

ENVISION
DOWNTOWN BROUSSARD

**City of Broussard
Main Street Corridor
Master Plan**

February 2020




ENVISION
DOWNTOWN BROUSSARD



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Project Partners

Primary Author



B&A Planning Group
Project Lead Geoff Dyer

Charrette Team:

Geoff Dyer, Charrette Director, Lead Designer
B&A Planning Group

Howard Blackson, Urban Design and Community Engagement
AVRP Skypart

Christian Preus, Landscape Architect
Christian Preus Landscape Architecture

Walter Comeaux III, Engineer
Comeaux Engineering

Brin Ferlito, Transportation Planning
Vectura Consulting Services

Brent Henley, Community Engagement
The Pyramid Group

Project Supporters

Foundational Supporters
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Hampton Inn, Broussard

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Keith's Ballroom

A special thanks to the City of Broussard Administration, and to the charrette participants including the many residents and other stakeholders from the City of Broussard.





1.

INTRODUCTION

SETTING THE STANDARD FOR CORRIDOR CHARACTER

Introduction

Envisioning Broussard: Main Street Corridor Master Plan

With the rapid growth of Broussard over the past several years, an opportunity has emerged to capture the value of revitalizing Broussard’s Downtown through improvements to its primary corridor Main Street. Along with growing investment interest in both the historic Downtown and a new development area adjacent to the Downtown, this opportunity coincides with impending infrastructure improvements that will soon be required along Main Street.

Envision Broussard was launched in the Summer of 2019 by City leadership seeking to capture this opportunity through a proactive,

transparent public process building on other city initiatives and discussions such as the Broussard 2040 process.

The combined efforts of the Main Street corridor plan and a Downtown Master Plan establishes a strategy between the significant public investment, and a return on that investment through new development. It sets a foundation for pursuing new public improvements including Main Street Gateways, Main Street improvements, and other public spaces while providing, vision, guidance, and inspiration for private development opportunities.

The Envision Broussard Charrette

The Envision Broussard Charrette was conducted June 3-6, 2019 at the Hampton Inn Suites. A core Charrette Team consisting of City leadership and consultant specialists worked with the public over the course of the week to craft a vision for corridor design and downtown redevelopment. Feedback was collected through several interactive sessions including a dynamic opening presentation, several focus meetings, “green/red dot” precedent analysis, in-progress reviews, and an interactive closing presentation. These feedback loops provided the consultant team with clear direction leading to the recommendations and guidance contained in this Master Plan.



Charrette Team Site Tour



These precedent images provided positive "green dot" responses during a public charrette precedent analysis.

Precedents & Inspiration

Master Plan Scope

Recommendations, Guidance, Inspiration

This plan represents recommendations, guidance, and inspiration as the result of a comprehensive public process built on ongoing community discussions and driven by proactive city leadership. The scope of this Master Plan includes conceptual design and recommendation for the Main Street Corridor, the Historic Downtown, and an expansion of the Downtown into an infill redevelopment area to the east. The integrated Downtown and Corridor plan considers the following:

A. Corridor Plan: The Corridor Plan will include approximately 1.9 miles of Main Street from South Bernard Road in the West, to Celebrity Drive in the East. Ultimately, the design recommendations will be used to inform detailed engineering design for the infrastructure upgrades needed along the corridor. The Corridor Plan will include recommendations for:

- » Gateways: Gateway features on the east and west boundaries and interaction with upcoming Bernard Road upgrades.
- » Typical Streetscape Sections: Street sections and sidewalk treatments responding to the varied contexts that the corridor will pass through. Considerations will include driving lanes, bicycle function,

- lighting and light standards, on street parking options, street trees and other shading approaches such as awnings and galleries, sidewalk configuration and surface treatment, street furniture and accessories.
- » Major Intersections: Recommendations for treatments at major intersections, intersections at new streets, property access, and safe pedestrian crossings.
- » Other Considerations as identified through the public design process.

B. Downtown Master Plan: Integrating with the corridor plan, the Master Plan will consider the following:

- » Vision: Establish an overall vision for the redevelopment of the greater Downtown
- » Development Opportunities: Identify private development opportunities along the corridor including redevelopment parcels and potential new parcels.
- » Illustration of Opportunities: Illustrate new development opportunities in order to demonstrate the downtown vision, provide guidance for developers and builders, and provide marketing for the City and its development opportunities.

Wish List

Starting Point for a Main Street Vision

The vision for Main Street and Broussard's Downtown can be summarized by a kind of wish list that was well begun before the charrette, and was evolved and expanded through the process (see inset below). It is notable that not all elements can be captured in the plan itself, but are captured here for future consideration. Key wish list elements guiding the master plan:

- Design S. Bernard/Main St. Intersection
- Define Historic Downtown Limit
- Protect Horse Rings
- Light up Oak Trees
- Gateway Signage
- Public Parking
- Streetscape
- Wrought Iron fencing

- Benches/Gazebo/Furniture
- Accent Paving/Stamped Concrete
- Decorative Street Lighting
- Trees for Shade (and that can be decorated for Christmas)
- Connected Sidewalks
- Address Drainage
- Acadian Odyssey Monument
- Outdoor Dining

Other Elements outside of the Master Plan:

- Electric Car Charging Station
- Downtown Wifi
- Improved Look for Lift Station and other Public Utilities/Buildings
- Seasonal Decorations

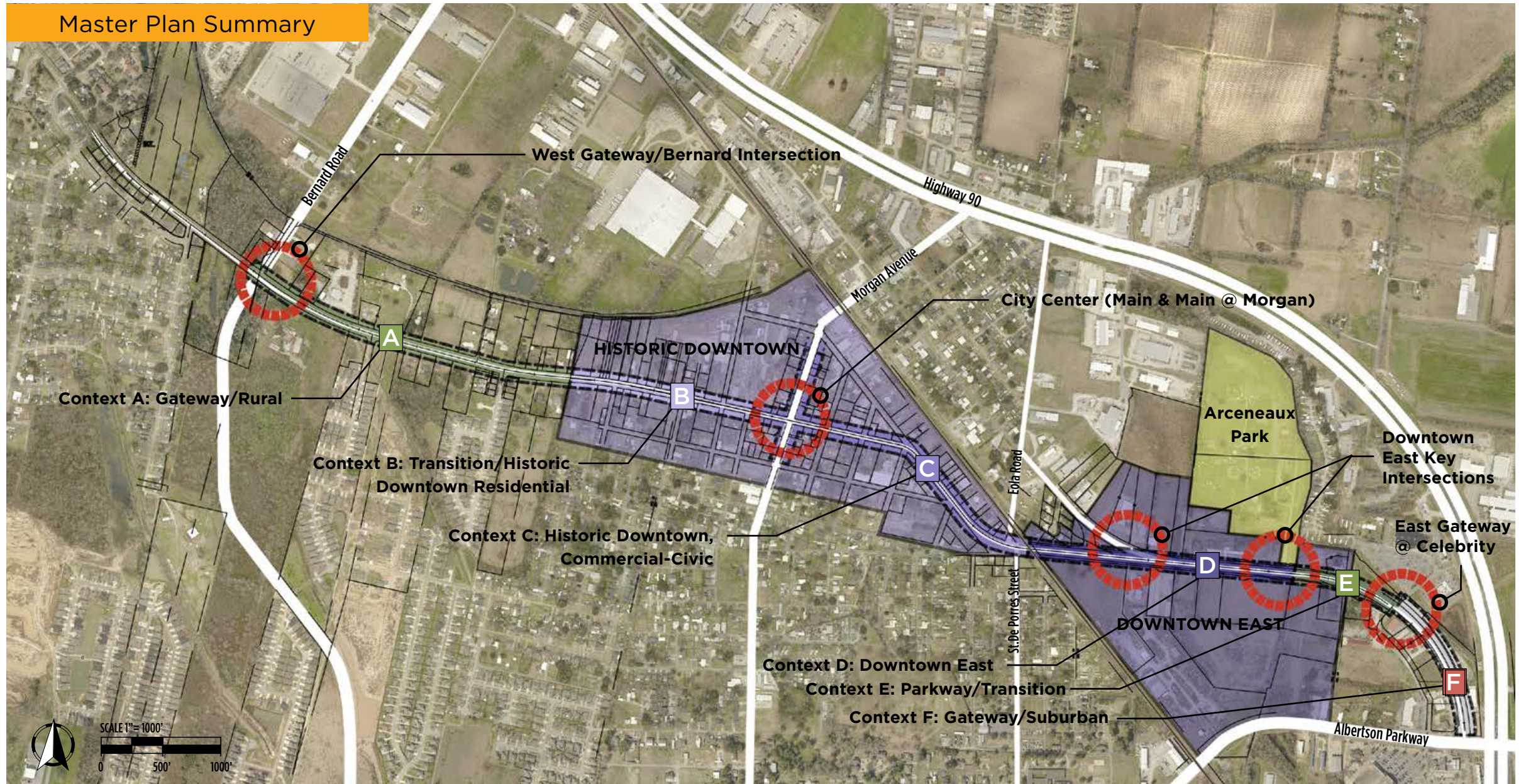
TOP 5 BEGINNING OF THE CHARRETTE

1. Connect Sidewalks
2. Bike Paths & Neighbourhood Connections
3. Historic Downtown Defined
4. Gateways Defined
5. Streetscape Details:
 - Protect Horse Rings
 - Light up/Protect Trees
 - Wrought Iron fences
 - Benches/Gazebos/ Decorative Paving
 - Electric Car Charging./Wifi

TOP 5 DURING THE CHARRETTE

1. Remove Powerlines (Fix Drainage First)
 2. More Parking - But not too much!
 3. Our History Needs to be Told/Expressed
 4. Protect the Oaks
 5. More Places to Go:
 - Festival Events
 - Farmers Markets/Pop-up Plaza
 - Restaurants/Shops/Homes
 - Bikeable/Walkable/Parkable/Shaded/ Drivable Streets
- +5: Get Something Done ASAP**

Master Plan Summary







2.

STREET SECTIONS

ESSENTIAL CORRIDOR CHARACTER

Setting the Regional Context

Toward a Walkable, Bikeable, and Drivable Broussard

Main Street sits at the heart of Broussard. It is at once a primary, well traveled east-west route connecting Lafayette’s Pinhook Road and the US 90, as well as a historic destination defined by a quaint cross-roads downtown at its intersection with Morgan Avenue.

The Economic Context

Like many small towns, there is an emerging trend toward downtown revitalization that is driven by two forces: the opportunity for a valuable tourism industry focused on historic destinations, and changing demographics with many age groups seeking authentic walkable, mixed use places to live, work, and play.

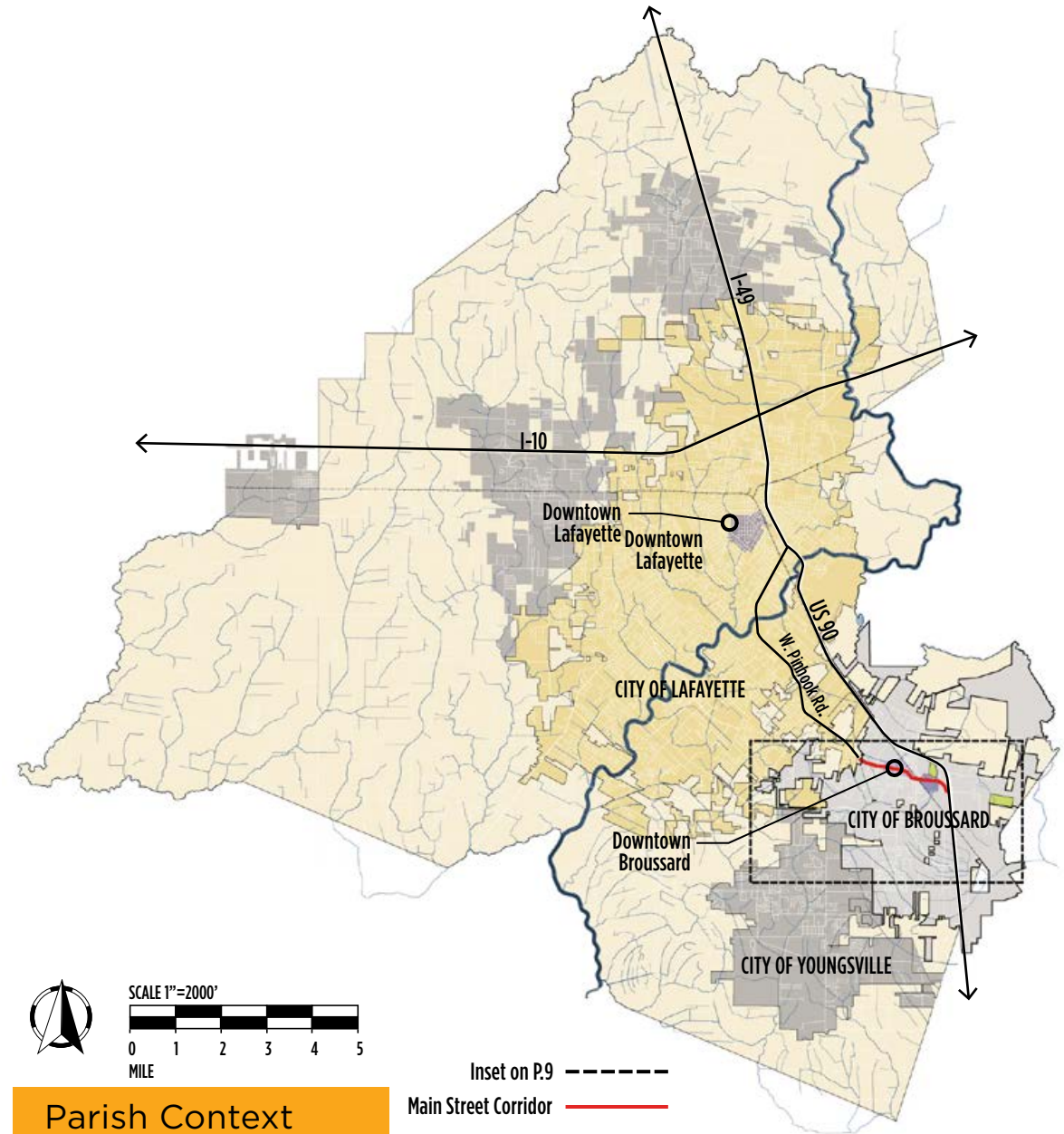
While the City has built great value in its industrial and commercial sectors over the past several decades, capitalizing on the US 90 corridor, and investing in automobile-oriented infrastructure, there is a growing economic imperative to also invest in walkable, mixed-use places. This Master

Plan provides a road map to realize this opportunity.

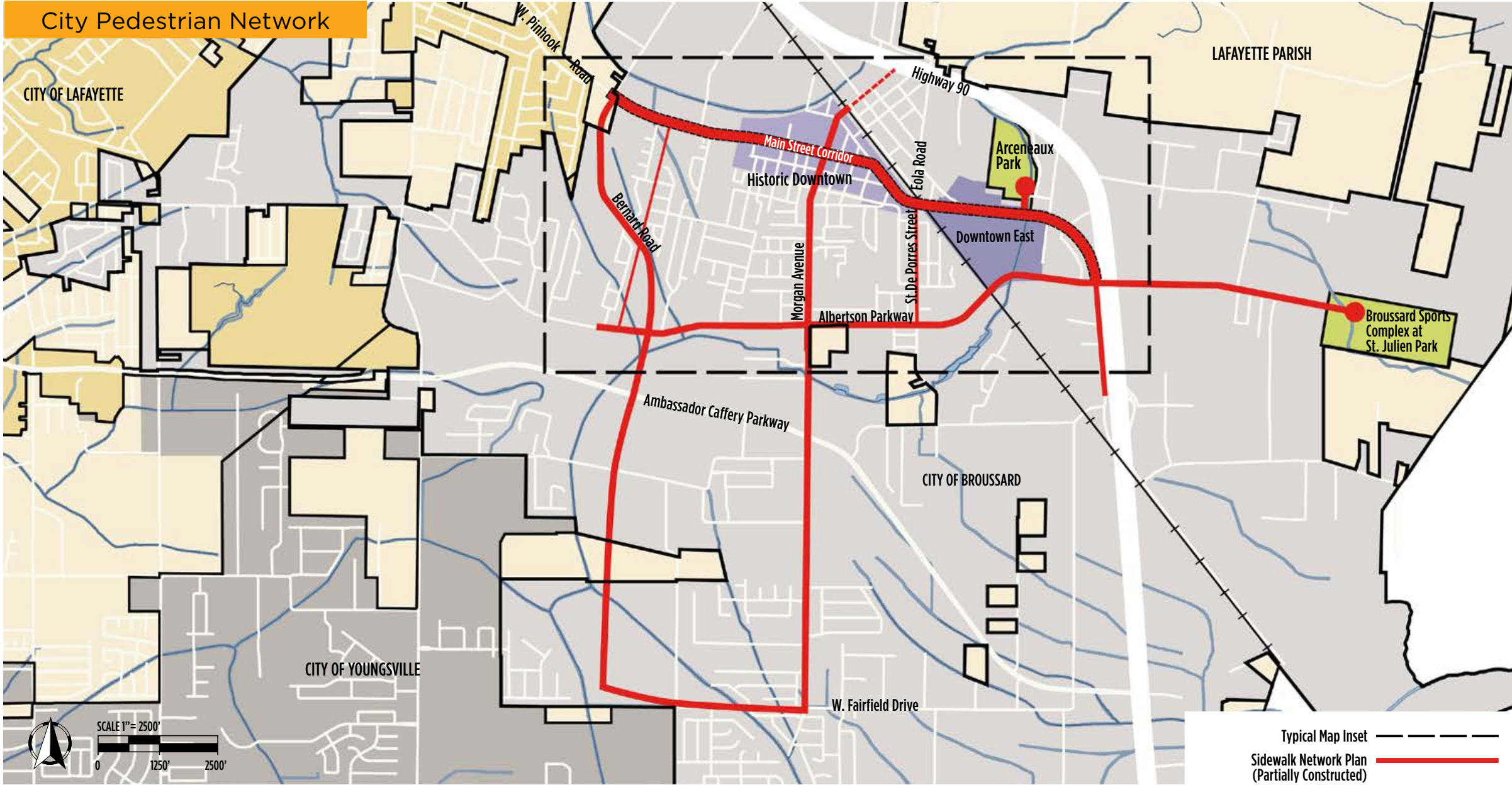
The Quality of Life Context

The Main Street Corridor project is not just about capturing the economic development opportunity, it is also about improving quality of life for its residents and visitors. Where the past has seen extensive infrastructure investment around moving vehicles, we have not been as effective at meeting the needs of the 1/3 of our population who can’t drive, and the many who would like the choice to walk for some of their daily needs.

The Main Street corridor improvements sets the stage for creating a “complete street,” an investment the exemplifies walk-able, bike-able, transit-able, and drive-able character that is demanded by the emerging economy. It forms a critical linkage in an emerging connected pedestrian network as envisioned on the following page, aimed at increasing the quality of life in Broussard.



City Pedestrian Network



Corridor Design Overview

Toward a Walkable, Bikeable, and Drivable Broussard

Main Street requires significant repair and replacement. In preparation for this needed investment, the City has recognized the opportunity to design the corridor to match the economic development and quality of life needs of the City.

Originally conceived as a single three-lane section conceived to more efficiently move traffic through the Downtown, The proposed approach is based on current best practices in transportation around “context sensitive design” that better reflect the context/ desired context the street moves through, and “complete streets” that are safe and comfortable for all users.

COMMON ELEMENTS ON ALL SECTIONS

- Connected Multi-Use Path - 10.0’
- Two 11.0’ Lanes for Vehicles
- Banner Program
- Lighting
- Provision for Shade
- Address Drainage

ELEMENTS THAT CHANGE WITH CONTEXT

- Multi-Use Path Material: Asphalt/Concrete
- Presence of Turn Lane
- Tree Species, Formal/Informal Planting
- Light Standards:
 - Short Urban, Tall Suburban
- Edge Treatment
 - Wrought Iron Fence, Yard, Building
- Presence of Bike Lane
- Available Width of Right-of-Way

Through analysis, and later refined through the charrette process, six primary contexts were identified. This study recommends designs for how each would be designed. There are common elements shared by all as listed below. Most significantly, the common thread of two 11 foot lanes to move vehicles, complemented by a 10.0’ multi-use path to move pedestrians and bikes. There are also unique elements to each context, responding to existing conditions and aspirational development opportunities.

Notes:

1. Contexts vary where they interface.
2. Generally, power lines are projected to remain.



A

West Gateway/Bernard Road

More rural in character, houses with yards, new trees mixed with existing Oaks, informal grassed parking shoulder.



B

In-Town/Sacred Heart Church

Rural-Urban transition with yard edge defined by wrought iron fences and some mixed commercial. Parking lane(s), formal tree planting.



C

Historic Downtown

Wide sidewalks for Shopfronts at street edge or shallow yards, on-street parking, formal evergreen street trees lit for Christmas (and possibly year round.)



D

Downtown East

A newly defined development area fronted by more urban street-oriented buildings, a protected bike way, generous sidewalks, and formal tree plantings.



E

Parkway Transition

A treed transition from the east gateway to the new Downtown East and entry to Arceneaux Park, including formal tree plantings and intermittent left turn lane/ treed median.



F

East Gateway/Suburban Edge

More vehicle oriented, informal street trees, tall light standards, and a left turn lane. This section can extend south as needed.

Corridor Overview

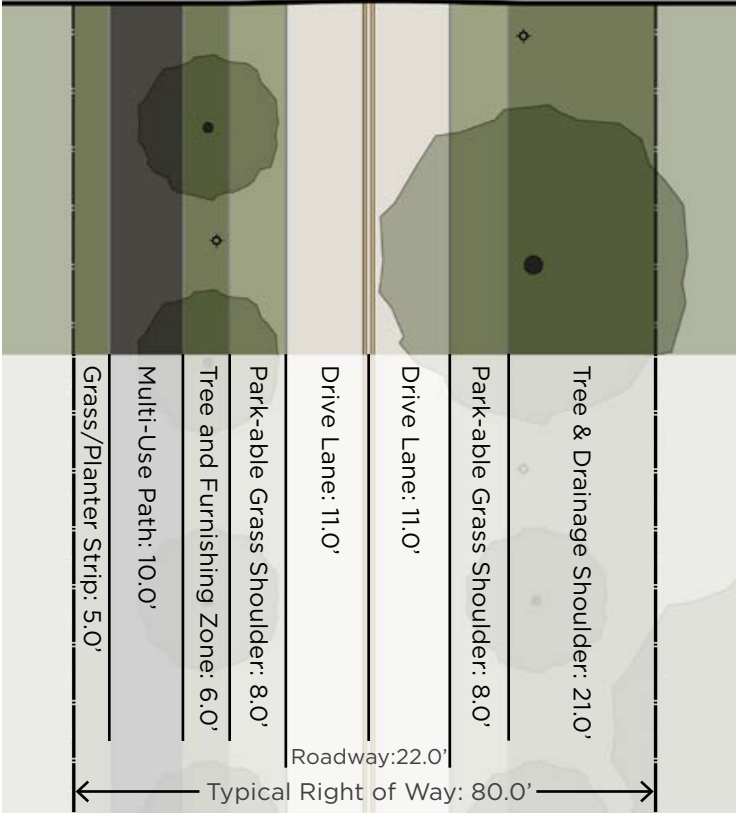


Corridor Context A

Working from the west, Corridor Context 'A' starts at the western most starting point for Main Street defining a gateway at Bernard Road that quickly transitions from 3 lanes at the new intersection to a rural two-lane section extending to a point at approximately the 500 block of Main Street. The 500 block marks a point where several empty parcels provide infill opportunities and sidewalks transition to two sides of the street. The proposed plan envisions a similar drive lane condition with improved shoulders, buried swales/piped drainage, new large canopy street trees where there are gaps between existing trees, and decorative street poles. A 10.0' multi-use path on the south replaces the narrow sidewalk, starting a network that will continue the length of the corridor.



Location Plan: Context A



Street Character: Context **A**



New Street Trees Where Needed

- Tall, Broad Canopy
- Electrical Outlets fro Lighting

Decorative Lamp Post.

- Tall Pole
- Staggered Spacing
- Banner Arms

Open Drainage on North

Two 11.0' Drive Lanes

Shoulder suitable for informal parking.

- Grass
- North and South Side as Needed

10.0' Multi-Use Path on South Side

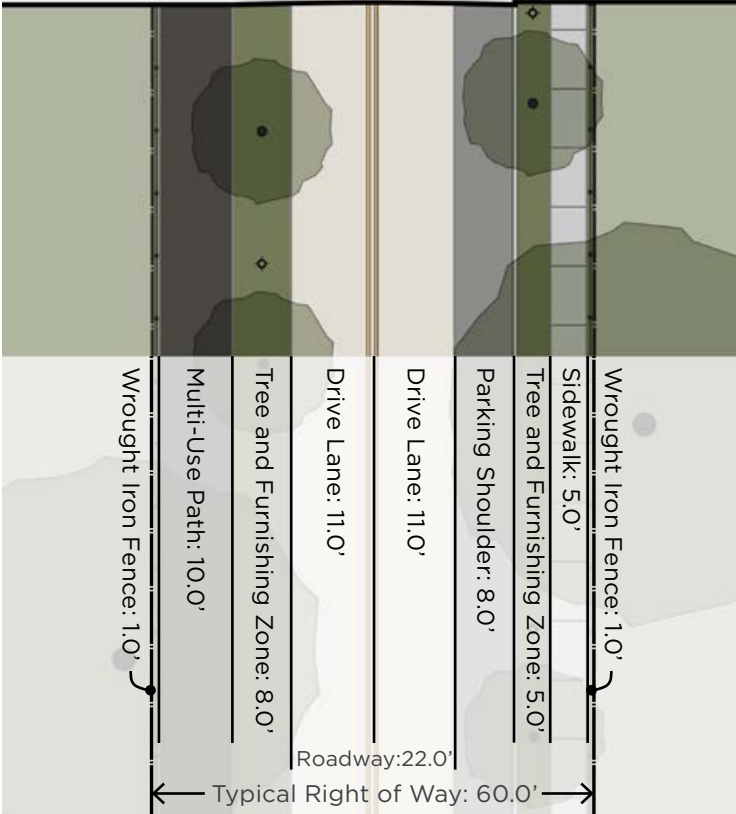
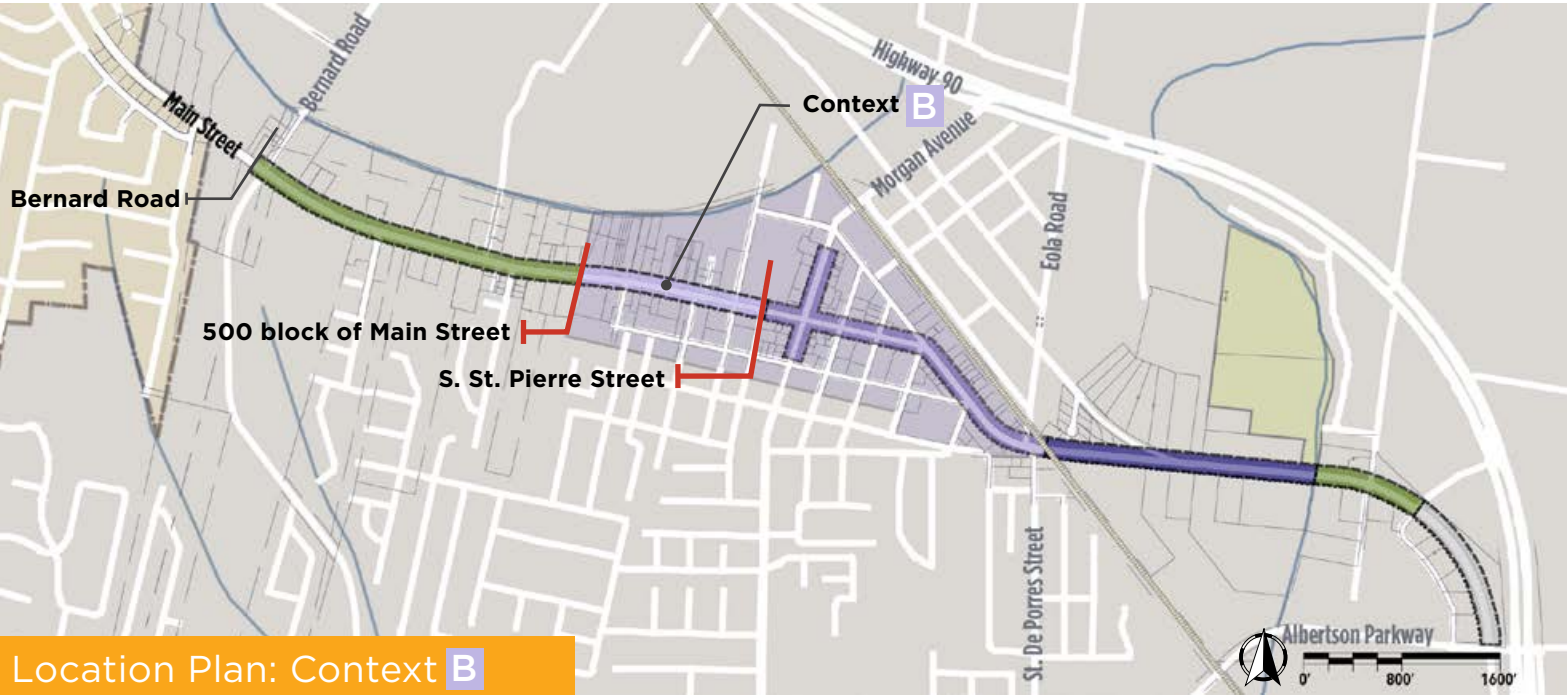
- Asphalt
- Option for Bollard Lighting

Existing Trees Retained & Protected

Optional Lighted Bollards

Corridor Context B

The second context picks up at the 500 Block of main street with sidewalks on both sides of the street creating an “in-town” yet somewhat rural interface with deep lawns leading to single family homes - many with historic status. The Sacred Heart Catholic Church shapes the street edge with a wrought-iron fence, setting the tone for a proposed continuation of this treatment for this historic portion of the corridor. Parking is provided formally (B-2) with a parking lane, or informally (B-1) with grass or gravel shoulders capable of allowing parking when needed. This section begins the pedestrian oriented acorn streetlights and banners. New street trees are planted where there are no existing trees and where power lines allow, with electrical outlets that allow tree illumination.



Street Character: Context **B**

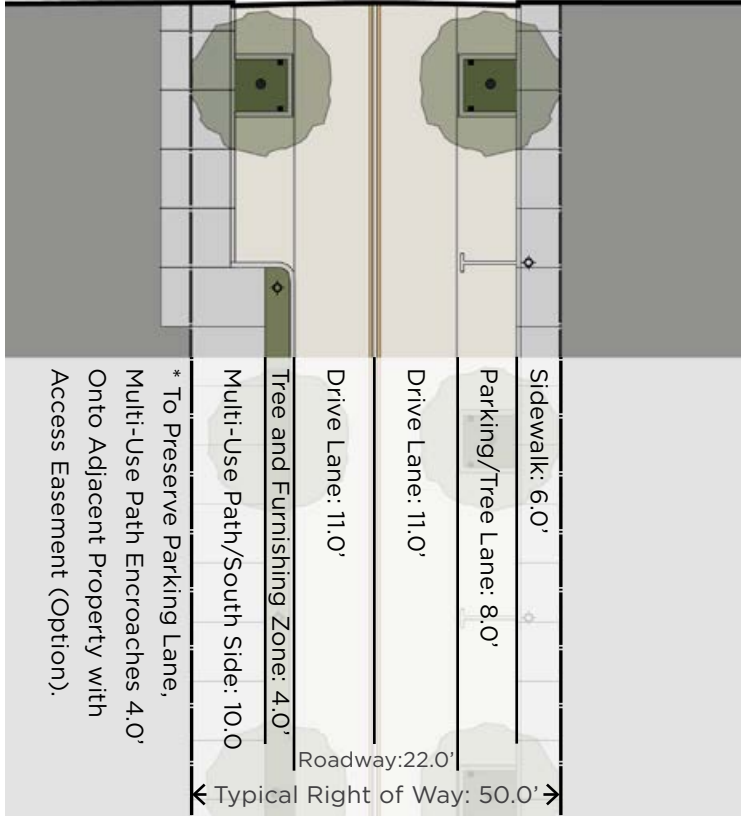


Corridor Context C

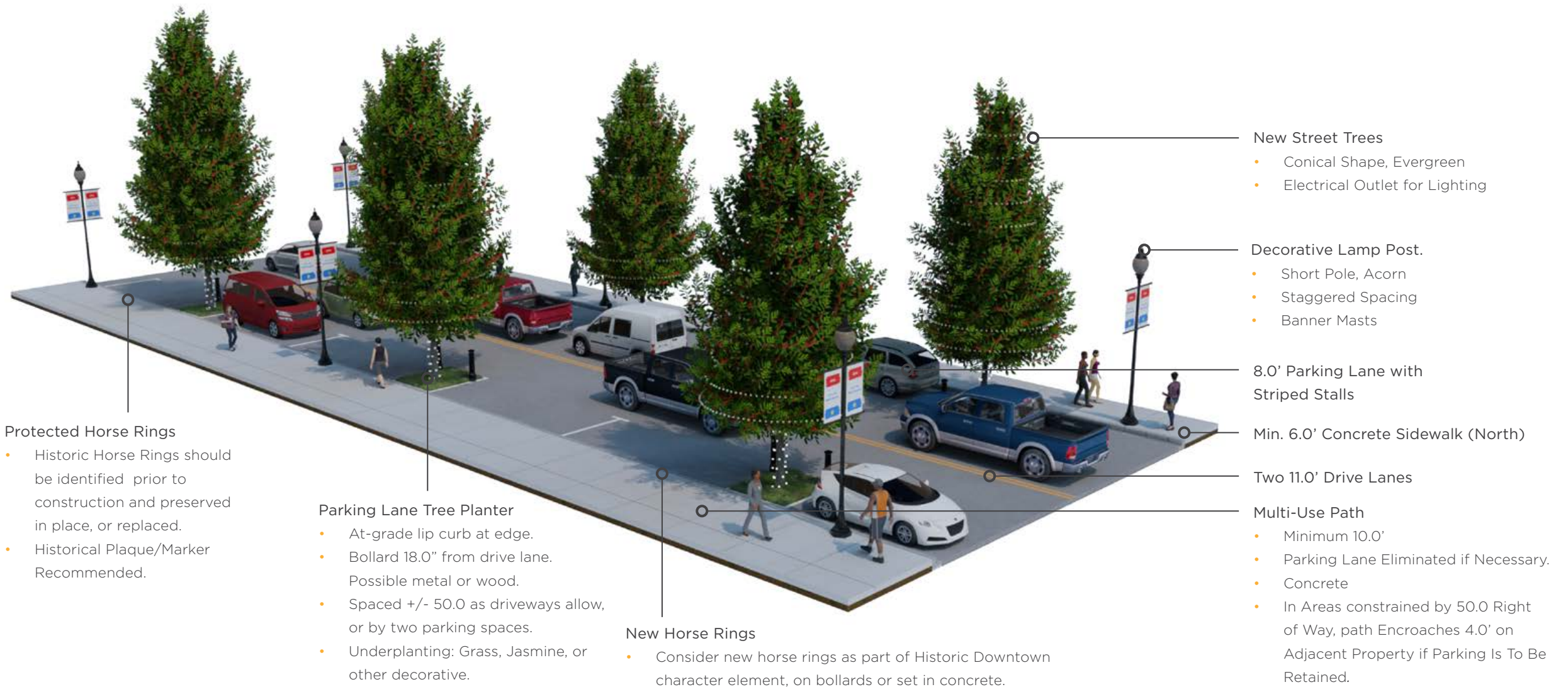
Context “C” is defined by the more urban character of the historic downtown. This area is encumbered by numerous driveways and other elements added to the streetscape over time. It is also constrained by the narrowest right-of-way (ROW) of 50.0’ on its western half, and 60.0’ to the east. The proposed concept maintains two 11.0’ drive lanes, a 10.0’ multi-use pathway on the south that changes to concrete for the more urban condition, and street trees interspersed in the 8.0’ parking lanes, and a minimum 6.0’ sidewalk maintained on the north side. To maintain the 10.0’ multi-use path in the 50.0’ wide ROW areas, either on street parking must be eliminated or adjacent properties must cooperate with an access easement (as historically been the approach in this area) to allow for both. The concept also adds decorative lighting and street trees proposed as conical evergreens capable of being lit for a Christmas theme.



Location Plan: Context C



Street Character: Context C



Protected Horse Rings

- Historic Horse Rings should be identified prior to construction and preserved in place, or replaced.
- Historical Plaque/Marker Recommended.

Parking Lane Tree Planter

- At-grade lip curb at edge.
- Bollard 18.0" from drive lane. Possible metal or wood.
- Spaced +/- 50.0 as driveways allow, or by two parking spaces.
- Underplanting: Grass, Jasmine, or other decorative.

New Horse Rings

- Consider new horse rings as part of Historic Downtown character element, on bollards or set in concrete.

New Street Trees

- Conical Shape, Evergreen
- Electrical Outlet for Lighting

Decorative Lamp Post.

- Short Pole, Acorn
- Staggered Spacing
- Banner Masts

8.0' Parking Lane with Striped Stalls

Min. 6.0' Concrete Sidewalk (North)

Two 11.0' Drive Lanes

Multi-Use Path

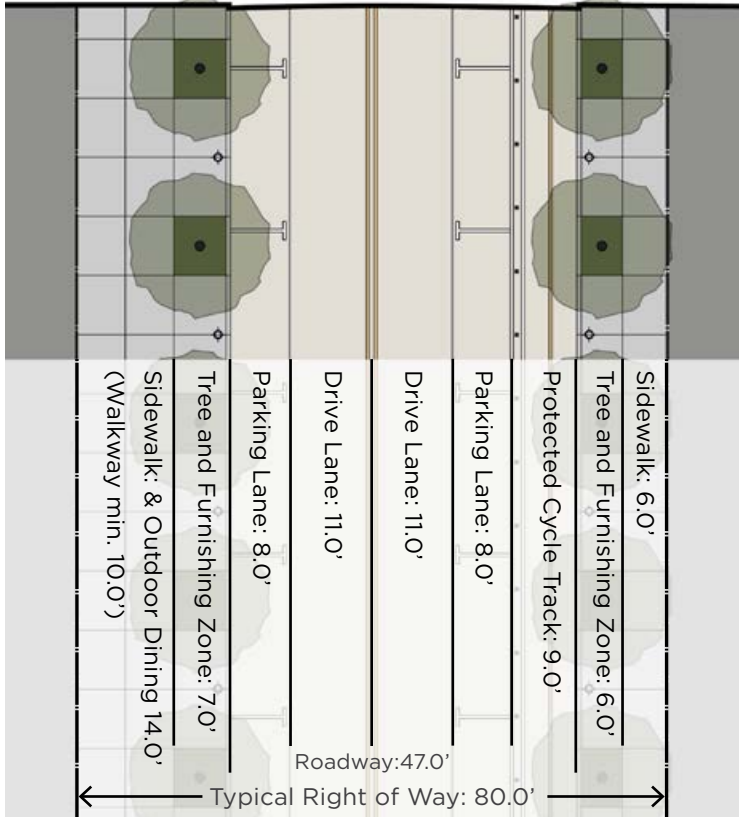
- Minimum 10.0'
- Parking Lane Eliminated if Necessary.
- Concrete
- In Areas constrained by 50.0 Right of Way, path Encroaches 4.0' on Adjacent Property if Parking Is To Be Retained.

Corridor Context D

Context 'D' encompasses an area with significant redevelopment and development opportunity anticipating the extension of the downtown into a more intense, mixed-use pedestrian oriented area. This is a departure from the current more industrial/automobile focused pattern that would be more in line with Context 'A' or 'F', and seizes on a unique economic development opportunity to offer an opportunity not available anywhere else in or nearby Broussard. The 80.0' right of way in this section provides more than enough area to exemplify an urban "complete street" concept allow movement of all users. The proposed streetscape sees a progressive two-way cycle track, on-street parking, the continuation of pedestrian oriented lighting, street trees, and the continuation of a multi-way path on the south side of the street. New buildings would front directly onto the sidewalks with shopfronts and outdoor dining.



Location Plan: Context D



Street Character: Context **D**

South Sidewalk: 14.0' wide allows for continued 10.0 multi-use path and outdoor dining.

- Concrete
- New Shopfronts Built to Sidewalk



- Protected Cycle Track
- Two 4' Lanes, 1' Buffer
 - Knock-down Bollards (TBD)
 - Painted Surface

- Street Trees
- Medium Canopy, Shade
 - Electrical Outlet for Lighting

- Decorative Lamp Post.
- Short Pole,
 - Staggered Spacing
 - Banner Masts

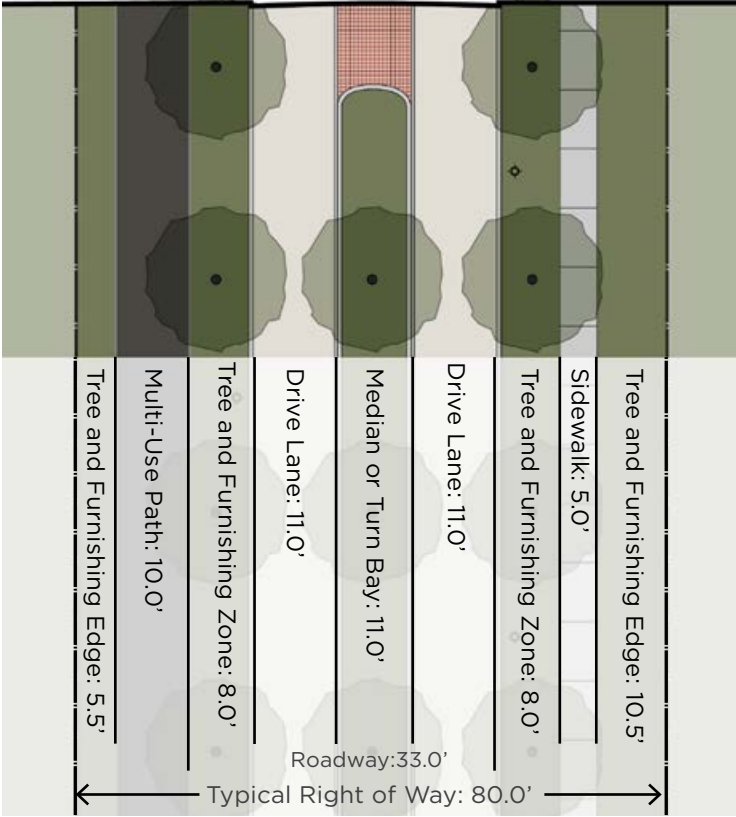
8.0' Parking Lane with Striped Stalls

Two 11.0' Drive Lanes

8.0' Parking Lane with Striped Stalls

Corridor Context **E**

Corridor “Context E” serves as a transition from the more automobile-oriented “Context F” and the more pedestrian oriented “Context D”. A treed median along with formally spaced street trees at the edge create a park-like setting appropriate to the proximity of Arceneaux Park. The two-way-turn lane of “Context F” becomes intermittent and has textured/colored pavement to start the transition to/from a more urban context. The 10.0’ multi-use path continues on the south, now back to a more rural asphalt surface, complimented by 5.0’ concrete sidewalk on the north.



Street Character: Context E



- 11.0 Center Median (in place of turn bay)
- Trees to Match Edges.
 - Lawn Understory

- Street Trees**
- Medium Canopy, Shade
 - Electrical Outlet for Lighting
 - Evenly Spaced
- Decorative Lamp Post.**
- Short Pole, Acorn
 - Staggered Spacing
 - Banner Masts
- 6.0' Sidewalk**
- Concrete
- 11.0' Drive Lane**
- 11.0' Left Turn Bay (where needed)**
- Stamped/Colored Concrete
- 11.0' Drive Lane**
- 10.0' Multi-Use Path on South Side**
- Asphalt
 - Option for Bollard Lighting

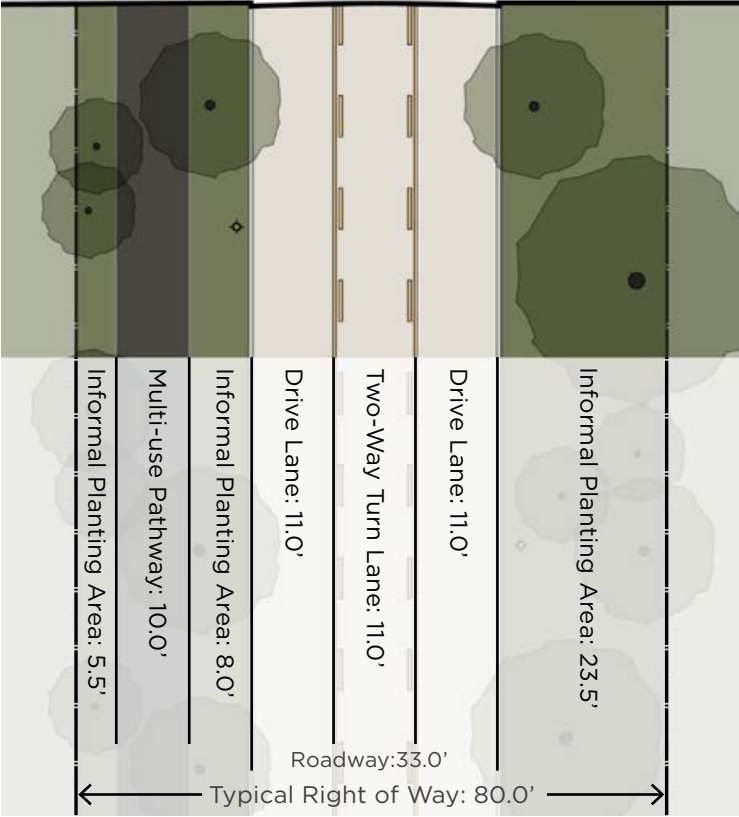
Corridor Context **F**

The last corridor context transitions the corridor back into a more car-oriented design with a two-way turn lane handling turning traffic, and the absence of on-street parking. A common thread through the plan, a multi-use route continues along a 10.0 multi-use pathway on the south and is intended to serve all non-vehicular traffic. The street is lined by informal plantings and drainage is pipe underground where required, repairing the erosion in the current swale along the street. Overhead lighting is more automobile-focused but retains the banner program.

**This section is intended to extend across Albertson Parkway, creating an important pedestrian and bike-way linkage to the commercial areas along the southern portion of Main Street, and providing a more visually attractive view from Highway 90.*



Location Plan: Context **F**



Street Character: Context **F**







3.

STREETSCAPE ELEMENTS

ELEMENTS FOR CORRIDOR CHARACTER

Streetscape Elements

Furnishing the Street

The street sections establish the dimensions and locations of various elements within the Right of way. Several zones are established as part of the street section. In particular is the “Furnishing Zone” is identified to the right, an area that accommodates street trees, lighting, and furnishings such as benches, bike racks, and other elements. Corners at intersections, medians, and the “Interface Zone” on the edge of the street provide areas for additional furnishing.

This Corridor Master Plan provides recommendations for the character and dimensions of the streetscape. The following sections identify other recommendations and guidance for choosing streetscape furnishings, trees, and lighting. Final specifications can be made as part of a collaborative stakeholder process as part of the detailed engineering design phase.

Furnishing Elements

- A. Street Lights**
- B. Street Trees**
- C. Street Furniture**
- D. Fencing and Masking**
- E. Public Art**
- F. Signage Program**



A. Street Lights

A range of bollard and light standard types are proposed, each keyed to their appropriate context. There are numerous possible styles and configurations, and the recommended options shown here are intended as a starting place for more in-depth investigation and decision by the City.

Not shown are banner masts and banners that would be attached to each light standard.

Recommended Manufacturers:

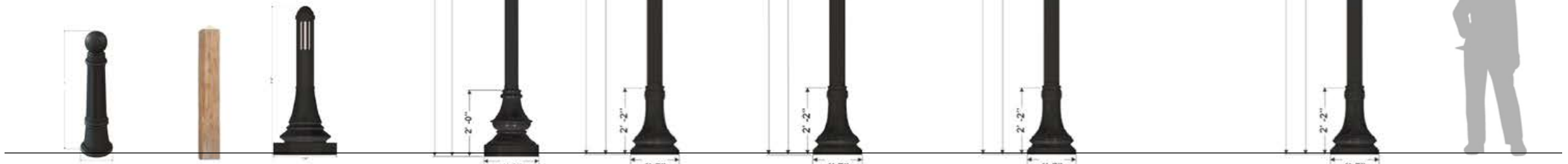


Sternberg
Lighting

Sternberg Lighting:
www.sternberglighting.com
*Products Shown Here

LUMEC

Lumec/Philips: www.lumec.com



BCD

Bollards

USA G Series 100-GTF Epping Square ESG150/200 Denver 4401LED

C

ABEF

ABCDE

Low Street Lamps Options

Monterro M960SRLED Summit/RLM 1912/RLM27 Omega 1531 Omega

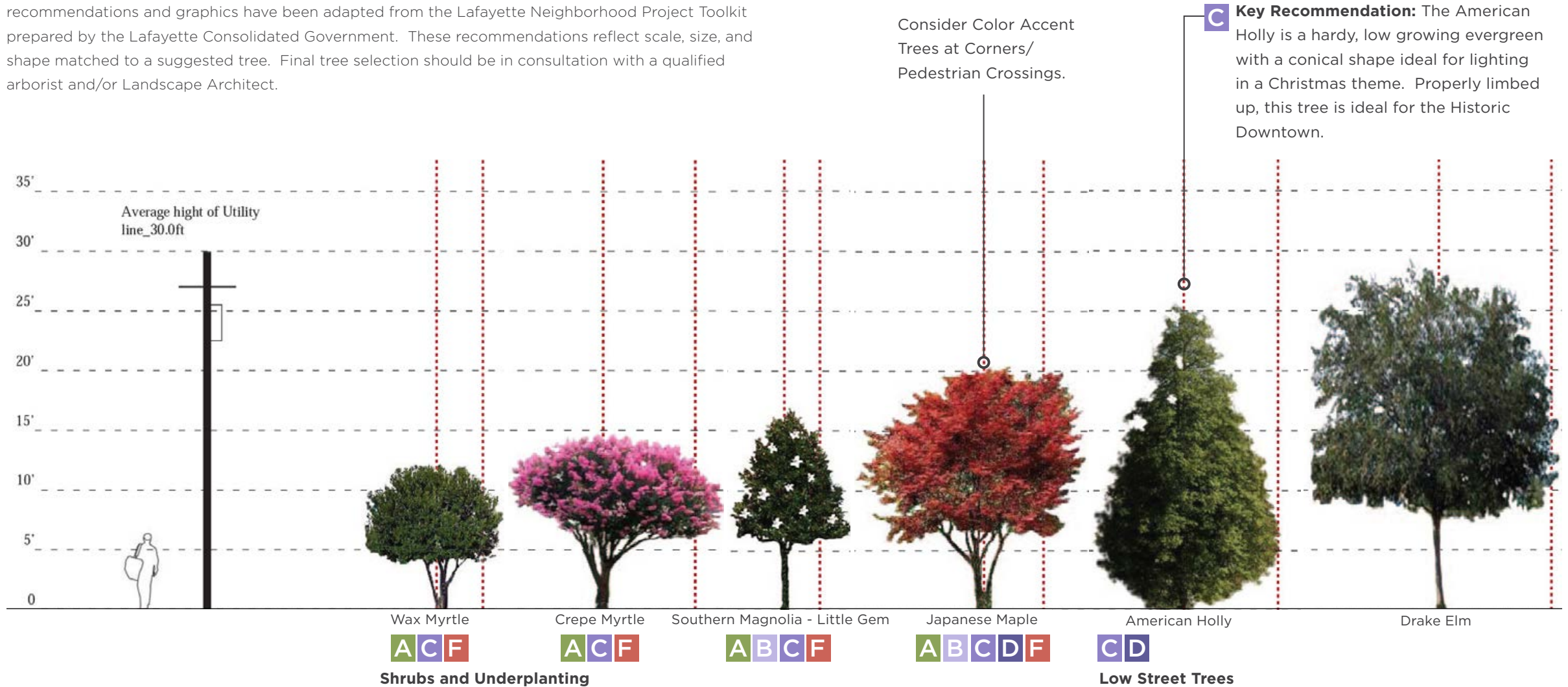
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High Street Lamps Options

Summit/RLM 1912/RLM27 Omega 1531 Omega

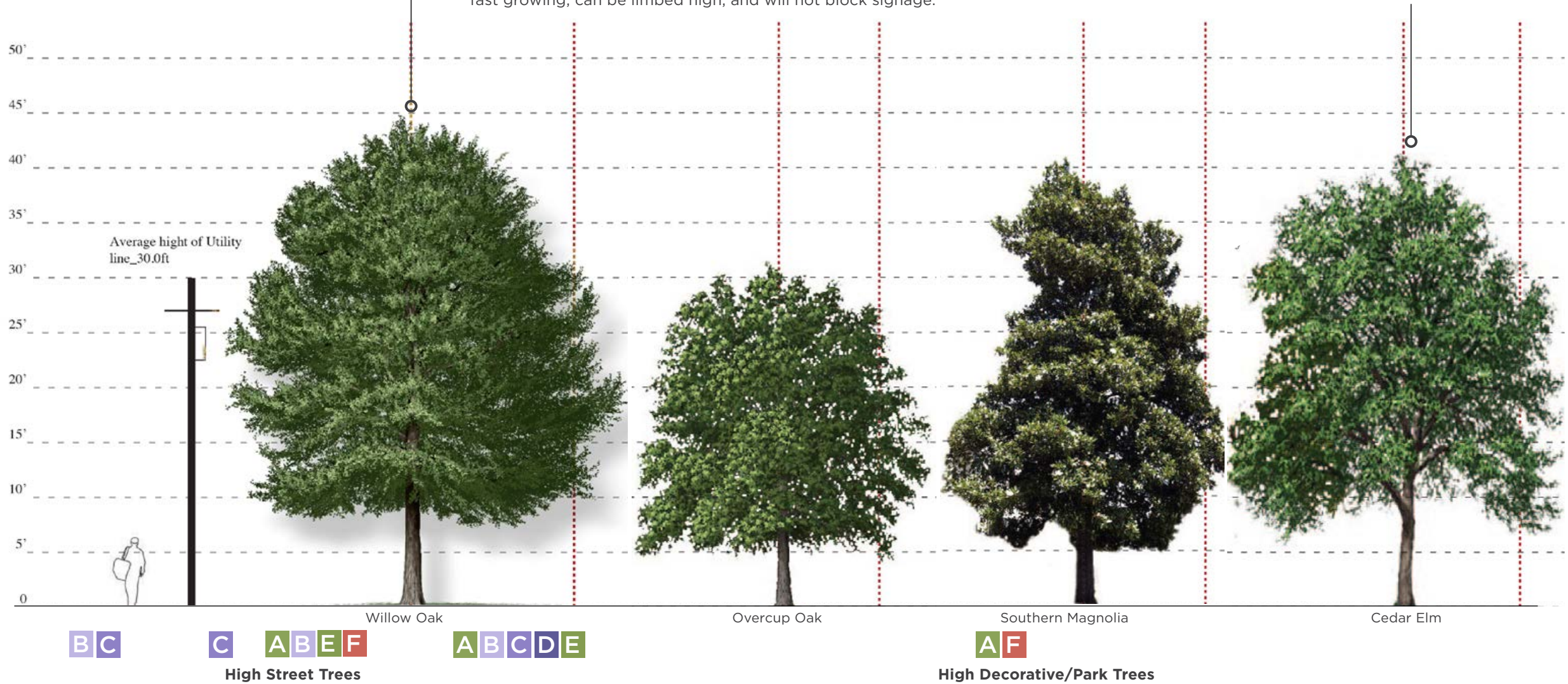
B. Street Trees

Street trees are a critical streetscape element both functionally to provide shade for the comfort of pedestrians, bikes, and parked cars; and aesthetically to provide greenery and landscaping. The recommended street trees have been matched to their appropriate context. These street tree recommendations and graphics have been adapted from the Lafayette Neighborhood Project Toolkit prepared by the Lafayette Consolidated Government. These recommendations reflect scale, size, and shape matched to a suggested tree. Final tree selection should be in consultation with a qualified arborist and/or Landscape Architect.



D Key Recommendation: The Willow Oak is an ideal choice in the Downtown East 'D' Context area and possibly Context area 'E' should the overhead power lines be removed and/or where they are not present. Properly limbed, they can make good street trees in a shopfront environment. Other species should be explored for shopfront areas, ensuring they are relatively fast growing, can be limbed high, and will not block signage.

There are a wide variety of large trees. A diversity of species is recommended. Large trees are also appropriate in street-adjacent private property in Contexts 'B' and 'E'



C. Street Furniture

Largely focused on the more urban contexts “C” and “D” within their “Furnishing Zone, there are opportunities in other areas for street furniture. A baseline family of furniture should be specified as part of the street improvements (ideas shown on top.). Over time, or pursued in parallel with street improvements, more artful/customized furniture can be pursued as shown by the photos shown below.

CD



Uline H-2544BL

Trash Receptacle



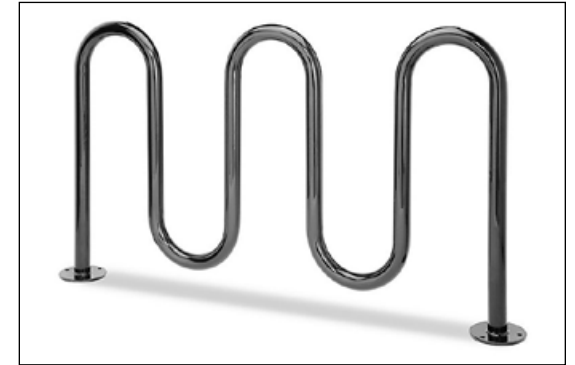
DeMor.Com Bench 58

Benches



EarthPlanter.Com Urban Rectangle EPUR-40

Planters



Uline H-2544BL

Bike Racks



Photo provided by City of Broussard.



EarthPlanter in Use in Santa Monica (also used in Downtown Lafayette).



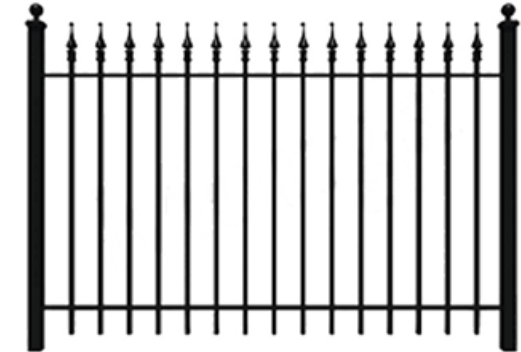
Photo provided by City of Broussard.

D. Fencing and Masking

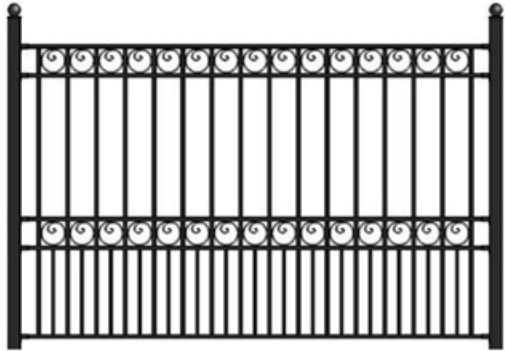
Context “B” proposes a wrought iron fence to define yards at the street edge. Inspired by the fence at Sacred Heart Catholic Church as shown below, two approaches are possible: 1. Provide a basic fence as part of the street improvements, or 2. Allow for options or customized fences for each property.



Wrought iron fence at Sacred Heart Catholic Church



Monga Brothers - FT-02



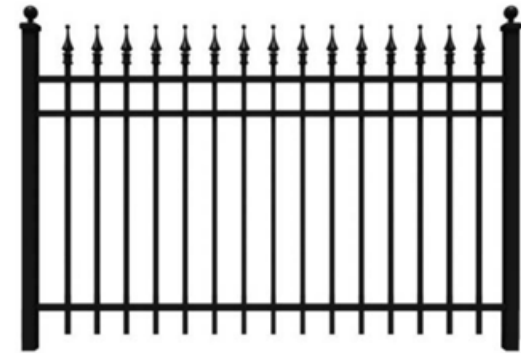
Black Aleko 64-1000 “Paris”



Parking Lot Masking

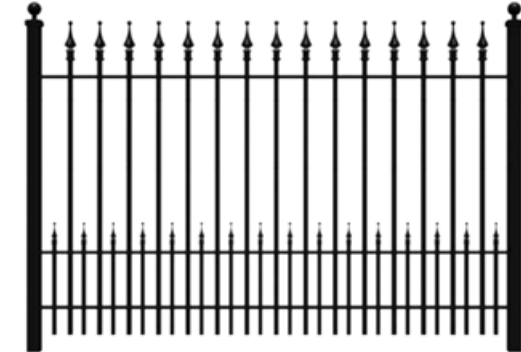
B C D E

There are a number of areas where off-street parking lots interface with the street. While a building frontage or yard is preferred for walkability and improved aesthetics, utilization of wrought iron and landscaping can provide an effective mask and should be considered as part of the streetscape improvements.

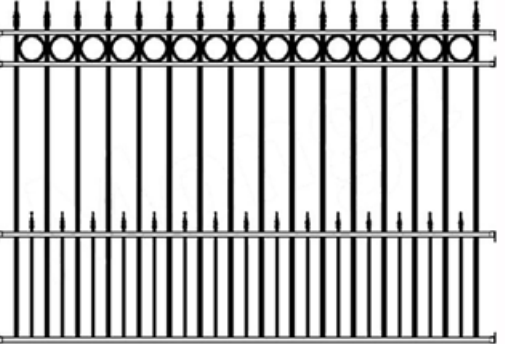


Baseline Fence
Iron Fence Shop - “Classic Style”

B



Baseline Variations
Iron Fence Shop - “Puppy Picket Style”



Decorative/Embellished
Monga Brothers - FT-0

E. Public Art

Public art is a way to provide unique character, monuments and expressions of heritage, and adds beauty and interest to the street. The proposed street improvements provide a number of opportunities for public art throughout the corridor.

A B C D E F



Monuments

Monument Concepts drawn during the charrette show a range from the more simple (vernacular) on the left to the more complex/formal on the right.



West Gateway

The West Gateway at Bernard Road provides opportunities for public art. Illustrated here is a kiosk building.



Crawfish/Acadian Monument

This Lobster from New Brunswick provides inspiration for public art. Photo provided by the City of Brossard.



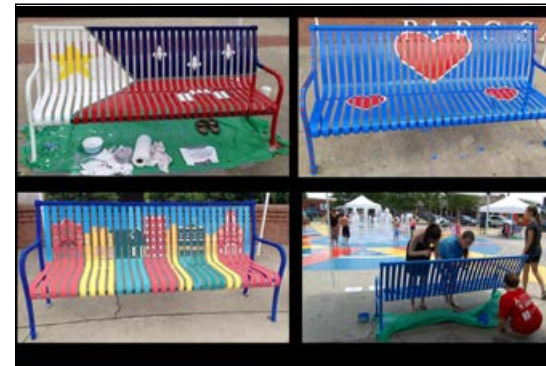
East Gateway

The East Gateway at Bernard Road provides opportunities for public art. Illustrated here is a kiosk building and sugar mill gears.



Medians

The Medians within Section "E" can accommodate public art. Illustrated here is monument opportunity provided by the transition between Context "D" and "E".



Corners/Furnishing Zones/ Furnishings

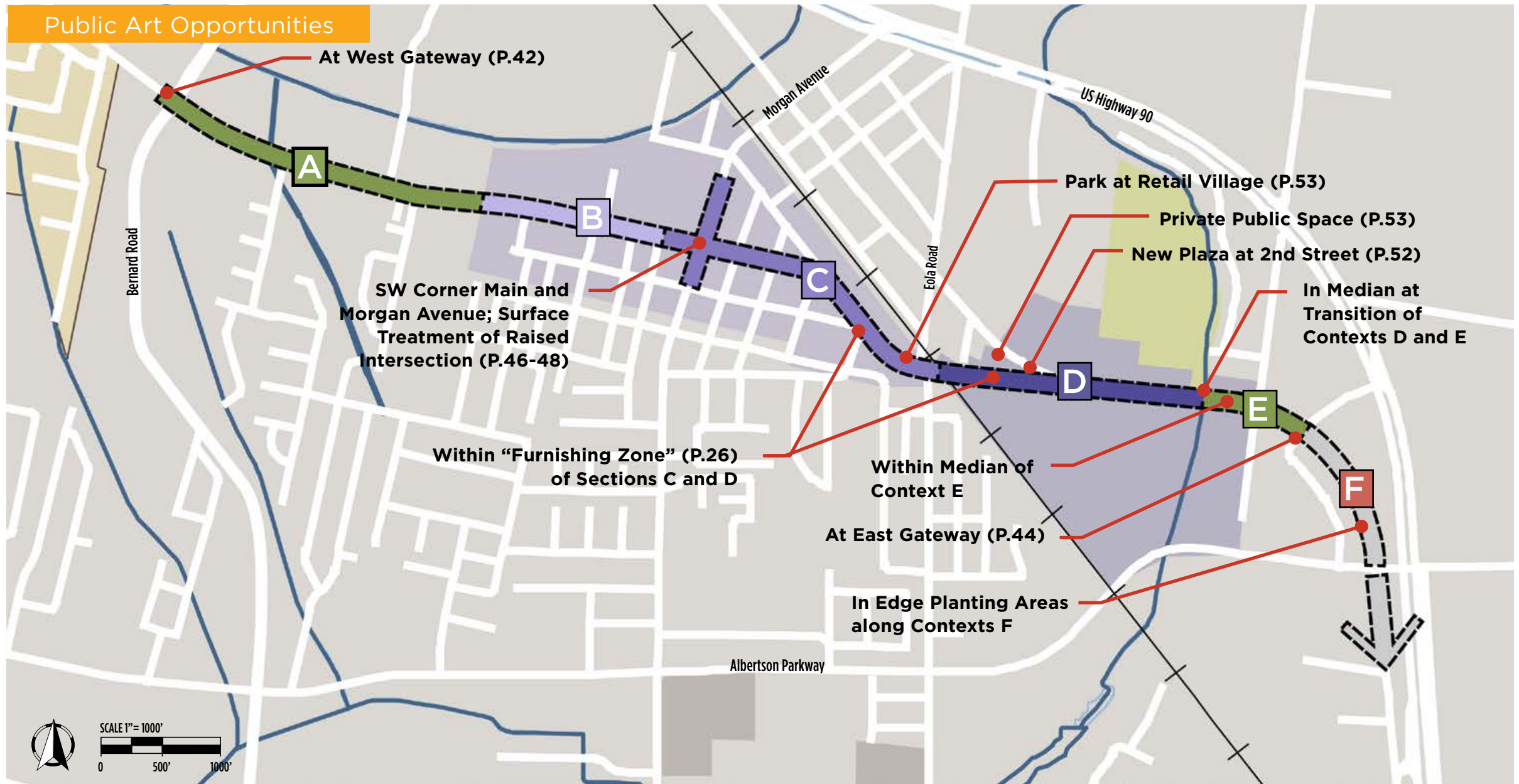
Street furnishings themselves can become art, either as sculptural elements (see bike racks) or painted such as these benches in Downtown Lafayette.



Planting Areas

The planting areas within Contexts "F" can accommodate public art, such as the East Gateway.

Public Art Opportunities



F. Signage Program

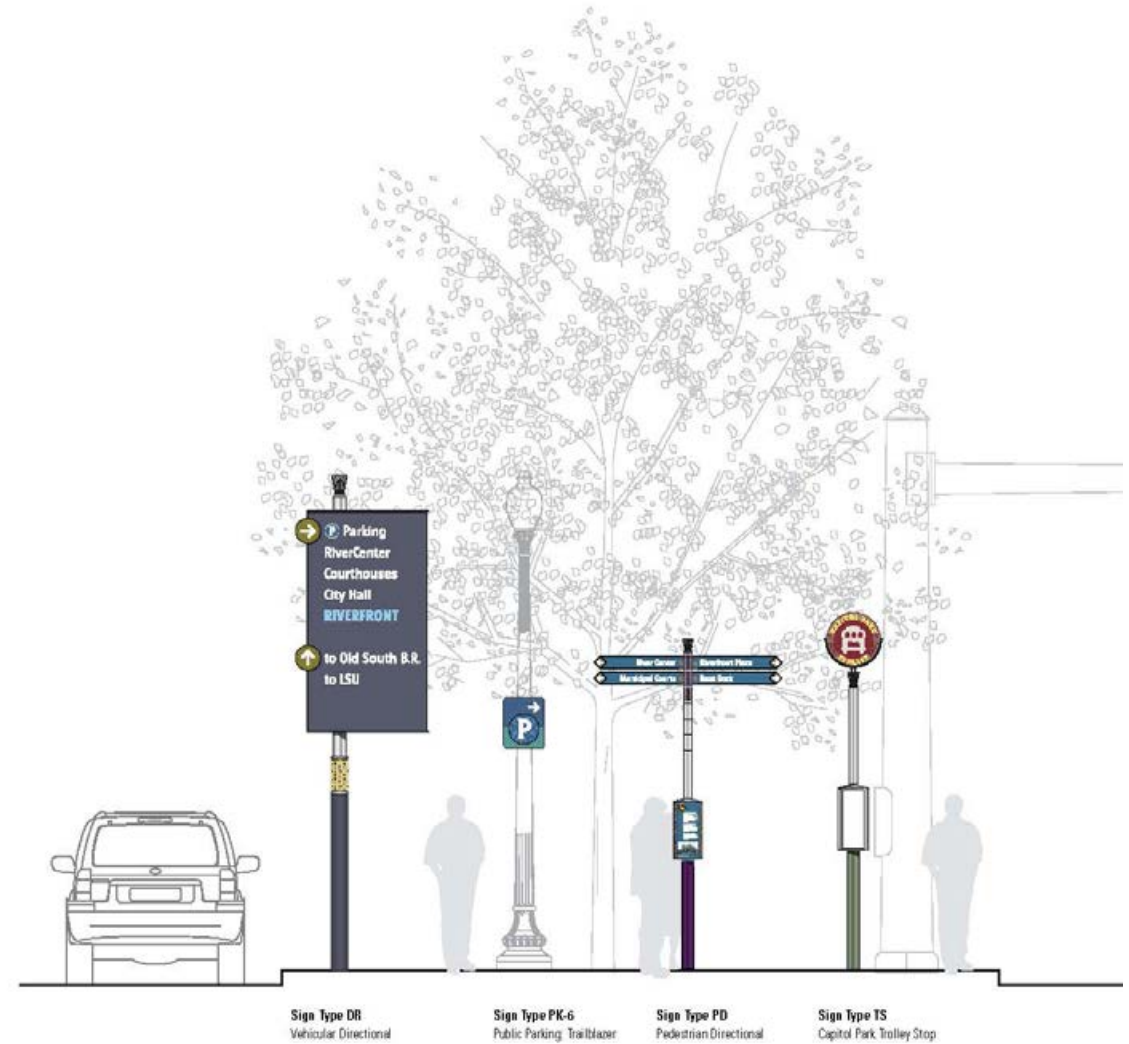
A signage program should be developed alongside the corridor design process and in conjunction with the City's rebranding efforts. Signage includes wayfinding, informational signage, street signs and other elements tied into a unified branding program.

A B C D E F

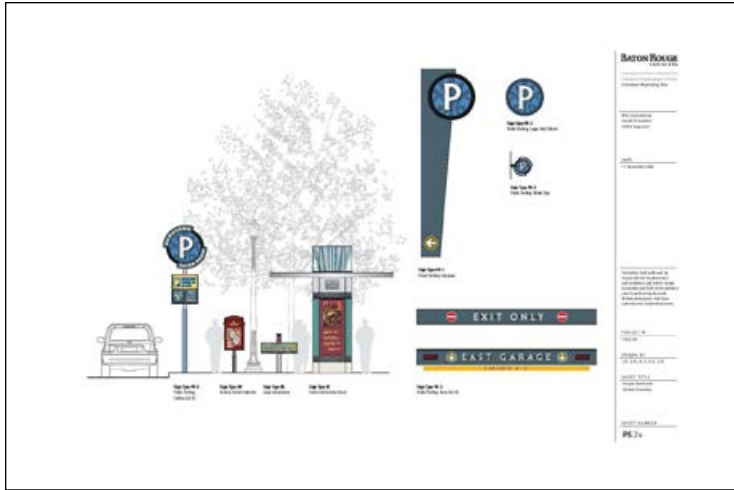


Existing Conditions

As part of corridor improvements, a signage program is needed.



Detail of Downtown Baton Rouge Signage Program



Downtown Baton Rouge Signage Program (Excerpts)

A comprehensive “high end” signage program from Baton Rouge.



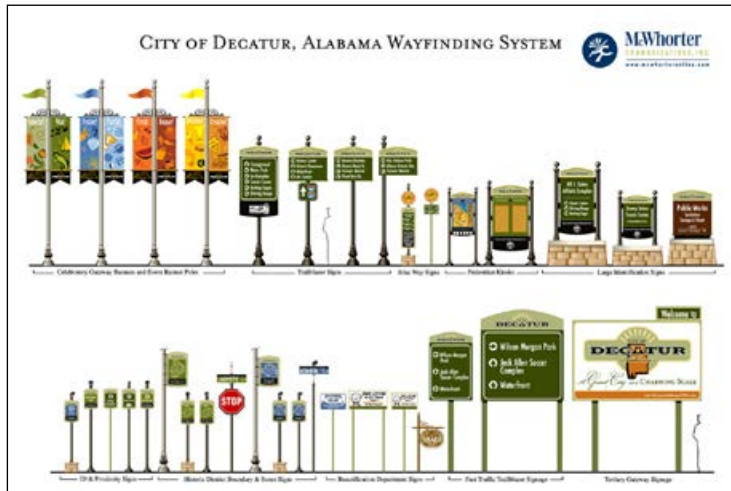
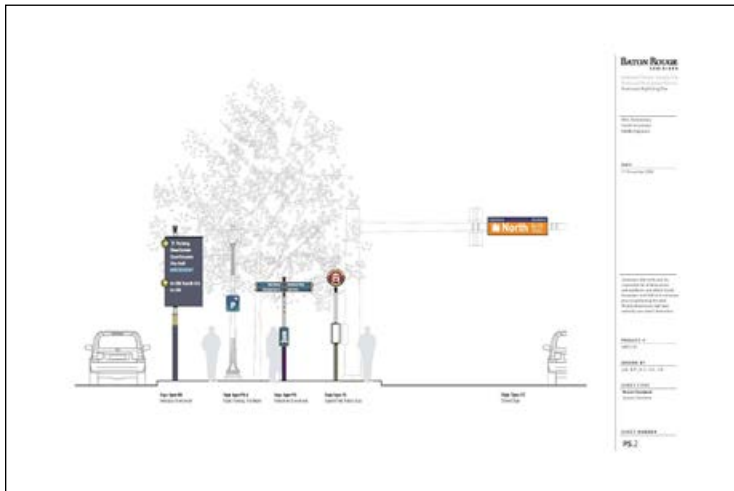
City of Decatur, Alabama

A mid-range, expanded signage program from Decatur, Alabama.



City of Fairhope, Alabama

A simpler, more “vernacular” signage program from similarly sized City, Fairhope Alabama







4.

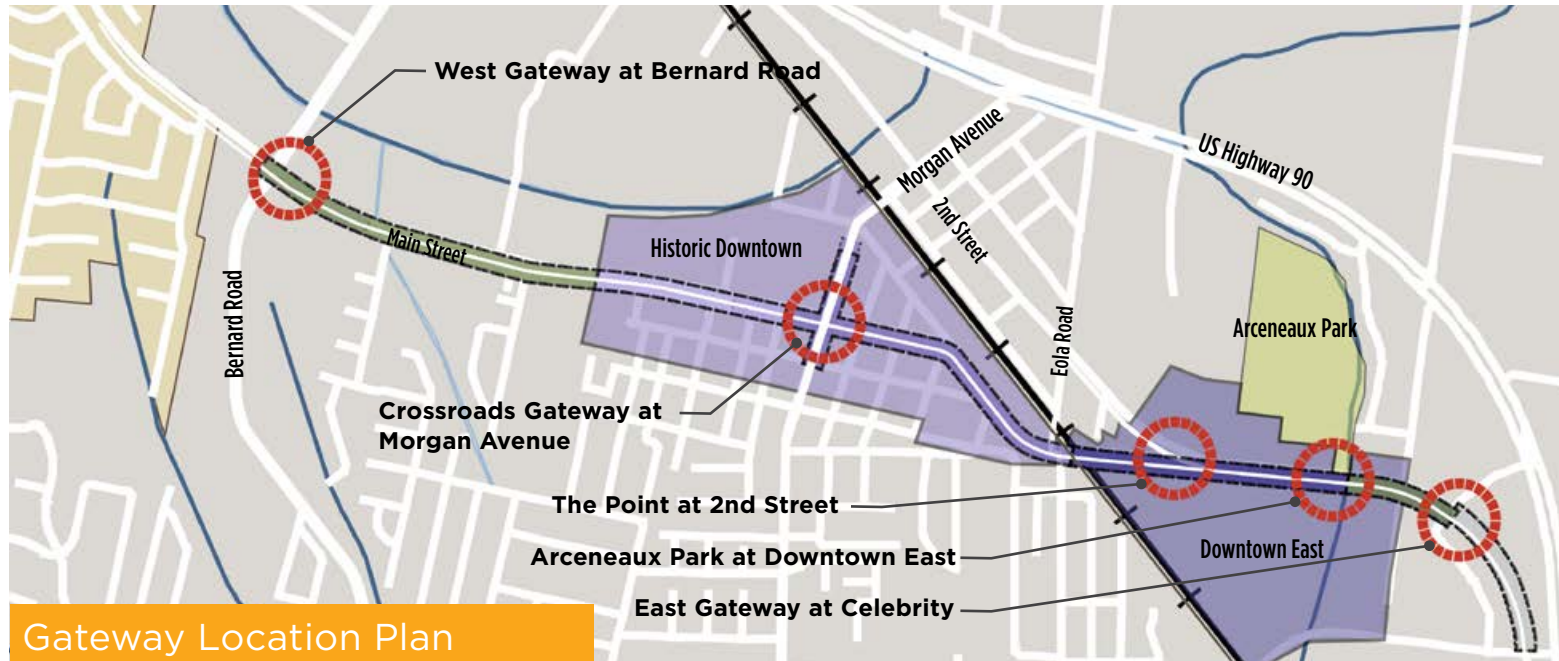
Gateways and Centers

BUILDING ON CORRIDOR INVESTMENT

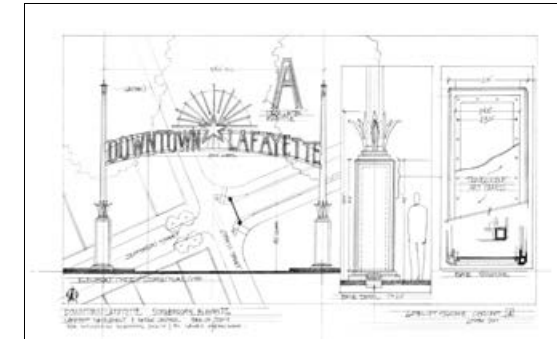
Gateways

A Sense of Arrival

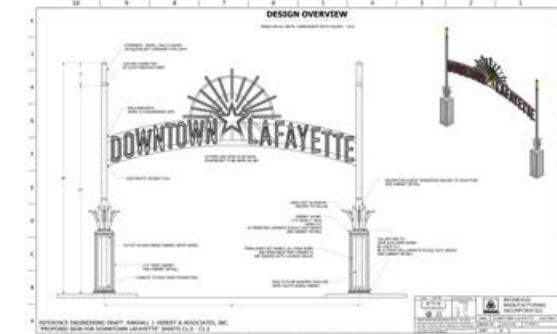
One objective of the master planning process was to identify potential gateway locations, and recommend designs and placements for gateway elements. Several ideas were put forward through the charrette, and community discussion revealed that there is no consensus on what these gateways should look like: Traditional or Modern, Grand or Modest, Tall and Reaching or Subtle and Grounded. This master plan recommends locations for gateway elements as well as a possible design inspired by charrette feedback.



Gateway Location Plan



Downtown Lafayette Gateway Initial Sketch



Downtown Lafayette Gateway Shop Drawing



Downtown Lafayette Gateway as Built

East Gateway

A similar effort, the Downtown Lafayette Sign was designed and built by a consulting team member for this plan. Shown here is the progression from sketch to realization.

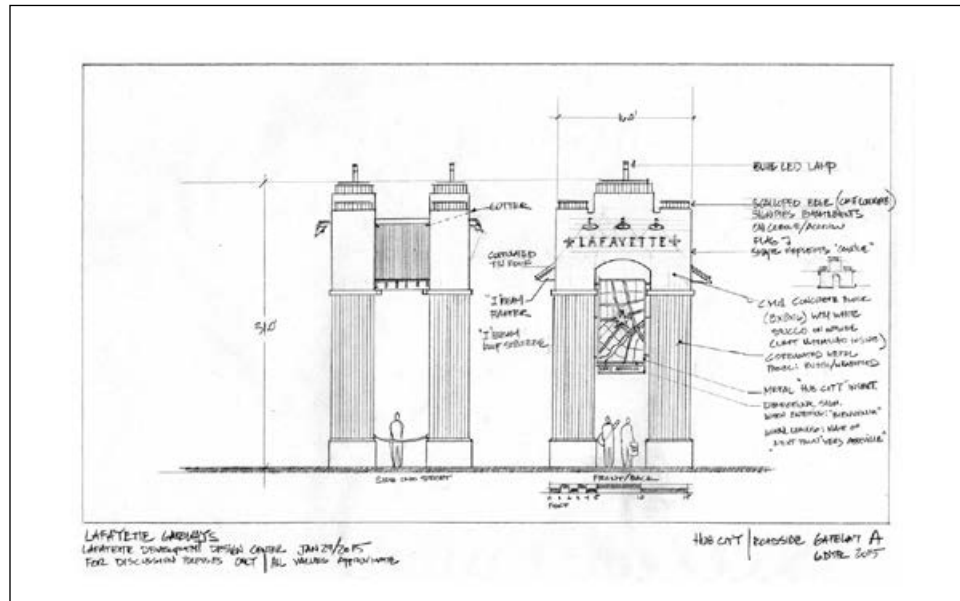


These precedent images were compiled from the City of Broussard and the Charrette Team

Gateway Inspiration

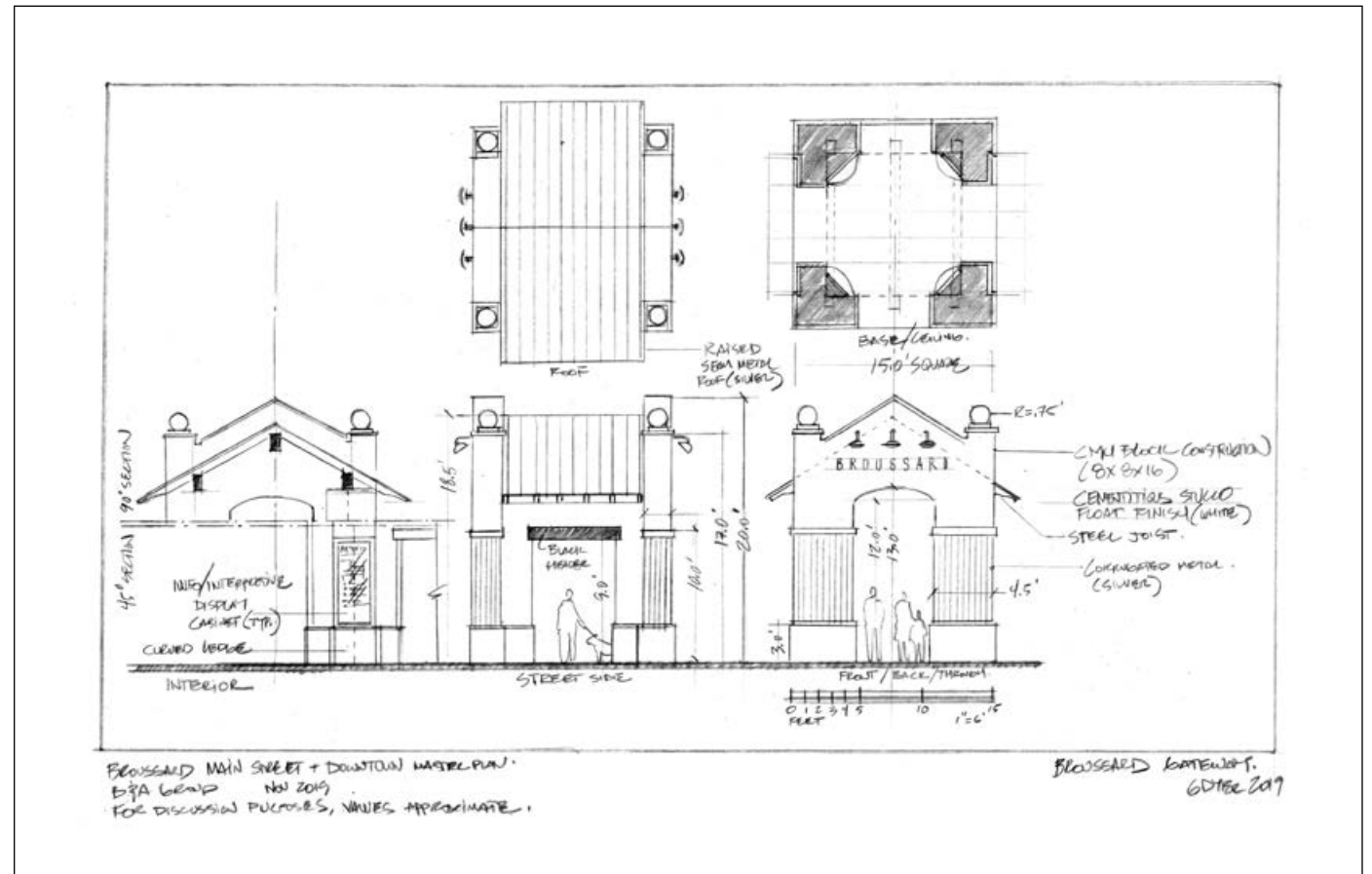
Broussard Gateway Monument

Born out of Downtown Lafayette's gateway sign, a proposed Lafayette-wide gateway sign (below), the historical character of Broussard's downtown and the aspirational character guided by this corridor master plan, the proposed design can be further developed as is or serve as a placeholder for another gateway concept. The design reflects charrette feedback on various precedents as well as a unifying/recurring design element expressed by the City of Broussard and shown to right.



Medians

A 2015 Concept for a Hub City Gateway placed at each "Spoke"- including the interface of Pinhook Road and Main Street. This design was explored through the charrette process.



Medians

This Gateway concept, as demonstrated previously by Lafayette's sign, can be further developed and implemented. The design uses durable, common materials. The interior includes informational/interpretive displays.



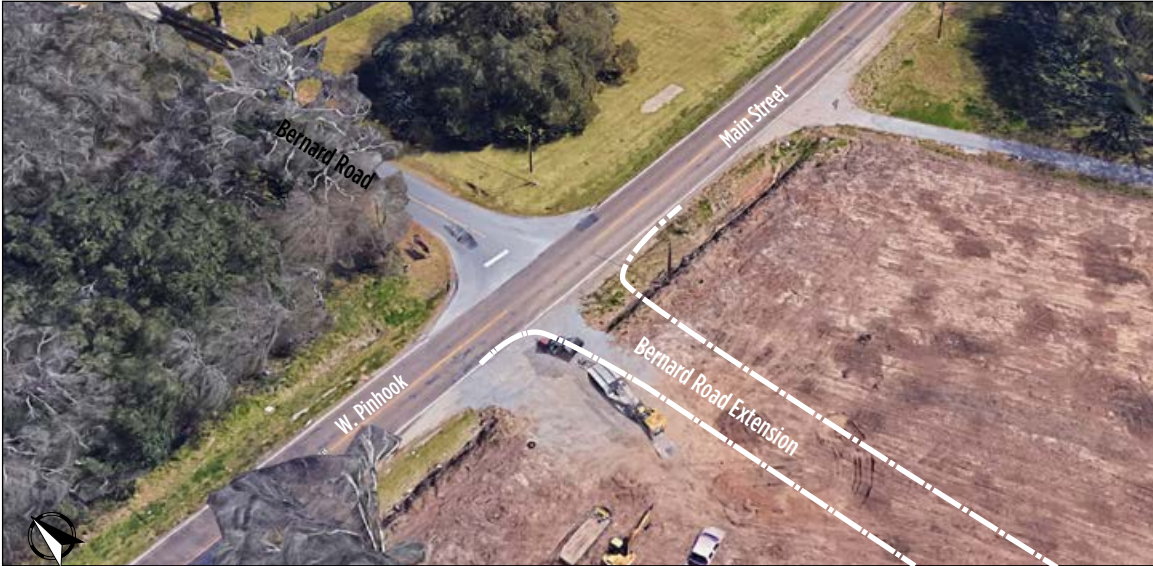
BROUSSARD

The Broussard Gateway Monument

West Gateway at Bernard

Arriving from Lafayette from the northwest, the S. Bernard Road Intersection is the first gateway opportunity along Main Street. Working with current intersection improvements that will see the extension of Bernard Road south to Albertson Parkway, a new gateway feature ties into the sidewalk network and the multi-use pathway network proposed for the length of Main Street.

Notable at this intersection is a significant oak tree on the northeast corner that will be up-lit as part of early gateway efforts, and soon joined by the proposed gateway elements and streetscape improvements. The intersection design is concurrent to this report. It is likely that a three lane section for Main Street (two travel lanes plus turn lane) similar to Context “F” will interface with the Bernard Road intersection. It is recommended that the street transitions to the two lane section of Context “A” as recommended in this report as soon as possible.



Existing Conditions, Photo Match to Image on Right.



Aerial Plan



Proposed Gateway Looking South



Streetscape Approaching Gateway

West Gateway @ Bernard



East Gateway at Celebrity

The existing drive-in gateway at Celebrity Drive is not effective. Working in conjunction with the future streetscape improvements, a new gateway is proposed on the same City-owned parcel. This will create a more pedestrian oriented design, while also serving as a more effective drive-by gateway. Within the framework of streetscape improvements such as lights, pathways, trees, and other plantings, there are several opportunities for public art and monuments. Proposed here is the Broussard Gateway Monument element in addition to sugar mill gears similar to those on the Billeaud Properties lands across US 90.



Aerial Plan



Existing Conditions Looking North



View To Northwest



Proposed Gateway Looking North



View to Southeast

East Gateway @ Celebrity



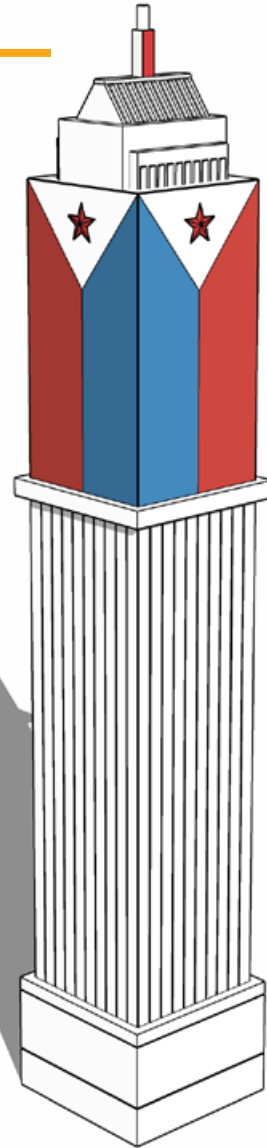
Historic Downtown

Broussard’s Historic Downtown has unrealized potential not only as a tourist destination, but as a place to work, live, shop, and play - reflecting national market trends toward reinvestment in authentic downtowns. The proposed street improvements will accentuate the scale and charm of a small-town Acadiana downtown, while increase its functionality as a place to “park once and walk.”

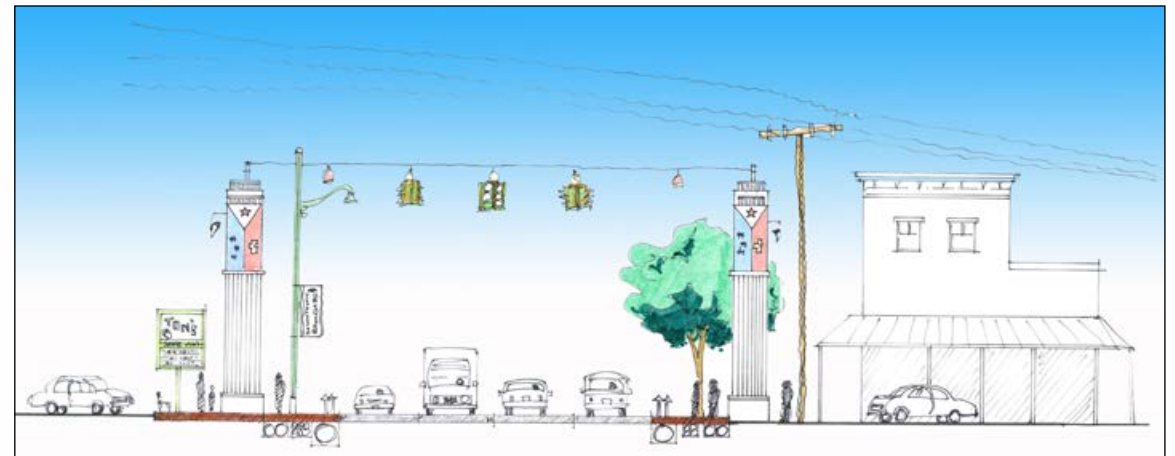
With new public investment will come increased private investment. The first goal is to preserve and support the many businesses and nearby resident already living along the corridor. This section primarily addresses improvements that work with existing conditions, and with a focus on the Morgan and Main Street Intersection - Broussard’s original crossroads and center. However, as redevelopment occurs it will be important for new buildings to sensitively integrate into the downtown, returning to the more pedestrian-oriented forms from which the downtown historically originated. Guidance is provided for new buildings in support of a future overlay/zoning ordinance.



A raised intersection is proposed at the intersection of Main and Morgan. This is a public art opportunity, slows vehicle speeds, increases accessibility, and improves pedestrian safety & usability. (Image: NACTO)



Existing Conditions, Photo Match to Image on Right.



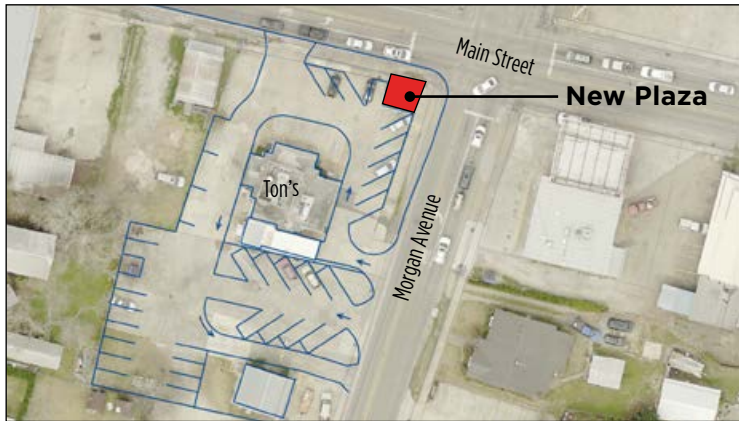
An image developed during the charrette showing monuments at the corners of Morgan and Main Street integrated into the traffic lights. A concept is shown to left.



Main Street

Morgan Avenue

PHARMACY



Plaza at Morgan and Main

A small plaza is proposed at the southwest corner of Morgan and Main. To allow for this plaza, a charrette rework of the Ton's parking lot preserves parking while opening corner for enhancements such as benches, public art, and other street furnishings.

Key Recommendations for Historic Downtown

- Work with current conditions, respecting and supporting existing businesses.
- Guide new infill development in character with historic downtown.
- New buildings should be street-oriented with parking to the rear or side.
- A new plaza is proposed at the southwest corner of Morgan and Main with a rework of the Ton's parking lot.
- A raised intersection at Main and Morgan slows traffic, enhances pedestrian movement, and provides opportunity for public art.
- Evergreen trees with lighting and a banner program allow for Christmas programming and year-round festivity.

Residential: Single family, Duplex, Town Houses, Small Apartment Buildings, Live/Work. Build close to the sidewalk with a shallow yard and a porch or stoop front, raised min. 18"

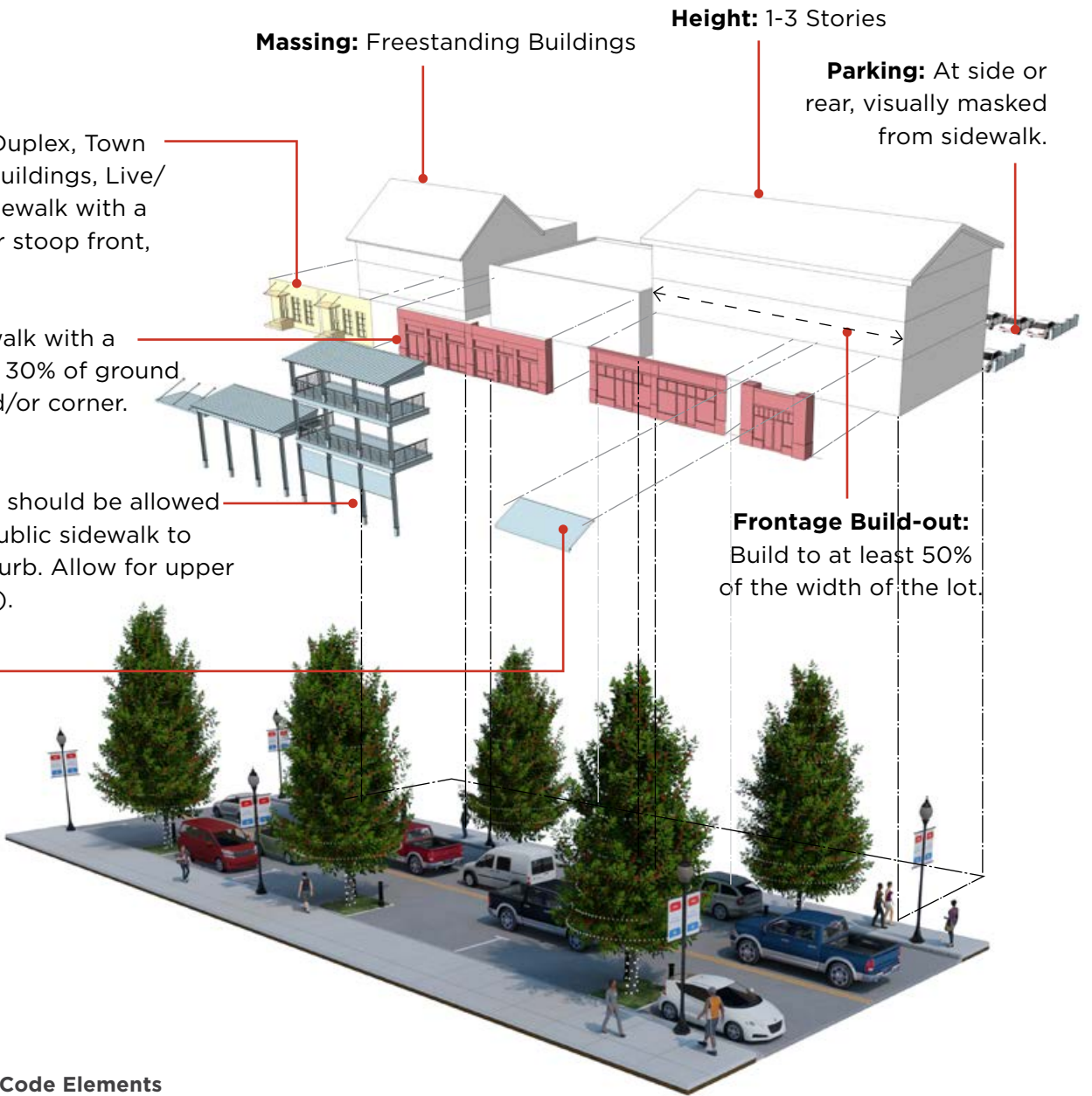
Commercial: Build to sidewalk with a shopfront. Clear glass min. 30% of ground floor. Entry at sidewalk and/or corner.

Shade: Arcades or awnings should be allowed and are encouraged over public sidewalk to within 18" of drive face of curb. Allow for upper story usable space (Gallery).

Awnings: Use metal with cable tie-backs, or fabric with open ends and loose flaps. Color/patterns and lettered signage encouraged.

Recommended Development Code Elements

These elements guide placement and character of new infill buildings matched to the proposed street improvements, and are intended to form the basis of an overlay and/or zoning district.



Christmas on Main Street



Downtown East

The Downtown East is intended to compliment the Historic Downtown and add a development opportunity not yet found in Broussard. Allowing for more intense mixed use and urban character that would not be appropriate in the Historic Downtown, this new development area allows for a new place that integrates live/work/shop/play into a walkable new downtown. Adjacent Arceneaux Park becomes a unique urban park allowing for events and recreation as an amenity to the area. Future residents and visitors can park once, enjoying the East Downtown and Arceneaux Park events by foot or bike.

Recent developments have responded to current conditions with automobile oriented development. While these buildings should be respected and integrated, new buildings should reflect the future vision of the area. New streets should form small development blocks allowing interior parking and street oriented buildings. Recommendations for the appropriate character and scale of future development is provided here.



Existing Conditions, Photo Match to Image on Right.



Typical Street Scene



Median Monument at Transition from Context “D” and “E”.



Gateway to Downtown East



Downtown East

Arceneaux Park

New Street

Arceneaux Park Entry Road

Main Street



A new plaza at the triangular intersection of Main Street and East 2nd Street provides a new public space and safer conditions for all users. (Image: NACTO)

Key Recommendations for Downtown East

- Work with current conditions, respecting and supporting existing businesses.
- Guide new development to create walkable, urban mixed use place.
- New buildings should be street-oriented with parking to the rear.
- A new plaza is proposed at the corner of and Main and 2nd Street creating a public art opportunity.
- The intersection of Arceneaux Park Entry and Main is a gateway opportunity.
- Create a symbiotic integration of the Downtown East and Arceneaux park.
- Create a network of new streets forming blocks for walkability and new development parcels.

Massing: Connected and/or Close Buildings forming a strong street-wall.

Parking: At rear along Main Street, at rear or side on side streets, visually masked from sidewalk.

Facades: Visually divide facades wider than 100'.
Height: 1-5 Stories

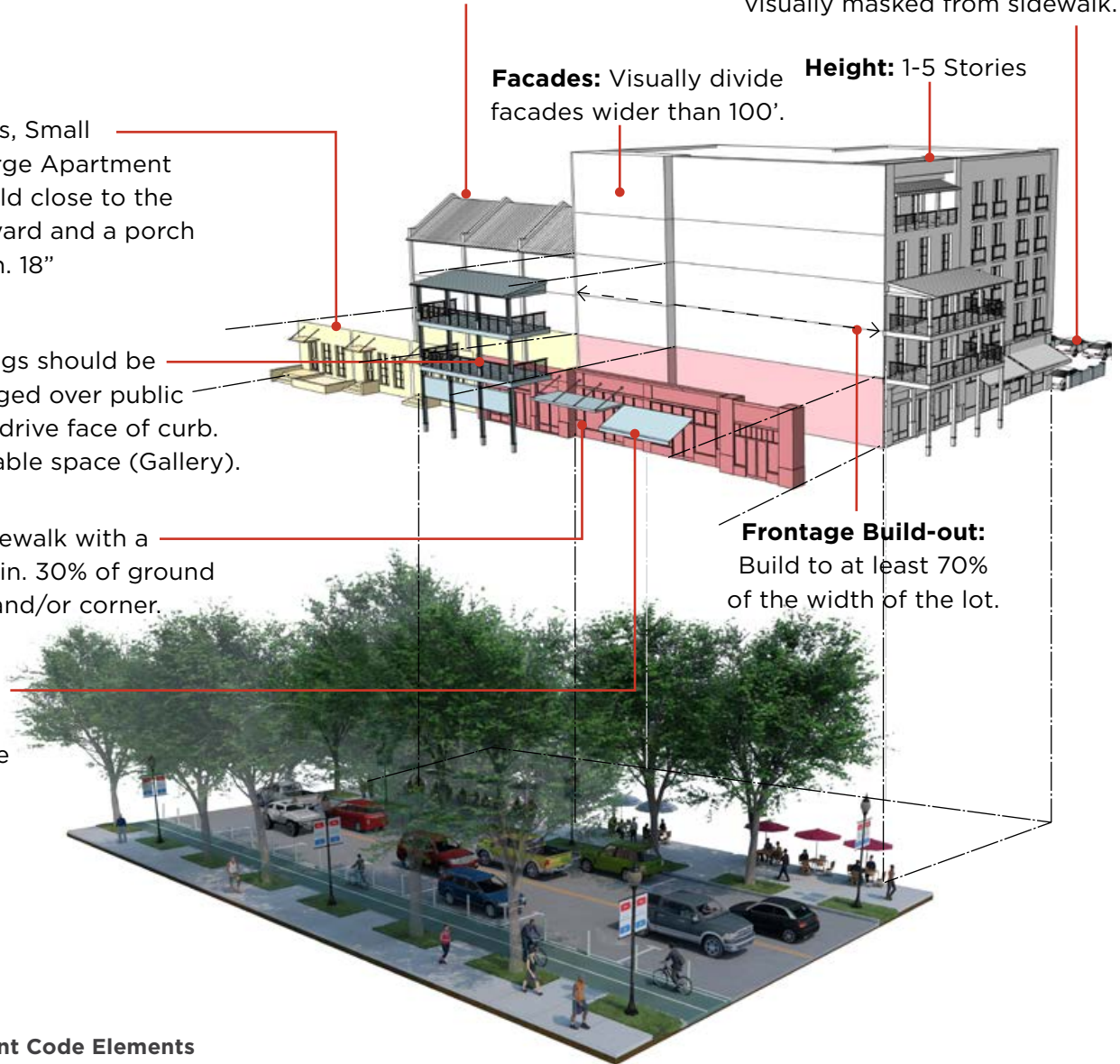
Residential: Town Houses, Small Apartment Buildings, Large Apartment Buildings, Mixed Use. Build close to the sidewalk with a shallow yard and a porch or stoop front, raised min. 18"

Shade: Arcades or awnings should be allowed and are encouraged over public sidewalk to within 18" of drive face of curb. Allow for upper story usable space (Gallery).

Commercial: Build to sidewalk with a shopfront. Clear glass min. 30% of ground floor. Entry at sidewalk and/or corner.

Awnings: Use metal with cable tie-backs, or fabric with open ends and loose flaps. Color/patterns and lettered signage encouraged.

Frontage Build-out: Build to at least 70% of the width of the lot.



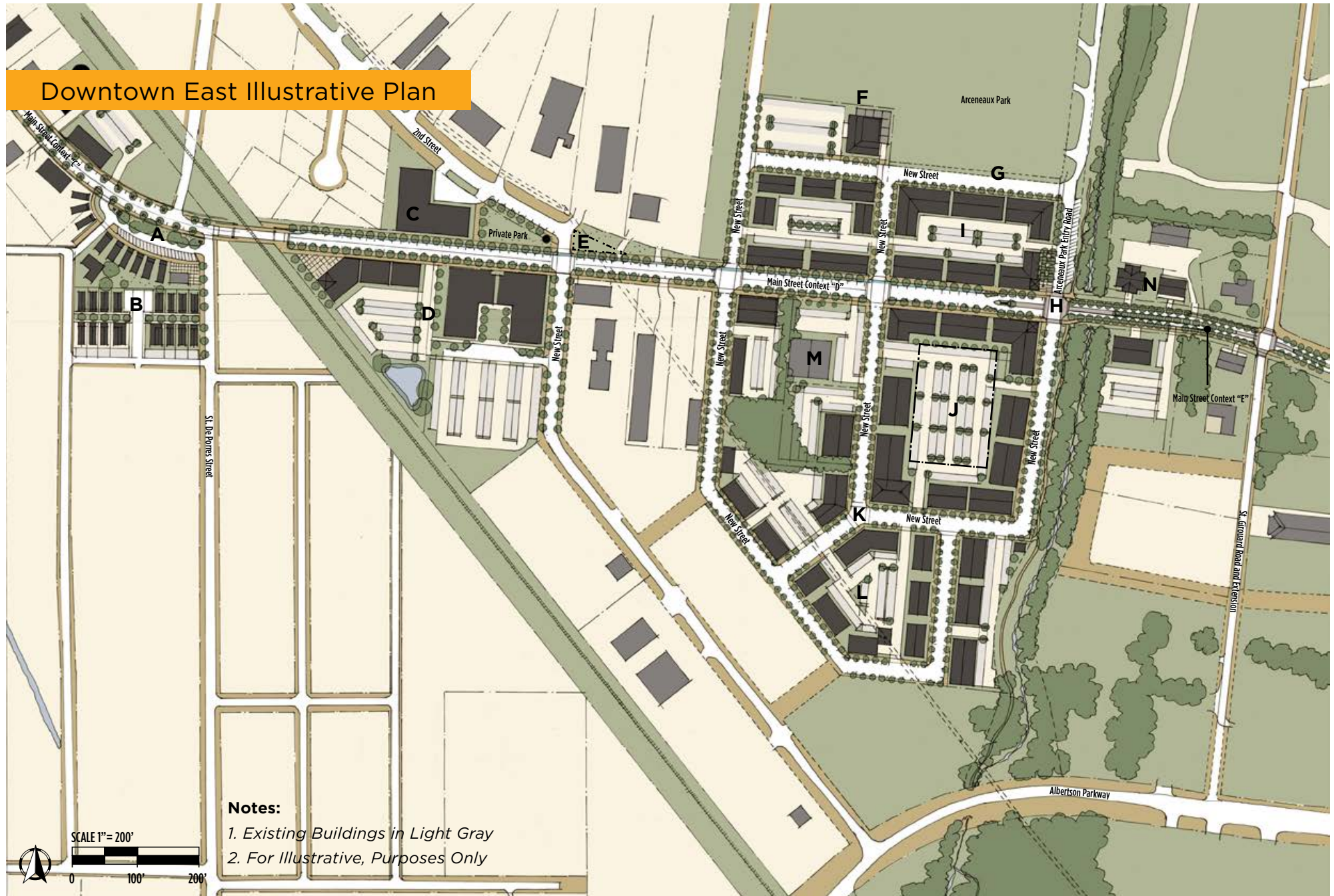
Recommended Development Code Elements

These elements guide placement and character of new infill buildings matched to the proposed street improvements, and are intended to form the basis of an overlay and/or zoning district.

Downtown East Illustrative Plan

Plan Concepts

- A:** Small-Scale Incubator Retail Village
- B:** Cottage Cluster
- C:** Proposed Building (The Sax)
- D:** Retail/Office Examples
- E:** New Plaza at 2nd Street
- F:** Park-side Restaurant
- G:** New Park Fronting Street
- H:** Downtown East Gateway
- I:** Typical Interior Private Parking
- J:** Large Interior Parking Lot; Potential Wrapped Parking Deck
- K:** New Streets: Over 200 new on-street parking spaces creates.
- L:** Office Condo/Apartments
- M:** Cajun Fitness (as is)
- N:** New Street Front Buildings- Freestanding to match Context "E".



Notes:

1. Existing Buildings in Light Gray
2. For Illustrative, Purposes Only




ENVISION
DOWNTOWN BROUSSARD