Planning strategies and design concepts cover two scales – Corridor-wide and neighborhoods. While the five ECI districts serve as Corridor building blocks, the central need is to reconnect the area’s historic fabric that was separated by the Evangeline Thruway in the 1960s. Execution of this plan can help prevent some of the undesirable impacts of such a large infrastructure project while maximizing community cohesion.
2.1 CORRIDOR-WIDE PLANNING

A primary aim of the ECI project is to establish Corridor-wide revitalization. Studying the Evangeline Corridor from a comprehensive perspective allows for a cohesive planning framework that highlights shared attributes between districts and neighborhood centers. Treating districts as part of a cohesive whole will ensure balanced development throughout the Corridor. This framework was developed in three phases:

- Identify neighborhood centers and their respective assets.
- Connect districts' assets through enhanced infrastructure and alternative modes.
- Utilize best practice planning principles to establish strategies and priorities.
2.1.1 District Centers and Community Nodes

In many cases, neighborhood centers are not formally recognized, even though they are performing in ways that benefit their respective communities. The goal is to formalize existing centers and identify strategies that help them evolve into thriving places. Within the Corridor, primary centers should be programmed to contain a healthy mix of uses and amenities including commercial/retail, residential, recreational, educational and civic components that will create active economic zones to foster community-wide cohesion.

The map on the left highlights primary neighborhood centers identified throughout the Evangeline Corridor. The centers are framed by 3-5 minute walk zones that make these desirable areas highly accessible for local residents and visitors.

**STRATEGY:** Plan for additional development and enhanced programming that will transform district centers into productive places that are appealing to people across the socio-economic spectrum.

**EXAMPLE NEIGHBORHOOD CENTER IMPROVEMENTS**

- Consider road diet study and complete street retrofit to allow for on-street parking
- Explore sites for infill and other redevelopment opportunities
- Introduce street trees to provide shade and enhance the center's public realm
- Increase safety in the intersection with defined crosswalk features
- Expand on cultural assets in the neighborhood

See Chapter 4 for further district-specific strategies.
2.1.2 MOBILITY NETWORKS

An efficient pedestrian and bicycle network - in addition to the existing road network - within the Evangeline Corridor would allow users of all ages and abilities get where they need to go safely and conveniently. This network cannot be established with a standalone bike lane project, new sidewalks, or curb ramp upgrade.

A sustainable network will use all of these modal types to provide a comprehensive transportation system that prioritizes the needs of pedestrians and bicyclists to access desired destinations.

LCG has produced an extensive sidewalk inventory and DDH has undertaken a particular focus study in Downtown to address service gaps, including improving ADA compliance and accessibility.

Providing connected bike and pedestrian networks throughout the Evangeline Corridor will facilitate the following types of trips:

- Access to work from residential areas
- Active transportation to and from school
- Bicycling and walking links to public transit
- Recreation and physical activity opportunities
- Access to grocery stores, government buildings, health care facilities and other essential services

The map on the left highlights a comprehensive Corridor network including dedicated bike and pedestrian paths and shared facilities. On the right, key neighborhood centers are illustrated by 3-5 minute walk zones.

EXISTING SIGNIFICANT BUILDINGS

POTENTIAL INFILL

BIKE

PEDESTRIAN

SHARED PATH

EXAMPLE NEIGHBORHOOD CENTER MOBILITY CONNECTIONS

Neighborhood center contains safe pedestrian paths either with enhanced sidewalks or small trailway.

Shared paths allow for bikes and pedestrian movement.

Neighborhood center is served by clearly defined bike lanes and connected to broader network.
**Corridor Bicycle Facilities**
- Different bike facility types appeal to different users. Bike facilities in the Corridor should be comfortable for all ages and abilities.
- Effective networks in urban areas like the Evangeline Corridor should have a designated bike path every 1600 ft. (3-4 city blocks).
- Gaps in the existing street network and proposed bicycle network should be identified and prioritized.
- In the Evangeline Corridor, dedicated bike lanes and shared use lanes (illustrated below) are the most appropriate types of paths.
- Ideally, bike lanes should be 5 feet minimum from curb/parking space to paint line. If no curb/gutter, bike lane width can be 4 feet.

**Corridor Pedestrian Facilities**
- Paths should be designed with utmost comfort to accommodate all users and safely shield them from vehicular traffic.
- Paths should lead people to parks, community facilities, and bus stops – and not require people to walk farther than 1/4 mile.
- Paths should be considered for shared use or directly connected to complementary Corridor bicycle networks.
- Path dimensions vary per location. Sidewalks generally should be a minimum of 5 feet and be unobstructed for easy safe access.
- In Downtown or other high foot traffic commercial zones, sidewalks should be 6-12 feet and have plantings and furniture.

**IMPLEMENTING MOBILITY NETWORKS**
Improving networks in the Evangeline Corridor requires a transformation of the physical realm, but also buy-in from the community. Strong support is necessary to educate citizens, elected officials, and city staff regarding the advantages and benefits of a safe productive mobility network. LCDBG can expand their work with groups like Bike Lafayette and TRAIL, as well as others, to create a more sustainable network of alternative travel modes within the Corridor.

LCDBG has already begun to reassign parts of right-of-way throughout certain areas of the city for dedicated or shared bike lanes. There is still room to improve the conditions for cyclists and pedestrians, especially in the Corridor where connections between the Downtown, adjacent neighborhoods, and UL Lafayette campus are crucial.

The Acadiana MPO recently created a draft 2035 Bikeway Plan focused on the Evangeline Corridor. The purpose is to make Lafayette a more bikeable community by achieving the following goals:
- Promote bicycling and reduce dependency on single-occupant vehicles
- Provide safe bicycle transportation
- Plan, construct and maintain connections between bike facilities

**MULTI-MODAL TRANSIT CONSIDERATIONS**
Alongside promoting safe travel for bikes and pedestrians, multi-modal vehicular use is a key ingredient to pursuing efficient city planning. The creation of Complete Streets signals shared use of various modes of travel while championing the advantages of public transit across city networks. The Corridor is a nexus of city mobility and can set the standard for how multi-modal transit networks interact.

With its edges defined by the primary network thoroughfares of W. Congress St. to the north and Johnston St. to the south, the Downtown is also home to the city’s sole transit hub. Rosa Parks Transportation Center is primed to serve as a multi-modal magnet to complement Corridor revitalization. In the future, the Center should look to expand its public transit service and offer bike storage and service facilities.

See Existing Conditions Analysis Report in Appendix B for more information including analysis of the area’s public transport system.
2.1.3 Corridor Transects

Transects represent transitional stages of development, density, and infrastructure from an urban to rural land use typology perspective. The Evangeline Corridor is defined by a highly urban character though it has diverse types and scales of urban fabric. Due to this dominant urban character, planning actions strategies should consider and focus on relationships between the pedestrian and public realm, dense development patterns, and multi-modal connections between neighborhoods and districts. While the transect does not take the place of adopted zoning designations, it can inform appropriate zoning designations.

Four Transect Zones can be applied to the existing urban patterns in the Evangeline Corridor:

- **Sub-Urban Zone** – low-density areas further away from the urban center containing some rural characteristics such as larger lot size and distance between structures.

- **General Urban Zone** – contains some mixed-use development but primarily is characterized by low density residential neighborhood pockets consisting mainly of single-family detached housing seen in McComb-Veazey, Le Place, Freetown-Port Rico.

- **Urban Center Zone** – higher-density mixed-use areas such as in and around the Downtown core and along major arterial roads such as E. Simpson and Pinhook Rd.

- **Special District** – areas that do not conform to another transect designation. This could be industrial land/factories or residual spaces such as those underneath the proposed I-49 Connector. Special Transect Districts could also include planned sub-urban big box retail site retrofit like the Former Northgate Mall that can also eventually be characterized as Urban Centers.

These zones provide the structural basis for enhanced neighborhood and commercial development that supports walkable streets, accessible transportation options, and diverse housing types within the Evangeline Corridor. Within the zones themselves, the level of intensity of their natural, built, and social components can vary between neighborhoods. These transect zones can be coordinated across all scales – from a Corridor-wide framework down to the community scale and individual lots and buildings. Even within the neighborhood centers, the transect methodology can be calibrated and applied allowing neighborhood-scaled commercial and mixed-use buildings to seamlessly transition to the lower density residential areas.
2.2 CORRIDOR LANDSCAPES

The Corridor’s public realm can be transformational, not only by helping to stabilize and support existing neighborhoods, but by promoting urban revitalization through the use of landscaping as a key community asset. A clearly defined accessible network of green spaces, large and small, would help recontextualize surrounding neighborhoods. Productive green spaces can encourage new investment development and promote healthier lifestyles across the community. This section highlights principles and strategic actions to enhance different types of urban and neighborhood landscapes that will foster a renewed sense of place throughout Evangeline Corridor.

CENTRAL URBAN LANDSCAPES
These active landscapes provide functional areas for community use within an urban context.

LARGE NEIGHBORHOOD PARKS
Investing in existing large-scale neighborhood parks can renew a community’s sense of pride and health while offering an appealing amenity to the entire Corridor and city.

POCKET PARKS
Pocket parks can fill green gaps to better serve Corridor neighborhoods. The pocket park project at 14th and Magnolia is one such example.

INFRASTRUCTURE LANDSCAPES
These landscapes offer opportunities to present an appealing gateway to the Corridor. They should contain technical features for drainage and safety as well as aesthetic elements that create a sense of place at a large scale.
INFRASTRUCTURE LANDSCAPES

The I-49 Connector brings ample opportunity for the Evangeline Corridor to re-establish itself as a primary gateway into Lafayette. The treatment of large infrastructure-scale landscapes plays an important role in presenting a well-manicured facility. Aesthetics are an essential part of a complete interstate system, one that requires a harmonious integration of engineering, architecture, and planting techniques. While LaDOTD is largely responsible for the design of the Connector facility (Area Level 1), the ECI project supports the adoption of key criteria for implementing designs that follow the establish Connector design goals.

RECOMMENDATIONS
- ECI project concepts should align and share influence with LaDOTD’s Context Sensitive Solutions process as it relates to Area Level 1 landscape designs.
- Landscape plantings and other natural materials should be local native species and types (see Plant Catalog).
- Shaping of earth-filled berms should allow for clear site lines and provide drainage and retention while protecting against erosion (see concepts for Willow St.).
- Landscape designs and other feature elements should reflect local culture and identity where applicable, but should not distract motorists (see Public Art section).

THE PUBLIC REALM

The public realm will always be the government’s easiest pathway to improvements in the corridor because that is the space the government controls. Sidewalks, streets, parks, plazas, and community gardens are some of the most important places in a city. The Evangeline Corridor, and particularly Downtown, is home to some of Lafayette’s most important and easily identifiable public realm. Jefferson St. with its wide landscaped sidewalks and canopied cypress trees serves as the area’s commercial center and most interactive zone, where the adjacent Parc International and Parc Sans Souci offer enhanced public event experiences. Elsewhere in the Corridor, large green spaces such as Heymann Park and smaller amenities such as the Greenhouse Senior Center offer unique opportunities to expand open space resources and assets to neighborhoods.

RECOMMENDATIONS
- Primary thoroughfares identified in the ECI study should be earmarked for enhanced streetscape retrofits including reduced lane width, widened sidewalks, and street trees (see Ch. 3 for specific streetscape design concepts).
- Create flexible, shared pedestrian uses of certain streets for temporary expansion of public realm (see design concepts for Jefferson Blvd. near Pontal Park in Ch. 4).
- Activate blighted or underused properties for temporary and permanent public use - created a sense of place.
- Identify gaps in the urban fabric not served by proper green space and fill those with a pocket parks/plaza - every neighborhood center in the Corridor should have a productive public space to fuel community interaction.

RECREATION

Opportunities for enhanced recreation in the Corridor are essential for building community cohesion and promoting healthy lifestyles, which can improve public health outcomes. Active recreation zones require extensive and planned facilities for organized sports and playground activities, while passive recreation zones, designed for activities such as walking and wildlife observation require low-intensity development.

RECOMMENDATIONS
- Improve access to recreational assets and ensure that each neighborhood contains active amenities, ideally located within or near district centers.
- Create and enhance trail networks to complement multi-modal paths that promote passive connectivity (see concept examples for West Willow Street in Chapter 4).
- Consolidate and improve landscaped lawns and play areas at Heymann Park (see concept designs in Chapter 4).
- Consolidate and enhance green space and public plazas around the Greenhouse Senior Center and Senior Arts Center on Jefferson Boulevard (see concept designs in Chapter 4).

BUILDING COMMUNITY

Social resilience and community building are focal points for green space development. Open spaces are where the community comes together to socialize, celebrate and discuss important local issues.

RECOMMENDATIONS
- Create platforms within open spaces for interaction and dialogue through local organizations and coterie support that will help strengthen community bonds.
- Establish clear processes and awareness to sustain community health and promote resilience.
- Improve everyday quality of life for Corridor residents through enhanced access and programming within public parks.

HEALTH

Planning, design and management of landscapes should be considered for their health implications as much as any other function. Access to walkable green space near people’s homes improves public health outcomes.

RECOMMENDATIONS
- Provide walkable streets throughout the Corridor to encourage physical activity, which can reduce adverse health impacts.
- Create safer streets with clearly marked crosswalks and elements that slow automobile traffic and reduce injuries from pedestrian and bicycle collisions.
- Improve access to green space and shaded areas to reduce stress levels and provide health benefits.

ECOLOGY

Promoting ecological health in our cities is critical for their long-term success. Clean air, clean water and a healthy, diverse urban ecosystem are the foundation of healthy Evangeline Corridor revitalization.

RECOMMENDATIONS
- Consider plant species selection and diversity management tactics that will help maintain the air and water and reduce urban heat-island effect.
- Line streetscapes with bioswales and vegetated buffers where possible to reduce storm water pollutants.
- Enhance natural habitats for birds, butterflies and other local wildlife.
- Create and link localized landscape features to support regional drainage systems.

See Chapters 3 & 4 for specific streetscape and landscape concepts for each Corridor district.
2. PLANNING ELEMENTS AND DESIGN CONCEPTS

PLANTS IN THE CORRIDOR

The planting strategy for the Evangeline Corridor comprises a matrix of plants that are native to Louisiana and whose qualities fit the character of the area. Street trees are included in all of the streetscape proposals in order to cool the streets, provide a canopy for pedestrians and wildlife and to help establish a new identity at major gateways and thoroughfares in Lafayette. Ideal street trees include the American Elm, Sweetgum, Red Oak, and Sycamores.

Ornamental trees add color and texture; they should be used in open spaces where they can be appreciated for their aesthetic value. Mass plantings (shrubs, grasses and groundcovers) help create harmony within a space and can be achieved with a small number of plant types. When in bloom, these plantings (such as azaleas or pink Knock Out® roses) create a thriving landscape. Trees which perform well in wet sites (such as the pond cypress or the sweetbay magnolia) are important selections for bioswales and low-lying areas such as Heymann Park. And, perennials planted within bioswales are low-maintenance plants that give texture and color to the streetscape. Shrubs and groundcover can vary greatly based on aesthetic designs, however plantings should be prioritized for native species and hardiness and meet any local codes, requirements, or standards.

The tree/plant catalog presented here includes character and best use information for types that would be appropriate for the Corridor. LCG should coordinate with Lafayette Utilities System and its Public Works department regarding right-of-way and servitude plantings to determine proper placement and to prevent damage to existing infrastructure.
2.3 PUBLIC ART AND PLACEMAKING

Public art conveys many moods and messages - from solemn reflection to bursts of playful energy. As the Evangeline Corridor initiative moves forward, public art should not be an afterthought. The entire Acadiana region treasures its multi-cultural roots and traditions. In its role as the area's Hub City, Lafayette helps preserve tradition while celebrating diverse and emerging art applications.

Community-initiated projects can strengthen neighborhood bonds and become catalysts for change. Arts projects and programming are already underway through the leadership of local organizations in designated areas such as the Downtown Lafayette Cultural District.

The ECI project considered three primary types and scales of public art: Highway Art, Civic Art, and Neighborhood Art. In addition, new public art trends such as interactive inhabitable structures and integrated functional service projects were studied for potential applications in the Corridor.
HIGHWAY ART

Like any work of public art, highway art in the Evangeline Corridor should reflect community values and characteristics. Large-scale applications can introduce area culture to visitors and reinforce community pride among local drivers.

While LaDOTD and the I-12 Connector Team is responsible for Area Level 1 engineering and design with the Context Sensitive Solutions (CSS) process, the ECI project supports appropriately scaled art applications that align with goals of revitalizing community and create a sense of place.

RECOMMENDATIONS

- Identify locations for significant highway art installations (see map on the right).

- Include graphic murals or monumental sculptures that are freestanding or integrated into infrastructure elements (sound walls, retaining walls or bridge crossings).

- Consider enhanced sculptural lighting applied above and below infrastructure that serves as a creative and functional element.

- Establish collaboration and art programming alongside Lafayette Consolidated Government’s CREATE Initiative and Project Front Yard efforts.

- Consider public-private partnerships and grants, including federal and foundation funding, to support large scale art installation projects (see Ch. 5 for applicable implementation strategies).

LOCAL EXAMPLE

Exit 87 frog community mural
Bayonne, LA

HIGHWAY MONUMENTS

- Ten Water Crossing Markers (Norie Sato)
  Chisholm Parkway – Fort Worth, TX

  This monuments project is a precedent for an underground approach to the highway. It required early coordination between Fort Worth Public Art, which funded the art, and Texas Department of Transportation, which built the parkway.

HIGHWAY WALLS

- The Path Most Traveled (Carolyn Braakman)
  Loop 101/Pima Freeway – Scottsdale, AZ

HIGHWAY LIGHTING

- Coronado Bridge – San Diego, CA

HIGHWAY UNDERPASS

- Illuminating Downtown
  Santa Clara Street underpass – San Jose, CA
CIVIC ART
Civic art appears in prominent settings: parks, plazas and government or municipal buildings. These works may also play a role in wayfinding if they are placed at community gateways. They may interpret history, convey history, or become symbols of the city itself.

In most cities, civic art projects are implemented by an official public art agency through an established set of policies and dedicated public funding sources.

Although Lafayette has a history of commissioning civic art projects throughout Downtown and more recently at the Lafayette Consolidated Government building, local government has often lacked the capacity to systematically coordinate art projects.

RECOMMENDATIONS
- Consider diverse civic art applications from traditional murals to more dynamic landscape beautification projects and large sculptural installations that are noticeable and accessible.
- Use citywide initiatives like LCG’s CREATE and Project Frontyard to establish systematic art programming with consistent funding streams.
- Seek external support funding through public-private partnerships and grants (including federal funding and targeted art foundations).
- While building a city-led civic art program, consider outsourcing to a seasoned arts organization or individual to assist on projects.
- Host civic art competitions that engage and provide incentive to the local creative community.

ICONIC SCULPTURES
Golden Gate (Sayed Alavi)
San Francisco, CA

DISTRICT GATEWAYS
Monument to the Great Migration (Alison Saar)
Chicago, IL

PARK ELEMENTS & PLAYGROUNDS
Leaf Pavilion (Bruno David)
St. Louis, MO

MUNICIPAL & COMMUNITY FACILITIES
Pool (Milke Mandel and Larry Sultin)
Oakland, CA

LOCAL EXAMPLE
LCG Building Mural
Robert Dafford
Lafayette, LA
NEIGHBORHOOD ART

Neighborhood art projects activate community spaces and strengthen social networks. They have the potential to improve property values and attract development.

Typically initiated by grassroots community organizations and artists, they evolve directly from community needs or visions and usually involve high levels of community participation.

RECOMMENDATIONS

- Identify and link local art projects with other community initiatives such as urban gardening, healthy living programs, and community festivities such as Mardi Gras parades.
- Sustain alliances between neighborhood organizations (I.e. Coteries) and LCG to help establish more advanced programming for local projects and balance efforts across all Corridor districts.
- Expand previous and existing neighborhood projects such as murals, local signage, and historic markers - work with LCG and respective commissions (Historic Preservation) to carry out Corridor projects.
- Beyond any designated city funding, seek state, regional, and national support for art projects.
- Continue to use pop-up events to test and unveil temporary catalyst actions to engage the community.
- Ensure that art represents cultural traditions while considering a place's present and future identity.

LOCAL EXAMPLE

Local Legends Wall
Adrian Fulton
commissioned by the McComb-Veasey Neighborhood Coterie
Lafayette, LA

MARKERS
San Diego, CA

MURALS
State Theatre (Leon Bedore/Tak and Chris Parks/Pala Horse Design)
St. Petersburg, FL

GATHERING PLACES
Urban Flower Field (Amanda Loveloe)
St. Paul, MN

CONNECTIONS
Everyday Poems for City Sidewalk (Marcus Young)
St. Paul, MN
INTERACTIVE & INHABITABLE ART

Public art enhances community experiences — and in some cases, public art projects become destinations. These types of projects may include performance venues, arts studios or farmer’s markets.

Projects like these often require flexible funding and commitment over a long period of time. Generally they rely on partnerships between public agencies, the private sector, and nonprofit organizations. They may be supported with grants and technical assistance from organizations such as the National Endowment for the Arts, ArtPlace America and the Kresge Foundation. The example projects below highlight collaborative art processes from around the country.

Heather Clark, Skystage, Frederick, MD

Skystage is a community cultural programming space carved out of a boarded building shell in the historic district of Frederick, MD. The building was nearly destroyed by fire, leaving only its external walls and no roof. Artist Heather Clark and a team from MIT designed and installed rise for seating and a two-story sculpture planted with drought-resistant plants. The privately owned space is now leased to the Frederick Arts Council, which schedules events ranging from yoga lessons to tango nights.

Selit Jones, Create: The Community Meal, St. Paul, MN

Create was a one-day public meal serving nearly 2,000 people at a half-mile-long table on Victoria Street in St. Paul, MN, as a demonstration project of the Central Corridor Public Art Master Plan. Artist Selit Jones, collaborating with more than a dozen artists working in dance, papermaking, spoken word and rap, as well as local culinary teams, organized the meal as part of a longer-term project aimed at inviting neighborhood residents to rethink urban food systems. Jones collaborated with Public Art St. Paul.

Matthew Mazzotta, Open House, York, AL

Open House repurposed a blighted house on the town’s main street by tearing it down and using its materials to create a community performance space. The performance space is designed to look like a house when it is not being used, but opens up, reverse origami style, to be some seating for viewing events. It is a venue for band performances, movie nights and other activities. Artist Matthew Mazzotta developed the project through a residency at the Coleman Center for the Arts.

INTEGRATED & FUNCTIONAL ART (BUS STOP EXAMPLE)

During the ECl’s existing conditions analysis phase, it became clear that bus stop shelters throughout Lafayette and the Evangeline Corridor were seen as highly insufficient and in many cases, unsafe. Reasons cited included sidewalk obstructions, lack of clear location signage, and broken or absent bus stop furniture. Residents from all districts expressed the need for better bus stops that could be safely accessed and that would shelter riders from natural elements while they wait.

Beyond the very functional need to address the issues of underperformance on a system-wide city level, it was suggested that bus shelters present an ideal opportunity to integrate art into functional infrastructure.

RECOMMENDATIONS

Two approaches may be considered: custom artist-designed shelters and manufactured shelters with artistic embellishments.

Custom-designed shelters can have high visibility and impact, however, they come with a significant price tag: perhaps $50,000 or more for each shelter. Artist-designed shelters require experienced artist teams, which can potentially narrow the range of qualified local artists.

Modified manufactured shelters are less expensive and allow artists who may have a more limited background (but less experience) to participate. These shelters typically have less visual impact than custom designs, though there are well-designed models available. There may be additional front-end design work to create standards and guidelines for participating artists.

Some residents were excited for unique individual shelters, while others preferred a more replicable system that would be easily identifiable. Either approach requires coordination with the Lafayette Transit System so that branding, construction and installation standards are integrated into the design process. LCG is currently working with local groups to develop new concepts for a friendly and functional bus shelter.

See Appendix F for more information on Bus Shelter programming.
PLANNING, PROGRAMMING AND IMPLEMENTING

Lafayette has organizations and resources to develop a variety of public art installations. However, the city would benefit from a stronger local art network association and by working with public art professionals from other communities to deliver more consistent strategies and art projects on an annual basis.

RECOMMENDATION: CREATING A PUBLIC ART NETWORK ASSOCIATION

The ECI Team recommends creating a public art network association to include representatives of physical development agencies (LCG Public Works), core institutions (ACA), collaborators, funding circles, artist talent, and support intermediaries. Each of these stakeholder groups bring unique expertise and capabilities - from government protocol to advocacy and talent - that will support, establish and sustain the network (see organizational chart below).

LCG should facilitate the start up of this art network association and consider inviting a public art consultant to maximize the participation of identified local organizations, develop leadership, and assist in the organization of an inaugural public program. This association could potentially evolve into a Public Art Commission whose leadership could reside under LCG.

Network Association goals should include:

- creating formal collaborations and agreements between organizations
- sharing information and resources around best practices regarding planning and implementation
- building public awareness about public art including establishing a local registry of artists
- conduct inter-organizational workshops and host public forums to discuss benefits of public creativity
- develop ideas to secure and assign consistent funding streams for research and projects
- develop programming and project ideas through dialogue with local artists

RECOMMENDATION: VISITING ART CURATOR

Initiate a visiting art curator program where an established artist takes residency in Lafayette to conduct community outreach and execute an art project. The individual would host workshops, lectures, and work directly with community leaders and residents to create a unique piece of public art. An outsiders perspective will bring knowledge and expertise to ensure that productive art programming happens on a consistent annual basis.

See Appendix F for more information on art networks and visiting curator concept.
This map illustrates suggested locations for enhanced infrastructure signage. Signage at major interchanges and exits should highlight Corridor landmarks that are highly visible from both travel directions.

2.4 WAYFINDING AND SIGNAGE

An effective wayfinding system is based on human behavior and tendencies. It covers various scales, depending on how people are receiving the information a wayfinding system provides. Whether signage is positioned at a vehicular or pedestrian vantage point, it is important to understand user needs and guide people in the right direction in the most efficient way.

The Evangeline Corridor not only serves as a primary gateway into Lafayette, it is also home to significant historic districts and cultural destinations. While appealing directional signage exists in various forms, identifying primary destinations and certain districts, these applications have been poorly coordinated and lack a common theme. A comprehensive wayfinding system with a coordinated design language will establish consistency. This can highlight important areas and landmarks while directing visitors to key points of interest throughout the Corridor and city.

A full wayfinding package should be coordinated with LCP during the CSS process of the Connector design. The package should seamlessly transition from the Connector into the distinct neighborhoods along the corridor itself.
Wayfinding and Signage Best Practice Principles

- Do not make people think too hard - Create a consistent visual communication system with concise messaging.
- Display only what is necessary - Show information relevant to the space, location and navigational path even when referring to destinations beyond.
- Clear a visual path - Remove elements to create an unobstructed environment ahead.
- Provide advance decision points - Ensure that signage is placed before or at decision locations, not after them.
- Maximize visibility for all - Make signage visible from multiple directions and give it simple clarity for users, including those with disabilities.
- Combine with lighting effects - Ensure that signage can be seen 24 hours a day and in different conditions.
- Avoid clustering - Give signs room to breathe so they aren’t competing for attention.
- Make signs understandable - People need to be able to read and digest information quickly and easily.
- Create consistency - Establish a common aesthetic including colors, fonts and placement.

WAYFINDING GOALS

A graphically appealing and comprehensive wayfinding system would highlight essential destinations and valuable cultural assets while providing clear direction to them. While there are examples of location signage in and around Downtown, most are dated and not part of a networked system. As important as it is to attract and provide optimal information for visitors, local districts and neighborhoods should be served by clear messaging that maximizes residents’ experiences.

WAYFINDING TO SERVE MULTIPLE USERS

Although they are often part of a coordinated network, wayfinding systems and signage serve different users: visitors and residents. While directional information is crucial for each group to navigate cities and areas that may be unfamiliar (even to residents), the manner and type of information will be different. Where signage for visitors and tourists is almost always based on general information for city sites, site-specific signage that caters to residents can carry more detailed information (usually found on sidewalk kiosks).

In addition to visitors, many residents of Lafayette visit the cultural destinations found throughout the Evangeline Corridor, such as Downtown museums and Vermilionville. And although Lafayette is not a large city, it should not be taken for granted that everyone is familiar with the location of basic amenities and important sites or how to best reach them.
WAYFINDING THAT REFLECTS CULTURE

Lafayette has a unique cultural heritage and way of life. This should be reflected, to certain degrees, within wayfinding and signage throughout the Evangeline Corridor, where multiple historic districts, landmarks and public institutions are located. Where the importance of wayfinding consistency has been stressed, there is room and opportunity to deviate where appropriate. Wayfinding can double as art installations, creating a colorful and fun way for visitors to be introduced to a site. In less intrusive ways, cultural iconography can be infused into wayfinding to establish various area identities and history.

ENGAGING THE COMMUNITY

When beginning discussions for wayfinding systems and signage, it is imperative to engage the public to understand key destinations, navigation tendencies and expectations. Alongside the Lafayette Convention and Visitors Center’s tourism efforts, local residents know the city and neighborhoods better than anyone. Through a series of workshops, neighborhood groups can share knowledge on local identities and local behaviors to help establish the groundwork for a truly efficient and representational system.

Area artists may also contribute to these systems through programming and a series of invited competitions to create feature elements within certain areas of the Corridor that correspond to particular themes and amenities.
DEVELOPMENT AND IMPLEMENTATION

CONSISTENT GRAPHICS AND COMPONENTS ACROSS ENTIRE SYSTEM

Signage graphics including colors, grammar/fonts and iconic imagery are critical features of wayfinding systems. Contrast is key when determining colors, especially when placing text over a colored background. White text prevails as the norm, sometimes colored text is preferred due to existing local iconography. If staying consistent with local marketing material, LCG’s blue and red graphic color palette and logo currently lend themselves well to contrast.

Legibility is a crucial point of digesting information quickly. In considering implementation for a wayfinding network throughout the Evangeline Corridor, sans serif fonts such as Helvetica and Futura are great for wayfinding signage and directional information as they are simple, crisp and easy to read from a distance. Thinner serif fonts such as Times New Roman and Garamond, while sufficient for close viewing, are harder to read from a distance. Scripted fonts and more modern fonts are extremely difficult to decipher quickly from a distance and are best used as graphic flourishes, if at all. To enhance legibility, it is important to appropriately break down the size and positional hierarchy of textual information within the signage.

WAYFINDING SYSTEM SCALES

- Different signage sizes will be needed for different scenarios and situations.
- Determine what type is appropriate when.
- Create similar components across wayfinding object designs (books, totems, appendage signage on poles, etc.).
- Use similar feature materials and colors to associate with the entire system.

SIGNAGE PLACEMENT

Signage should be clearly visible. It plays a large part in representing the identity and character of the area or a specific neighborhood to visitors.

Signage should be placed in advance of decision points. This gives people time to digest options and ensures good usability of the system while also contributing to a safer experience. Occasionally, signage should also be placed directly at decision-point locations, to reinforce the information.

The scale and placement of signs – and the amount of information they convey – should differ for vehicular and pedestrian traffic. Vehicular signage must be large enough and easy to read when traveling at higher speeds and should be scaled according to speed.

Pedestrian signage should serve street-level activity, including the designation of public transportation points and specific amenities. Generally speaking, signage that is placed around thoroughfares with higher traffic speeds should contain less information.
2. PLANNING ELEMENTS AND DESIGN CONCEPTS

INFORMATION HIERARCHY

As users move through the Evangeline Corridor — from the interstate and exits to denser urban areas and residential neighborhoods — signage should become more specific and orient travelers to their final destination. This hierarchy helps direct travelers from primary road networks to specific locations and landmarks, such as Parc International, Vermilionville, or the University campus. Signage may vary in size, but it should conform to a shared graphic and aesthetic language established by the overall system guidelines.

In the Evangeline Corridor, the hierarchy of local information signage should follow two primary scales: 1) Districts and Neighborhoods and 2) Landmarks and Destinations. Based on analysis of local assets, mapping, and public feedback, identified areas in the Corridor should include:

**Districts and Neighborhoods**
- Sterling Grove
- La Place
- Fightin’Ville
- Saint Streets
- McComb-Vezey
- Downtown
- Freeway-Port Rico
- Vermilion River

**Landmarks and Destinations**
- Parc International
- Parc Sans Souci
- City Park/Municipal Golf Course
- Pa Davis Park
- Heymann Park
- Vermilionville
- Beaver Park
- Lafayette Science Museum
- Children’s Museum of Acadia

**GATEWAY SIGNAGE**

Gateway signage signifies the arrival to a city, major transportation links, and primary corridors or districts. On a smaller scale, gateway signage highlights significant destinations, neighborhoods or transition areas. Based on these scales, Evangeline Corridor gateway signage can range in size and type — from informational roadway signage to sculptural elements and landscape components.

If gateway installations are part of a larger signage system, they should follow a coordinated aesthetic that is applied across different locations within the Evangeline Corridor.

See Public Art section for info on how gateways can align with public art strategies.

**CORRIDOR RECOMMENDATIONS:**

- Destinations such as Downtown museums, the Federal Courthouse, and Vermilionville should be concisely indicated on vehicular signs on the Connector as well as street level and placed at key locations such as Jefferson Blvd./Evangeline Blvd. (Downtown Museums and Courthouse) and Pinhook/Evangeline Blvd. (Vermilionville). Iconography can be used to accompany text.

- Pedestrian-level signage in high foot traffic areas such as Downtown should play a localized role in navigation toward key destinations. It should be expanded and placed at eye level along sidewalks, attached to poles or presented via kiosks, so that it can also direct people to local restaurants and businesses.

- alternative directions for various roadways and structures.

- final recommendations and considerations.
LOCAL SIGNAGE CONCEPTS

In addition to functionality, local signage should have personality — reflecting the spirit of the Corridor and its residents. The examples below show how ECI branding might be extended to Corridor wayfinding signage design.
2.4 LIGHTING & SAFETY

Lighting impacts the environment in two distinct ways: the performance and quality of lighting affects safety and navigability, while its design influences the character and aesthetics of the streetscape. In both cases, urban design should be a significant consideration. Treating lights and other streetscape furnishings (such as crosswalks, seating and trash cans) as strictly utilitarian elements overlooks a key placemaking opportunity.

Given the existing spectrum of urban and neighborhood landscapes within the Evangeline Corridor — and the impact of the future I-49 Connector — lighting strategies should follow five scales: Highway Lighting, Interchange Lighting, Street Lighting, Pedestrian Lighting and Special Lighting. These scales types serve specific site-based functions and represent various shapes and sizes. However, each type works in harmony with the others to create a safe and inviting overall experience for pedestrians, cyclists and drivers.
**TYPE 1: HIGHWAY LIGHTING**

A primary purpose of lighting a roadway is to increase visibility of the roadway and its immediate environment, thereby permitting drivers to maneuver more efficiently and safely. Elevated highways and wide interstates present an opportunity to showcase unique lighting design elements that bring attention to an area and, in many cases, contribute to a more activated and safe place. While LaDODT is largely responsible for Area Level 1 treatment through the Context Sensitive Solutions process, the ECI Team identified key strategies to support creative placemaking at this scale.

**RECOMMENDATIONS**

- Functional lighting applications should follow user-friendly principles including the defining of a visual stimulus – spatial (size/spacing), temporal (exposure) and spectral (brightness).
- The areas beneath interstates should be well lit to avoid dark and desolate spaces that invite suspicious activity.
- Enhance adjacent landscapes and neighborhoods through large-scale lighting interventions and featured design components. This can be achieved by light washes and sculptural landmark elements that reflect the area’s cultural identity.

**TYPE 2: INTERCHANGE LIGHTING**

Major interchanges along the planned I-40 Connector have been identified at Willow Street, Pinhook Road, University Avenue (though University is no longer an interchange), and Kaliste Saloom Road. Overpasses and interchanges may be lit differently to increase visibility and to create an interesting transition for drivers. Overpasses also present a significant challenge regarding access, safety and gateway passage. Energy-efficient LED (light-emitting diode) signage can increase safety for nighttime driving.

**RECOMMENDATIONS**

- The lighting at each interchange should follow a consistent application in order to establish a familiar pattern of expectancy for drivers.
- Each primary intersection should be treated with feature lighting that enhances the surrounding environment while announcing itself to drivers from a distance.
- The underbelly of elevated portions should be treated accordingly, with careful attention and enhancements making the areas safe for people.

**TYPE 3: STREET LIGHTING**

The lighting strategy for the Evangeline Corridor has two main objectives: 1) safety and 2) enhancing the pedestrian wayfinding experience. Lighting will allow more sites to become destinations and links, rather than boundaries or divisions (resulting in inactive spaces). In many cases, streetlights are one of the few public streetscape investments. Streetlights significantly contribute to the design and character of the overall streetscape environment and serve a primary safety function for drivers and pedestrians. The size and character of streetlights should correspond to the importance of a street within the district.

Downtown Lafayette, the primary pedestrian corridor in the city and in the Evangeline Corridor, is a good example of how lighting contributes aesthetically and functionally in an urban setting. Downtown is well-equipped with pedestrian and vehicular scale lights; the design of its streetlights complement its streetscape. Recently, these streetlights were retrofitted with LED (light-emitting diode) bulbs, which are more energy efficient and require less maintenance than traditional lighting. LUS has announced that they will replace all city street lights with LED bulbs within the next three years.

**RECOMMENDATIONS**

- Streetlights should be spaced to complement pedestrian-scale lighting along sidewalks.
- Primary Evangeline Corridor thoroughfares or special districts may receive different lighting applications.
- Consider automated streetlights and street lamps installed with solar panels to increase energy efficiency.
TYPE 4: PEDESTRIAN LIGHTING

Appropriate quality and placement of lighting can enhance an environment and increase comfort and safety. In commercial areas with nighttime pedestrian activity, streetlights and building lights can enhance the ambiance of the area and make pedestrians more visible to motorists. Downtown Lafayette provides a good example of pedestrian sidewalk lighting and has recently received replacement LED fixtures. LCG, LUS, and Public Works need to work toward developing pedestrian lighting standards.

RECOMMENDATIONS

- Utilize placemaking lighting strategies across all neighborhood centers throughout the Evangeline Corridor - better pedestrian-scale lighting should be applied to enhanced sidewalks and public spaces.
- Pedestrian-scale lighting is lower in height (12 to 16 feet) than standard street lighting and its fixtures are spaced closer to one another (about 60 feet apart).

TYPE 5: SPECIALTY LIGHTING

Alongside functional street and pedestrian sidewalk lighting, specialty lighting combined with sculptural art can provide unique elements for public spaces including plazas, parks and civic areas. These applications carry enhanced design components that reflect organic elements and speak to the creative spirit and culture of an area.

RECOMMENDATIONS

- Combined specialty lighting with other aforementioned lighting scales and applications to improve character and safety.
- Identify primary areas in the Corridor for specialty lighting - community nodes - key commercial areas such as Downtown's public plaza parks, the proposed North Gateway Town Centers and the Core Evangeline Thruway Zone's proposed Grand Boulevard.
CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

Crime Prevention Through Environmental Design (CPTED) refers to interventions within the built environment that enhance quality of life through reducing the incidence of criminal activity. CPTED involves the interwoven coordination of these four principles:

Natural Surveillance is achieved through spatial designs that allow people engaged in normal activity to easily observe the space around them. This “eyes-on-the-street” approach uses window placement, lighting and low fencing/landscaping to eliminate hiding places and areas of concealment.

Territoriality provides clear designation between public, private, and semi-private spaces. Creating visual transitions between spaces with low fencing/gates, signage or other landscape elements makes these spaces less conducive to illegal acts.

Access Control measures directly limit criminal accessibility into places unintended for the general public. Carefully designed navigation paths, signage and security points will discourage unwanted access into private spaces.

Maintenance of landscapes and auxiliary spaces around buildings and streets is a key element of CPTED. Failure to manage properties and sidewalks with appropriate landscape maintenance and operable lighting welcomes suspect activity. Operations reinforcement, especially in public areas, can reduce the likelihood of criminal acts.

DOWNTOWN STREET CONDITION: A POSITIVE ASSESSMENT

The Evangeline Corridor is composed of diverse street conditions that present unique challenges and opportunities when considering safety design measures. Even in the Downtown, where foot traffic is high and new LED street lighting creates generally safe sidewalks, there are additional ways to mitigate against uncomfortable situations. Other areas in and around Downtown and throughout the Corridor where crime prevention design is crucial include:

- abandoned buildings and vacant sites (Downtown periphery, La Place, McComb-Veazey)
- desolate parking lots (around Downtown and other neighborhoods)
- industrial areas with little human presence (La Place north of Cameron St.)
- infrastructure zones (future spaces underneath and adjacent to the proposed I-49 Connector)
- dark streets and alleyways (Downtown, Evangeline Thruway adjacent)
- environments with little or no lighting (around buildings, streets, and sidewalks)