

Evangeline Corridor Forward

An **Economic Action Plan** For
Advancing the Community's Vision



Lafayette
CONSOLIDATED GOVERNMENT



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*Fostering sustainable
economic
growth*

*Improving
quality of life*

*Charting a path for
shared
prosperity*

01

Executive Summary

A Shared Vision for Economic Revitalization:

The Economic Action Plan builds on a year-long process of targeted stakeholder and community engagement, economic and technical research, and urban design and planning. The plan integrates multiple past plans and ongoing investments within a comprehensive strategy for economic development along the future I-49 Connector in Lafayette, LA, with a focus on the proposed Grand Boulevard. The planning process included multiple community touchpoints, including public open houses, targeted focus groups, community and stakeholder interviews, and engagement with elected officials, that directly informed and guided the recommendations and actions.

For neighborhoods along the Evangeline Corridor, the 3 miles adjacent to the I-49 Connector, the proposed infrastructural upgrade offers significant opportunities. Increased movement of goods and services will connect the area to broader markets, customers, and suppliers. Additionally, new infrastructure investments are expected to stimulate commerce, enhance the overall livability of the area, and bridge the divide caused by historical policies and projects in the community.

This Action Plan outlines strategies to **coordinate public and private investments triggered by infrastructure improvements**. It specifically addresses a range of land use, business development, and quality of life enhancements informed by multi-sector input, aiming to uplift communities holistically and equitably. Together, these initiatives will foster sustainable economic growth, improve the quality of life for residents, and chart a path for shared prosperity.



The Investments Should

Enhance Access to Economic Opportunities



Ensure Quality Housing & Neighborhood Amenities



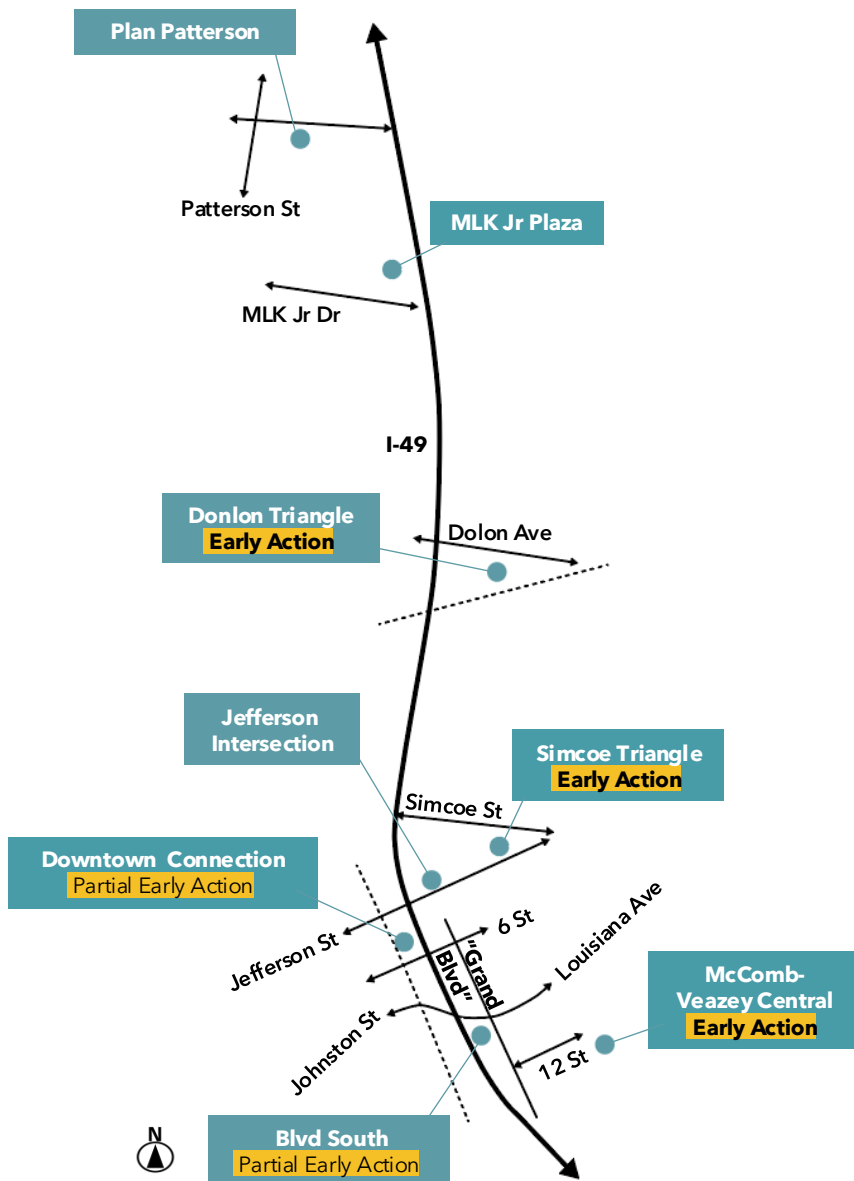
Build Community Connections and Resilience



Leverage and Strengthen Local Capacity



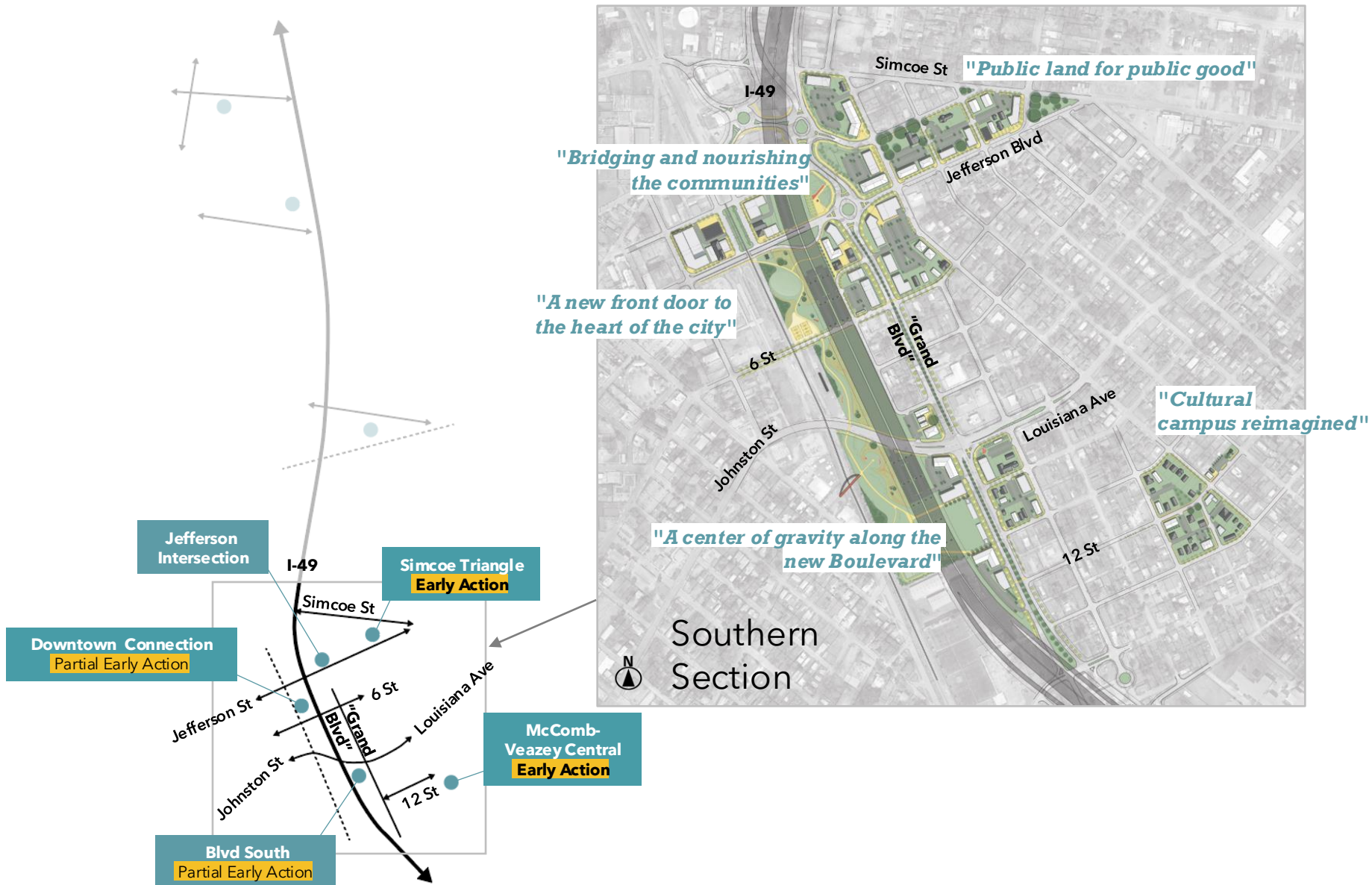
Be Actionable and Allow For Early Implementation

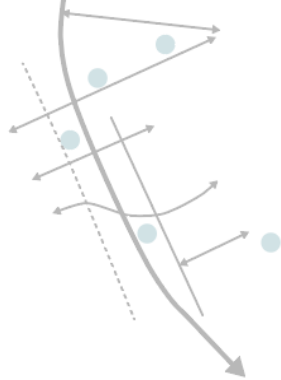
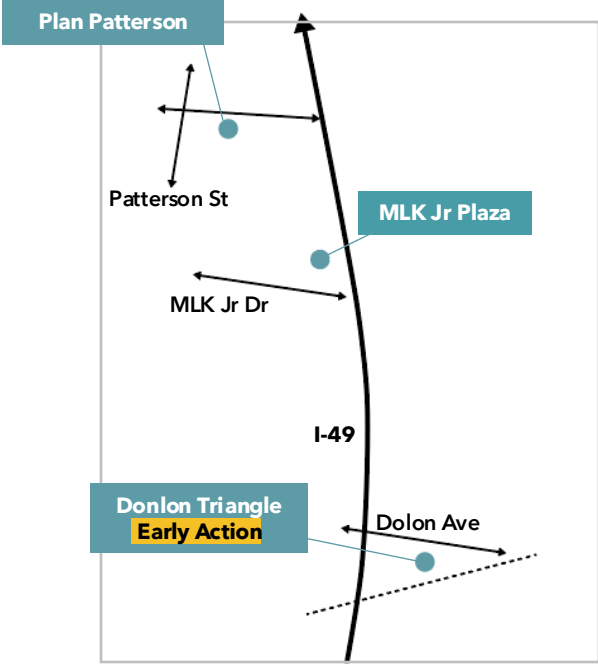


Catalytic Projects to Reconnect the Communities:

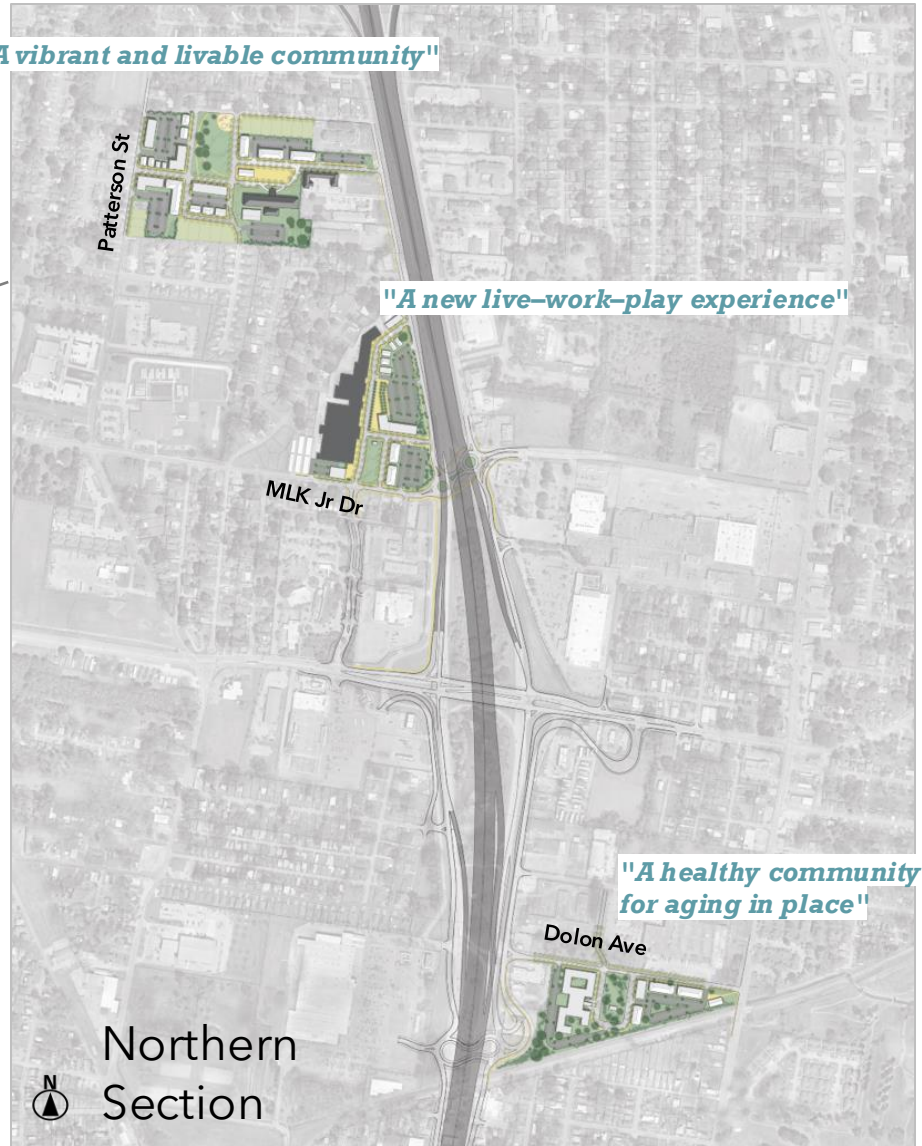
To help guide investments, the Action Plan organizes a series of initiatives around **8 catalytic projects** at strategic locations along the Evangeline Corridor. Below is a summary of the project highlights. Together, these investments form a system of physical and programmatic improvements to stitch communities back together along the Corridor.

- **Pedestrian access and flow:** Integrating past/ongoing capital projects and envisioning additional safe crossings, sidewalks, and traffic calming features
- **Design excellence:** Increasing community buy-in and sustaining the momentum via commitment to high-quality design and construction
- **Equitable development:** Promoting inclusive growth with initiatives ranging from small business and workforce opportunities to food access and arts and culture
- **Real estate investment:** Planning for **1.5 million sf** of new development ranging from mixed-use to infill projects, generating **\$371 million** in direct investment, more than **2,000** construction jobs, and **5-fold increase** in City and Parish property tax revenue on project sites
- **Retail and business activities:** Supporting **\$46 million** annual business revenue and over **400** permanent jobs
- **Housing production:** Providing **945** new dwelling units of diverse typologies
- **Open spaces:** Connecting and beautifying the community with **19** acres of new parks, gathering spaces, and plazas





"A vibrant and livable community"



A Collaborative Framework for Actions:

The Economic Action Plan offers a roadmap to organize investments around high-impact areas. To deliver the benefits, it is vital for public and private actors as well as various community partners to collaborate and align their interests and resources. By leveraging the strengths and resources of all stakeholders, the Plan aims to create a synergistic effect that amplifies the positive outcomes for the city and the region. This coordinated approach ensures that each investment contributes to a larger, cohesive strategy, ultimately driving sustainable progress and fostering a more vibrant, inclusive, and prosperous community.

To implement:	Funding support shall be led by:	Continued policy advocacy shall be led by:	Program operations shall be led by:	Community stewardship shall be led by:
Mixed-Use/Mixed Income Development	Government agencies + Private capital	Business and development community	Experienced property developers and managers	Coteries + Local community-based organizations
Small Business and Workforce Development	Business and development community + Philanthropy	Downtown and economic development organizations	Non-profit + Local community-based organizations	Economic Development Organizations + Chamber
Healthcare	Healthcare industry + Philanthropy	Government agencies + Local community-based organizations	Healthcare industry + Non-profit	Coteries
Food Access	Business community + Philanthropy	Government agencies + Local community-based organizations	Non-profit + Local community-based organizations	Non-Profit Organizations + Coteries
Art, Culture, Open Space	Government agencies + Development community + Philanthropy	Business community + Local community-based organizations	Government agencies + Non-profit	Downtown organizations + Coteries
Infrastructure	Government agencies	Downtown organizations + Development community	Government agencies	Downtown organizations + Coteries

The **Equitable Development Tool** in the appendix offers additional details on policy and partnership considerations

Ever Forward, Evangeline Corridor

As a regional connector, the Evangeline Corridor has historically served as both a catalyst for the Parish and the City's economic growth and a source of physical division among local communities. The Action Plan offers a unique opportunity to harness existing assets and shape a future that benefits all. Extensive research, community input, and stakeholder engagement have collectively determined that the future of this critical corridor must:

- **Promote Sustainable Economic Growth:** Leveraging the region's rich cultural heritage, strengths in the food, hospitality, and entertainment sectors, vibrant downtown, and university-driven economic clusters, alongside enhanced logistics from the I-49 Connector project, the corridor presents significant market opportunities for businesses of all sizes.
- **Enhance Quality of Life:** Attracting capital depends on creating places where people want to live, work, and invest. Improving the built environment to be safer, more welcoming, and better suited to the needs of both residents and businesses is essential for a stronger economy and a more resilient community.
- **Forge a Path to Shared Prosperity:** The creation of new jobs, business opportunities, housing, and public spaces must address past inequities and bridge the physical and economic divides between communities. A more equitable system taps into the potential of all citizens, driving vibrancy, cultural dynamism, and local pride, which are the cornerstones of sustainable economic development.

Transforming the Evangeline Corridor through the Action Plan will require substantial resources and innovative approaches to structuring public-private partnerships. To be effective, partners must:

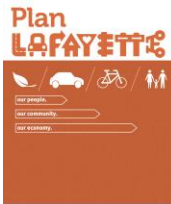
- **Commit to the Community's Vision:** Ensure that all initiatives align with the community-informed vision. This will foster sustained local support and amplify the impact of individual investments, creating a more significant collective outcome.
- **Incentivize and Partner with the Market:** Prioritize infrastructure upgrades, public realm enhancements, regulatory incentives, and targeted initiatives, which will attract businesses, development experts, and philanthropic partners that align with the plan's goals and can deliver catalytic investments.
- **Guide and Support Development with Streamlined and Equitable Policies:** Ensure that processes facilitating public and private initiatives remain efficient and free of unnecessary obstacles, while still upholding essential public benefits. Clear standards, predictable procedures, and rigorous evaluation of program outcomes are crucial to success. Support services and partnership building are also critical to increasing feasibility.

02

Introduction

- A. Background**
- B. Process**
- C. Goals**

Background



2014: PlanLafayette adopted

2018: Evangeline Corridor Initiative and District Design Manuals completed



2022: LEDA Three-Year Strategic Plan

2022: Bicycle Lafayette



2023: Willow St and Castille Ave Plan

2024: Evangeline Corridor Economic Action Plan

A Multi-Year, Cross-Sector Partnership:

Lafayette, Louisiana is poised for significant transformation as part of the Evangeline Thruway becomes an elevated segment of the I-49 Connector. This federal project aims to ease traffic, provide a safer hurricane evacuation route, and connect New Orleans to Winnipeg, Canada. This change presents a crucial opportunity to revitalize the historically disinvested Evangeline Corridor.

In 2016, Lafayette Consolidated Government (LCG) received a federal TIGER grant, leading to the creation of the Evangeline Corridor Initiative (ECI). This initiative involved extensive community input to develop a comprehensive revitalization plan. The resulting ECI Planning Report and District Design Manuals outline neighborhood-based strategies and catalyst projects, which, along with LCG's capital improvements, provide a clear roadmap for the area's revitalization.

The Evangeline Corridor Economic Action Plan builds on years of cross-sector strategic planning, aiming to implement these well-defined goals and drive economic growth in the corridor.

The Louisiana DOTD Plan:

The Louisiana Department of Transportation and Development (DOTD), along with national, state, regional and local partners, designs the I-49 Lafayette Connector Project, including the planning for the highway structure and adjacent roadway networks, right-of-ways, and land parcels acquired by DOTD. This Action Plan proposes projects that work with the DOTD's roundabout alternative and roadway configurations. ***The Action Plan does not propose major changes to the I-49 Connector or properties owned by DOTD.***

Process

The Team:

The Economic Action Plan was commissioned by **Lafayette Consolidated Government** (LCG) and the **Evangeline Thruway Redevelopment Team** (ETRT) in partnership with the **Lafayette Public Trust Financing Authority** (LPTFA) and **Lafayette Economic Development Authority** (LEDA).

The Economic Action Plan was produced by a multidisciplinary Consultant Team led by **James Lima Planning + Development** (JLP+D). Members of the Consultant Team include **AQ Studios**, **Partnership for Southern Equity**, **Franklin Associates**, **Lafayette Habitat for Humanity**, and **HDR**.



The Work Streams:

The planning process commenced in November 2023 and concluded in October 2024. It consisted of several interrelated work streams as follows:

- **Identify opportunities:** The project team analyzed a wide range of data related to existing conditions, engaged the community and stakeholders, and developed a list of project recommendations.
- **Measure economic impact:** The team conducted an analysis to quantify and specify indicators related to economic growth and equitable development for the recommended projects.
- **Plan for actions:** The team produced project specifications for the recommended actions and created a roadmap for implementation.
- **Produce the marketing plan:** The team produced communication materials for key catalytic development sites.

Process

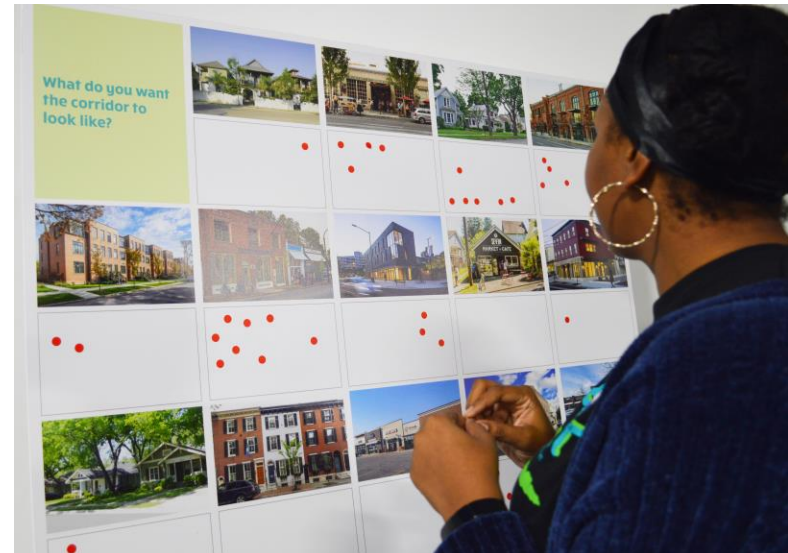
Engaging the Community and Stakeholders:

The project team conducted a series of engagement activities to understand the community's vision, incorporate input from local stakeholders and experts, and review draft recommendations. The process includes the following types of engagement:

- **Stakeholder focus groups:** In December 2023, the team met with 25 participants representing the Housing Development community, the Business community, Community Stakeholders for History, Culture, Recreation & Education, and Faith Group & Residents.
- **Legislative breakfast:** In January 2024, the team met with elected officials representing the community at large.
- **One-on-one interviews:** In the early phase of the process, the team interviewed a wide range of stakeholders and topic experts across health, education, workforce, and other major Lafayette sectors.
- **Community events:** In January 2024, the team held a Community Night in the Corridor at the Downtown Convention Center to gather feedback and showcased local small businesses; over 100 Evangeline Corridor residents participated in the event. In October 2024, the team conducted a second large-scale experience to report back the findings and recommendations.
- **Briefings and workshops:** The team conducted briefings for members of ETRT and held multiple workshops with both ETRT and other local experts in April 2024 to review draft recommendations and refine strategies.



Process



Goals

Guiding Future Investment:

Through existing conditions research and engagement with local stakeholders and the community, the team identified five Goals for the Economic Action Plan.

These Goals set up a framework to develop project recommendations, measure economic benefits and equity implications, and inform actions and implementation.

These goals aim to build a thriving, equitable community through economic opportunities, quality housing, social resilience, local capacity, and strategic investments.



Goal 1: Enhance Access to Economic Opportunities



- Provide quality jobs and career pathways
- Expand and retain businesses
- Capture unique market trends and opportunities (such as healthcare, food, hospitality, and transportation and logistics)
- Support entrepreneurs and small enterprises
- Ensure both local opportunities and broader benefits

Goal 2: Ensure Quality Housing & Neighborhood Amenities



- Construct and preserve affordable, dignified housing
- Build community wealth
- Preempt gentrification and displacement
- Increase and diversify housing choices
- Provide full neighborhood amenities and mix of uses
- Provide housing support for vulnerable populations

Goal 3: Build Community Connections and Resilience



- Enhance social cohesion
- Bring residents together early and often to build relationships
- Encourage professionals from different industries to solve community problems together
- Build public and private partnerships and mutual trust

Goal 4: Leverage and Strengthen Local Capacity



- Build community's organizational and funding capacities
- Engage local organizations and anchor institutions in redevelopment
- Promote innovative practices in policy development and implementation
- Learn from other places that have seen successes addressing similar issues

Goal 5: Guide Investments with An Actionable Plan



- Integrate with previous planning efforts and current projects
- Propose actionable new projects and mitigate planning fatigue
- Identify gaps and constraints for redevelopment
- Emphasize near-term activation and early-action projects

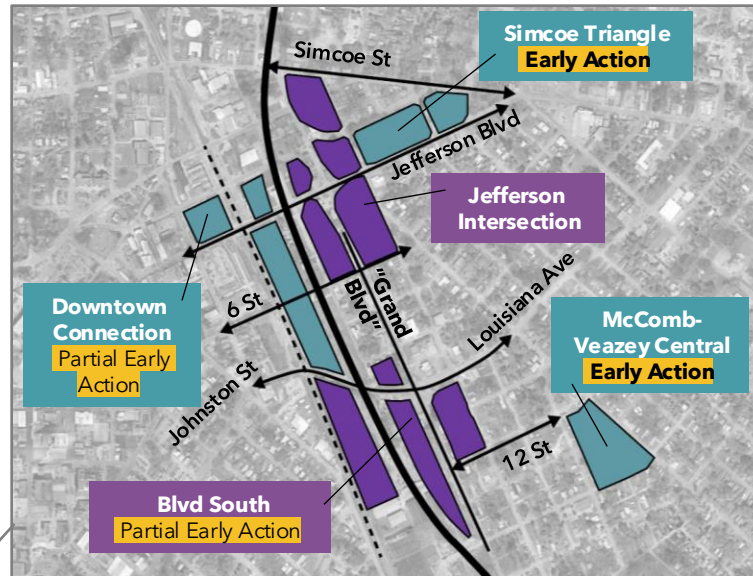
03

Recommended Actions

- A. Overview
- B. Catalytic Projects

Overview

Coordinating Investments Around Catalytic Projects:



Development Summary		Total	Early Action	Longer Term
Building SF	Total New	1.5M	0.5M	1.0M
	Residential	1.1M	0.4M	0.7M
	Non-Resi.	0.4M	0.1M	0.3M
Dwelling Units	Total New	945	317	628
Open Space Acre	Total New	19	2	17
Land Acre	Total	82	23	59

The Economic Action Plan proposes **8 catalytic projects**, totaling **1.5 million** square feet of estimated new development, at strategic locations (totaling 82 acres of land) along the 3-mile corridor, including significant investments on the proposed **“Grand Boulevard”** as well as in sites farther north.

These projects consist of various mixed-use development, commercial and retail opportunities, neighborhood amenities, open spaces, and infrastructural improvements that respond to community needs, neighborhood characteristics, market and economic opportunities, and development constraints. Through a **phased approach**, these projects will enable public and private partners to coordinate their investment and revitalize the community.

The Economic Action Plan recognizes that landowners along the Evangeline Corridor seek multiple ways of maximizing their development potential; therefore, the Plan illustrates a redevelopment potential that integrates the community’s vision for revitalization.

Overview

Simcoe Triangle Early Action



"Public land for public good"

- 123,000 SF of new development
- 72 new housing units
- 0.3 acre of new open space

McComb-Veazey Central Early Action



"Cultural campus reimagined"

- 28,000 SF of new development
- 18 new housing units
- 0.3 acre of new open space

Downtown Connection Partial Early Action



"A new front door to the heart of the city"

- 167,000 SF of new development
- 74 new housing units
- 9 acres of new open space

MLK Jr Plaza



"A new live-work-play experience"

- 152,000 SF of new development
- 85 new housing units
- 1 acre of new open space

Boulevard South Partial Early Action



"A center of gravity along the new Boulevard"

- 234,000 SF of new development
- 137 new housing units
- 2 acres of new open space

Jefferson Intersection



"Bridging and nourishing the communities"

- 402,000 SF of new development
- 253 new housing units
- 2 acres of new open space

Donlon Triangle Early Action



"A healthy community for aging in place"

- 135,000 SF of new development
- 110 new housing units
- 1 acre of new open space

Plan Patterson



"A vibrant and livable community"

- 270,000 SF of new development
- 194 new housing units
- 4 acres of new open space

Overview

Artistic Rendering for Illustrative Purposes



"Public land for public good" Looking west on Jefferson Blvd. with the interstate and signature bridge in the background.



"Bridging and nourishing the communities" Looking south down the Grand Blvd. from the Jefferson intersection.

Coordinating with the DOTD Plan:

The projects included in this Action Plan are envisioned to work with the DOTD's roundabout alternative and roadway configurations (C6) for the portion of the I-49 Connector in the Action Plan's study area. The map on the right, produced by DOTD, depicts the C6 Alternative.



Overview

Artistic Rendering for Illustrative Purposes



"A new live-work-play experience" Looking northeast across the existing Parkway Plaza shopping center with the interstate in the background.



"A new front door to the heart of the city" Looking north with Rosa Parks Transportation Center in the foreground to the left.



"A center of gravity along the new Boulevard" Looking south down the Grand Boulevard with the Louisiana Ave. intersection in the foreground.



"Cultural campus reimagined" Looking west down 12th St. with the Magnolia intersection in the foreground.

Overview

Achieving Action Plan Goals:

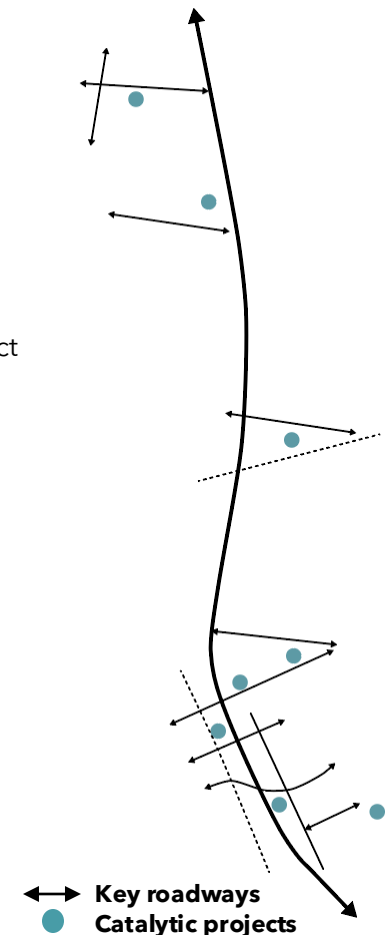
The proposed catalytic projects can potentially generate the following benefits:

- **Economic opportunities:**
 - **\$371 million** in new real estate development (**2,064** construction jobs)
 - **\$46 million** in annual retail and business revenue (**409** jobs and **\$15 million** labor income).
 - **\$817,000** in additional annual City and Parish property tax revenue, a **5-fold increase** over current collections on the project sites
- **Housing choices & amenities:**
 - **945** new housing units
 - Amenity-rich streets and complete neighborhoods
- **Community connection & resilience:**
 - **19** acres of new open spaces for community gathering, programming, and recreation (**\$47 million** in new construction; **309** construction jobs for parks)
 - Creates safer pedestrian connections between neighborhoods
 - Leverages and amplifies the success of existing community hub(s) and entities
- **Capacity building:**
 - Includes tools and processes to boost **partnerships**, learn **best practices**, and **community ownership**
- **Actionability:**
 - Includes **early-action initiatives** on LCG-owned land and other optimal locations

Together, the catalytic projects aim to form a system of strategic investments that reconnect communities, bridge the economic divide, and celebrate the uniqueness of each neighborhood.

The following considerations should be especially prioritized in the subsequent design and delivery of these projects:

- **Ensuring safe pedestrian crossings.** Economic revitalization at the community level depends on providing walkways and paths that connect people and places.
- **Setting high design standards.** Good quality designs increase community buy-in and unleash further market potential.
- **Embedding equity** in physical development, policies, and partnerships of the Economic Action Plan. Make the catalytic projects a model for the wider community and economic development efforts.



Overview

How To Start: An Action Checklist



Conduct policy research and technical studies to finetune feasibility.

Soon

(within 2 years of releasing the Action Plan)

- \$+ Federal, State and Philanthropic Grants Search**
- \$+ Senior Housing Inventory and Needs Assessment** (for Donlon Triangle)
- \$\$\$ Corridor-wide Multimodal Access Planning Study** (for the entire corridor, with **Acadiana Planning Commission**)
- \$\$\$ Utilities Masterplan** (for the entire corridor, with **LUS**)
- \$\$\$ Public Works Masterplan** (for upgrade and relocations to accommodate new development)
- \$ Community Land Trust study** (for Simcoe Triangle and McComb-Veazey)
- \$ Zoning Overlay feasibility study** (for Downtown Connection - inclusionary zoning; Donlon Triangle, Jefferson Intersection, and Plan Patterson - specific uses and design features; McComb-Veazey - allowing for food access uses; MLK Plaza - specific design features and inclusionary zoning)
- \$+ Additional Economic Development District and PILOT funding feasibility study** (for Downtown Connection, MLK Plaza, Jefferson Intersection, and Blvd South)
- \$ Community Benefit Agreement ordinance study** (for MLK Plaza and Plan Patterson)

Later (upon determination of no impact from I-49 construction)

- \$+ Retail Needs Assessment and Tenancy Mix Recommendation** (for MLK Jr Plaza and grocery store at Jefferson Intersection)
- \$+ Small Business Incentive equitable impact audit** (for the entire corridor, with special relevance to Blvd South)

\$, \$\$, \$\$\$ represents the estimated order-of-magnitude level of efforts and investments needed for each action item

Continued on next page

Overview

How To Start: An Action Checklist



Engage critical-path stakeholders to remove barriers.

Soon

(within 2 years of releasing the Action Plan)

- \$ Property owners** (for McComb-Veazey Central and Donlon Triangle)
- \$ Healthcare and home aids providers** (for Donlon Triangle)
- \$ Local, regional, and national philanthropy and local non-profit fundraising partners** (for McComb-Veazey, Downtown Connection park stewardship)
- \$ Railroad stakeholders** (for Downtown Connection and Blvd South)
- \$ Development and housing finance partners** (for the entire corridor)
- \$\$ LaDOTD** (for the use of space under the viaduct - Downtown Connection and roundabout pedestrian crossing - Jefferson Intersection)

Later (upon determination of no impact from I-49 construction)

- \$ Property owners** (for MLK Jr Plaza and Plan Patterson)
- \$ Prospective anchor tenants** (for Jefferson Intersection grocery store and MLK Jr Plaza)
- \$ LEDA and the workforce development and small business communities** (for Jefferson Intersection and Blvd South)



Plan for and implement catalytic projects to build momentum.

- \$\$\$ LCG-Owned Land Developer Solicitation / RFP** (for Simcoe Triangle)
- \$\$\$ The Park District Plan** (for Downtown Connection, in coordination **with DDA**)
- \$\$ Reimagined Community Campus Plan** (for McComb-Veazey)

- \$\$\$ Community-Informed Master Plan and Market Study** (for Plan Patterson)
- \$\$\$ Land Acquisition Strategy, Infrastructure/Park Funding, and Master Plan** (for Blvd South)



Invest in infrastructure to unleash market potential.

- \$\$\$ Street redesign for the southern portion of the proposed Grand Blvd** (for Blvd South)
- \$\$\$ Johnston St and Louisiana Ave Improvements** (for Blvd South)
- \$\$\$ Donlon Ave Infrastructure** (for Donlon Triangle)
- \$\$ Park and open space temporary activation and programming** (for Simcoe Triangle)
- \$ New bus stop** (for Blvd South)
- \$\$\$ 12th St Improvement** (for McComb-Veazey Central)

- \$\$\$ Jefferson Street Improvement** (for Jefferson Intersection)
- \$\$\$ The Full Grand Boulevard** (for Jefferson Intersection)
- \$\$\$ 6th Street Improvement** (for Downtown Connection)
- \$\$\$ MLK Jr Dr Street Redesign** (for MLK Jr Plaza)

\$, \$\$, \$\$\$ represents the estimated order-of-magnitude level of efforts and investments needed for each action item



What Redevelopment Would Look Like:

- **123k SF** of new development (mixed-use, commercial/amenities, healthcare)
- **0.3 acre** of new open space

What Capital Project Will Accompany Redevelopment:

- Jefferson Street Improvement

Why Pursue This Project:

Economic opportunities:

- **\$31 million** in real estate development; **170** construction jobs*
- **\$4 million** in annual revenue in new retail and commercial spaces; **36** jobs (**\$1 million** labor income)
- **\$81,000 (11-fold)** increase in annual City and Parish property tax
- **Equity goals:** Minimum **30%** local hiring goal, including post-construction activation hiring.

Housing choices & amenities:

- **72** new housing units
- **Equity goals:** At least **20%** of new housing units in mixed-income projects are affordable set aside for citizens at 30% AMI, and 50-80% AMI.

Community connection & resilience:

- **\$0.4 million** in new open space capital investment
- **Equity goals:** **100%** of open space is accessible to area population, especially seniors.

Capacity building:

- **Equity goals:** Local participation in programming.

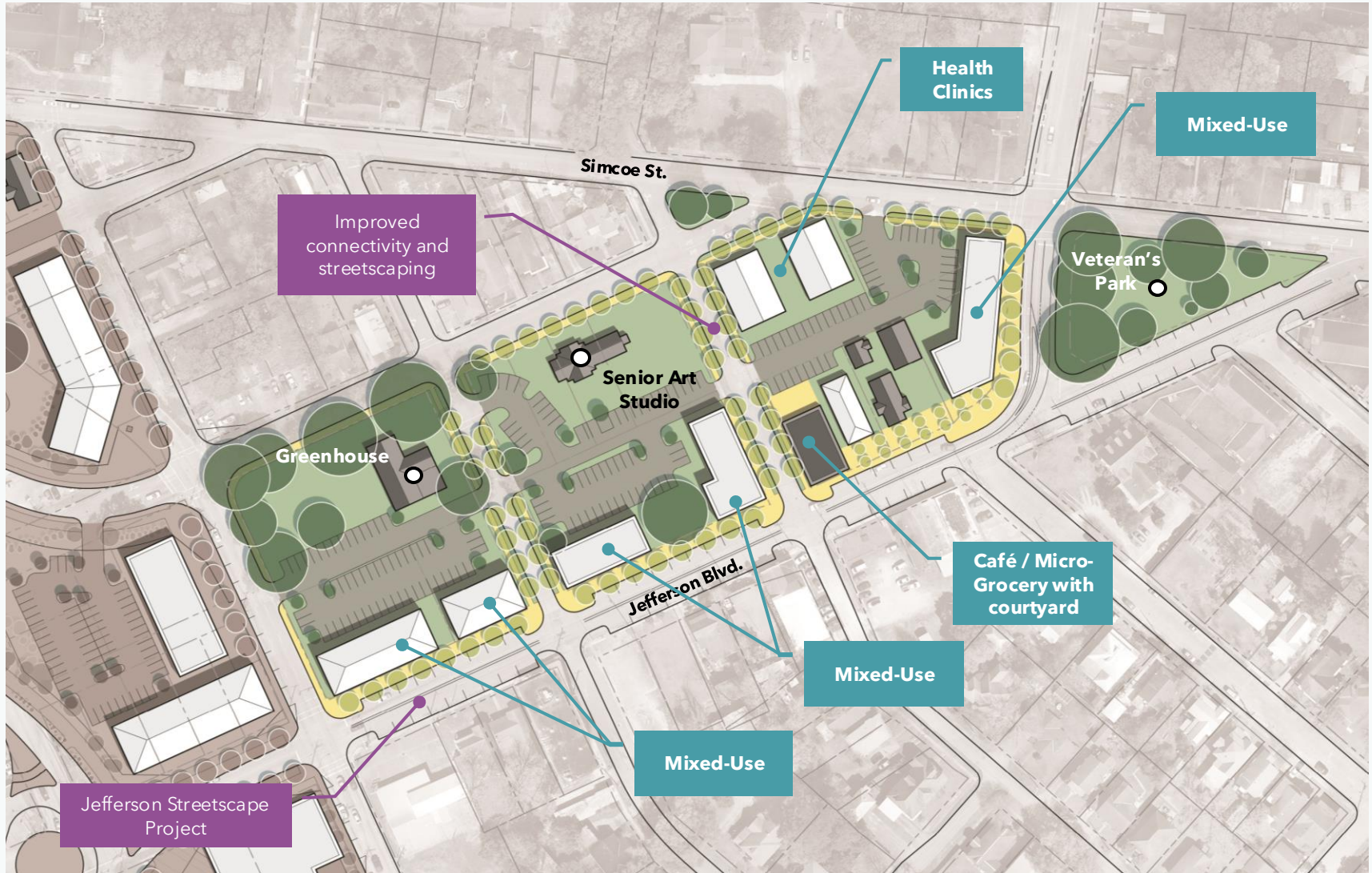
Actionability:

- ■■■ **LCG ownership of land and distance from upcoming DOTD construction** will enable early implementation. The planning for this project could be started upon the release of the Action Plan.

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

Project #1

Simcoe Triangle



Project #1

Simcoe Triangle

Bike/Transit Routes:





Looking west on Jefferson Blvd. with the interstate and signature bridge in the background.

Project #1

Simcoe Triangle



Atlanta, GA: Affordable Senior Housing

Using policy tools to incentivize new development
Link: <https://www.multiphasingnews.com/affordable-senior-living-community-coming-to-atlanta/>



Mixed-use Developments with Active Ground Floor



"Public land for public good"



Public Art & Outdoor Programming



Activating Veterans' Park Simcoe

Project #1

Simcoe Triangle



What Strategic First Moves Are:

- Assess and/or manage a **development partner solicitation (RFP)** process and package; determine the terms that LCG can offer (land control, building programs, and any incentives).
- Activate and improve **Veterans Park and/or other existing open space in the surrounding area** to increase vibrancy and market demand.

How To Implement, Step by Step:

Invest in Infrastructure:

- Advocate for the construction of **Jefferson St** redesign, sidewalk, and bike paths per the site plans.
- Coordinate with LUS and DOTD for **utility improvements** along Jefferson (upsizing water pipe to 12" from Boulevard to Sterling and placing electric utilities underground).
- Connect the health facilities on E 3rd Street to Simcoe Triangle via **improved pedestrian amenities** such as crosswalks, pavers, etc.

Leverage and Explore Policies:

- Explore the **Community Land Trust** model and assess land sale vs **ground lease** structures to ensure affordability.

Identify Funding Sources:

- Work with parish and state housing partners to position the project for success with **LIHTC applications** and other federal sources.

Enhance Capacity:

- Streamline the **land development and RFP administration process** for LCG-owned sites.

Engage Key Partners:

- **LPTFA** as a potential developer or collaborator with private developer(s) for LCG-owned land.
- **LEDA and Chambers** as potential partners in small business attraction.

Monitor and Evaluate Key Metrics:

- Development **timeline** for LCG-owned land
- Number of **affordable units** delivered

Be Mindful of Barriers

- Lack of **funding and capacity** might delay the project.
- Loss of **control for public land** might hinder the delivery of public benefits and affordability goals.

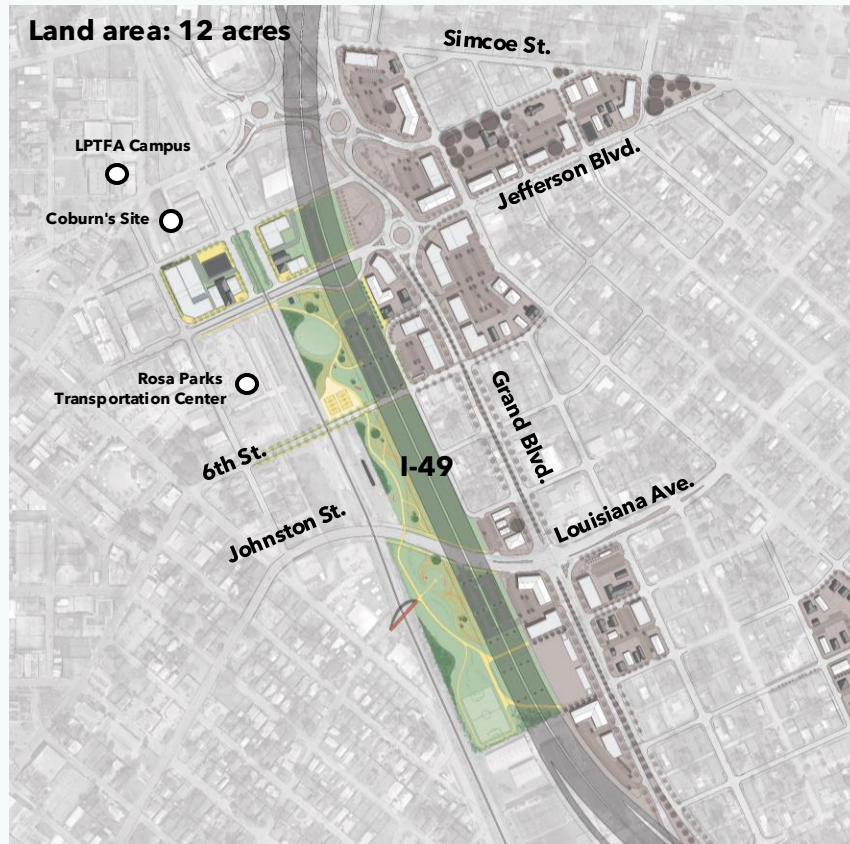
Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Mixed-Use/Mixed-Income Development, Arts/Culture/Entertainment/Open Space.**

Project #2

Downtown Connection

"A new front door to the heart of the city"



What Redevelopment Would Look Like:

- **167k SF** of new development (mixed-use, F&B, and entertainment)
- **9 acres** of new open space

What Capital Project Will Accompany Redevelopment:

- Jefferson Street Improvement
- 6th Street Improvement

Why Pursue This Project:

Economic opportunities:

- **\$43 million** in real estate development; **243** construction jobs*
- **\$5 million** in annual revenue in new retail and commercial spaces; **47** jobs (**\$2 million** labor income).
- **\$148,000 (38-fold)**** increase in annual City and Parish property tax.
- **Equity goals:** Bars/lounges will account for **less than 30%** of all commercial activity. A minimum **30%** local hiring goal is earmarked, including post-construction activation hiring.

Housing choices & amenities:

- **74** new housing units
- **Equity goals:** **At least 20%** of new housing units in the mixed-income project are affordable set aside for citizens at < 30% AMI; < 50% AMI, and < 80% AMI.

Community connection & resilience:

- **\$17 million** in new open space capital investment, with significant programming, events, and art integration (budget shall be further refined after considering additional noise/population and safety mitigation measures under the viaduct)
- **Equity goals:** At least **50%** of artists are local with **75%** geared towards culturally relevant art installations

Actionability:

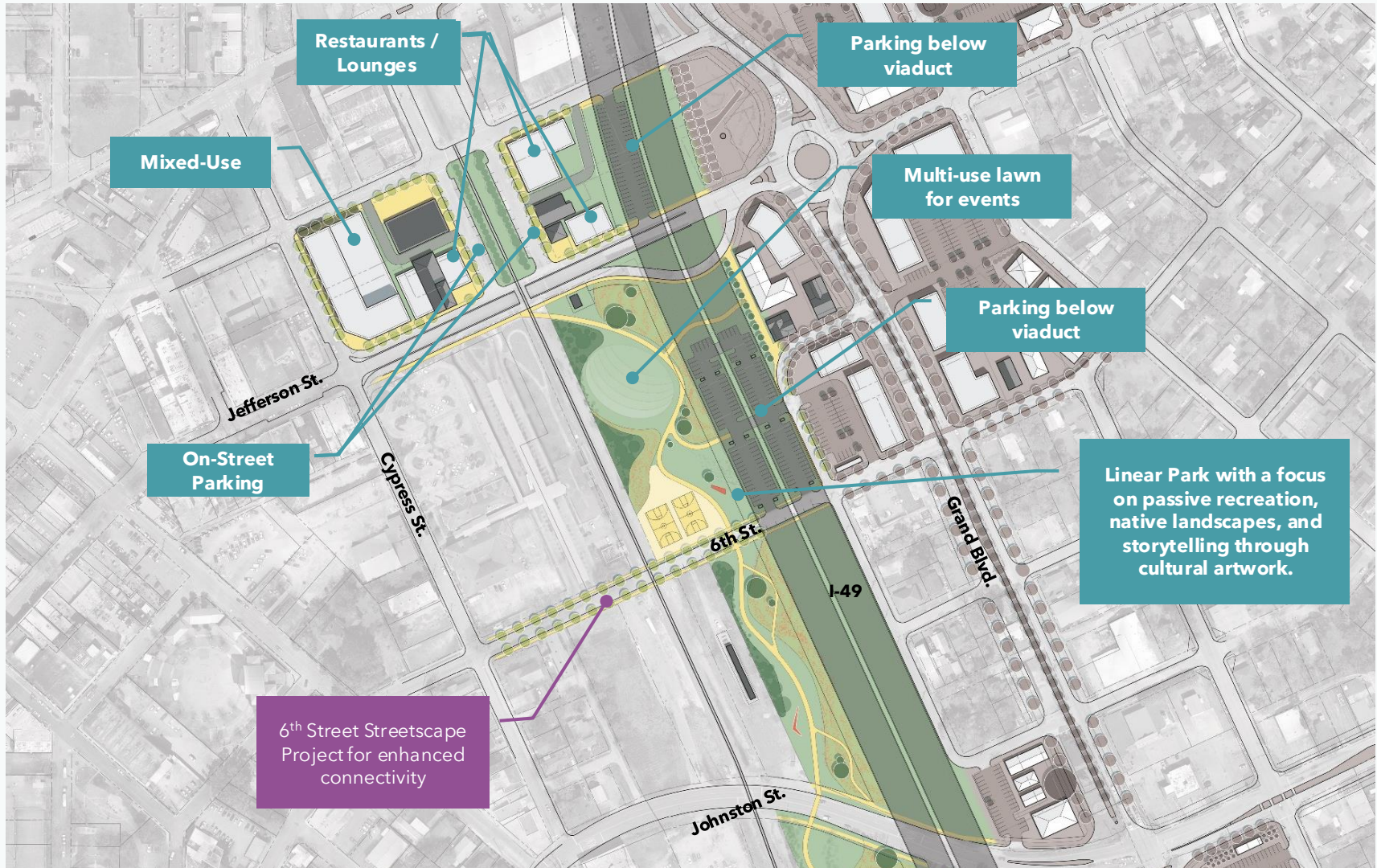
- ■■■ **Market absorption trends and distance from I-49** allow the planning and development for the major mixed-use development to be kicked off upon the completion of the Action Plan.
- ■■■ **The new park is adjacent to the proposed I-49**, hence while the planning can start sooner, the development will need to be coordinated with the I-49 timeline.

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

**The large increase ratio is partially driven by the fact that parcels on the east side of Grant St currently has \$0 property tax.

Project #2

Downtown Connection



Project #2

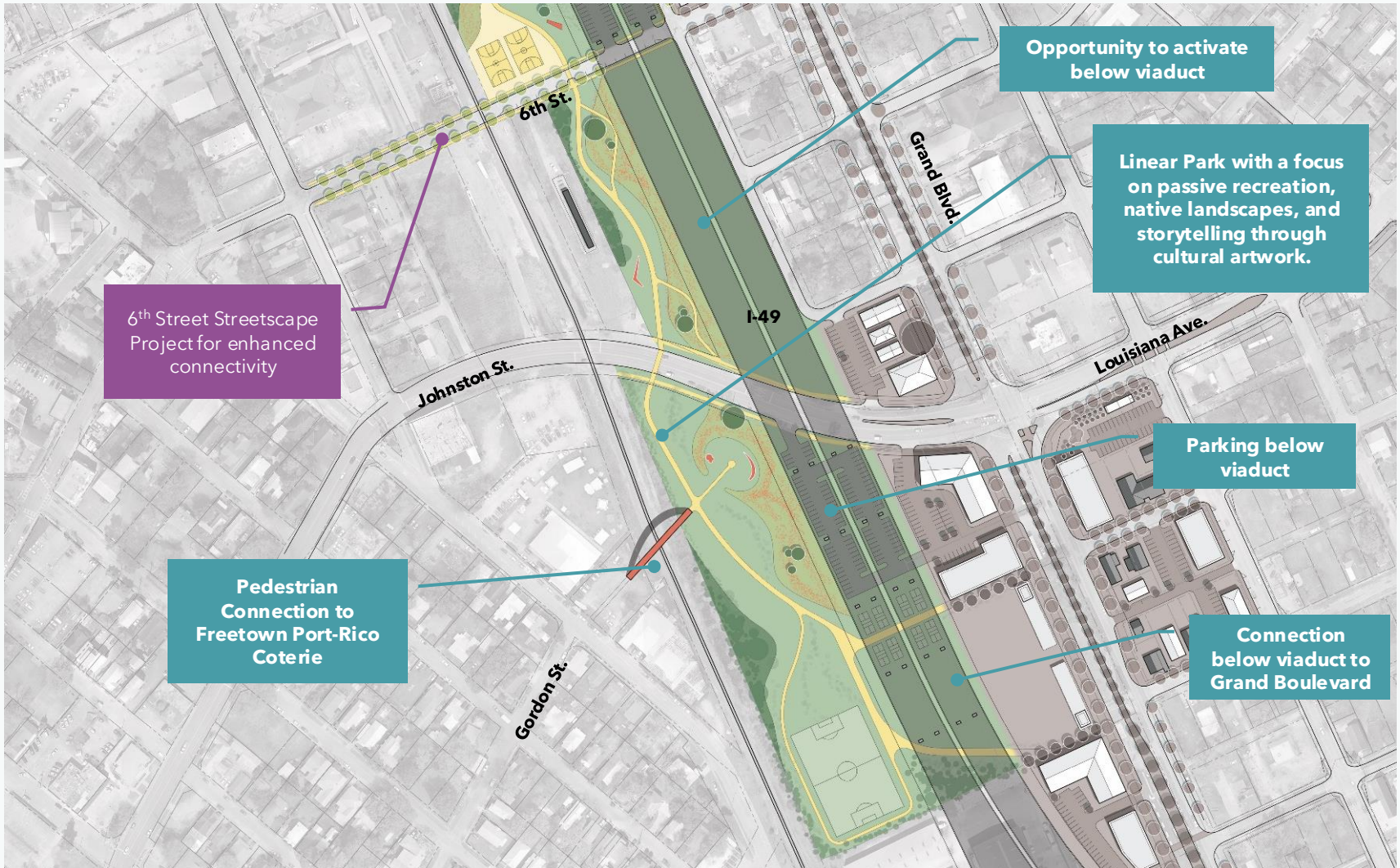
Downtown Connection

Bike/Transit Routes:



Project #2

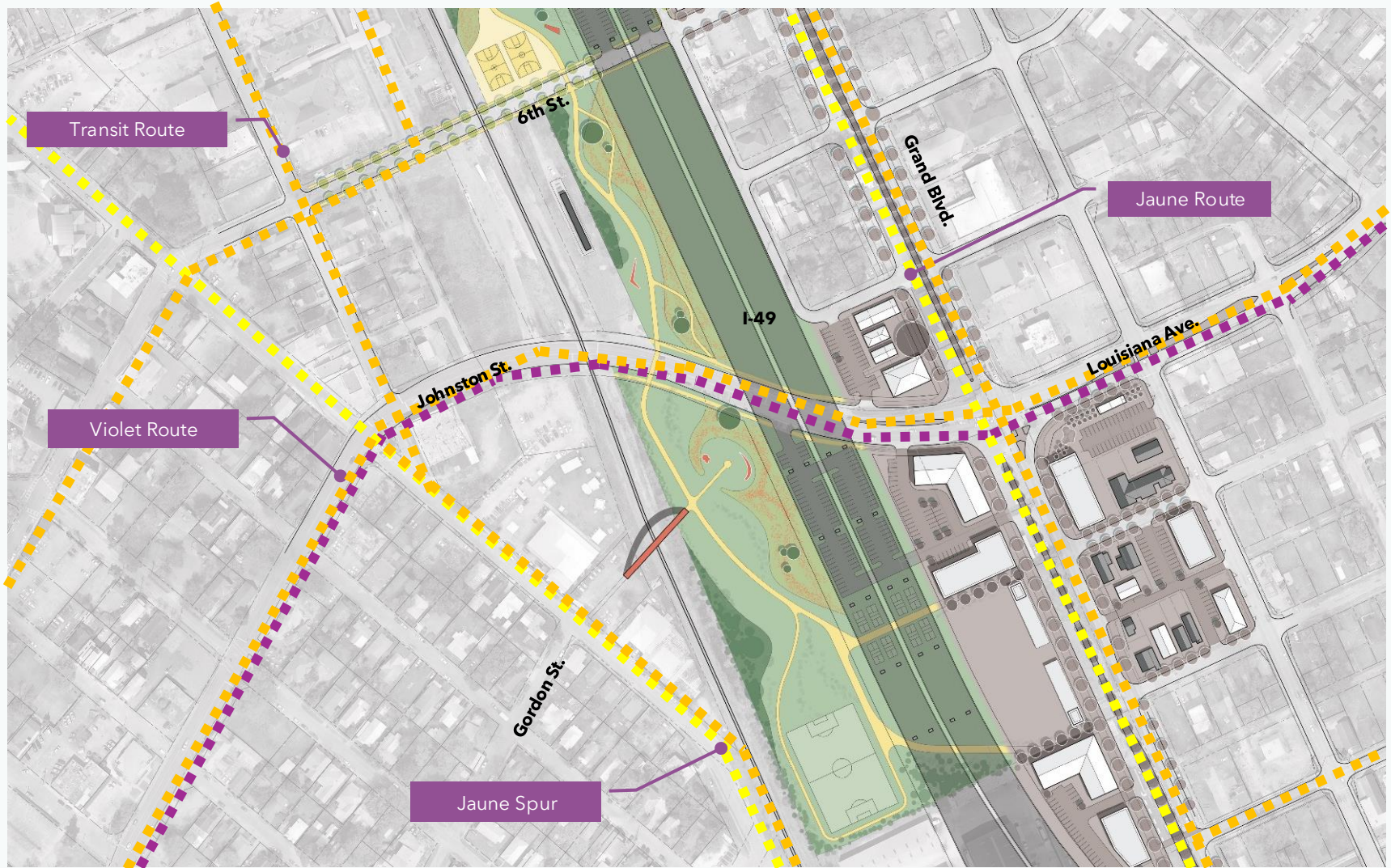
Downtown Connection



Project #2

Downtown Connection

Transit Routes:





Looking north with Rosa Parks Transportation Center in the foreground to the left.

Project #2

Downtown Connection



Mixed-Use Development, Retail, and Entertainment



San Francisco, CA: Undiscovered SF

Leveraging parties and events to support business incubation and economic activity

Link: <https://www.undiscoveredsf.com/>

"A new front door to the heart of the city"



Safe pedestrian crossing

Project #2

Downtown Connection



Dallas, TX: Klyde Warren

Active and programmed urban park

Link: <https://www.klydewarrenpark.org/>



New Orleans, LA: Lafitte Greenway

Pedestrian and bicycle trails connected along an active urban park

Link: <https://www.lafittегreenway.org/>



Columbus, IN: Exhibit Columbus "Public by Design"

Activating public spaces downtown with public art and building partnerships between philanthropy, artists, the public sector, and the civic community to create great art.

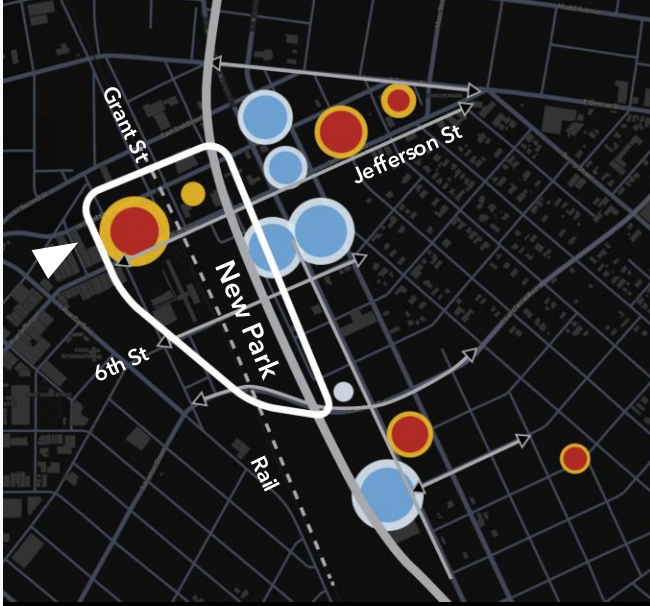
Link: <https://www.exhibitcolumbus.org/2023-exhibition>

"A new front door to the heart of the city"

Project #2

Downtown Connection

✓ **This is A Partial Early Action Project**



Size of circle represents development Building SF
Early action: ● residential ● Non-residential
Longer term: ● residential ● Non-residential

What Strategic First Moves Are:

- Continue working with DDA to create a **vibrant park district** that includes housing, retail, art, and open space programming, including improvements on **6th St and Jefferson St**.
- Coordinate with DOTD to get an **easement or lease to use space under the viaduct** for programming, activations, parking, and other uses.
- Pursue a **Quiet Zone designation** from the Federal Railroad Administration for the railway.

How To Implement, Step by Step:

Invest in Infrastructure:

- Improve **6th St** to enhance experience and access to Rosa Parks Transportation Center. Mirror facilities east of tracks to some degree with respect to street improvements.
- Extend **Jefferson St and 3rd St improvements** across Blvd and I-49 to make a cohesive complete streets template. Reconstruct Grant St to mimic the downtown area
- Advocate for the construction of **Jefferson St** redesign, sidewalk, and bike paths per the site plans.
- Monitor the impact of I-49 construction on **power line relocation and drainage improvement**.

Leverage and Explore Policies:

- Institute **overlay and inclusionary zoning policies** to encourage density and affordable housing creation.
- Explore **public-private partnerships** for ongoing park maintenance and programming.

Identify Funding Sources:

- Explore the use of **Downtown Economic Development District** and/or **TIF** for catalytic park and infrastructure and development

Enhance Capacity:

- Identify effective and resourceful **stewards** for the new park (**such as conservancy and friends groups and/or existing partners mentioned below**)

Engage Key Partners:

- **DDA** as an important partner to attract and support retail tenants and support the creation and shaping of a vibrant parks district.
- **Lafayette Parks, Arts, Recreation and Culture Department (PARC), cultural institutions, One Acadiana/business groups, and other arts and entertainment organizations** for park programming and activations.
- **UL Architecture** as a potential partner in reimagining spaces under the elevated highway.

Monitor and Evaluate Key Metrics:

- Number of **affordable units** delivered in high rise buildings
- Quantity, quality, and accessibility of future **park programming**

Be Mindful of Barriers

- Good communication can help mitigate concerns the public may have about **mixing residential and nightlife uses**.
- Dark and unprogrammed space **under I-49** can raise safety concerns
- Safe interaction with the **rail crossing** is essential for good park programming.

Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Mixed-Use/Mixed-Income Development, Arts/Culture/Entertainment/Open Space**

Project #3

Boulevard South

"A center of gravity along the new Boulevard"



Why Pursue This Project:

Economic opportunities:

- **\$59 million** in real estate development; **324** construction jobs*
- **\$7 million** in annual revenue in new retail and commercial spaces; **64** jobs (**\$2 million** labor income)
- **\$143,000 (6-fold)** increase in annual City and Parish property tax.
- **Equity goals:** Target area to receive priority consideration for construction related workforce opportunities and makerspace/small biz incubation opportunities. A minimum **30%** local hiring goal, including post-construction activation hiring.

Housing choices & amenities:

- **137** new housing units

Community connection & resilience:

- **\$7 million** in new open space capital investment with significant programming, events, and art integration.
- **Equity goals:** **4** locally-created sites/ public art/ cultural interpretive installations celebrate local culture and history. At least **weekly** operations of food/farmers' market.

Capacity building:

- **\$7 million** in new open space capital investment
- **Equity goals:** Resident involvement in community center operations.

Actionability:

- **Street redesign for this portion of the Grand Blvd shall be prioritized and implemented early**, which enables the kickoff for the planning of the parcels on the east side of the Blvd.
- The park and the larger proposed mixed-use development **abutting the I-49** shall be planned later in the DOTD timeline.

What Redevelopment Would Look Like:

- **234k SF** of new development (mixed-use, community facility, maker space/light industrial, retail, neighborhood amenities)
- **2 acres** of new open space

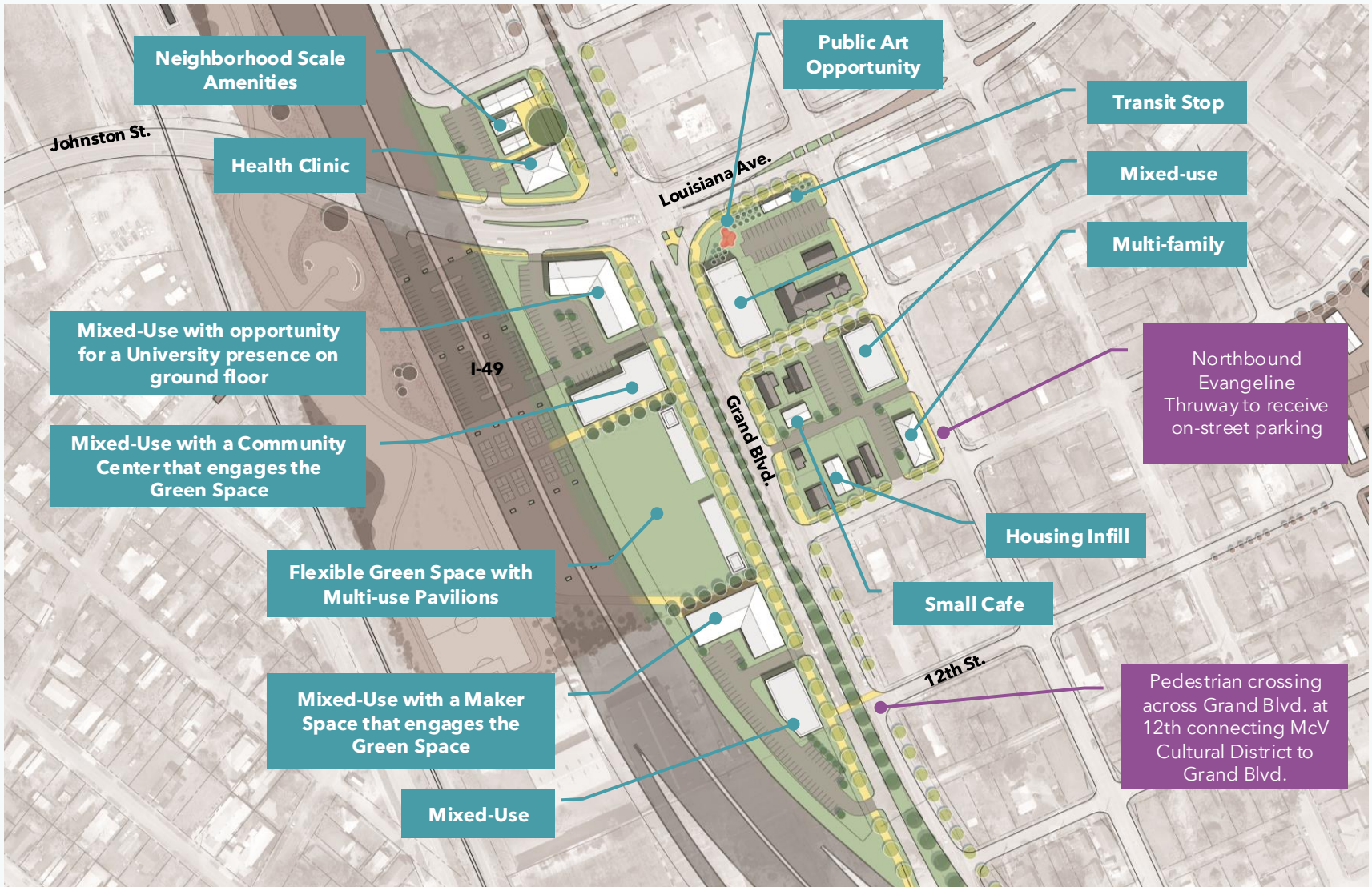
What Capital Project Will Accompany Redevelopment:

- Johnston Street - Louisiana Avenue Improvement

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

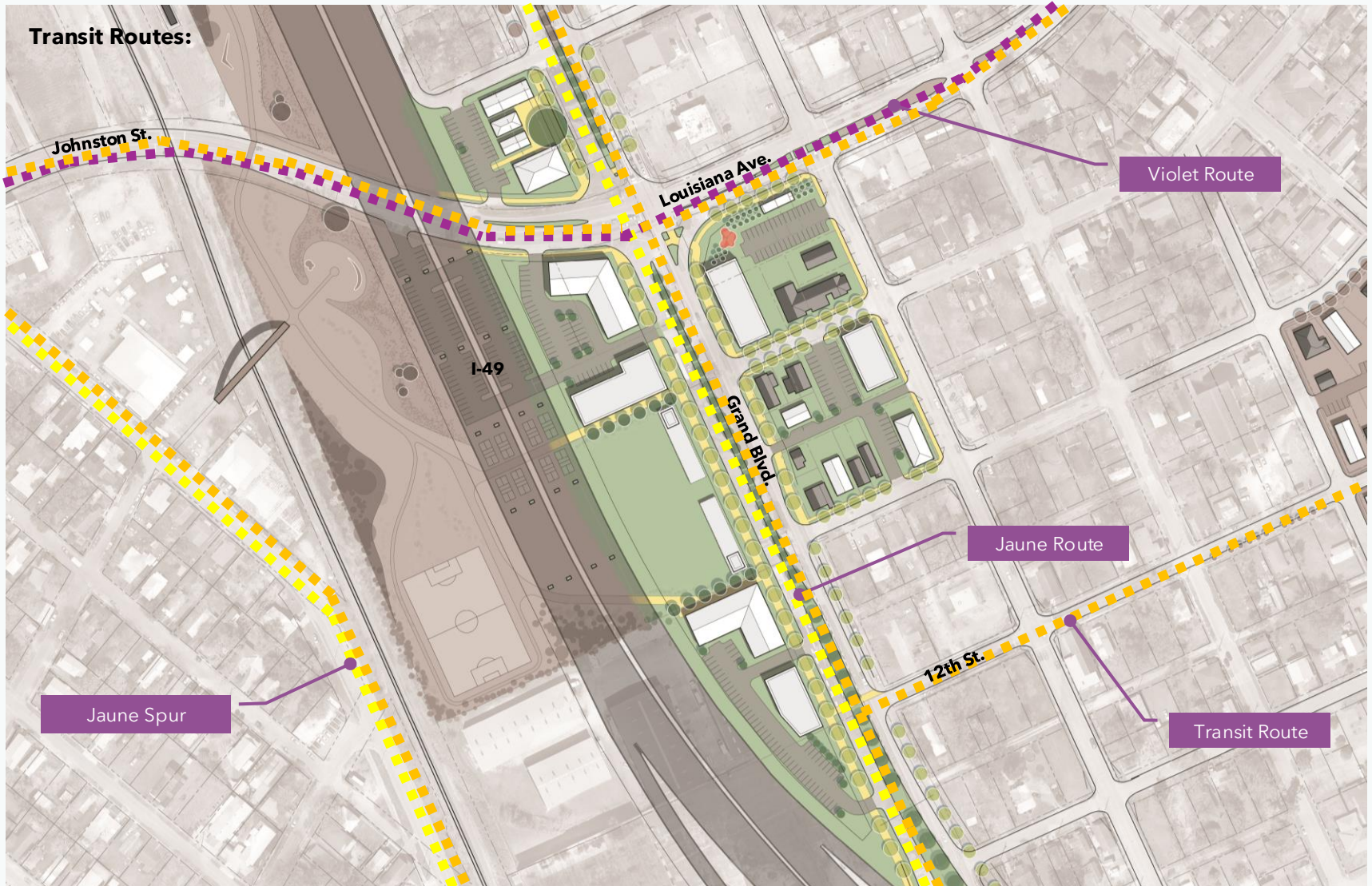
Project #3

Boulevard South



Project #3

Boulevard South



Project #3

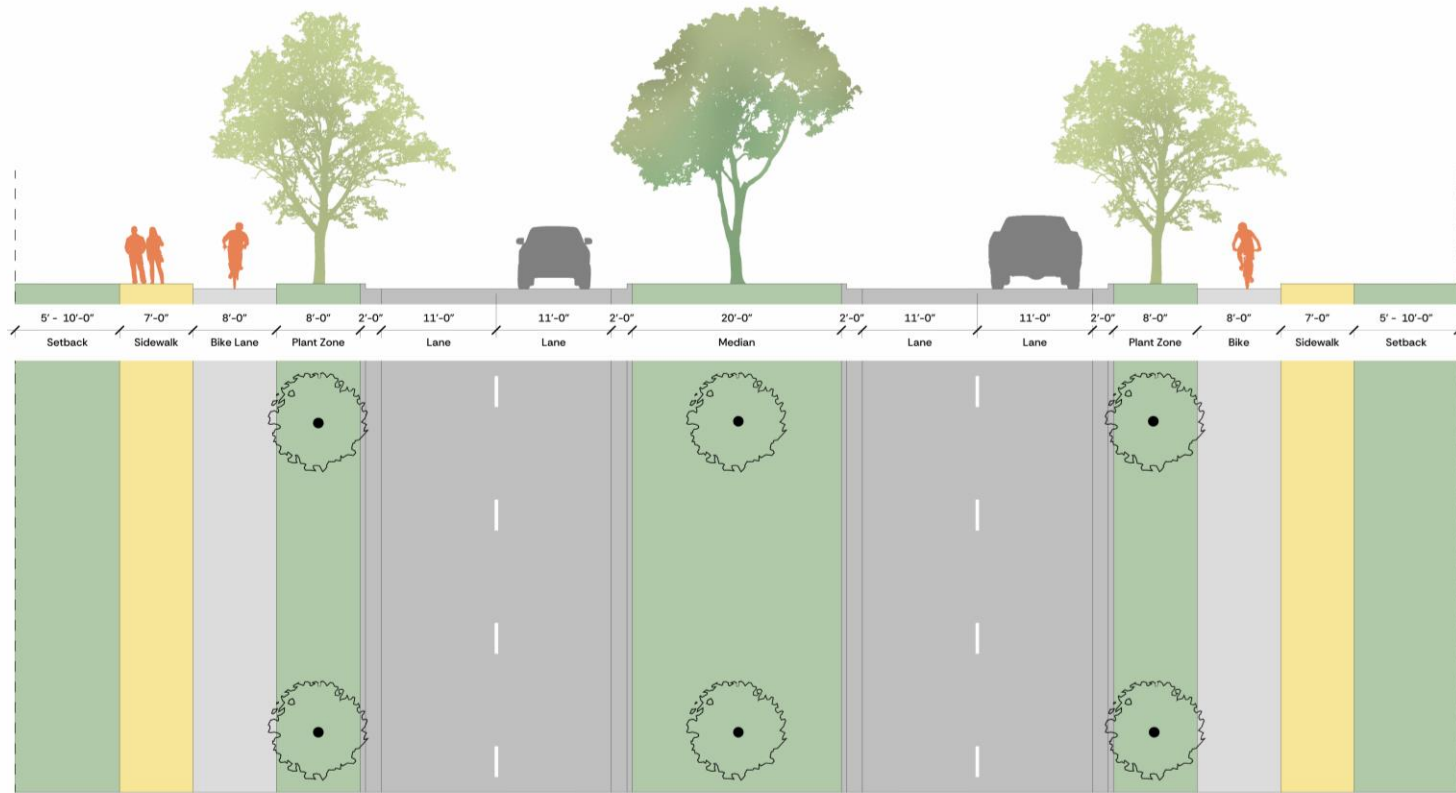
Boulevard South

DOTD's Standard Grand Boulevard Cross Section

138' Right-Of-Way

4 Travel Lanes

71' pedestrian crossing distance across Grand Blvd. (near 12th St.)



Project #3

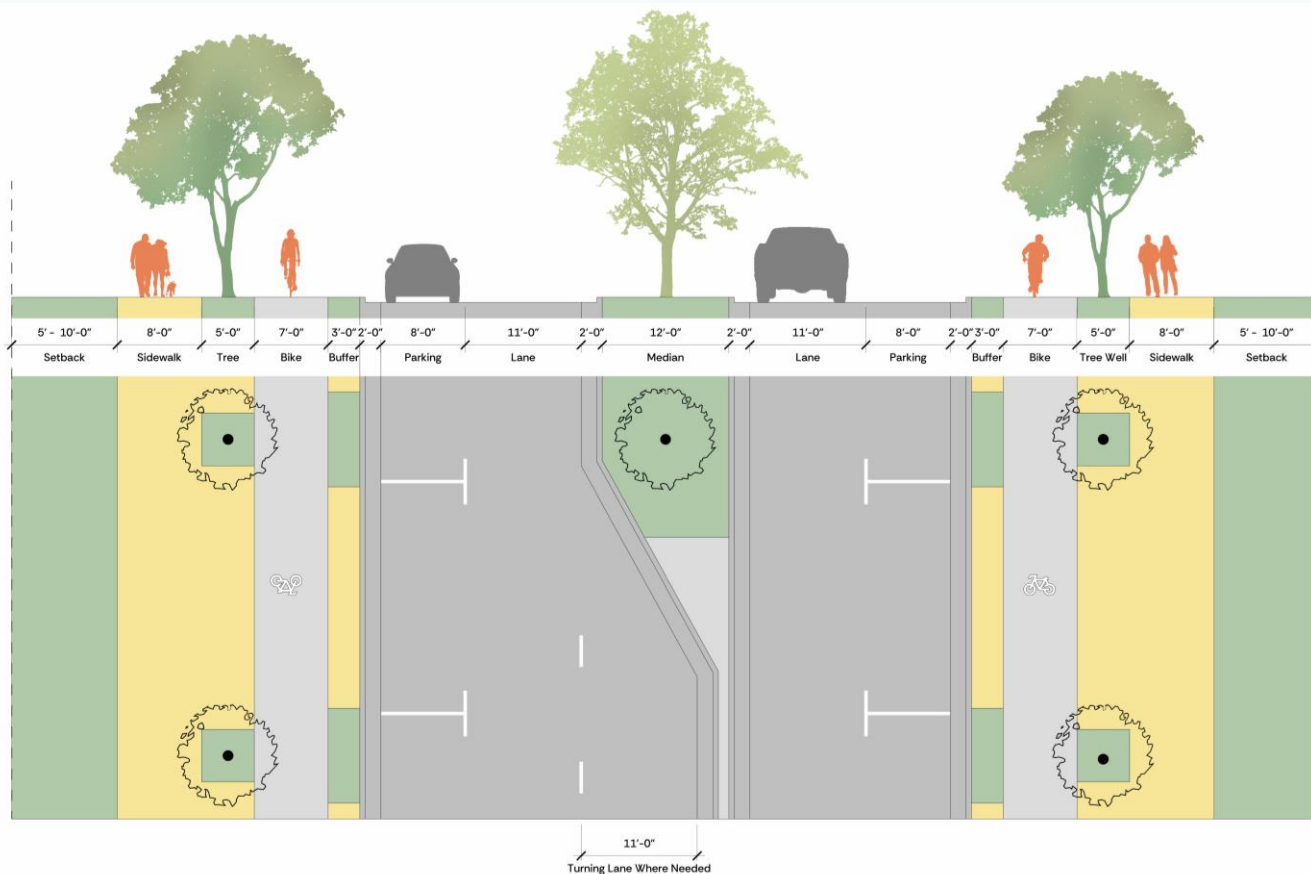
Boulevard South

EAP Recommendation 1

124' Right-Of-Way

2 Travel Lanes + On-Street Parking

41' - 8" pedestrian crossing distance across Grand Blvd. at northern crosswalk of Louisiana Ave. Intersection.



Project #3

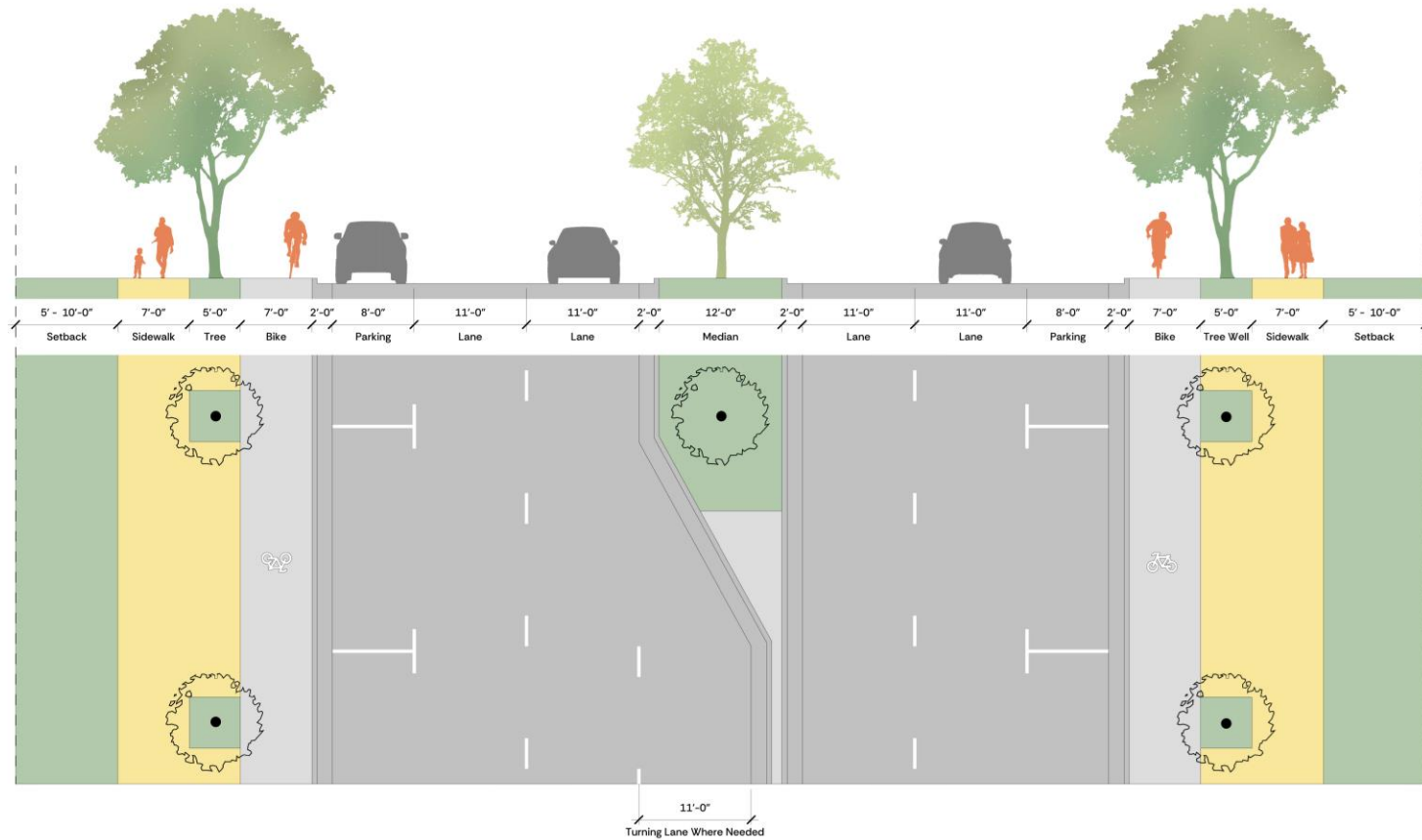
Boulevard South

EAP Recommendation 2A

138' Right-Of-Way

4 Travel Lanes + On-Street Parking

63' - 8" pedestrian crossing distance across Grand Blvd. at northern crosswalk of Louisiana Ave. Intersection.



Project #3

Boulevard South

Artistic Rendering for Illustrative Purposes



Looking south down the Grand Boulevard with the Louisiana Ave. intersection in the foreground.

Project #3

Boulevard South



Corktown, Toronto: Underpass Farmers' Market

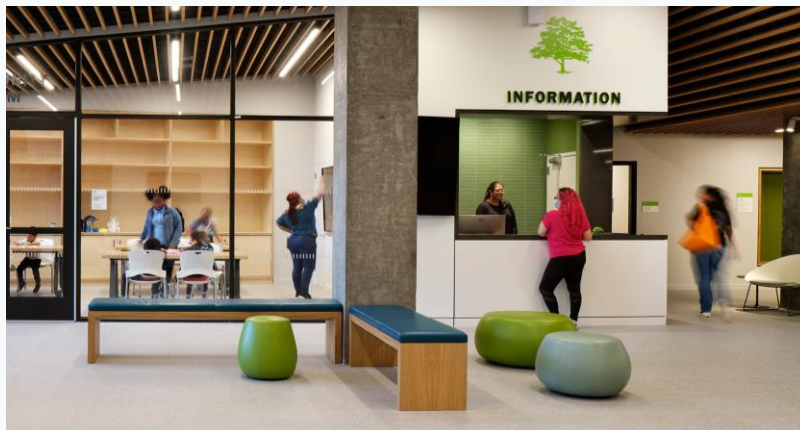
Located under an elevated highway and activated with art.

Link: <https://underpassparkmarket.com/>

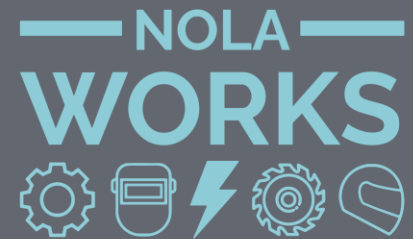


Mixed-Use with Vibrant Open Space

"A new center of gravity along the boulevard"



Community Center As Part of Mixed-Use Development



New Orleans, LA: Nolaworks Makerspace

Nonprofit makerspace merging creatives and light industrial, open 24-hours for community members' use.

Link: <https://www.nolaworksllc.com/>

Project #3

Boulevard South



Birmingham, AL: City Walk

Activated spaces under an elevated highway for a range of users.

Link: <https://citywalkbham.com/>



Federal Grant: Grants for Buses and Bus Facilities Program

Federal Transit Administration program to buy or modernize buses, improve bus facilities, and support workforce development.

Link: <https://www.transit.dot.gov/bus-program>



Boston, MA: Infra-Space 1

Innovative lighting fixtures that act as art
Link: <https://www.archdaily.com/911262/infra-space-1-landing-studio>

"A new center of gravity along the boulevard"

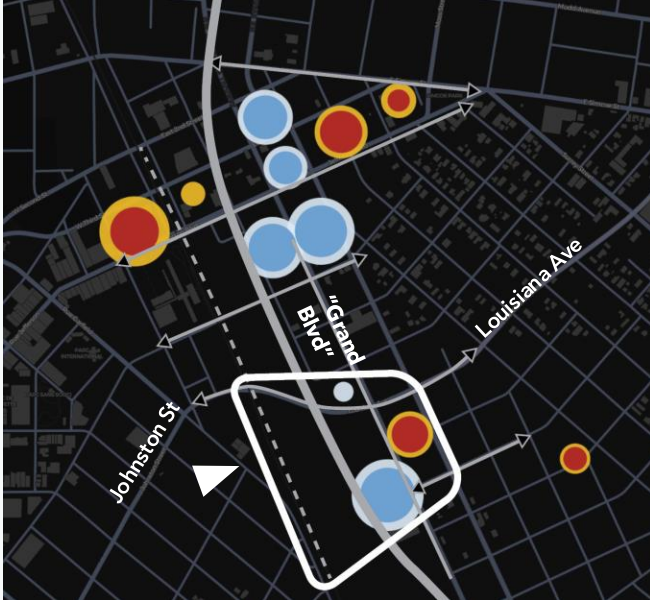


Safe pedestrian crossing

Project #3

Boulevard South

✓ **This is A Partial Early Action Project**



Size of circle represents development Building SF
Early action: ● residential ● Non-residential
Longer term: ● residential ● Non-residential

What Strategic First Moves Are:

- Conduct **multimodal access** planning study. Invest in quality and accessible **bus stops** on Grand Blvd and pedestrian crossings below Johnston St.
- Improve **Johnston St and Louisiana Ave** pedestrian access.
- Develop a **land acquisition strategy** to consolidate ownership and conduct **master plan** for the park - community center - maker space development, including speaking to the University as a potential partner.

How To Implement, Step by Step:

Invest in Infrastructure:

- Coordinate **Johnston-Louisiana** street redesign, sidewalk, and bike paths per the site plans. Conduct detailed planning for **multimodal access**.
- For **sewage**, the development west of Blvd will likely require a new 8" main.
- For **water**, the development west of Blvd will require relocation of mains along Blvd and cross streets and extension of the 16" main near 6th St to the south along Blvd and 6" lines looped for the development sites.
- Monitor the impact of I-49 construction on **power line relocation and drainage improvement**.

Leverage and Explore Policies:

- Leverage existing policies such as the **Enterprise Zone Tax Credit** and **State Small Biz Credit Initiative** to cluster commercial establishments around the new park and maker space.
- Explore tools such as the "**Shared Spaces Program**" to activate underutilized and/or open lots.

Identify Funding Sources:

- For retail and potentially light industrial clusters, utilize the **Restoration Tax Abatement, Louisiana Quality Jobs Rebate** and other programs.
- Study the feasibility of extending the Downtown **Economic Development District** or creating a new EDD at this location.

Enhance Capacity:

- Identify an experienced **non-profit operator for the potential maker space and community center** to maximize community participation, small business support, and job creation. If capacity is strong, integrate the maintenance and programming of the **park space** into the same operation.

Engage Key Partners:

- **LEDA** as a potential partner, together with the **University and One Acadiana/other business groups**, to enhance programming for the maker space and business hub and to support site certification, if needed.
- **Lafayette Parks, Arts, Recreation and Culture Department (PARC)**
- **Freetown Port-Rico and McComb-Veazey coteries.**
- **UL Architecture** as a potential partner in reimagining spaces under the elevated highway.

Monitor and Evaluate Key Metrics:

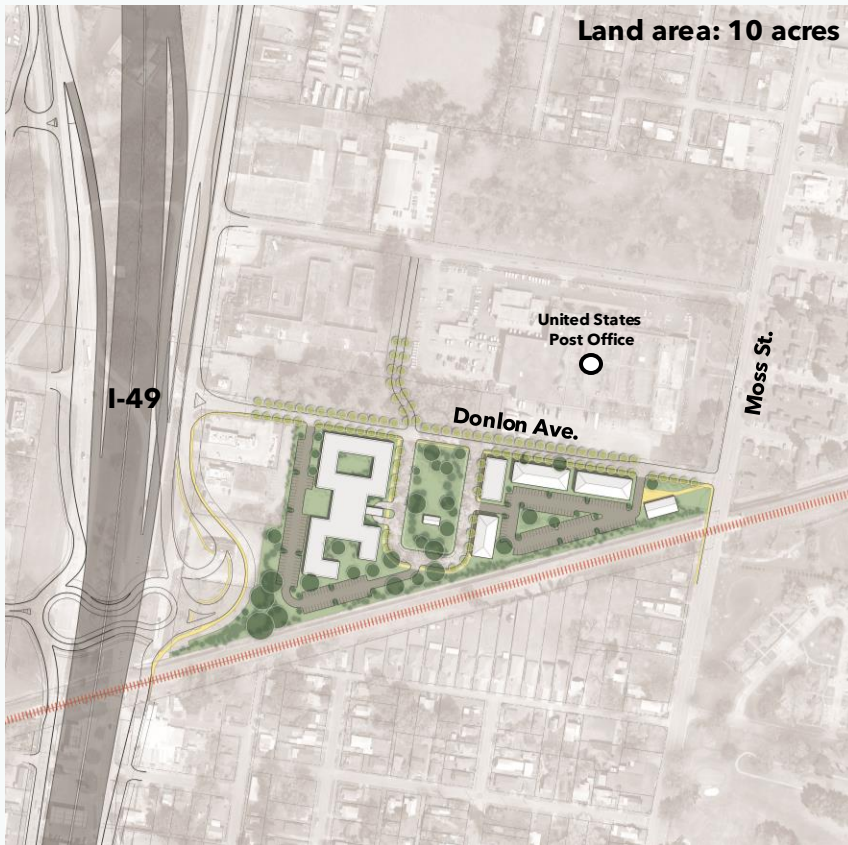
- Frequent and accessible **events and programs** for the community.
- Number of **businesses and entrepreneurs** facilitated by the maker space.

Be Mindful of Barriers

- **Railroad ownership** of land might present a challenge
- Potential **light industrial uses**, without proper additional planning, might cause some concern.

Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Small Biz/Workforce Development, Mixed-Use/Mixed-Income Development, Food Access, Arts/Culture/Entertainment/Open Space**



Land area: 10 acres

Why Pursue This Project:

Economic opportunities:

- **\$31 million** in real estate development; **174** construction jobs*
- **\$2 million** in annual revenue in new retail and commercial spaces; **13** jobs (**\$1 million** labor income).
- **\$28,000 (3-fold)** increase in annual City and Parish property tax
- **Equity goals:** Minimum of **30%** local hiring, including post-construction activation hiring.

Housing choices & amenities:

- **110** new housing units**
- **Equity goals: At least 20%** of new housing units in the mixed-income project are affordable set aside for citizens at < 30% AMI; < 50% AMI, and < 80% AMI.

Community connection & resilience:

- **\$2 million** in new open space capital investment

Capacity building:

- **\$2 million** in new open space capital investment
- **Equity goals:** Quarterly resident learning opportunities with **80%+** increase in advocacy and leadership skills.

Actionability:

- **Distance from upcoming DOTD construction** will enable early implementation. The planning for this project could be started upon the release of the Action Plan.

What Redevelopment Would Look Like:

- **135k SF** of new development (senior living, healthcare, mixed-use)
- **1 acre** of new open space

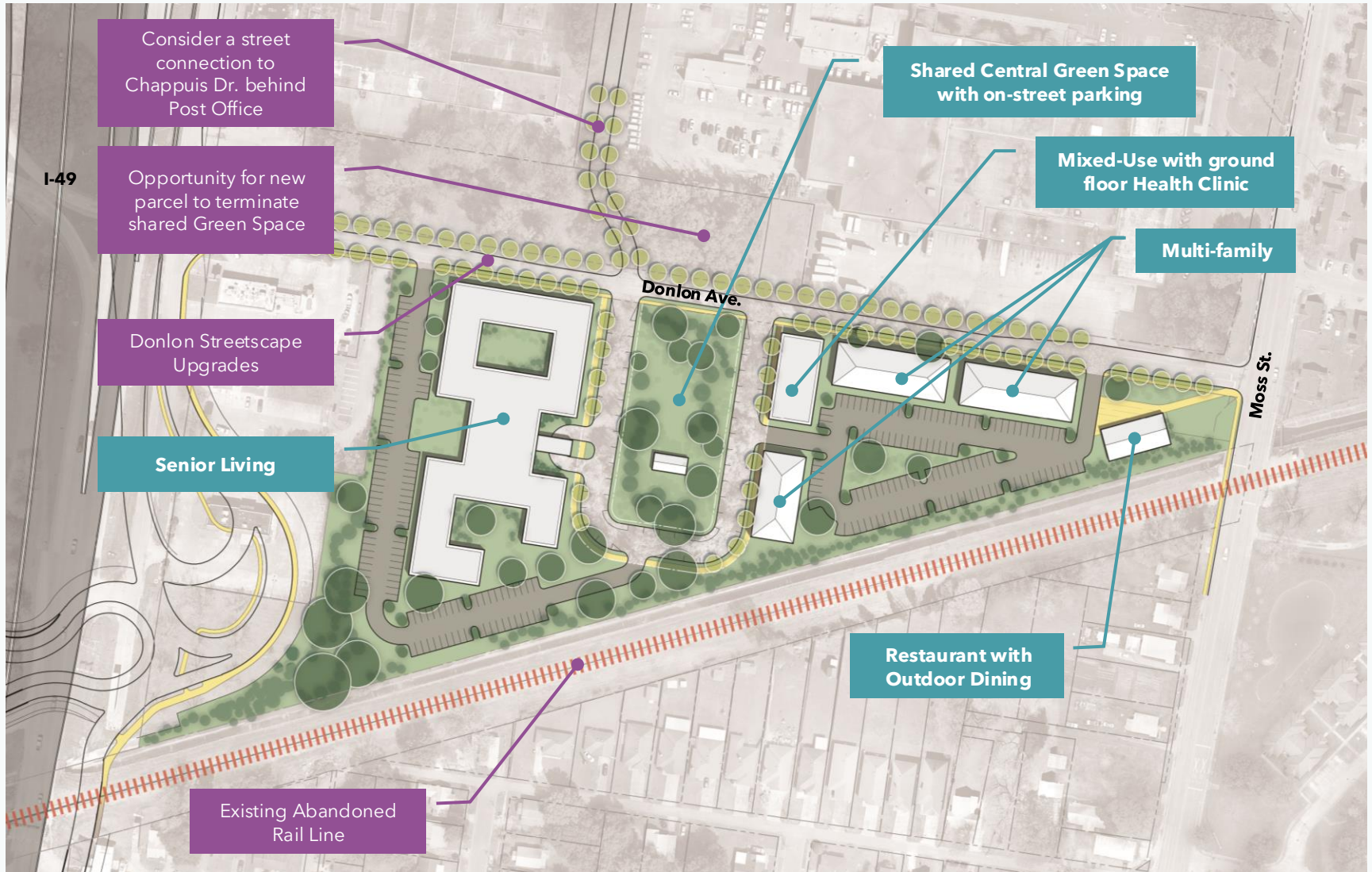
What Capital Project Will Accompany Redevelopment:

- (Proposed In This Plan) Donlon Avenue Improvement

***Construction jobs** are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

****Housing units** are estimated treating senior living facility as multi-family.

Project #4 Donlon Triangle



Project #4

Donlon Triangle

Transit Routes:



Project #4

Donlon Triangle



New Orleans, LA: The Carrollton
Assisted living for a variety of needs
Link: <https://www.thecarrollton.com/>

"A healthy community for aging in place"



Patient Care for Senior Living Communities



Multiple Locations, GA: Mobile Health Clinic
Bringing a range of quality care directly to those who need it
Link: <https://medlinkga.org/medlink-georgia-launches-new-mobile-health-clinic/>



Mixed-Use Development with Ground Floor Retail

Project #4

Donlon Triangle

✓ **This is An Early Action Project**



Size of circle represents development Building SF
Early action: ● residential ● Non-residential
Longer term: ● residential ● Non-residential

What Strategic First Moves Are:

- Start the **conversation with the owner** (currently the site is controlled by a single owner).
- Study **Donlon Ave street and infrastructure improvements** to increase desirability.
- Conduct a **senior housing inventory and market study** and identify potential partners.
- Engage **healthcare providers and related partners** to explore feasible and creative modes of providing services at this location.

How To Implement, Step by Step:

Invest in Infrastructure:

- Consider reconstructing **Donlon Ave** with a complete streets template (linear tree-scaped median looped to connect to the golf course/greenspace across the railroad).
- Major **stormwater** detention features are required for new development.
- For **water**, relocation of the main under I-49 will be required. Connect the 16" main on the west side of I-49 to the 8" main on Moss with a 12" line.
- **Electrical** power primary lines require adjustment for I-49 construction. Consider extending the transmission line redundant circuit from the west side of I-49 to Moss along Donlon.

Leverage and Explore Policies:

- Continue to work with the community and elected officials to enable safe and accessible **senior living** facilities.
- Explore a **Zoning Overlay District** to enable development with appropriate uses and design features (such as requiring Type A "urban" development in the existing zoning designation).

Identify Funding Sources:

- Explore public and private **grant opportunities**, especially for senior service programs and healthcare.

Enhance Capacity:

- Consider alternative and creative modes of providing **healthcare** amenities in the community, such as mobile units.
- Provide training and support to the **home health aide** industry and meet a variety of health needs onsite.

Engage Key Partners:

- **Healthcare providers, such as Oschner Medical Center, and home health aide providers** should be engaged early in the planning process.
- **One Acadiana as a potential site certifier**, if needed.

Monitor and Evaluate Key Metrics:

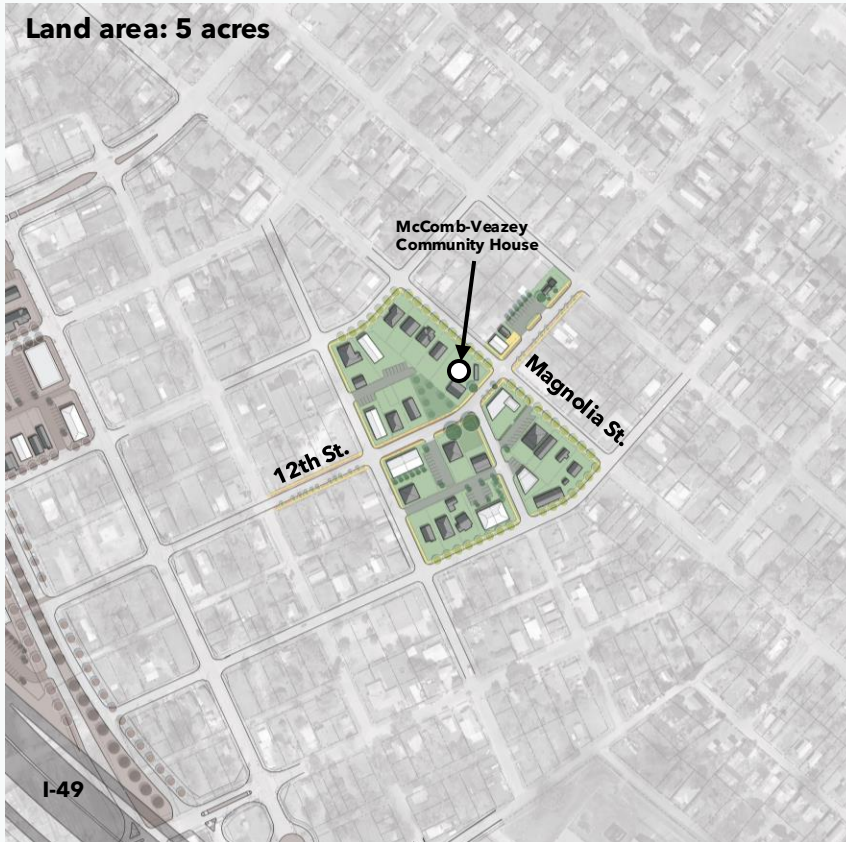
- **Senior living** beds/units

Be Mindful of Barriers

- **Healthcare providers** will have their own metrics that guide their siting of locations / number of facilities and may be cautious of locating a traditional facility here.

Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Mixed-Use/Mixed-Income Development, Healthcare**



What Redevelopment Would Look Like:

- **28k SF** of new development (community facility, small business incubation, retail, infill housing)
- **0.3 acre** of new open space

What Capital Project Will Accompany Redevelopment:

- 12th Street Project

Why Pursue This Project:

Economic opportunities:

- **\$7 million** in real estate development; **39** construction jobs*
- **\$1 million** in annual revenue in new retail and commercial spaces; **4** jobs (**\$200,000** labor income)
- **\$18,000 (18-fold)** increase in annual City and Parish property tax
- **Equity goals:** Establish **monthly** schedule aimed at food service compliance training and food handler certification obtainment.

Housing choices & amenities:

- **18** new housing units
- **Equity goals:** **At least 20%** of new housing units in the mixed-income project are affordable set aside for citizens at < 30% AMI; < 50% AMI, and < 80% AMI.

Community connection & resilience:

- **\$0.4 million** in new open space capital investment, with significant cultural programming, events, food access initiatives (community garden), and art integration.
- **Equity goals:** Target area participants receive priority consideration and affordable access to community kitchen and garden space.

Capacity building:

- **Equity goals:** Increase in dollars invested in coterie capacity building and projects year over year.

Actionability:

- ■■■ **Distance from upcoming DOTD construction** will enable early implementation. The planning for this project could be started upon the release of the Action Plan.

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

Project #5

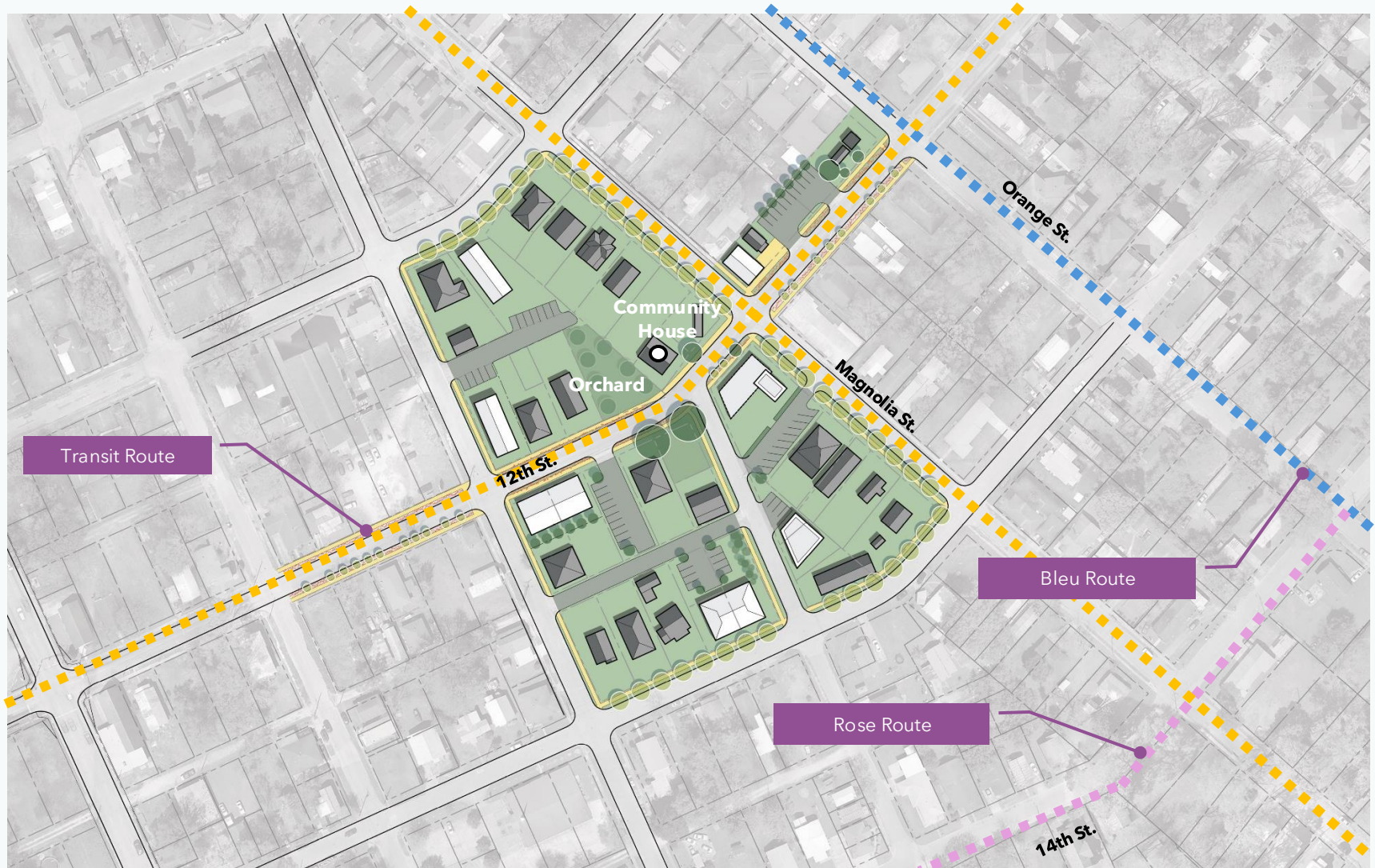
McComb-Veazey Central



Project #5

McComb-Veazey Central

Bike/Transit Routes:





© Zanetta Illustration

Looking west down 12th St. with the Magnolia intersection in the foreground.

Project #5

McComb-Veazey Central



Brooklyn, NY: Brownsville Community Culinary Center

Serving the community and incubate entrepreneurs through food

Link: <https://www.thebcc.org/>



New Orleans, LA: Ashé Cultural Arts Center

Link: <https://www.neworleans.com/blog/post/public-art-in-new-orleans/>

"Cultural campus reimagined"



Residential infill and micro retail at neighborhood scale



San Antonio, TX: Botanical Garden and Culinary Kitchen

Link: <https://www.sabot.org/explore/featured-attractions/>

✓ *This is An Early Action Project*



Size of circle represents development Building SF
Early action: ● residential ● Non-residential
Longer term: ● residential ● Non-residential

What Strategic First Moves Are:

- Continue **12th Street** improvement
- Start conversations with property owners to **test and refine the vision** for new development.
- Meet with **national and regional foundations and model organizations** to inspire planning efforts and solicit funding support.

How To Implement, Step by Step:

Invest in Infrastructure:

- Advocate for construction of **12th St** plans. Improve Magnolia for this reach to meet a complete streets template.
- For **sewer**, localized pipe/inlet improvements are needed.

Leverage and Explore Policies:

- Leverage the **Adjudicated Property Pilot Program**.
- Support existing **homeowners** through the exploration of policies to help with the cost of repairs.
- Adjust zoning to allow for new uses, including those aligned with **food access**, such as kitchen incubators.

Identify Funding Sources:

- Find **public and philanthropy support** for community gardens, small businesses, increased food access, and open space cultural programming.
- Provide the Community House and coterie **resources for cultural programming that reflects the identity of the area**, including crops in the orchard and garden, art murals, events, historical markers, and more.

Enhance Capacity:

- Broaden the **impact and programming reach** of the Community House and celebrate important historical legacies and cultural elements, such as Black Mardi Gras, creole cowboy trail rides, and Zydeco Clifton Chenier.

Engage Key Partners:

- McComb-Veazey **Community House and coterie** as the key on-site anchor.
- Keeping surrounding **property owners** consulted and engaged on their vision for the area will be crucial to maintaining their buy-in and long-term partnership.
- **Community Foundation of Acadiana** as a potential funding partner/broker. The goal is to enhance **non-profit fundraising** capacity.

Monitor and Evaluate Key Metrics:

- Frequent and accessible **events and programs** for the community.
- Number of **businesses** created or supported
- Amount of **philanthropic support** leveraged

Be Mindful of Barriers

- Lack of sufficient **funding** and/or **property owner** disinterest could delay the delivery.

Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Small Biz/Workforce Development, Food Access, Arts/Culture/Entertainment/Open Space**



What Redevelopment Would Look Like:

- 152k SF of new development (mixed-use, retail, office)
- 1 acre of new open space

What Capital Project Will Accompany Redevelopment:

- MLK Jr Drive Improvement; Clifton Chenier Access Road

Why Pursue This Project:

Economic opportunities:

- **\$38 million** in real estate development; **213** construction jobs*
- **\$8 million** in annual revenue in new retail and commercial spaces; **66** jobs (**\$3 million** labor income).
- **\$62,000 (6-fold)** increase in annual City and Parish property tax.
- **Equity goals:** Minimum of **30%** employment representation offering competitive wages. At least **50%** of retail spaces are devoted to and tailored for small scale businesses.

Housing choices & amenities:

- **85** new housing units
- **Equity goals:** Reduce the average travel time to the nearest healthcare facility for residents. **At least 20%** of new housing units in mixed-income project are affordable set aside for citizens at < 30% AMI; < 50% AMI, and < 80% AMI).

Community connection & resilience:

- **\$6 million** in new open space capital investment, with significant programming, events, and publicly accessible services on site.
- **Equity goals:** **At least 1** open streets event and **2** other public gatherings each year promote social cohesion and provide opportunities for resident feedback on transit accessibility. Survey data demonstrates increased transit accessibility.

Capacity building:

- **\$5 million** in new open space capital investment
- **Equity goals:** Develop public/private partnerships to fund the maintenance of open spaces.

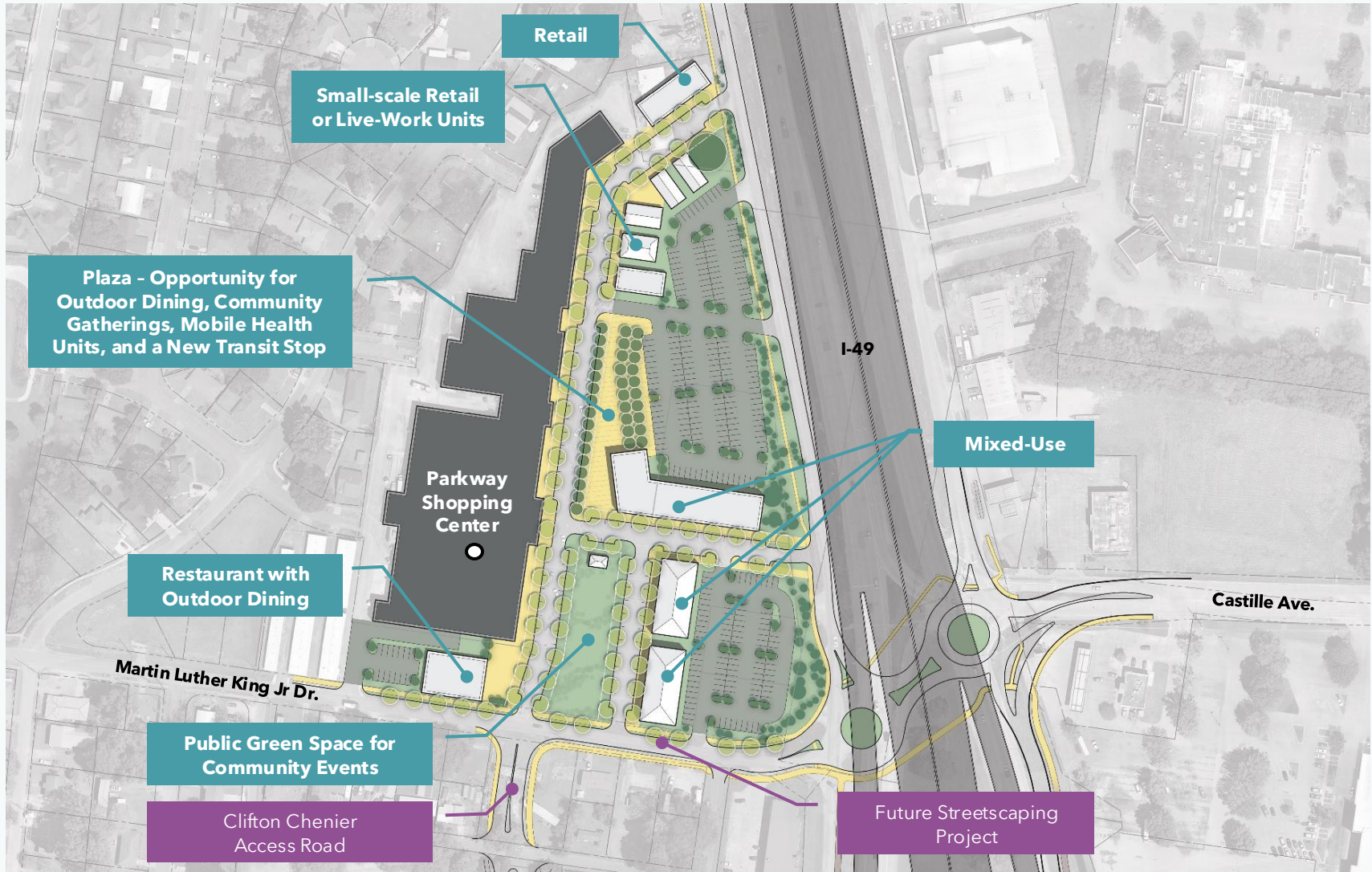
Actionability:

- **■ ■ ■ The MLK Jr Dr street realignment** should be implemented as an early-medium term action item.
- **■ ■ ■ The planning and development of the proposed mixed-use project shall be implemented **after the street realignment and the determination of no impact from I-49 construction.****

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

Project #6

MLK Jr Plaza



Project #6

MLK Jr Plaza

Transit Routes:





© Zanetta Illustration

Looking northeast across the existing Parkway Plaza shopping center with the interstate in the background. The proposed Clifton Chenier access drive is in the lower center.

Project #6

MLK Jr Plaza



Somerville, MA: Assembly Row

Vibrant open space-oriented mixed-use development

Link: <https://assemblyrow.com/>

"A new live-work-play experience"



Georgia: MedLink

Mobile health services in public space

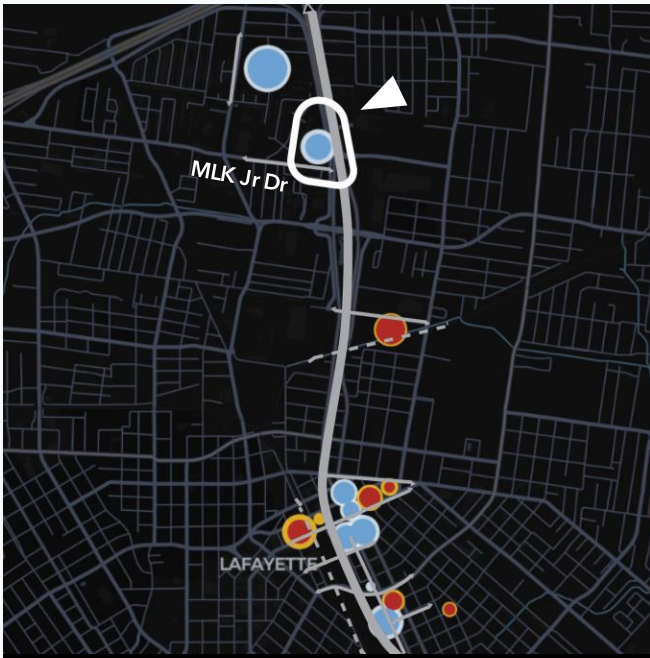
Link: <https://medlinkga.org/medlink-georgia-launches-new-mobile-health-clinic/>



Mashpee, MA: Mashpee Commons

Former strip mall retrofit into a mixed use town center

Link: <https://www.cnu.org/publicsquare/first-suburban-retrofit-gets-neighborhood>



Size of circle represents development Building SF

Early action: ● residential ● Non-residential

Longer term: ● residential ● Non-residential

What Strategic First Moves Are:

- Engage the property owner on the **vision for the development**.
- Conduct a **retail needs study** with existing business owners and the surrounding community. Identify an **anchor tenant** for the new retail spaces to attract a range of users throughout the day.
- **Coordinate and align design** with the planned MLK Jr. Drive street project.

How To Implement, Step by Step:

Invest in Infrastructure:

- For **sewer**, consider a new 15" gravity main across I-49 at MLK Jr Dr to a 36" collector main on the west side of I-49 to replace the 12" sewer force main with gravity.
- Major **stormwater** detention features are required
- Assess proposed I49 improvements relative to **commercial traffic demands**, with enhanced coordination with DOTD.

Leverage and Explore Policies:

- Be thorough in the **Community Benefits Agreement** with the future master developer.
- Explore a **Zoning Overlay District** to enable development with appropriate uses and design features (such as requiring Type A "urban" development in the existing zoning designation).
- Employ **Inclusionary Zoning** policies to achieve affordable units.

Identify Funding Sources:

- Leverage accords with **developers**, such as Community Benefits Agreements and impact fees.
- Explore the potential for **TIF** funding for infrastructure improvements

Enhance Capacity:

- **Negotiate and partner with** property owners for large-scale development with community benefits.

Engage Key Partners:

- **Large property owners, business owners, and an engaged real estate development partner** will be key to delivering the vision.
- **One Acadiana** as a potential partner for site certification, if needed.

Monitor and Evaluate Key Metrics:

- Square footage of **retail and commercial spaces** produced and leased
- Number of **housing** units produced

Be Mindful of Barriers

- The project may be considered a **novel typology** which could benefit from ample marketing and educational outreach as well as preemptive strategies to address potential concerns from surrounding residential communities.

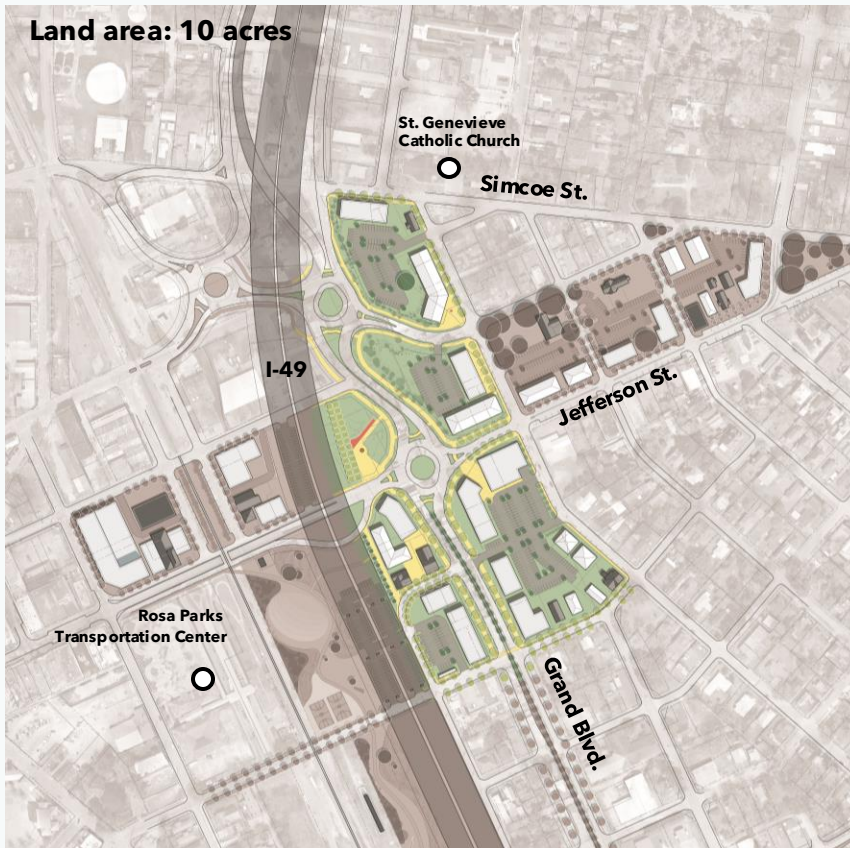
Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Mixed-Use/Mixed-Income Development, Arts/Culture/Entertainment/Open Space**

Project #7

Jefferson Intersection

"Bridging and nourishing the communities"



What Redevelopment Would Look Like:

- **402k SF** of new development (mixed-use, grocery, workforce development, small biz retail hub)
- **2 acres** of new open space

What Capital Project Will Accompany Redevelopment:

- Jefferson Street Improvement

Why Pursue This Project:

Economic opportunities:

- **\$99 million** in real estate development; **549** construction jobs*
- **\$14 million** in annual revenue in new retail and commercial spaces; **122 jobs** (**\$5 million** labor income)
- **\$233,000 (7-fold)** increase in annual City and Parish property tax
- **Equity goals:** Target area receives priority consideration for construction related workforce opportunities. A minimum **30%** local hiring goal, including post-construction activation hiring. **100%** of workforce facility participants are from targeted zip codes. **55%** of retail spaces are devoted to and tailored for entrepreneurs from target zip codes.

Housing choices & amenities:

- **253** new housing units
- **Equity goals:** At least **20%** of new housing units in mixed-income project are affordable set aside for citizens at < 30% AMI; < 50% AMI, and < 80% AMI).

Community connection & resilience:

- **\$6 million** in new open space capital investment
- Multiple new or enhanced programs on the workforce, food access, and small business / local retail.
- **Equity goals:** Quarterly meetings with LCG, LEDA, community, small business, and employer partners.

Capacity building:

- **\$6 million** in new open space capital investment
- **Equity goals:** Local involvement in workforce and small business programming. Quarterly resident learning opportunities with **80%+** increase in advocacy and program operations skills.

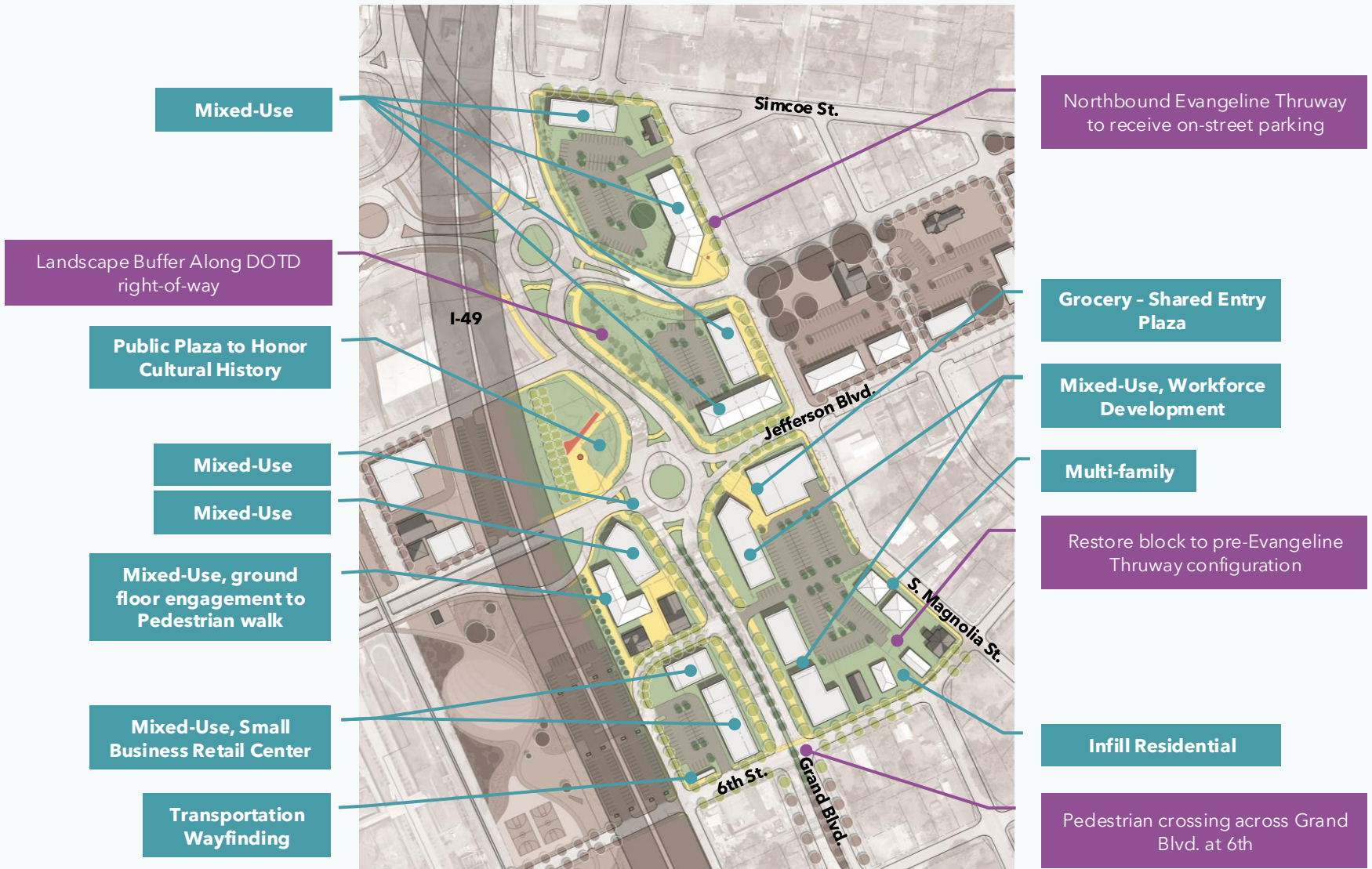
Actionability:

- ■ ■ ■ The study and advocacy for **improved pedestrian infrastructure** (shorter crossing distances, shared use paths, well-lit and shaded paths to key destinations) and **Grand Blvd street design** should continue after the release of the Action Plan.
- ■ ■ ■ The planning for the sites on Jefferson Street along the **east side of the Grand Blvd** (grocery store, mixed-use, workforce) can kick off upon the release of the Action Plan - their construction shall wait for the street redesign implementation.
- ■ ■ ■ The planning for other mixed-use projects **abutting I-49** shall kick off upon the determination of no impact from I-49 construction.

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

Project #7

Jefferson Intersection



Project #7

Jefferson Intersection

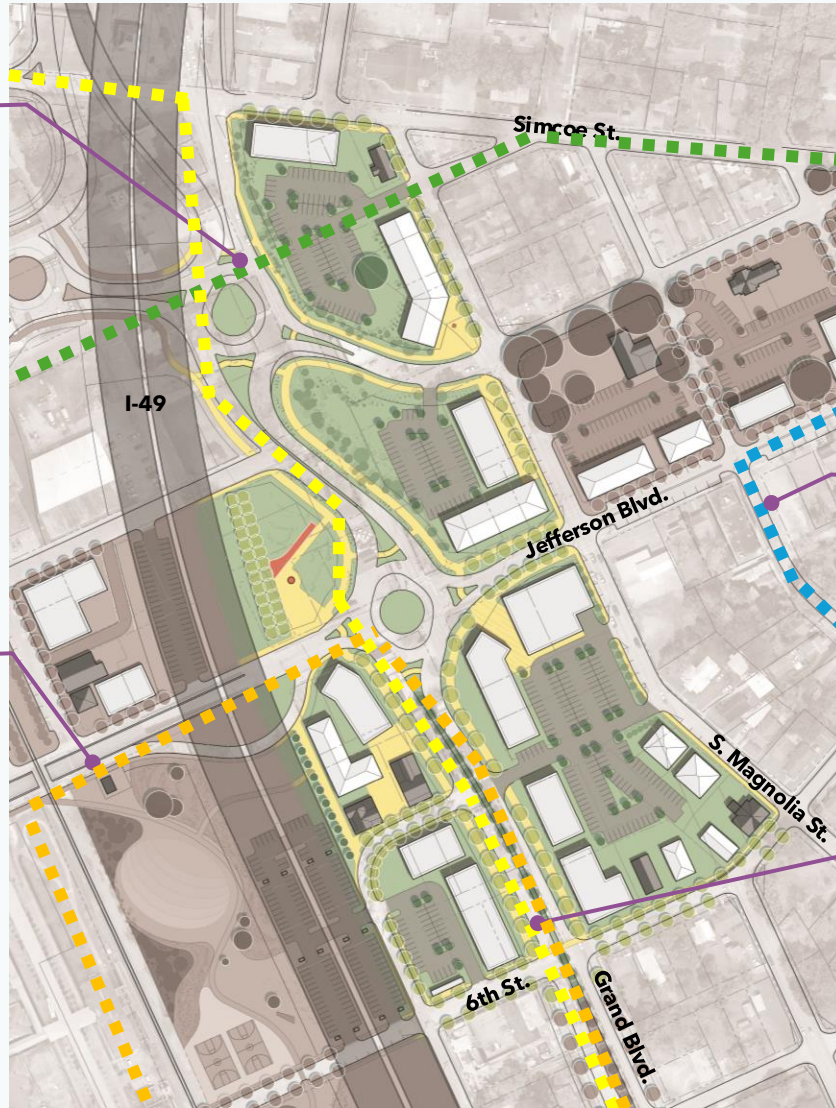
Bike/Transit Routes:

Veloop

Transit Route

Bleu Route

Jaune Route

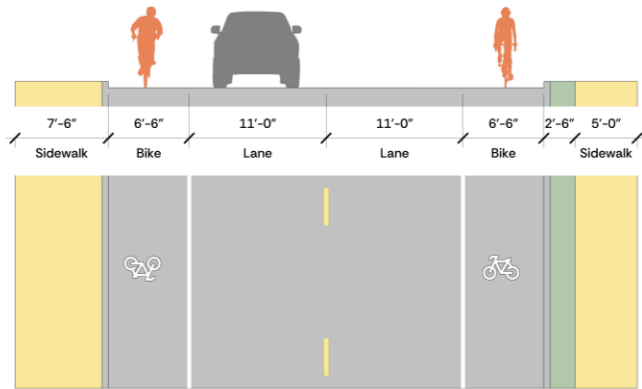


Project #7

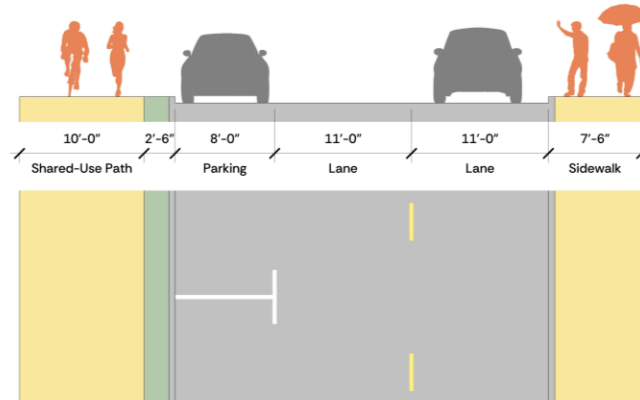
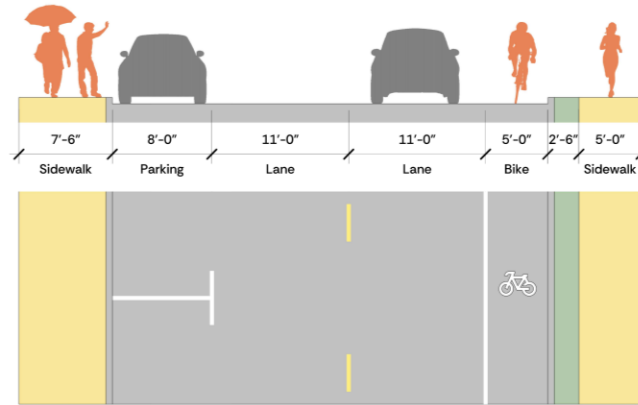
Jefferson Intersection

Redesigning the Northbound Evangeline Thruway (Looking North)

DOTD's Current Proposal
(no pavement modifications)



EAP's Proposal
(no pavement modifications)



EAP's Proposal
(With pavement modifications to create a shared-use path)

Project #7

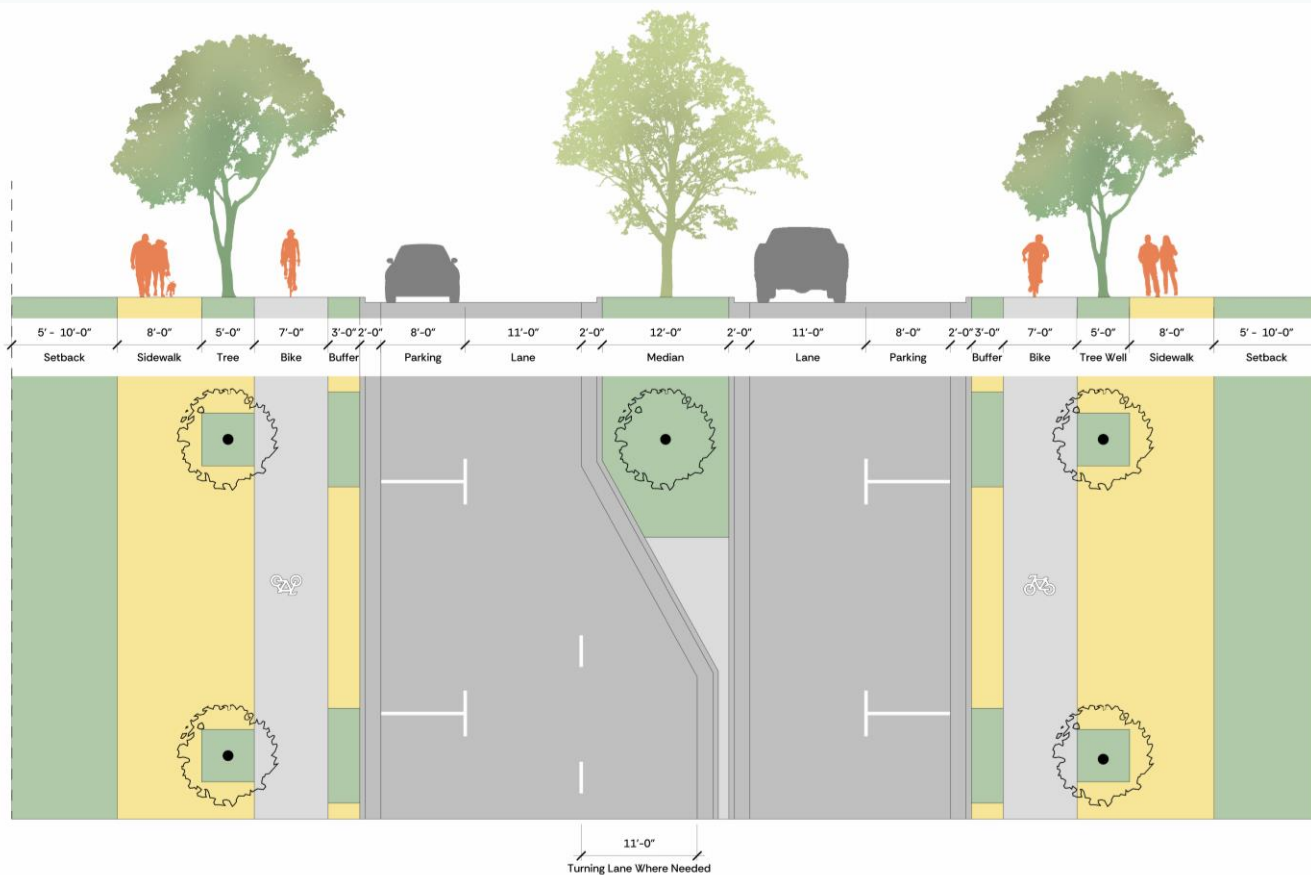
Jefferson Intersection

EAP Recommendation 1

124' Right-Of-Way

2 Travel Lanes + On-Street Parking

41' - 8" pedestrian crossing distance across Grand Blvd. (near 6th St.)



Project #7

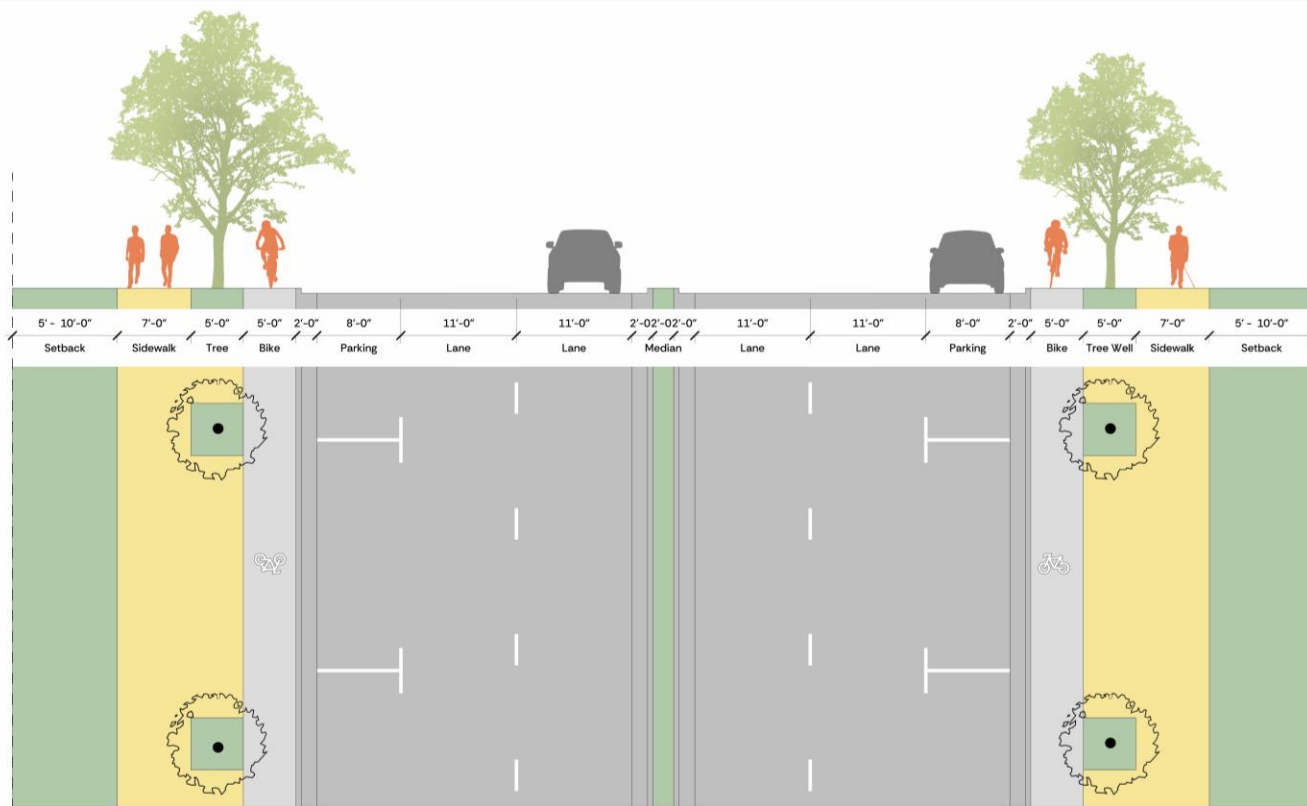
Jefferson Intersection

EAP Recommendation 2B

124' Right-Of-Way

4 Travel Lanes + On-Street Parking (roughly between Jefferson Blvd and 7th St.)

53' - 8" pedestrian crossing distance across Grand Blvd. (near 6th St.)



Project #7

Jefferson Intersection

Artistic Rendering for Illustrative Purposes



© Zanetta Illustration

Looking south down the Grand Blvd. from the Jefferson intersection.

Project #7

Jefferson Intersection



Baton Rouge, LA: Rouses Market

Addressing food desert concerns

Link: https://www.theadvocate.com/sponsored/baton_rouge/rouses/rouses-markets-opens-new-store-in-north-baton-rouge-addressing-food-desert-concerns/article_85d748f2-b189-11ee-a250-ff16b505f1cb.html



Mixed Use Development and Traffic Calming Techniques

"Bridging and nourishing the communities"



Safe pedestrian crossing



Oklahoma City, OK: The Market at Eastpoint

7,000 square foot grocery store addressing food desert concerns

Link: <https://www.marketateastpoint.org/>

Project #7

Jefferson Intersection



Atlanta, GA: The Ke'nekt Cooperative

"A Black Liberated Third Space" for community gathering, small business support, small retail coop, and networking
Link: <https://www.thekenekt.com/>



Norfolk, VA: Seldon Market

A hub and showcase for emerging small businesses
Link: <https://seldenmarket.com>

"Bridging and nourishing the communities"



Detroit, MI: Whatcha Wanna Eat? Food Hall

Black owned, compact food hall
Link: <https://www.whatchawannaeatfoodhall.com/>



Workforce Training

Project #7

Jefferson Intersection



Size of circle represents development Building SF

Early action: ● residential ● Non-residential

Longer term: ● residential ● Non-residential

What Strategic First Moves Are:

- Meet with DOTD to assess the **feasibility of safe and ample pedestrian crossing** options (raised crosswalks, traffic calming techniques, and road diets) to ensure economic vibrancy and connectivity.
- Identify **potential grocery tenant(s)** and supply them with market insights and retail needs assessment.
- Work with LEDA, Workforce Investment Board, and local chambers and business groups to **develop building specification based on program operations** needs for the new workforce facility and small business hub.

How To Implement, Step by Step:

Invest in Infrastructure:

- Advocate for construction of **pedestrian crossing and traffic calming features**, **Jefferson St** redesign, sidewalk, and bike paths per the site plans. Conduct detailed planning for **multimodal access**.
- Create an **active plaza** on the northwestern edge of the Jefferson and Boulevard next to I-49 that acts as a destination and landmark and softens and provides identity to the western edge of the site.
- For **sewer**, upsize 8" along Jefferson to 12" (from Boulevard to Orange)
- For **water**, upsize Jefferson to 12" from Boulevard to Sterling. Recommend 12" along NB Evangeline Thwy. Recommend 6" min. diameter for all other looped mains.
- Monitor the impact of I-49 construction on **power line relocation and drainage improvement**.

Leverage and Explore Policies:

- Explore tax incentive programs for **grocery stores**
- Leverage **LEDA's policies** on workforce assistance, entrepreneurial assistance, and small and minority business development.
- Explore a **Zoning Overlay District** to enable development with appropriate uses and design features (such as requiring Type A "urban" development in the existing zoning designation).

Identify Funding Sources:

- Explore grant opportunities from **federal, state, and philanthropic** entities for food access programs, small business and workforce training.
- Explore the use of **Economic Development District** and/or **PILOT** for additional infrastructure investment.

Enhance Capacity:

- Manage an **ecosystem and pipeline for businesses** to move from entrepreneurial training programs to the new retail hub.

Engage Key Partners:

- **LEDA** as a convening partner
- **Workforce Investment Board, Acadiana Workforce Solutions, University, and technical colleges**
- **Greater Southwest Louisiana Black Chamber, other Chambers, UL LEED**

Monitor and Evaluate Key Metrics:

- Reduction in **traffic-pedestrian accidents**
- Improvement in the area's **grocery store access index**
- Number of **enrolled and graduated trainees** in workforce center
- Number of **small businesses** operating in retail hub

Be Mindful of Barriers

- Delays in **street redesign and construction**, as well as **fast moving vehicular traffic**, can impede foot traffic for retail activities.

Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Food Access, Small Biz/Workforce Development, Mixed Use/Mixed-Income Development**



What Redevelopment Would Look Like:

- **270k SF** of new development (multifamily, single family, mixed-use, community facility)
- **4 acres** of new open space

Why Pursue This Project:

Economic opportunities:

- **\$63 million** in real estate development; **352** construction jobs*
- **\$6 million** in annual revenue in new retail and commercial spaces; **54** jobs (**\$2 million** labor income).
- **\$104,000 (2-fold)** increase in annual City and Parish property tax.
- **Equity goals:** A minimum of **30%** local hiring goal, including post construction activation hiring. **10%** increase YOY in residents and small businesses in target zip codes actively represented in commercial tenancy.

Housing choices & amenities:

- **194** new housing units
- **Equity goals:** **At least 20%** of new housing units in mixed-income project are affordable set aside for citizens at <30% AMI; < 50% AMI, and < 80% AMI.

Community connection & resilience:

- **\$9 million** in new open space capital investment
- **Equity goals:** **At least 1** open streets events and **2** other public gatherings each year to promote social cohesion and provide opportunities for resident feedback on transit accessibility. Survey data demonstrates increased transit accessibility.

Capacity building:

- **\$9 million** in new open space capital investment
- **Equity goals:** Regular resident-organized community input for the upcoming master planning process. Quarterly resident learning opportunities with **80%+** increase in advocacy skills.

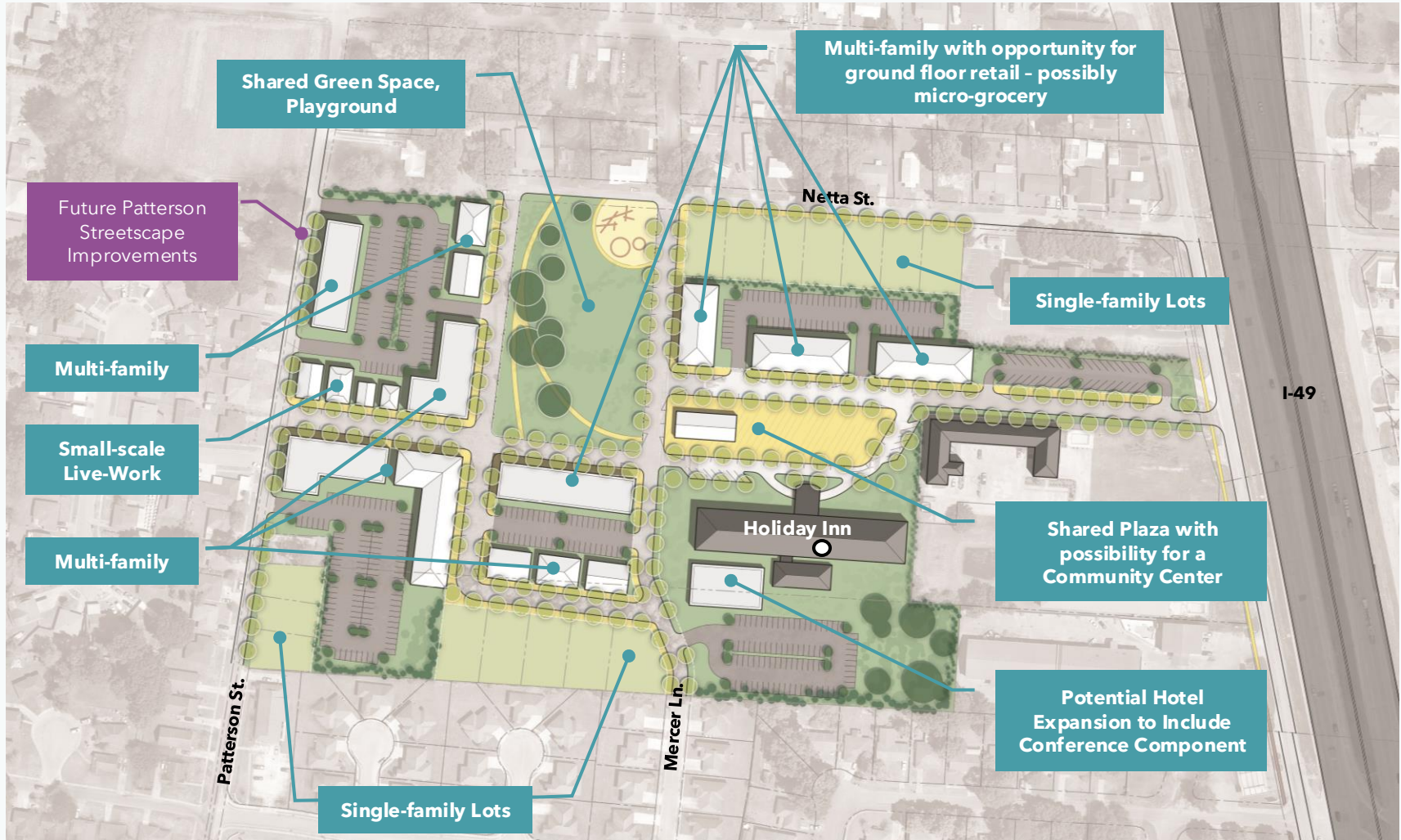
Actionability:

- **■ ■ ■** Although this project has a low impact from I-49 construction, **due to the size of the undertaking**, significant initial planning, market study, and engagement shall inform the development of the project.

*Construction jobs are estimated as job-year. For example, depending on construction timeline, 100 jobs can mean 100 workers in one year or 50 workers employed for 2 years.

Project #8

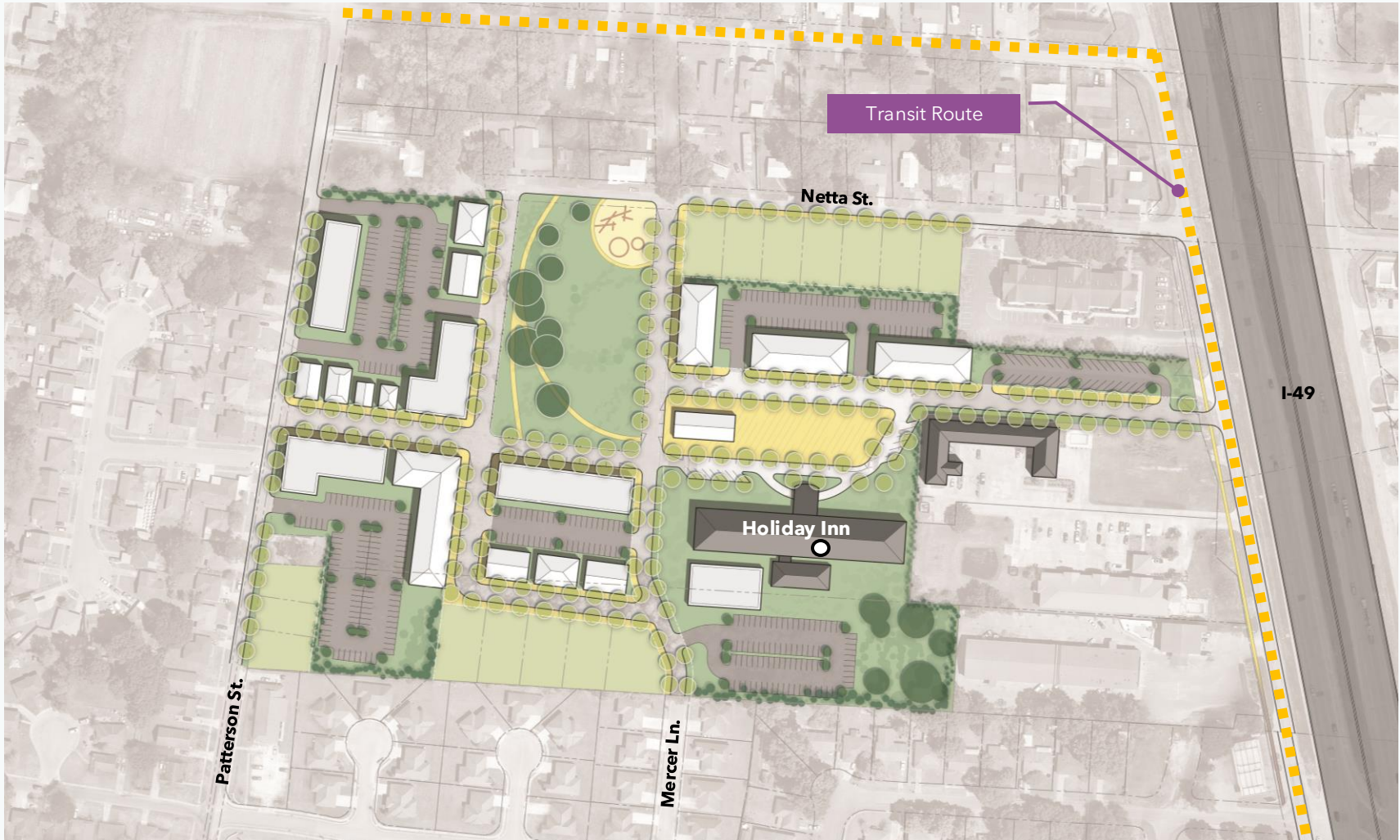
Plan Patterson



Project #8

Plan Patterson

Transit Routes:



Project #8

Plan Patterson



Congress for New Urbanism: Mixed-use urban centers

Link: <https://www.cnu.org/publicsquare/2017/04/27/great-idea-mixed-use-urban-centers>



Jersey City, NJ Mixed Income Development: Gloria Robinson Court House

Link: <https://www.pennrose.com/portfolio/gloria-robinson-court-homes-iii-iv-1/>

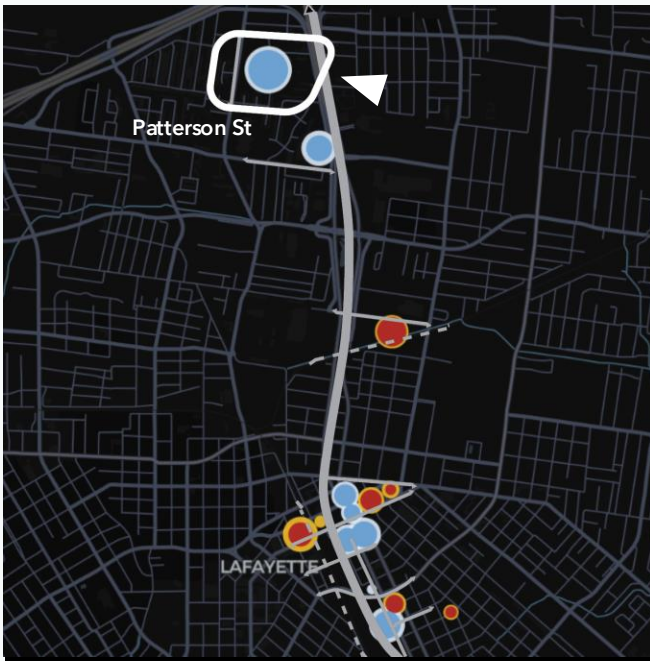


Oak Creek, WI: Drexel Town Square

New creation of a town square on underutilized land

Link: <https://www.drexeltownsquare.com/>

"A vibrant and livable community"



Size of circle represents development Building SF

Early action: ● residential ● Non-residential

Longer term: ● residential ● Non-residential

What Strategic First Moves Are:

- Engage the majority landowner and hotel owners to explore a **master planning process**
- Start a **community engagement process** to engage the surrounding neighborhood on needs and vision for the site

How To Implement, Step by Step:

Invest in Infrastructure:

- Improve **access to commercial properties** from I-49. Discourage cross-street from being used as a highspeed crossover with traffic calming features. Prevent commercial traffic from approaching Patterson St
- For **sewer**, new development requires an upsized main from Hammond Rd north to Owell Ln along Patterson St.
- For **electricity**, extend underground electric from Patterson St through the site connected to hotel circuit feeds with switches.
- Major **stormwater** detention features are required
- For **water**, extend the 12" main from Patterson St to the 8" main from Evangeline to complete the loop. Build 6" min. water main loop lines inside the site development.

Leverage and Explore Policies:

- Be thorough in the **Community Benefits Agreement** with the master developer
- Explore a **Zoning Overlay District** to enable development with appropriate uses and design features (such as requiring Type A "urban" development in the existing zoning designation).

Identify Funding Sources:

- Leverage accords with **developers**, such as Community Benefits Agreements, which can provide additional benefits.

Enhance Capacity:

- LCG would likely need additional capacity to partner with private owners for complex **master planning** endeavors and ensure that economic feasibility is balanced with community voices.

Engage Key Partners:

- **Existing hotels and the private development community**
- **Surrounding community**
- **One Acadiana** as a potential partner for site certification, if needed.
- **UL Architecture** as a potential partner for designing and imagining the site.

Monitor and Evaluate Key Metrics:

- In the near term, monitor **hotel occupancy** to inform decisions on future master plan's land use.

Be Mindful of Barriers

- **Changing market conditions** in the future will require the master plan to be flexible.
- Due to the size and potential for impact, be thorough in **community engagement**.

Check Out the Equitable Development Tool:

In the companion Tool, see policies under the following themes for additional considerations on implementing redevelopments in this project: **Mixed-Use/Mixed-Income Development, Small Biz/Workforce Development, Food Access, Arts/Culture/Entertainment/Open Space**

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Evangeline Corridor Forward
An **Economic Action Plan** For Advancing the Community's Vision