

Evangeline Corridor Forward

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

DRAFT



Lafayette
CONSOLIDATED GOVERNMENT



Lafayette, Louisiana Month, 2024



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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, integrating multiple past plans and ongoing investments to develop a comprehensive strategy for economic development along the proposed I-49 Connector project in Lafayette, LA.

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***



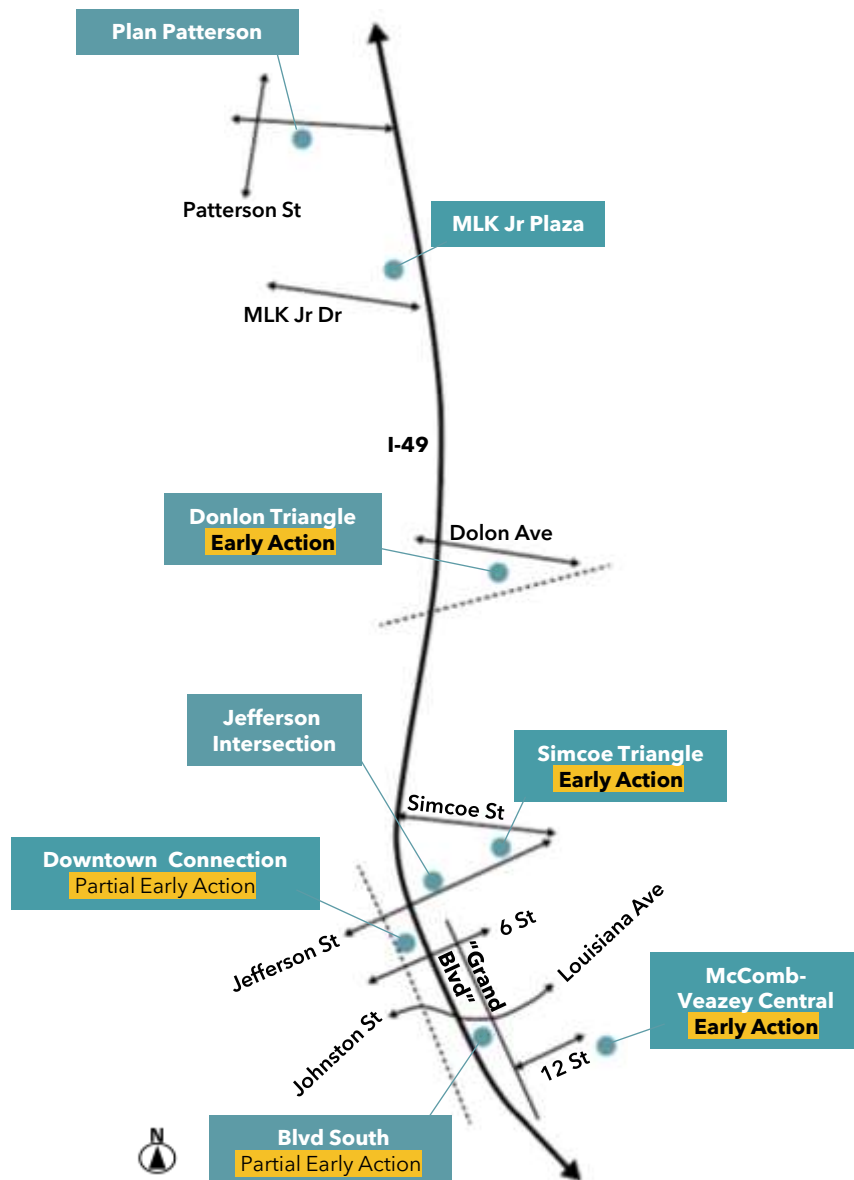
***Build Community
Connections and Resilience***



***Leverage and
Strengthen Local Capacity***



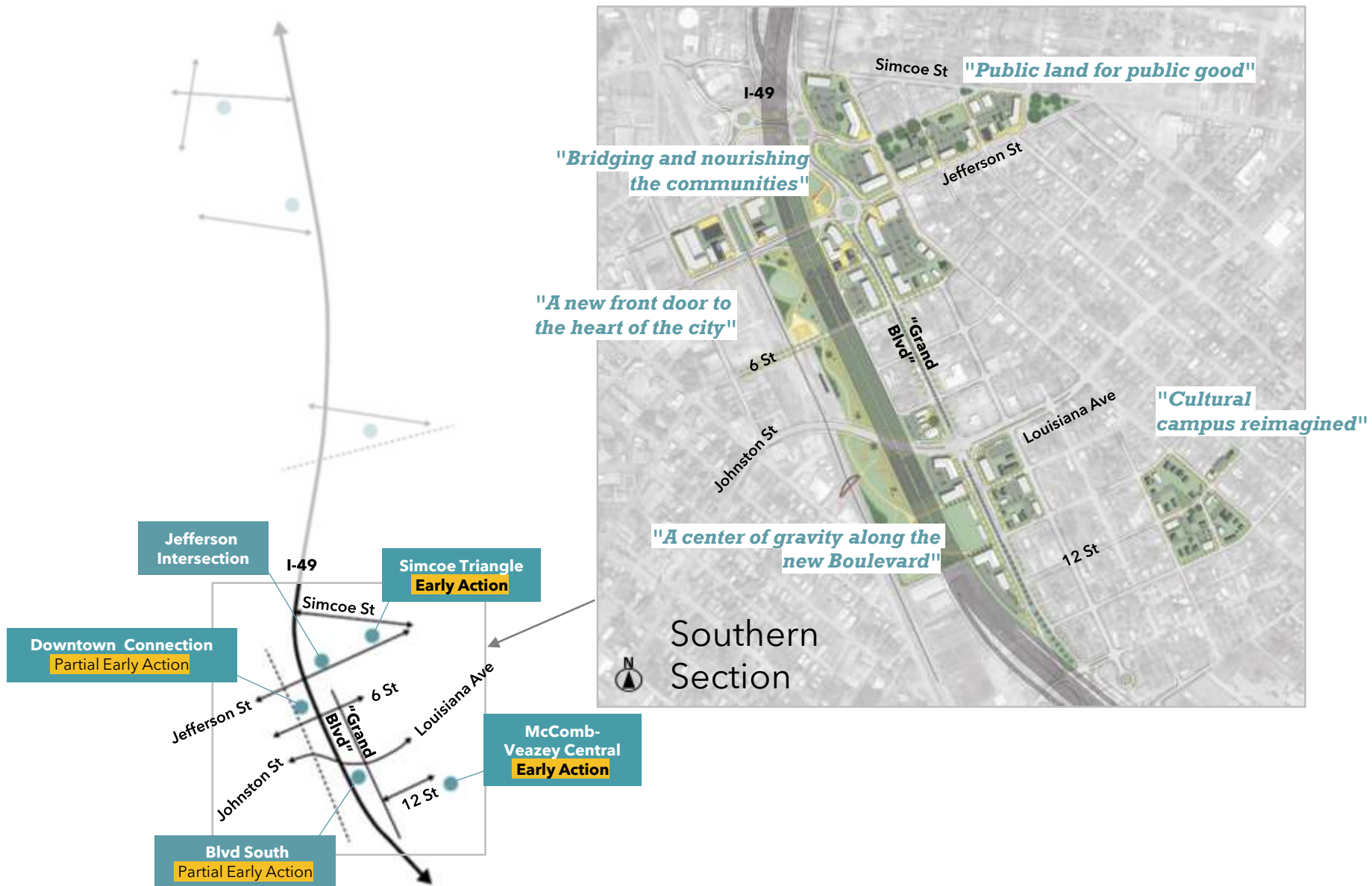
***Be Actionable and Allow For
Early Implementation***

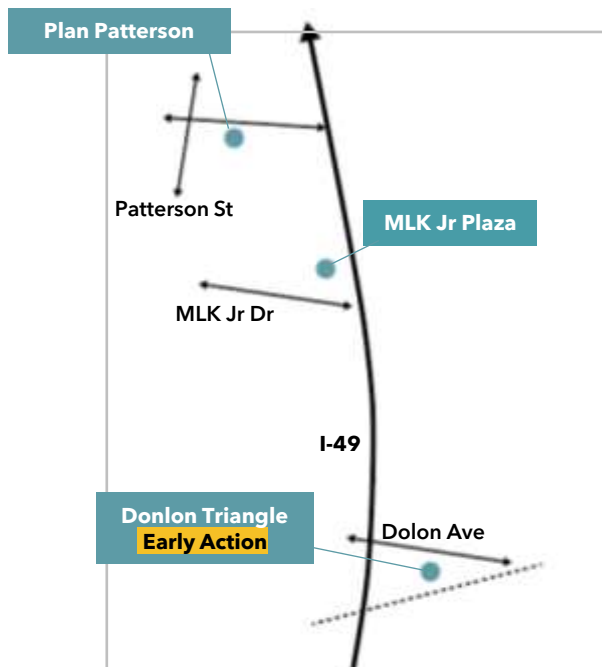


Catalytic Projects to Reconnect the Communities:

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-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





*"An accessible and vibrant
new Town Center"*

"A new live-work-play experience"

*"A healthy community
for aging in place"*



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

02

Introduction

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

Background



A Multi-Year, Cross-Sector Partnership:

Lafayette, Louisiana is poised for significant transformation as 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, the 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 preferred design alternative and roadway configurations. ***The Action Plan does not propose changes to the I-49 Connector or designs and properties owned by DOTD in its planning process.***

Process

The Team:

The Economic Action Plan was commissioned by the **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 [REDACTED]. 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 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.
- **Community events:** In January 2024, the team held a Community Night to gather feedback and showcased local small businesses; over 100 residents participated in the event. In [REDACTED], the team conducted a second large-scale community event 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
- 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



- Empower diverse voices and foster equity
- Promote social cohesion
- Build trust and social capital
- Strengthen social support networks
- Facilitate cross-sector collaboration to solve problems

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

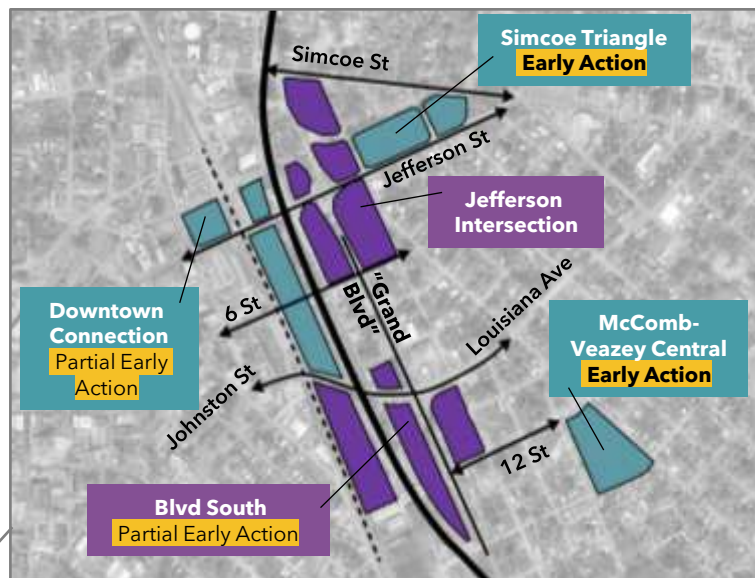
03

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.

Overview

Simcoe Triangle Early Action



"Public land for public good"

- 123,000 SF of new development
- 72 new 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 units
- 9 acres 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 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 units
- 1 acre of new open space

McComb-Veazey Central Early Action



"Cultural campus reimagined"

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

MLK Jr Plaza



"A new live-work-play experience"

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

Plan Patterson



"An accessible and vibrant new Town Center"

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

Overview

5-6 Renderings will be produced as part of the last (Marketing Plan) phase of the contract

Coordinating with the DOTD Plan:

The projects included in this Action Plan are envisioned to work with the DOTD's preferred alternative (C6 Roundabout Alternative) 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

Achieving Action Plan Goals:

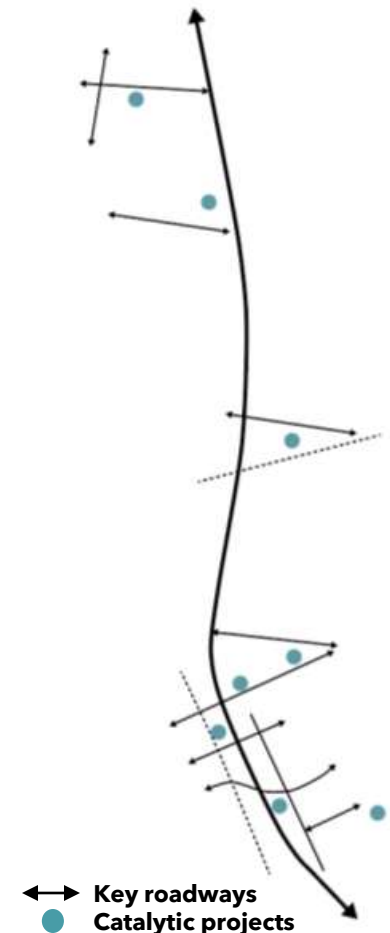
The proposed catalytic projects can potentially generate the following benefits:

- **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-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 crossing.** Economic revitalization at the community level depends on pedestrian connections.
- **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 technical studies to finetune feasibility	Soon (within 2 years of releasing the Action Plan) <ul style="list-style-type: none"> <input type="checkbox"/> \$\$\$ Federal, State and Philanthropic Grants Search <input type="checkbox"/> \$\$\$ Senior Housing Inventory and Needs Assessment (for Donlon Triangle) <input type="checkbox"/> \$\$\$ Corridor-wide Multimodal Access Planning Study (for the entire corridor, with Acadiana Planning Commission) <input type="checkbox"/> \$\$\$ Utilities Masterplan (for the entire corridor, with LUS) <input type="checkbox"/> \$\$\$ Public Works Masterplan (for upgrade and relocations to accommodate new development) 	Later (upon determination of no impact from I-49 construction) <ul style="list-style-type: none"> <input type="checkbox"/> \$\$\$ Retail Needs Assessment and Tenancy Mix Recommendation (for MLK Jr Plaza)
 Engage critical-path stakeholders to remove barriers	<ul style="list-style-type: none"> <input type="checkbox"/> \$ Property owners (for McComb-Veazey Central and Donlon Triangle) <input type="checkbox"/> \$ Healthcare and home aids providers (for Donlon Triangle) <input type="checkbox"/> \$ Local, regional, and national philanthropy (for McComb-Veazey) <input type="checkbox"/> \$ Railroad stakeholders (for Downtown Connection and Blvd South) <input type="checkbox"/> \$\$\$ LaDOTD (for the use of space under the viaduct - Downtown Connection and roundabout pedestrian crossing - Jefferson Intersection) 	<ul style="list-style-type: none"> <input type="checkbox"/> \$ Property owners (for MLK Jr Plaza and Plan Patterson) <input type="checkbox"/> \$ Prospective anchor tenants (for Jefferson Intersection grocery store and MLK Jr Plaza) <input type="checkbox"/> \$ LEDA and the workforce development and small business communities (for Jefferson Intersection)
 Plan for and implement catalytic projects to build momentum	<ul style="list-style-type: none"> <input type="checkbox"/> \$\$\$ LCG-Owned Land Developer Solicitation / RFP (for Simcoe Triangle) <input type="checkbox"/> \$\$\$ The Park District Plan (for Downtown Connection, in coordination with DDA) <input type="checkbox"/> \$\$\$ Reimagined Community Campus Plan (for McComb-Veazey) 	<ul style="list-style-type: none"> <input type="checkbox"/> \$\$\$ Community-Informed Master Plan and Market Study (for Plan Patterson) <input type="checkbox"/> \$\$\$ Land Acquisition Strategy and Master Plan (for Blvd South)
 Invest in infrastructure to unleash market potential	<ul style="list-style-type: none"> <input type="checkbox"/> \$\$\$ Street redesign for the southern portion of the proposed Grand Blvd (for Blvd South) <input type="checkbox"/> \$\$\$ Johnston St and Louisiana Ave Improvements (for Blvd South) <input type="checkbox"/> \$\$\$ Donlon Ave Infrastructure (for Donlon Triangle) <input type="checkbox"/> \$\$\$ Park and open space temporary activation and programming (for Simcoe Triangle) <input type="checkbox"/> \$\$\$ New bus stop (for Blvd South) <input type="checkbox"/> \$\$\$ 12th St Improvement (for McComb-Veazey Central) 	<ul style="list-style-type: none"> <input type="checkbox"/> \$\$\$ Jefferson Street Improvement (for Jefferson Intersection) <input type="checkbox"/> \$\$\$ The Full Grand Boulevard (for Jefferson Intersection) <input type="checkbox"/> \$\$\$ 6th Street Improvement (for Downtown Connection) <input type="checkbox"/> \$\$\$ 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

Project #1

Simcoe Triangle

"Public land for public good"



Land area: 3 acres

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-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%** new housing units in mixed-income project are affordable (15% units affordable at < 30% AMI; 5% units affordable at 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. Quarterly resident learning opportunities with **80%+** increase in advocacy and program operations skills

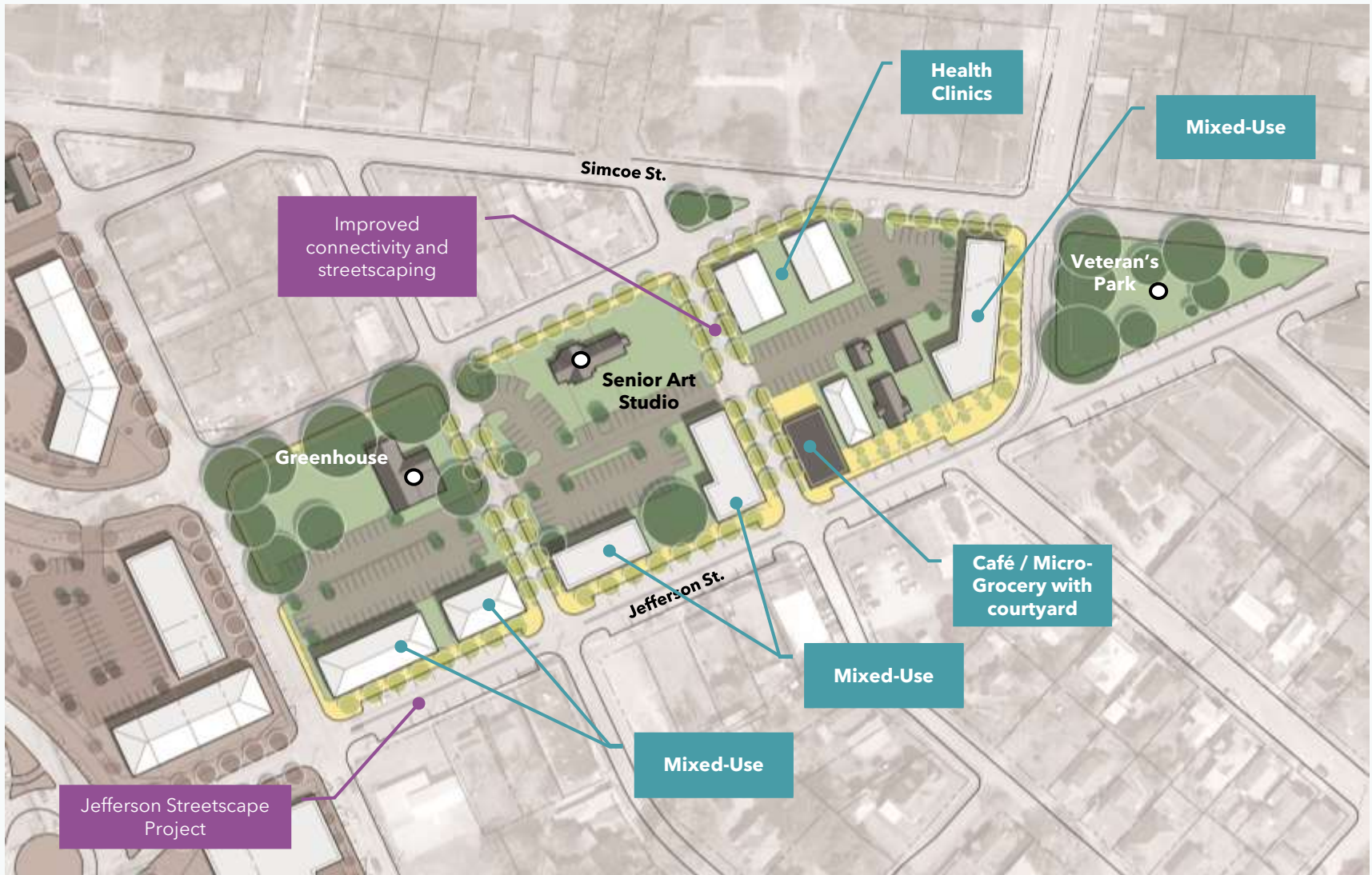
Actionability:

- ■ ■ ■ **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:



Project #1

Simcoe Triangle



Atlanta, GA: Affordable Senior Housing

Using policy tools
to incentivize new development
Link: <https://www.multihousingnews.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

✓ **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:

- 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 existing open space** 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 DOTD for **utility improvements** along Jefferson (upsizing water pipe to 12" from Boulevard to Sterling and placing electric utilities underground)

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 county 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

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-Parish property tax
- **Equity goals:** Bar/lounge **less than 30%** of all commercial activity. A minimum **30%** local hiring goal, including post construction activation hiring.

Housing choices & amenities:

- **74** new housing units
- **Equity goals:** **At least 20%** new housing units in mixed-income project are affordable (10% units affordable at < 30% AMI; 5% units affordable at < 50% AMI, and 5% units affordable at < 80% AMI)

Community connection & resilience:

- **\$17 million** in new open space capital investment, with significant programming, events, and art integration
- **Equity goals:** At least **50%** of artists are local with **75%** culturally relevant art installations

Capacity building:

- **Equity goals:** Local participation in programming. Quarterly resident learning opportunities with **80%+** increase in advocacy and program operations skills

Actionability:

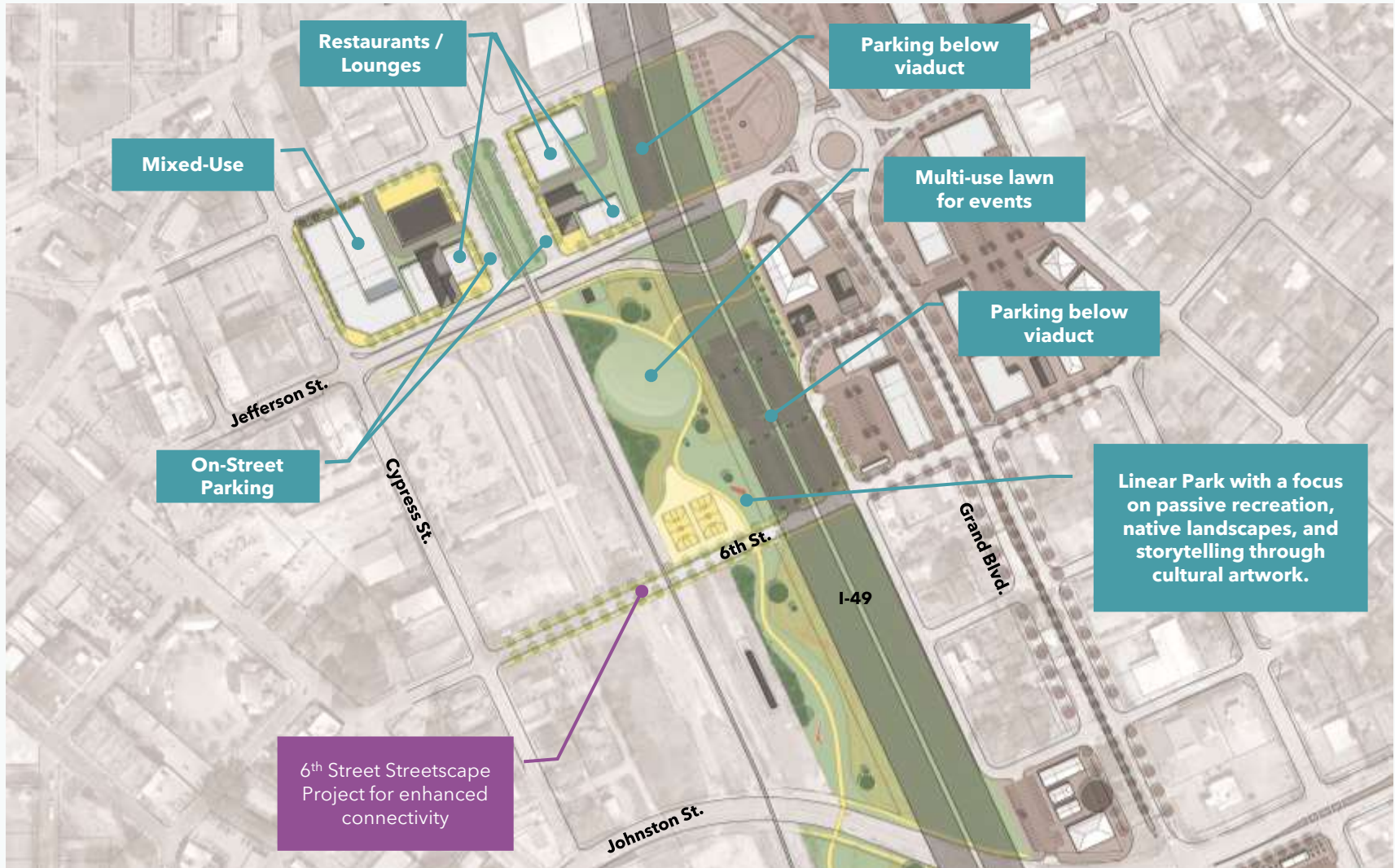
- ■ ■ ■ **Market absorption trends and distance from I-49** allow the planning and development for the major mixed-use development to be kicked off upon the completion of the Action Plan
- ■ ■ ■ **The new park is adjacent to the proposed I-49**, hence while the planning can start sooner, the development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



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
- Continue advocating for a **train Quiet Zone** from the Federal Railroad Administration

How To Implement, Step by Step:

Invest in Infrastructure:

- Improve **6th St** to enhance experience and access to Rosa Parks Terminal. 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 cohesive complete streets template. Reconstruct Grant St to mimic downtown area
- Advocate for construction of **Jefferson St** redesign, sidewalk, and bike paths per the site plans
- Monitor the impact of I-49 construction on **power lines 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 **TIF** for park and infrastructure and development

Enhance Capacity:

- Identify effective and resourceful **stewards** for the new park

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 and Recreation, cultural institutions, One Acadiana/business groups, and other arts and entertainment organizations** for park programming and activations

Monitor and Evaluate Key Metrics:

- Number of **affordable units** delivered in high rise building
- 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"



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

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-Parish property tax
- **Equity goals:** Target area 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
- **Equity goals:** All community members who want to stay in their neighborhood are provided temporary housing accommodations while construction is occurring and given priority for new housing

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:

- **Equity goals:** Resident involvement in community center operations. Quarterly resident learning opportunities with **80%+** increase in advocacy skills

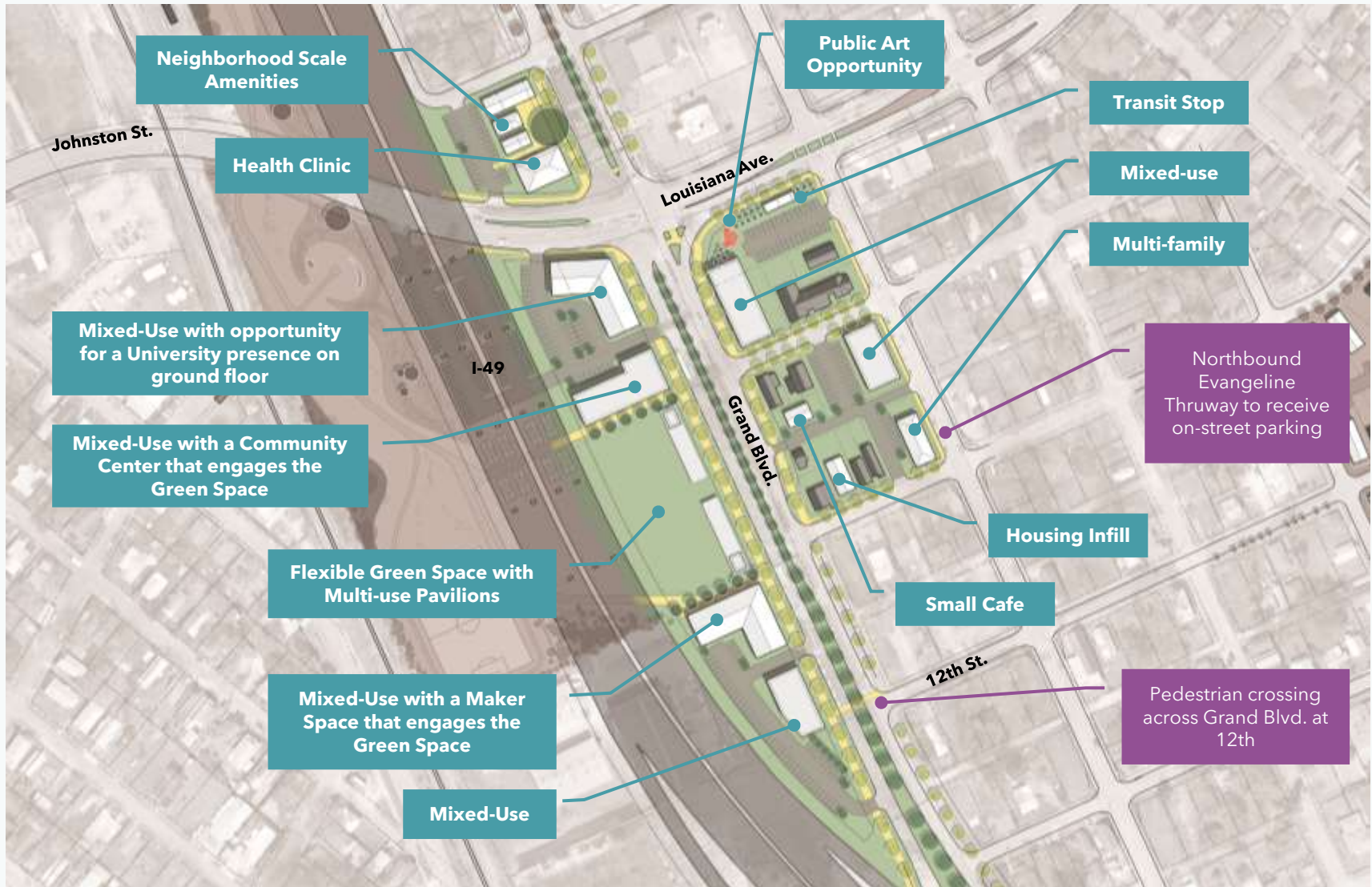
Actionability:

- ■ ■ ■ **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.

*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.

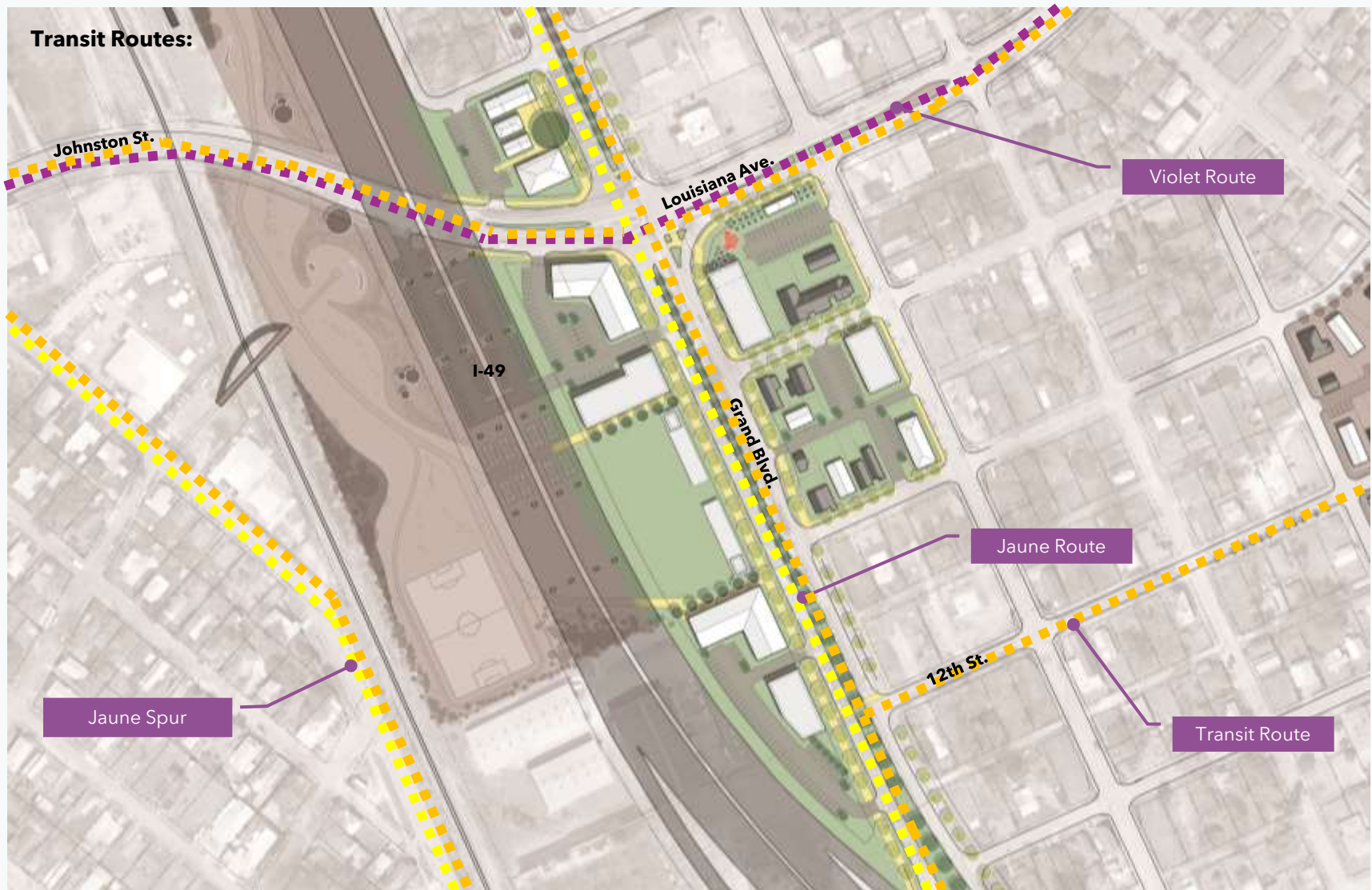
Project #3

Boulevard South



Project #3

Boulevard South



Project #3

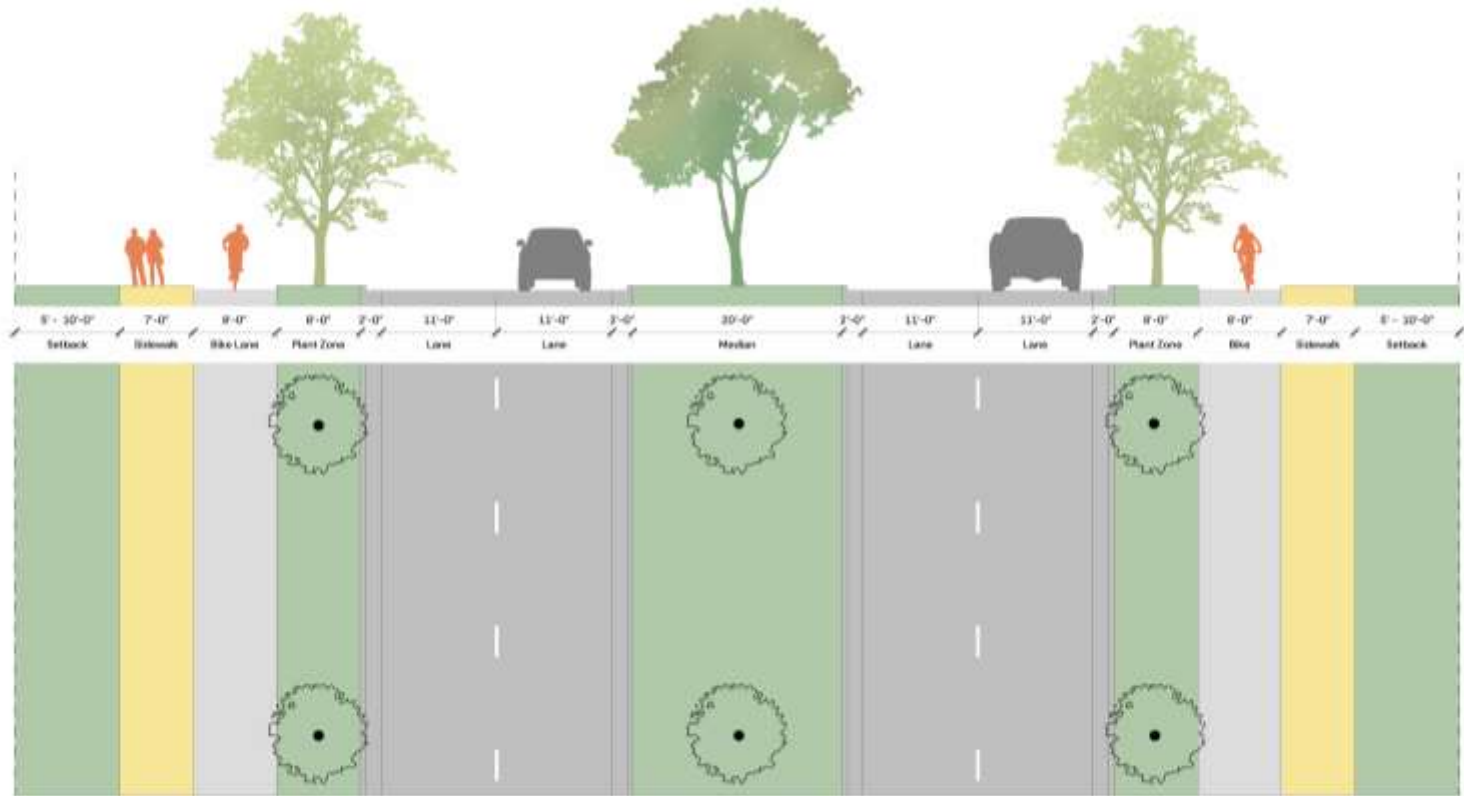
Boulevard South

DOTD's Proposed Grand Boulevard

138' Right-Of-Way

4 Travel Lanes

71' pedestrian crossing distance at Louisiana Ave. Intersection.



Project #3

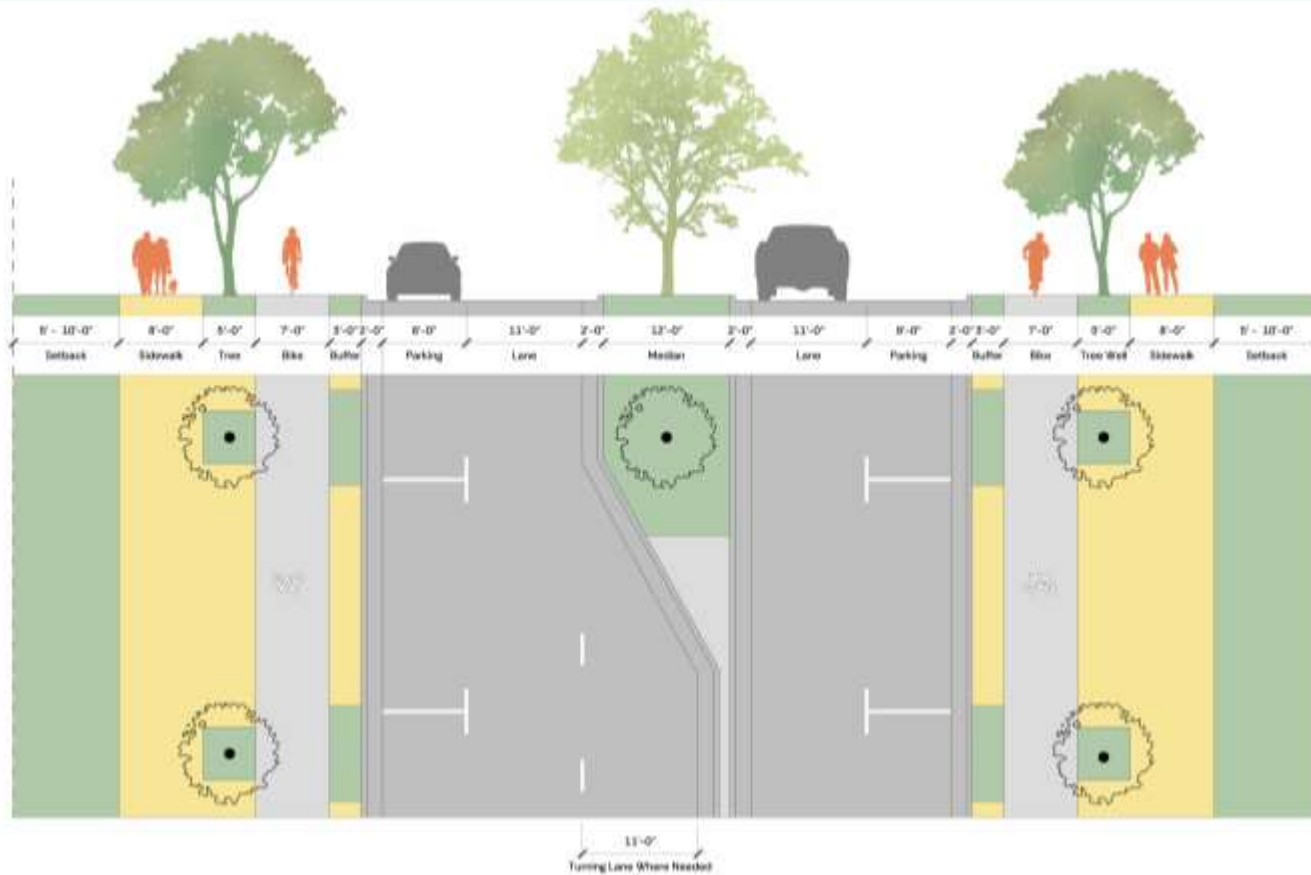
Boulevard South

EAP Recommendation 1

124' Right-Of-Way

2 Travel Lanes + On-Street Parking

41' - 8" pedestrian crossing distance at Louisiana Ave. Intersection.



Project #3

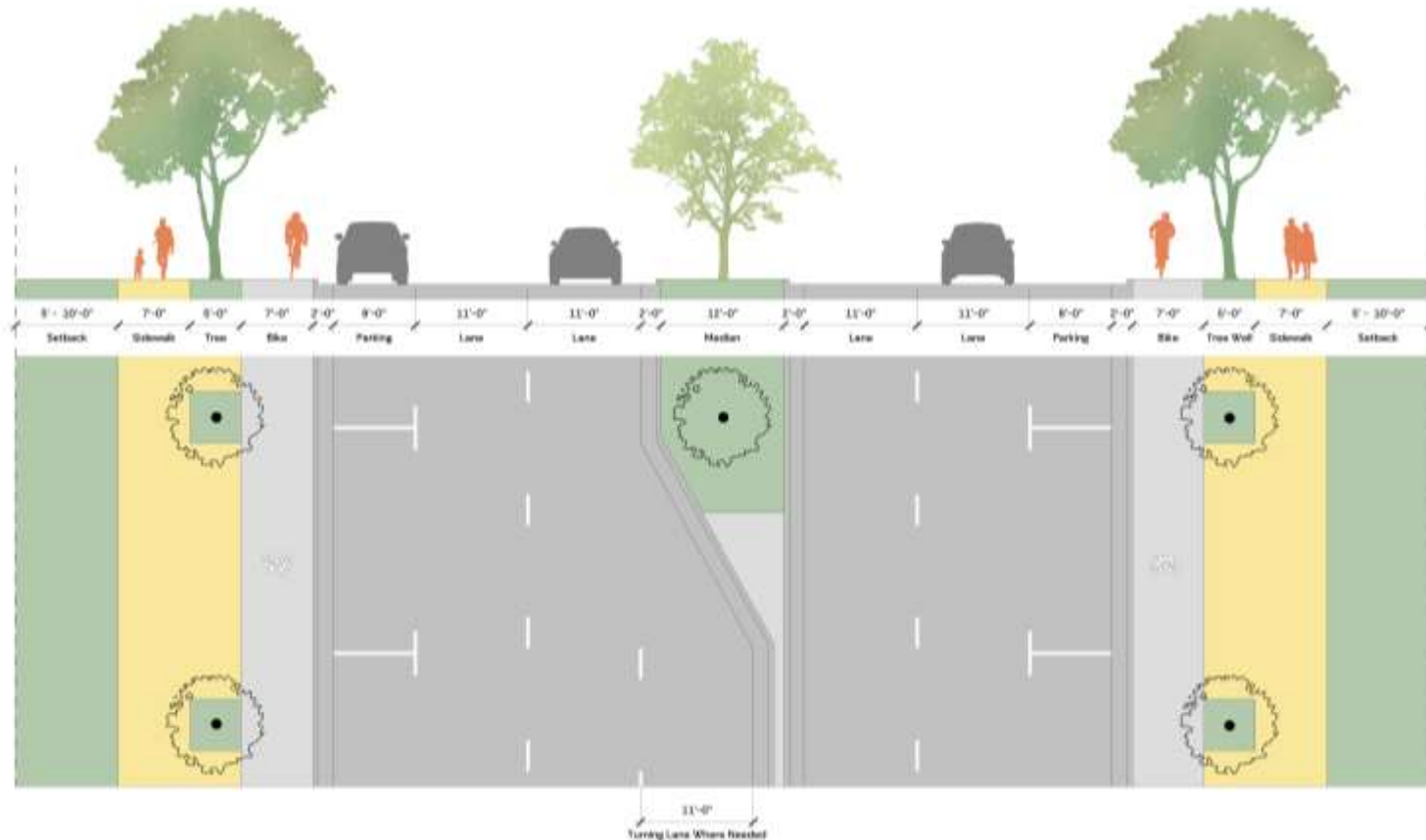
Boulevard South

EAP Recommendation 2A

138' Right-Of-Way

4 Travel Lanes + On-Street Parking

63' - 8" pedestrian crossing distance at Louisiana Ave. Intersection.



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 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 lines relocation and drainage improvement**

Leverage and Explore Policies:

- Leverage existing policies such as **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 **"Shared Spaces Program"** to activate underutilized and/or open lots

Identify Funding Sources:

- For retail and potentially light industrial clusters, utilize **Restoration Tax Abatement, Louisiana Quality Jobs Rebate** and other programs

Enhance Capacity:

- Identify an experienced **operator for the potential maker space and community center** to maximize community participation, small business support, and job creation

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
- **Lafayette Parks and Recreation**
- **Freetown and McComb-Veazey coteries**

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

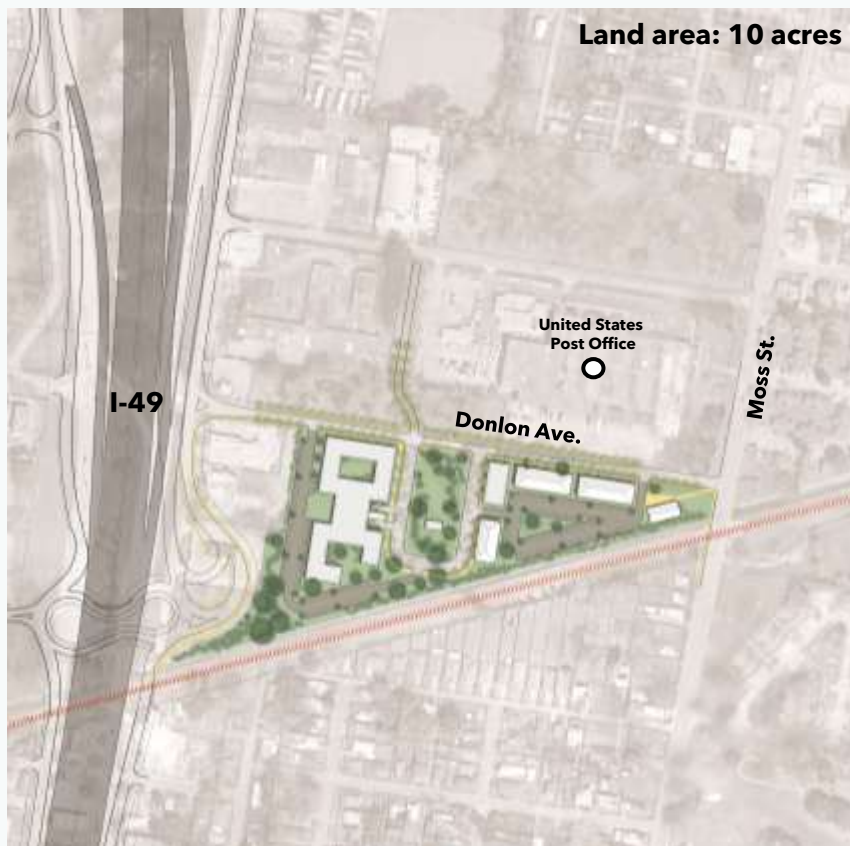
Check Out the Equitable Development Tool:

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**

Project #4

Donlon Triangle

*"A healthy community
for aging in place"*



Land area: 10 acres

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

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-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%** new housing units in mixed-income project are affordable (10% units affordable at < 30% AMI; 5% units affordable at < 50% AMI, and 5% units affordable at < 80% AMI)

Community connection & resilience:

- **\$2 million** in new open space capital investment
- **Equity goals:** **10%+** of residents engaged in cross-sector collaboration to enhance health-related amenities, representative of racial and income diversity of the facility's residents. Increase in resident satisfaction with hyperlocal health-related amenities, as determined by survey data

Capacity building:

- **Equity goals:** Quarterly resident learning opportunities with **80%+** increase in advocacy and leadership skills

Actionability:

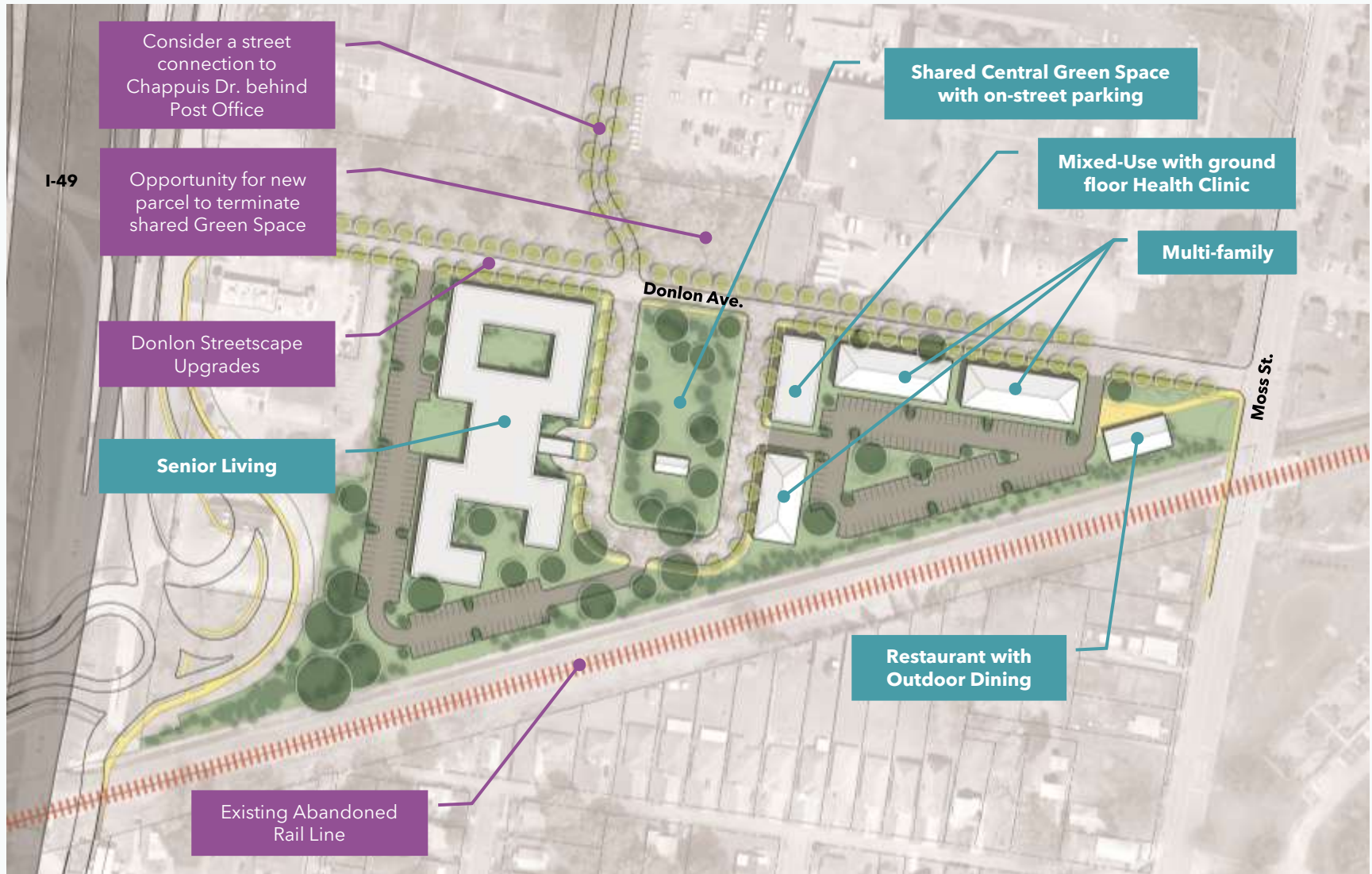
- ■ ■ ■ **Distance from upcoming DOTD construction** will enable early implementation. The planning for this project could be started upon the release of the Action Plan.

*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 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 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 transmission line redundant circuit from 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 and home health aide providers** should be engaged early in the planning process

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**

Project #5

McComb-Veazey Central

*"Cultural campus
reimagined"*

Land area: 5 acres



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 Improvement

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-Parish property tax
- **Equity goals:** Establish **monthly** schedule aimed at food service compliance training and food handler certification obtaining.

Housing choices & amenities:

- **18** new housing units
- **Equity goals:** **At least 20%** new housing units in mixed-income project are affordable (10% units affordable at < 30% AMI; 5% units affordable at < 50% AMI, and 5% units affordable at < 80% AMI)

Community connection & resilience:

- **\$0.4 million** in new open space capital investment, with significant 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 YOY

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:



Project #5

McComb-Veazey Central



Brooklyn, NY: Brownsville Community Culinary Center

Serving the community and incubate entrepreneurs through food

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



Residential infill

"Cultural campus reimagined"



San Antonio, TX: Botanical Garden and Culinary Kitchen

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



Micro retail at neighborhood scale

Project #5

McComb-Veazey Central

✓ **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 complete streets template
- For **sewer**, localized pipe/inlet improvements are needed

Leverage and Explore Policies:

- 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 business, and increased food access

Enhance Capacity:

- Broaden the **impact and programming reach** of the Community House

Engage Key Partners:

- McComb-Veazey **Community House and coterie** as the key on-site anchor
- Surrounding **property owners** will be key to keep engaged and consulted on their goals for the area
- **Community Foundation of Acadiana** as a potential funding partner/broker

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**

Project #6

MLK Jr Plaza

"A new live-work-play experience"



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

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-Parish property tax
- **Equity goals:** Minimum of **30%** employment representation offering competitive wages. At least **50%** of retail spaces 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%** new housing units in mixed-income project are affordable (10% units affordable at < 30% AMI; 5% units affordable at < 50% AMI, and 5% units affordable at < 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:

- **Equity goals:** Develop public/private partnerships to fund the maintenance of open spaces

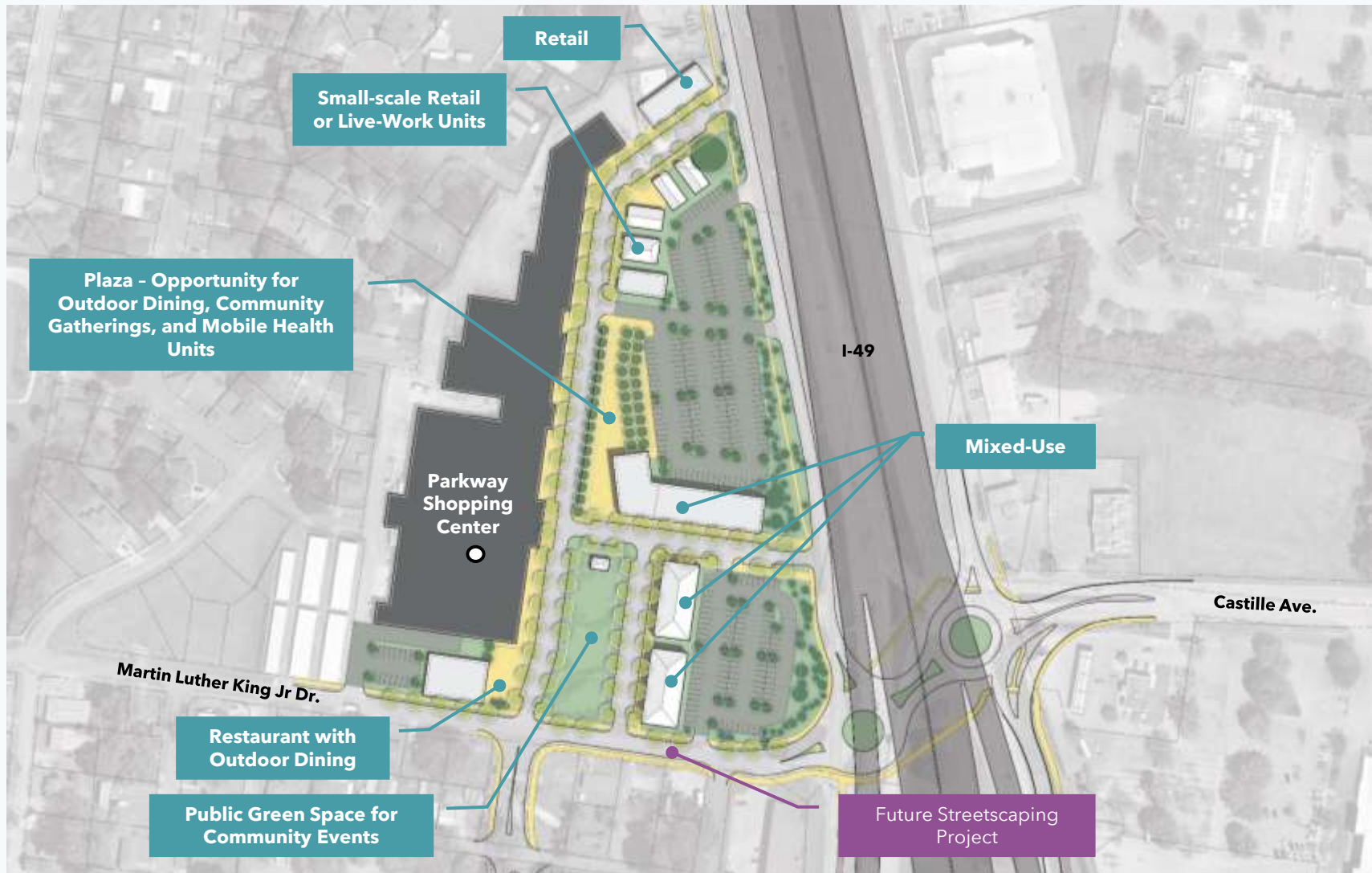
Actionability:

- **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:



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/>



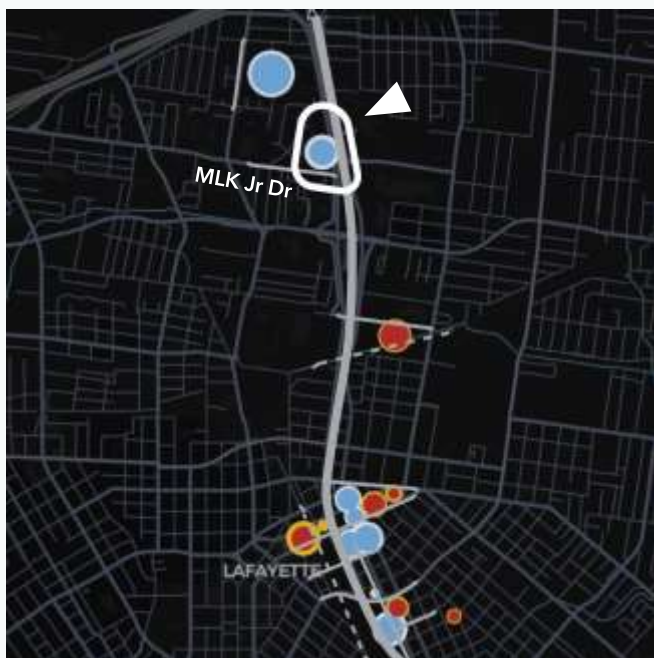
Mashpee, MA: Mashpee Commons

Former strip mall retrofit into a mixed use town center

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

Project #6

MLK Jr Plaza



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 new 15" gravity main across I-49 at MLK Jr Dr to 36" collector main on the west side of I-49 to replace 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 **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 owner 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

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-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 devoted to and tailored for entrepreneurs from target zip codes.

Housing choices & amenities:

- **253** new housing units
- **Equity goals:** **At least 20%** new housing units in mixed-income project are affordable (10% units affordable at < 30% AMI; 5% units affordable at < 50% AMI, and 5% units affordable at < 80% AMI)

Community connection & resilience:

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

Capacity building:

- **Equity goals:** Local involvement in workforce and small business programming. Quarterly resident learning opportunities with **80%+** increase in advocacy and program operations skills

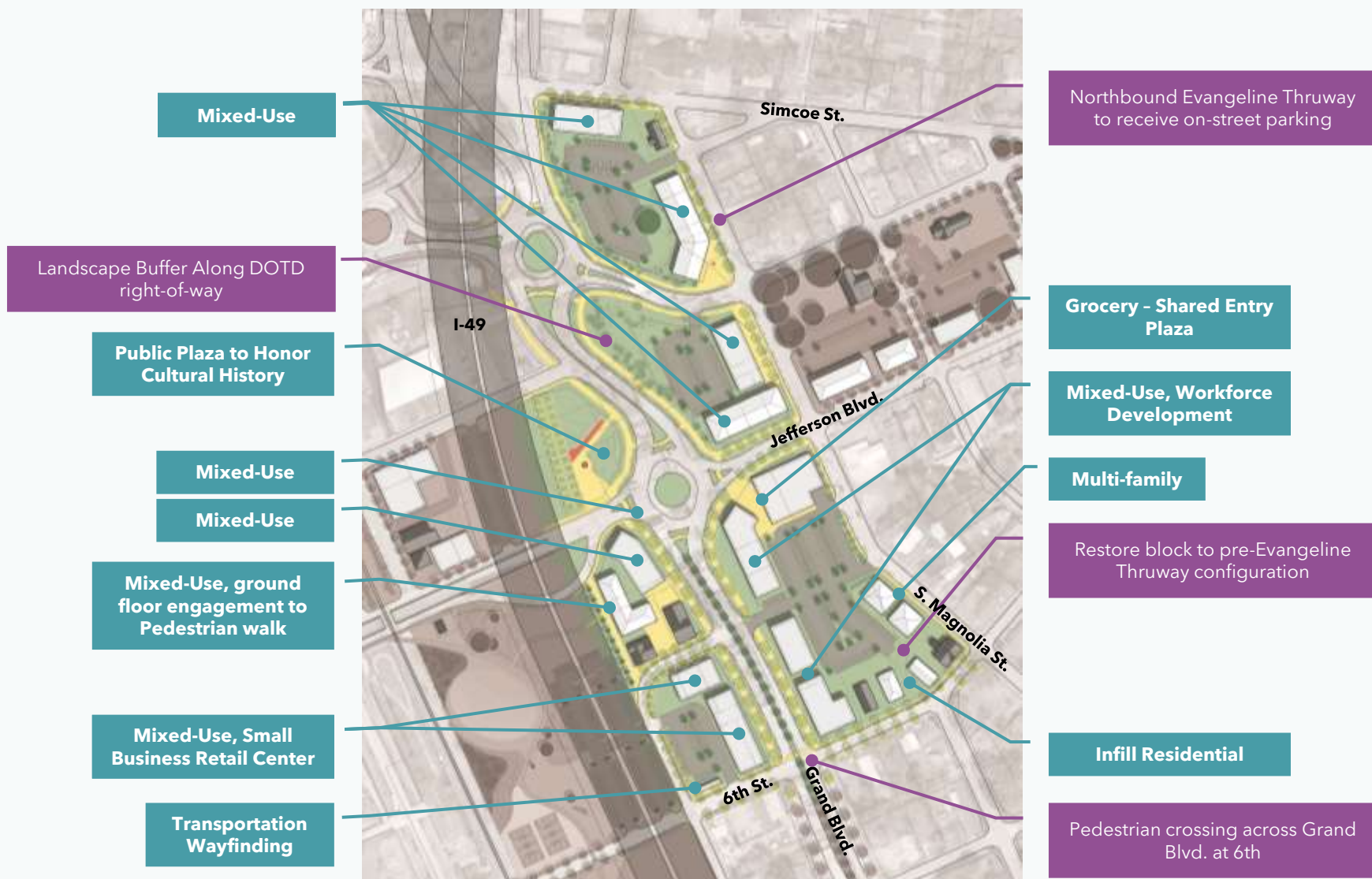
Actionability:

- ■ ■ ■ The study and advocacy for **improved pedestrian infrastructure and Grand Blvd street design** should continue after the release of 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:

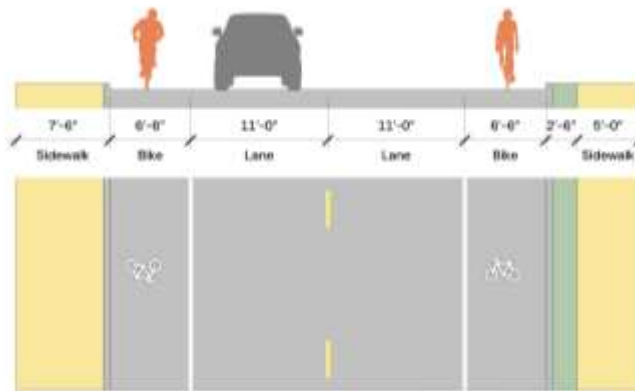


Project #7

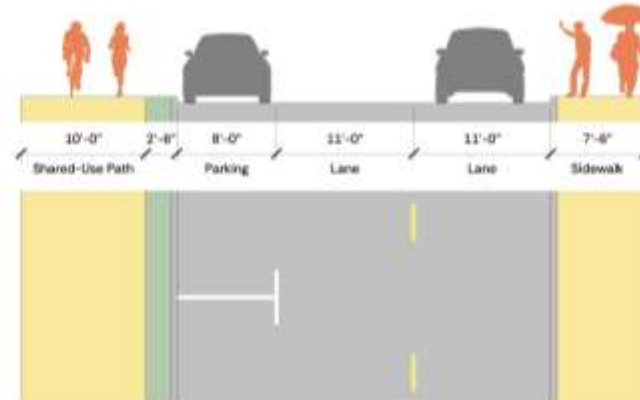
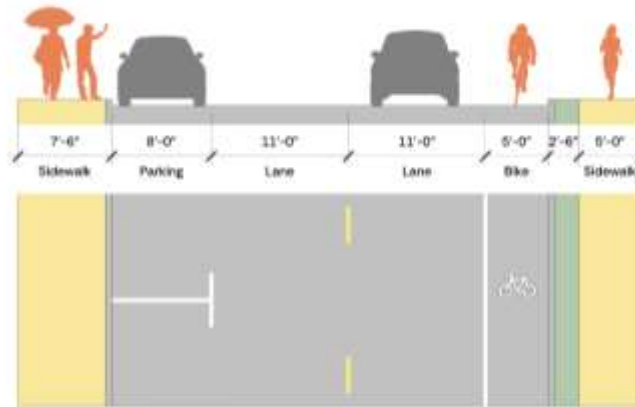
Jefferson Intersection

Northbound Evangeline Thruway

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

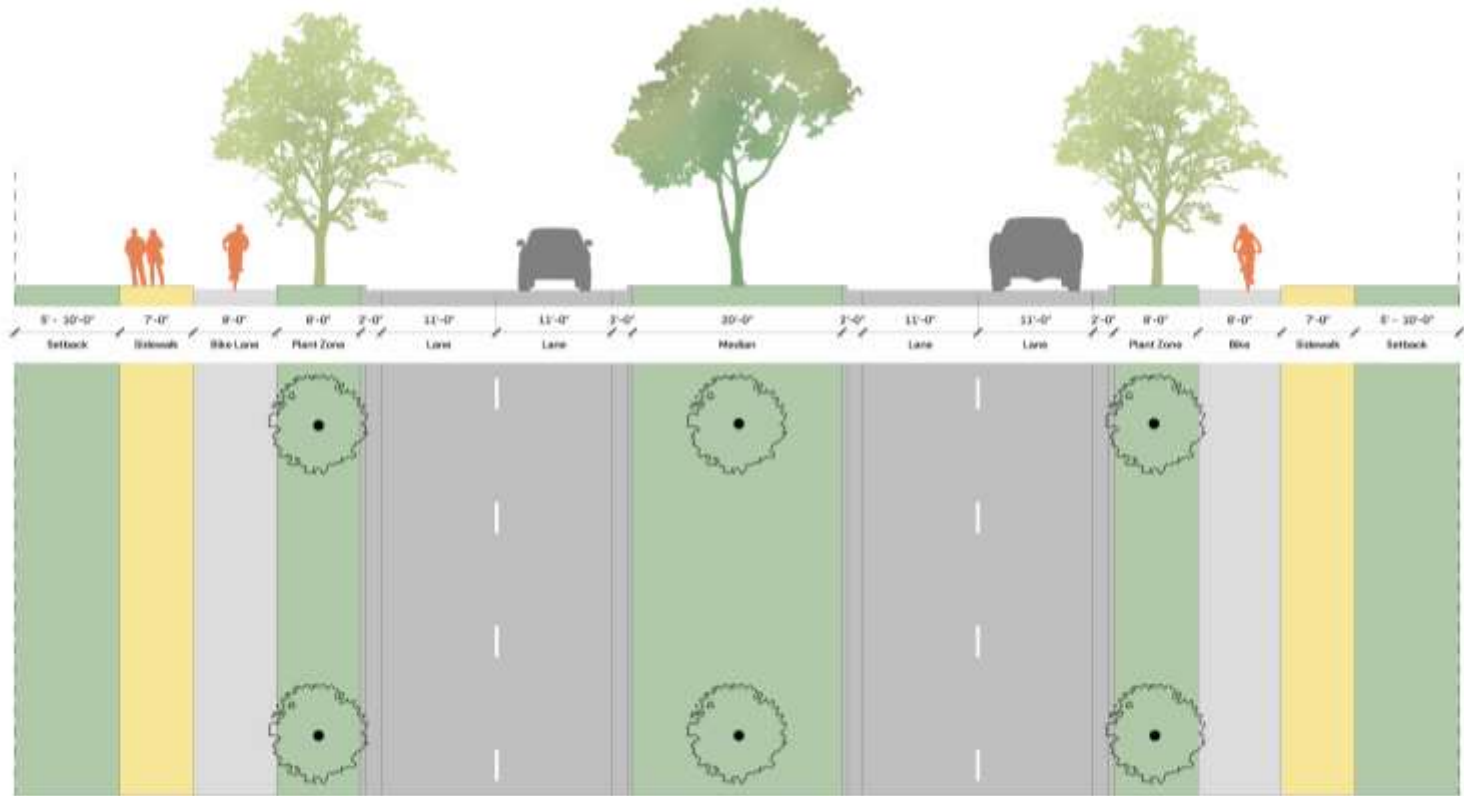
Jefferson Intersection

DOTD's Proposed Grand Boulevard

138' Right-Of-Way

4 Travel Lanes

71' pedestrian crossing distance at Louisiana Ave. Intersection.



Project #7

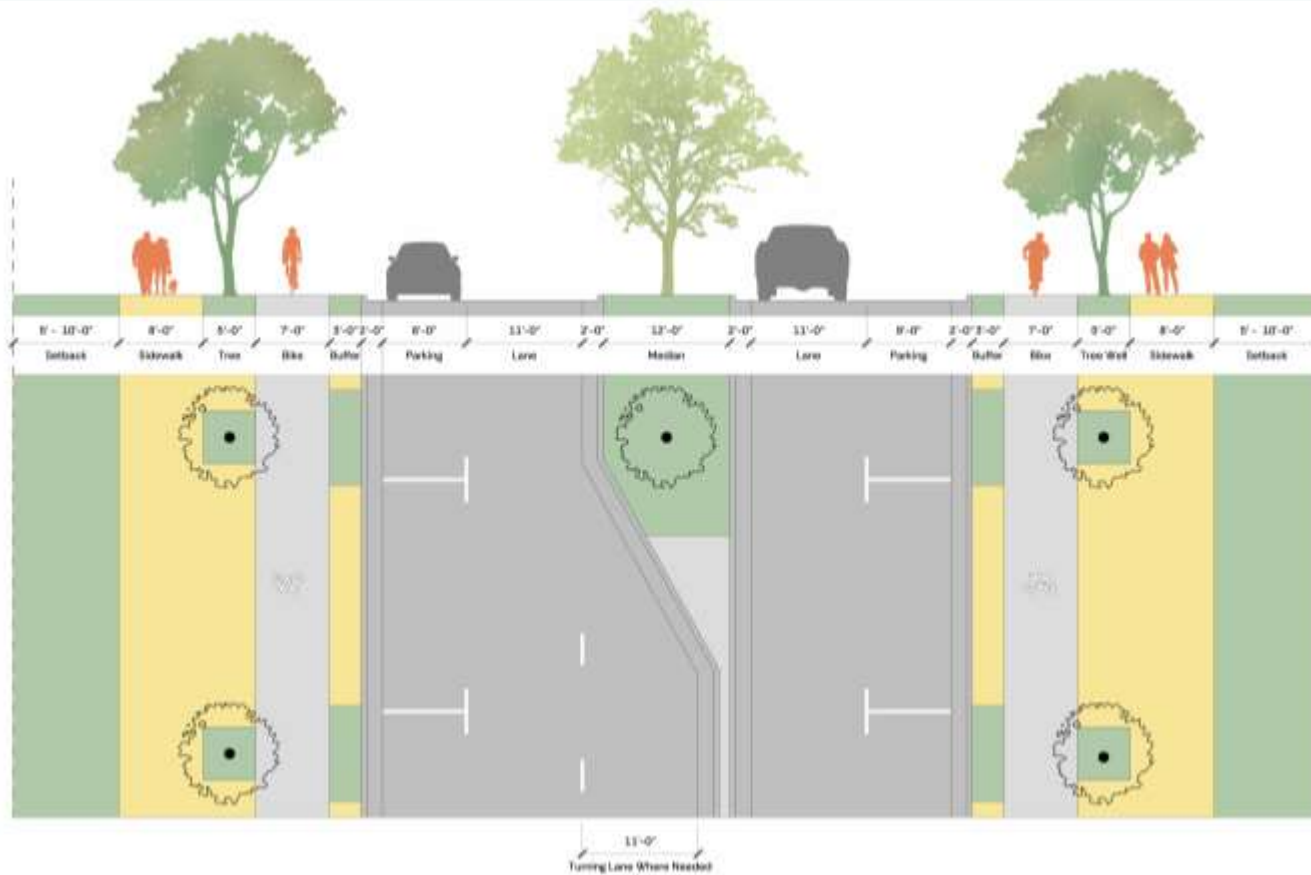
Jefferson Intersection

EAP Recommendation 1

124' Right-Of-Way

2 Travel Lanes + On-Street Parking

41' - 8" pedestrian crossing distance at Louisiana Ave. Intersection.



Project #7

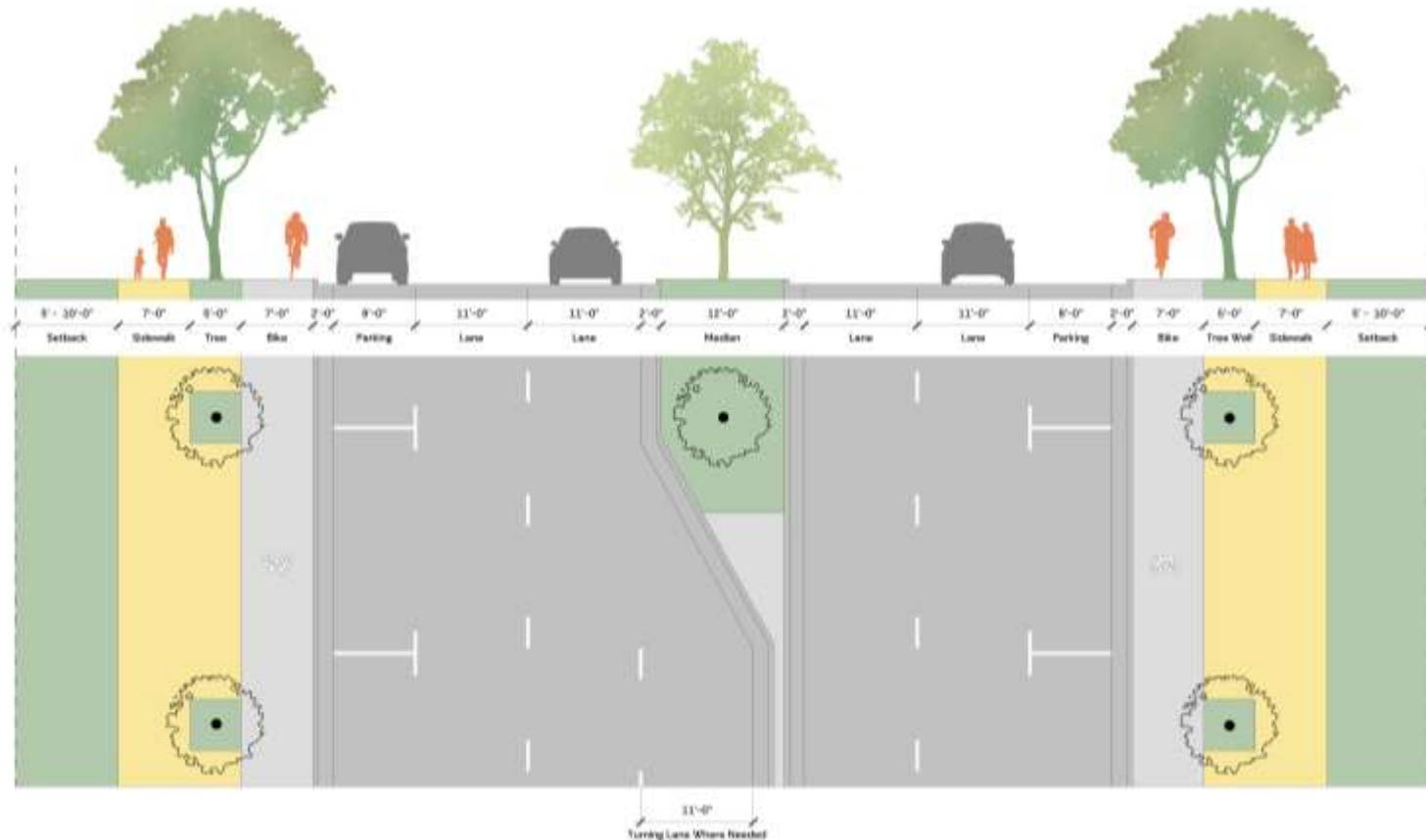
Jefferson Intersection

EAP Recommendation 2A

138' Right-Of-Way

4 Travel Lanes + On-Street Parking

63' - 8" pedestrian crossing distance at Louisiana Ave. Intersection.



Project #7

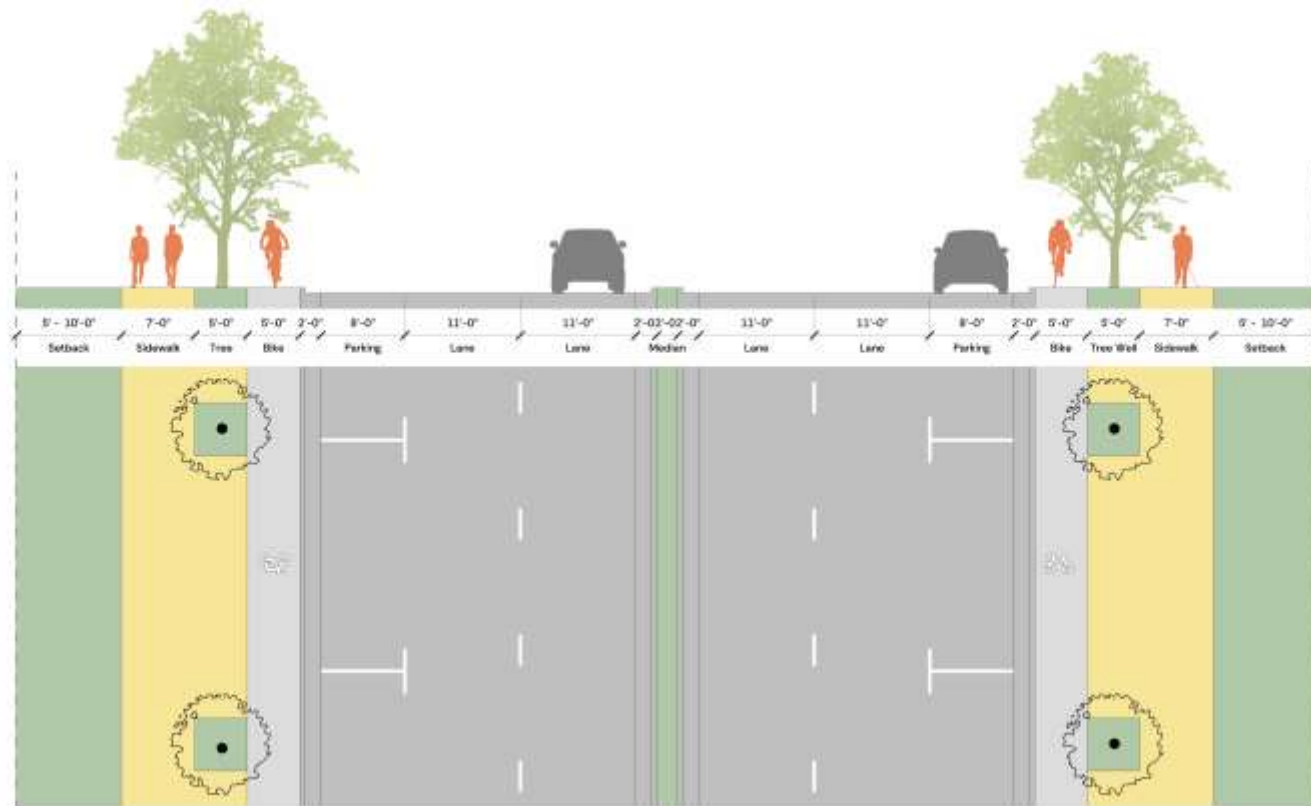
Jefferson Intersection

EAP Recommendation 2B

124' Right-Of-Way

4 Travel Lanes + On-Street Parking (only located near roundabout where ROW is smaller)

53' - 8" pedestrian crossing distance at Louisiana Ave. 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://seldonmarket.com>

"Bridging and nourishing the communities"



Detroit, MI: Whatcha Wanna Eat? Food Hall

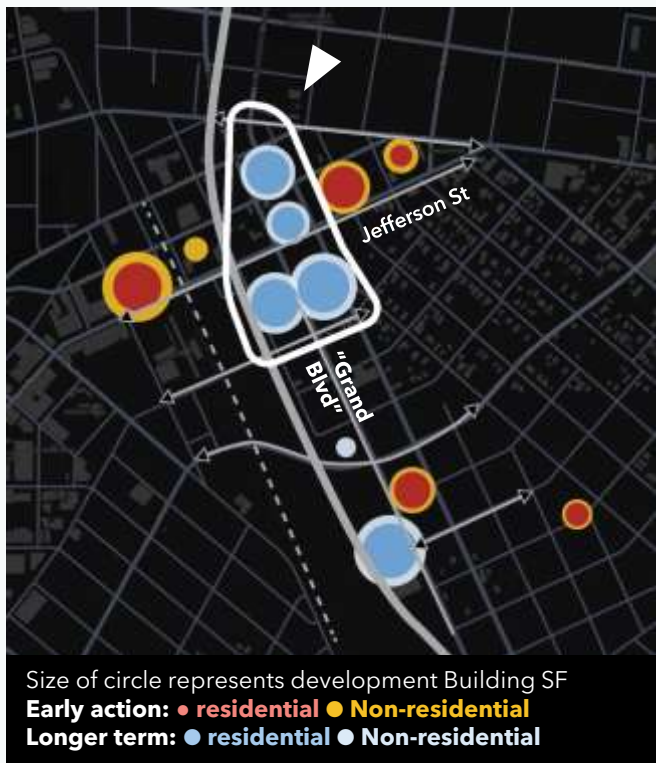
Black owned, compact food hall
Link: <https://www.whatchawannaeatfoodhall.com/>



Workforce Training

Project #7

Jefferson Intersection



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**
- 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 lines 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

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**
- **Chambers of Commerce, 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**

Project #8

Plan Patterson

*"An accessible and vibrant new
Town Center"*

Land area: 21 acres



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-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%** new housing units in mixed-income project are affordable (10% units affordable at < 30% AMI; 5% units affordable at < 50% AMI, and 5% units affordable at < 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 promote social cohesion and provide opportunities for resident feedback on transit accessibility. Survey data demonstrates increased transit accessibility

Capacity building:

- **Equity goals:** Regular resident-organized community input for upcoming master planning process. Quarterly resident learning opportunities with **80%+** increase in advocacy skills

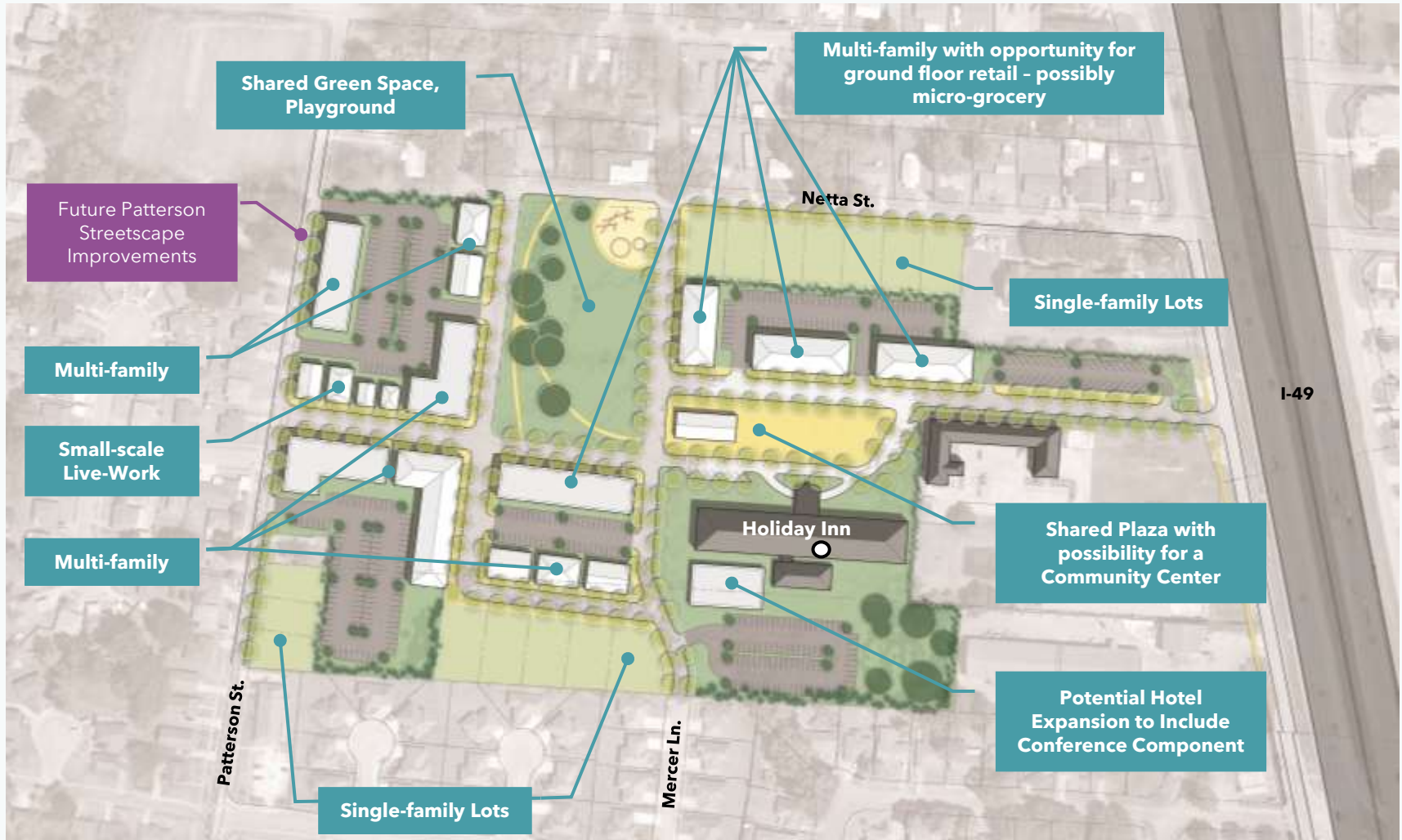
Actionability:

-  Although this project has 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>

*"An accessible and vibrant
new Town Center"*



Oak Creek, WI: Drexel Town Square

New creation of a town square on underutilized land

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

Project #8

Plan Patterson



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 highspeed crossover with traffic calming features. Prevent commercial traffic from approaching Patterson St
- For **sewer**, new development requires upsized main from Hammond Rd north to Oxwell 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 12" main from Patterson St to 8" main from Evangeline to complete loop. Build 6" min. water main loop lines inside site development

Leverage and Explore Policies:

- Be thorough in **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 owner 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**

Monitor and Evaluate Key Metrics:

- In the near term, monitor **hotel occupancy** to inform decision 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**

Appendix

- A. Equitable Development Tool**
- B. Existing Conditions Analysis**

Consultant Team:

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Lafayette
CONSOLIDATED GOVERNMENT



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