike lanes — serving as a connection between the McComb-Veazey neighborhood and Downtown core.

Safety

Creating safe spaces and protecting pedestrians from the impacts of Connector infrastructure are primary concerns across Corridor neighborhoods. A semi-depressed alternative would have significantly abated safety concerns; the primary challenges that come with an elevated structure will be to maximize active programming and to ensure safety for people near the Connector.

Crime Prevention Through Environmental Design (CPTED) is a strategy used by planners and designers to mitigate and improve safety conditions. Incorporating CPTED strategies becomes especially significant when considering ground-level impacts of an elevated infrastructure. In many cases, these structures pose safety challenges due to unwanted activity (peddling, camping, and criminal acts) that typically occur in dark, isolated spaces. In addition to the safety of users moving through the Corridor, other on-the-ground issues include:

- residual non-developable land
- a lack of open-space supervision or “eyes on the street” from adjacent areas; and
- dead-end streets.

Failure to address design features or to program spaces within the design process can result in areas that detract from development opportunities and contribute to unwanted blight. CPTED strategies, which include lighting applications and landscape designs, must be deployed. However, given the large amount of land created underneath and adjacent to the structure (approximately 100 acres), CPTED strategies will need to be deployed strategically throughout the corridor.

1.2 BEST PRACTICES FOR A SUCCESSFUL CORRIDOR

A successful corridor connects people and places in a prosperous manner. It serves as a contextual spine, uniting neighborhoods and districts while fostering local development and economic growth. Where ill-conceived corridors divide communities and yield unsafe blighted landscapes, thriving corridors exhibit definitive community-centric characteristics that produce positive results.

KEY CORRIDOR QUALITIES

The Project for Public Spaces, a nonprofit planning, design and educational organization, has studied the tools and strategies that contribute to great corridors. According to their research, a successful corridor:

Supports a community’s vision and goals. Sustained community engagement and insight shapes the growth of prosperous corridors. Integrating the community’s ideas and concerns with professional expertise and government support will promote action to ensure that the corridor revitalization and new development further serves that vision. The ECI work is grounded in a vision adopted by the ETRT.

Signals a mixed-use environment. Long-term planning should provide a range of affordable housing types, commercial development, and accessible public spaces that serve the local community. Creating awareness and connection between these healthy and diverse community nodes will help direct development and economic growth that preserves unique social and cultural assets.

Provides an efficient multi-modal transportation network. People should be able to choose from multiple safe travel options within a vibrant network of thoroughfares. Quality streetscapes and efficient traffic systems allow residents to access goods and services easily while avoiding undue burden on road network operations. A successful corridor also affords ideal connections to wider city destinations through dependable public transit and improved roadways.



1.3 FOSTERING COMMUNITY DEVELOPMENT

Neighborhoods within the Corridor study area have unique histories and cultures that have contributed to strong communities. Yet, many of these neighborhoods continue to suffer from poverty and blight. Nurturing centers of activity and building organizational capacity through programming, management of assets, and targeted investment will provide revitalization opportunities.



Nodes and Neighborhood Centers

Nodes are areas within districts where various activities converge. By providing activity centers, they can build neighborhood and community cohesion. They are often served by primary roads and networks that offer clear and easy access points within and from outside the district. These networks often transcend district boundaries, depending on the scale of activity found at the node.

Neighborhood nodes have been designated throughout the Corridor and in most cases already exist; they were identified for their unique qualities by the people who use them. In many cases, these nodes are focal points of activity that are already assets to the communities. The goal is to further enhance these nodes and offer strategies that can help them evolve.

Within the Corridor, primary nodes should be programmed to contain a healthy mix of uses and amenities, including commercial/retail, residential, recreational, educational and civic components to create centers for community-wide cohesion and greater economic potential. Due to their appeal, primary nodes are also expected to draw in community members from beyond the neighborhood.

In contrast, secondary nodes within each district function much like primary centers, though at a smaller scale. Examples of secondary nodes may include pocket parks, dog parks, and neighborhood gardens. These nodes create neighborhood-centered gathering zones that foster interaction and reduce fears by providing security beyond formal policing and barriers. They should complement primary nodes, creating desirable, functional urban fabric between larger, more identifiable nodal centers.

Reducing Blight: Infill and Property Rehabilitation

Policies that pro actively address issues of blighted or unused parcels can be powerful tools for reversing the status of under-performing areas. Incentives could be created to encourage owners of vacant land to initiate development in coordination with ECI design vision concepts. Where owners have neglected to maintain property, regulations could be adopted to force action.

There are numerous adjudicated properties within Corridor neighborhoods. A community land bank could be established to help Lafayette Consolidated Government address this issue. In the case of neglected or adjudicated properties, these parcels and structures could, through LCG, have encumbrances removed allowing these parcels to be returned to the marked for rehabilitation. Other cities have found success through land banks and similar programs led by the private real estate sector to organize systematic rehabilitation efforts.

In addition, LaDOTD has been purchasing properties within and near the Connector right-of-way, many of which will lay dormant until construction commences. Formal agreements should be developed between LaDOTD and LCG so that these areas are not left desolate, further contributing to blight, uncertainty, and decline. Alternative temporary uses and activities could benefit longer-term neighborhood connectivity and revitalization, especially across the Area Level 2 zone. It is imperative that all available land be activated to increase property value (return on investment), ensure physical cohesion, and create safe neighborhood streets, especially given the uncertainty in timing of the Connector project. Some examples of this activity are illustrated in the Catalyst Projects in Chapter 4 and Appendix G.

Development Patterns, Neighborhood Transects and Land Use

Through the Development and Planning Department, district-wide land use planning that relies on transect methodology, could help guide revitalization efforts to create balanced neighborhood structures across the Corridor. The transect as a concept can serve a particular function in the corridor because of the need to smoothly transition from the connector infrastructure—whose scale is enormous—into smaller, neighborhood scale quickly. Closely prescribed land uses, developed in conjunction with landowners, will be the best tool to have the optimum transitions for the adjacent neighborhoods and property owners.

In addition to Connector adjacent land uses, mixed-use zoning and development patterns should dominate many of the key corridors identified in this plan, with higher-density fabric concentrated around identifiable primary community nodes and along primary corridors such as Johnston Street, East and West Simcoe Streets, Congress Street, and Surrey Street. Mixed-commerce and diverse housing types in these key areas will help generate vibrant urban experiences that serve adjacent lower-density neighborhood fabric.

Secondary residential corridors should also allow for medium-density neighborhood-scaled development. Local land-use regulations and zoning should support this transect based approach and ensure a healthy mix of affordable housing and better access to job centers.

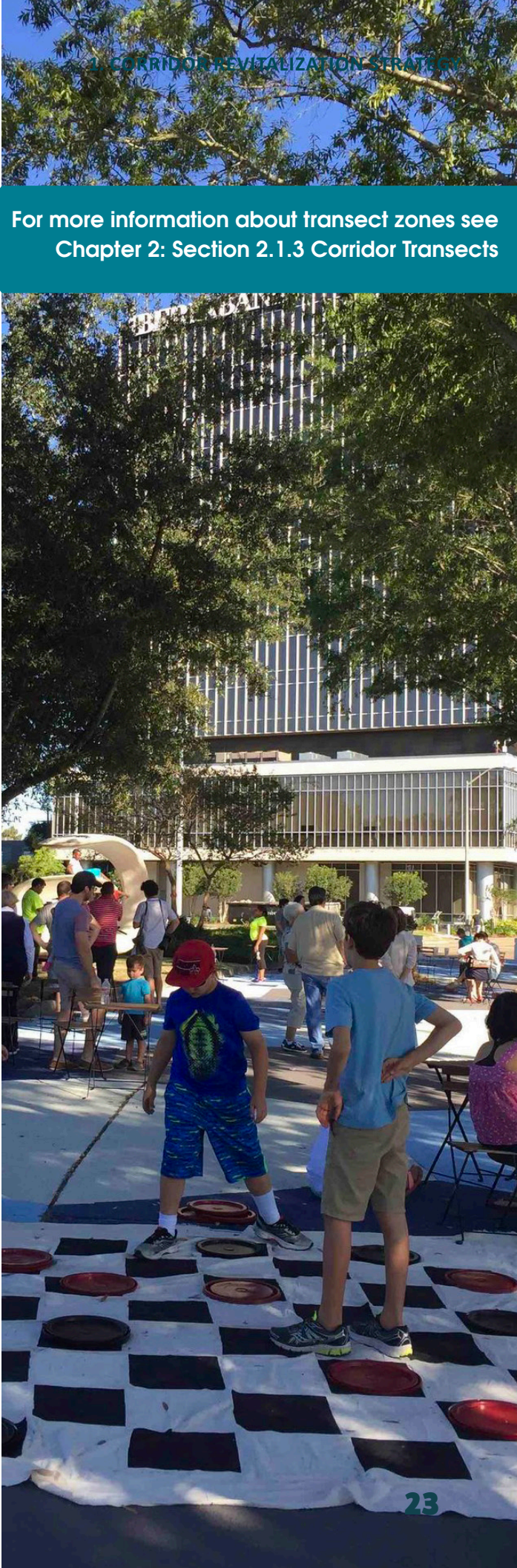
Stronger Neighborhood Organizations

With support from Lafayette Consolidated Government (LCG), several neighborhood coterie have established themselves as advocates for local development and redevelopment efforts. However, a lack of consistency across the Corridor has prevented some areas from reaching their potential, either because they are not served by a coterie or because the coterie has not flourished. Where necessary, LCG’s Planning Division should continue building relationships and support for neighborhoods up and down the Corridor so that all areas are represented by an active neighborhood group.

This renewed engagement from LCG could help level the playing field across established coterie and similar existing or emerging neighborhood organizations. The goal is to drive internal participation and promote grassroots action while encouraging direct dialogue with local government. This will help mobilize lasting capacity-building efforts, including community-led management of assets and resources.

Local community organizations and the neighborhoods they represent are unique. Therefore, LCG’s particular approaches to organizational support will need to be balanced with overarching shared values and benchmarks and facilitate knowledge exchange across the Corridor.

For more information about transect zones see Chapter 2: Section 2.1.3 Corridor Transects



1.4 ENHANCING STREET INFRASTRUCTURE NETWORKS



Lafayette’s urban core fabric is torn. The railroad — and later, the Evangeline Thruway — divided the Corridor and city. There is a pressing need to reconnect this urban fabric and to ensure that the I-49 Connector does not perpetuate or worsen this situation. The existing road network must be examined to enhance community cohesion through connectivity and strategic streetscape investments. Well-designed and well-maintained streets will enhance connections and access between neighborhoods and centers of civic activity.

Thoroughfares and Sustainable Streets

The goals of the Corridor Initiative — to create streets that provide safety, mobility, and accessibility for those using a variety of travel modes — are echoed in the principles of Complete Streets, a nationally recognized approach to transportation design and policy.

Complete Streets principles are rooted in the understanding that functionality does not just apply to motor vehicles — streets should be evaluated and designed with an eye to functionality for all users. This multi-modal functionality is experienced through features such as well-designed crosswalks and bus lanes, street trees and landscaping, lighting, adequate sidewalk separation, and clear signal systems. These components are essential to the revitalization of the Evangeline Corridor.

Because streets represent a significant portion of the public realm and play an important role in community livability, primary thoroughfares should be identifiable as the most well-designed streets in the Corridor. This is particularly relevant for thoroughfares that will cross the Connector — where greater investment is most imperative to promote multi-modal transportation options and access for a variety of users, including pedestrians, bicyclists and the public transit system. Within Corridor neighborhoods, Complete Streets initiatives would mainly be small-scale retrofits that improve existing street conditions while providing clear links to the wider network.

Although enhanced streets may be initially designed or built as disconnected segments, the intent is to incrementally grow and connect them to create extensive networks. This would require systematic application of Complete Streets methodology for roadway improvements, whether or not Lafayette Consolidated Government adopts a formal Complete Streets policy. A primary challenge to this occurring is LaDOTD’s lack of Complete Street design standards and the current road classification system.



For more information about the benefits of sustainable streets, see Chapter 3: Infrastructure Networks and Streetscapes.



Retrofitting the Evangeline Thruway

The lanes of the existing Evangeline Thruway between Jefferson Boulevard and Taft Streets present a rich opportunity for strategic revitalization. This 12-block segment (.7 miles), the Core Evangeline Thruway Zone, will remain intact after the Lafayette I-49 Connector is completed. (The Connector right-of-way diverts to the west in an elongated curve, positioning it closer to the railroad.)

Within LaDOTD engineering plans for the I-49 Connector, the southbound lanes of the existing Thruway will receive new life. This section of the overall I-49 Connector project will likely be developed in two phases, first as an improved surface facility to move a large number of vehicles per day as construction of the elevated superstructure takes place; and second as an enhanced frontage system where vehicular traffic will be significantly reduced from current levels and be localized. Ultimately, it is imperative that this thoroughfare be reconfigured in a manner that follows a Context Sensitive Solutions approach and results in a community-centric zone.

In concepts developed by the ECI Team, the southbound lane is earmarked to become a Grand Boulevard, a two-way Complete Street with multi-modal lanes for vehicular traffic, on-street parking, and cycling lanes. This Grand Boulevard features ample median space and wide, pedestrian-friendly sidewalks. Meanwhile, the original northbound Thruway lanes could become part of the neighborhood grid fabric. This major retrofit, as envisioned, would define a centralized, mixed-use zone for incremental development to spur the local economy.

For more information about the Grand Boulevard, see Chapter 4: Section 4.3 Special Focus Areas

Green Infrastructure and Water Management

Since the August 2016 flooding event in Lafayette, renewed attention is being directed to stormwater management and multi-purpose infrastructure. During the I-49 Connector design process and neighborhood revitalization effort, it is critical to incorporate stormwater management into the agenda.

Well-designed green spaces can promote community activity and improve health. They can also help reduce water pollution and lessen the effects of flooding. Green infrastructure in urban settings ranges from open park space of various sizes to drainage features such as bioswales and retention areas. Combining landscape features with street infrastructure retrofits is most effective when improvements are coupled with social engagement and educational awareness, so these spaces appeal to new target groups, particularly among vulnerable populations.

Storm drains are part of our watershed. During rain events, waste enters the storm drain and empties into local waterways. This may include chemicals, yard waste, and litter. Strategic, environmental interventions include low-impact development (LID) features such as pervious surfaces and plantings to filter stormwater prior to entering watershed.

Planning and implementing ecological practices at a local level that promote healthy living, such as urban farming and rainwater collection/recycling, can create functional community resources that can be sustained and leveraged for long-term community growth.

These actions can improve existing streets and urban green spaces in the Corridor while delivering positive health-related, social, and environmental outcomes for all population groups.

Collaborative efforts between city-parish government and local neighborhood groups can ensure that streets and spaces are not only designed to serve the community, but that the community itself may take ownership over programming and help maintain these areas.

1.5 SPURRING ECONOMIC GROWTH



Although culturally rich, the Evangeline Corridor is largely made up of low-income neighborhoods that have faced decades of disinvestment. Meanwhile, commercial and residential development on Lafayette’s southside continues to increase. A coordinated effort will help reverse this long-term trend, as community partnerships spur the implementation of incremental small-scale projects alongside larger city-parish initiatives and improvements funded through public-private investment. But in order to promote the Corridor’s market potential, there must be a dedicated focus on the viability and value of the Corridor as well as Lafayette’s Downtown.

Shared Visions and Partnerships

The unique urban configuration of the Downtown central business district, the adjacent University of Louisiana at Lafayette campus and the abundance of culturally historic neighborhoods throughout the Corridor presents an unparalleled economic opportunity: a potential hotbed for Lafayette and the Acadiana region that should not continue to go untapped.

Healthy economic development in the Corridor and adjacent areas will depend on shared economic visions and goals between Lafayette Consolidated Government and a committed group of business leaders, grassroots advocates, and emerging philanthropic partners. A concerted, collaborative effort by diverse stakeholders can chart a systematic direction for local growth that shifts attention and shared resources to this previously underperforming area of the city.

Public-private partnerships can offer an alternative mechanism for shared visioning and funding. Local government and various private entities can engage in agreements and tradeoffs that can help expedite development processes and projects – from building housing to improving roads and other necessary community resources.

The Evangeline Thruway Redevelopment Team should consider, as a continuation of this work effort, a taskforce operating in concert with Lafayette’s overall economic development efforts.

Increased Land Availability

Strategic land development is a crucial factor in Corridor revitalization and long-term economic growth in area neighborhoods. Well-designed infrastructure and coordinated planning can help ensure the success of development along the Corridor.

According to the ECI Team’s initial physical economic modeling, LaDOTD’s elevated highway design concepts generally tend to perform better than conventional interstate designs. However, there are still concerns about whether an adequate amount of land will be available post-construction and positioned for development.

The economic potential of available parcels should be maximized through cooperative efforts that support incremental urban growth and mixed-use programming. This approach can mitigate the effects of the interstate infrastructure in the Area Level 1 and Level 2 zones. (Area Level 1 contains the designated Connector right-of-way, Area Level 2 comprises 500 feet adjacent to each side of the right-of-way, and Area Level 3 includes core neighborhoods.) Importantly, Lafayette Consolidated Government and LaDOTD should work jointly to maximize allowed programming in Area Level 1 under the structure to take advantage of increased land availability when feasible.

Responsible Infrastructure Design

As discussed in the “Mitigating Connector Impacts” section of this chapter, the Lafayette I-49 Connector infrastructure will have a direct influence on property values. Designing and building a Connector that results in people willing to cross beneath it on foot or on bike is essential to maximize the area’s development potential and the overall community cohesion envisioned by this effort. These positive outcomes will have wider effects, increasing the tax-generating potential of properties adjacent to the Corridor.

A signature bridge would provide an iconic Lafayette identifier and make the core of the Connector more favorable to activity. Enhanced design treatment of infrastructure elements (i.e., columns and support beams) is also extremely important. These elements will have a major influence on the ability to program the spaces underneath and alongside the Connector and will improve perceptions of the overall structure in the long term.

Meanwhile, a repurposed Core Evangeline Thruway Zone will yield significant economic benefits for the McComb-Veazey neighborhood and the Corridor as a whole. Promoting this zone as a commercial, mixed-used extension of the Downtown area is essential for Corridor revitalization.

Building Communities and Jobs

Many people in the Corridor struggle financially. Their once vibrant neighborhoods, with locally owned businesses and well-kept homes, have deteriorated. The lack of significant development and commercial business activity greatly limits job availability and financial mobility for these residents. Meanwhile, these conditions create a negative perception that deters business development, which leads to reduced tax revenues and persistent blight.

Job creation and access should be at the forefront of Corridor revitalization. Economic strategies for new development that combine job-seeker/skills-training programs, and small business activity can create legitimate employment opportunities for lower-income and middle class workers.

Engaging people in economic community building through city and local organization support can help establish a sustainable local workforce and talent pool while fostering future business leaders who will invest in the Corridor long-term.

Neighborhood Connections and Commercial Development

As discussed in the previous section, to ensure economic development, Corridor neighborhoods must be strategically reconnected. Improving primary thoroughfare networks will create better access between districts and promote increased use and development of recreational amenities, schools, and civic facilities. Reconnection will foster the emergence of new commercial areas and job centers that complement and serve these cornerstones of local neighborhoods. Reconnection also provides necessary links to the entire Lafayette community.

Significant ecological assets in the Corridor — Heymann Park, Beaver Park and the Vermilion River — have the potential to become economic drivers. Alongside enhanced identifiable access, these spaces should be leveraged to create landmark attractions with appropriately scaled commercial activity nearby that supplement recreational experiences.

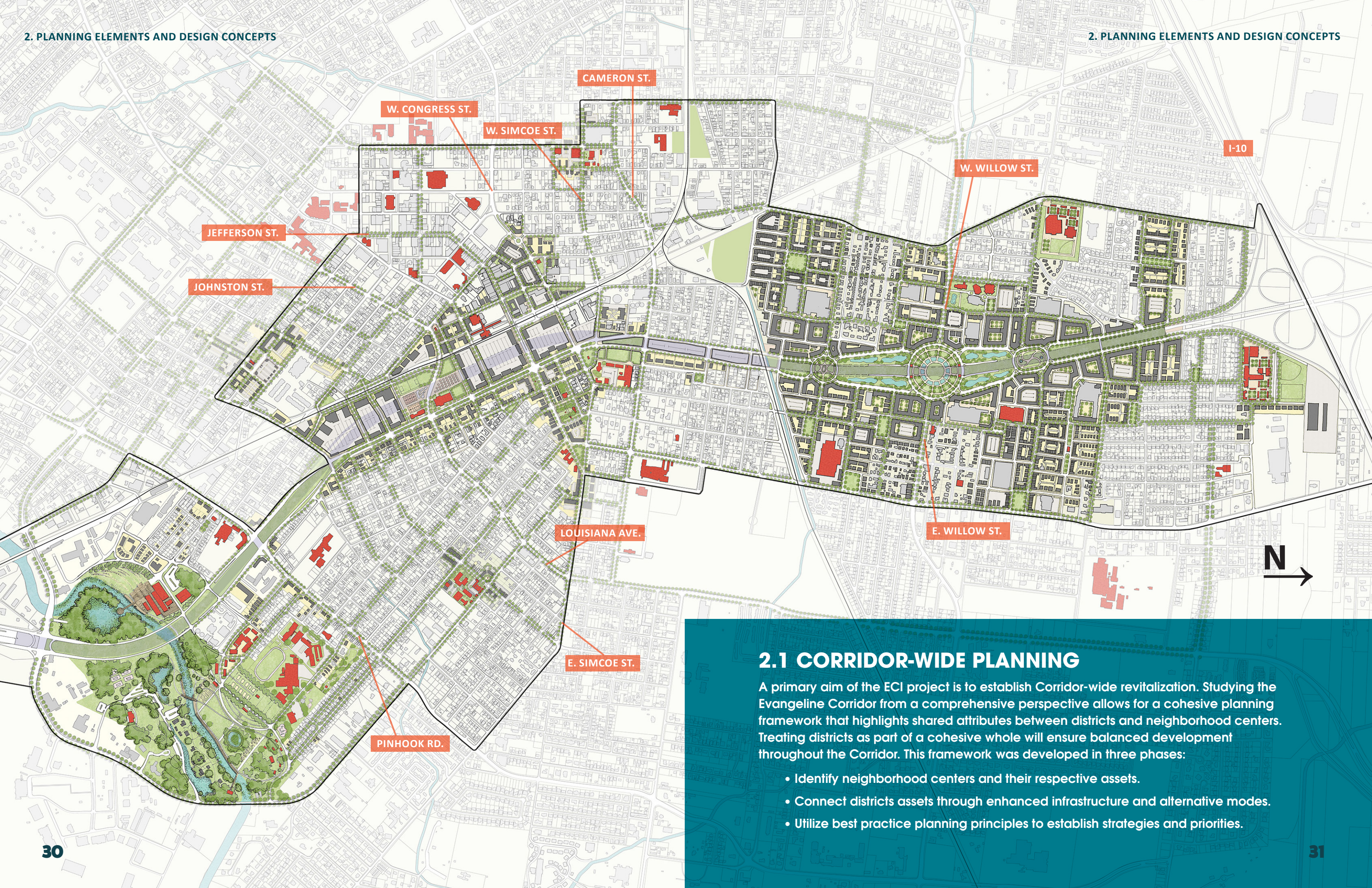
Lafayette’s north Gateway — where I-10 and I-49 intersect — presents a critical opportunity to urbanize its commercial areas, thereby creating a visually desirable and renewed entrance to the city. This area, which includes big box stores and adjacent available land is positioned for strategic, mixed-use redevelopment that includes localized community placemaking. Existing hospitality services make the area well suited for destination-oriented development, including concentrated entertainment and a commercial district that will welcome residents from adjacent neighborhoods and the city beyond.



2

PLANNING ELEMENTS AND DESIGN CONCEPTS

Planning strategies and design concepts cover two scales – Corridor-wide and neighborhoods. While the five ECI districts serve as Corridor building blocks, the central need is to reconnect the area's historic fabric that was separated by the Evangeline Thruway in the 1960s. Execution of this plan can help prevent some of the undesirable impacts of such a large infrastructure project while maximizing community cohesion.



I-10

CAMERON ST.

W. CONGRESS ST.

W. SIMCOE ST.

JEFFERSON ST.

JOHNSTON ST.

W. WILLOW ST.

LOUISIANA AVE.

E. WILLOW ST.

E. SIMCOE ST.

PINHOOK RD.



2.1 CORRIDOR-WIDE PLANNING

A primary aim of the ECI project is to establish Corridor-wide revitalization. Studying the Evangeline Corridor from a comprehensive perspective allows for a cohesive planning framework that highlights shared attributes between districts and neighborhood centers. Treating districts as part of a cohesive whole will ensure balanced development throughout the Corridor. This framework was developed in three phases:

- Identify neighborhood centers and their respective assets.
- Connect districts assets through enhanced infrastructure and alternative modes.
- Utilize best practice planning principles to establish strategies and priorities.

2.1.1 DISTRICT CENTERS AND COMMUNITY NODES

See Chapter 1 for Corridor-wide perspective on neighborhood centers and community nodes.

In many cases, neighborhood centers are not formally recognized, even though they are performing in ways that benefit their respective communities.

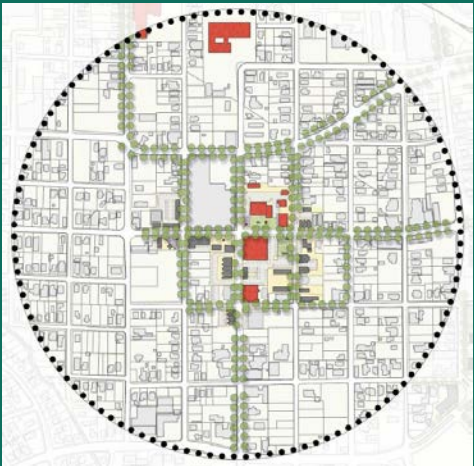
The goal is to formalize existing centers and offer strategies that help them evolve into thriving places. Within the Corridor, primary centers should be programmed to contain a healthy mix of uses and amenities including commercial/retail, residential, recreational, educational and civic components that will create active economic zones to foster community-wide cohesion.

The map on the left highlights primary neighborhood centers identified throughout the Evangeline Corridor. The centers are framed by 3-5 minute walk zones that make these desirable areas highly accessible for local residents and visitors.

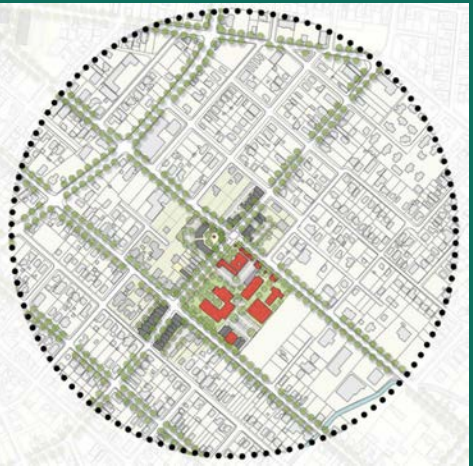
STRATEGY: Plan for additional development and enhanced programming that will transform district centers into productive places that are appealing to people across the socio-economic spectrum.



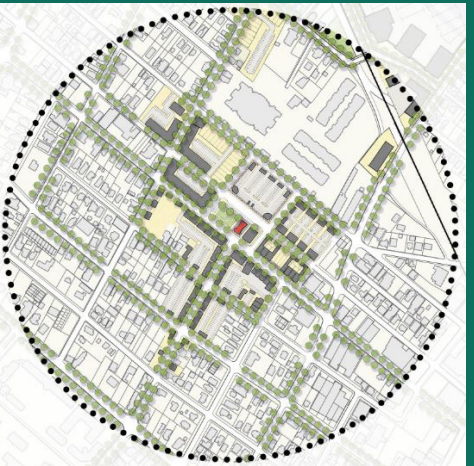
PRIMARY NEIGHBORHOOD CENTERS & INTERSECTIONS



LA PLACE | ST. JOHN ST. / W. SIMCOE ST.



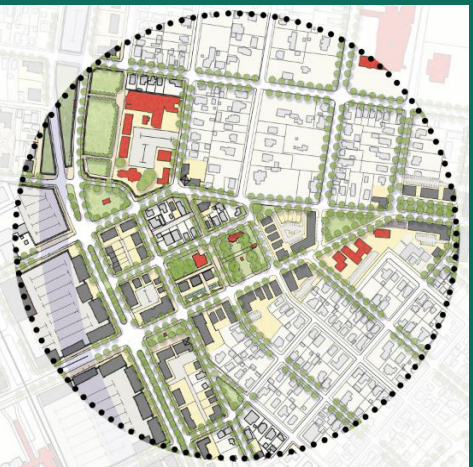
MCCOMB-VEAZEY | 12TH ST. / SURREY ST.



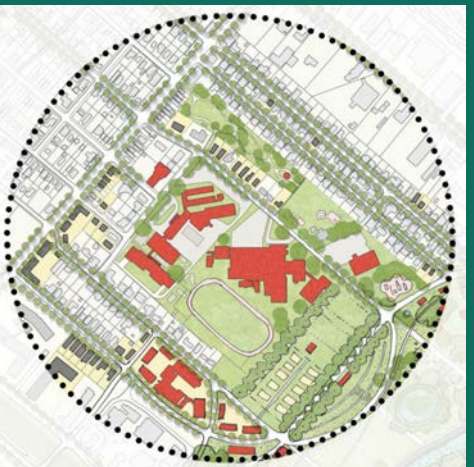
FREETOWN | MCKINLEY ST. / JEFFERSON ST.



GATEWAY | CASTILLE AVE. AT NORTHGATE MALL



STERLING GROVE | JEFFERSON BLVD. / S. ORANGE ST.



VERMILION RECREATIONAL DISTRICT | S. ORANGE ST. AT HEYMANN PARK

EXISTING SIGNIFICANT BUILDINGS

GREEN SPACE

PRIVATE PROPERTY

POTENTIAL INFILL

EXAMPLE NEIGHBORHOOD CENTER IMPROVEMENTS

Consider road diet study and complete street retrofit to allow for on-street parking

Introduce street trees to provide shade and enhance the center's public realm



Explore sites for in-fill and other redevelopment opportunities

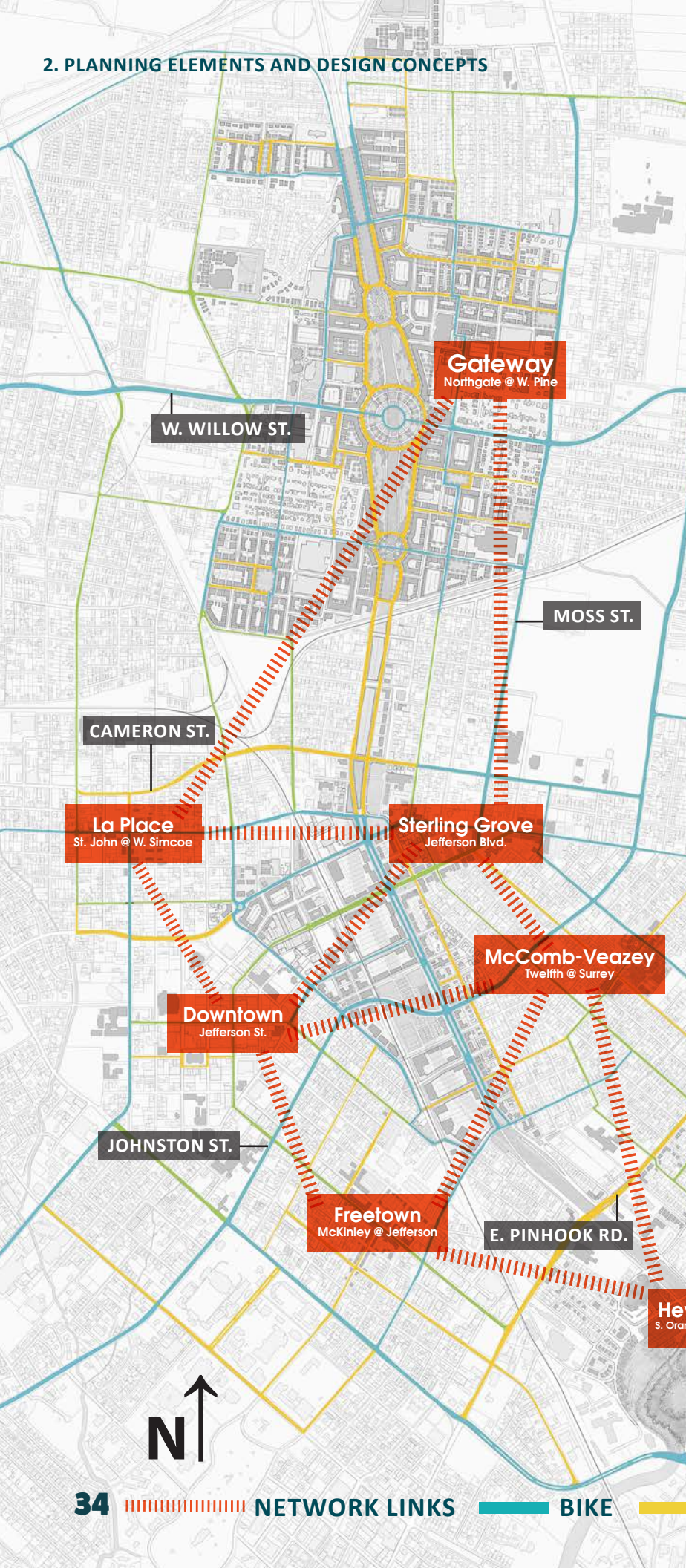
Increase safety in the intersection with defined crosswalk features

Expand on cultural assets in the neighborhood

KEY NODAL CONSIDERATIONS

- Does the area have diverse land use?
- Does the area accommodate multi-modal travel? If not can it be improved?
- Is the center well connected to other centers and the existing street network?
- Are there properties and space for in-fill development opportunities?
- What cultural assets exist that should be highlighted?
- What amenities can be added to create a more appealing sense of place?

See Chapter 4 for further district-specific strategies.



2.1.2 MOBILITY NETWORKS

An efficient pedestrian and bicycle network - in addition to the existing road network - within the Evangeline Corridor would allow users of all ages and abilities get where they need to go safely and conveniently. This network cannot be established with a standalone bike lane project, new sidewalk or curb ramp upgrade.

A sustainable network will use all of these mode types to provide a comprehensive transportation system that prioritizes the needs of pedestrians and bicyclists to access desired destinations.

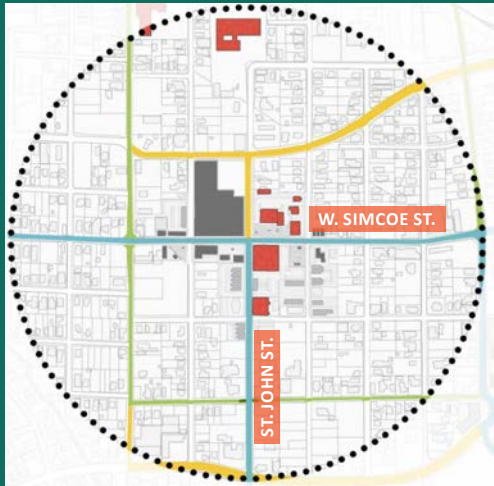
LCG has produced an extensive sidewalk inventory and DDA has undertaken a particular focus study in Downtown to address service gaps, including improving ADA compliance and accessibility.

Providing connected bike and pedestrian networks throughout the Evangeline Corridor will facilitate the following types of trips:

- Access to work from residential areas
- Active transportation to and from school
- Bicycling and walking links to public transit
- Recreation and physical activity opportunities
- Access to grocery stores, government buildings, health care facilities and other essential services

The map on the left highlights a comprehensive Corridor network including dedicated bike and pedestrian paths and shared facilities. On the right, key neighborhood centers are illustrated by 3-5 minute walk zones.

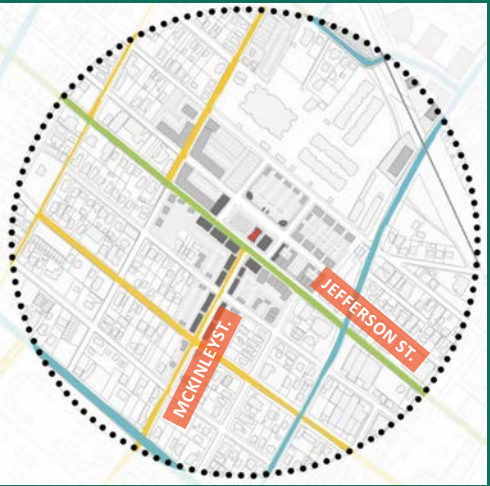
PRIMARY NEIGHBORHOOD CENTERS & INTERSECTIONS



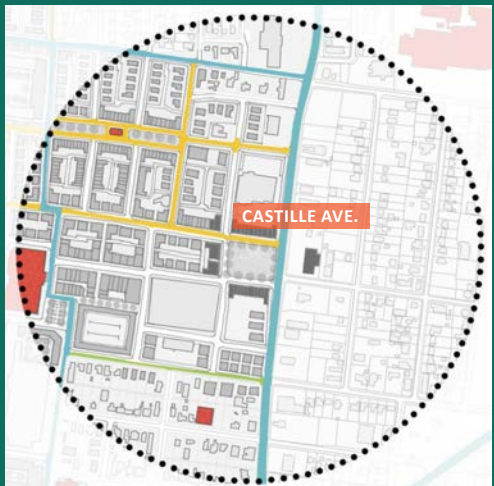
LA PLACE | ST. JOHN ST. / W. SIMCOE ST.



MCCOMB-VEAZEY | 12TH ST. / SURREY ST.



FREETOWN | MCKINLEY ST. / JEFFERSON ST.



GATEWAY | CASTILLE AVE. AT OLD NORTHGATE MALL



STERLING GROVE | JEFFERSON BLVD. / S. ORANGE ST.



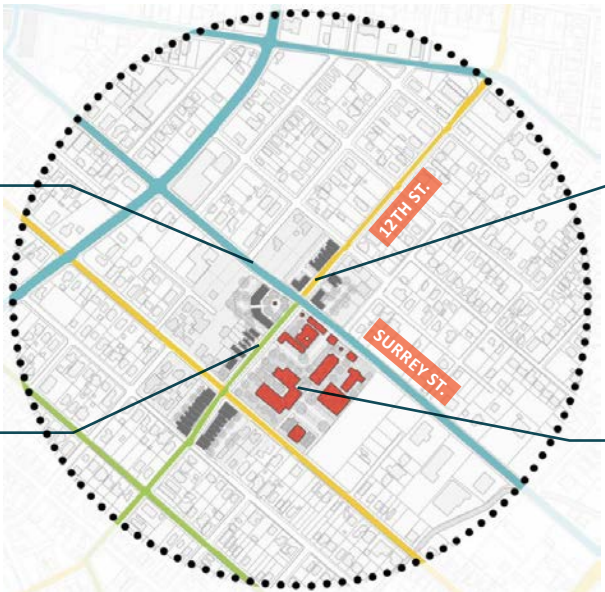
VERMILION RECREATIONAL DISTRICT
S. ORANGE ST. AT HEYMANN PARK



EXAMPLE NEIGHBORHOOD CENTER MOBILITY CONNECTIONS

Neighborhood center is served by clearly defined bike lanes and connected to broader network.

Shared paths allow for bikes and pedestrian movement.



Neighborhood center contains safe pedestrian paths either with enhanced sidewalks or small trailway.

Mobility network connects people directly to community nodes and cultural assets

Corridor Bicycle Facilities

- Different bike facility types appeal to different users. Bike facilities in the Corridor should be comfortable for all ages and abilities.
- Effective networks in urban areas like the Evangeline Corridor should have a designated bike path every 1600 ft. (3-4 city blocks).
- Gaps in the existing street system and proposed bicycle network should be identified and prioritized.
- In the Evangeline Corridor, dedicated bike lanes and shared use lanes (illustrated below) are the most appropriate types of paths.
- Ideally, bike lanes should be 5 feet minimum from curb/parking space to paint line. If no curb/gutter, bike lane width can be 4 feet.



Corridor Pedestrian Facilities

- Paths should be designed with utmost comfort to accommodate all users and safely shield them from vehicular traffic.
- Paths should lead people to parks, community facilities, and bus stops – and not require people to walk farther than 1/4 mile.
- Paths should be considered for shared use or directly connected to complementary Corridor bicycle networks.
- Path dimensions vary per location. Sidewalks generally should be a minimum of 5 feet and be unobstructed for easy safe access.
- In Downtown or other high foot traffic commercial zones, sidewalks should be 8-12 feet and have plantings and furniture.



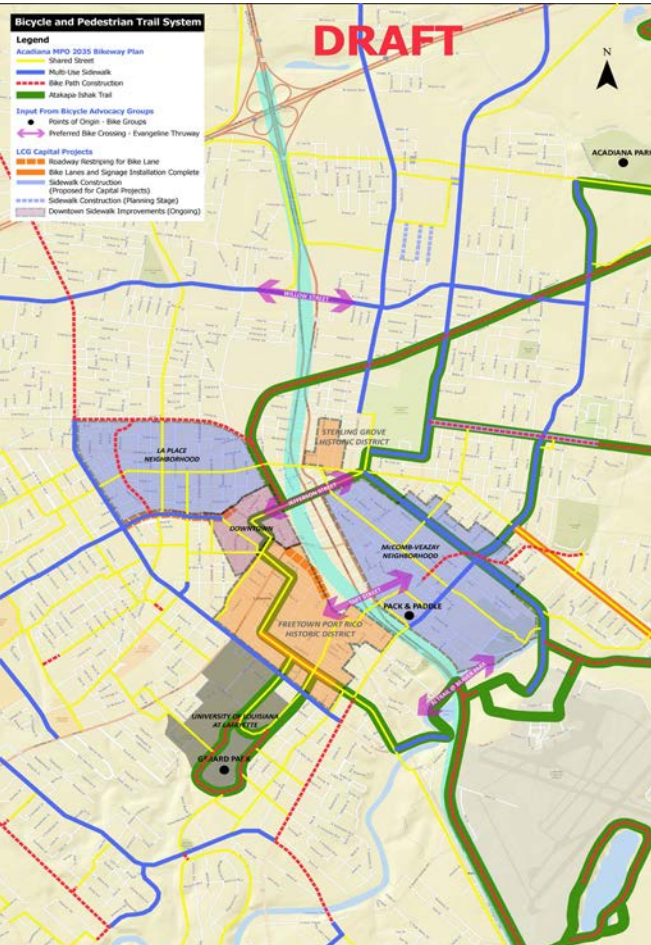
IMPLEMENTING MOBILITY NETWORKS

Improving networks in the Evangeline Corridor requires a transformation of the physical realm, but also buy-in from the community. Strong support is necessary to educate citizens, elected officials, and city staff regarding the advantages and benefits of a safe productive mobility network. LCG can expand their work with groups like BikeLafayette and TRAIL, as well as others, to create a more sustainable network of alternative travel modes within the Corridor.

LCG has already begun to reassign parts of right-of-way throughout certain areas of the city for dedicated or shared bike lanes. There is still room to improve the conditions for cyclists and pedestrians, especially in the Corridor where connections between the Downtown, adjacent neighborhoods, and UL Lafayette campus are crucial.

The Acadiana MPO recently created a draft 2035 Bikeway Plan focused on the Evangeline Corridor. The purpose is to make Lafayette a more bikeable community by achieving the following goals:

- Promote bicycling and reduce dependency on single-occupant vehicles
- Provide safe bicycle transportation
- Plan, construct and maintain connections between bikeway facilities



ACADIANA MPO 2035 BIKEWAY PLAN MAP

MULTI-MODAL TRANSIT CONSIDERATIONS

Alongside promoting safe travel for bikes and pedestrians, multi-modal vehicular use is a key ingredient to pursuing efficient city planning. The creation of Complete Streets signals shared use of various modes of travel while championing the advantages of public transit across city networks. The Corridor is a nexus of city mobility and can set the standard for how multi-modal transit networks interact.

With its edges defined by the primary network thoroughfares of W. Congress St. to the north and Johnston St. to the south, the Downtown is also home to the city’s sole transit hub. Rosa Parks Transportation Center is primed to serve as a multi-modal magnet to complement Corridor revitalization. In the future, the Center should look to expand its public transit service and offer bike storage and service facilities.

See Existing Conditions Analysis Report in Appendix B for more information including analysis of the area’s public transport system.



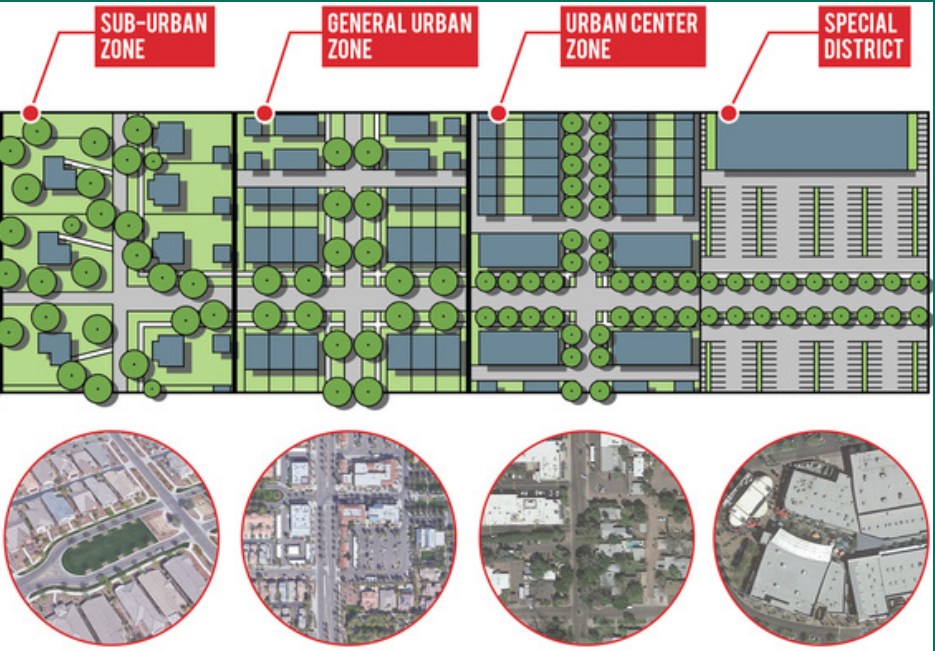
TRANSPORTATION RECREATION ALTERNATIVES IN LAFAYETTE



BIKE LAFAYETTE

2.1.3 CORRIDOR TRANSECTS

Transects represent transitional stages of development, density, and infrastructure from an urban to rural land use typology perspective. The Evangeline Corridor is defined by a highly urban character though it has diverse types and scales of urban fabric. Due to this dominant urban character, planning actions strategies should consider and focus on relationships between the pedestrian and public realm, dense development patterns, and multi-modal connections between neighborhoods and districts. While the transect does not take the place of adopted zoning designations, it can inform appropriate zoning designations.



Four Transect Zones can be applied to the existing urban patterns in the Evangeline Corridor:

- **Sub-urban Zone** – low-density areas further away from the urban center containing some rural characteristics such as larger lot size and distance between structures
- **General Urban Zone** – contains some mixed-use development but primarily is characterized by low density residential neighborhood pockets consisting mainly of single-family detached housing seen in McComb-Veazey, La Place, Freetown-Port Rico
- **Urban Center Zone** – higher-density mixed-use areas such as in and around the Downtown core and along major arterial roads such as E. Simcoe and Pinhook Rd.
- **Special District** – areas that do not conform to another transect designation. This could be industrial land/factories or residual spaces such as those underneath the proposed I-49 Connector. Special Transect Districts could also include planned sub-urban big box retail site retrofit like the Former Northgate Mall that can also eventually be characterized as Urban Centers.

These zones provide the structural basis for enhanced neighborhood and commercial development that supports walkable streets, accessible transportation options, and diverse housing types within the Evangeline Corridor. Within the zones themselves, the level of intensity of their natural, built, and social components can vary between neighborhoods. These transect zones can be coordinated across all scales - from a Corridor-wide framework down to the community scale and individual lots and buildings. Even within the neighborhood centers, the transect methodology can be calibrated and applied allowing neighborhood-scaled commercial and mixed-use buildings to seamlessly transition to the lower density residential areas.

TRANSECT KEY

- URBAN CENTER ZONE
- GENERAL URBAN ZONE
- SUB-URBAN ZONE
- SPECIAL DISTRICT
- CIVIC INSTITUTION
- CIVIC GREEN SPACE



2.2 CORRIDOR LANDSCAPES

The Corridor’s public realm can be transformational, not only by helping to stabilize and support existing neighborhoods, but by promoting urban revitalization through the use of landscaping as a key community asset. A clearly defined accessible network of green spaces, large and small, would help reconnect surrounding neighborhoods. Productive green spaces can encourage new investment development and promote healthier lifestyles across the community. This section highlights principles and strategic actions to enhance different types of urban and neighborhood landscapes that will foster a renewed sense of place throughout Evangeline Corridor.

CENTRAL URBAN LANDSCAPES

These active landscapes provide functional areas for community use within an urban context.



LARGE NEIGHBORHOOD PARKS

Investing in existing large-scale neighborhood parks can renew a community’s sense of pride and health while offering an appealing amenity to the entire Corridor and city.



POCKET PARKS

Pocket parks can fill green gaps to better serve Corridor neighborhoods. The pocket park project at 14th and Magnolia is one such example.



INFRASTRUCTURE LANDSCAPES

These landscapes offer opportunities to present an appealing gateway to the Corridor. They should contain technical features for drainage and safety as well as aesthetic elements that create a sense of place at a large scale.



EXISTING

PROPOSED

RETROFIT



INFRASTRUCTURE LANDSCAPES

The I-49 Connector brings ample opportunity for the Evangeline Corridor to re-establish itself as a primary gateway into Lafayette. The treatment of large infrastructure-scale landscapes plays an important role in presenting a well-manicured facility. Aesthetics are an essential part of a complete interstate system, one that requires a harmonious integration of engineering, architecture, and planting techniques. While LaDOTD is largely responsible for the design of the Connector facility (Area Level 1), the ECI project supports the adoption of key criteria for implementing designs that follow the establish Corridor revitalization goals.

RECOMMENDATIONS

- ECI project concepts should align and share influence with LaDOTD’s Context Sensitive Solutions process as it relates to Area Level 1 landscape designs.
- Landscape plantings and other natural materials should be local native species and types (see Plant Catalog).
- Shaping of earth-filled berms should allow for clear site lines and provide proper drainage and retention while protecting against erosion (see concepts for Willow St.).
- Landscape designs and other feature elements should reflect local culture and identity where applicable, but should not distract motorists (see Public Art section).



See Chapters 3 & 4 for specific streetscape and landscape concepts for each Corridor district.

THE PUBLIC REALM

The public realm will always be the government’s easiest pathway to improvements in the corridor because that is the space that the government controls. Sidewalks, streets, parks, plazas and community gardens are some of the most important spaces in a city. The Evangeline Corridor, and particularly Downtown, is home to some of Lafayette’s most important and easily identifiable public realm. Jefferson St. with its wide landscaped sidewalks and canopied cypress trees serves as the area’s commercial center and most interactive zone, where the adjacent Parc International and Parc Sans Souci offer enhanced public event experiences. Elsewhere in the Corridor, large green spaces such as Heymann Park and smaller amenities such as the Greenhouse Senior Center site offer unique opportunities to expand open space resources and assets to neighborhoods.

RECOMMENDATIONS

- Primary thoroughfares identified in the ECI study should be earmarked for enhanced streetscape retrofits including reduced lane width, widened sidewalks, and street trees (see Ch. 3 for specific streetscape design concepts).
- Create flexible, shared pedestrian uses of certain streets for temporary expansion of public realm (see design concepts for Jefferson Blvd. near Pontiac Park in Ch. 4).
- Activate blighted or underused properties for temporary and permanent public use - created a sense of place.
- Identify gaps in the urban fabric not served by proper green space and fill those with a pocket parks/plaza - every neighborhood center in the Corridor should have a productive public space to fuel community interaction.



RECREATION

Opportunities for enhanced recreation in the Corridor are essential for building community cohesion and promoting healthy lifestyles, which can improve public health outcomes. Active recreation zones require extensive and planned facilities for organized sports and playground activities, while passive recreation zones, designed for activities such as walking and wildlife observation require low-intensity development.

RECOMMENDATIONS

- Improve access to recreational assets and ensure that each neighborhood contains active amenities, ideally located within or near district centers.
- Create and enhance trail networks to complement multi-modal paths that promote passive connectivity (see concept examples for West Willow Street in Chapter 4).
- Consolidate and improve landscaped lawns and play areas at Heymann Park (see concept designs in Chapter 4).
- Consolidate and enhance green space and public plazas around the Greenhouse Senior Center and Senior Arts Center on Jefferson Boulevard (see concept designs in Chapter 4).

BUILDING COMMUNITY

Social resilience and community building are focal points for green space development. Open spaces are where the community comes together to socialize, celebrate and discuss important local issues.

RECOMMENDATIONS

- Create platforms within open spaces for interaction and dialogue through local organizations and coterie support that will help strengthen community bonds.
- Establish clear processes and awareness to sustain community health and promote resilience.
- Improve everyday quality of life for Corridor residents through enhanced access and programming within public parks.

HEALTH

Planning, design and management of landscapes should be considered for their health implications as much as any other function. Access to walkable green space near people’s homes improves public health outcomes.

RECOMMENDATIONS

- Provide walkable streets throughout the Corridor to encourage physical activity, which can reduce adverse health impacts.
- Create safer streets with clearly marked crosswalks and elements that slow automobile traffic and reduce injuries from pedestrian and bicycle collisions.
- Improve access to green space and shaded areas to reduce stress levels and provide health benefits.

ECOLOGY

Promoting ecological health in our cities is critical for their long-term success. Clean air, clean water and a healthy, diverse urban ecosystem are the foundation of healthy Evangeline Corridor revitalization.

RECOMMENDATIONS

- Consider plant species selection and diversity management tactics that will help clean the air and water and reduce the urban heat-island effect.
- Line streetscapes with bioswales and vegetated buffers where possible to reduce storm water pollutants.
- Enhance natural habitats for birds, butterflies and other local wildlife.
- Create and link localized landscape features to support regional drainage systems.

See local plants catalog in the next section. See Chapter 3 for additional landscape ecological elements as they relate to specific Corridor streetscapes.

PLANTS IN THE CORRIDOR

The planting strategy for the Evangeline Corridor comprises a matrix of plants that are native to Louisiana and whose qualities fit the character of the area. Street trees are included in all of the streetscape proposals in order to cool the streets, provide a canopy for pedestrians and wildlife and to help establish a new identity at major gateways and thoroughfares in Lafayette. Ideal street trees include the American Elm, Sweetgum, Red Oak, and Sycamores.

Ornamental trees add color and texture; they should be used in open spaces where they can be appreciated for their aesthetic value. Mass plantings (shrubs, grasses and groundcovers) help create harmony within a space and can be achieved with a small number of plant types. When in bloom, these plantings (such as azaleas or pink Knock Out® roses) create a thriving landscape. Trees which perform well in wet sites (such as the pond cypress or the sweetbay magnolia) are important selections for bioswales and low-lying areas such as Heymann Park. And, perennials planted within bioswales are low-maintenance plants that give texture and color to the streetscape. Shrubs and groundcover can vary greatly based on aesthetic designs, however plantings should be prioritized for native species and hardiness and meet any local codes, requirements, or standards.

The tree/plant catalog presented here includes character and best use information for types that would be appropriate for the Corridor. LCG should coordinate with Lafayette Utilities System and its Public Works department regarding right-of-way and servitude plantings to determine proper placement and to prevent damage to existing infrastructure.



Taxodium distichum - Bald Cypress
50' x 25', Native, conical form, adaptable to wide range of soil types, may grow "knees"
Best location use: parks and open space



Taxodium ascendens - Pond Cypress
50' x 20', Native, conical form, smaller and more upright than Bald Cypress
Best location use: wet sites, detention areas



Liquidambar styraciflua - Sweet Gum
40x25', Native, columnar form, shade tree, "gumballs" may be a nuisance in manicured areas
Best location use: street tree, parks, good shade tree



Quercus virginiana - Live Oak
50' x 75', Native, broad spreading form, evergreen
Best location use: parks and open areas



Quercus nuttalli - Nuttall Oak
40' x 25', Native, rounded canopy, adaptable to wide range of soil types
Best location use: excellent shade tree for wet sites



Quercus lyrata - Overcup Oak
40' x 40', Native, broad rounded canopy, handles poorly drained soils, smaller oak
Best location use: n/a



Acer rubrum var drummondii - Swamp Red Maple
40x30', Native, oval form, adaptable to wide range of soil types, excellent autumn color from red fruit
Best location use: parks space, good shade tree



Ulmus americana - Creole Queen American Elm
Native, heat tolerant and disease resistant cultivar, upright vase shape
Best location use: street tree, parks and open space



Magnolia grandiflora - Southern Magnolia
40x25', Native, upright pyramidal form, evergreen, large fragrant flowers, needs well-drained soils
Best location use: parks, ornamental, good shade tree



Quercus phellos - Willow Oak
60' x 40', Native, upright, adapts to range of soil types
Best location use: excellent shade tree for parks



Quercus alba - White Oak
60 x 50' avg, Native, upright form
Best location use: excellent shade tree for parks



Platanus occidentalis - American Sycamore
70' x 40', Native, upright oval form, adaptable to wide range of soil types, interesting bark pattern
Best location use: street tree and excellent shade tree for parks and open space



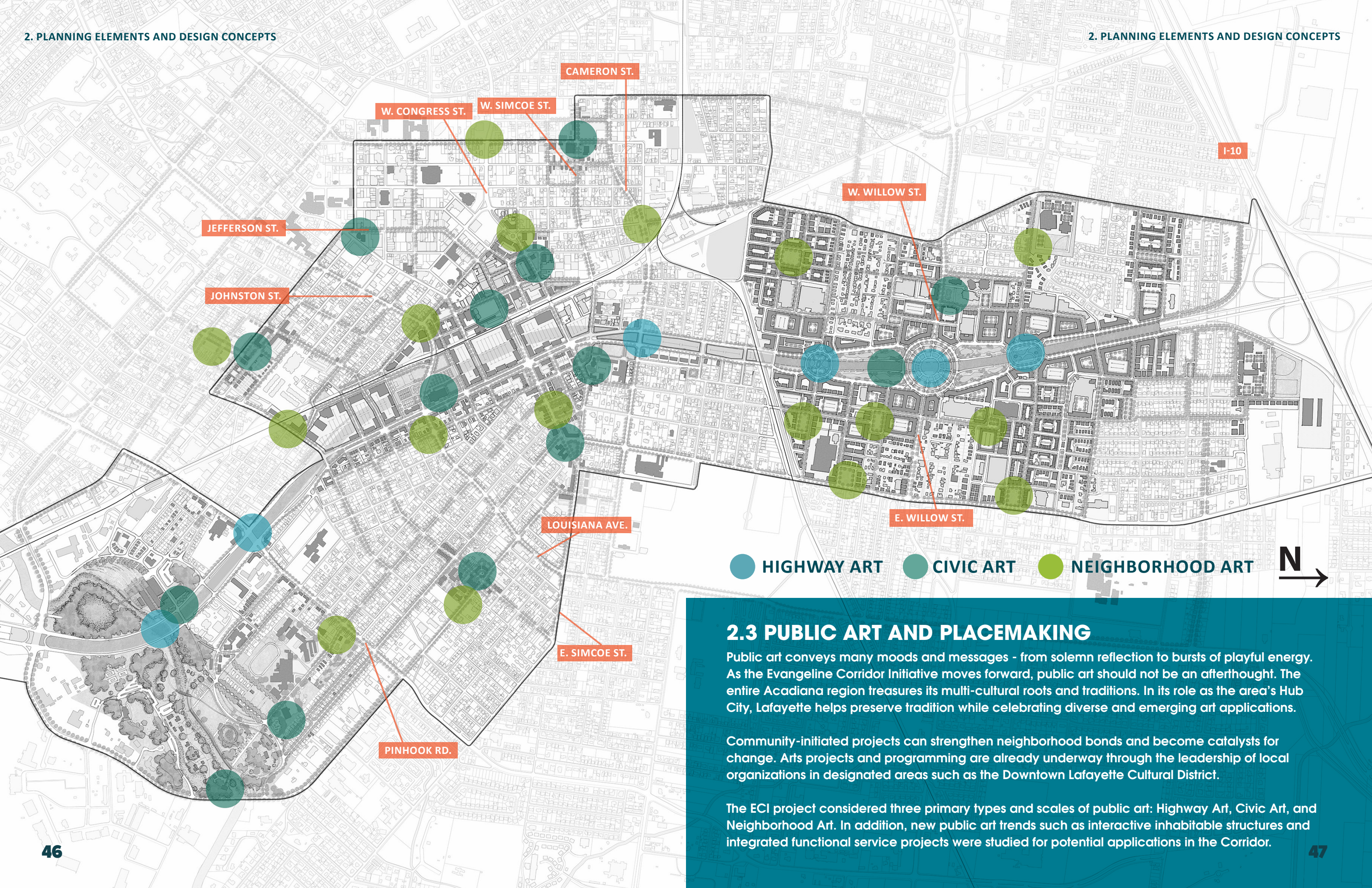
Magnolia virginiana - Sweetbay Magnolia
30' x 20', Native, adaptable to wide range of soil types, semi-evergreen, small fragrant flowers
Best use location: ornamental, single trunk only for street trees, also wet sites



Liriodendron tulipifera - Tulip Tree
50' x 25', Native, pyramidal form, prefers well-drained soils, shade tree, unique foliage
Best use location: parks, low to medium height plantings (can offer shade)



Ginkgo biloba - Ginkgo
50x30', plant males only due to odor of fruits on female trees, irregular oval form, excellent autumn color
Best use location: good shade for parks



● HIGHWAY ART ● CIVIC ART ● NEIGHBORHOOD ART



2.3 PUBLIC ART AND PLACEMAKING

Public art conveys many moods and messages - from solemn reflection to bursts of playful energy. As the Evangeline Corridor Initiative moves forward, public art should not be an afterthought. The entire Acadiana region treasures its multi-cultural roots and traditions. In its role as the area's Hub City, Lafayette helps preserve tradition while celebrating diverse and emerging art applications.

Community-initiated projects can strengthen neighborhood bonds and become catalysts for change. Arts projects and programming are already underway through the leadership of local organizations in designated areas such as the Downtown Lafayette Cultural District.

The ECI project considered three primary types and scales of public art: Highway Art, Civic Art, and Neighborhood Art. In addition, new public art trends such as interactive inhabitable structures and integrated functional service projects were studied for potential applications in the Corridor.

HIGHWAY ART

Like any work of public art, highway art in the Evangeline Corridor should reflect community values and characteristics. Large-scale applications can introduce area culture to visitors and reinforce community pride among local drivers.

While LaDOTD and the I-49 Connector Team is responsible for Area Level 1 engineering and design with the Context Sensitive Solutions (CSS) process, the ECI project supports appropriately scaled art applications that align with goals of revitalizing community and create a sense of place.

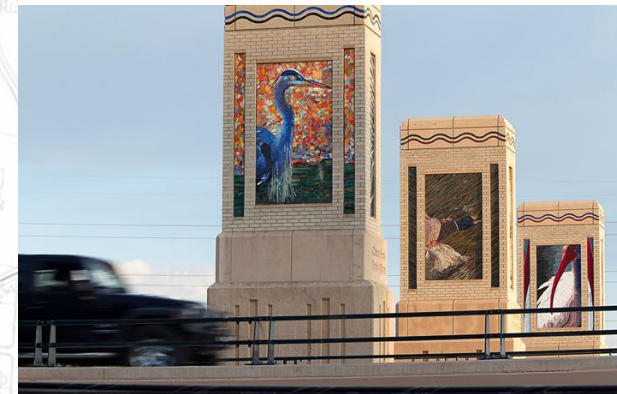
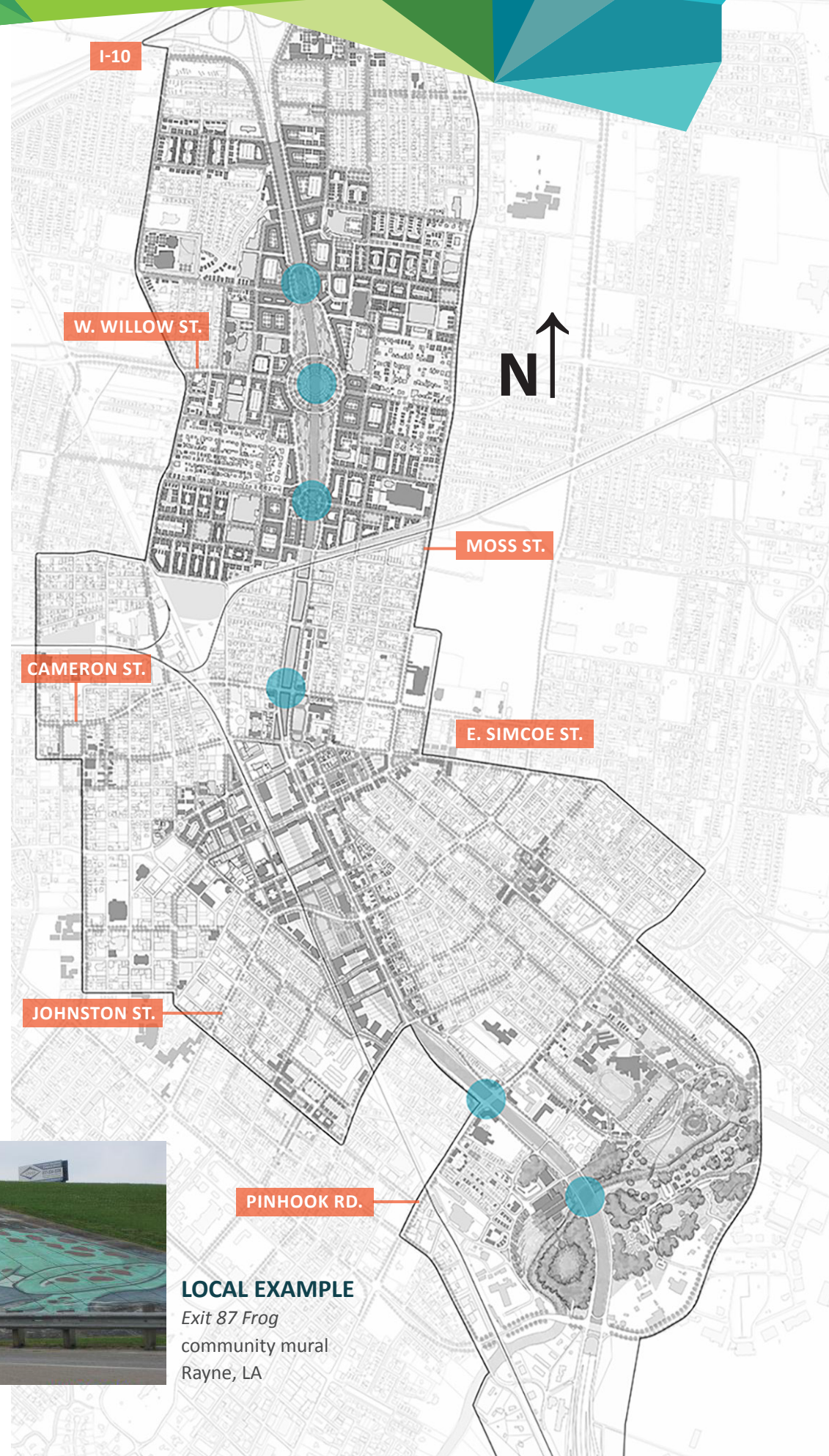
RECOMMENDATIONS

- Identify locations for significant highway art installations (see map on the right).
- Include graphic murals or monumental sculptures that are freestanding or integrated into infrastructure elements (sound walls, retaining walls or bridge crossings).
- Consider enhanced sculptural lighting applied above and below infrastructure that serves as a creative and functional element.
- Establish collaboration and art programming alongside Lafayette Consolidated Government's CREATE initiative and Project Front Yard efforts.
- Consider public-private partnerships and grants, including federal and foundation funding, to support large scale art installation projects (see Ch. 5 for applicable implementation strategies).



LOCAL EXAMPLE

Exit 87 Frog community mural
Rayne, LA



HIGHWAY MONUMENTS

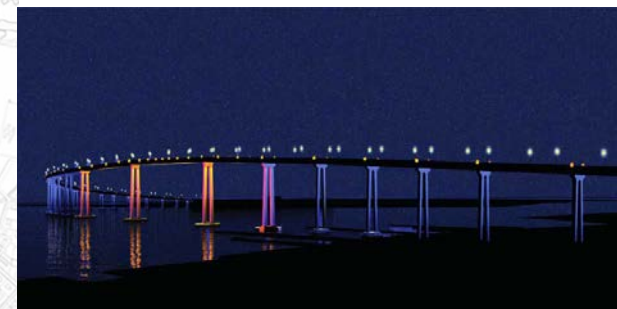
Ten Water Crossing Markers (Norie Sato)
Chisholm Parkway – Fort Worth, TX

This monuments project is a precedent for an underground approach to the highway. It required early coordination between Fort Worth Public Art, which funded the art, and Texas Department of Transportation, which built the parkway.



HIGHWAY WALLS

The Path Most Traveled (Carolyn Braaksma)
Loop 101/Pima Freeway – Scottsdale, AZ



HIGHWAY LIGHTING

Coronado Bridge – San Diego, CA



HIGHWAY UNDERPASS

Illuminating Downtown
Santa Clara Street underpass – San Jose, CA

CIVIC ART

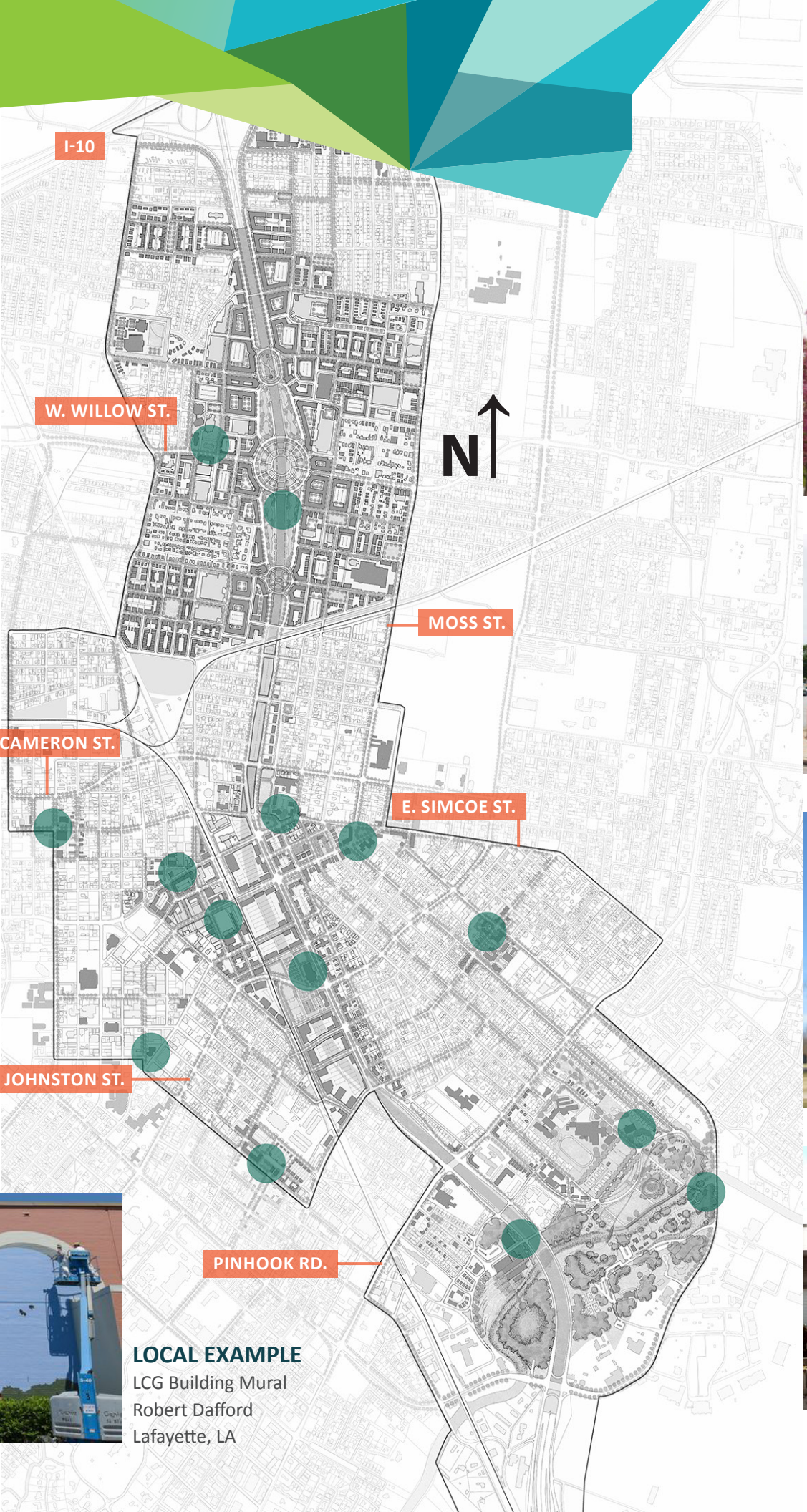
Civic art appears in prominent settings: parks, plazas and government or municipal buildings. These works may also play a role in wayfinding if they are placed at community gateways. They may interpret history, convey history, or become symbols of the city itself.

In most cities, civic art projects are implemented by an official public art agency through an established set of policies and dedicated public funding sources.

Although Lafayette has a history of commissioning civic art projects throughout Downtown and more recently at the Lafayette Consolidated Government building, local government has often lacked the capacity to systematically coordinate art projects.

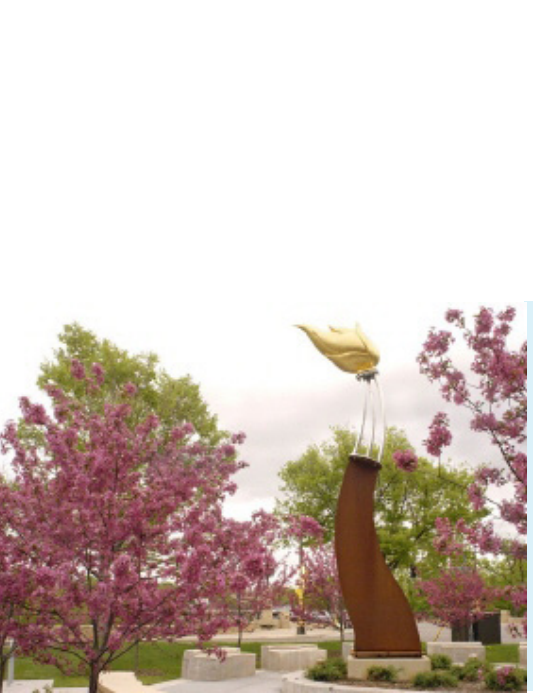
RECOMMENDATIONS

- Consider diverse civic art applications from traditional murals to more dynamic landscape beautification projects and large sculptural installations that are noticeable and accessible.
- Use citywide initiatives like LCG's CREATE and Project Frontyard to establish systematic art programming with consistent funding streams.
- Seek external support funding through public-private partnerships and grants (including federal funding and targeted art foundations).
- While building a city-led civic art program, consider outsourcing to a seasoned arts organization or individual to assist on projects.
- Host civic art competitions that engage and provide incentive to the local creative community.



LOCAL EXAMPLE

LCG Building Mural
Robert Dafford
Lafayette, LA



ICONIC SCULPTURES

Golden Gate (Seyed Alavi)
San Francisco, CA



DISTRICT GATEWAYS

Monument to the Great Migration (Alison Saar)
Chicago, IL



PARK ELEMENTS & PLAYGROUNDS

Leaf Pavilion (Bruno David)
St. Louis, MO



MUNICIPAL & COMMUNITY FACILITIES

Pool (Mike Mandel and Larry Sultan)
Oakland, CA

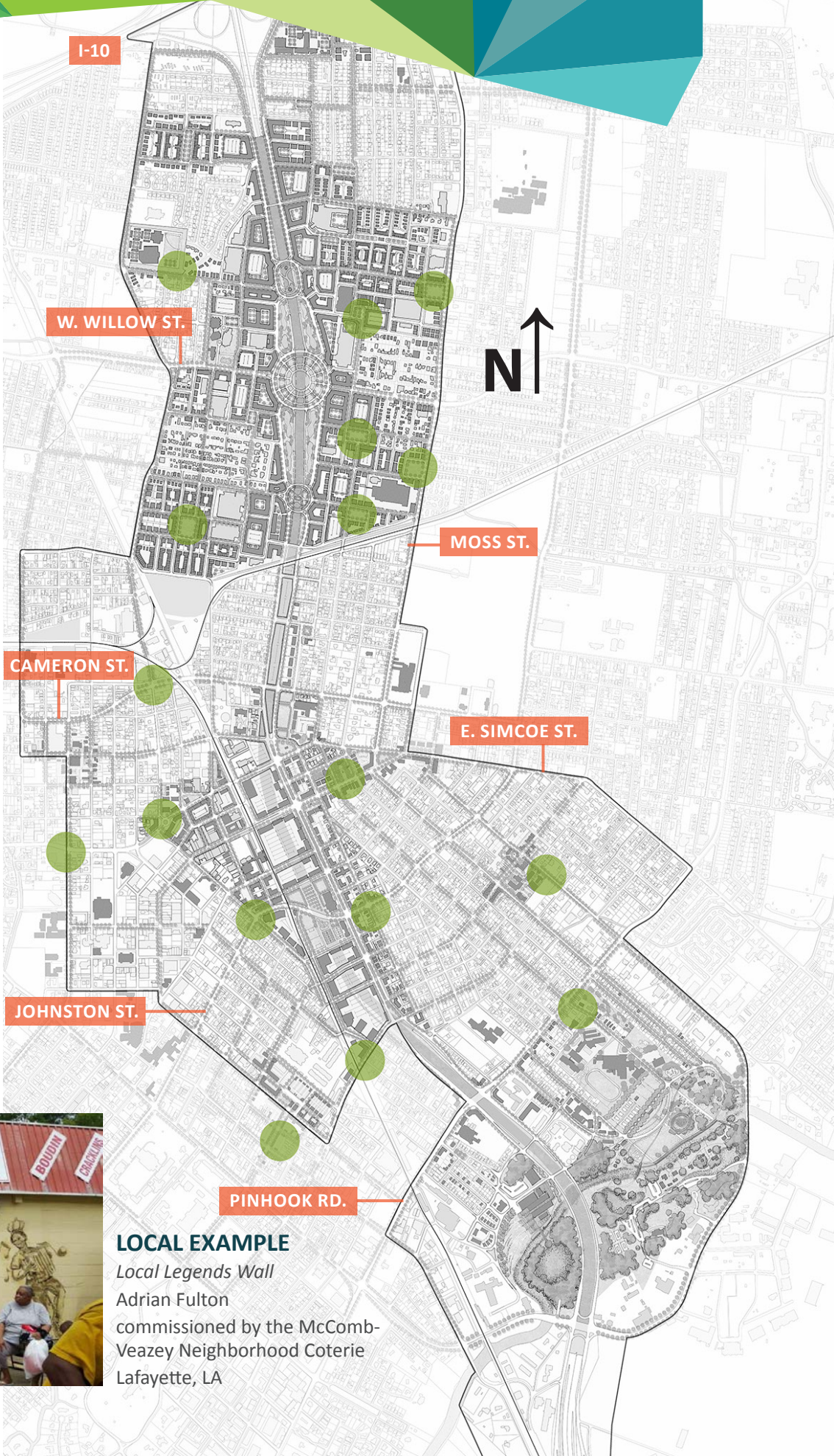
NEIGHBORHOOD ART

Neighborhood art projects activate community spaces and strengthen social networks. They have the potential to improve property values and attract development.

Typically initiated by grassroots community organizations and artists, they evolve directly from community needs or visions and usually involve high levels of community participation.

RECOMMENDATIONS

- Identify and link local art projects with other community initiatives such as urban gardening, healthy living programs, and community festivities such as Mardi Gras parades.
- Sustain alliances between neighborhood organizations (i.e. Coteries) and LCG to help establish more advanced programming for local projects and balance efforts across all Corridor districts.
- Expand previous and existing neighborhood projects such as murals, local signage, and historic markers - work with LCG and respective commissions (Historic Preservation) to carry out Corridor projects.
- Beyond any designated city funding, seek state, regional, and national support for art projects.
- Continue to use pop-up events to test and unveil temporary catalyst actions to engage the community.
- Ensure that art represents cultural traditions while considering a place’s present and future identity.



LOCAL EXAMPLE

Local Legends Wall
Adrian Fulton
commissioned by the McComb-
Veazey Neighborhood Coterie
Lafayette, LA



MARKERS

San Diego, CA



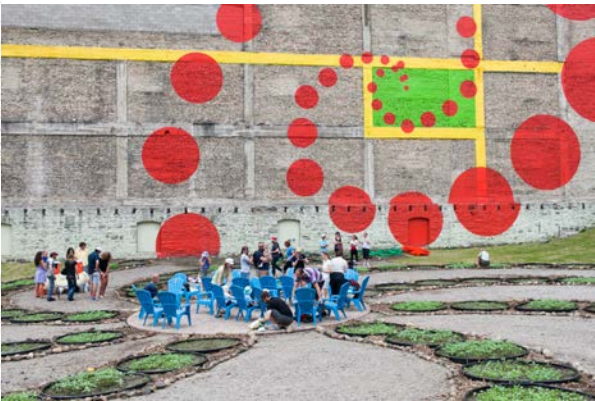
MURALS

State Theatre (Leon Bedore/Tes One and
Chris Parks/Pale Horse Design)
St. Petersburg, FL



GATHERING PLACES

Urban Flower Field (Amanda Lovelee)
St. Paul, MN



CONNECTIONS

Everyday Poems for City Sidewalk (Marcus Young)
St. Paul, MN



INTERACTIVE & INHABITABLE ART

Public art enhances community experiences — and in some cases, public art projects become destinations. These types of projects may include performance venues, arts studios or farmer’s markets.

Projects like these often require flexible funding and commitment over a long period of time. Generally they rely on partnerships between public agencies, the private sector, and nonprofit organizations. They may be supported with grants and technical assistance from organizations such as the National Endowment for the Arts, ArtPlace America and the Kresge Foundation. The example projects below highlight collaborative art processes from around the country.



Heather Clark, *Skystage*, Frederick, MD

Skystage is a community cultural programming space carved out of a boarded building shell in the historic district of Frederick, MD. The building was nearly destroyed by fire, leaving only its external walls and no roof. Artist Heather Clark and a team from MIT designed and installed risers for seating and a two-story sculpture planted with drought-resistant plants. The privately owned space is now leased to the Frederick Arts Council, which schedules events ranging from yoga lessons to tango nights.



Seitu Jones, *Create: The Community Meal*, St. Paul, MN

Create was a one-day public meal serving nearly 2,000 people at a half-mile-long table on Victoria Street in St. Paul, MN, as a demonstration project of the Central Corridor Public Art Master Plan. Artist Seitu Jones, collaborating with more than a dozen artists working in dance, papermaking, spoken word and rap, as well as local culinary teams, organized the meal as part of a longer-term project aimed urging neighborhood residents to rethink urban food systems. Jones collaborated with Public Art St. Paul.



Matthew Mazzotta, *Open House*, York, AL

Open House repurposed a blighted house on the town’s main street by tearing it down and using its materials to create a community performance space. The performance space is designed to look like a house when it is not being used, but opens up, reverse origami style, to be some seating for viewing events. It is a venue for band performances, movie nights and other activities. Artist Matthew Mazzotta developed the project through a residency at the Coleman Center for the Arts.

INTEGRATED & FUNCTIONAL ART (BUS STOP EXAMPLE)

During the ECI’s existing conditions analysis phase, it became clear that bus stop shelters throughout Lafayette and the Evangeline Corridor and were seen as highly insufficient and in many cases, unsafe. Reasons cited included sidewalk obstructions, lack of clear location signage, and broken or absent bus stop furniture. Residents from all districts expressed the need for better bus stops that could be safely accessed and that would shelter riders from natural elements while they wait.

Beyond the very functional need to address the issues of underperformance on a system-wide city level, it was suggested that bus shelters present an ideal opportunity to integrate art into functional infrastructure.

RECOMMENDATIONS

Two approaches may be considered: custom artist-designed shelters and manufactured shelters with artistic embellishments.

Custom-designed shelters can have high visibility and impact, however, they come with a significant price tag: perhaps \$50,000 or more for each shelter. Artist-designed shelters require experienced artist teams, which can potentially narrow the range of qualified local artists.



Modified manufactured shelters are less expensive and allow artists who may have a broader range of backgrounds (but less experience) to participate. These shelters typically have less visual impact than custom designs, though there are well-designed models available. There may be additional front-end design work to create standards and guidelines for participating artists.

Some residents were excited for unique individual shelters, while others preferred a more replicable system that would be easily identifiable. Either approach requires coordination with the Lafayette Transit System so that branding, construction and installation standards are integrated into the design process. LCG is currently working with local groups to develop new concepts for a friendly and functional bus shelter.



See Appendix F for more information on Bus Shelter programming.

PLANNING, PROGRAMMING AND IMPLEMENTING

Lafayette has organizations and resources to develop a variety of public art installations. However, the city would benefit from a stronger local art network association and by working with public art professionals from other communities to deliver more consistent strategies and art projects on an annual basis.

This graphic provides a sample of how a local Public Art Network might be organized around key stakeholders and support entities with guiding oversight from a visiting curator.

RECOMMENDATION : CREATING A PUBLIC ART NETWORK ASSOCIATION

The ECI Team recommends creating a public art network association to include representatives of physical development agencies (LCG Public Works), core institutions (ACA), collaborators, funding circles, artist talent, and support intermediaries. Each of these stakeholder groups bring unique expertise and capabilities - from government protocol to advocacy and talent - that will support, establish and sustain the network (see organizational chart below).

LCG should facilitate the start up of this art network association and consider inviting a public art consultant to maximize the participation of identified local organizations, develop leadership, and assist in the organization of an inaugural public program. This association could potentially evolve into a Public Art Commission whose leadership could reside under LCG.

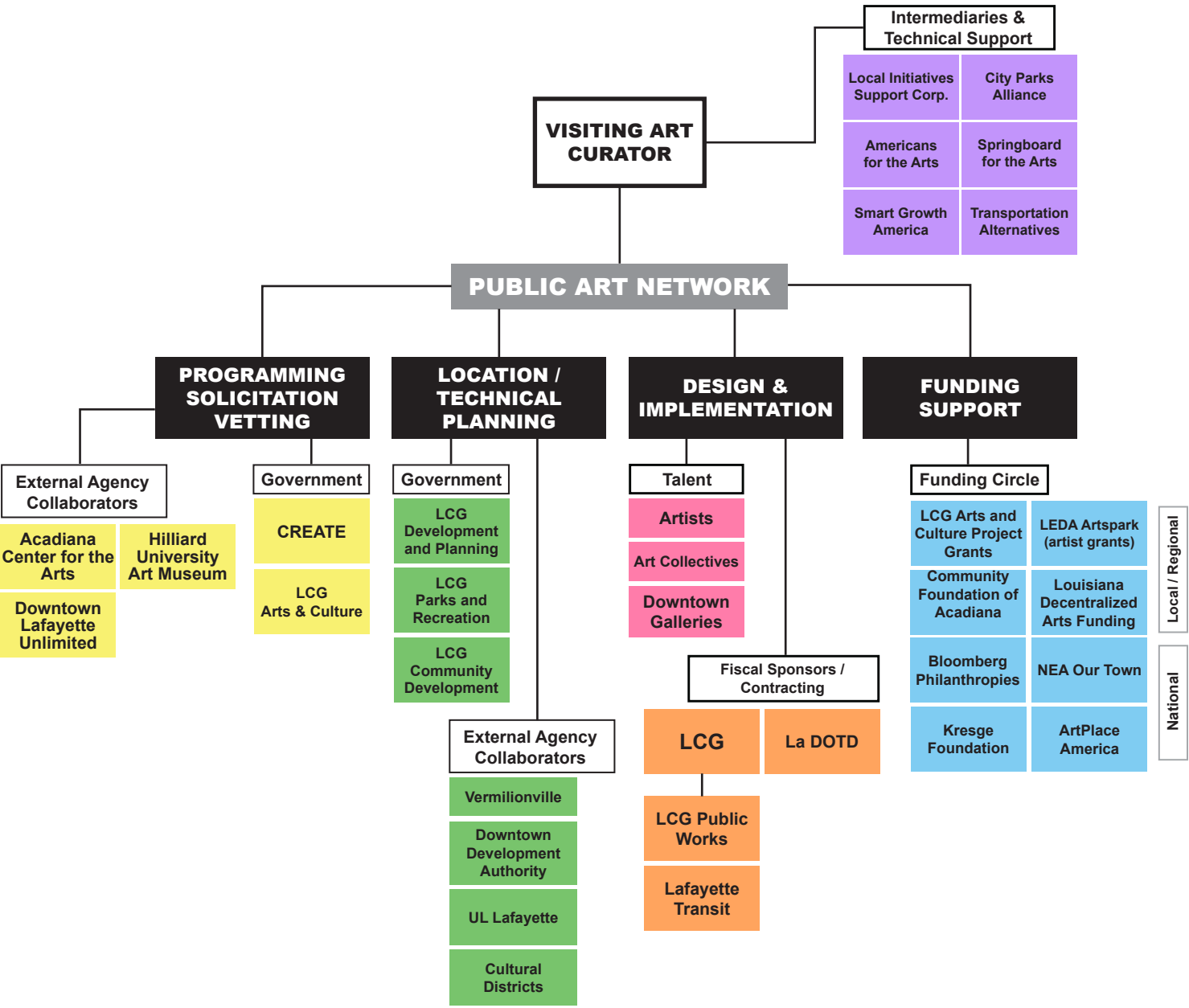
Network Association goals should include:

- creating formal collaborations and agreements between organizations
- sharing information and resources around best practices regarding planning and implementation
- building public awareness about public art including establishing a local registry of artists
- conduct inter-organizational workshops and host public forums to discuss benefits of public creativity
- develop ideas to secure and assign consistent funding streams for research and projects
- develop programming and project ideas through dialogue with local artists

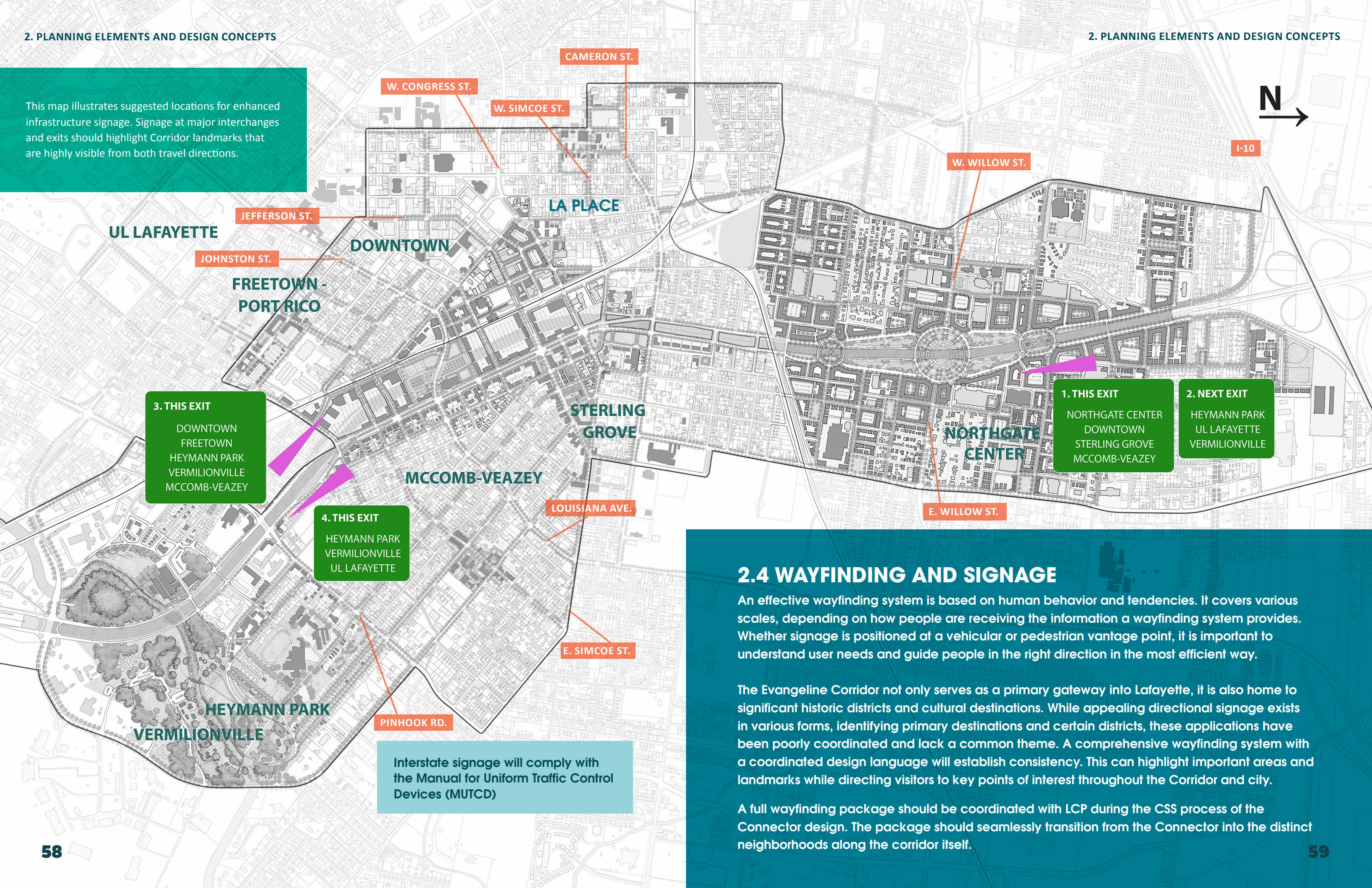
RECOMMENDATION : VISITING ART CURATOR

Initiate a visiting art curator program where an established artist takes residency in Lafayette to conduct community outreach and execute an art project. The individual would host workshops, lectures, and work directly with community leaders and residents to create a unique piece of public art. An outsiders perspective will bring knowledge and expertise and ensure that productive art programming happens on a consistent annual basis.

See Appendix F for more information on art networks and visiting curator concept.



This map illustrates suggested locations for enhanced infrastructure signage. Signage at major interchanges and exits should highlight Corridor landmarks that are highly visible from both travel directions.



2.4 WAYFINDING AND SIGNAGE

An effective wayfinding system is based on human behavior and tendencies. It covers various scales, depending on how people are receiving the information a wayfinding system provides. Whether signage is positioned at a vehicular or pedestrian vantage point, it is important to understand user needs and guide people in the right direction in the most efficient way.

The Evangeline Corridor not only serves as a primary gateway into Lafayette, it is also home to significant historic districts and cultural destinations. While appealing directional signage exists in various forms, identifying primary destinations and certain districts, these applications have been poorly coordinated and lack a common theme. A comprehensive wayfinding system with a coordinated design language will establish consistency. This can highlight important areas and landmarks while directing visitors to key points of interest throughout the Corridor and city.

A full wayfinding package should be coordinated with LCP during the CSS process of the Connector design. The package should seamlessly transition from the Connector into the distinct neighborhoods along the corridor itself.

Wayfinding and Signage Best Practice Principles

- **Do not make people think too hard – Create a consistent visual communication system with concise messaging.**
- **Display only what is necessary – Show information relevant to the space, location and navigational path even when referring to destinations beyond.**
- **Clear a visual path – Remove elements to create an unobstructed environment ahead.**
- **Provide advance decision points – Ensure that signage is placed before or at decision locations, not after them.**
- **Maximize visibility for all – Make signage visible from multiple directions and give it simple clarity for users, including those with disabilities.**
- **Combine with lighting effects – Ensure that signage can be seen 24 hours a day and in different conditions.**
- **Avoid clustering – Give signs room to breathe so they aren’t competing for attention.**
- **Make signs understandable – People need to be able to read and digest information quickly and easily.**
- **Create consistency – Establish a common aesthetic including colors, fonts and placement.**



LOCAL EXAMPLE
Downtown Gateway
Downtown Development Authority
Lafayette, LA

WAYFINDING GOALS

A graphically appealing and comprehensive wayfinding system would highlight essential destinations and valuable cultural assets while providing clear direction to them. While there are examples of location signage in and around Downtown, most are dated and not part of a networked system. As important as it is to attract and provide optimal information for visitors, local districts and neighborhoods should be served by clear messaging that maximizes residents’ experiences.

WAYFINDING TO SERVE MULTIPLE USERS

Although they are often part of a coordinated network, wayfinding systems and signage serve different users: visitors and residents. While directional information is crucial for each group to navigate cities and areas that may be unfamiliar (even to residents), the manner and type of information will be different. Where signage for visitors and tourists is almost always based on general information for city sites, site-specific signage that caters to residents can carry more detailed information (usually found on sidewalk kiosks).

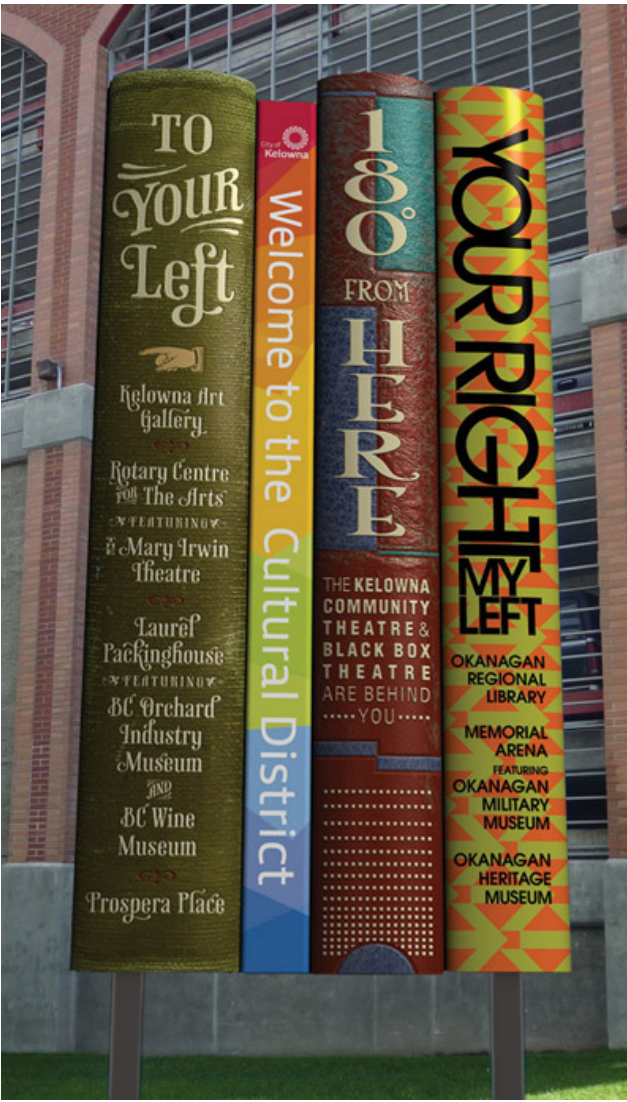
In addition to visitors, many residents of Lafayette visit the cultural destinations found throughout the Evangeline Corridor, such as Downtown museums and Vermilionville. And although Lafayette is not a large city, it should not be taken for granted that everyone is familiar with the location of basic amenities and important sites or how to best reach them.



LOCAL EXAMPLE
Downtown Lafayette

WAYFINDING THAT REFLECTS CULTURE

Lafayette has a unique cultural heritage and way of life. This should be reflected, to certain degrees, within wayfinding and signage throughout the Evangeline Corridor, where multiple historic districts, landmarks and public institutions are located. Where the importance of wayfinding consistency has been stressed, there is room and opportunity to deviate where appropriate. Wayfinding can double as art installations, creating a colorful and fun way for visitors to be introduced to a site. In less intrusive ways, cultural iconography can be infused into wayfinding to establish various area identities and history.



ENGAGING THE COMMUNITY

When beginning discussions for wayfinding systems and signage, it is imperative to engage the public to understand key destinations, navigation tendencies and expectations. Alongside the Lafayette Convention and Visitors Center’s tourism efforts, local residents know the city and neighborhoods better than anyone. Through a series of workshops, neighborhood groups can share knowledge on local identities and local behaviors to help establish the groundwork for a truly efficient and representational system.

Area artists may also contribute to these systems through programming and a series of invited competitions to create feature elements within certain areas of the Corridor that correspond to particular themes and amenities.



DESIGN AND PLACEMENT

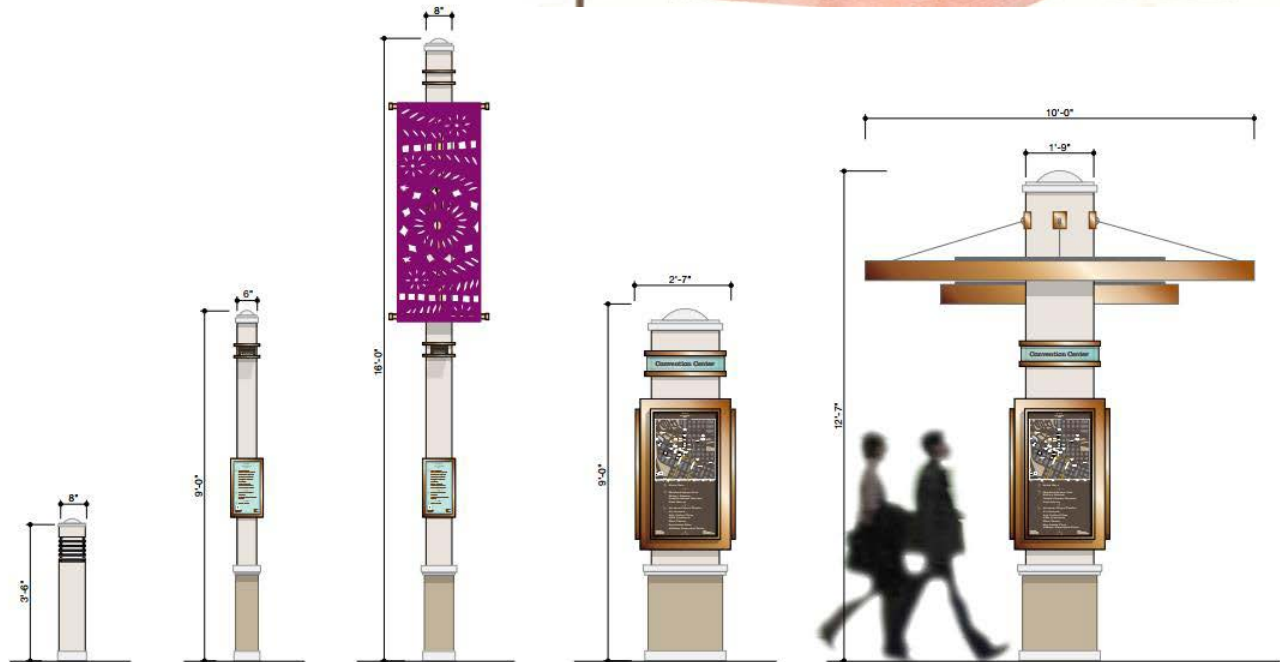
CONSISTENT GRAPHICS and COMPONENTS ACROSS ENTIRE SYSTEM

Signage graphics including colors, grammar/fonts and iconic imagery are critical features of wayfinding systems. Contrast is key when determining colors, especially when placing text over a colored background. While white text prevails as the norm, sometimes colored text is preferred due to existing local iconography. If staying consistent with local marketing material, LCG’s blue and red graphic color palette and logo currently lend themselves well to contrast.

Legibility is a crucial point of digesting information quickly. In considering implementation for a wayfinding network throughout the Evangeline Corridor, sans serif fonts such as Helvetica and Futura are great for wayfinding signage and directional information as they are simple, crisp and easy to read from a distance. Thinner serif fonts such as Times New Roman and Garamond, while sufficient for close viewing, are harder to read from a distance. Scripted fonts and more modern fonts are extremely difficult to decipher quickly from a distance and are best used as graphic flourishes, if at all. To enhance legibility, it is important to appropriately break down the size and positional hierarchy of textual information within the signage.

WAYFINDING SYSTEM SCALES

- Different signage sizes will be needed for different scenarios and situations. Determine what type is appropriate when.
- Create similar components across wayfinding object designs (kiosks, totems, appendage signage on poles, etc.)
- Use similar feature materials and colors to associate with the entire system.



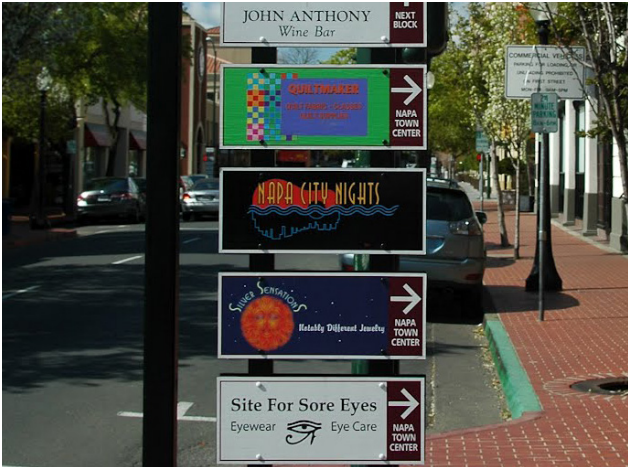
SIGNAGE PLACEMENT

Signage should be clearly visible. It plays a large part in representing the identity and character of the area or a specific neighborhood to visitors.

Signage should be placed in advance of decision points. This gives people time to digest options and ensures good usability of the system while also contributing to a safer experience. Occasionally, signage should also be placed directly at decision-point locations, to reinforce the information.

The scale and placement of signs – and the amount of information they convey – should differ for vehicular and pedestrian traffic. Vehicular signage must be large enough and easy to read when traveling at higher speeds and should be scaled according to speed.

Pedestrian signage should serve street-level activity, including the designation of public transportation points and specific amenities. Generally speaking, signage that is placed around thoroughfares with higher traffic speeds should contain less information.



INFORMATION HIERARCHY

As users move through the Evangeline Corridor — from the interstate and exits to denser urban areas and residential neighborhoods — signage should become more specific and orient travelers to their final destination. This convention helps direct travelers from primary road networks to specific locations and landmarks, such as Parc International, Vermilionville, or the University campus. Signage may vary in size, but it should conform to a shared graphic and aesthetic language established by the overall system guidelines.

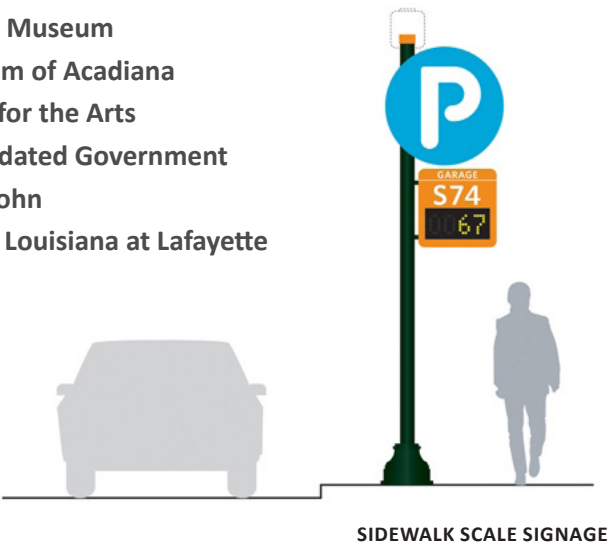
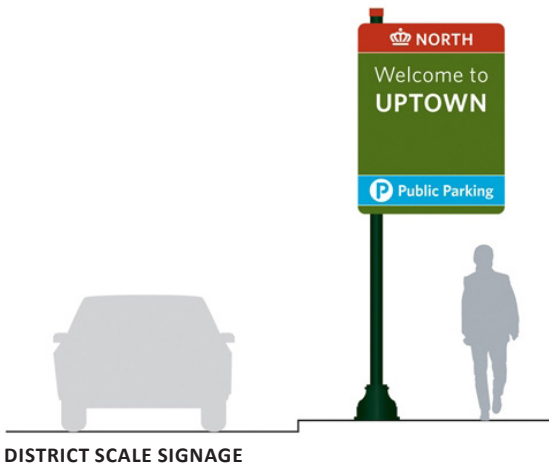
In the Evangeline Corridor, the hierarchy of local informational signage should follow two primary scales: 1) Districts and Neighborhoods and 2) Landmarks and Destinations. Based on analysis of local assets, mapping, and public feedback, identified areas in the Corridor should include:

Districts and Neighborhoods

- Sterling Grove
- La Place
- Fightin’ville
- Saint Streets
- McComb-Veazey
- Downtown
- Freetown-Port Rico
- Vermilion River

Landmarks and Destinations

- Parc International
- Parc Sans Souci
- City Park/Municipal Golf Course
- Pa Davis Park
- Heymann Park
- Vermilionville
- Beaver Park
- Lafayette Science Museum
- Children’s Museum of Acadiana
- Acadiana Center for the Arts
- Lafayette Consolidated Government
- Cathedral of St. John
- The University of Louisiana at Lafayette
- CAJUNDOME
- City Hall
- Greenhouse/Senior Center
- Pontiac Point
- Sterling Grove Historic District
- Freetown-Port Rico Historic District
- Lafayette Regional Airport



GATEWAY SIGNAGE

Gateway signage signifies the arrival to a city, major transportation links, and primary corridors or districts. On a smaller scale, gateway signage highlights significant destinations, neighborhoods or transition areas. Based on these scales, Evangeline Corridor gateway signage can range in size and type — from informational roadway signage to sculptural elements and landscape components.

If gateway installations are part of a larger signage system, they should follow a coordinated aesthetic that is applied across different locations within the Evangeline Corridor.



See Public Art section for info on how gateways can align with public art strategies.

CORRIDOR RECOMMENDATIONS:

- Destinations such as Downtown museums, the Federal Courthouse, and Vermilionville should be concisely indicated on vehicular signs on the Connector as well as street level and placed at key locations such as Jefferson Blvd./Evangeline Blvd. (Downtown Museums and Courthouse) and Pinhook/Evangeline Blvd. (Vermilionville). Iconography can be used to accompany text.
- Pedestrian-level signage in high foot traffic areas such as Downtown should play a localized role in navigation toward key destinations. It should be expanded and placed at eye level along sidewalks, attached to poles or presented via kiosks, so that it can also direct people to local restaurants and businesses.

CORRIDOR RECOMMENDATIONS:

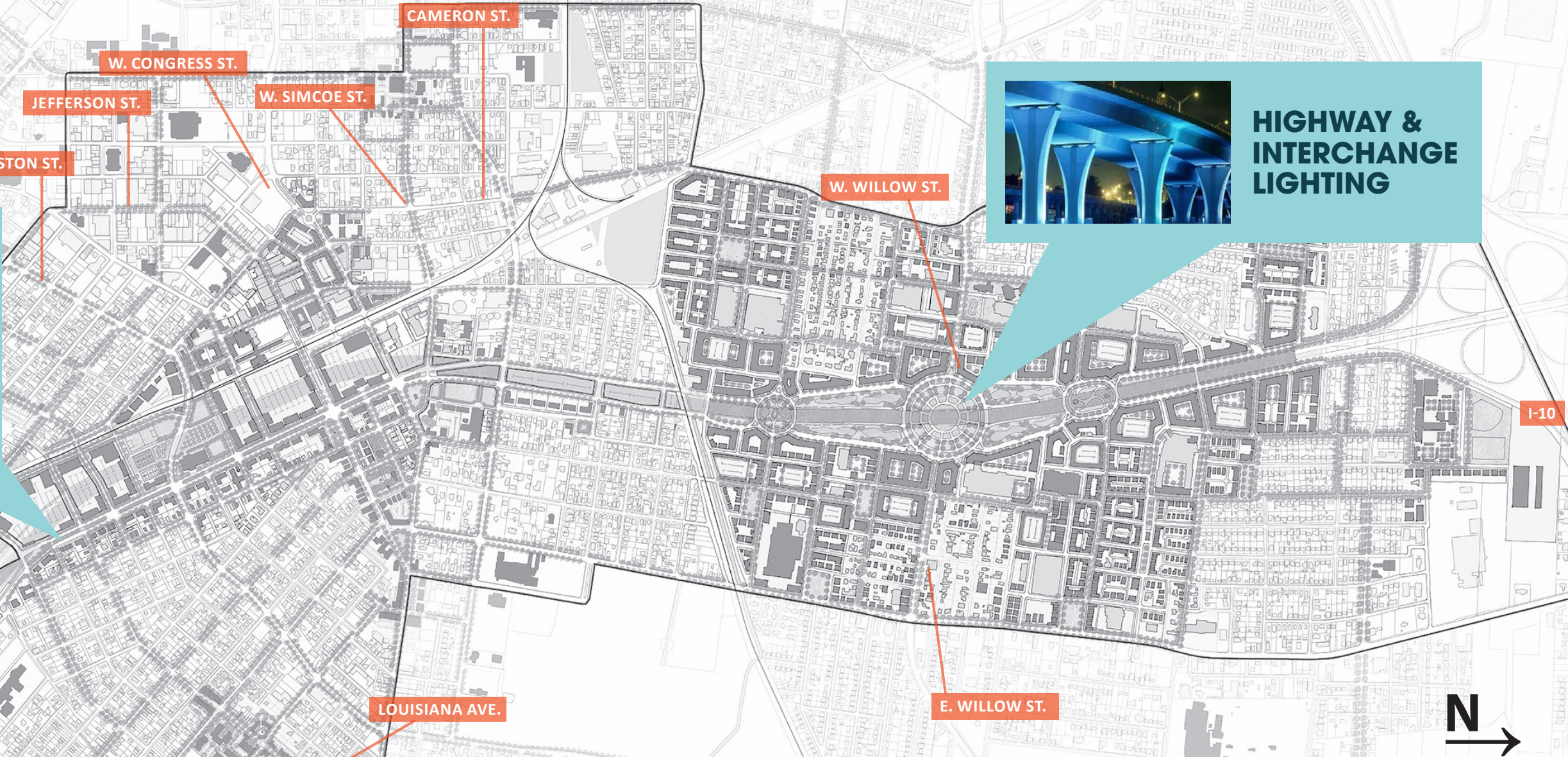
Determining the exact placement of Gateways would require further study and direct public engagement with neighborhood residents and community stakeholders. This process would consist of community design meetings, field trips and production/construction. For the purpose of illustrating concepts in coordination with other ECI components, below is a list of potential gateway locations.

- Louisiana Ave. / Evangeline Blvd. (McComb-Veazey)
- Pinhook Rd. / S. Orange St. (Vermilion Recreational)
- St. John St. / W. Congress St. (La Place)
- N. Sterling St. / E. Simcoe St. (Sterling Grove)
- Willow St. / Northgate Dr. and Clifton Chenier Center (Gateway)

LOCAL SIGNAGE CONCEPTS

In addition to functionality, local signage should have personality — reflecting the spirit of the Corridor and its residents. The examples below show how ECI branding might be extended to Corridor wayfinding signage design.





2.4 LIGHTING & SAFETY

Lighting impacts the environment in two distinct ways: the performance and quality of lighting affects safety and navigability, while its design influences the character and aesthetics of the streetscape. In both cases, urban design should be a significant consideration. Treating lights and other streetscape furnishings (such as crosswalks, seating and trash cans) as strictly utilitarian elements overlooks a key placemaking opportunity.

Given the existing spectrum of urban and neighborhood landscapes within the Evangeline Corridor — and the impact of the future I-49 Connector — lighting strategies should follow five scales: Highway Lighting, Interchange Lighting, Street Lighting, Pedestrian Lighting and Special Lighting. These scale types serve specific site-based functions and represent various shapes and sizes. However, each type works in harmony with the others to create a safe and inviting overall experience for pedestrians, cyclists and drivers.

TYPE 1: HIGHWAY LIGHTING

A primary purpose of lighting a roadway is to increase visibility of the roadway and its immediate environment, thereby permitting drivers to maneuver more efficiently and safely. Elevated highways and wide interstates present an opportunity to showcase unique lighting design elements that bring attention to an area and, in many cases, contribute to a more activated and safe place. While LaDOTD is largely responsible for Area Level 1 treatment through the Context Sensitive Solutions process, the ECI Team identified key strategies to support creative placemaking at this scale.

RECOMMENDATIONS

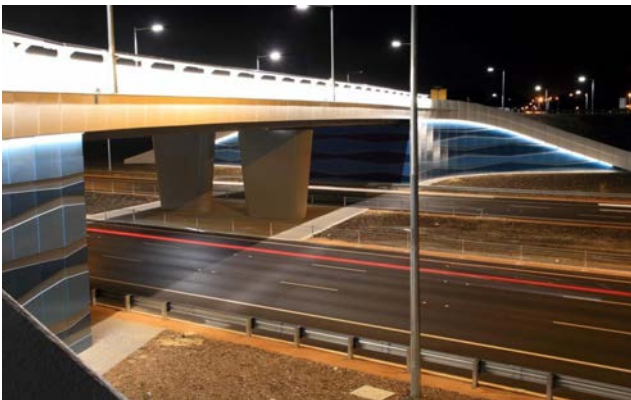
- Functional lighting applications should follow user-friendly principles including the defining of a visual stimulus – spatial (size/spacing), temporal (exposure) and spectral (brightness).
- The areas beneath interstates should be well lit to avoid dark and desolate spaces that invite suspicious activity.
- Enhance adjacent landscapes and neighborhoods through large-scale lighting interventions and featured design components. This can be achieved by light washes and sculptural landmark elements that reflect the area’s cultural identity.

TYPE 2: INTERCHANGE LIGHTING

Major interchanges along the planned I-49 Connector have been identified at Willow Street, Pinhook Road, University Avenue (though University is no longer an interchange), and Kaliste Saloom Road. Overpasses and interchanges may be lit differently to increase visibility and to create an interesting transition for drivers. Overpasses also present a significant challenge regarding access, safety and gateway passage. Energy-efficient LED (light-emitting diode) signage can increase safety for nighttime driving.

RECOMMENDATIONS

- The lighting at each interchange should follow a consistent application in order to establish a familiar pattern of expectancy for drivers.
- Each primary intersections should be treated with feature lighting that enhances the surrounding environment while announcing itself to drivers from a distance.
- The underbelly of elevated portions should be treated accordingly, with careful attention and enhancements making the areas safe for people.



TYPE 3: STREET LIGHTING

The lighting strategy for the Evangeline Corridor has two main objectives: 1) safety and 2) enhancing the pedestrian wayfinding experience. Lighting will allow more sites to become destinations and links, rather than boundaries or divisions (resulting in inactive spaces). In many cases, streetlights are one of the few public streetscape investments. Streetlights significantly contribute to the design and character of the overall streetscape environment and serve a primary safety function for drivers and pedestrians. The size and character of streetlights should correspond to the importance of a street within the district.

Downtown Lafayette, the primary pedestrian corridor in the city and in the Evangeline Corridor, is a good example of how lighting contributes aesthetically and functionally in an urban setting. Downtown is well-equipped with pedestrian and vehicular scale lights; the design of its streetlights complement its streetscape. Recently, these streetlights were retrofitted with LED (light-emitting diode) bulbs, which are more energy efficient and require less maintenance than traditional lighting. LUS has announced that they will replace all city street lights with LED bulbs within the next three years.

RECOMMENDATIONS

- Streetlights should be spaced to complement pedestrian-scale lighting along sidewalks.
- Primary Evangeline Corridor thoroughfares or special districts may receive different lighting applications.
- Consider automated streetlights and street lamps installed with solar panels to increase energy efficiency.

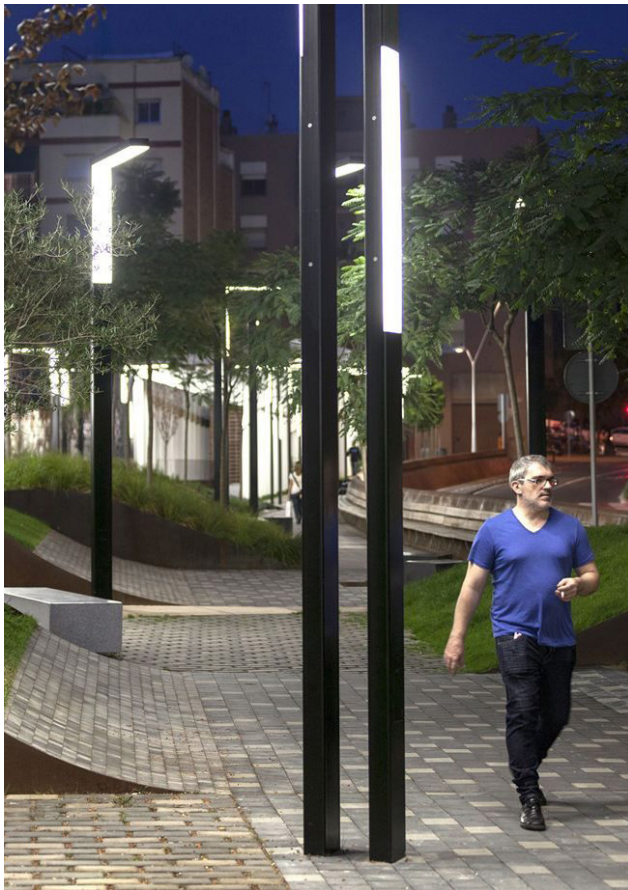


TYPE 4: PEDESTRIAN LIGHTING

Appropriate quality and placement of lighting can enhance an environment and increase comfort and safety. In commercial areas with nighttime pedestrian activity, streetlights and building lights can enhance the ambiance of the area and make pedestrians more visible to motorists. Downtown Lafayette provides a good example of pedestrian sidewalk lighting and has recently received replacement LED fixtures. LCG, LUS, and Public Works need to work toward developing pedestrian lighting standards.

RECOMMENDATIONS

- Utilize placemaking lighting strategies across all neighborhood centers throughout the Evangeline Corridor - better pedestrian-scale lighting should be applied to enhanced sidewalks and public spaces.
- Pedestrian-scale lighting is lower in height (12 to 16 feet) than standard street lighting and its fixtures are spaced closer to one another (about 60 feet apart).

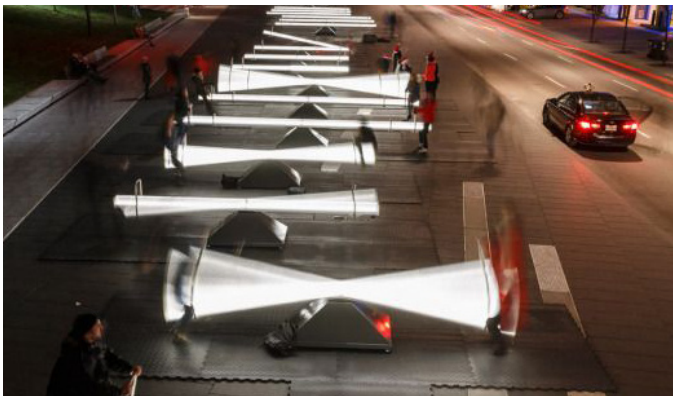


TYPE 5: SPECIALTY LIGHTING

Alongside functional street and pedestrian sidewalk lighting, specialty lighting combined with sculptural art can provide unique elements for public spaces including plazas, parks and civic areas. These applications carry enhanced design components that reflect organic elements and speak to the creative spirit and culture of an area.

RECOMMENDATIONS

- Combined specialty lighting with other aforementioned lighting scales and applications to improve character and safety.
- Identify primary areas in the Corridor for specialty lighting - community nodes - key commercial areas such as Downtown's public plaza parks, the proposed North Gateway Town Centers and the Core Evangeline Thruway Zone's proposed Grand Boulevard.



CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

Crime Prevention Through Environmental Design (CPTED) refers to interventions within the built environment that enhance quality of life through reducing the incidence of criminal activity. CPTED involves the interwoven coordination of these four principles:

Natural Surveillance is achieved through spatial designs that allow people engaged in normal activity to easily observe the space around them. This “eyes-on-the-street” approach uses window placement, lighting and low fencing/landscaping to eliminate hiding places and areas of concealment.

Territoriality provides clear designation between public, private, and semi-private spaces. Creating visual transitions between spaces with low fencing/gates, signage or other landscape elements makes these spaces less conducive to illegal acts.

Access Control measures directly limit criminal accessibility into places unintended for the general public. Carefully designed navigation paths, signage and security points will discourage unwanted access into private spaces.

Maintenance of landscapes and auxiliary spaces around buildings and streets is a key element of CPTED. Failure to manage properties and sidewalks with appropriate landscape maintenance and operable lighting welcomes suspect activity. Operations reinforcement, especially in public areas, can reduce the likelihood of criminal acts.

DOWNTOWN STREET CONDITION: A POSITIVE ASSESSMENT



See Appendix F: Existing Conditions Analysis Report for more info on urban frontage character study

The Evangeline Corridor is composed of diverse street conditions that present unique challenges and opportunities when considering safety design measures. Even in the Downtown, where foot traffic is high and new LED street lighting creates generally safe sidewalks, there are additional ways to mitigate against uncomfortable situations. Other areas in and around Downtown and throughout the Corridor where crime prevention design is crucial include:

- abandoned buildings and vacant sites (Downtown periphery, La Place, McComb-Veazey)
- desolate parking lots (around Downtown and other neighborhoods)
- industrial areas with little human presence (La Place north of Cameron St.)
- infrastructure zones (future spaces underneath and adjacent to the proposed I-49Connector)
- dark streets and alleyways (Downtown, Evangeline Thruway adjacent)
- environments with little or no lighting (around buildings, streets, and sidewalks)

IDEAL URBAN CORE PERIPHERY NEIGHBORHOOD STREET CONDITION



IDEAL URBAN CORE STREET CONDITION





3

STREETSCAPES AND INFRASTRUCTURE NETWORKS

According to the National Association of City Transportation Officials, streets comprise more than 80 percent of all public space in cities. They have the potential to foster business activity and provide safe spaces for people to travel — on foot or by bicycle, car or public transit. Yet, they are perhaps the most underutilized public spaces in the Evangeline Corridor. To facilitate attractive long-term development, Corridor streets need to be designed with sustainable principles and elements – features that will help the system maintain productivity, viability and continual use over time.

EVANGELINE CORRIDOR
STREET NETWORKS

- Primary Streets
- Secondary Streets
- Evangeline Thruway
Grand Boulevard
- Connector
- Core Area

The Grand Boulevard: One of the results of the ECI effort is a plan to transform part of the Evangeline Thruway — the southbound lanes between Jefferson Boulevard and Taft Street. This space will include an ample median, wide sidewalks, bike lanes and on-street parking.

PRINCIPLES FOR SUSTAINABLE STREET NETWORKS

1 Create a street network that supports communities and places

Street networks fulfill a basic need in human society. They connect people to each other and to destinations. Street networks are not just about transportation and infrastructure, but also about the movement of people, goods, ideas and wealth. They foster economic activity and provide public space for human interaction. Street networks form an effective, flexible framework for building a community, in every sense of the word.

2 Create a street network that attracts and sustains economic activity

Street networks provide a template for a rich combination of housing, shopping and transportation choices. They support a robust mix of culture and commerce. Sustainable street networks are magnets for business, light industry, jobs and economic opportunities.

3 Maximize transportation choices

All people should be able to travel within their community in a safe, dignified and efficient manner. A sustainable street network makes that possible and ensures a choice of transportation modes and routes. People can walk, bicycle, take public transit or use a vehicle. Each mode is integrated, as appropriate, within each street.

4 Integrate street networks with natural systems at all scales

A sustainable street network respects, protects and enhances the ecological systems of its urban environment. The sustainable street network responds to natural features, and resources by adjusting street density and connectivity. It integrates storm water treatment into street design and incorporates storm water flow and wildlife habitat zones.

5 Respect the local environment

The scale and orientation of streets in the network celebrate the unique local and regional characteristics of the natural and built environment. These include architectural features, climate, geography, topography and history.

6 Emphasize walking as the fundamental activity of the street network

Our most valued urban places are principally designed for the use and enjoyment of people on foot. This requires a finely woven fabric of streets and blocks that offer direct, varied pedestrian routes made interesting through careful design.

7 Create harmony with other transportation networks

The street network is a foundation for the design and evolution of other transportation systems, including highways, rail, freight and air travel. It provides flexible mobility and clearly defined movement between modes and helps turn transit meeting points into attractive and valuable civic places.

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3.1 STRATEGIES FOR SUSTAINABLE STREETS

Although Evangeline Corridor enhancement efforts are already underway, in the form of re-striping projects and temporary Better Block takeovers, a more systematic and proactive approach is needed. In order to facilitate long-term development, our streets need to be designed as public spaces as well as paths for movement.

Street Networks

Well-connected and well-designed street networks throughout the Evangeline Corridor will improve safety, accessibility and overall mobility for all users. Highly connected street networks have been shown to reduce miles traveled by vehicle, traffic congestion and driver delays. Enhanced street grids permit traffic to easily spread out across the street network when demand becomes excessive on any individual route. Enhanced grids have also been proven to reduce emergency response times.

Sustainable street networks feature a rich array of street and route types, rather than a single design used many times over. Conventional patterns create highly specialized streets that can skew traffic volumes toward the arterial system and encourage high speeds throughout neighborhood districts. In contrast, sustainable street networks connect all types of streets with one another.

Mode-specific networks for pedestrians, bikes, public transit and other vehicles include the Evangeline Thruway, local arterials and neighborhood streets. These networks may overlap on the same thoroughfare. In other places they may be separate, on trails or rails. A sustainable and strategically managed street network coordinates these connections and creates a quality environment when they overlap in a functional manner.

Complete Streets

Complete Streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and public transit riders of all ages and abilities must be able to safely move along and across a Complete Street. Complete Streets are not one-size-fits-all design solutions and do not always encompass every mode of transportation. Project components in urban areas will look quite different from those in neighborhood areas.

In 2010, the Louisiana Department of Transportation and Development adopted a statewide Complete Streets policy. This established legislative strategies and resources for Local Governments to help guide implementation on a city level. While Lafayette Consolidated Government has yet to adopt a Complete Street Policy of its own, the State’s initiative and support can serve as an influential guide for local efforts such as the ECI project.

To achieve amplified positive results, streets in the Evangeline Corridor can be retrofitted and reconstructed following Complete Streets methodology and other best-practice principles and guidelines for safe and sustainable street networks. However, great street design in isolation is not enough. The benefits of Complete Streets can only be realized by creating a robust, well-designed network.

BENEFITS OF COMPLETE STREETS

- Reduced pedestrian and bicycle injury and fatality rates
- Increased mobility and safety for children
- Improved mobility for people with disabilities
- Increased mobility and independence for aging populations
- Reduced emissions and support for environmental policies and goals
- Support for local economic development
- Lower household transportation costs
- Improved health – active transportation increases activity, which can reduce rates of obesity, diabetes and heart disease

Connectivity Across the Corridor

Enhanced connections are needed to weave together the urban fabric east and west of the I-49 Connector. These connections — where streets will cross the Connector — must be maintained for vehicular travel and enhanced for pedestrian safety.

Key transition points include:

- West Willow and East Willow Streets
- West Congress Street where it diverges into West Second and West Third streets
- Jefferson Street and Jefferson Boulevard (at the railroad tracks)
- Johnston Street and Louisiana Avenue
- Taft and 14th streets
- West Pinhook and East Pinhook roads

A new link should be considered to join Lamar and 11th streets to connect historic neighborhoods in the Freetown-Port Rico and McComb-Veazey Districts.

Improving these areas, along with arterials (for example, Simcoe Street) and neighborhood passages (such as 12th Street), will create stronger links throughout the Corridor and to other parts of the city.

Context

Context plays a significant role in street design. Street types and applications should closely respond to and, in many ways, influence the desired character of the public realm experience and the nature of adjacent development. The Evangeline Corridor is represented by varying types of infrastructure — from the dominant, existing Evangeline Thruway and sections of state-maintained highways (Johnston Street/U.S. Highway 167 and Cameron Street/U.S. Highway 90) to major arterials and neighborhood streets.

As contexts along these thoroughfares evolve, the functions of various Corridor roadways should be highly distinguishable from one another. While a primary function of larger thoroughfares is to move traffic, multimodal components help them meet additional needs including the creation of safe passage for pedestrians and cyclists. Due to large traffic counts, large thoroughfares such Johnston and Simcoe streets, as well as a proposed Grand Boulevard (see page 80) will attract greater development potential. Smaller, intimate thoroughfares such as 12th Street in the McComb-Veazey District and McKinley Street in the Freetown-Port Rico District generate a sense of place by providing active pedestrian zones that incorporate neighborhood-scale elements such as sidewalk lighting, landscaping and on-street parking.

Mobility requirements, activities and behaviors will shift as Corridor re-development occurs and contexts change. To ensure successful short-term and long-term transformation in the Corridor, the design and retrofit of streetscapes should reflect the nuanced technical purposes of network infrastructure. Technical specifications for various Corridor thoroughfares are defined in the ECI Street Type Catalog, which is included in Appendix E.

Design Elements and Safety

In order to guide behaviors and achieve desirable community development in the Evangeline Corridor, streets need to be designed proactively. This means including elements that affect speed and conditions that are favorable for all users, including cyclists and pedestrians.

Design speed is a critical component of people-friendly streets — and a crucial mitigation element throughout the Corridor. As a guide, target speeds for sections of urban arterials in the Corridor should not exceed 35 miles per hour (mph), while the maximum target speed for urban collectors should be 30 mph. In some instances, urban main streets can have a maximum target speed of 25 miles per mph, while 20 to 25 mph target speeds should be considered for neighborhood streets.

Beyond posted and target-design speeds, other elements exist to control street behaviors. Medians, pinch points and lane shifts (including chicanes) reduce pedestrian crossing distances and slow drivers. Crossings, including mid-block crosswalks, provide additional safe access and the opportunity for design interventions such as painting or paving treatments. On-street parking and curb extensions with plantings and trees also serve as speed-reduction elements while contributing to the overall enhanced functional experience of well- designed streets.

Streets as Ecosystems

Because of Lafayette’s rainy climate — the city averages more than five feet of rainfall annually — storm water management can easily become a challenge. Integrating street infrastructure with the natural environment is a crucial mitigation strategy for designing new streets and retrofitting conventional infrastructure in the Evangeline Corridor, especially as new development and construction are introduced. Where applicable, innovative low-impact development (LID) features such as pervious pavements, bioswales and rain gardens should be introduced to retain and redistribute storm water before it reaches primary drainage systems. Local plantings can also metabolize storm water pollutants and treat water on-site, reducing the need and cost of large-scale treatment while preserving water quality.

While limited right-of-way and existing infrastructure present situational challenges, streets and sidewalks should be designed to accommodate tree root growth. Healthy street trees are essential components of green infrastructure because they reduce the heat island effect on hard surfaces and improve air quality. Street trees reduce the volume of storm water through root interception and flow attenuation. Trees and low-impact plantings reduce noise and create a sense of place while providing a safety barrier for pedestrians.

Applying various ecological interventions across different street types within the Corridor not only mitigates environmental challenges, but also enlivens pedestrian experience and increases neighborhood value – which in turn enhances the public realm and attracts mixed-use development potential.



Street Furniture and Sidewalks

Street furniture plays a significant role in adding value to the public realm. Elements such as bus shelters, benches, lighting, wayfinding, signage and cycle racks contribute to pedestrian safety and active street life. The design of dedicated and flexible spatial elements allows for enhanced accessibility and the creation of healthy and vibrant pathways.

The first step is to ensure that sidewalks offer ample access and space for safe passage and refuge. The majority of Evangeline Corridor streets are lined with sidewalks; however, many of these walkways are in disrepair, are obstructed or have inaccessible entrance curbs. Multiple bus stops are also underperforming. Often, their placement directly overlaps curbs and sidewalks. In other scenarios, there is no sidewalk adjacent to the bus stop or no shelter from the environment. Ultimately there is a lack of consistency and efficiency across the system.

Sidewalks, including street furniture and designated refuge space should be designed for universal accessibility. They should respond to the human scale – where lighting, wayfinding and signage are aligned to eye-level vantage points. Dedicated, revamped bus stop shelters should provide safe harbor from traffic and the environment while attracting ridership to promote multi-modal transport options. Failure to accommodate these components will often result in challenging pedestrian experiences and overall lack of urban character.

SIDEWALK ZONES

- Frontage Zone:** The section of the sidewalk that functions as an extension of a building, such as an entryway or outdoor seating area.
- Pedestrian Through Zone:** The primary, accessible pathway that runs parallel to the street. This zone ensures that pedestrians have a safe place to walk of adequate width — ideally 5 to 7 feet in residential environs and 8 to 12 feet in busy commercial areas.
- Street Furniture Curb Zone:** The section of sidewalk between the curb and Pedestrian Through Zone where street furniture and amenities such as lighting, benches, kiosks, utility poles and bike racks exist along with green infrastructure such as street trees and rain gardens.

Interim Design Strategies

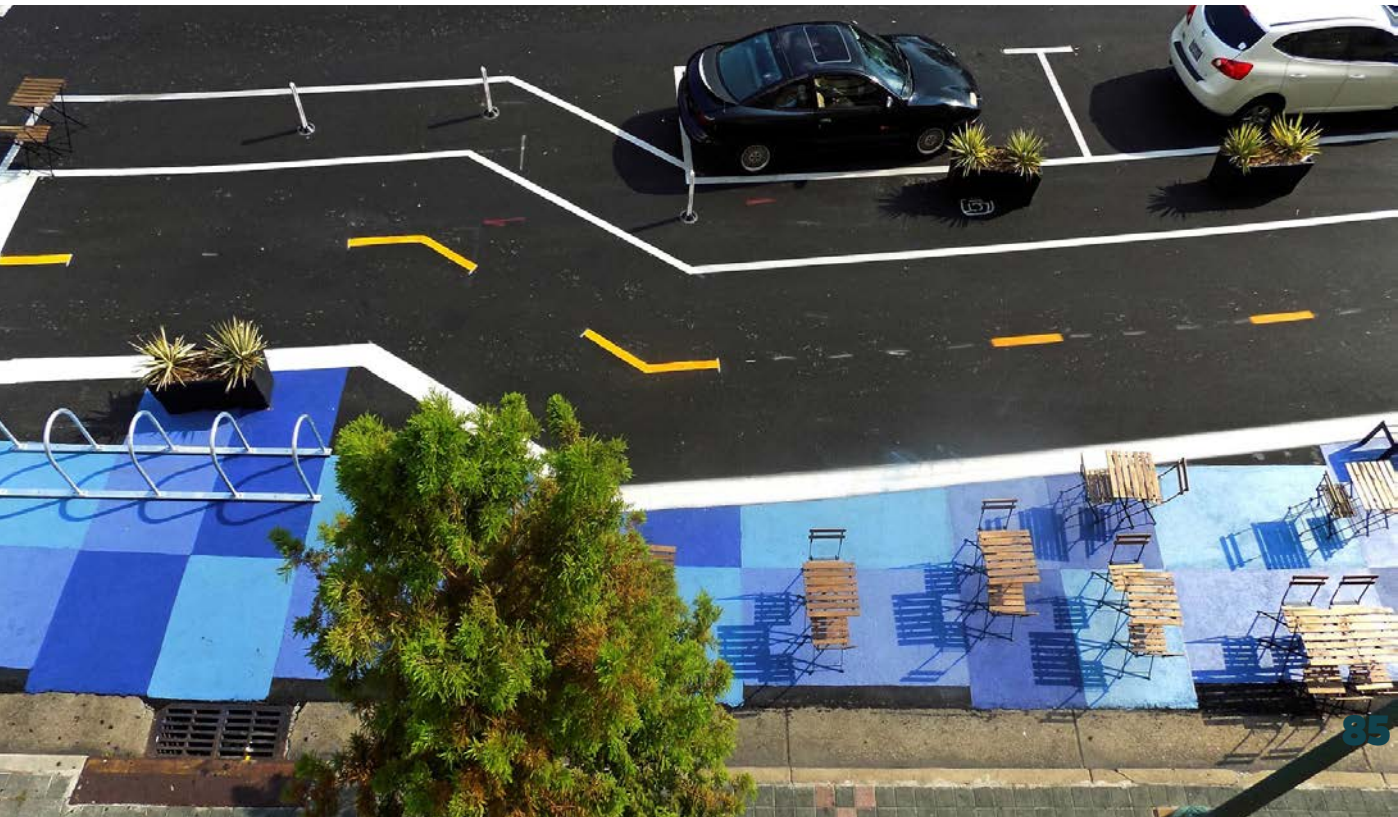
Many existing street conditions in the Evangeline Corridor demonstrate how conventional design elements such as wide travel lanes and non-distinguishable street spaces can have an adverse impact on safety and experience.

Although full-scale reconstruction projects typically require significant capital funding and time to complete, interim projects enable Lafayette Consolidated Government to test ideas within the community and adjust proposed redesigns. Interim design enhancements can be accomplished using low-cost actions such as re-stripping and lane separators. Allowing for real-time traffic data assessment can help LCG and the community realize the long-term value of a full retrofit or reconstruction. The transition also enables drivers, pedestrians, and cyclists to acclimate properly to change.

This approach can lead to more appropriate and permanent applications, including new drainage and storm water provisions, safe bike lanes and sidewalks, and traffic calming elements such as planted bulbouts. In the Evangeline Corridor, LCG has already tested first-phase re-stripping strategies along Congress Street. Temporary Better Block street takeovers have also shed light on potential thoroughfare enhancements. Further improvement projects in the Corridor should include major connection arterials such as West and East Simcoe Streets, Surrey and Willow Streets, Mudd Avenue and Jefferson Boulevard. As LCG plans focus thoroughfare studies, phased transformation should be considered as a way to introduce a concerted and systematic street improvement program across the Corridor.

INTERIM DESIGN STRATEGIES

- Curb Moving / Temporary Sidewalk Widening
- Temporary Traffic Calming Elements
- Restriping
- Parklets
- Temporary Street Closures
- Temporary Public Plazas
- Bike Corrals
- Better Block Installations



3.2 TRANSFORMING STREETS

A sustainable street network consists of all types of streets that accommodate many different travel modes. Some streets are designed to serve traffic in all forms. Others are designed to be quiet, with only the occasional vehicle.

Some Evangeline Corridor networks will connect to other parts of Lafayette, while others will be segmented, in order to control traffic speed and volume. Enhancing conditions and connectivity within Corridor networks and between neighborhoods will greatly enhance community cohesiveness and user experiences.

Streetscape Diagrams

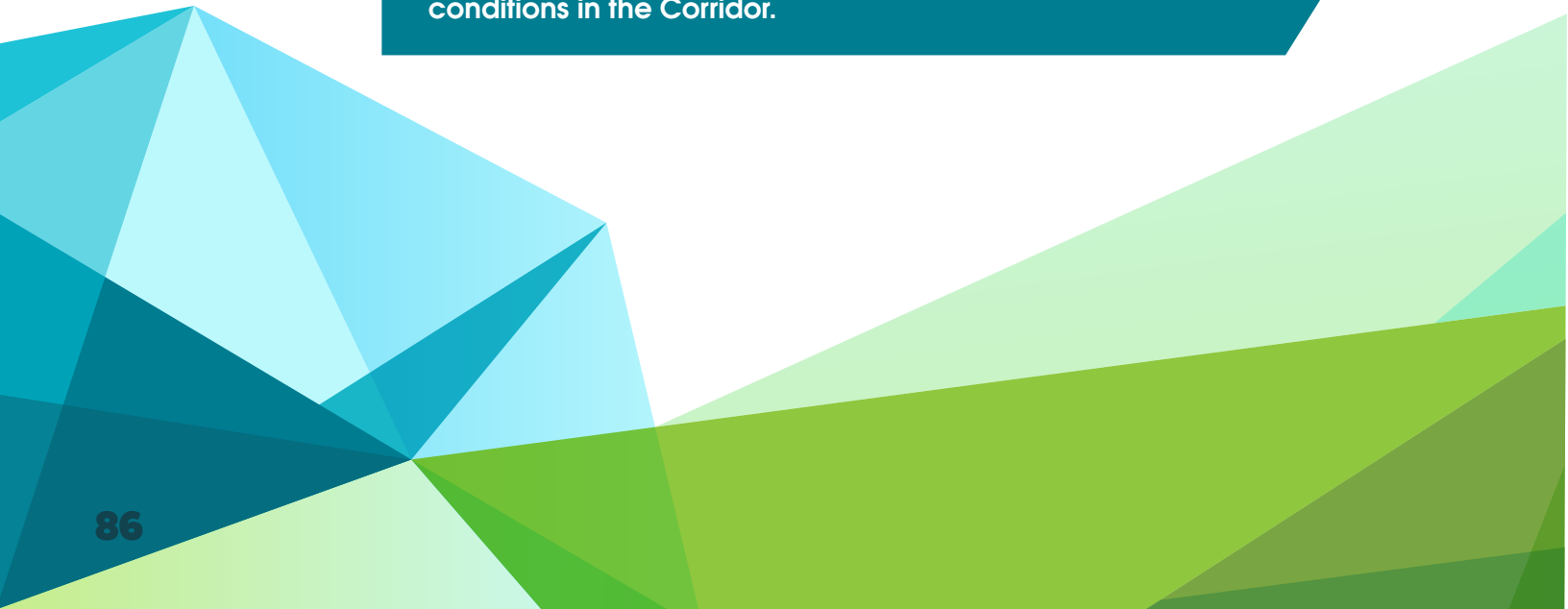
This section highlights the potential transformation of major thoroughfares in the Evangeline Corridor. These particular thoroughfares were selected based on their significance within the overall Corridor network.

The streetscape diagrams that follow illustrate various ecological and design-specific enhancements that will promote a safer and more appealing environment for pedestrians and multi-modal travel.

NOTE: Additional public input, research, and engineering would be necessary to fully develop these streetscape concepts.

For additional design concepts for various thoroughfares within the Corridor, Chapter 4: District Initiatives and Catalyst Projects.

For additional information on street types, see the ECI Street Type Catalog in the Appendix E. It contains technical drawings and data that describe some existing and proposed street conditions in the Corridor.



MARTIN LUTHER KING JR. DRIVE

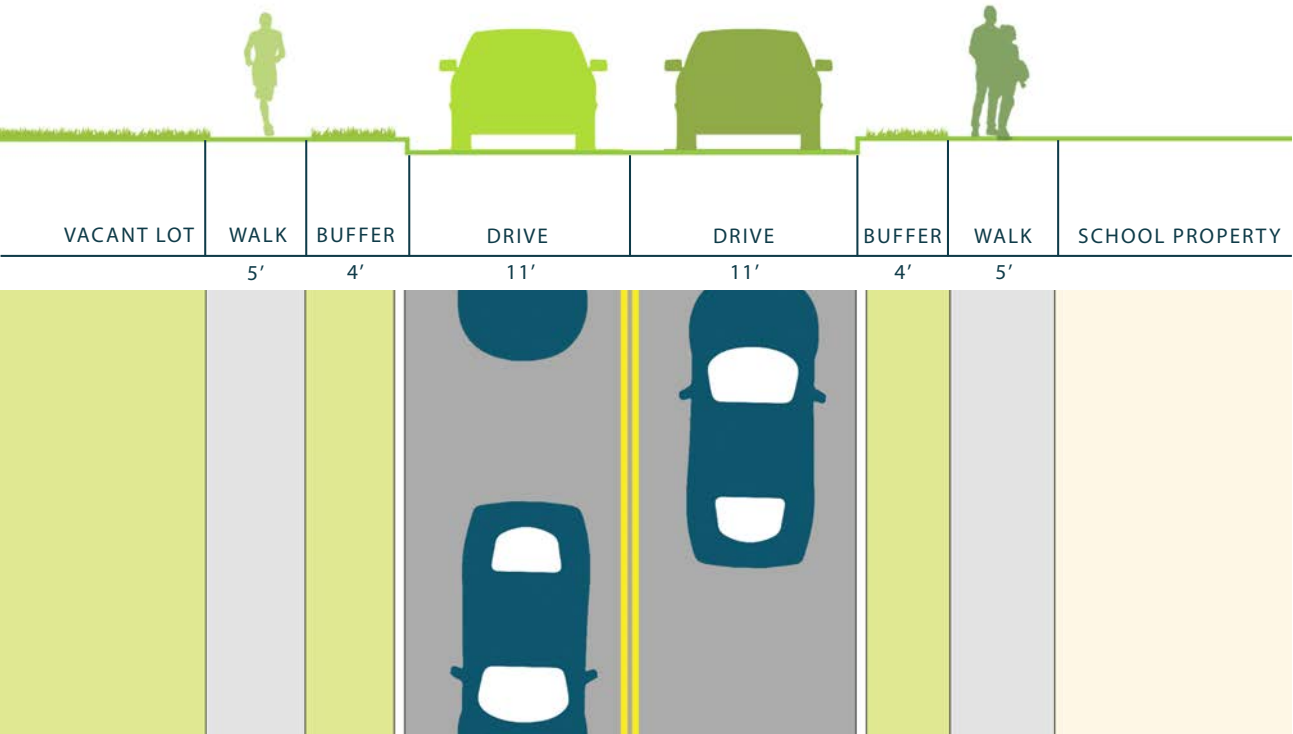
Gateway District

Issues expressed along Martin Luther King Jr. Drive pertained to lack of character in the landscape and poor lighting, especially in front of Alice Boucher Elementary School. Streetscape improvements and placemaking elements will increase safety, contribute to environmental mitigation and provide for a more enjoyable pedestrian experience. The enhancements will also spur localized infill development potential. Proposed improvements include:

- Bioswales and street trees
- Wider sidewalks with furniture
- Pedestrian-scale lighting



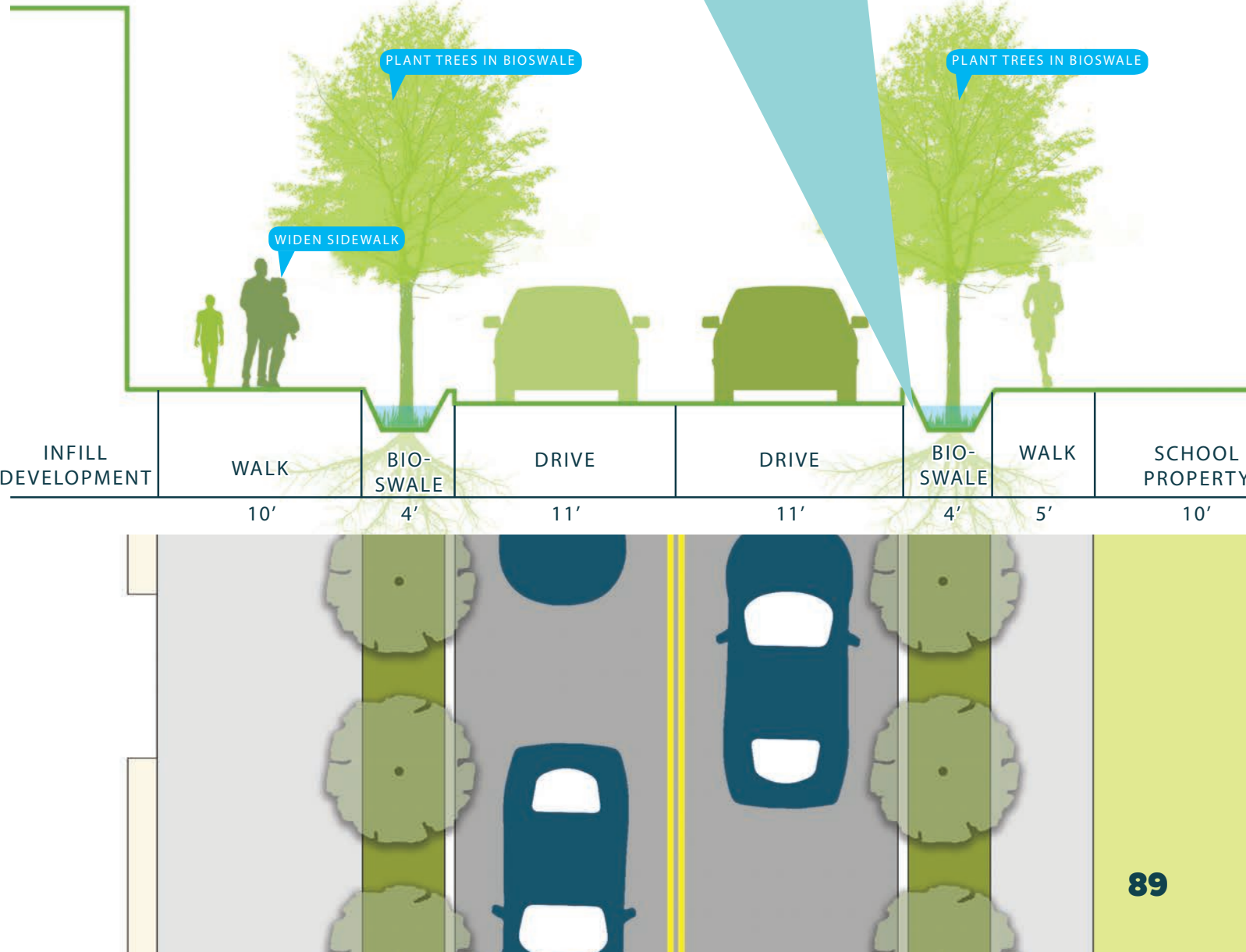
EXISTING



PROPOSED

BIOSWALE

Vegetated, shallow, landscaped depressions designed to capture, treat, and infiltrate stormwater runoff as it moves downstream.



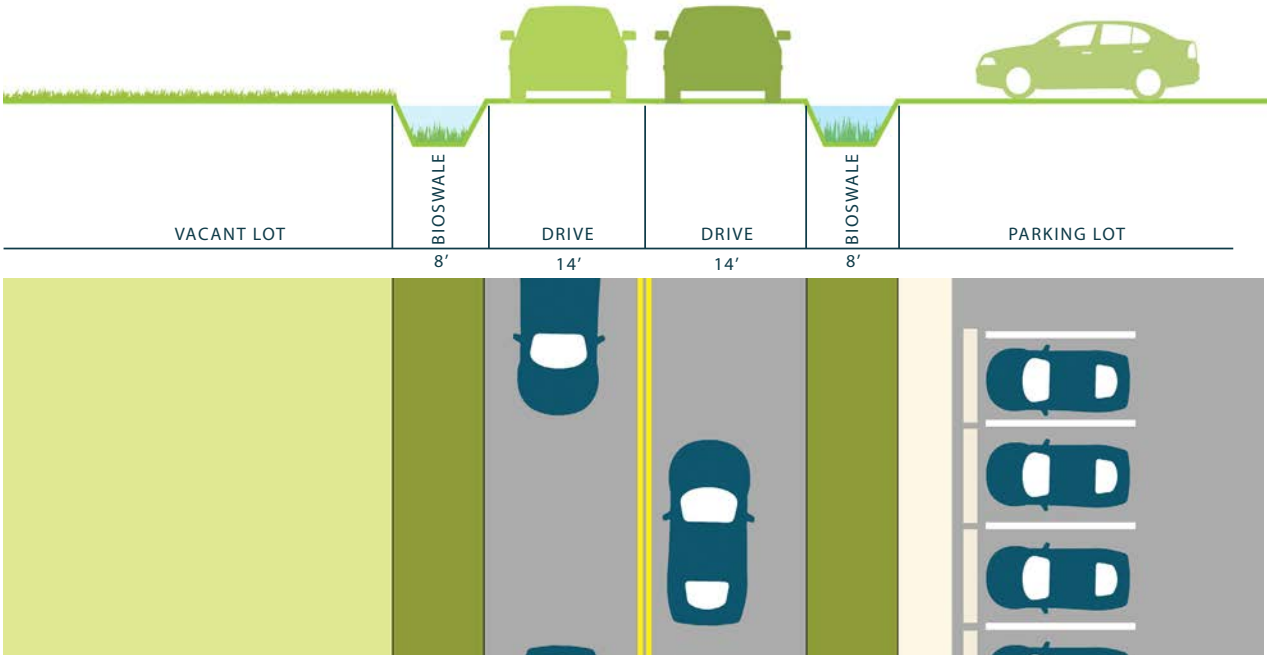
CASTILLE AVENUE
Gateway District

Castille Avenue serves as a primary boundary and access alongside Northgate Mall. To align with retrofit strategies and incremental redevelopment at the mall site, Castille Avenue is in need of upgrades. Streetscape improvements will break down the conventional roadway to create better and safer access through multi-modal paths while enhancing the area’s character for future infill development. Proposed improvements include:

- Bioswales and street trees
- Narrower travel lanes to slow traffic
- A dedicated bike path with a safety buffer



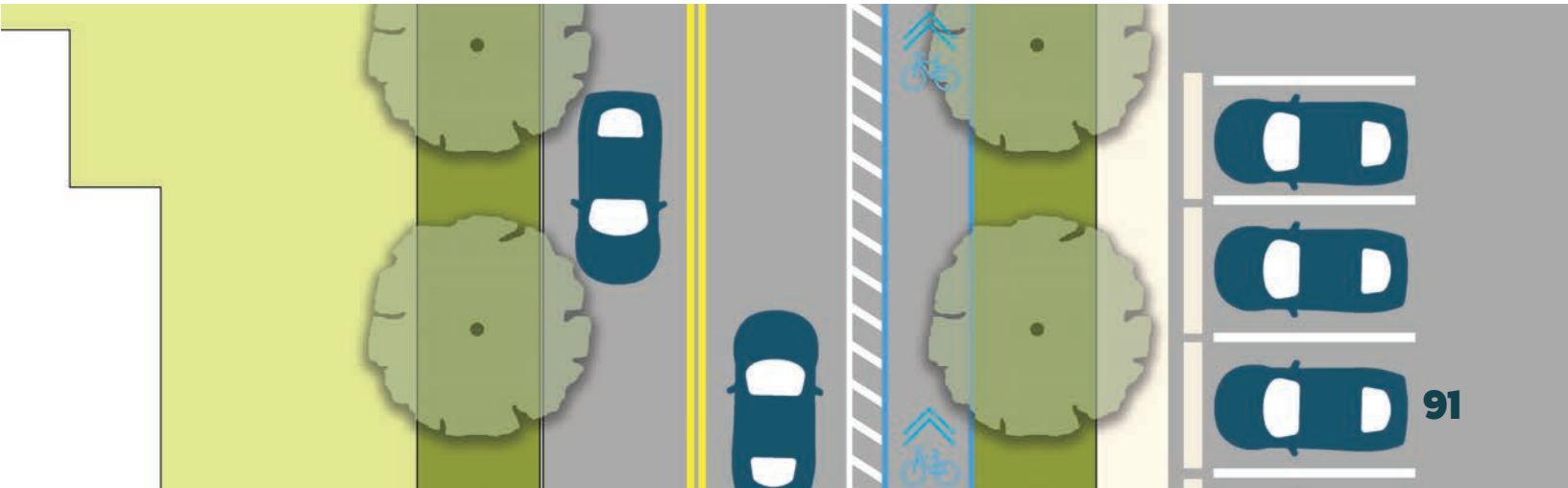
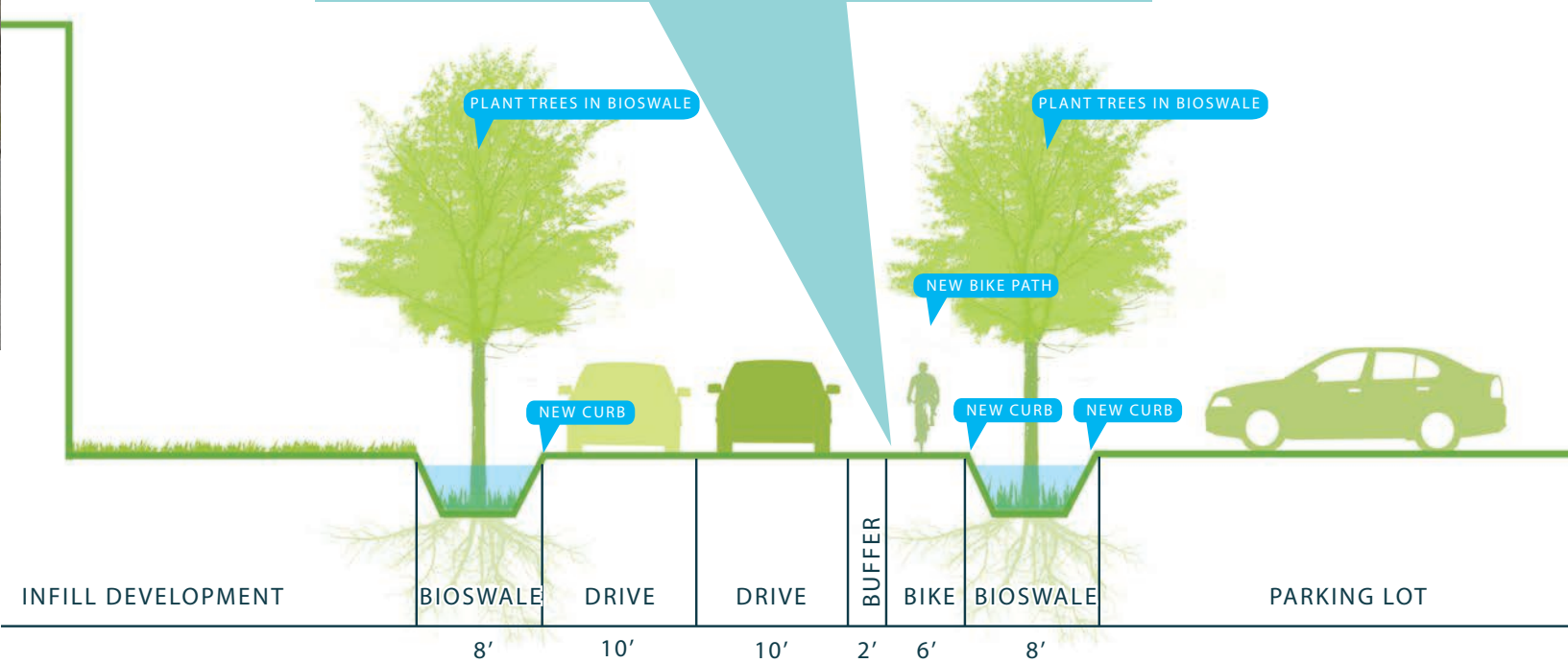
EXISTING



PROPOSED

BIKE PATH

A portion of the roadway that has been designated by striping, signage, and pavement markings for the preferential use of cyclists.



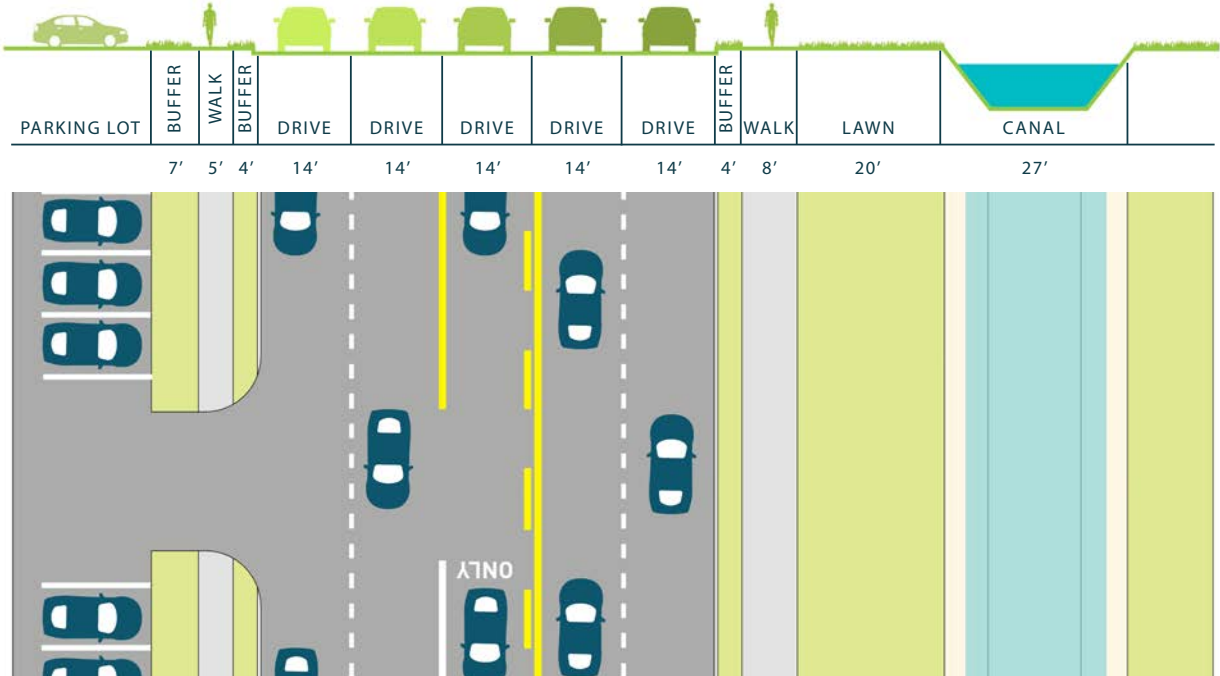
WEST WILLOW STREET
Gateway District

Willow Street is a major east/west connection within the Corridor and to the city beyond that should be maintained and enhanced. Its current, expansive right-of-way yields high travel speeds and challenges pedestrian safety, which is not conducive to fostering a productive mixed-use community environment. Proposed streetscape improvements will mitigate this situation and ensure a safe public realm that promotes development and economic growth. Proposed improvements include:

- Narrower travel lanes and a landscaped median to slow traffic
- Linear park and trail
- Designated bus stop/shelters where appropriate



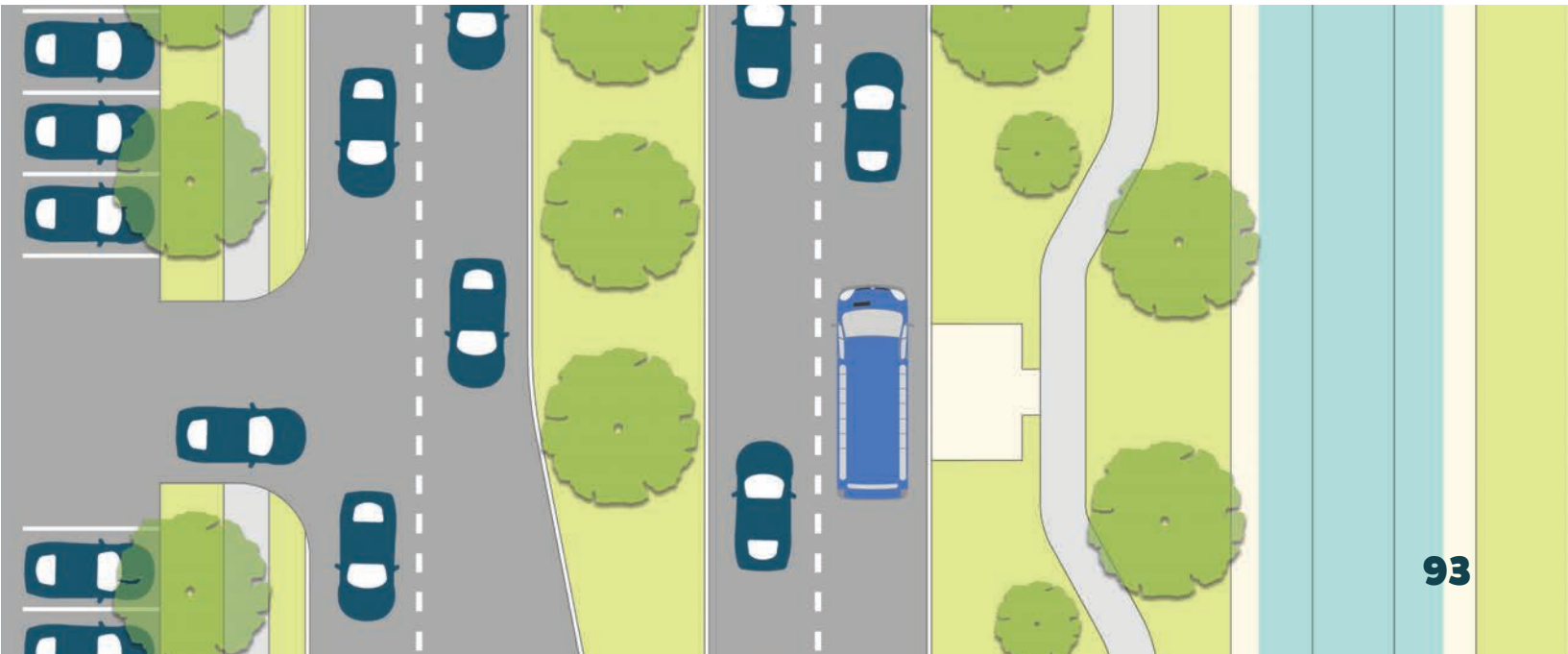
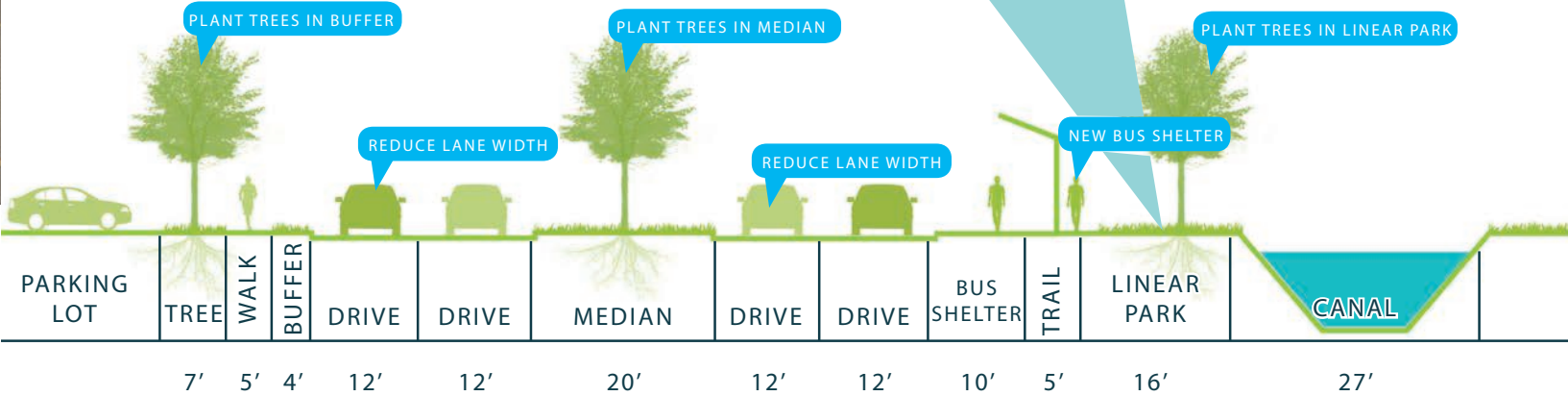
EXISTING



PROPOSED

LINEAR PARK

Linear Parks are located in urban settings and are longer than they are wide, making efficient use of space that is otherwise unused. Some are trails and former railroad beds, while others return public lands next to canals, streams, electrical lines, and highways to recreational use.



EAST WILLOW STREET

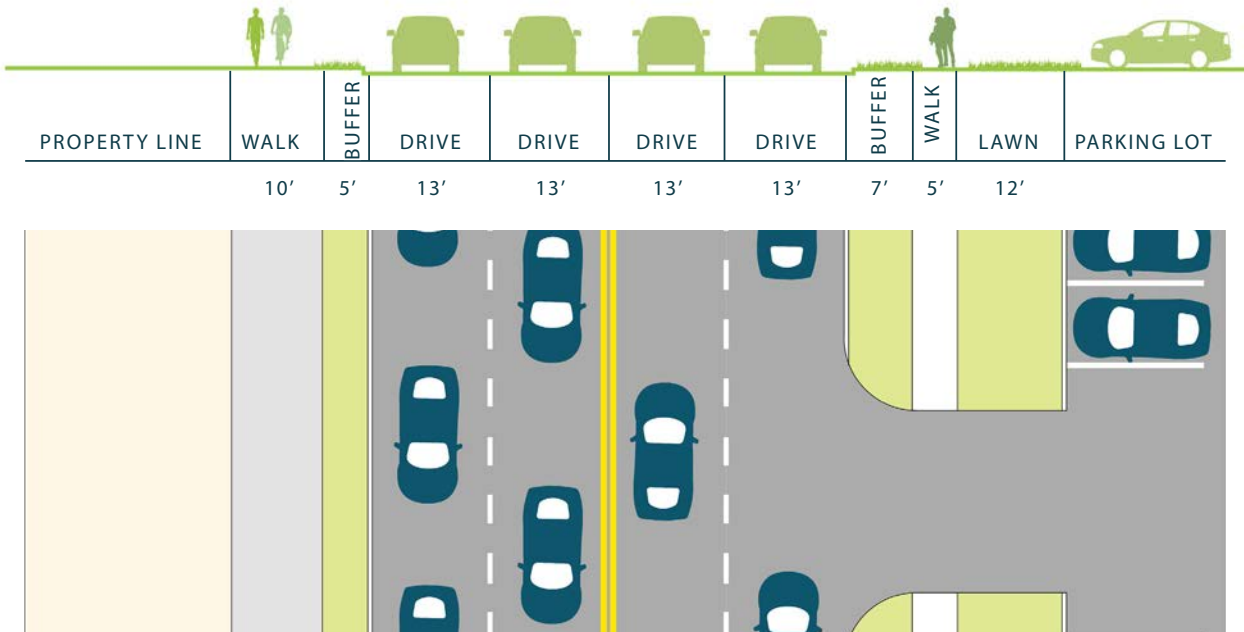
Gateway District

The transition from the proposed Connector interchange to a more predominant neighborhood fabric presents challenges. Retrofitting the street with safe multi-modal systems and features will mitigate this interface and better serve the local community while providing the foundation for infill development. Proposed improvements include:

- Narrower travel lanes and a landscaped median to slow traffic
- Additional landscaped buffers with street trees
- Shared paths for pedestrians and cyclists



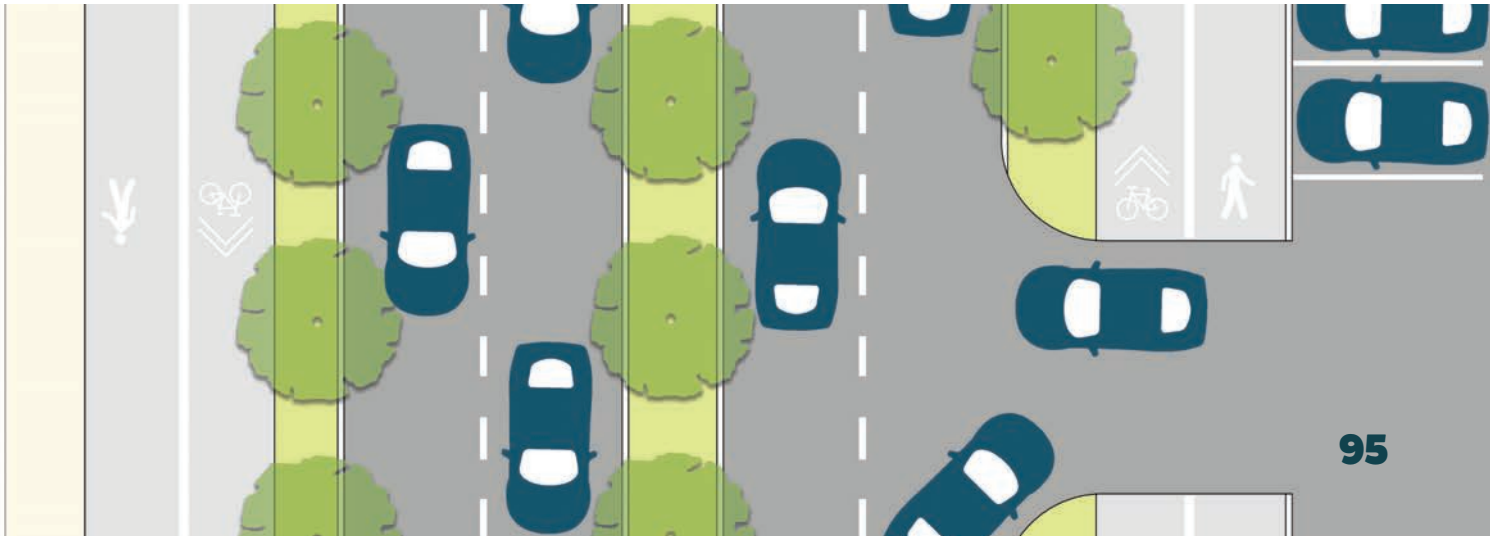
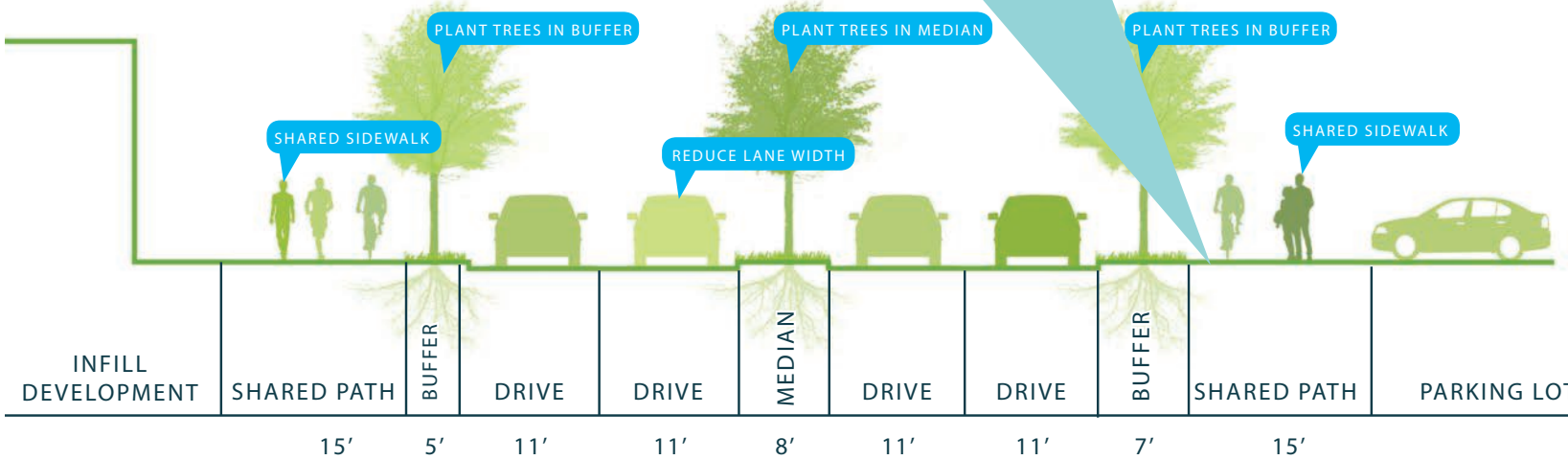
EXISTING



PROPOSED

SHARED PATH

Part of a transportation circulation system and supports multiple recreation opportunities, such as walking, running, and cycling.



INTERSECTION OF SURREY AND 12TH STREETS

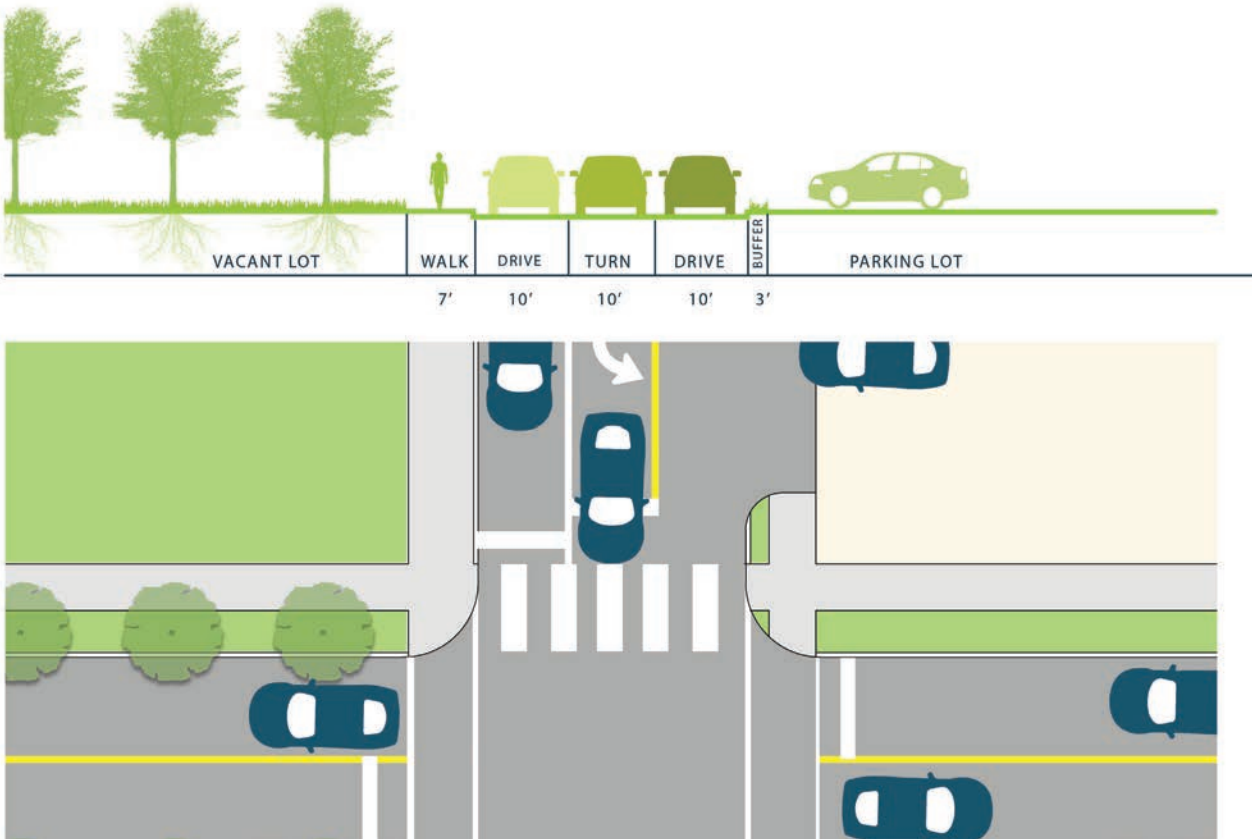
McComb-Veazey District

This intersection is an appealing community node focusing on the Immaculate Heart of Mary Church and School, the links provided by 12th Street through the McComb-Veazey neighborhood, and the wider arterial connectivity of Surrey Street to points within and beyond the Corridor. Improving the quality of this intersection will promote safe access for school children while further establishing the node as an opportunity for neighborhood scale mixed-use development. Proposed improvements include:

- Reduced travel/turning lanes
- Bulbouts and bump outs with enhanced landscaping features that provide protection for on-street parking and pedestrian street crossings



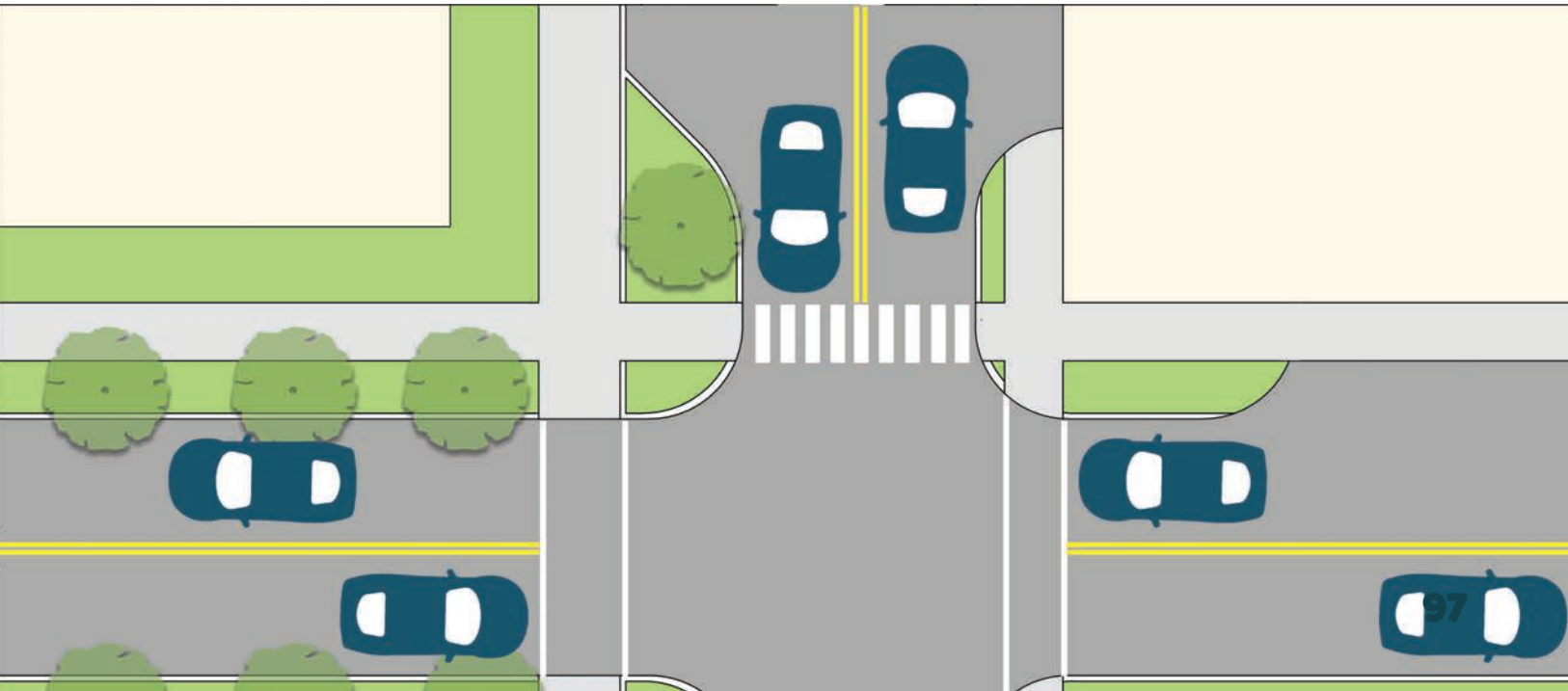
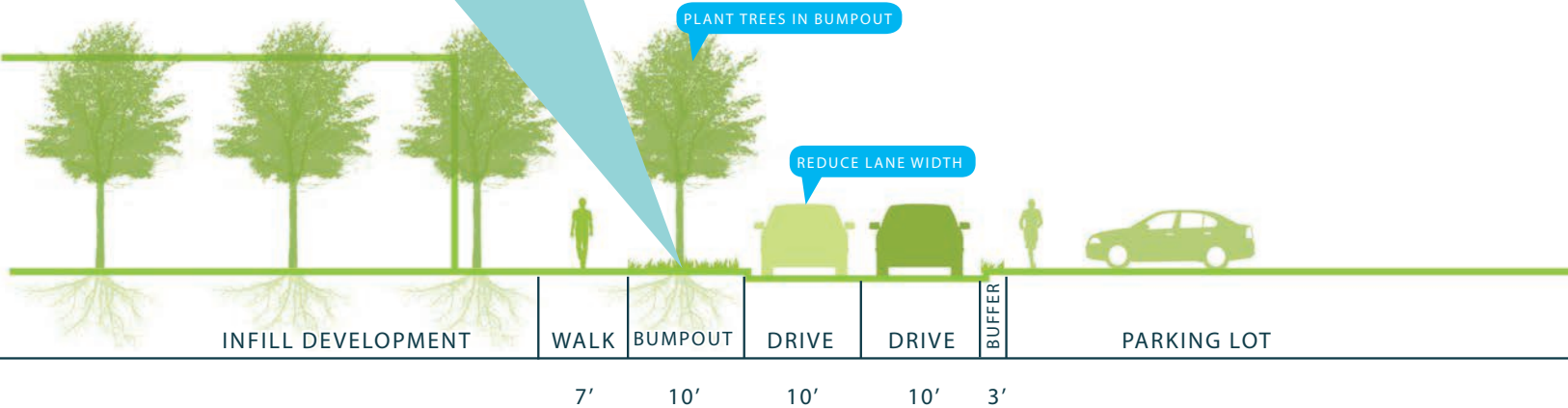
EXISTING



PROPOSED

BUMP-OUT

Bump-outs or bulb-outs are curb extensions designed as traffic calming measures, that reduce vehicle speeds and shorten the street crossing distance for pedestrians. They also protect street parking near intersections. Bump-outs often are designed to accomodate plantings, street trees, and street furniture.



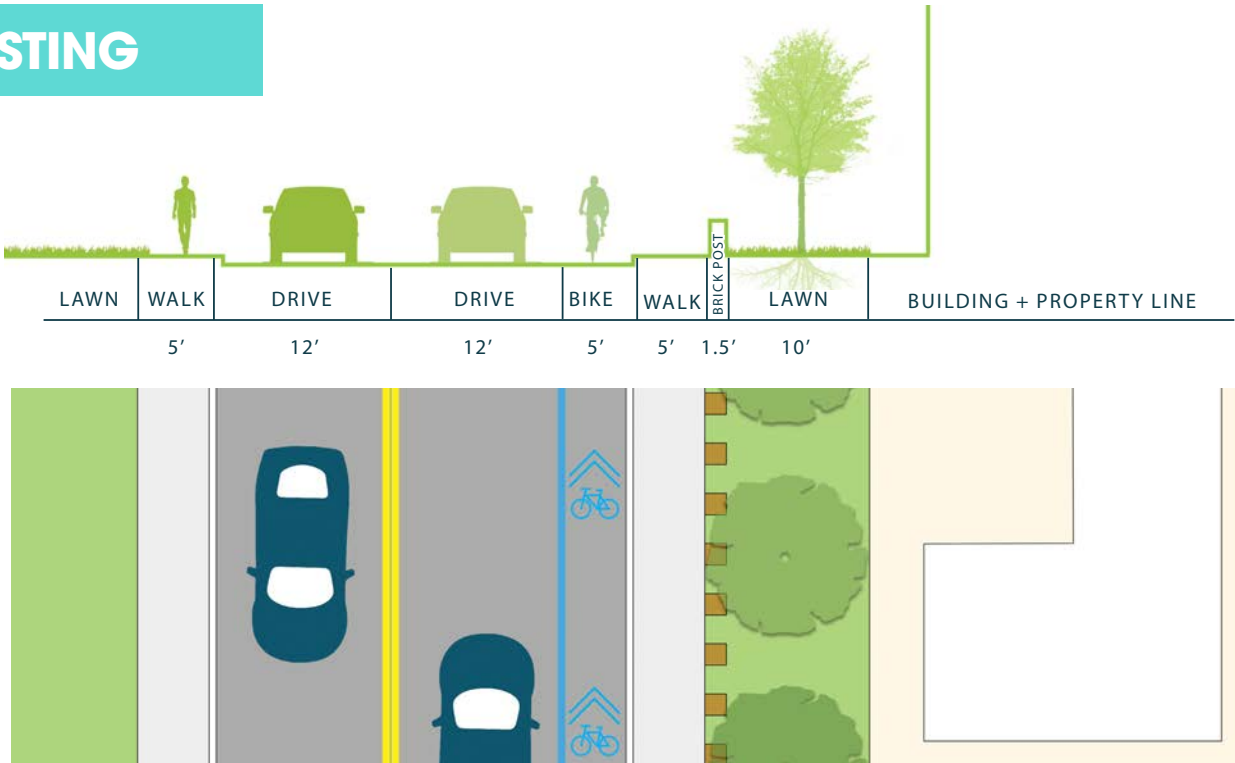
WEST SIMCOE STREET
Sterling Grove/La Place/Simcoe District

Simcoe Street provides a major arterial that transverses the Corridor and multiple neighborhoods. Minor pinpoint adjustments to the West Simcoe Street streetscape will promote safety for pedestrians and cyclists while contributing to the overall environment and walkability. Proposed improvements include:

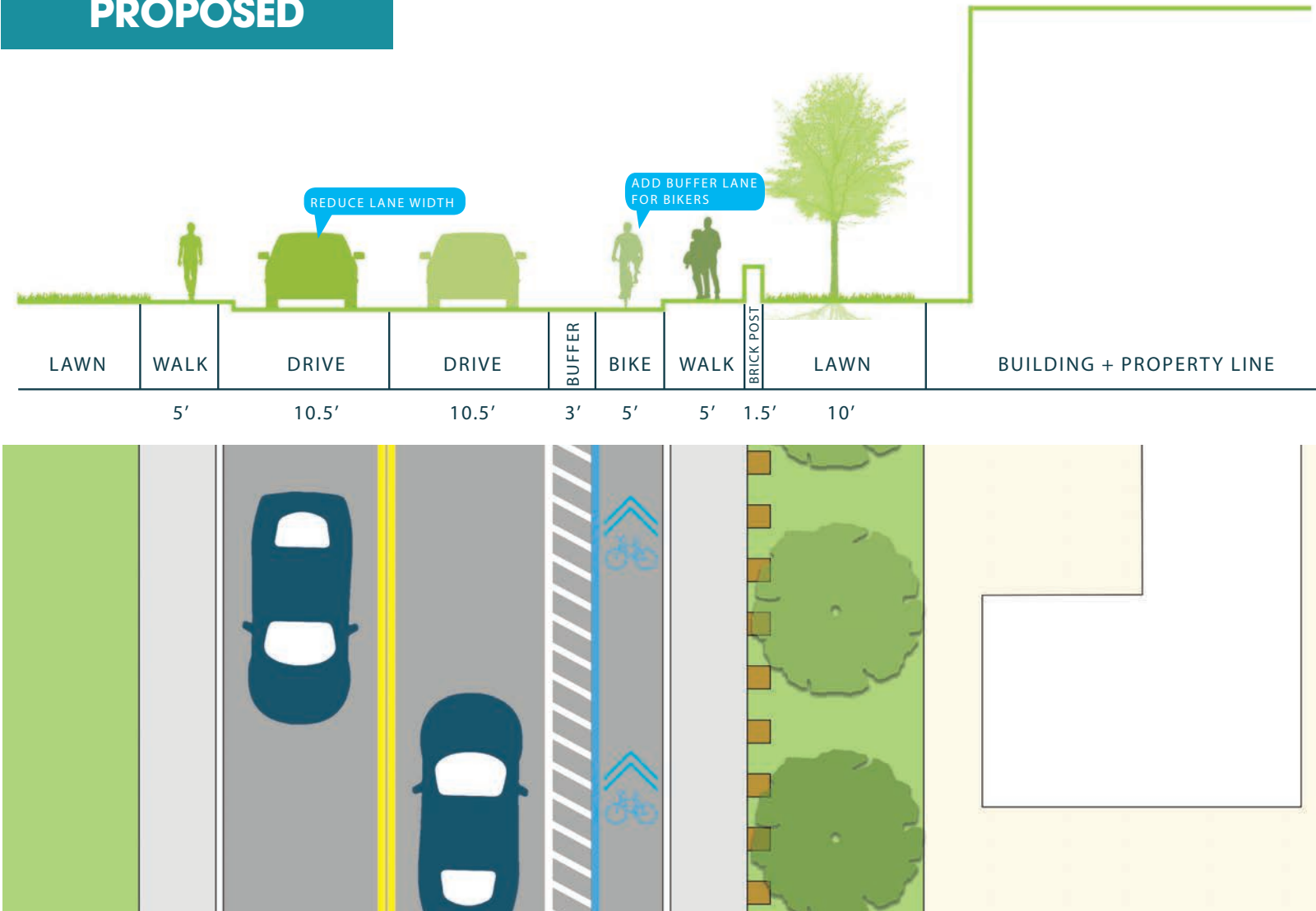
- Narrower travel lanes to slow traffic
- An added buffer to protect bike lane
- Improved sidewalks to promote enhanced urban street frontage



EXISTING



PROPOSED

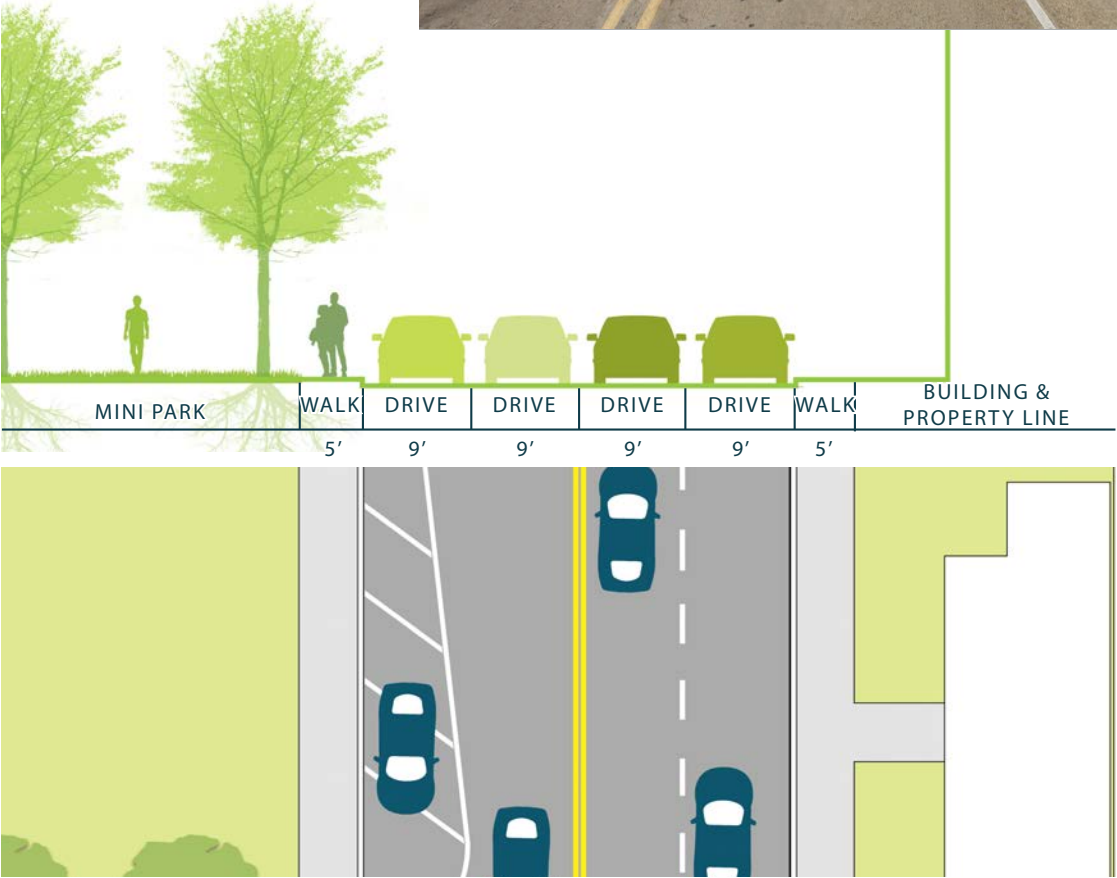


JEFFERSON BOULEVARD

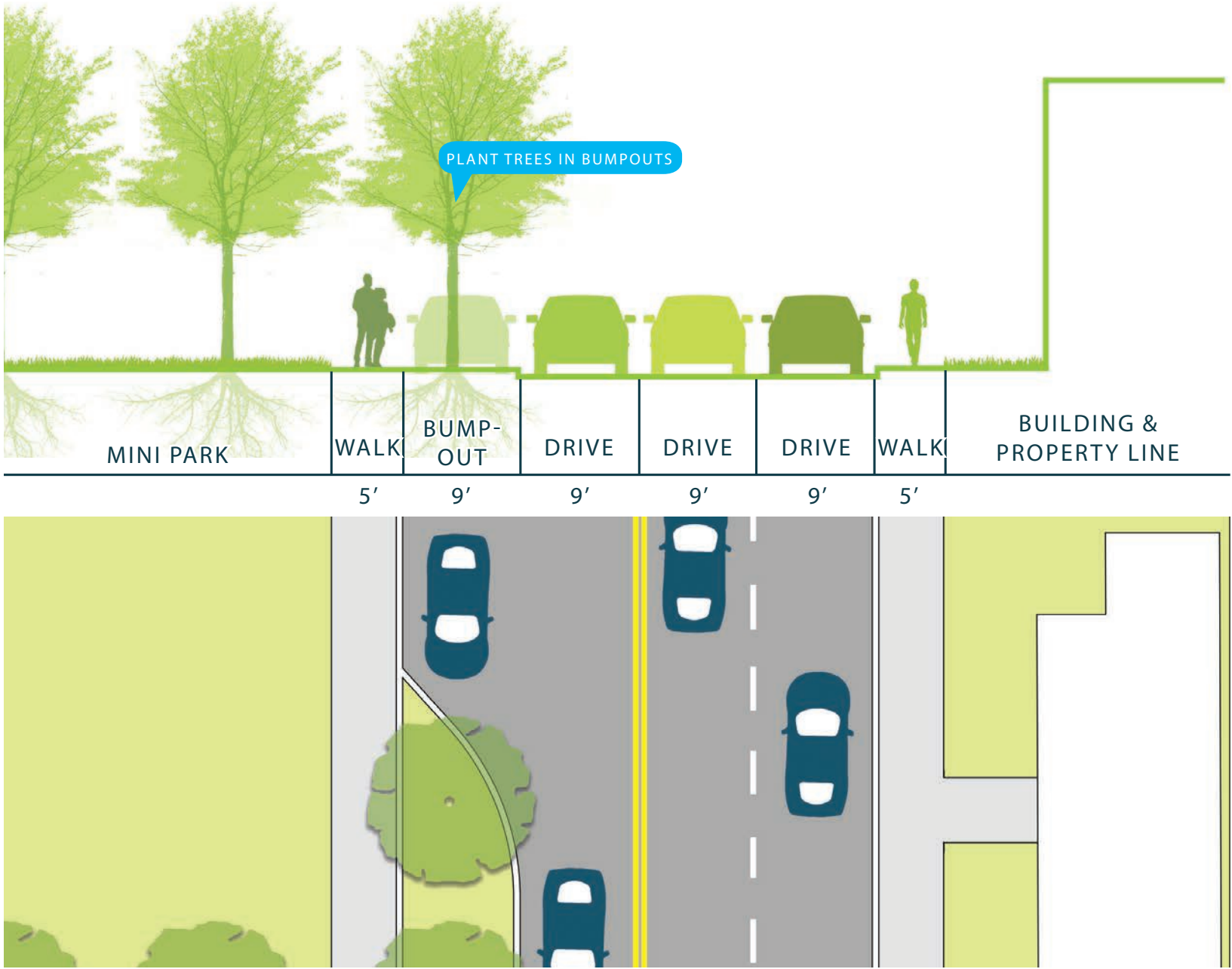
Sterling Grove/La Place/Simcoe & McComb-Veazey Districts

Jefferson Boulevard has a rich history as a link between historic neighborhoods and Downtown. Streetscape improvements will seek to reclaim this history by providing newly landscaped streets that are safe for pedestrians and create a sense of place for the community while enhancing links to Downtown. Proposed improvements include:

- Re-striped travel lanes and added on-street parking
- New bulb/bump outs with enhanced landscaping features that provide protection for on-street parking and pedestrian street crossings
- Improved sidewalks and street trees



PROPOSED



INTERSECTION OF JEFFERSON AND MCKINLEY STREETS

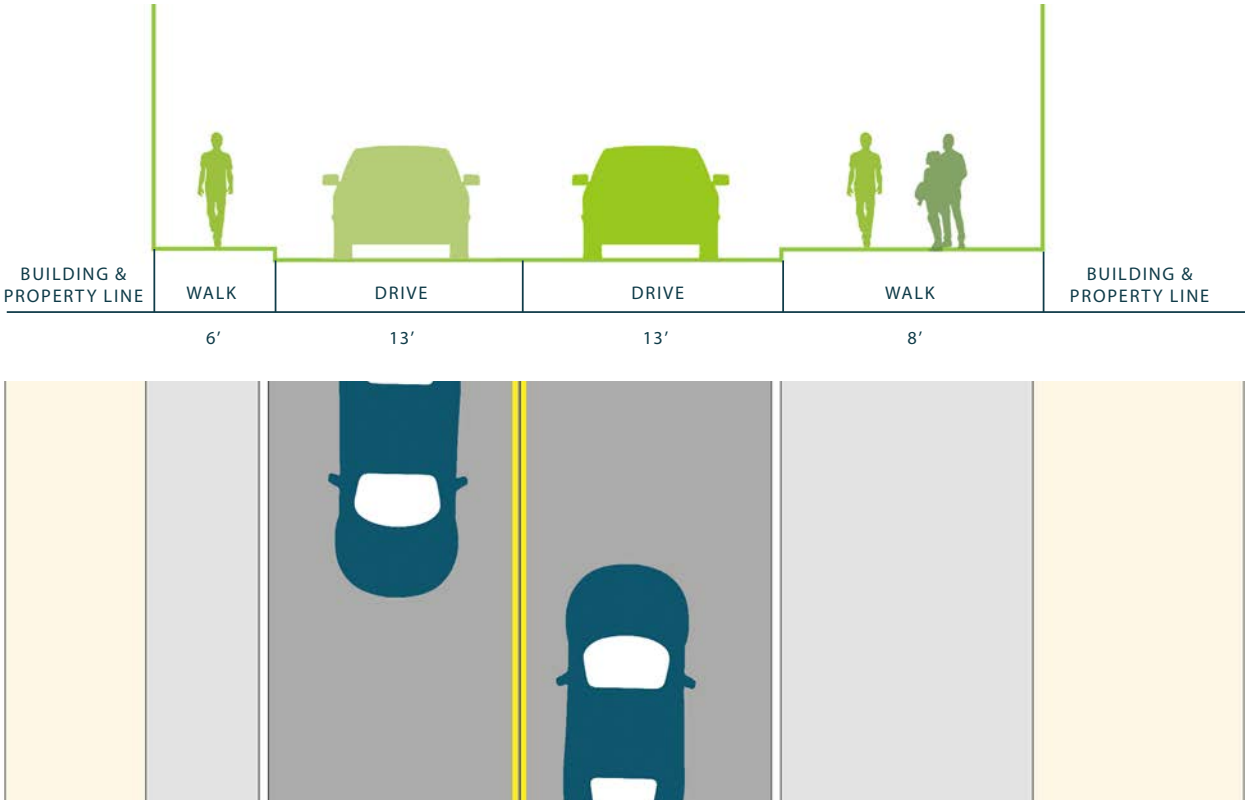
Freetown-Port Rico District

The Jefferson Street extension from Downtown into the Freetown neighborhood is a crucial local network connection. The area around the intersection of Jefferson and McKinley streets is significant for its link through the neighborhood to the UL Lafayette campus and for its past commercial character. Streetscape improvements will help foster a safe pedestrian experience while creating appealing urban street frontages to address redevelopment desires and potential. Proposed improvements include:

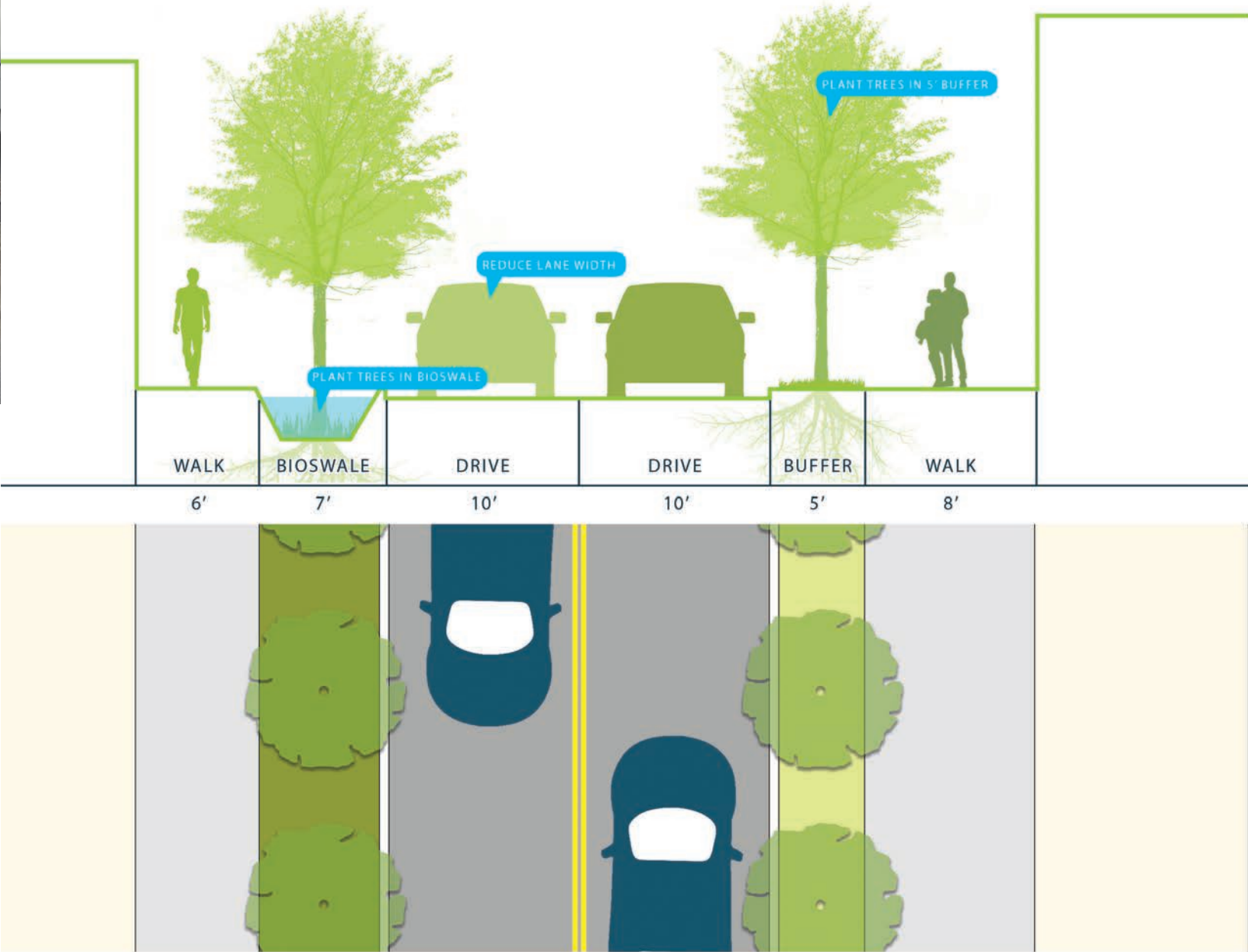
- Narrower travel lanes to slow traffic
- Bioswales and landscaped buffers with street trees
- Improved sidewalks with furniture



EXISTING



PROPOSED





4

DISTRICT INITIATIVES AND CATALYST PROJECTS

Within the overall Corridor plan, unique district needs and desires require particular actions that can help communities achieve localized revitalization goals. Catalyst projects are tangible efforts that can help drive neighborhood interaction, spur further development and influence community investment. They are implemented through various means such as sweat-equity efforts, city-funded support, public-private partnerships and grant awards.

4.1 DISTRICT-LEVEL GUIDELINES & CONCEPTS

Corridor-wide strategies and principles presented in previous chapters offered a framework of shared principles and values for neighborhood development. Successful revitalization within the Corridor will depend on how well neighborhoods implement the comprehensive vision - how they plan, strategize, and address community issues on a local level, including mitigating impacts from the proposed I-49 Connector. Additionally, district-level concepts speak to the necessity of incremental planning and grassroots actions that relate to particular issues and opportunities.

The key to sustained implementation will be creating phased and prioritized scenarios of the Catalyst Projects in this chapter. It cannot all be done at once. Order and phasing matter in terms of which neighborhood centers and nodes and the corresponding catalyst projects should be supported for initial activation balanced with guidance from residents and the public on preferred projects. This approach will signal to the marketplace predictability and alignment of potential public investment. It will also provide a rational capacity for governance in terms of capital budgeting. There will not be one right answer in terms of these scenarios; and so the plan’s careful relating of redevelopment opportunities, infrastructure, and public spaces should be used as the guidepost for prioritization and decision making. Ignoring the plan in favor of *ad hoc* decision-making ensures that the market will ignore the opportunity to reinvest in the corridor.

4.1.1 CATALYST PROJECT METHODOLOGY

CATALYST PROJECTS

Catalyst Projects are specific identifiable actions that can help neighborhoods achieve incremental growth in alignment with corridor-wide planning visions. These diverse projects and grassroots efforts promote neighborhood interaction, spur local development, and influence direct neighborhood investment. They are reflective of a community’s core values and stimulate lasting transformation that enhances the character of nodal centers in relationship to the entire Evangeline Corridor.

IMPLEMENTATION AND FUNDING

Rather than implementing projects randomly throughout the Corridor, the ECI Team identified Catalyst Projects and concentrated them within the neighborhood nodes – places with the most need and/or the most activity. These projects’ greatest impact will be to increase re-investment in neighborhoods.

Catalyst Projects come in all types and sizes – from streetscape improvements to small neighborhood parks and plazas or public art. They can be grouped by various levels of support such as sweat-equity projects, city funds, public-private partnerships and grant awards. Sweat-equity projects, sometimes referred to as tactical urbanism, can be achieved quickly with impassioned community action for little money. Local government funding and partnerships can support signature projects that come with higher costs and longer timeframes such as major civic infrastructure improvements. State and national foundation grant programs allow for various projects to occur. These are usually based on particular types or themes, such as community health, infrastructure, or public art.



GATEWAY DISTRICT



**STERLING GROVE / SIMCOE /
LA PLACE DISTRICT**



**DOWNTOWN / FREETOWN /
PORT RICO DISTRICT**



MCCOMB-VEAZEY DISTRICT



**VERMILION RIVER
RECREATIONAL DISTRICT**

HOW TO VIEW THIS CHAPTER

From here, the Corridor District framework is presented. This framework was established to focus on the smaller neighborhood scale and to understand and gauge the relationships between different areas. The unique qualities and shared challenges among neighborhoods provides a canvas that can lead to overall progress.

Presented by District, The Corridor Plan covers two main parts:

Key Strategies and Actions (with annotated diagram map)

Example Catalyst Projects (with annotated illustrations)

In each district section, all catalyst projects are located on the district plan illustration, and a select few are shown in detail concept format. Catalyst projects are often illustrated in tandem with other projects as part of an overall area strategy -- part of the comprehensive revitalization efforts. District Design Manuals will cover some catalyst projects in more detail and the entire Catalyst Project Catalog Profile Sheets are in Appendix G.

4.2 DISTRICT FRAMEWORK

Planning for the unique characteristics and realities of the Corridor Districts presented many challenges. Given the diverse cultural and physical nature of each District, the ECI Team addressed district planning from both an overall cohesive perspective and an individual approach. While each neighborhood is distinct, they share many values and form the heart of Lafayette’s urban core - where residents utilize transportation facilities, activity centers, parks and civic buildings.

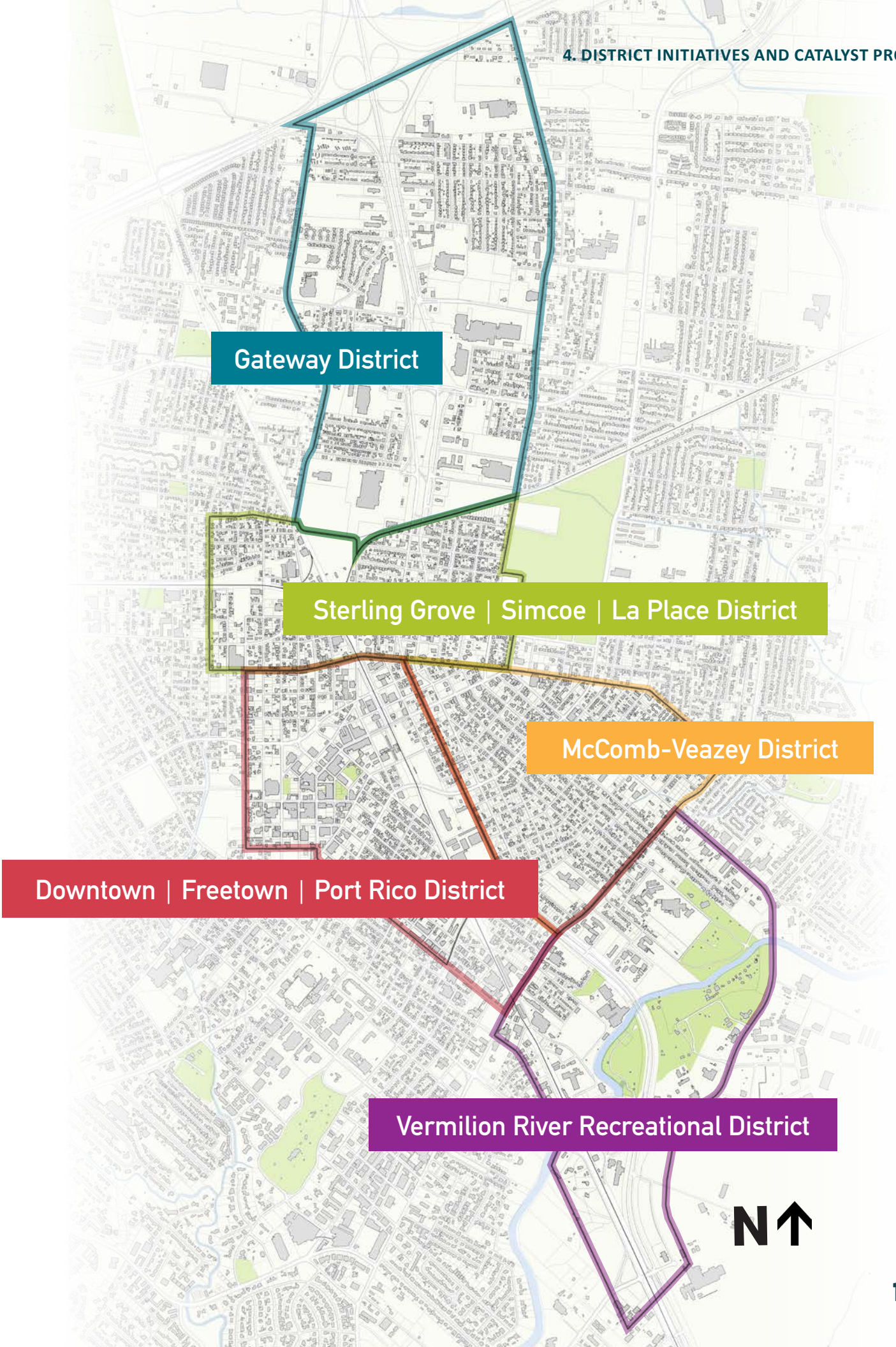
NEIGHBORHOOD STRUCTURE

For public outreach purposes, the Corridor was divided into five districts. Within the Corridor, the ECI Team worked at two scales, simultaneously analyzing broader connections while addressing local contexts within each neighborhood.

At the broad scale, key assets and connections were mapped throughout the study areas, leading to proposed interventions to bolster these assets. Assets were identified as existing or future neighborhood centers, main streets, open spaces, stable housing clusters, and civic institutions including parks, schools, community centers and churches. Priority connections were identified between these assets, highlighting existing networks and key connections throughout the Evangeline Corridor.

Expanding on existing assets within each neighborhood, the ECI Team began to identify and construct key improvement concepts to create active neighborhood nodes. These enhanced nodes are focused around hubs of commerce and cultural activity that offer access from various points of the neighborhood. Proposals for these areas were schematically designed and illustrated to communicate neighborhood character. District planning concepts were then assembled to examine and develop connected networks between neighborhood nodes. Transect methodology overlays that speak to transitional types of land use were employed to consider density, scale and appropriate development types.

This section takes a look at strategies and concepts for incremental revitalization in each Evangeline Corridor District. Potential development and land-use diagramming are paired with strategic action items and refined District plans. Street-level renderings highlight conceptual interventions and visions for enhanced community activity zones and walkable neighborhoods.



4.2.1 GATEWAY



The Gateway District is a primary entry into Lafayette. The area has potential as an inviting commercial community zone, despite current levels of underperformance, both aesthetically and economically. Laced with disconnected big box stores and hotels, strip malls and fast food chains, the area was once dominated by activity around the Northgate Mall. The mall no longer operates in its original format and its commercial viability hangs in the balance as new competition has developed nearby and throughout the city. While development phasing will have to follow city-wide market potential and the area’s socio-economic realities, the ECI Team saw vast return on investment opportunities to redefine this area as a progressive, unified gateway with mixed-scale activity centered around an enhanced Willow Street interchange.

KEY 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 concepts that can help reduce interstate sound impacts on neighborhoods while creating productive centers of activity. 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.

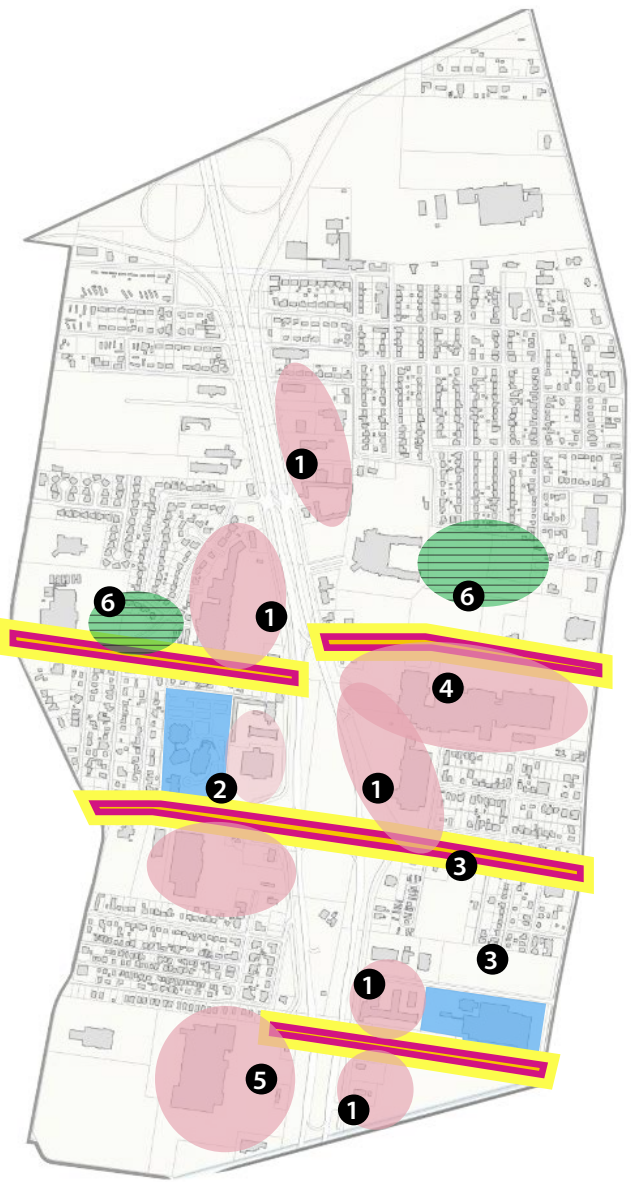
Components could range from commercial and educational use to multi-family residential properties.

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.



See Chapter 5 for implementation strategy matrix & Appendix G for more info on Gateway Catalyst Projects.

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

ALIGNING with the UDC

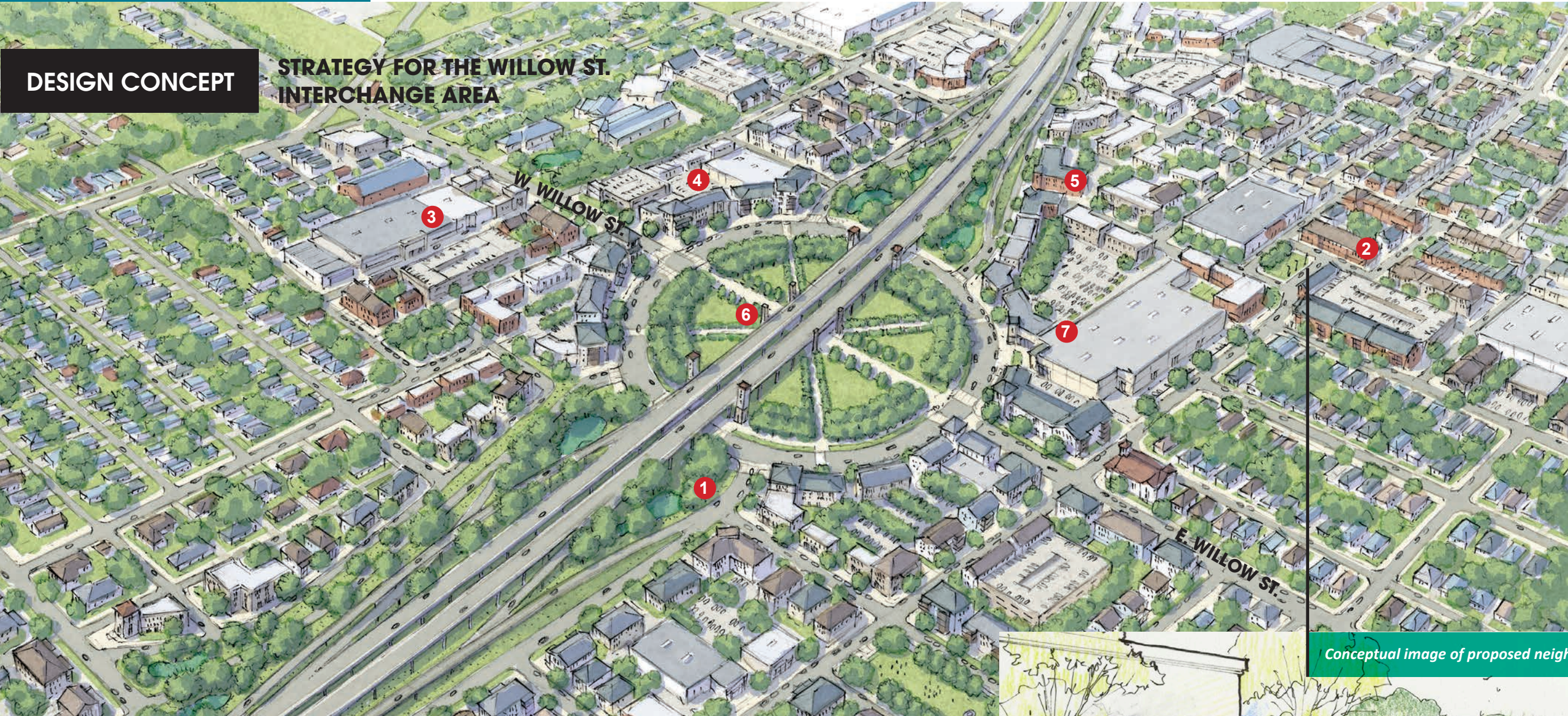
The development patterns in this conceptual plan follow zoning allowances defined in Lafayette’s Unified Development Code. A large part of the Gateway, especially along the central spine, is designated as Commercial Heavy “CH” which does permit residential use. However, a Commercial Mixed “CM” designation for certain properties may be more conducive to the type of development proposed here.

4.2.1 GATEWAY

CATALYST PROJECTS

DESIGN CONCEPT

STRATEGY FOR THE WILLOW ST. INTERCHANGE AREA



- 1 Large green spaces to be treated with native plants and materials that help buffer the Connector and mitigate impacts while providing ample detention space.
- 2 A redeveloped Northgate Mall site with mixed-use commercial, educational, and multi-family infill can serve as a highly-activated neighborhood center with local and regional appeal.
- 3 A retrofitted big box site with street frontage on W. Willow can serve as a small neighborhood center complete with a mix of small-scale commercial offices, retail, and residential buildings that can drive the overall area value.
- 4 Street fronted infill development will bolster the Philadelphia Church site and provide potential integration with the adjacent LCG Clifton Chenier campus.
- 5 Bring infill development to the frontage road edge to complement existing hospitality offerings. This will also help buffer sound and other impacts of the Connector infrastructure.
- 6 Enhanced landscapes can complement signature gateway markers to create an appealing entrance face to the Corridor and city. These large landscapes can contain a mix of public paths and green open space for everyday use.
- 7 Infill development that lines the Home Depot site will establish an urban edge buffer along the traffic circle.

EXISTING WILLOW ST. INTERCHANGE



CHALLENGES

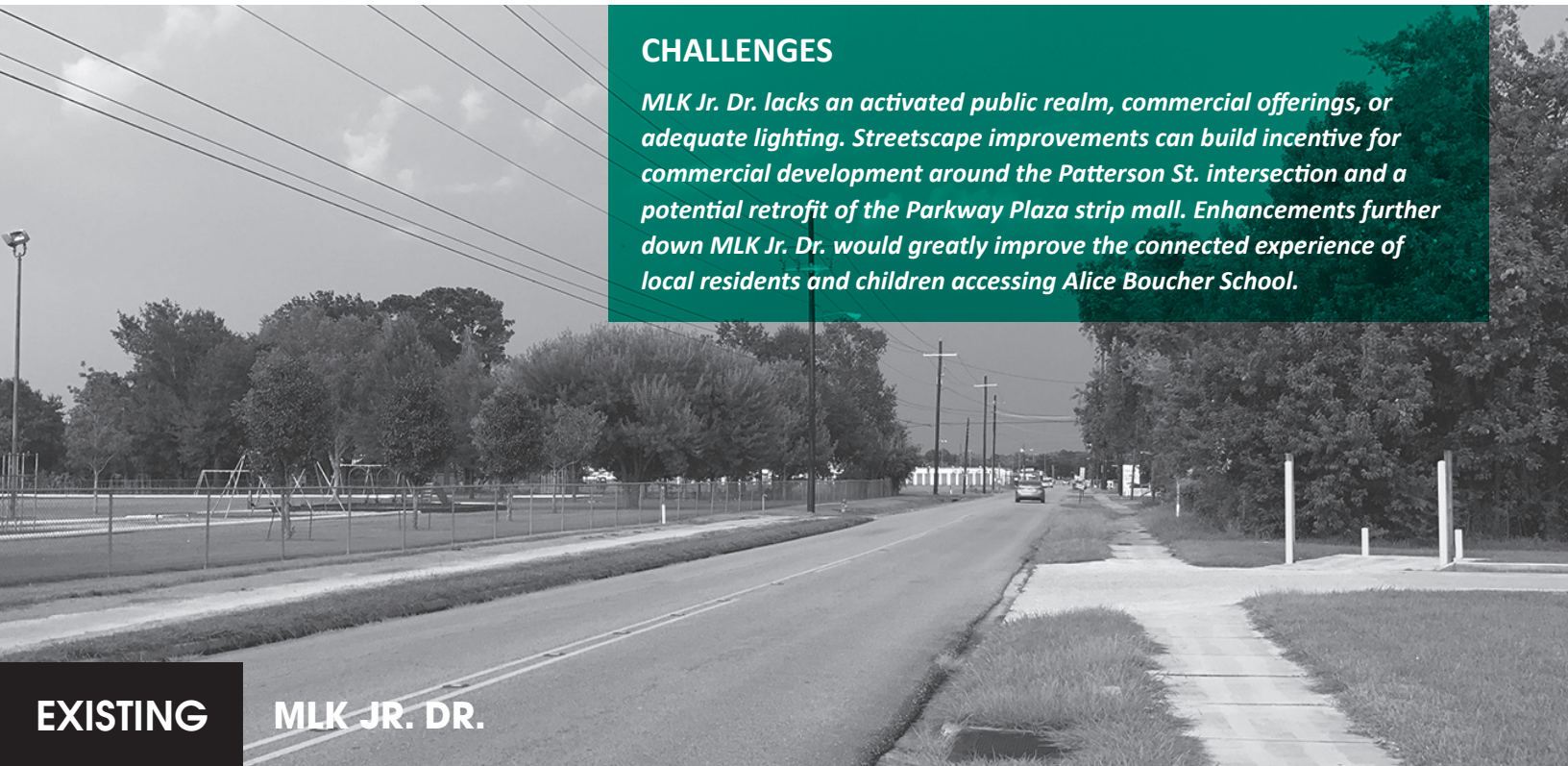
The Gateway is characterized by its vast open landscapes, big box stores and parking lots, and fast moving traffic. This development pattern has resulted in disconnected neighborhoods and less walkable environments. The lack of easy and safe access across the Thruway and to certain commercial amenities has seen the area's assets digress. A lack of consistent investment has deprived this sizable area of its real economic and cultural potential.

Conceptual image of proposed neighborhood center at old Northgate Mall.



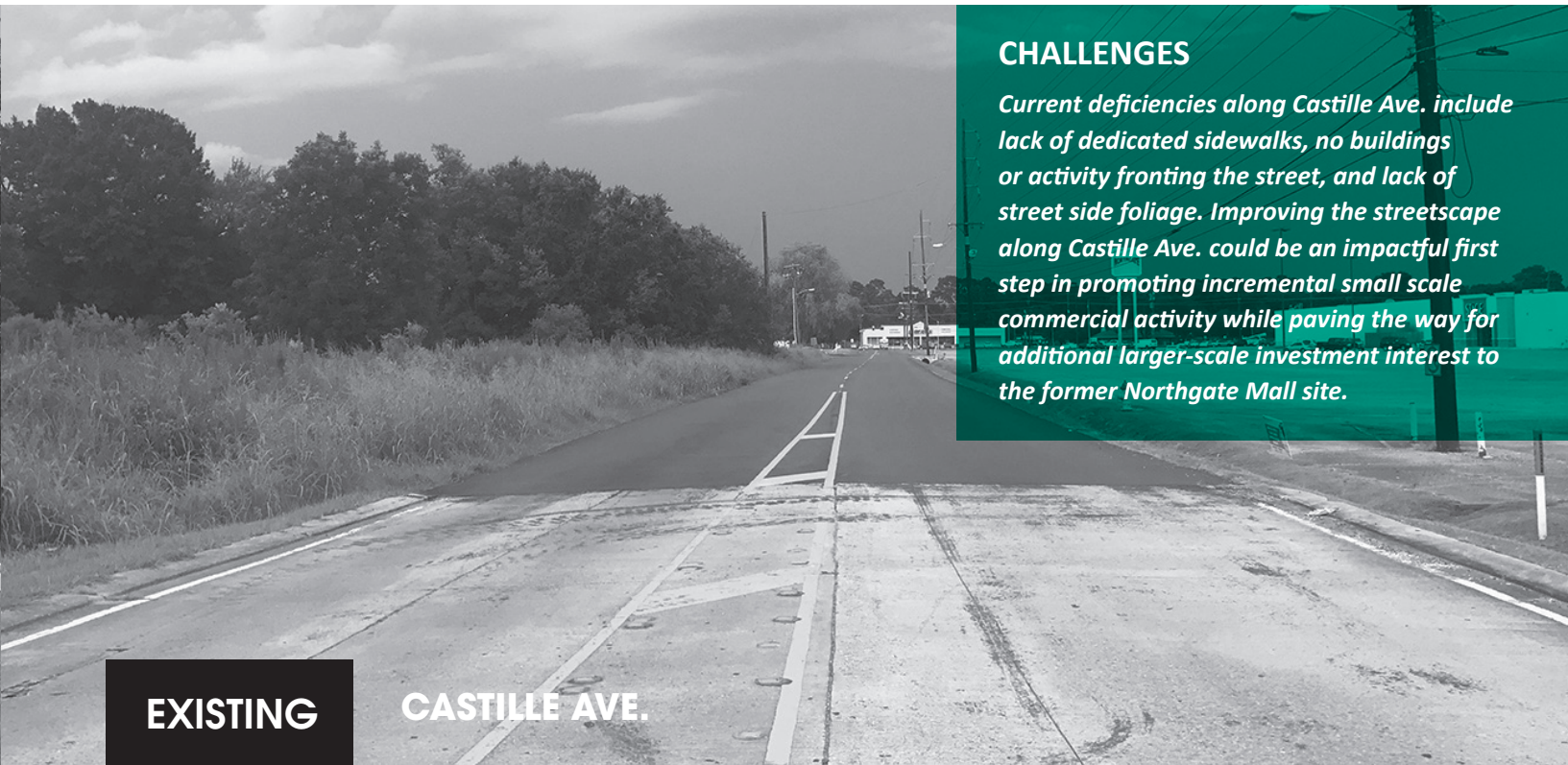
4.2.1 GATEWAY

CATALYST PROJECTS



CHALLENGES

MLK Jr. Dr. lacks an activated public realm, commercial offerings, or adequate lighting. Streetscape improvements can build incentive for commercial development around the Patterson St. intersection and a potential retrofit of the Parkway Plaza strip mall. Enhancements further down MLK Jr. Dr. would greatly improve the connected experience of local residents and children accessing Alice Boucher School.



CHALLENGES

Current deficiencies along Castille Ave. include lack of dedicated sidewalks, no buildings or activity fronting the street, and lack of street side foliage. Improving the streetscape along Castille Ave. could be an impactful first step in promoting incremental small scale commercial activity while paving the way for additional larger-scale investment interest to the former Northgate Mall site.

- 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.

- 1 New dedicated bike lanes provide safe travel within the overall Corridor network. Travel lane widths can be reduced to slow traffic.
- 2 New infill development fronting wide sidewalks to enhance the area's economic viability. Utilities could be buried underground.
- 3 New street trees and planted buffer creates a healthy and walkable environment. Trees and plantings provide shade and ecological benefits.
- 4 Wide sidewalks and opposite side developed street frontage completes the frame of an active streetscape.

DESIGN CONCEPT



DESIGN CONCEPT



ALIGNING with the UDC

Current zoning in this area is Commercial Heavy and would allow this conceptual design, however the zoning classification could be changed to Mixed-Use Neighborhood or Commercial Mixed allowing the same design but ensuring a pedestrian friendly environment.

4.2.2 STERLING GROVE / SIMCOE / LA PLACE



The neighborhoods of this District contrast one another, divided for decades by the Evangeline Thruway. As one of the older areas of the city, Sterling Grove National Historic District’s canopied streets are laced with large estates and moderate homes representing period architecture. While parts of La Place echo the historic character of Sterling Grove, the area is divided by major arterial roads and industrial land along the railroad spur. Lower income sections of the district struggle with economic growth and stability amidst disinvestment. Despite these differences, residents had similar concerns for safeguarding their communities in the face of development.



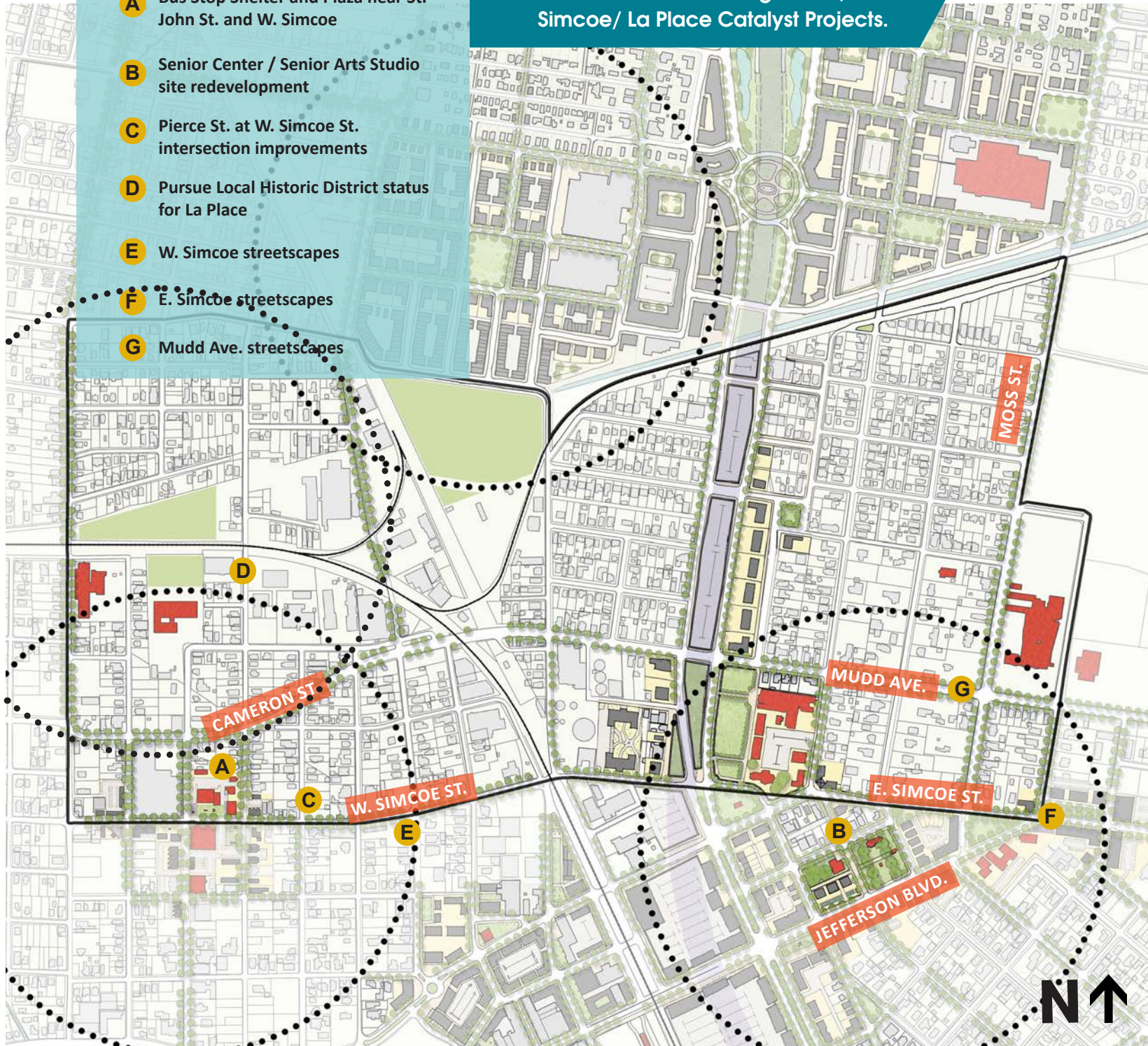
KEY STRATEGIES

- 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 and the 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.

CATALYST PROJECTS

See Chapter 5 for implementation strategy matrix & Appendix G for more info on Sterling Grove/ Simcoe/ La Place Catalyst Projects.

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

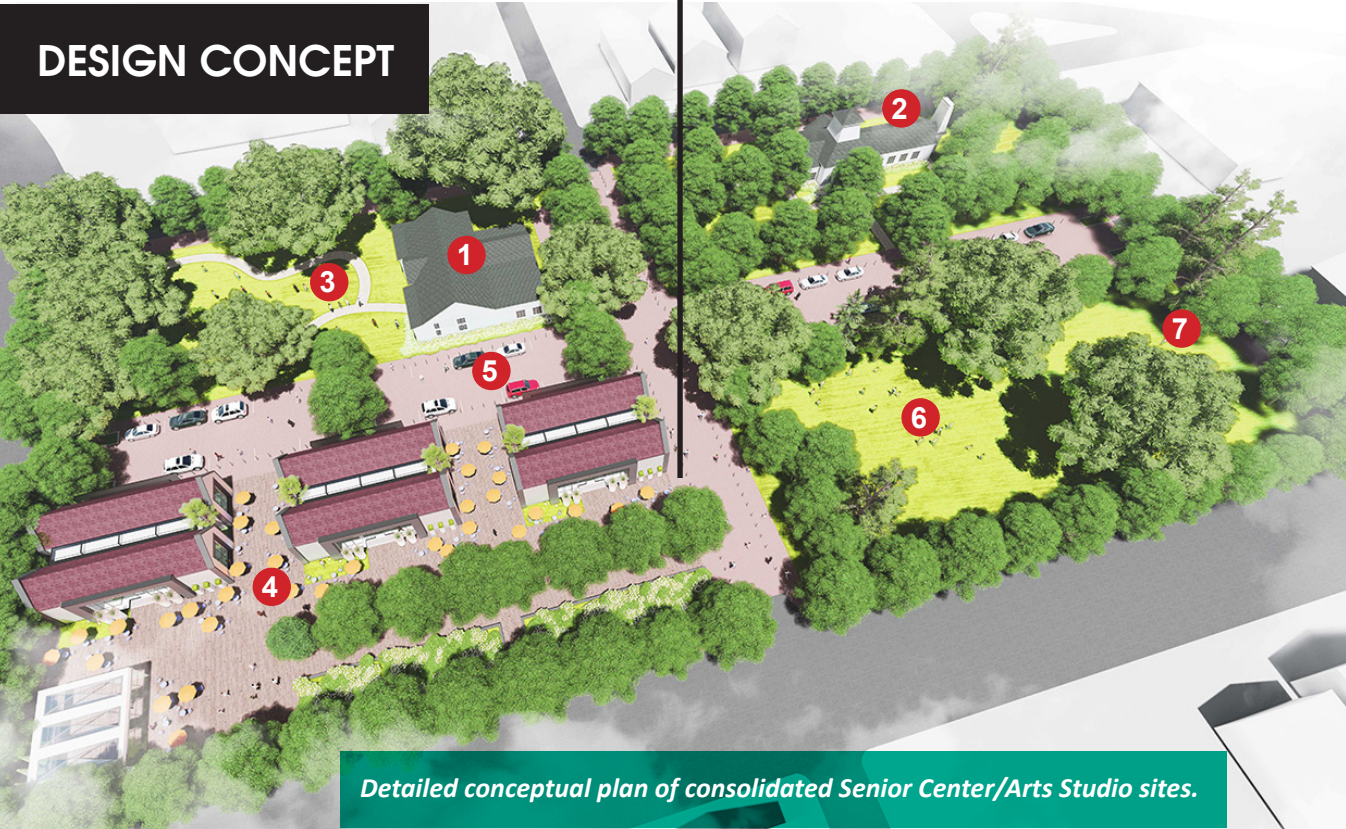


- EXISTING SIGNIFICANT BUILDINGS GREEN SPACE PRIVATE PROPERTY POTENTIAL INFILL 3 - 5 MINUTE WALK ZONE



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

DESIGN CONCEPT



Detailed conceptual plan of consolidated Senior Center/Arts Studio sites.

CHALLENGES

Currently, the blocks occupied by the Senior Center and Senior Arts Studio are divided by N. Orange St. which impedes shared programming of exterior landscapes. The Senior Center property also sits next to an unappealing commercial site fronting Jefferson Blvd.

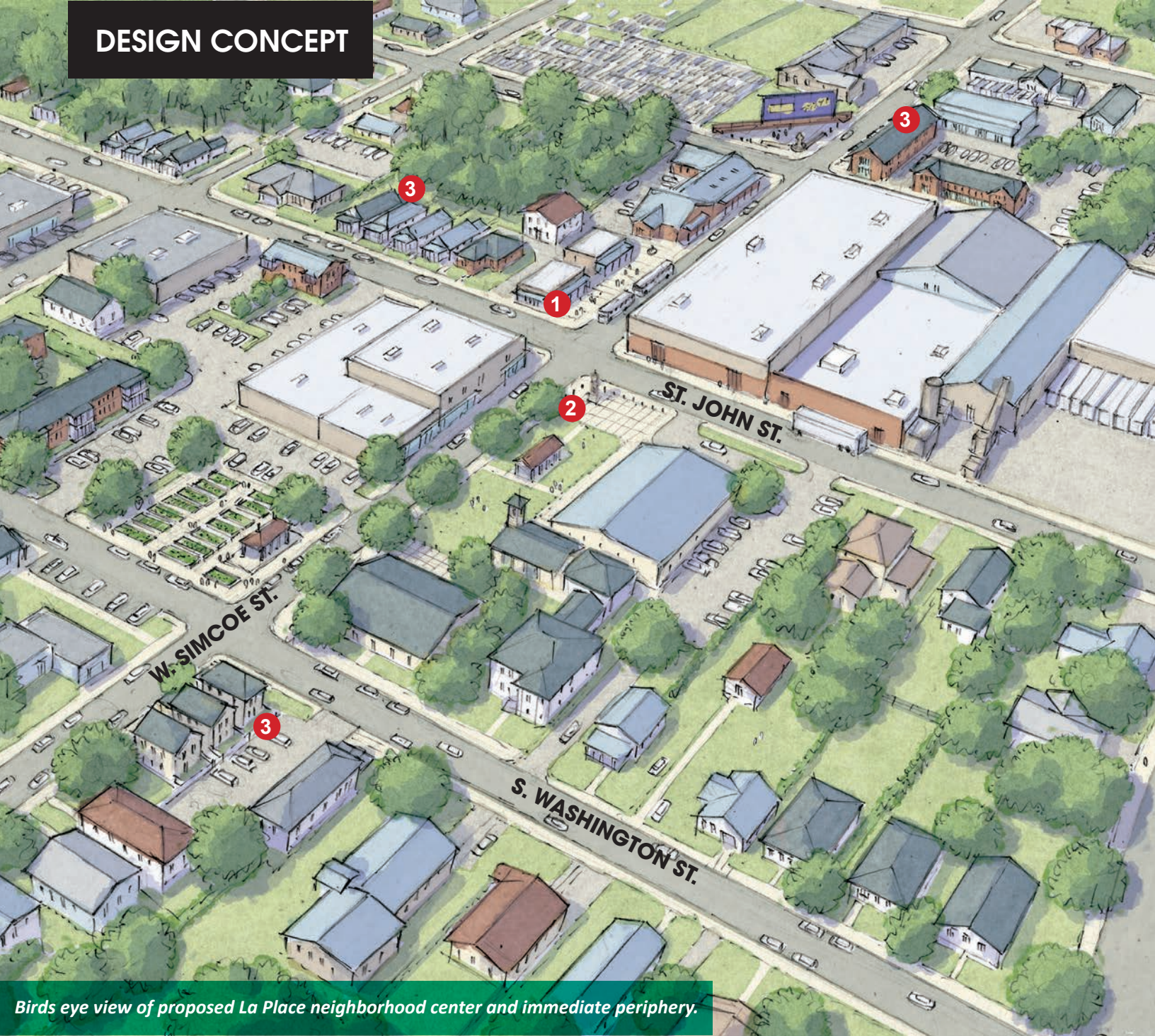
A strategic consolidation of the two blocks, including the transformation of N. Orange to a pedestrian passage, presents an ideal opportunity to establish an urban town square. This would serve to greatly enhance active connections between Historic Sterling Grove and McComb-Veazey. Expanding the programming of these community entities along with newly landscaped lawns and plazas and the introduction of new small scale commercial offerings will create an unparalleled community asset.

EXISTING



4.2.2 STERLING GROVE / SIMCOE / LA PLACE

CATALYST PROJECTS



Birds eye view of proposed La Place neighborhood center and immediate periphery.

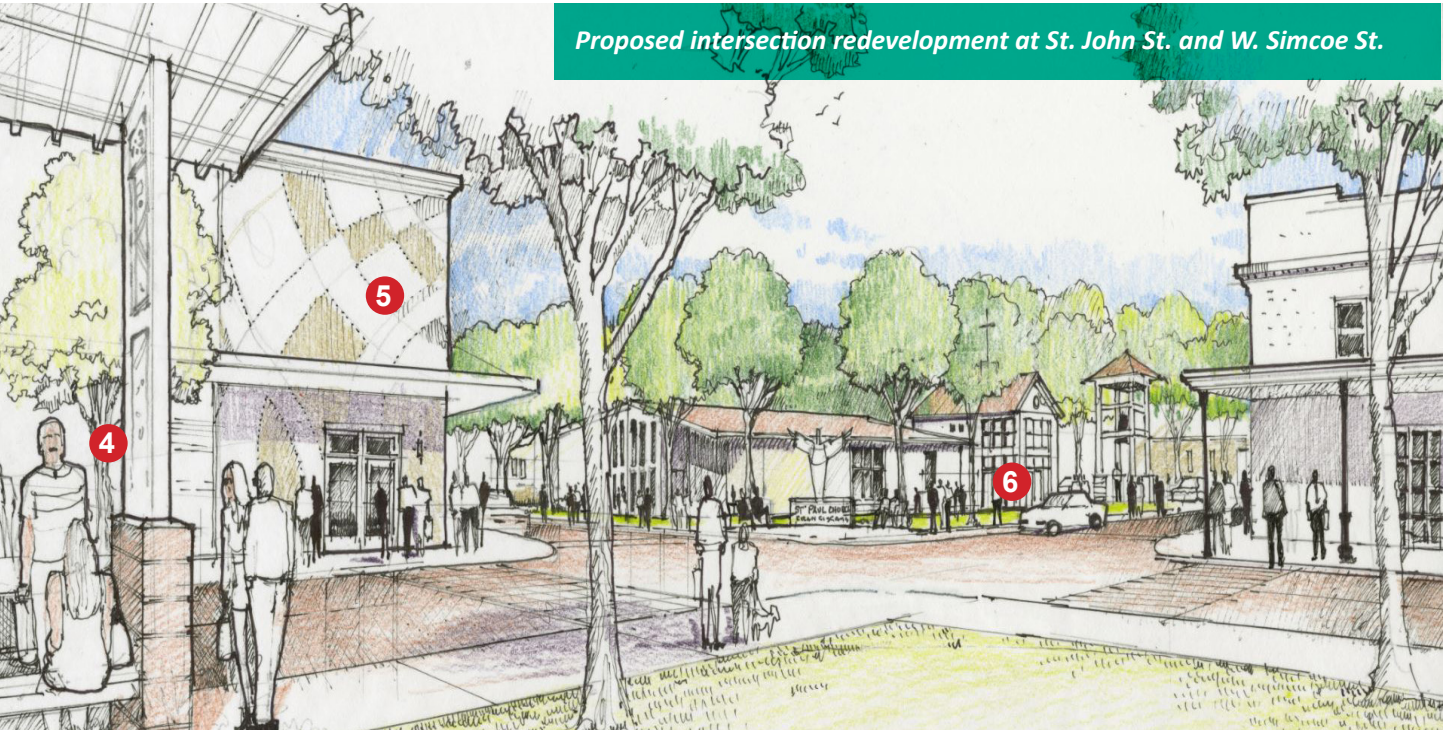
- 1 Revamped corner with small plaza and bus stop shelter adjacent to gospel church will activate intersection and provide better access to public transit.
- 2 Redevelop street frontage with Church-maintained public space to complement bus stop plaza and further engage the intersection.
- 3 Activate streetscape by infilling vacant land along St. John and at the corners of Bienville / W. Simcoe and Washington / W. Simcoe with single family houses and applicable multi-family residential units.

CHALLENGES

This area is known for its community service support and charitable offerings. Despite some issues with homeless and transient activity focused around the shelters along St. John St., this node has the potential to perform as an active neighborhood center. Strategic interventions within the public realm as well as spot infill residential development and small commercial retail services will bring increased pedestrian traffic and contribute to more complete and appealing urban street frontage. This will yield safer environments and help drive economic vitality in the district.



EXISTING



Proposed intersection redevelopment at St. John St. and W. Simcoe St.

- 4 Bus stop shelter and plaza will help to activate street and increase pedestrian traffic in the area while promoting public transit use.
- 5 Enhance bread factory facade with mural and retail frontage access on the corner to increase sidewalk activity.
- 6 Revamped Church plaza/ landscape will offer additional amenity to the area and define the neighborhood center.

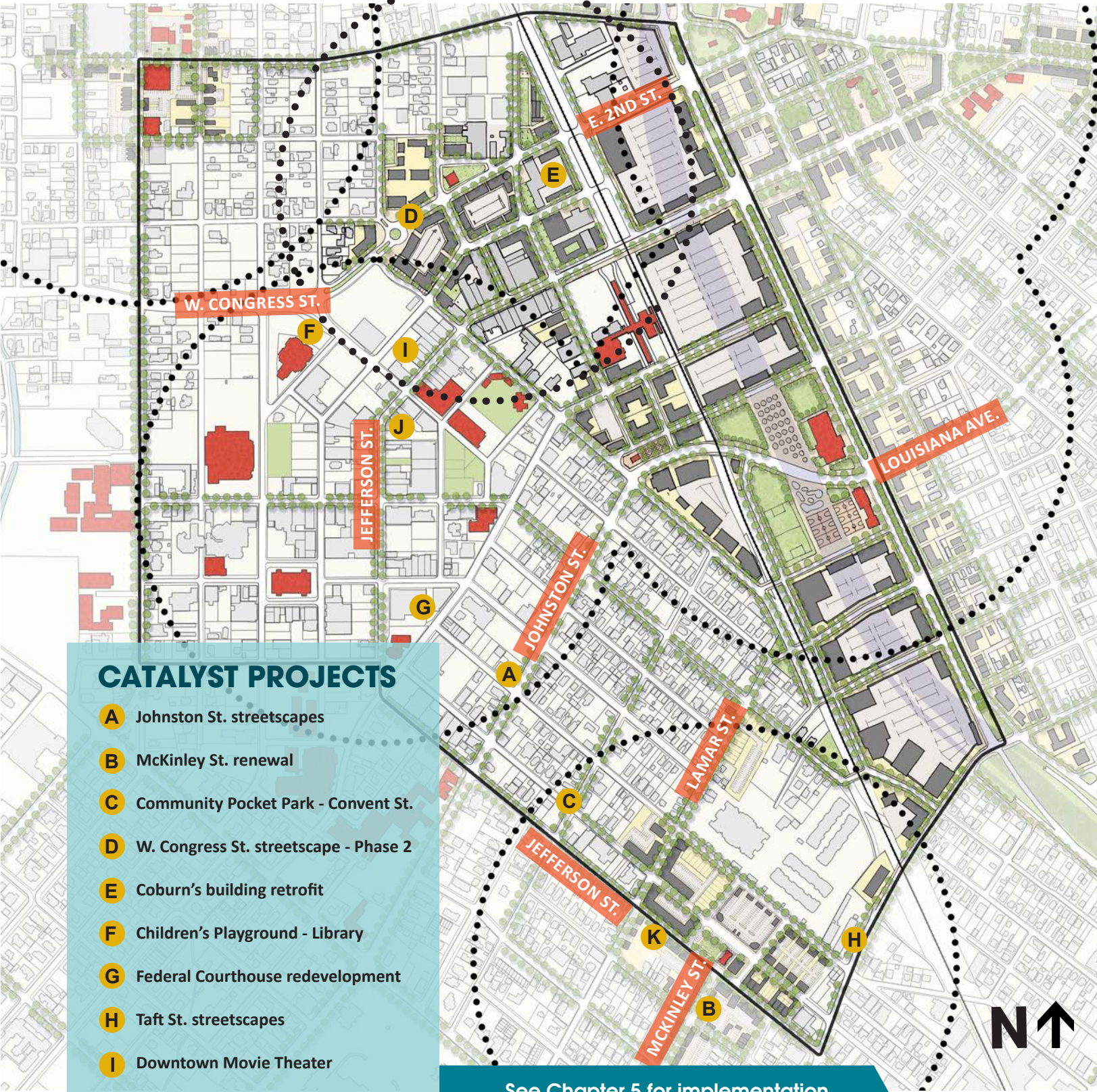
4.2.3 DOWNTOWN/FREETOWN-PORT RICO



Downtown Lafayette is one of the city’s primary hubs of economic and commercial activity. Ongoing safety measures and a recent influx of businesses indicate that Downtown may be primed to undergo a desirable mixed-commercial and residential transformation. As Jefferson Street continues to attract investment, Congress Street has begun to receive attention, led by efforts from Lafayette Consolidated Government and the Downtown Development Authority (DDA). The ECI Team echoed some of DDA’s concepts for future growth in Downtown and the surrounding neighborhoods of Freetown - Port Rico.

KEY 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-PORT RICO.** 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-PORT RICO 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. Current UDC “commercial heavy” zoning in the area permits this (lobby for ‘commercial mixed’ use to produce more attractive site development that benefits walkability).



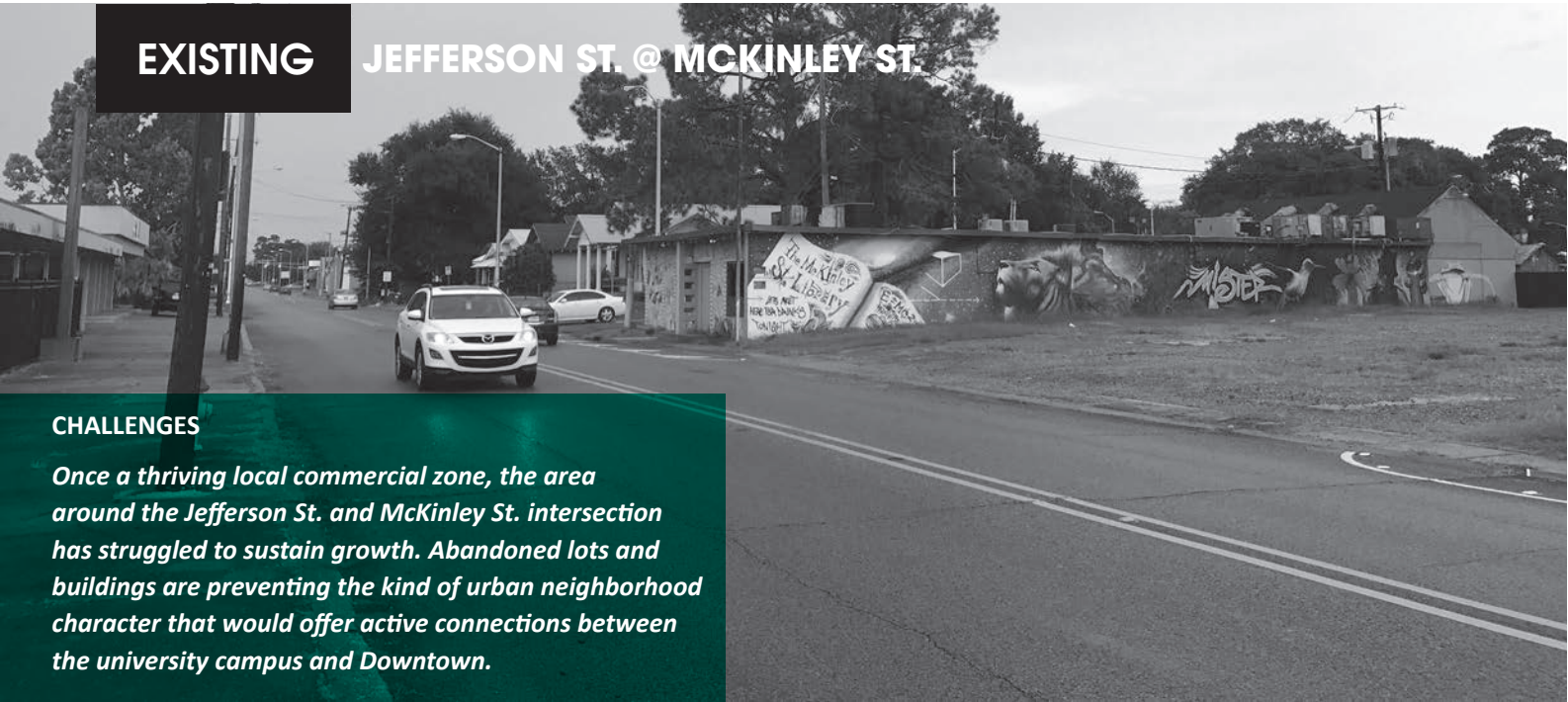
CATALYST PROJECTS

- 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

See Chapter 5 for implementation strategy matrix & Appendix G for more info on Downtown/Freetown-Port Rico Catalyst Projects.

4.2.3 DOWNTOWN/FREETOWN-PORT RICO

CATALYST PROJECTS



4.2.3 DOWNTOWN/FREETOWN-PORT RICO

CATALYST PROJECTS

CHALLENGES

Congress St. has lacked the kind of streetscape appeal that brings consistent urban edge development patterns and investment. Wide travel lanes have allowed for high traffic speeds with little or no mitigating elements to deter motorists or entice them into the Downtown core.

LCG / Public Works recently completed a first phase multi-modal restriping of W. Congress St. that reduced vehicular travel to one lane in each direction while providing dedicated bike lanes, crosswalks and street parking.



- 1 Widened and newly-paved sidewalks will offer more space for pedestrian movement. Overhangs create outdoor room extension for new commercial infill development.
- 2 Pedestrian scale sidewalk lighting provides safe haven for people while adding to the character of the streetscape.
- 3 Appropriately scaled mixed-use development lining both sides of the street will offer commercial and economic viability to the area. Density should reflect market potential as well as adjacent neighborhood fabric.
- 4 Street trees and other landscape elements offer shade and health benefits while contributing to the overall streetscape character.



Image courtesy of Downtown Development Authority

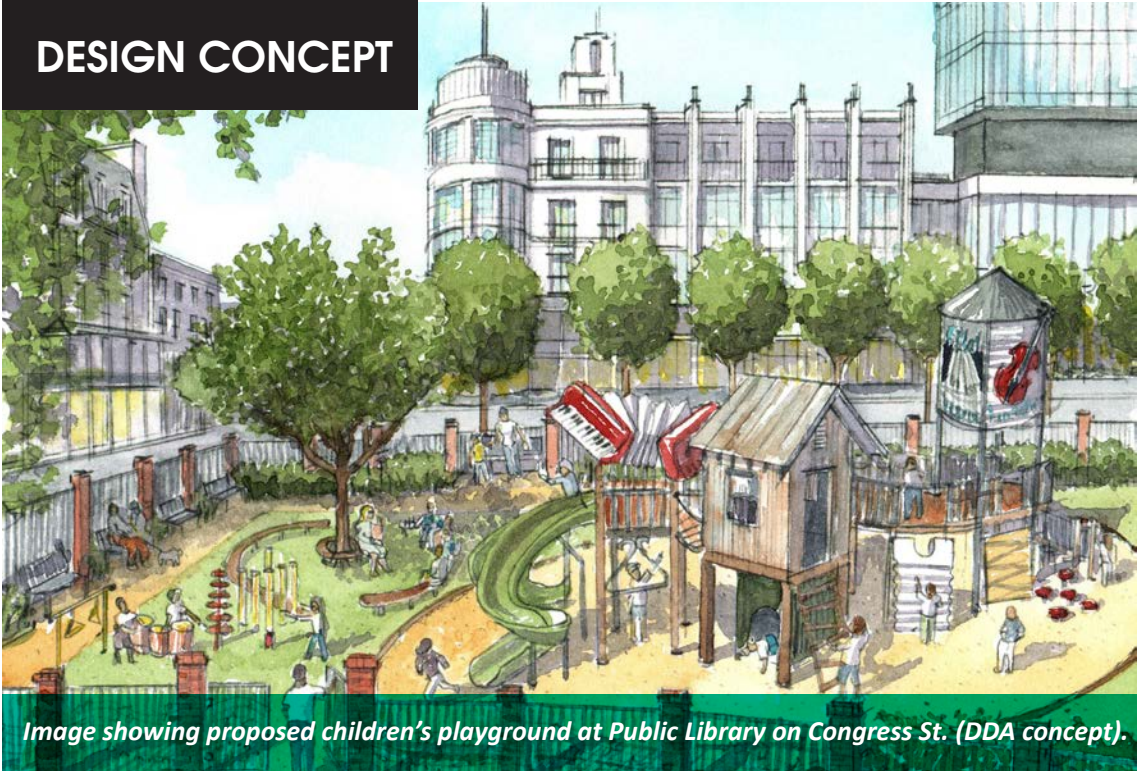


Image courtesy of Downtown Development Authority

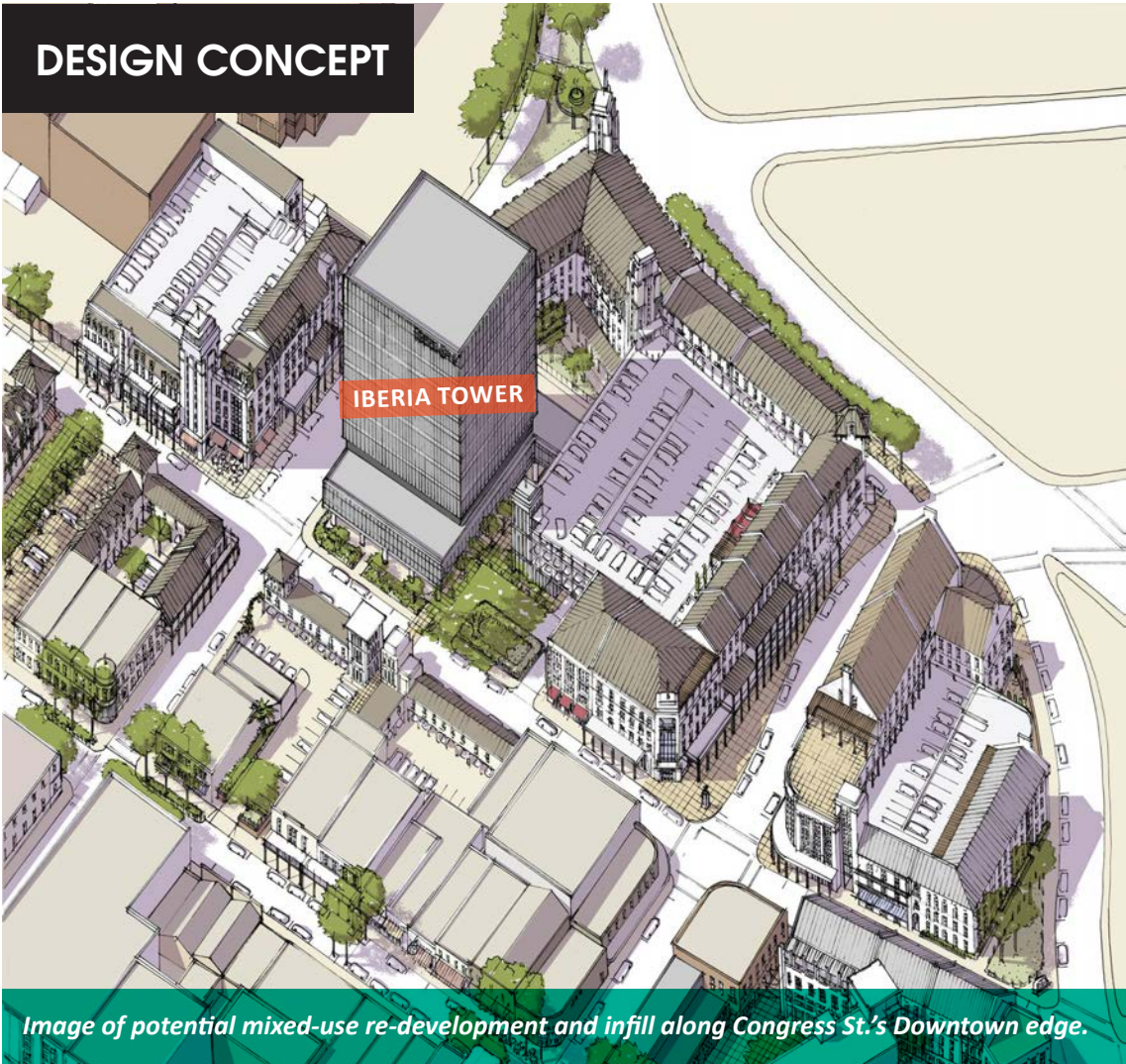


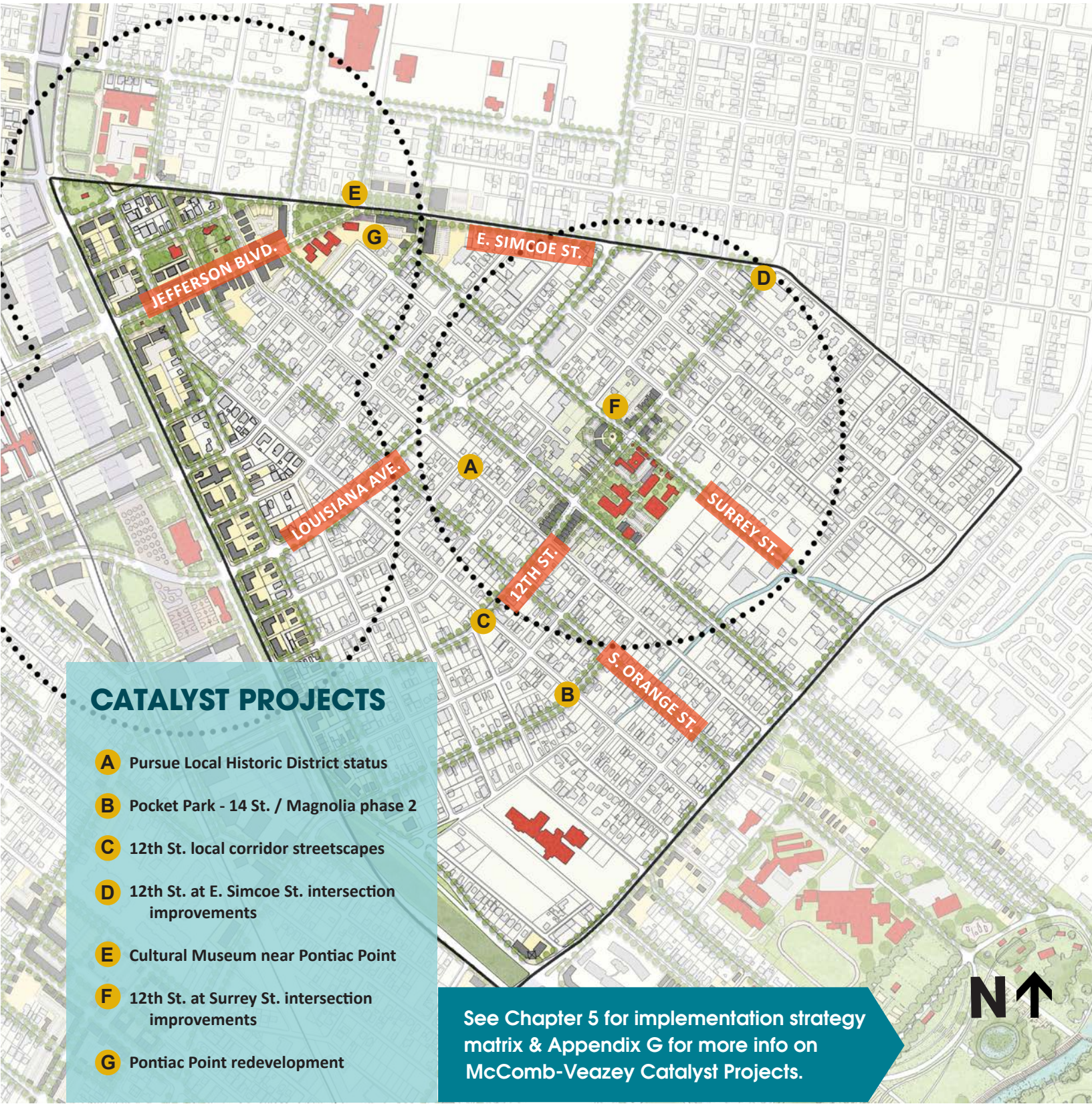
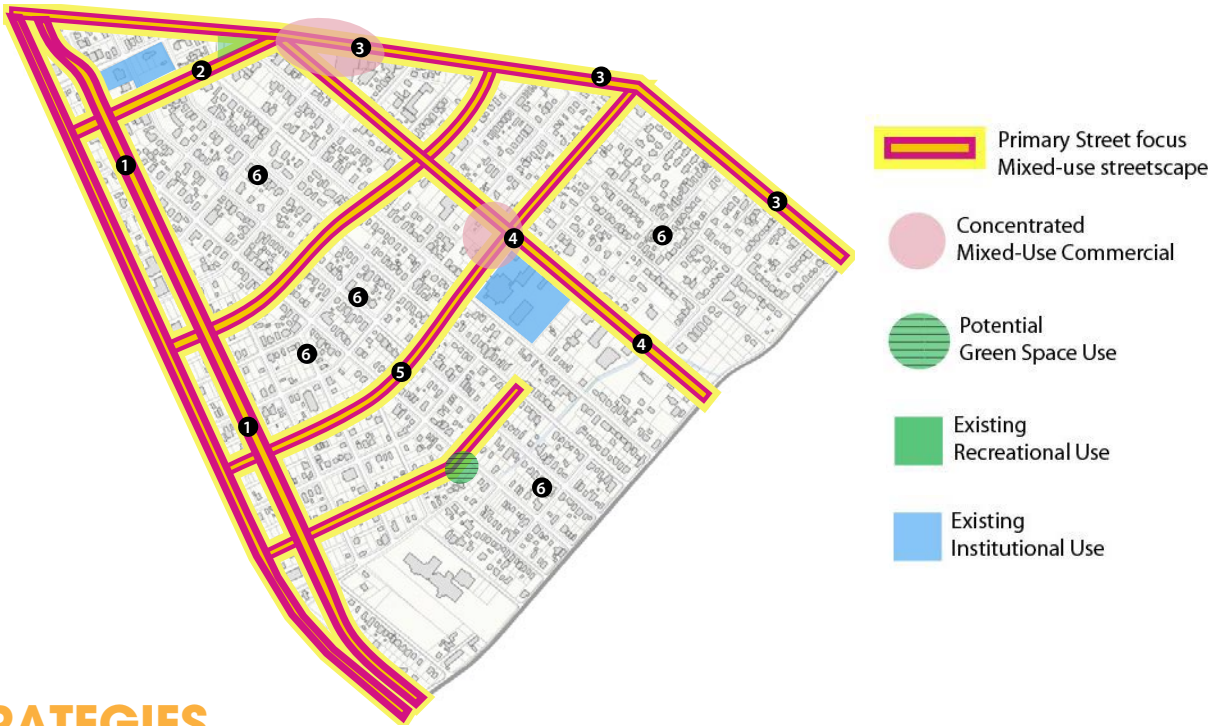
Image courtesy of Downtown Development Authority

Image of potential mixed-use re-development and infill along Congress St.'s Downtown edge.

4.2.4 MCCOMB-VEAZEY



McComb-Veazey is a tight-knit neighborhood that enjoys pride and perseverance in spite of various neighborhood challenges. Taking cues from previous area plans, the ECI Team created concepts that could revitalize local commercial zones as well as surrounding residential streets. One example was a central node located at the corner of 12th and Surrey Streets, taking advantage of the activity around Immaculate Heart of Mary Church and School. The community has already identified 12th Street as a local main street with the potential for mixed-use development, including new, appropriately scaled housing stock.



4.2.4 MCCOMB-VEAZEY

CATALYST PROJECTS

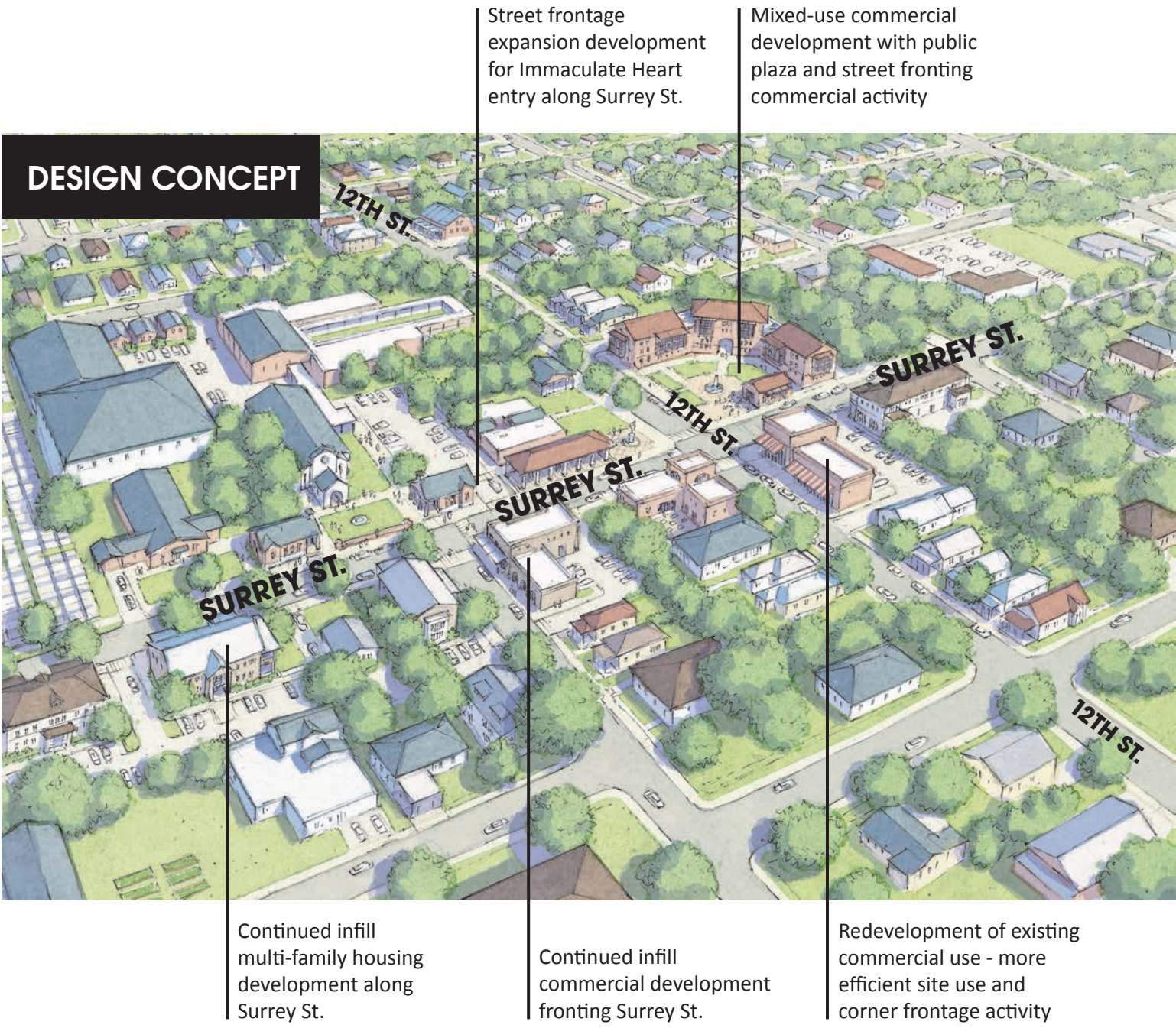


CHALLENGES
Surrey St. is characterized by higher traffic speeds and a lack of consistent street frontage development. This can be seen as a negative impact, both for economic development potential and streetscape safety - especially in the area around the Immaculate Heart of Mary Church and School. Intersection improvements and a better engagement with 12th St. can help establish a productive community crossroads that enhances the area's economic and cultural viability.



- 1** Reduce travel lane widths, on-street parking, and planted bulbouts create an appealing streetscape with added safety features to reduce traffic speeds and protect pedestrians.
- 2** Pedestrian scale lighting provides safe sidewalk activity while contributing to the overall placemaking character.
- 3** Inviting urban development frontage with outdoor seating further activates the sidewalk and environment.
- 4** Small corner plaza offers additional public realm amenities that promote community interactions.

CONCEPTUAL STRATEGY FOR 12TH ST. @ SURREY ST. INTERSECTION ADJACENT TO IMMACULATE HEART OF MARY CHURCH & SCHOOL



4.2.4 MCCOMB-VEAZEY

CATALYST PROJECTS



EXISTING

PONTIAC POINT

CHALLENGES

Pontiac Point has been a focal point of potential re-development for decades. Lack of investment and coordinated neighborhood planning has prevented the area from reaching its full potential as a productive commercial zone for the district.

Large surface parking lots, abandoned sites and buildings, and poorly planned street patterns are all contributing to this underperforming nature. Targeted interventions and phased planning can turn this lack of economic production around.

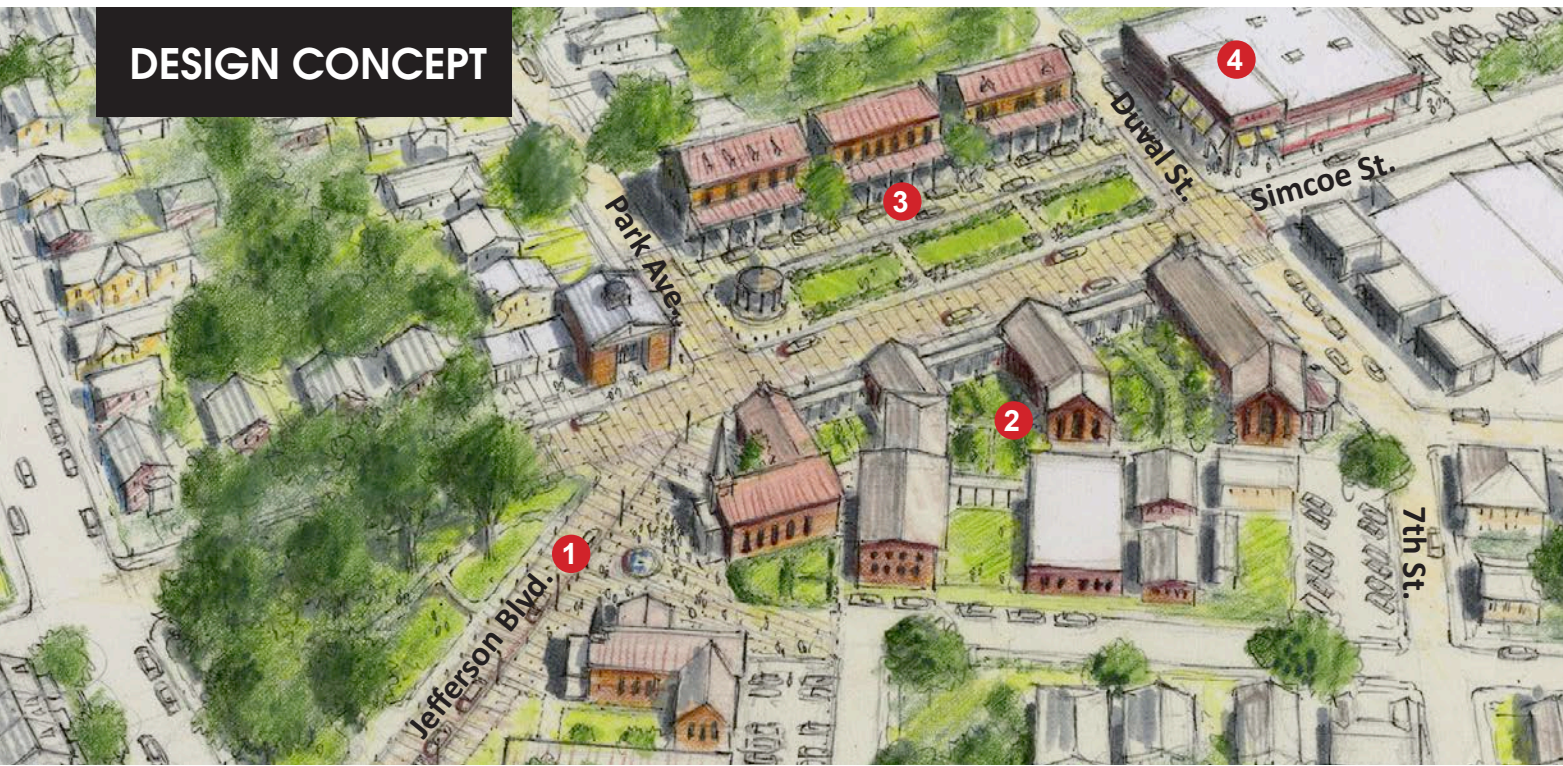


EXISTING

JEFFERSON BLVD.

CHALLENGES

The park at Pontiac Point is cherished but often underused public space. The lack of designated crossings and fast moving through traffic hinders everyday access and use of this neighborhood amenity. Considering interventions that promote safe access can foster consistent activity in the area to complement development.



DESIGN CONCEPT

Image showing potential flexible market activity along Jefferson Blvd. adjacent to park.

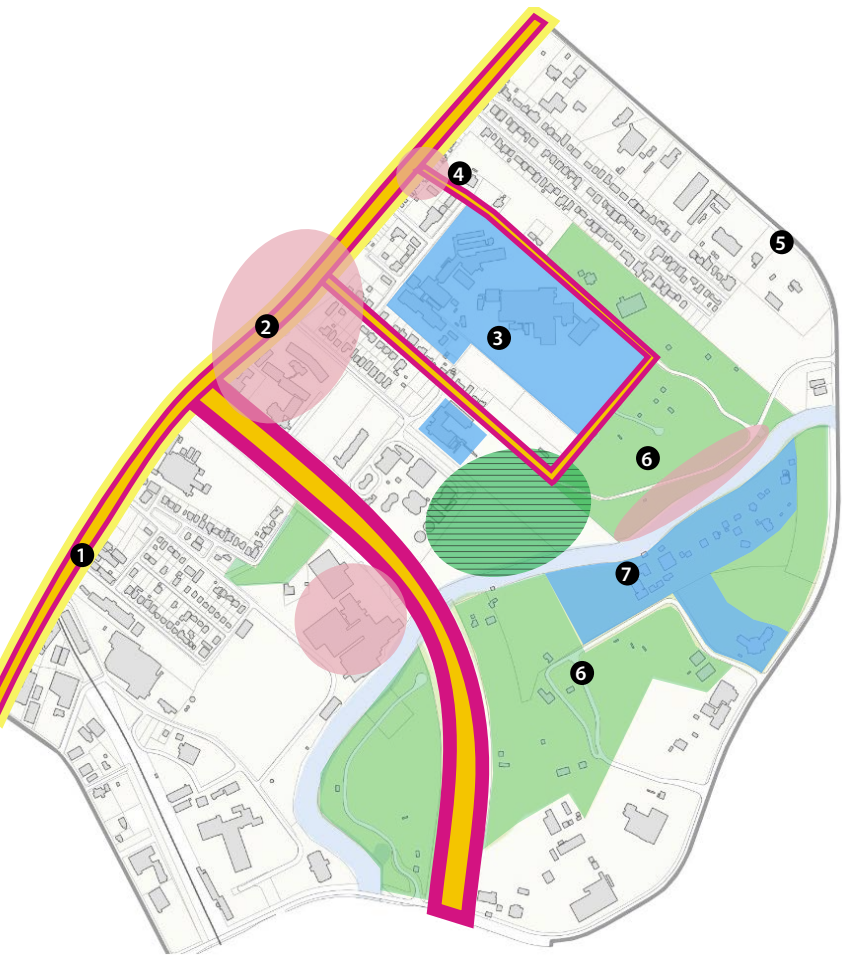
DESIGN CONCEPT

- 1** Provide safe connections between churches and the park. Consider flexible occupation of the street for community activities on weekends.
- 2** Property consolidation and infill opportunities can create a productive and walkable urban edge along E. Simcoe.
- 3** Retrofitting this site into a mixed-use commercial and residential development with linear green space and plaza elements can serve as a potential “town square” haven for this node.
- 4** Additional corner infill development frames and anchors the “town square” further establishing economic growth opportunities.

4.2.5 VERMILION RIVER RECREATIONAL



The Vermilion River Recreational District is home to Heymann Park, Beaver Park and Vermilionville. Unfortunately, the accessibility between these recreational components is weak, but there is potential to attract more visitors and increase amenities within the public realm. At the district workshops, residents said that Heymann Park can feel unsafe during particular times. The ECI Team addressed this by creating a series of landscaped networks throughout the District that could provide clear connections, access and vantage points. Providing visual awareness within the greater park area is beneficial for wayfinding and safety.



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

KEY STRATEGIES

1. PRESERVE AND ENHANCE A MIX OF COMMERCIAL AND LIGHT-INDUSTRIAL USE ALONG PINHOOK RD.
Provide consistent urban frontage from the Evangeline Thruway to University Ave., Introduce strategic multi-family residential and live-work uses where feasible.

2. ENHANCE NEIGHBORHOOD SCALE RETAIL AND COMMERCIAL USE ON PINHOOK RD.
Focus on area between Evangeline Thruway and Gauthier Rd. (target Pack & Paddle and vacant lot fronting Gethsemane Church). Encourage live-work units where feasible.

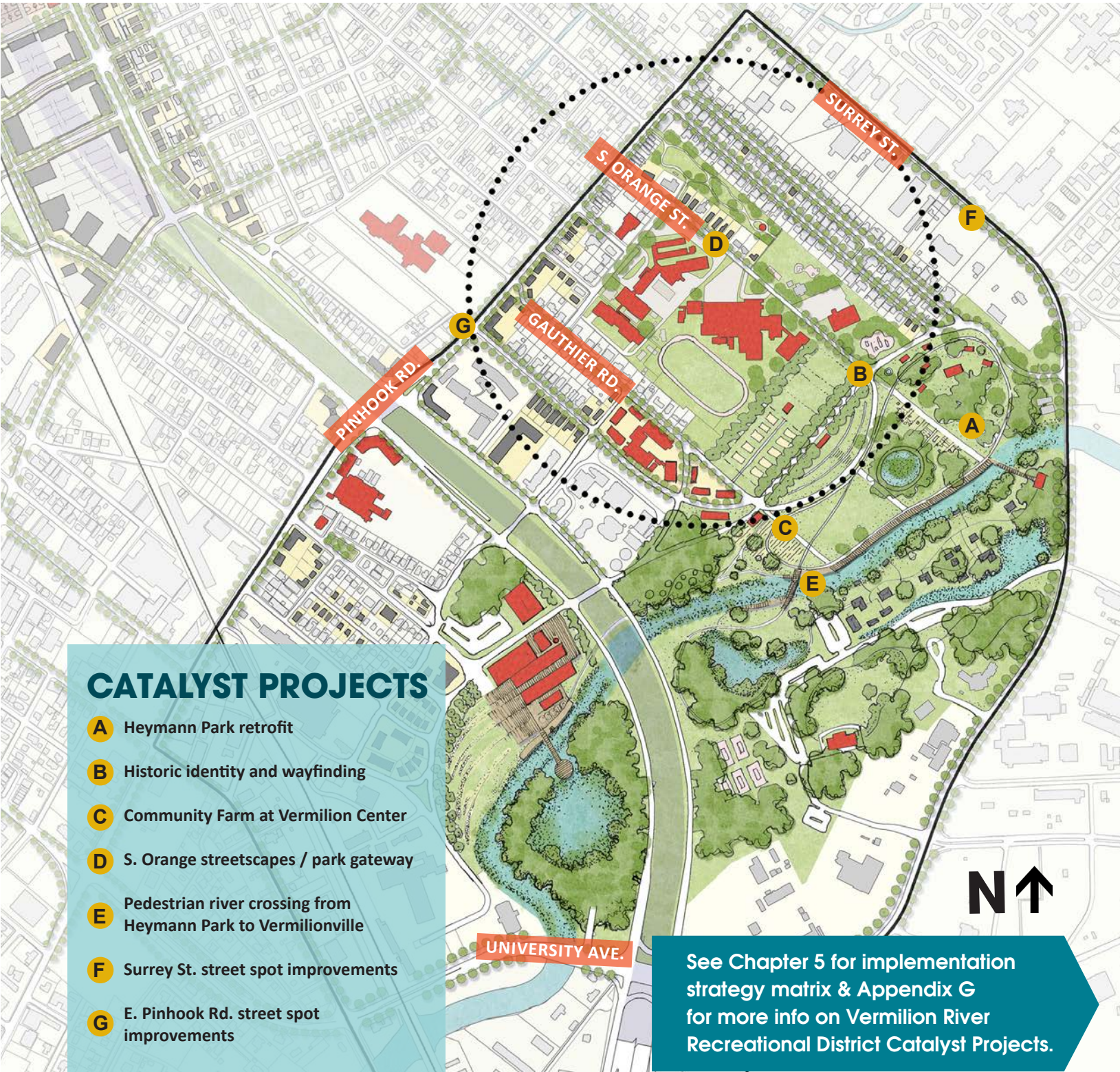
3. MAINTAIN AND ENHANCE DISTRICT’S INSTITUTIONAL AND FAITH-BASED ACTIVITY.
Focus on Gethsemane Church and Paul Breaux Middle School. Integrate with new residential development.

4. EXPLORE NEIGHBORHOOD-SCALE COMMERCIAL ALONG S. ORANGE ST.
Enhance S. Orange as a local gateway into Heymann Park. Additional commercial services will create activity.

5. FOSTER INTEGRATED MIXED-COMMERCIAL SERVICE AND LIGHT INDUSTRIAL USE ALONG SURREY ST.
Complement existing commercial businesses and continue activated urban fabric all the way to the Vermilion River.

6. PRESERVE AND ENHANCE EXISTING PARKS.
Revive and better connect recreational green spaces of Heymann and Beaver Parks along the Vermilion river.

7. LEVERAGE CULTURAL/INSTITUTIONAL ASSETS TO ATTRACT SUSTAINED COMMUNITY GROWTH.
Promote Vermilionville connections alongside consistent activity at Heymann Park and Beaver Park.



CATALYST PROJECTS

- A Heymann Park retrofit
- B Historic identity and wayfinding
- C Community Farm at Vermilion Center
- D S. Orange streetscapes / park gateway
- E Pedestrian river crossing from Heymann Park to Vermilionville
- F Surrey St. street spot improvements
- G E. Pinhook Rd. street spot improvements

See Chapter 5 for implementation strategy matrix & Appendix G for more info on Vermilion River Recreational District Catalyst Projects.

- EXISTING SIGNIFICANT BUILDINGS
- GREEN SPACE
- PRIVATE PROPERTY
- POTENTIAL INFILL
- 3-5 MINUTE WALK ZONE

4.2.5 VERMILION RIVER RECREATIONAL

CATALYST PROJECTS

CHALLENGES

Heymann Park serves as a major amenity for the entire Corridor. Lack of security and safety measures such as ideal lighting make certain areas of the park unappealing for patrons. Large open spaces with little programming or coordinated landscape design make some parts of the park obsolete. And while the park paths do offer access to the Vermilion River, the river edge is not properly designed to engage nature. A series of landscape interventions and coordinated design planning strategies can guide the type of revitalization to make the park an active community asset once again.



EXISTING
HEYMANN PARK



HEYMANN PARK
EXISTING



DESIGN CONCEPT



DESIGN CONCEPT

4.2.6 SPECIAL FOCUS AREA:
CORE EVANGELINE THRUWAY ZONE



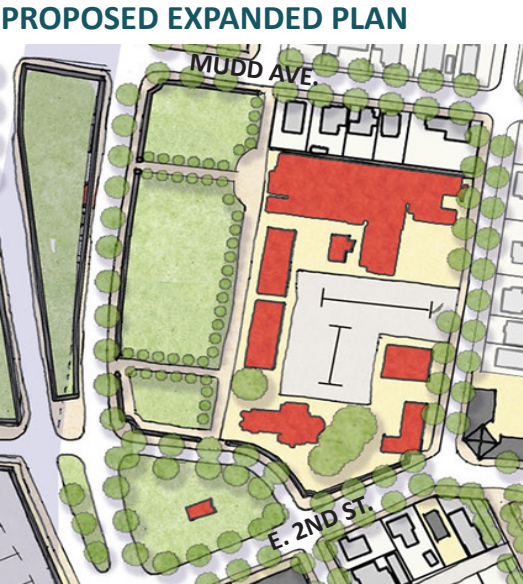
ST. GENEVIEVE
CHURCH AREA

GRAND EVANGELINE
BOULEVARD
(3RD ST TO TAFT ST.)

CENTRAL
RECREATIONAL
LANDSCAPES
(I-49 CONNECTOR)

I-49 CONNECTOR
RIGHT-OF-WAY

ST. GENEVIEVE CHURCH AREA



1 Pedestrian and cycling passage to replace the existing northbound Evangeline Thruway. Connect to Corridor-wide mobility networks.

2 Ample consolidated green space serves as a buffer between the I-49 Connector and the St. Genevieve campus. To contain flexible activities and programming.

CHALLENGES

The I-49 Connector can pose direct impact on the St. Genevieve campus. Expanding the Campus sites through land acquisition and closing off vehicular access (NE Evangeline Thruway and Greig St.) will allow for the creation of additional public space that will complement Church activities while protecting this key cultural and community asset.

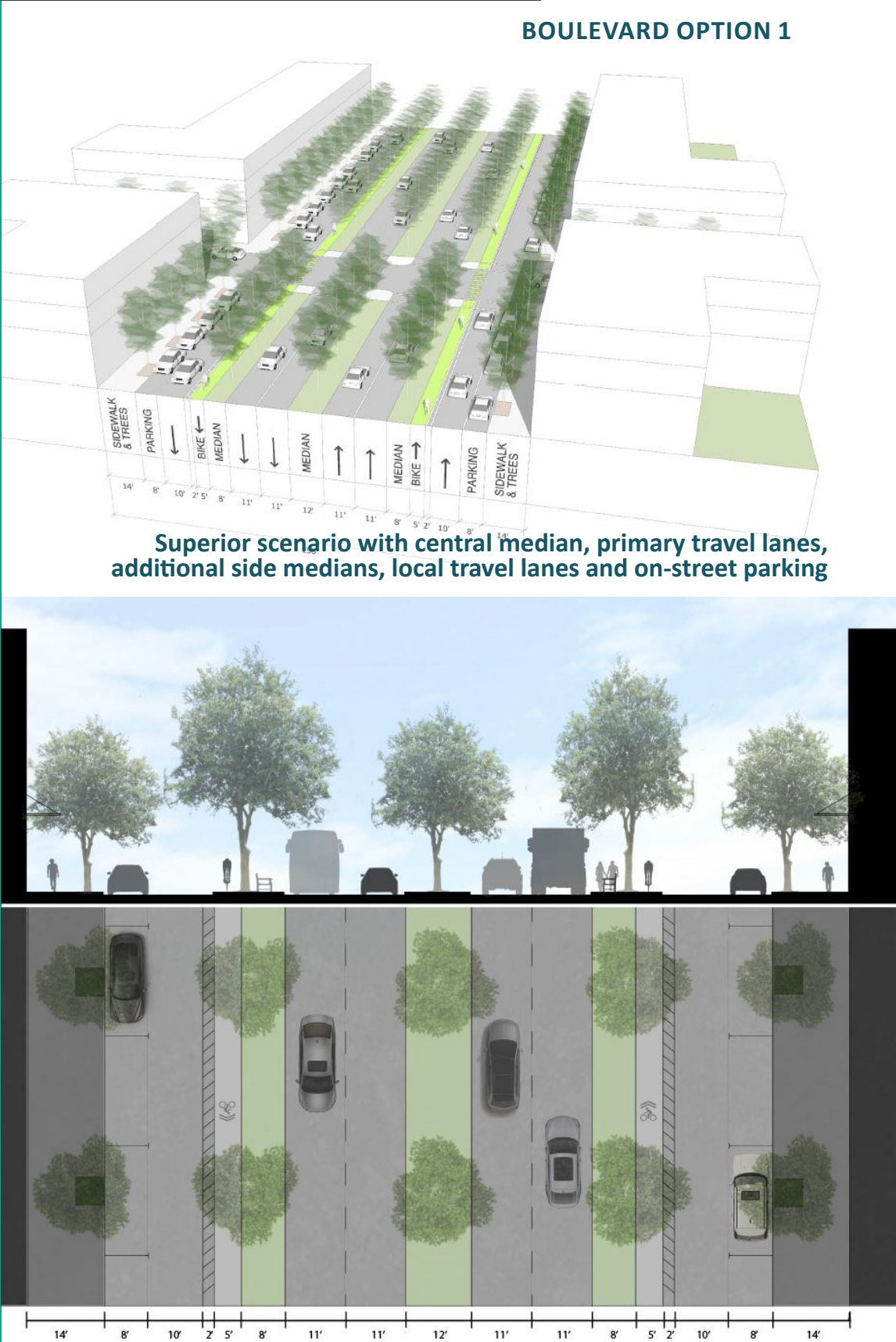
4.2.6 SPECIAL FOCUS AREA:
CORE EVANGELINE THRUWAY ZONE

CREATING A GRAND BOULEVARD

The Grand Boulevard would set the stage for implementing new neighborhood-level economic development. By restoring the original walkable fabric of these historic neighborhoods, a grand boulevard should usher in types of businesses the local community desires. A high-speed, one-way, traditional frontage road is less likely to spur this type of development.

The multi-way boulevard features a series of raised medians that help separate high-speed traffic from lower-speed neighborhood traffic and provide pedestrians safe places to wait while crossing across the boulevard. Street parking slows down local traffic while boosting economic activity. Wide sidewalks, street trees, and landscaping provide pedestrians and bicyclists safe places to walk and set the table for neighborhood-friendly economic development.

It would also allow the neighborhoods of McComb-Veazey, a historically African-American neighborhood to the east of Downtown, and the Sterling Grove neighborhood, one of only two National Register neighborhoods in Lafayette, dramatically improved access to downtown Lafayette and the University of Louisiana at Lafayette.



GRAND BOULEVARD



BOULEVARD OPTION 2



- 1 In this option, additional r.o.w. allows for secondary median to buffer local travel access lane and street parking. Bike lanes are also protected from the passing traffic.
- 2 Landscaped median provides protection for two-way travel while providing an appealing placemaking character. This along with reduced travel lane widths will help manage travel speeds.
- 3 Implementing the Grand Boulevard will set the stage for new urban development consisting of mixed-use commercial business and strategically-placed multi-family residential uses.
- 4 Widened sidewalks establish a healthy and vibrant scene in this central urban zone. This adds to the placemaking appeal of the Grand Boulevard.

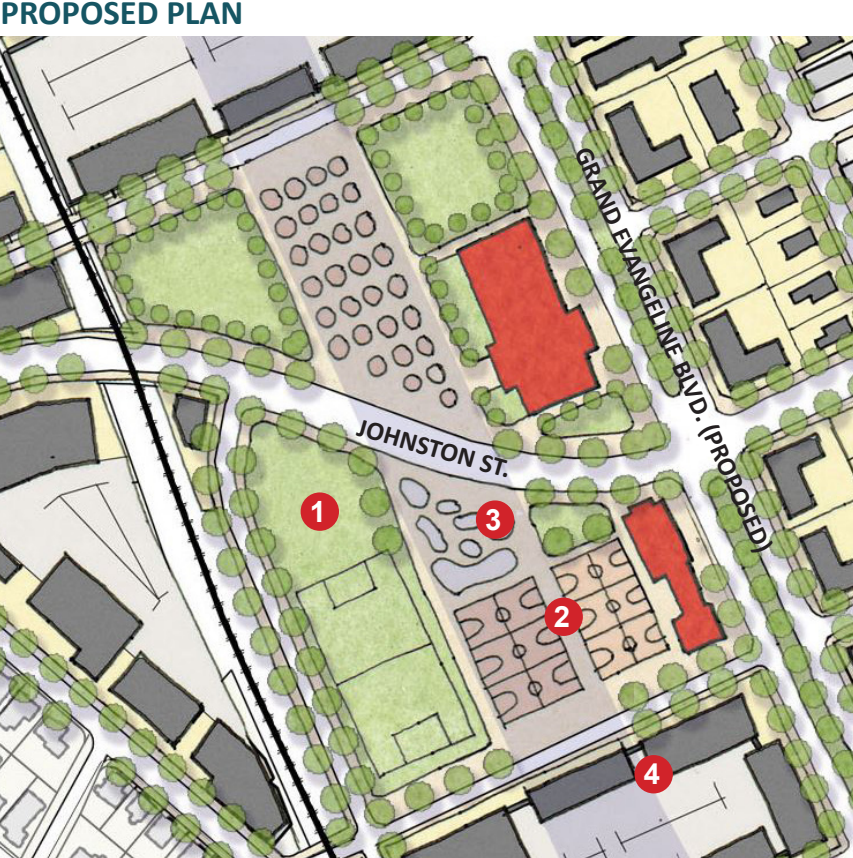
OPTION 1 DESIGN CONCEPT



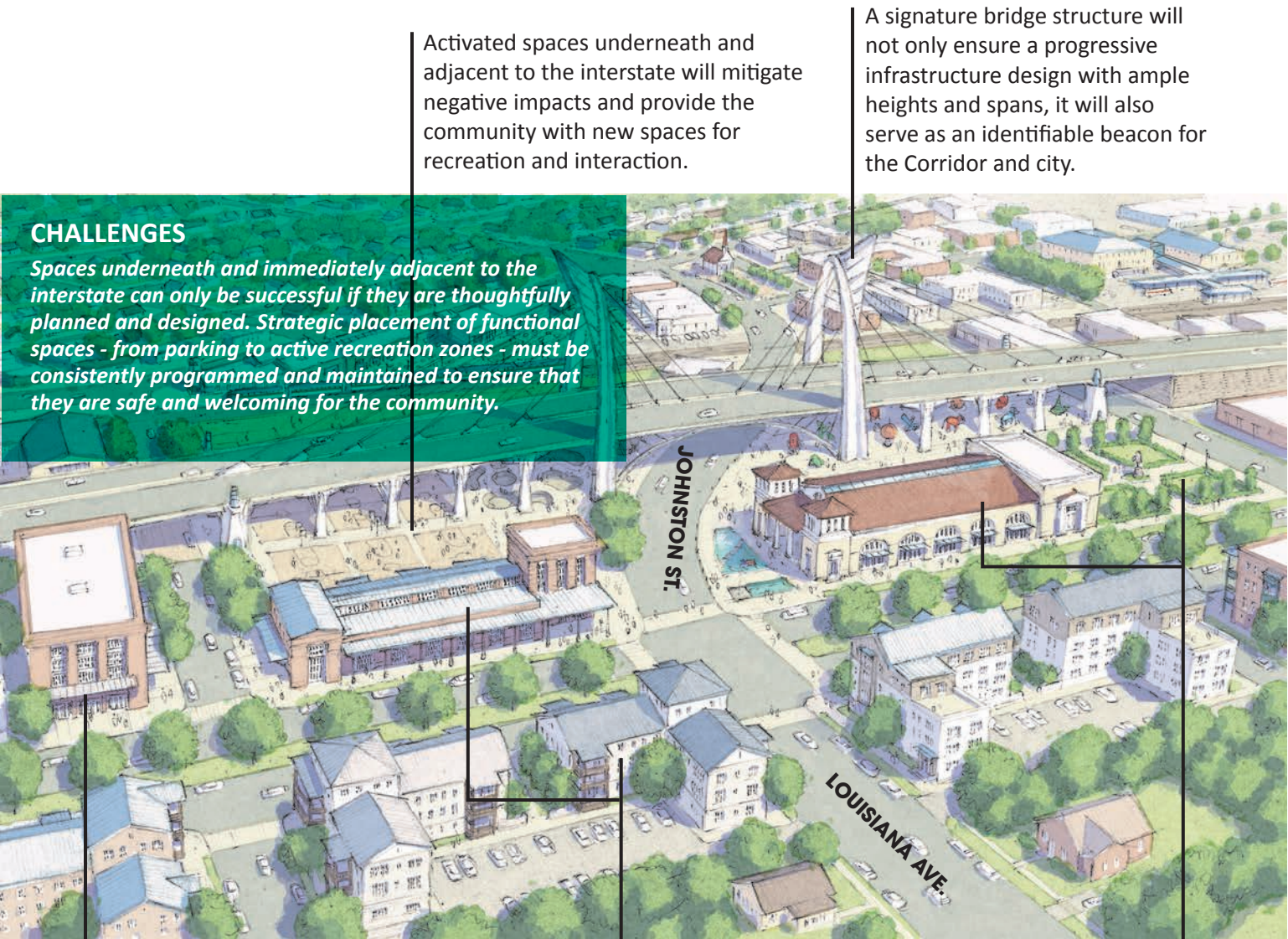
4.2.6 SPECIAL FOCUS AREA:
CORE EVANGELINE THRUWAY ZONE



- 1 Open recreational fields allow for flexible activity to promote and return healthy living to the core area. This will also complement development along the Grand Boulevard.
- 2 Spaces underneath the interstate structure can be consistently activated and utilized. These spaces should be well lit to prevent safety issues.
- 3 Community activities such as dog parks and walking/running paths could attract consistent use of these otherwise residual areas and help form area connections.
- 4 New dense mixed-use development can be implemented adjacent to these recreational areas and also serve as an additional buffer between the interstate and neighborhoods.



CENTRAL RECREATIONAL LANDSCAPES
SIGNATURE BRIDGE GRAND BOULEVARD



Taller buildings and denser development between the interstate and Grand Boulevard should help mitigate sound and site line impacts.

New mixed-use Development along the newly constructed Grand Boulevard.

New green civic plazas will complement new development adjacent to the Grand Boulevard.

The Grand Boulevard, currently zoned Commercial Heavy, Industrial Light and Industrial Heavy, should be considered for rezoning to a more use-appropriate district. The Commercial Mixed district would still allow large-scale grocers, for example, but could facilitate a transformation into an appropriately-scaled commercial corridor that complements downtown. In flanking areas where adjacent neighborhoods meet the Grand Boulevard, Mixed-Use Neighborhood and Residential Mixed districts should be employed. Consideration should be given to an overlay area to more finely tune the development along this very important boulevard.



5

CORRIDOR PLAN IMPLEMENTATION & ECONOMIC POTENTIAL

With its commercial gateway zones, Downtown cultural and business activity, historic neighborhoods and public resources, the Evangeline Corridor is primed for transformation. A road map for implementation will assist the city and its neighborhoods in coordinating an incremental process of revitalization that will result in sustained community growth and vitality. Identifying economic development opportunities and the potential for return on investment is key to moving the Evangeline Corridor Initiative forward.

5.1 IMPLEMENTATION

Implementation is a challenging process that requires strategic planning and coordination between local government, organizations, and community stakeholders. This section provides an overview of implementation visions, principles and an operational matrix for guiding implementation efforts. Prioritizing strategic actions and identifying key stakeholder roles will ensure that ECI vision goals can be achieved in both the short and long term.

CALL TO ACTION: FROM VISIONS TO STRATEGIES

At the beginning of the ECI process, the ETRT established a vision for Corridor revitalization and to address potential impact of the proposed I-49 Connector (see pg. 147 right). This set of goals covered a range of challenges and opportunities representing a comprehensive “call to action” to restore community cohesion and promote sustained economic growth in Corridor neighborhoods. From this vision, the ECI Consultant Team identified a Corridor-wide strategy framework to guide overall area transformation (defined in Chapter 1).



Building on this corridor-wide strategy framework, the plan also includes a study of principle-based design elements such as landscape design, public art/placemaking, and streetscape enhancements (in chapters 2 and 3).

Aligning with the overall Corridor vision and strategies, a series of district-level strategies were formulated in response to each district’s character and particular needs (outlined in Chapter 4). Through the series of community workshops and the Design Charrette, the ECI Consultant Team created catalyst projects of various types and scales to support these district strategies. Community members identified and prioritized particular catalyst projects. ECI planners weighed in on their potential to spur developments that could make assist neighborhood transformation in the foreseeable future. The district-specific strategies and their catalyst projects inform the implementation matrix later in this section.

Note: This vision statement, previously seen on page 13 is repeated here for easy reference.

THE ETRT ENVISIONS AN I-49 CORRIDOR THAT:

- Repairs the division caused by the Evangeline Thruway.
- Restores connections between neighborhoods and people throughout the corridor, including Downtown and the surrounding areas.
- Reverses the decades of disinvestment in Lafayette’s urban core, stimulates urban revitalization and drives investment along the corridor and in adjoining neighborhoods through smart design, careful planning, and best practices.
- Remediates environmentally contaminated properties and returns them to safe, productive use.
- Establishes a new standard for excellence nationwide for the design and implementation of a context-sensitive urban interstate, and “gets it right the first time.”
- Improves local and regional traffic safety, increases access to transit, provides meaningful recreational opportunities, and implements crime prevention through environmental design strategies.
- Encourages civic and commercial activity in people-friendly, desirable spaces below the elevated spans and along the footprint of the Connector.
- Provides creative, three-dimensional solutions for an alternative Connector design that the entire community can embrace.
- Demonstrates an exemplary approach to community engagement and collaboration, where all parties place their trust in the process.
- Concludes with a plan that provides such remarkable overall value that it drives community consensus.

The ETRT adopted this statement at the outset of the ECI process. Moving forward, this vision will inform advocacy efforts and policy suggestions related to strategies recommended in this chapter.

ALIGNING WITH URBAN POLICY

The ETRT vision can serve as guiding principles for the body once the plan is adopted. The plan itself lays the groundwork for various strategies and projects that are consistent with the original vision.

While the vision and strategies presented in this section do not assert specific policy changes, they do speak directly to the need for adopting new policies that will better assist city departments and community stakeholders in implementing certain Corridor-wide and district-level improvements. In some cases, the vision and strategies offer alternatives to established practices that instead champion smart growth planning and inclusive neighborhood development. Where applicable, the implementation matrix will identify existing organizational capacity and policies that can support tactical progress while suggesting alternative mechanisms needed to stimulate new development.

FRAMING IMPLEMENTATION

Based on the ETRT vision, the implementation framework presents a road map to realize various strategies proposed for Districts throughout the Evangeline Corridor. It aligns relevant catalyst projects, offers process milestones, and identifies partners for collaboration and funding. This document should guide public and private investment to realize the Evangeline Corridor Initiative vision. However, full implementation of the Corridor Plan will take maximum discipline and advocacy that exceeds the resources available to any individual agency or city department. It will require difficult and critical choices by elected officials and the public. Thus, this chapter will identify missing organizational capacity and support mechanisms as well as important trade-offs crucial to the implementation process.

It should be acknowledged that the Corridor Plan’s feasibility as presented in this report is dependent upon future economic market demands and the ability for the city and community to absorb a certain level of investment over time. The development patterns and density proposed in particular areas may not be fully realized at the scale depicted. However, the merit of the design vision can still signal the type of development that should be considered and implemented in stages or to the degree that would still promote more cohesive community planning and significant local economic growth.

The level of redevelopment and infill in the Corridor-Wide Plan assumes a coordinated and substantially complete implementation of the (i) Centers and Community Nodes, (ii) the Mobility Networks and (iii) the Parks and Landscapes. The substantial redevelopment and infill absorption assumed in the plan will require significant capital investment in the proposed reinvented public infrastructure and spaces. Conversely, a substantial commitment to funding the reinvented infrastructure will require the Corridor attracting and capturing the level of redevelopment depicted in the plan as both fiscal gravity and political support for limited city-parish resources will be required. In this context, some may say that the total development absorption assumed and depicted in the ECI Plan is too robust. That robustness is important so that if the plan, the market potential, and the process of implementation are aligned, the community opportunity will not have been underestimated in terms of needed infrastructure and neighborhood integration.

PHASING & PRIORITIES

Phasing and prioritization are key factors in the success of any implementation plan. Implementation of corridor revitalization strategies can essentially follow two timeframes to ensure consistent incremental growth and maximize return on investment:

- **Short-term Priorities** may consist of projects that offer the most apparent catalytic effect. In many cases, they may require less capital investment and/or implementation complexity while still providing significant economic and community impact. These actions and returns can be leveraged to fund additional projects and support full implementation of the Corridor Plan over time. *Short-term examples include essential streetscape improvements, developable site preparation, and projects that demonstrate widespread community popularity.*
- **Long-term Priorities** provide substantial transformative benefits for the Corridor, but require a more significant expenditure of resources. They often anticipate additional planning or design, a longer development or construction timeline, and more complex coordination between the public and private sectors. For these particular priorities and projects, a process to develop actionable plans and secure greater financial resources needs to be advanced. Yet, it is possible to view and break down long-term projects into a series of more feasibly incremental short-term actions with individual merits. *Long-term examples include full big-box commercial site retrofits, town center developments, and system-wide capital improvements.*

Reflecting the above considerations, an important part of this implementation plan is understanding the projected benefits and potential returns on investment of district strategies. Economic models are provided in Section 5.3 and should be used to underscore the importance of the Corridor investment to the community and city as a whole. Benefits may include economic growth and job creation, diversified affordable housing options, and active public spaces.

See Chapter 4 and Appendix G for more details on various Catalyst Projects including action steps.



Proposed vision of W. Willow St. improvements

TOOLS & MECHANISMS FOR IMPLEMENTATION

Implementing a plan such as this requires a multitude of funding mechanisms and agency oversight. Some of these potential tools have yet to be used in Lafayette, but should be considered to successfully implement the ECI Plan.

TAX INCREMENT FINANCING (TIF) – In a TIF district either sales or ad valorem taxes can be utilized as a funding mechanism. An added sales tax increment is the most common and allows for the monies to be expended within the district for specific purposes.

SPECIAL DISTRICTS - Special districts are created to meet a need for service or to encourage economic growth or urban renewal in a geographically defined area. The designation can call for variances on zoning classifications and other measures that make alternative development possible. Special Districts can also assign a specific tax that is paid only by local businesses, residents, or people shopping in that area. The Downtown Development Authority is one such Special District formed by the State Legislature in coordination with LCG. Other possible districts are a Cultural District and an Economic Development District.

PUBLIC PRIVATE PARTNERSHIPS - Also known P3s, these are cooperative arrangements between two or more public and private sector entities. This funding model works as a mutually beneficial trade off where the public sector efforts are supplemented by private sector expertise and management. P3s can be applied to simple, short-term management contract (with or without investment requirements) or long-term contracts that includes funding, planning, building, operation, and maintenance. They range from funding large scale infrastructure and urban development projects that require high capital investment to smaller community-based projects like gardens, public art, or recreational facilities.

See Chapter 4 and Appendix G for more details on various Catalyst Projects including action steps.



Proposed vision of Senior Center / Senior Arts Studio site redevelopment (Jefferson Blvd.)

TOOLS & MECHANISMS FOR IMPLEMENTATION

REDEVELOPMENT AUTHORITY – A Redevelopment Authority acquires property for redevelopment, prepares the property, and then makes this property available through sale or lease. Therefore, a Redevelopment Authority does not act as the developer and only makes properties available for development. A Redevelopment Authority provides investment capital for affordable housing and mixed use development, by obtaining partnerships with public, private, and non-profit organizations. A redevelopment authority also reserves the ability to levy taxes for operational efforts.

BUSINESS ASSISTANCE PROGRAMS – Loan and grant programs providing help in attracting and assisting new businesses to locate within the district.

HOME LOAN ASSISTANCE AND HOME REHAB FUNDING – Providing funds to offset the costs associated with buying or making repairs to a home.

COMMUNITY LAND TRUST – Nonprofit organization that primarily facilitates home ownership for people who are not be able to afford it through conventional means. Traditionally, a community land trust is used to keep housing affordable, but it can also be used for community gardens, civic and commercial buildings, and other public assets.



Partnership Diagram

LOCAL ORGANIZATIONAL CAPACITY

LAFAYETTE CONSOLIDATED GOVERNMENT

CREATE

This initiative promotes Lafayette’s cultural economy including recreation, entertainment, arts and tourism. It seeks to execute projects that highlight and leverage creative assets that can enhance Lafayette’s economic potential.

Community Development

The Community Development Department promotes services geared towards enhancing the physical, social, economic, educational, and cultural conditions of Lafayette. It provides housing services for low income households, financial counseling, art and cultural programs, senior programs and homeless services.

Development and Planning

The Development and Planning Department is responsible for implementing PlanLafayette and monitoring the Unified Development Code serves as a resource and provides oversight for platting property, permitting construction, certificates of occupancy, land use regulations, zoning variances, easements/rights-of-way, historic properties, and compliance. Its five divisions include: Development, Planning, Codes, Alcohol and Noise, and Compliance (Housing).

Lafayette Transit System

Traffic and Transportation oversees the Lafayette Transit System which includes the monitoring of city traffic, public transit services and facilities (stations and bus stops), road closures, bicycle path facilities and safety, signs and markings, traffic calming and all operational technology associated with transportation.

Parks and Recreation

The Parks and Recreation Department offers diversionary environmental, leisure, and active opportunities for Lafayette’s citizens. Its primary objective is the upkeep and maintenance of public parks and recreation facilities as well as monitoring athletic programs, therapeutic recreation programs, and operations of recreation centers. The department oversees 36 parks (1500 acres of parkland), 10 recreation centers, 4 swimming pools, 3 golf courses, 2 tennis centers, other various activity program fields.

Project Front Yard

This initiative addresses community beautification through education and action. It brings together individuals, businesses and organizations, government and media partners by undertaking projects such as litter removal and prevention, river clean up, the revitalization of gateways, improving streetscapes, and public art.

Public Works

Public Works provides the engineering, construction, and maintenance of buildings, streets, bridges, and drainage systems as well as fleet vehicle and equipment operations. Traffic and Transportation is a division of Public Works. The department also manages capital improvements and environmental quality.

EXTERNAL AGENCIES

Acadiana Metropolitan Planning Organization (MPO)

The Acadiana MPO is primarily responsible for regional transportation planning including the Congestion Management Process (CMP), Metropolitan Transportation Plan (MTP), Transportation Improvement Program (TIP), and Unified Planning Work Program (UPWP). It is supported by the Transportation Policy Committee and also administers the 2035 Bike Plan. The MPO often serves as an intermediary between the LaDOTD and LCG on large transportation-related planning projects.

Acadiana Planning Commission (APC)

The APC is the parent organization of the Acadiana MPO. It serves the public sector with planning and implementation of community, economic and transportation development throughout the Acadiana region.

Community Foundation of Acadiana

The Community Foundation of Acadiana is a 501(c)(3) non-profit philanthropic leader and resource that connects donors to community needs and opportunities that positively impact the community. They support regional projects such as trails, parks, and disaster recovery.

Downtown Development Authority (DDA)

The DDA’s mission is to promote the physical, economic and cultural development of the core Downtown district. Overseen by a seven-member board, the DDA also is responsible for implementing and monitoring the Downtown Action Plan. This consists of executing projects of various types and scales that seek to preserve and enhance the Downtown as the economic heart of the city.

LOCAL ORGANIZATIONAL CAPACITY continued...

Greater Southwest Louisiana Black Chamber of Commerce (GLSBCC)

GSLBCC is organized to empower and sustain the welfare and prosperity of African American-owned businesses and communities through entrepreneurship and support activities in Lafayette and across the Southwest Louisiana region.

Habitat for Humanity

Lafayette Habitat for Humanity is part of a global, nonprofit housing organization whose mission is to build homes, communities and hope. Habitat for Humanity is dedicated to eliminating substandard housing through constructing, rehabilitating and preserving homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter and living conditions.

Lafayette Covention and Visitors Commission (LCVC)

LCVC/Lafayette Travel serves as a tourism promotion and marketing coordinator for Lafayette Parish. It enhances the economic fabric of the community through partnerships, support funding, and the coordination of events and promotion of local cultural assets including entertainment events, commercial districts, and natural resources and landscapes.

Lafayette Economic Development Authority (LEDA)

LEDA’s mission is to provide assistance to local companies in their growth, market development and workforce development efforts; to recruit additional companies considering locating in this area; and to assist in the development of new companies in order to diversify the economy within Lafayette Parish.

Lafayette Public Trust Financing Authority (LPTFA)

LPTFA supports the city and parish of Lafayette through a range of finance-related programs and community involvement efforts. This includes project funding assistance for health services, housing, education, transportation, cultural and civic facilities, and the environment.

One Acadiana

Formerly the Greater Lafayette Chamber of Commerce, One Acadiana is the central business organization for Lafayette. It provides leadership on local issues of business development and physical planning, as well as services and resources for some 1,200 businesses throughout the region.

Upper Lafayette

Upper Lafayette Economic Development Foundation is an association of proactive individuals and business leaders joined together to be a catalyst for change. The Foundation’s mission is to enhance and direct the positive, planned growth of Upper Lafayette, while participating in the overall development of the Greater Lafayette Metropolitan Area.

NEIGHBORHOOD ORGANIZATIONS

Freetown - Port Rico Coterie

Established in 2006, the Freetown – Port Rico Coterie is served by 12-member board of residents and business owners which enable interaction and guide the creation of action plans and community projects that benefit the neighborhood.

La Place Coterie

The La Place Coterie represents the La Place des Creoles neighborhood and has a mission of driving local community change through mobilizing citizen groups.

McComb-Veazey Coterie

The McComb-Veazey Coterie is a neighborhood planning group comprised of property owners, residents, and business owners. The predominantly African-American neighborhood’s mission is to support implementation of revitalization plans including healthy living through food-system approaches, economic growth, and heritage-based community events.

Sterling Grove Neighborhood Association (SGNA)

SGNA is a non-profit organization dedicated to promoting and preserving the Sterling Grove National Historic District through advocacy, education and community-wide events.

Townfolk

TownFolk is a non-profit resident organization dedicated to improving quality of life for residents and businesses in the La Place neighborhood of Lafayette. It fosters a network of positive, forward-thinking citizens and partnerships with like-minded local businesses and organizations to preserve and enhance the historic neighborhood.

APPLYING THE IMPLEMENTATION MATRIX

The Corridor Plan Implementation Matrix is a tool to understand how strategies, processes and people come together to stimulate community growth. The Matrix includes six categories:

• **Strategies** – Generally district-level in nature, but have validity to be applied in a corridor-wide manner due their cross-community benefits. Each strategy will require thoughtful planning and coordination among public and private entities including the mobilization of residents. The compilation of strategies should be considered pillars for achieving district transformation and advancing Corridor-wide visions.

• **Catalyst Projects** – Particular projects identified here will serve as catalysts for strategic action and help steer the implementation of broader strategies. The combining of catalyst projects will often have greater impact potential for incremental change.

• **Action Steps and Timing** – Implementation is a challenging process that often unfolds in multiple phases, each with its own set of milestones and impacts. The matrix outlines potential steps and tasks that describe short-term and long-term actions.

STRATEGIES	CATALYST PROJECTS	ACTION STEPS and TIMING	LEAD AGENCY	PARTNERS and FUNDING	OTHER CONSIDERATIONS
Target areas adjacent to proposed I-49 connector with high-density mixed-use infill development	Willow St. Streetscapes Willow Interchange Landscapes Iconic Gateway Feature	Based on market demand, development would be incremental pending available land. Initial phase to follow Phase 1 of I-49 construction.	LCG Development and Planning Department	Private Developers (P3s) LCG Public Works Dept. LaDOTD LEDA N. Lafayette Redevelopment Authority	Establish Special District
Focus small-business commercial street frontage on W. Willow St.	Willow St. Streetscapes Clifton Chenier Center / LCG Campus Connections	Initial focus on r.o.w. and streetscape upgrades near Philadelphia Church – infill options in area fronting W Willow St. – mirror current development activity	LCG Development and Planning Department	Small Business Owners LCG Public Works Dept. LCG Community Development LEDA LPTFA	Rezoning of corridor should be considered Establish Special District Create Business Assistance Programs
Preserve and enhance existing commercial uses along E. Willow St.	Willow St. Streetscapes	Initiate streetscape improvements followed by Incrementally-phased Infill development on south side of street – 3-5 vacant parcels between Moss and Armentor St.	LCG Development and Planning Department	Small Business Owners LCG Public Works Dept. LCG Community Development	Create Business Assistance Programs
Retrofit the former Northgate Mall into a medium-density, mixed-use center	Castille Ave. Streetscapes Northgate Mall Site Retrofit	First phase consolidation of the existing Mall buildings and mixed-use development fronting Castille Ave. – streetscape/r.o.w. improvements will clear way for incremental development.	LCG Development and Planning Department	Private Developers (P3s) LCG Public Works Dept. LEDA N. Lafayette Redevelopment Authority LCG Community Development LCVC LPTFA	Rezoning of parcels should be considered Establish Special District Create Business Assistance Programs
Create mixed-use center retrofits of big box development sites	Super 1 Foods Site Retrofit	Create dialogue with property owners, acquire development rights. Site planning/prep followed by incremental development beginning with street frontage.	LCG Development and Planning Department	Private Developers (PP3s) LCG Public Works Dept. LEDA N. Lafayette Redevelopment Authority LCG Community Development	Rezoning of parcels should be considered Consider Walmart site redevelopment and other sites with large parking lots
Disperse strategic public open spaces and parks throughout the Gateway	Neighborhood Park N. Buchanan Willow Interchange Landscapes Clifton Chenier Center	Identify available sites for potential park/green space development. Execute design planning and begin construction.	LCG Parks and Recreation	LCG Public Works Dept. LCG Community Development LPTFA	Land may need to be acquired for new public space.

• **Partners and Funding** – Each strategy will need potential partners and funding sources. These range from local and state government to private developers and grassroots community groups. Some strategies can be funded with public resources. Others will require funding support from state and national grant programs, public-private partnerships, and special districts.

• **Lead Agency** – Advancing implementation rests on strong leadership. Lead agencies are identified for their particular expertise or willingness to champion projects that require management of challenging community processes.

• **Other Considerations** – This identifies alternative actions or mechanisms that may be required for implementation.

STRATEGIES	CATALYST PROJECTS	ACTION STEPS and TIMING	LEAD AGENCY	PARTNERS and FUNDING	OTHER CONSIDERATIONS
Replenish internal residential zones throughout McComb-Veazey neighborhood	Pursue Local Historic Status Pocket Park – 14 th @ Magnolia	Identify vacant lots and adjudicated properties for rehabilitation and infill – residential and small commercial construction.	LCG Community Development	LCG Development and Planning Department McComb-Veazey Coterie HUD & CDBG Programs Habitat for Humanity Preservation Commission & Alliance	Consider Community Land Trust
Enhance neighborhood scale retail and commercial use on Pinhook Rd.	E. Pinhook Spot Improvements Surrey St. Streetscapes S. Orange Gateway- Streetscape	Construct streetscape upgrades. Identify buildings for rehab and negotiate acquisition of vacant sites – targeting key intersections.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development Small Business Owners BVD McComb-Veazey Coterie	Create Business Assistance Programs
Maintain and enhance district’s institutional and faith-based activity.	Wayfinding & Identity Campaign Community Farm @ Vermilion Conference Center	Plan community events around Gethsemane Church and W.D. Smith Career Center/Paul Breaux Middle to activate vacant land promote community interaction.	BVD & McComb-Veazey Coterie	Gethsemane Church Smith Career Center & Paul Breaux LCG Community Development CREATE & Project Frontyard	n/a
Explore neighborhood-scale commercial along S. Orange St.	S. Orange Gateway- Streetscape E. Pinhook Spot Improvements	Construct streetscape upgrades. Identify sites for new businesses, and establish business development program and incentives to entice entrepreneurs.	LCG Development and Planning Department	LCG Public Works Dept. BVD & McComb-Veazey Coterie LCG Community Development Small Business Owners	Create Business Assistance Programs
Foster integrated mixed-commercial service and light industrial use along Surrey St.	Surrey St. Streetscapes S. Orange Gateway- Streetscape E. Pinhook Spot Improvements	Construct streetscape upgrades. Use business development program to diversify land use.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development Small Business Owners	Rezoning of parcels should be considered Special District may allow alternative development.
Preserve and enhance existing parks	Heymann Park Retrofit Wayfinding Campaign Community Farm @ Vermilion Conference Center Pedestrian River Crossing	Create an area plan that identifies and prioritizes specific projects to initiate. Engage community and park patrons for ideas. Prep sites for upgrades and construction.	LCG Parks and Recreation	LCG Development and Planning Department LCG Public Works Dept. LCG Community Development BVD McComb-Veazey Coterie Project Frontyard CREATE	n/a
Leverage cultural institutions and assets to attract and sustain community growth	Wayfinding Campaign Pedestrian River Crossing Heymann Park Retrofit	Create an awareness and identity campaign. Identify areas for wayfinding signage and install signs/kiosks. Plan events to unveil.	BVD & CREATE	LCG Parks and Recreation LCG Development and Planning Department LCG Community Development McComb-Veazey Coterie Project Frontyard	n/a

STRATEGIES	CATALYST PROJECTS	ACTION STEPS and TIMING	LEAD AGENCY	PARTNERS and FUNDING	OTHER CONSIDERATIONS
Preserve and enhance small-scale commercial development throughout the district	Greenhouse / Senior Arts Studio Pierce @ W. Simcoe Intersection Improvements W/E Simcoe Streetscapes	Initiate streetscape upgrades. Coordinate ground floor/storefront activation. Begin infill and incremental rehab.	LCG Development and Planning Department	Small Business Owners LCG Public Works Dept. LCG Community Development Greater SWLA Black Chamber of Commerce Townfolk LaPlace Coterie	Create Special District Overlay to assist development.
Add mixed-use and multi-family housing along primary thoroughfares east and west of the Thruway	W/E Simcoe Streetscapes Intersection Improvements W/E Simcoe Streetscapes	Identify sites for private/public housing. Initiate streetscape upgrades and incremental rehab and infill. Coordinate ground floor activation.	LCG Community Development	Development and Planning Department LCG Public Works Dept. LPTFA Community Foundation Habitat for Humanity LEDA	Create Special District Overlay to assist development. Consider and Coordinate grants.
Create mixed-use properties at key district intersections	W/E Simcoe Streetscapes Bus Stop Shelter & Plaza	Initiate streetscape upgrades. Create incentives to spark intersection node development. Coordinate ground floor activation.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development LPTFA Community Foundation LEDA	Rezoning of parcels/areas should be considered
Create various housing types in residential zones (La Place)	Pierce @ W. Simcoe Intersection Improvements W/E Simcoe Streetscapes	Identify sites for private and public housing. Focus on adjudicated properties for incremental rehabilitation.	LCG Community Development	LCG Public Works Dept. LPTFA Community Foundation Habitat for Humanity LCG Development and Planning Department	Rezoning of parcels/areas should be considered Consider Community Land Trust
Enhance and integrate potential development in industrial & heavy commercial zones	W/E Simcoe Streetscapes	Streetscape upgrades offer first step to diversify physical character. Infill development follows.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development	Rezoning of parcels should be considered Special District may allow alternative development.
Enhance the district with neighborhood parks and recreational facilities. Create neighborhood center around the Greenhouse Center. Promote recreational use of facilities at City Park.	Greenhouse / Senior Arts Studio Mudd Ave. Streetscapes	Identify sites for new park space and upgrades. Coordinate events. Initiate streetscape upgrades along Jefferson Blvd. Create site plan for landscape upgrades Establish new entrances and access and renew active programming (City Park).	LCG Community Development & LCG Parks and Recreation	LCG Public Works Dept. LCG Development and Planning Department SGNA Townfolk & LaPlace McComb-Veazey Coterie CREATE Project Front Yard	Land may need to be acquired for new public space.
Expand public spaces around St. Genevieve	Pursue Local Historic Status	Redesign newly created space adjacent to the I-49 Connector to serve as a buffer. Establish pedestrian pathways and bike network connections.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development St. Genevieve Church Preservation Commission & Alliance	Land and r.o.w. may need to be acquired for new public space.
Transform arterial roads into primary neighborhood streets	W/E Simcoe Streetscapes Mudd Ave. Streetscapes	Initiate streetscape upgrades that will promote pedestrian walkability, neighborhood character and safe, active streets.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development	n/a
Buffer the Evangeline Thruway/I-49 corridor with mixed-use properties	W/E Simcoe Streetscapes	Construct Grand Boulevard to replace existing Thruway. Identify sites for incremental mixed-use development.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development LaDOTD Private Developers & P3s	Special District may allow alternative development.
Create new housing stock in single-family residential zones north of the Sterling Grove Historic District	Mudd Ave. Streetscapes Pursue Local Historic Status	Identify sites for private and public housing. Focus on adjudicated properties for incremental rehabilitation.	LCG Community Development	LCG Development & Planning Habitat for Humanity HUD programs	Consider Community Land Trust Rezoning of parcels/areas should be considered

STRATEGIES	CATALYST PROJECTS	ACTION STEPS and TIMING	LEAD AGENCY	PARTNERS and FUNDING	OTHER CONSIDERATIONS
Preserve a local mix of commercial and office uses along Jefferson St.	Old Federal Courthouse Retrofit Downtown Cinema Downtown Grocery	Apply Downtown Action Plan	LCG Development and Planning Department & DDA	DLU LCG Community Development Small Business Owners LEDA & One Acadiana	Establish Special District Create Business Assistance Programs
Foster E. Main St. connection between Downtown and Freetown	Johnston St. intersection upgrade Old Federal Courthouse Retrofit	Initiate streetscape upgrades. Provide incentives for developers. Activate sidewalk and storefronts.	LCG Development and Planning Department & DDA	LCG Public Works Dept. LCG Community Development Freetown Coterie	Use Special District Overlay to assist development.
Continue mixed-use development on Congress St.	Coburn’s Building Retrofit Congress Streetscape Phase 2 Children’s Playground @ Library	Continue streetscape upgrades. Prioritize and prep sites for development. Coordinate incremental building.	LCG Development and Planning Department & DDA	LCG Public Works Dept. DDA & DLU LCG Community Development LCG Development & Planning	Consider P3s with Private Developers Use Special District Overlay to assist development.
Locate new multi-family residential use along primary streets on the south of Downtown (Johnston St., Taft St.)	Johnston St. intersection upgrade Congress Streetscape Phase 2 Taft St. Corridor Improvements	Execute r.o.w. and intersection upgrades. Identify sites to promote residential infill development. Coordinate ground floor activity.	LCG Development and Planning Department & DDA	LCG Public Works Dept. LCG Community Development Private Developers & P3s Freetown Coterie	Provide incentives for developers (tradeoffs)
Target neighborhood scale development in Freetown on Jefferson St.	Johnston St. intersections McKinley St. Renewal Community Park @ Gordon St. Jefferson St. Renewal	Construct streetscape and r.o.w. improvements. Identify and secure parcels for development infill. Develop adjacent public space.	LCG Development and Planning Department	DDA & DLU LCG Community Development Freetown Coterie HUD & CDBG Programs Private Developers	Rezoning of parcels/areas should be considered Consider incentives for developers (P3s).
Renew McKinley St. with new and reclaimed medium-density development	McKinley St. Market / Renewal	Construct streetscape and r.o.w. improvements.	LCG Development and Planning Department	Freetown Coterie University of Louisiana-Lafayette LCG Community Development Private Developers	Rezoning of parcels/areas should be considered Negotiate acquisition of United Way building/site.
Mixed-use core Evangeline Thruway zone should buffer the proposed I-49 connector	Pursue Local Historic Status	Construct revamped Grand Boulevard to replace existing Thruway. Identify and prep parcels for incremental mixed-use development. Promote public space creation.	LCG Development and Planning Department	LCG Public Works Dept. DDA LCG Community Development LaDOTD McComb-Veazey Coterie LCG Parks and Recreation	Use Special District Overlay to assist development. Consider P3s with Private Developers
Commercial/multi-family infill development should front Jefferson Blvd.	Cultural Museum Pontiac Point Federal Courthouse Retrofit Pontiac Point Redevelopment	Construct streetscape and r.o.w. improvements. prep for redevelopment at Pontiac Point.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development McComb-Veazey Coterie Private Developers	Consider the Negotiation/ acquisition of vacant sites
Enhance commercial corridor along E. Simcoe St. to Pinhook Rd. and along Surrey St.	Cultural Museum Pontiac Point 12 th St. @ Simcoe Intersection Pontiac Point Redevelopment	Identify parcels for infill and rehabilitation. Recruit developers and offer incentives.	LCG Development and Planning Department	LCG Public Works Dept. LCG Community Development McComb-Veazey Coterie Private Developers	Use Special District Overlay to assist development. Create Business Assistance Programs
Revitalize the 12th St. neighborhood corridor	12 th St. Streetscapes Upgrade 12 th St. @ Simcoe Intersection 12 th St. @ Surrey Intersection	Execute streetscape improvements. Identify sites for upgrade and infill. Focus enhanced mixed-use development at Surrey and Simcoe intersections.	LCG Development and Planning Department	McComb-Veazey Coterie LCG Public Works Dept. LCG Community Development Immaculate Heart Church Small Business Owners	Rezoning of parcels/areas should be considered

5.2 MOVING ECI FORWARD: THE ROLE OF THE ETRT

The Evangeline Thruway Redevelopment Team (ETRT) was originally formed by the Corridor Preservation and Management Action Plan to Preserve the I-49 Alignment (Action Plan) and is a committee of the Lafayette City-Parish Council. The ETRT is composed of 15 members appointed by several organizations as outlined in the Action Plan. Its primary task is to provide oversight on the production of the ECI Plan and to advocate for the implementation of the Plan’s vision including various strategies, potential projects and partnership creation.

As defined in the 2002 Corridor Preservation and Management Action Plan to Preserve I-49, the ETRT has the following powers and obligations:

- (1) Elect from its members a Chairman who leads the Team;
- (2) Elect from its members a Secretary who keep records of the Team’s activities and meetings;
- (3) Report from time to time to the City-Parish President and Council;
- (4) Serve at the discretion and pleasure of the City-Parish President and a majority of the City Parish Council;
- (5) Serve without compensation;
- (6) Reside in Lafayette Parish for the duration of their term;
- (7) Request the considered advice from the Volunteer Technical Advisory Panel;
- (8) Call public meetings and Charettes to consider opinions and needs of citizens related to the Corridor;
- (9) Request support from and work constructively with the Lafayette Parish delegation to the State Legislature in seeking state funds for the Corridor;
- (10) Request support from and work constructively with the Louisiana delegation to the US Congress in seeking federal funds for the Corridor;
- (11) Request support from and work constructively with the Lafayette Parish Development; Authority and the Lafayette Bayou Vermilion District in producing plans which serve their mutual interest;
- (12) Request staff time for the formalization of the Redevelopment Economic Plan and its integration with other supplementary plans available to the Director of Department of Traffic and Transportation;
- (13) Monitor the implementation of their strategic plan by LCG Staff and modify its components in order to improve its efficiency;
- (14) Advise the Lafayette City-Parish Council on the expenditure of local funds.

CORRIDOR PLAN DEVELOPMENT

The ETRT’s role in this work was to establish a vision to guide the ECI Consultant Team in its efforts to produce the Corridor Plan. Throughout this process, members acted as liaisons between Lafayette Consolidated Government (LCG) and the community including presence and facilitation at public meetings. Particular tasks and activities included:

• **Background Work**

In order to provide useful support, the ETRT familiarized themselves with PlanLafayette and other related neighborhood planning efforts past and present such as the 2002 Corridor Preservation and Action Plan and the original ETRT’s Tax Increment Financing District Committee Report (2010). Through a series of official resolutions, the ETRT also monitored and responded as necessary to ongoing work performed by the Lafayette Connector Partners (LCP) Team, DOTD, and FHWA in relation to the I-49 Connector.

• **Monthly meetings**

The ETRT generally met once a month to receive updates from the ECI Team and take action on any resolutions deemed necessary by the Committee and LCG. A subcommittee was formed to provide special guidance to the Corridor Plan and outreach process.

• **Assist in Facilitation of Public Engagement**

The ETRT assisted the ECI Consultant Team and LCG in various community engagement events including workshops, open houses, and meeting-in-a-box campaigns.

• **Adoption of ECI Final Report (Corridor Plan) and District Design Manuals**

The ETRT will adopt the ECI Team’s Final Report prior to submission to FHWA.



CORRIDOR PLAN ADOPTION

ETRT Members are liaisons between LCG and Corridor communities, and they are the frontline agents to lobby and advocate for the Corridor Plan’s potential to the Mayor-President and City-Parish Council.

Once the plan is adopted, the hard work of the ETRT will begin. The work done in the districts is only meaningful if the ETRT, working with Development and Planning staff, become advocates for the work outlined in the plan. Transitioning into that role will be critical, and therefore, the following short term tasks are recommended in the transition from a primarily planning body to an advocacy one.

• Face-to-face meetings with City-Parish Council Members

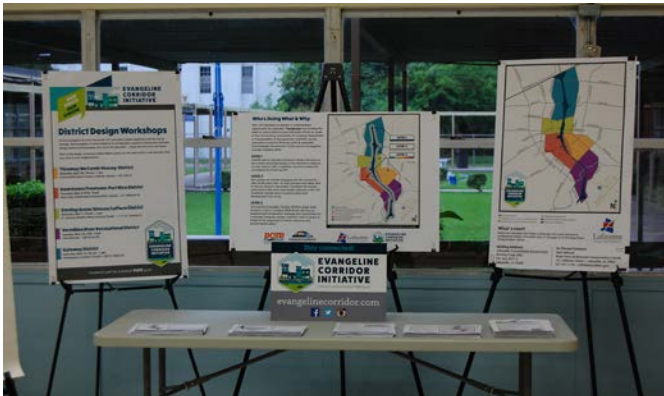
Because most of the ECI strategies and catalyst project concepts will require council funding or adoption of new policies or ordinances to achieve implementation, council buy-in is paramount. The ETRT will engage council members and the mayor-president to promote the importance of the Corridor Plan. These efforts will help address questions and to build support for larger capital improvements and feature projects. This action will also direct the city-parish council to consider decisions based on the ECI Plan and help build consensus towards the ECI vision among related development agencies (i.e. Acadiana MPO, LEDA, and One Acadiana).

• Media appearances with community members

The ETRT members will team with local residents to spread the word about ECI’s implementation efforts. Methods may include recorded videos for online sharing, radio spots, or live TV interviews.

• Open House events

The ETRT members will participate alongside LCG staff and the ECI Consultant Team in various public events to generate support for catalyst projects and ongoing implementation efforts. These may consist of presentations, panels and Q&As.



CORRIDOR PLAN IMPLEMENTATION

The ETRT, in both of its iterations, primarily served to oversee the development of a Corridor Plan. The ETRT is in its best service to the community when it undertakes its role as an oversight body for plan implementation.

Recommendations:

- **I-49 Connector Design:** The ETRT should continue to influence the design of the I-49 Connector through ongoing engagement with the Louisiana Department of Transportation and Development. Members of the ETRT should continue to actively engage in the Lafayette Connector Partner Team’s CSS process, the Section 106 process, and any ongoing planning and public input processes.
- **Plan Reporting:** The ETRT should prepare annual reports on ECI implementation. Those annual updates should be adopted in May in time to inform the annual PlanLafayette updates each year. The plan should be updated with new high level recommendations as appropriate so the ECI effort and Corridor Plan remain relevant.
- **Advocacy for Investment:** As an advisory body to the City-Parish Council, the ETRT, in conjunction with staff from the Planning and Development Department, should make annual recommendations to inform the capital budget for Lafayette Consolidated Government.
- **Advocacy for important planning concepts:** Many of the recommendations in the Corridor Plan rely on sound principles of more urban development and redevelopment in the form of streetscape investments and increases in density and uses. These changes in development patterns will be necessary for the ECI Strategies to be realized. However, without an advocacy entity that understands the details of the Corridor Plan, implementation could fall short.
- **Committee Meetings:** Once the Corridor Plan has been adopted, it is likely that ETRT meetings can decrease in frequency, perhaps six times annually or quarterly. When applicable, planning staff may engage members of the ETRT in public input for catalyst projects.
- **Public Engagement:** The ETRT should continue to provide a voice to Corridor residents and should continue to engage the public about the relevance of the Corridor Plan’s recommendations.

See Appendix A for more details on ETRT’s role related to the Communication Outreach Plan.

5.3 VALUE-ADDED DEVELOPMENT POTENTIAL

Urban highway interventions often favor regional economic transformation rather than strengthening local and hyper-local economic development opportunities. The ECI plan, however, highlights an important opportunity to repair broken connections and realize the relative tax potency of Downtown and the surrounding districts if “done right.”

The proposed conceptual development creates value in three ways: through redevelopment of underutilized land; through infill on existing vacant land; and by opening new land for development. The values presented in this section are somewhat ambitious in terms of overall new built area, but within the realm of possibility if Lafayette’s future growth can be focused into the core area. This investment in the core is aligned with Lafayette’s comprehensive plan, PlanLafayette, and has been echoed by several post-2016 flood planning efforts.

Going forward, the trends and placement of investment—which has been driven in part by Lafayette’s land-intensive development regulations, the high costs of redevelopment, and the availability of cheaper land on the “southside”— will have to be balanced through strategic, sometimes unpopular, policy decisions.

It is important to note that a lower level of redevelopment than depicted in the plan can still be successful and sustainable if the plan is used to support neighborhood vitality among the five districts in the context of the substantial impact of the I-49 Connector. Fundamentally, the ECI Plan should be used to contextualize and link that redevelopment activity through an appropriate level of neighborhood infrastructure and investment that is calibrated with the level of anticipated absorption as redevelopment unfolds over time.

BAD VS. GOOD URBANISM

The key to tax potency is using space efficiently. Understanding that there is a finite amount of land as well as a finite amount of market should influence and be considered in development decisions.

Traditionally large scale developments like Walmart are considered a symbol of economic prosperity. While the total tax value of the project is often very high, this kind of development consumes a large amount of land and can also have a negative impact on the character of the community. Concentrating development efforts on well designed and efficient projects, like Dat Dog, can equal, or in many cases, drastically outperform contemporary auto-oriented development. Dat Dog not only uses virtually all of its land area, but adds an additional story of tax value.

When comparing the tax value per acre of these two types of development patterns, it is clear that overall well designed projects that create a sense of place and encourage walkability have a higher return on investment in the form of tax value than the more conventional development model. The ECI plan encourages this kind of efficient development in underutilized spaces.



Dat Dog occupies all of a .16 acre site. The 13,604 sf building has a value of \$1.2 million.

Walmart’s 231,275 sf building occupies less than a third of its site and has a value of \$17.3 million.

Dat Dog has a \$7.7 million value per acre compared to Walmart’s \$788K value per acre!

Dat Dog’s performance is 100x better than Walmart and proves that being smart about future development is more efficient and profitable from a tax-benefit perspective.



METHOD OF ANALYSIS

The foundation of this economic analysis is the value per acre (VPA) method. This 3D model provides a recognizable perspective on the productivity trends of various sites and the economic potency of dense urban centers like Downtown and River Ranch. Taking into account how much land a particular development consumes (efficient land use), the VPA metric for land comparison (like the miles per gallon comparison for automobile performance) helps to better understand the potency of one parcel or development against another, as well as how it relates the entire city and parish. It should be noted that this model assumes that typically, the more land a parcel consumes, the more public services it requires (streets, utilities, etc.). However the projected return values of efficient development should significantly outweigh the cost of new or retrofitted infrastructure investment.

Baseline VPA Model (existing)

The starting point for this analysis is a Parish-wide model of taxable property value per acre (Parish Tax Assessor). This data provides a template for interpreting changes in tax efficiency from the plan. In the model, the higher red-purple values indicate more tax value per acre of land.



I-49 Connector R.O.W.

Design Interventions

The Corridor Plan, for which the “new” VPA model is based, provides a guide to proposed development that is sensitive to neighborhood context while also promoting increased densities and the utilization of developable space in the most efficient manner. Appropriate land uses and development were deemed more applicable and beneficial than highest value options in many cases. In some areas, the Corridor Plan also proposed changes to the shape and configuration of land parcels and street networks.

Forecasted Value

Using the type and amount of development established by the Plan, building floor area is multiplied by a set of generalized tax value factors based on use. For example, single family homes, office space, and retail have different square foot values. It is worth noting that the model’s projected tax values will likely be significantly lower than realistic full market values and future trends.

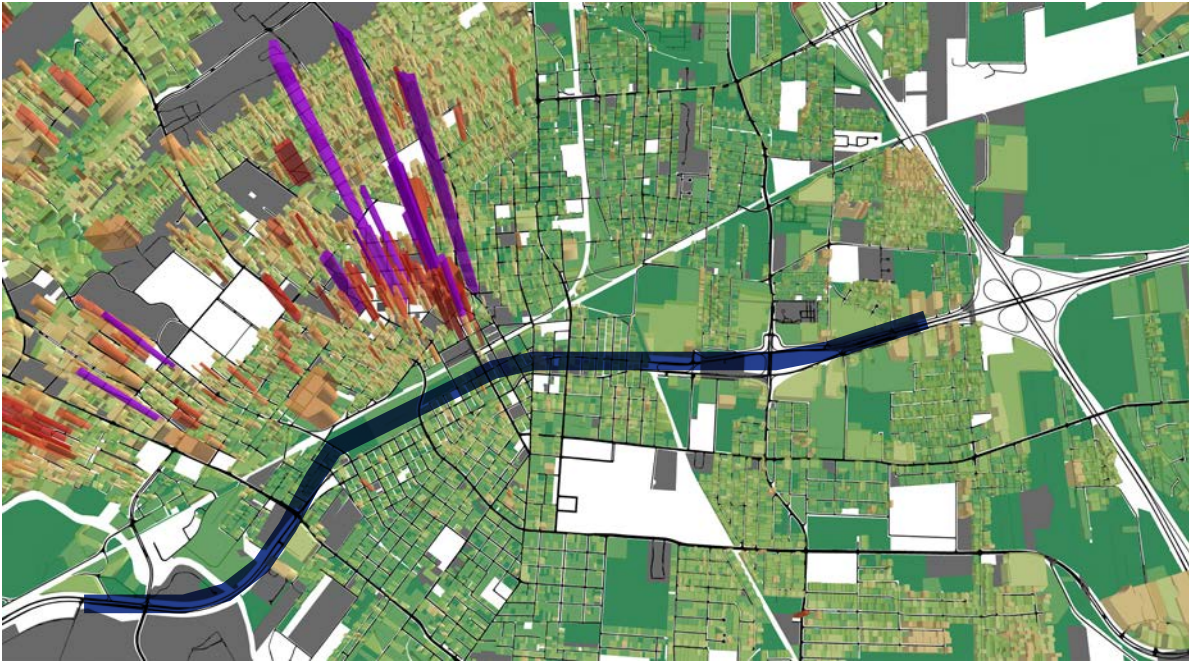
Forecasted Development

General building square footages are assigned to each affected parcel based on uses and intensities dictated by the Corridor Plan concepts first realized at the Design Charrette. Lot sizes and building footprints are modeled directly from the plan. Based on the Plan, a separate illustrated visualization outlining appropriate development intensity and use informs the number of stories and type of development proposed.

New VPA Model

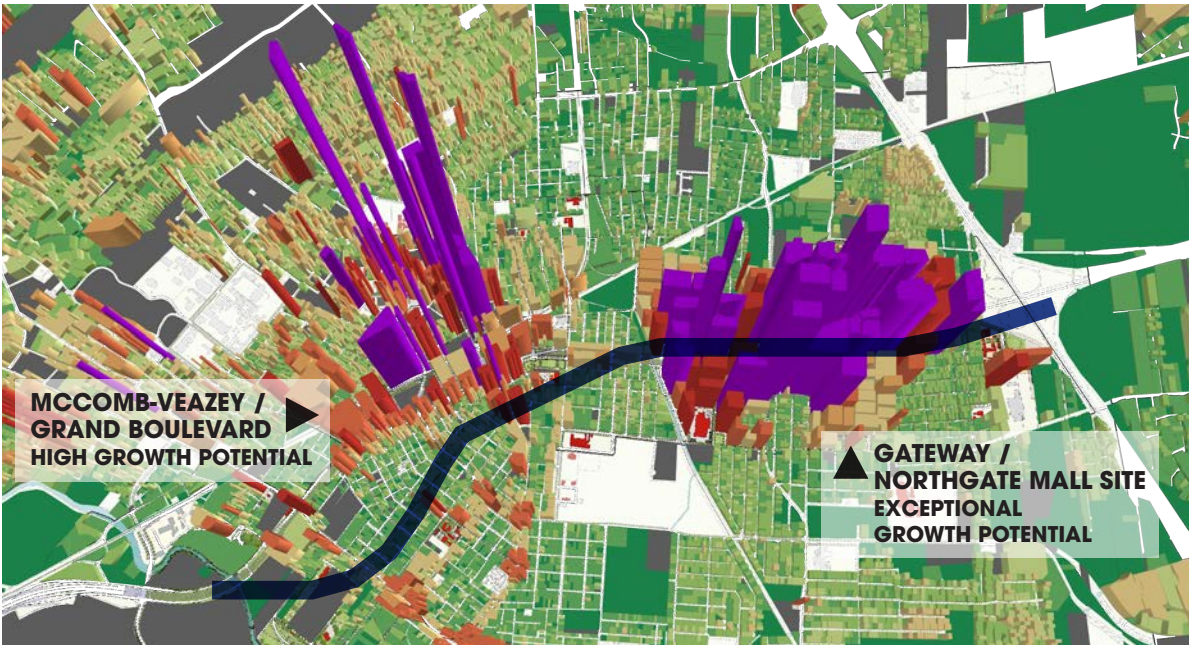
The new resulting total tax values are driven by the use and intensity of building development. As a rule of thumb, more floor area generally creates more value. The potency, however, depends on the area of the new parcels created and the efficiency of developments. The patterns illustrated in the Corridor Plan are designed as compact new development or infill and would likely rank among the more productive properties in the city.

EXISTING VPA

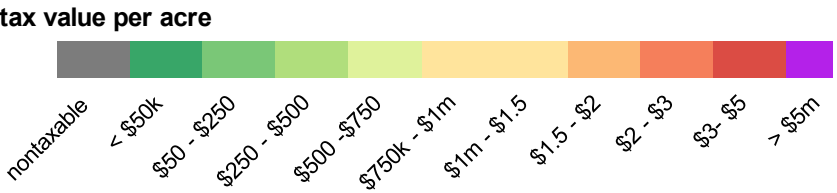


I-49 Connector R.O.W.

POTENTIAL VPA BASED ON ECI CORRIDOR PLAN



Model visuals showing existing tax value revenue per acre (VPA) and VPA for new potential development proposed in the ECI Plan. Highest growth potential is depicted around the Downtown including along primary network thoroughfares connecting into McComb-Veazey; along proposed Grand Boulevard; and in the Gateway around the Willow St. interchange including large vacant or unused land - former Northgate Mall and other big box sites (Super 1 Foods and Parkway Plaza Shopping Center).



VALUE PER ACRE PHASING

The timeframes suggested in this analysis can be thought of less as accurate predictions of the future and more as a series of steps towards generating compounding revenue. The driving factor behind the phasing of development is the point at which market demand is substantial enough to make each site feasible. While not based on direct market study analysis, the model attempts to predict when this will happen over time per the strategies and concepts of the Corridor Plan. It doesn’t reflect market swings or the impact that successful growth (higher development costs/values) will have on subsequent development demand.

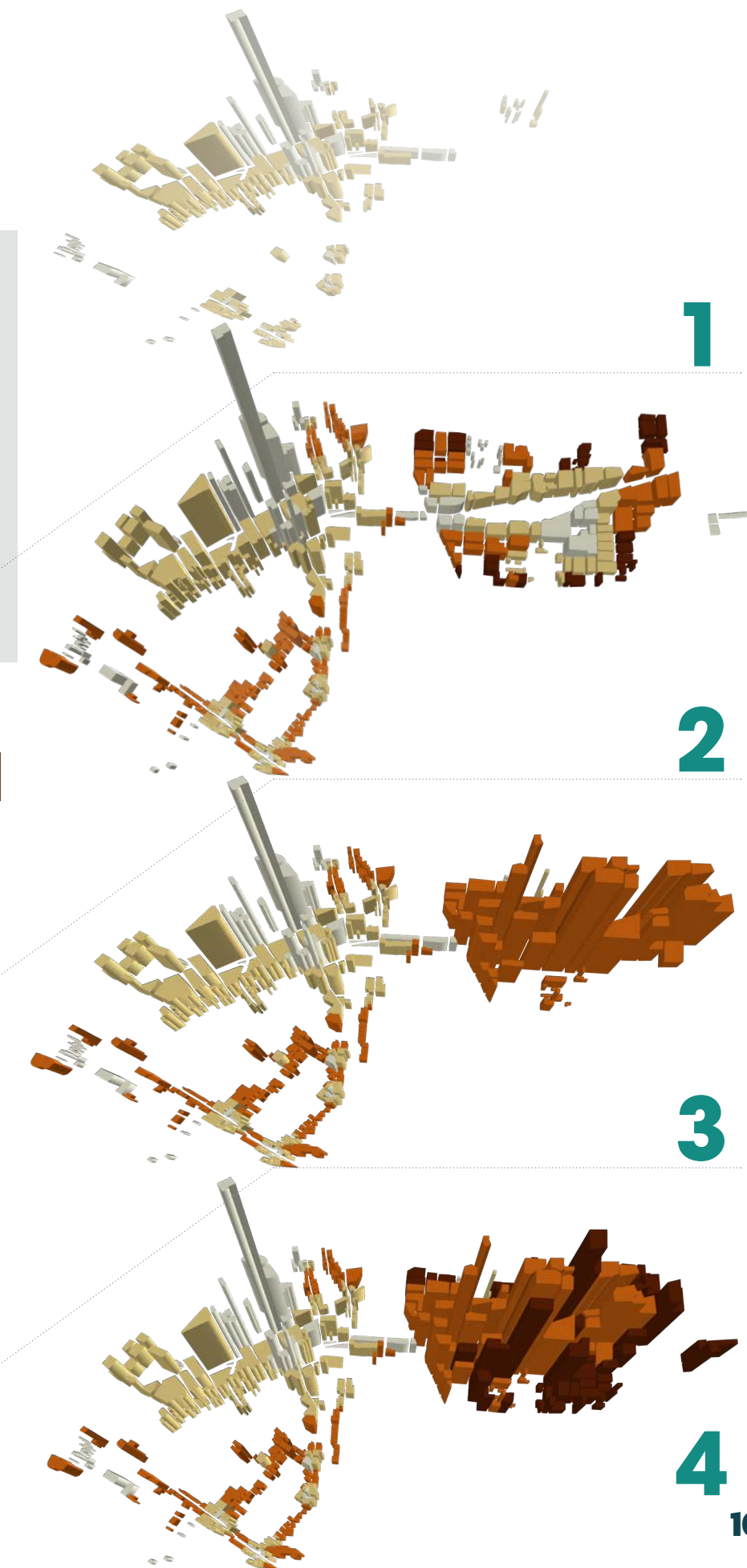
Another primary factor for projecting when and where growth will occur first is distance from existing development in Downtown where market pressure is strongest and has predicted stability. The timing may be adjusted in some cases to reflect small scale infill projects that require less capital and effort to become feasible for development. This especially includes single family housing infill and catalyst projects which are specifically predicted to come online sooner to spur further and larger development(s). Aside from Downtown, neighborhood centers and existing commercial centers act as sub-centers which could drive slightly earlier development.

As the catalytic district nodes are successfully built out, development spreads along the revamped road networks and outward from Downtown. Special focus and attention will likely be prioritized for the redevelopment of the Core Evangeline Thruway Zone into the Grand Boulevard concept. If this micro area is built out in earlier phases, the city will likely see a concentration of growth continuing to flower alongside nearby Downtown’s ongoing progress. However, if we look at conservative density options (1-2 story buildings), development in the Gateway could also figure to come online at earlier stages and in particular focus areas, such as the street fronted perimeter of the former Northgate Mall site. Each stage of development supports the next as the districts undergo localized economic transformation. Localized infill opportunities in identified neighborhood centers can develop early in the process due to their small scale. What the VPA model does not take into account is the potential for a general rise in Lafayette property values as development fills in.

As noted in previous sections, the phasing of this VPA model is dependent on the ability of the city, community groups, and private entities to coordinate a coherent development agenda and goals. Certain types of development proposed in the plan may require new policies and/or ordinances to allow projects to happen quicker and in a manner that would yield the most return value for the community and investors – making it more likely to occur again. As development trends have proved, the success of catalytic revitalization should continue to entice further development.

The series of models on the right illustrates the rate in which investment could generate return value on new development.

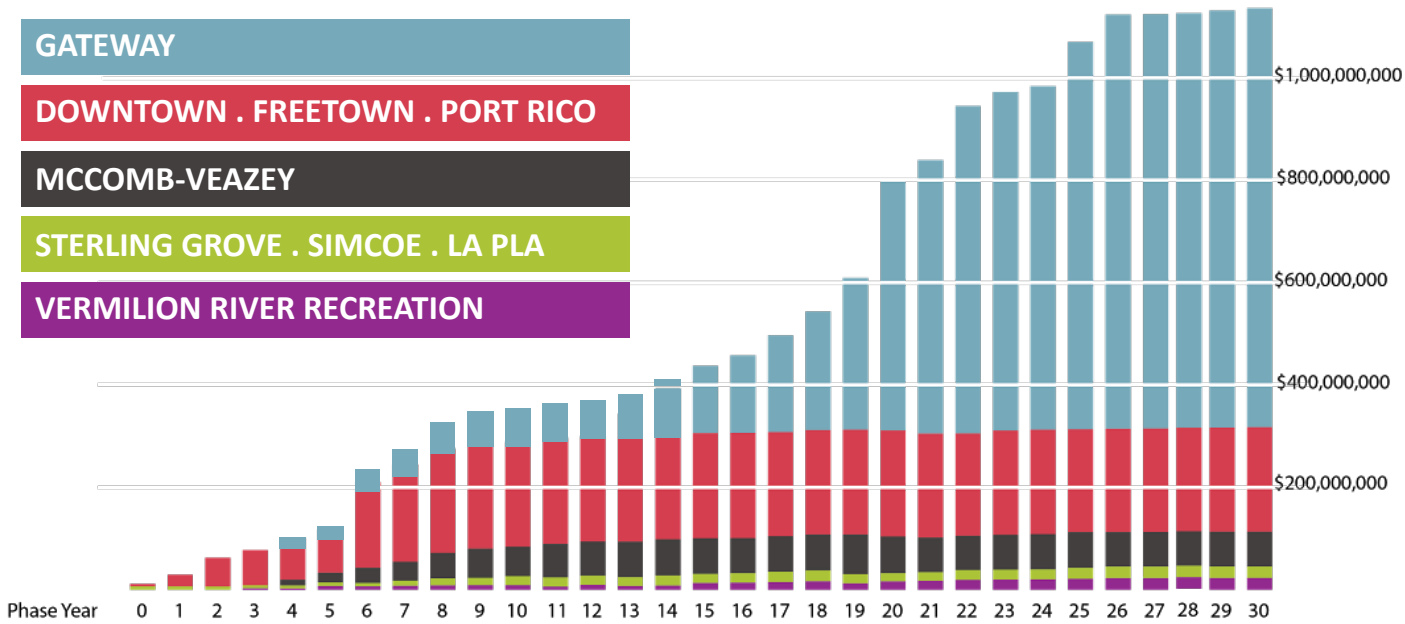
Based on 5, 10, 20 and 30 year timeframes, the models indicate that while investment activity is dispersed throughout the Corridor, certain areas and scales of development potential will take longer to mature physically and economically. Less ambitious development scenarios may be able to occur sooner than more progressive options. The models suggest that investment that follows the strategies and principles of the ECI Plan can yield significant new return value relatively quickly. If success can be built upon consistently, the Corridor can advance its potential as a key economic driver in Lafayette.



RETURN ON INVESTMENT VALUE

Return on investment benefits for the community depends on the timeframe of development and the ability to incrementally build upon initial development success. Per the VPA model, when built out over 30 years, new development could increase the total property tax revenue for the City of Lafayette by 11% and the Parish by 7%. In addition to property taxes, capital improvement projects and the Lafayette Parish School System rely heavily on sales taxes. The new commercial space illustrated in the Corridor Plan could generate \$9 million in additional sales tax revenues for each of these targets or an increase of 8% and 10% from today respectively.

In other words, this revenue is the potential return that Lafayette could realize by investing in the infrastructure and interventions proposed in the ECI Plan. This can also be thought of as the increased resources that will be available for addressing community needs, maintaining new infrastructure, and providing services into the future. The economic model also clearly illustrates the overall value of the Corridor and its neighborhoods in relation to the rest of Lafayette and offers ample argument for prioritizing and concentrating development focus in this area of the city.



This graph above illustrates the potential return value of development over time. Assuming a 30 year time horizon, the graph depicts the relative rapid potential of the Downtown/Freetown-Port Rico area. In contrast, while there is great economic redevelopment potential in the Gateway District, that value will take much more time to be realized for many reasons. The relative modest growth in the other three districts reflects their high percentage of residential uses and/or public land relative to the two other districts.

DEVELOPMENT & INFRASTRUCTURE

The Evangeline Corridor lies at the heart of Lafayette’s existing street and pipe systems. The vast majority of development proposed in the ECI Plan attempts to take advantage of existing infrastructure. Not only does the development in the plan project new tax revenue, it does so in a way that minimizes new infrastructure costs relative to greenfield development. And in many cases the Plan offers a significant opportunity to replace and repair aging infrastructure. Still, it must be acknowledged that Lafayette is currently burdened by tremendous infrastructure liabilities. Every new tax dollar of growth must be measured against the cost to serve it. Though the ECI Plan strategically calls for the retrofitting/realignment of the existing network to better serve community placemaking and development, the economic return investment potential should significantly outweigh these costs.

VALUE OF NEIGHBORHOOD CENTERS

While Downtown is the central economic hub of Lafayette, the ECI Plan also provides for new satellite activity centers at strategic locations in the surrounding neighborhoods. Throughout history, neighborhoods have been designed or emerged naturally with small scale central nodes. These gathering places serve important social roles but also inject economic vitality into the surrounding properties. This is particularly important in parts of the community that have witnessed disinvestment and continue to face economic challenges. Concentrating development and economic activity in neighborhood nodes can be seen as a resource to be harnessed for the benefit of those around it.

EXAMPLE SCENARIO OF ACTIVE NODAL DEVELOPMENT

The Corridor Plan proposes a catalytic development at the intersection of 12th St. and Surrey St. in the McComb-Veazey neighborhood. Given its mixed-use neighborhood character, this project site provides an ideal case study for examining how new values were projected. The design provides the dimensions for the proposed building footprints and lot sizes as well as a guide for appropriate uses and intensity. Most of the development consists of 2-3 story attached single family homes (townhouses). The centerpiece of the proposed area design is a small scale mixed use center on the large vacant lot in the northwest corner of the intersection.

This single acre site makes for an easy translation of different possible development options. As drawn in the Plan, the site was interpreted as 2 stories of office space above 1 story of retail. In this form, it would be worth about \$2.3 million tax value. The townhouses proposed a block away are notably slightly taller than the mixed use site. This is because they pack as much building footprint onto half as much parcel area. Even though the building value per square foot is less, the townhouses make more efficient use of their land. It should be noted that a significant portion of the mixed use corner site is allotted to public space amenity that is intended as a placemaking device to promote community interaction and activity.

Different use options could be considered for the corner site such as small multi-family cluster. At the same three story height an apartment building could cover more of the site with a bigger building footprint. In this option, two-thirds of the site would still be available for parking or public space and the overall value would increase to \$3.8 million.



- 2 - 3 story attached single family townhomes take up the majority of their site and add taxable height
- 3 story mixed use commercial with ground floor retail and 2 floors of office space don't occupy the entire site
- small scale commercial activates corner and produces generous return value
- infill unit creates good value by being efficient with spatial use of site

Economic projection model of proposed Neighborhood Center development at 12th St. and Surrey St.

DISTRICT FOCUS

The following pages highlight specific return on investment models and vision narratives for each District.

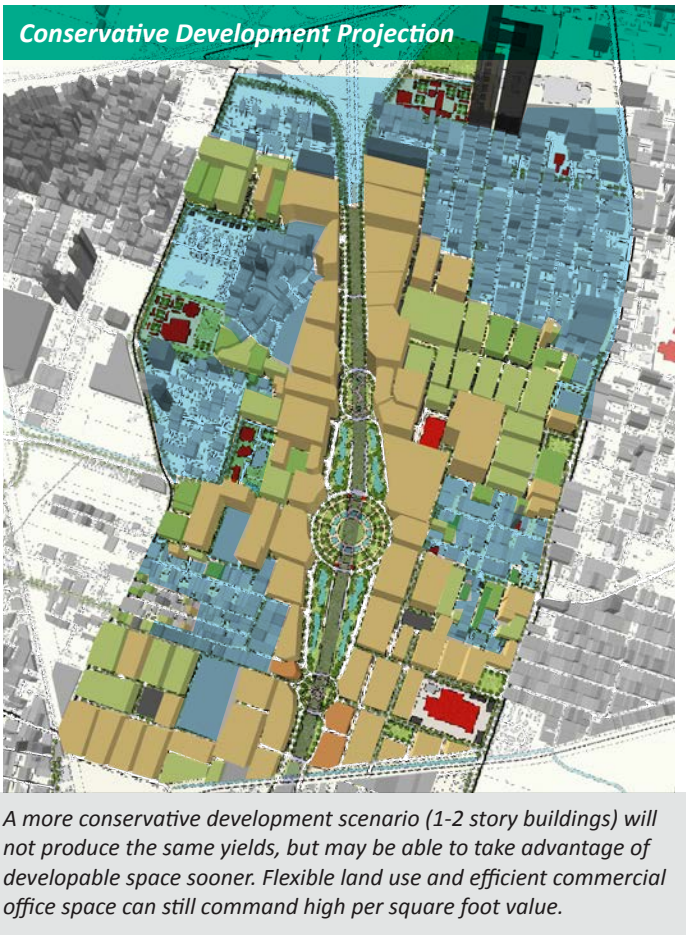
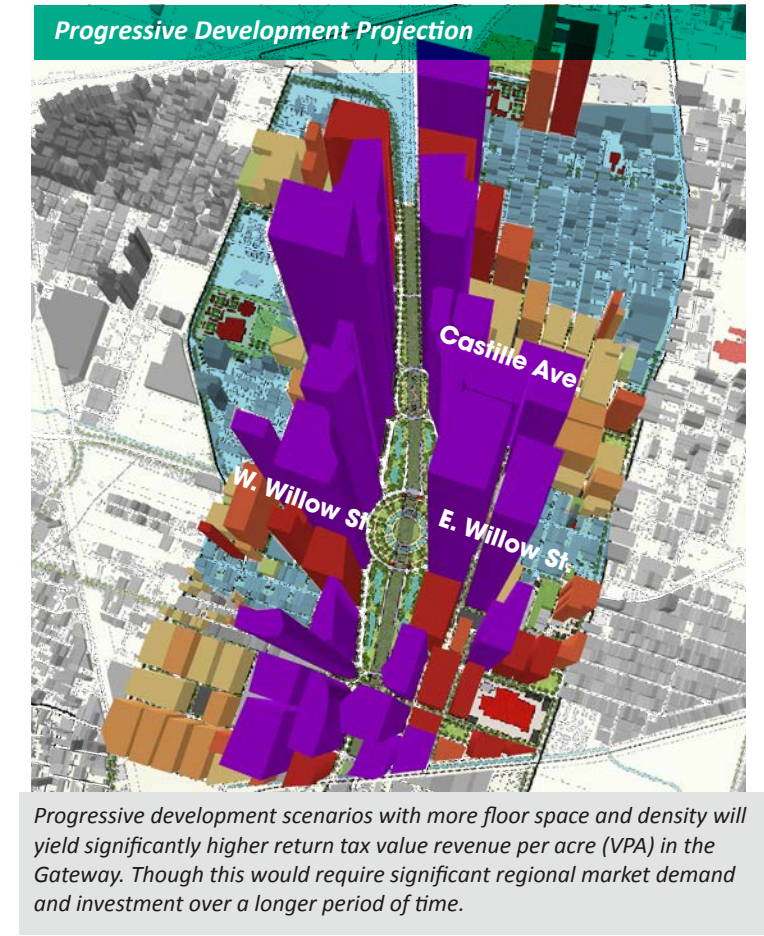
GATEWAY

The Gateway district vision is the most aspirational and ambitious portion of the ECI Plan. The conceptual plan for the Gateway district envisions a future scenario in which a third regional center emerges alongside downtown and River Ranch. This vision highlights opportunities to retrofit aging and obsolete formats of retail development with more durable ones.

The Corridor Plan envisions development in the Gateway catching more steam as Downtown starts to show signs of reaching its capacity. As affordable sites for infill and redevelopment become scarce, development pressure will flow to new opportunities. The Gateway will only realize its potential with a comprehensive redevelopment approach. Because the Downtown will continue to be a source of concentrated public activity and high investment potential, the ongoing growth in Downtown will have significant impact on success and growth elsewhere in the Corridor.

The Gateway district provides space for further expansion in the form of existing marginal development and vacant land or large parking lots that serve conventional big-box sites. In some respects the Gateway is more flexible to change than the other districts.

Finally, the Corridor Plan encourages this transformation by laying the foundation through park space, pedestrian-focused streets, and specific design interventions. The district has a great deal of fiscal potential because its abundant development space allows for larger-scale redevelopment. The analysis in the model still assumes fairly modest sized buildings less than 6 stories tall.



DOWNTOWN | FREETOWN – PORT RICO

Downtown is the engine of Lafayette’s economic potency. Therefore the most important criteria for evaluating the local impact of the I-49 Connector is ensuring it does not impede on Downtown’s continued growth. The ECI plan buffers existing development from the new interstate and augments tax potency by connecting Downtown to the surrounding districts. These connections are critically important to the economic health of Lafayette. Streets and roads can serve two very different purposes. Some, like the I-49 Connector, is a road that connects economic centers. Improved local streets—like those found through the Corridor neighborhoods-- are a critical tool to generate economic value for the city.

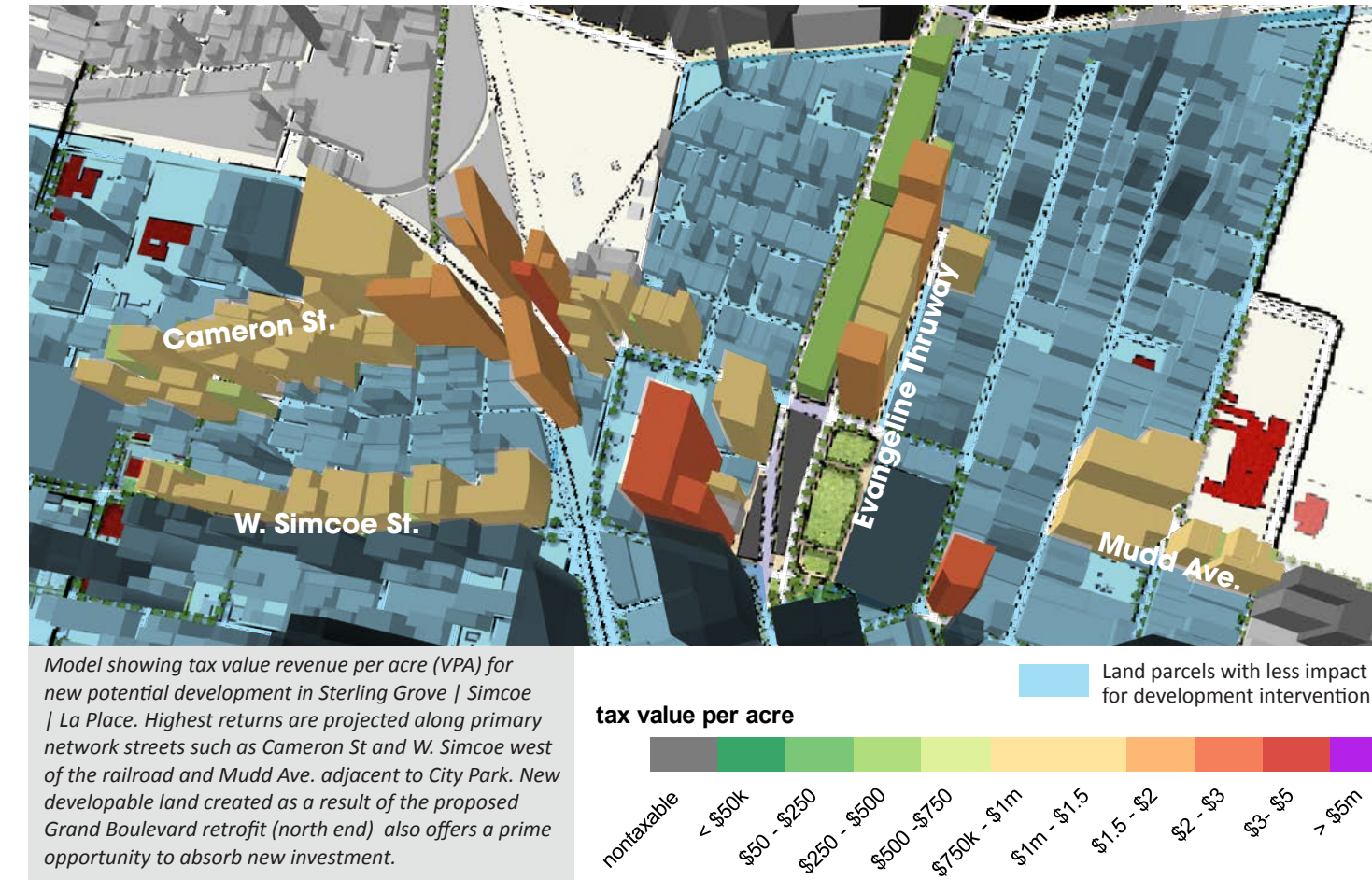
As Downtown continues to prosper and expand, these connections will become the conduit for further growth into the other districts. The existing demand and healthy property values in Downtown also make it a prime target for the earliest phases of development. Some of the infill south of Rosa Parks Transportation Center towards Johnston St. along the railroad will likely be coming online even as the I-49 Connector is being built. The development in this area will be more substantial in scale and more valuable per square foot due the appeal of being adjacent to a transportation hub and major network thoroughfares. And even though parcels east of the railroad will sit closer to the I-49 Connector, the strategic development of this vacant land can still move forward and serve as an efficient mixed-use dense buffered edge to the Downtown core. Where appropriate, the ECI Plan proposes to capitalize on the activation of strategic spaces underneath the elevated portions of the I-49 Connector by shifting parking there. Putting cars in select locations frees up more land for development where density and compact design create more value.



STERLING GROVE | SIMCOE | LA PLACE

As noted in Chapter 4, the neighborhoods in this district which are bisected by the Evangeline Thruway have distinct characteristics and assets that could be seized upon to promote economic growth and fuel development return value. In La Place, the primary thoroughfares of W. Simcoe St. and Cameron St. offer an opportunity to boost consistent street frontage uses. By taking advantage of available land and existing small-scale economic activity, well placed public space and staggered infill development can ignite the neighborhood value here. Vacant parcels and small commercial stores adjacent to the intersection at South St. Antoine St. and Cameron St. spanning to South Bienville St. have potential to yield generous local development value if commercial activity is expanded and mixed uses are introduced to fill in unused property. Perhaps even greater neighborhood value exists along W. Simcoe St., especially around the intersections of South Pierce St. and that of St. John St. Burgeoning economic and community activity already exists here and still unused properties could be activated with a mix of commercial and multi-family residential uses that could significantly contribute to increased development value and healthy community life. In Sterling Grove, the area around N.P. Moss School and the public recreation facilities of City Park (south) have further potential for increased economic development.

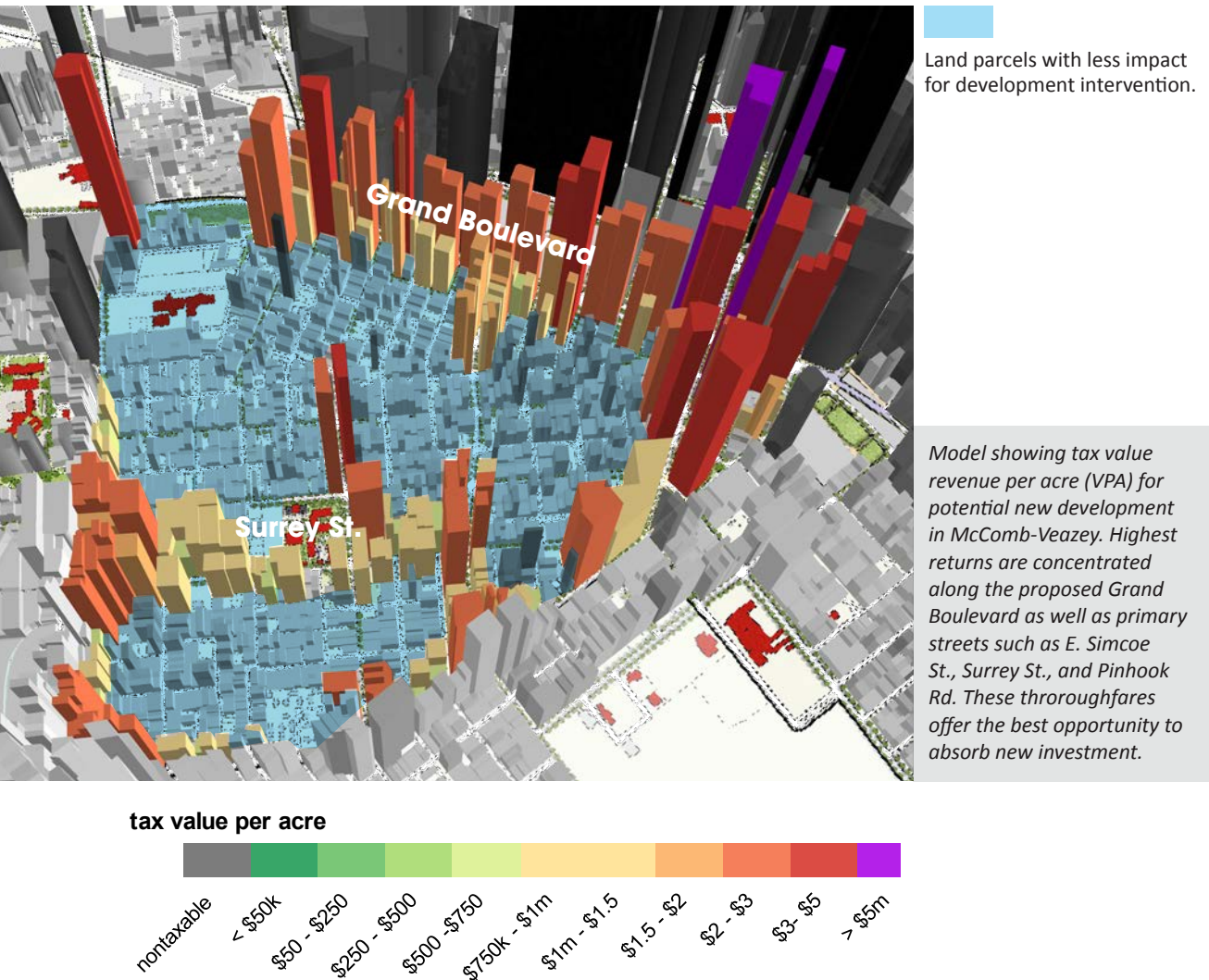
As the Corridor Plan seeks to bolster economic development while protecting existing neighborhoods from infrastructure-laden disruption, the most substantial opportunity for new revenue comes from new property created adjacent to the redesigned Thruway/I-49 Connector. New commercial and mixed-use development can forgo space for parking by taking advantage of consolidated parking structures and strategically planned parking under the interstate. Even relatively small buildings that are tightly packed and efficiently occupied can produce considerable density and tax potency. Enhanced streetscapes and new public park spaces will offer recreational/leisure and financial benefits to the surrounding existing neighborhoods.



MCCOMB-VEAZEY

With its adjacency to the Downtown business district, the property opened up by the redesigned Evangeline Thruway (Grand Boulevard) at the edge of the McComb-Veazey neighborhood has remarkable development potential. The key to getting the most public wealth out of this area depends on its connectivity and its slow speed. Mending the current broken connections to Downtown and building more human-centered streets will support higher density development along the proposed Grand Boulevard. By concentrating more development on less land the overall tax value per acre can reach Downtown levels of potency. Since the land immediately adjacent to the elevated highway is arguably more appropriate for taller commercial mixed-use buildings, there is generally more potential to produce higher tax revenue.

Elsewhere in the district, there is significant potential for increased neighborhood economic development along the primary thoroughfares of E. Simcoe St., Surrey St., and Pinhook Rd. These major network roads already have commercial development, but they could improve their value with higher density and efficiency of consistent street frontage uses and heightened development concentration at key intersection nodes. On a local scale, 12th St. was recognized as a key artery for neighborhood growth due to small scale commercial activity and cultural/institutional assets. The intersection at 12th St. and Surrey St. was identified as a crucial node for development that could take advantage of the local road network connections and activity around Immaculate Heart of Mary School and Church.



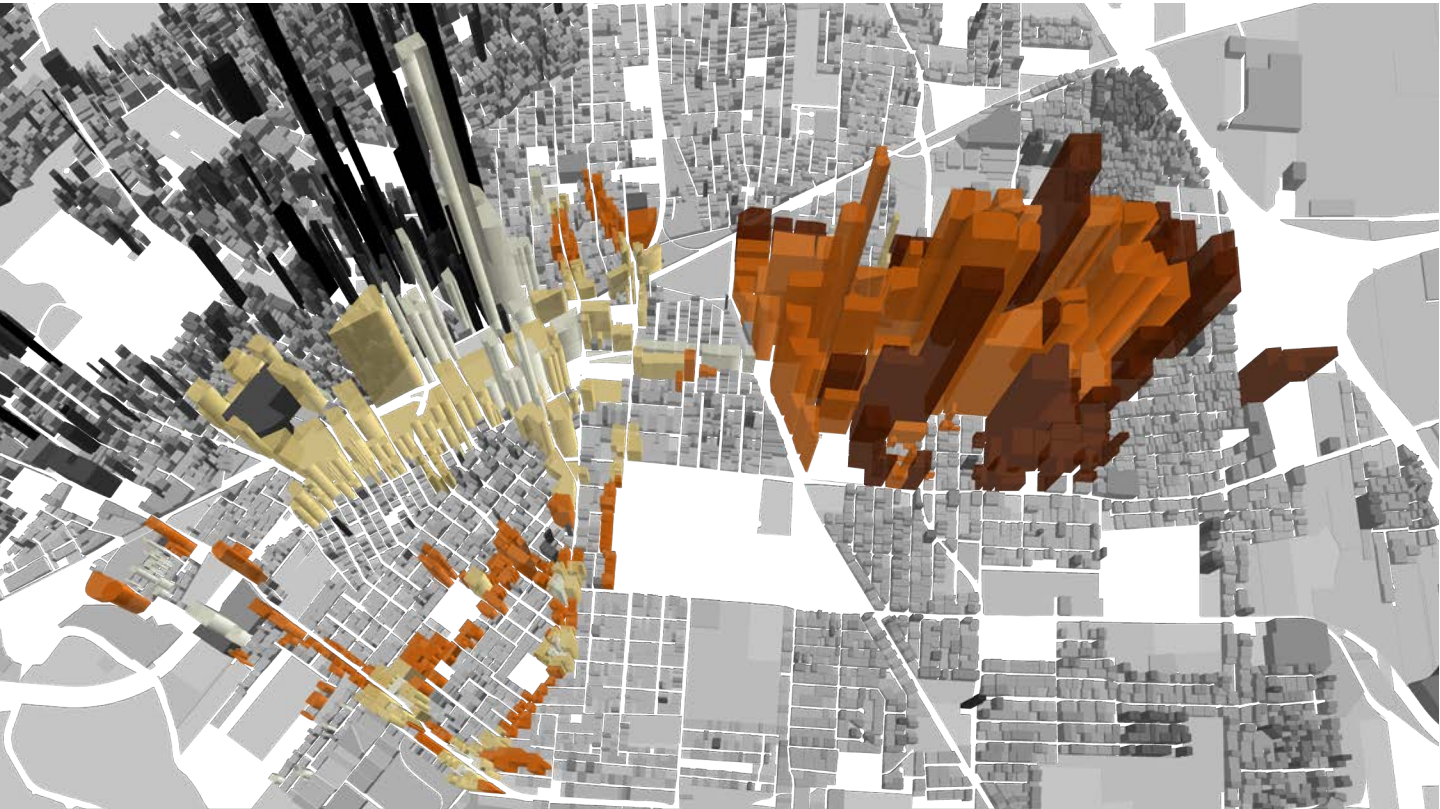
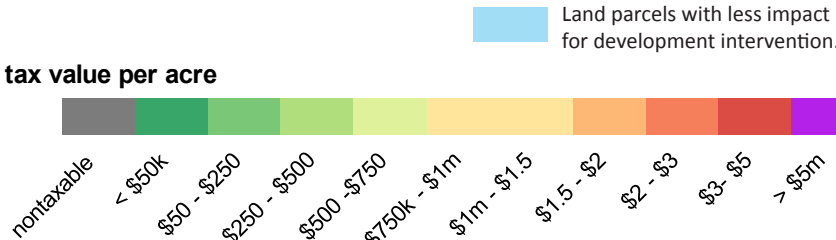
VERMILION RIVER RECREATION

Well-designed public parks are gravitational centers for development demand and therefore represent prime opportunities to increase tax production. Investing in public services and upgraded park amenities, as well as capitalizing on the potential of the Vermilion River as an enhanced community asset, should create the demand for further neighborhood scale development. The Corridor Plan identified specific land parcels adjacent to Heymann Park that could be targeted for strategic neighborhood development to complement calls for significant park improvements while still protecting environmental resources and recreational activity.

Likewise, there are infill development opportunities along S. Orange around Paul Breaux Middle School. Pinhook Rd. has the potential to significantly increase area tax value with clusters of mixed-use development around the Surrey St. intersection and adjacent to the proposed I-49 Connector. West of the proposed I-49 Connector, the former Trappey Plant and vacant land bordering the river indicates great potential for additional high tax generating development.



Model showing tax value revenue per acre (VPA) for new development in Vermilion Recreation district. Highest returns are projected along Pinhook Rd. and flow into the S. Orange St. and Gautier Rd. gateways leading to Heymann Park. Further opportunity for absorbing investment lies west of the proposed I-49 Connector between Pinhook Rd. (US 90) and the Vermilion River.



Model showing fully phased build out of proposed intervention areas in the ECI Plan (VPA). Areas with the most growth potential to absorb investment focus on primary thoroughfares and large open parcels.

PATH TO IMPLEMENTATION

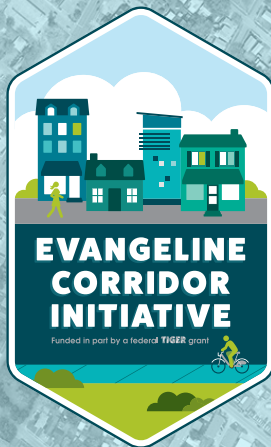
The transformation of the Evangeline Corridor presents a remarkable financial opportunity for Lafayette. As such, the City and Parish should pursue strategies to protect and capitalize on investments to ensure its prosperity. Proposed development in the ECI Plan is based on strategic infill opportunities and a significant focus on new land created in the process of realigning and improving streets. This includes the high-profile concept of an enhanced Grand Boulevard to replace the Evangeline Thruway between Jefferson Blvd. and Taft St. As the owner of developable property, Lafayette could offer incentives that encourage rapid development. Selling land at reduced rates and forgoing immediate proceeds for ongoing tax revenue might be an effective way to jump-start development and get catalyst projects underway quickly.

Pursuing partnerships to both attract private investment in the area and actively shape the kind of development that takes place will be a critical necessity. Partnerships would allow the city to leverage the Corridor vision and administrative benefits of public realm development while taking advantage of the capital and entrepreneurialism of the private sector.

The overall potential for rising tax value also presents an opportunity for tax increment financing. This would effectively delay some of the increase in revenue to the City but in turn make it more feasible. This could be a particularly effective tool in the Gateway District which would experience the greatest level of transformation relative to other areas in the corridor.

There are many ways that Lafayette can increase the probability of the return values outlined in the analysis presented here. As outlined in the implementation matrix, the success of the ECI effort and the future of the Corridor will come down to creativity, commitment, and coordination. If strategies and catalyst projects can be implemented in a consistent incremental manner, the economic value potential illustrated here can become a reality, thus ensuring community growth for decades to come.

The emerging policy for allocation of federal infrastructure funding under the current Administration will prioritize future federal funds based on innovation, leveraging local funds, and attracting private investment. The ECI Plan embodies this approach.



PLANNING REPORT

OUR VOICE. OUR VISION.



APPENDIX

- A. Public Engagement Plan
Communications Plan
Outreach Summary Report**
- B. Existing Conditions Analysis Report**
- C. District Workshop Reports**
- D. Charrette Report**
- E. Engineering Analysis Report
Street Type Catalog**
- F. Public Art Report**
- G. Catalyst Project Profiles**
- H. District Design Manuals**



APPENDIX

PUBLIC ENGAGEMENT PLAN

COMMUNICATIONS PLAN

OUTREACH SUMMARY REPORT

PUBLIC ENGAGEMENT & COMMUNICATIONS PLAN

July 11, 2016 (revised September 11, 2017)

U.S. Department of Transportation
Federal Highway Administration
FHWA FY 2014 TIGER Planning Grant No. P-8

Lafayette Consolidated Government



Our voice. Our vision.



EVANGELINE CORRIDOR INITIATIVE

Funded in part by a federal **TIGER** grant

PREPARED BY:



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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.

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INTRODUCTION

OBJECTIVE

Funded in part through the Federal Highway Administration (FHWA) Transportation Investment Generating Economic Recovery (TIGER) Grant, the purpose of the Evangeline Corridor Initiative (ECI) (TIGER Grant) Public Engagement and Communications Plan is to delineate our strategy for community outreach within all five Districts of the proposed Interstate-49 Corridor — a disinvested area of the city of Lafayette. Additionally, this Plan will define our strategy to enlist support for the redevelopment of the Corridor, reaching out to those who live and/or work there.

OVERALL STRATEGY METHOD

Active and sustained participation throughout the entire project process by residents, neighborhood groups, property owners, and business people will be the backbone of the Team's strategies and the implementation plans. While a portion of the Districts could be characterized by certain low-income and underserved demographics, each District is unique in its social, cultural, and physical attributes. The ECI Team wants to highlight and honor these characteristics when engaging with the communities and when formulating context-based strategies that target specific zones and shared visions. We want to establish a transparent and open line of communication between the Team, Lafayette Consolidated Government (LCG), and Corridor stakeholders — both residents and businesses.

Beginning with the Leadership meetings, District workshops, and the Charrette process, the Team will embrace a comprehensive public strategy from beginning to end. Cementing an open forum for information gathering and exchange and the creation and maintenance of an official I-49 Corridor Plan website and social media, the Team will ensure that inclusive awareness and actions remain intact during design production and after the final report and the District Corridor Plans are unveiled. We recognize the necessity of informing and educating the public, especially residents and businesses in the designated Districts, with regard to implementation strategies. For the Plan to be successful, we cannot simply lay down the strategies before people and walk away. Rather, we will first seek ground level or grassroots input. Our implementation goals must be clearly understood from the perspective of ultimately connecting human, social, and financial resources to tangible results. Roles of local government and community leaders must be defined in a manner so that they can both seek input and help steer implementation with their constituents. The strengths and merits of this plan will be established on the grounds of inclusive voices, informed critical thinking, and viability.

Systemization of the neighborhood-based input (statistical data and physical analysis of the area) will serve as the foundation for forming initial concepts and preliminary strategies. This data and analysis will begin to emerge during the pre-Charrette, on-site field engagements. The Team will prepare a holistic checklist of key components including commercial/economic activity, sustainable community resources, and (complete) streetscape design. These preliminary identifiers will be used as particular factors for questioning and refinement during the District Workshops and Charrette. Additionally, information garnered through the first phase will be used to populate and drive the second phase of the process.

EVANGELINE THRUWAY REDEVELOPMENT TEAM

The Evangeline Thruway Redevelopment Team (ETRT) is an oversight and governing committee composed of 15 community members. Three members are appointed by the City-Parish President; eight members are appointed by the City-Parish Council; one member is appointed by the Lafayette Parish Downtown Development Authority; one member is appointed by the Lafayette Parish Bayou Vermilion District; one member is appointed by the SMILE Community Action Agency; and one member is appointed by the President of the University of Louisiana at Lafayette. Members are assigned to the ECI Districts accordingly.

The ETRT's role and responsibility is to shepherd the Evangeline Corridor Initiative (ECI) project and guide the ECI Consultant Team in its efforts and act as a liaison between Lafayette Consolidated Government (LCG), and the Corridor Districts. Members will attend public meetings and events, assist in soliciting public input, and offer support to the ECI Team. The ETRT will be familiar with PlanLafayette and other related neighborhood plans, as well as the Record of Decision (R.O.D.) and other commitments made by DOTD and FHWA.

The ETRT envisions an I-49 Corridor that:

- *Repairs the division caused by the Evangeline Thruway.*
- *Restores connections between neighborhoods and people throughout the corridor, including Downtown and the surrounding areas.*
- *Reverses the decades of disinvestment in Lafayette's urban core, stimulates urban revitalization, and drives investment along the corridor and in adjoining neighborhoods through smart design, careful planning, and best practices.*
- *Remediates environmentally contaminated properties and returns them to safe, productive use.*
- *Establishes a new standard for excellence nationwide for the design and implementation of a context-sensitive urban interstate, and "gets it right the first time."*
- *Improves local and regional traffic safety, increases access to transit, provides meaningful recreational opportunities, and implements crime prevention through environmental design strategies.*
- *Encourages civic and commercial activity in people-friendly, desirable spaces below the elevated spans and along the footprint of the Connector.*
- *Provides creative, three-dimensional solutions for an alternative Connector design that the entire community can embrace.*
- *Demonstrates an exemplary approach to community engagement and collaboration, where all parties place their trust in the process.*
- *Concludes with a plan that provides such remarkable overall value that it drives community consensus.*

Through official adopted resolutions, the ETRT may guide the ECI Team with certain directives and actions pertaining to the achievement of the ETRT vision. Please see Appendix A.

EVANGELINE CORRIDOR INITIATIVE

BACKGROUND

In 2014, LCG was awarded a U.S. Department of Transportation TIGER Federal Planning Grant (Transportation Investment Generating Economic Recovery) to plan in parallel for the Interstate 49 Connector Corridor.

The goals of the grant are to study and produce:

- Detailed preliminary plans for infrastructure improvements that promote connectivity, provide for alternative modes of transit, and drive economic development. This could also include green space and public plazas.
- New land use designations geared toward buffering areas adjacent to the facility and transforming the area to a functional urban character.
- Development of a funding plan to facilitate and effectuate implementation of the new Corridor Plan, including the identification of at least one catalyst project in each identified planning district.

The TIGER Grant was later branded as the *Evangeline Corridor Initiative* to be representative of and reflect the local area where its planning efforts are to be focused. The Evangeline Corridor Initiative (ECI) is about neighborhood revitalization planning alongside the future I-49 Connector – what we know today as the Evangeline Thruway. Our mission encourages community input to make the Corridor the best it can be. A Consultant Team of local and internationally respected experts was assembled to assist LCG with the project.

LCG STAFF

- Carlee Alm-Labar – Director of Planning and Zoning
- Cathie Gilbert – Planner III (Manager of PlanLafayette)
- Neil Lebouef – Planner II (Project Manager)

ECI CONSULTANT TEAM

- Architects Southwest (ASW) – *Urban Planning and Design Team Lead*
- Right Angle – *Branding, Communications, and Public Outreach*
- DPZ Partners – *Planning and Design Partner*
- Spackman Mossop + Michaels – *Landscape Urbanism and Design*
- TND Engineering – *Traffic Engineering and Complete Streets*
- Urban3 – *Economic Analysis*
- Todd W. Bressi – *Public and Civic Art*

LAFAYETTE CONNECTOR PARTNERS

BACKGROUND

In 2015, the Louisiana Department of Transportation and Development (LaDOTD), along with federal, state, regional, and local partners, restarted the Context Sensitive Solutions (CSS) process including Community Working Group, Technical, and Executive Committees. The end result from these efforts will be a CSS Guidelines Manual and a Joint Use Development Plan with responsibilities for implementation specified amongst the agencies. Their main tasks will include:

- Develop the roadway/bridge geometric design details in concert with the CSS process.
- Environmental re-evaluation due to elapsed time since the Final EIS. The re-evaluation will reflect changed environmental conditions, if any, or changes to project design features. (Supplemental EIS scope currently being developed.)
- Update traffic-engineering studies.
- Extensive communications and outreach process to keep stakeholders informed and involved.
- Implementation of strategic planning to identify construction delivery methods, funding plan, and timeline.

The Lafayette Connector Partners (LCP) is composed of a team selected through the Request for Qualifications (RFQ) process to perform the tasks briefly outlined above.

The Evangeline Corridor Initiative Team, along with Lafayette Consolidated Government staff will work closely with the LCP Team including the sharing of information and joint participation in public meetings and community outreach events.

ROLES & RESPONSIBILITIES

The I-49 Lafayette Connector is a tremendous opportunity for Lafayette. Two groups are leading the effort to ensure that the proposed structure is an asset for the surrounding community:

DOTD and its Lafayette Connector Partners (LPC) will focus on the overall conceptual design of the highway itself (Level 1), including opportunities for joint use development and increased connectivity.

LCG and the Evangeline Corridor Initiative team (funded in part by a federal TIGER Grant) will focus on neighborhood revitalization along the corridor (Level 3).

Both groups will be actively engaging with the community – often simultaneously – to hear concerns, ideas and discuss the vision for the project, particularly when their efforts overlap in the areas where ramps and interchanges impact the Corridor (Level 2).

For a map illustrating these role responsibility overlaps, please see Appendix B.

PRE-CHARRETTE COMMUNITY OUTREACH AND CHARRETTE

INTRODUCTION

The ECI Team will start with a series of leadership meetings designed to garner support and to ensure that in each of the five Districts stakeholders are reached and encouraged to become involved in the Workshop and Charrette process and beyond. In particular, media notification of these leadership meetings will intentionally be avoided to ensure that participants know they are at the front end or initial stages of our work.

To lay the groundwork for the Charrette, the ECI Team will host a series of District Workshops in order to maximize understanding of the desired scope, visions, and objectives and to engage a cross section of stakeholders from the start. Additionally, the ECI Team will open-mindedly accept input and suggestions from Lafayette Consolidated Government (LCG), Evangeline Thruway Redevelopment Team (ETRT), and other key players. This project benefits all of Lafayette as well as the Corridor and it is important to begin with clarity on the objectives for this I-49 Corridor Plan. This will also be a chance for the Team to further explain its vision and approach to the process — an opportunity to share the dynamics of our design and engagement methods by responding to community input.

In preparation for this, a database of residents and business will be acquired for targeted marketing and a postcard for each workshop will be developed and distributed, by District, prior to each District's workshop. Reminder calls and emails (where contact information is available) will be made to those involved in the leadership meetings or who have already expressed an interest in the project. Coteries and other neighborhood organizations will be approached to solicit their members' participation in the process as well. Please see Appendix C.

Flyers with date, time, and place for each workshop will be developed, printed, and distributed at businesses and churches in each District. And, at each workshop, there will be flyers for the remainder of the workshop schedule. Please see Appendix D.

The most useful device for active community engagement, feedback, and understanding in the design process, is the Charrette. It is the moment of intense design action where the roots of strategies emerge and are refined through a series of activities, meetings, and discussions. During this week, the ECI Team will work with local residents, government, stakeholders, and within the collaborative Team itself to address all aspects of the plan's scope in critical detail. Through open houses and final unveiling of the Charrette's weeklong work, the platform of strategies will be made clear to those in attendance as well as those viewing online. While these strategies will continue to be shaped and finalized, they will offer an indication of the course of direction the Final Report and Corridor Plans will take.

Using the same database of contact from the workshops, a postcard will be developed, printed, and distributed to residents and businesses to make them aware of the Charrette and its schedule. Please see Appendix E. Additionally, everyone who registers at a leadership meeting, coterie or neighborhood meeting, or workshop will receive either a reminder telephone call or reminder e-blast, which will include the Charrette schedule. Please see Appendix F.

Outreach to raise awareness by the general public (as well as residents and businesses in the five Districts) will be supported by radio and television interviews and appearances, press release distribution to the local media, Editorial Board meetings with the three major publications in the city, and social media posts and boosts. Major organizations such as One Acadiana, Lafayette Economic Development Authority (LEDA), Lafayette Convention and Visitors Commission (LCVC), Downtown Development Authority (DDA), and Lafayette Regional Airport (to its staff, commission, and tenants) will also be asked to distribute the e-mail to their members/databases.

Charrette fliers and posters will be designed, printed, and distributed at the workshops and posted at locations within each District and around the city in general to raise awareness and to encourage community-wide participation. Please see Appendix G.

The ECI Team will also use of a variety of social media channels in advance of and during the Charrette to help keep the public informed and to again encourage participation. Eventbrite will be used to register participants for two breakfast and two luncheon talks where experts from the ECI Consultant Team will speak about specific topics such as The Value of Complete Streets, Landscape and Revitalization, Implementing Economic Development, and Civic Art and Community to add another dimension of learning and community involvement to the Charrette process. Please see Appendix H.

STEP 1: LEADERSHIP MEETINGS

Critical to the Team's Outreach Process are initial meetings with Corridor Leadership for their valuable insights and input into our methodology: A sample list of groups and individual to be targeted in Steps 1 through 3 is included as Appendix I.

As a first step in public outreach, Right Angle will identify key leaders among each segment of the corridor population for advance, one-on-one meetings to define and guide the outreach conversation – particularly its language and tone.

For underserved populations, Team members have learned outreach that begins through traditional media can feel fixed, immovable, and give the impression decisions are perceived as having already been made. By quietly beginning the conversation with visible and non-visible leaders through advance outreach within the five Districts, we can more effectively anticipate participation. Leadership insight helps us guide discussions (we've learned that single-issue messages rarely work with underserved populations).

The format of those meetings will be somewhat informal – not a “stand up and lecture” process. Each of the leadership meetings will begin with an introductory statement of our inclusive and insight-seeking approach. We also want people to know that we are beginning with a clean slate and to have an understanding that “We're here to help develop a plan,” and that we are here to listen.

Small, one-on-one Kitchen Table or Backyard Meetings will serve as “when necessary” intermittently scheduled opportunities to either reach out to resident stakeholders in a more intimate setting or in order to follow up on particular actions of the Team. They also help address issues or individuals who were missed in the engagement process or they may double as the initial Leadership meetings.

We will define the TIGER Grant/Evangeline Corridor Initiative and explain what it is and, perhaps just as important, what it is not. We will also be prepared to answer the tough questions are consistently asked but not answered. (See Appendix J) Our goal is to have everyone on our Team sharing the same information and providing consistent information. This will help us to “clear the air.”

Proper execution of Step 1 will set the framework of our three-step Outreach Process that includes: Step 1: Corridor Leadership Meetings, Step 2: District Workshops: These Workshops include hearing residential and commercial neighborhood voices to define neighborhoods for corridor/neighborhood brainstorming; and Step 3: Formal Charrettes process.

We intend to seek guidance on framing our questions with a list of conversation starters. A copy of those questions is included in Appendix K. We do not intend for every group to answer every question. They are simply questions about a variety of different subjects that the moderator can employ to solicit feedback.

The Team will also provide the Leadership Groups with our rationale for our new branding and explain why we’re stepping away from the TIGER label (see Appendix L). Additionally, we will seek assistance in identification of neighborhood groups and individuals who reside in each of the Districts:

- Gateway
- Sterling/Simcoe/LaPlace
- Downtown/Freetown-Port Rico
- McComb-Veazey
- Bayou Vermilion

With each leadership meeting, we will express our sincere appreciation for their guidance and insight; commitment to availability and access to our Team; and reporting throughout the planning process.

Information gathered at each of the Leadership Meetings will be reported to the Team and included in the process for the development of the District Workshops and into the Charrette process. See Appendix M for a template that will be used for leadership reports. The success and benefit of the Leadership Meetings will be gauged by the number of participants that attend each Workshop and the manner in which participants and local residents have been notified through word of mouth (beyond postcards and online).

STEP 2: DISTRICT WORKSHOPS

Hearing residential and commercial neighborhood voices to define neighborhoods and/or Small Group Workshops will be critical for corridor/neighborhood brainstorming in each of the Districts:

- Gateway
- Sterling/Simcoe/LaPlace
- Downtown/Freetown-Port Rico
- McComb-Veazey
- Bayou Vermilion

Recognizing the nuances of the five Districts and the desired assurance that all resident groups are represented during this process, the Team will work at engaging each District directly in the months leading up to the Charrette. Through our three-stepped approach, the Team will come to understand concerns and insights targeting the specific Districts. This will not only provide the opportunity to preemptively engage communities prior to the Charrette, but also allow the Team to cross-examine the feedback among the different Districts. At this point, a public feedback loop will be established in order to generate consistent intrigue in the project and offer the public the ability to stay informed. These activities will greatly influence aspects of the Charrette process.

DISTRICT WORKSHOP OUTREACH

Outreach for each District Workshop will build upon the input provided in the Leadership Meetings. Leaders from those meetings will be asked to continue to encourage participation and will help to inform people about the date, time, and location for each Workshop.

Additionally, using the database previously described, postcards will be sent to each address – residential or business – in each of the Districts inviting them to attend and participate in their District's Workshop.

Also, telephone calls will be made and emails will be sent to those who attended any of the Leadership Meetings or who have communicated their interest to the ECI Team. Social media will also be used to solicit attendance and report on each Workshop as it is happening.

WORKSHOP FORMAT

The format of each of the Workshops will include the following:

- As people arrive, they will be asked to sign in and place a colored pin on the map of the District to indicate where they live, work, or own property.

- A member of the ECI Team will personally welcome each participant and escort them to a table where they will be introduced to a trained facilitator and scribe who will guide and document the exercises.
- As each table is filled, an LCG employee will give a brief background of the project and describe the ECI Team's inclusive engagement approach – explaining that we are beginning with a clean slate.
- Facilitators have an agenda with key questions and information about that particular District. (Appendix N) The facilitator will begin the Workshop with the *Power of 10* exercise. Participants are encouraged to list elements that they like or that define their neighborhood. This can include wishes and desires for new or changed places or activities. Responses are quickly written and collated on a flip chart for easy reference and dynamic dialogue. See Appendix N for sample *Power of 10* questions.
- Facilitators and participants then move to *Asset Mapping* – comments and ideas will be transferred to blank District Maps, creating a visual diagram that represents values, perspectives, and opportunities.
- A series of I-49 Connector questions and its impact on that District will complement the *asset maps*.
- An ECI Team member will give a closing statement of sincere appreciation for their guidance and insight; confirming our commitment to availability and access to our Team, and to report what is upcoming throughout the planning process.

After each Workshop, notes for each table will be transcribed and using those notes as well as maps and flip chart notes, a results report document will be produced for each of the District Workshops. The reports document will categorize comments based on opportunities and challenges as well as planning themes. This data will lay the groundwork for the analysis of the information received at each of the District Workshops.

WORKSHOP NOTES:

In each Leadership Meeting, the Team requests the assistance from leaders for encouraging Workshop participation from a variety of ages and ethnicities as well as a mix of residents and business owners who live and/or work in their specific District(s).

Additionally, as participants are checking in for each Workshop we will capture contact information from them to confirm residential versus commercial participation. (For those who prefer not to share their address and contact or other personal information, a pushpin placement on the map will identify their location within the District. Also upon check-in, participants can request foreign language translation of content collected during the Workshop as well as Braille translations for the visually impaired.)

The check-in process will allow the ECI Team to gauge the success of our outreach efforts from a perspective of visitor participation numbers, area(s) of residence and demographic data. Beyond capturing this informational data for official archival report purposes, each Workshop will act as a learning curve for improvement from Workshop to Workshop and as we plan for the separate Charrette outreach process.

Information on display will include; Frequently Asked Questions (FAQ), a District Map, a Corridor Map, and a Levels Map which will define the areas of responsibility between the ECI and LCP Team (Appendix O). Fliers and Yard Signs for participants to take with them to put out at their homes or businesses showing support for the project. Samples are shown in Appendix P.

STEP 3: CHARRETTE

STRUCTURE

The Charrette is the primary mechanism of the ECI Team for public engagement strategy. It is also a dynamic phase of the planning process, for it invites public participation into the most intense moments of design dialogue and conceptualization. The phase revolves around the preparation and hosting of a multi-day inclusive design session, held on-site within the corridor. ASW and DPZ will lead the Planning Team in a series of public exchanges, design sessions, interviews, and technical meetings to quickly engage the community. This rapid, comprehensive method of public involvement will urge stakeholders to come together and develop consensus over specific strategies for the future of the I-49 Corridor. The hands-on nature of the design studio and the opportunity to interact with diverse perspectives allows issues to be quickly identified and addressed. In addition, the workshops provide an informational opportunity for all participants. The format of the Charrette will be tailored with LCG to obtain the best possible community input.

As a centerpiece of the Charrette, Right Angle will facilitate two events; the Kickoff Event and the District Workshop Feedback Presentation. The Kickoff Event will introduce the community to the Charrette process and to the ECI Consultant Team. A presentation to set expectations and outline the work to be performed during Charrette Week will help to set the stage. The presentation will be followed by a question and answer period to begin this phase of community engagement. The District Workshops Feedback Presentation will be a one-stop public event open to community members from all Districts and the community-at-large to view and understand synthesis compiled from the District Workshops. The presentation will highlight and illustrate diversity and commonality. We will share key findings of the Workshops and encourage refined questions and comments to give further direction to the process.

OPEN DESIGN STUDIO

The Team will set-up a centrally located Open Design Studio at Rosa Parks Transportation Center, easily accessible by all Corridor residents, businesses, stakeholders, and the general public. Additionally, AOC Community Media will set up a live stream of the Design Studio on their website. Local stakeholders and the community will be encouraged to stop in throughout the week as new issues come to mind and to check on the project's status. The Team will schedule various technical meetings with Lafayette Consolidated Government (LCG), Evangeline Thruway Redevelopment Team (ETRT), fire and police, local business groups, key property owners, nonprofit organizations, external governmental agencies, real estate brokers, One Acadiana, the Greater SWLA Black Chamber of Commerce, neighborhood associations, historic preservation

organizations, and environmental groups. These meetings are in addition to initial Leadership Meetings and will assist in the Team's continued understanding of the physical, economic, environmental, and organizational forces that shape the area.

At midway point of the Charrette, the Team will share the work generated to-date at two "work in progress" Open House presentations. Sketches and visualizations will be presented illustrating the hypothetical strategies for the I-49 Corridor. These interim presentations will keep a desired creative pace and allow for feedback of the design direction. The Team will take heed of comments and recommendations as they work towards refining the output for the final presentation.

During the final presentation, the Team will share all synthesized work in the form of refined analysis and strategies. These concepts will serve as examples of how the various areas along the proposed I-49 Corridor could take shape. Also, a summary of development and implementation strategies will be presented, highlighting the various opportunities for quality interventions, and will take into account information received at Leadership Meetings and District Workshops, in addition to the Charrette. AOC Community Media will record the presentation and will make it available for viewing on its website.

CHARRETTE OUTREACH PARTICIPATION NOTES

Beyond sharing of Charrette dates and details with Workshop participants, we will employ the following mechanisms for saturated outreach:

- Website calendar
- Social media postings and invitations
- News media outreach for
 - News stories
 - Community calendar postings
 - Public Service Announcements
- Leadership Outreach
 - Social media sharing
 - Fliers for distribution in each District

Additionally, the previously referenced database of all residential and commercial addresses throughout the corridor will be utilized; broken down by District. Each of these addresses will receive a postcard inviting them to attend the Charrette multi-day process. This direct mail effort, combined with ongoing Leadership outreach along with traditional media and social media is designed to maximize attendance during the multi-day Charrette process.

As with the District Workshops, the ECI outreach success will be gauged by the number of participants who attend the main events and visit the open design studio. As mentioned, there will be sign in sheets to capture participant information that will allow us to construct a database to be used for further outreach.

POST-CHARRETTE ACTIVITY

CONTENT AND REPORTING FOR STEPS 1, 2, AND 3

Content development and reporting for Steps 1, 2 and 3 will consist of development of a Leadership Report for each of the Leadership Meetings conducted in Step 1. These reports will be shared with ECI Team members and LCG staff to ensure that all involved in the administrative level have an understanding of the feelings of each of the Districts going into the District Workshops and Charrette Week. Each of the reports will include an overview of the group and a synopsis on content gained from the meetings.

Following each of the Workshops, notes will be scribed verbatim with anonymity for those participating so that each participant feels free to speak their mind. This will allow for accurate comments and feelings to be shared. A matrix will be developed to categorize comments into Opportunities and Challenges.

The subcategories under Opportunities will include:

- Safety
- Economic Development
- Culture/History
- Activities
- Entertainment
- Community
- Beautification
- Access/Mobility/Connectivity
- Housing
- Infrastructure

Subcategories under Challenges will include:

- Urban/Social Development
- Environmental
- Community Health/Healthcare
- Racial/Cultural Divide
- Safety and Security
- Dilapidation/Sewage/Litter
- Education
- Connector

Results will be analyzed and compiled into 5 District Workshop Reports, which will be used as background for the Charrette process. Images of flip charts and maps from each table will be included in the appendices. Reports will be approved by the ETRT and subsequently shared with each District. Members of each District will be given the opportunity to add addendum comments to its specific District Report.

SUMMATION/VALIDATION

In our summation and validation of work conducted in Steps 1, 2, and 3, we will provide:

- Leadership Reports for each of the Leadership Meetings
- District Workshop Reports including:
 - Summation of information received
 - Tally of numbers of push pins on the locator map for each category
 - Copies of sign-in sheets
 - Copies of scribe notes
 - Copies of maps with sticky notes
 - Copies of facilitator notes
- Charrette Workshop Report including:
 - Tally of numbers of people who signed in at each of the Charrette events
 - Copies of sign-in sheets
 - Summation of findings and feedback

DISTRICT DESIGN MANUALS AND FOLLOW UP DISTRICT MEETINGS

District Design Manuals will summarize the background analysis, urban design strategies, and ways in which the overall Corridor Plan will impact each district. Appropriate transportation, marketing, and economic data will be included in the manual. Similar to the LCG Neighborhood Toolkits, the idea of these manuals is to ease understanding and suggest specific district implementation strategies, including step-by-step actions, potential funding sources, and relevant public-private partnership structures to achieve community visions. A key element of the implementation section will be the recommendations about particular regulatory changes to the built environment and landscape. This will be crucial in the implementation of the I-49 Corridor Plan.

CATALYST PROJECTS AND FUNDING

The ECI Team will identify a number of Catalyst Projects, components and strategies with the potential to help achieve Initiative goals. The District Design Manuals and Final Report will highlight these projects which will be vetted to gain consensus and feedback from the community that will implement the projects. Recommendations for LCG and private funding strategies will be identified for each of these projects. All projects and funding will go before the City-Parish Council for ultimate approval.

MEETING-IN-A-BOX CAMPAIGN

To provide additional opportunities and venues for public input regarding the Catalyst Projects, an information and exercise kit will be prepared to serve as a “meeting in a box.” Communications media — including social messaging and fliers — will encourage citizens to host small groups in their homes or public meeting spaces along with LCG staff and ETRT members as support facilitators. The campaign will figure to run over the course of six weeks once a list of potential Catalyst Projects is defined.

In addition to background information about the Evangeline Corridor Initiative, Meeting-in-a-Box materials will include detailed descriptions of Catalyst Projects and proposed community improvements in each district. These Catalyst Projects will have strong potential to create momentum throughout the Corridor. The Meeting-in-a-Box material will be customized to represent a single district so as to receive highly localized feedback; however, meeting participants may be able to cover multiple or all districts if so desired or if time allows. The Meeting-in-a-Box material will be accessible to the public either by electronic or printed request and all meeting materials for all districts will be made available on the project website. District by district, meeting participants will assign a priority ranking to each Catalyst Project.

CATALYST PROJECT OPEN HOUSE

Following the Meeting-in-a-Box campaign, the public will be invited to an Open House to review work updates of the Evangeline Corridor Initiative and assign additional priority rankings to Catalyst projects. The compiled results of the Meeting-in-a-Box Campaign will be presented, along with large-scale maps of each District and the Corridor as a whole. Working draft excerpts of District Design Manuals and Final Report outline will also be available for preview at this event. At this Open House, participants will have the opportunity to identify which projects they believe should have highest priority, as well as the opportunity for further discussion with LCG staff, ETRT members, and the Consultant Team.

APPROVALS PROCESS

At the completion of the strategy plan refinement and Final Report production, the team will present a first draft to the Lafayette Consolidated Government (LCG) staff for review followed by necessary rounds of edits and revisions before submitting a final official draft for public unveiling and adoption. Once we have completed the design strategies and coding package, our team will submit an “administrative draft” for LCG, the Evangeline Thruway Redevelopment Team (ETRT), and other officials to review. LCG will, in return, provide a consolidated set of comments and revisions to the planning team and outline their preferred method for public dissemination. Once a first draft has

been reviewed and commented by LCG, the next step will be to share a “public draft” with the community groups to solicit public comment. This feedback, along with that of LCG officials, would provide a satisfactory level of response and assurance. After revisions, we will submit a “second administrative draft” for final review and adoption.

COMMUNITY-WIDE MARKETING PLAN

To build public support for funding mechanisms that will be proposed in the completed and delivered plan, public outreach will continue, and a mass media advertising and public relations campaign will be conducted for introduction to the larger Lafayette Parish community. Throughout the advanced outreach process, relationships developed throughout the process will be leveraged to build support. Tactics will include a rollout press conference (for example, an idea presented by a youthful member of the charrette could be highlighted while thanking everyone for their participation). This announcement phase will include communications management, media outreach (fact sheets, story and editorial pitches, news alerts), presentation materials, press releases, photography, media tracking, and reporting.

Issues management will be ever-present as we strive to recognize both the public input as well as the design program deliverables. Positioning the project as a proactive effort — “for the people and of the people” — for preserving and improving the corridor will be crucial for public support.

Partnerships between LCG, the ECI Outreach Team, and key corridor leaders can become visible parts of this rollout process. In tandem with ECI economic development components, co-branded partnerships can be identified to demonstrate immediate action on the recommendations. Using branding and iconography developed in the primary program of work, a variety of promotional items for use by LCG for designated awareness and education initiatives will be developed. This could include a Neighborhood Action Packet.

Special on-site public relations events are ideal for district-by-district rollout. These could include:

- Block parties (for example, at the Creole Mardi Gras Historic Marker)
- Time capsules buried at school sites to commemorate the start
- Building exterior projections (video/animation in conjunction with AIE) as the project goes forward
- Performing arts/crafts shows, local makers
- Cook-offs/farmers market

These formats lend themselves to excellent social media engagement, which has become the new norm for all local traditional media engagement. Media opportunities could include:

- ~~• Traditional media (print, outdoor, television, radio)~~
- ~~• Digital media (e-newsletters, website sponsorships/ads, social media campaigns through platforms, such as, but not limited to, Facebook, Twitter, Instagram, and LinkedIn)~~
- ~~• Alternative media (billboard graphics on the side of distribution trucks, etc.)~~

ACTION ITEMS AND DELIVERABLES

- Answers to Community Questions
- Question Guide for Leadership
- Signage, Collateral, and Outreach Materials
- Leadership Meeting Reports
- District Workshop Scribe Notes
- District Workshop Reports
- Charrette Report
- Community-Wide Marketing Materials
- District Design Manuals
- Final Report
- Outreach Summary Report
- Kick-off Media Plan

APPENDIX

This is a list of things included in the Appendices at this time – not necessarily in the correct order within the document.

- A. Workshop Postcard Example
- B. Workshop Flyer Example
- C. Charrette Week Postcard
- D. Charrette E-blast
- E. Charrette Flyer and Poster
- F. Charrette Social Media Graphics Examples
- G. ETRT Resolution (Pre-Charrette)
- H. ECI Potential Outreach List
- I. Project Frequently Asked Questions
- J. Workshop Conversation Starter Questions
- K. Leadership Meeting Report Form
- L. Branding Rationale
- M. Charrette Q&A
- N. District Workshop Facilitator Packet Example
- O. Engagement Event Sign In Sheet Examples
- P. Engagement Events Feedback Card Examples
- Q. Yard Signs
- R. Charrette Display Banner
- S. Outreach Calendar/Schedule
- T. Power of 10 Questions
- U. ECI/LCP District “Levels” Map
- V. Meeting in a Box Campaign Packet



APPENDIX

EXISTING CONDITIONS ANALYSIS REPORT

TECHNICAL REPORT 1.0

ANALYSIS OF CURRENT CONDITIONS



Our voice. Our vision.



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal **TIGER** grant

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in collaboration with Lafayette Consolidated Government



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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.

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INTRODUCTION

Technical Report 1.0 represents a compilation of existing condition analysis, both in terms of researched data and field observation. It was conducted primarily to better understand the context of the district neighborhoods and their relationship to the wider Evangeline Corridor, including potential impacts of the impending I-49 Connector project. The comprehensive analysis presented herein cover topics spanning demographics, previous planning efforts/documents, zoning, existing and future land-use, infrastructure and transportation, urban fabric, and community assets. The focus on each of these essential planning-related topics is cross-referenced with their capacity to stimulate positive community growth. Alongside the presented analysis and synthesis of important data and information, the report sections reveal assessment-based reflection and findings that can be directly translated into the basis of various concepts and strategies for neighborhood-level development.

Visual illustrations including charts, diagrams, and maps are presented to support the analytical narrative found in the body report sections. These illustrations vary from examples of existing City data (i.e. ESRI maps, zoning maps,) to newly created diagram maps (i.e. urban frontage studies) and highlight some of the material researched in the analysis phase. An inventory of all data files, maps, and technical documents analyzed appears in the Appendix along with other visual images representing District neighborhood-level information. The content presented in this report represents key analysis that serves as the foundation for the ECI effort.



Exhibit A: The Evangeline Corridor Boundaries (red outline) - with directional relationship and connections to regional towns and cities

CORRIDOR DEMOGRAPHICS

Analyzing basic demographic data assists the ECI Team in better understanding the social character and economic realities of the Corridor. It yielded insights into who is being planned for, how best to engage people, and how to appropriately respond to concerns, issues, and opportunities. Analysis indicated here provides entry points into further considerations for community transformation regarding the economy, employment, and housing.

People

According to ESRI data informed by ECI District boundaries, the Evangeline Corridor study area is home to 9,108 people (2010 Census). Around 63% of the population is between the ages of 20 and 64 (the median age is 30 years old). Females slightly outnumber males 51% to 49% respectively. Given the majority active population groups including over 40% of people aged 25 and under, the ECI team can gain valuable insight into the character of the community and types of assets and amenities to safeguard and consider in the design process. In regards to race, over 65% of the population in the Evangeline Corridor is categorized as Black while almost 30% identify as White. Other races, including those identifying as Hispanic (2.7%) make up less than 5% of the population (Exhibits B & C).

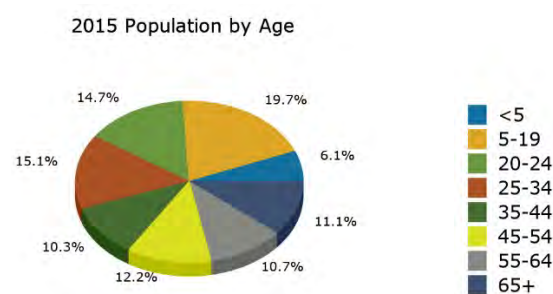


Exhibit B: 2015 Population by Age (ESRI data courtesy of LCG)

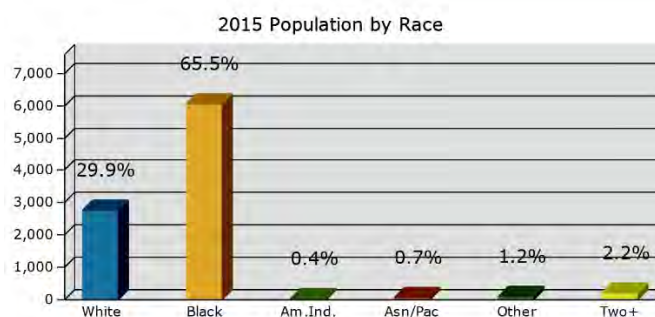


Exhibit C: 2015 Population by Race (ESRI data courtesy of LCG)

Economics, Education, and Employment

Census-based data provided by ESRI (2015 projections) was analyzed to understand general financial strata in the Evangeline Corridor study area. Household income is measured by the combined incomes of all people sharing a place of residence. Median household income in the Corridor is \$24,632 which is roughly half of the national average of \$51,939 (US Census Bureau). Around 37% of households have an income of \$24,999 or less (Exhibit D). Cross-referencing income with an average family size of 3.27 persons shows that around 50% of households (1,719 households) live below the Federal Income Poverty level (Dept. of Health & Human Services family size metric).

ESRI also provide insight into education level and job-related strata. Residents with a high school diploma total 31%, while 24% have some college experience, and 10.4% have a bachelor degree. Labor force statistics show that 90% of residents age 16+ are employed with the biggest industry support coming from retail trade, social care, and food services. Over 70% of residents age 16+ report reaching work in less than 20 minutes, which is positively less than the national average of 25.4 minutes (US Census Bureau). This number is based on geographical variables.

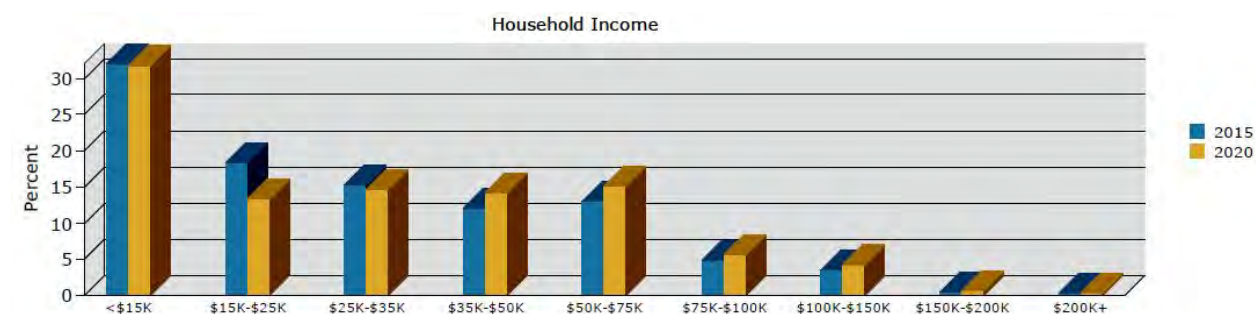


Exhibit D: 2015 Household Income 2010 vs. 2015 (ESRI data courtesy of LCG)

Housing

The 9,108 Corridor residents are distributed among 3,774 documented housing units (American Community Survey data). Around 74% of housing is single family detached, while the remainder is multi-unit structures. Over 70% of the structures were built prior to 1970, reflecting the historic nature of the area. Some 3,305 of those units are labeled as “occupied” (87.6%). Home owners represent 31% while 59% of residents are renters. ESRI data indicates that 56.2% of renters moved into the area since 2000. The realities between renters versus owners - desires and needs of different groups – should be a key consideration for housing redevelopment strategies and programs. Of particular interest in the analysis is the 61.5% of Corridor housing valued at or below \$100,000 (see Exhibit E).

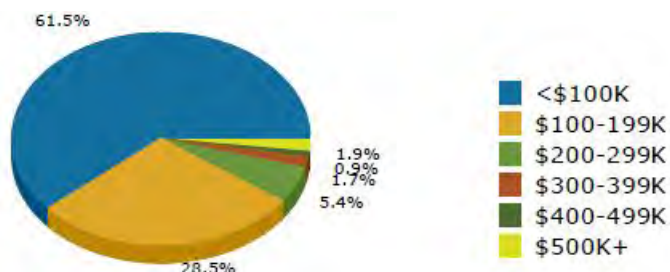


Exhibit E: 2015 Home Value (ESRI data courtesy of LCG)

PREVIOUS PLANNING EFFORTS

Beyond understanding the technical parameters of the FHWA Record of Decision (2003) and Environmental Impact Statement (2002), particular research into previous local planning efforts led primarily by the Lafayette Consolidated Government helped the ECI Consultant Team inform its scope of work. Older documents analyzed included the UL-Lafayette Community Design Workshop’s Blue Book (1999) and the Corridor Preservation and Management Action Plan (2002). Recent pertinent documents included the Tax Increment Financing District Committee Report (2010), the MPO Transportation Plan (including Bikeway Plan), PlanLafayette (2014) and the Downtown Action Plan (2014), the final two of which informed the newly adopted Unified Development Code (2015).

The information presented in older documents such as the Blue Book and the Corridor Preservation Management Action Plan outline interstate mitigation efforts, though because of their age, do not speak to current interstate mitigation trends or clear implementation strategies that reflect current local economic realities. However, they provide valuable insight into the history of the project, as well as underscoring the values and principles expressed by the Evangeline Corridor communities. More prescient for this ECI process are the goals and guidelines of PlanLafayette and the Downtown Action Plan. These documents offer key directives regarding short and long-term growth and implementation around the Evangeline Corridor and should remain as a major reference for strategic planning components of the ECI effort for the foreseeable future. A major takeaway from the researching of previous planning efforts is that a significant degree of public engagement has already unfolded and it has yielded a high level of useful feedback and neighborhood planning concepts to consider for the Corridor districts. In particular, the PlanLafayette vision outlines essential concept elements such as directing growth towards mixed-use centers, preserving cultural assets, enhancing walkability in the public realm and quality of recreational open space, and providing safe multi-modal transport.

These major aims, as well as particular concepts including the creation of diverse housing options, access to jobs and healthcare, and strengthening community identity highlight key overlapping aspects of the stated ECI goals. The strategies of the previous planning documents including detailed area focus calling for enhanced mixed-use development and activity hubs (i.e. North Gateway Small Area Plan) reflect long-discussed ideas for transformation in the Evangeline Corridor. These ideas can be directly applied and benchmarked within the ECI process in order to support community development while also helping to successfully mitigate the impacts of I-49 Connector. The previous planning efforts also contain substantial analytical data research which is relevant for this Technical Report. This includes demographic data and geographical analysis that is referenced and represented herein.

EXISTING ZONING

There is a diversity of zoning districts within the Evangeline Corridor including large areas of “Commercial Heavy”, “Commercial Mixed”, “Industrial Heavy”, and “Industrial Light”. Beyond this area lay neighborhoods defined by swaths of “Residential Single-Family”, “Residential Mixed”, “Mixed Use” and “Downtown” which is designated as a special district (see Exhibit F). The newly adopted Unified Development Code (2015) reflects corresponding future land use plans. However, aspects of the current UDC Zoning still yield questions regarding certain area classifications. LCG has been leading re-zoning processes in various districts in attempt to offer new direction and considerations for alternative development patterns and allowances.

In general, the current zoning designations offer pros and cons when considering their ability to regulate and support viable urban growth patterns. Certain designations carried over from previous “Euclidian zoning” classifications and methodology that may prevent the type of diverse growth the City seeks for this area (i.e. single use occupancies for Industrial and Heavy Commercial). The new UDC and current district re-zoning efforts led by LCG are geared to offer a level of site flexibility and the emergence of more mixed-use zones which promote healthier communities and more economically diverse viable centers of life – two key components of the PlanLafayette vision.

The Downtown Action Plan identified particular corridors for targeted redevelopment which the ECI team focused on through the initial research. Corridors where zoning designations were analyzed include, but were not limited to, the 12th St. Corridor in McComb-Veazey, the Johnston St. corridor between Freetown and Downtown, the Congress Street corridor between Downtown and LaPlace, the Simcoe St. corridor extending from LaPlace to McComb-Veazey, the Jefferson Blvd. extension between Sterling Grove and McComb-Veazey, and the Taft St. corridor. These areas were earmarked as high-potential areas where appropriately scaled mixed-use development patterns can connect disjointed districts to create significant growth opportunities that can have a positive ripple effect on the immediately adjacent residential neighborhood fabric. The zoning analysis revealed industrial (IL) areas that could be mixed with other commercial classifications (i.e. Taft St.), commercial heavy (CH) areas that could be infused with mixed commercial (CM) and residential (RM or MN) (i.e. Simcoe St. and Jefferson Blvd.), and other areas that could generally introduce more flexible mixed-neighborhood (MN) classification allowances.

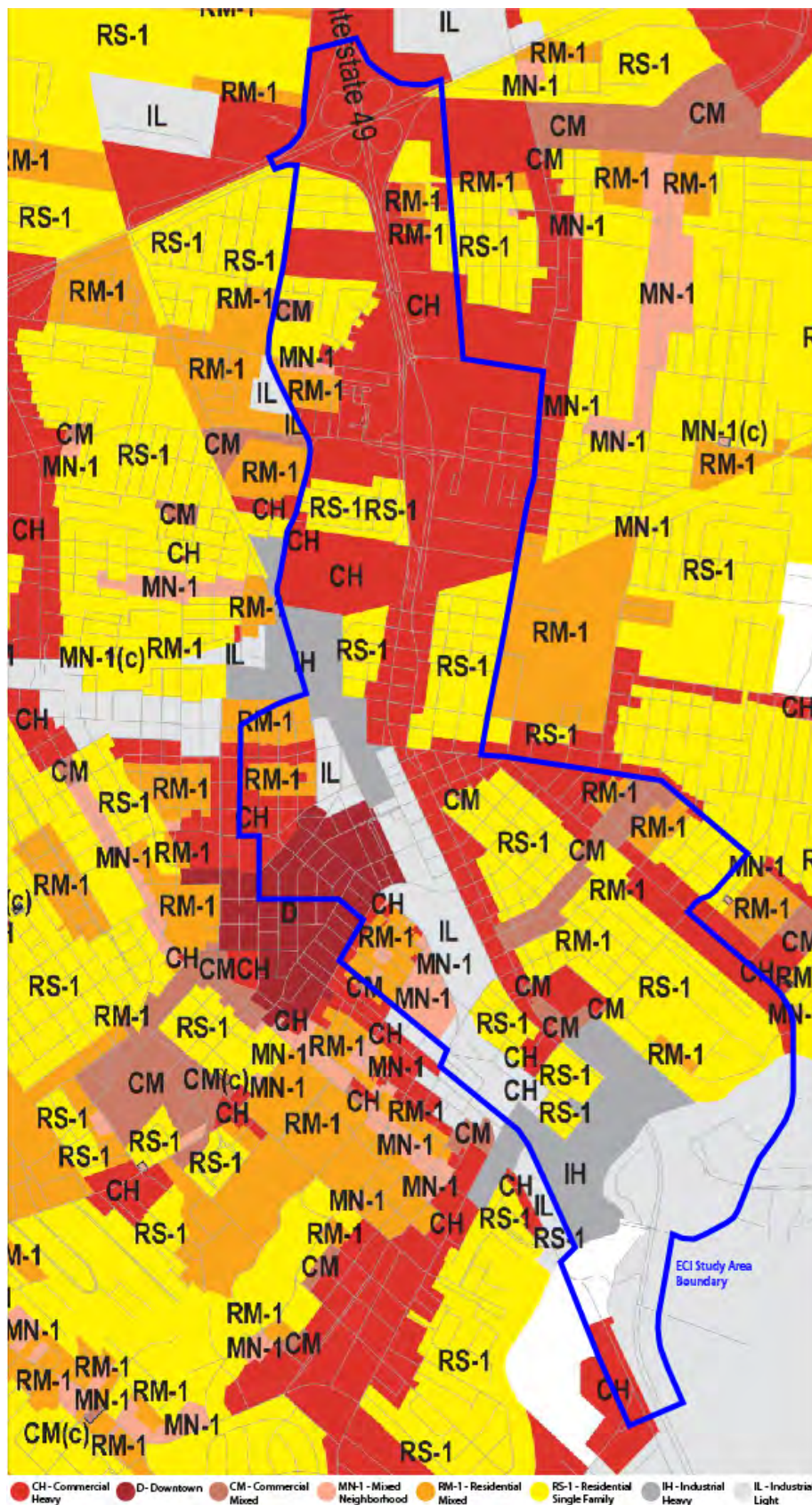


Exhibit F: Current UDC Zoning Map (courtesy of LCG)

EXISTING and FUTURE LAND USE

Analysis of available Tax Assessor Land Use Maps (LCG) illustrated the variety of land use including that utilized for small and large commercial, multi-family housing, single-family residences, institutional, industrial, and parks in the Evangeline Corridor. In urban centers and district crossroads such as those defining the historic core, diverse land-use methodology can spur revitalization and growth.

PlanLafayette and the Downtown Action Plan call for the enhancement of mixed-use and residential (multi-family) development land allowances in and around the Downtown Core including land adjacent to the existing Evangeline Thruway extending into neighborhoods including McComb-Veazey, LaPlace, and Freetown-Port Rico. Field observation confirms that there are amplified disconnections between Downtown and the adjacent neighborhoods, due in large part to undeveloped land around the railroad and the Evangeline Thruway. While much of this space is slated for appropriation by LaDOTD to accommodate the I-49 Connector, ECI analysis and City data shows that there are notable dilapidated sites/buildings and vacant land parcels in the area (including adjudicated property). These sites represent an obstacle to cohesive growth, but also serve as an opportunity to reclaim vacant land for new uses and infill that can improve connections between districts. However, the process of putting adjudicated properties back into commerce has barriers which must be addressed to support this type of consistent re-use. A strategic reclamation plan for vacant land can support these actions.

PlanLafayette states a specific strategy to redirect fragmented development patterns to the City's historic core while calling for the retrofitting of heavy commercial, car-oriented corridors into pedestrian-focused centers with greater access to transit, jobs, and cultural amenities. The ECI Planning Team will closely monitor land-use opportunities that align with City goals and community-wide visions.

EXISTING INFRASTRUCTURE and TRANSPORTATION

According to previous analysis reports including the 2014 Comprehensive Plan, Lafayette shares the challenges of many other metro areas in that its transportation system remains highly dependent on the automobile, has below average public transit ridership, and generally lacks convenient and accessible facilities for pedestrians and bicyclists. Given these shortcomings, a primary stated goal of the City and the ECI effort is to improve road network connectivity and expand the availability of alternative modes of travel to and from the Evangeline Corridor, including access to adjacent job centers and job centers across the City. It is also imperative in this study to consider the quality and access to safe streetscapes including sidewalk conditions.

Evangeline Thruway Connectivity

The existing conditions around the Evangeline Thruway combined with the proposed extension of the I-49 Connector present many impending challenges for unfettered access for motorists and pedestrians. Currently, there are a limited number of roads that extend between the East and West sides of the historic core. Public feedback and discussions with ECI Team engineers confirm that the width of the six-lane, one-way split nature of the Thruway and the railroad already pose delays to cross-travel vehicle access and can often increase these limitations. This was a particular concern when questioning pedestrian access across the Thruway (especially around the Willow St. intersection and from McComb-Veazey into Downtown). Technical analysis of the different proposed I-49 Connector concepts (LaDOTD) reveals that a newly-built interstate infrastructure could exacerbate the already limited connectivity if not appropriately considered and designed to address community-based local travel needs. Obstacles include certain street networks being re-directed or completely terminated from current use. Maintaining and expanding existing connectivity for motorists while increasing safe passage for pedestrians is necessary to achieve City and the ECI project goals which include providing access to jobs, healthcare, and recreational amenities.

Public Transit

Smart growth transportation planning is the primary gauge to which all other sustainable city development trends can unfold. The Lafayette Comprehensive Plan calls for the establishing of a multimodal transportation system that facilitates the operational efficiency and effective movement of people (and goods) including maintaining sufficient

access to local public transit networks. Currently, the Lafayette Transit System operates 12 Daily Service routes (excluding Sunday) from 5:45AM – 6:30PM with a limited Night Service from 6:30PM – 10:30PM. All LTS buses are ADA accessible and allow for bicycle loading. According to the Acadiana Metropolitan Planning Organization’s 2035 Transit Plan, the majority of the 18-bus fleet are eco vehicles (Natural Gas, Hydrogen Fuel Cell, and Hybrid Electric) which contribute positively to lower greenhouse gas emissions.

Many participants at early ECI workshops expressed dependency on public transport. According to MPO demographic-ridership data, roughly 45,000 people are served by routes within the Corridor (Routes 10, 45, 50, 55, and 60). Observing the LTS bus route map, Exhibit G, a focus on the Corridor reveals that there are pockets with limited public bus access (i.e. east-west crossings in the North Gateway and to cultural amenities of the Bayou Vermilion District). This may be due to land use obstacles, such as large industrial parcels, or incompatible street networks (i.e. insufficient R.O.W. on neighborhood streets). The existing service map also raises questions about the impact of the planned I-49 Connector on routes that currently travel the Evangeline Thruway (Routes 10 and 60).

In terms of job access related to transportation, 69.3% drive alone, 16.4% carpooled, 5.3% walked, and 2.6% rode the bus (this data has “medium reliability” Coefficient of Variation – larger sampling error – according to ESRI data provided). While only a small percentage of the population is reported to ride the bus to work, it is clear from the cross-analysis of population data and citizen feedback that strategies should be developed to increase ridership and reinforce the offering of multi-modal options. Establishing the Rosa Parks Transportation Center was a major step in improving public transit services within the Corridor by providing a hub for local buses as well as connections to regional travel (Greyhound and Amtrak). Access to this facility needs to be maintained and services enhanced to serve as a model community amenity when considering long-term development growth.

A key component of increased ridership stems from the quality of bus stop shelters and facilities. Numerous residents and field observation analysis confirmed the quality of bus stops lack consistency and in many cases are severely underperforming, often reduced to signs on poles offering no clear buffer from fast-moving cars and trucks.

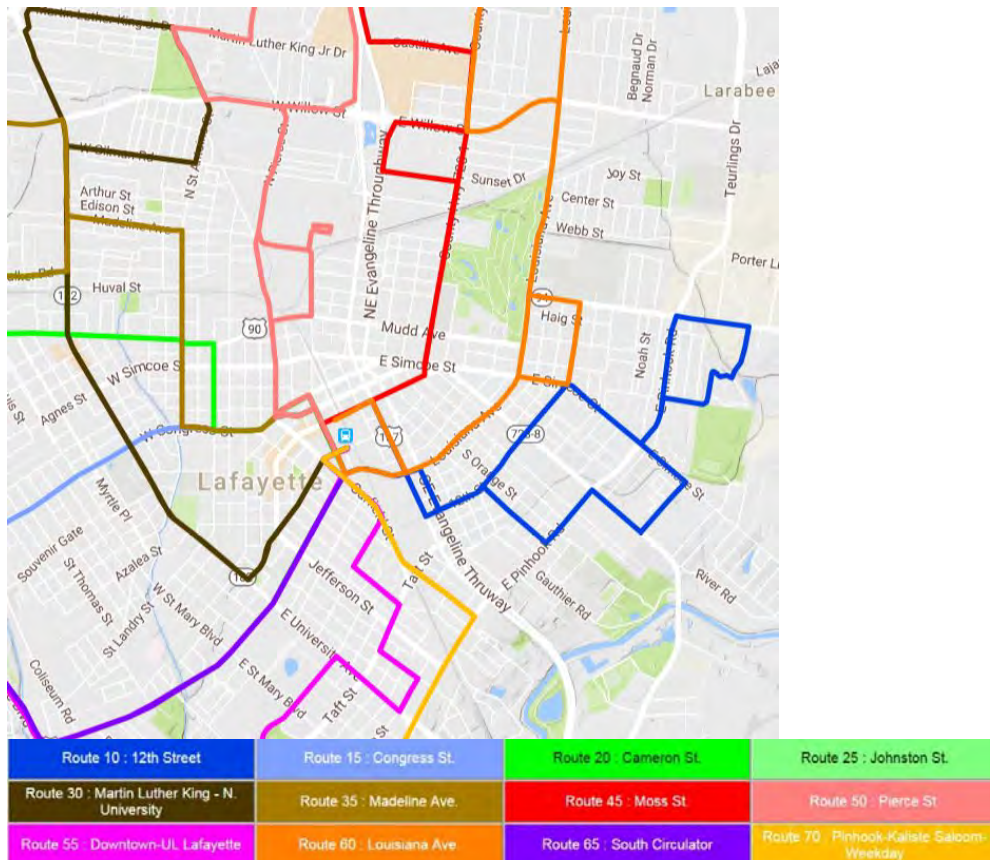


Exhibit G: LTS Bus Map www.ridelts.com

Bicycle Facilities

ECI field observation analysis aligns with the Acadiana Metropolitan Planning Organization's assessment that the existence and access to safe, high quality bikeways in Lafayette is lacking. Residents of the Evangeline Corridor expressed problems of urban biking along many major thoroughfares as well as difficulty crossing the Thruway where fast traffic and little buffers challenge the comfort of recreational and everyday cyclists. To address this issue, the MPO's 2035 Bikeway Plan supports the development of a robust network of paths, routes, and facilities to accommodate alternative travel options that reduce single-occupant vehicles, congestion, and pollution. As illustrated in Exhibit H below, the MPO Plan indicates where potential connections could exist and where certain patterns of complementary streetscape development can occur. The ECI process should align with the MPO Bikeway Plan to foster cohesive corridor-wide and neighborhood strategies to better connect core areas such as McComb-Veazey and the Bayou Vermilion with Downtown/Freetown-Port Rico all the way to the UL-Lafayette campus.

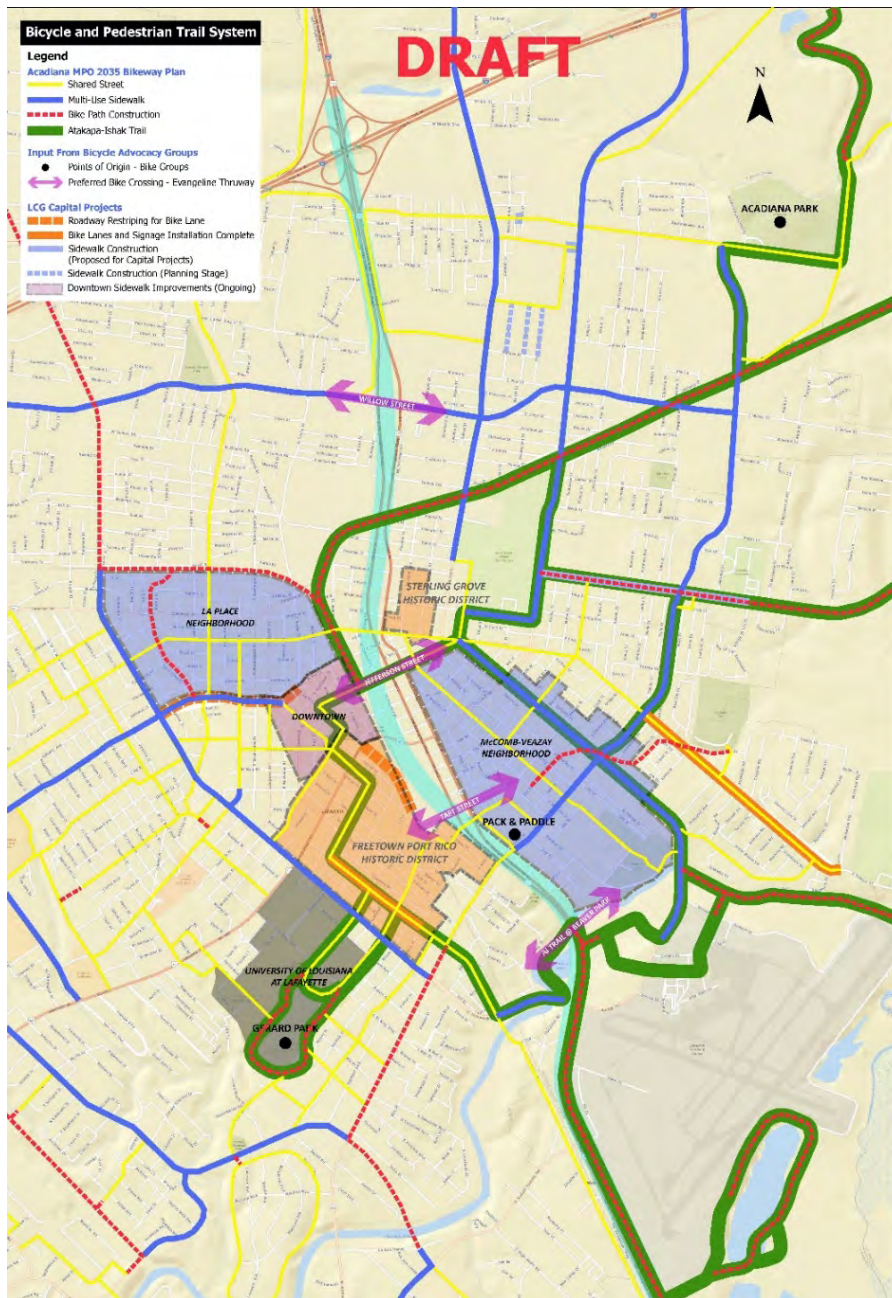


Exhibit H: MPO 2035 Bikeway Plan Networks

Streets and Sidewalks

Although Lafayette does not have an officially adopted Complete Street Policy (the MPO has worked to initiate the beginnings of a potential policy), the PlanLafayette outlines a vision for providing safe streets that accommodate efficient multi-modal travel and comfortable environments for pedestrians. Major recent LCG re-striping projects along the Congress Corridor as well as ongoing attempts on Mudd Avenue are current examples of potential transformation of streets in the Evangeline Corridor. Field observation and analysis of primary thoroughfare traffic count data (and existing MPO documentation) allowed the ECI effort to pinpoint other primary routes that can be targeted for streetscape improvement strategies and ultimately be designated for enhanced “Complete Streets” treatment.

The quality of sidewalks play a big role in creating a walkable and vibrant community environment. Sidewalk audits provided by the MPO and the City indicates that a large number of streets in the Evangeline Corridor have sidewalks on both sides while others have at least one edge laced with a sidewalk (sample survey in Exhibit I). However, field observation reveals that this data can be slightly misleading in terms of sidewalk quality. There are multiple cases where a sidewalk is essentially in disrepair or obstructed by a telephone pole or traffic signage, thus limiting its use as a navigable path. Jefferson Street in the Downtown core is characterized as a highly walkable District with high quality paved sidewalks and plantings. A concerted effort is underway between LCG and the Downtown Development Authority to fix a number of the sidewalks in Downtown to improve safety and accessibility. Similar strategies and basic streetscape improvements can be applied across all Corridor neighborhoods where sidewalks are either non-existent or underperforming in order to ensure pedestrian safety and connectivity.



Exhibit I: Sidewalk Survey - LaPlace/Sterling Grove/Simcoe (based on LCG data) – (See Appendix for additional District sidewalk surveys)
 This map indicates the status of sidewalks in the LaPlace/Sterling Grove/Simcoe District. The teal lines indicate streets with sidewalks on both sides of the street, while the purple lines represent streets where a sidewalk exists on only one side. A good number of Corridor streets have no sidewalks and generally speaking, sidewalks are not always in good condition and are pierced with obstacles, such as utility and light poles.

URBAN FABRIC

The Evangeline Corridor as a whole represents a cross section of the types of urban environments that can be found in Lafayette. It is home to the Downtown core which contains a mix of commercial businesses, office blocks, government buildings, and civic spaces adjacent to scenic parkland and access to the river within the Bayou Vermilion District. All of which are surrounded by the City's oldest and most culturally diverse neighborhoods.

The ECI team performed a field observation analysis of all streets in the district to catalog the walkability as it relates to urban frontage. The Corridor Frontage Study revealed different levels of need and numerous opportunities for improvement. While some streets are seen to be performing well ("good") and have an excellent pedestrian frontage, the map indicates other areas that may have an "acceptable" or "regrettable" pedestrian experience.

The sample map in Exhibit J shows a concentration of red ("good") along Jefferson Street and parts of West Vermilion Street which indicates an area most suited for pedestrian activity. The frontages get less pedestrian-friendly as you

move away from the Downtown core. An active street life and an urban fabric that promotes walkability is vital to a healthy and vibrant community, which makes this particular mapping exercise an important planning tool. In some cases the necessary response can be managed with small efforts such as general maintenance and landscaping. In other scenarios, infill redevelopment attention is likely required where breaks in the urban fabric occur.



Exhibit J: Urban Street Frontage Study Mapping – Downtown/Freetown-Port Rico (See Appendix for additional District Frontage Studies)
 This visual analysis represents urban street frontage studies observed and performed in the Downtown/Freetown/Port Rico District. The gauge focuses on physical quality in regards to structures, cleanliness, and public realm. Red indicates a “GOOD” urban frontage that promotes walkability; Orange an “ACCEPTABLE”; Yellow a “REGRETTABLE”. Jefferson Street features some of the more positive street conditions.

Among the numerous maps and existing information the ECI studied, the City/Parish and Lafayette Public School System owned property map provided valuable insight for the design process. Exhibit K below illustrates land owned by the City/Parish and LPSS and highlights holdings and identified clusters of adjacent properties that received concentrated analysis. One example are the large parcels of City/Parish owned land that exist in the Bayou Vermilion District at the southern end of the Corridor. The focus on this and other City/Parish controlled land clusters present great opportunity for coordinated incremental strategies that should allow for more impactful and revitalizing infill development concepts. Where applicable, these groupings should be given priority in the subsequent design process phases of the ECI effort.



Exhibit K: Targeted Opportunity Clusters for City/Parish-controlled Land Re-development

This map illustrates City/Parish-owned (yellow) and Lafayette Public School System owned (purple) land parcels within and around the Evangeline Corridor. The red circles identify targeted areas the ECI studied as possible opportunities for intervention due to City/Parish ownership.

COMMUNITY ASSETS

An important facet of the ECI analysis hinged on the social aspects of communities including institutional assets (quality education and healthcare), cultural assets (historic areas, museums, and churches), and civic assets (public buildings, public realm, and recreational spaces). These essential pillars that define sustainable districts and neighborhoods were examined in regards to such gauges as accessibility, abundance, and quality.

Institutional Assets

The Evangeline Corridor is home to various educational institutions and educational services (see Exhibit L). There are five elementary schools, two middle schools, one high school, one prep school, one charter school, and one Montessori school within the ECI boundaries (multiple schools are located in the immediate surrounding area). There are two career/continuing education centers. And the main offices of the Lafayette School Board and Lafayette Public School System are also located within the Corridor. The campus of the University of Louisiana-Lafayette is located just outside the Evangeline Corridor boundaries and many students and faculty call the Corridor home. While the existence and dispersing of multiple institutions in the Corridor is a positive sign, accessibility and safety is always a consideration when analyzing these community assets. Field observations reveal that there are varying degrees of accessibility to schools in the Corridor – some are more vehicle-oriented (particularly some private schools), while others are situated well in the community fabric and offer walkable access. Through a mix of public and private schools providing learning opportunities central to Corridor neighborhoods, the ECI project should consider any potential for enhancing the integration of schools into the walkable fabric with attention given not only to the immediate school site (through cross walks, traffic calming, and other safety features), but also in the general approach to school sites across the wider community landscape (through strategic urban design patterns).

Based on early workshop feedback, some community stakeholders and residents feel that there is insufficient access to health facilities and services provided to the Corridor. Reasons cited for this concern were perceptions of a physical barrier caused by the existing high-traffic Evangeline Thruway, as well as limited crossings along the railroad East of Downtown and north of the LaPlace neighborhood. Analysis confirms there are currently no significant hospitals to the East of the existing Evangeline Thruway and railroad. The closest city/regional hospitals are University Medical Center at the corner of Congress St. and Bertrand and Lafayette General Medical Center on South College Drive. Calculated travel distance from McComb-Veazey (corner of Pinhook and Simcoe) to Lafayette General is approximately 2.5 miles or 9 minutes. A trip to University Hospital from the same location is approximately 4.3 miles or 12 minutes. While these averages are comparable to other neighborhood distances in Lafayette, travel distances and times to major hospitals from neighborhoods in the North Gateway are greater.

There are various health clinics and doctor offices in the Corridor (as well as behavioral clinics, physical therapy, and holistic medicine services) that serve Corridor residents. Metrics data often used to determine sufficient access to health services is complex and not easily conclusive in this study. However, it should be acknowledged that the physical barriers of a high-trafficked 6-lane split thoroughfare and railroad directly impact and challenge accessibility for residents and emergency services, causing a situational hazard that could increase with the building of interstate infrastructure in the area.

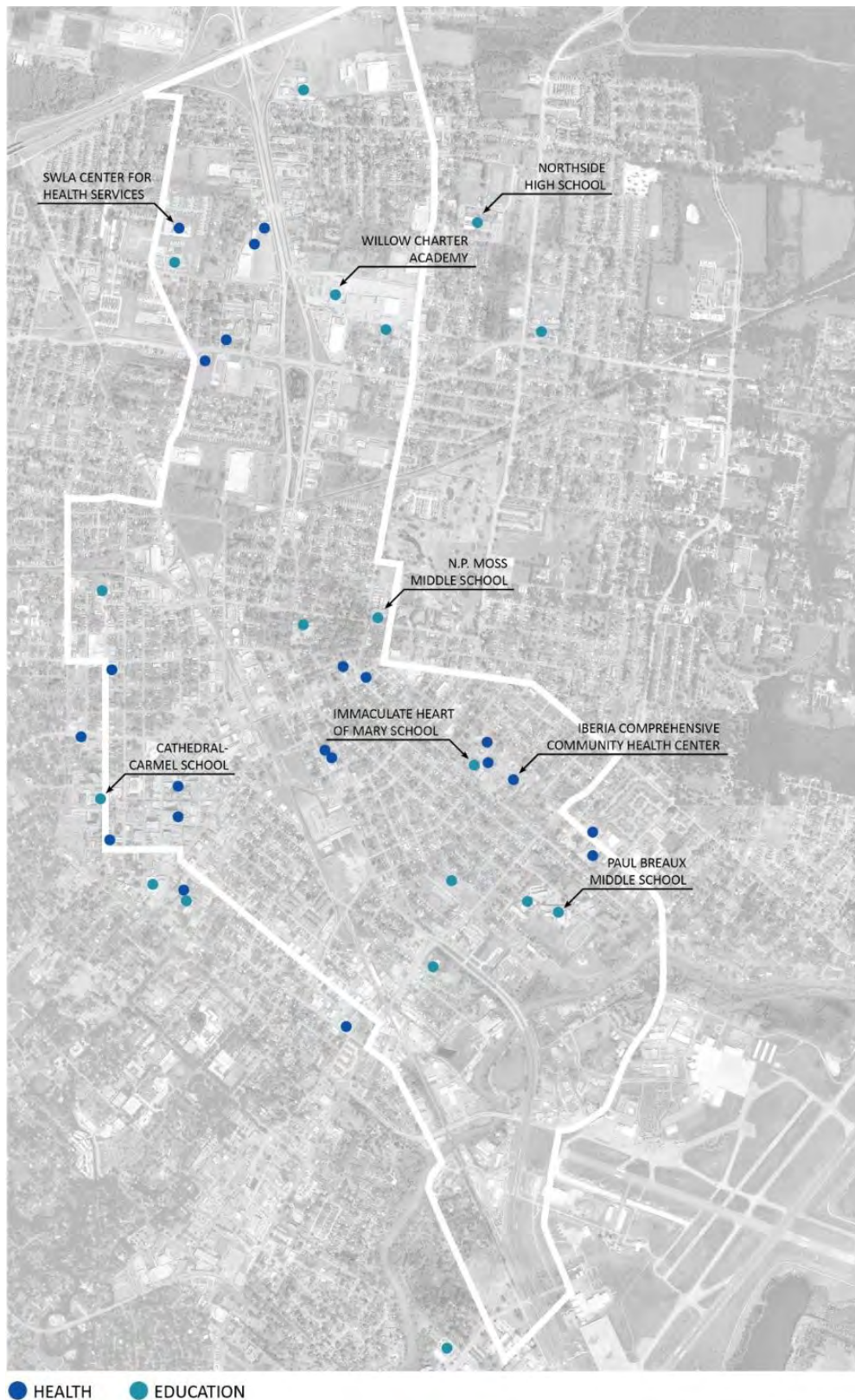


Exhibit L: Institutional Assets in the Evangeline Corridor (health facilities and schools)

Cultural Assets

Data and information collected from the LCG Historic Preservation Commission highlights the rich cultural history of the Evangeline Corridor an area that is home to some of the oldest neighborhood settlements in Lafayette. The Sterling Grove National Historic District, long the only such designated area in the city, was joined in 2016 by the Freetown-Port Rico National Historic District. The efforts to establish other Corridor neighborhoods as official Local Historic Districts are underway through assistance by the LCG Historic Preservation Commission. Recognizing the historic nature of these neighborhoods not only acts to preserve area culture and identity through documentation and education, but also helps safeguard significant structures of the built environment while promoting growth and re-development opportunities through related tax incentives and local and national support. Many of the historic neighborhoods could be directly impacted by the planned I-49 infrastructure project, and therefore these are important asset-driven efforts that the ECI process could exploit and champion through various strategies.

Beyond historic area assets, analysis shows that there are many cultural amenities in the Corridor and its immediate surroundings (see Exhibit M). The Downtown core is home to the Lafayette Science Museum and Planetarium, Children's Museum of Acadiana, Acadiana Center of the Arts, and the Alexander Mouton House Museum as well as multiple small art galleries and theaters that play host to monthly Art Walk events and a variety of shows and performances. Vermilionville (Historic Village/Museum) serves as an anchor of the Bayou Vermilion District and attracts visitors through events, music shows, and educational offerings. Based on professional observation analysis and community feedback, these cultural entities serve a large portion of the Corridor residents and the wider Lafayette population. Continued and increased attention should be given to the relationship between these cultural assets and economic growth strategies, tourism potential, and collaborative outreach opportunities that foster community building activities across all area neighborhoods.

Area analysis also shows that there are numerous churches located throughout the Evangeline Corridor, both within the district boundaries and immediate surrounding area. Churches generally fulfill a very important community role in a neighborhood. It was observed through field analysis and conversations with community groups that many churches in the Corridor not only serve as venues for religious gatherings, but often also provide a place to the host community events, meetings, and offer educational support. Through initial public outreach, many residents of the Corridor neighborhoods reiterated these significant assets to the ECI team. This analysis suggests a heightened potential for neighborhood churches that should be acknowledged from a strategic planning viewpoint.

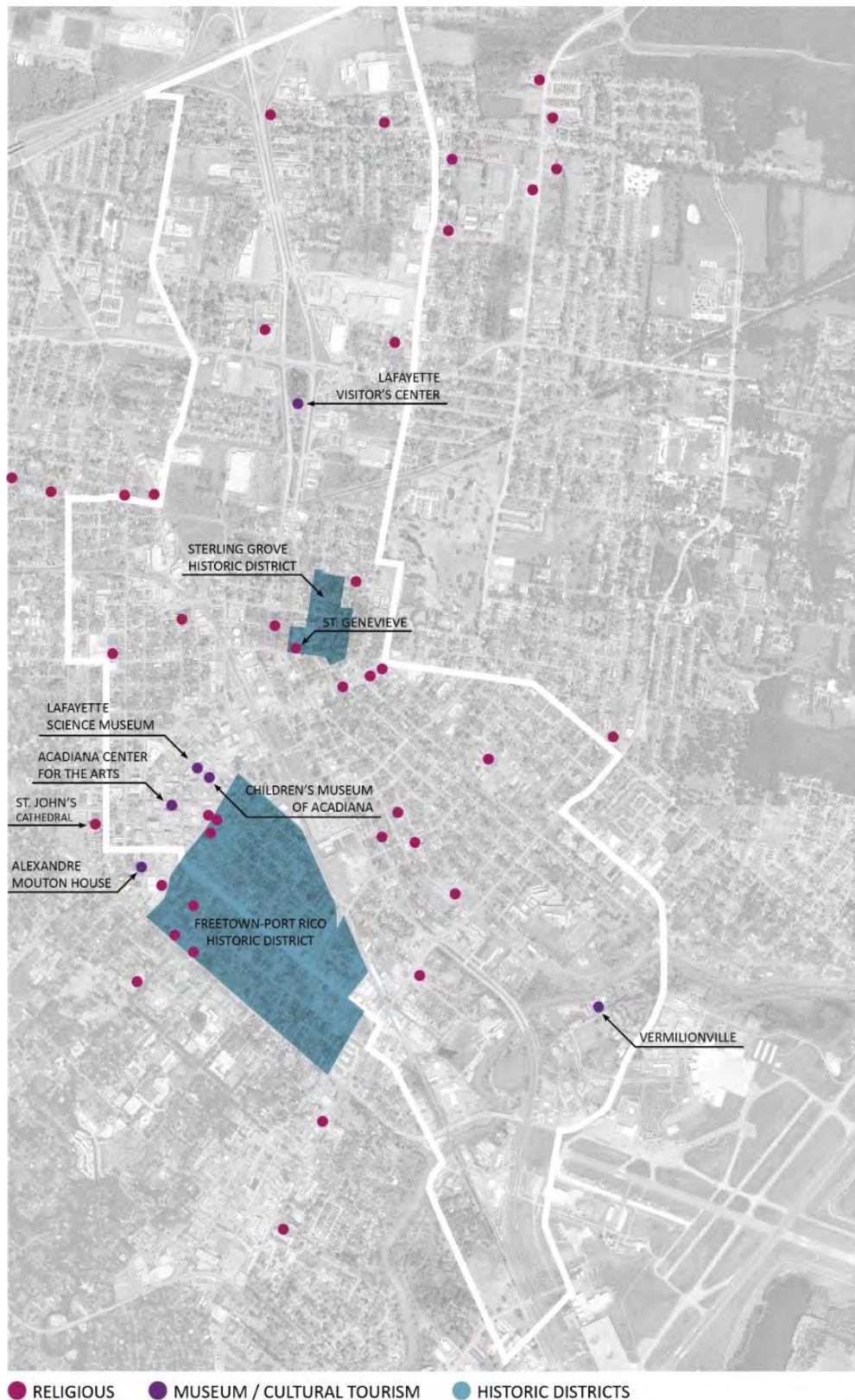


Exhibit M: Cultural Assets in the Evangeline Corridor (churches, museums, national historic districts)

Civic Assets

The cluster of public buildings in the Downtown core, including the courthouses and the post office, signals a highly valued civic presence within the Corridor. Government entities that serve the community at large offer many benefits in terms of access to public officials or serviceable amenities that are identifiable and useful for everyday life. The Corridor is also served by two public libraries, the newly remodeled Main Lafayette Public Library – a major community asset in Downtown – and the Clifton Chenier Public Library on Willow Street in the North Gateway. It was clear from field analysis and discussions with the public that these buildings are highly accessible and cater to various community needs. Continued and enhanced access to these civic assets and the educational/community resources they provide should be a key part of ECI strategies.

ECI analysis suggests that the Evangeline Corridor contains the most abundantly accessible and frequented public realm within Lafayette (Exhibit N). Based on national planning best practices and principles, the main thoroughfare of Jefferson Street is lined with high-quality streetscape elements including plantings and significant local tree foliage, paving, and on-street parking. Building scale is complementary to the streets and pedestrian experience and many historic structures have been reclaimed for public use. In the adjacent public squares of Parc Sans Souci and Parc International, Lafayette residents and welcomed visitors are provided with zones for various year-round hallmark events (i.e. Downtown Alive, Festival International) and everyday leisure activity. The maintaining of these assets is crucial for creating a sustainable community and when considering impacts of the planned I-49 Connector. The success of these public realm elements are examples to be adopted throughout the Corridor.

Apart from public realm amenities, the Corridor is dotted with park space of varying size. The Bayou Vermilion District is home to the large recreational areas of Heymann Park and Beaver Park, while City Park (home to Municipal Golf Course, Clark Field, The Domingue Recreation Center, and O.J. Mouton Pool) sits in the Gateway District between Moss Street and Louisiana Avenue. Equally important are unique smaller-scale green spaces such as the triangular park at Pontiac Point (Jefferson Blvd. and Simcoe St. junction) and pocket parks, like the one being planned at the corner of 14th Street and Magnolia in McComb-Veazey. Analysis and visual diagramming of the current relationship and access to open spaces in the Corridor reveals that some areas are further removed from serviceable recreation space and/or smaller neighborhood parks. Best practice principles indicate that the majority of neighborhood homes should sit within a 3-minute walk to meaningful outdoor space (see Exhibit O, pg.).

With this information, the ECI Team can strategize for additional open space within the planning process (i.e. ample unused greenfield sites exists in the North Gateway). Beyond the basic provision of accessible open space, the quality of existing parks is important to measure. Field analysis of the parks and open spaces currently available to residents in the Corridor study area reveals that most park spaces were performing relatively well (i.e. cleanliness and use) or had the necessary infrastructure in place to do so. However, there were particular questions from residents regarding lighting, safety, and use of space. This analysis was confirmed through public outreach and yielded information that the ECI process should address to improve community concerns regarding accessible open space.



● CIVIC BUILDINGS

Exhibit N: Civic Assets in the Evangeline Corridor (government/public buildings, post offices, public libraries)



Exhibit O: Open Green Space and 3 minute Walk zones Image showing parks, recreational space, and plazas with 3-minute walk zone indicators. These indicators identify access and adjacency to parks within the corridor and reveal areas underserved by green space.

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APPENDIX

Analysis Data Inventory (including ESRI data, maps, planning documents)

Data Type	Name	Origin	Description	Use
GIS Shapefile	Street Centerlines	LCG	Lafayette Parish centerline file and roadway network	Utilized for base map of planning corridor
GIS Shapefile	Zoning	LCG	Zoning per unified development code	Display of categorical land uses
GIS Shapefile	Property Lots	Lafayette Parish Tax Assessor	Property boundaries utilized for taxing purposes	Depict subdivisions of land
Tabular Data	Property Tax Assessments	Lafayette Parish Tax Assessor	Unit values for market value as determined for property tax assessments	Valuation per acre; performance of developments on a per acre basis including future valuations of property
Spreadsheet	Capital Projects	LCG	Listing of budgeted capital projects by fiscal year	Identify LCG-funded project programmed and planned for neighborhoods
Policy Document	Complete Streets	Acadiana MPO	Complete Street Policy adopted by MPO for consideration of all transportation modes for projects utilizing federal funds	Complete Street Policy adopted by MPO for consideration of all transportation modes for projects utilizing federal funds
GIS Shapefile	Parishes and Cities	LCG	Incorporated cities and unincorporated areas of Lafayette Parish	Utilized for base map of planning corridor
GIS Raster	Aerial	LCG	2015 RGB Aerial of Lafayette Parish	Utilized for base map of planning corridor
Map	Figure Ground	LCG	Building footprints with street centerlines, Area Level 1, and public parks for each district	Utilized for District Design Workshop and further urban planning analysis
Map		LCG	Building footprints with street centerlines, Area Level 1, public parks, and block number addresses for each district	Utilized for District Design Workshop to denote/archive attendees
Map	Historic District	LCG	Building footprints with street centerlines, Area Level 1, public parks, and both National Historic Districts	Utilized for District Design Workshop and further urban planning analysis
Map	Sidewalk Inventory	LCG	Building footprints with street centerlines, Area Level 1, public parks, and sidewalks indicated as on one side or both side of streets for each district	Utilized for District Design Workshop and further urban planning analysis
Map	Transit	LCG	Building footprints with street centerlines, Area Level 1, public parks, and transit stops for each district	Utilized for District Design Workshop and further urban planning analysis
Map	Zoning	LCG	Building footprints with street centerlines, Area Level 1, public parks, and unified development code zoning for each district	Utilized for District Design Workshop and further urban planning analysis
Map	Aerial	LCG	Building footprints with street centerlines, Area Level 1, and 2015 aerials for each district	Utilized for District Design Workshop and further urban planning analysis
Map	LCG and LPSS owned land parcels	LCG	Illustrated map documenting property currently owned by the city (LCG) or the Lafayette Parish School System	Used urban planning analysis and strategy refinement
Planning Document	PlanLafayette & Downtown Action Plan	LCG	Comprehensive Planning Document that highlights visions and community goals	Consultant Team research into previous planning efforts, both historic and recent
Planning Document	Blue Book (UL-Lafayette Community Design Workshop)	LCG/UL-Lafayette	Strategies and Concepts for Evangeline Corridor Development	Consultant Team research into previous planning efforts, both historic and recent
Planning Document	Corridor Preservation and Management Action Plan	LCG	Planning Document that highlights values and goals related to planned I-49	Consultant Team research into previous planning efforts, both historic and recent
Planning Document	Tax Increment Financing District Committee Report	LCG	Planning Document that highlights visions and goals for economic growth	Consultant Team research into previous planning efforts, both historic and recent
Planning Document	Unified Development Code (UDC)	LCG	Zoning designations and descriptions; planning policy, laws, and guidelines	Consultant Team research into Lafayette's newly adopted Zoning Code
Planning/Policy Document	I-49 Record of Decision	LaDOTD	Official pathway, R.O.W. and general information regarding I-49 Connector	Consultant Team research into adopted official plan for I-49 Connector
Planning/Policy Document	Environmental Impact Statement	LaDOTD	Official complement to Record of Decision - states environmental issues	Consultant Team research into adopted official plan for I-49 Connector
Mapping Diagram	Street Frontage Studies in each of the 5 Corridor Districts	ASW	visual documentation of comparative urban fabric quality street appearance	Consultant Team urban observation research into the quality of urban fabric
ESRI data file	Community Profile	LCG/online	General Community Data	Baseline Demographic research analysis
ESRI data file	Housing Profile and Summary	LCG/online	Housing Types, Age, Price points	Baseline Demographic research analysis
ESRI data file	Census Profile/Population Sum.	LCG/online	General Census Data	Baseline Demographic research analysis
ESRI data file	Market Profile	LCG/online	General Market Data	Baseline Demographic research analysis
ESRI data file	Retail Market Profile	LCG/online	General Retail Trends and Expenditures	Baseline Demographic research analysis
ESRI data file	Household Income Profile	LCG/online	Household income data	Baseline Demographic research analysis

Sidewalk Inventory Maps (based on data provided by LCG)

The teal lines indicate streets with sidewalks on both sides of the street, while the purple lines represent streets where a sidewalk exists on only one side. *The LaPlace/Sterling Grove/Simcoe map example is previously displayed in the report.

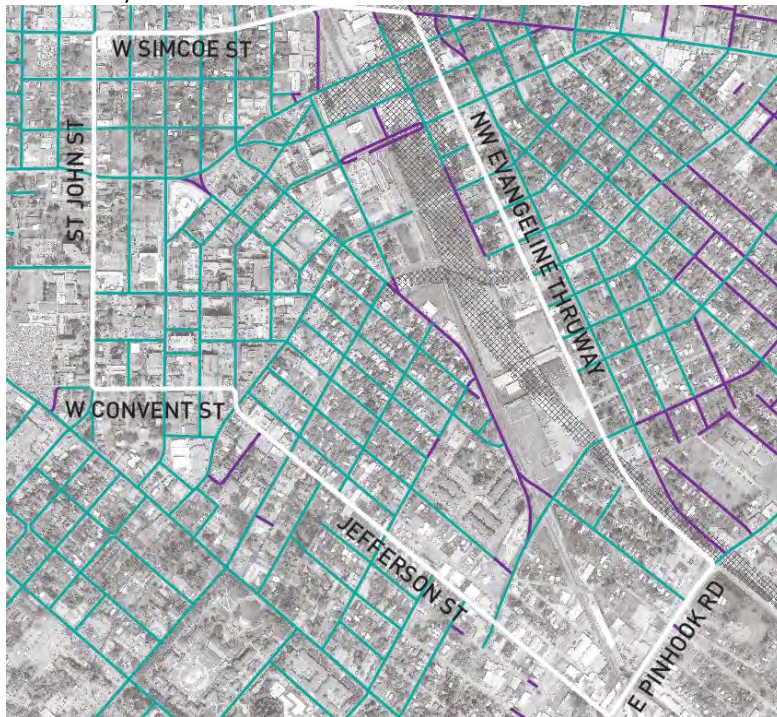
Gateway District



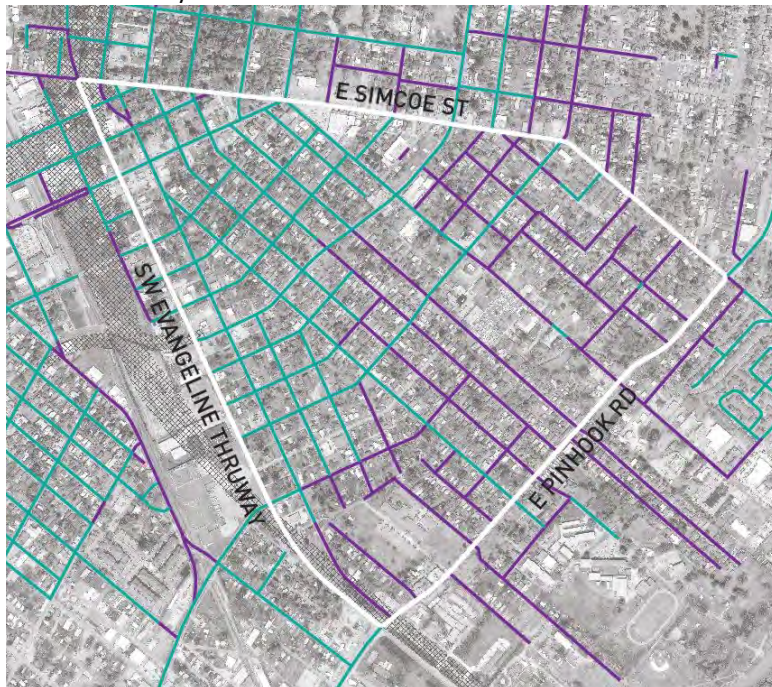
LaPlace / Sterling Grove / Simcoe District



Downtown/Freetown-Port Rico District



McComb-Veazey District



Bayou Vermilion District



Urban Street Frontage Study Maps

Red indicates a “GOOD” urban frontage that promotes walkability; Orange an “ACCEPTABLE”; Yellow a “REGRETTABLE”.

Gateway District Frontage Study Map



LaPlace / Sterling Grove / Simcoe District Frontage Study Map



Downtown / Freetown-Port Rico District Frontage Study Map



McComb-Veazey District Frontage Study Map



Bayou Vermilion District Frontage Study Map





APPENDIX

DISTRICT WORKSHOP REPORTS

GATEWAY

STERLING GROVE | SIMCOE | LA PLACE

DOWNTOWN | FREETOWN - PORT RICO

MCCOMB-VEAZEY

VERMILION RIVER RECREATION

WORKSHOP REPORT: GATEWAY DISTRICT

May 14, 2016
Philadelphia Christian
Church



Our voice. Our vision.



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal **TIGER** grant

DISTRICT

Gateway

LOCATION

Philadelphia Christian Church – May 14, 2016 (10am – 1pm)

WORKSHOP TEAM

Carlee Alm-LaBar	LCG
Cathie Gilbert	LCG
Neil LeBouef	LCG
Bill Hunter	ASW
Lauren Boring	ASW
Kerry Frey	ASW
Wayne Domingue	ASW
Steve Oubre	ASW
Debbie Jaubert	ASW
Skye Miller	ASW
Cheryl Bowie	Right Angle
Rosemary Sullivan	Right Angle
Blake Lagneaux	Right Angle
Sarah Spell	Right Angle
April Guillote	Right Angle
AJ McGee	Right Angle
Katie Falgout	Right Angle
Donna Lejeune	Right Angle
Ashlyn Dupuis	Right Angle
Ben Berthelot	ETRT
Mitzi Moss Duhon	ETRT

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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.

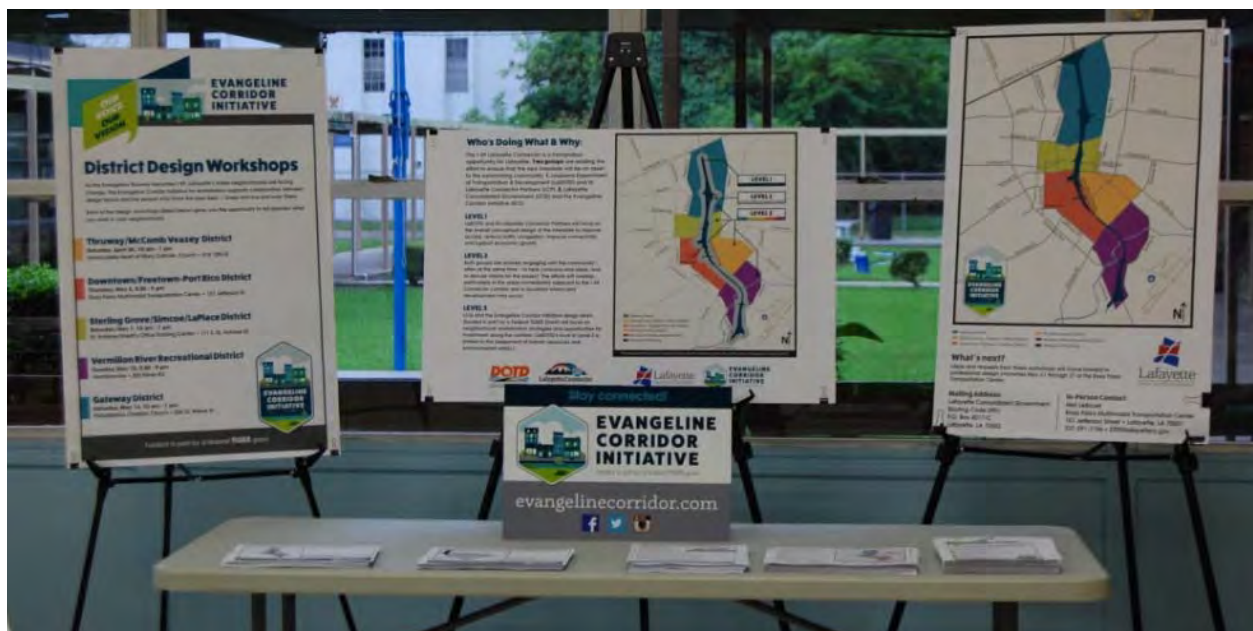
OVERVIEW

The purpose of the District Design Workshops was to bring together the communities adjacent to the existing Evangeline Thruway to lay the ground work for developing a comprehensive future vision and plan for a renewed Evangeline Corridor. There is a great need for an extensive planning initiative to improve the districts at the neighborhood level, while linking them through a response to the unique environment that will be created by the anticipated I-49 Connector.

This Workshop Report is part of a series of five (5) District-based reports, each highlighting feedback gathered in five (5) separate 3-hour long community outreach events. The Report(s) reflect the nature of highly engaged open conversations that captured the concerns, aspirations, and suggestions that surfaced throughout various exercises led by facilitators along with groups of local neighborhood residents, business/property owners, and interested parties.

The Report is divided into categories related to the overall planning effort that emerged directly from table conversations and exercises. Based around notions of Opportunities and Challenges the elements include but are not limited to *economic development, culture and history, entertainment, safety, infrastructure, beautification, housing, recreation and environment and community*. A final section of the Report focuses on *Connector-Related Feedback* that serves as feedback that is collected by the ECI Team and delivered to the Lafayette Connector Partners Team.

Lafayette Consolidated Government and the entire ECI team would like to express great appreciation to all those who participated in the Workshops and shared the invaluable feedback upon which this Report is based. The synthesized information contained herein directly informed the Charrette efforts and ultimately the plans and strategies designed for the neighborhoods and communities of each District.





ECONOMIC DEVELOPMENT

As a gateway to Lafayette, the district residents were concerned with the current retail and business offerings. Many voiced they were able to get most of their daily needs met within the district, but quality was something they felt was lacking. Additional shopping, family restaurants, and mom and pop stores were among the establishments the participants

Many were concerned about existing business. Seeing stores, restaurants, and services leave the district is troublesome for the community. There is a desire to preserve the businesses that have been operating in the district and attracting a higher quality of business as they locate within the district. A variety of shopping and retail experiences are lacking in the neighborhood and there is a high demand for more options. Revitalizing the retail in the district could start with the Northgate Mall. Some revitalization efforts have been made, but overwhelmingly the workshop participants felt that this should be a priority as it is an eyesore in the district. Priority was also given to replacing chain and big box stores with local “mom and pop” retail.

Several participants voiced a concern regarding the disinvestment of the city in North Lafayette and felt that it is difficult to draw economic development to an area that is so distanced. This area has a large investor base that should be brought to the table in development conversations. Tax credits including a TIF is another revitalization option.

Local Assets

Historic buildings, churches
Business owners vested in the community
Alice Boucher School
SWLA
Post office
Walmart
Super One
Home Depot
Banks
J. W. Faulk School
Shoppers Valley
Family Dollar, Dollar Tree, Dollar General

Desirable Elements

New business – hair salons, pharmacy
Amenities – Shopping, eating, basic necessities
New grocery store – smaller scale
Fabric/sewing store
Hotels
More restaurants including family restaurants
Healthcare, EMT access, Walk-in clinic
New office building/event center

Challenges

Motel near Priscilla behind the Shell gas station
Remove the abandoned building near Home Depot

Northgate Mall
Low income
Disenfranchised (not connected to the city)
Putting wrong businesses here
Everything going to the Southside

"We're the most economically distressed area in the path"
"Build more in North Lafayette! Bring variety here and diversity"

SAFETY

The safety of the neighborhood was a concern for many participants. While most noted the sense of community and closeness of the neighbors as an asset of living in the Gateway district, many still expressed safety as a main concern. Some explained that they did not go out after a certain time and were very careful when traveling in the district. Crime, prostitutes, sex offenders, and drug activity were among some of the safety issues that were brought up at the workshop.

Many were complimentary of the current police station and happy with their relationship with the officers that work in the district. Yet many were wanting more of a police presence to mitigate the crime issues and some perceived the current police force as not proactive enough for the current level of crime. Community policing on bike and on foot and recreating the neighborhood watch would be beneficial for the district.

Lack of maintenance is contributing to safety issues. Overgrown trees provide opportunity for homeless to linger. Poor lighting, poles too far apart, and damaged/broken lighting promotes crime in many areas.

Homelessness is an issue that many members of the community discussed. Most of the participants expressed the desire for programs that address the homeless and more centers and housing.

Desirable Elements

Additional lighting
More lighting at MLK around the walking track, near I-49, and the strip shopping mall to create sense of security
Additional police presence

Challenges

Hotel to immediate north of the Travel Host big drug problem
Homeless camp near Walmart
Safety concerns at the park

"I'd rather be safer than convenient"
"We don't want tent cities"

CULTURE AND COMMUNITY

Participants of the workshop voiced the need for more options for children and young adults after school. Early development, after school care, and community programs were among those listed. More community services available in the neighborhoods would aid in the revitalization of the neighborhood. Also mentioned were the block parties that the neighborhood used to have. Bringing these back would also help with the neighborhood revitalization and creating a stronger sense of community.

Many participants expressed concern for the elderly community and wondered if there are any grants or programs available to help them.

Local Assets

Church and Faith Community
Parental and community involvement
UL and its graduates; keep local talent
Multi-cultural people

Desirable Elements

Charter School
More colorful in the Gateway District
Preserve St. Genevieve Church
Free music
Strengthen Pastoral Alliance
Community outreach, they want their voices to be heard

Challenges

Low socio economic status
Underperforming schools

RECREATION & NATURAL ENVIRONMENT

The community members use the parks often and expressed a desire to increase maintenance to make the existing parks more usable. Pocket parks are desirable as well. Maintenance of existing recreation areas and facilities would allow for meaningful recreation within the district. Additional parks and open space with options for various outdoor sports in needed in the district

Local Assets

100-year oak tree
Martin Luther King Park and Heymann Park

Desirable Elements/Specific Suggestions

Keep the Visitor Center in this corridor
Upgrade park and MLK Center
Skating rink
Theater
Bowling
Upgrade park and MLK Center

Connect the parks
Botanical garden
Bird sanctuary
Educational Recreation
Museum/art facility
Area across from Northgate Mall – public park, playground for Charter School
Community Gardens

Challenges

Kids don't play outside

HOUSING

Most concerns revolved around current property value and how values would be affected by I-49. Others mentioned were the elderly community and available housing options. Many were supportive of revitalization and list organizations like North Lafayette Revitalization Authority (NLRA) and Habitat for Humanity to help with these efforts.

Local Assets

North Lafayette Revitalization Authority (NLRA)

Desirable Elements

Repurpose old buildings
Ordinance limiting trailers

Challenges

Some residents will not pay homeowners association fees

"I'm concerned the I-49 connector will depreciate our city"

ENTERTAINMENT

Many expressed the desire for more entertainment options for all ages within the district that are safe, accessible, and well-maintained. Some entertainment options, for example a movie theater, used to be located in the district, but are no longer an available option. A diverse mix of activities would not only satisfy the neighborhood needs, but could also attract people from a wider area.

Desirable Elements

Bowling
Paint ball
Movie theater
Age-appropriate kid's area, for those under 12
Skating rink
Cart ranch
Miniature golf
Walking path

Library access

Museums

Aquarium

Art classes, floral arranging

Continuing education

Aquarium near Louisiana Avenue close to I-10

Night entertainment opportunities that feel safe

Near the post office is area with open space (land) where tennis or basketball courts could go

BEAUTIFICATION

Like its name, the Gateway District is a gateway into Lafayette and should be treated more appropriately as such. Landscaping, art, murals, lighting, and other gateway elements were listed as desirable elements. Overall beautification of the homes in the district and an improved streetscape on most streets for enhanced walkability and increased quality of life.

Landscaping and street trees are welcomed beautifying additions to the neighborhood. These elements would make the community aesthetically pleasing and more livable. Conversely, dilapidated properties, abandoned vehicles, vacant housing, and lack of maintenance have a very negative effect on the community and character of the district.

Litter and trash was mentioned as being a huge problem in this district. Most felt that the city did not give attention to these items. A more grassroots effort may include neighborhood clean-up days driven by community members to help get the trash out of the district.

Noise was also a source of concern. The heavy traffic along the thruway produces a great deal of noise disrupting homeowners. Most were afraid the I-49 project would only add to this issue. Although many wanted to mitigate the noise problems, it was indicated that an unattractive sound barrier (like that on Ambassador Caffery) was not a desirable solution.

Proper lighting was mentioned as a neighborhood need. In addition to safety lighting, lighting to enhance architectural and landscape features as well as artistic lighting in key areas are desirable elements in this districts. Emphasis was placed on making the Gateway District “more colorful.”

Desirable Elements

More maintenance (cut grass, change/repair lighting, trim trees, etc.)

More art

Parks and gardens near Home Depot

Enhanced streetscape

Re-do Simcoe Street

Everywhere they are doing work – plant trees!

Clean up area near Patterson and N. Richter

Gateway and entrance signage

Challenges

Pollution

Vacant land and blight

Bayberry Point overgrown
Garbage cans and bins staying on streets devalue property
Tear down hotel that edges interstate

"We like the open and quiet and want to keep it that way"
"Gateway to Blight"

INFRASTRUCTURE

Most people felt there has been no attention from city or parish regarding infrastructure concerns and maintenance. Streets are in poor condition and need resurfacing in many areas. Poorly maintained drainage has led to flooding in several areas.

Desirable Elements

More Maintenance
Re-do Simcoe Street
Re-striping at Willow/Thruway not visible especially at night
Resurface roads
Bayberry needs a lot of work
Ditched need to be cut and cleaned

Challenges

City response poor at best
Streets and drainage – lack of maintenance

ACCESS / MOBILITY / CONNECTIVITY

The heavy traffic on the Evangeline Thruway traversing the Gateway District causes access and connectivity issues. Crossing the Thruway is difficult and many neighbors are frustrated by the lack of priority given to the neighborhood traffic.

Residents asked for a more walkable, pedestrian friendly experience with appropriately scaled and properly maintained sidewalks. Many residents are dependent on walking as their only mode of transportation, especially the elderly, so walkability is a priority in the community. In some cases, additional or wider sidewalks may be necessary and in other cases lack of maintenance negatively affecting walkability.

Bike lanes on Moss Street are perceived as wasted and most of the community is not in favor. However, often stated was the need for bike lanes and trails.

Local Assets

Transit System

Desirable Elements

Service road along I-10
Request Martin Luther King name for Willow Exit
Bridge over the coulee to El Sido's

Covered bus stops
Bus to airport, mall, and DMV
Crosswalks
Bike trails
More bus stops
Need more walkability

Challenges

People drive fast even if speed limit is low
Concerned about being cut off from Moss Street.

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

CONNECTOR-RELATED FEEDBACK

NOTES ON THE CONNECTOR INFRASTRUCTURE & OPTION CONCEPTS

General Concerns

How will this affect us?

Will the roads change?

Will we be able to walk around (after connector is built)?

Elevated roads (like Baton Rouge) make me cringe

Regardless of the interstate design we don't want the (negative) integrity of the neighborhood to remain

We don't want (what happened to) NOLA or Baton Rouge

How will the state upkeep the corridor – perpetual maintenance

What advantages will this (Interstate project) have on us?

Specific Connector Options Impact Concern

In addition to Willow, is there another connector exit?

Not in agreement with all overpass locations

Elevation start and end and impact on existing businesses and residents

Suggestions and Desires

Put tennis/basketball courts underneath the new Interstate

Build an overpass to cross over

It's our job to get "Camellia Boulevard" look (with) green space and walking paths along the Interstate

Corridor should not be over a blighted area

We need lighting near I-49

Design it to abate homelessness

Do not want interstate to house the homeless

Request Martin Luther King name for Willow exit

DISTRICT

Sterling Grove – Simcoe - LaPlace

LOCATION

St. Antoine Sheriff's Office Training Center – May 7, 2016 (10am – 1pm)

WORKSHOP TEAM

Carlee Alm-LaBar	LCG
Cathie Gilbert	LCG
Neil LeBouef	LCG
Emily Neustrom	LCG
Kelia Bingham	LCG
Bill Hunter	ASW
Lauren Boring	ASW
Kerry Frey	ASW
Wayne Domingue	ASW
Jeremy Durham	ASW
Cheryl Bowie	Right Angle
Rosemary Sullivan	Right Angle
Blake Lagneaux	Right Angle
Sarah Spell	Right Angle
April Guillote	Right Angle
AJ McGee	Right Angle
Katie Falgout	Right Angle
Donna Lejeune	Right Angle
Ashlyn Dupuis	Right Angle
Amanda Chapman	Right Angle
Harry Weiss	ETRT
Kendall Wiltz	ETRT
Skyra Rideaux	ETRT

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.

OVERVIEW

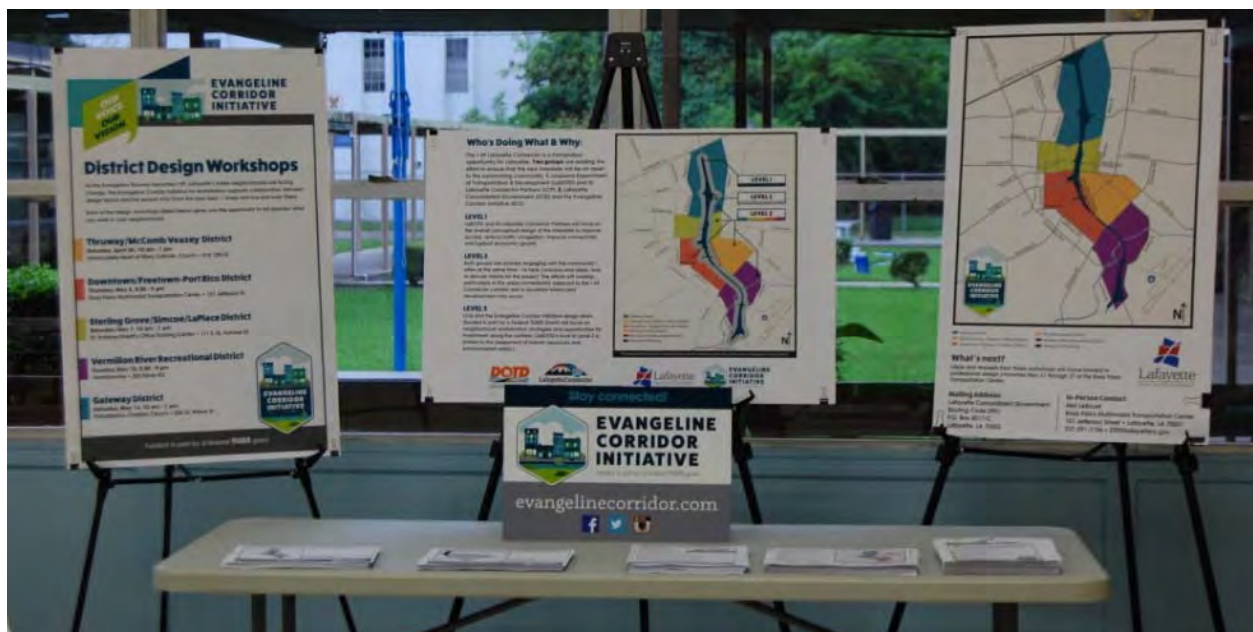
The purpose of the District Design Workshops was to bring together the communities adjacent to the existing Evangeline Thruway to lay the ground work for developing a comprehensive future vision and plan for a renewed Evangeline Corridor. There is a great need for an extensive planning initiative to improve the districts at the neighborhood level, while linking them through a response to the unique environment that will be created by the anticipated I-49 Connector.

This Workshop Report is part of a series of five (5) District-based reports, each highlighting feedback gathered in five (5) separate 3-hour long community outreach events. The Report(s) reflect the nature of highly engaged open conversations that captured the concerns, aspirations, and suggestions that surfaced throughout various exercises led by facilitators along with groups of local neighborhood residents, business/property owners, and interested parties.

The Report is divided into categories related to the overall planning effort that emerged directly from table conversations and exercises. Based around notions of Opportunities and Challenges the elements include but are not limited to *economic development, culture and history, entertainment, safety, infrastructure, beautification, housing, recreation and environment and community*.

A final section of the Report focuses on *Connector-Related Feedback* that serves as feedback that is collected by the ECI Team and delivered to the Lafayette Connector Partners Team.

Lafayette Consolidated Government and the entire ECI team would like to express great appreciation to all those who participated in the Workshops and shared the invaluable feedback upon which this Report is based. The synthesized information contained herein directly informed the Charrette efforts and ultimately the plans and strategies designed for the neighborhoods and communities of each District.



WORKSHOP REPORT: STERLING GROVE SIMCOE LAPLACE

May 7, 2016
St. Antoine
Sheriff's Office
Training Center

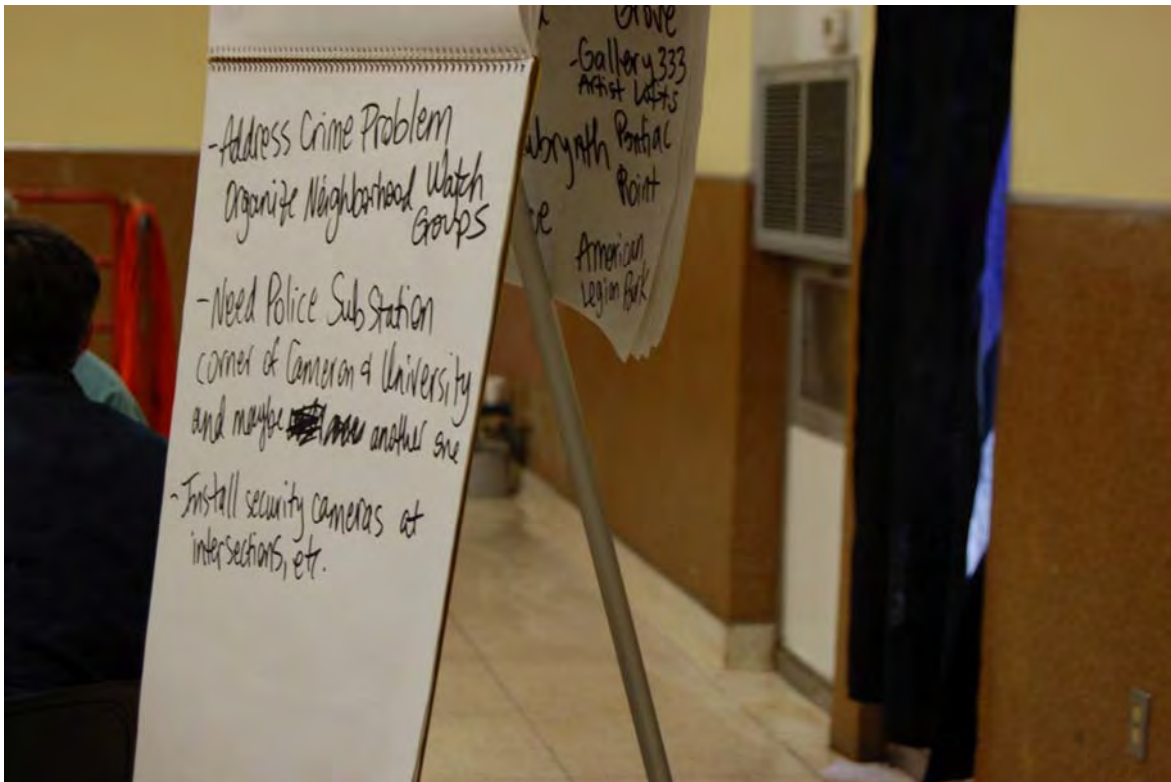


Our voice. Our vision.



**EVANGELINE
CORRIDOR
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Funded in part by a federal **TIGER** grant



ECONOMIC DEVELOPMENT

Like many of the Corridor Districts, residents of Sterling Grove/Simcoe/LaPlace generally expressed that widespread development was something severely lacking from the area. Though they had various perceptions of what kind of development should occur in the future and where it should occur. Even though the Evangeline Thruway is seen as a commercial corridor, especially to the North, many people felt that there weren't a variety of businesses in this particular area. They pointed to a lack of shopping and dining options, certainly on the local scale. There acknowledged the big box stores not far away (Super 1 and Walmart down the Thruway, Target down Louisiana Ave. extension towards I-10), but many residents travel even further to Breau's Mart or down Johnston (Albertson's) and Congress (Rouses) for groceries, produce and everyday goods. And though it isn't technically in the District, redevelopment of Northgate Mall was a big focus as a previously widely-used shopping destination.

Takeaway: More connection between commercial entities and more local scale retail/food options.

There is growing sentiment among residents in this District that there is much more development attention given to the Southside and residents would like to see similar economic movement. They know that development will bring job viability, but expressed that there needs to be incentives and support (tax credits) for small, locally owned retail, especially because residents of the area are excited to shop small and will support their neighbors. More than a few people said that it was a challenge to gain loan and lending support from banks to open businesses in this area. People pointed to vacant businesses and buildings that could be transformed and reused.

Takeaway: Need financial support attention to promote local business development and community.

While there was eagerness for increased development in general and especially in the Laplace neighborhood west of the existing Thruway, there was caution about certain commercial placement. People expressed a desire to update and repurpose Jefferson Blvd from the underpass to Simcoe/Surrey. Though residents living in or near the Sterling Grove Historic District were dismayed and against dense and heavy commercial development encroaching on them – unless it was the appropriate scale and meshed with the historic character of Lafayette's oldest neighborhood. They don't wish to see hotels, gas stations or large retail.

Takeaway: Commercial development needs to respect historic fabric while contributing to growth.

Desirable Elements

- Neighborhood grocery store (needs produce and organic options)
- Farmers Market
- Bike service station
- Neighborhood drug store/pharmacy
- Coffee shop with teas and vegan options (non-corporate)
- Ice cream/dessert shop
- Local shopping and retail options
- Art galleries (creative local business) (the Art Center is vacant on weekend – rent out!)
- Food trucks or pop-ups serving lunch
- Restaurants – café/bistro like the Filling Station
- Wine bar (adult bar, not nightclub)

SAFETY

Safety of families and individuals, especially children is at the forefront of people's minds. Many parts of this District are deemed unsafe and crime-ridden especially at night. Precinct 1 was singled out, as was Four Corners (a historically seedy junction) and drug issues were highlighted along St. John between Sterling and McComb-Veazey neighborhoods. J. Wallace James Park too has an issue with drugs and sex workers, making it an unsafe area for families. This could be attributed a number of factors that are covered in this report, but a primary indicator was the lack of and need for increased police presence (i.e. beat cops, substations, patrol cars) as well as more security cameras. Increased street lighting and better applications of safety lighting was also discussed widely.

Beyond concerns around crime, safe streets and traffic-oriented issues were also a focus of anxiety. It was a general consensus that for pedestrians and cyclists, crossing any street to reach Downtown would make someone feel uneasy and unsafe. Four Corners was again mentioned as a problem zone. Simply walking past vacant lots and abandoned cars to cross the Thruway was unappealing and unsafe. The railroad/coulee crossing near Walmart has bad visibility. It was noted that people still speed through and cut across neighborhood past school buses and kids playing despite speed bumps in places (speed bumps were a good addition but not sure they work or there could be more).

In Laplace, the area around the missions, specifically St. Joseph's Diner needs attention. It should be cleaned up, activate – find ways to keep the homeless from sleeping outside around it.

Desirable Elements

- Add a police substation in LaPlace area – increase street patrols.
- Organize a neighborhood watch. (and security cameras)
- Street lights (functional and aesthetic).
- Improve street interface (vacant lots).
- Mitigate speeding and street safety features.

CULTURE AND HISTORY

In an already rich cultural area, this District and Sterling Grove in particular is home to the oldest and perhaps most historically majestic neighborhood in Lafayette. It has been on the National Register for over 25 years and is composed of over 100 historic homes of great architectural quality. Even lying next to under-developed, largely uninspiring and dilapidated Thruway, the core of Sterling Grove is charming, quaint, and quiet considering the immediately adjacent noise and traffic. The people have pride in their homes and community neighbors for the most part. It has great historic value that many of the residents would like to see safeguarded and expanded upon.

St. Genevieve is a huge asset for the community and is one of the nicer architecturally significant churches in Lafayette. There are concerns of impact from the proposed interstate given its proximity and people have ideas about how its grounds could be made even more civic (see below).

An effort is underway to expand the historic district boundaries to encompass the adjacent neighborhood of Nickerson which retains its historic character, albeit at a slightly smaller, yet denser scale along Orange St. and Jefferson Blvd. As well as continuing S. Sterling towards Louisiana Ave.

Already having National Historic status, the many residents would like to see increased local attention and designation.

Across the Thruway from Sterling Grove, LaPlace is also one of the cities oldest neighborhoods with a rapidly growing community mobilization, although it doesn't enjoy or benefit from the level of historic architecture quality. The area is improving along these lines with the restoration of homes and is also being considered for local historic status.

Desirable Elements

- Recognized by the city for historic preservation designation and zoning
- More street sign designation of historic areas – historical markers
- Underpass should be painted to highlight cultural icons/talent
- Expand and take advantage of tourism perspective and historical value.
- Continue Historic Walk and events
- Museum or community destination

RECREATION, NATURAL ENVIRONMENT

Virtually all participants acknowledged the value and need for functional recreation options and nice parks of diverse uses and wanted to see existing places improved and expanded. The District and adjacent area is already home to substantial park destination and recreation facilities such as City Park (municipal golf course), Clark Field, Domingue Center, O.J. Mouton Pool, American Legion Park and Pontiac Point-- though it was generally felt that most of those were underperforming and in need of attention or upgrade. City Park for example is not exactly viewed as a park in the traditional sense as it is really a golf course (albeit a well-maintained and used public amenity in the area). People expressed that it could be made more diverse with the addition of a walking trail around or through the golf course. The Domingue Center, O.J. Mouton Pool and Clark Field could be updated and once again made a focus of the neighborhood and adjacent communities. This 'campus' was seen as a major opportunity for kids programs. Residents of LaPlace mentioned the desire for more recreational options (i.e. Boys & Girls Club, YMCA, basketball, swimming pool).

Much was said about the state of American Legion Park. People generally thought it was a nice park, but highlighted need for improvements to cleanliness in some spots, sidewalks, sewers instead of ditches and pointed to the fact that there is an influx and issue of homelessness especially in the evening. A similar concern was had for Pontiac Point – a historically rich and frequented area that has, in some people's minds, become more unsafe or less appealing in recent years, possibly due to homeless issues. People called for more connections to these parks though bike trails and walking trails (Elizabeth to Sterling, St. Charles and Orange to Pontiac Point, and Simcoe to LaPlace and American Legion Park).

Desirable Elements

- More Green space - helps reduce and change pollution and beautifies. (abandoned lot potential)
- Community gardens and Pavilion (events and recreation) – St. Charles(?)
- Dog park and fountain
- Food Park and Fruit Trees - benefit community and homeless population
- Place for elderly people
- St. Genevieve pavilion and civic plaza

- Skate park (one near LaPlace already)
- The Greenhouse needs to be maintained
- Mature trees and vegetation
- Plaza in front of St. Genevieve – a similar green space
- Using the coulee – cover for a bike path, park/urban forest

COMMUNITY

The neighborhoods in this District on both sides of the existing Thruway have a very strong sense of community pride, but there is a debatable mix between positive and negative perceptions, and it can always be expanded and improved upon in terms of community assets and amenities.

SOME WORDS TO DESCRIBE THE COMMUNITY

- Charming
- Welcoming
- Diverse – economically, racially, politically
- Unique
- Dynamic
- Passionate
- Neglected, overlooked
- Vulnerable
- Subtle/Quiet/Peaceful
- Diamond in the rough
- Police are friendly
- Spacious
- Family Oriented
- Traditional
- Multi-generational
- Inclusive
- Litter
- Abandoned
- Blighted
- Disconnected

The diversity of the area, especially around Jefferson Blvd was discussed and there are certainly a mixture of people and backgrounds in this District. Many of the highlighted ideas and concerns revolving around community coincide with values of the natural environment and recreational options. Amenities such as tennis courts, pool, and Boys & Girls clubs were mentioned (see other sections). They already use the club on Willow St. and areas around the Domingue Center and Clark Field. Neighborhood hubs for the community to gather were a focus point – they could have multiple uses. (Pink Turtle on Mudd Ave. is gone – add a community center in front of the O.J. Mouton pool).

Conversations also focused on basic services (lack thereof) and amplified offerings the community would want. Options for healthcare and hospitals were very important. All of the doctors, medical facilities, and urgent care clinics are outside of the district. It's difficult to cross Jefferson to reach Downtown – would go more often if it was easier and more inviting.

Desirable Elements (and local assets to keep)

- St. Genevieve Church and School
- St. Paul Church
- Moss Annex – alternative school
- Boys & Girls Club
- Art Gallery – Gallery 333, artist lofts
- Family activity outdoor/indoor
- Family oriented 50/50 business
- Child-care
- Love the art warehouse (LPTFA)
- Rec center (YMCA)
- Senior citizen activity center
- A neighborhood museum - celebrate identity and history
- Want to see more renovated spaces that keep the character of neighborhood (111 Monroe St.)
- A community center in LaPlace
- Christmas decorations on light posts – doesn't have
- Community bathroom/showers would be nice
- Movie Theater and other forms of entertainment

HOUSING

The value of Sterling Grove Historic District takes precedent in terms of most conversations around housing in this area. And the concerns there have been echoed in terms of wanting new development and new housing to fit in with the existing context and scale. Typical apartment complexes are not welcomed, though there is stereotype and debate around the nature of apartments. Though not as stately, the communities and “Fightingville” and Goldman to the north take great pride in their homes. While Sterling Grove emphasizes their status as a historic district that warrants protection and has perhaps been neglected, Simcoe and LaPlace to the East of the existing Thruway have a different outlook and challenge. Diverse and with largely low income families, the area suffers in some spots from dilapidation, vacant lots and abandoned houses. There are more than 60 adjudicated properties in LaPlace.

Homelessness is also a big issue in LaPlace that needs to be addressed. A few shelters are located in this area which contributes to the gathering of homeless individuals in this area and there are concerns that an overpass would exacerbate this.

Desirable Elements

- Community bathroom/shower for the homeless
- Better maintenance of homes in the area
- Variety of housing - Single family residential, mixed- use housing and multi-use buildings
- Home ownership assistance for the elderly and lower income families – appropriately designed
- Habitat for Humanity presence (similar to McComb-Veazey, maybe Tiny House concepts)

BEAUTIFICATION

Though some parts of Sterling Grove and the adjacent streets are lined with grand trees and lush private landscaping, it was generally thought that the area was severely underperforming in terms of appearance. Lots owned by the City even are considered a problem as they have overgrown grass – felt the City should be more responsible quicker for maintenance of lots and mowing the sidewalk area. There is trash all along Moss St. though it was said that it wasn't the neighborhood's trash. Again adjudicated properties and abandoned lots abound and need to be addressed to promote neighborhood pride. Mentioned was made in regards to getting rid of dumpsters and old useless cars left in front yards. Homes and lots around Willow and Moss to Louisiana have many rundown properties.

Particular concern and highlights were the abandoned LUS water well property near Cameron and S. Pierce and around the old railroad tracks between Cameron and Monroe. There are concerns about pollution that may be exacerbated by interstate construction and issues with connectivity because Buchanan is the only cross street through the area. There was also a question about whether or not the toxic materials at this site could spread to surrounding backyards, properties, and the aquifer.

Desirable Elements

Need better sidewalks and to be more pedestrian-friendly
Replacing street lights that are burnt out (add additional lighting for visibility and safety)
Street sweeping to address trash build-up
Large scale landscaping (i.e. Dogwood trees on Mudd)

"We want green space or an urban forest...no buildings...to mitigate the sound."

INFRASTRUCTURE

As is much the case in neighborhoods surrounding the Corridor, the road and streetscape conditions are mediocre at best. Sidewalks, when they exist, are broken and not maintained. They should be improved to create appeal and walkability functions. There are a number of ditches of various sizes in the area which were accused of being eyesores and not functioning properly as drainage (sewage problems and open ditch situations). There was expressed a need for more culverts rather than ditches that are left to wither. In terms of streetscapes, there was general thoughts regarding burying utilities such as electric and phone lines. But there should be an increase in street lighting (see safety above).

In regards to safety and infrastructure, it was noted that there is actually a decent amount of large truck traffic down S. Pierce in LaPlace – an otherwise quaint and appealing neighborhood street. There could be more traffic calming measures here as well as across the Thruway on St. Charles where speed limits could potentially be lowered. There were multiple mentions speed and "abuse" of local neighborhood streets for through-traffic.

Desirable Elements

- Traffic calming measures to address speed issues
- Improved drainage – ditch upgrading
- Improved sidewalk conditions
- Bury utilities and enhance street lighting

ACCESS / MOBILITY / CONNECTIVITY

Connectivity and access are again the main concerns on most people's mind. The existing Thruway as largely cut off the neighborhoods to the East from Downtown and the rest of the City, while Congress prevents comfortable access for pedestrians and traffic hoping to enter Downtown from the North. The railroad was an obstacle for some, but for the most part they either circumvent it by using the Jefferson St. underpass or they do try to cross it further north in LaPlace. The Buchanan St. railroad crossing does not have a crossing sign which can make people very nervous and unsafe. It was said that Mudd and Simcoe were the only decent rail crossings, but this was up for debate.

In terms of access, it was suggested that Downtown should extend and bleed down Jefferson Blvd to Simcoe to reach Pontiac Point. People felt that a redesign (revitalize the road surface) and reconnection of Jefferson across Thruway and match Cypress. It was suggested that roundabouts be considered on Moss and Mudd and the Jefferson/Moss intersection and Surrey/Simcoe. This would reduce and slow traffic as well as hopefully address and reduce cut-through traffic.

Mobility is also at the forefront of residents' minds. The increase in cycling and thinking about biking as a legitimate mode of travel has taken place especially in LaPlace. But also on Mudd across the Thruway, it was suggested to remove the turning lane in favor of a bike lane. Public bus use is a big topic for people living nearby Sterling Grove and also for residents of LaPlace. The bus and public transportation system needs a lot of work – more bus routes, covered bus stops, and stops with benches. Most stops in the neighborhood are just poles. Bus shelters for school kids is key! Clear crosswalks are necessary throughout the neighborhoods – they make walking safer. Linking Nickerson and Sterling is a big desire.

Accessibility for handicapped individuals is a concern. Already not easy to navigate around – sidewalks should be improved to accommodate! And handicap access to the Park at Pontiac Point (Jefferson and Simcoe).

Desirable Elements

- Bus Shelters for school kids! - Better bus stops in general!
- Need more opportunities for transportation.
- Handicap accessibility
- Additional bus stations and routes (near Northgate Mall) – express routes to come?
- Features to promote Thruway crossing and between neighborhoods - Crosswalks b/w Nickerson/Sterling

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

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

CONNECTOR-RELATED FEEDBACK

NOTES ON THE EVANGLINE THRUWAY (EXISTING & FUTURE USE)

Challenges, Concerns, and Existing Use

Question: What are your major routes to work, school, etc?

- Most take Mudd, Simcoe, Louisiana, and Moss as well as the Thruway. They all noted they try to avoid Johnston due to congestion.
-

Question: How would your ideal Evangeline Thruway look and function?

- Residents don't want to see the Thruway as a three-lane road. They were suggestions of two lanes with a landscaped media and ample lighting.
 - They want to see programs and incentives to help relocate and bring businesses onto thruway after interstate construction
 - They don't want this area to be a haven for the homeless
 - Would like the Thruway to become a grand boulevard with featured roadway with streetscape, etc. and mixed use commercial/residential.
 - Change and remove land pollution along the railroad. Clean up pollution near tracks on second St. going into downtown. (Vermilion, Taft, Jefferson streets – industrial section
 - "They already cut us in half when they built the Evangeline Thruway"
 - Lighting under the Jefferson underpass
 - Railroad horn is a nuisance – Make it a no blow zone please!
-

NOTES ON THE PROPOSED CONNECTOR

Question: Do you have other concerns about the connector?

- Many residents were concerned about homes and businesses that would have to be moved or destroyed to make way for connector. They also specifically mentioned the fear that many employees would lose their jobs and many business owners would go out of business by not being offered enough money from the state to move.
- There were also concerns about depreciation of property value following the interstate
- Concerns were reiterated about the pollution and toxins that would be exposed to workers and residents if building begins before waste sites and abandoned sites have been cleaned.
- The safety of the interstate was a large concern. This including air and noise pollution as well as flying parts or hazardous materials after wrecks.
- Noise pollution and exit ramps into the historic neighborhood were also concerns.
- Concerns about truck routes and interstate exit ramps in Sterling Grove.
- An underpass killing the area is a concern.
- Anything under the interstate is a big attraction for crime and homelessness. Basketball court could come later, but would people actually use it?
- Lower bridge height encourages homelessness
- Like the depressed option so there is more green space and more connectivity.
- We have to develop the area right up to the interstate the right way. Maybe a plaza
- Boulevard at grade versus elevated interstate - Rather see on-grade connector
- Move slip ramps to Donlon and add landscaping - Set slip ramps away from neighborhoods
- Do not want a heavy commercial area! Would like to block out the sound of the connector with an urban forest.

WORKSHOP REPORT: DOWNTOWN/ FREETOWN- PORT RICO

May 5, 2016
Rosa Parks
Transportation Center



Our voice. Our vision.



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal **TIGER** grant

DISTRICT

Downtown/Freetown-Port Rico

LOCATION

Rosa Parks Transportation Center – May 5, 2016 (5:30pm – 9pm)

WORKSHOP TEAM

Carlee Alm-LaBar	LCG
Cathie Gilbert	LCG
Neil LeBouef	LCG
Kelia Bingham	LCG
Emily Neustrom	LCG
Kirk Trahan	LCG
Bill Hunter	ASW
Lauren Boring	ASW
Kerry Frey	ASW
Steven Domingue	ASW
Cheryl Bowie	Right Angle
Rosemary Sullivan	Right Angle
Blake Lagneaux	Right Angle
Sarah Spell	Right Angle
April Guillote	Right Angle
AJ McGee	Right Angle
Katie Falgout	Right Angle
Donna Lejeune	Right Angle
Ashlyn Dupuis	Right Angle
Amanda Chapman	Right Angle
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OVERVIEW

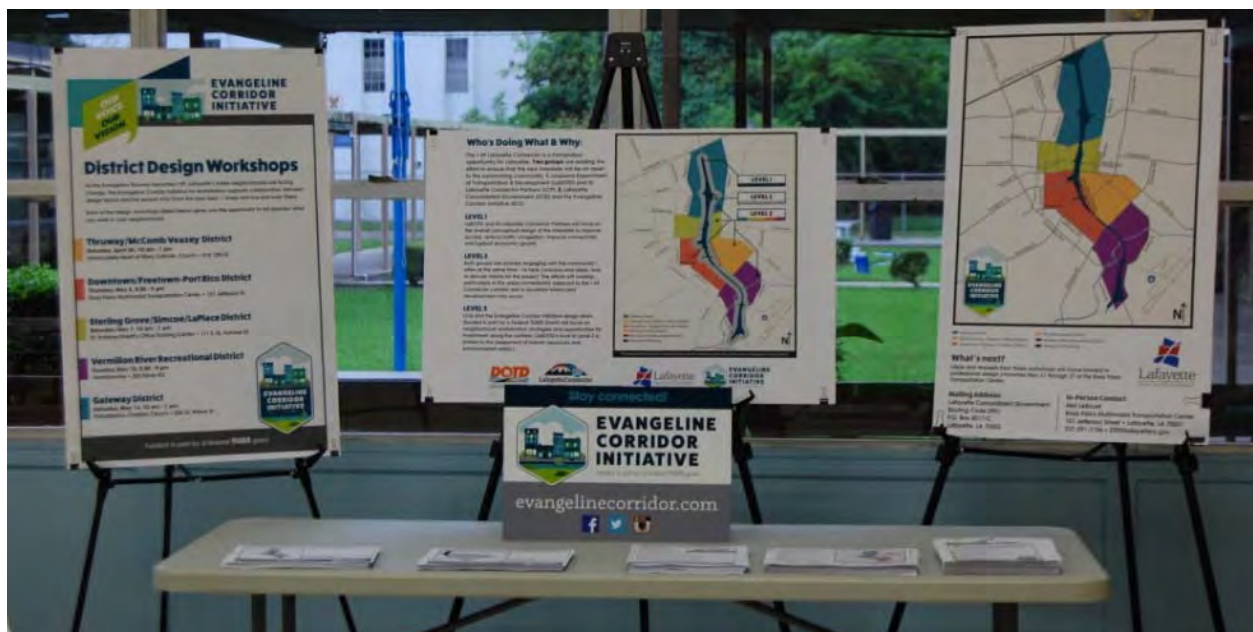
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The Report is divided into categories related to the overall planning effort that emerged directly from table conversations and exercises. Based around notions of Opportunities and Challenges the elements include but are not limited to *economic development, culture and history, entertainment, safety, infrastructure, beautification, housing, recreation and environment and community*.

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ECONOMIC DEVELOPMENT

The general consensus is that while there is certainly activity in the Downtown core, there could be an increase of economic, commercial activity and a reduction of certain kinds of activity. People spoke to the heyday of Downtown when commenting on what was once there and enjoyed. They recognize based on varying degrees of perception that there is ample opportunity for Downtown to be a thriving scene. Today the overarching sentiment is that there is a focus on nightlife entertainment that is not representative of the area's goals and in a growing instance of cases, this has created more problems for police and safety than is desired.

The biggest widespread request and discussion focused on the need for a grocery store and/or fresh produce market in the area. People understand this could be a small market space for daily use by Downtown residents and workers as well as adjacent neighborhoods, including UL students (a question was asked about an extension of the Horse Farm Saturday Market – this was attempted as a Wednesday evening version but hasn't caught on in a big way). Residents are asking for big box grocery retail.

An increase and convenience for retail options was cited highly. It was implied by many participants that Downtown was more a destination to visit rather than a quick one-stop. Locals as well as tourists and the locals that serve them have a sense that there needs to be "more to do" – a package of activity including various means of local and regional shopping and eating and entertainment (e.g. a small art house cinema was mentioned). The need for variety was stressed. Participants recognize that these might be specific business examples, but it paints a picture of the type of place and development that the area is pushing for. Incentives to start businesses was discussed – tax incentives for Downtown and Freetown, local stimulus programs, and public/private partnerships. Funding options are key.

There is a sense that the character of Downtown is lost between the charm of the day (what it is and could be) and the free-for-all of the nighttime crowd. This disparity is seen as a major detriment to establishing stability for commercial and residential development and investment. The perception needs to change as to what is possible, but the very real problems need to be addressed. It was acknowledged that part of this rests on the City's shoulders and that efforts are under way. But the public wants results after years of failure.

There are vacant parking lots and land surrounding Downtown that spark an interest for development rather than remaining blighted and unused eyesores. Larger forms of development such as denser large-scale residential is desired but there are obstacles and uncertainties with this. Large abandoned sites like the Federal Courthouse or an opportunity to revamp the Evangeline Hotel were mentioned. The Courthouse site is of course already a hot debate locally regarding its future. The placement of another hotel or two Downtown was seen as a major anchor to spur development and align with the cultural entertainment draw - festivals and events - in the area. Some of the better quality warehouses near Downtown could be earmarked for ('adaptive') reuse.

Parking was discussed at length – parking would be necessary for commercial development and residential infill-- how would this be addressed? There are multiple parking lots in the Downtown core now, but people don't necessarily want or need surface parking taking up developable land. And in some cases more convenient parking was requested (though not exactly sure to what this referred).

Much was discussed in terms of expanding what was considered Downtown. Specifically, better connections between Jefferson St. and Jefferson Blvd were highlighted – blurring Downtown across the

Thruway encompassing parts of McComb-Veazey, Nickerson and Parkerson. Also connecting Downtown and adjacent the adjacent Freetown and Port Rico neighborhoods to the University was seen as opportunity to push more than it currently is. Students occupy large portions of these neighborhoods and services could be introduced to foster connections and activity. McKinley St. was targeted as a zone to focus due to its history as a nucleus of University life – but do so now in a more mixed-use manner.

Local Assets

Restaurants
Libraries
Walkability/bike friendly/bike trail
Churches
Coffee shops
Schools
Women's Center
Lafayette Community Healthcare Clinic
Convenient
Friendly
Eclectic
Creative

Desirable Elements

Capitalize on attractions (historic, St. John's Cathedral)
Funding mechanisms and incentives for businesses
Expand Art venues through promotion and attention brought from Art Walk
Local Grocery/Market (like Breau's)
Local theater to complement ACA
Address bar moratorium situation and impacts on appropriate economic development and safety
Connect to Downtown to adjacent neighborhoods - Freetown (to campus), LaPlace and Northside

Challenges

Lack of parking downtown
Downtown is underutilized
Avoid wrong scales of development – make local and hopefully prevent gentrification

"Downtown is an employment center"

"We want the business that are migrating to the south to stay"

SAFETY

More of a police presence and increased patrolling could be a key factor to eliminate some of the crime and safety issues. Bike patrol would make police more accessible. It was stated that while police are more active on the weekends due to the nightlife, they are not present nearly as much during the week.

Residents and business owners felt that homeless population is a serious issue in the downtown area. It is poorly managed and needs more resources and funding to address the root of the problem (mental illness). It was noted that not only was this a safety issue, but it was affecting businesses and deterring families from coming downtown. Some participants mentioned some active programs dealing with the homeless, but did not feel they were making a large enough impact on the situation. Most voiced a

concern for the homeless population and felt that those that are truly homeless should have a place to go, a shelter, to get them off the streets.

Increased and more appropriately scaled lighting may deter some crime and would make the public feel more safe in the Downtown and Freetown Port-Rico.

Desirable Elements/Specific Suggestions

Create a program, maybe a training center

Security lighting assessment

Benches designed to limit sleeping

Salt Lake City has a program to pick up homeless people at the shelters to take them to work projects

Tiny house community to house homeless population suggested

Challenges

Only see police when they are called

Less charity because then the homeless show up

I'd rather not see parks – they just bring in bums.

Constant theft

Unemployment office

Drug dealers in district

Problem with homeless people in Park San Souci and Parc Putnam

E. Grant St. Train tracks – the area needs to be cleaned up to prevent homeless, parking, and safety issues

“Needs to be policed”

“Homelessness problem needs real solutions.”

CULTURE AND HISTORY

Many participants spoke highly of the sense of community and historic character within the Downtown and Freetown Port-Rico district. Protecting the culture, diversity, and character of the neighborhood was extremely important to those present during the workshop. Many stated this community is extremely unique and cannot be found anywhere else in Lafayette.

Festivals and other community events were extremely desirable and attracted many to the neighborhood. Most residents felt that all those living in the district wanted to be living within this district and are extremely dedicated members of the community.

Architecturally the historical aesthetic should be maintained and improved on. Historic tax credits could be utilized to preserve several buildings in the district. The Federal building was mentioned specifically.

Several stakeholders present suggested investment in neighborhood education and programs from the city. Many indicated a larger role from the city regarding tax credits, low-income tax credit, and other incentives would be extremely beneficial to the community.

Local Assets

On the parade route

Museums (ACA, Children's Museum)
Public Art
Multitude of events (Art Walk, Festivals, Bach Lunch)
Music venues
Borden's
Blue Moon

Desirable Elements/Specific Suggestions

Use historical tax credit to revamp federal building
Need more charity
Evangeline Hotel is historical and Cite des Arts
Utilize adjudicated properties for temporary uses

Challenges

"Dead spaces"
Don't want a mini River Ranch
Preserve diversity and culture
Stigma of the area

"We are a slow-paced neighborhood, but it's bustling. We have a good porch life"
"If it becomes more segregated, the character of the neighborhood is at risk"

ENTERTAINMENT (COMMERCIAL)

In many ways, there are a broader range of entertainment options in Downtown/Freetown-Port Rico as compared to other districts. The area boasts a very active nightlife and is home to a multitude of festivals and events. These events offer a variety of music and food options unique to the downtown area. While many residents appreciate the bars, there is a concern that adding more would have a negative impact on the district.

Despite the abundance of unique activities, the district lacks some of the staple entertainment options found elsewhere in the city.

Local Assets

Many festivals and events (Bach Lunch, Downtown Alive, Festival International)
Acadiana Center for the Arts.
Music venues
Bars
Science Museum
Children's Museum

Desirable Elements

Movie Theater
Kid friendly activities like laser tag and other games
Performing arts center

RECREATION & NATURAL ENVIRONMENT

The Downtown area has several public parks that are considered an asset to the community. The downfall of these parks is that they contain very little green space. Residents would love to see more grass and trees, and less concrete.

In contrast, the Freetown/Port-Rico neighborhoods have virtually no public parks to speak of. Residents would love to see several green spaces available in the area. They would love to have simple places to relax and connect with friends and neighbors outdoors.

It was also discussed that there should be some public spaces that are of a more intimate and human scale.

Local Assets

Several public spaces
Streetscaping on Jefferson

Desirable Elements

More green space
Soccer fields, running tracks, organized sports
Shade
Dog park
Playgrounds for kids
Skate Park
Outdoor/rooftop dining opportunities
Greenway adjacent to railroad

Challenges

There are no parks in Freetown/Port-Rico
Park Putnam is underutilized
Parks attract transients and animals

HOUSING

The drastic need for housing downtown was one of the most talked about issues at the workshop. In order to have a thriving, self-sufficient downtown, there needs to be a huge increase in mixed-income housing options. Many residents would also like to see an increase in the number of families living in the district. The market currently consists predominately of renters, and residents would like to see more ownership in the community.

It was discussed that new buildings need to be sensitive to their surroundings and should fit in with the existing historic character of the community.

Desirable Elements

Affordable, mixed-income housing
More families
Maintain historic aesthetic in new housing

Challenges

High rent downtown
Houses are run down
Many renters, few homeowners
The Quarters does not fit in with existing context

BEAUTIFICATION

It was widely agreed upon that overall beautification of the district should be a priority. General beautification could dramatically affect people's perception of the neighborhood and therefore help spur further economic development and continued growth. The many bars and festivals downtown have contributed to a substantial amount of litter. Residents would like to see more trash cans in the area to help combat this.

Residents widely support the streetscaping on Jefferson Street and would like to see it extended to other areas of the community. Additionally, more landscaping in public parks is desired.

There is a moderate amount of public art downtown that actively contributes to the cultural atmosphere. There is a desire to see more art downtown, as well as a desire to extend art into the Freetown-Port Rico neighborhoods. Many participants expressed a strong desire for substantial gateway signage welcoming visitors to the district.

Local Assets

Jefferson streetscape
Public art

Desirable Elements

Overall beautification
More public art
Landscaping in parks
Buried utilities
Better overall maintenance
Address vacant buildings and lots
Extend Jefferson streetscape
Preserve trees (especially from power lines)
Beautify and improve connection between downtown and UL Lafayette
Better lighting

Challenges

Litter issues, too few trashcans
Noise levels are high around the bars

INFRASTRUCTURE

Residents at the workshop debated back and forth whether or not there was sufficient parking downtown. Regardless which side, it was widely accepted that there is too much surface parking and not enough on-street parking. It was also noted that there is not suitable parking for events that occur in the district.

The Jefferson Streetscape is widely appreciated, but most of other sidewalks have largely been neglected. In many areas, sidewalks are not handicap accessible due to elevation changes. Additionally, telephone poles and other objects create obstructions that make navigating the pedestrian network difficult.

Many areas in Freetown have open ditch drainage in place. Many residents would like to see these covered for both safety and aesthetic reasons.

One resident suggested converting Johnston Street into a boulevard from the University intersection to the railroad tracks. This would be a dramatic beautification project for the area and it would also help to slow down traffic. The slower traffic would make it easier for pedestrians to walk between downtown and Freetown.

Local Assets

Rosa Parks

Desirable Elements

Sidewalk and crosswalk improvement (handicap accessible)

Drainage improvements (no open ditches)

Better parking infrastructure, less surface parking

Parking benefit district

Road sign and street light audit needed

Streetscaping to slow traffic

Roundabouts

Bus shelters

Street car

Challenges

Not pedestrian friendly in all areas

Sidewalk obstructions are common

Poor lighting

Event parking

Poor road conditions

Speeding

ACCESS / MOBILITY / CONNECTIVITY

Almost all participants indicated connectivity across all districts and to other parts of the city as a major need. The thruway and railroad currently create a barrier between the downtown area and McComb-Veazey that makes pedestrian, bike, and even vehicular connectivity difficult. Major streets, like

Johnston and Congress, limit pedestrian and bike connectivity. Many felt that connecting downtown to the UL campus is crucial.

Lack of bus shelters was a main complaint of the participants. Many felt that this made using city transportation undesirable. With so many residents of this district and the surrounding districts relying on the bus system, better access to city transportation is a serious need. Additionally, handicap accessible bus stop, a better bus schedule, and more clarity regarding the bus schedule and route were mentioned during the workshop.

In many places, the streets are simply wider than they need to be. Having narrower lanes would help to slow down heavy traffic and create a safer experience for pedestrians. Crossing some streets (Congress and the Evangeline Thruway) are quite dangerous. Heavy traffic and excess speeding make traveling between districts difficult. Some residents would like to see McKinley St. become opened to two-way traffic. Crosswalks are not pedestrian friendly or audible for blind access. Larger more appropriately scaled crosswalks will enhance the ability for pedestrians to move seamlessly between districts. In addition, a bridge connecting Freetown to campus was mentioned and pedestrian bridge over coulee.

The district has an abundance of sidewalks, but the condition of many of them are not up to par. Many existing sidewalks are not up handicap accessible and are riddled with obstacles. Improving the quality of the sidewalks would dramatically improve inter-neighborhood connectivity. Adding street trees and vegetation would greatly improve the pedestrian experience in these areas. Many residents would love to see a pedestrian connection realized over the railroad and Thruway.

The residents in this district are very active and commute regularly by bike. The Freetown/Port-Rico neighborhood is located directly between downtown and UL Lafayette. This convenient location allows them the opportunity to bike instead of drive. General improvements to the overall bike network could be a great way to better connect residents to the surrounding areas. Designated bike lanes as well as signage could improve the networks effectiveness and safety.

Desirable Elements

Trolley to extend Jefferson (Street car)

Needs Connection to McComb-Veazey across tracks

Better crosswalks on Johnston and University

Night bus so that drinking and driving is reduced - Give UL students a free bus pass to promote bus use

Bus to airport

McKinley needs to be changed to two-way traffic

Overpass Pedestrian Bridge – to connect neighborhoods

Pedestrian continuation at Lamar

Flashing pedestrian crossing lights by the Science Museum.

Connect to Horse Farm

Would like more connectivity at 12th Street & Taft

Walking paths

Challenges

Bertrand has been restriped with bike lanes but the speed limit is still 45 which is too fast

Huge need for public transit. Not reliable and doesn't take you where you need to go

"I want to ride bus but it's hard to know where and when"

CONNECTOR-RELATED FEEDBACK

NOTES ON THE EVANGLINE THRUWAY (EXISTING & FUTURE USE)

- The Evangeline Thruway is depressingly sad and heart breaking. Depressed property value. The dead space hurts.
 - Displaced people – “Where the hell are they gonna go?”
 - Don’t have a destination to bike/walk to, so don’t cross it
 - Generally they use Taft to get onto the thruway but use Mudd and Cameron.
 - Others avoid the thruway at all costs. Some use the underpass (at Jefferson).
 - Cross the Thruway? Only in a car. Get killed if try to cross. Traffic is too fast. Always accidents
-

Future Repurposed Thruway

- Residents want to see mixed-use buildings and businesses along the Thruway

NOTES ON CONNECTOR PROPOSALS (INCLUDING THRUWAY)

Environment

- There are also concerns about toxic waste and the Chicot Aquifer. Will that been addressed before the overpass is built and how?
- Possible Chicot Aquifer contamination
- Concerns about during construction of overpass

Traffic

- Traffic on and off is a concern. Exit ramps- getting traffic off and adjusting to neighborhood speed
- Increase barrier and increase traffic (problem)
- Off on ramp at Taft
- Concerned about new, high-traffic streets for cut-through traffic
- Should be an interchange at Johnston and corridor – if not, all the traffic will have to go somewhere to get to Johnston
- Slow traffic down at old Thruway
- Reduce Thruway to fewer lanes, more pedestrian access

Levels

- Reconcile level 2 with level 3 as much as possible
- Extend the concept of level 2 further toward University

Connectivity

- Continuation of disconnectivity? Let’s not continue this among the neighborhoods. Don’t want I-49 to separate neighborhoods. Connection must serve the neighborhood. Not just connection for connection’s sake.
 - We don’t want to be further disconnected from downtown.
 - (Access to services) There is fear of losing connectivity to the Public Library.
 - There’s a concern that the increase in heavy and fast traffic from the interstate ramps will add to neighborhood disconnectivity.
-
- Possible berm connectors over (pedestrian/bike)
 - 3 connections should be Johnston, Cameron, and Pinhook.

- I-49 – Congress should be under the railroad – OK to get over with good sidewalks
 - Connect 12th St. across thruway
 - There's a fear that the interstate connector will further separate the neighborhoods
 - Fewest exits and ramps as possible.
-

Noise/Pollution

- Fumes from trucks – safe for basketball underneath?
- Noise concern – this will only be amplified. Freeway will make downtown have more noise. Could there
- Be a Quiet Zone? Have signs posted?
- Encapsulate (the highway) would help with noise
- Shrimp and Petroleum Festival in Morgan City – great festival and don't hear the trucks even though it is right below the highway
- Wouldn't want to lose the charm of the festivals and music events because of Interstate noise.

Safety

- Freetown and LaPlace decent, petty theft from homes but lighting could help. Have seen an improvement through the years. If get rid of blighted areas and clean up, then crime would decrease.
- Secure and safe under highway
- Safety concerns drawing people under the underpass.
- Homeless under the interstate?
- Feel crime will be increased with an elevated interstate.
- No parks under because not enough light. Have to be well lit

Aesthetics

- Don't use any artificial facades on any structure you're trying to hide – rather than hiding empty space, put something useable there.
- Want connector as narrow as possible.
- If elevated, at least 3-4 stories high.

Alternatives

- Create a two-way grand boulevard in certain areas (Texas, Chicago, Paris) as a solution to the elevated interstate. The Boulevard could be an improvement to the Evangeline Thruway and would attract new business
- Clean up the Thruway and put the freeway somewhere else. Serious concerns of the impact of the elevated freeway.
- Octave Blvd in California and West Side Blvd in New York are good examples of things done right.
- Use the Houston Interstates as examples to reference.
- Follow the example of Brooklyn and the Queens Expressway.
- Or buried / capped with green space & boulevard on top.
- Underpass – do we need that many for only five miles? It's a lot of area that would be affected due to its residential nature. Have underpasses away from residential areas.

WORKSHOP REPORT: MCCOMB-VEAZEY

April 30, 2016
Immaculate Heart Cafeteria



Our voice. Our vision.



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal **TIGER** grant

DISTRICT

McComb-Veazey

LOCATION

Immaculate Heart of Mary School & Church Cafeteria – April 30, 2016 (10am – 1pm)

WORKSHOP TEAM

Carlee Alm-LaBar	LCG
Cathie Gilbert	LCG
Neil LeBouef	LCG
Bill Hunter	ASW
Lauren Boring	ASW
Kerry Frey	ASW
Wayne Domingue	ASW
Cheryl Bowie	Right Angle
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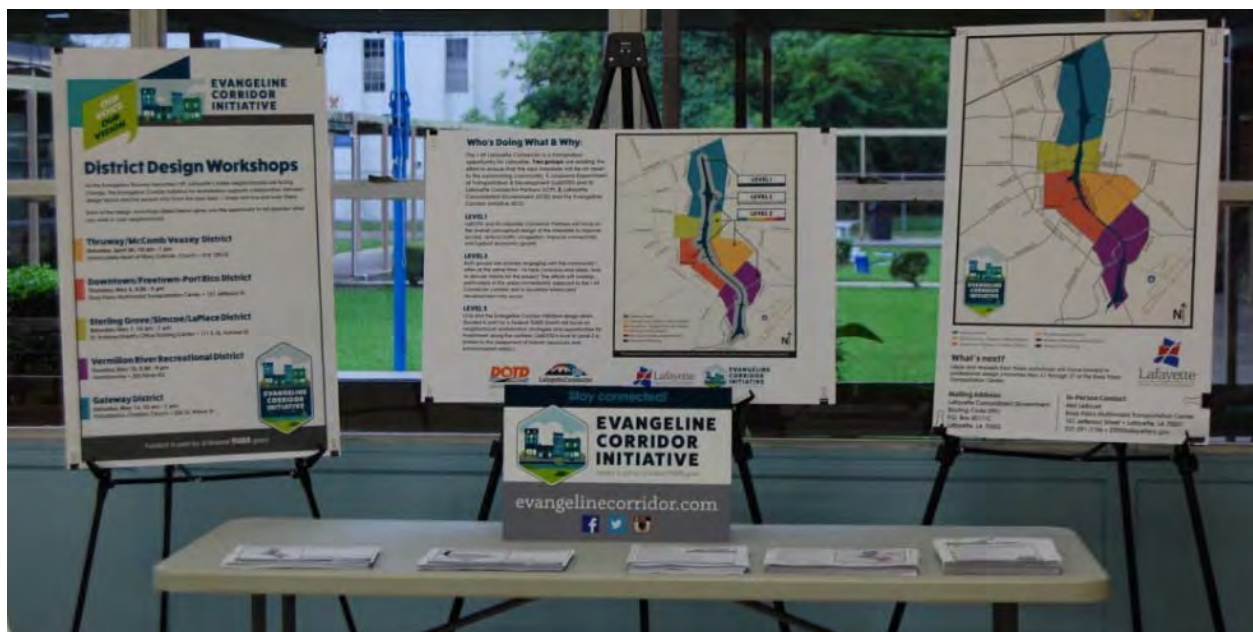
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ECONOMIC DEVELOPMENT

The overall concerns that were heard regarding Economic Development in the disinvestment in the corridor, and Northside in general, in comparison to the rest of the city. Many questioned the attention that the Downtown area is getting from developers and wondered if that could not also be brought to the McComb-Veazey neighborhood.

Common themes include need for incentives to encourage business to locate within the district. Most investors are not locating in this district for fear they will not make the necessary profits. Priority was given by many to small and home based businesses. Concern was voiced that the few developers interested in investing in this area are only wanting to develop shelters and low-income housing. Some ideas for incentives for small business are developing public/private partnerships, matching civic groups with specific neighborhood needs, and a utilizing a local credit union or bank that could help these entrepreneurs invest in the local community.

Once a vibrant neighborhood with clinics, banks, hotel and a theater, now is struggling to maintain a commercial/retail presence. Many feel that the current condition of the neighborhood is prohibiting development. Residents expressed their need for daily services provided in their districts. Examples include cleaners, banks, pharmacy and other healthcare. 12th street has been identified by many as the business district. Cross street of Surrey and 12th is considered a “hot spot” for recreation, shopping, and dining. Some also identified both Pinhook and Evangeline as retail corridors.

Neighborhood Gateways for the district including wayfinding signage were expressed as a desire. Most residents were concerned that many traveling to the area are not aware of the businesses and historic nature of their district. Most of this kind of signage has been concentrated to the downtown.

Almost every group identified a grocery store as a major need in the district. Most voiced wanting a neighborhood-scale grocery store, while a few indicated a larger grocer like a Walmart would be sufficient but located closer to their neighborhood. Most residents currently shop at the Walmart and Super1 Foods along the Thruway, since this a far distance for residents without access to transportation, many voiced the need to have the grocery store within walking and biking distance to the community. While dollar stores in the area carry some grocery items, several tables expressed not wanting/needing any additional dollar stores within the district.

Some were concerned about middle income residents currently living in the district. Much of the housing stock is older and needs repairs, yet many of the people living in these homes do not have the money necessary to make these repairs. Additionally, if reinvestment and development does come to the district, the possibility of forcing some of the residents out (gentrification) could cause the district to lose its historic and cultural identity. It was noted that this is a delicate and complex issue to address.

Local Assets

Big Daddy's BBQ
Southern Consumers
Kirk's

Desirable Elements

More Gas Stations
Grocery Store

Healthcare

Intersection of Carmel Ave. and Louisiana Ave would be a nice spot to build up/clean up.

Tourism/Visitors Center in the district

More development of 12th street

Grand boulevard with businesses, festival space (not only downtown for festival), pocket parks, help draw people to the area

More restaurant options – Nice family sit-down

Small mixed-use development

Creation of more jobs

“Lafayette invests only on South Lafayette”

“Civic groups are what makes things happen”

SAFETY

Several tables indicated crime as being a concerning issue in their neighborhood. Some that had lived in the area for a while recalled a time when people could go out and not lock their doors. Police patrolled the neighborhood more often and had a better relationship and rapport with the residents. Now the consensus is it is very unsafe to leave anything unlocked and the Police only come in the neighborhoods AFTER the incident happens. More police to monitor the neighborhood more frequently would be helpful to mitigate the crime issues. Simcoe Street, St. Charles, and Jefferson Street were areas of concern for many. Most residents perceived that a lack in activity in an area equated to more crime. Basketball courts were mentioned as bringing trouble and not being adequately kept up with. If more courts are added, they will need an increase in security measures.

The city needs to be more proactive in regards to adjudicated and vacant property, even as simple as maintaining the yards of these properties would improve the overall safety and beautification of the neighborhoods. Some suggested a public/private partnership to tackle these issues.

Homelessness has increased in the area, and there is a potential to add an additional homeless shelter in the area, especially for women.

Concerns for the safety issues that may arise from an elevated interstate led many participants to suggest a police substation to patrol under the interstate as well as adequate lighting to deter crime. There is a perception that any areas of the interstate that are hidden from plain sight will become unsafe.

Desirable Elements – Suggestions to Improve Safety

Organized neighborhood watch

More police patrolling and/or neighborhood/police substation

Better on-street lighting

More camera surveillance

Additional homeless shelter (this was expressed likely as a way to address and not necessarily a desire)

“It’s up to me to protect my house.”

CULTURE AND HISTORY

Most of the participants had a proud sentiment regarding the districts history and culture. The overwhelming response was a need to preserve and promote the history to ensure it is celebrated and not lost from generation to generation.

The rich musical history of the district came up at most tables with older residents remembering the districts life in the 60s. Ray Charles, Fats Domino, Tina Turner, Guitar Slim, and Cab Calloway were among the musicians named for performing in the district. Zydeco legend Clifton Chenier not only lived in the McComb-Veazey district, but the Blue Angel Club, where he frequently performed, was also located in district.

Local Assets

Mardi Gras – parade route, history of African American Mardi Gras
Historic Homes
Historic History (signage)
Diverse neighborhood aesthetically
Pontiac Point
Immaculate Heart
Jessie Taylor Center
Old Vermilion School
Holy Rosary Institute
Creole Lunch House
Heymann Park (See Recreation section below)
Sam's Hotel – historic

Desirable Elements

Driving Tour of Neighborhood
Something to celebrate zydeco
Cultural Business (musical instruments)
Museum – To attract tourists
Turn some of the historic homes into businesses
Further develop music culture
General Mouton bridge – should have a historical marker

"I miss that from back then" "Kids don't know history of this area... what it was like in the '60s"

RECREATION, NATURAL ENVIRONMENT & COMMUNITY

Neighborhood parks, pocket parks, gardening, growing produce and local produce sharing is seen as an asset for the community. Many churches have beds available for planting. Bringing children in to help with the gardens can provide a meaningful educational experience. It was indicated that a "Meet your Neighbor" program has been established which provides boxes of fruit and plants to new people to the area so they have a small amount of outreach in the community. Community Gardens are favorable and would be nice to add to 2nd street and Thruway.

Primary recreational assets such as “City Park” (Domingue), Pontiac Point and Heymann Park (see below in more detail) should be cleaned up and improved to enhance their use for the community as well as make connections to Vermilionville area (see notes in Vermilion District Report).

Heymann Park used to be and could once again serve as a huge and wide-ranging community asset. Technically outside the McComb boundary as drawn, it is a large mostly functional park adjacent to the neighborhood. Many people feel the park is underused and could be improved and modernized in various ways – some general, some specific. It was widely acknowledged that activity should and could be increased, but that safety is an issue and the park needs better patrolling and attention now and in the future if it is redeveloped. Basketball courts were recently upgraded but bring trouble in some instances. Elements and activities of the park that could see improvement are listed below.

There is general consensus that kids are looking for and need more activities. Currently there is a lack of things to do. This will keep them out of trouble and off the streets. Kids are lingering in the streets because there are no cost friendly programs for kids. The demand/want/need is there and it would be well received. Ideally close to their homes so they could get to it on their own by bike or foot. An example of something that occurs now is “The Green House” – a program that supplies travel and transportation to take people to do things, like bingo, movies, luncheons, library.

In terms of community-wide aspirations, education was mentioned as a key element for community building. It was suggested that more partnership and engagement be made with Northside High School students and faculty. The potential for a local library and more “little libraries” like the one at Immaculate Heart were desirable. After-school tutoring programs should be expanded and Heymann Park or a recreation center at Old Gethsemane could host this (see below in desires).

Local Assets

Heymann Park

Family Culture

Significant History of McComb-Veazey district

Desirable Elements/Specific Suggestions

Would like to add a Farmer’s Market.

Make community gardens on Pinhook and add citrus trees and other edibles.

Cattle barn and pen that was there would also be a good community garden spot.

Need a Boys and Girls Club

Cycling, swimming options (O.J. Mouton Pool is not far away)

Smaller pocket parks – possibly on St. Charles and/or Magnolia St.

Old Gethsemane property converted to a community recreation center/daycare

Front porch parties (block party)

HEYMANN PARK

- Fishing Dock at Heymann Park
- Dedicated Skateboarding Area
- the outdoor track and walking trails that connect to other things
- ample parking and street access (road is narrow and not inviting and have to cross a ditch)
- better tennis courts
- revamp pool
- fitness/bike path/aerobic classes
- BBQs with their families and games (football, softball, etc.)

- New Splash Pad
- More indoor basketball courts
- New Pavilions

Challenges

Community feels forgotten and neglected

Distrust of city government – need to be more proactive in identifying and correcting problems

Evangeline Thruway has caused a racial divide

Perception of a disinvestment as compared to other parts of Lafayette (Northside vs Southside)

Academic grading system problematic – labels schools causing kids to leave the area

“We want public property back.” “It is not where you live, it is how you live.”

HOUSING

Several concerns related to housing were voiced during the workshop. Habitat for Humanity was mentioned often as providing a great service for the neighborhood, however it was noted this is only one option currently available. Some residents mentioned that there are housing rehab programs offered by the city, but wished the city would be more transparent and forthcoming with this information while some participants simply felt that these programs do not work.

Many participants indicated a need for the city to be more proactive in regards to adjudicated and vacant property. Not only is this a safety concern, as previously mentioned in this report, but it could also be an opportunity for home ownership for those that want to live in the district. Low income residents may also struggle with the cost necessary to maintain or rehab their homes. Some suggested a public/private partnership to tackle these issues.

Overall most residents expressed the need to protect the current community members. They felt that an appropriate mix of home owners, renters, affordable housing, and rehab assistance programs was the most effective way to address the housing needs in the community without bringing a negative stigma like can often be the result Section 8 housing has on a community. Slumlords were also brought up as well as potential ways to deal with them, for example enforcing building standards.

Local Assets

Historic Homes

Sense of Community

Desirable Elements

Transparency and consistency from the City on housing assistance programs

More effective way to deal with adjudicated and vacant property

Housing rehab assistance program

More representation for neighborhoods for conscious development and affordable housing (in organizations like DDA and One Acadiana – this was likely expressed as a desire for inclusion)

Challenges

Rental tenants do not care about homes so upkeep is often not a priority for them (this was expressed)

ENTERTAINMENT (COMMERCIAL)

Entertainment options were mentioned as being lacking in the McComb-Veazey district. Many participants wanted entertainment options for kids after school and football games. As these young people get older many leave the neighborhood. This was attributed to the lack of entertainment options and things to do.

Many residents voiced a resistance to more bars and liquor/tobacco stores in the neighborhood. It was said that too many of these uses creates a bad atmosphere and undesirable activity.

Local Assets

Movie in the Park – held 6 months ago across from church, may need to be relocated

Desirable Elements

Extend Festival from Downtown to McComb-Veazey Neighborhood

Movie Theater, Bowling Alley,

No more liquor stores or bars

Basketball court on reimagined Evangeline Thruway

Downtown Alive, when it rains, on reimagined Evangeline Thruway

BEAUTIFICATION

Neighborhood beautification was deemed very important and is some beautification efforts are currently underway in the district. Many opportunities for public art were mentioned in addition to the murals that have recently been installed.

Landscaping and street trees were mentioned as a means to beautify the neighborhood. The restoration of the Azalea Trail was mentioned as a community asset. Other members of the community expressed the desire to extend the streetscape beautification that has been done on Jefferson Street Downtown across the Thruway and into the McComb-Veazey neighborhood. Some residents voiced a concern for who would be responsible for maintenance of additional street trees and landscaping. The participants wanted these additions to the neighborhood, but also wanted to ensure that proper maintenance would ensure these efforts stayed looking nice and continued to be an asset to the district.

The desire for community gardens, district parks, and neighborhood parks was mentioned at most all tables during the workshop. Many residents had ideas of empty lots within the neighborhood that would be perfect for pocket parks and/or community gardens.

Also mentioned during the workshop was a concern regarding the I-49 connector and the visual disruption it may cause on the neighborhood.

Litter and overall dilapidated nature of the district was brought up numerous times. Several participants indicated that trashcans used to be provided in the district and were dealt with by the city. There was a common environment of self-policing of the litter issues, but abandoned homes, over grown lots, and overwhelming amount of litter and trash is becoming a major concern for the district.

Local Assets

Beautiful mature trees
Heymann Park (see recreation above)
Pontiac Point
Murals

Desirable Elements

Restore the Azalea Trail, which used to be a feature of Jefferson Blvd.
connect with school and civic groups to give young people the opportunity to contribute to beautification
Tree Maintenance
More public art – engage artists in the district (bus stops, utility boxes, bike paths, positive graffiti (Graffiti Walls) were all mentioned as opportunities for creative art)
Parks
Improve streetscape with on-street parking and street trees along 12th street, Moss Street, and Surrey Street
Neighborhood Gateway signage - colored flags and benches, walking maps
Put the boulevard back
Alleys need to be abandoned because they are a gathering place for junk and trash

Challenges

Perception that city is not policing litter and dilapidated housing issues
Alleys gathering place for junk
Environmental:

- Filling station near St. Genevieve Church is a contaminated site and needs to be addressed. Perception of the community is they are not being told what is happening there.
- Community wants potentially contaminated sites identified on a map and an explanation of environmental hazards

“Clean up abandoned houses and cars, set up a program to have someone from the city to come get it out of there”

INFRASTRUCTURE

Several Infrastructure issues came up during the workshop. While most could be attributed to poor maintenance, some of the issues related to street infrastructure may be dealt with in a complete streets process as a beautification effort. In general, the quality of streets was not at an acceptable level according to many community members. Many streets are lacking sidewalks on at least one side, if not both, and in some situations the existing sidewalks need repair and are not adequate for pedestrian traffic.

Drainage was identified as being a major issue by a number of participants. Most of the drainage problems and flooded streets were attributed to the drains needing to be maintained and cleaned out. Lighting was also identified as needing to be properly maintained and potentially adding more street lighting in some areas.

Heavy traffic is disrupting the neighborhood causing safety concerns. Some residents felt the speed bumps have helped the issue, while others felt that additional speed bumps or other traffic calming measures are necessary. Many residents felt that the increased speeds made safe pedestrian activity and access across busier streets very difficult. Slowing traffic was identified as a major concern as it relates to safety, connectivity, and recreation of children in the neighborhood. Decreasing the speeds will also deter cut through traffic which was voiced as an issue.

Desirable Elements

Need for 4-way stops, no bike lanes

More signs for school bus stops to slow moving traffic for children playing

Speed limits, not enough stop signs/speed bumps, frustration about outside traffic cutting through neighborhood

Protection for pedestrians and cyclists

Crossing Louisiana Avenue safely and other major roads

ACCESS / MOBILITY / CONNECTIVITY

There is a general sense that the Thruway and railroad makes these neighborhoods secluded from other parts of the city. Traffic on the Thruway makes it difficult and unsafe for pedestrians and bicyclists to cross. This lack of connectivity was mentioned as prohibiting residents without access to transportation the ability to get some of their daily needs met, like getting groceries.

More connectivity to downtown via automobile, bike, and by foot was a common comment heard during the workshop. Several participants had ideas of how this could be accomplished. Main arterials identified for connectivity to the Downtown include 12th Street, Jefferson Street, 6th Street, and 14th and Taft. Others felt that if a “road diet” was put in place, traffic reduced, and more controlled and safe crossings created, streets such as Johnston/Louisiana Avenue and Pinhook could be viable main street options.

Many participants liked the designated bike paths that make it easier for them to access areas like the church and park. Extending the bike path along 6th street to connect to the Downtown area was even suggested. A few stakeholders felt that the bike paths were disruptive to vehicular traffic and wanted them to be removed. Several participants expressed destinations they would ideally like to extend the bike paths and also expressed the need to better identify and protect the paths.

During the workshops several participants indicated they used public transportation to access other parts of the city. The bus stops are in need of benches and coverings to make public transportation a more pleasant experience and in turn increase utilization. It was mentioned that the coteries are currently working on getting benches at bus stops. Also noted was the inadequate public transit awareness. Many residents wanted more reliable busses, shorter wait times, and maps and route schedules at bus stops.

Local Assets

Bike paths

Desirable Elements

Covering for bus stops

More sidewalks and existing sidewalk repair – make handicap accessible
Buffer between car and pedestrians for safety
Safety measures for pedestrian Evangeline Thruway and railroad crossing
Connect Beaver Park and Heymann Park via pedestrian and bicycle paths
Reduce cut-through traffic on Orange Street

Challenges

Connectivity across Thruway and railroad is difficult and dangerous

“As long as they don’t elevate the street connecting to downtown we will come back.” “Keep it pedestrian friendly.”

CONNECTOR-RELATED FEEDBACK

NOTES ON THE EVANGLINE THRUWAY (EXISTING & FUTURE USE)

Challenges, Concerns, and Existing Use

The Evangeline Thruway divided us into the right side and the wrong side.

It is hard to cross. There is too much traffic. It is dangerous. You have to go to a light.

Stop signs are really dangerous and it is really hard to cross. It can take 15 minutes to get across. You have to go to a light to cross. Needs to be an underpass on Johnston under the railroad tracks. You can't get to a hospital if a train is coming. Trucks are now using Louisiana Avenue off I-10 to get through/to Lafayette because there is better access.

How you see the Thruway today? –

Not safe to walk or bike when going to Downtown, Cameron, Walmart.

The Unemployment office Freetown is difficult to access.

14th/Taft is a major crossing.

Louisiana is the major crossing to Downtown and Congress.

The main business access in the neighborhood is on 12th, Louisiana, and Magnolia.

The Jefferson Street underpass is unsafe – we don't use it.

In terms of Connectivity...

The Thruway is not safe and is in bad condition.

Their destination is work, pedestrian crossing is not a safe option

Would like to be able to get to Southside and Downtown via bus/bike

- do not like driving on Thruway
 - Need road to be improved (structure bad for connection)
 - They use Ambassador to get to Southside (will avoid Johnston St.)
 - They use St. Charles to get to Moss St.
 - Concerns of homeless @ Jefferson St. underpass area
 - Train tracks on Louisiana Ave. are in bad condition
 - Concern about lights @ Willow and crossing of Thruway currently
-

Suggestions and Desires

Make Evangeline Thruway into parks. Turn Evangeline Thruway to one way and convert the other side to a bike and walking path. Put in some one-way streets.

Low speeds. Less crossings. Sidewalks. Bike trails. Parks for the kids. Let it fit the neighborhood. Let the big trucks stay on the Interstate. Precincts underneath – increase public safety with police presence.

Regarding what will be left of the Evangeline Thruway: “bring it down to two lanes and a bike path or add a street car line.”

Need covered bus shelters.

- 2-way for future Evangeline Thruway not good – prefer to keep one way
 - Specific pedestrian Thruway crossings
-

NOTES ON THE CONNECTOR INFRASTRUCTURE & OPTION CONCEPTS

General Concerns

“Noise study is a bunch of bologna. You can hear when the trucks change gears, so imagine when they go up ramps.”

“DOTD just blows through”

Visual impact of I-49

Noise Abatement

Lowering speed limits – no speed higher than 55/60

Seclusion from the other side of the city

No crawfish columns

Cameras at Jefferson Street underpass

Open spaces under interstate(!?)

Leave high level and add better lighting

Visibility

Pathway along the corridor

Railroad is a huge obstacle – want as many underpasses as possible but would like to figure out, especially on Jefferson Street, how bikes and pedestrians can transverse. They worried about pedestrians going through a tunnel because of a recent accident where the cars ended up against a wall.

Relocation of taken homes(?)

Specific Connector Options Impact Concern

Stay at grade: 6th Street and Jefferson Street. So we can “bring in bicycles and foot traffic”

“As long as they don’t elevate the street connecting to downtown we will come back.” “Keep it pedestrian friendly.”

I-49 – favored 4-D concept. They like the grand boulevard concept with opportunities for retail/festival, public spaces, and pocket parks.

In terms of the off ramps planning for I-49: “Can’t stand the thought of cutting off 6th street”

Neighborhoods don’t want interchanges. Safety measures for crossing into Downtown, decrease concrete and footprint

Concerns about plan 4D and Feds paying for Thruway but not doing it right. I-49 will be designed by Fed standards but other parts of project can be designed by local standards(?)

Suggestions and Desires

- Street level human scale infrastructure will enable the re-connection
- Quiet zones for the railroad
- Vehicle, pedestrian, and bicycle traffic - mobility is important to crossing Evangeline
- Public art along the corridor (p. 43 Bluebook)
- Pedestrian gates for the railroad (prefer underpasses) for safety

WORKSHOP REPORT: BAYOU VERMILION

May 10, 2016
Vermilionville



Our voice. Our vision.



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal **TIGER** grant

DISTRICT

Bayou Vermilion

LOCATION

Vermilionville – May 20, 2016 (5:30pm – 8:30pm)

WORKSHOP TEAM

TBD

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OVERVIEW

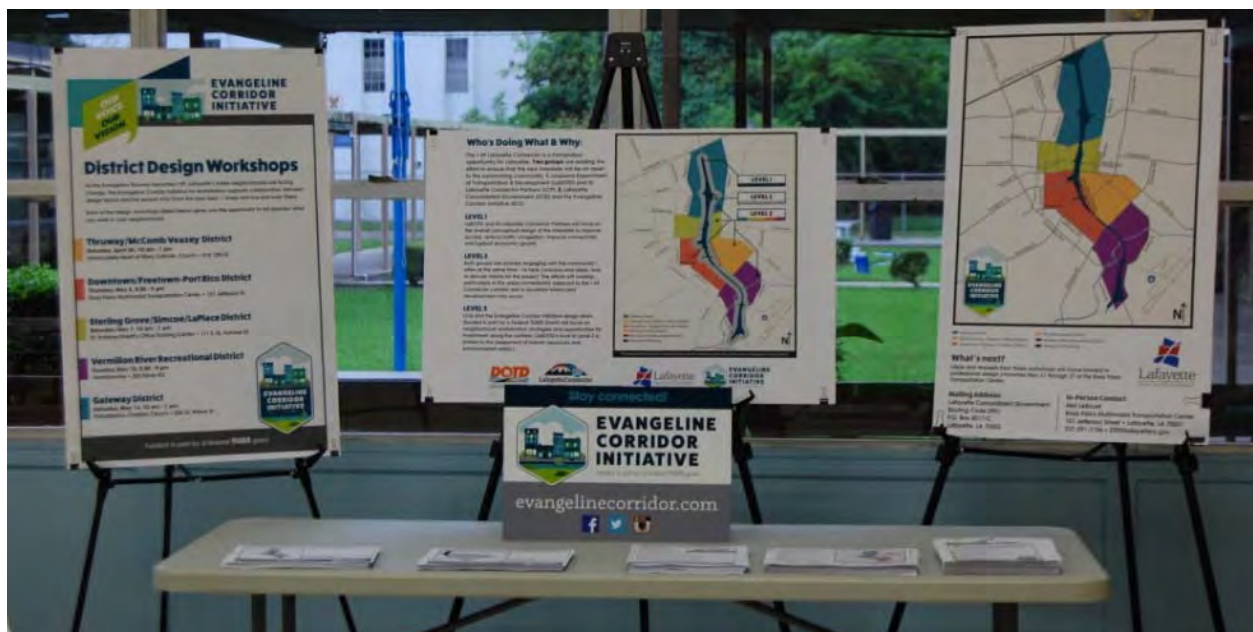
The purpose of the District Design Workshops was to bring together the communities adjacent to the existing Evangeline Thruway to lay the ground work for developing a comprehensive future vision and plan for a renewed Evangeline Corridor. There is a great need for an extensive planning initiative to improve the districts at the neighborhood level, while linking them through a response to the unique environment that will be created by the anticipated I-49 Connector.

This Workshop Report is part of a series of five (5) District-based reports, each highlighting feedback gathered in five (5) separate 3-hour long community outreach events. The Report(s) reflect the nature of highly engaged open conversations that captured the concerns, aspirations, and suggestions that surfaced throughout various exercises led by facilitators along with groups of local neighborhood residents, business/property owners, and interested parties.

The Report is divided into categories related to the overall planning effort that emerged directly from table conversations and exercises. Based around notions of Opportunities and Challenges the elements include but are not limited to *economic development, culture and history, entertainment, safety, infrastructure, beautification, housing, recreation and environment and community*.

A final section of the Report focuses on *Connector-Related Feedback* that serves as feedback that is collected by the ECI Team and delivered to the Lafayette Connector Partners Team.

Lafayette Consolidated Government and the entire ECI team would like to express great appreciation to all those who participated in the Workshops and shared the invaluable feedback upon which this Report is based. The synthesized information contained herein directly informed the Charrette efforts and ultimately the plans and strategies designed for the neighborhoods and communities of each District.





ECONOMIC DEVELOPMENT

Much was desired in the Vermilion District in terms of economic development. A largely non-residential area, people called for new residential areas southwest of Oakbourne to North Beaver Park and the airport. The idea to reclaim small houses and restore older homes was widespread. People want walkable and inviting streets. There is a lot of “blight,” not just here but in other Districts. It appears to some residents that the, including the buying and selling of properties is unplanned and promises to address change in general are not met. It was thought that Downtown received more attention than the Vermilion area.

It was said that bikeways, playgrounds, and pedestrian zones should be part of the economic development plan in relation to the Interstate project. The River was seen as a major development asset if you could entice infill along the river after the Interstate - develop a place to visit. For example, in San Francisco the Ghiradelli factory was made into a mixed-use facility. Baltimore Inner Harbor, Chattanooga Riverfront Park (revitalized their downtown) or San Antonio Riverwalk are other examples. There are multiple opportunities for Riverfront potential at Trappey’s property and other places along the river.

Beyond opportunities, there are a lot of challenges for development in the District. Despite the natural environment amenities and beyond elements like Vermilionville, it is not considered very walkable or tourist friendly as a southern gateway. There used to be more development along Surrey and Kaliste Saloom (i.e. restaurants and hotels). Enhanced inviting gateway measures and destinations could be imagined to address this.

The Airport and its planned runway and facility expansion is issue and question at play. What impact will the Connector have on runways, Airport access traffic, etc.? The Airport approach for access is not very walkable and the transition between Corridor planning and the Airport could be tightened in terms of linking economic development potential at the Pinhook and Kaliste Saloom interfaces.

Desirable Elements and Mitigation

- Memorial/art parks to attract tourists and locals
- Grocery stores needed - farmer’s market, restaurants to alleviate traveling outside the District
- Take advantage of urban agricultural potential.
- Public transportation needs improvement - more bus shelters with benches.
- Parts of District are not safely walkable or bikeable – to access commerce
- Underutilized areas need attention.

SAFETY

There is a diversity of perspectives surrounding safety in the area – at the neighborhood and the recreation scale. In many cases (and areas) it is seen as admirable and relatively safe with general thoughts for improvement, while in others there are more serious concerns. And there are concerns that an Interstate will increase some negative situations in the area.

From a street and traffic perspective, speed is a concern in the neighborhoods especially around schools and access to schools (Ascension and ESA– see maps). Road work has already commenced at the Kaliste Saloom interface and there are traffic jams occurring. Would the interstate increase or help this?

Particular comments were made about Surrey St. in terms of making it more safe for traffic (turning lanes, widening?) and pedestrians.

Flooding in this area is an issue due to proximity of the River and flood plains. Hurricane evacuation is a major point of consideration.

From a security and safety standpoint, conversations focused around making safe and accessible improvements to park areas, the River and streets. Beaver Park and the area around Vermilionville which is healthy and inviting during the day, is dark and questionable in the evening and night despite activities still occurring at these times. Street lighting and road stripes could be added in areas. Safe access to the River and Parks from parts of the neighborhoods and the Airport is highly desirable.

Within the few neighborhoods in this District and neighboring, crime is an issue – burglaries, guns, drugs and shady activity. This filters to the park areas at times. Would the interstate invite more crime?

Desirable Elements

- Crossovers needed at Surrey and in some across the River (pedestrian?)
- Solar strips on road
- Streetscape improvements - lighting
- Speed mitigation
- Access considerations

CULTURE AND HISTORY

There is a link between cultural history and recreation in the area. The District is the cultural crossroads of Lafayette and the birthplace of the City. It was also home to Native American culture – Indian Mounds still exist. This history should be promoted and shared and the heritage explored further in Heymann Park. The attraction and possibilities of Vermilionville remain a major community asset that can be expanded and could enjoy greater access and connection to other destinations and neighborhood.

Desirable Elements

- Enhance and explore Native American History (Heymann Park and area)
- Update Vermilionville maintain its attraction.
- Historic structures recognized

RECREATION, NATURAL ENVIRONMENT & COMMUNITY

The advantage of the natural environment is the cornerstone of this District. Recreation opportunities abound. Plenty of activities already occur and many more could be enhanced in terms of improving and making better use of parks – diversity of use, safety measures and access to parks that link better to neighborhoods. The existence of abundant natural environment destinations and character is what links other primary community elements and development as covered in this report. Participants of the workshop already utilize these areas, but also see room for updates and considerations for change. A consolidation of the particular feedback is listed below and overlaps with other categories mentioned.

ACTIVITIES

- Parks – no sidewalk to Jean Lafitte Park and sidewalk from airport around to Surrey.
- Open areas with more parks. Keep what parks we have.
- Make a riverwalk. River is a huge feature but there is no access to that river.
- Heymann Park – move sidewalk/walking trail closer to the river. Same with Beaver Park.
- Add sidewalks from Beaver Park all the way to Pinhook.
- New launch at North Beaver Park – maybe a kayak launch. More boat launches.
- There is an existing bike path from General Mouton across South Beaver Park to Vermilionville.
- Add a pier along the walking path like in Mandeville. Have it cross the river a couple of times. Also increase the size of the bridge for walkability.
- No parks in Oakbourne area. Can we add pocket parks? Park on other side of Thruway and Lil Woods parks are underutilized.
- Healthy and accessible river.
- Lafayette is a great recreational place. Need park setting for lunch and a park for kids.
- Connect Beaver Park to Heymann Park.
- Boat parade.
- Bandshell and picnics.

ENVIRONMENTAL CONCERNS

- Concern about flooding.
- Drainage issues including along River Road and the coulees near Kaliste Saloom.
- Are we messing with the hydrology of the river?
- People think the river is dirty. That is a misconception. It is cleaner and safer than people realize.
- What are the noise and light pollution going to be?
- Remove noise all along corridor/connector especially near Kaliste Saloom.
- Environmental concerts in that area – just clean it up and get it out of there.
- Contamination along railroad (oil, lead, etc.) from Simcoe to Taft. Need community awareness.
- Implement quiet zones near railroads.

EDUCATION

- Need more educational opportunities about our history and culture, flora and fauna.
- Better quality of schools.
- Better way to display the watershed exhibit; needs better building; Vermilionville could use that building as a classroom, etc.
- People think the river is dirty.

HOUSING

Though there aren't many residential neighborhoods within the drawn District boundaries, there are neighborhoods adjacent and opportunities to expand residential development to some degree that have closer access to and be more integrated with park areas.

Desirable Elements and suggestions

- Reclaim small houses throughout the District. Older homes restored and not torn down.
- French-quarter-style sections or blocks (?). Something you can walk through.
- Neighborhoods off of Michael Allen would be great for underserved, young families.
- Remove ratty buildings along Surrey.

- Remove abandoned buildings – replace and reuse when possible.
- Apartments near Lil Woods and Beaver parks.

ENTERTAINMENT (COMMERCIAL)

Conversations around the recreational amenities feeds into stakeholders’ different ideas about entertainment. New launches at Beaver Park North (boats and kayaks) could be advantageous. More commercial programming within parks – bandshell, picnics. The Boat Parade is big pull – this could be made into a more regular activity.

Desirable Elements

- Jean Lafitte Park needs better streetscape – enhance sidewalk from Airport around to Surrey.
- Connect Beaver Park to Heymann Park.
- More informal lunch options in Park setting and for kids.
- Enhanced entertainment activity around the River.

BEAUTIFICATION

Beautifying the area and making destinations more appealing is a main goal of the District. Public arenas need to see improvement in general, including enhancement to parks and streetscapes. Identify areas throughout Lafayette to plant native and wild plants long the coulees that aren’t cemented – an arboretum for native plants. While the area has large green space and parks, smaller scale pocket parks could be conceived in certain neighborhood streets. A few park areas such as Lil’ Woods is considered under-utilized by some.

Desirable Elements

- Remove noise along Corridor - near Kaliste Saloom Road – use Landscaping
- Emulate Main Street in New Iberia – mirror along the river and make use of Surrey.
- Enhance areas around the Airport.
- LUS keeps cutting back oak trees at the power lines – how to mitigate?
- Airport exit on Surrey could be a wide, beautiful boulevard all the way to Pinhook and University and made into a gateway.

“Lafayette is not an over the top place - just need to clean it up.”

“Bring the river back.”

INFRASTRUCTURE

In general, things like maintenance, drainage, and flooding were main concerns regarding infrastructure and streets. Many calls for improvements and mitigation were discussed. Parts of the area are in a floodplain and the River can flood regularly. (See safety section above.)

ACCESS / MOBILITY / CONNECTIVITY

Once again access to and through the neighborhood is a key element. People want to be connected to other parts of the community and the City beyond. The Thruway made this idea more difficult and this is an opportunity to improve those journeys. This project could also be that opportunity to mitigate the disconnect.

Residents of this District have particular questions and concerns about the current state and future of Pinhook which some say is a challenging road to navigate (too narrow?). This major road could be a prime pilot for enhanced multi-modal facility.

Rosa Parks was highlighted as a decent facility that is fairly easy to access and has good links to UL campus. Public transportation provision and access to it is important. Many think that it needs improvement in general, mainly through frequency and increase in numbers and character of bus stops. Access links to the Airport and to Vermilionville were mentioned specifically.

In terms of multi-modal transportation, biking was discussed as a major opportunity to capitalize on. People want increased road presence, safe measures and the designated access links.

Desirable Elements

- More road presence for cycling - bike racks, bike lanes, routes (education and promotion of mode!)
- Solar strips on road.
- With the Interstate construction, could you tunnel under Beaver Park?
- Bus Shelters for school kids! - Better bus stops in general! more transport opportunities

CONNECTOR-RELATED FEEDBACK

NOTES ON THE EVANGLINE THRUWAY (EXISTING & FUTURE USE)

Challenges, Concerns, and Existing Use

- Hurricane evacuation is huge.
- Concerned about after the Interstate about the ramps and frontage roads. Make sure cross-traffic connections happen. Increase crossings over the Thruway – not reducing!
- After the Interstate, turn the Evangeline Thruway into two two-way boulevards, or one two-way boulevard with a lot of public spaces.
- After the Interstate, perhaps light rail service from Opelousas to New Iberia. (big wish)
- Concerned about connectivity when the Interstate comes through – biking or walking across the Thruway is already difficult.

NOTES ON THE EVANGLINE THRUWAY (EXISTING & FUTURE USE)

- Option 6A option was the favored option by one group.



APPENDIX

CHARRETTE REPORT



CHARRETTE REPORT



Our voice. Our vision.



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal **TIGER** grant

EVANGELINE CORRIDOR CHARRETTE TEAM

This Post-Charrette Report was created by and with input from the following individuals:

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A special acknowledgement to the neighborhood coteries, local groups and organizations, and dedicated community members that attended the Charrette and provided valuable assistance and insight into their communities.

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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.

LIST OF ACRONYMS and ABBREVIATIONS

LCG	Lafayette Consolidated Government
TIGER (Grant)	Transportation Investment Generating Economic Recovery
ECI	Evangeline Corridor Initiative
ETRT	Evangeline Thruway Redevelopment Team
ASW	Architects Southwest
DPZ	Duany Plater-Zyberk and Partners (DPZ Partners)
LaDOTD	Louisiana Department of Transportation and Development
LCP	Lafayette Connector Partners
R.O.D.	Record of Decision
R.O.W.	Right-of-Way

DISCLAIMER:

The concepts and strategies illustrated in this interim report represent work completed during the Charrette from May 20-27, 2016. The report is considered preliminary in nature and its analysis is limited. The ECI Team will continue to refine the work derived from the Charrette and culminating with the production of District Design Manuals and a comprehensive Final Report. Image content displayed herein, specifically maps and design concept plans, are not represented to a technical scale. They are illustrated here simply to convey initial ideas and concepts produced during the Charrette. In the official final production documents, concept plans, maps, and any supportive design drawings will appear to technical scale where appropriate and applicable.

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“The country is reaching the end of the useful life of a lot of our infrastructure, and we’re going to have to replace and rebuild a lot, so I want people to be thinking about this. We ought to do it better than we did it the last time.”

- Anthony Foxx, U.S. Secretary of Transportation

INTRODUCTION

The following “Executive Summary” outlines key considerations and takeaways from the Design Charrette held May 20-27, 2016. It points to principles of smart growth planning and sustainable neighborhood design while addressing specific challenges and concepts for the Evangeline Corridor communities. Expanded detailed descriptions and narratives regarding strategies and impacts are illustrated in subsequent sections of the report.

For decades local, state, and federal money has been used to build highways through many American cities, often disrupting neighborhoods and creating disconnections from opportunity. U.S. Secretary of Transportation Anthony Foxx has advocated for this practice to be overhauled in favor of community-minded projects that foster growth, health and livelihoods. Foxx has urged leaders to consider three key principles when making decisions that will ultimately impact thousands of residents.

Anthony Foxx’s Principles for Leaders

- 1) While transportation needs to connect people to opportunities, it should also “invigorate opportunities WITHIN communities.”
- 2) Projects need to take into account communities that “have been on the wrong side of transportation decisions” and understand how to make them thrive again.
- 3) Projects should be built for and by the communities they go through.

PROJECT GOALS and AIMS

The goals of the ECI closely align with Secretary Foxx’s principles. The result of a 2014 Transportation Investment Generating Economic Recovery Grant (TIGER) - a federal program whose mission it is to help restore challenged communities - the ECI Project seeks to prepare communities for the impending I-49 Connector by establishing mitigation objectives including:

- **Create planning and design concepts for infrastructure improvements that promote connectivity, provide alternate modes of transit, and drive economic development.**
- **Develop new land-use designations focusing on areas surrounding the roadway mainline to promote mixed-use development while strengthening and protecting adjacent neighborhoods.**
- **Institute a sustainable funding plan for implementation of the new corridor plan, including the identification of strategic catalyst projects throughout each district to spur community growth.**

At the Charrette, the ECI Team’s main approach to achieve these objectives was to incorporate principles of Smart Growth from a neighborhood-first perspective. Smart Growth is a development method that simultaneously serves the community, economy, and the environment. Using this approach, the ECI Team looked to create great places filled with collaborative interaction and participation among residents.

A primary aim is to re-connect the city fabric interrupted and damaged by the original Evangeline Thruway. By fostering distinctive, attractive neighborhoods with a strong sense of place, the ECI project can help reclaim community values and assets. This is achieved by creating identifiable district centers with various mixed-use developments and housing types along streets that are safe and walkable. Throughout the Charrette, these principles and goals framed the focus of the ECI work, forming the basis of analysis and preliminary concepts for the corridor and the surrounding neighborhoods.



Image of the existing Evangeline Thruway

DISTRICT OVERLAY STRATEGIES

District Strategies and concepts developed at the Charrette covered two scales – corridor-wide and neighborhood level. There are five districts addressed in the ECI project that serve as corridor building blocks, but the overarching need is to meaningfully reconnect the historic fabric of the city that was separated by the building of the Evangeline Thruway in the 1960s – and to make certain that construction of a new Connector does not perpetuate or worsen the situation. From an overall planning perspective, strategic decisions can help prevent less desirable outcomes while promoting enhanced community cohesion. Main strategies to strengthen community and mitigate major infrastructure impacts include:

Establish a clear and formalized roadway network that connects all five corridor districts.

Enhance the feeling and perception of the main local thoroughfares throughout the Corridor (i.e. Jefferson, Johnston, Louisiana, Taft, Congress, Simcoe, Cameron, Twelfth, Pinhook). Employing complete streets methods, including clear way-finding indicators, can help people navigate this network. In the case of the corridor's neighborhoods, complete streets initiatives will primarily be retrofits that plan for a variety of transportation options (pedestrians, bikes, transit) and support neighborhood-friendly development. This primary network should include supportive land use designations, community nodes (see below) and transitions into neighborhood-scale streets with increased connectivity and pedestrian-friendly pathways.

Establish primary centers or nodes within each district as a building block to the neighborhood.

Nodes are strategic areas within districts where various activities converge to foster community. They are often served by a primary roads and paths network that offers clear and easy access points within and outside the districts, ideally breaking down arbitrary district boundaries. Nodes should be identified and designated for their unique qualities that serve the communities they define and people that use them. Within the corridor, these identified nodes should contain a healthy mix of uses and amenities ranging from commercial/retail, residential, recreational, educational and civic – creating centers for community-wide cohesion and economic lifeblood.

Define secondary neighborhood level nodes that have clear connections to primary district nodes.

Secondary nodes within each district have synergy with and function much like primary centers, though at a smaller scale and with more particular localized uses such as pocket parks, dog parks, or neighborhood gardens. These nodes create neighborhood-centered gathering zones that foster interaction and reduce fears by providing security beyond formal policing and barriers. Secondary nodes should take advantage of and build upon existing infrastructure as a cost-saving strategy.

Carefully consider the Area Level 2 zone around the Connector as a strategic transitional space.

To mitigate impacts to the neighborhoods, it is envisioned that the Area Level 2 zone (500 ft. adjacent on both sides of planned interstate) serve as a mixed-use buffer and transition from the Connector mainline infrastructure that can begin to establish a walkable environment that indirectly fosters a cohesive community. As these areas will undoubtedly receive the greatest impact from the Connector, it is seen as a crucial transitional zone that should incorporate designs for local multi-modal traffic including pedestrians. Infrastructure decisions and design will determine the success and strength of the pedestrian experience.

Mitigate Connector impact by planning for interim use of LaDOTD-held properties.

It is assumed that many of the properties that LaDOTD has been purchasing throughout the corridor will lay dormant until construction begins. Consideration and formal agreements must be developed between LaDOTD and LCG so that these areas are not left desolate, further contributing to blight, uncertainty, and decline. Certain alternative temporary uses and activities could benefit longer-term neighborhood connectivity and revitalization, especially across the Area Level 2 zones.



Concept sketch of neighborhood nodal networks - Downtown to McComb-Veazey



Concept sketch of neighborhood nodal networks - LaPlace to Sterling Grove

NEIGHBORHOOD-CENTRIC CONCEPTS and the ROLE of CATALYST PROJECTS

The engagement and feedback gathered from residents at the initial District Design Workshops focused on unique neighborhood qualities and nuances based on concerns and opportunities people perceived for their area. The compiled Workshop reports for each district provided crucial insight for the ECI Team at the Charrette as consultants began interpreting comments and aspirations into planning concepts. During the Charrette, the ECI Team was able to further engage residents during the creation of these ideas to understand the value and appropriate links to their initial feedback. The discussion with residents directly influenced the diverse preliminary concepts and potential catalyst projects in each district.

Catalyst projects are identifiable tangible actions that can help drive neighborhood interaction, spur further development, and influence investment within the community. They are grouped by various levels such as sweat-equity projects, city-funded support, public-private partnerships, and grant awards. Sweat equity projects, sometimes also referred to as tactical urbanism, are actions that can be achieved in a quick manner with impassioned community collaboration in place of vast financial resources. These actions could include overtaking vacant lots for public use, street cleaning programs, and small building or house façade treatments. Meanwhile, local government support and partnerships could help achieve signature projects that come with higher costs and longer timeframes such as major civic infrastructure improvements as well as projects with moderate costs such as road re-striping. Additionally, statewide and national foundation grant programs allow for various projects to occur usually based on particular themes, such as the Kresge Foundation Health Grant awarded to McComb-Veazey in 2015.

The choice and scale of proposing catalyst projects reflects the varying complexities of overall district development. Some corridor districts are more defined by dense neighborhoods while others are defined by a mix of urban commercial fabric or recreational landscapes. And some districts have a mix of fabrics. Using this framework above for identifying potential projects, the concepts and preliminary ideas developed at the Charrette will be refined and confirmed through a next round of community engagement. The intention is to ultimately form the basis for District Design Manuals that will contain more detailed implementation guidelines that reflect the unique characteristics of each district.

Gateway

The Willow St. interchange presents a rare opportunity to envision a renewed entrance to the city and its historic core while contributing to the overall revitalization of a key commercial zone of the city. Collaboration with LaDOTD could result in the planning for an iconic gateway flanked by enhanced formal recreation spaces and mixed-use development opportunities such as a retrofitted Northgate Mall site. The enhancement, reengagement, or addition of cultural and civic entities such as the Clifton Chenier Center/Public Library or a relocation of the LVCV building could also serve as area catalysts.



conceptual vision for iconic gateway at the Willow St. interchange

LaPlace | Sterling Grove | Simcoe

LaPlace, Sterling Grove and Simcoe corridor areas contain unique distinctions and desires among residents. While smaller community projects (Victory Garden) are already underway in LaPlace, attention can be given to address issues of homelessness by leveraging community support towards establishing a community node at the junction of St. John and Simcoe Sts. Revamped bus stops, streetscape features, and a plaza connection to St. James Church are design elements to consider. Strategic transition should occur along Congress St. between Downtown and LaPlace as fabric shifts from urban street frontage buildings to neighborhood scale. Meanwhile, Sterling Grove's historic and walkable fabric could benefit from an accessible neighborhood center. The area around the Senior Art Center was identified for the potential enhancement of landscape features and programming that could catalyze and invite everyday activity.



Conceptual vision for community node in LaPlace at St. John and Simcoe Streets

Downtown | Freetown | Port Rico

Downtown is a primary economic driver in the city and aims to grow, as illustrated in its recently adopted Downtown Action Plan component of PlanLafayette. The new re-striping project at Congress St. can hopefully give way to a reconfigured 2nd/3rd St. intersection that invites safe crossing for pedestrians. This might also pave the way for mixed-use development such as a retrofitted Coburn's Building, fronting and reinforcing the street edge that could help reduce speedy thoroughfare traffic. Freetown/Port Rico would benefit from a community node at the McKinley / Jefferson St. intersection helping to spur local scale commercial activity along two corridors while strengthening the link between the UL Lafayette campus and Downtown. A re-imagined market square with permanent and temporary structures at this junction could help move this development idea forward. As with the transition to LaPlace, the transition from Downtown to Freetown/Port Rico along Johnston St. should be carefully considered with an appropriate mixture of housing, commercial, and civic development that benefits community use and growth.



Conceptual vision for neighborhood node at Jefferson St. and McKinley St.



Conceptual vision for reconfigured Congress St. / 2nd and 3rd St. interface

McComb-Veazey

Neighborhood projects are already underway in McComb-Veazey, from art murals to a pocket park at 14th and Magnolia Sts. Based on previous plans and feedback from residents, the 12th Street has been earmarked as a local main street corridor. Pushing this potential, a larger district node was identified at the 12th / Surrey St. intersection revolving around the Immaculate Heart School and Church and adjacent commercial activity. Enhancing the streetscape from sidewalks to a few new infill buildings could help redirect investment here that supports a clear understanding of neighborhood identity. Secondary nodes were identified along 11th St. Pontiac Point was envisioned as a safe neighborhood junction by potentially reclaiming parking lots as developable space. General overall strategies within the neighborhood focused on addressing crime and safety through expanding points of community familiarity and interaction.



Conceptual vision for district node at 12th and Surrey Sts. taking advantage of activity surrounding Immaculate Heart School and main st. concept (12th St.)

Bayou Vermilion

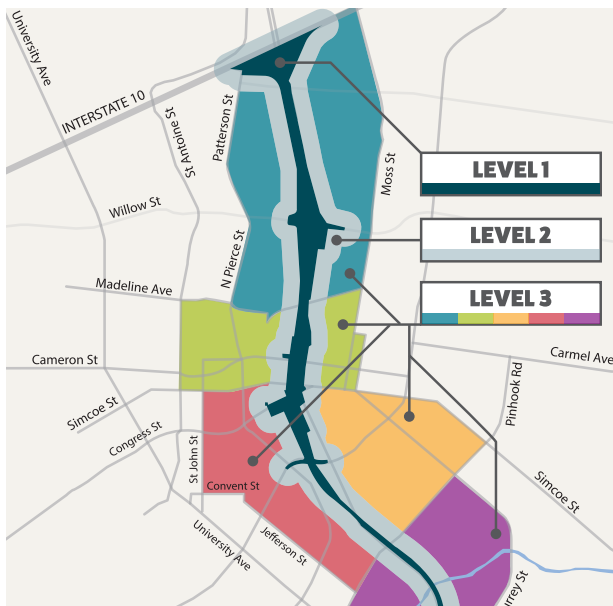
The potential to re-imagine the interface between the McComb-Veazey neighborhood, Heymann Park and the Vermilion River is key for growth in this area of the corridor. Consolidating portions of Heymann Park will ease maintenance and security (eliminating unused spaces) while drawing people towards the river's edge where small scale commercial entities could ignite everyday activity and use. The proposed pedestrian river crossings helps connect Heymann to Beaver Park and Vermilionville, creating a thriving recreational network for residents and visitors. At the currently privately-owned Trappey Plant site, further re-development could be conceived in collaboration with various catalyst projects across the Connector using the river edge as a passage link.



Vision of re-imagined networks around Heyman Park and Vermilion River interface

IMPACT OF CONNECTOR CONCEPT ALTERNATIVES

Against the backdrop of community feedback from the district design workshops, it was clear that the hopeful perceptions, needs, and concerns of residents would be directly impacted by the chosen Connector alternative. Therefore, the ECI Team analyzed and conceptually studied the expected impacts in order to understand and address certain elements of the LaDOTD alternatives in a neighborhood context. The earlier workshops served to inform each area of analysis and ultimately design considerations. Topics discussed closely echo the smart growth principles stated earlier and range from issues such as crime/safety, disinvestment/neglect, and lack of access to opportunities such as commercial/retail amenities, recreation space, and foremost - connectivity.



R.O.D. Level designations in relationship to ECI Districts

Successful revitalization within the corridor will depend on how well neighborhoods can plan, strategize and mitigate impacts from the proposed Connector. After analyzing the alternative Connector concepts developed by the LaDOTD/LCP, the ECI Team concentrated on several elements and configuration options outlined in a resolution directed and adopted by the Evangeline Thruway Redevelopment Team (ETRT) (ETRT Resolution 2016-002). This resolution also included mitigation goals to promote neighborhood connectivity, access to jobs and medical services, and the overall economic vitality of the Thruway. Within this framework, the ECI Team focused on the three planning levels set forth by the Record of Decision (R.O.D.). Area Level 1 represents the designated Connector right-of-way, Area Level 2 the 500 feet on each side of the right-of-way, and Level 3 the adjacent corridor neighborhoods.

KEY CONNECTOR IMPACT TAKEAWAYS

Design Alternatives

ECI designs and engineering analysis indicates that a semi-depressed mainline with designed surface crossings ensures the most unfettered access and renewed connection between the east and west side of the corridor while yielding the least impact into the Downtown along Cypress St. In addition to mitigating the impact of interstate access ramps, the semi-depressed option would also address noise more easily. As an alternative, a well-designed signature bridge with considerable height could carry certain visual reference appeal and iconic imagery for the community.

Safety

Impacts of the connector on safety were a primary neighborhood concern. Crime Prevention Through Environmental Design (CPTED) is a strategy used by planners in the design process to mitigate safety considerations and there was clear community feedback that CPTED strategies were needed throughout the corridor. As also cautioned in the UL Community Design Workshop's Blue Book (2000), an elevated mainline poses challenges to safety because unwanted activity (peddling, sleeping, and camping) can gravitate towards dark isolated spaces underneath the structure. For maximum neighborhood protection, CPTED strategies must be deployed regardless of the chosen design alternative.

Neighborhood Transitions

Connector scenarios considered within the ECI work (elevated and semi-depressed) dealt with re-envisioning the Evangeline Thruway stretch roughly between E. Simcoe and Taft St., though in different ways. A semi-depressed option promotes appropriately scaled development on both sides of a wide, formal boulevard that would ease a similar urban fabric transition into the re-purposed Evangeline Thruway fronting the McComb-Veazey neighborhood. An elevated mainline may yield a different urban development scenario characterized by parking lots underneath and adjacent to the structure flanked by buildings to shield and mitigate impact before addressing neighborhood transition.

Economic Development

Both primary scenarios yielded higher return tax value than the adopted R.O.D. concept and the current Thruway configuration of today. Semi-depressed options displayed greater development potential for the area due to the freed-up land space provided by the berm covers (see following sections for further insight on value-added analysis).

ECI analysis and design responses revealed that various Connector alternatives will yield different impacts on the neighborhoods, especially when it comes to Area Level 2. Equally important to the varying degrees of challenges each scenario might produce are the significant opportunities each might bring to improving the existing condition of the corridor. Corridor-wide design concepts were created to address these issues and opportunities and will be refined throughout the ECI process. The resulting corridor plan and District Design Manuals will aim to address the impacts of whichever Connector version is ultimately chosen.

Elevated Mainline with Signature Bridge concept showing re-purposed Thruway



Semi-Depressed Mainline with Cover concept with re-purposed Thruway



ECONOMIC VALUE ADDED THROUGH DESIGN

During the Charrette, preliminary economic analysis and modeling were performed alongside the creation of design concepts to test the incremental potential of ideas and proposals. Concerning the possible Connector scenarios, certain choices and design elements will have diverse effects on economic return. Implementing principals of smart growth that inherently are designed to drive positive economic development can also have reverse affects if handled improperly. This section briefly outlines value-added solutions resulting from the preliminary design concepts produced.

Strategic reconnection of neighborhoods allows for enhanced possibilities of development.

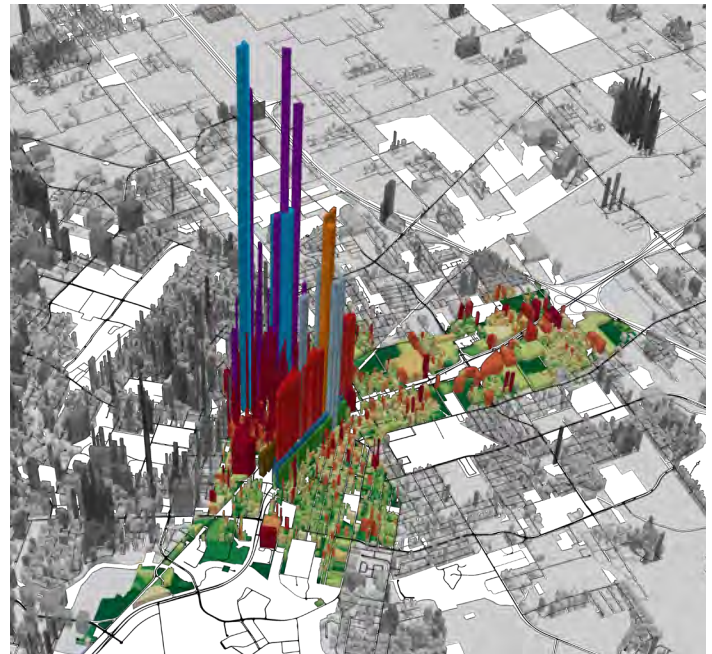
Creating better access between districts should provide more use of amenities such as parks, schools, and civic facilities. Establishing networks of park space such as re-connecting Heymann Park, Beaver Park and the Vermilion River leverages existing assets in order to create a major attraction. Likewise, the North Gateway district would benefit from an ambitious re-imagining that could enhance the physical entrance into Lafayette, while fulfilling its economic potential as a major commercial zone for North Lafayette and beyond.

Area Level 1 and Area Level 2 solutions should also be considered based on economic outcomes.

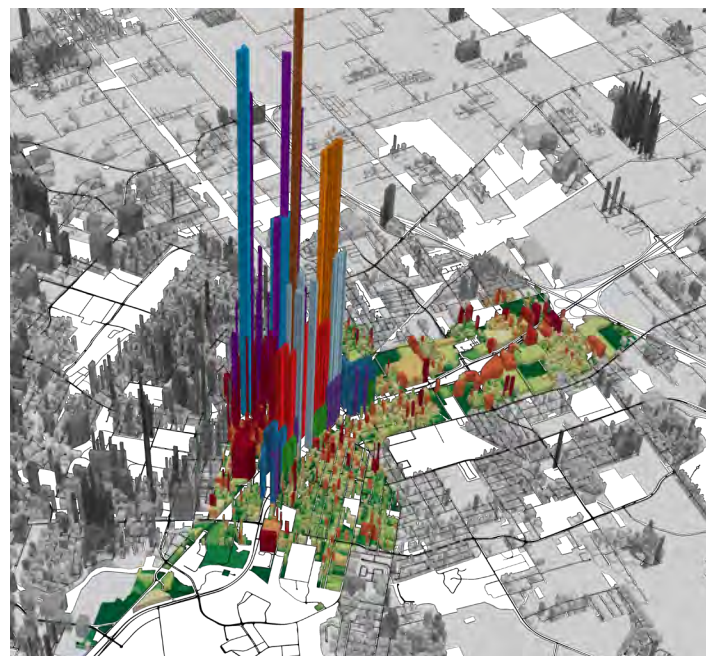
The ECI Team analyzed the Connector and adjacent development potential not only from a physical construction perspective, but also from an economic return outlook. While the state considers how to meet the federal “purpose and need” mandate of the project, local government can examine alternatives through the lens of the long-term tax base. Economic modeling indicated stark contrasts between primary scenarios considered and the adopted R.O.D. Connector alternative as well as other new alternative concepts presented by LaDOTD. This was largely due to land made available for development and the urban fabric impact particularly around proposed interchanges and interstate access ramps. It should be noted that later alternatives from LaDOTD generally perform better than conventional interstate designs.

Responsibly designed Connector options will yield significantly higher financial dividends and development potential.

If principles of smart growth planning and community impacts are considered as priorities in the design process, alternative connector scenarios can have heightened positive economic impacts on the area. According to calculations, well-designed options will provide significant tax generating potential regarding properties, which in turn could result in funding that flows back into the community. This could be achieved by way of a design with unique signature bridges and a repurposed Evangeline Thruway that offers varying degrees of access, or perhaps more so with a semi-depressed partially covered landscaped option that promotes enhanced access between neighborhoods and allows more land available for development.



Financial Projection Model -
Elevated Mainline with Signature Bridge showing increased value productivity



Financial Projection Model -
Semi-Depressed Mainline with Cover showing significantly higher productivity peaks due to increased land development potential around the core downtown

TRANSLATING KEY FINDINGS TOWARDS NEXT STEPS

The primary strategies and considerations presented here represent the results and interpretations of the Charrette work and will form the framework for the next level of design refinements. Maintaining a critical feedback loop with the community, including further engagements, will be crucial to producing the final level of strategy refinements and catalyst project identification necessary to the ECI design process. Equally important will be the response to the next round of Connector concepts released by LaDOTD. The ECI Team's ultimate goal is to consolidate concepts and strategies directly based on community feedback and professional insight that can be outlined in District Design Manuals to help guide the implementation of catalyst projects and long-term growth.

The District Design Manuals are to be shared with the community through a series of educational workshops to help community leaders and residents understand how to take certain projects forward either through grassroots collaboration or with the technical and financial support of local government. A comprehensive Final Report will contain more in-depth content regarding visualizations, technical language and policy-level strategies that could potentially be adopted through subsequent related planning processes led by LCG.

ENGAGING WITH THE PUBLIC

The Key to Public Participation

Community Design and Planning is not meant to be produced in a vacuum. Participatory actions still present unique challenges for development processes. The key to progress is realizing that participation is not something you simply plug in only if you have time, but rather it plays a fundamental role in making design and planning efficient and effective. True participation underpins successful partnerships and good governance. It cultivates ownership, responsibility, and critical consensus around an idea, all of which are essential to sustaining place and community.

Recognizing the need for advanced strategies of participation and acknowledging the successes and challenges of prior community engagement efforts, such as PlanLafayette, the Evangeline Corridor Initiative (ECI) Team developed a 3-phase approach to the community engagement and planning process. To address the area and neighborhoods adjacent to the Evangeline Thruway, we initiated a series of Leadership Meetings, District Specific Workshops and a Design Charrette to coincide with the I-49 Lafayette Connector Partners (LCP) planning effort.

Methods of Reaching the Community

The ECI Team began its efforts by tapping into local leadership (non-governmental) including church pastors, community figures, and local organizations. These small “kitchen table” meetings served to identify key individuals and groups that would assist the ECI Team in drumming up attendance and participation, creating sustained partnerships and igniting community mobilization for the duration of the project. At these meetings we introduced the Evangeline Corridor Initiative’s intentions and framework including Workshop and Charrette processes, addressed questions and concerns regarding the I-49 Connector project, and sought assistance on the logistics of neighborhood engagement.

Immediately following the Leadership Meetings, Architects Southwest (ASW) and Right Angle, in coordination with Lafayette Consolidated Government (LCG), produced a series of public information materials. This included establishing a LCG hosted website, Facebook page, and e-mailers. Postcards (Image 1) and flyers were designed to inform and invite residents to participate in each of the District Workshops as well as clarify the ECI’s relationship to the LCP project.

You are invited to the

Evangeline Corridor Initiative PUBLIC CHARRETTE WEEK

Please join us all week as we envision the future of the Evangeline Corridor in our Charrette — a public brainstorming and design studio. Come by to meet with our Charrette Team and make comments or ask any questions. You ARE part of the Team!


KICK-OFF EVENT
Saturday, May 21
4:30 – 6:30 p.m. | Lafayette Public Library
301 W. Congress Street

OPEN CHARETTE STUDIO: Visit with our designers.
Sunday, May 22 – Friday, May 27
8 a.m. – 6 p.m. | Rosa Parks Transportation Center

OPEN HOUSES: View and comment on work-in-progress.
Monday, May 23 6 – 8 p.m. | Rosa Parks Transportation Center
Wednesday, May 25 12 – 1:30 p.m. | Rosa Parks Transportation Center

CHARRETTE PLANNING / DESIGN PRESENTATION
Friday, May 27 5:30 – 7:30 p.m. | Immaculate Heart of Mary School Cafeteria
corner of 12th & Surrey

**MAY 21–27
2016**



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal **TIGER** grant

evangelinecorridor.com

f t i

Image 1: Charrette Postcard

PRE-CHARRETTE ACTIVITY

District Specific Workshops

Planning for unique neighborhood realities within the Evangeline Thruway Corridor is perhaps the ECI Team's greatest challenge. The area, which encompasses the downtown core, the North Gateway I-10 interchange Commercial area, and industrial zones along the railroad, is home to a diverse mix of demographics, incomes and land uses. Certain neighborhood pockets here struggle for inclusion against a backdrop of disinvestment and physical obstacles.

The ECI Team planted itself deep in the heart of the community. Through individually-curated workshops we captured direct and focused feedback regarding challenges and opportunities for community revitalization. The workshops were guided by a series of exercises that targeted different levels of response from residents, land owners, and business leaders.

1st Exercise: Power of Ten

The 'Power of Ten' concept speaks to realities, aspirations and scale. It is based on the idea that great cities have 10 great neighborhoods; those 10 neighborhoods have 10 great places; and those 10 places have 10 things to do. The first exercise allows for a quick deduction of thoughts and realizations of a place – what is there, what works, what doesn't. Through prompted questioning, open dialogue and chart scribing, ECI facilitators guided participants to come up with a list of those things that define their neighborhood and what their neighborhood should strive for. Responses tended to be mostly positive and impassioned, though the exercise also generated comments surrounding challenges and concerns (Image 2). Confronting hard truths about local obstacles and problems was equally important to understand how the community felt and what areas needed more attention and strategies. The key was to listen to residents, document viewpoints and rally around ideas.

2nd Exercise: Asset Values Mapping

Asset Mapping is a primary transition step in the design engagement process as it allows residents to directly translate and influence planning concepts from a grounded lived-in perspective. This exercise goes one step further from the 'power of ten' dialogue by placing responses and ideas within a physical context. Participants used markers, pens and different colored sticky notes to express perceptions, ideas, and concerns. Mapping where a positive event occurs or where a concerning issue unfolds helped the community and the Design Team understand how to construct a representation of realities on the ground. Ideas previously given were now attached to a real location on the map. It also helped to illustrate the possibilities of planning for the community from a needs-based approach, rather than a glorified wish list. Together we discussed systematic community transformation opportunities and highlighted key entry points, topics, and areas of the neighborhoods that the ECI Team would consider and focus on at the Charrette. Participants gained a sense of ownership over the creation of maps that would ultimately influence the planning.



Image 2: Area residents at the Sterling Grove / Simcoe / LaPlace Workshop



Image 3: Residents mapping at the Downtown, Freetown / Port-Rico Workshop

PRIME TIME: THE CHARRETTE PROCESS

Methodology

Evolving from its origins in 19th century at the famed École des Beaux-Arts in Paris where students would be assigned a time-sensitive task, the Charrette model has come to describe a rapid and intense creative work session in which a design team focuses on a particular design problem and arrives at a collaborative solution.

The Charrette is the cornerstone of the ECI participatory design effort. Led by ASW, it brought together experts in urban design & planning, landscape design, traffic engineering, city economics, communications and civic art. Over seven days, the Consultant Team collaborated with neighborhood residents, community stakeholders and city officials to envision design concepts and strategies for the Evangeline Corridor (Image 4). The primary goals of the Charrette were to gather further community design feedback in real-time, to strategize neighborhood revitalization, and to mitigate impacts that the Connector may bring to adjacent Districts. In order to support the neighborhood level strategies, the ECI Consultant Team focused certain efforts on providing comment and input on the Connector options, resulting in suggested alternatives for the Corridor.

The results illustrated in this report were shared with the Louisiana Department of Transportation and Development (LaDOTD) and Lafayette Connector Partners (LCP) Team to solicit further analysis considerations for refinement concepts during evaluation. The direct hands-on manner in which ideas were generated with residents should have unique influence on an LCP decision process that ultimately matches community goals.

Complementing the production of our Open Design Studio, specific stakeholder meetings, public open houses, and milestone presentations were scheduled to address particular topics and share work-in-progress. Alongside a sensitive facility design project, the transparent participatory nature of the ECI Charrette went a long way to promote awareness, create ownership of ideas, and establish community trust and belief. The following sections will highlight the Charrette process.



Image 4: The Charrette in process

Site Area Tours

Beyond the extensive pre-Charrette existing condition analysis provided by local reconnaissance and compiled primarily by ASW, the first necessary action of the Charrette was to acclimate the entire ECI Consultant Team to the project site area through comprehensive tours of the Evangeline Corridor and the adjacent neighborhoods. These group tours introduced the ECI Team to urban realities and neighborhood nuances while exposing challenges and opportunities. During the site tours, representatives of ASW and LCG were able to share their local understanding and community work experiences with the other consultants. The group visited examples of housing including pockets of historic homes as well as new multi-family housing blocks. We also visited various civic art pieces and spoke to people who had participated in the efforts. Gaining first-hand knowledge about projects helped the Consultant Team understand the challenges and processes that the communities face.

The most critical takeaway from the site tours was the diversity of physical landscapes, use of spaces, and neighborhood character (Image 5). The group witnessed the quick transition between small scale single-family detached houses, commercial areas, and heavy industrial zones in a relatively small catchment area - providing a unique local transect perspective (a transect is a planning tool to understand the delineation between physical landscapes). Questions arose as to why certain areas or neighborhoods hadn't been able to expand or gain momentum while others had. Observations gave way to discussions on the commercial development along the North Evangeline Thruway where ground conditions consist of economy hotel chains, fast food restaurants and strip malls with anchor big box retailers.

These site tours provided an initial guide as to where the ECI Team would direct their focus during the Charrette and how the overall scale of a Corridor-wide vision would be connected and complementary to neighborhood level concepts and strategies.



Image 5: Existing conditions along the Evangeline Thruway



Image 6: Steve Oubre leads the kick-off presentation

Kick-Off Presentation

To mark the start of an intense, highly collaborative design week, the ECI Team hosted an initial Kick-Off engagement on Saturday, May 21 at the Downtown Lafayette Public Library. Around 100 people attended the event including members of the ECI Consultant Team, LCG, ETRT, various professional stakeholders, and a diverse mix of local Corridor residents. The goal of the Kick-Off presentation was to drum up excitement for the week's schedule, to provide informative background information on the Corridor's evolution and the ECI project's goals, as well as clarify the ECI project role in connection to the LaDOTD I-49 Lafayette Connector effort.

Steve Oubre of ASW began the evening with an overview of what is sacred about Lafayette culture and what is particularly unique about the Northside (Image 6). He introduced what people should expect at the Charrette, explaining the dynamic actions, methods and reasons why we engage in such efforts and what we want to achieve by promoting direct participation and feedback from engaged citizens and stakeholders. Oubre also described the details of the TIGER Grant and the unique opportunity it provides, having received this Federal attention and support. A short video interlude followed with passionate testimonial guidance on the importance of good planning and serious citizen engagement from US Secretary of Transportation, Anthony Foxx.

Scott Polikov of Gateway Planning took the floor for a brief interlude to talk about the fact that Lafayette is not alone in this significant kind of planning effort, illustrating examples across the US where cities and community neighborhoods are dealing with infrastructure projects and development implications. He showcased large-scale projects from the Dallas/Fort Worth area that involved long-term collaboration from local government, professional collaboration and resident stakeholders to create thriving places.

Steve Oubre returned to the podium to discuss the challenges and backdrop of the LaDOTD Connector project and what impacts the proposed concept alternatives have on the ECI effort and which elements the ECI Team would be paying particular attention to throughout the Charrette week (ETRT Resolution 2016-003 was issued prior to the Charrette to guide the ECI Team on certain planning variables, including aspects of Connector designs from the 4 and 6 series and local networks/street conditions - See Appendix). Oubre wrapped up by highlighting overarching elements and drivers of sustainable urbanism. These included contextual and environmental sensitivity; connectivity; walkability; multi-modal transit including biking and public transport; mixed-use development; economy; urban parks, landscaping and wayfinding; public art and culture.

District Workshop Recap Session

Prior to kicking off the design production, the ECI Team hosted a District Workshop Recap Session which was meant to offer neighborhood residents who participated in the original Workshops the opportunity to view how the ECI Team synthesized the dialogue and feedback received. Methods of scribing and response diagramming were presented to provide a level of transparency that could engage residents and make them feel comfortable that their ideas would indeed be heard and applied during the Charrette. For those individuals that were not able to attend the District Workshops, this session offered a chance to further explain exactly how our engagement process strategy unfolded in real time and what results it yielded. The public was invited to ask questions to clarify our methods and confirm how we reached certain conclusions and findings.



Image 7: Community members checking in on the ECI Team progress

Open Design Studio | Framework and Production

Throughout the week of May 23-27, the ECI Team established an Open Design Studio at Rosa Parks which allowed for continued transparent interaction between the ECI Consultant Team and the community at large. Residents and local leaders were encouraged to stop by the Studio throughout the week to check on the status of the various planning components, provide additional input, and to ensure that the team was on the right track. Opening each day from 8am-7pm gave community members a flexible drop-in convenience. More than 600 people visited the Open Design Studio throughout the week to view the progress (Image 7).

During this time, ECI designers and planners took to delegating various tasks in order to address the comprehensive scope elements. The ECI Team analyzed feedback from the District Workshops and existing condition analysis in order to establish a basic platform and an entry point framework to guide initial concepts and direction. While some members of the Consultant Team studied overarching elements such as engineering, transport, and economics, others dived into neighborhood scale design responses and recommendations. The Team worked on transferring this feedback and synthesis into conceptual designs that began to reveal potential urban strategies and solutions.



Image 8: Discussing mainline alternatives with DOTD, LCP, and Acadiana MPO

Open Design Studio | Stakeholder Meetings

To support conceptual design production, the ECI Team held a series of ten technical meetings with specific stakeholders and organizations. These targeted engagements were intended to elicit particular dialogue and feedback around key themes surrounding the Corridor. This included conversations with representatives of police & fire safety, parks & recreation, the Arts, historic preservation, housing services, social services, and the business community. Meetings were also held with the LCP Team and the Acadiana MPO (Image 8). Focused stakeholder meetings helped gauge acceptance of concepts and strategies as the ECI Team attempted to refine plans for the future conditions of the Evangeline Thruway Corridor.



Image 9: Joe Minicozzi leads a talk on the economic factors within the project

Open Design Studio | Breakfast and Lunch Talks

To highlight the depth of knowledge, experience and expertise within the ECI Consultant Team, we decided to host a series of thematic lectures throughout the Charrette week. The informal breakfast and lunchtime talks complemented the targeted stakeholder meetings and exposed the public to educational insight into certain planning elements and methodology that would be deployed during the Charrette. On the morning of Monday, May 23, Rick Chellman of TND Engineering explained the benefits and logic behind promoting walkability through the implementation of complete streets. At lunch on Monday, May 23, Wes Michaels of Spackman Mossop + Michaels showcased examples of landscape urbanism projects ranging from the tactical neighborhood scale to more formal institutional and civic applications and infrastructural gateways. On Tuesday morning, May 24, Joe Minicozzi spoke about innovative methods in economic data mapping projections and the role they play in giving feasibility to long-range planning strategies (Image 9). His firm Urban3 had previously begun the application of a Return on Investment (ROI) model for the Lafayette area. The last public lunch talk was given by Todd Bressi on May 24 where he described dynamic art projects as catalysts for community building and longevity, highlighting examples that define culture and youth involvement as well as city identity.



Image 10a: Community members attend an open house event to view progress

Open Design Studio | Open Houses

No moment in the engagement loop is more crucial for feedback than the Open House. As the ECI Team worked throughout the week addressing issues stemming from dialogue and site visits, two evening Open Houses were held in the main hall at the Rosa Parks Center to share the work-in-progress with the community (Image 10a/b). Conceptual plans and designs of each neighborhood district were on display for residents and community members to view and comment on. Among the questions and conversations was a healthy level of debate regarding what should and should not occur. Enthusiasm was voiced for opportunities as residents were able to realize the connections to synthesis based on the District Workshops. The layout of the real-time exhibits also helped attendees begin to understand concepts and overlapping principles being developed within adjacent neighborhood districts throughout the entire Evangeline Corridor.



Image 10b: Community members attend an open house event to view progress

Final Presentation

On Friday, May 27, the ECI Team and LCG hosted a Final Presentation (Image 11) at the Immaculate Heart of Mary School Gym. Mayor-President Joel Robideaux opened the evening thanking the packed crowd for their support during this challenging process and important time in Lafayette's history.

Steve Oubre of ASW presented a compilation of the work produced throughout the Charrette highlighting principles of smart growth planning and why it is so crucial for Lafayette. The design concepts revealed the complex process of bringing positive change to the neighborhoods. It was equally easy to see the opportunities that exist if the proper steps are taken to ensure inclusion and connectivity from a physical and social standpoint.

Alongside preliminary neighborhood level concepts for each of the defined ECI Districts (Area Level 2 and 3), considerations and schematic alternatives were unveiled for the Area Level 1 zone, including various Connector refinement concepts. The "semi-depressed cut-and-cover" scheme (Series 6), having received very little clarity and attention previously, garnered increased interest. Oubre briefly covered engineering components of the concepts, economic strategies, and impacts that the alternative Area Level 1 designs and the unique neighborhood plans could have on the future of the Corridor. A brief Q&A wrapped the evening, marking the end to a highly active Charrette week.



Image 11: An engaged crowd at the Final Presentation unveiling

DISTRICT PLANNING AREAS

Neighborhood Structure Strategy

Planning for the unique characteristics and realities of the Corridor Districts was a challenge. Given the diverse cultural and physical nature of each District, the ECI Team addressed the planning areas from both a structural collective standpoint as well as individually. While each neighborhood is distinct, together these Districts form the heart of the urban core of Lafayette where residents utilize transportation facilities, activity centers, parks, and civic institutions. The ECI Team worked at two scales, simultaneously analyzing broader connections and addressing detailed phenomenon within each neighborhood (Image 14).

At the broad scale, key assets and connections were mapped throughout the study areas leading to proposed interventions to bolster these assets. Assets were identified as existing or future neighborhood centers, main streets, open spaces, stable housing clusters, and civic institutions including parks, schools, community centers, and churches. Priority connections were identified between these assets, highlighting existing networks and key connections throughout the Evangeline Corridor (Image 12a/b).

Expanding on existing assets within each neighborhood, the ECI Team began to identify and construct key improvement concepts to create neighborhood nodes and zones. These enhanced nodes focused around hubs of commerce, cultural activity and access from various points of the neighborhood. Proposals for these areas were schematically designed and illustrated to communicate neighborhood character and progress. The District Plan concepts were then assembled together to examine and develop connected networks between neighborhood nodes (see Images 15 and 16 on following pages). Transect methodology overlays which speak to transitional types of land use were employed to consider density, scale and appropriate development types (Image 13).

**As the I-49 Lafayette Connector refinement process moves forward through the end of 2016, the ECI Team will revisit initial strategy concepts that surfaced during the Charrette. This ongoing synthesis will allow the ECI Team to conduct further analysis, introduce additional neighborhood concepts and vet design refinements through follow-up engagements with the community and LCG to maximize the appropriateness and feasibility of the schemes for future implementation.*



Image 12a:

Concept sketch of neighborhood nodal networks - Downtown to McComb-Veazey



Image 12b:

Concept sketch of neighborhood nodal networks - LaPlace to Sterling Grove

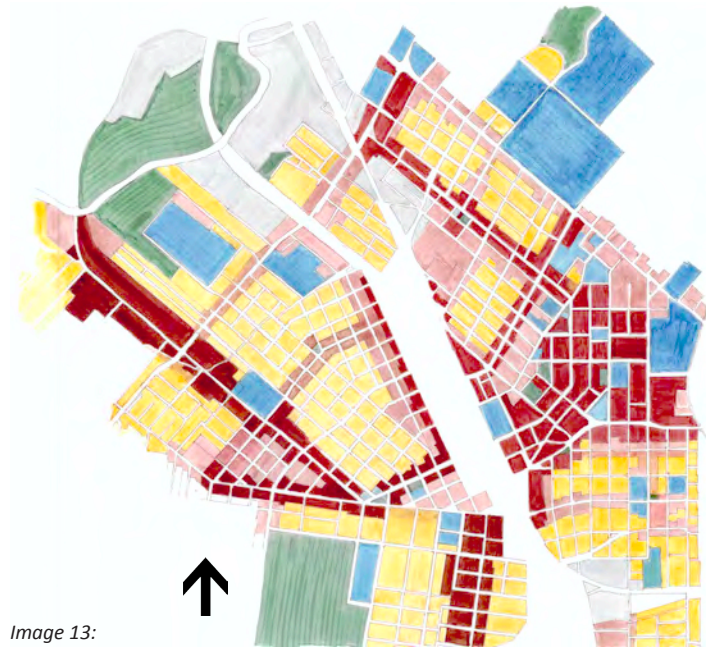


Image 13:

Transect concept density overlay (red = high, pink = medium, yellow = low)

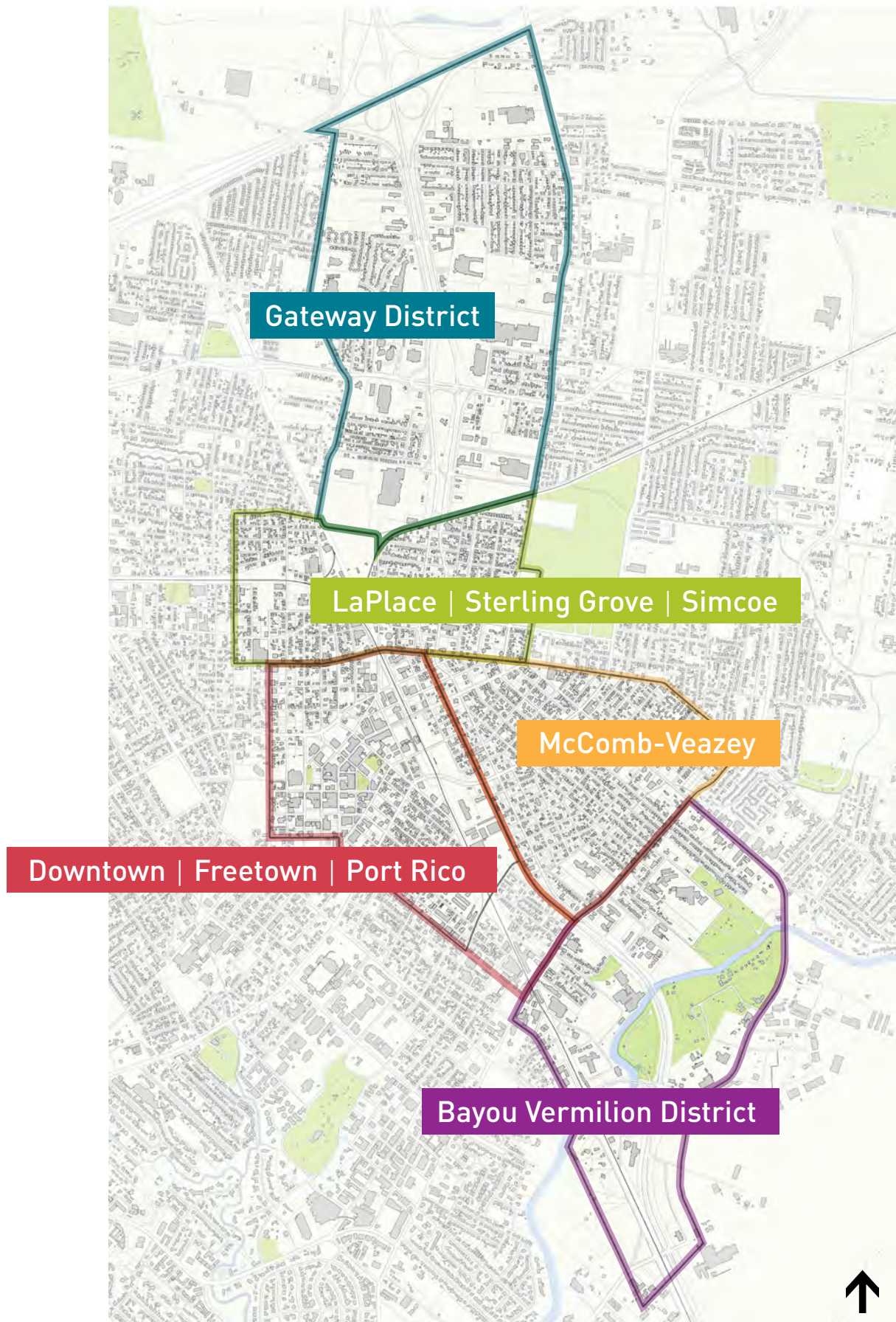


Image 14: Evangeline Corridor Map highlighting the 5 ECI Districts

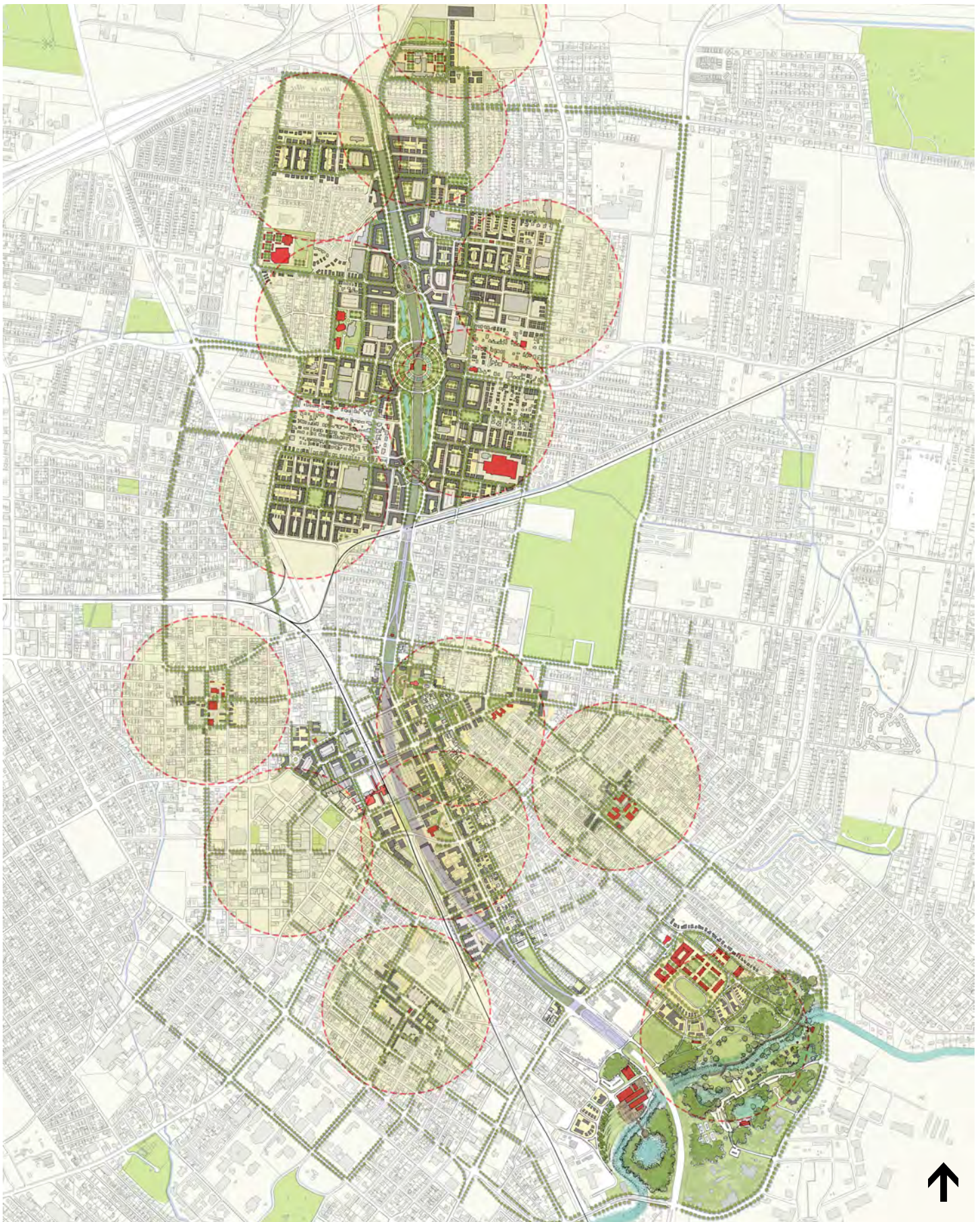


Image 15: The Evangeline Corridor with various preliminary neighborhood level concept nodal plans featuring an Elevated Mainline with Signature Bridge

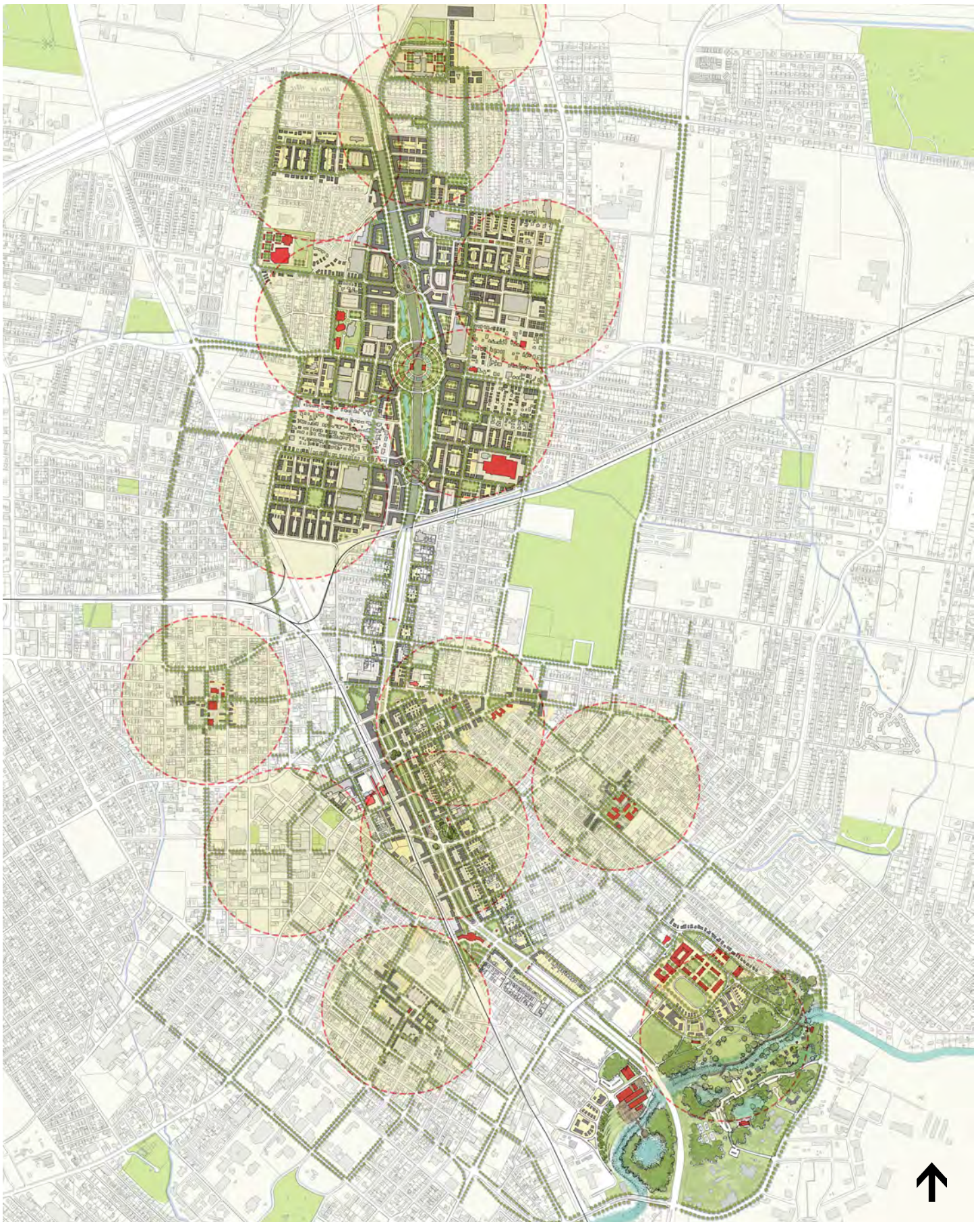


Image 16: The Evangeline Corridor with various preliminary neighborhood level concept nodal plans featuring a Semi-depressed Mainline with Cover



Image 17: Re-imagined intersection of Willow St. and the Evangeline Thruway showing a grand formal traffic circle and expansive landscaped green spaces with lined dense building development and a repurposed Northgate Mall site (on the left).

Gateway District

The Gateway District is a face of Lafayette. Regarded as underperforming physically and economically, the area still shows promise as an inviting gateway to the city characterized by a thriving commercial zone for mixed-use development. Laced with disconnected big box stores and travel hotels, fledgling strip malls, and fast food chains, the area was once dominated by traffic and activity around the Northgate Mall. While the mall no longer operates in its original format, its commercial viability hangs in the balance as new competition has developed nearby and throughout the city. The ECI Team saw great potential in redefining the area as a progressive unified gateway zone with mixed-scale urban development (commercial/retail) centered around an enhanced Willow St. interchange (Image 17).

Focusing on the four quadrants that would surround the proposed Willow St. interchange (Image 18), the ECI Team considered a thematic approach to each zone. For example, the former Northgate Mall site would be potentially retrofitted to form a more concentrated and activated 'town center' concept. Consuming recent additions such as the Home Depot and the Willow Charter Academy, this could reclaim the area as a destination for the Northside neighborhoods and the city beyond (Image 19). The denser development could also fill vacant land between isolated developments such as the travel hotels that line the Evangeline Thruway.

Across the mainline, a more civic zone could emerge around the existing Clifton Chenier Center and adapted Philadelphia Church site. Mixed-use liner buildings fronting necessary detention and retention areas resulting from the impending dense development could be treated as recreation amenities and provide a buffer to mitigate noise and direct physical impact from the interstate.

While this level of proposed development would have to be based on market demand and incremental investment, the ECI Team believes that this manner of progress would systematically address concerns of safety (adding eyes to the street and open spaces), low property values (enhancing the built fabric), and lack of access to entertainment/cultural activity (providing new and enhanced amenities) (Image 20 - next page).



Image 18: Aerial view of current Willow St. intersection at the Evangeline Thruway



Image 19: Rendering of the retrofitted Northgate Mall site



Image 20: Preliminary concept of Gateway showing re-purposed Northgate Mall site, enhanced Willow St. interchange grand roundabout and denser infill development



Image 21: Rendering of the proposed neighborhood node concept in LaPlace at St. John St. and Simcoe St.

LaPlace / Sterling Grove / Simcoe

The neighborhoods of this District stand in contrast to one another, divided for decades by the Evangeline Corridor. As one of the older areas of the city, Sterling Grove is laced with signature estates and moderate homes representing period architecture, as well as canopied streets. While parts of LaPlace echo the general historic character of Sterling Grove, the area is divided by major arterial roads and industrial land along the railroad spur. Here, lower income sections of the neighborhoods vie for economic growth and stability amidst disinvestment. Despite the unique differences between the two areas, residents spoke to similar concerns of wanting to safeguard their communities from a cultural and developmental standpoint.

The ECI Team acknowledged the challenge that social services agencies impart in LaPlace. Although social services may contribute to a concentration of homeless and individuals in need, there may be potential to use this active corner as a node the community could rally around. Identifying the intersection of St. John and Simcoe Sts. as a prime zone to create a center of civic activity, features such as St. Joseph's Diner and St. James Church could anchor an area defined by diversity and community support. The Sunbeam-Evangeline Maid Bread facility could take on a retail component, giving an additional commercial boost to the area (Image 21). LaPlace has numerous sub-standard homes, abandoned lots, and approximately 60 adjudicated properties. The ECI process hopes to remedy this situation by introducing various housing types, infill strategies to link residential streets to civic zones, and re-imagining the Cameron/Simcoe St. corridors.

Sterling Grove has a separate set of issues. Containing a National Historic District, residents take great pride in their neighborhood. The threat to their lifestyle brought by a high speed interstate infrastructure adjacent to their neighborhood worries residents. So too does certain levels of commercial zoning and development directly and indirectly related to the proposed Connector.



Image 22: Vision of the proposed Sterling Grove town center (Pink house on left)

While offering a preliminary guide to potential private development trends, the ECI Team will help the community identify strategic locations of commercial activity that can complement and serve the historic neighborhood fabric.

Sterling Grove lacks a formal 'town center' or central public zone to complement the walkable nature of its streets. The ECI Team and residents identified the block surrounding the Senior Arts Studio ("Pink House") as a potential node for the neighborhood (Image 22). Though not located in the geographical center of the district, its cultural legacy already speaks to community spirit and could promote more cohesion between Sterling Grove, Nickerson and Parkerson and the greater McComb-Veazey neighborhood to the South (see the McComb-Veazey section on page 25).

To mitigate the impact of the proposed Connector, appropriately-scaled mixed-use development along the neighborhood edge fronting the proposed infrastructure could create a transitional shield for St. Genevieve Church, the area's primary religious and cultural landmark (Image 23a/b). Another idea from the workshops and Charrette was to consider relocating historic homes within the Connector right-of-way to other parts of the neighborhood to address vacant lots and infill opportunities.



Image 23a: The LaPlace / Sterling Grove / Simcoe District with various neighborhood nodes, raised mainline and "signature bridge" outline Level 1 alternative (Series 4) - shows neighborhood node at St. John and Simcoe Sts. in LaPlace and realigned St. Genevieve Church site across the Thruway adjacent to Sterling Grove



Image 23b: The LaPlace / Sterling Grove / Simcoe District with various neighborhood nodes, semi-depressed mainline and cover Level 1 alternative (Series 6) - shows neighborhood node at St. John and Simcoe Sts. in LaPlace and realigned St. Genevieve Church site across the Thruway adjacent to Sterling Grove

Downtown / Freetown / Port Rico

Downtown Lafayette is one of the city's primary hubs of economic and commercial activity. Yet overall, the physical reality leaves opportunities for improvement. Efforts to revitalize Downtown have long been in discussion and recent business influx and ongoing safety measures indicates that Downtown may be primed to undergo a desirable mixed-commercial and residential transformation. As Jefferson St. begins to replenish itself, Congress St. has received great attention of late, led by LCG planning efforts and concepts from the Downtown Development Authority (DDA). The ECI Team echoed some of DDA's concepts when considering the Congress St. edge and adjacent property owned by LPTFA, which has a localized master plan in place (Image 24).

The ECI Team analyzed various impact criteria of the Connector options on the Congress St. and 2nd & 3rd St. interface, particular regarding access. A major concern was to consider alternatives that remove the intrusive interchange, whereby adopting new street condition measures, the Congress St. corridor could reactivate itself as a primary connection artery across the mainline. Mixed-use development patterns along Congress St. would create a thriving street frontage transition between Downtown and LaPlace.

As a mobility anchor for the Northside and the greater region, Rosa Parks Transportation Center should be maintained and the area around it enhanced to ensure access in the face of a proposed Connector. Any of LaDOTD's considered options will greatly impact the Downtown edge across the railroad (Image 26). The ECI Team analyzed and considered alternatives to safeguard access to the facility while proposing adjacent redevelopment in attempt to promote cohesive neighborhood activity, for example along Garfield St.

The Freetown and Port Rico neighborhoods south of Johnston St. are distinctly more residential, though they are seen as extensions of a greater 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. Some of this activity filters further into the neighborhood, creating the bones of a walkable structure unseen in newer neighborhoods throughout the city.



Image 24:

Downtown / Freetown / Port-Rico District showing raised mainline with "signature bridge". Also shown are a potential community node at the Jefferson /McKinley Sts. intersection and reimagined Congress St.



Image 25: Rendering of a potential community node and market at McKinley and Jefferson Streets



Image 26:
Downtown / Freetown / Port-Rico District showing a semi-depressed Connector mainline. Also shown are a potential community node at the Jefferson /McKinley Sts. intersection and reimagine Congress St. corridor

In Freetown a primary community node was considered at the intersection of Jefferson and McKinley St. Once a more active zone, it has been in decline and is now ripe for re-investment. Taking a cue from the recently built 'Quarters' development targeting UL-Lafayette students, a denser mixed-use residential concept was developed alongside Jefferson and Lamar to fill vacant lots or replace some single-family detached houses. Inserting some local neighborhood scale commercial businesses and retail options could help activate the everyday street life in this area (Image 25 and 27).

The ECI Team conceptualized a network of pathways, including potential bike and pedestrian trails that could connect the UL-Lafayette campus through the Freetown neighborhood across Johnston St. to the Downtown core and beyond (see previous network drawing sketch on page 15). 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 would be located within this network (along Convent St. and Gordon St.), consuming existing minor hubs of activity and small retail amenities that support the mostly residential fabric.



Image 27: Neighborhood center vision on Jefferson St. between McKinley St. and Brainard Ave. and Lamar St. with mixed-used development at a neighborhood scale (market concept on far right - see image 25)



Image 28: Illustration of a re-imagined McComb-Veazey neighborhood center concept at 12th St and Surrey St. adjacent to Immaculate Heart School and Church site

McComb-Veazey

McComb-Veazey is a tight-knit neighborhood that enjoys pride and perseverance in spite of various neighborhood challenges. Taking cues from previous area plans, the ECI Team created concepts that could revitalize the local commercial zones as well as the surrounding residential streets. One example was a central node located at the corner of 12th and Surrey Sts., taking advantage of the activity around Immaculate Heart of Mary School and Church (Image 28). The community already identified the 12th St. corridor as a potential local main street spine for the area. A cultural zone could serve as the bookend to a mixed-use strip beginning at a newly repurposed and activated Evangeline Thruway zone. In this zone, various connector options have diverse impacts on potential mixed-use development including additional appropriately-scaled housing stock (Image 31a/b).

Desiring better access to adjacent neighborhoods and areas, major arteries that could serve as connections across the Thruway were identified at Taft/14th St., Jefferson Blvd, S. Orange St. and Louisiana Ave. which provides a clear path all the way to I-10. Each artery possesses a distinct character that can be re-imagined to give the community a mix of local business activity and access to networks that are currently unavailable. Jefferson Blvd. has been ripe to reinstate itself as a commerce zone and Downtown link. A strategy was also proposed to continue 11th St. across the railroad providing a direct connection to Freetown.

Alongside the cultural center proposed at the 'Pink House' site on E. 3rd and Jefferson Blvd. serving Sterling Grove and McComb neighborhoods, a re-imagined Pontiac Point sees the Jefferson-Simcoe St. junction as a small, lively node with commercial retail, restaurants, and a safe accessible green space (Images 29/30).



Image 29: Aerial image view at the existing Pontiac Point



Image 30:
Re-imagining of Pontiac Point intersection at Jefferson Blvd and E. Simcoe St.



Image 31a: McComb-Veazey District shown with the raised mainline / signature bridge, repurposed Evangeline Thruway zone and neighborhood nodes at 12th and Surrey Sts. including the Immaculate Heart School and Church site and reimagined Pontiac Point junction at Jefferson Blvd. and Simcoe St.



Image 31b: McComb-Veazey District shown with semi-depressed covered mainline, repurposed Evangeline Thruway zone and neighborhood nodes at 12th and Surrey Sts. including the Immaculate Heart School and Church site and reimagined Pontiac Point junction at Jefferson Blvd. and Simcoe St.



Image 32: Re-imagined Heymann Park Waterfront area with great lawn, river edge activity and pedestrian river crossing

Bayou Vermilion District

The Bayou Vermilion District is home to Heymann Park, Beaver Park and Vermilionville. Unfortunately the accessibility between these adjacent recreational components is weak. There is potential to attract more visitors and increase amenities within the public realm. At the district workshops, residents asserted that Heymann Park can feel unsafe during particular times of day. The ECI Team addressed this by creating a series of landscaped networks throughout the District that could provide clear connections, access, and vantage points. Providing visual awareness within the greater park area is beneficial for wayfinding and safety.

The Vermilion River can be a great destination for the area. The leadership at Vermilionville is already making strides to reclaim the river for active recreation and use. Concepts were proposed to promote activity along the river edge taking advantage of all parts of the park, creating a great lawn that would overlook the river, offering views and a pedestrian crossing to additional public spaces adjacent to Vermilionville. Because this part of the River is absent of commercial boat traffic, it could further establish itself as a highly-used recreational waterway with complementary small-scale commercial services along its banks (Image 32).

From a neighborhood perspective, strategies were considered to merge the nearby McComb-Veazey District with Heymann Park. Using the Paul Breaux Middle School site as an initiator, the ECI Team looked at ways to reconfigure the institution into a modern learning campus. Reclaiming parts of the park by proposing additional residential elements on the backside of the school could bring everyday activity into the park by asserting a more purposeful overall use of the area. Strategies including downsizing would also allow for a safer park with more local eyes on the landscape while promoting frequent walkable access.



Image 33: Five-minute accessible walk zone in the Bayou Vermilion District

Other connections from Heymann Park were considered across the river on the backside of Vermilionville towards Beaver Park and across the proposed Connector mainline to the former Trappey Plant along the activated river edge. An additional pedestrian bridge could allow greater access from a potentially re-purposed Trappey Plant site to Spreafico Lake. The main strategy was to view the entire District as a series of connected and accessible pockets with unique amenities, rather than isolated areas (Images 33/34). The ECI Team will continue to work with the BVD and its board to refine design proposals for Vermilion River frontage and connections to Heymann Park.

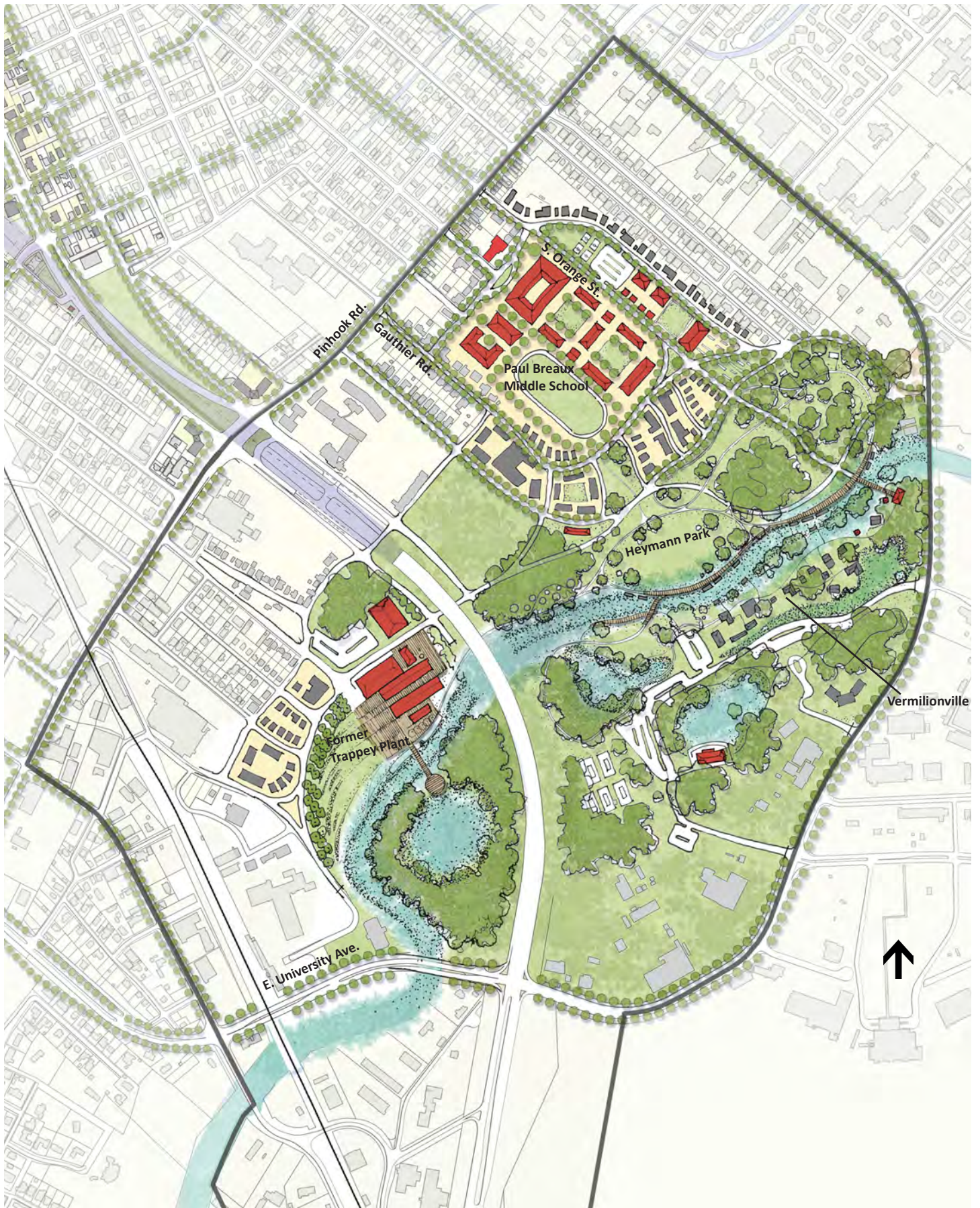


Image 34: District Concept vision - Bayou Vermilion District showing re-imagined Paul Breaux Middle School site, Beaver Park, Heymann Park revamp with Great Lawn, and connected landscape networks with repurposed Trappey Plant

CORRIDOR WIDE STRATEGIES

Level 1 Analysis Overview

The Charrette process began with a presentation of LaDOTD's nineteen design concepts. Through a resolution, the ETRI directed the ECI Team to use the Charrette process to explore specific elements of the Connector alternatives' impact on neighborhoods. While initially evaluating the design strategies, the team found that many variations between options were similar across different series - relating to crossing locations, underpasses, and exit ramp configurations. The team determined that the importance and location of crossings, underpasses, and the impact of access ramps required a neighborhoods-first perspective. It could not be determined whether a crossing was important without analyzing neighborhood structure, centers, open space, institutions, and civic identity. The team then split into two groups - one looking at the neighborhoods, as described in an earlier section, and the other analyzing the physical details of the mainline design options with a focus on an elevated mainline with signature bridge sections and a semi-depressed partial cover scenario (Images 35/36 opposite page).

The ECI Team was not charged with detailed technical research of the mainline configuration, though a clearer understanding of the mainline components was necessary for examining impacts. For instance, Series 6 includes five designs, each of which affect adjacent properties differently. LaDOTD consultants indicated that design details had not been completely evaluated at this time. The design team then proceeded to gather information from LaDOTD consultants and analyze the series 4 and 6 mainline configurations in order to clarify constraints and options.

Both the 4 and 6 series were evaluated concurrently. In this section, we present analysis and evaluation of LaDOTD concepts, conceptual images, specific element details, and address questions raised during the analysis of each mainline alternative. The ECI Team also studied and conceptually strategized the configuration and impact of the existing Evangeline Thruway. That particular analysis is presented briefly below.

Impact on the Evangeline Thruway

The ECI Team's and/or LCP's urban core concept designs included variations for the frontage road configuration and interface with the existing Evangeline Thruway. The ECI Team focused on certain options and tested their viability. These excluded options that maintained frontage roads alongside the mainline, a concept with very little public support. The preliminary options were:

- 1. One-way Pair: Maintain the Evangeline Thruway as a one-way pair serving together as the frontage roads. (ex: 4A)**
- 2. Two-way Pair: Maintain the Evangeline Thruway, convert to two-way, and use both as parallel frontage roads. (ex: 4C)**
- 3. Southbound Boulevard: Revert the northbound Evangeline Thruway to local control and build a boulevard along the southbound Evangeline Thruway serving as a combined frontage road. (ex: 4D)**

The first limitation is the existing right-of-way (R.O.W.) width of the Thruway. Currently the Thruway provides three travel lanes on each section (NB, SB) with little to no space available for sidewalks, street plantings, lighting, and bicycle infrastructure. Additionally a number of existing structures are built along the R.O.W. and in some cases encroach into it. Any reconfiguration that feasibly accommodates traffic, pedestrians, cyclists, and safety infrastructure including parked cars, trees, and lighting would require additional R.O.W. acquisition. Option 1A hints at reducing the Thruway to two lanes, though it's not clear on the intentions of using the remaining lane. The 'One-way Pair' configuration may require less paving for travel lanes, with two in each direction, however there is not sufficient existing R.O.W. for complete multi-use facilities. In general, one-way configurations are inherently dangerous for pedestrians and cyclists.

Because land to the west of the existing southbound Thruway is generally under-developed or already acquired by LaDOTD, the ECI Team determined that the 'Southbound Boulevard' concept appeared to be the most beneficial option for the neighborhoods. Drawing multiple configuration details, this option would concentrate a primary artery devoted to denser mixed-use development and thus create a new neighborhood-oriented street on the existing northbound section, provide for two-way travel which better supports local business, provide space for a wider R.O.W. to accommodate on-street parking and bicycle lanes, and provide a clear circulation path for vehicles.

The semi-depressed solutions investigated by the design team provided for an additional frontage road running above the semi-depressed mainline. By providing a second service road option that also functions as an integrated grand boulevard, this location simplifies vehicular orientation through the system, functioning similar to Concept 3A while not presenting the concept's undesirable elements such as impeding exit/access ramps. The ECI alternative calls for 'frontage' roads both on top of the semi-depressed main line and for the Southbound boulevard.

LaDOTD Concepts 4A - 4C contemplated one roundabout along Johnston that spans the paired frontage roads. Concept 4D presents three roundabouts along the boulevard. Considering pedestrian and cyclist comfort and safety, there are concerns about the use of roundabouts along the frontage roads. Roundabouts are designed to provide free-flow movement for vehicles which is in direct conflict with pedestrian and cyclist safety through that particular part of system. Because the new mainline will carry a significant amount of the traffic currently using the Thruway, signals and turning movements should be less intrusive on the frontage roads. Therefore, the ECI Team concluded that from a traffic flow facility perspective and a pedestrian and cyclist safety perspective, the roundabouts are not entirely necessary in these configurations. Follow-up refinements will consider when and where roundabouts and other roadway features may be of benefit to the neighborhood street system and community goals.

REFINEMENT CONCEPT - 4C

Evangeline Thruway Paired Two-Way Connectivity System (without additional RR grade separations)

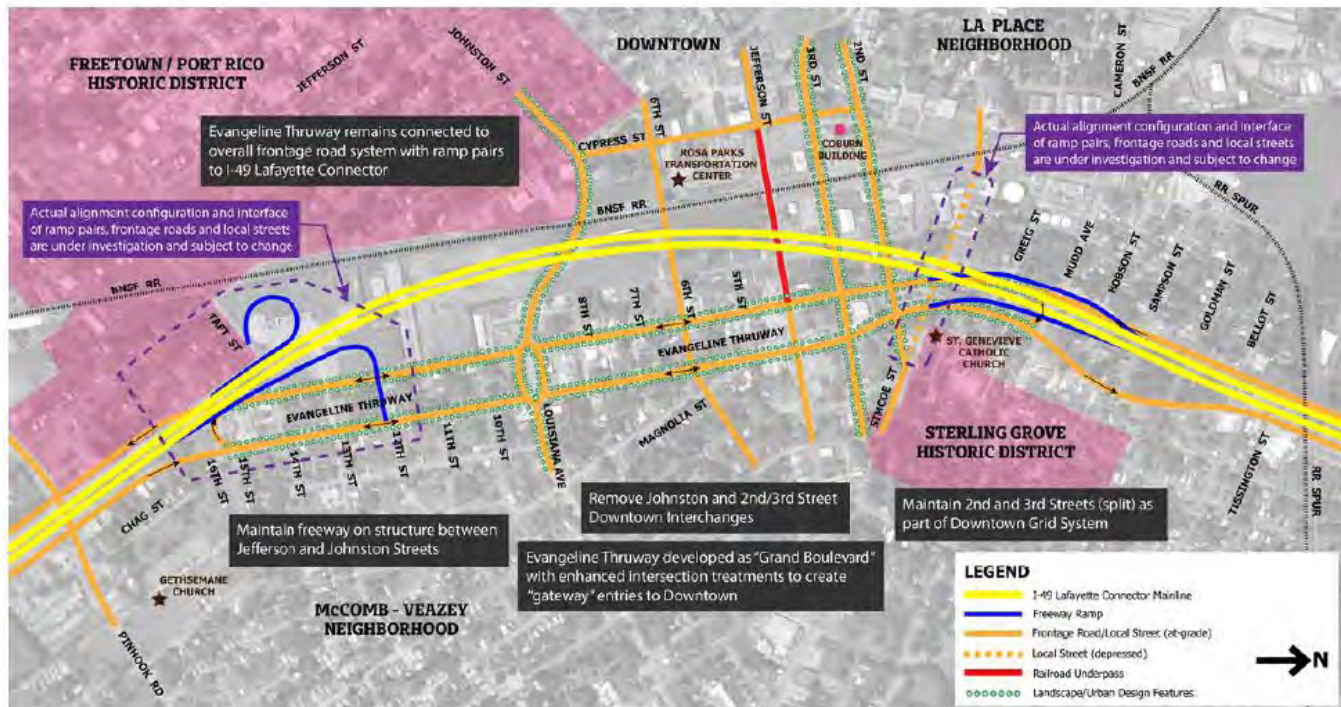


Image 35: LaDOTD Series 4 concept example examined by the ECI Team

REFINEMENT CONCEPT - 6B (First Draft)

Covered Semi-Depressed I-49 Lafayette Connector Mainline

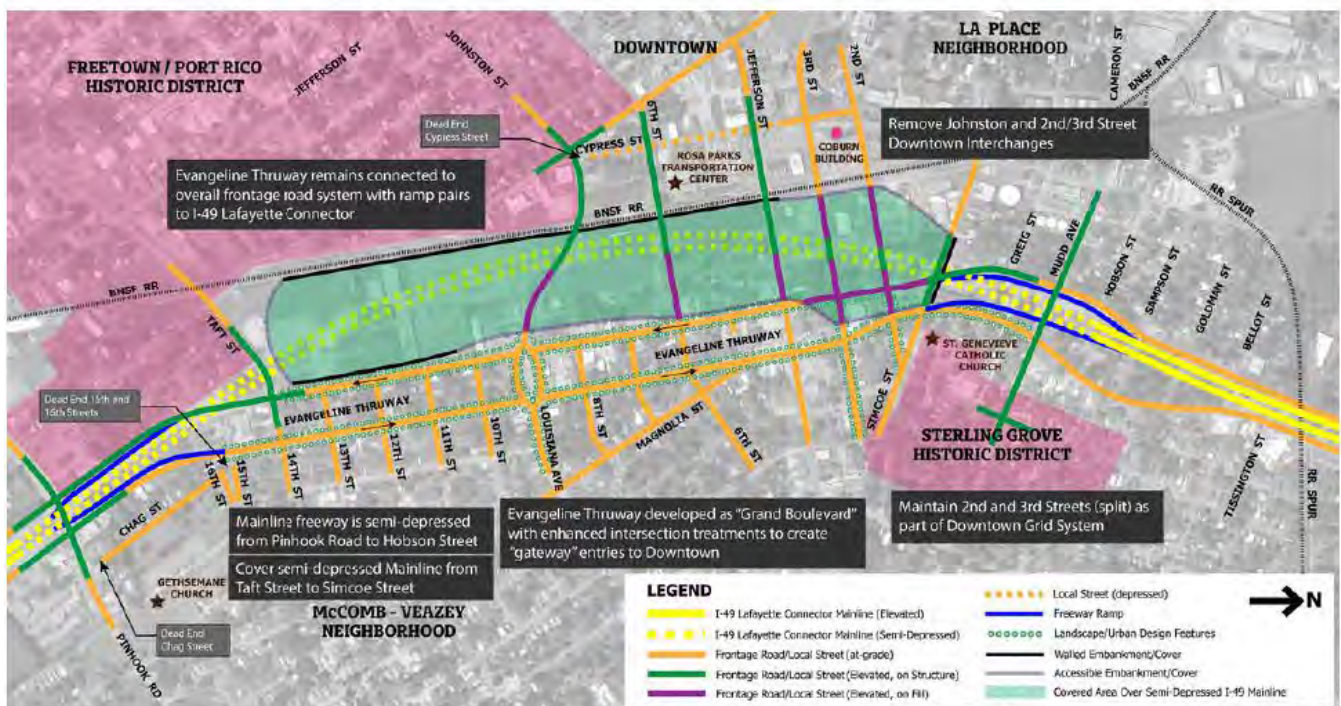


Image 36: LaDOTD Series 6 concept example examined by the ECI Team

LaDOTD Connector Concepts Evaluation

During the Charrette, the ECI Consultant Team developed a Context Sensitive Solutions (CSS) neighborhoods-first evaluation matrix of the 19 concept plans (Image 37 on opposite page). The ECI Team concluded that aspects of neighborhood-centric approach alongside specific geographic indicators were excluded. This matrix provided an alternative to the LaDOTD evaluation. Evaluation criteria addressed three primary categories: community connectivity - vehicular, pedestrian, public transportation, and bicycles - reversing disinvestment, and public safety / Crime Prevention Through Environmental Design (CPTED).

General Findings

Based on each LaDOTD concept, the evaluation graphic illustrates success (green) and lack of success (red) in addressing an issue. The complete matrix essentially clarifies the results of the CSS design process to date. The base case concept (1A and 1B) was designed from a purely vehicle-centric standpoint, scoring well in vehicular access but almost entirely without success in other areas. As LaDOTD and their consultants began their CSS process, which resulted in the subsequent concepts, more successes began emerging for pedestrians, cyclists, and for neighborhoods in general. This also illustrates how some concepts, such as the partial access concept (5), achieves success in some areas that others do not. The overall outlook illustrates why the series 4 and 6 concepts achieved greater public support: they are generally more successful than others in regards to non-vehicular issues.

Community Connectivity

The neighborhood context analysis mapped neighborhood boundaries, centers (existing and future), civic assets (churches, schools, and parks), existing pedestrian and bicycle networks, and the primary streets connecting this fabric. For the evaluation, the list of street connections reflects those identified through the LaDOTD concepts as well as those identified as important through the neighborhood context analysis. The ECI Team evaluated whether connectivity is comfortably provided for vehicles, pedestrians, and cyclists along each of the streets identified. Successful streets were those with urban design improvements and those that do not include underpasses, an elevated section, or access ramp intersections. The ECI Team also evaluated whether the pedestrian and bicycle connectivity is provided along streets with existing bus stops crossing the corridor.

Reversing Disinvestment

This section evaluates the connection between neighborhoods and downtown, develop-ability of land adjacent to the corridor, freeway noise, the viability of the current Evangeline corridor, and the adjacency of access ramps to existing neighborhoods. Together these metrics determine whether the community is divided or connected by the corridor, and whether redevelopment will spur or hinder further private-sector investment.

Public Safety and CPTED

Generally within urban districts, large and isolated open spaces under or adjacent to elevated freeways are a public safety and

maintenance challenge. Successful examples of this urban condition in Louisiana are lacking. This section evaluates the space within and adjacent to the mainline, considering public safety in an urban context, including CPTED concepts. In addition to the safety of users moving through the corridor, on-the-ground issues include: residual non-developable land, lack of open space supervision or “eyes on the street” from adjacent land uses, and dead-end streets.

ECI Interpretation and Alternatives Evaluation

Based on these evaluations the ECI Team sought to narrow and consider alternatives to the proposed LaDOTD concepts. On the following pages are two distinct alternatives; one representing a response to Series 4 concepts, one representing a response to Series 6. It was imperative to the ECI Team to understand the distinct character of what each option conveyed and offered to the corridor and what primary questions or considerations the various options elicited. Recognizing certain limitations of engineering analysis and design alternatives performed by LaDOTD prior to the Charrette, the ECI Team’s engineering consultants and designers carefully examined and offered conceptual iterations regarding the feasibility and visions of the LaDOTD concepts. The matrix chart on the right illustrates various key criteria the ECI Team used to gauge impacts of each concept series, including connectivity, reversing disinvestment, and public safety.

The ECI Team’s findings and proposals may indicate certain differences from the LaDOTD preliminary concept diagrams, but intended to stay within the parameters of the adopted R.O.W. and overall suite of LaDOTD’s package of options. Based on engagement and feedback from the community, the ECI Team is confident that the conceptual proposals on the following pages point to a desirable vision for the corridor neighborhoods, offering accessible connections, active landscapes, and economic growth opportunities that may not have been fully considered.

The ECI recommendations for the Series 4 and 6 alignments make improvements in addressing community connectivity and community safety needs which warrant consideration in the planning of the interstate. As evidenced by the evaluation matrix, the ECI recommendations produce more positive results (indicated in green). This is achieved by determining important community connections first and then ensuring they remain safe for pedestrians, cyclists, and vehicles. The location and configuration of access ramps plays into this consideration as does the future treatment of the existing Evangeline Thruway. As the design progresses, this matrix can continue to be used as an evaluation tool for neighborhood-friendly design.

The ECI Series 4 recommendations produce more favorable results than the initial LCP Series 4 designs. However, certain key limitations remain. Land underneath elevated freeways is often unproductive for either real estate or recreation, freeway noise is unavoidable, and the interstate’s proposed trajectory adjacent to the railway will result in less than ideal developable land between the two facilities.

Evangeline Corridor Initiative: Context Sensitive Solutions Neighborhoods-First Evaluation

Evaluation Elements	Base Case (1)			Single Interchange (2)			Split Diamond (3)			Raised Mainline with Signature Bridge (4)			Parallel Access (5)	Depressed Mainline with Cover (6)						ECI Concept Plans		
	A	B		A	B		A	B	C	A	B	C	D	E	F	A	B	C	D	E	F	
Community Connectivity: Vehicular Access	Mudd																					
	Simcoe																					
	2nd / 3rd																					
	Jefferson																					
	6th																					
	Johnston																					
	12th																					
	Taft																					
Community Connectivity: Pedestrian Access	Pinhook																					
	Evangeline																					
	Mudd																					
	Simcoe																					
	2nd / 3rd																					
	Jefferson																					
	6th																					
	Johnston																					
Community Connectivity: Bicycle Access	12th																					
	Taft																					
	Pinhook																					
	Evangeline																					
	Mudd																					
	Simcoe																					
	2nd / 3rd																					
	Jefferson																					
Community Connectivity: Access to Bus	6th																					
	Johnston																					
	12th																					
	Taft																					
	Pinhook																					
	Evangeline																					
	Jefferson																					
	6th																					
Reversing Disinvestment	Johnston																					
	Evangeline																					
	Developable Land																					
	Freeway Noise																					
	Evangeline Viability																					
	Ramp Adjacency																					
	Ped/Bike to Downtown																					
	Access to Downtown																					
Public Safety and CPTED	Pedestrian Safety																					
	Bicycle Safety																					
	Vehicular Safety																					
	Residual Land																					
	Open Space Safety																					
	Street Stubs																					

Image 37: Preliminary matrix evaluation of LaDOTD I-49 Lafayette Connector concepts with key criteria based on Smart Growth principles and ECI goals and aims



Image 38: Illustration of an elevated mainline alternative concept

Elevated Mainline Alternative

Examining and developing an alternative response to LaDOTD's series 4 mainline design raised the following questions:

- How high is the mainline elevated along most of its trajectory?
- Where does the mainline become elevated?
- How high is the signature bridge and what is its highest point?
- What type of structure would a signature bridge use?
- Do access ramps at the Taft St. intersection have to loop?

The Record of Decision (ROD) specifies that the mainline must be raised a minimum of 22 ft. above grade to the bottom of structure (Image 39). In regards to where the mainline will be elevated on the southern end of the project, the primary constraints are the crossings at the Vermilion River and at Pinhook Rd. Due to the minimum 17 ft. clearance on Pinhook and a required 2.9% descent on the mainline, the mainline would be elevated until it reached the Vermilion River. To the north, the R.O.D. states that the mainline must pass over the railroad spur near Tissington St. and maintain a 22 ft. clearance.

The height of a "signature bridge" portion depends on the incline and decline constraints of the mainline. The highest point would likely fall midway between those constraints, located near the intersection of Johnston St./Louisiana Ave. Preliminary analysis indicated that using the 2.9% grade descent would avoid requiring an additional ascending lane, thus resulting in a maximum bridge height of 40 feet. Though it is not completely clear at this time what kind of structure LaDOTD believes is necessary for final design implementation (Image 38).

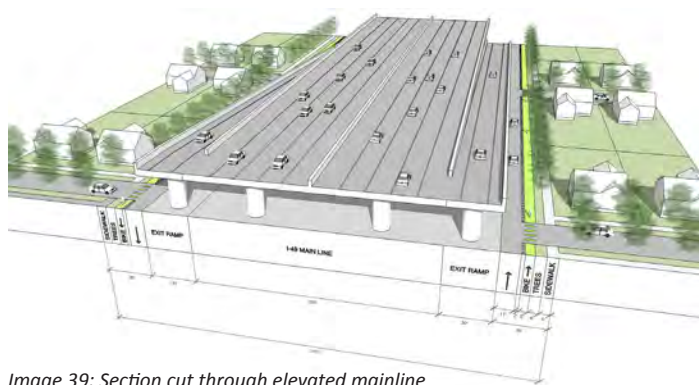


Image 39: Section cut through elevated mainline

LaDOTD concepts show access ramps at Taft St. that loop and hook in order to connect with the Evangeline frontage road. This configuration would eliminate developable real estate and could potentially create a confusing situation for southbound travelers entering the mainline from the frontage roads. Since the location of access ramps is typically set by exit spacing along the mainline and other elevation considerations, exit distance was investigated as a primary constraint. In this case, because the R.O.D. sets the clear height at 22 ft. and the Vermilion River crossing bridge is in place, mainline height may not be a factor in determining access ramp location.

To the north, Simcoe St. is one mile from Willow St. and the ramp designs parallel the mainline in LaDOTD's concepts. The ECI Team assumed that the ramps and intersection at Taft St. could take on a comparable construction given the similarity in distances between exits and similar mainline height at both locations. The concept plan illustrated some of these considerations as well as a preliminary re-imagining of the Evangeline Thruway (Image 40).



Image 40: Representation of Elevated Mainline with Signature Bridge scheme showing re-purposed Evangeline Thruway and Southbound Boulevard concept



Image 41:
Illustration of semi-depressed mainline with cover alternative showing green park space connections, development and a winding Johnston St. through the covered space

Semi-Depressed Mainline Alternative

Examining and developing an alternative response to LaDOTD's series 6 mainline design raised the following questions:

- How deep will the mainline be depressed?
- What clearance is required over the mainline to cover it?
- What is the depth of structure and fill on the cover?
- What clearance is required over the existing rail line?
- Is the mainline trajectory indicated in concept 6E viable?
- Can a retaining wall along the rail line be avoided (6B)?
- Do raised streets connections have to encroach into downtown?
- Are large open spaces atop a covered mainline safe?
- Can the areas of cover and fill be developed with buildings?
- Can underpasses be accommodated within series 6 concepts?

To address drainage, LaDOTD specifies a max mainline depth of 10 ft. below grade. According to core area elevation levels, depressing the mainline 10 ft. would retain around 5 ft. with which to drain. Because the frontage roads remain at grade, vehicles can use the frontage road if the depressed mainline were to become a problem in a major event. LaDOTD consultants state that the mainline must maintain 20 ft. of clearance where covered to account for vehicle clearances, ventilation, and lighting. Where the mainline is depressed 10 ft., the resulting cover can begin at 10 ft. above grade. Determining the depth of cover fill depends on the use above. Compensating for unknowns, the ECI Team chose 8 ft., resulting in 18 ft. above grade. LaDOTD indicates that the rail must maintain 23.5 ft. clearance where covered.

LaDOTD Concept 6E presents a different mainline trajectory. Given LaDOTD's 55mph design speed standard, the ECI Team confirmed that the road curve radius in the proposed alternative presented at the Charrette would suffice and could be increased to a certain degree without affecting additional properties above.



Image 42:
Section through middle of semi-depressed mainline - cover above with avenue

LaDOTD Concept 6B shows a retaining wall along the railroad. The ECI Team determined that by keeping the railroad trajectory and incorporating the 6E mainline trajectory, it is possible that cross streets could descend to meet the rail at grade, thus not requiring a retaining wall. Following this logic, the ECI Team determined that streets crossing the mainline cover could also come to flat grade before reaching Cypress St. and the southbound Evangeline Thruway using a 8.1% incline/decline factor over 280 ft., falling below the 8.3% max ADA requirement (Image 42).

Well-designed open space can positively impact an area's safety. Concluding that some series 6 concepts show inactive and potentially unsafe edges, the ECI Team proposed limiting the scale of open spaces and having buildings face open spaces for security. Buildings can work atop the cover, but they need entry at street grade and the high point (Image 43). Underpasses were a concerning topic for emergency responders and semi-depressed options present unique challenges. Preliminary analysis shows that an underpass at Taft St. is a possibility to consider.



Image 43: Depressed Mainline with Cover showing avenue above with seamless connection across into downtown and McComb-Vezey through repurposed Thruway

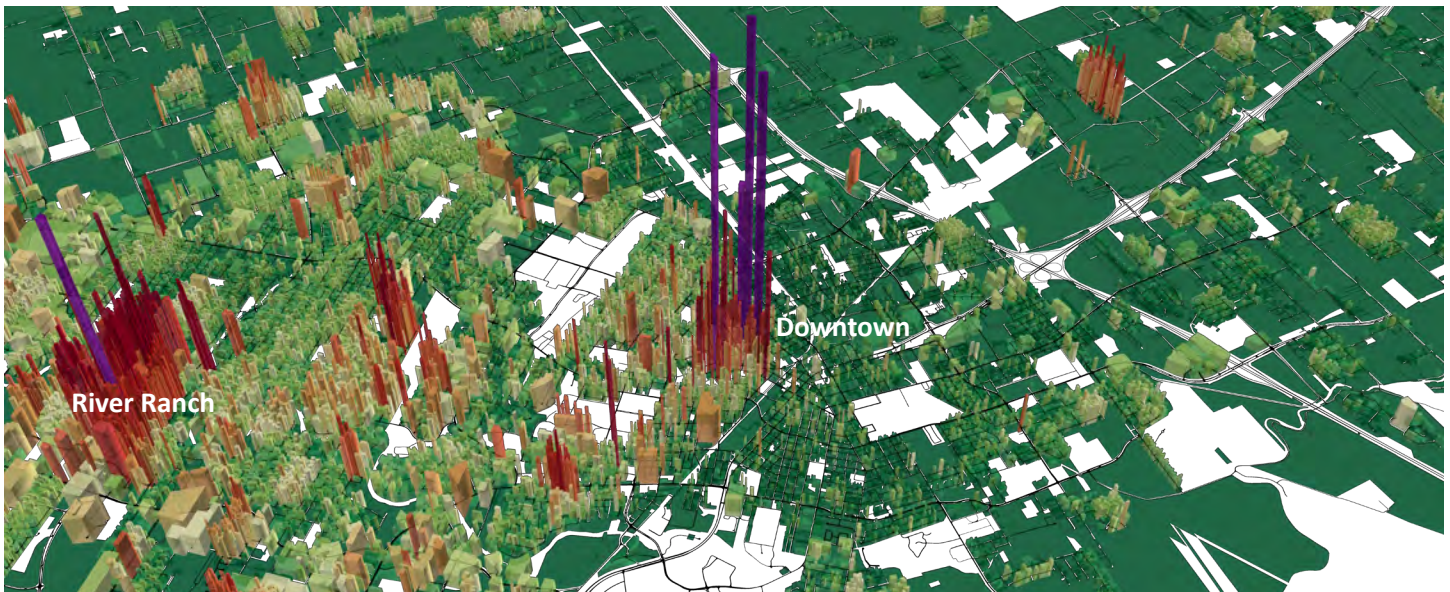


Image 44:
Current Lafayette Property Value Productivity Model showing and comparing the River Ranch development and the Downtown core

Urban Accounting: Economic Analysis and Projections

A primary goal of the ECI effort is to create strategies that not only speak to community desires, but that are implementable. Economic analysis is critical in vetting and refining priorities and value projections for the proposed overall strategies and neighborhood level concepts. Based on the design concepts stemming from the Charrette, our economic strategy consultants, Urban3, worked to provide background information about the relationship between infrastructure and economics and to quantify the potential outcomes of that relationship (Image 44). The ECI Team presented information about development choices and local infrastructure investments. Findings were shared regarding tax productivity in Lafayette as well as the preliminary results measuring the fiscal return on infrastructure. The goal is to eventually provide the community with baseline economic tools and knowledge with which to approach the I-49 conversation. As designs are refined, further local economic forecasting will provide comparisons for investment implementation.

As concept alternatives demonstrate, infrastructure has a profound influence on development. Development, in turn, is the driving factor behind local fiscal health through efficient tax production. Urban3 performed an “urban accounting” exercise to put the designs into the context of tax production. The key component of this accounting is to divide the tax value by the amount of land consumed allowing us to compare development options more directly. Developable land is a finite resource. By accounting for its consumption on a per acre basis we can draw focus to differences in tax productivity. The analysis emphasizes property tax production because of its importance to the local budget and because it is the most direct impact on infrastructure and development choices.

Effective urban design, planning, and infrastructure improvements can increase land value and spur new development. As land values rise, denser development becomes commercially viable. Denser development in turn provides a significant rise in the

tax production from adjacent land. The study area currently has some suppressed tax values. There are several reasons for this, but some of those reasons include compromised urban structure, lack of accessibility, and under-utilized vacant lots. The low tax value is particularly stark when its proximity to downtown is taken into account. The I-49 Connector project can present an opportunity, through good planning and urban design, to enrich the area and subsequently attract new development. From a value standpoint, the design of this project is critically important due to its potential impact on neighborhood property values and the economic growth of downtown. According to Urban3’s model, downtown Lafayette is the fiscal engine of the parish.

Connector Option Impacts

The urban accounting models forecast future tax production from two connector scenarios: an elevated option (series 4), and a semi-depressed option with a cover (series 6). An elevated freeway would be relatively less productive than the semi-depressed option as its anticipated impact features less overall development which is also less dense (Image 45a). It takes comparatively longer for development in an elevated scheme to “come online” resulting in a potential loss of \$5 million worth of tax production over twenty years. Over time, the preliminary model anticipates that the value of additional public space, connectivity improvements, and incremental development pressure will yield an additional \$10 million in property taxes from today. In contrast, the semi-depressed option model offers more substantial urban development value in less time. Locating the interstate underground and covering it with a mix of public space and structures mitigates its detrimental impacts on new development and actually provides more of a stimulus (Image 45b). Our analysis for the “cover” is based on the Charrette concepts and the intention of the landscape-driven development and aesthetic treatment of the corridor. The level of high quality design attention paid to the “cover” will have an effect on adjacent development, while lack of critical attention would have an equally adverse impact (see analysis disclaimer on next page).

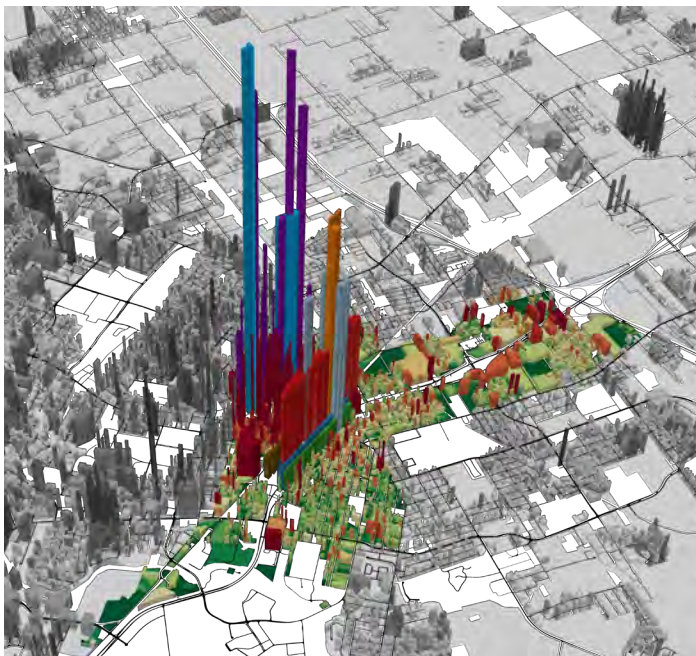


Image 45a: Financial Projection Model - Elevated Mainline with Signature Bridge showing value productivity (*based on ECI concepts)

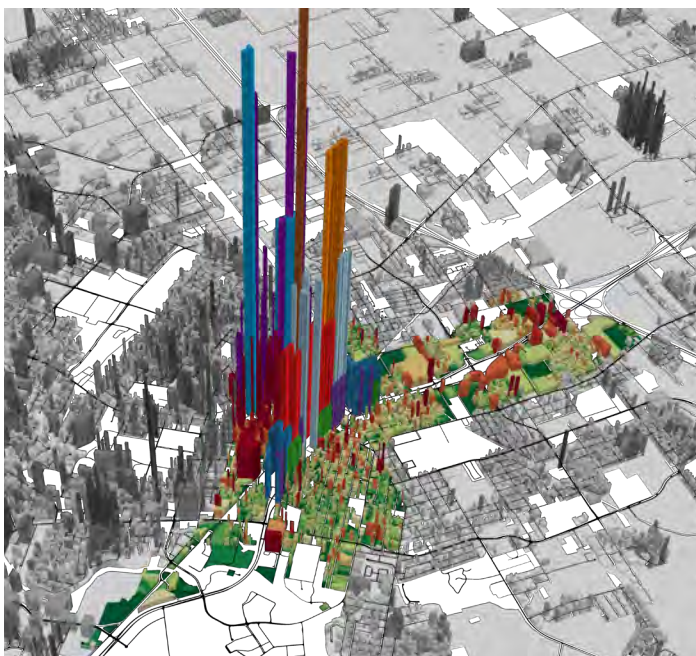


Image 45b: Financial Projection Model - Semi-Depressed Mainline w/ Cover showing significantly higher productivity peaks due to increased land area for development (*based on ECI concepts)

Economic Analysis Disclaimer

The economic projections in this section are preliminary and limited in scope. Analysis was based on known variables, assumptions, and available details of the various connector alternatives. In general, the comparative analysis displayed represents best case development scenarios proposed by the ECI Team. It is therefore critical to understand that the value of redevelopment in the preliminary analysis assumes that an elevated mainline core (Series 4) would follow certain urban design best practices to maximize the tax base of land around the structure. The redevelopment potential of a semi-depressed (Series 6) option will also need to be studied more closely, though its value over the long term may be underestimated here. The ECI Team will continue to refine and re-assess this analysis as it finalizes design concepts and alternative strategies.

Considered Impacts of Series 4

Elevated urban interstates (Series 4) traditionally do not bring efficient high-value commercial development. Due to noise and visual impacts, as well as other traits of elevated urban interstates, developments that arrive first can set the bar for future development opportunities leading surrounding areas into a state of disinvestment over time. An active and comprehensive economic development strategy set to encouraging higher value developments is required at the onset to avoid the low-value structures that often inhabit and multiply around elevated interstates.

Considered Impacts of Series 6

The unique value of the land around a semi-depressed with cover scenario stems from: (1) the area's appeal; (2) the envisioned high-quality urban development that will be a natural fit for the area; and, (3) the speed with which new developments can occur and convey positive impacts to adjacent areas.

First, this unique area is the heart of the region, the place where all of the surrounding neighborhoods come together — McComb-Veazey, Downtown/Freetown/Port Rico, Sterling Grove, and La Place. It is the center of the arts and culture scene and provides much of the city's nightlife and entertainment.

Second, high quality urban development results from high quality civic space that can be formed around the buildings themselves. The special combination of well-planned civic spaces and appropriately-placed buildings is rare in our region and the existence in the semi-depressed scenario could make the land dramatically more valuable than under typical circumstances.

Third, the speed in which developments can occur, while improving the property values within and adjacent to the core, is greatly enhanced with a semi-depressed option. Further study and production on the impact on surrounding neighborhoods will result from additional strategic analysis.



EVANGELINE CORRIDOR INITIATIVE



Our voice. Our vision.



APPENDIX

ENGINEERING ANALYSIS REPORT

STREET TYPES CATALOG



TND ENGINEERING

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June 15, 2016

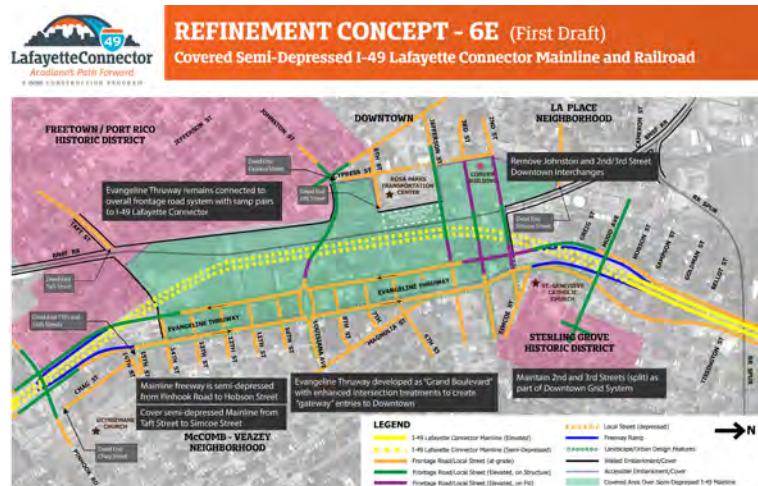
Re: Lafayette

Dear Steve,

The recent charrette process in Lafayette focused on neighborhood planning in the areas adjacent to the I-49 Connector. As a part of that scope of work, the TIGER/ECI/Charrette team was tasked with evaluating how the several design elements under consideration might be tailored to maximize connectivity both within and between the nearby neighborhoods. This charge led to a closer examination of the neighborhood enhancement and impact potential of many design elements, including concepts within the 6 series of alternatives.

One of these alternatives, 6E was reviewed in some detail and is the subject of this letter, prepared at the request of LaDOTD; additional discussion of this and other alternatives may follow as discussions ensue.

6E proposed a “cut and cover” option that moved the alignments of both the proposed highway and the railroad somewhat easterly, toward the existing Evangeline Thoroughway. Here is the plan view.



In the cross section, it can be seen that the railroad in this alternative was relocated to be adjacent with the highway, with both being placed partially into the existing ground and then all covered in a berm-type cover, as shown below.



Figure 1: 6E from DOTD/LCP Refinement Plans

In many discussions with neighborhood representatives and residents, the potentially intrusive nature of some types of interstate construction was raised as a concern. Based on this input, the charrette team studied the alternatives and found that elements in the 6 series of alternatives show promise as ways to address these concerns, while also satisfying many of the overall project objectives, as will be further discussed below.

The first consideration was to review simplifying 6E, keeping it essentially “as-is” with some minor changes: 1) not moving the railroad; 2) moving the highway to the center of the raised area; and, 3) keeping the Evangeline throughway at grade. This would appear as below (same graphics, not to scale).

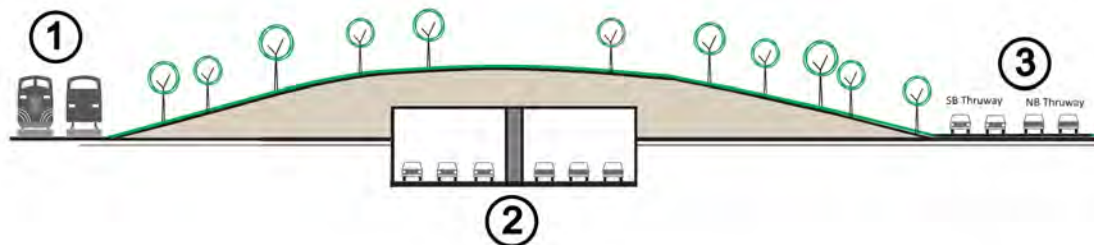


Figure 2: 6E as above, railroad not moved

Exploring the Figure 2 option with enhancements to 6E showed the possibilities of providing surface streets along essentially the same alignment as the covered highway. In addition, if the berm cover was re-shaped to a more level and urban pattern, a surface green over the highway becomes possible, as does the possibility of cross streets perpendicular to the highway that can serve to connect the nearby neighborhoods in a robust manner, partially as below, and also depicted later.

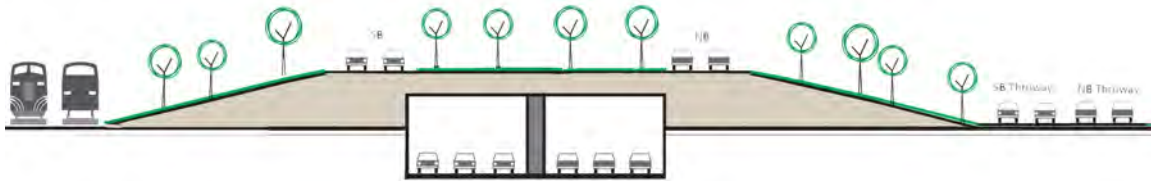


Figure 3: 6E with more Urban cross section

Returning to a plan view, here is the upper portion of the DOTD/LCP plan:



Figure 4: 6E DOTD/LCP plan view

The charrette study looked at this in some detail, using CAD and engineering criteria for the curves. The resulting linework (Figure 5) is somewhat “bare”, but appears at right. (This drawing is to scale, but not a useable scale in this letter format.)

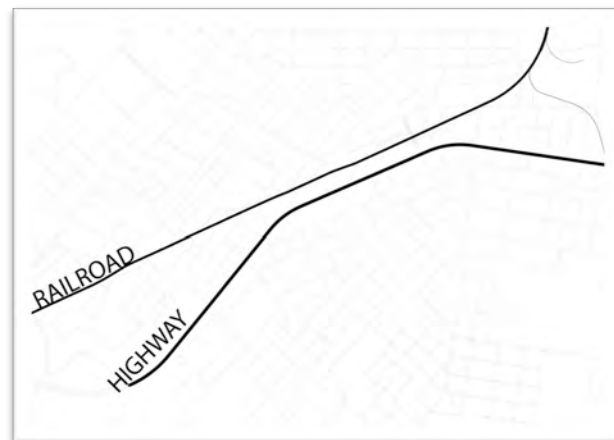


Figure 5: CAD linework of Charrette Plan (6E modified):

To aid in understanding this linework, the DOTD/LCP plan was scaled and

rotated to fit as an overlay. The heavy lines of the rail and center of the highway are shown entering and leaving the DOTD/LCP plan (Figure 6).

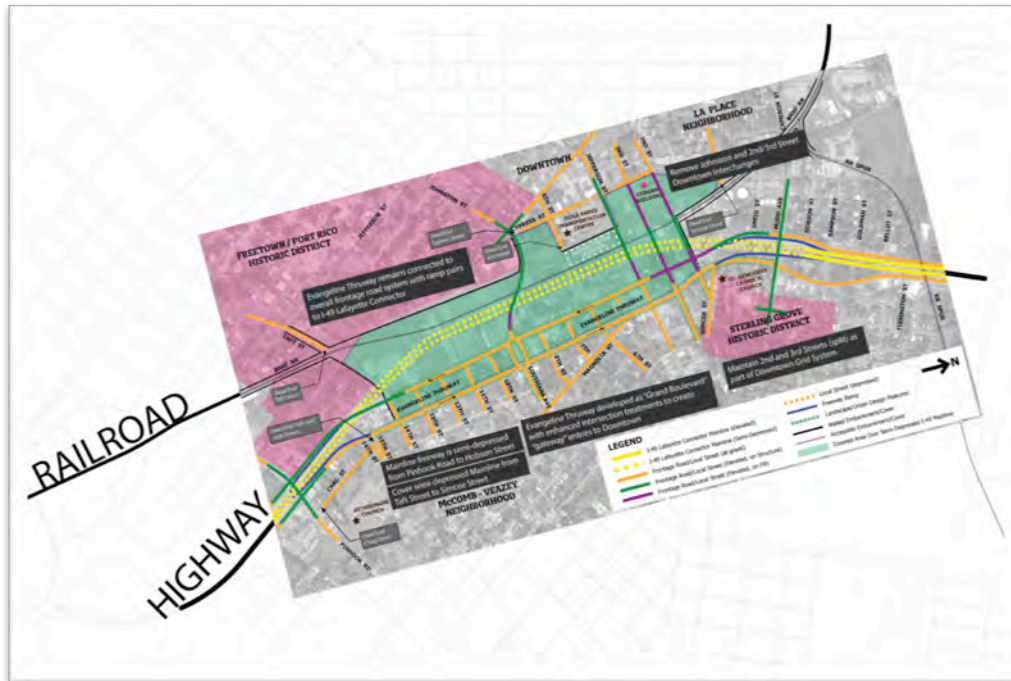


Figure 6: DOTD/LCP 6E plan overlay on Charrette plan

The transparency of the overlay was then increased to better show the underlying Charrette plan.

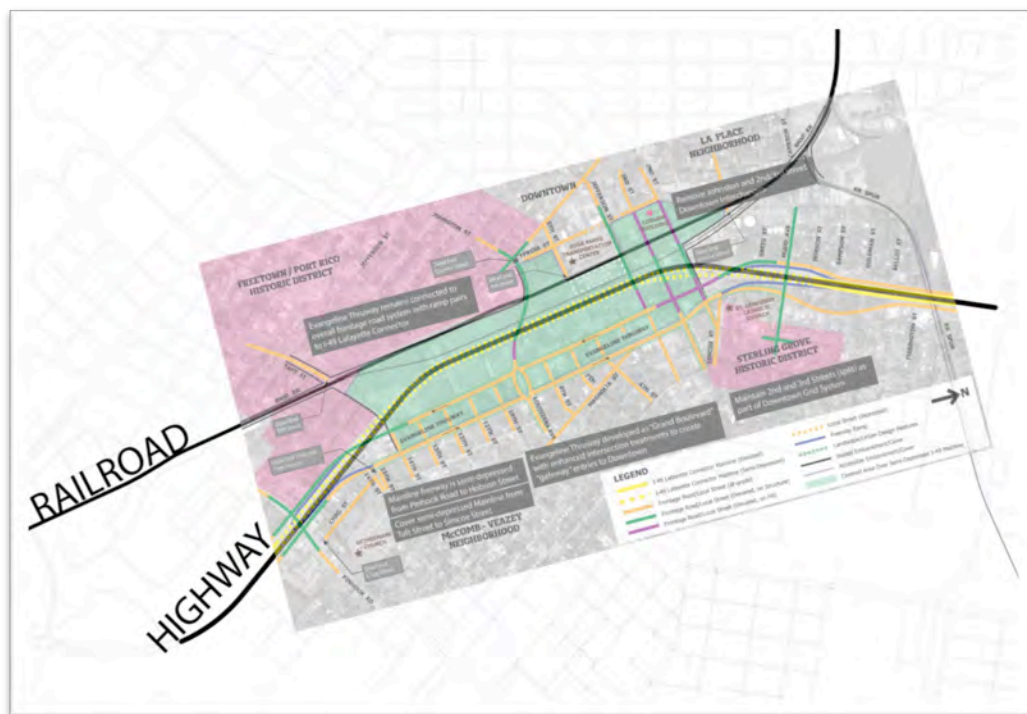


Figure 7: DOTD/LCP plan with transparency

As may be seen above, the Charrette plan very closely follows the alignment shown in the DOTD/LCP plan for 6E, and it is possible to follow it identically. The Charrette team was concerned to be sure to avoid any impacts to the St. Genevieve Church, so the tangent length between the two horizontal curves was increased slightly to the north, and this may be better seen in the close-up below. Again, the Charrette centerline appears as the solid black line under the 6E overlay.

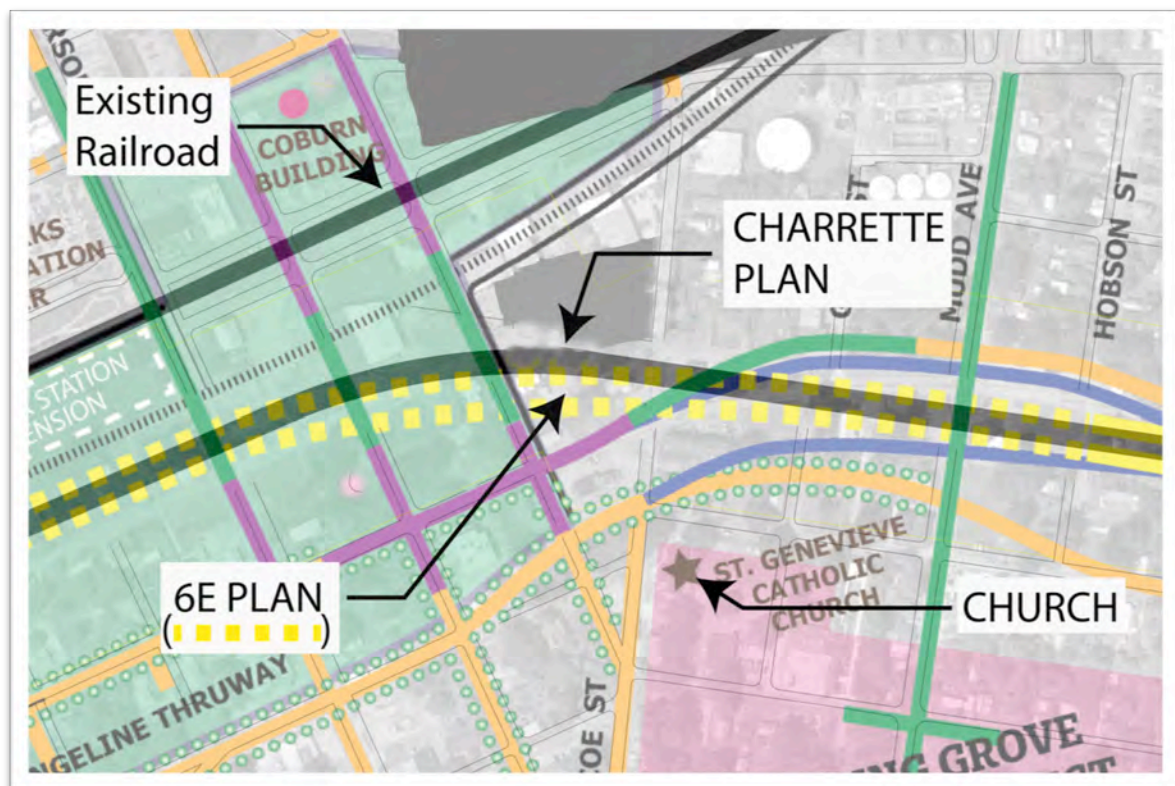


Figure 8: Close-up of Figure 7

Design Discussion

Horizontal Alignment

The new highway design speed is 60 miles per hour. This speed, along with the superelevation or “banking” of the curves determines the horizontal radius of any curve in the highway. Here, the team used a conservative radius of 1,500 feet for the two curves through the downtown area. This equates to a 60 mph design speed with a 3.5% superelevation.¹

Both curves are in the same direction, so no superelevation transition to the opposite slope is necessary between the curves.

Horizontally, as depicted in the plan views above, the proposed alignment fits the design speed and the corridor already preserved for the Connector, as well as fitting the logical termini described in the Federal Record of Decision (ROD).

Adding detail to the layout depicted above shows the potential that can be realized with some of the cross connections linking the nearby neighborhoods.

¹ The same performance criteria, including side friction factors, are met with a radius of 1,333' coupled with a superelevation of 5.5%



Figure 9: Charrette plan with details and context

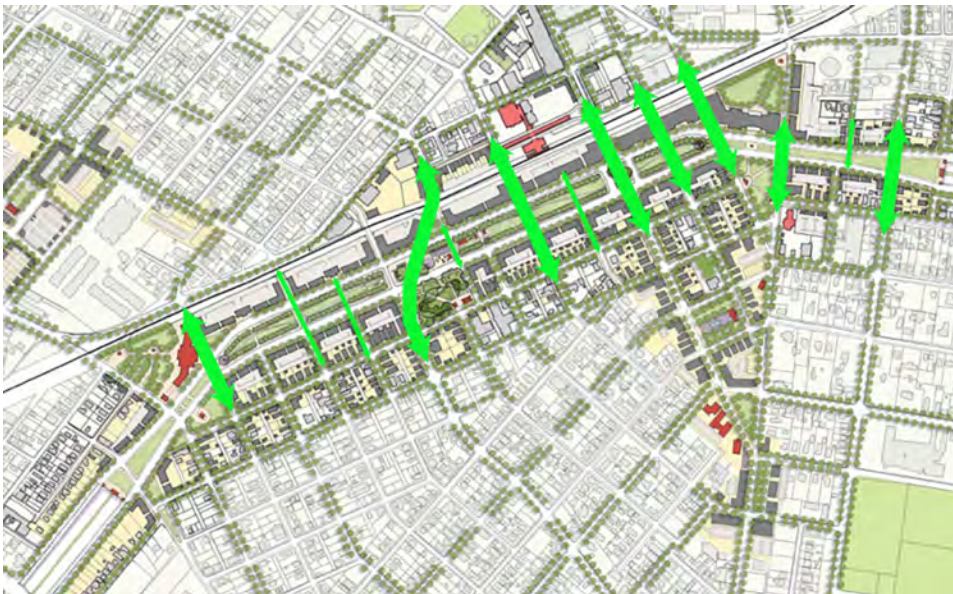


Figure 10 Charrette plan closer with cross connections highlighted

Connections across the connector's corridor, only a few of which are depicted in Figures 9 and 10, would be along streets, with the possibility of a central green area (with the highway below it). At the surface, this would appear much like Boston's Commonwealth Avenue (Figure 11).

The cross connections can include connections across the railroad or simply

across the covered highway corridor itself.

In either case, the cross streets will be at-grade **streets**, open to the sky, with the additional option of buildings along portions of them. When viewed next to the space under an elevated highway- even one not too high as in this image, the differences at the scale of a pedestrian become quickly apparent (see Figure 12). The street will serve as a connecting link, while the space beneath an elevated highway in contrast unfortunately serves as a barrier, which is not in keeping with the goal of providing better links between neighborhoods.



Figure 11: Commonwealth Avenue



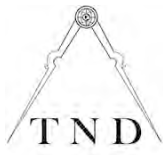
Figure 12: Example connection street and example space under highway



Figure 13: Elevated Highway

The image at the left in Figure 12, based on Jefferson Street in Lafayette, is also an example of what the ROD termed, in a discussion of the negative value impacts of an elevated highway, "...the urban, developed, nature of the project area..."². The enhanced 6E alternative described and discussed above is

² ROD, Section 2.2, page 4.



certainly a more neighborhood-friendly design that is also in keeping with this urban area portion of the corridor, even when compared with an image such as Figure 13.

Vertical Alignment

As presented in the DOTD/LCP plan of 6E, the highway described here is partially buried and then covered above the existing grade, resulting in an elevated area to the east of the existing railroad and to the west of the Evangeline throughway.

The final details of both how high and how low this concept can be are subject additional study, but the initial concept is to place the highway approximately six to ten feet below existing ground and to then cover it as required, estimated to be twelve to sixteen feet above existing ground.

From a drainage perspective, a lower highway alternative was studied several years ago by HNTB. A copy of this report was furnished during the charrette and it was reviewed as a proof of concept for the plan described above.

The HNTB study analyzed a 50-year storm event as the design year, as well as a much longer and lower section of highway, approximately 16 feet lower than described above. This study, from the perspectives it contains and design parameters chosen, determined that the highway then proposed was “hydraulically feasible”. While further analysis is required, it was reasonably concluded that a shorter, higher, highway would also be hydraulically feasible, likely even for a 100 year storm.

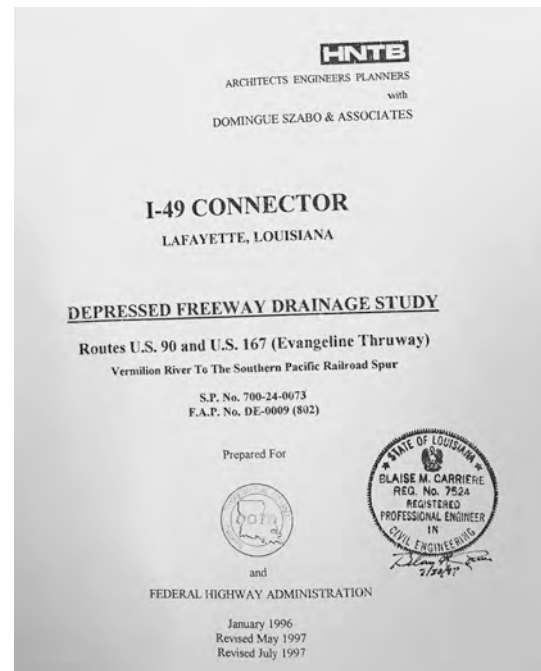


Figure 14: Cover of HNTB Study (reduced)

For streets crossing the proposed partially buried highway, vertical alignment also comes into consideration, where what are termed “crest” and “sag” vertical curves are used for design.

Without getting into the details of the vertical curves, vehicle speed becomes a critical part of the design discussion.

The following graphic was prepared by TND Engineering based on accident reconstruction data and several accident reconstruction references. As may be

seen, when vehicle speeds are at or below 20 mph, pedestrians involved in a collision are not usually permanently injured, but when the vehicle speeds approach and exceed about 37 mph, pedestrians are usually killed in a collision. Intervening speeds involve intervening degrees of severity.

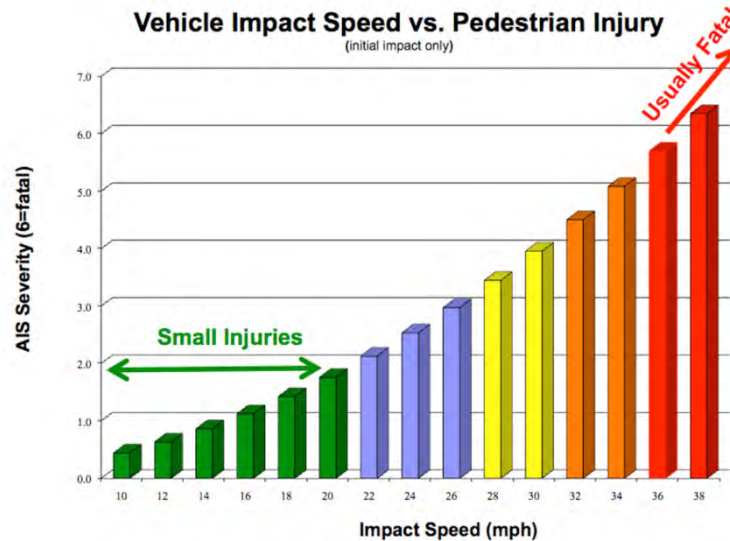


Figure 15: Vehicle Speed vs. Accident Severity © 2016 TND Engineering

This is a topic that is highly relevant for Lafayette and the connector because Johnston Street, one of the possible cross streets, is currently designated as an arterial street with a posted speed of 40 mph. It is detailed as less than a complete street, but more as a vehicle throughway.



Figure 16: Johnston Street today

Returning to the several cross streets not including Johnston Street, these will be at elevations of up to perhaps sixteen feet above existing grade, separated horizontally from the existing Evangeline Throughway to the east and the railroad to the west by approximately 250 feet. A 16-foot vertical difference in a horizontal dimension of 250 feet results in an average grade of 6% to 8%, depending upon how intersections are resolved.

This arrangement may be seen in this Figure 17 cross sectional view diagram of

how the highway and overhead street at the surface might be viewed (the parking label and dimensions only apply at the surface, and not for the highway below grade).

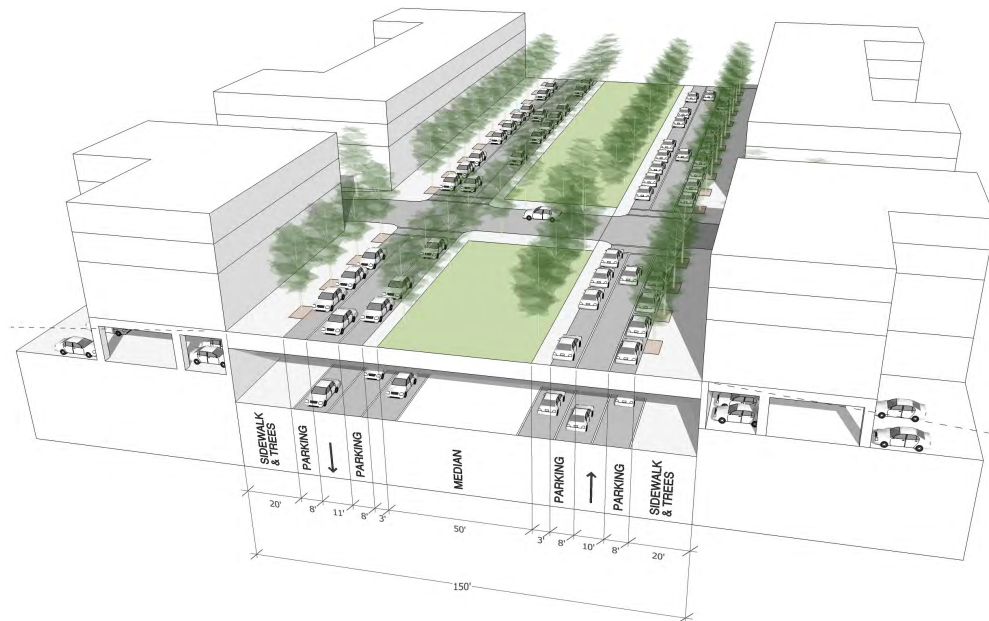


Figure 17: Cross section view of partially buried highway with surface streets

The dotted lines show the side slope grades before buildings are placed. When buildings are placed beside and along the new connector highway, the grade differential will be taken up largely by the buildings and tuck-under parking to the rear of those buildings.

Returning to vertical curves, a “crest” vertical curve occurs where an up-gradient street approaches a change in grade to a lesser slope or, as in this case, a more level area. If this intersection is not signal controlled, stopping and sight distances are very important and these, like many design factors, again relate directly to speed: higher speeds require greater stopping and sight distances.

A “sag” vertical curve occurs where a down gradient street changes to a lesser grade or again as here, to a more level condition. The American Association of State Highway Officials (AASHTO) advises that the sight distances for sag curves be based on the illumination provided vehicle headlights. Two factors are relevant to a consideration of these guidelines: the greater illumination provided by current vehicle headlights, and the complete or near-complete visibility a driver has of the approaching condition for a sag curve.

There are many options for how to reconfigure the cross section of Johnston

Street itself, but at a minimum, better pedestrian and bicycle facilities are recommended; one option is shown here in Figure 18.

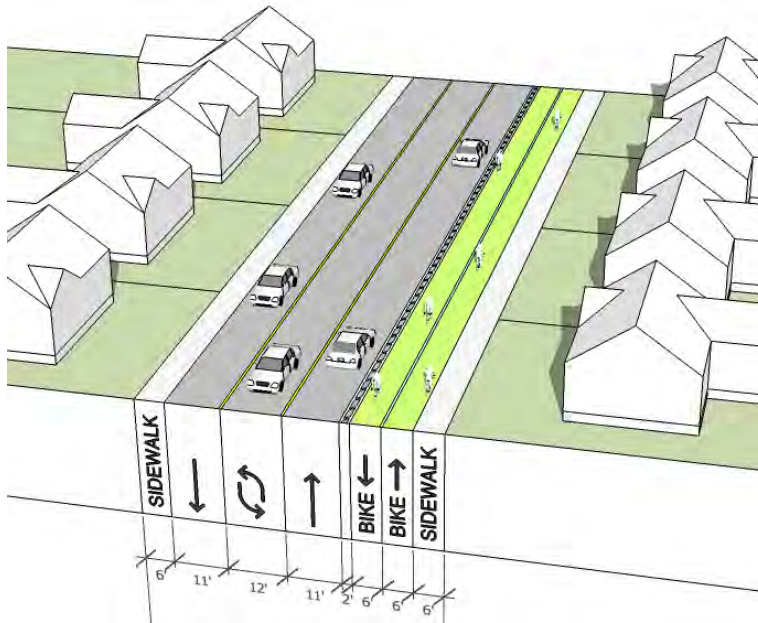


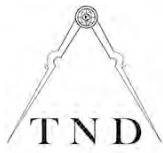
Figure 18: Optional cross section for Johnston Street

All new surface cross streets will link neighborhoods across the top of the connector as depicted above. In addition, a few of these streets may also provide complete connections beneath the railroad. The design details of these “over/under” connections were beyond the charrette, but preliminary opportunities for such connections exist at Taft and possibly Johnston.

A dual over/under profile could also become a diagonal (with respect to the street grid) 250 to 350 feet in length. Back-to-back vertical curves from top to bottom of 0% to -8.6%, 100 feet in length transitioning to a 250-foot long vertical curve exiting at a level grade, calculated manually, could provide the linkage for a 20 mph design speed while still meeting the conservative AASHTO sight distance and related “K” factor criteria.

Conclusion

There are many regional transportation needs that the Lafayette connector has been charged to address. It is critically important that the design team give consideration to the context where a portion of that connector is planned to be built: that being the downtown urban neighborhoods context of Lafayette.



Oubre/Lafayette, June 15, 2016

Design solutions that will elsewhere successfully traverse more open or suburban countryside with different details can- as described above- be modified with design details to provide solutions that are context-sensitive or, indeed, “context-directed” by to their location and surroundings. By so doing, the connector can become **both** a downtown enhancement **and** a part of the regional solution.

I thank-you for the opportunity to work with you and other members of the design team on this important project. If I can assist in any way, please do not hesitate to contact me at your pleasure as I remain,

At Your Service,

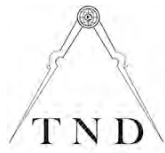
A handwritten signature in black ink, appearing to read "Cec/its".

Chester “Rick” Chellman, P.E.
Principal

Cec/its

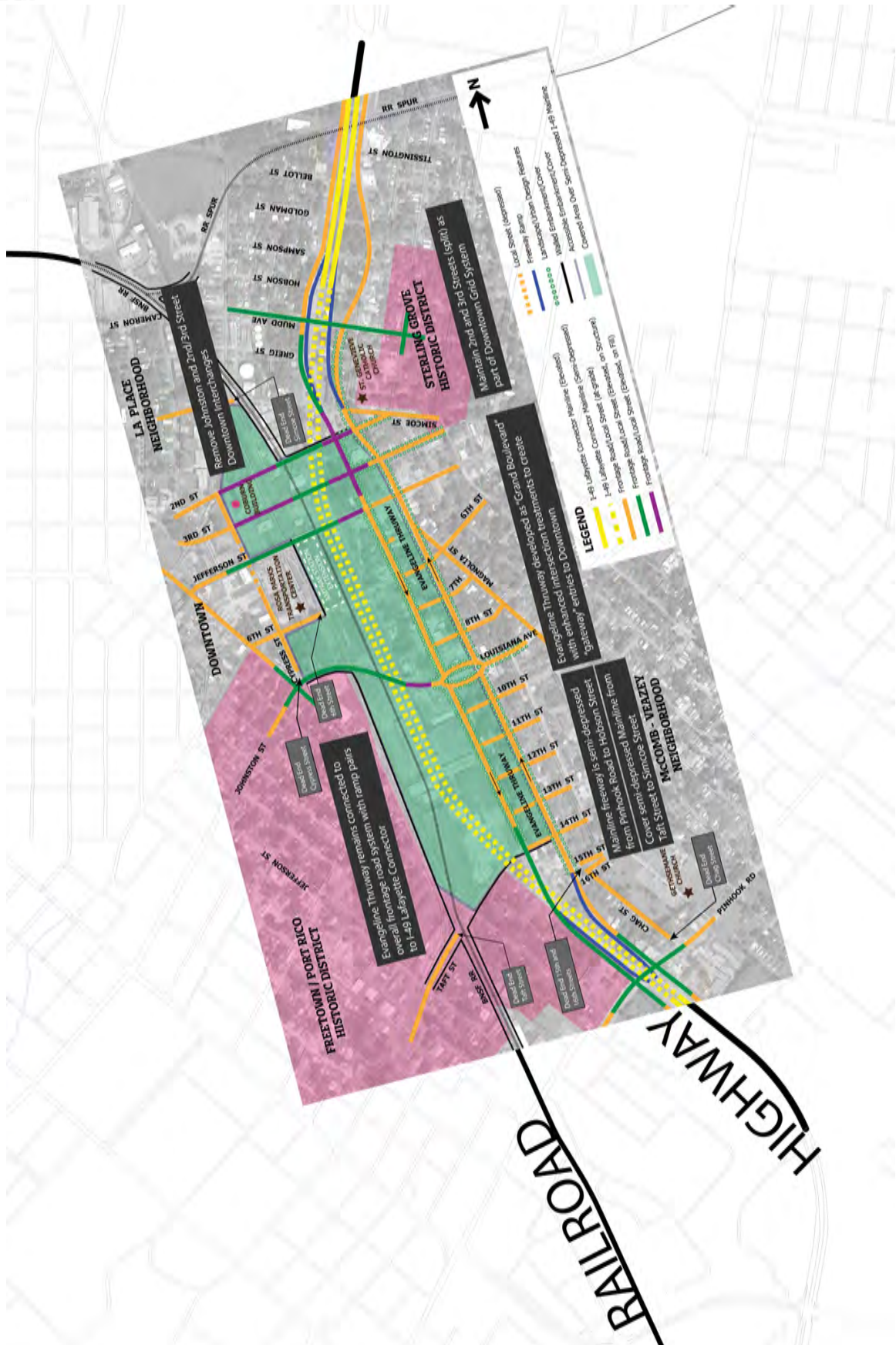
Note: Larger copies of graphics follow



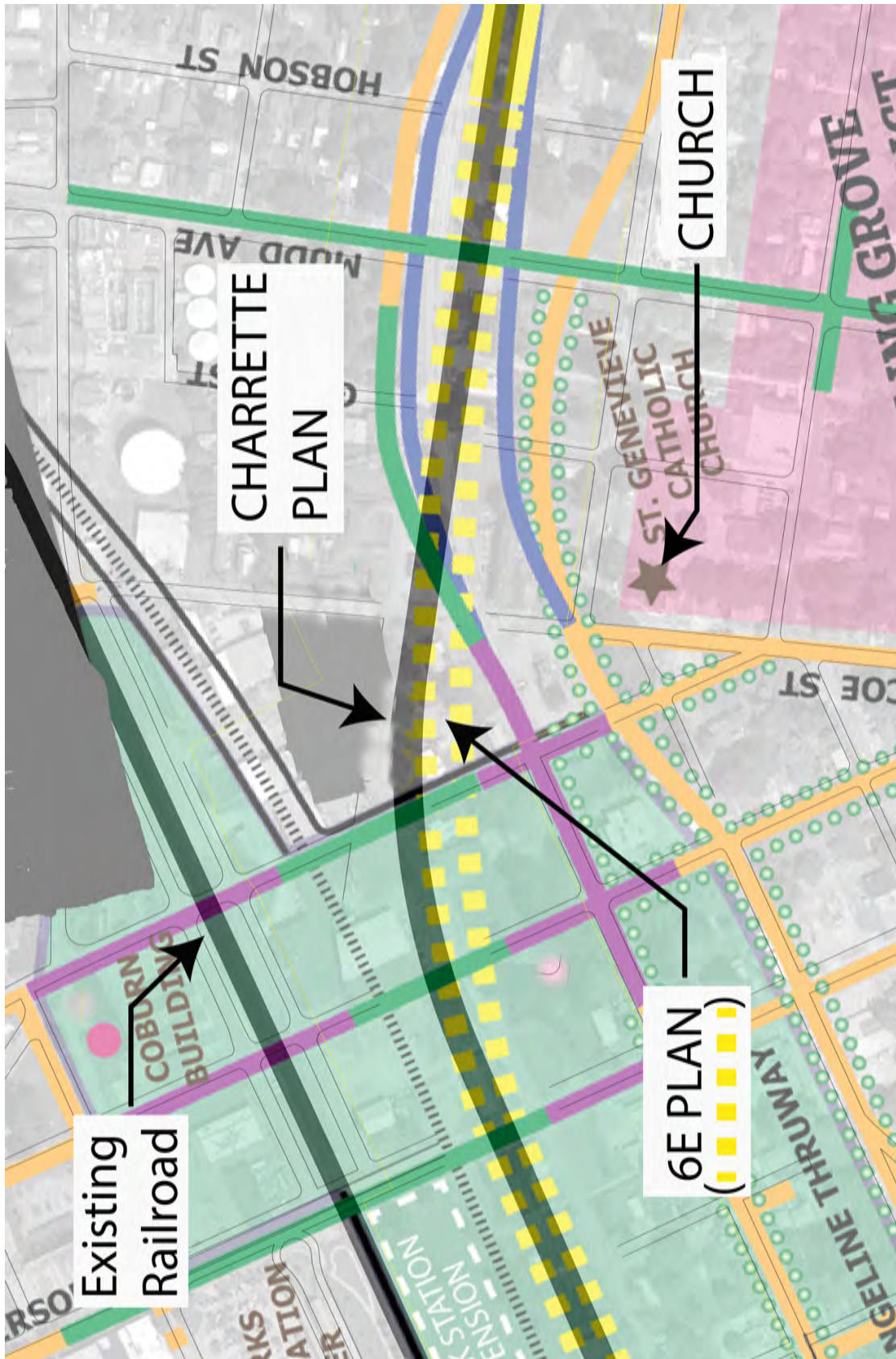


APPENDIX

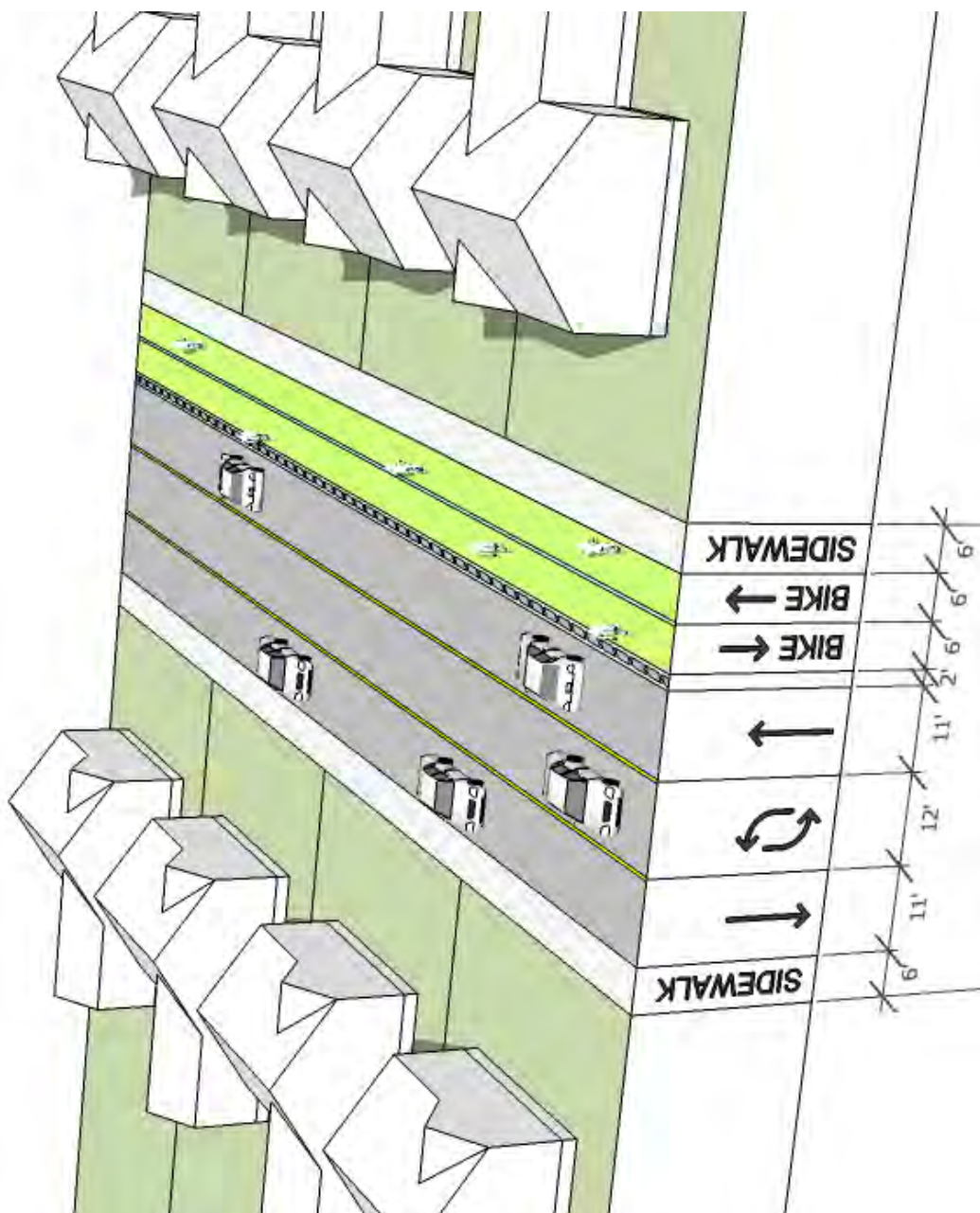
(LARGER COPIES OF GRAPHICS)

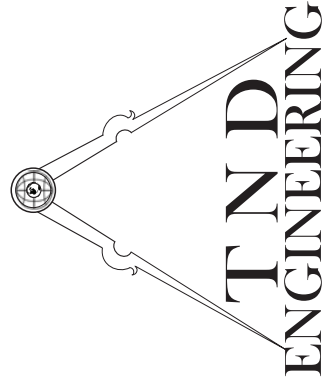












LAFAYETTE: CONNECTING STREETS

The following pages depict some existing and several proposed street conditions in Lafayette, La. The intent of the proposed street details is to enhance existing non-motorist (pedestrians, bicyclists and transit) conditions along the street.

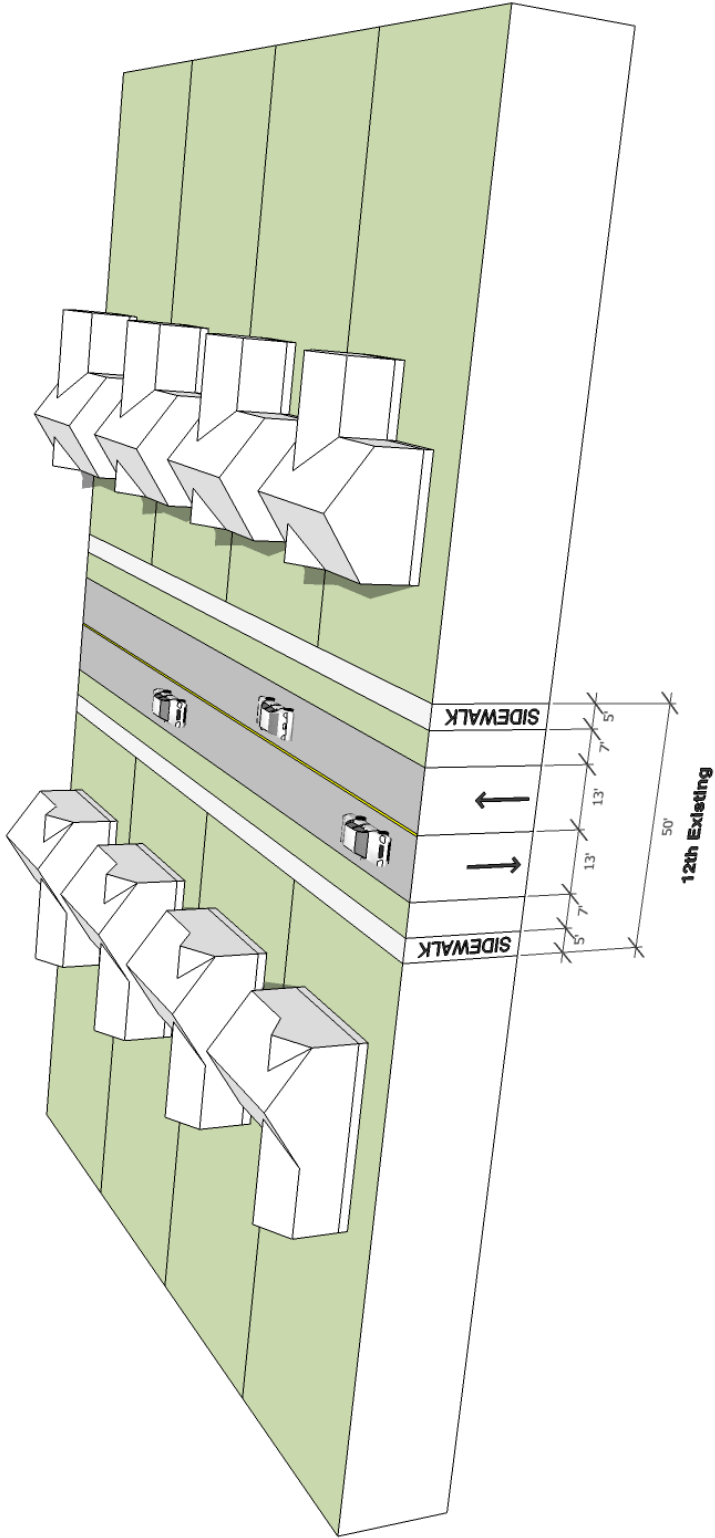
By enhancing the connectivity within, between and among neighborhoods, the community cohesiveness will in turn be enhanced.

Street code: ST-50

INTENT

This existing street accommodates non-motorized but is focussed on vehicular traffic.

- Existing 12th Street.
- 5' sidewalks are a good minimum width.
- Target speed 25 mph.
- This street needs trees and enhanced non-motorized facilities.



SPECIFICATIONS

VEHICULAR REALM		
Target Speed	25 mph (actual speeds likely higher)	
Family	Street	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	13' travel	
Allowable Turn Lanes	No	
Parking Lanes	None	
Curb to Curb Pavement Width	26'	
Curbs	Vertical	
Median	No	
Bicycle Facilities	No, except shared space	
Bike Lane	No	
Cycletrack	No	
Sharrows	No- but good candidate	
Bike Boulevard	No	
Queueing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	5'	
Street Buffer	7'	
Pedestrian Crossing Time	10.3 seconds	
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)	



Street code: ST-50P



NTENT

Changes to existing street to accommodates non-motorized traffic and slow vehicular traffic.

- Modified 12th Street.
- 5' sidewalks are a good minimum width.
- Target speed 25 mph.
- Trees and on-street parking added.



SPECIFICATIONS

VEHICULAR REALM		
Target Speed	25 mph	
Family	Street	
Travel	2-way	
Travel Lanes	Shared two-way space (no striped lanes)	
Lane Width	19' shared	
Allowable Turn Lanes	No	
Parking Lanes	Parallel on one side	
Curb to Curb Pavement Width	26'	
Curbs	Vertical	
Median	No	
Bicycle Facilities	No	
Bike Lane	No	
Cycletrack	No	
Sharrows	No- could be striped	
Bike Boulevard	No	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	5'	
Street Buffer	7'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

Street code: BVD-120MP PCT

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



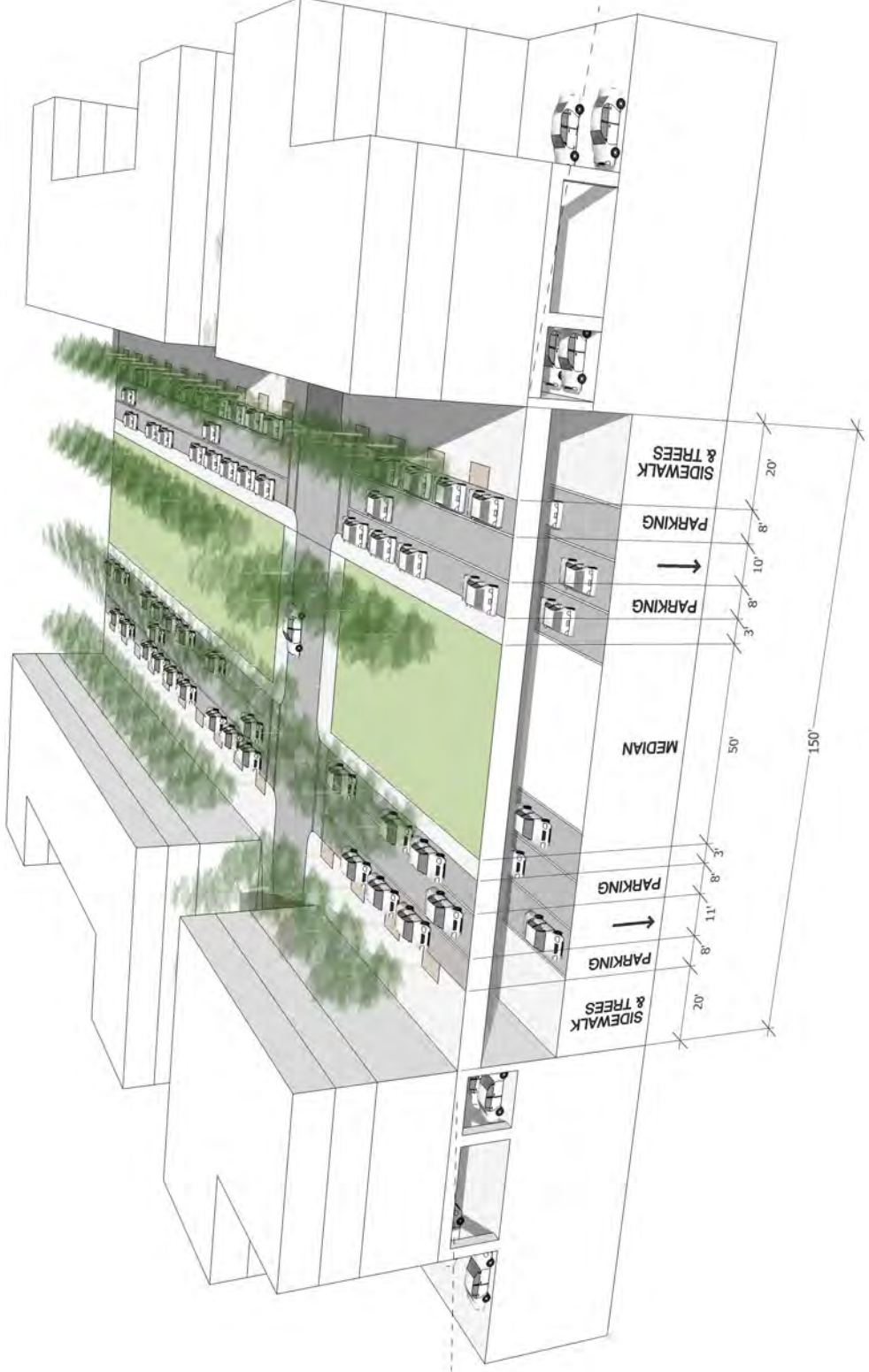
SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

Street code: *BVD-150MPP*

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

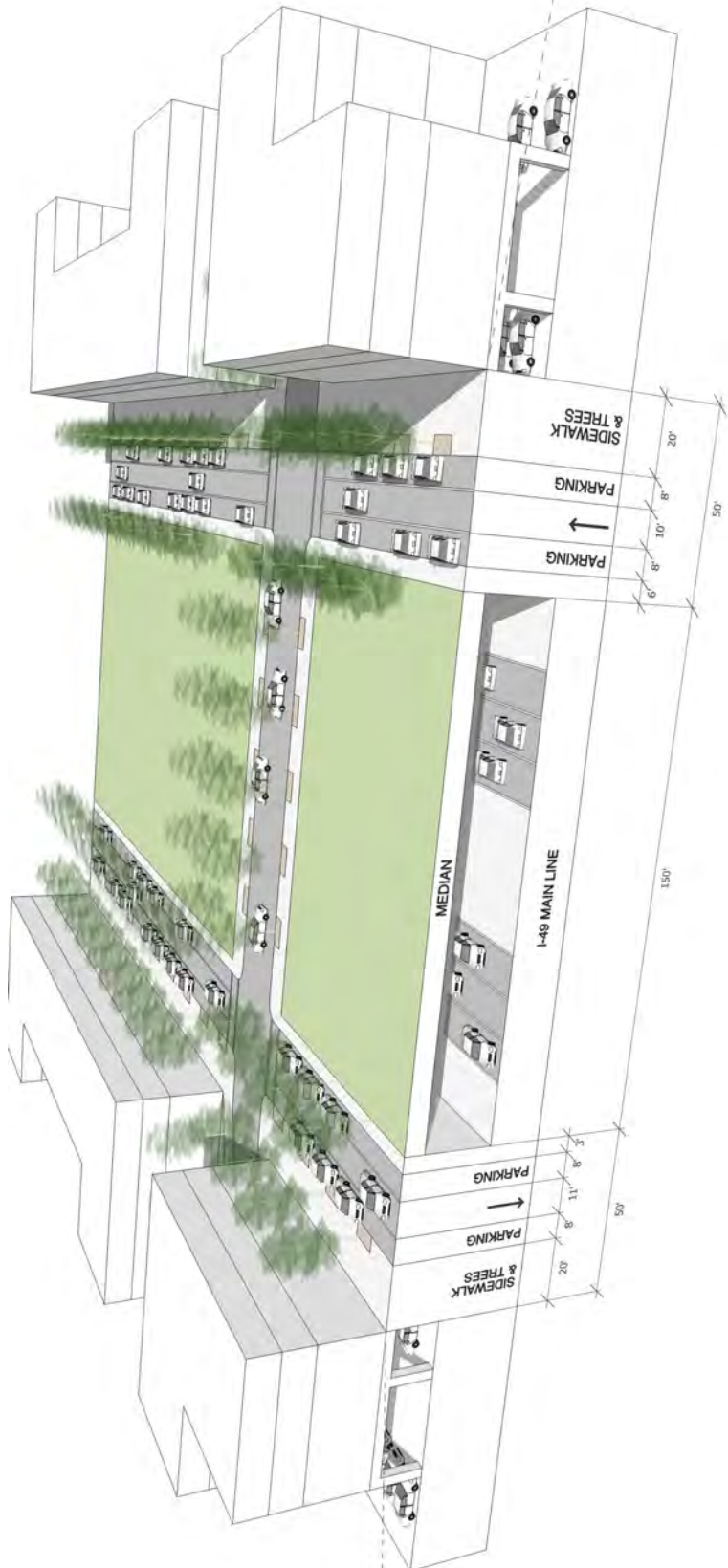
VEHICULAR REALM			
Target Speed	25 mph		
Family	Boulevard		
Travel	2-way		
Travel Lanes	2 lanes in each direction		
Lane Width	11'		
Allowable Turn Lanes	Yes, in median		
Parking Lanes	Parallel on both sides		
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions		
Curbs	Vertical		
Median	Yes		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
Principal Frontage Street	Yes		
Queuing Street	No		
PEDESTRIAN REALM			
Pedestrian Facilities	11'6"		
Street Buffer	3'		
Pedestrian Crossing Time	8 seconds from curb to median		
Pedestrian Threshold Gap	220'		

Street code: BVD-150MPPPP

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides cross-town connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



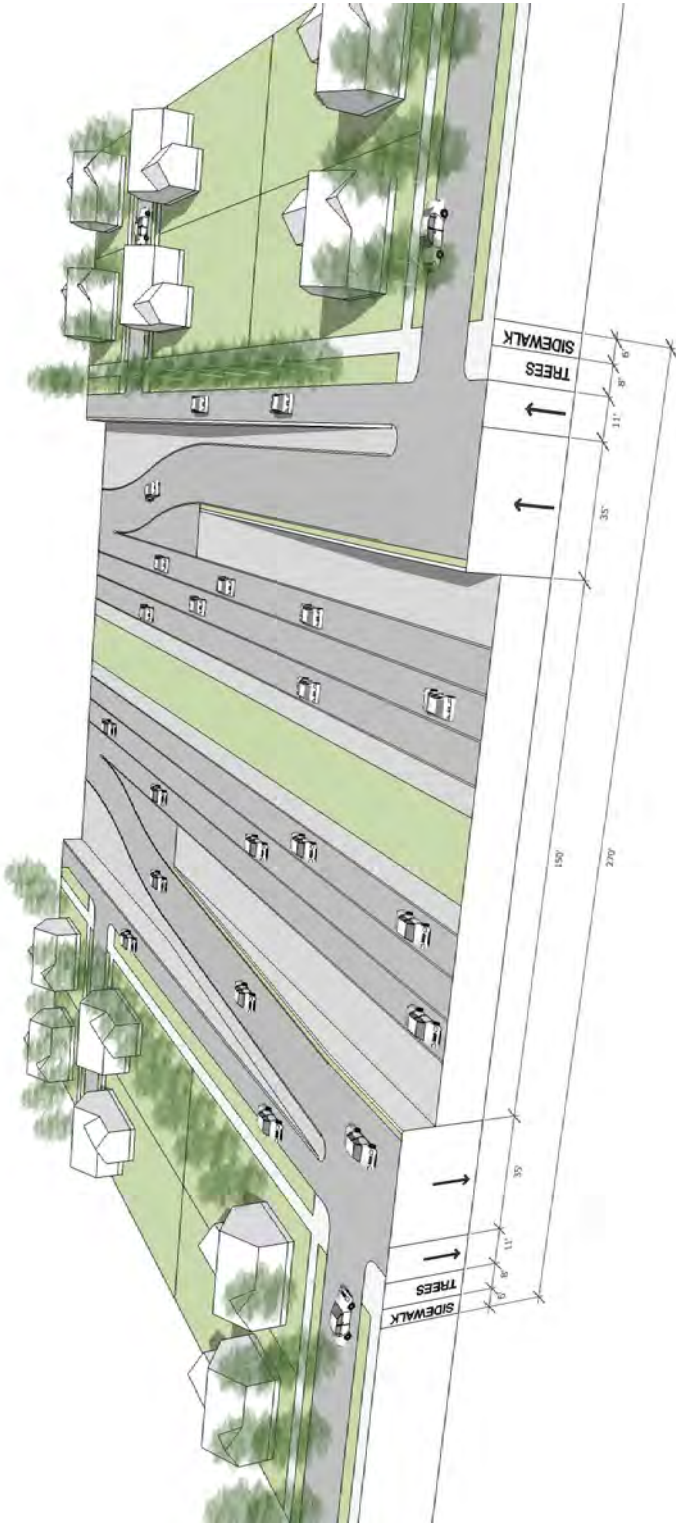
VEHICULAR REALM		
Target Speed	25 mph	
Family	Boulevard	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	11'	
Allowable Turn Lanes	Yes, in median	
Parking Lanes	Parallel on both sides	
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions	
Curbs	Vertical	
Median	Yes	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
Principal Frontage Street	Yes	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	11'6"	
Street Buffer	3'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

ENTRY/EXIT RAMPS

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.

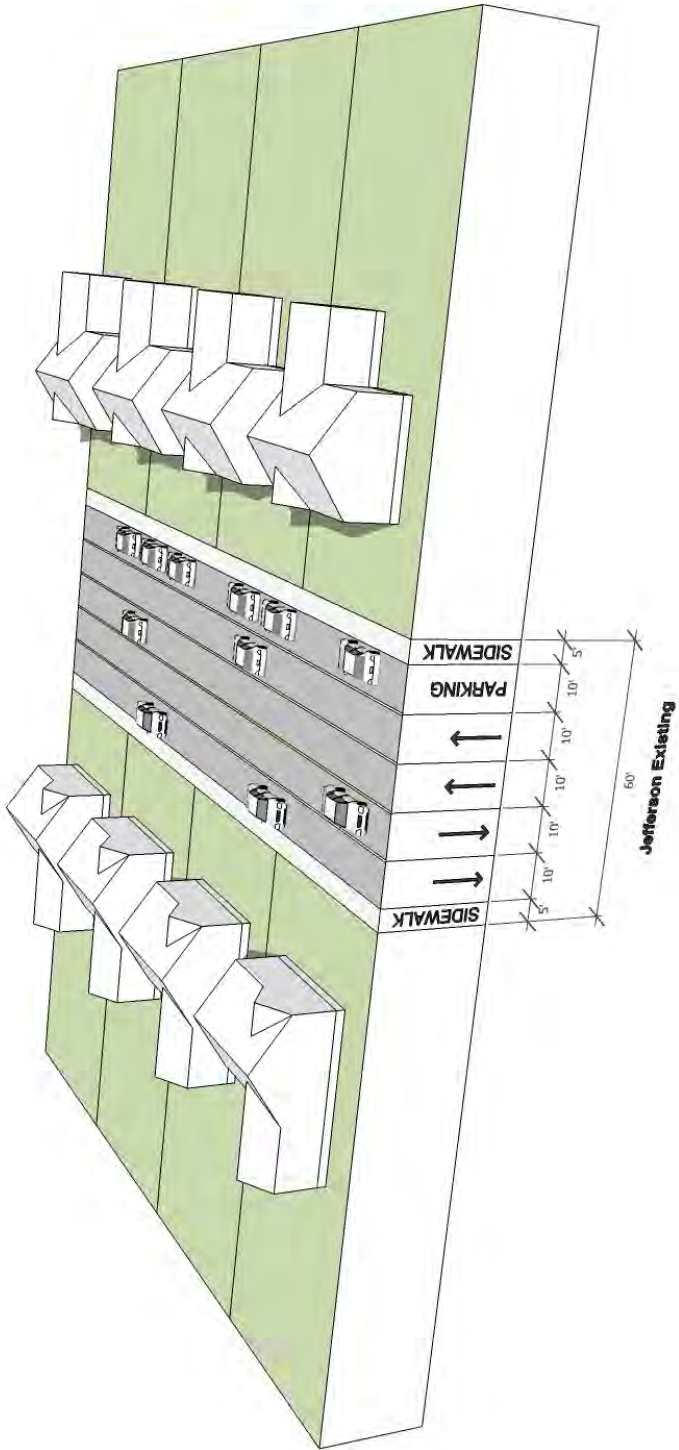


SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

VEHICULAR REALM		
Target Speed	25 mph	
Family	Boulevard	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	11'	
Allowable Turn Lanes	Yes, in median	
Parking Lanes	Parallel on both sides	
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions	
Curbs	Vertical	
Median	Yes	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
Principal Frontage Street	Yes	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	11'6"	
Street Buffer	3'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

Street code: ST-60PP

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.

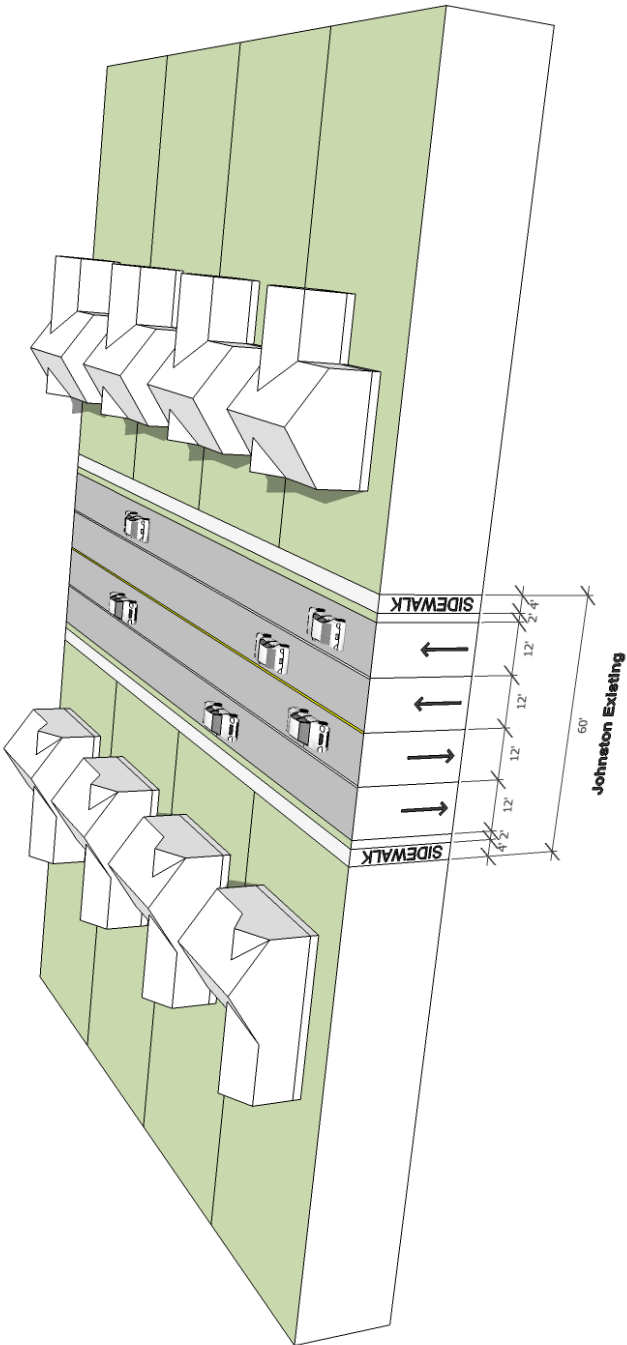


SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

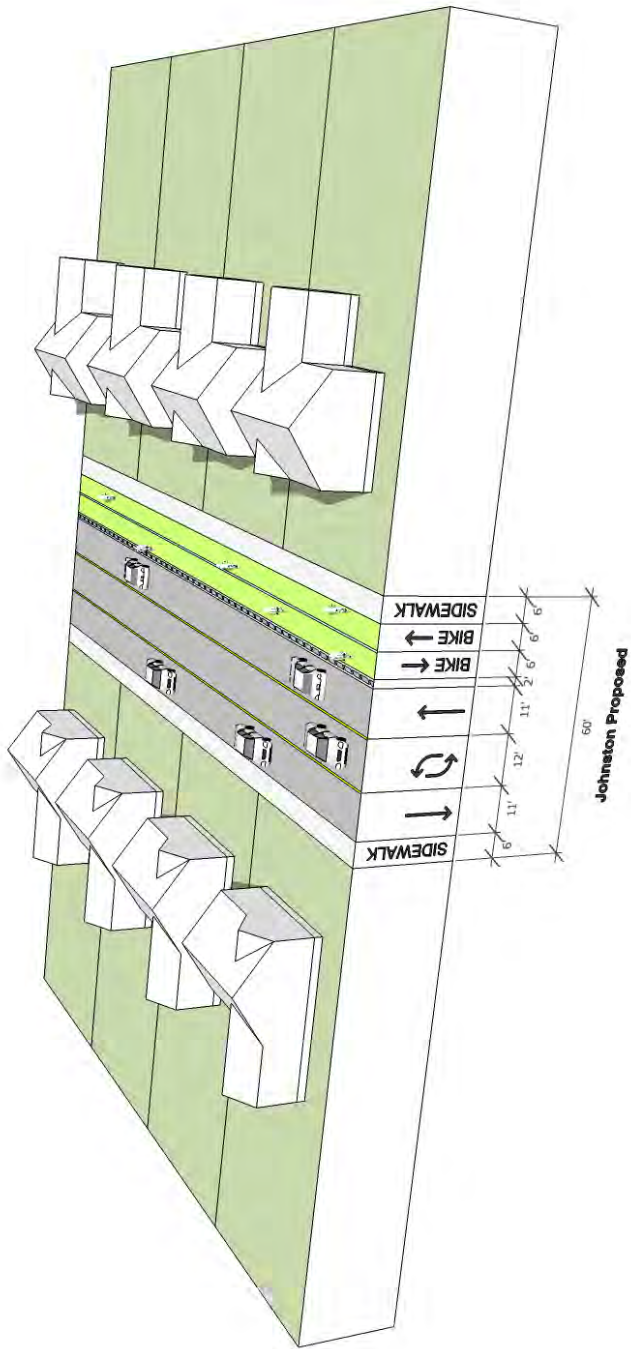
VEHICULAR REALM		
Target Speed	25 mph	
Family	Boulevard	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	11'	
Allowable Turn Lanes	Yes, in median	
Parking Lanes	Parallel on both sides	
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions	
Curbs	Vertical	
Median	Yes	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
Principal Frontage Street	Yes	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	11'6"	
Street Buffer	3'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

Street code: ST-60TWCT

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

VEHICULAR REALM		
Target Speed	25 mph	
Family	Street	
Travel	2-way	
Travel Lanes	2 lanes in each direction, plus center turn lane	
Lane Width	12.5' travel and 11' turn	
Allowable Turn Lanes	Yes	
Parking Lanes	None	
Curb to Curb Pavement Width	36'	
Curbs	Vertical	
Median	No (except at mid-block pedestrian crossings)	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
PEDESTRIAN REALM		
Pedestrian Facilities	Varies with trees, 10' to 12'	
Street Buffer	3' to 5'	
Pedestrian Crossing Time	10.3 seconds	
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)	

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

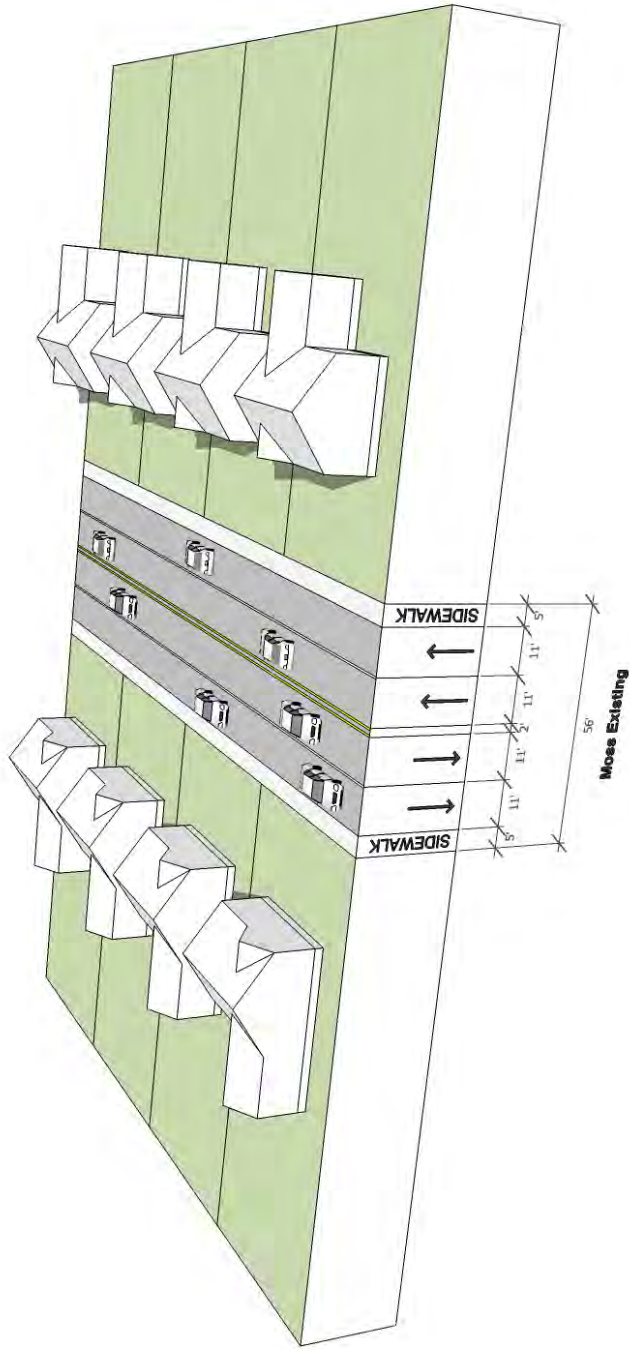
VEHICULAR REALM		
Target Speed	25 mph	
Family	Boulevard	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	11'	
Allowable Turn Lanes	Yes, in median	
Parking Lanes	Parallel on both sides	
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions	
Curbs	Vertical	
Median	Yes	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
Principal Frontage Street	Yes	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	11'6"	
Street Buffer	3'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

Street code: ST-56

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.

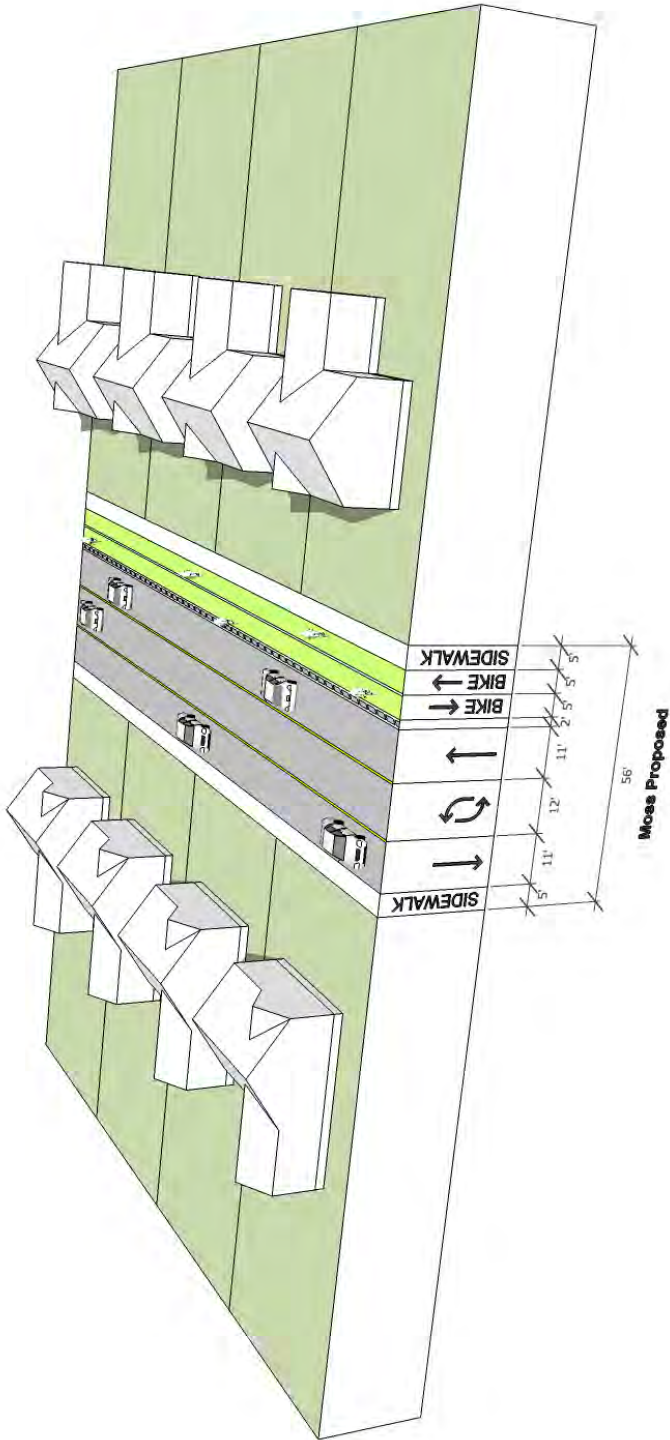


SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

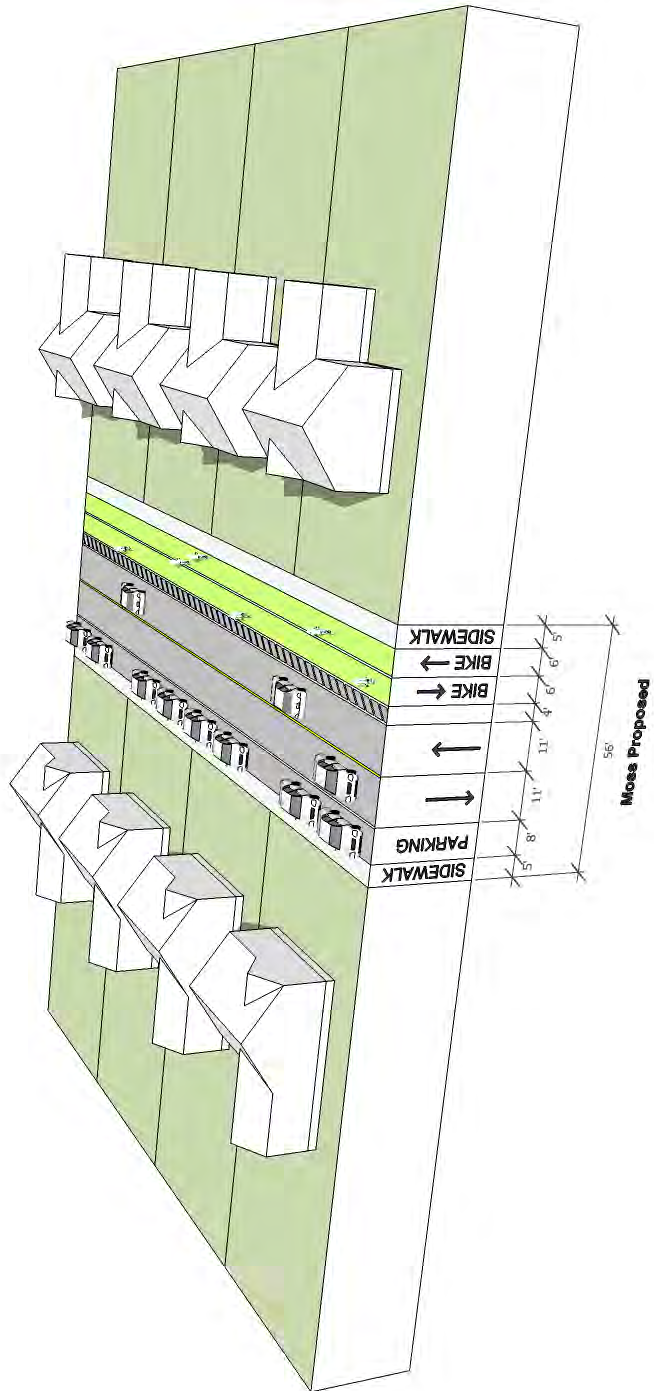
VEHICULAR REALM			
Target Speed	25 mph		
Family	Boulevard		
Travel	2-way		
Travel Lanes	2 lanes in each direction		
Lane Width	11'		
Allowable Turn Lanes	Yes, in median		
Parking Lanes	Parallel on both sides		
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions		
Curbs	Vertical		
Median	Yes		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
Principal Frontage Street	Yes		
Queuing Street	No		
PEDESTRIAN REALM			
Pedestrian Facilities	11'6"		
Street Buffer	3'		
Pedestrian Crossing Time	8 seconds from curb to median		
Pedestrian Threshold Gap	220'		

Street code: ST-56PTWCT

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.

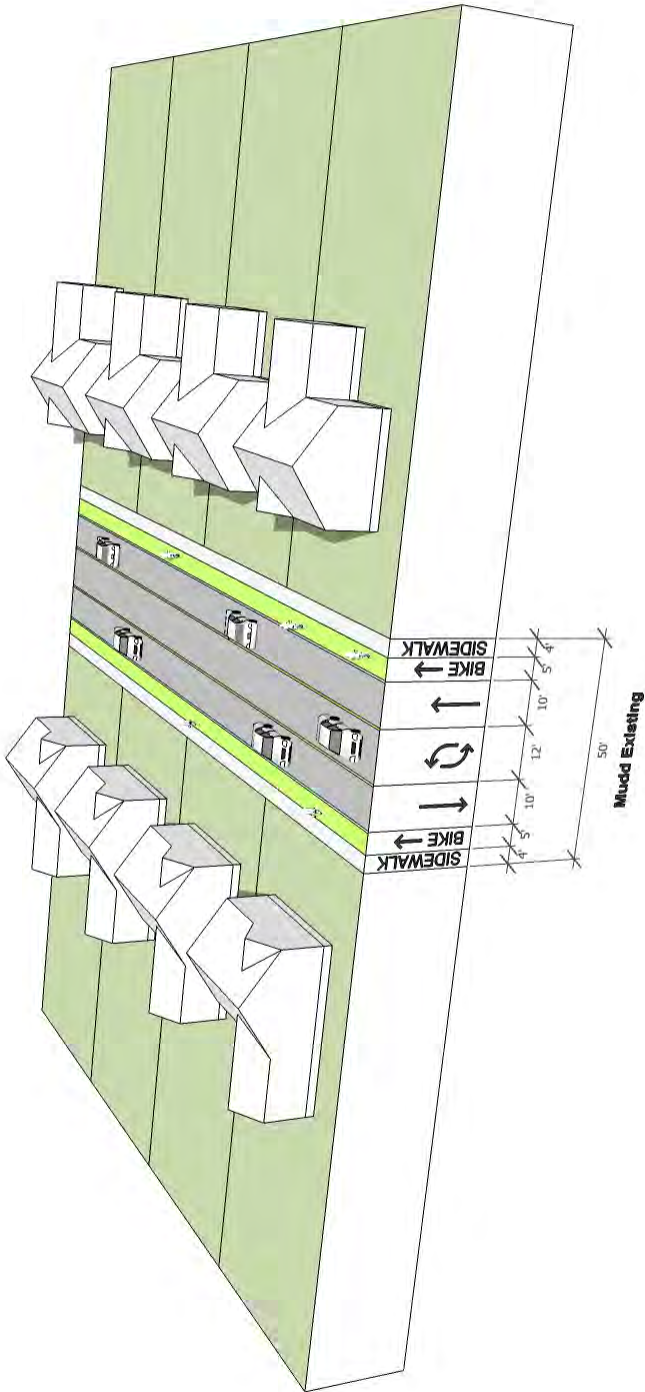


SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

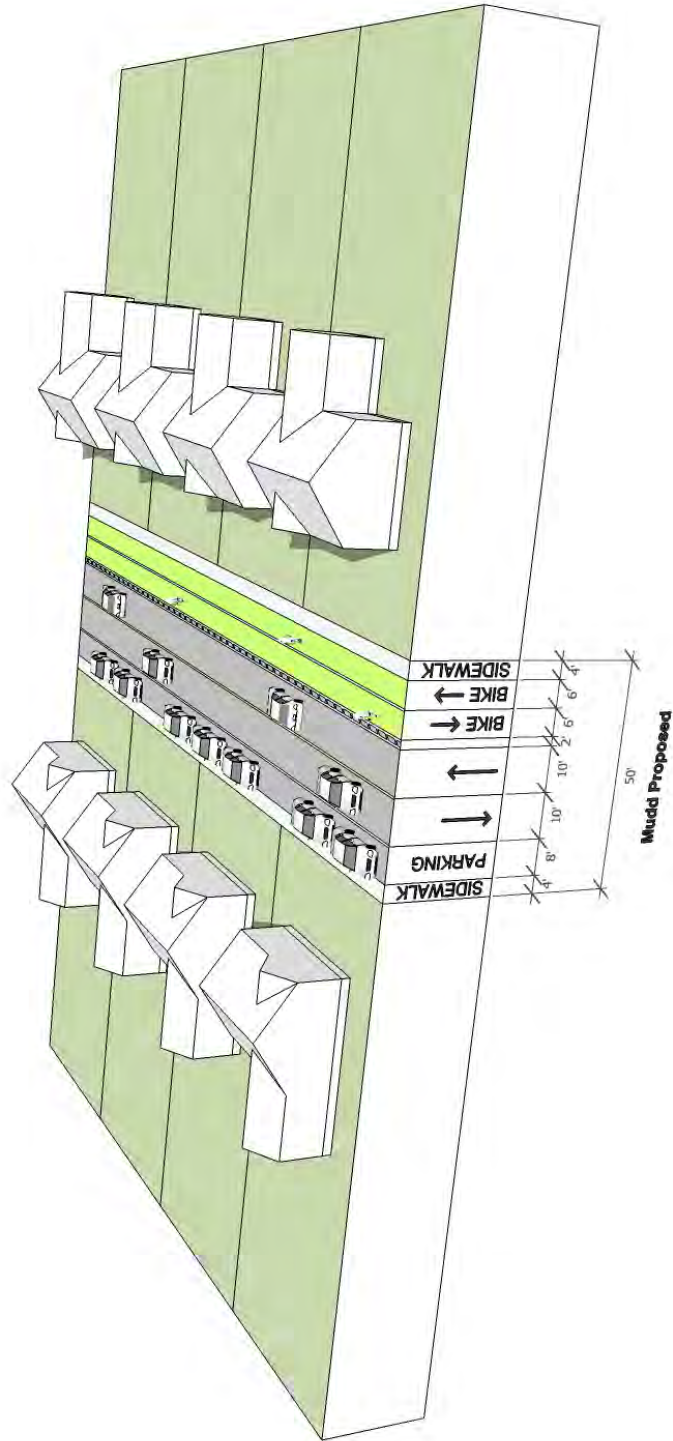
VEHICULAR REALM		
Target Speed	25 mph	
Family	Boulevard	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	11'	
Allowable Turn Lanes	Yes, in median	
Parking Lanes	Parallel on both sides	
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions	
Curbs	Vertical	
Median	Yes	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
Principal Frontage Street	Yes	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	11'6"	
Street Buffer	3'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

Street code: ST-50PTWCT

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

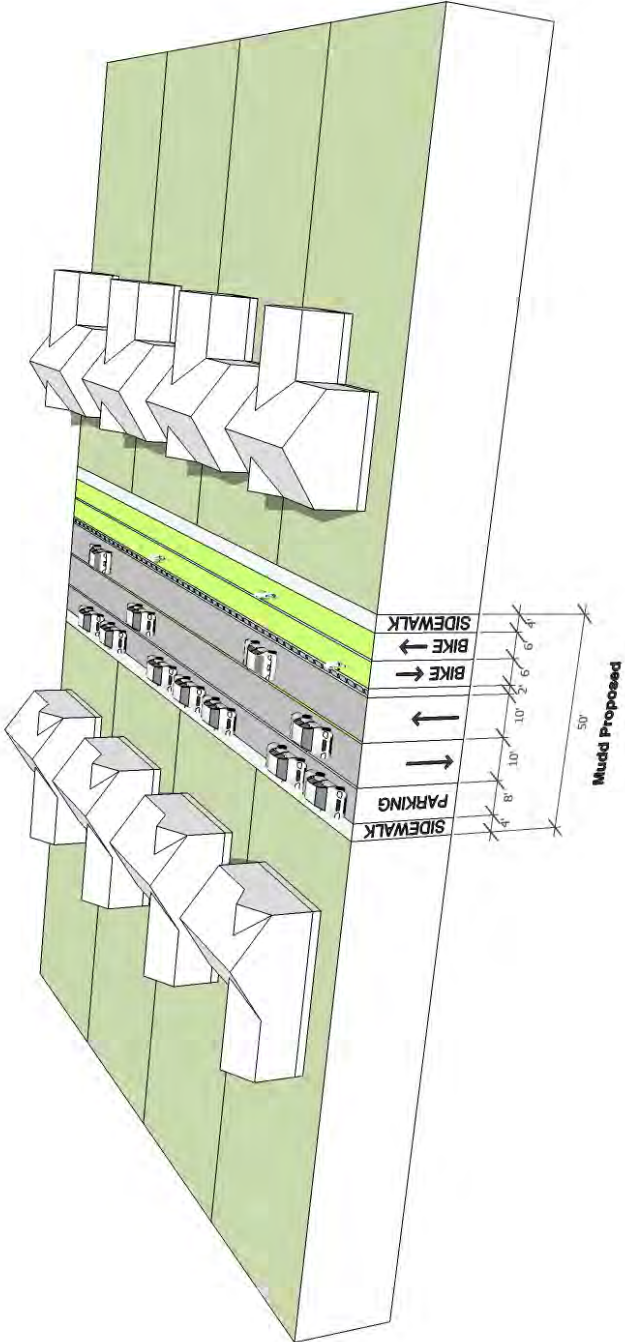
VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		

PEDESTRIAN REALM

Pedestrian Facilities	Varies with trees, 10' to 12'
Street Buffer	3' to 5'
Pedestrian Crossing Time	10.3 seconds
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

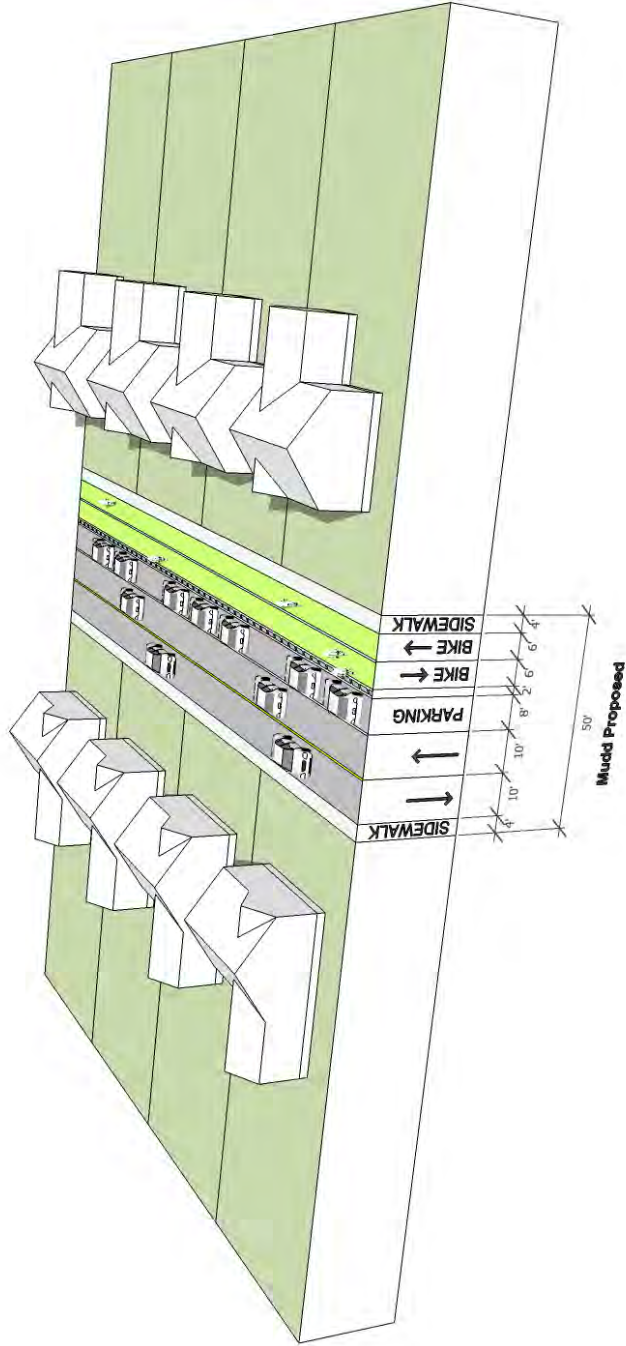
VEHICULAR REALM			
Target Speed	25 mph		
Family	Boulevard		
Travel	2-way		
Travel Lanes	2 lanes in each direction		
Lane Width	11'		
Allowable Turn Lanes	Yes, in median		
Parking Lanes	Parallel on both sides		
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions		
Curbs	Vertical		
Median	Yes		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
Principal Frontage Street	Yes		
Queuing Street	No		
PEDESTRIAN REALM			
Pedestrian Facilities	11'6"		
Street Buffer	3'		
Pedestrian Crossing Time	8 seconds from curb to median		
Pedestrian Threshold Gap	220'		

Street code: ST-50PTWCT

INTENT

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SPECIFICATIONS

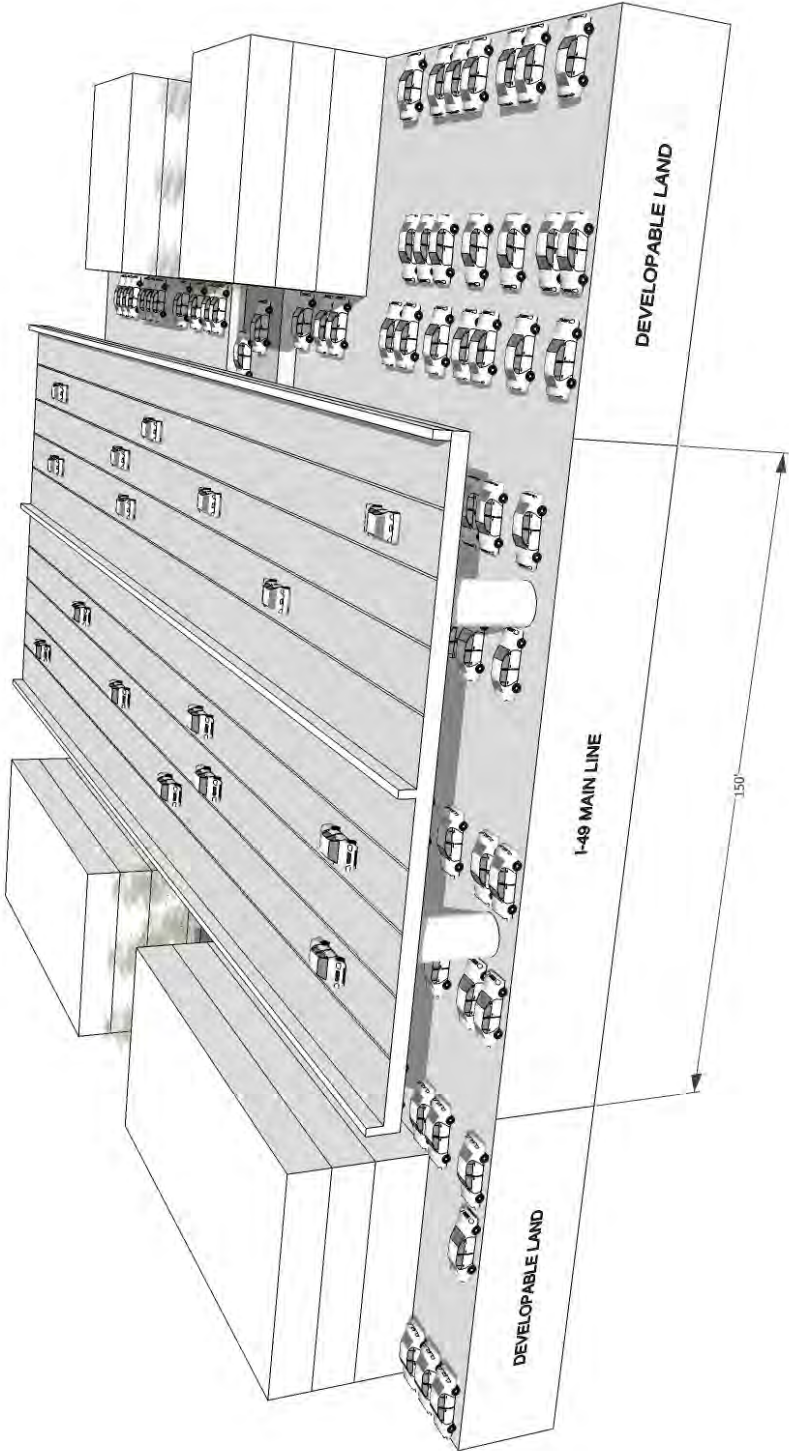
VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		

PEDESTRIAN REALM

Pedestrian Facilities	Varies with trees, 10' to 12'
Street Buffer	3' to 5'
Pedestrian Crossing Time	10.3 seconds
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
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- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

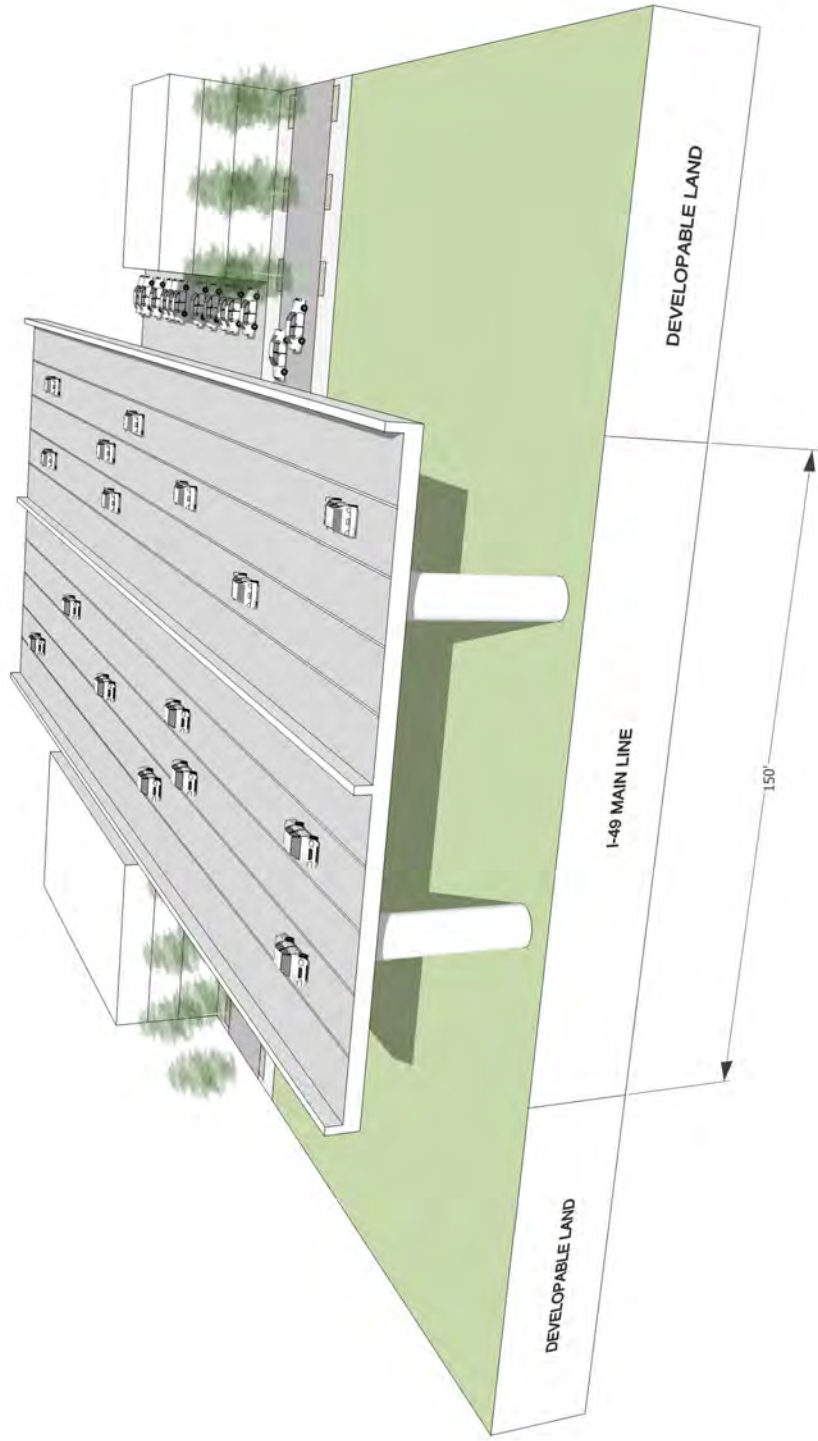
VEHICULAR REALM			
Target Speed	25 mph		
Family	Boulevard		
Travel	2-way		
Travel Lanes	2 lanes in each direction		
Lane Width	11'		
Allowable Turn Lanes	Yes, in median		
Parking Lanes	Parallel on both sides		
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions		
Curbs	Vertical		
Median	Yes		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
Principal Frontage Street	Yes		
Queuing Street	No		
PEDESTRIAN REALM			
Pedestrian Facilities	11'6"		
Street Buffer	3'		
Pedestrian Crossing Time	8 seconds from curb to median		
Pedestrian Threshold Gap	220'		

Street code: *EHWY-150*

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

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- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.

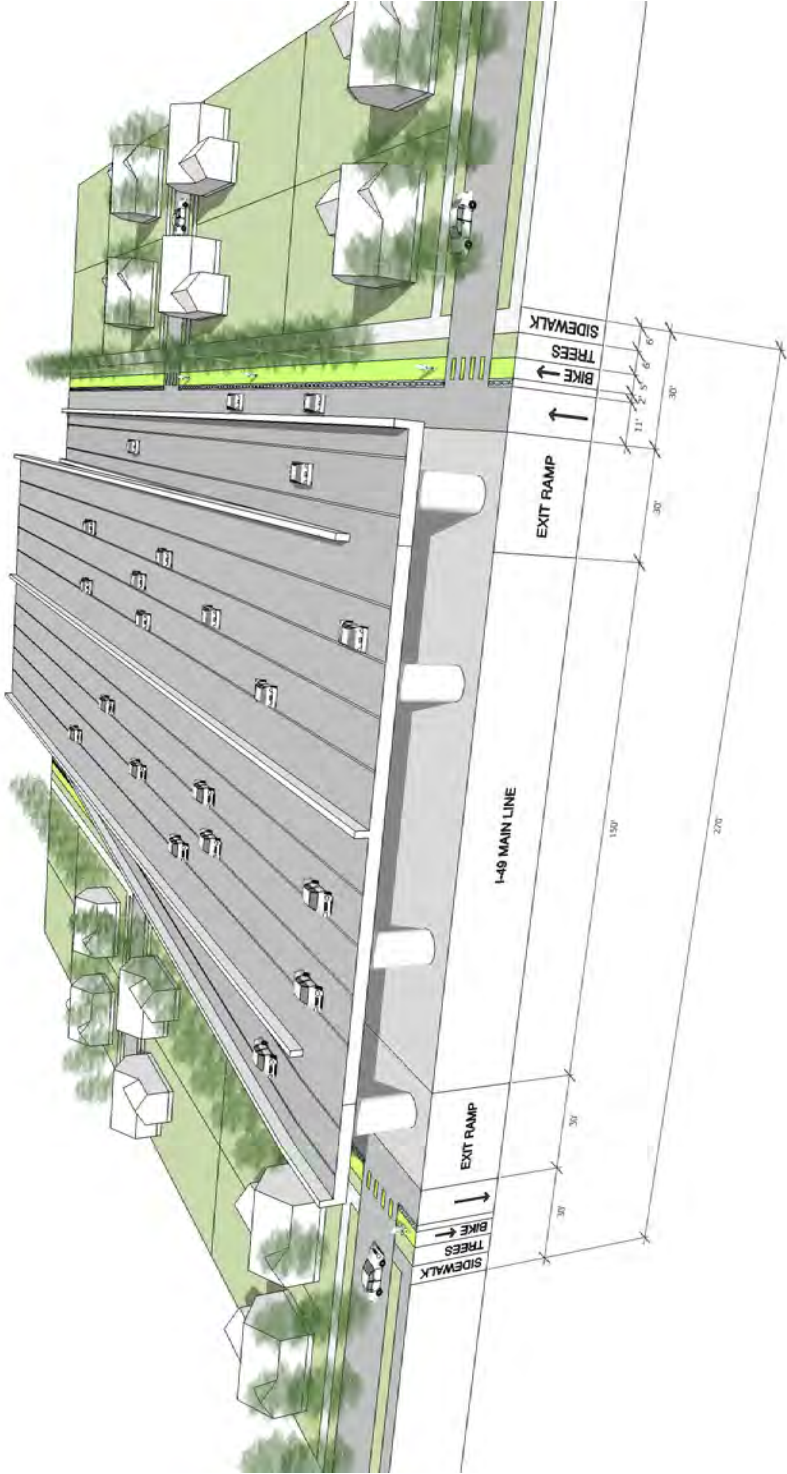


SPECIFICATIONS

VEHICULAR REALM		
Target Speed	25 mph	
Family	Street	
Travel	2-way	
Travel Lanes	2 lanes in each direction, plus center turn lane	
Lane Width	12.5' travel and 11' turn	
Allowable Turn Lanes	Yes	
Parking Lanes	None	
Curb to Curb Pavement Width	36'	
Curbs	Vertical	
Median	No (except at mid-block pedestrian crossings)	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
PEDESTRIAN REALM		
Pedestrian Facilities	Varies with trees, 10' to 12'	
Street Buffer	3' to 5'	
Pedestrian Crossing Time	10.3 seconds	
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)	

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

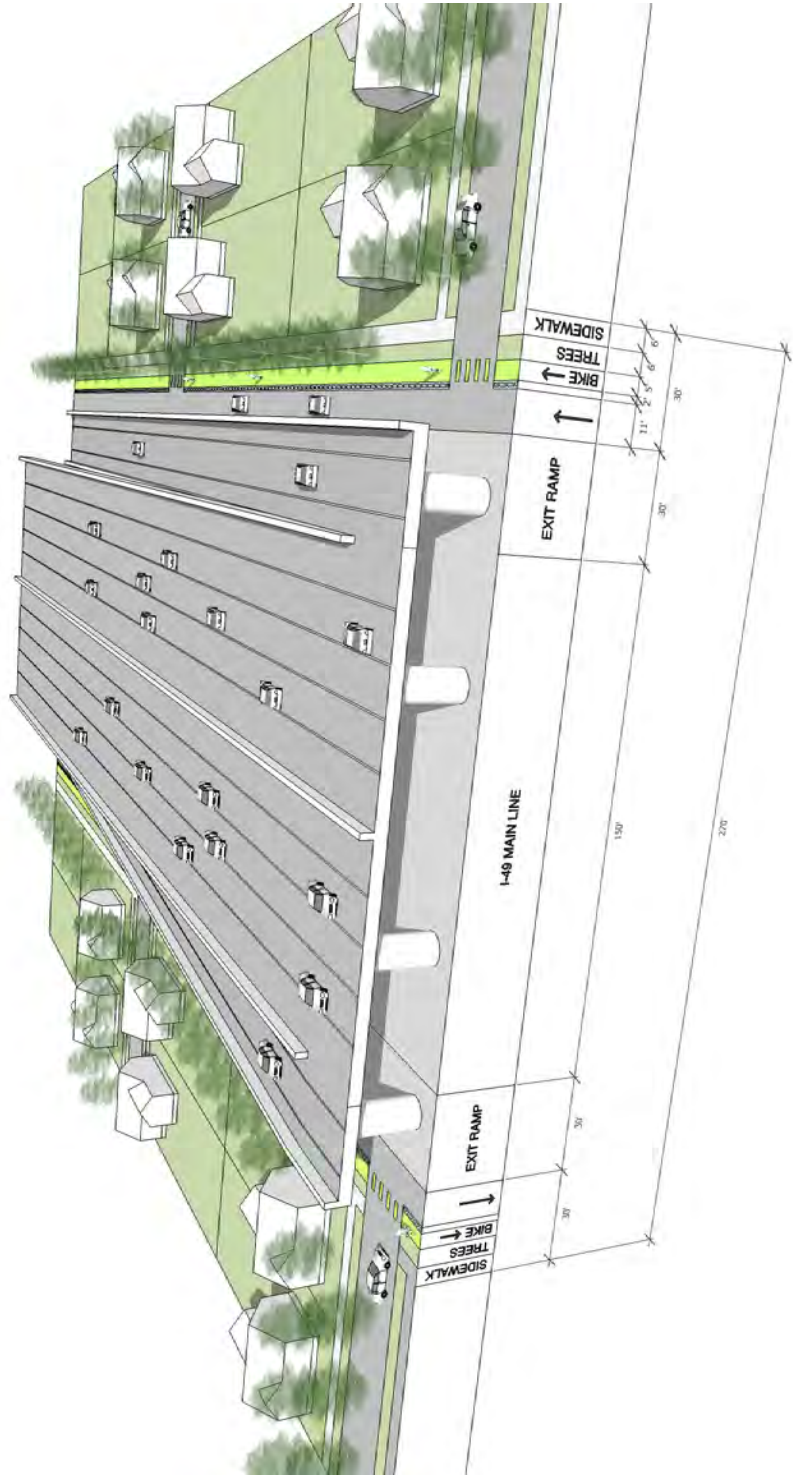
VEHICULAR REALM		
Target Speed	25 mph	
Family	Boulevard	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	11'	
Allowable Turn Lanes	Yes, in median	
Parking Lanes	Parallel on both sides	
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions	
Curbs	Vertical	
Median	Yes	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
Principal Frontage Street	Yes	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	11'6"	
Street Buffer	3'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

Street code: *EHWY-210*

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

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- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.

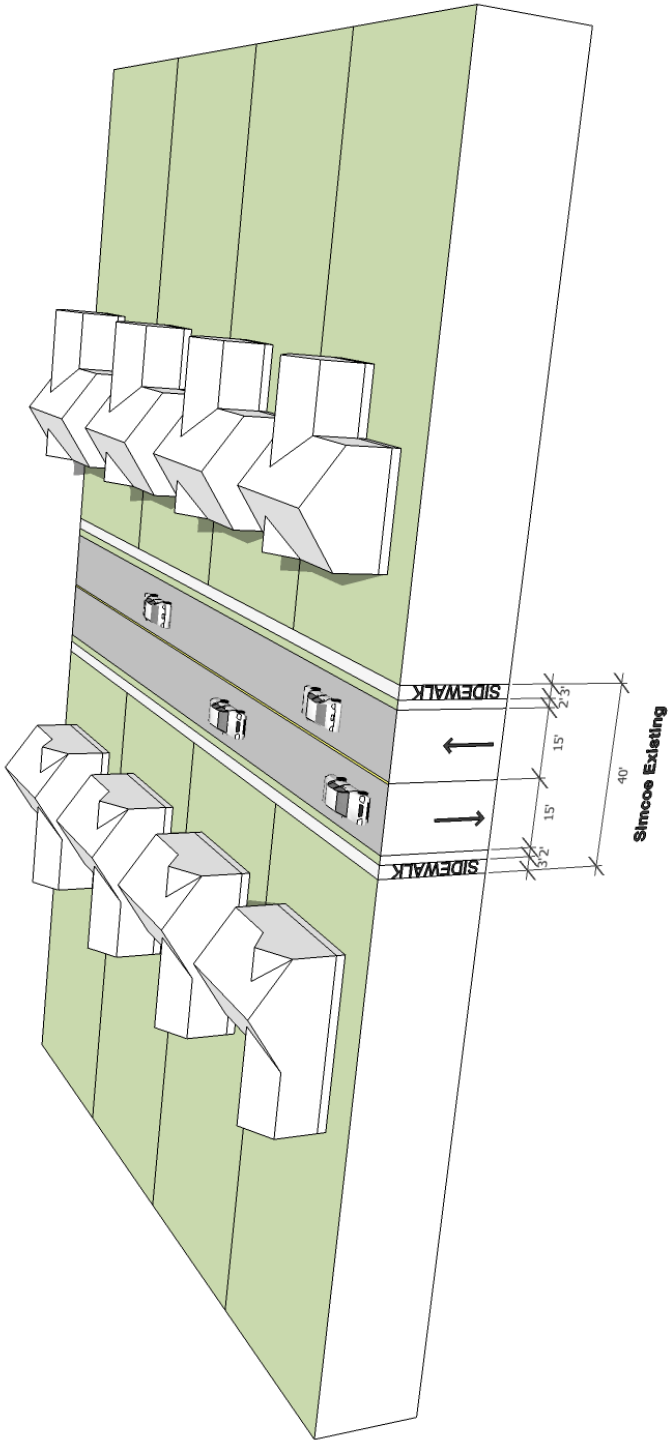


SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

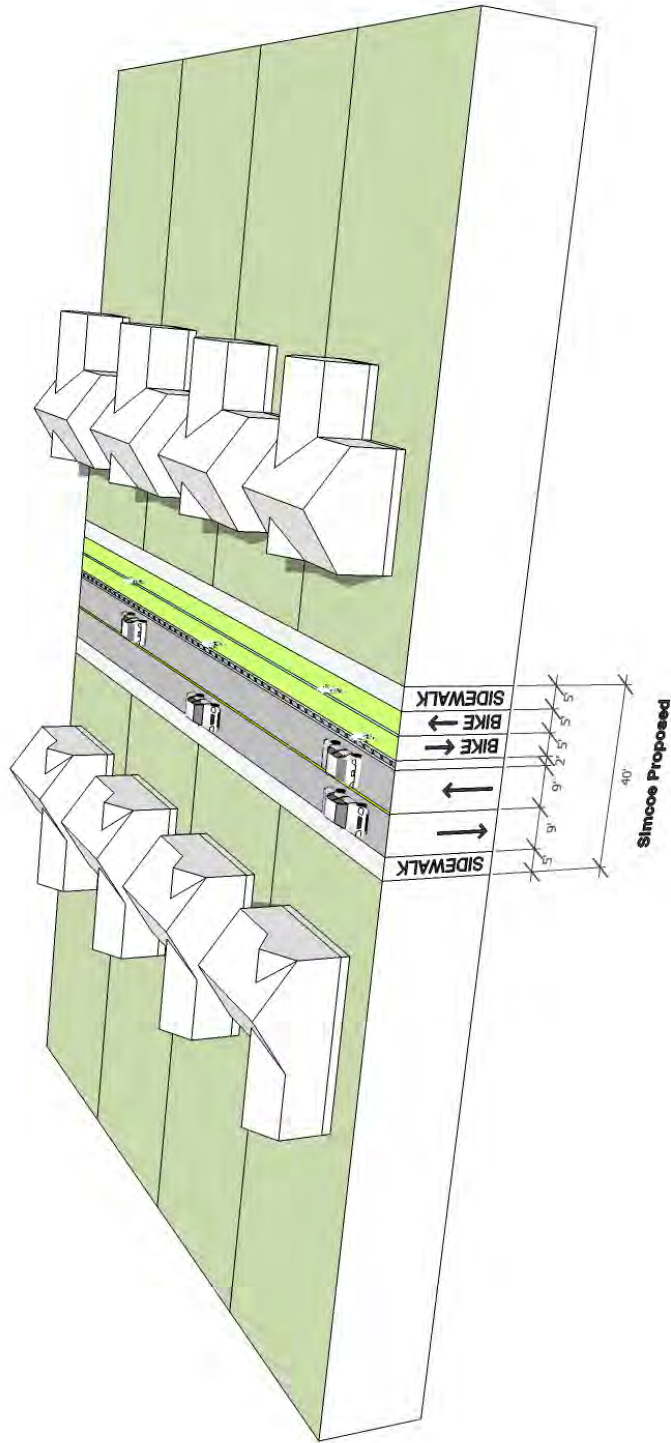
VEHICULAR REALM			
Target Speed	25 mph		
Family	Boulevard		
Travel	2-way		
Travel Lanes	2 lanes in each direction		
Lane Width	11'		
Allowable Turn Lanes	Yes, in median		
Parking Lanes	Parallel on both sides		
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions		
Curbs	Vertical		
Median	Yes		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
Principal Frontage Street	Yes		
Queuing Street	No		
PEDESTRIAN REALM			
Pedestrian Facilities	11'6"		
Street Buffer	3'		
Pedestrian Crossing Time	8 seconds from curb to median		
Pedestrian Threshold Gap	220'		

Street code: ST-40TWCT

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
- There are cycletracks on both sides of the street that are beside wider walkways.
- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.

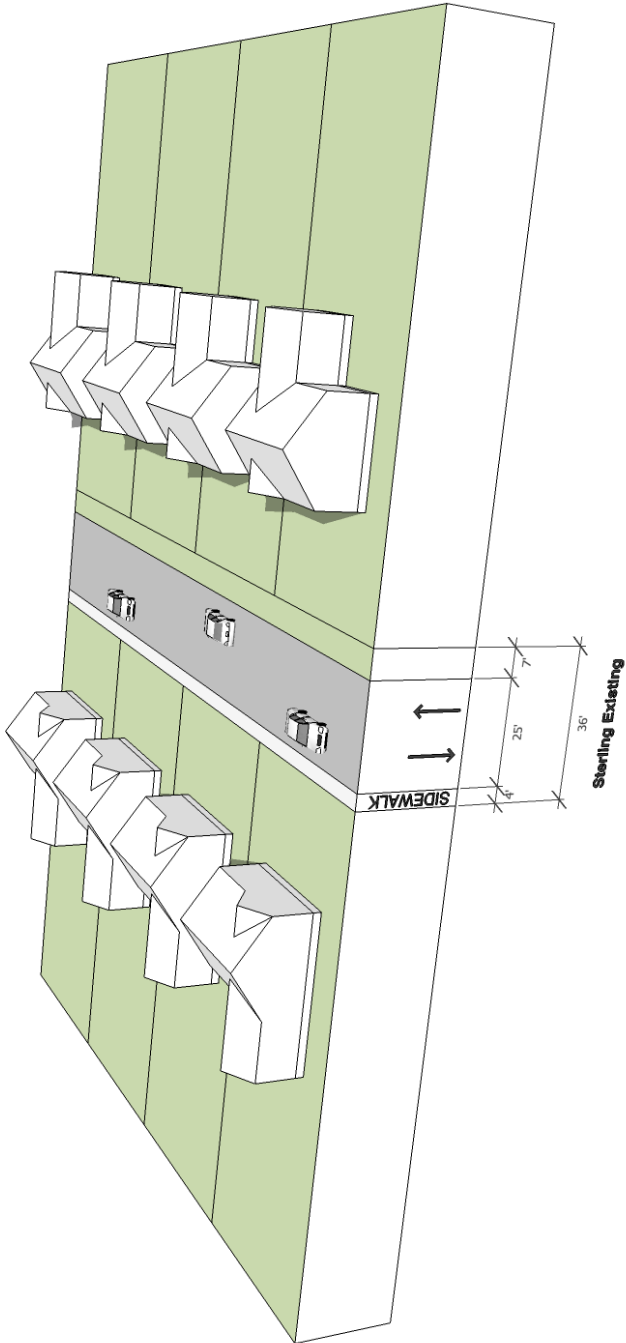


SPECIFICATIONS

VEHICULAR REALM		
Target Speed	25 mph	
Family	Street	
Travel	2-way	
Travel Lanes	2 lanes in each direction, plus center turn lane	
Lane Width	12.5' travel and 11' turn	
Allowable Turn Lanes	Yes	
Parking Lanes	None	
Curb to Curb Pavement Width	36'	
Curbs	Vertical	
Median	No (except at mid-block pedestrian crossings)	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
PEDESTRIAN REALM		
Pedestrian Facilities	Varies with trees, 10' to 12'	
Street Buffer	3' to 5'	
Pedestrian Crossing Time	10.3 seconds	
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)	

INTENT

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Boulevard		
Travel	2-way		
Travel Lanes	2 lanes in each direction		
Lane Width	11'		
Allowable Turn Lanes	Yes, in median		
Parking Lanes	Parallel on both sides		
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions		
Curbs	Vertical		
Median	Yes		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
Principal Frontage Street	Yes		
Queuing Street	No		
PEDESTRIAN REALM			
Pedestrian Facilities	11'6"		
Street Buffer	3'		
Pedestrian Crossing Time	8 seconds from curb to median		
Pedestrian Threshold Gap	220'		

Street code: ST-36P

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

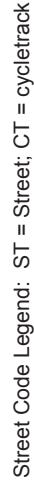
- Street section chosen by Traverse City during charrette from several presented for discussion and consideration.
- Target speed 25 mph.
- This street serves all types of development and provides crosstown connections.
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- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

VEHICULAR REALM			
Target Speed	25 mph		
Family	Street		
Travel	2-way		
Travel Lanes	2 lanes in each direction, plus center turn lane		
Lane Width	12.5' travel and 11' turn		
Allowable Turn Lanes	Yes		
Parking Lanes	None		
Curb to Curb Pavement Width	36'		
Curbs	Vertical		
Median	No (except at mid-block pedestrian crossings)		
Bicycle Facilities	Yes		
Bike Lane	No		
Cycletrack	Yes, one-way both sides		
Sharrows	No		
Bike Boulevard	No		
PEDESTRIAN REALM			
Pedestrian Facilities	Varies with trees, 10' to 12'		
Street Buffer	3' to 5'		
Pedestrian Crossing Time	10.3 seconds		
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)		

- Potential street section .
- Curb extension spa
- Target speed 20-25 mph
- This street serves all types of development and provides crosstown connections.
- There is parallel parking on both sides of the street that provides a buffer for NMT.
- A substantial median provides a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS		
VEHICULAR REALM		
Target Speed	25 mph	
Family	Boulevard	
Travel	2-way	
Travel Lanes	2 lanes in each direction	
Lane Width	11'	
Allowable Turn Lanes	Yes, in median	
Parking Lanes	Parallel on both sides	
Curb to Curb Pavement Width	29'6" on each side of the median; 24'6" at curb extensions	
Curbs	Vertical	
Median	Yes	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	
Principal Frontage Street	Yes	
Queuing Street	No	
PEDESTRIAN REALM		
Pedestrian Facilities	11'6"	
Street Buffer	3'	
Pedestrian Crossing Time	8 seconds from curb to median	
Pedestrian Threshold Gap	220'	

Street code: ST-60TWCT

INTENT

This is a robust street that accommodates both non-motorized and vehicular traffic.

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- A center turn lane provides the opportunity for a refuge for those crossing the street.
- Tree-frontage serves as a buffer between dedicated, separated lanes for pedestrians and cyclists.



SPECIFICATIONS

VEHICULAR REALM		
Target Speed	25 mph	
Family	Street	
Travel	2-way	
Travel Lanes	2 lanes in each direction, plus center turn lane	
Lane Width	12.5' travel and 11' turn	
Allowable Turn Lanes	Yes	
Parking Lanes	None	
Curb to Curb Pavement Width	36'	
Curbs	Vertical	
Median	No (except at mid-block pedestrian crossings)	
Bicycle Facilities	Yes	
Bike Lane	No	
Cycletrack	Yes, one-way both sides	
Sharrows	No	
Bike Boulevard	No	

PEDESTRIAN REALM

Pedestrian Facilities	Varies with trees, 10' to 12'	
Street Buffer	3' to 5'	
Pedestrian Crossing Time	10.3 seconds	
Pedestrian Threshold Gap	312' (Distance from oncoming car at speed limit where pedestrian may cross street)	



APPENDIX

PUBLIC ART REPORT

PUBLIC ART REPORT

Provided by Todd Bressi (consultant)

This report contains an assessment of Lafayette's art network and potential for partnerships as well as proposals for a 'Public Art Curator' and a 'Bus Shelter Arts Program'. The contents of this report were adapted into Chapter 2 of the ECI Planning Report.

Public Art Assets in Lafayette

Lafayette has several important foundations for starting a public art initiative – the Acadiana Center for the Arts, the University Art Museum, the Downtown Development Authority, the McComb Veazey Acadiana Arts and Culture District, and the Lafayette Neighborhood Project Toolkit. Each organization/ initiative has resources that can contribute to the expansion of public art creation, and public art practice, in Lafayette.

Paul and Lulu Hilliard University Art Museum (University of Louisiana, Lafayette)

Strong regional art collection and contemporary art exhibitions

Occasionally commissions original work for display in gallery

Could be a resource for connections to artists and opportunities and curatorial expertise for public art.

Acadiana Center for the Arts

AcA serves the entire region in all aspects of cultural work, through community development and grant making featuring five individual programs; through arts education, serving 30,000+ kids in a partnership with our school system; through outreach & residencies; by creating public art corridors; by producing 40+ annual visual arts exhibits and monthly ArtWalks—free to the community; and through the 150+ annual events at AcA featuring every genre of the performing arts.

Key programs that could be related to public art include:

(a) Artspark, providing Acadiana artists with opportunities to expand their body of work, funded by the Louisiana Economic Development Authority

(b) Project Grants for arts organizations, funded by the LCG,

(c) Arts Grants for teachers, funded by the Lafayette Parish School System

The Center has also applied for National Endowment for the Arts funds for public art projects related to bus transit.

Downtown Development Authority, Creativity Everywhere

Downtown Lafayette, the city's downtown business improvement district, has commissioned a number of small-scale art projects under its "Creativity Everywhere" initiative.

Creativity Everywhere has encouraged artists, property owners and visionaries to propose their own ideas for creating an artistic focal point, and provided small-scale grants of up to \$5,000 to realize projects. Numerous projects on walls, benches, sidewalks, lightpoles and parks have tapped into local creative talent.

Creativity Everywhere has won recognition twice from the International Downtown Association.

McComb-Veazey Neighborhood

The McComb-Veazey neighborhood, in collaboration with Earthshare Gardens, FoodNet of Acadiana, Acadiana Food Alliance, and the LCG Comprehensive Planning Office, has been awarded \$75,000 from the Kresge Foundation to create an Acadiana Arts and Culture District. Initially the project will focus on a Food–Culture Hub, MicroFarm Network and a Neighborhood Heritage Harvest, which will include documenting historical stories of the area. These are all endeavors to which artist would respond with interest, and could be the inspiration for public art projects around the theme of food, culture and history.

Lafayette Neighborhood Project Toolkit

This is a publication of the Lafayette Consolidated Government created during the Plan Lafayette process. From the introduction:

“This Project Toolkit is a complement to the Neighborhood Leadership Program and Planning Process Handbook. The Project Toolkit is designed to help neighborhoods implement neighborhood-scale projects. The Toolkit features 20 specific “Do-It-Yourself” projects that residents and neighborhoods can undertake with limited governmental assistance; highlights local resources and best local, regional and national practices; and includes tips for organizing and fundraising to implement these types of projects. Neighborhood groups can use the Toolkit to generate project ideas, as well as access step-by-step guidance and resources.”

The toolkit, which is inspired by creative place-making and tactical urbanism strategies emerging across the nation, includes numerous projects that could involve artists, from gateways to murals to public furniture to neighborhood parklets. While it provides action plans for each idea, it does not address approaches to working with artists as collaborators.

Analysis

The strength of Lafayette’s approach is that it is diffuse, diverse and fueled by homegrown ideas, energy and artistic resources. By tapping into local muralists and sculptors, and potentially other artists and collections that reflect the region’s heritage, it is building Lafayette’s unique identity. Underlying that is a network of public agencies, cultural organizations and place-based organizations who each bring different expertise and ideas to the mix.

The downside of Lafayette’s approach is that because it is diffuse, it could potentially work at cross purposes, with different organizations pursuing uncoordinated or conflicting agendas, or not sharing their expertise and experience to the extent that might be possible. Another downside is that no matter how important it is to recognize and strengthen local public art resources, public art is a national practice and local initiatives inevitably benefit from the cross-fertilization of creative ideas and the sharing of importing know-how gained from professionals working in a broader sphere. Finally, effort that

Recommendations

Public art is a collaborative, networked practice among public, cultural and civic organizations at the local scale and beyond. Lafayette has the organizations and resources in place but would benefit from a stronger networking of its existing public art resources, and from stimulation from outside public art professionals.

The two key recommendations are (a) to establish an informal network of artists and arts organizations who would meet a few times a year to discuss plans and share resources, and (b) to create a residency for a visiting curator who could be a catalyst for creative discussion and a connection to national public art networks.

Lafayette Public Art Network Association

The Lafayette Public Art Network should consist of representatives of the consolidated government; the arts, civic and community organizations mentioned above; and practicing artists and curators. It should two or three mini-workshops each year, devoting time to:

- (a) discussing completed and ongoing projects (presentations and critiques),
- (b) discussing opportunities and proposals for the future
- (c) developing ideas for generating public or private resources for public art

Meetings could rotate among the various institutions / organizations so they could get to know each other. Hopefully this conversation would lead to a sharing of information and resources and, when appropriate, formal collaborations.

Visiting Public Art Curator

The Lafayette Public Art Network should invite a visiting curator to Lafayette each year. The curator's main roles would be to:

- (a) help each organization reflect on how their own missions might embrace public art and how collaborations with other organizations might work, as well as reflect on their public art practices,
- (b) provide technical expertise about defining and implementing projects,
- (c) organize one public event around a topic in public art, and
- (d) based on what the curator learns, suggest new projects that one or more organizations might take on.

The visiting curator should be appointed for a year at the most, and spend at least a month in Lafayette at various intervals of time, as necessary to complete the task. The curator should have a physical base, such as at the consolidated government offices at the Rosa Parks Transportation Center, at the Downtown Development Authority or at the Acadiana Center for the Arts. The curator should probably contract to the Acadiana Center or the DDA. There should be a formal scope of work that the curator would be asked to respond to, a formal list of qualifications, and an interview process.

The curator should be solicited via an open call through national public art resources such as the Americans for the Arts Public Art Network. In addition, the curator should be recruited by asking for recommendations from public artists, administrators and curators active in Louisiana.

The annual budget for a curator might be \$20,000 with half being a curator's fee, and the rest related to expenses for the curator's travel, public programming, research and production of recommendations.

Evangeline Corridor Bus Shelter Public Art Action Plan

Description of Project Type

Bus shelters have been identified by the Lafayette Consolidated Government as a short-term, catalytic public art project for the Evangeline Corridor. While the Evangeline Corridor urban design plan suggests potential locations, the shelters can be funded, built and installed independently of the Corridor project.

This action plan outlines goals, potential locations, design issues and options, budgets and a project development process for incorporating artwork into bus shelters along Lafayette Transit routes that pass through the Evangeline corridor.

Goals for Bus Shelter Public Art

Bus shelter public art can help the communities of the Evangeline Corridor achieve the following goals:

- create artworks and places that instill and display community pride
- highlight bus routes and encourage bus usage
- provide opportunities for local arts to show their work in public
- combine holistically with other aspects of Evangeline corridor improvement project

Potential Locations for Bus Shelter Public Art

The Evangeline Corridor urban design plan provides a framework of neighborhood centers and connective corridors in the neighborhoods adjacent to the Corridor. The following locations are recommended for bus shelter public art because they reinforce a recommended neighborhood center, or the serve as a gateway into one of the neighborhoods along the Corridor.

- 12th and Surrey Neighborhood Center, Route 10
- Jefferson, Orange and Sterling (East Simcoe), Route 45
- Pontiac Point (East Simcoe), Route 45
- Louisiana and Evangeline, Route 60
- St. John and Simcoe (St. John), Route 20
- Freetown / Port Rico Gateway (Taft, Vermillion, Garfield), Route 70
- Downtown gateway (Second and Monroe) Routes 15, 35, 50
- Downtown Gateway (Johnson, Garfield, Cypress), Routes 25, 55, 65

Design Issues

Bus shelters must be engineered to meet the rigors of being in public, outdoor environments, and to provide the function of serving as safe, comfortable waiting places for bus passengers.

Climate issues, such as sun and rain, can affect the wearing of material. Graffiti and vandalism are a concern. In southern Louisiana, the potential impact of sun exposure, floods and hurricanes must be considered. Bus shelters must be accessible, safe and comfortable for passengers day and night, and must meet ADA requirements.

Coordination with Lafayette Transit specific guidelines, such as foundation construction and mounting protocols, should also be considered. This will allow for easy site preparation and exchange of artistic bus shelters with standard bus shelters, should it be required.

Numerous design guidelines and specifications issued by transportation research organizations and transit agencies are easily obtainable. Specific guidelines for Lafayette should be developed by Lafayette Transit and approved by locally licensed engineers. Generally, a call to artists should identify these considerations, and the selected artist must work with an engineering or architecture firm to ensure all of these requirements are met.

Reference

TCRP Report 19, Guidelines for the Location and Design of Bus Stops (Washington: National Academy Press, 1996)¹

Design Options

Artist-Designed Bus Shelter

Some communities have commissioned artist-designed bus shelters. The advantage of this approach is that artist-designed bus shelters can have high visibility and expressive impact. The disadvantages are the per-shelter cost (realistically, in the range of \$50,000), the lack of replicability and the potential for one-off shelters to compete against a transit agency's branding and design standards. Artist-designed shelters require also require experienced artist teams, which narrows the range of artists qualified to apply. They are eligible for FTA funding.

Modified Shelter Approach

Other communities use a "modified shelter" approach. In this case, a standard-engineered shelter provides a standardized space into which an artwork to be added. Examples of this include metal base panels, glass interlayers, etched glass, prints installed in advertising panels, or decorative concrete work. The advantage of this approach is that it is less expensive and allows artists with a broader range of backgrounds, and with less experience, to participate. The disadvantage is that the visual impact may not be as great, and that it takes more front-end design work to identify the opportunities. Replacement of ads with art can result in a loss of system revenue. This approach, if integrated permanently into the design (such as a glass interlayer), is eligible for FTA funding.

Budgets

Obtaining accurate budget information is challenging because soft costs, such as design, artist selection and site preparation, are not always documented.

For artist-designed bus shelters, budgets advertised to artists have ranged from \$15,000 to \$45,000-\$50,000, based on a survey of six RFQs issued over the last decade. For comparison, an off-the-shelf bus shelter can cost \$10,000 to \$20,000, including site preparation work.

For bus shelters with artistic modifications, the budgets range from a few thousand dollars (for glass interlayers or film installations) upward, depending on the medium. This is in addition to standard bus shelter costs.

¹ http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_19-e.pdf

Project Development Process

Predevelopment

There are several baseline decisions that must be made before the artist selection and design process begin.

1. Determine the project management and ownership for the project. What entities will be involved in the project development? Who will be in charge? Who will own and maintain the shelter?
2. Determine the scope of the project. Since Lafayette Transit does not typically install bus shelters at its bus stops, a key question to address is, would the public be better served by one signature artist designed bus shelters, or by several standard bus shelters with artist enhancements, such as modified glass panels?
3. Determine locations for shelters. Eight locations are recommended here, based on opportunities where bus routes overlap with neighborhood center strategies in the Evangeline Corridor Plan. Other criteria may emerge in consultation with Lafayette Transit. In addition further study would have to be undertaken of land ownership, right of way, visibility, flooding, intensity of use, co-location with other activity important to the neighborhood.
4. Identify all applicable technical requirements, including code compliance and functional issues.
5. Determine budget and funding. Based on the scope, location and technical requirements, establish an overall budget for the shelters and an art budget and confirm funding sources.
6. Depending on the scope of the project, identify fabricators who will assist with the production and installation of the artwork.
7. Establish a public engagement strategy, including how the public will be engaged in discussion of predevelopment questions.

Artist Selection Process

8. Develop an RFQ. The RFQ should include:
 - Goals for the project
 - Artist qualifications
 - Artist scope of work (expectations and responsibilities)
 - Site background and context materials
 - Design specifications and code requirements
 - Procurement requirements, based on the commissioning and funding entities
 - Artist selection process
 - Project review and approval process
9. Distribute RFQ. The distribution process will depend on whether a regional or national pool of artists is sought.
10. Select a short list of artists and commission concepts. A representative selection committee should be convened to review portfolios and select a preferred artist. There should be an opportunity for the artists to engage with the Lafayette community while they are developing their concepts, and an opportunity for Lafayette residents to comment on proposals before the selection committee meets.

11. Review concepts and make a final selection.

12. Contract with artist.

Project Development

12. Artist delivers a schematic design, based on the approved concept.

13. Upon approval of schematic design, artist delivers a final design, with appropriate drawing sets necessary to fabricate the artwork.

14. Upon approval of final design, artwork is fabricated.

15. Upon completion of fabrication, artwork is installed.

15. Upon installation, documentation of artwork is completed.

Sample Bus Shelter RFPs

Athens, Ga.: “Art Rocks Bus Shelter Design Competition”

Nashville, Tenn.: 28th/31st Avenue Connector Project

Pinellas County Cultural Affairs Department, Artist Designed/Fabricated Passenger Shelter

Providence, R.I.: Design Services for Bus Shelters and Related Pedestrian Amenity Improvements
RIPTA Charles Street Bus Shelter

West Colfax Business Improvement District, Permanent Bus Shelter Artwork

Artwork images from all projects to be included in cut sheets

Resources

TCRP Report 19, Guidelines for the Location and Design of Bus Stops (Washington: National Academy Press, 1996)



APPENDIX

CATALYST PROJECT PROFILES

Clifton Chenier Center / LCG Campus / Philadelphia Church Connections



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.



SAMPLE EXISTING CONDITION

SAMPLE FUTURE RETROFIT



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) \$\$\$\$



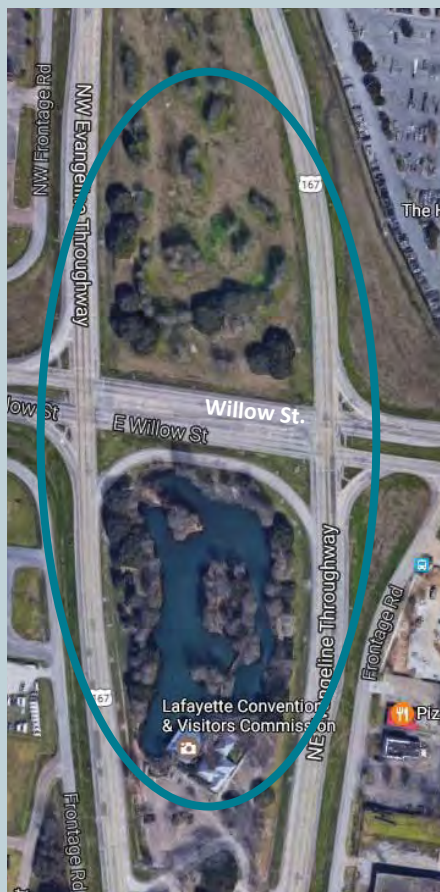
Economic Impact / Community Benefits

- 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





Iconic Gateway Feature at Willow Street Interchange



Residents and workers cite the North Gateway as a prime welcome face to Lafayette that misses 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

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



Timeline

Short-term: Design competition and community interest events (LCG manages with local groups)

Medium- to long-term:

- Sculpture design (off site) and on-site Development (LCG/Public Works with designer/manufacturer)
- Final Installation of gateway feature



Funding Support / Project Cost Estimate

- Design competition and event support: LCG \$
- Medium- to long-term funding for design/installation: 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 identity and pride in the Gateway entrance to Lafayette through artistic intervention
- Contribute to overall area economic development as part of a total public realm retrofit





Castille Avenue Streetscape
 (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 \$\$\$\$\$

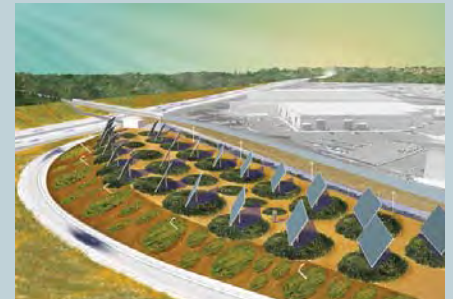


Economic Impact / Community Benefits

- 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



Willow Street Interchange Landscapes



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



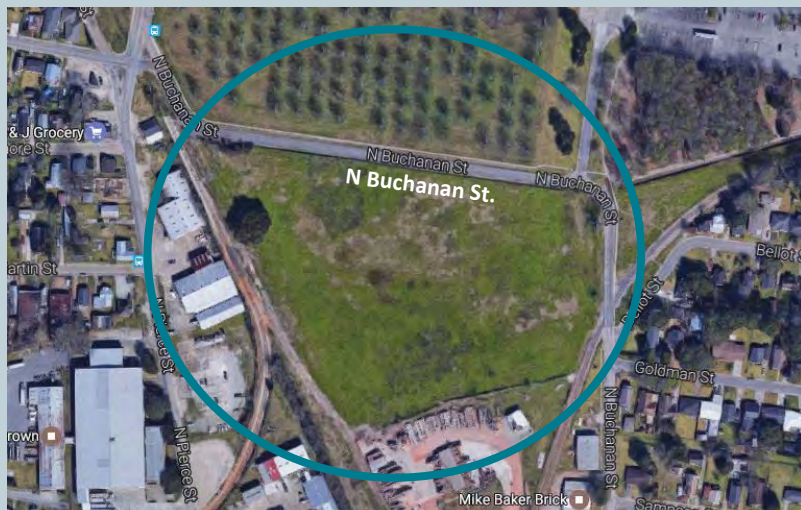
Economic Impact / Community Benefits

- 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





Neighborhood Park on North Buchanan Street



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





Martin Luther King Jr. Drive Lighting / 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 Street 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

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



Timeline

Medium- to long-term: Design, planning, and installation phase for street lighting and streetscape upgrades (sidewalks, street tree planting, and bike paths) - LCG-Public Works to manage collaboration with neighborhood groups



Funding Support / Project Cost Estimate

Funding for lighting and streetscape work: LCG-Public Works Dept. (possible grants/partnerships) \$\$\$



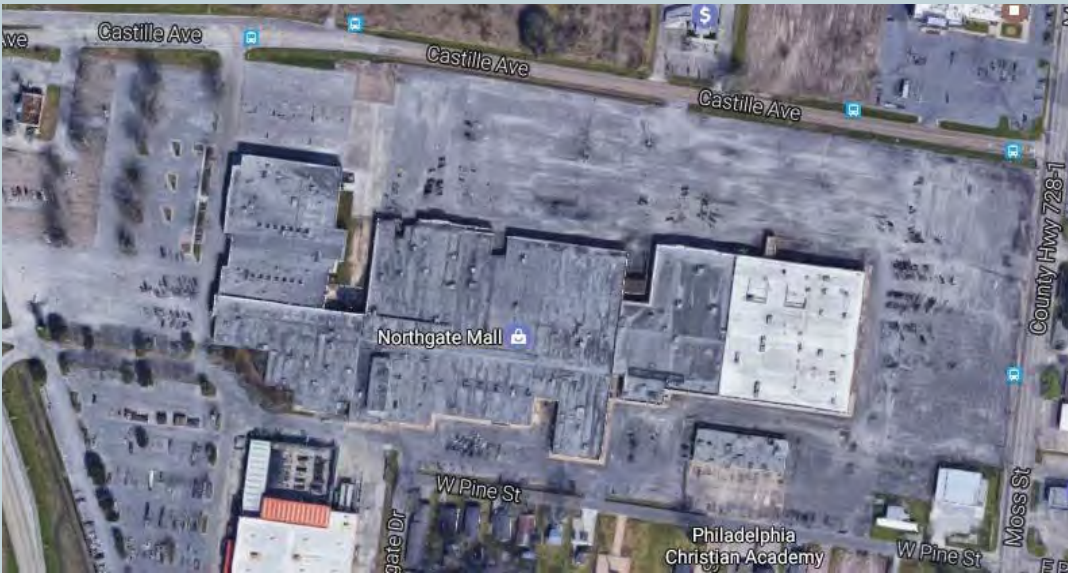
Economic Impact / Community Benefits

- Build incentive for commercial development along the MLK Drive corridor (potential retrofit of strip mall)
- Create a safe and walkable environment for residents and school children - promote healthy street life and connections from strip mall to Alice Boucher School
- Highlight MLK Drive as an important piece of the thoroughfare network connecting to North University Avenue





Northgate Mall Site Retrofit



A mall as it exists today.



A proposal for turning the mall into a Main Street.

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

A phased-based total site redevelopment that takes advantage of available structures and land to transform this area into a thriving mixed-use zone for diverse commercial, public, and residential experiences



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

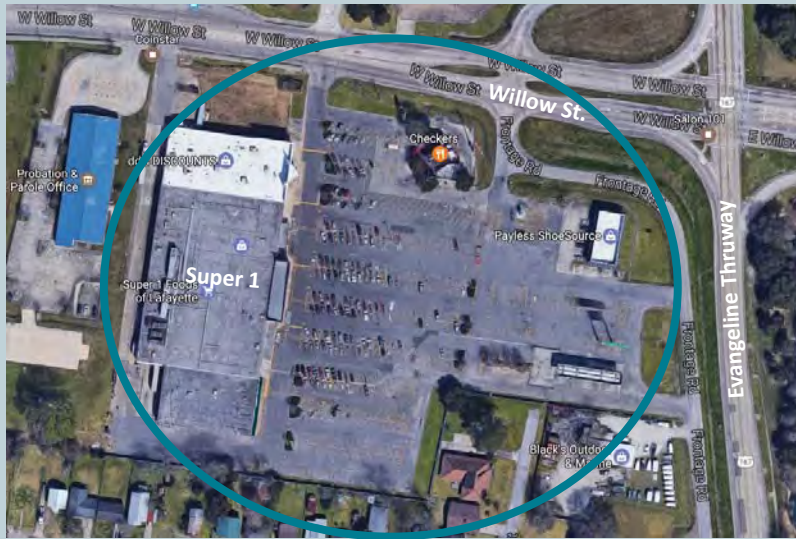


Economic Impact / Community Benefits

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



Super 1 Foods Site Retrofit

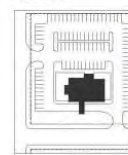


Local residents, city officials, economic consultants have expressed the advantages of re-developing the site currently occupied by Super 1 Foods to take better advantage of its land value potential and street frontage.

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



BEFORE

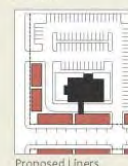


Existing Suburban Restaurant Pad

SAMPLE EXISTING CONDITION



AFTER



Proposed Liners

SAMPLE FUTURE RETROFIT



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



Willow Street: Streetscape Improvements



Four lanes w/o center turn lanes



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



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



Bus Stop Shelter and Plaza
(Southwest corner of St. John and W. Simcoe Streets)



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

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



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

Timeline

Short-term:

- Land acquisition as necessary
- Host a design competition to build community interest

Medium-term / implementation:

- Site preparation and development - including the landscaping of the public plaza
- Installation of Bus Stop Shelter

Funding Support / Project Cost Estimate

- Initial land acquisition funding: LCG - Public Works - project initiation managed by LCG \$
- Implementation funding: LCG with support (Federal Transit Administration Grant) \$\$

Economic Impact / Community Benefits

- Enhance ridership and provide functional and safe public amenity
- Generate corridor connections - community space that spurs pedestrian and commercial activity
- Reflect district character through unique design elements



PROFILE SHEET **Sterling Grove/Simcoe/LaPlace District** **Catalyst Project B**

Senior Arts Studio / Greenhouse Senior Center **Sites Retrofit and Landscaping**



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

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



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



Timeline

Short-term: Interim events program (i.e. markets, concerts) - help establish consistent use and to test interest

Medium-term: Full site landscape design - various landscape and infrastructure components (lighting, hardscapes)



Funding Support / Project Cost Estimate

- Primary Funding: LCG (including Office of Community Development) \$\$
- Partnerships/Grants: potential partnership between the Sterling Grove Neighborhood Association and the McComb-Veazey Coterie \$\$



Economic Impact / Community Benefits

- Ideal opportunity to establish an urban town square to enhance the connection between the Historic Sterling Grove and McComb-Veazey neighborhoods
- Increase pedestrian activity while offering an enhanced community asset
- Increased foot traffic should increase the demand for adjacent commercial opportunities along Jefferson Boulevard to Pontiac Point



Pierce at Simcoe Intersection Improvements



Local residents in the LaPlace 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.

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.



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 Pierce/Simcoe" event with activity staging events

Medium- to long-term: Intersection streetscape work, Food World site commercial retrofit, adaptive re-use of adjacent sites



Funding Support / Project Cost Estimate

- Align with Better Block Simcoe events and partner with Alamo and Townfolk events \$
- Medium-long term funding for streetscape phase: LCG/Public Works Dept. (possible grants) \$\$
- Retrofit and re-use of Food World and adjacent sites through partnerships with private owners \$\$\$



Economic Impact / Community Benefits

- Intersection improvements are some first steps in comprehensive community development
- Bring investment interest and small-neighborhood-scale commercial infill and re-use opportunities
- Reclaim blighted properties. Create mixed-use cultural environment with various community activities





Pursue Local Historic District Status for LaPlace



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



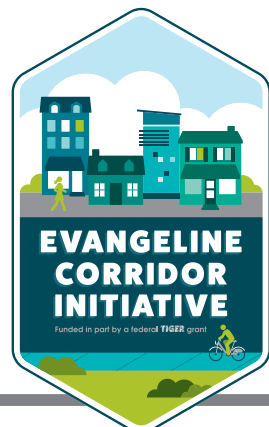
Funding Support / Project Cost Estimate

- 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



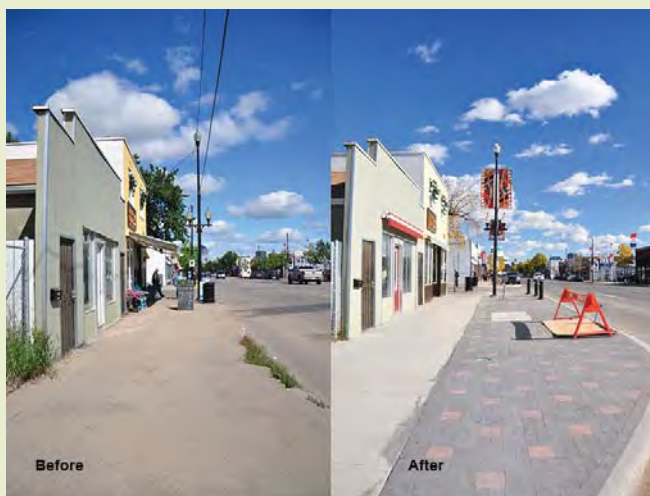
Economic Impact / Community Benefits

- 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





West Simcoe Street: Streetscape Retrofit



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





East Simcoe Street: Streetscape Retrofit



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





Mudd Avenue: Streetscape Retrofit



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



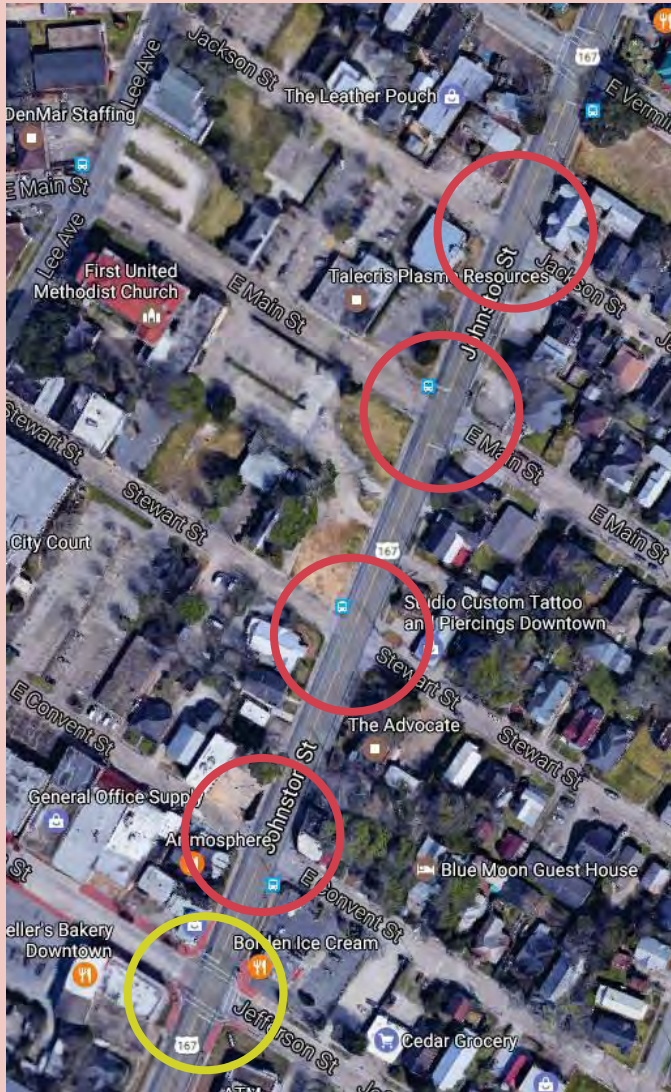
Economic Impact / Community Benefits

- 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





Johnston Street Streetscape: 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.

Landscape design streetscape project to repave and restripe intersections along Johnston Street to address connectivity, safety, and identity while establishing a foundation for additional street frontage development in this zone



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



Timeline

Short-term:

- Crosswalk striping / intersection painting (standard or custom)
- Planning is already underway for a Better Block event

Medium-term: Landscape design process (new paving) based on approval, phasing, and construction



Funding Support / Project Cost Estimate

- Right-of-way project: LCG-Public Works Dept. \$\$
- Potential opportunities for external grant support



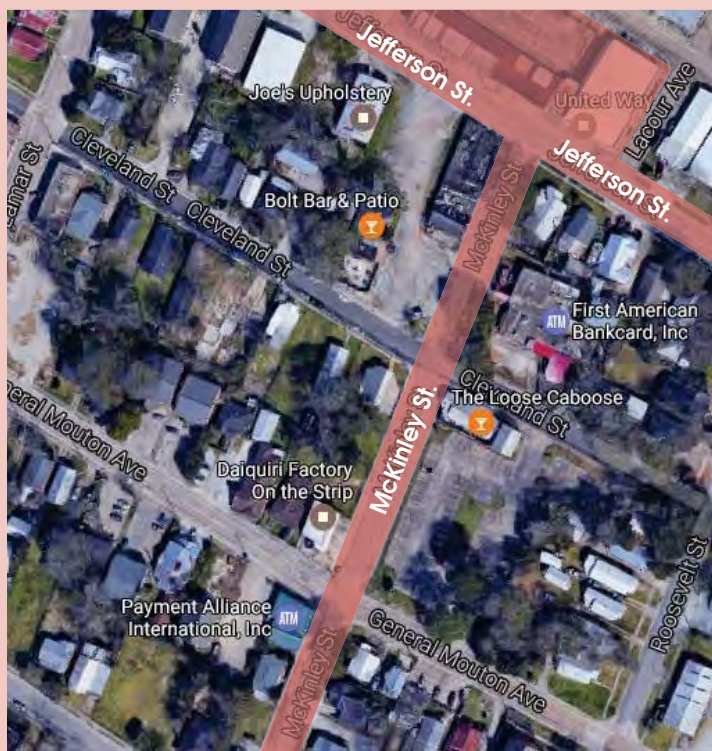
Economic Impact / Community Benefits

- Strengthen the urban fabric to make edge development desirable to spur Johnston Street economy
- Link diverse zones of the Downtown business core to Freetown-Port Rico and university campus
- Create ease of access and safe pedestrian connections and flow between adjacent residential areas





McKinley Street Renewal / McKinley Street Market



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

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, such as a McKinley Market



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



Timeline

Short-term: Continued Better Block pop-up events to support area businesses

Medium- to long-term:

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



Funding Support / Project Cost Estimate

- Streetscape and infrastructure improvements led by LCG-Public Works \$\$
- Public-realm designs and mixed-use development (i.e. McKinley Market) - partnerships with LCG, LEDA, Freetown-Port Rico Coterie, and private entities + grant potential for projects \$\$\$\$

Economic Impact / Community Benefits

- Restore McKinley Street to thriving commercial center with return on investment opportunities
- Link Downtown to the UL Lafayette campus - residents benefit from renewed access to local amenities





Community Park at Convent and Gordon Streets



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) \$\$



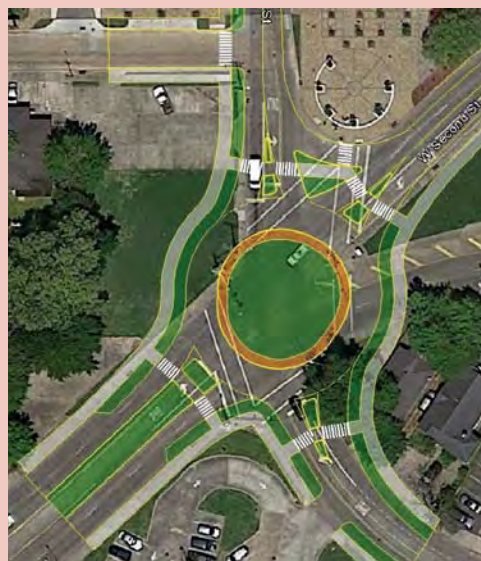
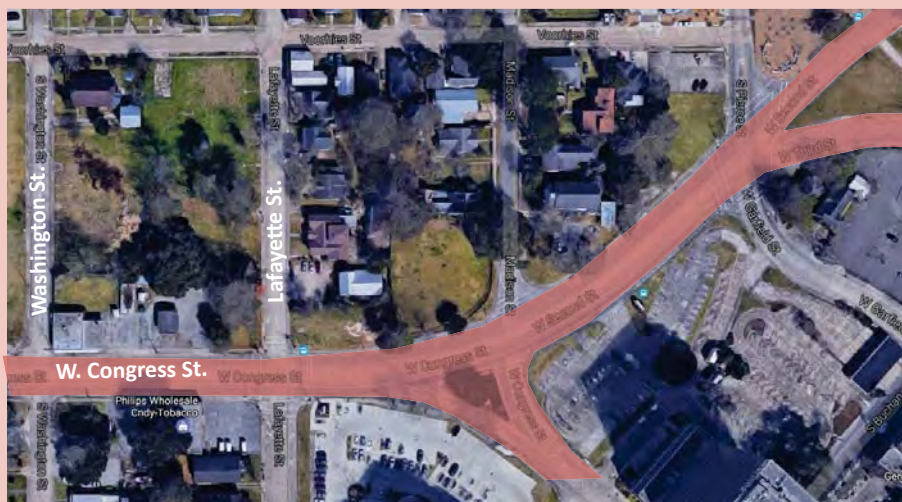
Economic Impact / Community Benefits

- 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



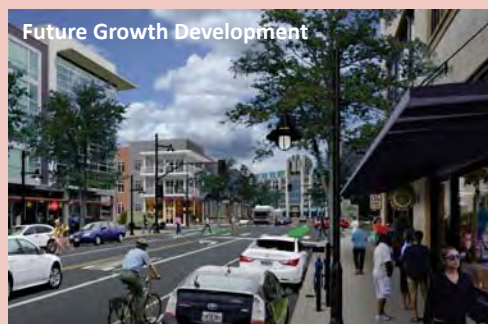


Congress Street: Streetscape Phase 2



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





Coburn's Building Adaptive Re-use and Site Retrofit



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



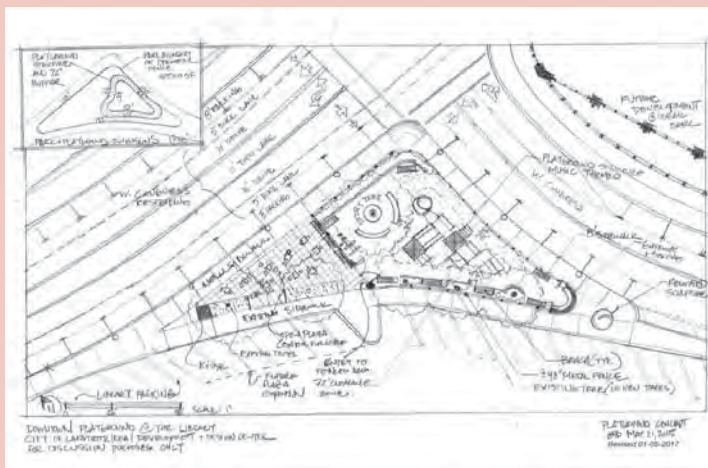


Children's Park at the Main Library



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





Federal Courthouse Building and Site Redevelopment



The future of the former federal courthouse and site on Jefferson Street 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 to create a thriving mixed-use development that promotes high-quality residential living Downtown - complete with serviceable amenities and activities



Concept Drawing



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



Timeline

Medium- to long-term: Phased site development including partial demolition, re-construction, and landscaping work



Funding Support / Project Cost Estimate

- Adjacent streetscape and infrastructure improvements led by LCG-Public Works \$
- Renovation, new construction, landscaping - LCG/Public-Private Partnership, Private Developer \$\$\$\$



Economic Impact / Community Benefits

- Reclaim and convert abandon building to mixed-use development heavily promoting high-quality residential options for Downtown - spur economic return value and additional investment
- Provide new amenities to enhance everyday interaction and new community experiences





Taft Street Corridor: Spot Improvements



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

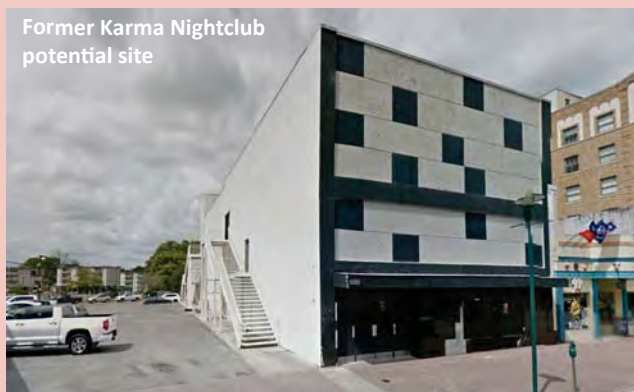




Downtown Movie Theater



Former Karma Nightclub potential site



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 cultural 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



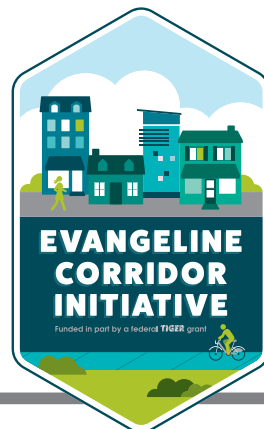
Funding Support / Project Cost Estimate

- 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





Downtown Grocery / Market



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



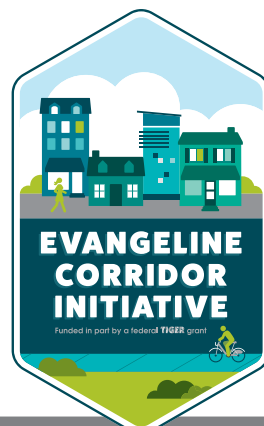
Funding Support / Project Cost Estimate

- 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)



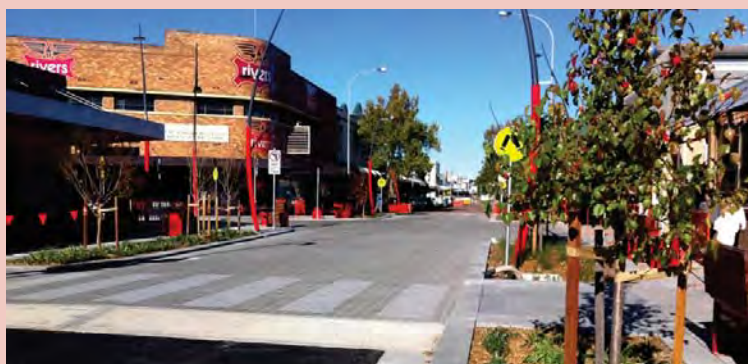


Jefferson Street Renewal



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





Pursue Local Historic District Status for McComb-Veazey



Residents voiced support for the Lafayette Historic Preservation Commission to study the viability of McComb-Veazey and adjacent plats as a local historic district.

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 completes 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 historical districts

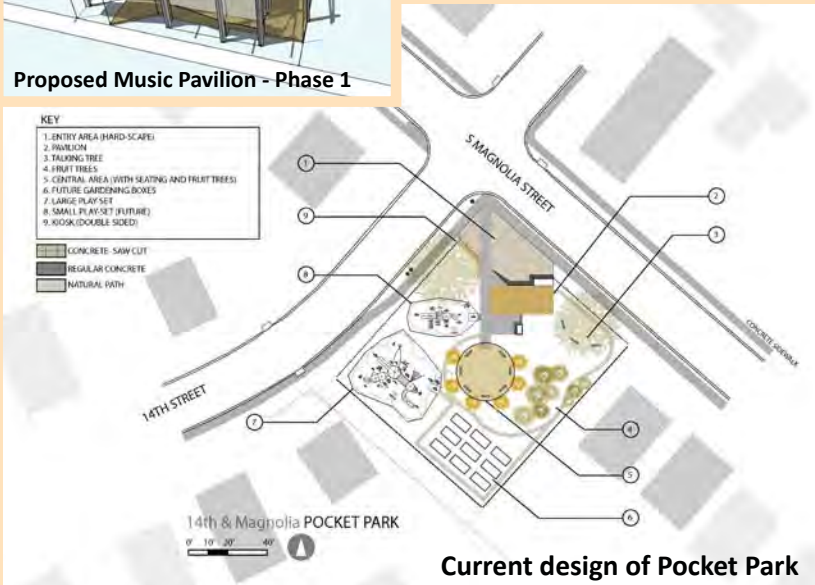


Economic Impact / Community Benefits

- Preserve local history, architectural character, and culture
- Provides incentives and tax credits for rehabilitation of homes and businesses
- Reclaim blighted properties, increase property values and overall neighborhood worth
- Create community cohesion and pride through local preservation efforts
- Create a platform for tourism



Pocket Park at 14th & Magnolia Streets - Phase 2



LCG is currently working with the McComb-Veazey Coterie on the construction of a pocket park at the corner 14th and Magnolia Streets. Funds are in place for Phase 1 and there is desire to expand the project into Phase 2.

Design and planning for Phase 2 of the pocket park to accommodate an additional playground set and other amenities such as garden boxes to complement Phase 1 which includes pavilion, kiosk, and hardscapes

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



Timeline

Short-term: Phase 1 of pocket park is already underway - collaboration between LCG, Habitat for Humanity, and the McComb-Veazey Coterie (which recieved a Wells Fargo grant)

Long-term: Phase 2 to include additional landscaping, structures, and amenities



Funding Support / Cost Estimates

- Funding support for Phase 2 construction: LCG and small grant funds \$\$



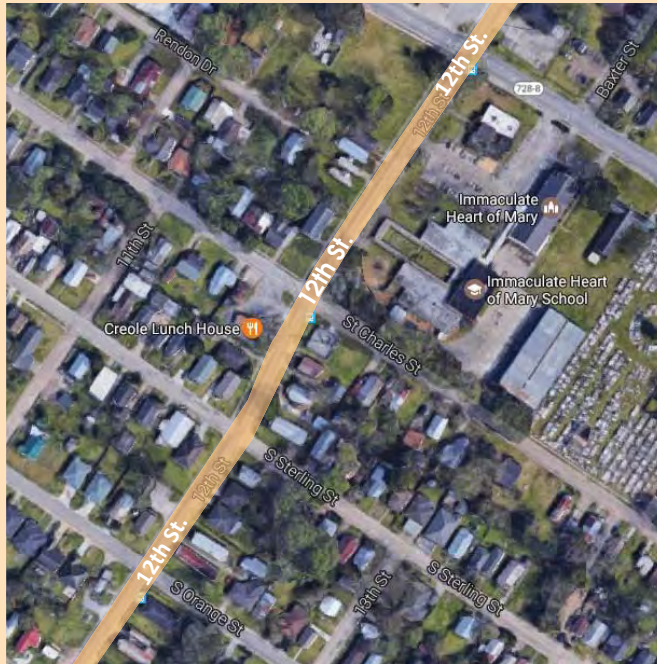
Economic Impact / Community Benefits

- Pocket parks revive blighted properties to create value while enhancing community interaction
- Provide access to neighborhood green space to complement larger-scale parks
- Enhance previous phase plans for a total park experience



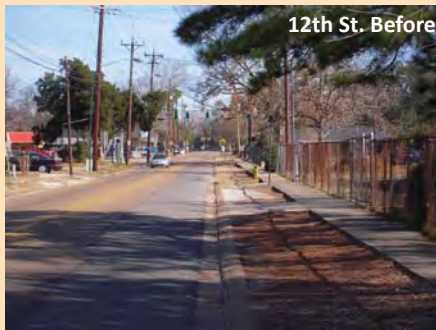


12th Street Corridor Streetscape Revamp



Corridor streetscape project continues from ongoing plans championed by the McComb-Veazey Coterie.

12th Street corridor revamp including landscape design improvements such as sidewalk upgrades, additional street tree plantings, restriping, on-street parking, bulb outs, and urban frontage modification for small-scale infill



12th St. Before



12th St. After



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



Timeline

Short-term: On-street parking and sidewalk upgrades + tree plantings

Medium-term: Design elements such as landscape features and adjacent property facelift (Immaculate Heart fence) + landscape work complements Habitat Houses (12th/Sterling) and Creole Lunch House



Funding Support / Cost Estimates

- Primary streetscape improvements: LCG funding - Planning, Zoning and Development and the Public Works departments will lead effort with McComb-Veazey Coterie. \$\$\$
- Supplemental design elements: grant funding and partnership - McComb-Veazey Coterie has secured several grants for funding community projects to align with this effort \$\$



Economic Impact / Community Benefits

- Connect neighborhood streets to retail-oriented, higher-traffic thoroughfares such as Surrey Street
- Create commercial interest, put parcels back into commerce, and increase property values.
- Promote mix of residential, educational, commercial, and cultural components for positive impact



12th & Simcoe Intersection Development



Urban principles identify this central intersection as an opportunity for redevelopment, creating an appealing node to take advantage of the existing busy thoroughfare and community activity.

Strategic infill development, site retrofits, and intersection improvements to enhance existing commercial activity that will re-establish a thriving community crossroads by providing safe access to neighborhood amenities and connections to other parts of the Corridor



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



Timeline

Medium-term: Identifying site, acquisition, and architectural design / planning process

Long-term: Phased site-development and construction, including landscaping



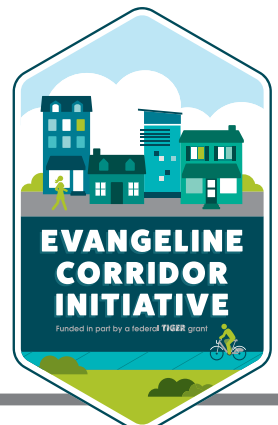
Funding Support / Cost Estimates

- Land acquisition and site redevelopment/construction: LCG and public-private partnership \$\$\$\$
- McComb-Veazey Coterie initiates small-scale tactical project actions with grant support \$\$



Economic Impact / Community Benefits

- Strategic location can leverage busy thoroughfare and existing commercial activity
- Reclaiming vacant sites through infill development can enhance economic value for the area
- Relieving blight can increase safety for children and contribute to building community pride
- Restore architectural character and appeal to the neighborhood along Simcoe Street.



Cultural Museum at Pontiac Point



Residents expressed particular interest in having a cultural museum that represents the area's unique and rich history.

Showcase area identity through smart civic development, land re-use, and a museum building to offer a new cultural amenity for residents and visitors



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



Timeline

Short-term: Staging of history-related events (complement existing heritage signage efforts) + fundraising

Medium-term: Identifying site, acquisition, and architectural design / planning process

Long-term: Phased site-development and construction, including landscaping



Funding Support / Cost Estimates

• Early phase work and events support: LCG funding \$

• Land acquisition and museum site development/construction: Public-private partnership \$\$\$



Economic Impact / Community Benefits

- Cultural museum located in the district is an asset for the entire Evangeline Corridor and Lafayette
- Attract tourism, increase local pride, provide educational opportunities, and community support
- Strategic location such as Pontiac Point can leverage visitor traffic to engage existing retail/commercial
- Alternative site is old Gethsemane Church (12th/Peach St.) - already serves as a community resource



12th & Surrey Intersection Development



View towards southwest corner of intersection



Urban principles identify this central intersection as an appealing node to take advantage of community activity.

Strategic infill development and site retrofits and intersection improvements to enhance nearby school/church activity and commercial opportunity to establish a thriving community crossroads



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



Timeline

Medium-term: Identifying site, acquisition, and architectural design / planning process

Long-term: Phased site-development and construction, including landscaping



Funding Support / Cost Estimates

- Land acquisition and site (re)development/construction: LCG and Public-private partnership \$\$\$\$



Economic Impact / Community Benefits

- Strategic location can leverage school and church activity to promote community interaction
- Reclaiming vacant sites through infill development can enhance economic activity in the area
- Relieving blight can increase safety for children and contribute to building community pride
- Planning is already underway for a Better Block event



Pontiac Point Redevelopment



Concept design created during design charrette.



Implement spot enhancements and increase access to the Pontiac Park triangle while supporting the mixed-use redevelopment of the Pontiac Point site (Surrey / Simcoe junction) as a highly active community node



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 Simcoe event - with temporary street elements and new painted crosswalks
Long-term: Comprehensive incremental site development, infill structures, and landscaping



Funding Support / Cost Estimates

- Better Block event and site clearing: short-term effort led by LCG – Planning, Zoning and Development and Public Works departments \$
- Phased site development: funded through an established public-private partnership with LCG, private investors, and property owners \$\$\$\$



Economic Impact / Community Benefits

- Pontiac Point area was chosen for its potential to spark development multiple districts, including areas outside of the Evangeline Corridor - reconfigured, mixed-use, pedestrian-friendly zone
- Redevelopment and reconfiguration will revitalize adjacent commercial establishments
- Interim strategy: Portion of Jefferson Boulevard could be cordoned off on weekends (between the Moss St. fork and East Simcoe St.) to allow for activities such as farmer's markets, the McComb-Veazey Health Initiative and other community events (in collaboration with Christ Church)





Heymann Park Retrofit



Residents and park patrons say they enjoy using the park, but also pointed out key concerns and issues such as isolated spaces, safety issues and substandard lighting.

Park retrofit strategy including space consolidation, new landscape design, and new lighting that enhances the recreational experience and provides a better connection to the Vermilion River



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



Timeline

Short-term: Park clean up + staging of various events that indicate permanent installations/activity

Medium-term: Strategic lighting enhancements + enhanced security program

Long-term: Comprehensive park retrofit including general landscape work and feature installation



Funding Support / Cost Estimates

- Maintenance clean up and kick-off events - LCG-Parks Department \$
- Overall site work and lighting/landscape design elements - environmental grant funds and partnerships between LCG and Paul Breaux School (LPSS) and BVD/Vermilionville \$\$\$



Economic Impact / Community Benefits

- Leverage awareness of huge community and city-wide assets of Heymann Park and Vermilion River
- Landscape improvements will drive visitors to the area, spur adjacent commercial development and services for park patrons, and increase economic return on investment
- Communities receive enhanced public amenity and safer access to recreational space access



PROFILE SHEET

Vermilion River Recreational District

Catalyst Project B

Wayfinding and Historic Identity Mapping Campaign



Community members, city officials, and Bayou Vermilion District staff want to promote the area's assets and history more aggressively.

Wayfinding and Identity Campaign project proposes a physical narrative across the Recreational District through sculptural signage, identification, and map kiosks



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



Timeline

Short-term: Develop new trail brochures + graphic maps to distribute at community events + online awareness campaign hosted by BVD (Vermilionville)

Long-term: Comprehensive wayfinding and identity signage/kiosk design and implementation



Funding Support / Cost Estimates

- Printed material/digital campaign - LCG support \$
- Installation - partnership between LCG and Bayou Vermilion District (operates Vermilionville) \$\$



Economic Impact / Community Benefits

- Draw awareness to the BVD - expand cultural tourism, economic value, and development potential
- Community receives better information and guidance in the physical environment
- Create interaction, address safety, and support cultural preservation/education





Community Farm at Vermilion Conference Center



Residents in McComb-Veazey and within the BVD expressed interest in a community farm near the Lafayette Parish School System's Conference Center.

A community farm near the Conference Center and Heymann Park to enhance a public service offering and establish a neighborhood amenity to promote healthy local living and educational activities



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



Timeline

Short-term: Site clean up + staging of various food-related events that indicate permanent installations
Long-term: Preparing landscape for farming activities - planting and harvesting - building structures



Funding Support / Cost Estimates

- Maintenance clean up and kick-off events - LCG-Parks Department \$
- Overall site work - landscaping and construction - environmental grant funds and partnerships between LCG, LPSS, and BVD \$\$\$



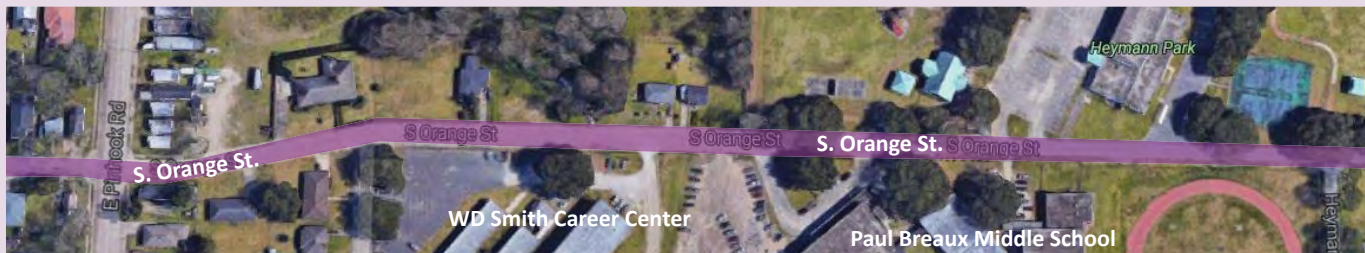
Economic Impact / Community Benefits

- Leverage awareness of community and city-wide asset in the neighborhood near Heymann Park
- Farm amenity will drive locals and visitors into the area, spur adjacent commercial development and services for park patrons, and increase economic return on investment
- Communities receive enhanced public amenity that promotes access to healthy living and education





South Orange Street Neighborhood Gateway/Streetscape Enhancement



Residents expressed a desire to improve access and create more awareness about Heymann Park.

Neighborhood gateway/streetscape design project along South Orange Street. Defines primary artery from McComb-Veazey to the Vermilion River Recreational District - improves access to Paul Breaux Middle School and Heymann Park from East Pinhook Road



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



Timeline

Short-term: Street clean-up, restriping, street trees where applicable

Medium-term: Neighborhood gateway signage/sculpture.

Long-term: Full retrofit of South Orange Street with hardscape improvements and landscape features



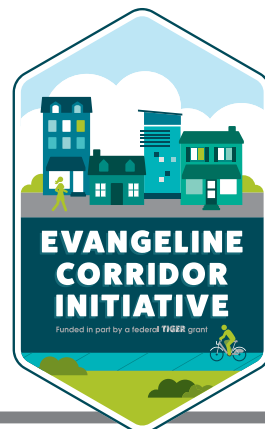
Funding Support / Cost Estimates

- Streetscape improvements: LCG funds -Public Works Dept. oversight \$\$
- Gateway designs and features: partnerships and neighborhood-level grants (collaboration between LCG, WD Smith Career Center, Paul Breaux Middle School, and BVD/Vermilionville) \$\$\$



Economic Impact / Community Benefits

- Improving the streetscape will bring immediate land-value benefits and appeal
- Increase small-scale commercial opportunities that link with the Pinhook corridor
- Create pedestrian-friendly access to public amenities that promote healthy activity and interaction





Pedestrian River Crossing from Heymann Park to Vermilionville



Residents, Heymann Park visitors, and Vermilionville staff and visitors expressed strong interest to improve connectivity between the Park and Vermilionville.

Complementing the Park retrofit strategy, a pedestrian bridge crossing from Heymann Park to Vermilionville would increase shared activity and connection in this recreation/tourist zone along the river



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



Timeline

Short-term: Shared complementary actions with Heymann Park retrofit planning

Medium-term: Design competition and building community support / fundraising campaign

Long-term: Final design and construction implementation of pedestrian bridge



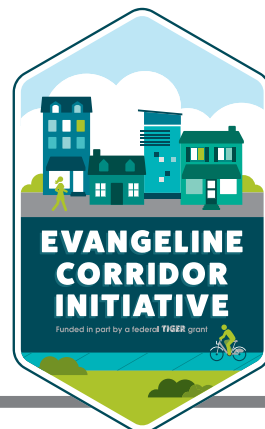
Funding Support / Cost Estimates

- Complementary Heymann Park kick-off events - LCG-Parks Department with BVD/Vermilionville staff \$
- Design competition and final construction of bridge - LCG partnership with BVD, crowdfunding \$\$



Economic Impact / Community Benefits

- Leverage awareness of huge community and city-wide assets of Heymann Park and Vermilion River
- Establish better connections between Heymann Park and Vermilionville while spurring economic opportunities through increased public movement and access





Surrey Street: Spot Improvements



Residents of McComb-Veazey and the Bayou Vermilion District and city staff expressed a desire to have physical improvements along Surrey Street.

Strategic spot improvements including landscape features (such as bike trails) and infill construction in the Surrey Street corridor create a safer, walkable environment for residents and establish better connections between Louisiana Avenue, Pinhook Road and Heymann Park to spur economic investment



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



Timeline

Short-term: Street clean up + Better Block events that indicate permanent installations/activity

Medium-term: Street restriping, street trees, sidewalk repair and preliminary site prep for project infill

Long-term: New landscape designs and infill construction (public spaces, commercial, and residential)



Funding Support / Cost Estimates

- Street clean up and kick-off events - LCG/Project Front Yard \$
- Restriping, small street-level repairs, and initial site prep - LCG-Public Works \$\$
- New, permanent landscape feature enhancements and infill construction - LCG/Private investment \$\$\$



Economic Impact / Community Benefits

- Enhance vital corridor through the McComb-Veazey and Vermilion River Recreational Districts to connect Pontiac Point to the river
- Improvements will drive visitors to the area, spur commercial development that will increase economic return on investment and provide residents with greater access to amenities and services
- Create a safer, more walkable street experience for the community (promote shared roadway)





East Pinhook Road: Spot Improvements



Residents in the corridor showed interest in revamping areas along Pinhook to bolster opportunities for neighborhood connections and economic activity.

New landscape features, street work, and infill opportunities will enhance a major network thoroughfare in the Evangeline Corridor with connections to the city as a whole

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



Timeline

Short-term: Street clean up + Better Block events that indicate permanent installations/activity

Medium-term: Street restriping, street trees, sidewalk repair and preliminary site prep for project infill

Long-term: New landscape designs and infill construction (public spaces, commercial, and residential)



Funding Support / Cost Estimates

- Street clean up and kick-off events - LCG-Project Front Yard \$
- Restriping, small street-level repairs, and initial site prep - LCG-Public Works \$\$
- New permanent landscape feature enhancements and infill construction - LCG/Private investment \$\$\$



Economic Impact / Community Benefits

- Enhance vital corridor that connects McComb-Veazey to downtown and beyond (Oil Center)
- Improvements will spur commercial development that will increase economic return on investment and provide residents with greater access to amenities and services
- Create a safer, more walkable street experience for the community (promote shared roadway)





APPENDIX

DISTRICT DESIGN MANUALS

GATEWAY

STERLING GROVE | SIMCOE | LA PLACE

DOWNTOWN | FREETOWN - PORT RICO

MCCOMB-VEAZEY

VERMILION RIVER RECREATION