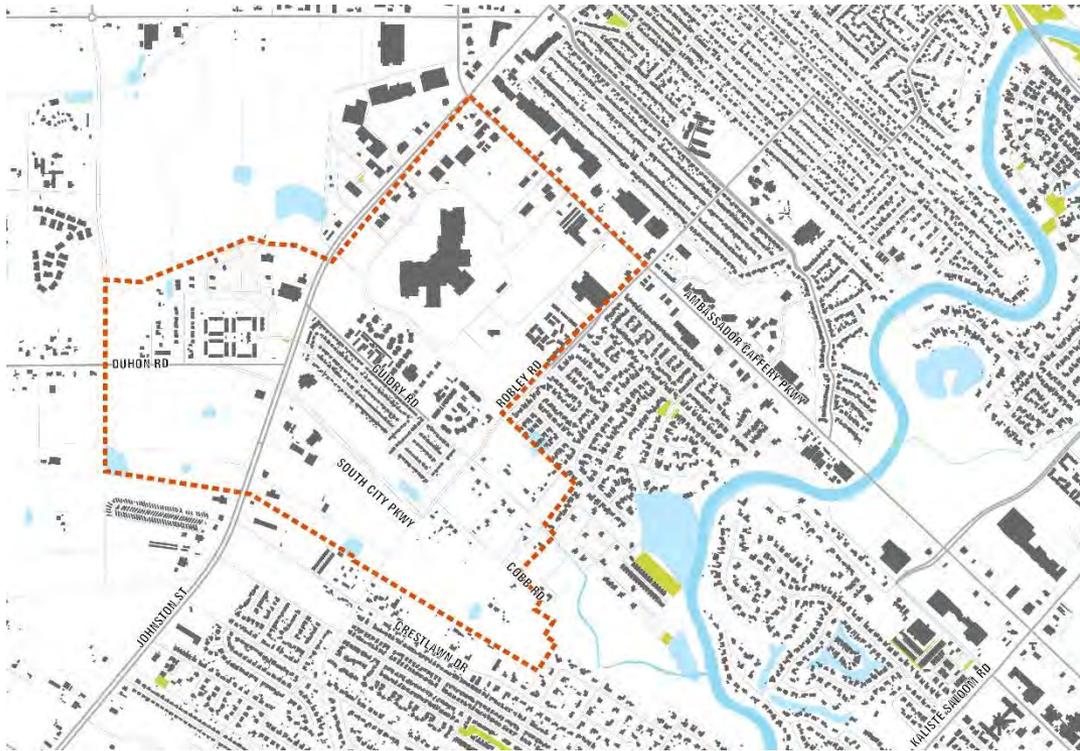


PlanLafayette Model Nodal Development Plan



Workshop One: Duhon & Johnston / South City Pkwy

ZYSCOVICH
ARCHITECTS



06.18.2014

event agenda

Welcome & Introductions

1. **Inventory Analysis**

2. **PlanLafayette Comprehensive Plan Context**

3. **Nodal Area Plan - Conceptual Framework**

- **Principle 1:** Placemaking, Urban Design and Image
- **Principle 2:** Mobility
- **Principle 3:** Activity Mix, Land Use Mix and Locations

Next Steps

planning overview

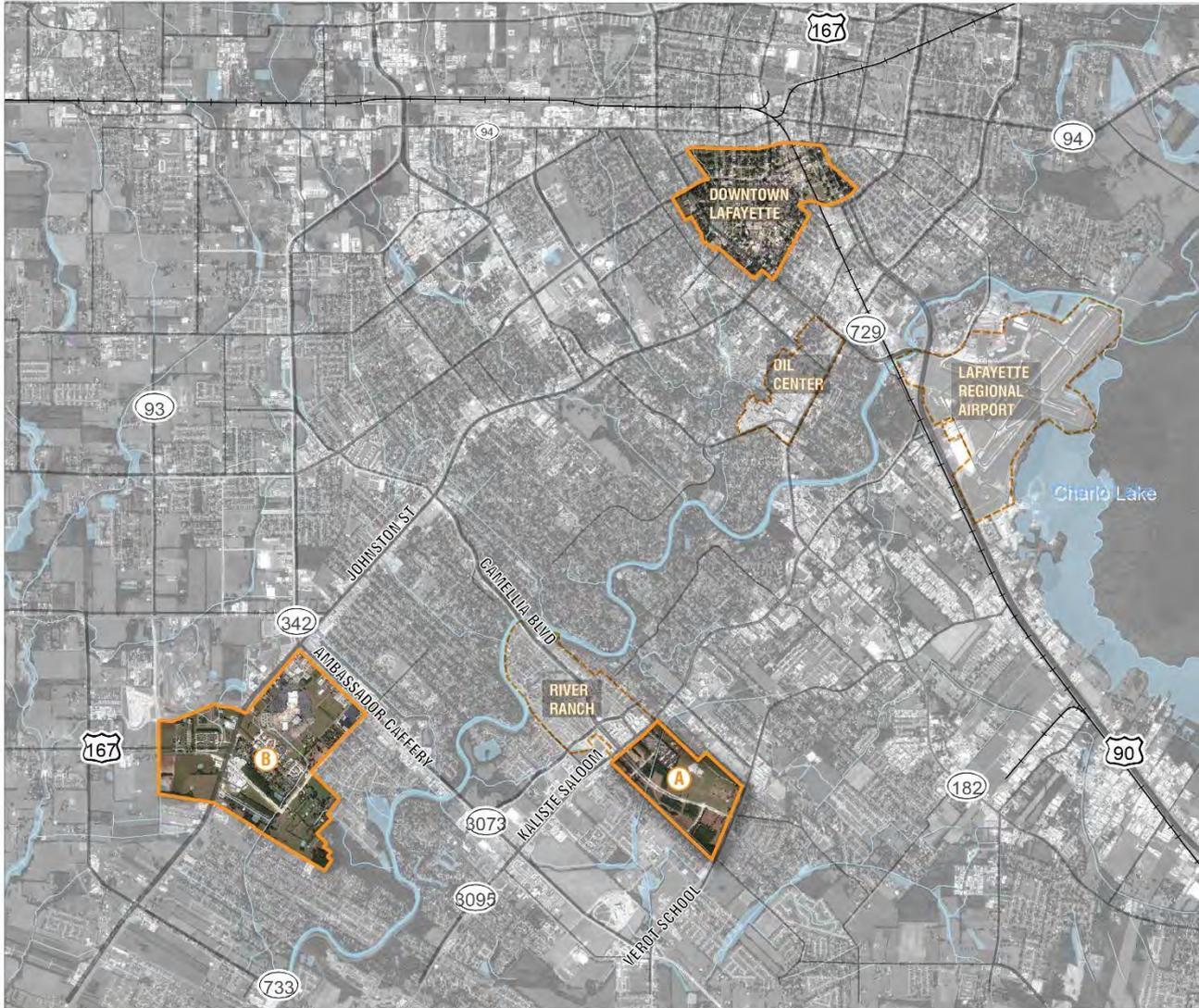
- To develop a customized approach for redevelopment of major commercial nodes in Lafayette as more compact, walkable, connected, and complete places
- The purpose of this scope of work is to **develop a market-driven plan for the development and redevelopment of two selected intersections, which may be used as models for other areas**
- Subject nodes will be unique to their surrounding area but implementation is intended to be a template for other targeted nodal intersections

tonight's goals

- To learn **key findings** about existing conditions, opportunities and constraints.
- To set a **conceptual framework** for the development / redevelopment of major commercial nodes based on the **goals & principles of PlanLafayette**
- To reach **initial consensus** on priorities.



context



A CAMELLIA /KALISTE SALOOM/ VEROT

_DISTANCE TO DOWNTOWN
5.2 Miles (12 min.)

_SITE AREA
Approx. **306** Acres
[5,300 SF X 3,000 SF]

B JOHNSTON/ROBLEY/AMBASSADOR/SOUTH CITY

_DISTANCE TO DOWNTOWN
5.5 Miles (11 min.)

_SITE AREA
Approx. **784** Acres
[8,200 SF X 6,100 SF]

approach and methodology

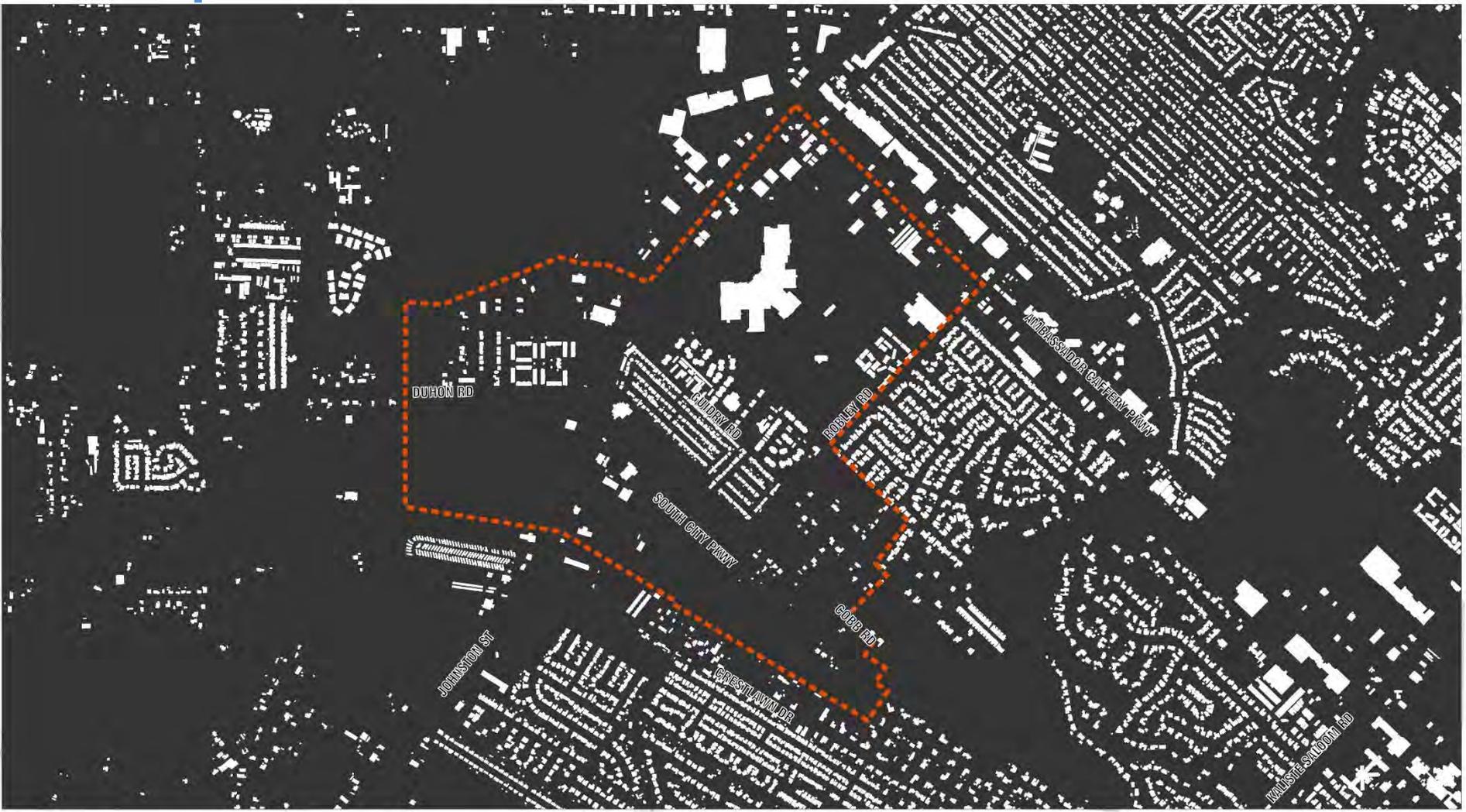
study area

- 6.1 Community Engagement Elements
- 6.2 Inventory and Analysis
- 6.3 Community Workshop 1**
- 6.4 Node Plan Vision and Concepts
- 6.5 Community Workshop 2
- 6.6 Implementation Strategies, Program Evaluation and Incentives
- 6.7 Final Recommendations

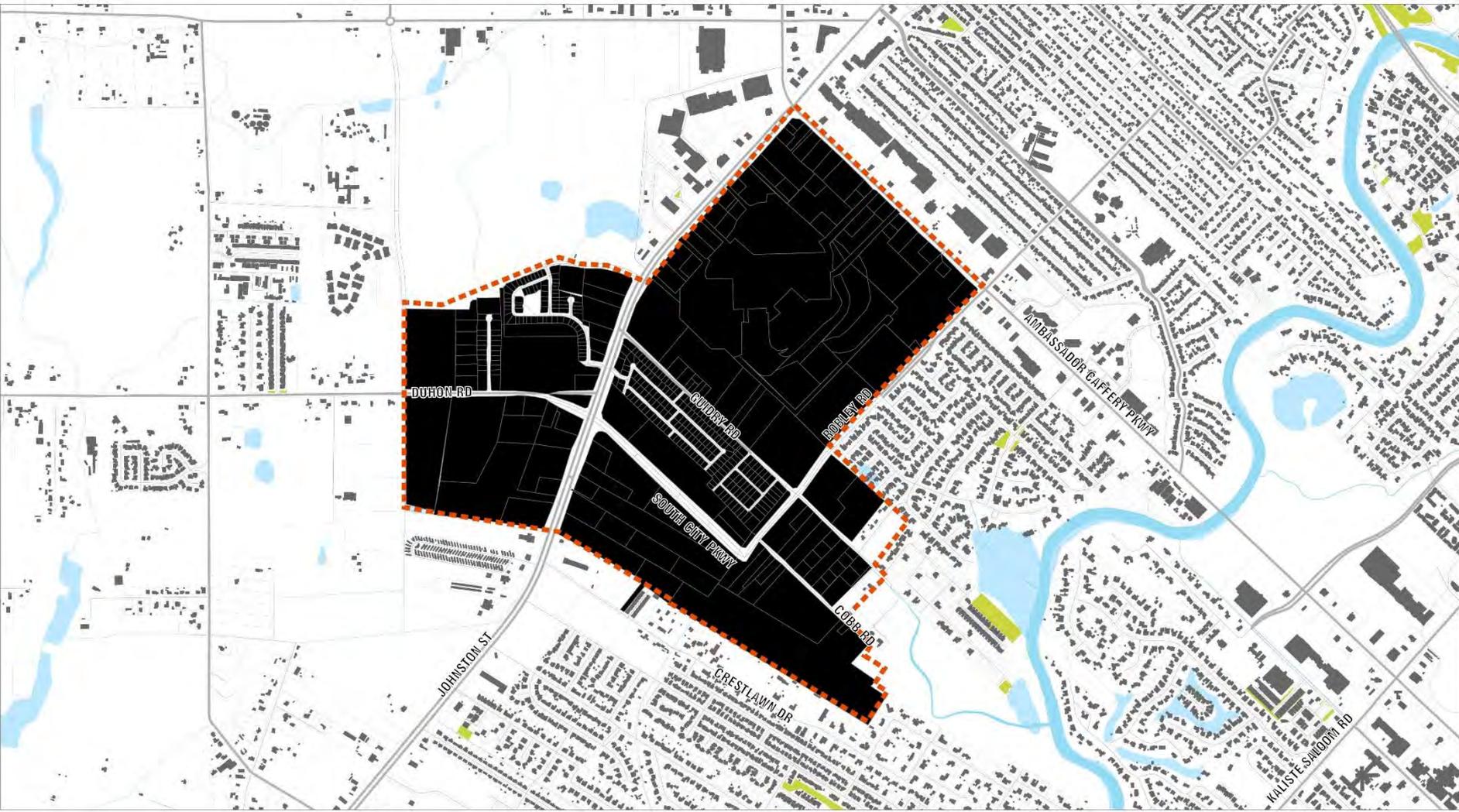


inventory

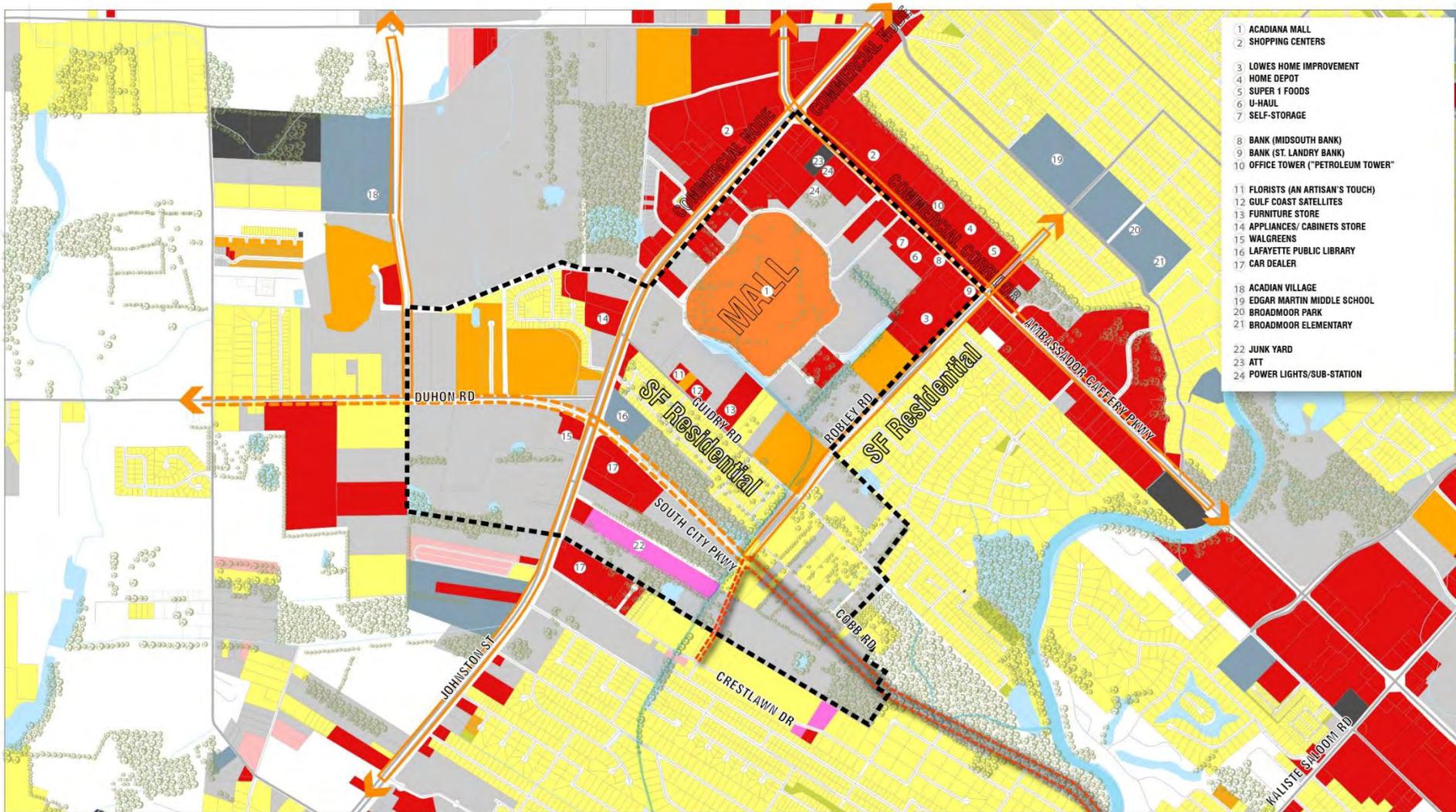
patterns building footprints



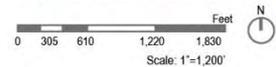
patterns blocks



distribution of uses

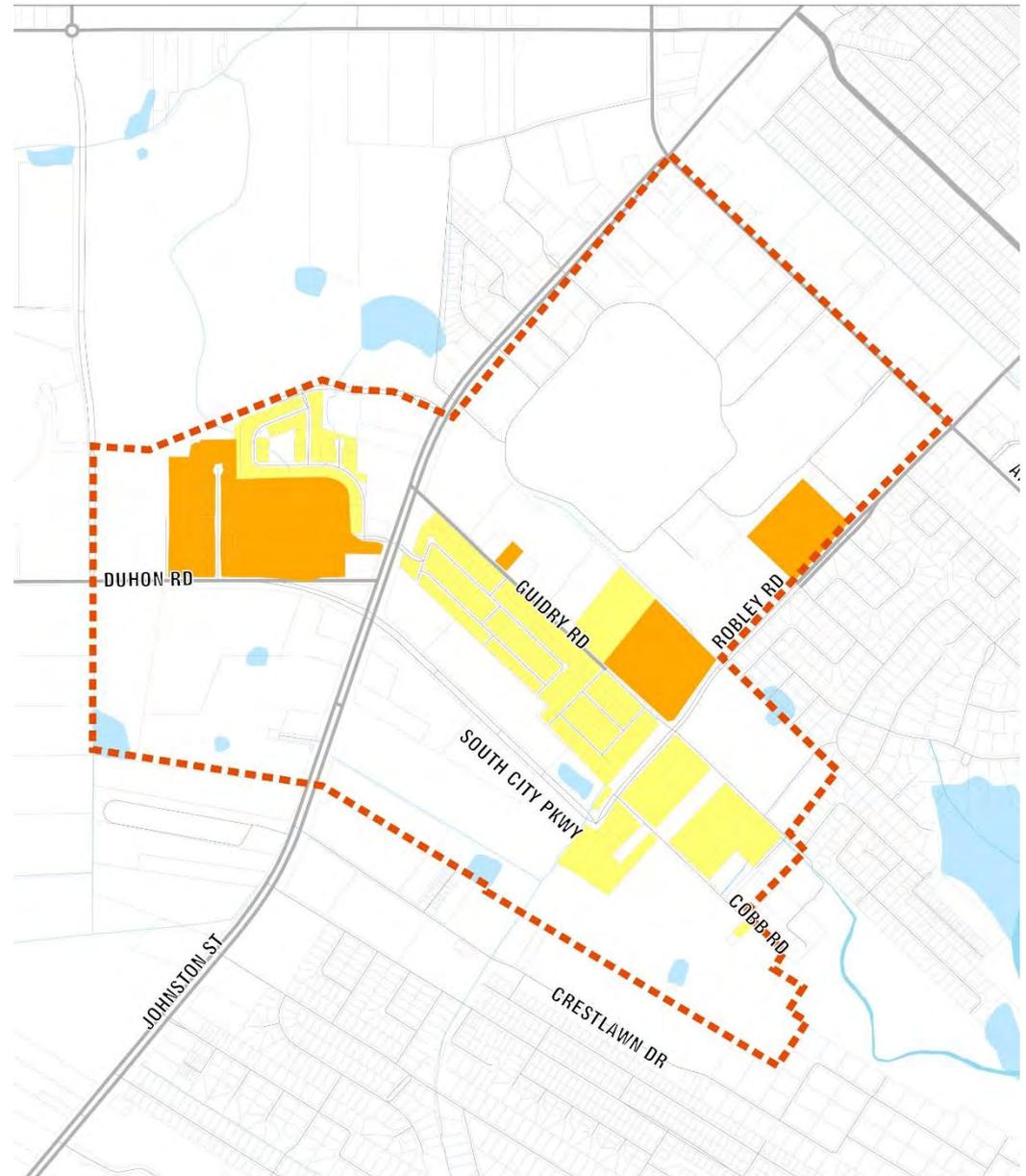
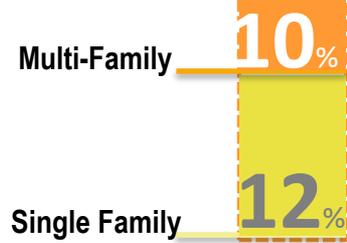


- 1 ACADIANA MALL
- 2 SHOPPING CENTERS
- 3 LOWES HOME IMPROVEMENT
- 4 HOME DEPOT
- 5 SUPER 1 FOODS
- 6 U-HAUL
- 7 SELF-STORAGE
- 8 BANK (MIDSOUTH BANK)
- 9 BANK (ST. LANDRY BANK)
- 10 OFFICE TOWER ("PETROLEUM TOWER")
- 11 FLORISTS (AN ARTISAN'S TOUCH)
- 12 GULF COAST SATELLITES
- 13 FURNITURE STORE
- 14 APPLIANCES/ CABINETS STORE
- 15 WALGREENS
- 16 LAFAYETTE PUBLIC LIBRARY
- 17 CAR DEALER
- 18 ACADIAN VILLAGE
- 19 EDGAR MARTIN MIDDLE SCHOOL
- 20 BROADMOOR PARK
- 21 BROADMOOR ELEMENTARY
- 22 JUNK YARD
- 23 ATT
- 24 POWER LIGHTS/SUB-STATION



distribution of uses residential

[Total Land Area = 686 Acres]

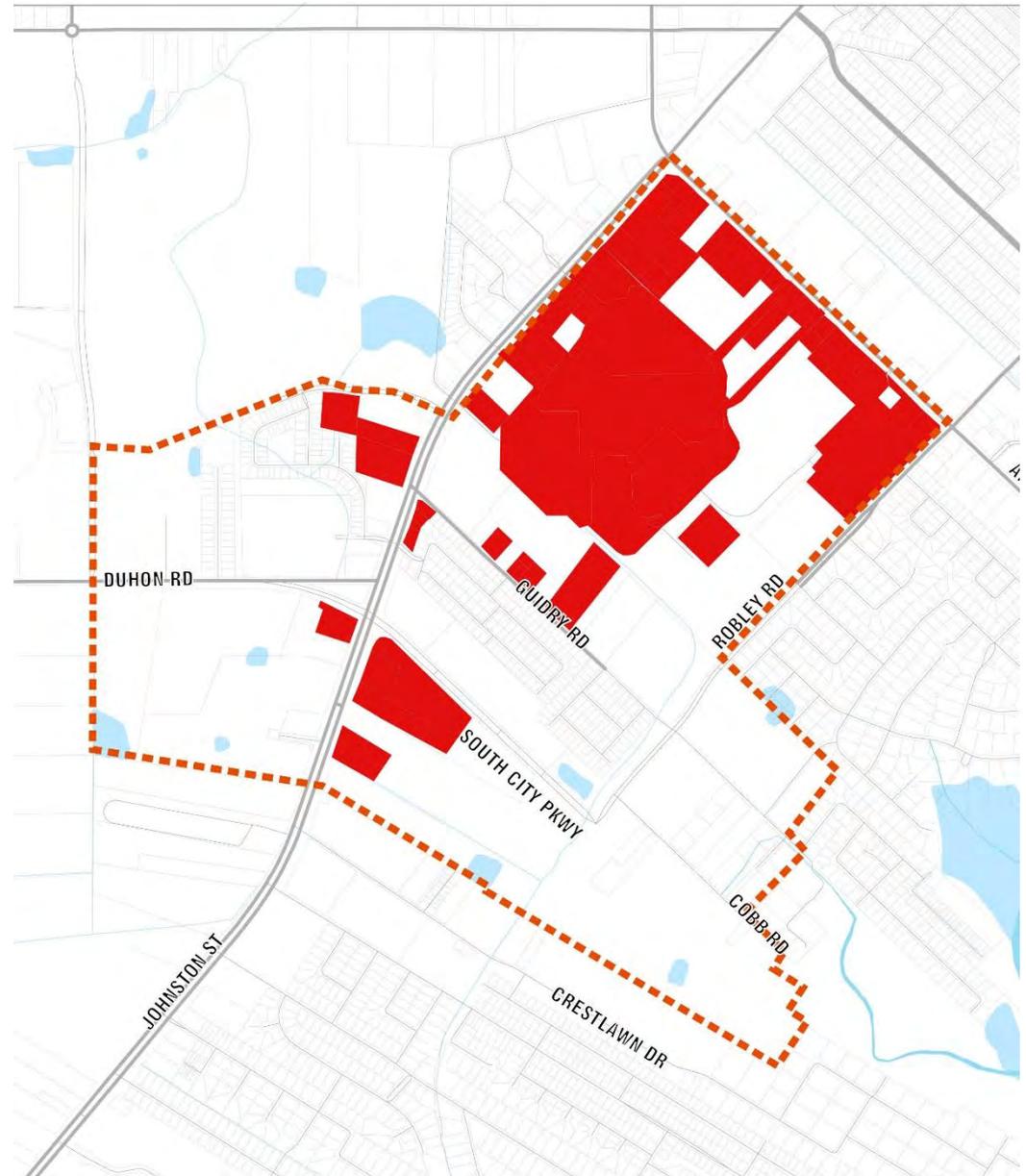


distribution of uses commercial

[Total Land Area = 686 Acres]

Commercial

26%

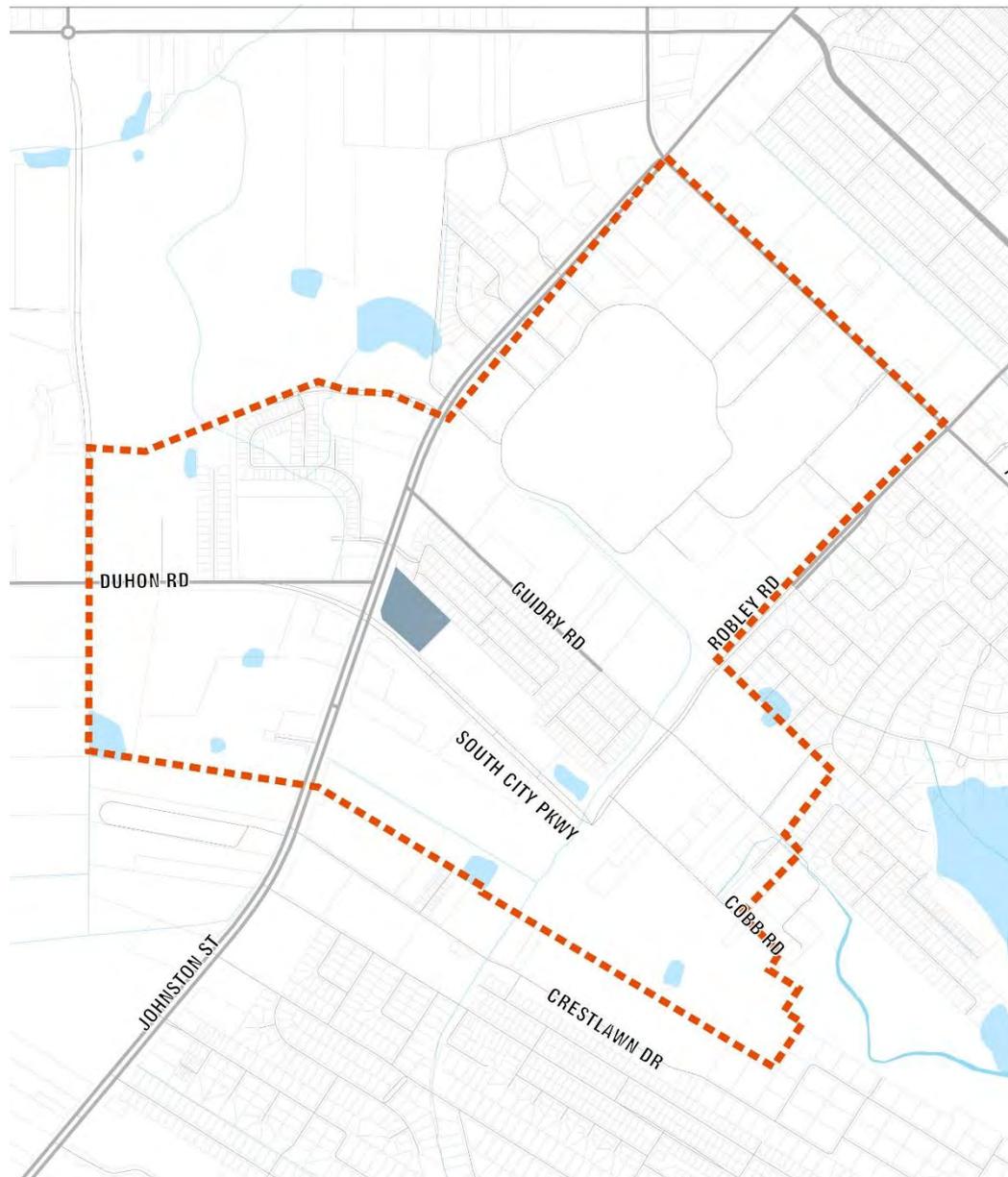


distribution of uses public/semi public

[Total Land Area = 686 Acres]

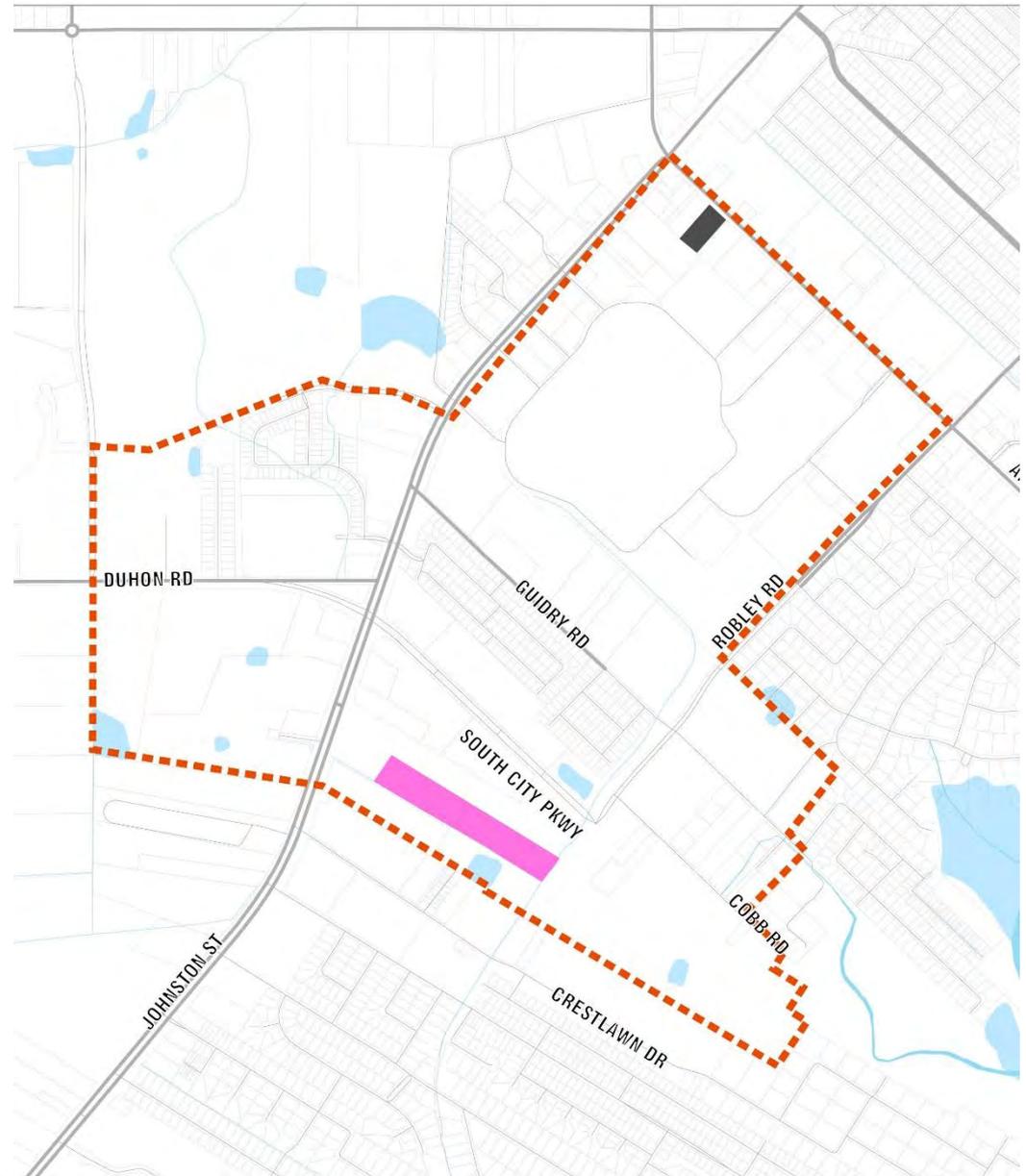
Public/ Semi-Public

1%



distribution of uses parks

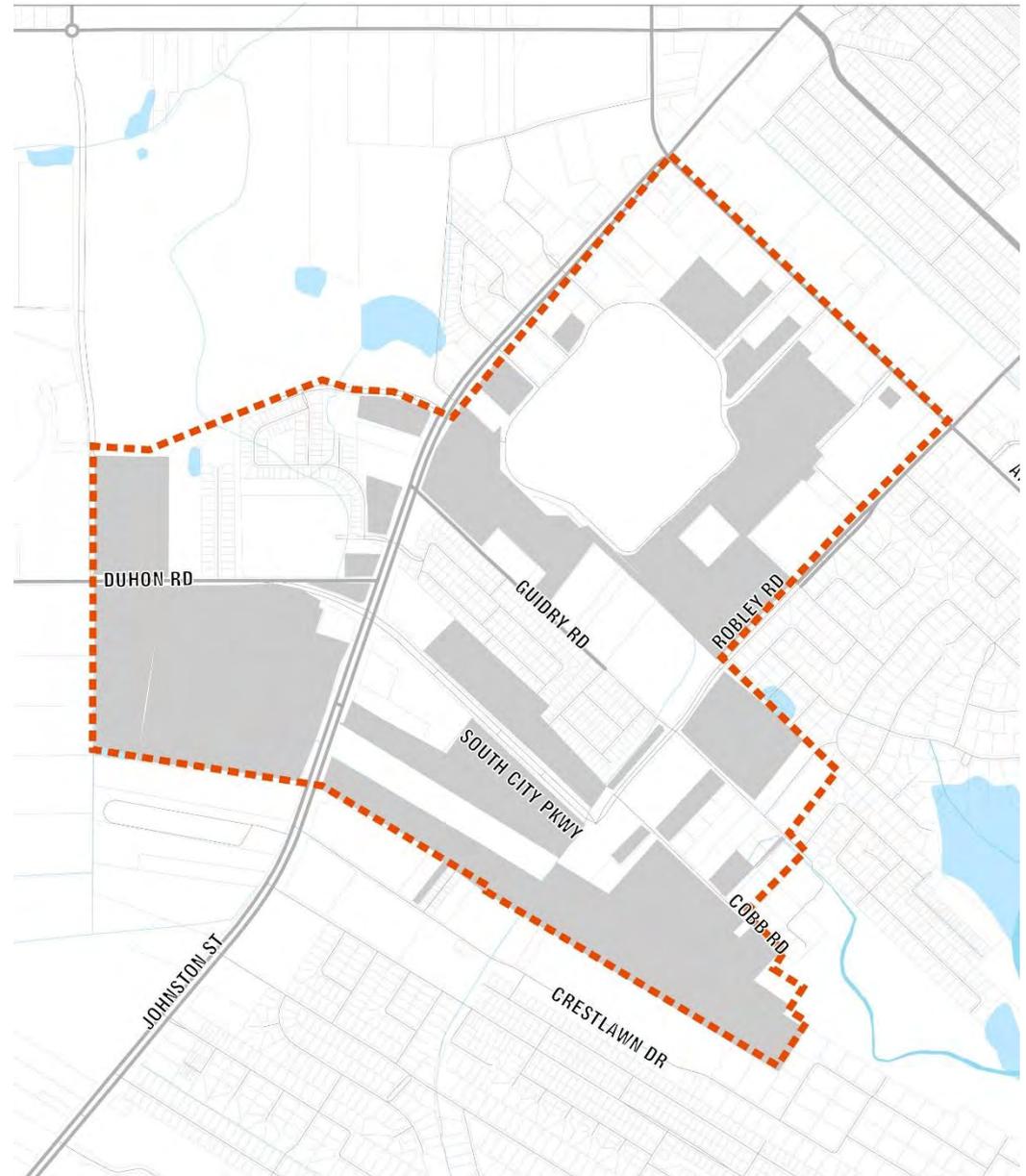
[Total Land Area = 686 Acres]



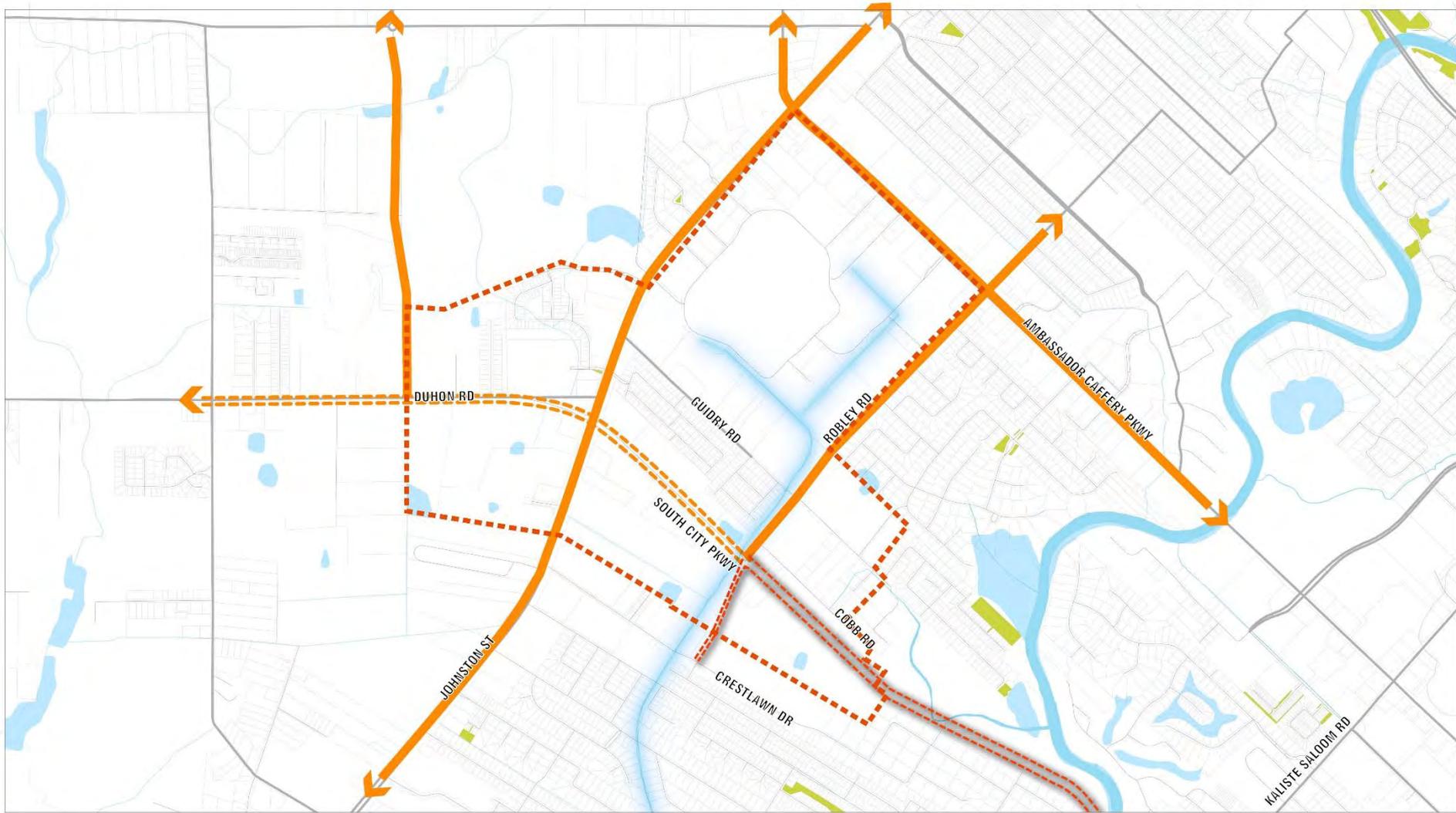
distribution of uses vacant

[Total Land Area = 686 Acres]

Vacant 48%

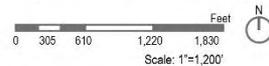


infrastructure

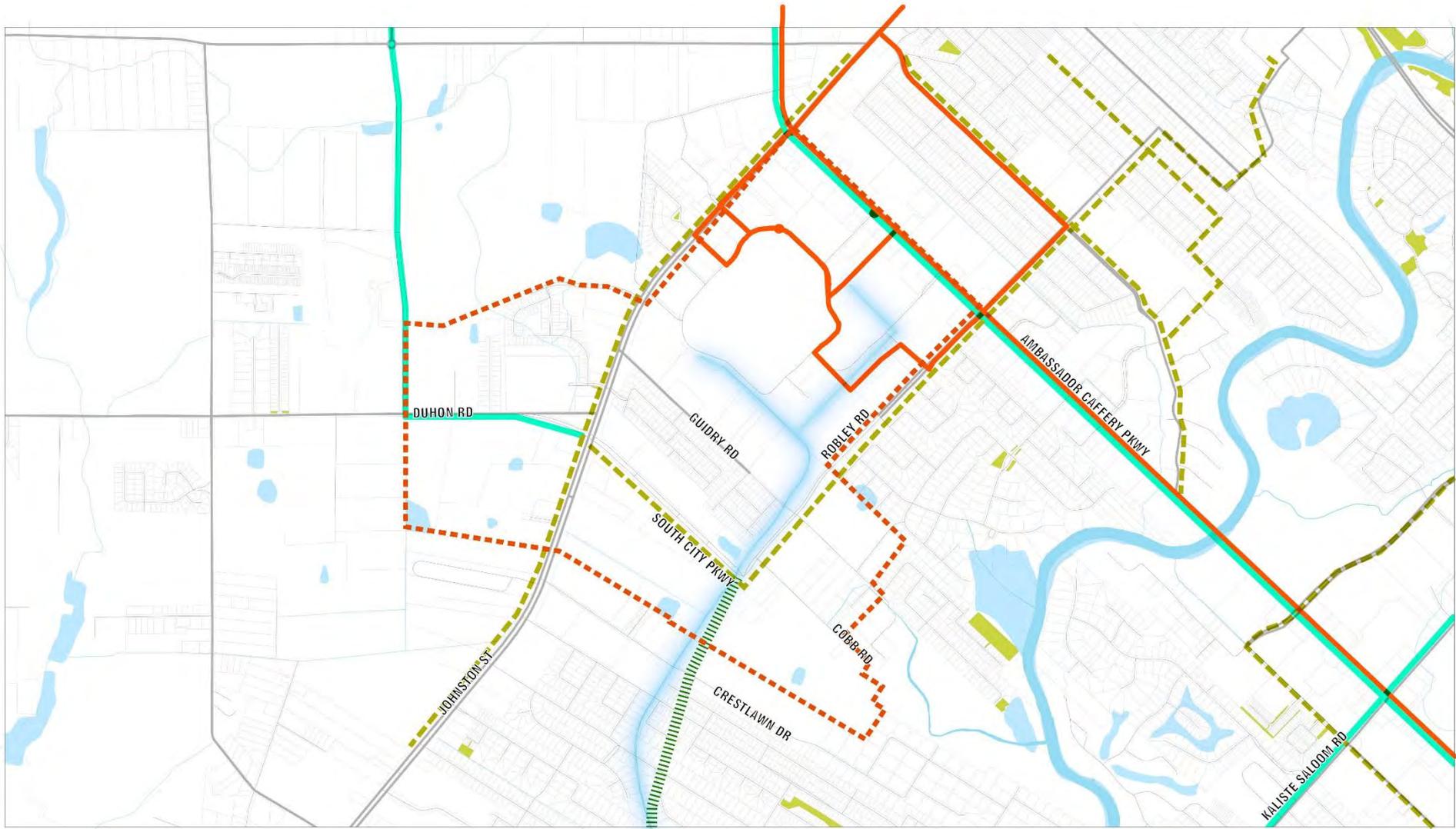


INFRASTRUCTURE

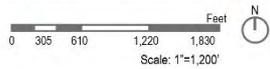
- Major Arterials (MPO)
- Proposed Major Arterial (MPO)
- Planned Roadway Improvements



transit



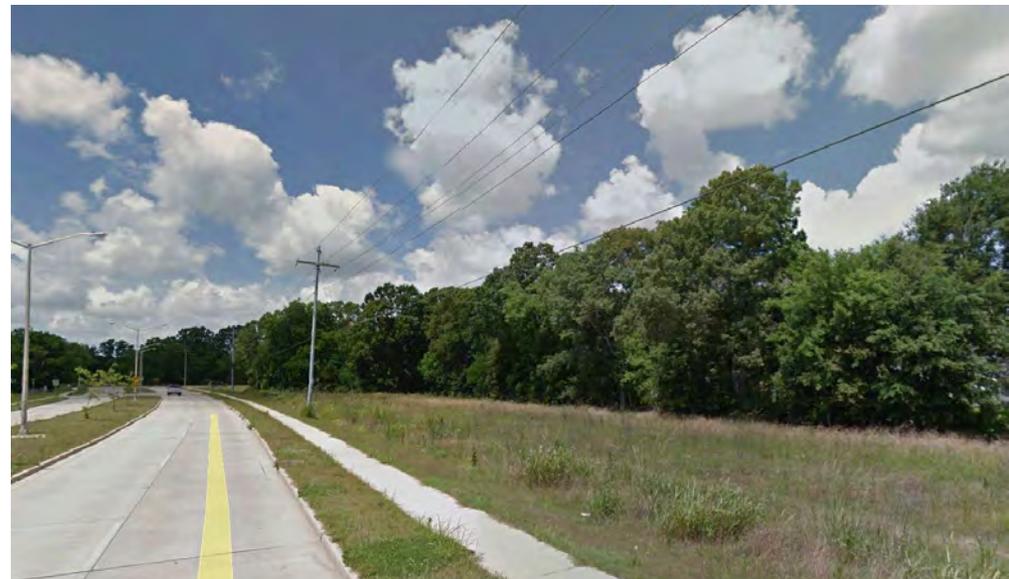
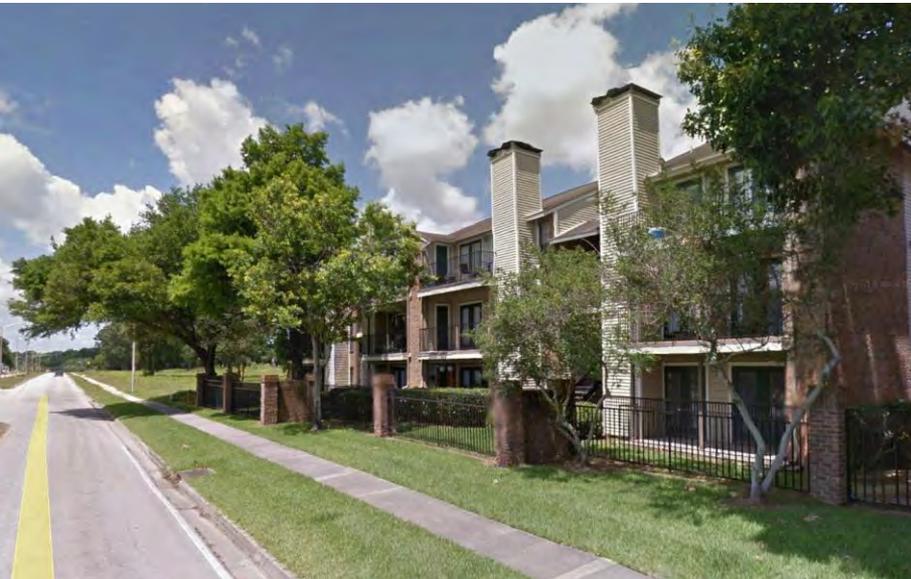
- 2035 MPO BIKE PLAN**
 - |||| Bike path Construction
 - Shared Street
 - Multi-Use Sidewalk
- TRANSIT**
 - Bus Routes/Stops



character nodal area



character nodal area



context

what are the **KEY TRENDS** in Lafayette?

1 OUR POPULATION & ECONOMY ARE GROWING...

Most growth has occurred outside of the city...

An increasing number of low-density single family residential developments have occurred in the parish's unincorporated or rural areas. However, more than 54% of all residents live within the city of Lafayette where densities are more than three times the parishwide average.



Lafayette's population is young

24% of the population is under the age of 18, which indicates a large number of families. In addition, young adults between the ages of 20 and 29 make up the largest population cohorts.

This means that household sizes throughout the parish will continue to shrink, which will require more variety in housing choices.



Lafayette Parish is projected to grow by 40%...

from 221,578 in 2010 to more than 310,000 by 2030. If development continues at current residential densities, nearly 32,000 acres will need to be developed to support the growth in population!

Sources: Census 2000, 2010, Projections from Lambert Associates, 2012.

High Median Incomes

Compared to the state, the City of Lafayette and Lafayette Parish have higher median incomes and lower poverty rates.



Low Unemployment Rates & Continued Job Growth

132,600 PRIVATE SECTOR JOBS (CURRENT)



Lafayette Parish's unemployment rate of 4.3% is well below that of the state (7.1%). Private industry employment, currently totaling 132,600 jobs (in Lafayette), is projected to add nearly 35,000 more jobs between 2008 and 2018.

Poverty Rates Slightly Lower than the State

The percentage of households living below the poverty level in the Parish is 16.4%, compared with 16.9% in the City, and 18% in the State.



Sources: Census 2010, US Department of Labor, Census

2 BUT WE LACK FUNDING FOR INFRASTRUCTURE

Inadequate funding for new infrastructure projects

Over 90,000 new residents will move to Lafayette in the next few decades. Lafayette's transportation infrastructure will need to be modernized and expanded to support new demand. However, the average annual capital improvement budget is less than \$50 million, while the cost for each additional mile of new roadways averages over \$18 million!



Many roadways are congested and over capacity

With increasing population and little to no funding for new roadways, congestion and traffic on Lafayette's roads will only continue to worsen.



Public transportation is not a convenient option

Public transportation can often reduce the demand on a city's roadway infrastructure. However, without significant funding to make the system more convenient and increase ridership, residents will continue to choose driving over public transportation.



Sources: LCG

3 WE ARE NOT FULLY INVESTING IN OUR QUALITY OF LIFE

No dedicated funding source for Parish Parks

All funding for the more than 25 parks in the Parish comes from property taxes in the City of Lafayette. There are currently no standards set for acres of park per person. Additionally, the funding rate for city parks has not increased in 53 years!



Sidewalks and bike paths are incomplete

Segments of sidewalks and bike paths exist throughout Lafayette. However, many are incomplete and do not provide a safe and effective route of travel for pedestrians and bicyclists.

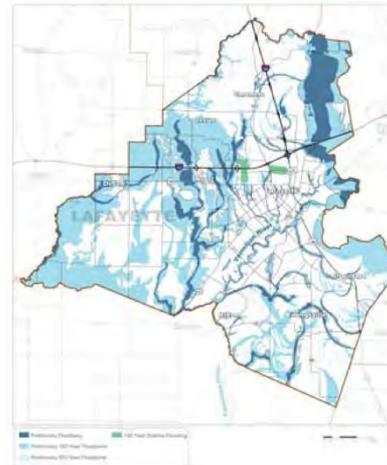
Schools are improving, but some still fall behind

Overall, LPSS moved from 25th to 19th in the state based on 2008 and 2013 district performance scores. Between 2011 and 2012 the number of schools earning a "D" or "F" score fell by 15% (from 53 to 28 percent). A recent report ranked Louisiana schools a C+ compared to the nation. (Education Weekly 2013)



Sources: Community Assessment, LPSS, Education Weekly

4 WE CONTINUE TO BE THREATENED BY FLOODING



Large swathes of the Parish are located within the 100-year flood zone

meaning developments within these areas have higher flood insurance rates and increased risk of property damage from flood events. If new development continues in flood-prone areas the risk of flooding due to greater amounts of impervious surfaces will increase.



Poor drainage & flooding is a challenge for both urban development and agricultural uses

The negative effects of poor drainage and flooding can be managed through green infrastructure techniques such as rain gardens, stormwater planters, stream buffer restoration, and bioswales.

Sources: Community Assessment; WRT



how will we GROW & INVEST in the future?

1 ALTERNATIVE GROWTH SCENARIOS

During Community Forum 2 meetings, groups used stickers and markers to develop a 20-year vision for an alternative to the trend. All 36 maps were synthesized into three alternative growth concepts. The concept maps are below:

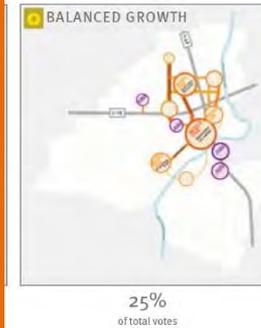
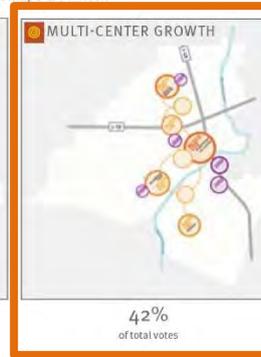
"Mixed" is the key. Loosen-up zoning distinctions."

"We are way behind on new roadways. Accessibility has not come close to servicing our needs. I feel this is the most important area that will stymie future growth plans."

"Focus pedestrian and bike improvements from the downtown of the city. You can't make the whole city bike/ped friendly, but you can target from the inside out..."

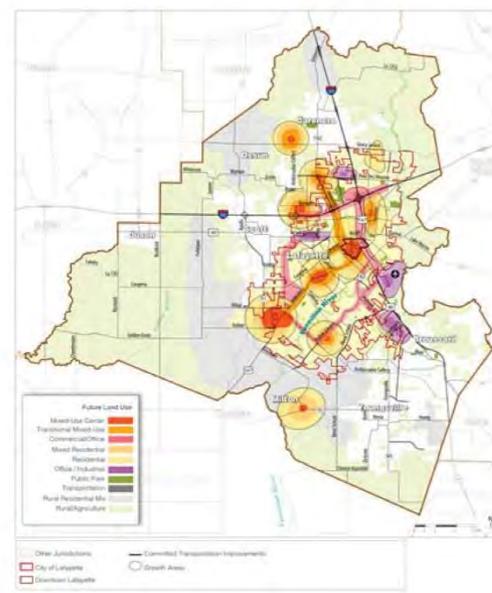
"Maintain current sidewalks and plan to widen"

Ideas from Community Forum #2



2 PREFERRED SCENARIO / FUTURE LAND USE MAP

We asked you how you wanted to change the growth trend at Community Forum 2. During Community Forum 3, residents voted for their preferred alternative growth scenario. Multi-Center Growth and Corridor Growth received the highest vote totals. These two scenarios were then combined into a preferred scenario / Future Land Use Map (seen below) for the parish that directs growth to new and emerging centers and corridors.



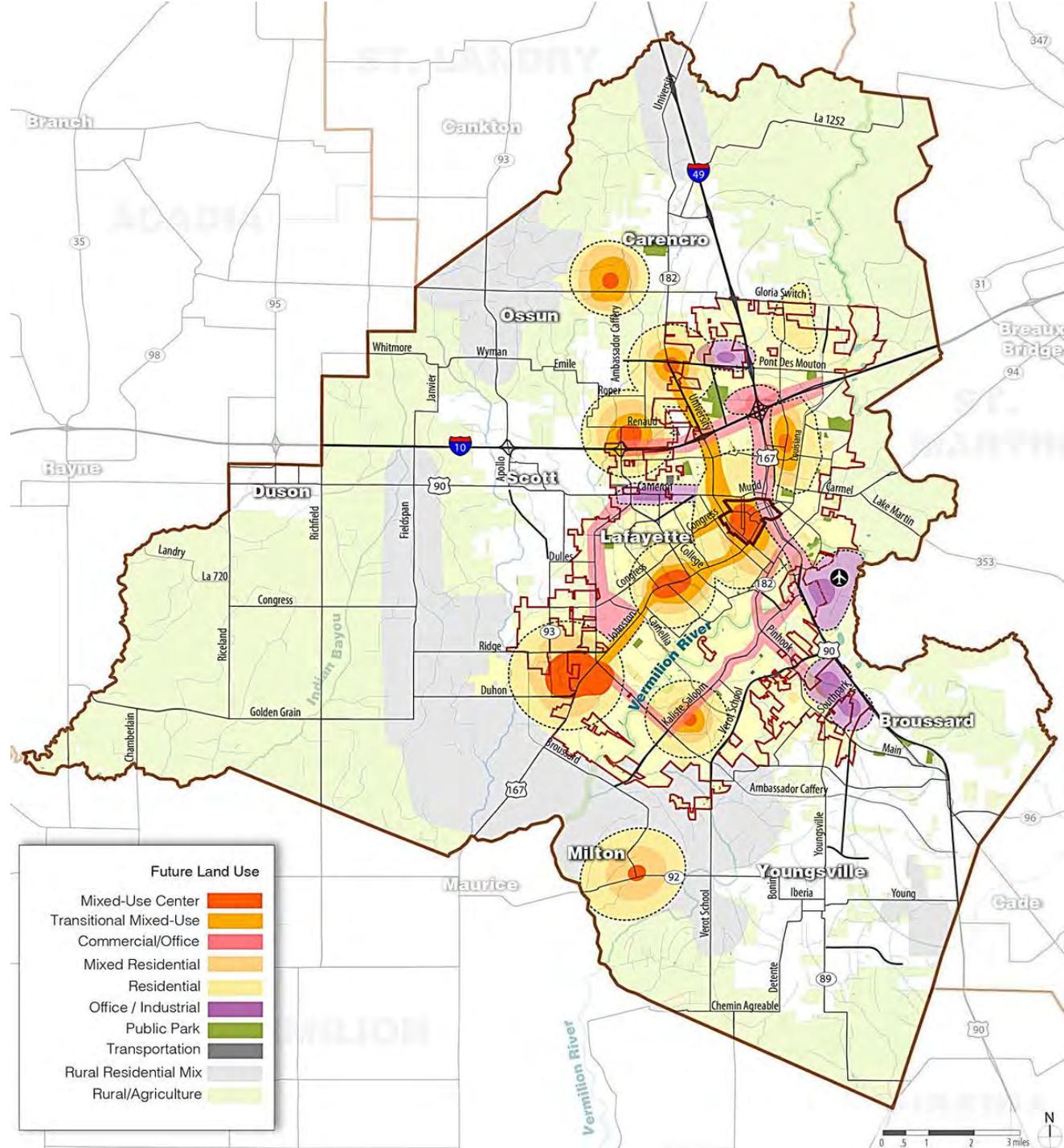
Growth Areas are areas targeted for future development and/or redevelopment as shown on the Future Land Use Map. These areas are served by existing roads and public infrastructure, are generally located outside of flood-prone areas, and have a high level of development potential. The land use categories illustrated on the Future Land Use Map are defined below.

The Future Land Use Map is intended to set the direction for specific changes to the zoning map and ongoing decisions about neighborhood and land use planning and infrastructure.

- Mixed-Use Center**
Core mixed-use areas of the parish, including downtown. Uses include retail, office, services, restaurants, and residential. The mixed-use centers are envisioned as walkable districts served by transit.
- Transitional Mixed-Use**
The transitional mixed-use category is anticipated to serve as a transition between higher density mixed-use (from the mixed-use center) to residential or other lower density uses. It is envisioned to include residential, retail, and office in a walkable neighborhood along a transportation corridor or as a ring surrounding a mixed-use center in a walkable, pedestrian friendly pattern.
- Commercial / Office**
Includes general commercial and employment uses, such as neighborhood retail, services, office, and limited residential. Newly developed and redeveloped areas are encouraged to accommodate all types of users – including pedestrians, bicyclists, transit users, and motorists. Parking should be located at the interior or rear of the site, rather than fronting the primary road.
- Office / Industrial**
Includes both light and heavy industrial uses existing in the parish. New light industrial or office park employment uses are also targeted in these areas.
- Mixed Residential**
Includes a range of housing types within one or more neighborhoods. Housing types may include detached single family, attached single family, multifamily, and accessory dwelling units, with some retail and convenience uses.
- Residential**
Predominantly detached, single family neighborhoods that also include some semi-attached and attached multifamily dwelling units. Neighborhood retail, services, offices, and institutions are also included in appropriate locations.
- Rural Residential Mix**
Includes areas adjacent to the city of Lafayette that may be appropriate for annexation in the future, unincorporated agriculture, residential single family, commercial, industrial, and institutional uses. Regulation through conditional use requirements and buffering is recommended as part of the new Unified Development Code.
- Rural / Agriculture**
Unincorporated parish land, predominantly used for agricultural and rural residential single family. The Rural / Agricultural land use category is the least intensive in terms of density. Regulation through conditional use requirements and buffering is recommended as part of the new Unified Development Code.

New FLUM and Land Use Categories

are intended to provide general guidance for future development and infrastructure planning, while being flexible enough to allow for specific zoning designations within each area.



why are CORRIDORS & CENTERS Important?



BENEFITS OF MIXED-USE CORRIDORS

- 1 provide access for people of ALL ages and abilities
- 2 allow safe travel for multiple modes of transportation
- 3 increase health of people & the environment

BENEFITS OF MIXED-USE CENTERS

- 1 creates opportunities for expanded housing choices
- 2 supports a vibrant local economy of small businesses & entrepreneurs
- 3 reduces cost of services and infrastructure

Source: WRT

COMPLETE STREETS ARE PLANNED FOR CORRIDORS AND CENTERS

“A Complete Street is a roadway designed and operated to enable safe, attractive, and comfortable access and travel for all users. A Complete Street provides the ability for pedestrians, bicyclists, motorists and public transport users of all ages and abilities to safely and comfortably move along and across the roadway environment. Proponents claim that a Complete Street also creates a positive sense of place and improves social interaction, while generally improving the economic health of the district.”

— Complete Streets, WRT

nodal area plan

preliminary

nodal plan conceptual framework

principle 1: Placemaking, Urban Design & Image

principle 2: Mobility and Connectivity

principle 3: Activity / Land Use Mix and Locations

principle 1

placemaking, urban design & image

The goal is to decide...

1. What will it take to create and/or enhance today's public spaces?
2. What urban amenities are missing?
3. Twenty years from now, what image will **Johnston/Duhon NODE** present to the region and how should it be achieved?

Topics/Issues Considered:

- Urban Design Character
- Streetscapes / Street Life
- Public Amenities and Civic Spaces
- Nodal "Branding"

principle 1

placemaking, urban design & image



principle 1 placemaking, urban design & image



opportunity - the new centers

as cities have expanded, commercial corridors now offer central locations for placemaking



placemaking

short term projects for long-term gains



pavement to plaza



depave



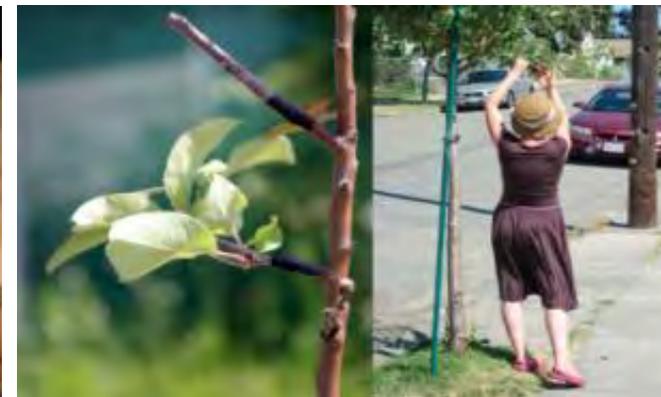
parklet



yarnbombing



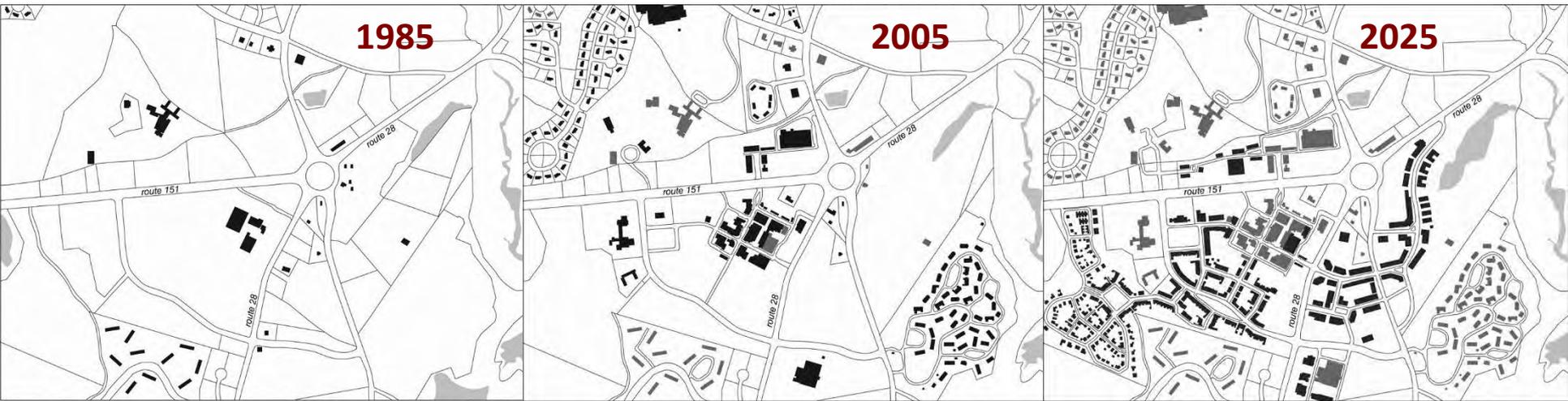
'walk' posters



guerrilla grafting

placemaking

from strip centers to urban centers



Mashpee Commons, Cape Cod, MA 1988-present Cornish Assoc. Ltd / Duany Plater-Zyberk & Co / Imai, Keller MooreSource: Dunham-Jones, Williamson 2009



placemaking

from grocery store anchored strip mall to village center



The A&P Lofts
Old Cloverdale,
Montgomery AL

City Loft Corporation,
McAlpine Tankersley
Architecture, The
Colonial Company



placemaking

from big box retail to public library



McAllen Public Library, McAllen TX; Boultinghouse Simpson Gates Architects, Meyer Scherer Rockcastle Architects



placemaking

from 5-lane arterial to 2-lane main street with multi-use parking



principle 2: mobility and connectivity

The goal is to decide...

1. What kind of transportation infrastructure is needed **to create more compact, walkable, connected and complete places?**
2. What kind of transportation infrastructure is needed **to support the desired 2035 land use mix** for **Johnston/Duhon NODE?**
3. How can existing mobility and connectivity be improved?
4. What projects are needed and where?

Topics/Issues Considered:

- Internal and external connections
- Traffic / vehicular circulation patterns
- Road infrastructure quality, Parking
- Transit, bicycling and walking / Wayfinding

existing conditions



goal

evaluate solutions for improving walkability and pedestrian / bike connections across Johnston and Duhon / South City Parkway



goal

evaluate solutions for improving walkability and pedestrian / bike connections across Johnston and Duhon / South City Parkway



typical commercial arterial development



Courtesy Benjamin Lee, FAIA

design alternatives for strip commercial development



Courtesy Benjamin Lee, FAIA

design alternatives for strip commercial development



design alternatives for strip commercial development



design alternatives for strip commercial development



Courtesy Benjamin Lee, FAIA

existing conditions



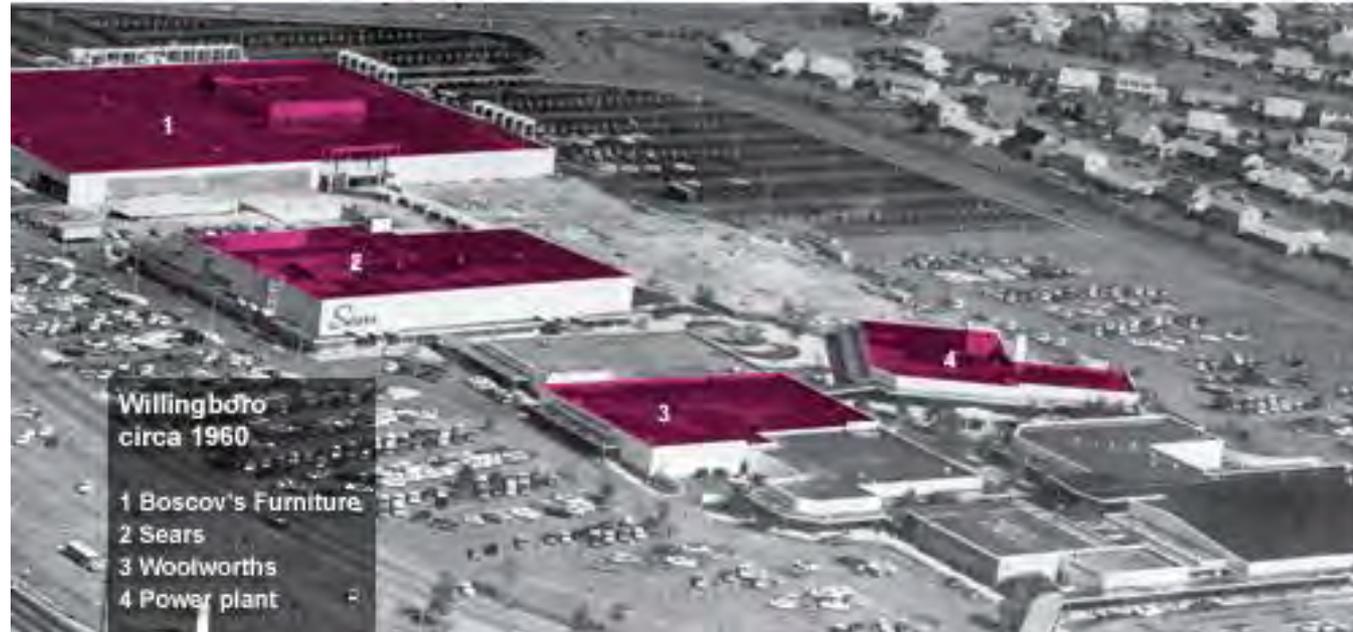
from strip to job and town center

Willingboro Town Center

Willingboro, NJ

1960

1. Boscov's Furniture
2. Sears
3. Woolworths
4. Power plant



Courtesy Croxton Collaborative Architects

2009

1. Mail-service Pharmacy
2. Office Building
3. Public Library w/ retail
4. Community College
5. Town Commons
6. Townhouses
7. Planted swales



design alternatives for 'big box' development



design alternatives for 'big box' development



design alternatives for 'big box' development



design alternatives for 'big box' development



design alternatives for 'big box' development



principle 3: activity / land use mix & location

The goal is to decide...

1. What is the most desirable combination of activities / land uses for **Johnston/Duhon NODE** by the year 2035?
2. How much of each activity / land use should there be?
3. Where could/should these activities / land uses take place?

PLAN LAFAYETTE Mixed-Use Centers

Activities / Land Uses Considered:

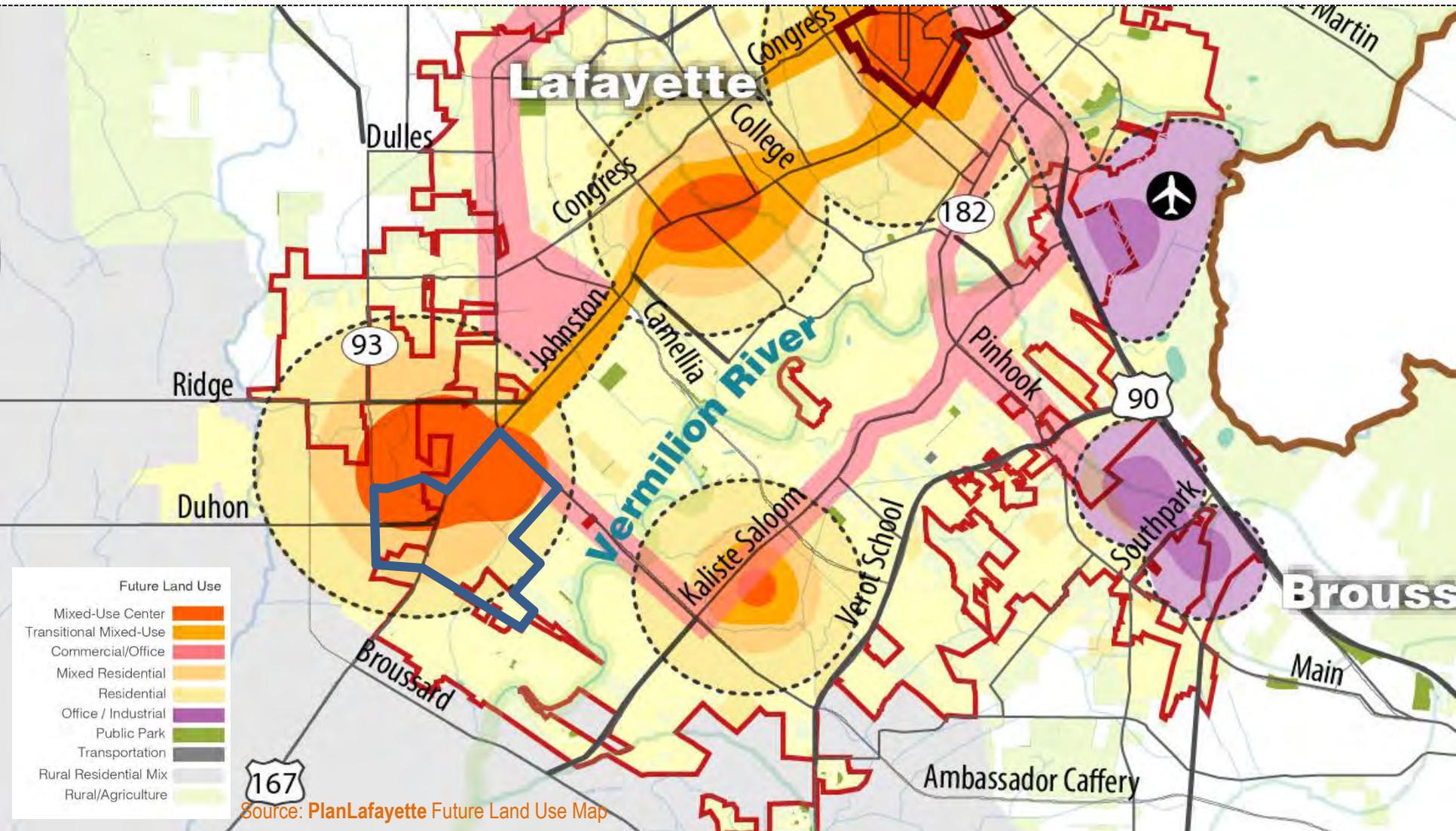
- Housing
- Employment
- Dining/Entertainment
- Shopping
- Institutions



Core mixed-use areas of the parish, including downtown. Uses include retail, office, services, restaurants, and residential. The MIXED-USE CENTERS are envisioned as walkable districts served by transit.

The MIXED-USE CENTERS are anticipated to range in scale and density. The highest density uses and activity would take place downtown, with more moderate density and uses in the outlying centers.

principle 3: activity / land use mix & location



principle 3: activity / land use mix & location

PlanLafayette

Examples of
Mixed-use Centers



PlanLafayette

Examples of
Transitional Mixed-use



Source: [PlanLafayette](#) Future Land Use Map (FLUM)

principle 3: activity / land use mix & location

PlanLafayette

Examples of
Mixed Residential



PlanLafayette

Examples of
Residential



Source: **Plan Lafayette** Future Land Use Map (FLUM)

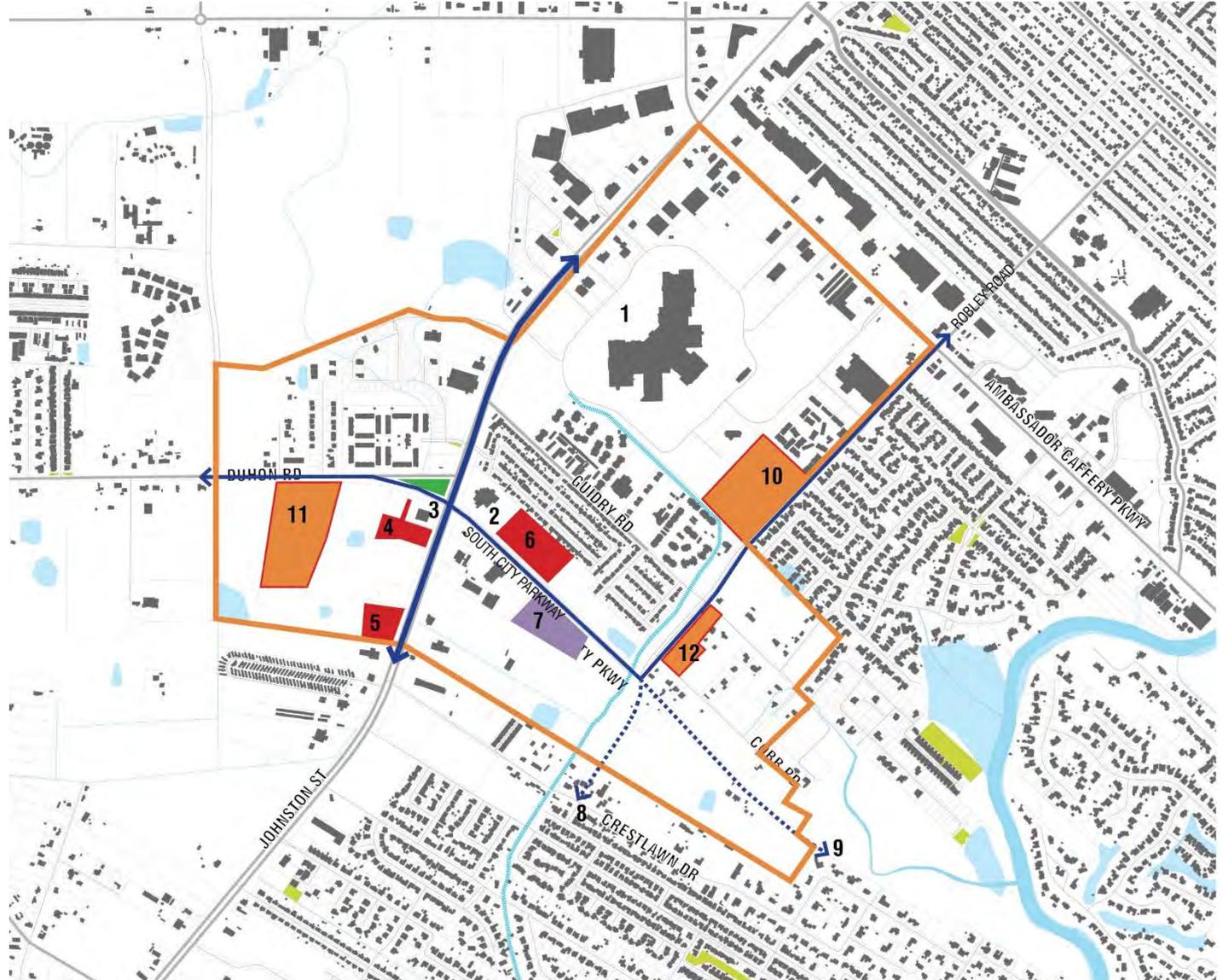
existing & planned

existing:

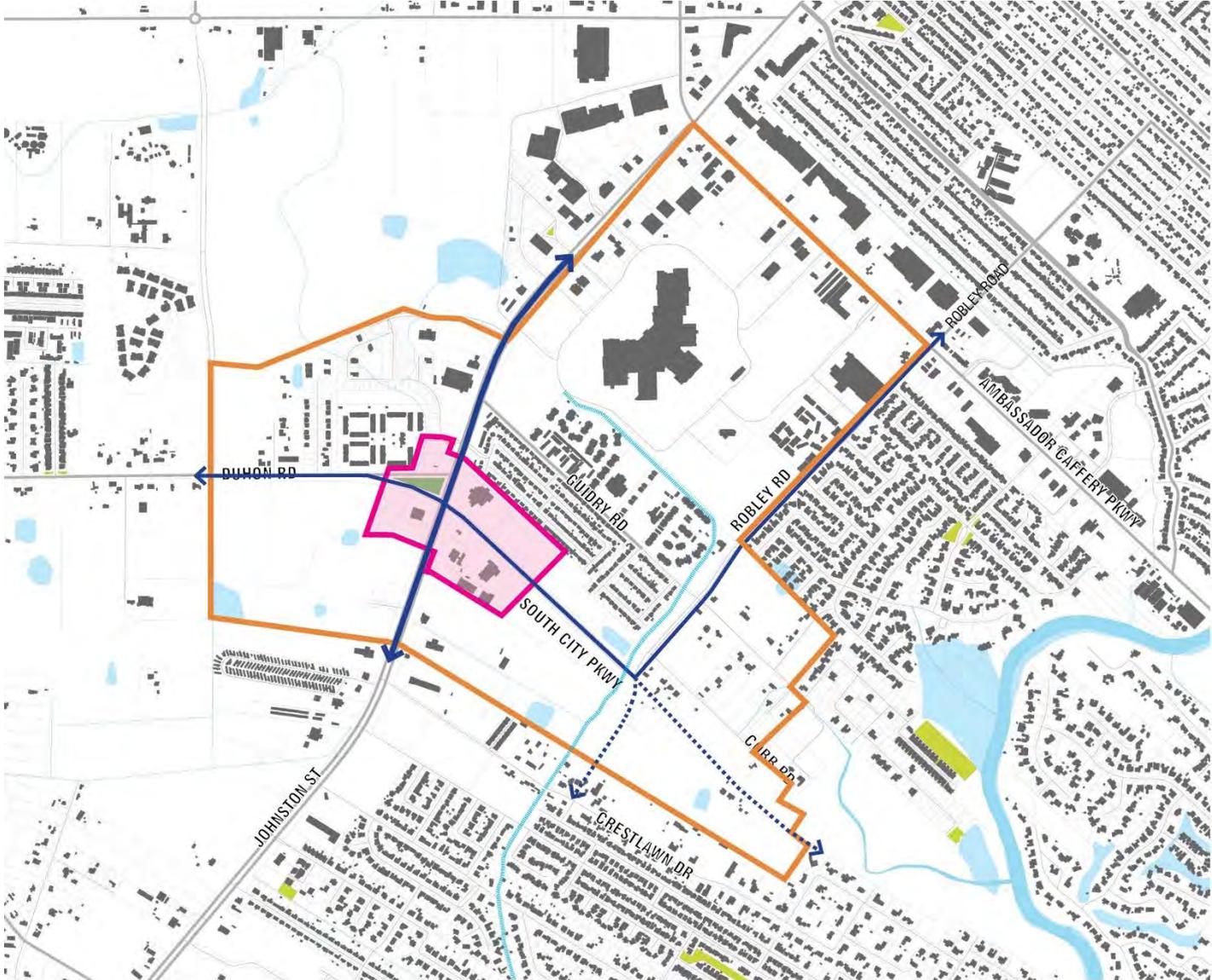
1. Acadiana Mall
2. Lafayette Public Library
3. Walgreens

proposed:

4. Proposed New Grocery Store
5. Proposed New Commercial
6. Proposed New Commercial
7. Proposed New Institutional
8. Robley Road Planned Extension
9. South City Pkwy Planned Extension
10. Proposed New Residential
11. Proposed New Residential



intersection of johnston & duhon/south

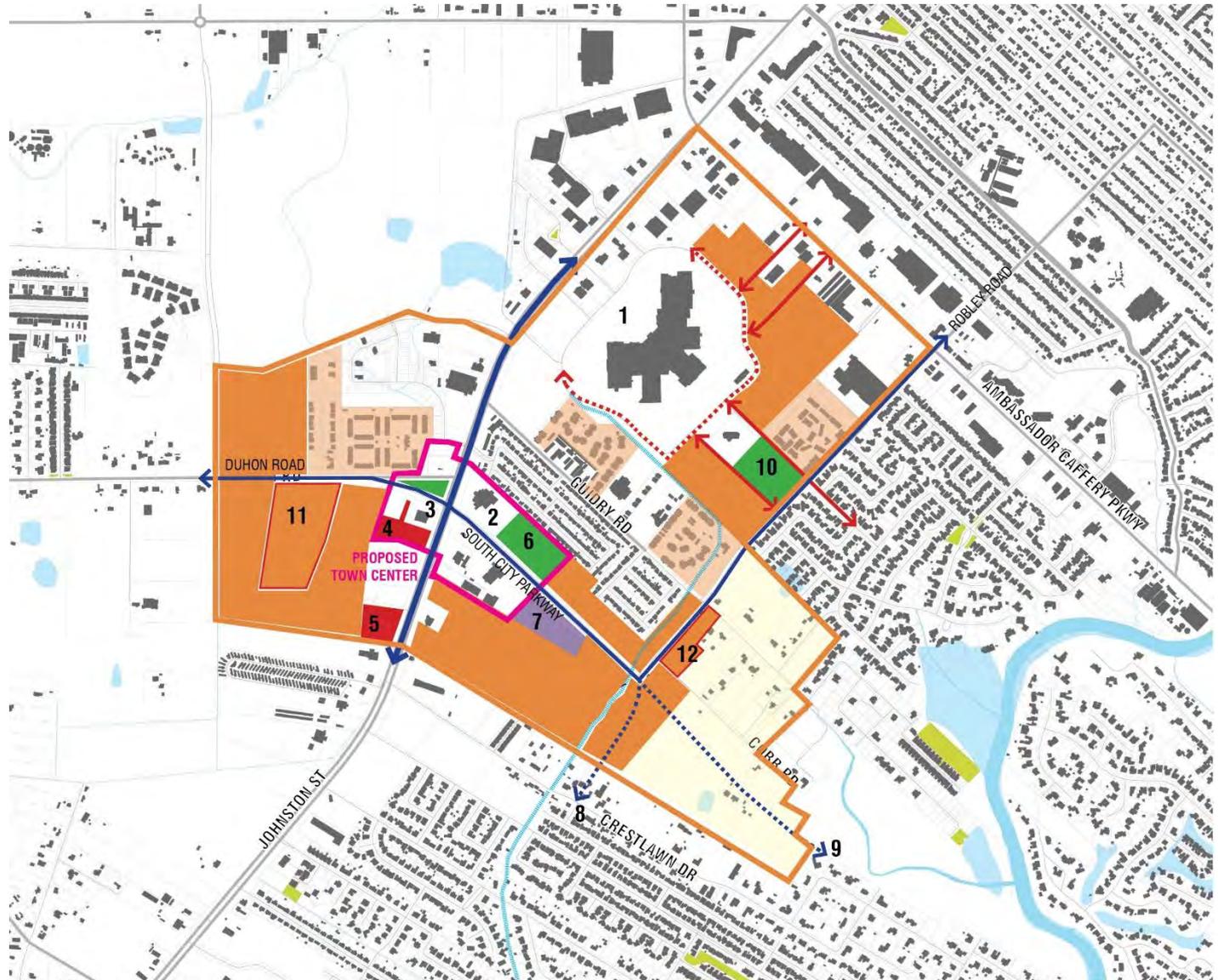


undeveloped

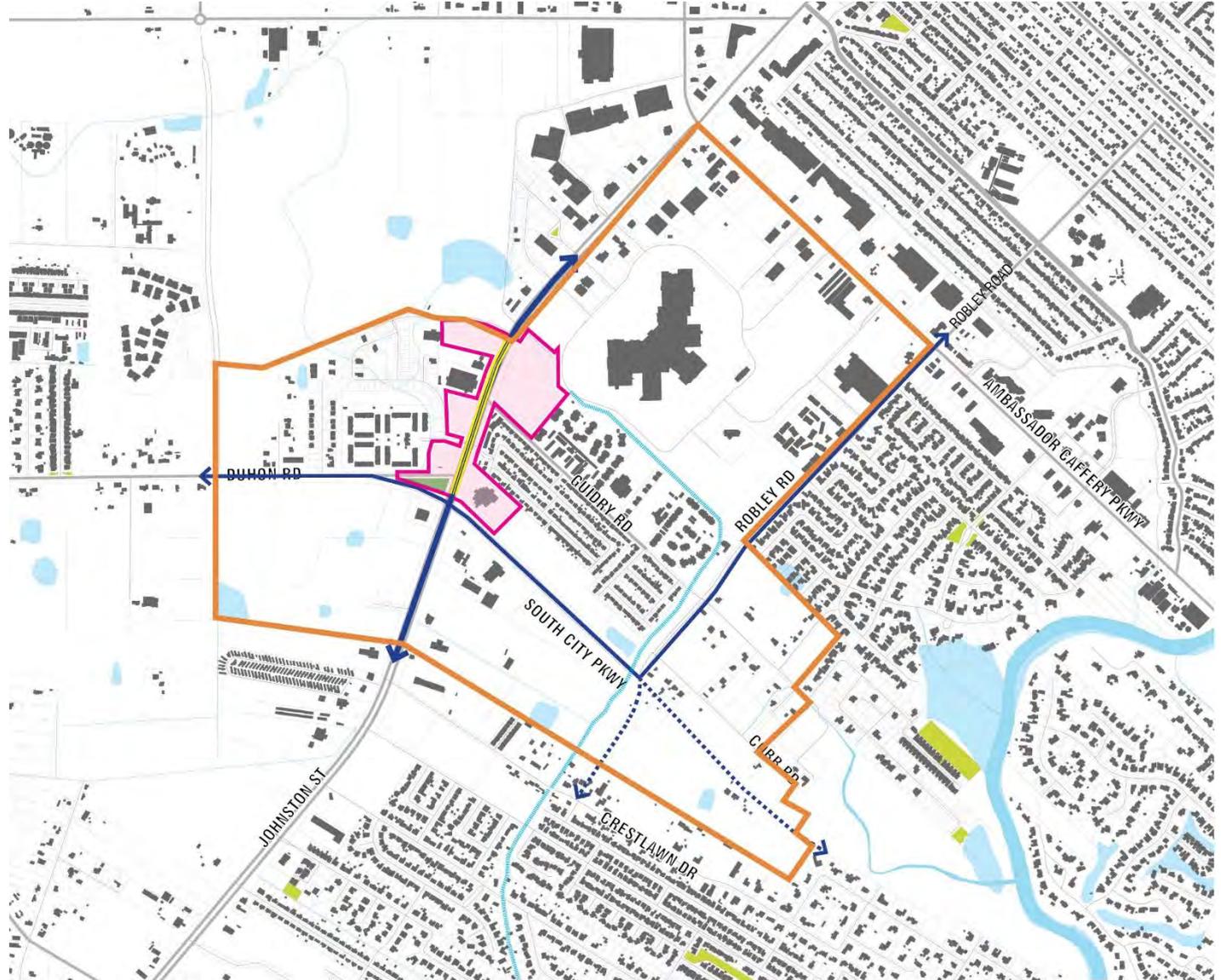


option 1. potential activity / land use mix

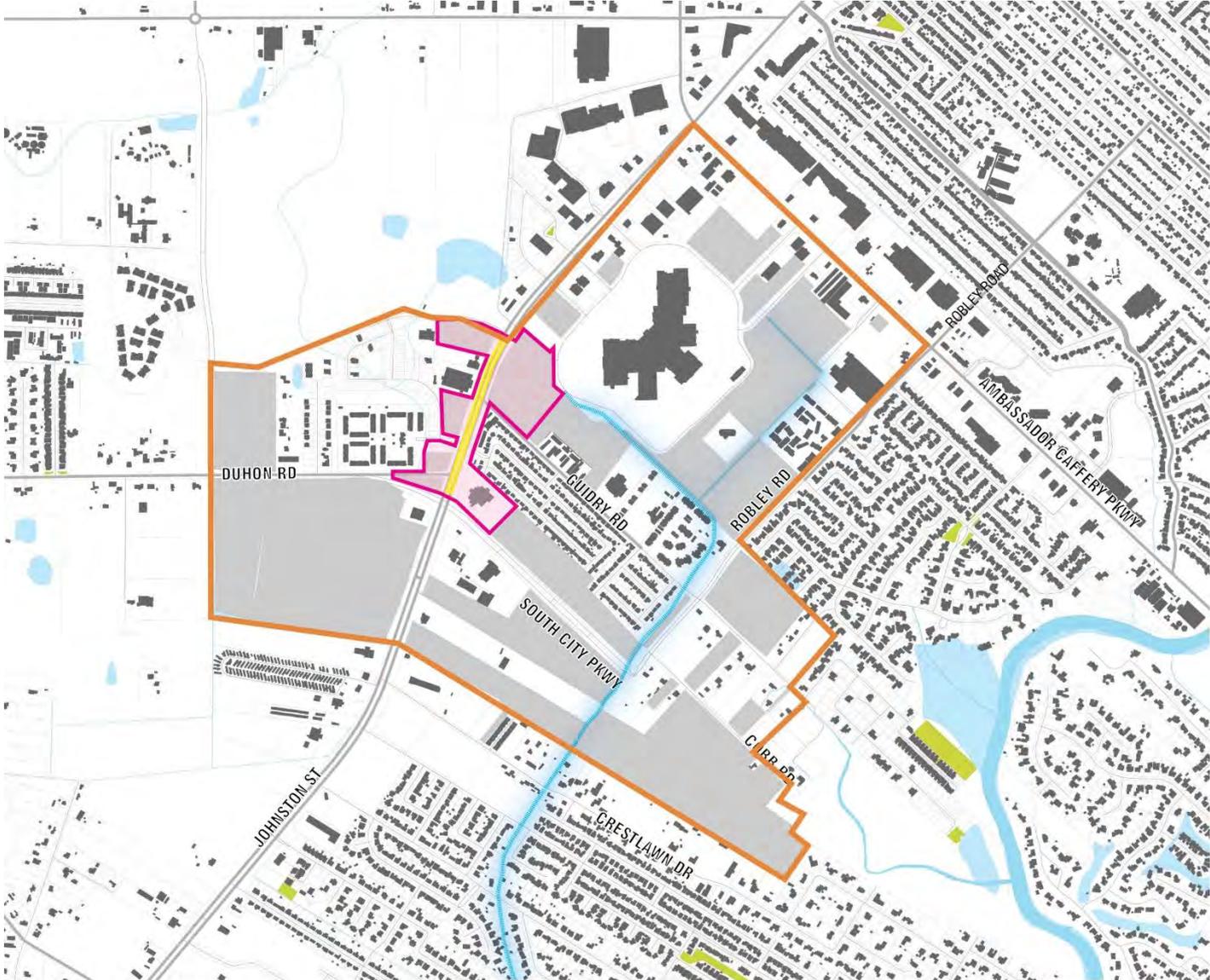
1. Acadiana Mall
2. Lafayette Public Library
3. Walgreens
4. Proposed New Grocery Store
5. Proposed New Commercial
6. For Civic Use
7. Proposed New Institutional
8. Robley Road Extension
9. South City Pkwy Extension
10. For Community Use
11. Proposed New Residential



johnston st frontage



undeveloped

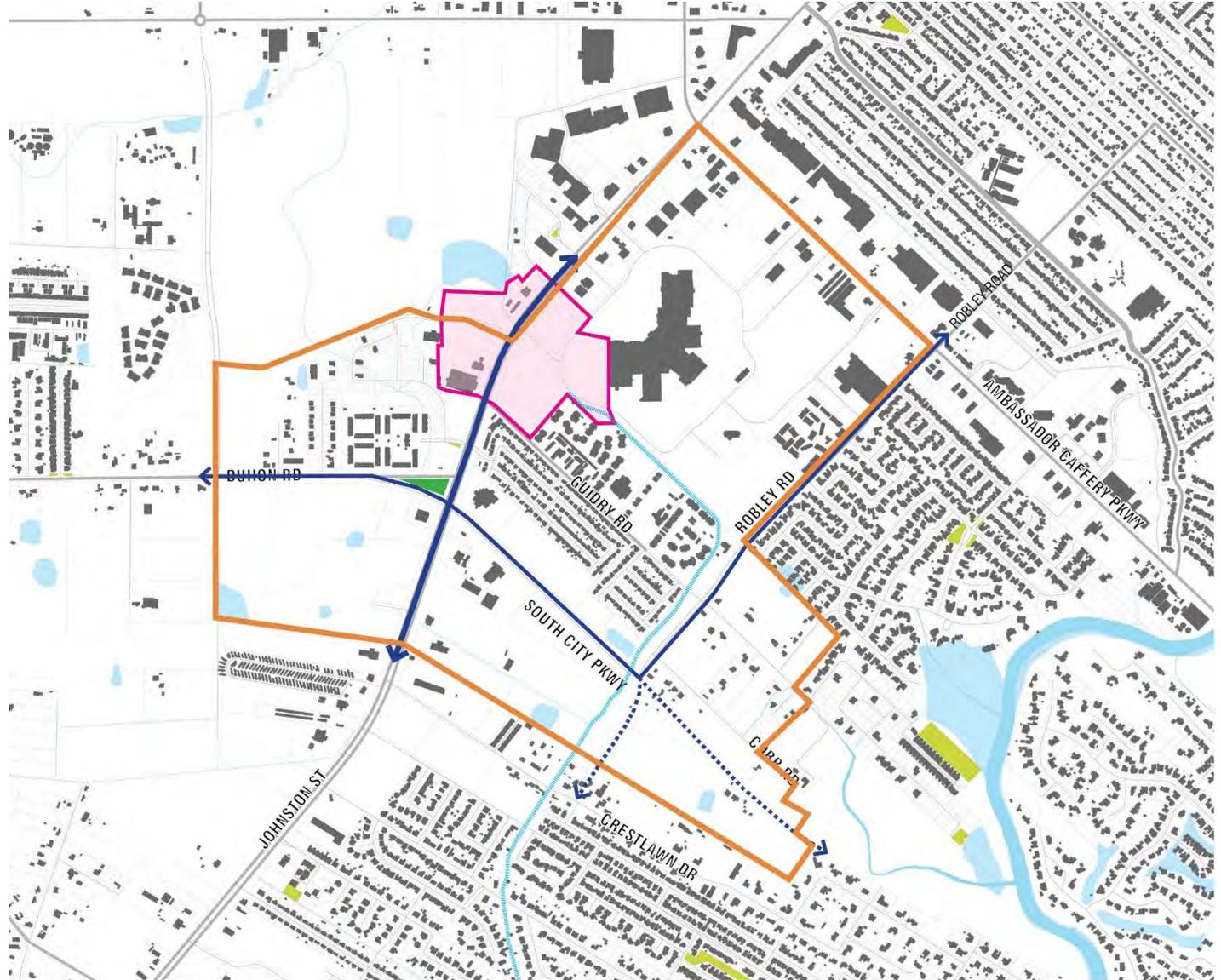


option 2. potential activity / land use mix

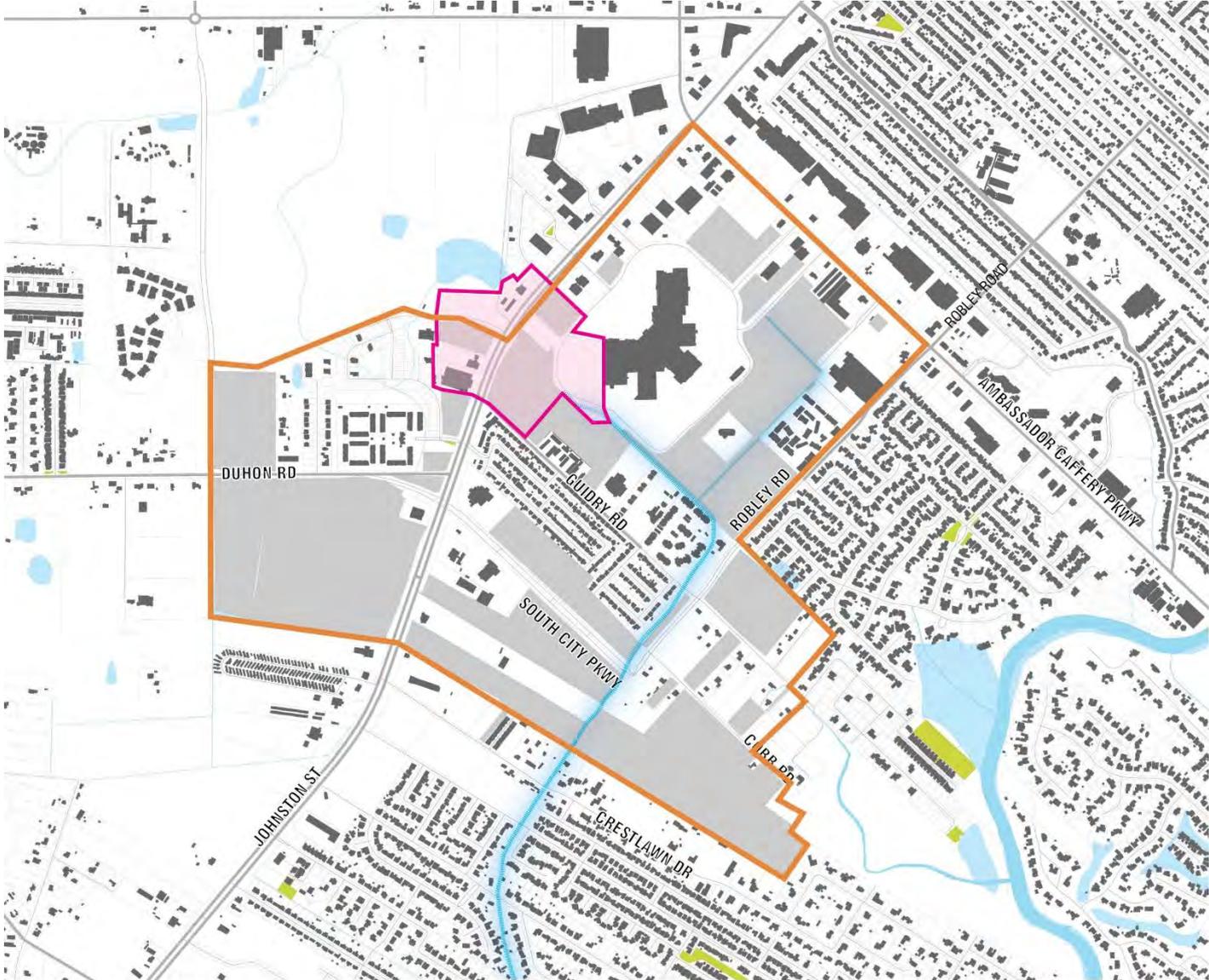
1. Acadiana Mall
2. Lafayette Public Library
3. Walgreens
4. Proposed New Grocery Store
5. Proposed New Commercial
6. Proposed New Commercial
7. Proposed New Institutional
8. Robley Road Extension
9. South City Pkwy Extension
10. For Community Use
11. Proposed New Residential



acadiana mall



undeveloped

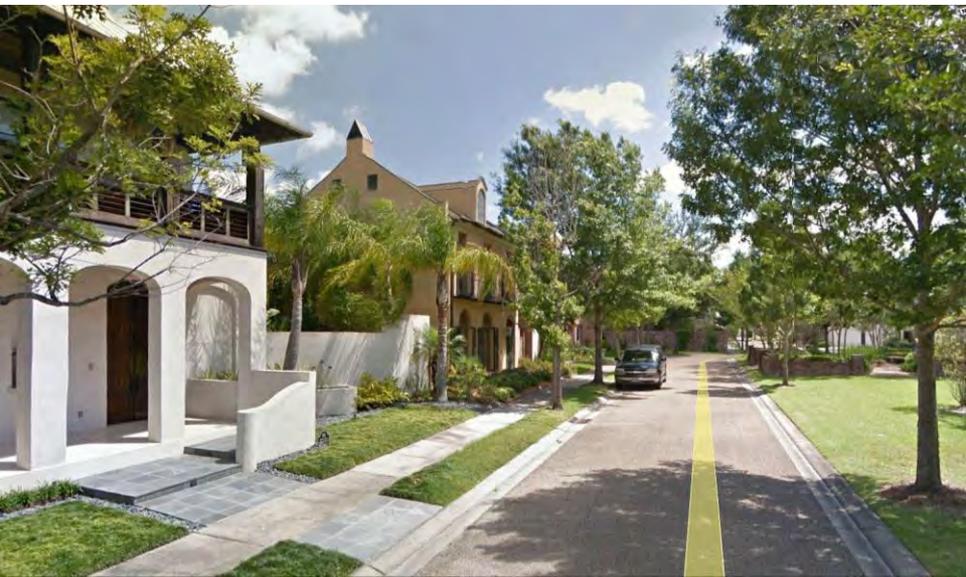


option 3. potential activity / land use mix

1. Acadiana Mall
2. Lafayette Public Library
3. Walgreens
4. Proposed New Grocery Store
5. Proposed New Commercial
6. Proposed New Commercial
7. Proposed New Institutional
8. Robley Road Extension
9. South City Pkwy Extension
10. For Community Use
11. Proposed New Residential
12. New Town Center – Main Street & Green



potential activity / land use mix



what's next?

6.1 Community Engagement Elements

6.2 Inventory and Analysis

6.3 Community Workshop 1

6.4 Node Plan Vision and Concepts

6.5 Community Workshop 2

**6.6 Implementation Strategies, Program
Evaluation and Incentives**

6.7 Public Presentation: Final Recommendations