THE OIL CENTER REDEVELOPMENT PLAN
A STRATEGIC MASTER PLAN FOR THE REDEVELOPMENT OF LAFAYETTE’S OIL CENTER
This plan was developed over the course of 2015-2018 as a follow-up to the University of Louisiana, Lafayette Community Design Workshop engagement process and master plan (2010). This plan was developed through a series of open houses, workshops, and stakeholder meetings held from 2015-2017.

A PLANLAFAYETTE "SMALL AREA PLAN"

The Oil Center Redevelopment Plan serves as a “Small Area Plan” within the framework established by PlanLafayette: “Small area plans and nodal plans, at varying densities, provide a set of localized best practice recommendations for development. This includes a series of design guidelines and site plans that conform to the vision and priorities set in the comprehensive plan. PlanLafayette articulates guidelines that inform the plans on a broad scale.”

CREDITS

This plan was produced by Downtown Lafayette’s “Development and Design Center” as initiated by the Oil Center Association (OCRA) and with support from Lafayette Economic Development Authority (LEDA), Lafayette Consolidated Government (LCG), and Lafayette General Medical Center (LGMC).

Project Manager: Nathan Norris (Lafayette Development & Design Center)

Lead Designer and Principal Author: Geoff Dyer (Lafayette Development & Design Center)

Consultants and Graphic Contributions:

Steve Mouzon: Acadiana Architecture and Character Workshop, 2/6/2015
Bob Gibbs: Retail, Small Business and Retail Workshop, 3/6/2015
Peter Swift: Transportation, Transportation Workshop, 2/5/2015
Dede Christopher: Central Square Rendering
Steve Price: Photo Simulation Vision Renderings
Geoff Dyer: Drawings and graphics unless otherwise noted.
INTRODUCTION

CREATING VALUE THROUGH PROACTIVE VISION

Following WWII, Maurice Heymann had a vision to place Lafayette at the center of burgeoning 1950’s oil economy. To make this vision a reality, the Oil Center was developed to be a place where people could live, shop, work, and play. Following 2008’s recession, the Oil Center has experienced marked economic challenges, which have required a new vision for the center. As a result, the Oil Center Redevelopment Plan was developed to provide a roadmap to grow the center from its roots as a place for oil workers to a place for everyone. The center is in the process of reinventing itself to be a more diverse, mixed-use destination.

1. The Oil Center Redevelopment Plan was prepared in a community-oriented effort on November 18, 2014 by the Oil Center Association.

REENVISIONING THE OIL CENTER: AN ONGOING PROCESS

In 2010, the “Reenvisioning the Oil Center Process” was kicked off through a collaboration between the University of Louisiana at Lafayette School of Architecture and Design Community Design Workshop, Lafayette Economic Development Foundation, Lafayette General Medical Center, and the Oil Center Renaissance Association. This process included extensive stakeholder outreach resulting in interacting, planning, and implementing conceptual steps. Spearheaded by the Lafayette Economic Development Foundation within the Downtown Development Authority, this plan continues to evolve as stakeholders are brought into the process.

In 2015, this plan updates the vision and presents an implementation focused, six-item action plan.

This plan builds upon this earlier effort. Through additional stakeholder outreach over the course of 2015-2017, including four focus workshops and two interim plan presentation and outreach events, this plan continues to ensure its vision and goals are included in the implementation focused, six-item action plan.

WHY OIL CENTER?

As a district with a focus on health and wellness, the Oil Center is ideally suited to promote and lead the way for Urban Wellness education. As a district with a focus on health and wellness, the Oil Center is ideally suited to promote and lead the way for Urban Wellness education.

- Regional Economic Development Opportunities

- Real Estate Opportunity

- Placemaking Opportunity

Regional economic development opportunities are changing with increasing numbers of both residents and employers demanding to locate in walkable mixed use locations. Lafayette, as a regional center, is one of our region’s most valuable real estate opportunity. Now geographically positioned in the City’s core, the Oil Center is the base for the Lafayette General Medical Center and serves as a hub for primary and specialty care.

Just as it was back in the 1950’s, the Oil Center continues to be a real estate and economic development opportunity. From geographically positioned in the City’s core, the Oil Center today is the base for the Lafayette General Medical Center. Now, the hospital and surrounding support services in the area will reflect on the UAV’s image, its role in the community, and how future growth can enhance and protect their primary investment.

For others, the Oil Center’s ideal location near the University, Girard Park, Downtown, and its many assets such as a full-service grocery store, make it an exciting opportunity to renovate existing buildings, redevelop existing public spaces and buildings into valuable outdoor rooms.

- Economic Development

Providing high quality city living as an option for all residents and businesses, the Oil Center represents a unique culture and character for Lafayette. It is renowned for its vibrant shopping, public spaces and buildings, and will reflect on the LGMC’s image, how it’s perceived in the community, and how future growth can enhance and protect their primary investment.

In spite of the advantages of its location, its many existing tenants, and how future growth can enhance and protect their primary investment.

The Oil Center is strategically positioned for a relatively low-cost transformation into a place where new residents will add to an increasingly vital place to live, shop, work and play.

- Fiscal

In Washington, D.C., the economic impact of a mixed-use development is estimated to provide one dollar of public benefit for every thirty-three dollars of public investment. In New Orleans, the average total return of $1.68 is the highest in the country, leading to a 1:1.68 return on investment.

- Social

In an exciting opportunity to create a place where new residents will add to an increasingly vital place to live, shop, work and play.

- Compact, mixed use development produces the greatest intrinsic return to the community.

- Fiscal

- Social

- Compact, mixed use development produces the greatest intrinsic return to the community.

- The Oil Center is a place where social, economic, and physical development converge.

- Fiscal

- Social

- The Oil Center is a place where social, economic, and physical development converge.

- Compact, mixed use development produces the greatest intrinsic return to the community.

- Economic Development

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.

Three Opportunities

- The Oil Center Redevelopment Plan is framed by the realization of the Master Plan.
“Once serving as the center for Lafayette’s oil industry, today the Oil Center is poised to become a bustling mixed-use urban center where walkable, walkable, walkable, residences, shops, and lively streets and public space will join an already vibrant business community anchored by a growing medical district.”

VISION

PARK ONCE AND WALK DISTRICT

+ Sidewalks are Connected, Wide, and Protected from Sun and Rain
+ On-Street Convenience Parking
+ Off-Street Lots and Garages Provide Long Term, Resident, Event, and Employee Parking, and are Safe and Well Lit.

A DIVERSIFIED 24 HOUR PLACE

+ 3-5 Story Mixed-Use Buildings
+ Residences & Hotels
+ Offices, Shops & Restaurants
+ Institutional & Public Places

VIBRANT OUTDOOR ROOMS

+ Active Ground Level Building Interface
+ Off-Street parking located to Minimize Impact on Building Interface with Street
+ High Quality Streets and Public Spaces

PARK CIRCLE AND PAKE DISTRICT

+ Sidewalks are Connected, Wide, and Protected from Sun and Rain
+ Off-Street Lot and Garage Parking
+ Off-Street Lots and Garages Provide Long Term, Resident, Event, and Employee Parking, and are Safe and Well Lit.

3. Existing Conditions:

A disconnected sidewalk network, fast moving traffic, exposed surface parking, and a poor interface between the building and the street discourage walking and create an unsightly visual appearance. (Steve Price, Urban Advantage)
2. Streetscape Improvements:

Improvements to the streetscape set the stage to attract redevelopment and investment. Contiguous sidewalks are added, appropriate trees are planted in the median, streetlights are added with underground wiring. (Steve Price, Urban Advantage)

3. Initial Catalyst Redevelopment:

New four-story buildings provided much-needed residential uses, shade the sidewalk with galleries and awnings, and begin to shape a high-quality outdoor room along Coolidge Boulevard. (Steve Price, Urban Advantage)
4. Progressing Redevelopment: Similar buildings begin to fill in. (Steve Price, Urban Advantage)

5. Coolidge as an Outdoor Room: The Champagne's block is redeveloped, with Champagne's grocery store providing a street-level interface with Coolidge as a contrast to its parking lot frontage toward Heymann Boulevard. Azaleas and other plantings are located in the median. (Steve Price, Urban Advantage)
**LAFAYETTE’S CORE**

**THE OIL CENTER IN CONTEXT**

The Oil Center is part of what has become known as Lafayette’s “Core.” Largely defined by the borders of the city, the Oil Center is centered by the Downtown but is intersected with the University of Louisiana at Lafayette, the Oil Center and the surrounding neighborhoods.

**PLAN LAFAYETTE**

“The Oil Center” is the City’s language Comprehensive Plan, a guidebook for the community’s growth, development, and reclamation. Adopted by the Lafayette Parish Planning Commission in June of 2014, the plan was developed through extensive public outreach and stakeholder collaboration providing a 20-year vision based on local conditions, values, and aspirations.

**LAFAYETTE’S CORE**

The Oil Center represents a major redevelopment opportunity within the core. Other key development opportunities are indicated by the map marker.

**EXISTING CONDITIONS**

**OPPORTUNITIES AND CONSTRAINTS**

**EXISTING CONDITIONS**

- **Good Edges, Poor Edges:**
  - No apparent Center:
  - Although originally founded as a “Center” for the oil industry, the Oil Center itself has no identifiable “heart”, a center of activity and talent for the Hospital and supportive uses.
  - Industry Edges: The Oil Center is largely limited to one to two story buildings due to a lack of parking infrastructure and walkability (where one parking space can serve multiple destinations). It is demonstrated that where increased connectivity can be observed by pedestrians cutting through parking lots and other routes on these larger blocks.
  - Expansive surface parking lots, disconnected sidewalks, and poor edge conditions discourage walking on the southern portion of the Oil Center.
  - Lack of Parking Infrastructure: The Oil Center is largely limited to one to two story buildings due to a lack of parking infrastructure and walkability (where one parking space can serve multiple destinations). It is demonstrated that where increased connectivity can be observed by pedestrians cutting through parking lots and other routes on these larger blocks.
  - Larger Blocks: Drive lanes are generally too wide, leading to faster traffic movements and the need for traffic calming devices such as frequent stop signs. Fast moving traffic further discourages walking and creates unsafe conditions (dark pavement is forced to walk along a roadway).
- **Disconnected Sidewalk Network Discourages Walking:**
  - Disconnected sidewalks discourage walking.
  - The original street pattern is intact, defined by a connected urban grid of streets and small blocks. Urban grid:
  - While small blocks and a connected grid are crucial for walkability, a disconnected and/or absent network discourages walking, and creates unsafe conditions when pedestrians are forced to walk along a roadway.
  - Expansive surface parking lots, disconnected sidewalks, and poor edge conditions discourage walking on the southern portion of the Oil Center.
  - Fast Traffic Reduce Safety and Discourage Walking & Cycling: Fast Traffic: Fast traffic can be an issue when driving through Lafayette. However, sidewalks and pedestrian-friendly streets can be incorporated into the Oil Center's development.
  - Off-Street Surface Parking Discourages Walking:
  - There are some larger blocks that lack necessary connectivity to be pedestrian-friendly. Urban residential is in increasing demand and is critical to attract and retain talent for the Hospital and supportive uses.
  - Larger Blocks Discourage Walking:
  - There are some larger blocks that lack necessary connectivity to be pedestrian-friendly. Urban residential is in increasing demand and is critical to attract and retain talent for the Hospital and supportive uses.
DEMONSTRATING VISION

The Illustrative Plan at right shows one possible outcome of the Redevelopment Plan Vision. The new buildings (in red) along revamped streets show how new development can revitalize the Oil Center over the course of the next two decades. The light brown parking garages demonstrate how parking infrastructure can leverage three to five story mixed use, with other blocks demonstrating 1-3 stories of new development supported by surface parking.

ILLUSTRATIVE PLAN AS A GUIDELINE

This plan combines real, immediate development opportunities that have been expressed by various stakeholders on specific parcels, along with longer term redevelopment concepts that may not currently be envisioned on those parcels. In this way the Illustrative Plan serves as a guideline, showing solutions for various conditions while bringing all in line with the central vision and plan.

FROM VISION TO IMPLEMENTATION

The following pages present a simple “Rationale” to implement the vision. This is followed by a specific Catalyst proposal, and a more in-depth description of the Illustrative Plan proposals and concepts.

ILLUSTRATIVE PLAN

O.C. ACTION PLAN

FRAMED AS A LOGICAL SEQUENCE OF FIRST STEPS, THESE ACTIONS ARE INTERRELATED AND CAN BE INITIATED SIMULTANEOUSLY:

1. Organize as a District
2. Establish a Walkable Spine
3. Establish a Center
4. Increase Connectivity
5. Build a Catalyst Project

Working Together:

1. To reaffirm, achieve the vision, it will be necessary to work across and within entities that can actively represent the Oil Center and facilitate necessary improvements and changes. Even out of the matrix of the Oil Center stakeholders, this working group is the keystone of a vision and Master Plan.

2. Establishing a Walkable Spine on Existing Growth

Building on Existing Growth

The pedestrian environment within the oil center is dysfunctional throughout the district. The best “bang for the buck” is the improvement of Coolidge Boulevard. By focusing on this identifiable, well-traveled corridor, Coolidge can become a great outdoor room that attracts investment and acts as a catalyst for more widespread improvements.

3. Establish a Center

Putting the “There” There:

The Oil Center lacks an identifiable center to focus activity and interest. The intersection of a newly walkable Coolidge Boulevard and Audubon Boulevard (which links Girard Park to Pinhook Road) provides an ideal location for a central public space in the geographic center of the Oil Center.

4. Increase Connectivity

Increasing Convenience through Improved Connectivity & Access

Small blocks are the foundation for a walkable places, and convenient access a central amenity to urban living. The larger blocks within the Oil Center can be divided into smaller blocks with new streets and passages thereby increasing convenience, while providing valuable new street frontage for new buildings.

5. Build a Catalyst Project

Coolidge Mixed Use Residence

A strategically located catalyst project sets an invaluable precedent for further revitalization, a tangible demonstration of the vision, and a critical intermediary of the other action items.

6. Code for the Vision

Matching the Rules to the Vision

The current CH “Commercial Heavy” zoning that dominates the Oil Center is more in line with the 1-2 story automobile-focused vision of the past. The new zoning and development guidelines will protect and enact the new vision.

A. Reduce the amount of commercial uses.
B. Allow mixed use and other uses.
C. Create pedestrian and bicycle friendly streets.
D. Allow more housing in core.
E. Additional controls on parking.

Girard Park Drive

Oil Center Drive

Heymann Crescent (New)

Heyman Center Drive (New)

Heymann Boulevard

Travis Street

Champagne Avenue (New)

Coolidge Street

Backstage Drive (New)

Auditorium Place

Audubon Boulevard

Hospita Drive

West College Road

Pinhook Road

Bendel Road

South College Road

Establish a Walkable Spine

Building on Existing Growth

The pedestrian environment within the oil center is dysfunctional throughout the district. The best “bang for the buck” is the improvement of Coolidge Boulevard. By focusing on this identifiable, well-traveled corridor, Coolidge can become a great outdoor room that attracts investment and acts as a catalyst for more widespread improvements.

Establish a Center

Putting the “There” There:

The Oil Center lacks an identifiable center to focus activity and interest. The intersection of a newly walkable Coolidge Boulevard and Audubon Boulevard (which links Girard Park to Pinhook Road) provides an ideal location for a central public space in the geographic center of the Oil Center.

Increase Connectivity

Increasing Convenience through Improved Connectivity & Access

Small blocks are the foundation for a walkable places, and convenient access a central amenity to urban living. The larger blocks within the Oil Center can be divided into smaller blocks with new streets and passages thereby increasing convenience, while providing valuable new street frontage for new buildings.

Build a Catalyst Project

Coolidge Mixed Use Residence

A strategically located catalyst project sets an invaluable precedent for further revitalization, a tangible demonstration of the vision, and a critical intermediary of the other action items.

Code for the Vision

Matching the Rules to the Vision

The current CH “Commercial Heavy” zoning that dominates the Oil Center is more in line with the 1-2 story automobile-focused vision of the past. The new zoning and development guidelines will protect and enact the new vision.

A. Reduce the amount of commercial uses.
B. Allow mixed use and other uses.
C. Create pedestrian and bicycle friendly streets.
D. Allow more housing in core.
E. Additional controls on parking.

ILLUSTRATIVE PLAN

DEMONSTRATING VISION

The Illustrative Plan at right shows one possible outcome of the Redevelopment Plan Vision. The new buildings (in red) along revamped streets show how new development can revitalize the Oil Center over the course of the next two decades. The light brown parking garages demonstrate how parking infrastructure can leverage three to five story mixed use, with other blocks demonstrating 1-3 stories of new development supported by surface parking.

ILLUSTRATIVE PLAN AS A GUIDELINE

This plan combines real, immediate development opportunities that have been expressed by various stakeholders on specific parcels, along with longer term redevelopment concepts that may not currently be envisioned on those parcels. In this way the Illustrative Plan serves as a guideline, showing solutions for various conditions while bringing all in line with the central vision and plan.

FROM VISION TO IMPLEMENTATION

The following pages present a simple “Rationale” to implement the vision. This is followed by a specific Catalyst proposal, and a more in-depth description of the Illustrative Plan proposals and concepts.

ILLUSTRATIVE PLAN

O.C. ACTION PLAN

FRAMED AS A LOGICAL SEQUENCE OF FIRST STEPS, THESE ACTIONS ARE INTERRELATED AND CAN BE INITIATED SIMULTANEOUSLY:

1. Organize as a District
2. Establish a Walkable Spine
3. Establish a Center
4. Increase Connectivity
5. Build a Catalyst Project

Working Together:

1. To reaffirm, achieve the vision, it will be necessary to work across and within entities that can actively represent the Oil Center and facilitate necessary improvements and changes. Even out of the matrix of the Oil Center stakeholders, this working group is the keystone of a vision and Master Plan.

2. Establishing a Walkable Spine on Existing Growth

Building on Existing Growth

The pedestrian environment within the oil center is dysfunctional throughout the district. The best “bang for the buck” is the improvement of Coolidge Boulevard. By focusing on this identifiable, well-traveled corridor, Coolidge can become a great outdoor room that attracts investment and acts as a catalyst for more widespread improvements.

3. Establish a Center

Putting the “There” There:

The Oil Center lacks an identifiable center to focus activity and interest. The intersection of a newly walkable Coolidge Boulevard and Audubon Boulevard (which links Girard Park to Pinhook Road) provides an ideal location for a central public space in the geographic center of the Oil Center.

4. Increase Connectivity

Increasing Convenience through Improved Connectivity & Access

Small blocks are the foundation for a walkable places, and convenient access a central amenity to urban living. The larger blocks within the Oil Center can be divided into smaller blocks with new streets and passages thereby increasing convenience, while providing valuable new street frontage for new buildings.

5. Build a Catalyst Project

Coolidge Mixed Use Residence

A strategically located catalyst project sets an invaluable precedent for further revitalization, a tangible demonstration of the vision, and a critical intermediary of the other action items.

6. Code for the Vision

Matching the Rules to the Vision

The current CH “Commercial Heavy” zoning that dominates the Oil Center is more in line with the 1-2 story automobile-focused vision of the past. The new zoning and development guidelines will protect and enact the new vision.

A. Reduce the amount of commercial uses.
B. Allow mixed use and other uses.
C. Create pedestrian and bicycle friendly streets.
D. Allow more housing in core.
E. Additional controls on parking.

THE OIL CENTER REDEVELOPMENT PLAN | 12
ORGANIZE AS A DISTRICT

1. Organize as a District

THE OIL CENTER REDEVELOPMENT PLAN

WORKING TOGETHER

The three primary redevelopment opportunities in The Core are the University Commons, the Downtown, and the Oil Center. Of these, the Oil Center is the only one whose redevelopment interests are not represented by an adequately funded, full-time organization dedicated to promoting and advocating for its landowners and stakeholders. To effectively achieve the vision, it will be necessary to create and fund an entity that can actively represent the Oil Center and lobby for necessary improvements and changes. The creation of this entity will require continuing collaborative discussions amongst stakeholders to establish an approach and implementation strategy.

1. Development District: Formation of a tax district funded development authority similar to the Downtown Development Authority (DDA). With relatively smaller resources, this organization would be less well funded than the DDA but would focus its efforts entirely on the Oil Center.

2. Amalgamate with the DDA: Separated only by the University, expansion of the DDA district would place additional resources into a combined Downtown and Oil Center development district that could then share resources while also funding positions focused on the respective areas.

3. An Informal District/Non-Profit: With no formal legislative funding, government standing, or dedicated funding stream, continuing the current non-profit model will likely continue to have limited effectiveness.

ESTABLISH A WALKABLE SPINE

2. Establish a Walkable Spine

BUILDING ON EXISTING STRENGTHS

The three largest redevelopment areas within The Core are the University Commons, Downtown, and the Oil Center. Of these, the Oil Center is the only one whose redevelopment interests are not represented by an adequately funded, full-time organization dedicated to promoting and advocating for its landowners and stakeholders.

The boundary shown in red is proposed only, and is subject to change.

1. Organize as a District

WORKING TOGETHER

Coolidge Street is well positioned to form a walkable spine through the Oil Center.

Both the Downtown and the Oil Center share the need for widespread street and sidewalk improvements on almost every corridor. The Downtown started to address this issue over two decades ago when Jefferson Street improvements were identified as the most effective step toward revitalization. As the Downtown’s most identifiable street with the most commercial vitality, and serving as the primary pedestrian connector, streetscape funding was secured by focusing efforts on a single corridor with that would have the greatest impact. The success and subsequent returns on this investment continue to resound, and the approach is being emulated as corridors are identified for similar improvements.

Even in its current state, Coolidge is the Oil Center’s trademark street. With its planted median and wide right-of-way, it serves an important role as a commercial spine through the length of the Oil Center. By improving its deteriorated sidewalk system, lack of shade, awkward diagonal parking, on-street lanes, and other deficiencies, Coolidge can become the linchpin that further revives walkability within the Oil Center. This will align Oil Center patrons in the ability to “park once and walk” to a multitude of destinations and set the stage for private investment along the corridor. The proposed streetscape improvement is described in the following pages, and is summarized below:

COOLIDGE STREET IMPROVEMENT STRATEGY

• Utilize the existing curb lines as much as possible to reduce cost and disruption.
• Allow for block-by-block improvements to reduce impact on businesses and facilitate incremental funding.
• Provide options that can maintain existing on-street parking and ultimately increase on-street parking.
• Remove redundant diagonal parking for improved safety that also serves to slow traffic.
• Treat the corridor as an attractive “destination traffic” rather than “through traffic” by narrowing lanes, adding new parallel parking that also buffers sidewalks, improved crosswalks, tighter turn radius, and maintaining on-street parking signs.
• Create a contiguous sidewalk of at least 8’ on both sides of the corridor, extending from the sidewalk on both sides of new buildings are constructed.
• Provide shared bicycle lanes through a combination of railings, galleries, and trees.
• Improve medians through a unified landscaping plan, irrigation, and new architectural street lighting fed by underground electrical service.
• Provisions for new pedestrian facilities such as benches, trash, and bike racks.
COOLIDGE STREET EXISTING CONDITIONS

Coolidge Street is defined by a generally consistent 60 foot wide public right-of-way and 21 foot median, but has a variety of edge conditions. Existing conditions include:

• Overly-wide drive lanes that are physically 18.5’ and visibly reduced by cross-hatched striping that still result in overly-wide lanes. Drive lanes in a slow-moving urban conditions are typically 9-11’ in width.

• Head-in parking that requires mounting a curb and causes an unsafe backing condition with overly wide drive lanes.

• Intermittent sidewalk system.

• Inconsistent median landscaping with no unified design.

• Car-scaled street lighting with overhead electrical lines, and an utilitarian “highway” aesthetic.

• Poor building frontages that do not encourage walking through visual interest and interaction.

COOLIDGE STREET CONVERSION

The proposed streetscape renovation seeks to solve both overly-wide, fast-moving vehicular lanes coupled with a strategy for providing a contiguous sidewalk system along the length of the Coolidge Street. The strategy works with existing conditions as much as possible and leveraging itself to an incremental block-by-block approach with additional improvements (under admittedly add- itional cost and work requirements) towards the corridor.

The diagram to the left shows existing conditions on top, and the proposed conversion below. The solid red lines identifies the location of the property lines that exist at the curbed edge of the through-lanes. The strategy ad- dresses the two primary conditions that exist along the corridor: sections with and sections without head-in parking.

Strategy 1. Areas Without Head-In Parking:

Within the right-of-way, the drive lane width of 18.5 feet easily accommodates parallel parking. Where there are no parking area/loading access lanes parallel parking is simply striped onto the pavement slowing traffic and providing a buffer to the sidewalk.

The area outside of the right-of-way is currently defined by landscaping strips, intermittent sidewalks, and loading/access lanes. It is proposed that a minimum 8.0’ contiguous sidewalk be installed with a public access and main- tenance easement granted by property owners. Where parking lane and loading access exists, the sidewalk should remain, allowing vehicles access across the sidewalk at the curb.

Strategy 2. Areas With Head-In Parking:

Within the right-of-way, the drive lane width of 18.5 feet is reduced to 14.0 feet which reflects best practices for one-way drive lanes adjacent to head-in parking. This frees up 4.5 feet that can be added to a sidewalk. The curb between parking and drive lane is elim- inated.

The area outside of the right-of-way is currently defined by head-in parking and (typically) a private sidewalk along the building. It is proposed that a 5.5’ foot conti- nuous sidewalk be installed at the current curb edge within the current parking lane. The curb is eliminated in parking areas with a 10’ wide depth. The sidewalk terminates at the building or end sidewalk is re-aligned. When added to existing sidewalks that serve buildings, a wider sidewalk is achieved. The parking lane exists in both the public right-of-way and within the sidewalk. The sidewalk formed by the addition of the parking lane will require a public access and maintenance easement.
COOLIDGE STREET: HEAD-IN PARKING CONVERSION

The street conversion for areas with head-in parking reflects best-practices in street design for angled head-in parking as demonstrated locally on the River Ranch Main Street. Traffic speeds should be posted below 25 mph with the street design encouraging speeds less than 15 mph. With new building investments, sidewalks can be expanded to widths of 10 - 15 feet and then covered with awnings and/or habitable galleries.

* Note: A combination of Angled head-in and Parallel conversions on each side of the street is possible.

Current best practices prescribe slow-moving, narrow through lanes with immediately adjacent head-in or head-out angled parking as demonstrated in the River Ranch Main Street.

COOLIDGE STREET: PARALLEL PARKING CONVERSION

The street conversion for areas without head-in parking allow for a win-win situation: additional parking is added, drive lanes are reduced and traffic speeds are encouraged to slow, and the sidewalks are buffered from moving vehicles. The 8.0 foot sidewalk provides a minimum dimension where new building investments can expand the sidewalk to a more comfortable 10.0 - 15.0 feet.

* Note: A combination of Angled head-in and Parallel conversions on each side of the street is possible.
3: Establish a Center

The Median along Coolidge is one of its most defining characters and presents the opportunity to create an anchor element similar to Lafayette's most loved streets such as Myrtle and W. St. Mary Blvd. The following are improvement strategies to coincide with streetscape improvements.

- Utilize pavers/stamped concrete for turning lanes at S. College and St. Mary (shown) or provide a smaller planted median for turn bay.
- Utilize pavers for Mid-Block Parking and Loading Access. Minimize crossing area width to a maximum of 24.0 feet.
- Install Median Between Oil Center Drive and E. St. Mary Blvd.
- Extend median at Oil Center Drive with left turns now controlled by a stop sign.
- Major Crossing: Integrate crosswalks with median on pavers. Consider informational kiosk and other pedestrian amenities on a plaza.
- Provide small planted median at E. St. Mary Blvd. turn bay.

Mid-block crossing for parking and loading access should be pavers and/or stamped concrete.

- Lighting: Architectural lighting with a pedestrian scale can replace current utilitarian lighting. Demonstrated here is Sternberg’s “Solana” light on 13.0 foot and 18.0 foot poles.

- Accessories: The addition of public art, flags, banners, kiosks, and other decorative elements enhance the sense of character of the streetscape.

- Landscaping: A unified landscaping plan supported by automatic irrigation includes trees such as Live Oaks planted on a 50.0 foot center. These are an investment for future shade and striking character. The understory should incorporate Azaleas for Coolidge's place along the “Azalea Trail” along with other species.

The apparent center of the Oil Center is at the intersection of Coolidge Street and Audubon Boulevard.

At the heart of most great cities, towns, and neighborhoods is a great public space. A place for gathering, commerce, and a sense of arrival. While Girard Park and the Heymann Memorial Park serve as important green spaces at the edges, the Oil Center has no physical center. There is no “there, there.” Upon observation, the apparent center for the oil center occurs along the Coolidge corridor-the soon-to-be walkable spine and showcase street, and Audubon Boulevard- a street that connects the eastern edge of Tuluh Road to the Western Edge of Downtown.

As a basic wayfinding device, the need to find the center of a place is a natural human pattern. As a great public space the center can build tremendous value, demonstrating places base character and providing multiple reasons for people to stay: an amenity center is to create a more body shopping district and amenity center to attract businesses and employees, and a center to program events.

The strategy to “Establish a Center” proposes a competitive public/private partnership opportunity that could occur on any one of the four corners of Coolidge Street and Audubon Boulevard with the added benefit of positioning it opportunistically as a further revitalization. While the details and funding for this strategy will need to be fleshed out carefully and to the redevelopment plan, the following pages describe the design strategies for what could be called the “O.C. Center.”
There are four options for a mixed-use center and public space. Only one location is to be selected.

ESTABLISHING A CENTER: FOUR LOCATION OPTIONS, ONE OPPORTUNITY

The “O.C. Center”, named as suggested for the Oil Center renaissance at the intersection of Coolidge Street and Audubon Boulevard. Four options for locating the center are possible, one at each corner of the intersection. Each location is uniformly priorities and each location has advantages and disadvantages for hosting a future center. As suggested for further revitalization, it is proposed that a public/private partnership package be developed that is applicable to any one of the four options and available through a competitive application process.

The four location options are illustrated generally at left. Only one location is to be selected. The public/private partnership package would include a combination of public and private investments amounting at a minimum of the following four elements:

A: Public Square
Modelled on the size of Downtown’s Parc Sans Souci (generally 150’ x 300’), a public square capable of hosting both formal events and passive recreational use.

B: Mixed Use Buildings
Framing the new pedestrian forecourt that will make up a mixed-use development, buildings with mixed-use ground floor commercial.

C: Parking Infrastructure: New multi-story development within the oil center will require new parking infrastructure. Structured or surface parking can be shared by the mixed-use buildings and the public square.

D: Frontage Streets: The public square should be lined by narrow streets with on-street parking. These streets provide frontage for the mixed-use buildings, additional parking, and can be closed for additional event space.

TABLE

- Mixed Use Buildings:
  - Framing the new pedestrian forecourt
  - 3-5 story mixed use buildings with residential over ground floor commercial

- Public Square:
  - Modeled on the size of Downtown’s Parc Sans Souci (generally 150’ x 300’)
  - A public square capable of hosting both formal events and passive recreational use

- Parking Infrastructure:
  - New multi-story development within the oil center
  - Structured or surface parking

- Frontage Streets:
  - Narrow streets with on-street parking
  - Provides frontage for the mixed-use buildings and additional parking
  - Can be closed for additional event space
Increase Connectivity

One of the most valuable amenities of an urban location is convenience. Putting people in more walk-able, bike-able, and drive-able proximity of their needs reduces traffic congestion, provides more choices in how to get around, and makes more efficient use of our infrastructure. It is fundamental to the “park once” idea where shoppers, residents, workers can park once and then walk to multiple destinations. It is tremendous valuable for those who cannot, or choose not, to drive.

Currently the Oil Center suffers from a disconnected sidewalk system and large blocks. Hospital districts in general are infamous for expanding out into super blocks with blank walls and parking garages that create a regrettable interface with the street. Traditionally, Lafayette General Medical Center continues to be engaged in the planning effort, exploring the opportunity not only for ways to grow by smaller blocks, but also for their buildings to provide a more pedestrian-oriented interface at the street. Increased connectivity and access can be achieved in three primary ways:

1. Create Small Blocks: Small blocks are fundamental to walkable places. The ideal length of a block face is 200 - 400 feet, with the perimeter of a block not exceeding 2000 feet. Where large blocks exists, there is opportunity to create valuable urban frontage by breaking up the block into small streets and pedestrian passages.

2. Build Walkable Streets: Walkable streets have these characteristics: sidewalks form a contiguous network and are no less than 5.0 feet and ideally over 8.0 feet. Awnings, galleries, and trees provide shade, sidewalks are well lit at night, and on-street parking provides a buffer moving vehicles. Vehicle movements are slowed with narrow lanes, on-street parking, and intersection controls. Benches, bollards, and other amenities add to the experience, but decorative concrete and other aesthetic treatments are not necessary.

3. Provide a Pedestrian Friendly Building Interface: Walkability is completed by providing visual interest and an active building interface through clear glass shopfronts, windows, residential stoops and porches, and building entrances directly accessing the sidewalk. Parking lots and blank walls degrade walkability and reduce the amenity of convenience for all surrounding properties.

The division of large blocks provides a distinct opportunity. Ideally, where new parking lots are anticipated they are re-imagined as sidewalk-lined streets (parking spaces are re-imagined as on-street parking) that connect seamlessly into the Oil Center grid of streets. Where new streets are not possible, pedestrian passages and sidewalks through parking lots provide an alternative until more formal routes can be achieved. The diagram to the left proposes where blocks can be subdivided to increase connectivity and access.
New streets and the renovation of existing streets within the Oil Center should reflect the current best practice as outlined in the ITE Recommended Practice, “Designing Walkable Urban Thoroughfares: A Context Sensitive Approach,” and NACTO’s “Urban Street Design Guide.”

The most common walkable street section consists of two 10.0 lanes with two 8.0 foot parking lanes totalling 36.0 feet from face of curb to face of curb. sidewalks are often 12.0 feet wide to create an even 60 foot wide street right of way. In commercial areas, street trees are in small planters of grates, and in residential areas they are often in tree lawns with a separate 5.0 - 8.0 foot sidewalk. The addition of bike lanes, wider sidewalks, a center turn lane, planted medians, and angled head-in parking are common modifiers.

This new street in Glenwood Park, Atlanta exemplifies the 36' urban street.

Many of the streets in the Oil Center have over-wide pavement that could be converted simply by restriping, or pragmatic block-by-block solutions as demonstrated with the Coolidge Street “Walkable Spine” strategy. This street shows how a street with 50.0 foot wide pavement could be restriped and/or reconfigured into a more walkable street by narrowing lanes, adding parking, and potentially sidewalks. The 12.0 foot lane adjacent to the angled head in parking could be reduced to 10.0 feet.

Over-wide streets such as Travis Street could be retrofitted with angled head-in parking to reduce drive lane width and create a more walkable street.
This street shows how wide commercial streets such as Heymann Boulevard could be retrofitted with a center “service lane” allowing not only left hand turns, but parked delivery and service vehicles as well. This lane could be striped, painted, or more permanently stamped concrete. As in the Coolidge Conversion, angled head-in parking should be matched to a narrow through lane and could free up room to install a contiguous sidewalk. Parallel parking could also be added to many of the over-wide sections.

This redevelopment plan represents the vision for future development based on past master planning efforts, current best practices, emerging opportunities, and ongoing collaborative engagement with all stakeholders. Adoption of it would establish a critical agreement among landowners and all other stakeholders to collectively build value through a unified vision.

Matching the Rules to the Vision

The current zoning of the Oil Center does not currently match the vision. Through a subsequent process, preferably with a new District in place, a public engagement process should be undertaken to facilitate a rezoning in line with the vision and the desires of the stakeholders and property owners. This Redevelopment Plan serves as a reference and guide toward these efforts.

The oil center street in Albuquerque uses a center service lane for delivery vehicles and as a buffer to angled parking movements.
The majority of the Oil Center is zoned for Commercial Heavy. This district allows for a variety of uses, including retail, restaurants, offices, and apartment complexes. Heavy setback and landscape standards mitigate for exposed parking lots and blank walls. This along with other development standards hinder walkable mixed-use development.

CM is aimed at implementing commercial/office land uses with pedestrian-friendly features. This may be ideal for the Hospital and other large buildings that do not anticipate redevelopment, but does not specifically stimulate walkable mixed-use development. While it does not have the force of law, it provides more direct, essential elements of the vision mapped onto a plan as a guide to future development. While it does not have the force of law, it provides more direct, essential elements of the vision mapped onto a plan as a guide to future development. It does, however, represent a collective vision where individual property owners can build value through a mutually agreed set of principles and expectations.

REZONING PLAN

The "Regulatory Plan" is part of this Redevelopment Plan, representing the essential elements of the vision mapped onto a plan as a guide to future development. While it does not have the force of law, it provides more direct, essential elements of the vision mapped onto a plan as a guide to future development. It does, however, represent a collective vision where individual property owners can build value through a mutually agreed set of principles and expectations.

Accompanying the mapped Regulatory Plan show here design guidelines based on the subsequent pages which are a light version of the UDC section 89-29 (Mixed Use Building Design) and the standards contained within the Downtown Mixed Use Center interests as this process moves forward.

The formation of a formal Oil Center district will allow for ongoing representation of Oil Center interests as this process moves forward. The following are some considerations in regard to future rezoning and the implementation of this plan.

REZONING PROCESS

The underlying zoning within the Oil Center is best prepared to accommodate the current pattern of development within the Oil Center. On December 7, 2015, the City’s zoning was revised incorporate into a new Unified Development Code (UDC) and all lands within the City were effectively rezoned. Following the new UDC, the Oil Center was largely rezoned to the new UDC districts. Previously, the Oil Center was largely zoned Business General (BG). The UDC translated this into “Commercial Heavy” for which the majority of the Oil Center is currently zoned. Although it maintains current development patterns, the Oil Center joins a number of other areas in the City where the new UDC districts are either not matching the actual land currently zoned. This along with other development standards hinder walkable mixed-use development within the Oil Center. On December 7, 2015, the City’s zoning was revised and incorporated into the new Unified Development Code (UDC). Following the new UDC, the Oil Center was largely rezoned to the new UDC districts. Previously, the Oil Center was largely zoned Business General (BG). The UDC translated this into “Commercial Heavy” for which the majority of the Oil Center is currently zoned. Although it maintains current development patterns, the Oil Center joins a number of other areas in the City where the new UDC districts are either not matching the actual land currently zoned.
The Frontage Zone defines the first story facade of a building built within the Front Setback Area. This area is critical for how a building interfaces a street, creates walkability, and an urban character (see Rationale 4: Increase Connectivity). These guidelines are derived from the UDC Sections 89-13 “Downtown” and 89-29 “Mixed Use Building Standards.”

**Awnings and Galleries** may overlap the sidewalk to provide shade and rain protection. The incentive for building galleries is the habitable space created for upper stories.

**Ground Story Commercial Frontages** are built within the Front Setback Area. They have at least 50% transparent glazing and entries directly accessing the sidewalk. Commercial ground stories have a minimum 13.0 foot ceiling height.

**Upper Stories** have a minimum 20% openings, an access lobby allowing direct access to the sidewalk at grade.

**Front Facades** are at least 20’ tall and encourage legibility of ground story. Broader glazing is encouraged. Entrance canopies are located on 15’ “A” streets and 20’ “B” streets.

**Roof Setbacks** have minimum 20% overhang, on streets where glazing may directly access the sidewalk.

**Ground Story Residential Frontages** are raised at least 24.0’ from the sidewalk height and have at least 25% clear glazing. Stoops and porches provide access directly to the sidewalk on ground story residential units.

**The Frontage Zone** is the ground story facade as built within the Front Setback Area.

**The Front Setback Area** is the area within 10.0 feet of the sidewalk.

**Frontage Buildout** is the minimum width of the facade that must be built within the Frontage Zone measured as a percentage of lot width.

- On an “A” Street, the minimum Frontage Buildout is 80-90%
- On an “B” Street, the minimum Frontage Buildout is 40%

**Exposed Off-Street Parking** is possible on “B” streets but is screened from sidewalk view with a low wall and/or landscaping.

**The Public Frontage** is the area between the front facade and the face of curb that primarily consists of the “walkway” (sidewalk) that is a minimum of 5.0 feet on “B” Streets and 8.0 feet on “A” streets. Street Design is discussed in Rationale 4 “Increase Connectivity.”
Through the planning process, a Catalyst project was identified as a potential immediate opportunity that can demonstrate the Redevelopment Plan vision and provide a precedent for subsequent redevelopment. The proposed catalyst includes two connected 3-story mixed use buildings with commercial on the ground floor and medical residences on the second and third floors all fronting onto Coolidge Street. Among redevelopment opportunities, this catalyst project has the ability to have a tremendous impact with a modest building investment. The opportunity includes:

• Meets Immediate Needs: The hospital is need of additional medical offices, residences, and commercial services.
• Hospital Land Ownership: The hospital owns the subject building and land.
• Investment Opportunities: With the hospital as land equity partner, other investment partners can be brought in to reduce risk and capital needs.
• Relatively Low-Risk: Compared to a large medical office building or 100-unit apartment buildings, these buildings are simple and modestly sized.
• Provides a Model: These building types, these buildings can be replicated.
• Coolidge Realized: As an early revitalization, the catalyst project can set the tone for further redevelopment.
• Allows for Further Redevelopment: The project does not prevent further, more intense redevelopment of the block.

### Building a Catalyst Project

**Coolidge Mixed Use Residence**

The existing building is part of a multi-story medical office building in a multi-meter grouping. The proposed building is on Hospital owned land and would be demolished at the party wall.

**Phase 1: Catalyst Buildings**

This Catalyst building is phase one of a comprehensive redevelopment or development, but most importantly could change the tone for redevelopment throughout the Oil Center. The proposed buildings are two connected. 3 story mixed use walk-ups. One entry is possible for each building due to proximity of upper story and entry door. The existing one-meter stairs and outside area can be used on the ground floor. Units are compact but have generous outdoor amenity space afforded by the galleries that run across the outside. The mid-century inspired facade complements the character of the Oil Center.
Ground Story: 1200 sf Food Service, 3390 sf Medical Office, One Accessible Unit

Floors 2-3: 16 Total Units

Food Service
- 880 sf
- Outdoor Dining
- Open-Air Stairway

Retail/Medical Office
- 1650 sf
- Outdoor Dining
- Open-Air Stairway

Optional Connection Food Service

Retail or Medical Office
- 1740 sf

Accessible Unit
- 560 sf
- Outdoor Dining
- Gallery (Private Outdoor Space To Be Divided by Metal Screen)
- Open-Air Stairway

On Street Parking: 10 Spaces
Off Street Parking: 19 Dedicated Residential, 13 Additional Spaces Across Parking Lane

Coolidge Mixed Use Residence Phase 1 (GTD)
PHASE 2: BLOCK REDEVELOPMENT

The regulating plan allows smaller scale redevelopment to occur without com-promising the flexibility for future redevelopment opportunities. Phase 2 flex-tes more extensive block redevelopment at two levels of intensity.

REGULATING PLAN FLEXIBILITY

The regulating plan allows for flexibility in maintaining essential Master Plan principles. The following two concepts show different scenarios based on the same regulating plan.

OPTION A: SURFACE PARKING

The first option demonstrates smaller scale 2-3 story redevelopment supported by surface parking at the center of the block. New buildings included residen-tial and small scale commercial.

OPTION B: PARKING GARAGE

The second option shows more intense redevelopment supported by a parking garage approximately the same size as the new parking garage along South College. A medical office building is attached to the garage and provides a sky bridge to the hospital.

PHASE 2: BLOCK REDEVELOPMENT

The regulating plan allows smaller scale redevelopment to occur without com-promising the flexibility for future redevelopment opportunities. Phase 2 flex-tes more extensive block redevelopment at two levels of intensity.
The "Illustrative Plans" demonstrate possible development scenarios in response to the vision and Regulating Plan. This serves as a "toolbox" for exploring options, for testing of the vision to ensure the design fits, as an educational tool, and as a means to illustrate the vision. It also reflects a number of preliminary concepts for projects being explored in parallel to the development of the Redevelopment Plan. This section is not all inclusive and is intended to grow and evolve over time.

The medical district plan illustrates how the growth of the Hospital can help achieve the Redevelopment Plan. The need for additional parking, medical residences, medical office, and other needs are demonstrated on small blocks where buildings are built with an active interface close to the sidewalk, off-street parking is relegated to the interior of the block, and slow-moving walkable streets with wide, shaded sidewalks provide on-street visitor parking. These concepts are based on anticipated medical district needs and opportunities. See the "Catalyst Building" in this plan for immediate opportunities.
**Medical Arts District**

**Oil Center Redevelopment Plan**

A1: *Scale 1"=200’*

- South College Road
- Coolidge Street
- Hospital Drive
- Auditorium Place
- Girard Park Drive

**Plan Details**

- **Core LGMC**
- **Heymann Center**
- **P:319 TOTAL**
- **POB BRACC**
- **Hospital Drive**
- **P:130**
- **Wellness**
- **P:81**

**Parking**

- *TOTAL PARKING AVAILABLE TO LGMC MEDICAL ARTS DISTRICT: 3361*
- New Residential Parking Lot: 109 Off-Street, 20 On-Street
- Existing North Lot: Current Parking: 225, As Shown: 133, Difference: (92)

**Residences**

- **Coolidge Mixed Use Residences (See Catalyst Project)**: 17 Units
- **Girard Park Residences**: Two 3-4 story apartment buildings with ground floor commercial. Ground floor stoops face the sidewalk for ground level units. A small pocket park buffers Girard Park. Planned: 86 units

**Outdoor Spaces**

- **Roundabout**: Small Apartment Residences
- **Playground / Pocket Park**

**Locations**

- Pinhook Road
- **New South Parking Lot**
- **New Street**
- **Backstage Drive (New)**

**New Street**: See Model Walkable Street ‘A’

**Difference**: +116

---

**A: Medical Arts District**

**A: Medical Arts District**

**The Oil Center Redevelopment Plan**

---

**A: Medical Arts District**

**The Oil Center Redevelopment Plan**

---

**THE OIL CENTER REDEVELOPMENT PLAN**

---

**A1 | THE OIL CENTER REDEVELOPMENT PLAN**
A: MEDICAL ARTS DISTRICT

**The Oil Center Redevelopment Plan**

- **Scale 1"=150'**
- **South College Road**
- **Coolidge Street**
- **(New) Avenue**
- **(New) Street**
- **Hospital Drive**
- **New Street**
- **Heymann Center Drive** (New)
- **Auditorium Place**
- **Backstage Drive** (New)
- **Girard Park Drive**

### Parking Spaces

- **300-800 Potential Spaces**
- **S. College Parking Garage Expansion**
- **350+ Potential Spaces Mirrors Existing Structure**

### Multi-story mixed-use interface on plaza.

### Potential Hospital Wing Expansion

- **Medical Office Building/ BRACC Extension**
- **Extension of POB Medical Office**
  - Provides walkable interface to new street, links to new parking structure.
  - 18,000 sf/floor, 54,000 sf in 3 Stories

### Inspired by Myrtle Place and Coolidge, this new Avenue provides shade, on-street parking and valuable frontage for residences.

### Mixed Use Infill & Completed Streetscape

- **30-50 Additional Residences Shown (2-3 Stories, Mixed with Commercial)**

### Catalyst Block Infill & Completed Streetscape

- **A mix of medical office, residences, and retail fill the perimeter of the block in response to the Regulating Plan. Uses are optional (See "Catalyst Project" for details).**
- **50-100 Additional Residences Shown (2-4 Stories, Ground Floor Commercial Along Coolidge)**

### Catalyst Block Medical Office and Garage Option

- **The option shown includes a medical office building with a skyway to the main hospital connected to a new parking structure based on the new S. College structure.**
- **14,000 sf/floor, 56,000 sf in 4 Stories**
- **350+ Potential Spaces Mirrors S. College Structure**

### Potential Building Configuration + Access

- **Existing S. College Structure**
- **Future Building**
- **Future Parking Configuration + Access**

### New Street: 36' Paving, 58' ROW

- **Tuck-Under Parking**
- **Carport Parking**

### Green Buffer

- **Public Green**
- **Private courtyard with outdoor kitchen and fireplace.**

### Building to respond to prominent view termination of future street.

### Main lobby with entry to sidewalk.

### Ground floor units have “front door” and a porch or stoop toward street.
THE OIL CENTER’S FRONT DOOR

Of the Oil Center’s “edges,” Girard Park, East St. Mary Boulevard, South College Road, and Pinhook Road, the two most visible and most trafficked are also the two most unattractive and reprehensible. They are also the most unwalkable. At the crossroads of these two corridors (South College Road, and Pinhook) is the Grant Molett Medical Center. Fortunately, the high visibility and convenience of the parcels along these corridors provides an opportunity for redevelopment—one that is already visible with Lafayette General’s most recent investments. Development of this corridor and particularly this corner could provide a new image for the Oil Center and a much more attractive “front door.”

GRANT MOLETT

Already a vibrant and fully occupied mega-block, the Grant Molett sits on a corner-edged block. Redevelopment, however, should be respectful to existing success of the center. This illustrative plan demonstrates a number of concepts for redevelopment.

PINHOOK ROAD

Pinhook Road may not be comprehensively walkable any time soon, but there are a number of opportunities for improvements that can be tied into redevelopment. With a potential continuity between South College to Travis Street, significant improvements can be made over time that will have a salutary and transformative effect on the function and character of the corridor. South College also has opportunities that should be explored in subsequent studies.

Stage 1.

This site is divided into two parts, allowing some medical office functions to continue while the other half is redeveloped. Stage one would include cutting infrastructure and anteerooms for future redevelopers. New buildings include medical office, hotel, residential, and commercial/retail.

Stage 2.

With completion of the stage 1, medical offices would inhabit the new building, allowing redevelopment to commence on the other half. This plan redevelops most core supported by surface parking, and a renovated Heymann Boulevard.

Alternative Concept: The alternative concept demonstrates the flexibility of the regulating plan by shifting the new street to the north, switching the parking structure to the north block, redevelopment of the Surgical Plaza, and other variations.
Parking Structure North
A single-deck parking garage allows for modest redevelopment along Travis Street. 115 Spaces on two levels: 230 total.

Travis Street Redevelopment
24,000 s/ft, 48,000-72,000 sf total.

Pedestrian Connection:
A pedestrian passage connects parking structures across the Surgical Plaza.

Small-Scale Medical Office
Small two-story medical offices line Pinhook Road similar to those along Settler’s Trace. A sidewalk and street trees are installed along Pinhook Road. 18,000 sf/level, 36,000 sf total.

Parking Structure South
A multi-story parking structure masked by 3-5 stories. A catalyst medical office building anticipates the future parking structure. +/- 900 spaces

North Block Buildings
A mix of residential, hospitality, commercial, and medical offices line and connect to the parking structure. 75,000 sf/level, 300,000 sf at 4 story average.

Pinhook Boulevard
New buildings face Pinhook with an active front facade. The existing parking area is reconfigured as a boulevard “slip lane” allowing for angled visitor parking. A shaded sidewalk provides additional walkability and an improved character. Drainage issues on Pinhook Road can also be addressed.

Small-Scale Mixed Use Buildings
A variety of mixed-use building sites can allow for live/work, residential, and commercial while masking the off-street parking lot. 20,000sf footprint

High Profile Commercial
High profile corner and corridor buildings allow for hospitality, commercial, and medical office. 30,000 sf/level, 90,000-120,000 sf total.

Connected Medical Office
A high profile medical office site connects to parking garage and hospital walkway network. 25,000 sf/level, 100,000 sf total in 4 stories.

Audubon Boulevard
MEDICAL OFFICE CATALYST
This parcel along Audubon presents an immediate redevelopment opportunity that could demonstrate the SCU Center vision and provide a catalyst for subsequent redevelopment. The build provides a +/- 2,000 deep retail floor with its entry and transparent glazing facing onto a renovated Audubon streetscape. The rear of the building is for surface parking and parking under the upper stories. Two stories of medical office above. This building is built in anticipation of the above parking requirements and alignment with general area massing and scale. Ground Story: 2200 Square Feet Retail/Office
Parking: 50 Spaces plus 20 on-street.
Space Option: 8,000-10,000 sf.

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’

PINHOOK BOULEVARD
The multiway boulevard is a arrow-shape collector lane that directs traffic moving through the Oil Center. The multiway boulevard’s 2+2 lane side lanes provide local access and convenient parking. Both ends of the multiway boulevard in the Oil Center are connected to a multi-way boulevard catalyst at the intersection with 2nd Street. Between the multiway boulevards, the multiway boulevard provides an alternative to the automobile-focused arterial road. The application of the multiway boulevard provides much-needed pedestrian accessibility, can help address drainage issues, can improve traffic movements, and allows building to put their “best face forward”, facing onto the heavily traveled corridor. Parallel and angled parking scenarios are illustrated, with the new street through Grant Mollett having only access to the slip lane. This is not possible for the entire length of Pinhook through the SCU Center.

New Street: See Model Walkable Street ‘A’
It can often take years for a grocery store to find its way back into a revitalizing area, often waiting for “rooftops” and other critical factors. One of the Oil Center’s primary assets is the location of the local Champagne’s grocery store. Surviving by retail visibility, Oil Center employees, proximity to the University, and word of mouth, significant redevelopment will only strengthen this community asset.

To do this, we must also not disrupt a working model. Many urban grocery stores are regulated to be built close to the street with parking to the side or the rear, making it more walkable and reducing the automobile impact on the urban area. The illustrated concept preserves the Champagne’s parking lot, re-imagining it in time as a “parking plaza” that itself can host events while continuing its day to day function of convenient parking. Illustrated concepts include:

• The addition of housing above the southwest strip mall to mask the parking garage and provide a 24 hour population.
• Multiple options of how housing might be built above the grocery store.
• An exploration of converting the walkway between buildings to Coolidge once again with maintaining a preferred option for keeping it as a pedestrian passage.
• The possibility of the new street as a principal part of the re-imagining Champagne’s parking lot as a second pedestrian-oriented entrance along the improved Coolidge Street.
• An exploration of different approaches to breaking the large block into smaller blocks with a street to the north of the parking lot.
• Sidewalk enhancements to the streets and drives around the “parking plaza” and the possible introduction of a paving pattern in the lot to demarcate the plaza while allowing for parking spaces.

Existing Conditions Regulating Plan

South College Road
Heymann Boulevard
Audubon Boulevard
Coolidge Street

1. Strategic Redevelopment (Preferred Alternative):
With the opportunity to leave all existing shops in places, surface improvements, mixed use, and residential are added.

2. Parcel Retention:
Illustrated with the “O.C. Center Option 4” public space, this option retains the existing parcel and (and potentially the existing building) that is in the trajectory of the new street in Alternative 1. The new street terminates into the parking plaza, but otherwise this concept is the same as Alternative 1.

3. Intensive Redevelopment:
Intensive redevelopment would see extensive mixed use on the Champagne’s store including rooftop parking and 3-5 stories of residential ringing the block. A narrow new street is introduced in place of the existing walkway.
**Heymann Center and Memorial Park**

Located on the northeast corner of the Oil Center and defined by two of the well-traveled bounding edges of the Center: South College Road and Girard Park Drive, the Heymann Memorial Park should be an iconic Gateway. Bound on its other two sides by a flanking single family house lot and an expansive parking lot, and with the intense fast-moving traffic of South College Road, the park “disappears” and misses the opportunity to become an iconic gateway and memorial.

Great public spaces are “outdoor rooms” defined not only by their surface (floor), but also by the walls that shape them. The proposed concept seeks to provide active edges while maintaining as much of the existing park area as possible. The Park is edged by slow moving streets with walkability, lighting, and on-street parking.

**Heymann Center**

In the quest for a new performing arts facility coupled with the expansion needs of the hospital, the fate of the Heymann Center is widely discussed. Given the likely need for the facility that currently exists in addition to a new facility elsewhere in the City, and the ability to accommodate hospital growth as demonstrated within this plan, removal of the Heymann Center is not contemplated in this plan, but will require further study in the future.

**Piccadilly Redevelopment**

**BUILDING AROUND EXISTING BUILDINGS**

Much like the concepts for Champagne’s grocery, the Piccadilly facade is currently surrounded by surface parking. With the improved Coolidge Street improvements and ongoing Oil Center redevelopment, this land is likely to become more valuable over time. While the building could be torn down and the entire block redeveloped, this illustrative concept explores keeping the now viable business in place and surrounding it with new mixed use buildings.

A small parking garage is shared by the cafeteria, new buildings, and the 900 Plaza building to the northeast. Working with the angle of the building from the street, an outdoor dining area is shown along Coolidge Street.
In 2014, the Our Lady of Lourdes Regional Medical Center’s Surgical Center moved out of the Oil Center and has been for sale/lease ever since. A large building on a valuable large parcel, this facility provides the opportunity for a block-scale redevelopment. While the building could be repurposed with a new tenant and the site retained as-is, concepts for redevelopment could include dividing the block into several smaller mixed-use redevelopment opportunities served by a rear alley and rear parking. The site will require further study.