

### Program Summary:

A community-informed plan to transform Lafayette's I-49 corridor into a connected, equitable, and economically vibrant spine through design, investment, and strategic public space.

### Program Statement:

This project presents a bold, place-based strategy to guide equitable development along a three-mile stretch of the future I-49 Connector in Lafayette, Louisiana. Focused on historic neighborhoods that have experienced decades of disinvestment and disruption from highway infrastructure, the vision reimagines the corridor as a catalyst for connection, community life, and economic renewal.

The plan outlines eight catalytic sites for mixed-use, mixed-income development, with projections of 1.5 million square feet of new construction, 945 housing units, 19 acres of new parks and public space, and over \$370 million in real estate investment. Infrastructure recommendations strengthen east-west pedestrian connections, re-establish the historic street grid, and support neighborhood-scale development that prioritizes walkability, local businesses, and housing diversity.

Shaped by a multidisciplinary team and extensive public engagement—including open houses, focus groups, and interviews—the framework aligns with community priorities and ongoing infrastructure and policy efforts. Design and policy strategies address housing affordability, local hiring, and inclusive economic growth to ensure that future investment benefits those historically excluded.

By integrating land use, urban design, economic development, and equity policy, the project charts a clear path from vision to implementation. It offers a replicable model for transforming highway-adjacent corridors into vibrant, inclusive urban neighborhoods.

## MP90.01

Building Area: (sf)  
N/A

Cost per Square Foot:  
N/A

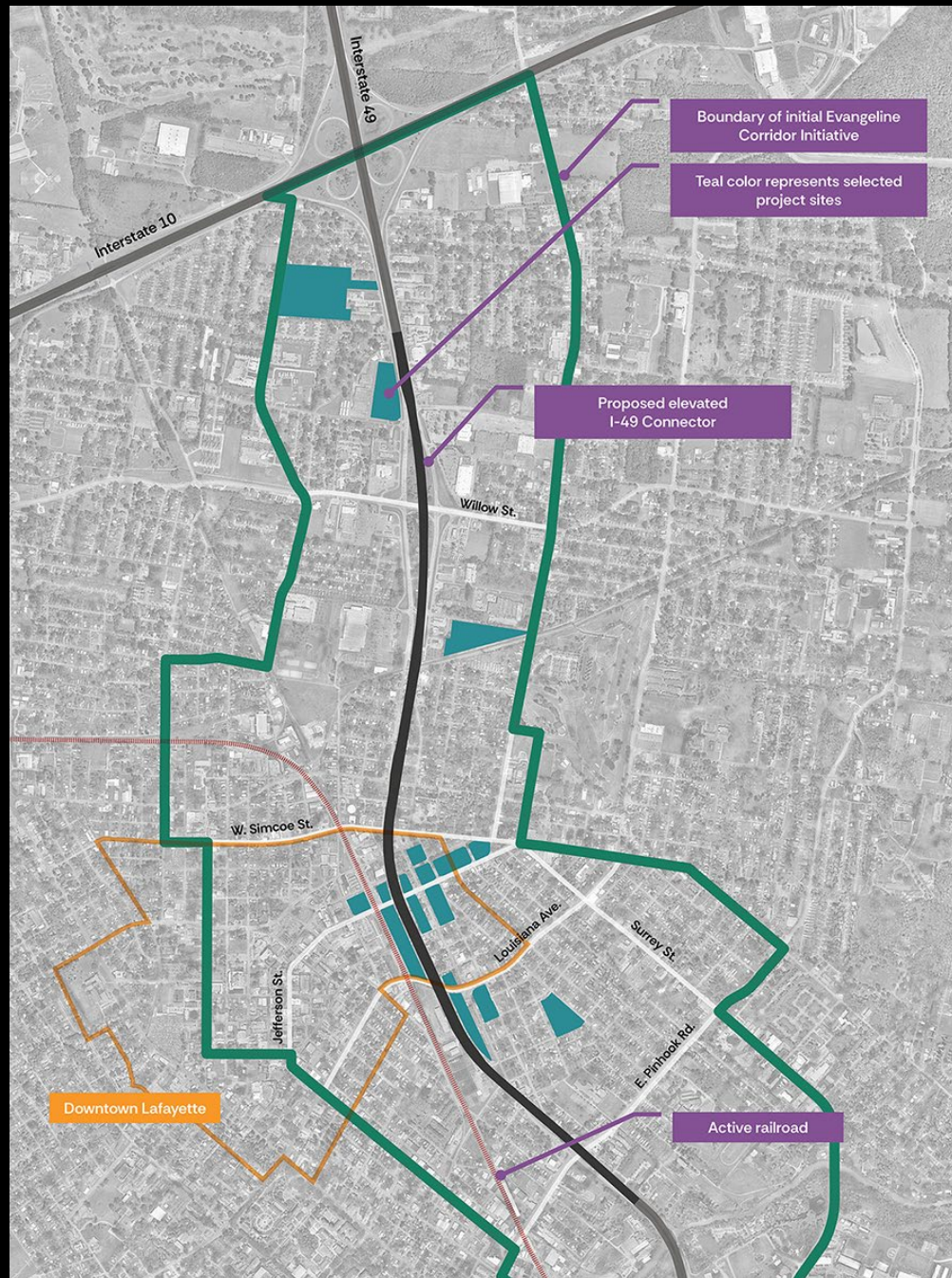
Construction Cost  
N/A

Date of Completion:  
**Plan completed fall 2024,  
implementation is  
ongoing**

# MP90.02

This map shows the project area along Lafayette's Evangeline Thruway Corridor, originally defined by a 2016 planning effort that established a broad vision for reinvestment and connectivity. Building on that foundation, the current work shifts focus from long-range aspirations to near-term implementation—emphasizing strategic interventions that lay the groundwork for lasting transformation. Particular attention is given to the “Grand Boulevard” segment of the proposed I-49 Connector near downtown, a key focus area with strong potential for reinvestment and urban repair.

The study area was expanded northward to include additional catalytic sites expected to be impacted earlier in the infrastructure timeline. While some locations may ultimately depend on future phases of interstate construction, others—both within and beyond the Grand Boulevard focus area—were selected for their near-term feasibility. These early action sites position the community to begin implementation now, creating visible momentum, attracting investment, and demonstrating the plan's viability without waiting for the full I-49 project to advance. This approach balances long-term infrastructure change with opportunities for immediate progress.



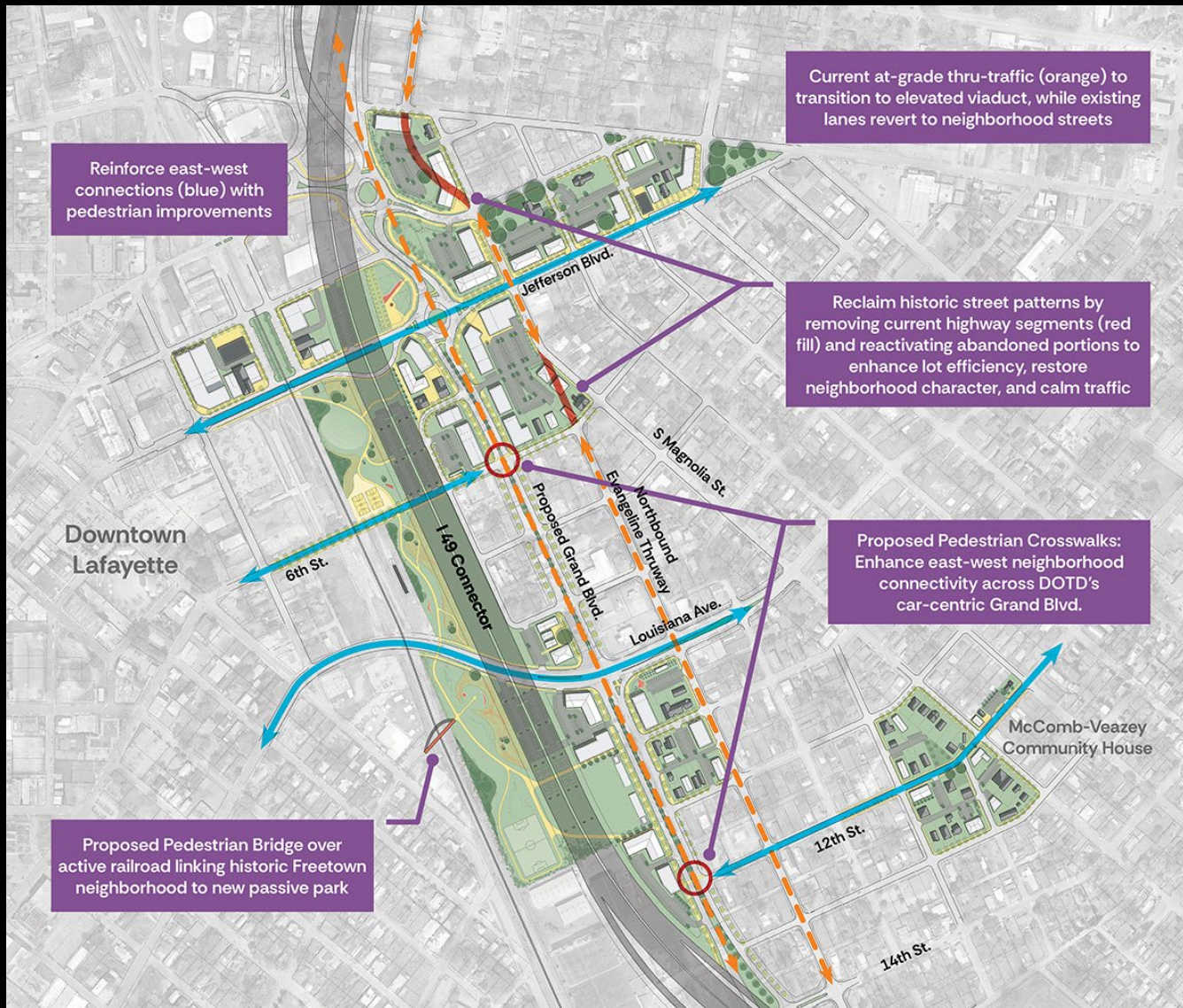


# MP90.03

This site plan highlights the Grand Boulevard focus area, where five catalytic sites cluster near downtown Lafayette. The proposed boulevard (a Louisiana DOTD-led project) forms a new north-south spine parallel to the future I-49 Connector but also creates an east-west barrier, with only three existing crossings: Jefferson Boulevard, Louisiana Avenue, and 14th Street. To improve walkability and reconnect historic neighborhoods with downtown, the plan introduces two new pedestrian connections.

With interstate traffic shifting to an elevated viaduct, the existing northbound lanes of the Thruway are reclaimed as a neighborhood street—reimagined as a two-lane road with on-street parking, expanded sidewalks, and a more human-scaled public realm. Meanwhile, the southbound lanes are reconfigured to become the new Grand Boulevard. Portions of the original street grid are also restored, reversing past disruptions and strengthening neighborhood connections.

Across the corridor, the plan establishes a coordinated network of civic open spaces that foster social interaction and neighborhood identity. It introduces plazas, greens, and multi-use spaces—ranging from small areas for outdoor dining to larger, transit-oriented spaces and passive parks—all designed to meet varied community needs and elevate the quality of the public realm.







# MP90.04

## Simcoe Triangle: A New Gateway

The Simcoe Triangle redevelopment aims to revitalize a disinvested area along Jefferson Boulevard—once an important extension of downtown's main street but now fragmented by the Evangeline Thruway.

This vision leverages publicly owned land held by Lafayette Consolidated Government, reflecting a community-driven approach to create a walkable, mixed-use, mixed-income district enriched with open spaces and public art.

Serving as a new gateway into downtown from the east, the site's strategic location and land ownership enable the project to move forward immediately, independent of future interstate construction. This provides an opportunity for early momentum and visible transformation, setting the stage for further development and reinvestment in the area.





# MP90.05

## Simcoe Triangle: Project Impact

The plan delivers measurable impact through thoughtful public-private coordination and community-rooted goals:

23,000 SF of new development  
(mixed-use, commercial/retail,  
healthcare)

72 new housing units

0.3 acres of new open space with art  
and civic amenities

170 construction jobs

36 permanent jobs generating \$1  
million in annual labor income

\$4 million in projected annual  
revenue from new retail and  
commercial uses

\$81,000 in annual City and Parish  
property tax revenue—a more than  
11-fold increase

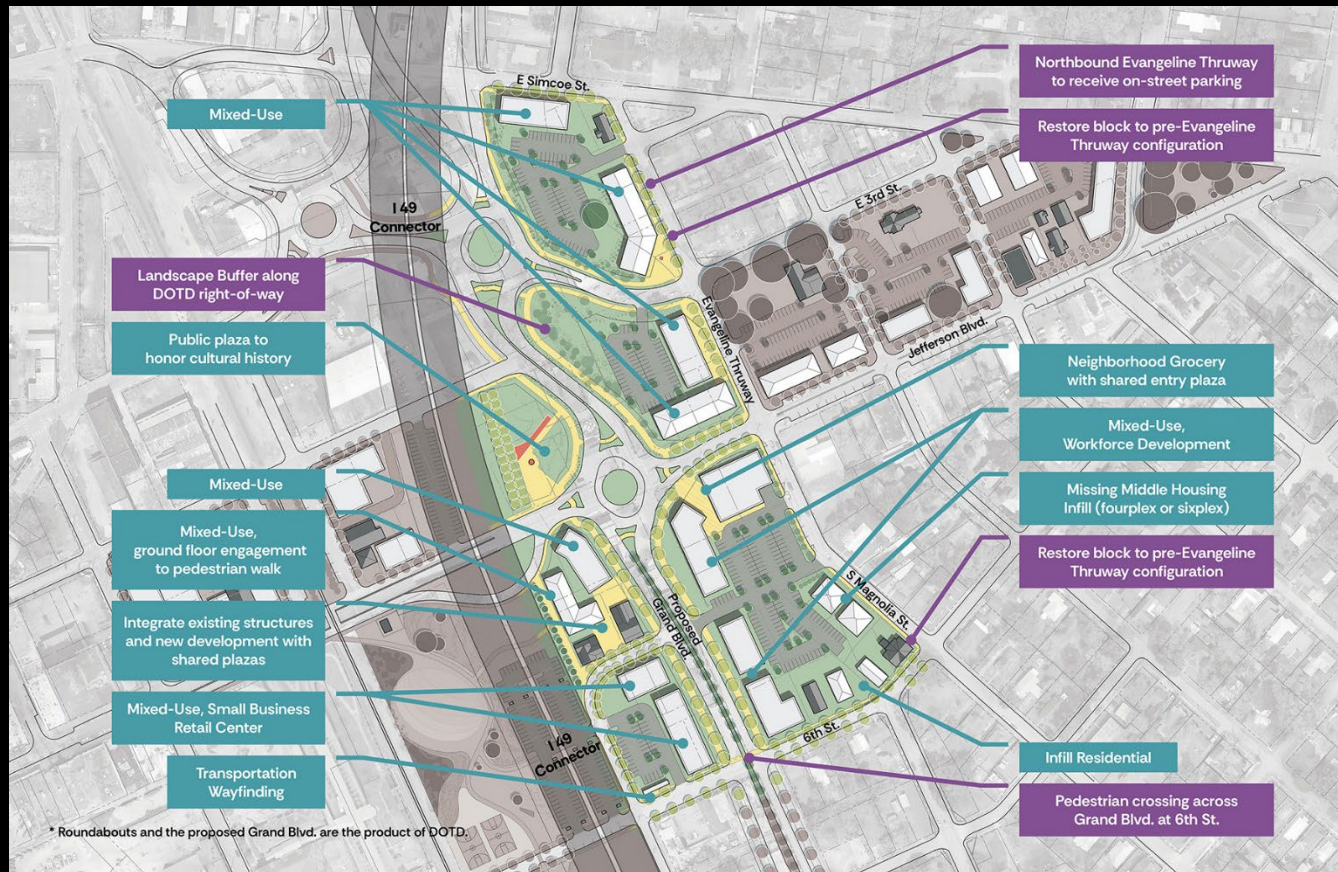


# MP90.06

## Jefferson Intersection: A Reimagined Downtown Portal

The Jefferson Intersection site plan proposes a bold reinvention of a key connection between downtown Lafayette and neighborhoods to the east. This critical node is reimagined as a dynamic mixed-use district centered on a walkable street network, with new housing, workforce development space, small business retail, and a much-needed grocery store.

Across all sites, the plan includes a deliberate mix of housing—from single-family infill and missing middle to larger multifamily and mixed-use—to support inclusive growth and diverse household needs. Enhanced east-west connectivity, supported by new open spaces and restored urban form, helps reconnect previously divided communities and position the area as a new anchor for equitable growth.







# MP90.07

## Jefferson Intersection: Project Impact

The Jefferson Intersection vision brings much needed housing and vital services to a pivotal location:

402,000 SF of new development (mixed-use, grocery, workforce development, small business retail hub)

253 new housing units

2 acres of new open space

549 construction jobs

122 permanent jobs generating \$5 million in annual labor income

\$14 million in projected annual revenue from new retail and commercial uses

\$233,000 in annual City and Parish property tax revenue—a 7-fold increase



# MP90.08

## Patterson Catalyst Site

This plan transforms a key area into a vibrant residential node with neighborhood amenities. Located within the early phases of the I-49 Connector project, this greenfield site can be developed independently of DOTD's project. The plan replaces a former hotel parking lot with a plaza and mixed-use center, extending the street grid to integrate with surrounding neighborhoods. It includes a diverse mix of housing types, from single-family lots to small missing middle housing and larger multi-family buildings.

270k SF of new development (multi-family, single-family, mixed-use, community facility)

4 acres of new open space

352 construction jobs

54 permanent jobs (\$2 million labor income)

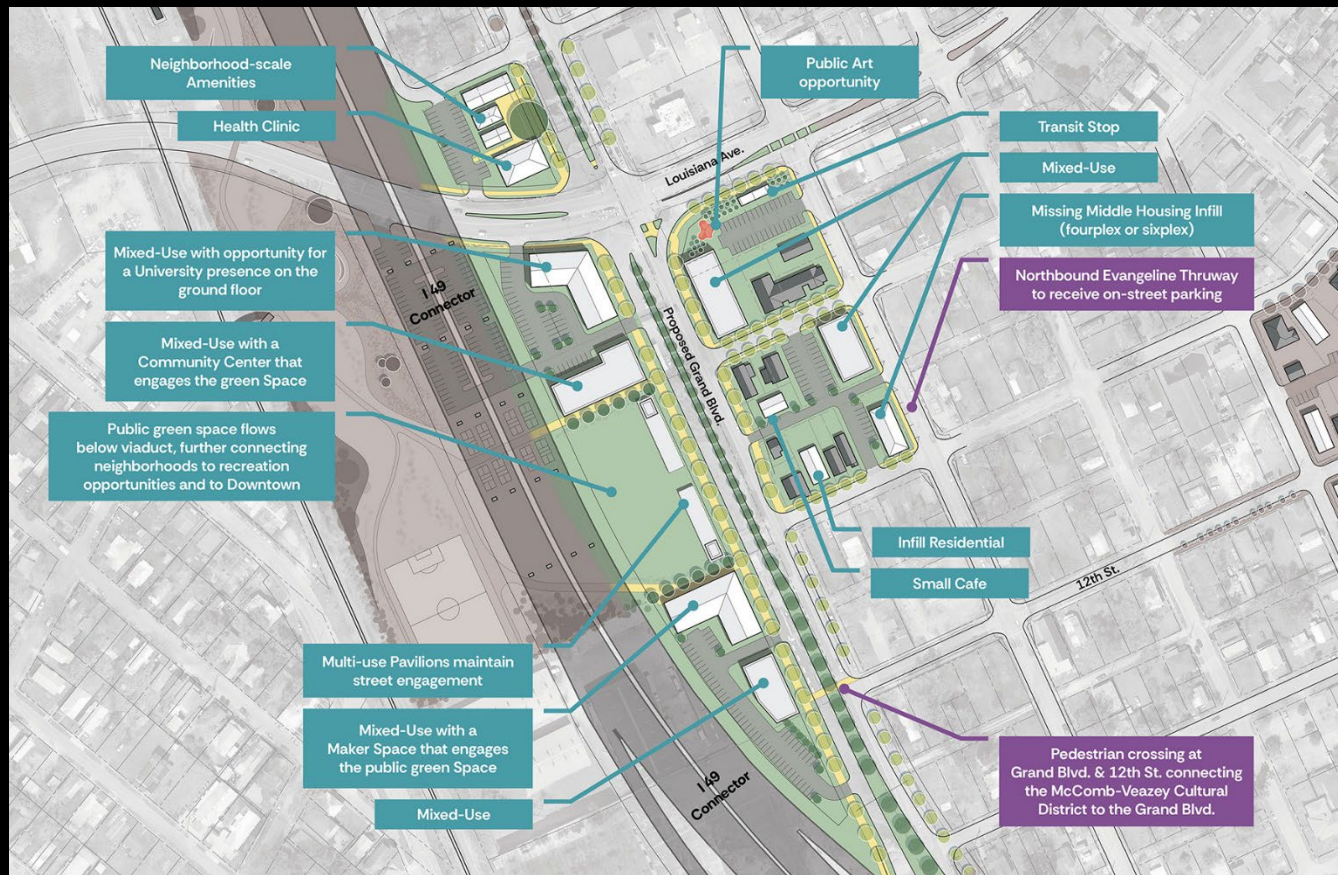
\$6 million in annual revenue in new retail and commercial spaces

\$104,000 (2-fold) increase in annual City and Parish property tax

194 new housing units







## MP90.09

The Boulevard South site plan envisions transforming underutilized land into a vibrant, walkable corridor with infill housing, mixed-use development, and a green space that connects to a new 9-acre passive park beneath the proposed interstate. This adjacent park responds directly to community feedback calling for more spaces for quiet recreation, while also providing opportunities for public art that honors the cultural history of the area. Together, the green spaces create a continuous thread linking downtown and nearby neighborhoods.

Mixed-use buildings directly engage the new green, including a proposed community center on one side and a maker space on the other—creating an active hub for neighborhood life. The plan emphasizes pedestrian-friendly design and improved connectivity, with community-serving businesses, retail, and amenities lining the streetscape. Open-air pavilions are placed along the green to support events and gatherings such as farmers markets, which can help address limited grocery access in the area. These pavilions also offer space for cultural programming, food trucks, or informal meetups—strengthening the area's urban character and encouraging social interaction across generations.





# MP90.10

Boulevard South:  
Project Impact

234k SF of new development  
(mixed-use, community facility, retail,  
neighborhood amenities)

137 new housing units

2 acres of new open space

324 construction jobs

\$7 million in annual revenue from  
new retail and commercial spaces

64 permanent jobs generating \$2  
million in labor income

\$143,000 (6-fold) increase in annual  
City and Parish property tax



# MP90.11

## McComb-Veazey Catalyst Site

This area plan focuses on small-scale neighborhood infill around the existing coterie in the McComb-Veazey area. It introduces a small neighborhood-scale retail building alongside a mix of residential infill, including missing-middle housing options like duplexes, 4-plexes and 6-plexes. The plan also positions a new multi-use pavilion directly across the street from the Community House, enabling them to expand their programming and support a thriving neighborhood culture.

28k SF of new development  
(community facility, small business incubation, retail, infill housing)

0.3 acre of new open space

\$1 million in annual revenue in new retail and commercial space

\$18,000 (18-fold) increase in annual City and Parish property tax

18 new housing units







# MP90.12

## MLK Jr. Plaza

This suburban retrofit reimagines a former shopping center parking lot as a vibrant mixed-use hub with housing, public space, and essential neighborhood amenities. The plan introduces a variety of building types—including larger mixed-use structures, mid-sized live-work units, and smaller commercial buildings—to support different levels of investment. This flexibility encourages broader participation and creates opportunities for local businesses and residents alike.

A centrally located community green serves as the heart of the site, designed to feel open and inclusive rather than private. It's framed by active frontages and offers space for gathering, play, and relaxation—strengthening neighborhood connections and identity.

Complementing the green is a hardscaped public plaza that supports flexible uses like food trucks, mobile health units, and outdoor dining. The inclusion of both plaza and green reflects a deliberate strategy to offer a variety of public space types and scales, fostering activity and engagement throughout the site. The plaza also doubles as a new public transit stop along a revised route responding to future interstate construction, reinforcing citywide connectivity. In replacing an oversized parking lot, MLK Jr. Plaza becomes a model for more equitable, people-centered suburban reinvestment.





# MP90.13

## MLK Jr. Plaza: Project Impact

152k SF of new development  
(mixed-use, residential, live-work,  
retail, office)

1 acre of new open space

85 new housing units

213 construction jobs

\$8 million in annual revenue in new  
retail and commercial spaces

66 permanent jobs (\$3 million labor  
income)

\$62,000 (6-fold) increase in annual  
City and Parish property tax

In addition to the urban planning diagrams shown here, the project deliverables include a robust set of implementation tools designed to move the vision forward. Project collaborators helped identify strategic first moves and outline clear, phased steps to guide action over time. The work is grounded in equity, supported by an Equitable Development Toolkit that includes policy strategies and a partnership matrix tailored to the corridor's context. Actionability metrics and economic impact evaluations help prioritize efforts and communicate potential outcomes. Precedents and policy ideas were integrated throughout to ensure recommendations are both ambitious and achievable.