District Design Manual
a guidebook to revitalizing your neighborhood
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01 INTRODUCTION

THE EVANGELINE CORRIDOR INITIATIVE

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

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

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

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

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

The Evangeline Corridor Initiative is based on the experiences and desires of district residents. In early 2016, the ECI Team began the planning process by meeting with small groups of neighborhood leaders, including community organizers and clergy members.

In May 2016, we invited all residents to attend the Downtown/Freetown-Port Rico Workshop. ECI Team members listened while small groups of residents talked about what they valued most — and the areas of greatest concern. We captured their input by taking careful notes and by collecting district maps, hand-marked by workshop participants.

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

The ECI planning team also used this information to generate Catalyst Projects, community improvements with the potential to spark investment and create momentum in revitalizing the Corridor. Using the ECI Meeting-in-a-Box toolkit, residents held additional community meetings to choose high-priority Catalyst Projects.
The historic Downtown core is home to the most accessible and diverse public realm in the city. Between the Lafayette Science Museum, the Children’s Museum, the Acadiana Center of the Arts, Downtown offers the public many cultural and entertainment options. Permanent hardscaped parks and plazas like Parc Sans Souci and Parc International play host to numerous music and community events throughout the year.

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

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

**STRENGTHS**

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

**STRATEGIES**

1. **Preserve a local mix of commercial and office uses that exist along the Jefferson St.** Extend development and infill through Downtown. Build up Buchanan St. as a significant secondary local street with enhanced mixed uses.

2. **Foster Main St. connection between Downtown and Freetown.** Enhance the activity and infill opportunity Downtown with a focus of mixed-density uses that serve the business and cultural community.

3. **Continue mixed-use development on Congress St.** Connect development from Downtown into La Place with appropriate neighborhood scale density transition – high density street frontage blocks to lower scale residential fabric.

4. **Locate new multi-family residential use along primary streets.** Also target available land parcels for infill development or retrofit. (Old Federal Courthouse site).

5. **Concentrate new commercial, office and multi-family uses along Johnston St.** Bring development to the Johnston St. edge and target key intersections for activity (Jefferson St., Stewart St., E. Main St., and Vermilion St.).

6. **Target neighborhood scale development in Freetown along Jefferson St. to Pinhook Rd.** Offer mix of small commercial, office and multi-family use (possibly live-work units) that will connect and diversify the area to serve local residents.

7. **Renew McKinley St. with new and reclaimed medium-density development.** Target infill commercial and multi-family residential use. See current UDC for zoning allowances.
03 DISTRICT OPPORTUNITIES

NETWORKS: COMMUNITY NODES

WHAT IS A COMMUNITY NODE?
A community node is a place where people come together for specific activities. Examples of community nodes include employment centers, community or entertainment centers, shopping centers or multi-function activity centers.

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

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

CONGRESS ST. AT 2ND / 3RD ST. JUNCTION
MCKINLEY ST. AT JEFFERSON ST.
FREETOWN - PORT RICO

MAIN ST./COURTHOUSE

ROSA PARKS

EXISITING CIVIC BUILDINGS
GREEN SPACE
PRIVATE PROPERTY
POTENTIAL INFILL (CONCEPTUAL)

DISTRICT OPPORTUNITIES

POTENTIAL ANCHOR BUILDINGS
GREEN SPACE
PRIVATE PROPERTY
POTENTIAL INFILL (CONCEPTUAL)
**03 DISTRICT OPPORTUNITIES**

**NETWORKS: STREETSCAPES**

**WHAT IS A STREETSCAPE?**

A streetscape includes the street itself, as well as all the elements that go along with it, such as sidewalks and crosswalks, street lighting and seating, bike lanes and bus stops.

Well-designed streetscapes make neighborhoods safer for pedestrians, cyclists and drivers. They complement public transportation and attract investment. Streetscapes also express the personalities of individual neighborhoods, communities and the city as a whole.

Suggested improvements in the Evangeline Corridor follow the principles of Complete Streets, a nationally recognized approach to transportation design and policy.

**RECOMMENDATIONS**

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

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

**COMPLETE STREETS**

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

- sidewalks
- safe crosswalks
- well-designed bike lanes and bus lanes
- on-street parking
- easy-to-understand traffic signals and signage
- street trees, landscaping and lighting
WHAT ARE CATALYST PROJECTS?

Catalyst Projects are proposed improvements that:
• Make neighborhoods safer and more inviting
• Provide needed services, such as access to transportation
• Attract investment, business development and jobs

HOW WERE THEY DEVELOPED?

Ideas for Catalyst Projects came from residents. During community meetings, district workshops and Corridor-wide planning sessions, they told the ECI Team what was wanted and needed in their neighborhoods.

The professional planners on the ECI Team refined these ideas to create specific Catalyst Projects for each district. They also created Catalyst Projects based on formal planning already in place with Lafayette Consolidated Government, such as bus stop improvements.

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

SWEAT-EQUITY PROJECTS

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

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

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

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As part of PlanLafayette, a Neighborhood Project Toolkit was produced that highlights 20 "do-it-yourself" projects that communities can undertake with limited government help.
Residents, business owners and others weighed in on the importance of Catalyst Projects at Meeting-in-a-Box events, which were held in each district, and at a corridor-wide Open House at the Rosa Parks Transportation Center.

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

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

**OPEN HOUSE**
Maps were displayed for every district, showing the location of Catalyst Projects. Participants received five stickers (color-coded to represent each district). They were asked to place the stickers on the five Catalyst Projects within in each district they considered top priority.
Several Catalyst Projects have been identified for this district. The following pages highlight featured projects which were selected because they can help create neighborhood nodes in areas with the most need and/or activity.

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

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

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

**IMPLEMENTATION STRATEGY**
Provides insight into who is responsible for the ultimate implementation for each project. This allows members of the community to know who to go to and advocate for the project and how to get involved.

**ACTION STEPS**
A detailed step-by-step guide for each Catalyst Project, from initial concept to implementation – including who to approach, how to get started, and when and how to seek funding.

**BEST PRACTICE EXAMPLES**
Example case study of a similarly successful implemented project.
The future of Old Federal Courthouse and site Downtown on Jefferson St. has been under discussion for decades.

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

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

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

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

**ACTION STEPS**

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

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

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

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

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

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

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

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

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

**BEST PRACTICE EXAMPLE**
Timmerhuis (Rotterdam, the Netherlands) - OMA

http://www.alexandercompany.com/projects/courthouse-lofts/
Residents in Freetown-Port Rico and Downtown and local authorities (DDA) have expressed the need and desire for better connection and safe access across Johnston Street.

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

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

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

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

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

ACTION STEPS

STEP 1: BETTER BLOCK JOHNSTON ST.
LCG and the CREATE initiative have already hosted a Better Block along Johnston St. in 2017. Another Better Block that targets specific intersections could initiate this project.

STEP 2: CONSENT WITH PUBLIC WORKS ON RIGHT-OF-WAY FEASIBILITY
Confirm requirements and parameters for streetscape and intersection upgrades.

STEP 3: DETERMINE SCOPE OF PROJECT AND TARGET AREAS
Make decisions on which intersections to prioritize and understand necessary intervention requirements for each.

STEP 4: FREETOWN-PORT RICO COTERIE AND DDA TO LOBBY LCG AND CITY COUNCIL
Build support for the project through LCG and the City Council who will ultimately approve funds and work.

STEP 5: GAIN COUNCIL APPROVAL & SECURE FUNDING
Council to agree on capital improvement budget. Greenlight project.

STEP 6: CHOOSE DESIGN AND ENGINEERING SERVICES
LCG releases RFQ/RFP for design and civil engineering work. Contract with design team to perform schematic designs in collaboration with Public Works.

STEP 7: BEGIN CONSTRUCTION
Construction commences on site for approved intersection improvements.

STEP 8: PROJECT COMPLETION / OPENING
Celebrate newly improved intersections with community event. Shared other potential development ideas attached to the ECI project.

BEST PRACTICE EXAMPLE
Livernois District Detroit, MI

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

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

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

Implementation Strategy

Easiest Practical Strategy

ACTION STEPS

DOWNTOWN / FREETOWN-PORT RICO DISTRICT

04 FEATURED CATALYST PROJECT 2

Johnston St.
Catalyst Project A
Streetscape and Intersection Improvements

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

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

Who Funds
A combination of LCG’s road improvement budget and private funding could support this project. There is a potential for infrastructure related grants at the state level since Johnston St. is part of the state highway network.
McKinley Street has received ongoing attention due to interest in neighborhood renewal and a desire to reclaim the former McKinley Strip.

**RECOMMENDATIONS**

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

**COMMUNITY BENEFITS**

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

**IMPLEMENTATION STRATEGY**

**WHO LEADS**

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

**WHO COLLABORATES**

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

**WHO FUNDS**

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

**ACTION STEPS**

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

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

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

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

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

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

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

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

**STEP 5:** CLEAN, PREPARE, PRESENT VACANT SITES.

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

**STEP 6:** INITIATE PILOT DEVELOPMENT PROJECTS.

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

**STEP 7:** BEGIN INCREMENTAL CONSTRUCTION

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

**STEP 8:** HOST OPENINGS & RIBBON CUTTING CEREMONIES

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

**BEST PRACTICE EXAMPLES**

Singleton Town Centre, NSW

Carburetor Lofts – Indianapolis, IN
Community Park at Convent and Gordon Streets
Catalyst Project C

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

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
Congress Street: Streetscape Phase 2

Catalyst Project D

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

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.
Coburn’s Building Adaptive Re-use and Site Retrofit

Catalyst Project E

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

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

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

Redevelopment / Reuse of Existing Site | Business Development / Economic Growth | Neighborhood Connections | Neighborhood Beautification | Community Identity / Interaction
---|---|---|---|---
X | | X | | X
Children’s Park at the Main Library
Catalyst Project F

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

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

**Catalyst Project H**

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

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

**Timeline**

- **Short-term:** Approval for re-stripping, 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

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<th>Redevelopment / Reuse of Existing Site</th>
<th>Business Development / Economic Growth</th>
<th>Neighborhood Connections</th>
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**Downtown Movie Theater**

Catalyst Project I

**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

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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.
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.

**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
Catalyst Project K

Jefferson Street is a major network path running through Freetown-Port Rico from Pinhook to Downtown. This connection should be enhanced and highlighted. Complementing strategies for enhancing McKinley St., this project proposes a series of streetscape improvements, public-realm interventions, and mixed-use development infill to highlight small commercial potential and spur neighborhood activity and vitality.

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
COMMUNITY GUIDELINES AND GOALS

This Design Manual offers a road map for neighborhood revitalization. The keys to creating a successful Corridor are continued planning, communication and coordinated action. Improvements will have the most impact when they are carried out in concert with one another. See the ECI Final Report Chapter 5 for details on implementation processes to move concepts forward.

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

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

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

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

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

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

WHAT CAN I DO?...
MOBILIZE.
BRAINSTORM.
LOBBY FOR CHANGE.
Downtown
Freetown-Port Rico