

## **Program Summary:**

A distinctive Master Plan enhancing the university by guiding off-campus area growth and economic development with infrastructure, architectural, and public amenity design standards.

## **Program Statement:**

**PURPOSE:** This urban master plan focuses on coordinating district growth surrounding the university campus. As the state's flagship university, recruitment and retention will benefit from enhancing off-campus commercial and residential areas into vibrant, mixed-use destinations to better compete with peer institutions. The blend of city and campus creates a dynamic synergy of scholarship, research & innovation, entrepreneurial energy & business growth. The master plan provides the vision and means to expand the institution's community value and off-campus growth.

**SCOPE:** Inventory and evaluate physical and market conditions, to propose improvements that coordinate a cohesive district vision. Establish place-based planning initiatives and architectural guidelines to stimulate commercial and residential market appeal enhancing the district's access, character, public realm, sense of community, and quality of life.

**METHOD:** Develop a comprehensive placemaking program of planning, design, and implementation guidelines. Balancing aspects of economic development, community culture, quality of place, and district lifestyle; the plan raises the area's potential by enhancing existing properties plus infilling new development projects. Increased residential and office density support expanded retail, food and cultural offering of an amenity-rich, urban neighborhood.

**FUNDING:** The plan entails a Legislative tax program and dedicated revenue projections to fund annual enhancement allocations. The funding framework generates capital investment strategies to catalyze further private development for shared value capture.

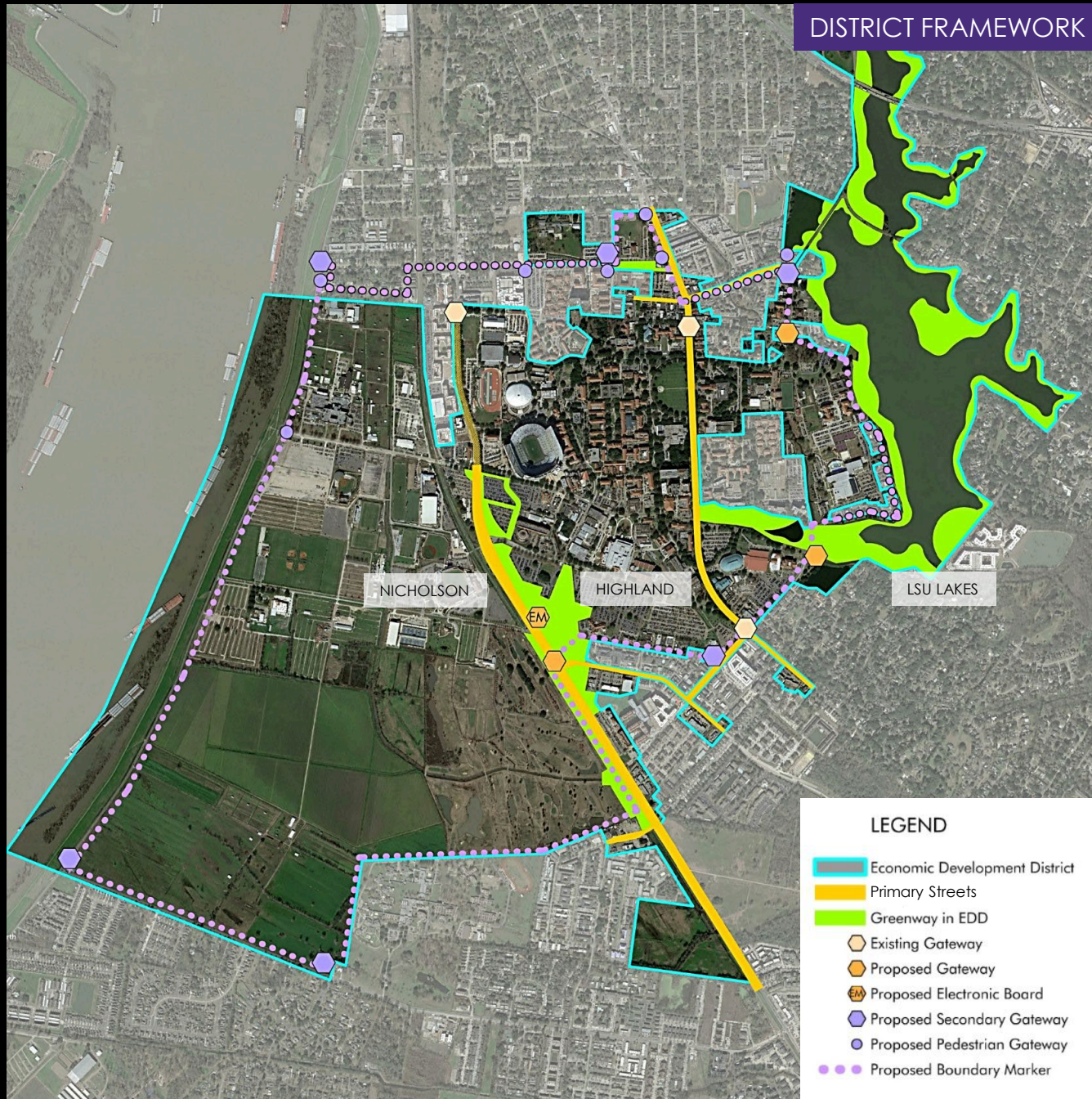
## DISTRICT FRAMEWORK

# MP-225.02

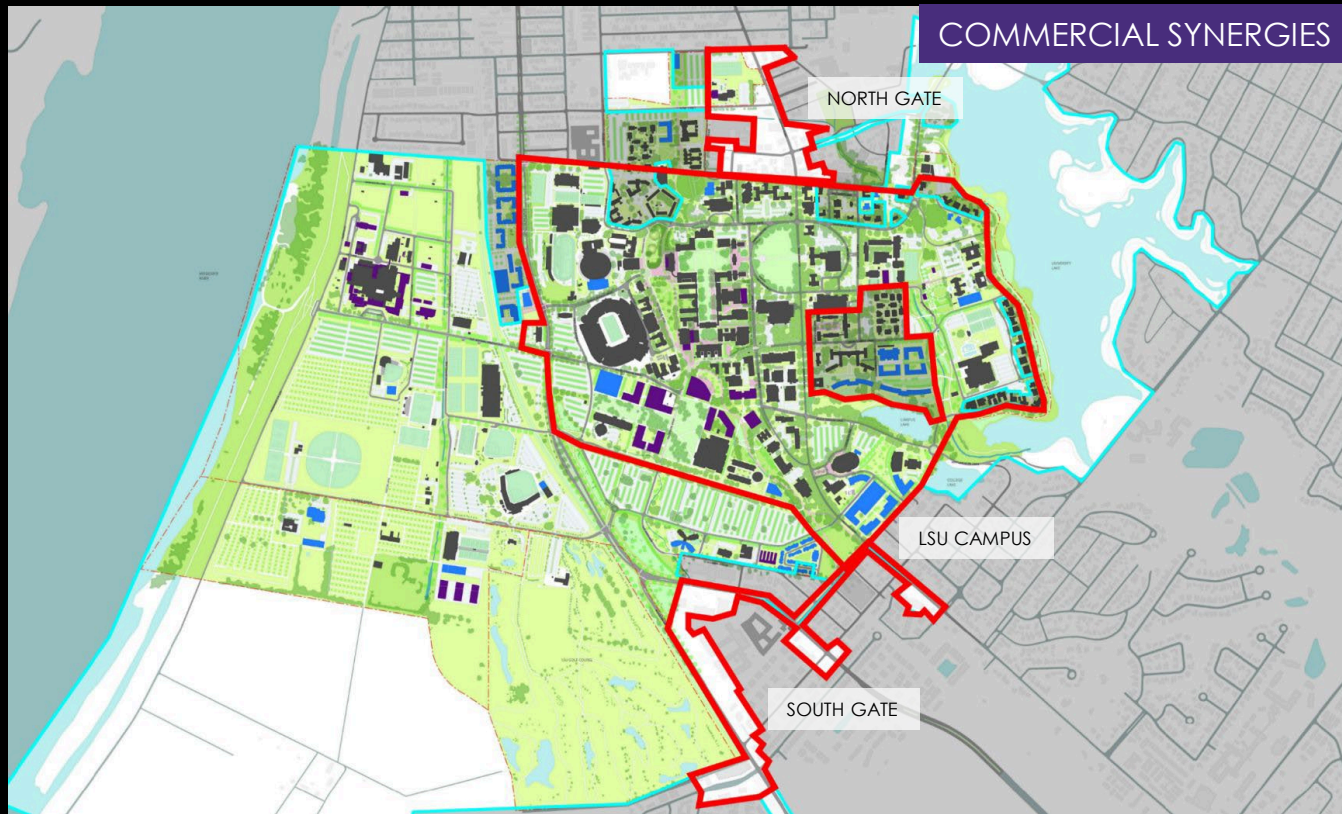
The master plan details a coordinated system of infrastructure initiatives to enhance the district's branded identity and quality of place.

Primary campus accessways merit distinctive street enhancements; plus greenways, gateway entries at key thresholds, transit shelters, and signage expansion forms the district framework.

Tree-lined Greenways include Nicholson Drive, Highland Road, and the LSU Lakes.







## COMMERCIAL SYNERGIES

# MP-225.03

The Economic Development District focuses on three distinct service areas: North Gate, LSU Campus, and South Gate to coordinate closer connections between these prime commercial assets.

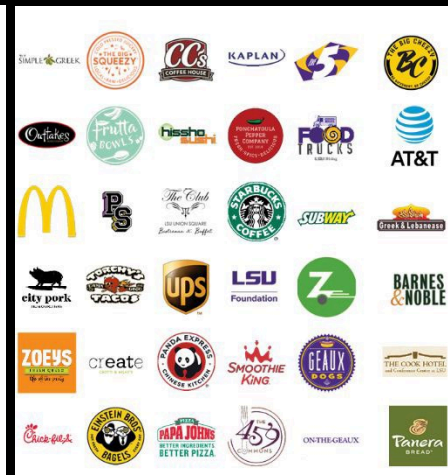
Over 150 business, some of whose logos are noted within each area, include both home-grown ventures and national chains within the district boundaries.

These were inventoried to assess commercial diversity, market capture strategies, taxing district scope, and economic development impacts of proposed district enhancements.

### NORTH GATE



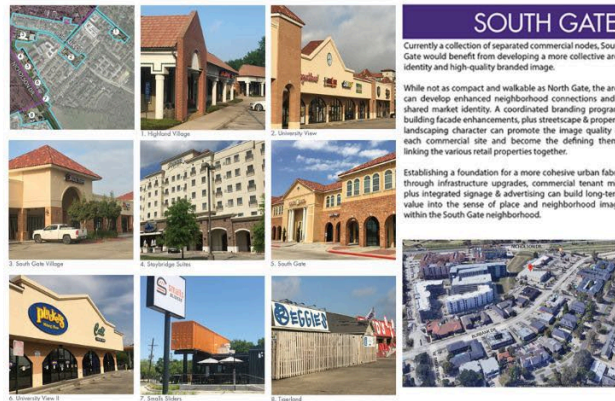
### LSU CAMPUS



### SOUTH GATE





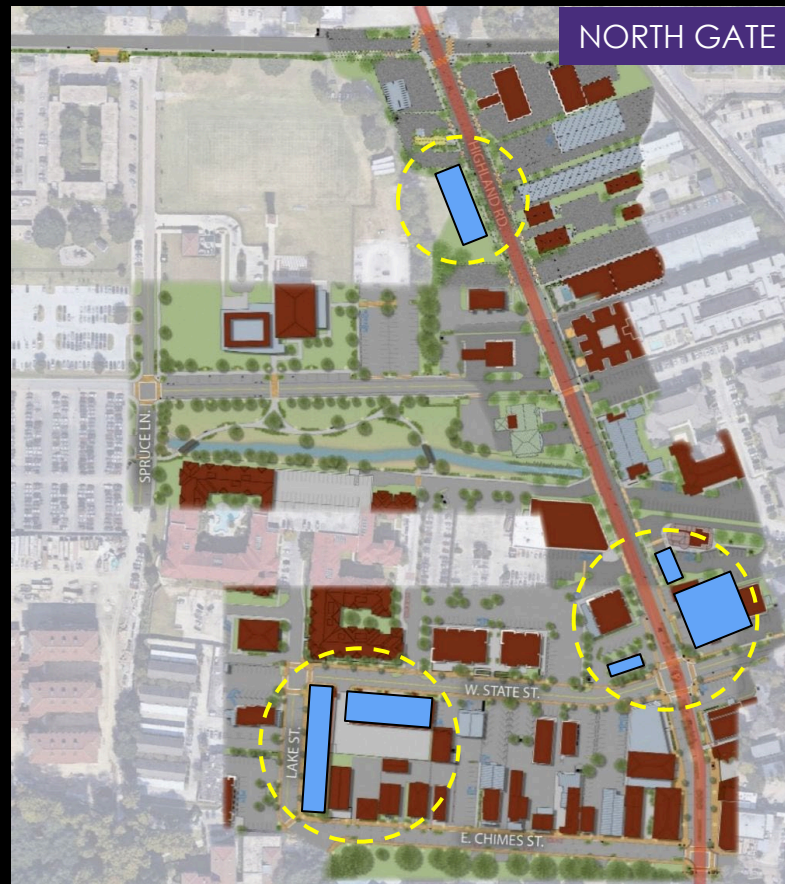
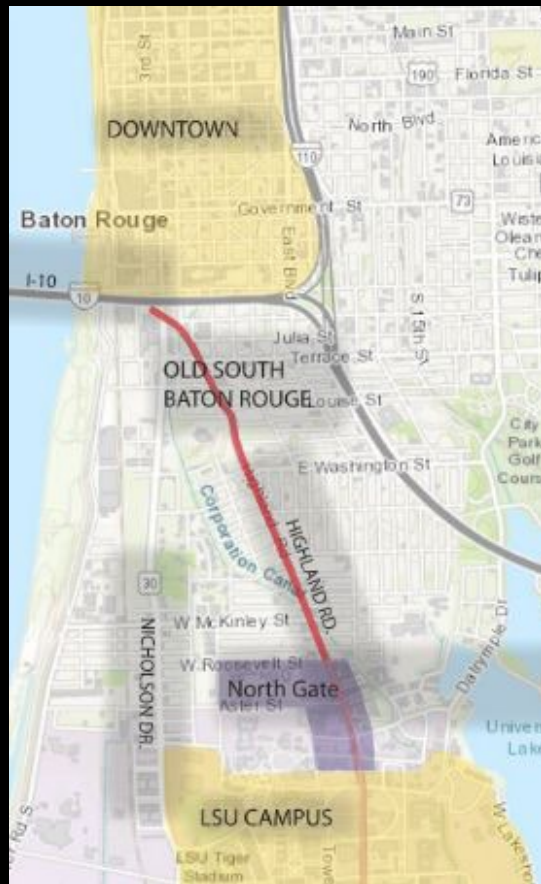


Detailed property inventories, character assessments, and opportunity evaluations were documented block-by-block to guide development strategies.

The master plan targets increased economic synergy via value-added infrastructure investments, streetscape upgrades, façade grants, and cultural programming.

Building character is activated with commercial storefronts, porches, colonnades, awnings, courtyards, balconies, and roof-top decks to improve the visual fabric and market perception.





# MP-225.05

Highland Road is the critical linkage and development opportunity corridor between North Gate and Downtown.

Enhanced physical and social connections strengthen its walkable character into a branded mixed-use destination gateway to LSU.

To increase commercial and residential density, individual prime properties are designated for increased development value.





As key off-campus adjacencies, the mixed-use core areas at North Gate and South Gate serve as urban thresholds to LSU.

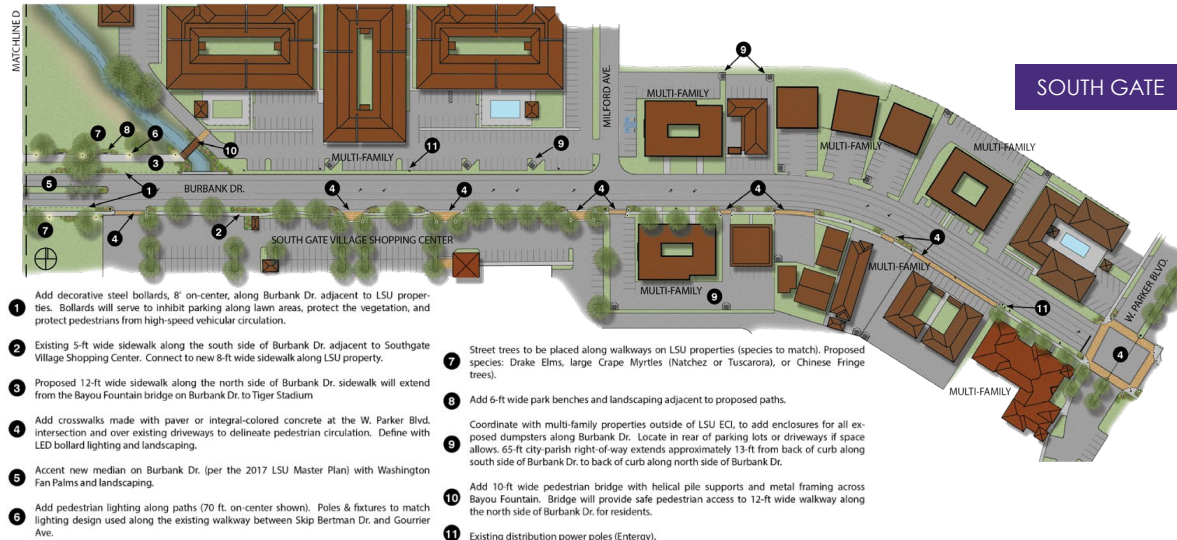
Strengthened city/campus partnerships benefit this collective identity and branded market identity.

A phased program of strategic architectural and streetscape upgrades facilitates a more cohesive district character.



## NORTH GATE

- 1 Mill and overlay W. State St., Lake St., W. Chimes St., and Highland Rd. (between Chimes St. and Aster St.). Re-stripe for lanes & parallel parking.
- 2 Reduce travel lanes to 11-ft and cut into northern edge of W. State St. and east edges of Lake St. and Highland Rd. to add parallel parking and landscaped bulb-outs.
- 3 Construct barrier curbs around all landscape areas. Redefine all turning radii with barrier curbs and curb ramps.
- 4 Expand sidewalks to retaining walls in front of these commercial buildings.
- 5 Add seat wall & landscape around utility container in front of revile on Highland Rd.
- 6 Add "tiger eye" emblem at intersection of State St. and Highland Rd.
- 7 Remove utility poles and bury distribution lines along W. State St., Lake St., W. Chimes St., and Highland Rd. (between Chimes St. and Aster St.).
- 8 Use pavers or scored, integral-colored concrete on pedestrian public pedestrian facilities along Highland/State/Lake/Chimes commercial block.
- 9 Redefine parking lot parking on south side of W. State St. as shown to allow for landscaped islands along right-of-way.
- 10 Add dumpster enclosures for all commercial businesses; no visible trash receptacles near roadways.
- 11 Add central parking meter & information kiosks.
- 12 Redefine all existing crosswalks & add new crossings on Lake St.
- 13 Add pedestrian lights along sidewalks. Poles & fixtures to match design used along the south side of W. Chimes St.
- 14 Add 5x5' tree grates with 15'-18" c.t., min.; washington fan palms as shown.
- 15 Add 2 bus transit shelters at Highland Rd. and State St.
- 16 Redefine parking lot at Newk's to allow for landscaped islands and defined driveways.
- 17 Reduce wall length to allow for pedestrian passage from parking lot next to Chipotle.
- 18 Relocate bike share rack in front of wall near Chipotle.
- 19 Add landscape median with palms & street lights on Highland Rd.



## SOUTH GATE

- 1 Add decorative steel bollards, 8' on-center, along Burbank Dr. adjacent to LSU properties. Bollards will serve to inhibit parking along lawn areas, protect the vegetation, and protect pedestrians from high-speed vehicular circulation.
- 2 Existing 5-ft wide sidewalk along the south side of Burbank Dr. adjacent to Southgate Village Shopping Center. Connect to new 8-ft wide sidewalk along LSU property.
- 3 Proposed 12-ft wide sidewalk along the north side of Burbank Dr. sidewalk will extend from the Bayou Fountain bridge on Burbank Dr. to Tiger Stadium.
- 4 Add crosswalks made with paver or integral-colored concrete at the W. Parker Blvd. intersection and over existing driveways to delineate pedestrian circulation. Define with LED bollard lighting and landscaping.
- 5 Accent new median on Burbank Dr. (per the 2017 LSU Master Plan) with Washington Fan Palms and landscaping.
- 6 Add pedestrian lighting along paths (70 ft. on-center shown). Poles & fixtures to match lighting design used along the existing walkway between Skip Bertman Dr. and Gourner Ave.
- 7 Street trees to be placed along walkways on LSU properties (species to match). Proposed species: Drake Elms, large Crape Myrtles (Natchez or Tuscarora), or Chinese Fringe trees.
- 8 Add 6-ft wide park benches and landscaping adjacent to proposed paths.
- 9 Coordinate with multi-family properties outside of LSU ECI, to add enclosures for all exposed dumpsters along Burbank Dr. Locate in rear of parking lots or driveways if space allows. 65-ft city-parish right-of-way extends approximately 13-ft from back of curb along south side of Burbank Dr. to back of curb along north side of Burbank Dr.
- 10 Add 10-ft wide pedestrian bridge with helical pile supports and metal framing across Bayou Fountain. Bridge will provide safe pedestrian access to 12-ft wide walkway along the north side of Burbank Dr. for residents.
- 11 Existing distribution power poles (Entergy).

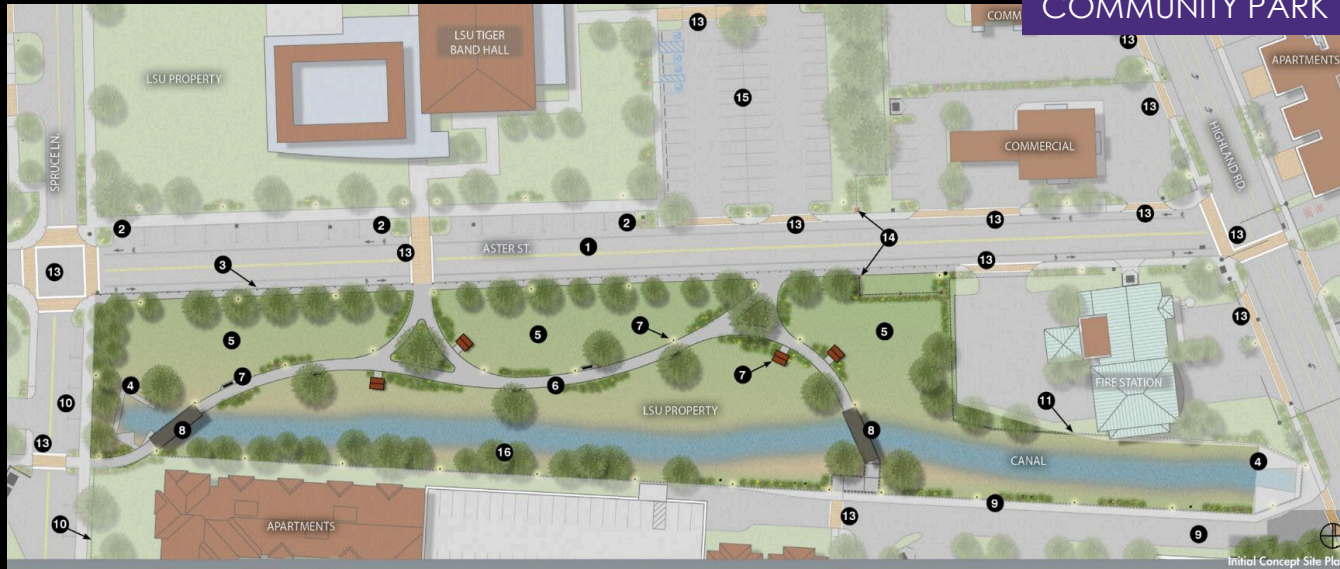
## COMMUNITY PARK

# MP-225.07

A fenced-off concrete drainage eyesore transformed into a tree-lined, multiuse, community park amenity.

Green infrastructure for resilient stormwater management wrapped around the onsite fire station.

The new neighborhood centerpiece entails crosswalk/sidewalk upgrades, decorative fencing & lighting, park benches, and picnic tables.



- 1 Mill Aster St. and remove grass verge along Aster St. Reduce parallel parking on north side to 9x22' (currently 15' wide). Restripe new road for 11-ft wide lanes and 6-ft wide bike lanes each way.
- 2 Add landscaped bulb-outs to parallel parking stalls.
- 3 Add decorative steel bollards, 8' on-center, and pedestrian lighting along sidewalk on southern edge. No curbs to be added to preserve drainage sheet-flow into new park site and LSU canal for improving water quality and reducing stormwater runoff.
- 4 Demo concrete-lined canal. Preserve concrete headwalls. Geotech needed to determine soil capacity for vegetative growth and infiltration. Install a minimum of 8 inches of top-soil for hydroseeding. Drainage impact study also required by city-parish.
- 5 Regrade site to transition from 2:1 to 3:1 slopes max. Up to canal (top of bank TBD). Add new lawn (hydroseed with common bermuda).
- 6 Add new 8-ft wide meandering concrete path as shown.
- 7 Add park benches, picnic shelters, landscaping, shade trees, and pedestrian lighting along new path. Lighting to match pole and fixture style used along W. Chimes St.
- 8 Add two 10-ft wide pedestrian bridges with handrails using helical pile supports and steel framing.
- 9 Reduce driveway width in commercial area to 22'. Add 5-ft wide concrete sidewalk with barrier curb against driveway, handrail, and landscaping. Remove chain-link fence and guard rail around drainage way.
- 10 Redefine the east edge of Spruce Ln. for parallel parking to service new park site. Remove wheel stops and bollards. Add 8-ft wide concrete sidewalk and pedestrian lighting for north/south connectivity. Replace chain-link with metal picket fencing.
- 11 Replace chain-link fence along fire station property with black metal picket fencing.
- 12 Add 12' -15' wide ramp and landings with handrails on south side of canal to connect from sidewalk to bridge.
- 13 Use pavers or scored, integral-colored concrete to define all street and driveway pedestrian crossings.
- 14 Add new sign monument, decorative columns, metal picket fencing, landscaping, and uplighting to signify the Aster St. entrance. Remove large pine tree and chain-link fencing adjacent to Aster St. for clearance.
- 15 Redefine LSU Tiger Band Hall parking with paving, striping, curbing, lighting, and landscaped islands.
- 16 Add evergreen screen against parking garage and apartments.







## DISTRICT AMENITY

# MP-225.08

Signature greenspace serving the North Gate area and adjacent neighborhoods.

Community gardens & orchards, recreation lawns, kiosks, public art, and walkway bridge connections.

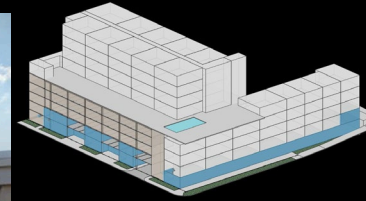
Quality of Place asset, lifestyle enhancement, area real estate value improvement, development catalyst.



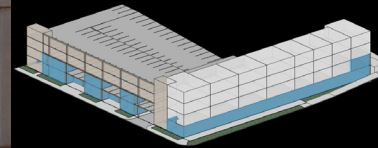




## INFILL DEVELOPMENT



Commercial	19,000sf
Residential	68 units
Parking Garage	262 spaces



Commercial	19,000sf
Residential	23 units
Parking Garage	194 spaces

# MP-225.09

Transforming parking lot into a mixed-use development with increased structured parking access for the district.

Screened garages, ground floor commercial with broad storefronts and high-profile corner café for streetscape activity.

Modulated building massing, upper-level apartments with deep balconies, and roof deck pool amenity with clubroom.





## MULTI-USE PAVILION AMENITY

# MP-225.10

Adjacent to Tiger Stadium, an existing parking lot is transformed into a multiuse performance venue for sizable crowds.

Setting the stage for social interactions, memorable campus experiences, entertainment, and cultural expression.

With renovated restrooms, the pavilion serves ceremonial activities, concerts, community events, Saturday markets, & festivals.





## GATEWAY DEVELOPMENT

# MP-225.11

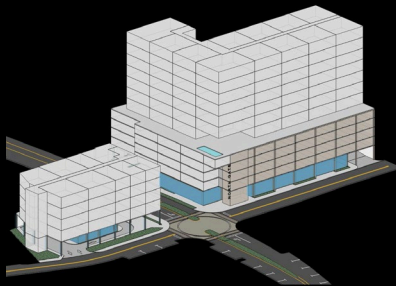
This prominent North Gate intersection at Highland Rd. and W. State St. is targeted as a landmark redevelopment program of paired gateway buildings.

Ground floor commercial, upper-level apartments, terrace & roof-top amenities, and increased structured parking access for the district establish the model of mixed-use scale and character.



Commercial  
Residential  
Parking Garage

9,300 sf
57 units
152 spaces



Commercial  
Residential  
Parking Garage

28,500 sf
80 units
230 spaces





# MP-225.12

This critical link from Campus to Downtown redeveloped into a tree-lined, upscale boulevard.

A full range of streetscape improvement measures support a more walkable character and enhanced market appeal within this off-campus destination.

Existing roof-top amenity of The Chimes sets a pattern on all new larger developments to accentuate panoramic views towards campus, the lakes, and downtown.





## STREETSCAPE CHARACTER

# MP-225.13

The meeting place of campus & community: envisioning a thriving commercial district with increased residential capacity by stimulating development potential.

Development Standards and streetscape upgrades to define the area's quality of place and catalyze further private development.

Multimodal access, underground utilities, sidewalk & crosswalk pavers, street trees, specialty lighting, signage program, plus sidewalk & courtyard dining.

