Urban Renewal Vision Statement

Modified July 9, 2013

Old Town Urban Renewal Area

Downtown <u>is</u> the Heart of Lafayette, our community center. Downtown projects the image of Lafayette we present to our community and to visitors. It is the economic engine that will take us into the future.

This area possesses a unique sense of place. It provides respite from the look-alike commercial areas around us. It has three distinct areas: Public Road, East Simpson Street, and Baseline Road. These areas, though distinct, are interconnected by our pedestrian and vehicular transportation systems. The provision of amenities, including lighting, signage, trash receptacles, bike racks, and news kiosks, also links these areas together.

- **Public Road** remains open to vehicular traffic, while encouraging pedestrian activity through the addition of amenities, such as public art and seating. A mix of retail, office, and residential uses creates a healthy business and living environment. A variety of architectural styles, heights, materials, and setbacks is appropriate to create a varied but harmonious streetscape. Parking is convenient, but not dominant, accomplished with innovative, sensitive solutions. Lighting design is sensitive to adjacent neighborhoods.
- **Simpson Street** is slower paced. Here the strolling pedestrian rules. Professional offices and services are dominant, with an occasional café or market, and an occasional multi-family residential or mixed-use complex. It is important that the buildings convey a traditional, historic character, reflecting the established 50' lot widths and a height of 2 stories, or 3 stories where appropriate. Commercial buildings should incorporate a variety of storefronts, including but not limited to, historical forecourts and large display windows. The storefronts will be continuous, with zero setbacks at the lot lines. Commercial activity enhances the nearby residential community. The streetscape reflects the history of this area, including flagstone walks, lighting, and landscaping.
- **Baseline Road** reflects its status as a State Highway, while also accommodating pedestrians and bicycles. Since it contains a wide variety of uses, the building and site design criteria are more diverse. The streetscape is modified to include a uniform sidewalk and street tree pattern.

South Boulder Road Revitalization Area

The South Boulder Road Revitalization Area is part of a larger regional commercial area located along one of the city's arterial roads and between two of the city's major

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intersections, making it more automobile-oriented. The South Boulder Road area is primarily dominated by medium box stores providing comparison shopping (department, clothing, jewelry, restaurants, sporting goods, etc.) and convenience shopping (supermarkets, personal service shops, liquor stores, etc.). Here the focus is the redevelopment and revitalization of aging commercial centers. The streetscape, including sidewalks and raised landscape medians, is well established.

The result of the two combined urban renewal areas is a vital, comfortable, and inviting community core.

Lafayette – The place you want to be.