

# University Avenue Corridor Study Final Report

Lafayette, LA



December 2018

# Contents

Acknowledgments.....	1
Recommendations & Strategies.....	2
Introduction.....	2
Corridor Plan .....	6
Goal No. 1: Create a Safe and Connected Corridor.....	15
Goal No.2: Revitalize and Enhance the Corridor Community	27
Goal No. 3: Create a Dynamic and Inviting Gateway Corridor	37
Public Outreach And Summary Of Preferences .....	46
Summary .....	46
Implementation Strategy .....	52
Introduction.....	52
Funding .....	52
Appendixes	
A. Phase I Report	
B. Alternative Analysis Report	
C. Right-Sizing Analysis Report	
D. Stage 0 Checklists	
E. Anticipated Right-of-Way Impact Map	
F. Potential Utility Pole Impact Map	

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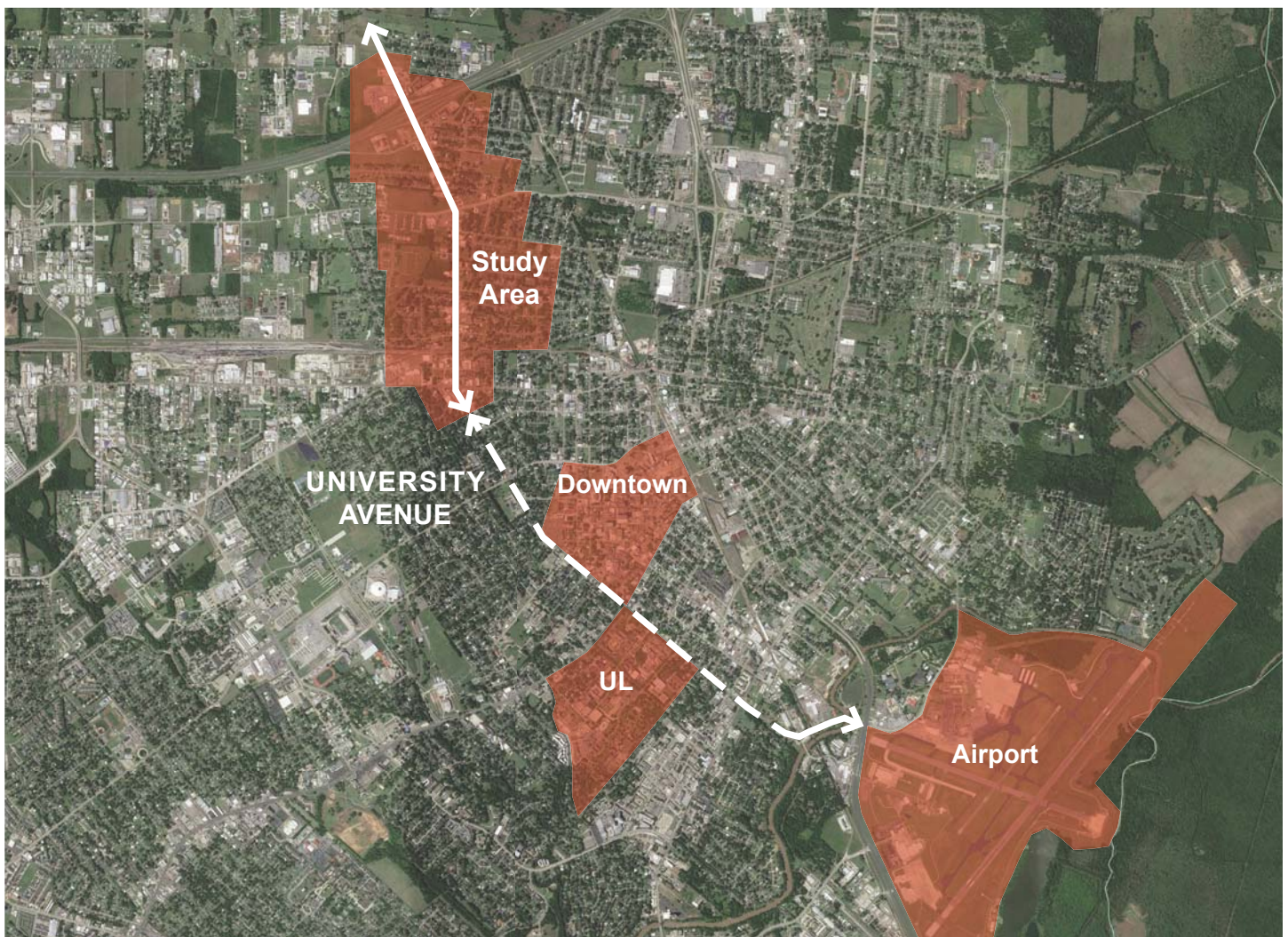
■ The Staff and Board of **Bridge Ministry of Acadiana** who graciously hosted, and participated in, three community meetings.

# RECOMMENDATIONS & STRATEGIES

## Introduction

The University Avenue Corridor (LA 182) is an important but under-utilized asset within the City of Lafayette. Serving as a major transportation and gateway corridor, University Avenue begins in the northern portion of Lafayette Parish in a rural setting, passes through Carencro, and quickly transitions into an urban context north of Interstate 10 near Renaud Drive. Traveling further south on University Avenue, the corridor connects to Interstate 10, to Lafayette's downtown, to the University of Louisiana at Lafayette's campus, and terminates at the Lafayette Regional Airport. For the purposes of this corridor study, the defined planning limits are Renaud Drive north of Interstate 10 to Agnes Street south of the Four Corners area at University Avenue and Cameron Street.

### University Avenue Corridor Study Area



Led by Mayor-President Robideaux and of the Lafayette Consolidated Government, in collaboration with the Acadiana Planning Commission, the community's vision is to transform University Avenue into a vibrant, multi-modal corridor, with Complete Streets improvements, better access management, and improved connectivity for adjacent neighborhoods and surrounding uses. This transformation framework positions the University Avenue Corridor for potential redevelopment and renewed investment.

Consensus-building and collaborating with the adjacent business owners, property owners, and residents was a critical aspect of the University Avenue Corridor study. During the planning process, three (3) community workshops were facilitated that welcomed a variety of feedback and involvement from all interested groups. In addition, workshop participants and community stakeholders contributed by responding to improvement surveys and providing direct feedback on design alternatives. The consensus building initiatives provided the structure for assessing and vetting design recommendations and concepts for corridor improvements.

The initial phase of the planning process involved data collection and documentation of existing conditions to understand the connection of University Avenue to the local area, the corridor's impact on adjacent neighborhoods, the transportation capacity and safety of existing roadway conditions, and inventory of related infrastructure networks. In addition, a snapshot of historical and current demographic and economic conditions was evaluated to define the market base and potential for new private and public investment. Based on the data collection and preliminary assessment, opportunities and constraints were identified for the study area, as well as preliminary concepts for targeted corridor redevelopment.

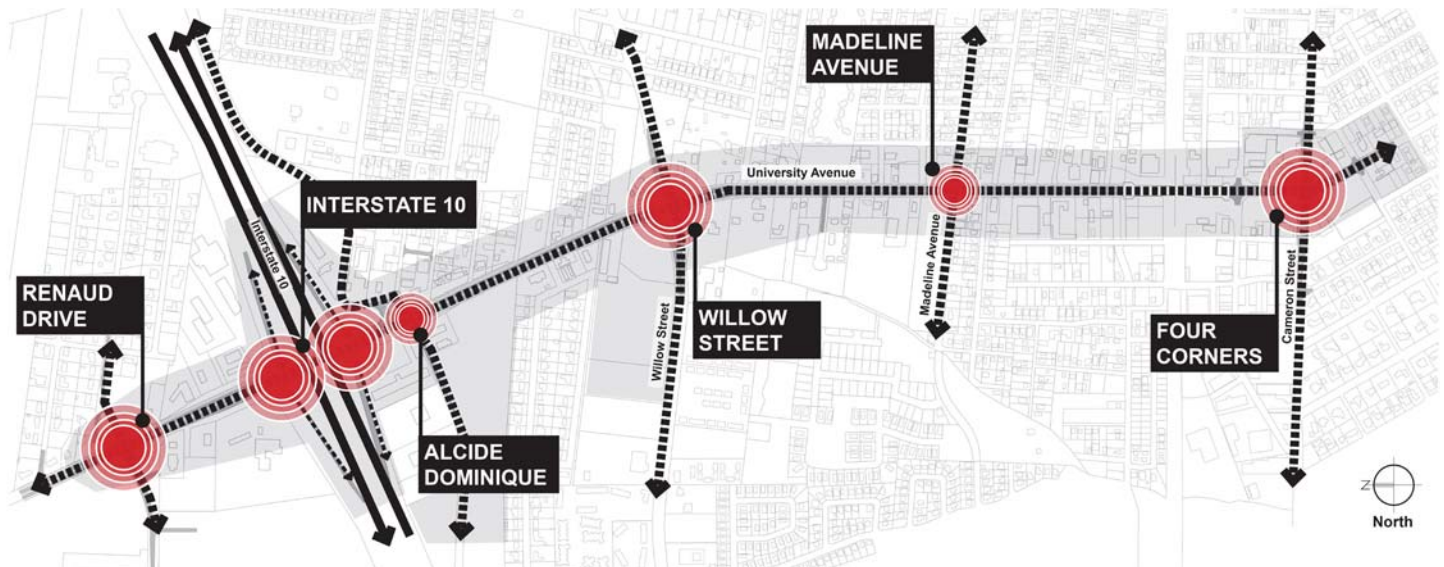
The next phase of the planning process involved a design synthesis of potential corridor improvements including the identification of three (3) catalyst sites and transportation alternatives analysis of roadway and intersection improvements. Design recommendations and programming for the catalyst sites included opportunities for public and public/private development of residential, office, retail, and recreational opportunities. Transportation alternatives analysis included an introduction of landscaped medians and roundabouts at key intersections for access management control and stormwater management, improved traffic flow and safety, and corridor beautification.



During the data collection, consensus building and design synthesis phases, strategies for implementation were formulated for phased improvements. Recommendations and implementation strategies were articulated around three (3) main corridor goals:

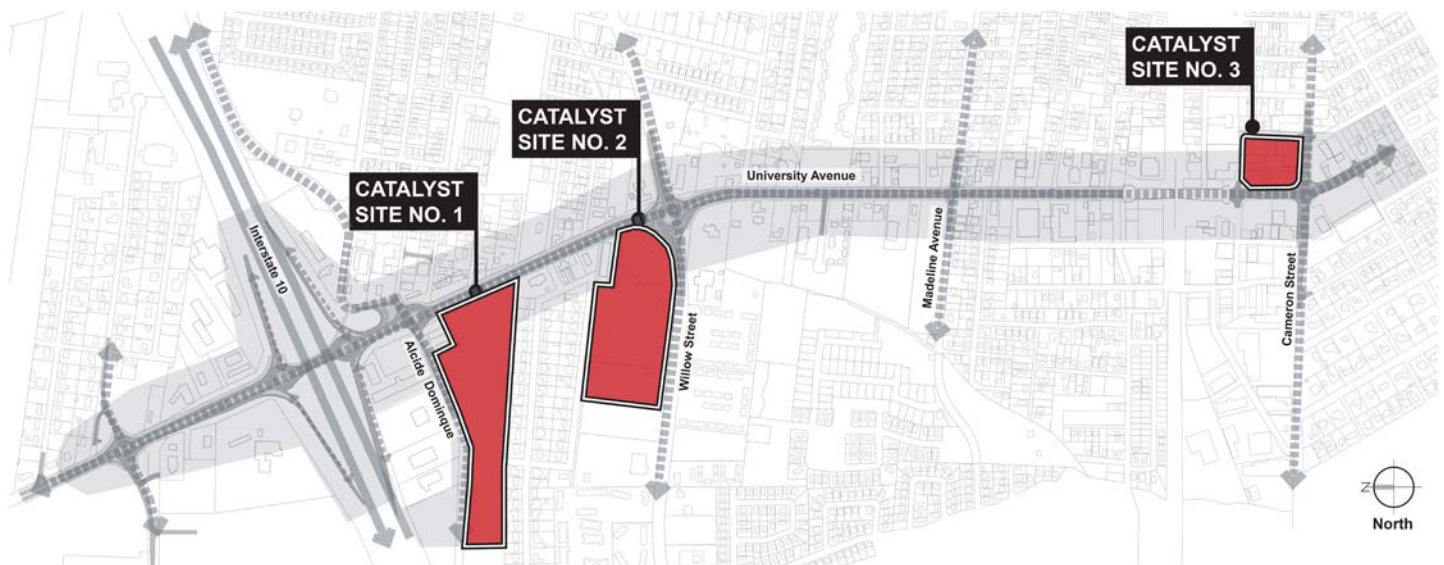
### **Goal No. 1: Create a Safe and Connected Corridor**

Develop a Corridor that is safe for all users, connects adjoining neighborhoods, and improves pedestrian, bicycle and vehicular mobility within the corridor.



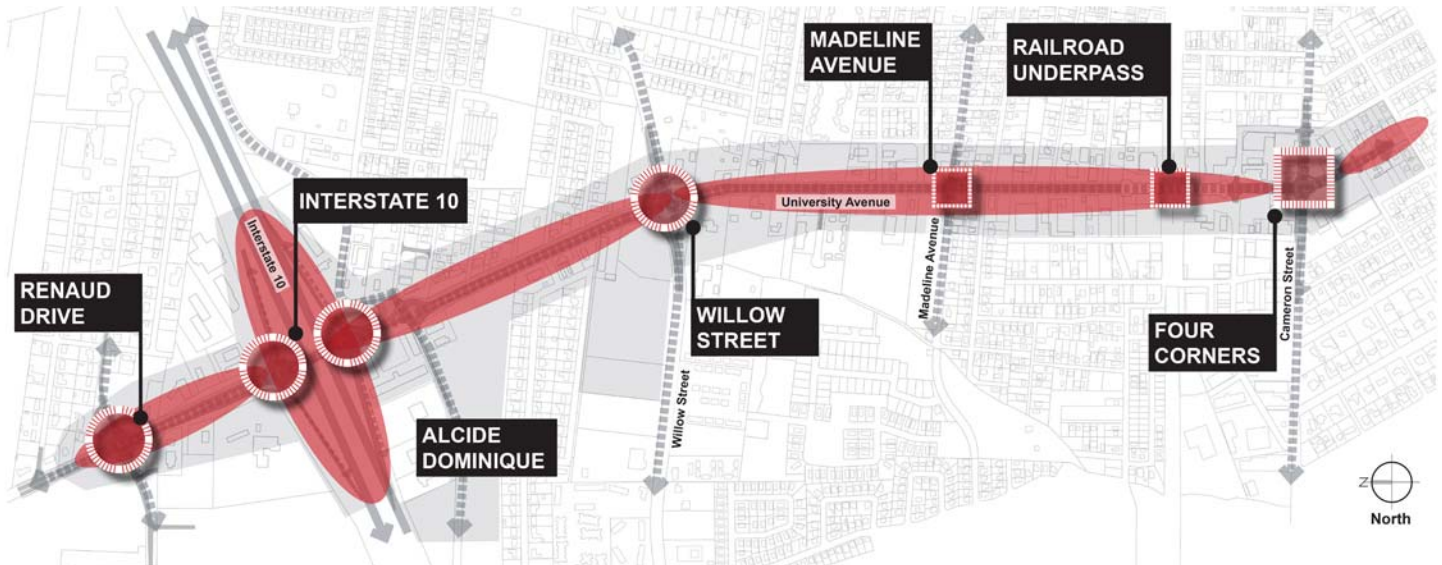
### **Goal No. 2: Revitalize and Enhance the Corridor Community**

Develop redevelopment strategies for three (3) key sites and existing businesses that will serve as a catalyst for economic revitalization within the corridor.



### **Goal No. 3: Create a Dynamic and Inviting Gateway Corridor**

Develop a beautification, wayfinding and branding program that signifies the importance of University Avenue as a primary gateway for the City of Lafayette, utilizing strategic locations for landscaping, lighting, signage and public art.

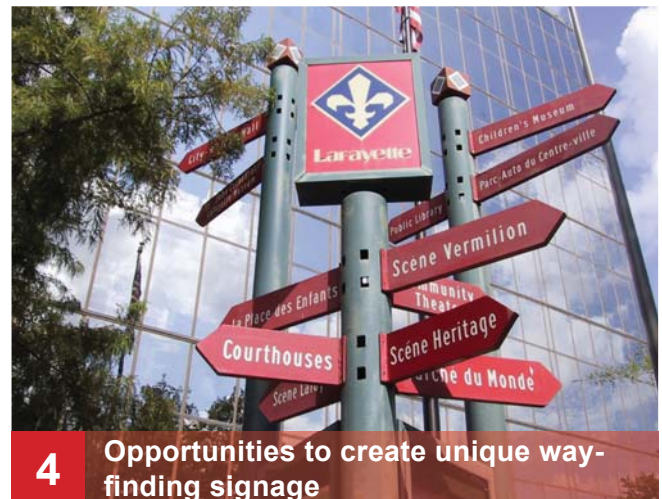


## Corridor Plan

The developed Corridor Plan for University Avenue focuses on improvements and recommendations centered on the three (3) defined goals. The proposed components utilize modifications to the existing roadway with the inclusion of sidewalks, greenspaces, intersection enhancements and improvements, and other right-of-way improvements to create pedestrian-oriented zones, safer vehicular and pedestrian mobility, and increased opportunities for corridor identity and branding. In some locations, additional right-of way acquisition will be required to accommodate proposed improvements and utility location adjustments.

Corridor improvement benefits are shared along the entire length of the study area and not focused in one central location.

### Corridor Plan Benefits





**5** Create inviting pedestrian scale streetscape with pedestrian amenities



**6** Create pedestrian and multi-use sidewalks and trails



**7** Opportunities to develop catalyst projects on undeveloped parcels



**8** Opportunities to create mixed uses and integrate pedestrian spaces

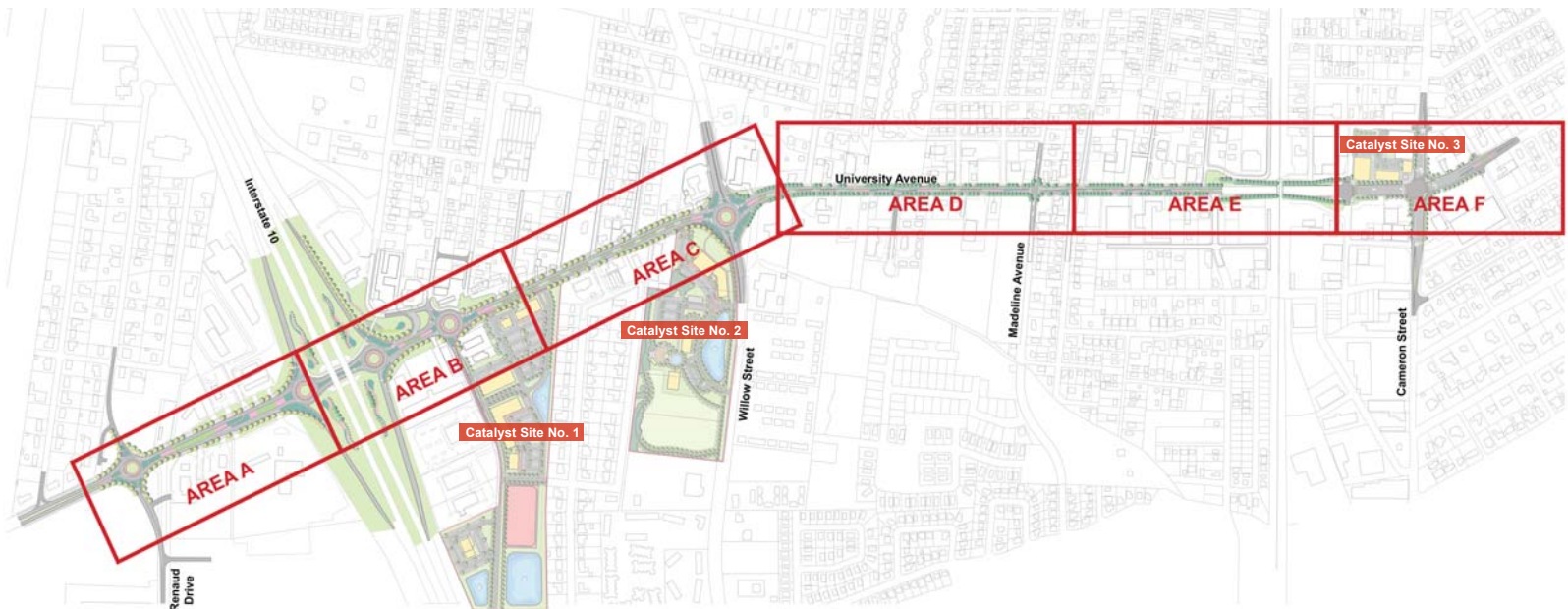


**9** Opportunities to introduce public art within new greenspaces

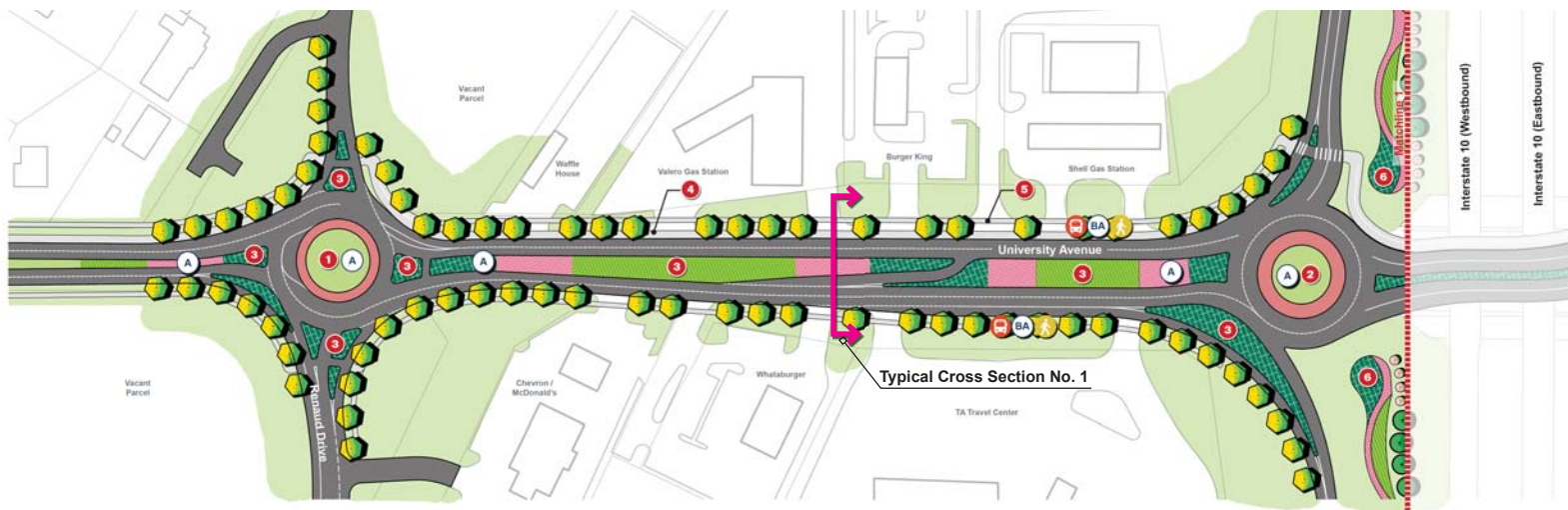


**10** Create sustainable suitable land uses and economic development patterns

Overall Corridor Key Map



## Area A



## Legend and Symbolology Key

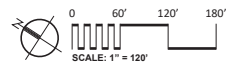
- 1 Previously Approved Roundabout at Renaud Drive (LDOTD Project)
- 2 Proposed Roundabout at Interstate 10 - Westbound Ramps
- 3 Proposed Medians or Islands with Landscape Plantings / Enhancements
- 4 Proposed 10'-foot Wide Multi-use Path
- 5 Proposed 6'-foot Sidewalk
- 6 Proposed Interstate Gateway Landscape Plantings

## Proposed Landscape Enhancements

- Large Shade Tree
- Medium Shade Tree
- Small Shade Tree
- Small Flowering Tree
- Small Evergreen Shrub
- Shrub - Groundcover
- Ornamental Grass
- Native Swamp Palmetto

## Proposed Amenities

- BS Bus Stops - Includes Shelter with Bench
- A Art Sculpture Location
- BA Signature Bus Shelter
- CA Crosswalk Art
- M Mural
- P Pedestrian Lighting
- L Improved Roadway Lighting



## Area B



## Legend and Symbolology Key

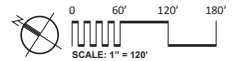
- 1 Proposed Roundabout at Interstate 10 - Eastbound Ramps
- 2 Proposed Roundabout at Alcide Dominique
- 3 Proposed Medians or Islands with Landscape Plantings / Enhancements
- 4 Proposed 10'-foot Wide Multi-use Path
- 5 Proposed 6'-foot Sidewalk
- 6 Proposed Catalyst Site No. 1
- 7 Proposed Interstate Gateway Landscape Plantings

## Proposed Landscape Enhancements

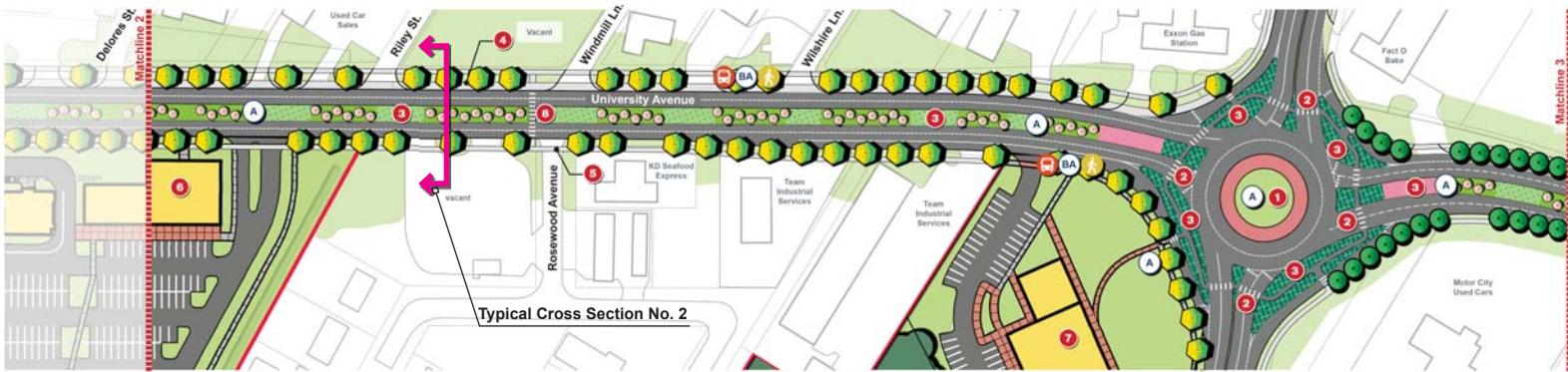
- Large Shade Tree
- Medium Shade Tree
- Small Shade Tree
- Small Flowering Tree
- Small Evergreen Shrub
- Shrub - Groundcover
- Ornamental Grass
- Native Swamp Palmetto

## Proposed Amenities

- Bus Stops - Includes Shelter with Bench
- Art Sculpture Location
- Signature Bus Shelter
- Crosswalk Art
- Mural
- Pedestrian Lighting
- Improved Roadway Lighting



Area C



Legend and Symbolology Key

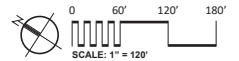
- 1 Proposed Roundabout at Willow Street
- 2 Proposed Roundabout Pedestrian Crossings
- 3 Proposed Medians or Islands with Landscape Plantings / Enhancements
- 4 Proposed 10'-foot Wide Multi-use Path
- 5 Proposed 6'-foot Sidewalk
- 6 Proposed Catalyst Site No. 1
- 7 Proposed Catalyst Site No. 2
- 8 Mid-block Pedestrian Crossing

Proposed Landscape Enhancements

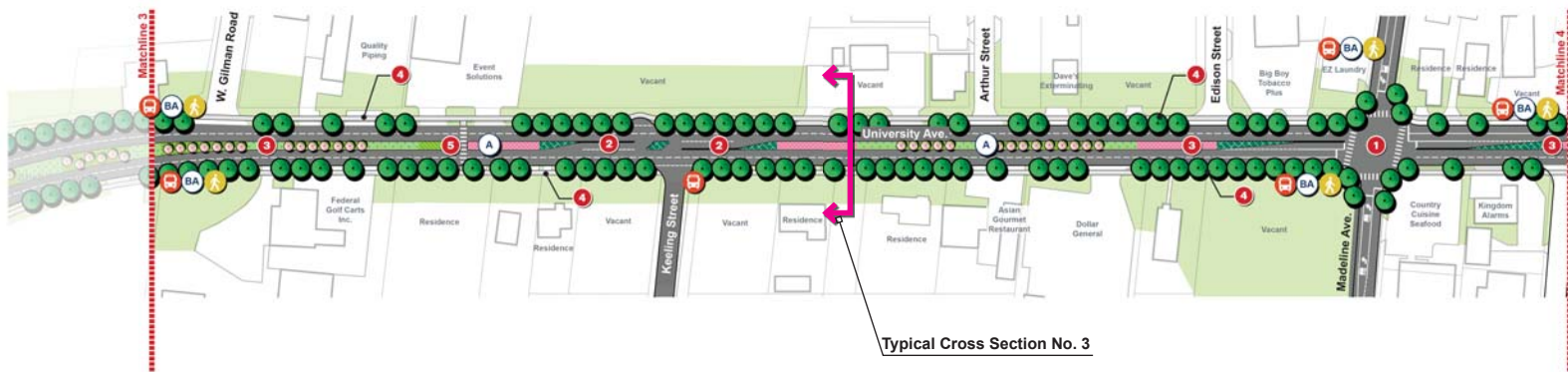
- Large Shade Tree
- Medium Shade Tree
- Small Shade Tree
- Small Flowering Tree
- Small Evergreen Shrub
- Shrub - Groundcover
- Ornamental Grass
- Native Swamp Palmetto

Proposed Amenities

- Bus Stops - Includes Shelter with Bench
- Art Sculpture Location
- Signature Bus Shelter
- Crosswalk Art
- Mural
- Pedestrian Lighting
- Improved Roadway Lighting



## Area D



## Legend and Symbolology Key

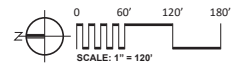
- 1 Proposed Intersection Crosswalk Improvements at Madeline Avenue
- 2 Proposed J-Turn
- 3 Proposed Medians or Islands with Landscape Plantings / Enhancements
- 4 Proposed 6'-foot Sidewalk
- 5 Mid-block Pedestrian Crossing

## Proposed Landscape Enhancements

- Large Shade Tree
- Medium Shade Tree
- Small Shade Tree
- Small Flowering Tree
- Small Evergreen Shrub
- Shrub - Groundcover
- Ornamental Grass
- Native Swamp Palmetto

## Proposed Amenities

- Bus Stops - Includes Shelter with Bench
- Art Sculpture Location
- Signature Bus Shelter Art
- Crosswalk Art
- Mural
- Pedestrian Lighting
- Improved Roadway Lighting

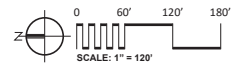


Area E



Legend and Symbology Key

<b>1</b> Existing Railroad Underpass	<b>Proposed Landscape Enhancements</b>	<b>Proposed Amenities</b>
<b>2</b> Proposed J-Turn	 Large Shade Tree	 Bus Stops - Includes Shelter with Bench
<b>3</b> Proposed Medians or Islands with Landscape Plantings / Enhancements	 Medium Shade Tree	 Art Sculpture Location
<b>4</b> Proposed 6'-foot Sidewalk	 Small Shade Tree	 Signature Bus Shelter
<b>5</b> Proposed Pedestrian Crossing at Railroad	 Small Flowering Tree	 Crosswalk Art
<b>6</b> Mid-block Pedestrian Crossing	 Small Evergreen Shrub	 Mural
	 Shrub - Groundcover	 Pedestrian Lighting
	 Ornamental Grass	 Improved Roadway Lighting
	 Native Swamp Palmetto	



## Area F



## Legend and Symbology Key

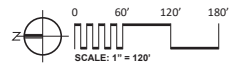
- 1 Existing Railroad Underpass
- 2 Proposed Cameron Street Intersection Improvements
- 3 Proposed Medians or Islands with Landscape Plantings / Enhancements
- 4 Proposed 6'-foot Sidewalk
- 5 Proposed Pedestrian Zone
- 6 Proposed Catalyst Site No. 3
- 7 Proposed Parking Lot Greenspace Improvements

## Proposed Landscape Enhancements

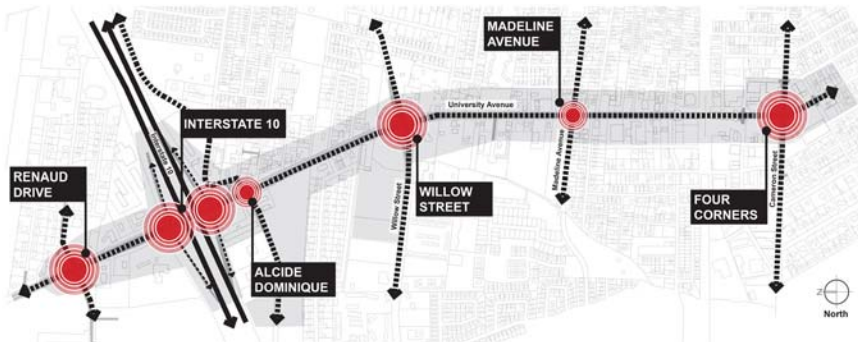
- Large Shade Tree
- Medium Shade Tree
- Small Shade Tree
- Small Flowering Tree
- Small Evergreen Shrub
- Shrub - Groundcover
- Ornamental Grass
- Native Swamp Palmetto

## Proposed Amenities

- Bus Stops - Includes Shelter with Bench
- Art Sculpture Location
- Signature Bus Shelter
- Crosswalk Art
- Mural
- Pedestrian Lighting
- Improved Roadway Lighting



## Goal No. 1: Create a Safe and Connected Corridor



The utilization of Complete Streets principles is at the forefront of proposed roadway improvements. At the northern end of University Avenue, improvements begin at the Renaud Drive intersection, where a previously planned roundabout occurs. The inclusion of a landscaped median, a pedestrian sidewalk on the west side of University Avenue and a 10-foot wide multi-use path on the east side, establishes a pedestrian scale streetscape that transforms the Corridor from an unsafe and vehicular-oriented environment to a more

intimate and inviting neighborhood scale. This transformation continues down the Corridor to the Four Corners area.

The sidewalks and multi-use path provide new, safe mobility options for pedestrians and cyclists that do not currently exist. The new pedestrian connections provide access to adjoining properties and neighborhoods. Sidewalks are located a safe distance from vehicular travel lanes within the new cross section. Green spaces for street tree plantings creating several environmental benefits such as shade for pedestrians, reduced pavement heat pockets and the integration of storm water management infrastructure.

Existing transit stops along the Corridor will be enhanced to compliment adjacent greenspaces and new pedestrian sidewalks. Transit stops leverage streetscape improvements and include structures to offer shade and comfort for transit users. These improvements are envisioned to increase transit ridership and citizen mobility.

The proposed medians within the corridor assist in reducing traffic speeds and minimizing uncontrolled turning movements, creating a safer and less congested roadway. Within the medians at key locations along the Corridor, mid-block crossings should be considered to provide opportunities for safer pedestrian connectivity across University Avenue, away from intersections.

It should be noted that the proposed improvements do not require the curbs along University Avenue to be moved, except to accommodate the improved intersections. However in some cases, overhead utilities may need to be relocated to accommodate sidewalks and streetscape elements. See Appendix F for areas that may require utility relocations.

### Complete Streets Benefits

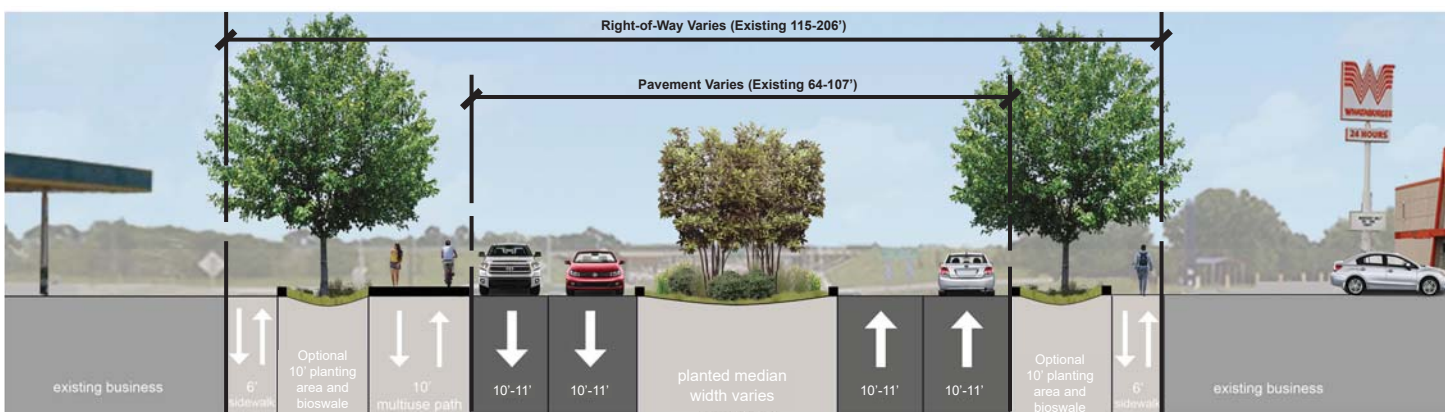
CS1	Reduces pedestrian and bicycle injury and fatality rates	CS5	Active transportation increases opportunities to walk and/or cycle, resulting in reduce rates of obesity, type 2 Diabetes and heart disease
CS2	Increases mobility and safety for children	CS6	Reduces emissions by lessening traffic congestion, supporting environmental policies and goals
CS3	Improves mobility for people with disabilities	CS7	Supports local economic development efforts
CS4	Increases mobility and independence for older users	CS8	Lowers household transportation costs by providing alternatives.

Complete Streets concepts are illustrated in the following cross sections:

*\*Note: Cross-sections are for conceptual planning purposes only. Right-of-way dimensions are non-surveyed and are subject to change during future engineering design phases.*

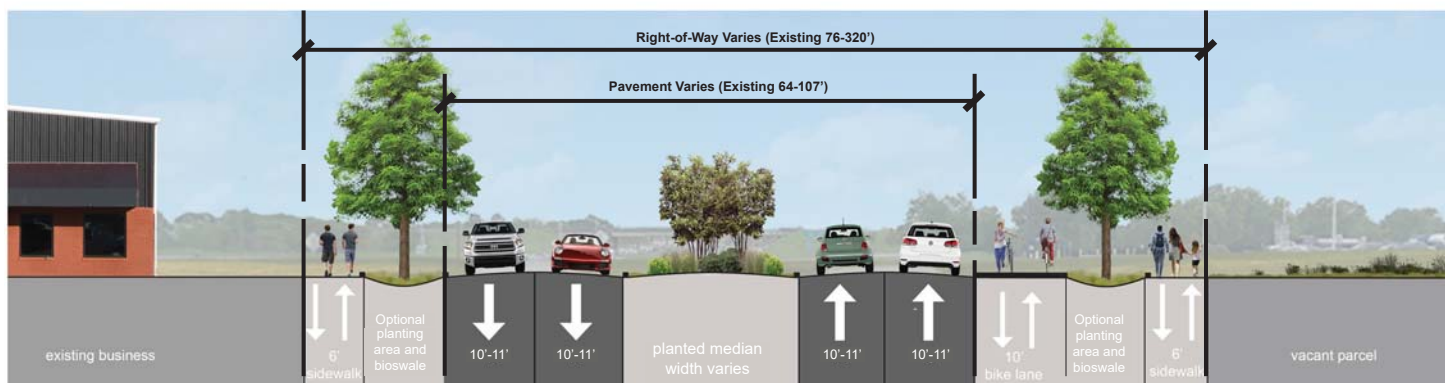
### **Typical Cross Section No. 1: University Avenue North of Interstate 10**

Key improvements provided within the existing available right-of-way allow for a larger median with additional landscape plantings and opportunities for public art, while reducing sections of expansive pavement. The planting areas can also be utilized as bioswales to effectively manage stormwater. Pedestrian sidewalks and the 10-foot multiuse path are separated from vehicular travel lanes to provide safety for pedestrians and cyclists. The path also promotes transportation alternatives that can lead to a more active lifestyle.



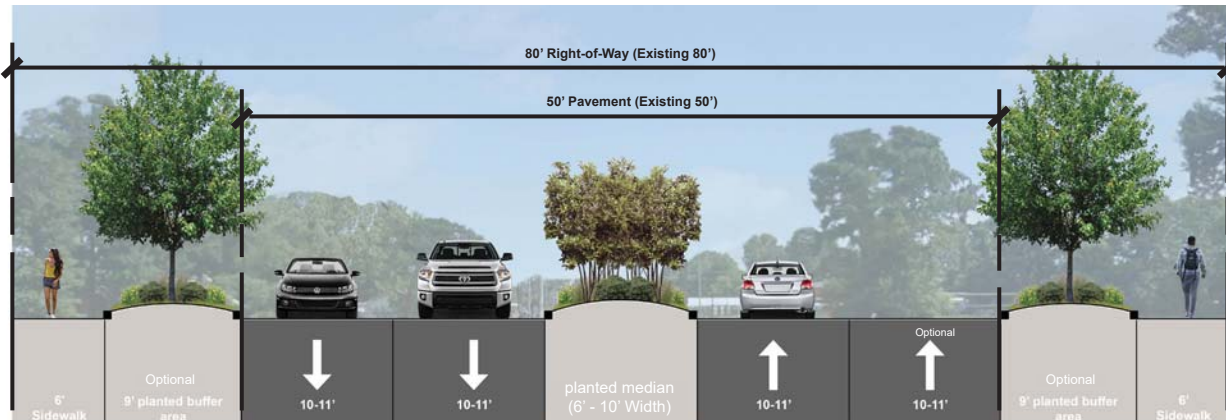
### **Typical Cross Section No. 2: University Avenue South of Interstate 10 and North of Willow Street**

Proposed improvements include a 6-foot wide pedestrian sidewalk on both sides of University Avenue. South of Interstate 10, the 10-foot wide multiuse path included in Typical Cross Section No. 1 transitions into a 10-foot wide bike lane adjacent to the north bound vehicular travel lanes. The landscaped median provides flexibility to minimize the number of vehicular travel lanes under Interstate 10 and at the interstate eastbound and westbound exit ramps. The lane reduction creates the opportunity for the 10-foot wide multiuse trail to connect the north and south sides of the interstate. This is a great addition for pedestrian mobility and a safer transportation alternative that is currently not present for the extreme northern section of the University Avenue Corridor.

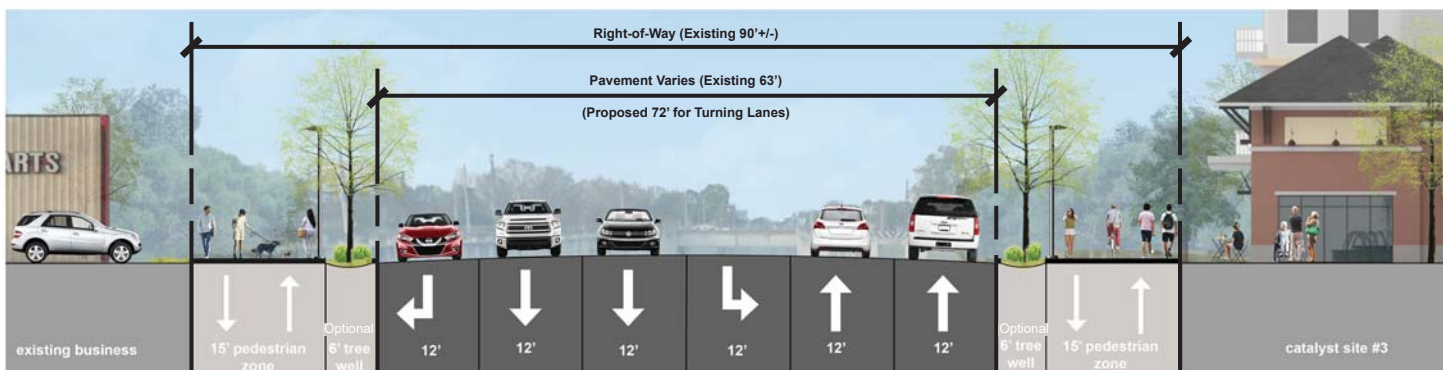


**Typical Cross Section No. 3: University Avenue South Willow Street to the Railroad Underpass**

Within Typical Cross Section No. 3, a 10-foot wide median continues south through the corridor to the railroad underpass. At this location, University Avenue transitions to a smaller cross section to traverse the underpass at the railroad and transitions into Typical Cross Section No. 4. Pedestrian sidewalks are provided along both sides of the street for pedestrian mobility and connectivity.

**Typical Cross Section No. 4: University Avenue North of Cameron Street**







Due to a more urban context and ROW constraints, Typical Cross Section No. 4 highlights the incorporation of a more significant public realm at the Four Corners intersection. A 15-foot wide pedestrian zone is included on both sides of the road creating dynamic spaces adjacent to existing and proposed redevelopment opportunities such as the former Less Pay Motel site. The proposed pedestrian zone will not require additional ROW, as it could be required by development code to be constructed as new developments are implemented. Modifications to the intersection provide safer pedestrian crossings and streetscape improvements to encourage pedestrian activity.



## Intersections

During the design synthesis phase, alternatives for intersection improvements were conducted to identify existing 2017 traffic flow and safety during peak travel times vs forecasted 2020 and 2040 projections. The metric for the evaluation was Level of Services (LOS). LOS is a quantitative measure analysis of roadways and intersections based upon performance categories such as vehicle speed, traffic volume and congestion delays.

Scoring for LOS ranges from A to F and in general terms are:

-  **LOS A** - describes operations with a very low delay.
-  **LOS B** - generally occurs with good progression and/or short traffic signal cycle lengths.
-  **LOS C** - has higher delays than level of service B. These higher delays may result from fair progression and/or longer cycle lengths.
-  **LOS D** - means the influence of congestion has become more noticeable.
-  **LOS E** - is considered the limit of acceptable delay.
-  **LOS F** - has delays that are considered unacceptable to most drivers.

Alternatives studied included signalized versus roundabout design scenarios. The following intersections were evaluated.

1. **Interstate 10 Ingress/Egress Ramps and Alcide Dominique Drive**
2. **University Avenue and Willow Street**
3. **University Avenue and Cameron Street**



## Interstate 10 Ingress/Egress Ramps and Alcide Dominique Drive

LOS evaluations for year 2017 existing conditions at the Interstate 10 east and west bound exit ramps vary amongst the AM and PM peak travel times. Rankings are from LOS A to LOS E depending on the direction the intersection is approached. The AM peak travel times for users exiting the Interstate from the east and west then traveling south, scored the lowest with LOS C to LOS E.

At the intersection with Alcide Dominique Drive, year 2017 existing conditions are rated higher than the interstate exit ramps for AM and PM peak travel times due to the lower traffic volumes from the east and west approaches. LOS rankings range from LOS A to LOS C.

Introducing roundabouts as part of the proposed corridor improvements at the interstate exist ramps and at Alcide Dominique Drive for the year 2020 evaluation illustrates that the LOS greatly increases to LOS A and LOS B for AM and PM peak travel times for all intersection approaches. In addition to the roundabouts, a modification to vehicular connectivity on the east side of University Avenue is proposed. Due to the number of existing side road connections and unsafe turning movements, Clara Street is proposed to be closed at its connection to University Avenue. A new connection between Clara Street and Hollywood Drive will provide the connectivity to University Avenue for residents along Clara Street.



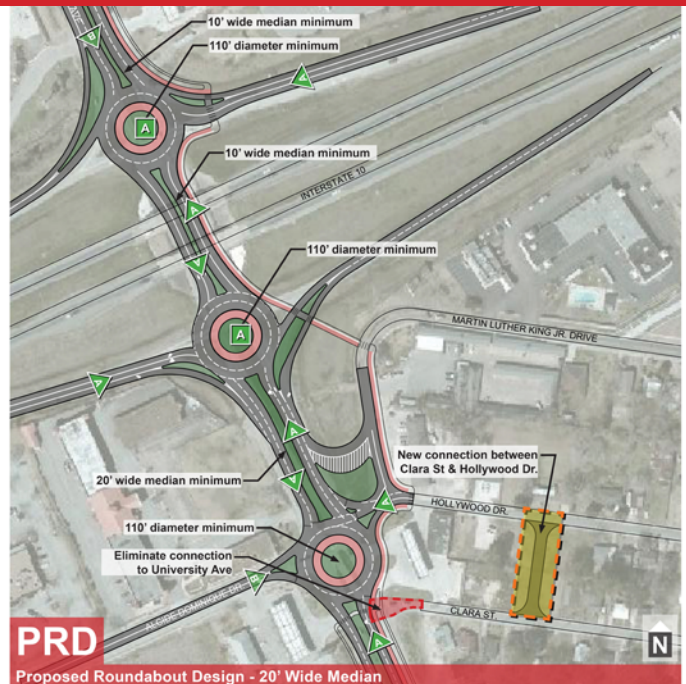
## AM Peak Travel Times



EXISTING 2017 LEVEL OF SERVICE (LOS)	
EASTBOUND RAMP (LOS)	
SOUTH APPROACH	C
NORTH APPROACH	D
WEST APPROACH	E
OVERALL	D

WESTBOUND RAMP (LOS)	
SOUTH APPROACH	C
EAST APPROACH	C
NORTH APPROACH	C
OVERALL	C

ALCIDE DOMINIQUE DR. (LOS)	
SOUTH APPROACH	A
EAST APPROACH	B
NORTH APPROACH	A
WEST APPROACH	C



PROPOSED 2020 LEVEL OF SERVICE (LOS)	
EASTBOUND RAMP (LOS)	
SOUTH APPROACH	A
NORTH APPROACH	A
WEST APPROACH	A
OVERALL	A

WESTBOUND RAMP (LOS)	
SOUTH APPROACH	A
EAST APPROACH	A
NORTH APPROACH	B
OVERALL	A

ALCIDE DOMINIQUE DR. (LOS)	
SOUTH APPROACH	A
EAST APPROACH	A
NORTH APPROACH	A
WEST APPROACH	B

## PM Peak Travel Times



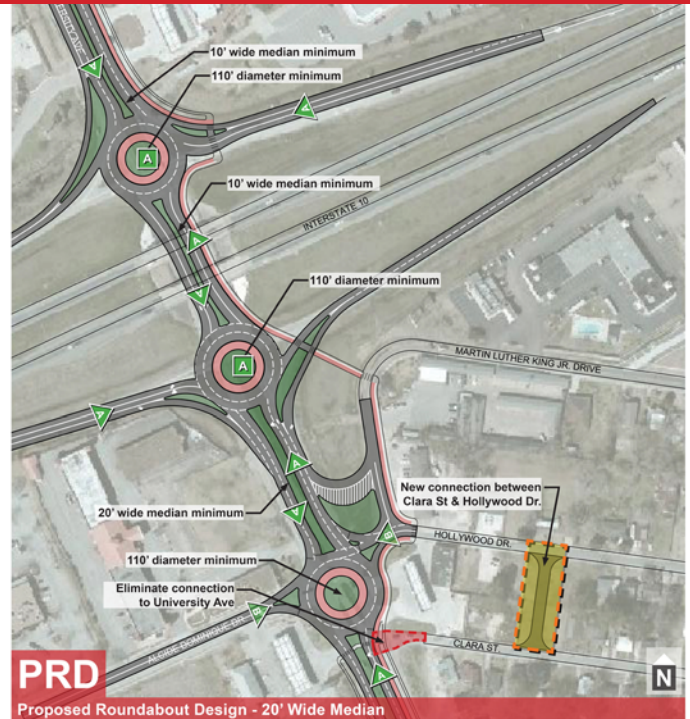
**EXISTING 2017 LEVEL OF SERVICE (LOS)**

EASTBOUND RAMP	(LOS)
SOUTH APPROACH	B
NORTH APPROACH	A
WEST APPROACH	C
OVERALL	B

WESTBOUND RAMP	(LOS)
SOUTH APPROACH	B
EAST APPROACH	B
NORTH APPROACH	C
OVERALL	B

ALCIDE DOMINIQUE DR. (LOS)

SOUTH APPROACH		A
EAST APPROACH		C
NORTH APPROACH		B
WEST APPROACH		B



**PROPOSED 2020 LEVEL OF SERVICE (LOS)**

EASTBOUND RAMP	(LOS)
SOUTH APPROACH	A
NORTH APPROACH	A
WEST APPROACH	A
OVERALL	A

WESTBOUND RAMP	(LOS)
SOUTH APPROACH	<div></div>
EAST APPROACH	<div></div>
NORTH APPROACH	<div></div>
OVERALL	<div></div>

ALCIDE DOMINIQUE DR. (LOS)

SOUTH APPROACH	<div></div>	A
EAST APPROACH	<div></div>	B
NORTH APPROACH	<div></div>	A
WEST APPROACH	<div></div>	B

## University Avenue and Willow Street

LOS evaluations of AM and PM peak travel times at the Willow Street Intersection for year 2017 existing conditions ranged for LOS B to LOS E. LOS D and LOS E are the majoring rankings. A lower volume of traffic for AM peak users approaching the intersection from the south provided the LOS B rating.

A forecasted 2020 LOS ranking for a no-build (signalized) scenario rated lower for all approaches for AM and Peak travel times with rankings ranging from LOS B to LOS F.

An introduction of a roundabout within the corridor improvements plans at the Willow Street intersection for the year 2020 increases the LOS from LOS A to LOS D. The LOS D ranking is for users approaching the intersection from the north during the AM peak travel time. All other approaches rate higher with a score of LOS A and LOS B.



It is anticipated that additional right-of-way will be required to accommodate the proposed roundabout as illustrated within the anticipated Right-of-Way Impacts Map. Due to the dedicated right turning movement lanes, also referred to as "slip lanes" right-of-way acquisition will be required from adjacent properties located on the southeast, southwest, and northwest intersection corners.

### AM Peak Travel Times



EXISTING 2017 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	B
EAST APPROACH	E
NORTH APPROACH	D
WEST APPROACH	E
OVERALL	D



PROPOSED 2020 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	B
EAST APPROACH	E
NORTH APPROACH	D
WEST APPROACH	E
OVERALL	D



PROPOSED 2020 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	A
EAST APPROACH	A
NORTH APPROACH	D
WEST APPROACH	B
OVERALL	C

### PM Peak Travel Times



EXISTING 2017 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	D
EAST APPROACH	E
NORTH APPROACH	C
WEST APPROACH	E
OVERALL	D



PROPOSED 2020 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	C
EAST APPROACH	E
NORTH APPROACH	C
WEST APPROACH	F
OVERALL	D



PROPOSED 2020 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	B
EAST APPROACH	B
NORTH APPROACH	A
WEST APPROACH	A
OVERALL	A

### University Avenue and Cameron Street

LOS evaluations for year 2017 existing conditions at the Cameron Street intersection vary for AM and PM peak travel times. LOS scoring ranges from LOS C to LOS F. LOS D, E, and F are common for most of the intersection approaches during AM and PM peak travel times. Like the Willow Street existing conditions, a lower volume of traffic for AM peak users approaching the intersection from the south provided the highest ranking for the intersection with a LOS C rating.

A forecasted 2020 LOS ranking for a no-build (signalized) scenario rated similar for all approaches for AM and PM peak travel times with rankings ranging from LOS C to LOS F. No significant degradation from 2017 existing conditions occur.

The findings of a roundabout for forecasted 2020 conditions significantly increase the LOS for all approaches for AM and PM peak travel times with a LOS A rating.

Due to the overwhelming positive feedback obtained during community stakeholder engagement meetings and conducted surveys, the Cameron Street intersection within the corridor improvement plans will remain as a signalized intersection. Improvements are proposed with additional lanes to accommodate left and right turning movements. In addition, triangular islands are provided on the southern portion of the intersection due to required turning lanes. The islands provide pedestrian refuge as part of envisioned crosswalk enhancements.



### AM Peak Travel Times



EXISTING 2017 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	C
EAST APPROACH	F
NORTH APPROACH	D
WEST APPROACH	F
OVERALL	E



PROPOSED 2020 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	C
EAST APPROACH	F
NORTH APPROACH	E
WEST APPROACH	F
OVERALL	E



PROPOSED 2020 LEVEL OF SERVICE (LOS)	(LOS)
SOUTH APPROACH	A
EAST APPROACH	A
NORTH APPROACH	A
WEST APPROACH	A
OVERALL	A

### PM Peak Travel Times



EXISTING 2017 LEVEL OF SERVICE (LOS)

SOUTH APPROACH  
EAST APPROACH  
NORTH APPROACH  
WEST APPROACH  
OVERALL

(LOS)  
D  
E  
D  
F  
E



PROPOSED 2020 LEVEL OF SERVICE (LOS)

SOUTH APPROACH  
EAST APPROACH  
NORTH APPROACH  
WEST APPROACH  
OVERALL

(LOS)  
D  
E  
D  
F  
E



PROPOSED 2020 LEVEL OF SERVICE (LOS)

SOUTH APPROACH  
EAST APPROACH  
NORTH APPROACH  
WEST APPROACH  
OVERALL

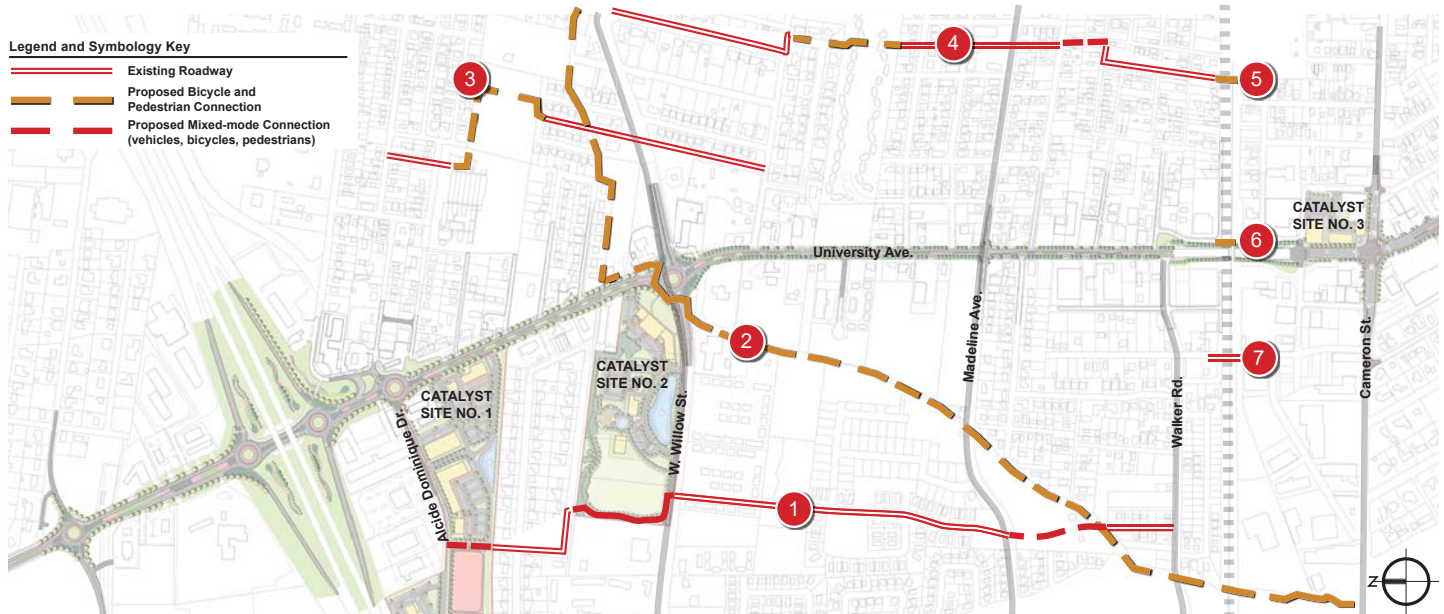
(LOS)  
A  
A  
A  
A  
A

### Madeline Avenue

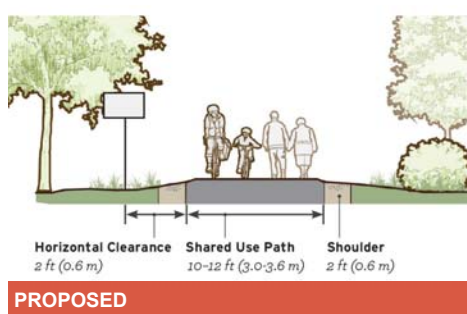
It is envisioned Madeline Avenue will remain as a signalized intersection due to the amount of right-of-way acquisition that would be needed for a roundabout solution. Proposed improvements for Madeline Avenue incorporated in the proposed corridor plan are pedestrian oriented and will include new crosswalks, new sidewalks, pedestrian amenities such as benches, pedestrian scale lighting, a bus transit shelter and landscape beautification.

## Corridor Connectivity

Strategic connections between neighborhoods and destinations in the area surrounding University Avenue are recommended. These connections are created utilizing existing roads, undeveloped parcels, existing rights-of-ways and existing informal routes. Alternative solutions offer low-stress substitutes for local traffic along University Avenue, especially for those who walk or bike as their primary means of transportation. Corridor connectivity recommendations include:



- 1 Utilize Catalyst Sites 1 and 2, Hogan Drive, and undeveloped parcels to create a North-South roadway connection between Alcede Dominique Drive and Walker Road. Intended for local traffic, this route provides an alternative to University Avenue and could be a low-stress route for non-motorized traffic (bikes and peds).

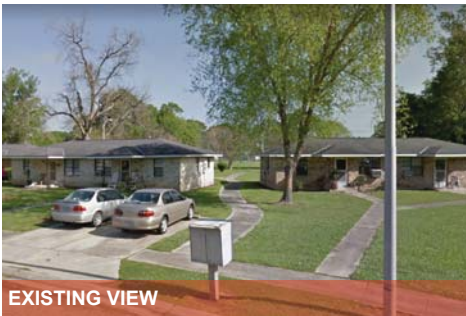


- 2 Utilize existing coulee/drainage canal right-of-way to create a 12'-14' multi-use trail for non-motorized traffic north from Cameron Street, crossing University Avenue at Willow Street, and east towards N. St. Antoine Street. Beyond the scope of this study area, the proposed trail could continue South to Johnston Street, past the Cajundome. In order to construct a bikeway along a coulee, acquisition of a right-of-way or easement will be required.



3

Utilize the Truman School Property to create a multi-use trail connecting residential neighborhoods north of Willow Street to the south, via Thornton and Staten Streets. Improve streets and intersections to safely accommodate bicycles and pedestrians. This route connects to the coulee trail in Recommendation 2.



4

Utilize Cora Street, Lafayette Housing Authority property, Celeste Street, and Amy Street to create a north-south mixed-traffic alternative route to both University Avenue and N. St. Antoine Street. This route could be designated and marked as a "bicycle boulevard." The road connection between Celeste and Amy Streets would require the acquisition of a few residential properties.



5

Enhance the existing informal crossing along the coulee under the railroad bridge between Huval Street near Amy Street and the JW James Playground on the south side of the railroad. This connection would create a link between neighborhoods south of I-10, parallel to University Avenue, across the railroad to Cameron Street.

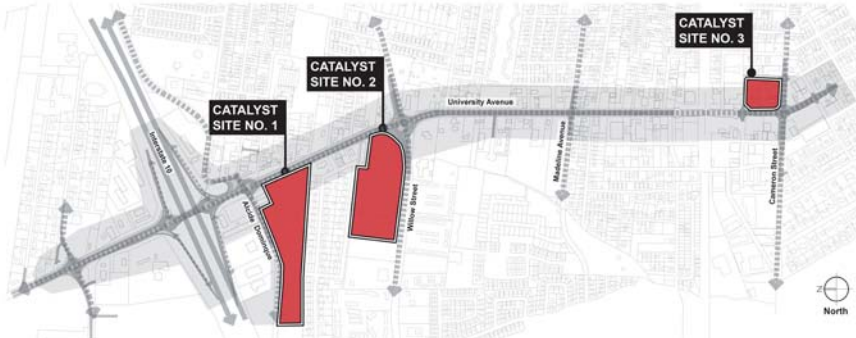


- 6** Enhance the existing informal at-grade railroad crossing to safely and comfortably accommodate pedestrians, bicycles, and other non-motorized traffic.



- 7** Enhance existing vehicular railroad crossing at S. Loop Street to safely and comfortably accommodate all modes of transportation.

## Goal No. 2: Revitalize and Enhance the Corridor Community



Following a market assessment by HR&A Advisors, three (3) sites were identified within the University Avenue Corridor by key stakeholders as locations with development or redevelopment potential. These locations are envisioned as potential economic revitalization opportunities for the corridor. Upon completion of the market assessment of existing conditions, a greater in-depth study was conducted for potential programmed uses.

The in-depth market analysis evaluated the financial viability of development based on whether the total project value following construction and stabilization is greater than the typical upfront costs and required developer profit. Construction costs are based on probable costs in the local market and apply to site improvements, building construction, and ancillary parking for portions of each catalyst site.

Envisioned uses were also illustrated during conceptual planning phases and presented to community stakeholders. The three catalyst sites and recommend programmed uses are:

### Catalyst Site No. 1

Located at the intersection of University Avenue and Alcidé Dominique Drive, Catalyst Site No. 1 contains approximately 19-acres. The proximity to Interstate 10 offers unique development potential to diversify the existing land use pattern in the northern portion of the University Avenue Corridor.



### Catalyst Site No. 1 Conceptual Program Uses

1 3-Story Office Building (66,000 gross sq ft)

2 Drive-Thru Restaurant

3 1-Story mixed use Retail/Office/Restaurant Building (38,000 gross sq ft)

4 Stand-Alone Restaurant (6,000 gross sq ft)

5 2-acre Outparcel for Future Development

6 Stand-Alone Restaurant (6,000 gross sq ft)

7 Areas for Stormwater Retention Ponds

Bringing a substantial office development to this highly visible location would anchor the northern segment of University Avenue with a use that experiences significant activity throughout the work week. A new office product at this scale would require a predetermined anchor tenant to guarantee occupancy. Without an immediate tenant in place, low-density retail is more feasible as a short-term development option.

Retail or restaurant developments at this site would likely be the highest and best use. Since this land use is typical on both sides of the Interstate, there will likely be demand that can be supported through conventional financing. Creative financing or developer incentives are envisioned to jump-start the potential office space use.

### Catalyst Site No. 2

Located at the intersection of University Avenue and Willow Street, Catalyst Site No. 2 comprises approximately 18-acres. The site is currently vacant and is minimally impacted by a 100-year flood plain floodway that transverses the corner of the property at the intersection with Willow Street. The floodway location prohibits improvements at that exact location, but allows for the inclusion of a large open space that can be developed as part of the overall greenspace plan for University Avenue.

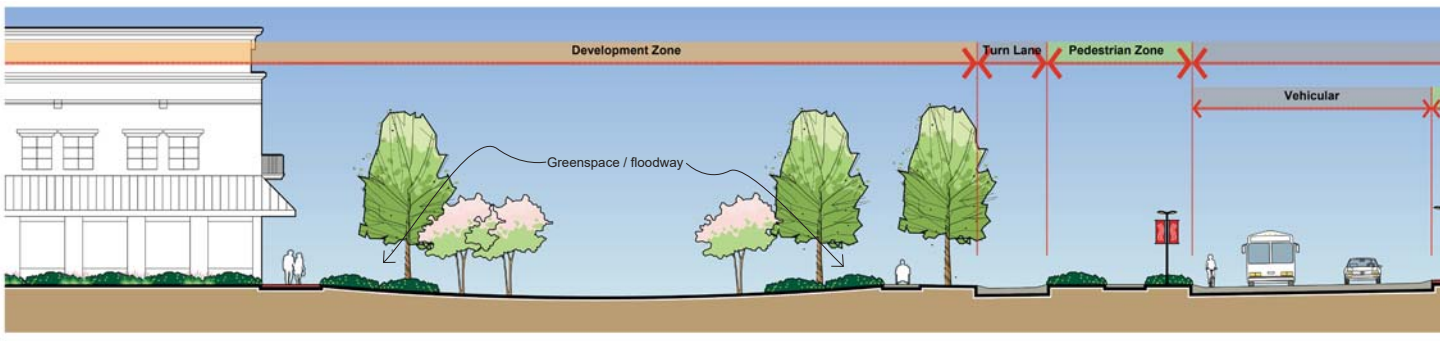


### Catalyst Site No. 2 Conceptual Program Uses

1	1-Story Mixed-use Neighborhood Retail Building (27,000 gross sq ft)	5	Children's Playground
2	Temporary Open-air Farmer's Market	6	Children's Interactive Water Feature
3	Community/Rec Center (6,000 gross sq ft)	7	Open Play Field
4	Covered Basketball Court	8	Retention Pond (1.2+/- Acres)

The market analysis evaluated the feasibility of developing the neighborhood retail component, which would provide a shopping choice for the surrounding residential area. The balance of the site could be improved to provide public or semi-public amenities, even if temporary, such as a farmers market and playground. In addition, further programming and coordination with the Lafayette Parks and Recreation Department is proposed to understand the department's capacity and need for recreational uses for the surrounding area. Recreational greenspace can also improve stormwater management, and provide additional flood storage along the floodway.

It is possible that a private recreational and community operator could develop the community-oriented facilities. An alternative land use for the site not currently illustrated would be for varying residential types. Targeted marketing to private developers is recommend.



SECTION A - WILLOW STREET ROUNDABOUT and COMMERCIAL PARCEL

### Catalyst Site No. 3

Catalyst Site No. 3 is a 3.5-acre site located on the former Less Pay Motel property at the intersection of University Avenue and Cameron Street. Community stakeholders have identified this location as a top-priority for redevelopment for the Four Corners area. This location is considered a cultural and commercial hub for the University Avenue Corridor.



### Catalyst Site No. 3 Conceptual Program Uses

**1** 3-Story Mixed-use Retail and Residential Unit Building (41,200 gross sq ft)

**2** 1-Story Retail Building (9,000 gross sq ft)

**3** 1-Story Retail Building (4,400 gross sq ft)

**4** Refurbishing of Two (2) Existing Buildings (Estimated 24,000 gross sq ft)

The development proposed for Catalyst Site No. 3, includes affordable senior housing and neighborhood retail which could have a significant catalytic impact for University Avenue by providing needed quality housing and locally-desired retail amenities. Each of these uses would complement existing retail located at this important intersection and continue to extend the positive economic and streetscape activity occurring at the southern end of the University Avenue corridor. During the latter stages of this study, Catalyst Project Site 3 received interest from a development firm. It is understood that the development firm has not yet acquired the property, but has begun putting together a development proposal for the former Coca-Cola bottling facility and related grounds. The remainder of the property fronting along University Avenue does not have a proposal as of yet and may still be in need of an interested party to invest and develop that portion of the site.



### Blight Reduction

Revitalizing the University Avenue Corridor includes taking a proactive approach to corridor stabilization and beautification. This involves a community and public initiative(s) to address vacant, unkept, or adjudicated properties, and abandoned buildings or structures in disrepair. A proactive approach will stabilize adjacent neighborhoods to prevent declining property values, minimize anti-social behavior, and promote a safe and positive image for the corridor. Sustained, targeted code enforcement by LCG is required to achieve those outcomes.



While new investment – public and private – will ultimately dictate the market for vacant and underused properties within the Corridor, consistent code enforcement can quickly yield a significant impact on both the perception of the area, and the quality of life for those who reside in or frequent the Corridor. Specifically, this requires a code enforcement officer and/or crew that can be dedicated to enforcement in the area over a sustained period, at least one year.

This dedicated team should focus on those code violations that are causing the greatest detriment to the area, such as:

- Open and abandoned structures
- Lots overgrown with grass and/or weeds
- Trash and junk cars
- Violations that pose a safety risk to those on or around the property.

Not only should violations such as these be cited, but owners who refuse to resolve the problem(s) should be prosecuted to the fullest extent of the law, and LCG should commit the resources to cure the violation itself, through demolitions, grass cutting and/or spraying, junk removal, etc. Under existing Louisiana law, liens for the value of such curative work can be placed on the subject properties, ultimately providing a way for LCG to recapture some or all of its costs.

#### Vacant Parcels



### Design Overlay District and Infill Strategies

The creation of an overlay district for the University Avenue corridor is a design tool that is common across the country. The general purpose of an overlay district is to encourage investment, while preserving the visual character and connectivity within a given area. Overlay districts can be part of community revitalization projects and or defined unique historical, cultural and economic districts.

For University Avenue, the inclusion of an overlay district can provide guidance to redevelopment opportunities and new development. There are numerous vacant and undeveloped parcels within the corridor in addition to the previously identified catalyst sites. The proposed design overlay district regulations below could be considered by LCG for the corridor. However, it should be noted that University Avenue is currently owned and maintained by the Louisiana Department of Transportation and Development. As such, LCG may be limited in its ability to control or enforce these regulations as long as the road remains owned by the State.

### Building Orientation, Siting & Setbacks

Encourage infill development that reinforces the urban grid of the street and sidewalk system by maintaining a consistent building edge behind the right-of-way with parking and servicing to the side and rear.

- Pedestrian entrances and storefronts should be designed to orient to the block's street frontage.
- Front building façade should be oriented parallel to the street
- At a minimum, 25 percent of a block's buildings square footage with frontage on University Avenue should have a maximum front setback of 10 feet from the public right-of-way.

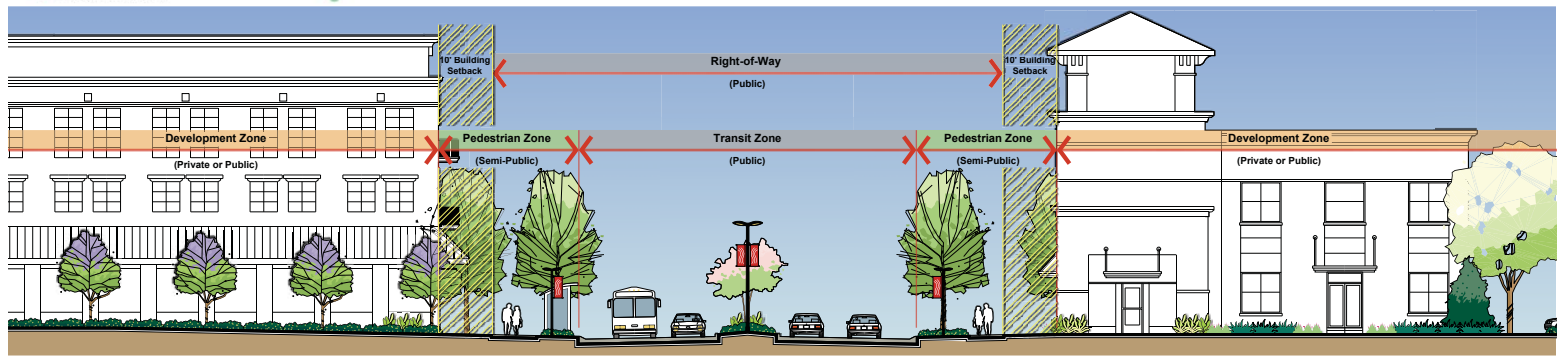
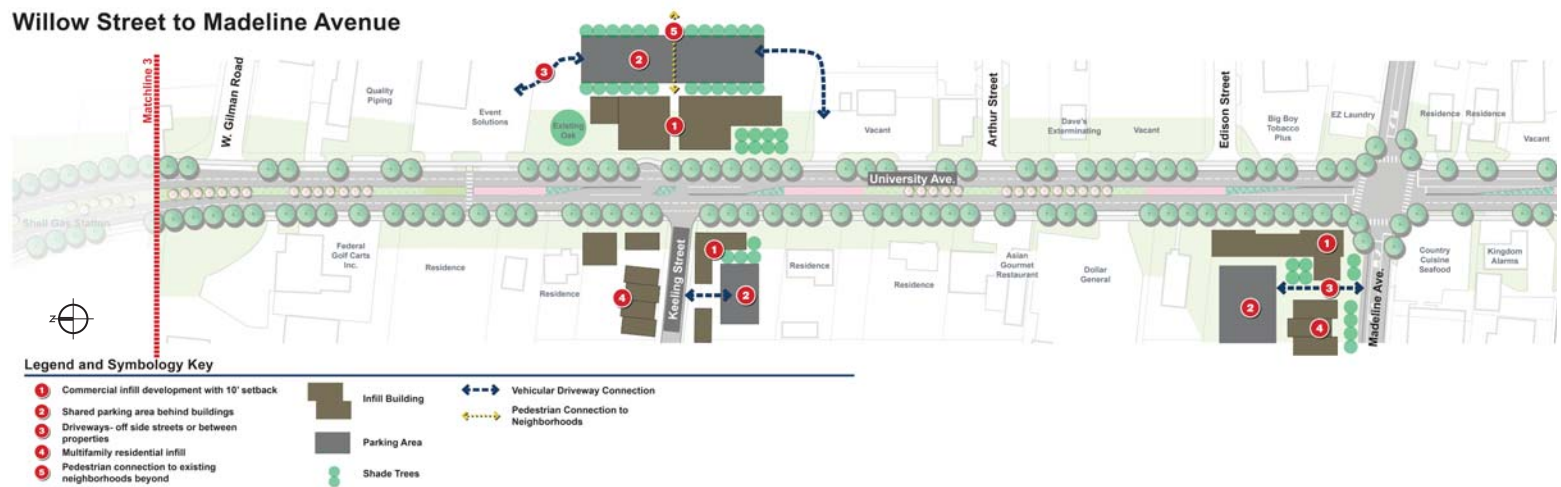
### Vehicular Parking and Access

Encourage surface parking that minimizes the visual impact and heat island effect on surrounding developments and the public realm.

- All surface parking should be located at the rear of the buildings they serve, except for mid-block and corner parking, which may be oriented to the side of the building it serves.
- One shared parking access point per block face is recommended along University Avenue.
- Surface parking should be configured to allow adequate service truck access to trash, recycling and utility service areas of a building(s).
- Recommended parking for residential uses is one parking space per dwelling unit.
- Recommended parking for non-residential uses is one parking space per 500 square feet of the gross floor area of all habitable buildings served by the parking facility.
- Any parking area containing 25 or more spaces should include sunken parking islands with curb cuts or drains that will allow channelization of stormwater to vegetation planted within the island.
- Shared driveways and parking areas, as well as cross access easements between parking lots, are encouraged.
- Landscaped medians should be provided between parking areas and service drives.
- It is recommended that parking lot entrances are marked by painted pedestrian crossings or by changes in pavement color and/or material.
- Service areas, such as those for deliveries and garbage pick up, should be shielded from view from the street fronting the building, by landscaping and/or fence that is compatible with the building's design.

## OVERLAY DISTRICT INFILL ILLUSTRATIONS

### Willow Street to Madeline Avenue



### Streets and Sidewalks

Encourage multi-modal connectivity by reducing curb cuts and create dedicated and distinguishable facilities for pedestrians, cyclists and transit users.

- It is recommended that curb cuts be kept to a minimum of one per block face per development, or one per 300 feet of street frontage, whichever is greater.
- Sidewalks and pedestrian circulation areas must be a minimum of five (5) feet in width and distinguished from vehicular use areas by pavement color and/or materials and/or landscaping.
- Private sidewalks could be provided by individual developers and property owners and connect to both existing and proposed sidewalks, parking, buildings, and public spaces within neighboring properties.
- Roadway surfaces should be designed to accommodate bicyclists and should connect to surrounding existing and planned bicycle systems and link destination points and neighborhoods. There should be a clearly designed separation between bicycle zones and vehicular areas. This separation can be established by using varying pavement colors and/or materials and/or landscaping.
- Developments with frontage at designated transit stops should provide a pedestrian connection to the transit stop to all buildings and parking facilities within the development.

### Pedestrian Zone

Create a safe, comfortable and attractive public realm that contributes to the visual identity of the Corridor.

- Any development with frontage on University Avenue should provide a Pedestrian Zone along the entire frontage from building edge to the public right-of-way, or 20 feet from the public right-of-way, whichever is less.
- Pedestrian Zones should include at least one (1) Class A tree or two (2) Class B trees for every 50 linear feet of University Avenue frontage, and should also include the following elements:
  - Shrubs and ground cover plantings to the extent that 40 percent of the Pedestrian Zone is planted with vegetation other than turf grass; and
  - Constructed elements, such as courtyards, plazas, planters, benches, fountains and tables, in addition to the required landscaping.

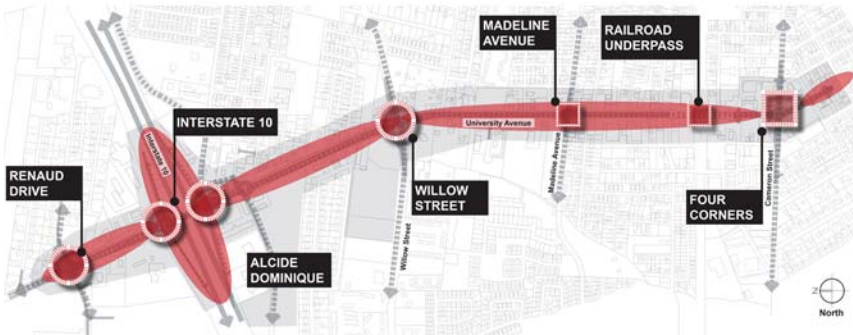
### Design Standards

The following optional design standards are recommended to ensure that buildings and building materials are safe, sustainable and in line with the context and future visual identity of the University Avenue Corridor.

- Building facades should be varied and articulated for pedestrian visual interest.
- Building materials should be predominantly brick, cementitious or hardwood siding, clay tile, natural or synthetic stucco, or other architecturally indigenous materials.
- Building skin should avoid exterior reflective materials and mirrored glass.
- Roofs should be architecturally articulated at least every 20 linear feet.
- It is recommended that primary entrances to buildings should have awnings, roof-type overhangs, or building overhangs. All highly reflective glazing and darkly tinted glass should be prohibited.
- Awnings, if used, should be of a durable, commercial grade fabric, such as canvas or similar material having a matte finish.
- It is recommended that pre-fabricated metal outbuildings not be permitted.

- Mechanical equipment and roof color should be compatible and integrated with the building design. Visible roof-mounted equipment should not be allowed.
- Exterior fire escapes should not be visible from University Avenue.
- The main entry to a building fronting on University Avenue should be emphasized at the street level to announce a point of arrival in one or more of the following ways:
  - Flanked columns, decorative fixtures or other details.
  - An entry recessed within the building's mass.
  - Covered by means of a porch, arcade, or awning projecting from or set into the building face.
  - Punctuated by means of a change in roofline or a break in the surface of the subject wall.

## Goal No. 3: Create a Dynamic and Inviting Gateway Corridor



Reimagining and rebranding of the University Avenue Corridor involves multiple components such as identifying gateways, adding right-sized landscaping in appropriate locations, and incorporating public art at strategic locations promoting the rich culture and history of the corridor and city of Lafayette.

### Corridor Gateways

During the planning process, five distinct gateways of varying scale, character, and context were identified. The recommendations and ideas for each of these areas reflects the uniqueness of each, and is intended to welcome visitors to the area while encouraging them to move safely through the Corridor.

#### GATEWAY LOCATIONS



### Gateway No. 1

#### University Avenue and Renaud Drive

The Renaud Drive roundabout intersection is the northern limit of the University Avenue Corridor. The roundabout greenspace and University Avenue median is used as a gateway node with landscaping and space for public art. Wayfinding and corridor branding is also included at this location.



EXISTING VIEW NORTH FROM THE TA TRAVEL CENTER

**Gateway No. 2****University Avenue and Interstate 10 Interchange**

For many people, this is the first place they see when entering Lafayette when exiting onto University Avenue while traveling east or west along Interstate 10. The immediate area serves travelers well with its highway-related businesses. For those continuing into Lafayette, several improvements can be made to make the area more welcoming.

- Clean up and utilize the interstate overpass as a place for unique artwork or lighting.
- Provide landscaping with plenty of trees in the available right of way around the interstate to help bring down the expansive scale of the immediate area.
- Welcome visitors and locals alike with welcoming and useful wayfinding signage that is as functional as it is artful.



EXISTING VIEW NORTH FROM THE INTERSTATE 10 EAST BOUND ACCESS RAMP

**Gateway No. 3****University Avenue and Willow Street Intersection**

Willow Street is an already significant east-west corridor through Lafayette. The proposed roundabout and Catalyst Site No. 2 development at the intersection of University Avenue and Willow Street can be used to enhance this gateway location.

- Utilize space in roundabout to showcase public art and landscaping. One way to do this is to partner with the Lafayette Azalea Trail to implement azalea displays in the roundabout.
- Incorporate permanent or rotating artwork into the roundabout, medians, and catalyst site.
- Add destination and wayfinding signage.



EXISTING VIEW EAST AT WILLOW

**Gateway No. 4****University Avenue at the Railroad Underpass**

At this pinch point along University Avenue, the scale and form of the corridor changes from more highway car-oriented, to a more intimate, neighborhood scale. Using this as an opportunity, the railroad underpass can function as the gateway between these two corridor conditions.

- Clean and paint the railroad underpass walls to create a “blank canvas” for future artwork. Refer to the Public Art section for more information on how to incorporate art into the underpass.
- Utilize the right-of-way adjacent to the underpass to



EXISTING VIEW NORTH FROM THE ENTRANCE TO THE UNIVERSITY AVENUE UNDERPASS

incorporate trees and shrubs to provide shade for pedestrians and help soften the concrete walls of the underpass. Adding trees will also enhance the narrowing effect created by the underpass.

- For pedestrians and bicyclists, the railroad itself is a barrier, and not a gateway because there are few, if any, safe crossings nearby. Work with the Burlington Northern Railroad to get a new, at-grade crossing to alleviate this issue.

### Gateway No. 5

#### Four Corners (University Avenue and Cameron Street)

The intersection of University Avenue and Cameron Street is a historic crossroads in the Lafayette community that has lost some of its luster over the years. One focus of this planning effort is to reinvigorate the Four Corners and provide ideas for how to bring back some of the activity that once filled this area. As a gateway, this is the point where the corridor becomes more pedestrian-scaled to the south.

- The arrangement of the buildings close to the street on the Four Corners catalyst site reinforces the walkable neighborhood scale to the south. Over time, this gateway can be well-defined using good urban design and appropriately scaled buildings that encourage activity along the streets.
- Further enhance this intersection by using special, decorative paving for crosswalks and sidewalks.
- Use different street trees at Four Corners so that it stands out from the rest of the corridor.
- Incorporate signage that is consistent with the rest of the corridor but incorporates different elements such as color or a logo unique to Four Corners.



EXISTING VIEW WEST FROM THE SOUTHEAST CORNER OF  
UNIVERSITY AVENUE AND CAMERON STREET

## Streetscape Elements

Providing pedestrian scale amenities are important to a successful streetscape corridor. For University Avenue, the following elements are proposed.

### Street Tree Plantings

Proposed street trees are provided to define streetscape edges and create a comfortable pedestrian environment. Street trees will form an overstory canopy for shade, reduce urban heat pockets, and add season interest from the tree trunk and limb structure and foliage textures and color. Proposed trees types include:

#### TREES



**Willow Oak**  
Quercus phellos  
3" Caliper  
35-40' on center



**Shumard Oak**  
Quercus shumardii  
3" Caliper  
35-40' on center



**Creole Elm**  
Ulmus americana  
2" Caliper  
25' on center



**Sweet Bay Magnolia**  
Magnolia virginiana  
6-7' tall  
Spaced 15' on center

*\*All plant material must conform to the specifications defined by the American Standard for Nursery Stock*

### Shrub and Groundcover Plantings

Shrub and groundcover plantings provided within the University Avenue median will provide visual interest and highlight notable areas along the corridor. Hardy drought-tolerant species are envisioned and planted in large masses to reduce mowing operations within the medians. Proposed shrub and groundcover types include:

#### SHRUB AND GROUNDCOVERS



**Pink Muhly Grass**



**Shore Juniper**



**Dwarf Palmetto**



**Yellow Flag Iris**



**Carissa Holly**

*At time of installation, shrubs should be 1 to 3-gallon container stock, full in shape. Spacing will depend on selected plant type. All plant material must conform to the specifications defined by the American Standard for Nursery Stock.*

### Special Paving for Crosswalks or Sidewalks

Pedestrian crosswalks and sidewalks in designed areas will be constructed with concrete unit pavers to provide color, texture, and surface accent. The use of concrete pavers assists in defining unique outdoor spaces and offers a visual change for concrete and asphalt usually provided within streets for vehicular traffic. The utilization of pavers within pedestrian zones creates a safer environment for pedestrians by warning drivers of shared use locations. It is recommended that concrete paver patterns, styles, and colors be determined in future implementation phases.

#### PAVER TYPE AND COLOR EXAMPLES



### Lighting

Pedestrian and street lighting fixtures are proposed to provide safety and accent at night for pedestrian and vehicular users. Luminaries include LED technology designed to direct light downwards. They are appropriate for streets, walkways, and urban design spaces.

#### LIGHTING EXAMPLES



### Benches and Litter Receptacles

Pedestrian seating areas and benches are envisioned at strategic locations along the pedestrian sidewalks and multiuse trail. Litter receptacles are also included adjacent to seating areas. Benches and litter receptacles will be anchored in concrete pads. Examples of selected bench and litter receptacle styles are below.

#### BENCH AND LITTER RECEPTACLES EXAMPLES



### Bike Racks

Another pedestrian amenity appurtenance is bike racks. Bike racks will be located at key locations and near bus shelters. The style and color should be complimentary of selected benches and litter receptacles. Possible bike rack styles that can be furnished with customized corridor branding imagery may include the following.

#### BIKE RACK EXAMPLES



### Wayfinding Signage

Wayfinding and directional signage is an important corridor element to guide corridor users and visitors along and through the corridor. Wayfinding and directional signage provides information to destinations or routes within the build environment. Information displayed can be in the form of text, maps, directions, and or symbols. Examples of wayfinding and directional signage are below.

#### WAYFINDING EXAMPLES



### Public Art

The incorporation of public art in the University Avenue corridor should closely reflect the culture of the surrounding neighborhoods, not just the city of Lafayette as a whole. LCG should activate its vibrant creative culture through a public call or competition to enhance the Corridor in a way that is meaningful and unique. The following recommendations outline steps to take to implement small-scale public art that highlights the community, complements the rest of the proposed corridor enhancements, and incorporates multiple art types.

### Show Investment in the Area

A significant and meaningful first action would be to clean and paint the walls of the railroad underpass, to show the community that the city is committed to improving the area. An effort to work with local artists and craftspeople regarding improvements to the underpass is a positive way to support the hyper-local economy.

### Identify Ownership

An art initiative could be spearheaded by the Department of Public Works, the Mayor's CREATE initiative, other community arts organizations, or a combination of these entities. There could also be a partnership with Bridge Ministries or another local stakeholder. The underpass project could serve as a demonstration project and catalyst for smart art investment across the city.

### Seek Art that Reflects Local Culture

There is an opportunity for the city to reach out to local artists through a competition or RFP process to submit ideas for murals, hand-painted signage, metalwork sculpture, lighting, or some other medium that genuinely reflects the area. The city could stipulate that the submitting artists and craftspeople develop their ideas through a community-driven process. There is a rich history and a sense of identity within the corridor, something that could be highlighted with art projects.

### Build off What Exists

Lafayette already has a collection of murals and public art pieces in the downtown area, and this would be a great way to expand that reach out of downtown. Improvements or changes to the interstate overpass murals could also be included in this effort.

### Temporary and Permanent Art Offers Different Strengths

Temporary art is typically installed for just under one year, allowing for art that changes with the community and remains relevant, keeping visitors and residents interested in the site. Since temporary art is fleeting, it lends itself to be flexible both in the medium used and timely in the content expressed. Permanent art can help create an identity for the area, help reinforce gateways or specific places of historical or cultural value.

There are multiple types of public art that can contribute to the uniqueness of the University Avenue corridor. The various types should not be concentric to one location but dispersed equally to illuminate the corridor as a vivacious healthy community to live, work and play. Recommended types include:

**Sculptures (including wayfinding signage)** can be placed in roundabouts and medians, where they will be highly visible and protected. Wayfinding and destination signs for the corridor can be as artful as they are functional, by commissioning custom signs made of metal or some other material.

**Signature Bus Shelters** offer a canvas for art in two ways. The bus shelter itself can be a custom piece, each different from the next, or a standard prefabricated shelter with dedicated space for rotating displays can be used.



SCULPTURE EXAMPLE



BUS SHELTER EXAMPLE



BUS SHELTER EXAMPLE

## GOAL NO. 3: CREATE A DYNAMIC AND INVITING GATEWAY CORRIDOR

**Crosswalks** can also be a blank canvas for community art. Installing two parallel stripes leaves an open field on the pavement for any number of creative designs. If painted, these art pieces could be semi-permanent, being replaced every few years when the paint wears away.



CROSSWALK EXAMPLE



CROSSWALK EXAMPLE

**Murals and Hand-Painted Signage** can be commissioned for the railroad underpass, interstate underpass. A program could be developed to work with business and home owners to utilize their buildings as canvas for murals and signage.



MURAL EXAMPLE



MURAL EXAMPLE

# PUBLIC OUTREACH & SUMMARY OF PREFERENCES



## Introduction

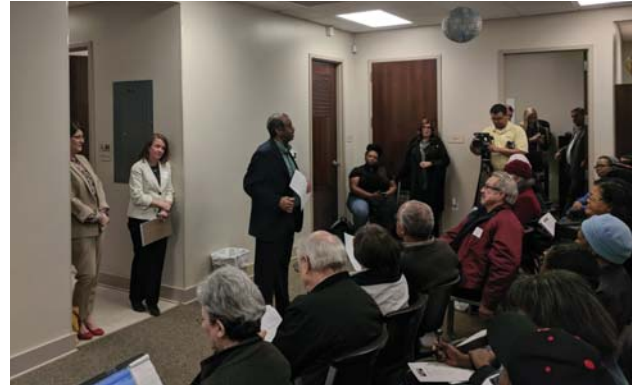
Three community stakeholder meetings were hosted to receive input and consensus from adjacent business owners, property owners and residents. In addition to the community meetings, the public had opportunity to provide feedback through community improvement surveys and providing direct feedback on design alternatives. Community stakeholder meeting and survey summaries are outlined below.

### Community Meeting No. 1

On January 29, 2018 Community Meeting No. 1 was facilitated at the Bridge Ministries campus on University Avenue. Public attendance exceeded participatory expectations as over 100 community residents and business owners attended the meeting.

The purpose of the meeting was to provide the public with an overview of the scope for the project, provide a summary of initial corridor observations, and to receive community feedback on conditions and envisioned corridor improvements or enhancements. In addition, the presentation alluded to possible roadway improvements and parcel redevelopment with a visual representation of ideas created from an aerial perspective of existing conditions and conceptual color renderings.

A detail summary of Community Meeting No. 1 is located in Phase 1 Report found within the Appendix.



University Gateway Corridor - Community Survey

The purpose of this survey is to gain an understanding of how locals use the corridor and issues encountered during daily commuting. **All survey information is confidential. If you have already completed this survey, thank you very much!**

1. Are you a resident of the University Avenue Corridor? *(Please circle)*
  - a. Yes
  - b. No
2. Which of the following statements best describes how you use the Corridor? *(Check all that apply)*
  - a. To access my neighborhood.
  - b. To get to work.
  - c. To access businesses, restaurants, school, church, etc.
  - d. For recreational purposes.
  - e. I cross the University Avenue Corridor regularly to get to a destination.
  - f. To access the freeway.
  - g. I don't use University Avenue Corridor, or I use it very rarely.
3. When you travel the University Avenue Corridor, what is the most frequent mode of travel?
  - a. Personal or business automobile
  - b. Walk or ride bicycle
  - c. Transit bus
  - d. Rideshare, carpool or taxi
  - e. Other *(Please specify)*
4. Based on how you most frequently travel the corridor, what are your travel concerns? *(Please circle)*
  - a. PM peak commute congestion  
*Afternoon peak time (4 - 6PM) traffic is congested with long delays moving through Corridor*
  - b. AM peak commute congestion  
*Morning peak time (6 - 8AM) traffic is congested with long delays moving through Corridor*
  - c. Afternoon peak congestion  
*End of the school day (2-4PM) traffic is congested with long delays moving through Corridor*
  - d. Buses for commuting  
*Transit buses for commuting to work are crowded and/or delayed*
  - e. Walking / biking routes  
*Walking and/or biking routes are not well connected or safe*

Community Meeting No. 2

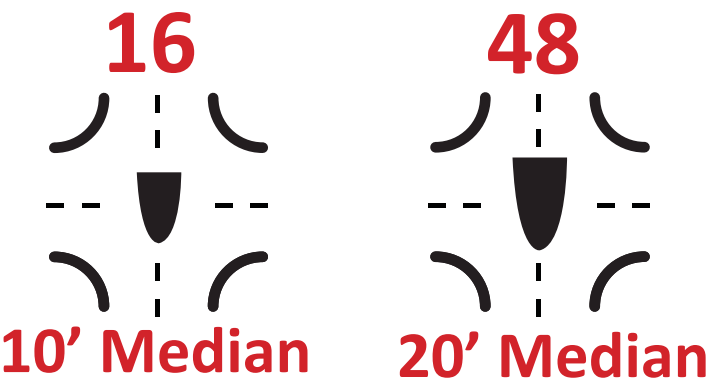
Community Meeting No. 2 was also facilitated at the Bridge Ministries campus on April 10, 2018. The purpose of the meeting was to present developed corridor design concepts and introduce the Design Alternatives Voting Exercise.

Attendance and participation at Community Meeting No. 2 was similar to Community Meeting No. 1, as there were over 100 community residents and business owners in attendance. A summary of the Design Alternatives Voting Exercise is as follows.

Interstate 10

17 Existing

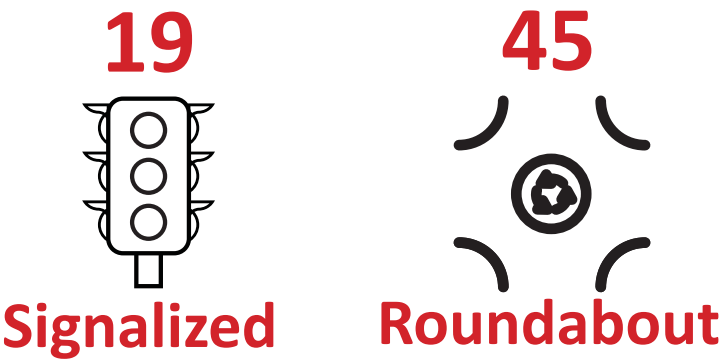
4 N/A



Willow Street

16 Existing

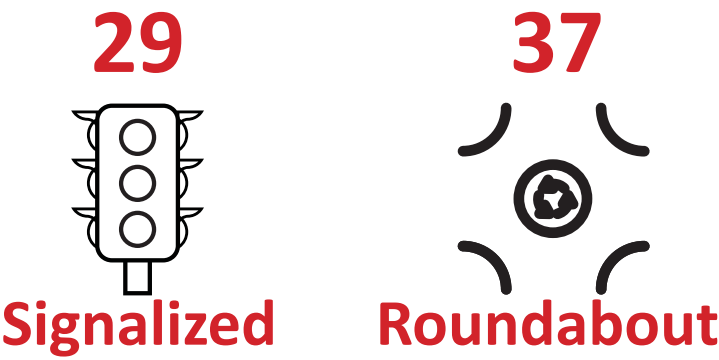
6 N/A



Cameron Street

16 Existing

4 N/A



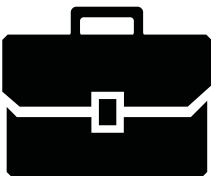
Catalyst Site No. 1

18



Restaurants

5



Office

58 Both

7 N/A

Catalyst Site No. 2

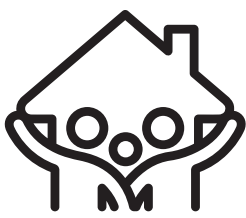
6 N/A

45



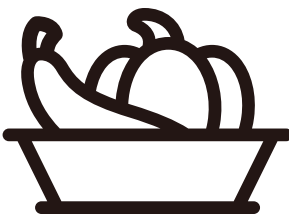
Retail

45



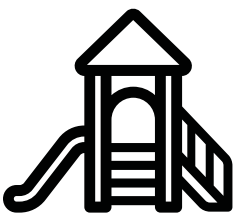
Community  
Center

51



Farmer's  
Market

40



Playground  
Fields

Catalyst Site No. 3

18



Retail

13



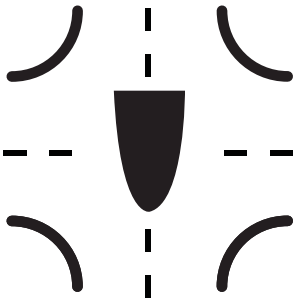
Senior  
Housing

46 Both

11 N/A

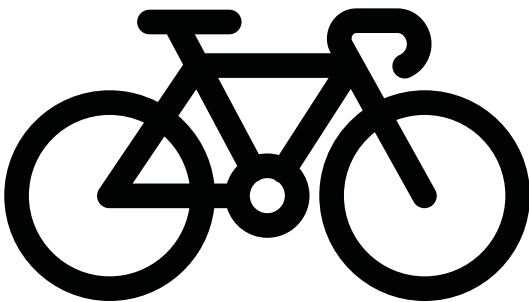
Complete Street A

34



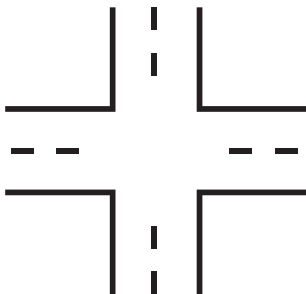
20' Median

56



Bike Path

27

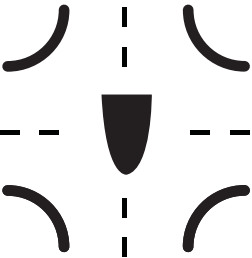


Wider Planting Strips

14 N/A

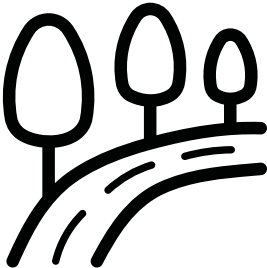
Complete Street B

23



10' Median

36



Street Trees

57



Pedestrian Zone

17 N/A

### Community Meeting No. 3

Facilitated as an open house information meeting, Community Meeting No. 3 was also facilitated at the Bridge Ministries campus on June 12, 2018. The purpose of the meeting was to present finalized corridor concepts and discuss implementation strategies for next steps.

A summary of comments received includes the following.



- Consistent lighting- not bright white LED but yellow and calm light.
- Make sure lights are the same color and if placing benches along the corridor, use the same color as light posts.
- Maybe use lamps that throw light down for greater energy efficiency



- Provide as much greenery as possible- trees in round-a-bouts and medians, shrubbery and vines on concrete walls.
- More trees in round-a-bouts
- Be wary of the root system for trees planted along the street
- Big trees to absorb flood/rainwater and provide shade
- Use edible plants and food gardens instead of decorative plants



- Alarm lights to notify oncoming traffic of water heights and have detour signs
- Paint underpass and I-10/university intersection or use vines to cover (no murals)



- Consider a mural or something of our Azalea City certification by Azalea Society of America; plant azaleas mixed in with Japanese magnolias and crepe myrtles
- Public art is often controversial- focus more on greenery
- People are excited about the public art and mural design. The one for the top ceiling of the overpass would be beautiful and the night LED lights would brighten it up
- Sculptures significant to the area should be put in the round-a-bout middle area: statues of local public figures or flags, as in the Acadiana-Creole flags.



- A water feature would be great for the Gateway
- Look into “Smart Asphalt” to help with traffic
- Bus stops need uniform design- others around city are metal black glass
- Narrow blvd. median for more streetscape and small round-a-bout
- Add benches on walk/bike path and use same style benches and lighting as the university
- Public park space should include vendors, food, bar with twinkling lights like Spruce St in Philadelphia
- The 4 Corners Area needs a place for senior living and a shopping center for easy access to the elderly; leave traffic lights as is here
- Talk to the neighbors before you decide for us
- White Oak Street needs repair
- Too many round-a-bouts at the university
- Improve entrance to university campus and downtown to improve the image of the community
- Anything done to improve the area would be a plus and much needed
- Build better schools here instead of dumping millions on retail while kids are learning in dumps
- Safety is important- bike/pedestrian paths not bordering car lanes and having a buffered green space.

# IMPLEMENTATION STRATEGY

## Introduction

As a priority project for LCG and the AMPO (“the Project Team”), the University Avenue Corridor Planning Study was performed with an eye towards implementation. As such, recommendations have been broken down into individual actions, with costs, owners and potential funding sources identified. There are two potential approaches for implementing the recommendations in this report:

- Organizing and prioritizing individual actions into a “phased” approach with near, immediate and long-term recommendations; or
- Combining most or all of the actions into one, large program, which could be financed and implemented as part of a dedicated capital program, managed using a master schedule and budget.

Employing the “phased” approach may allow implementation work to begin more quickly, as funding becomes available for individual projects and initiatives. However, implementation of all recommendations may take longer, as LCG and AMPO identify and secure resources on a project-by-project basis. For the purposes of this report, CSRS has worked with the Project Team to prioritize recommended actions, using the “phased” approach.

Alternatively, combining the actions into one capital program allows multiple projects to be implemented simultaneously and managed by one entity, creating economies of scale that can save both time and money. In order to utilize this program management approach for the Corridor, adequate funding or financing must be in place for the full suite of projects. This often requires a complex layering of funding sources and/or a dedicated revenue source. For these reasons, it may take longer to establish a capital program, but the overall timeline for implementation could be shorter.

## Additional Study Needs

**Two recommended actions will require additional study to better understand their scope, cost and timelines:**

- 1. Establish an Economic Development District (EDD) to capture tax revenue for reinvestment within the district** – Additional study is needed to understand the best EDD option, based on revenue projects, community acceptance and legal and legislative requirements.
- 2. Launch a Wayfinding Initiative for the University Avenue Corridor** – LCG and/or AMPO should retain a firm that specializes in wayfinding and signage to provide specific recommendation as to the design and placement of wayfinding elements along the Corridor.

## Funding

The Mayor and LCG have already made a significant commitment to the University Avenue Corridor, reserving \$2 million for improvements. This commitment is already being leveraged by state and federal funding, secured by the AMPO for the Renaud Drive intersection. LCG may also consider the Department of Transportation and Development’s Road Transfer Program, which provides compensation in exchange for LCG assuming control of the state highway, University Avenue (See Appendix for more information). In addition, real estate developers are showing interest in investing in the Corridor, and potential grants have been identified which could help fund implementation.

Recommendations for the University Avenue Corridor have been broken down into specific actions. Each action has been assigned a cost, timeframe, and owner. Based on that information, actions are organized into three phases to aid in planning for implementation.

ACTION	ESTIMATED COST	TIMEFRAME	OWNER
<b>PHASE 1 (YEARS 1-3)</b>			
Adopt University Ave Zoning Overlay	overhead	Year 1	LCG
Establish Economic Development District (EDD)	overhead	Year 1-2	LCG
Targeted Code Enforcement (Corridor-wide)	\$300,000	Years 1-3	LCG
Clean & Paint Underpass	\$617,000	Year 1	LCG
Launch Façade Improvement Grant Program	\$250,000	Year 1-2	LCG
Roll Out Corridor Branding & Wayfinding Initiative	\$200,000	Year 1	LCG
Begin Road Transfer Discussions w/ DOTD	overhead	Year 1	LCG/AMPO
Design & Environmental (Corridor-wide)	\$3,400,000	Years 1-2	LCG/AMPO
Construct Sidewalks & Improvements from Madeline to Cameron	\$1,300,000	Year 2	LCG
Construct Improvements RR underpass to Cameron	\$6,475,000	Year 3	LCG/AMPO
Design Renaud Intersection Improvements	\$382,800	Years 1-2	AMPO
Construct Renaud intersection improvements	\$3,300,000	Year 3	AMPO
Design & construct Truman School multi-use trail	\$60,000	Year 3	LCG/AMPO
<b>PHASE 1 TOTAL</b>	<b>\$16,284,800</b>		
<b>PHASE 2 (YEARS 4-6)</b>			
Design, Environmental & ROW for new, multi-use coulee trail from N. St. Antoine to Cameron (Optional)	\$150,000	Years 4-5	LCG/AMPO
Construct improvements south of Willow to RR underpass	\$3,341,153	Years 4-5	LCG/AMPO
Design, Environmental & ROW for new North-South roadway connection from Madeline to Walker Rd	\$130,000	Years 5-6	LCG
<b>PHASE 2 TOTAL</b>	<b>\$3,621,153</b>		
<b>PHASE 3 (YEARS 7-10)</b>			
Construct improvements Alcide Dominique to Willow	\$6,545,037	Year 7	LCG/AMPO
Construct multi-use coulee trail	\$1,500,000	Years 7-8	LCG/AMPO
Construct new North-South roadway connection from Madeline to Walker Rd	\$930,000	Year 9	LCG
Construct Improvements Renaud to Alcide Dominique (except Renaud intersection)	\$15,836,110	Years 9-10	LCG/AMPO
<b>PHASE 3 TOTAL</b>	<b>\$24,811,147</b>		