

ECLECTIC RENEWAL

OLD TOWN LAFAYETTE REVITALIZATION PLAN

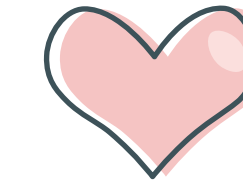
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Prepared for Lafayette Urban Renewal Authority

Old Town Lafayette features charming, small-town character and lies at the heart of the city's downtown. This project focuses on the three main corridors within Old Town: **Public Road, East Simpson Street, and Baseline Road**.

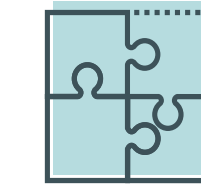
Retaining small-town character, enhancing streetscapes, and creating community gathering spaces are priorities for Lafayette. Public art, local businesses, sense of community, and diverse local businesses are what make the Old Town District loved by Lafayettees. Challenges facing Old Town include discontinuous street frontage and activity, a lack safe and engaging pedestrian infrastructure, and the need for cohesive district branding and design.

Revitalization efforts in Old Town can promote the **eclectic, creative, and diverse** community through the goals of **placemaking, connection, and activation** in the Old Town District. After determining priority areas for revitalization, *Eclectic Renewal* proposes design strategies and concepts based on the three revitalization principles: **address urban voids, activate amenity zones, and provide wayfinding**.

"This project seeks to improve
connection, placemaking, & activation,
which will revitalize the Old Town
District and encourage a more
eclectic, creative, & diverse
Lafayette"



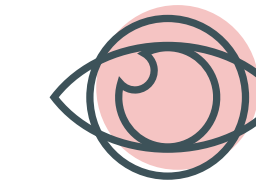
Placemaking



Connectivity



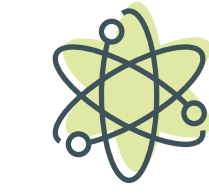
Pedestrian prioritization



Perception of safety



Navigation



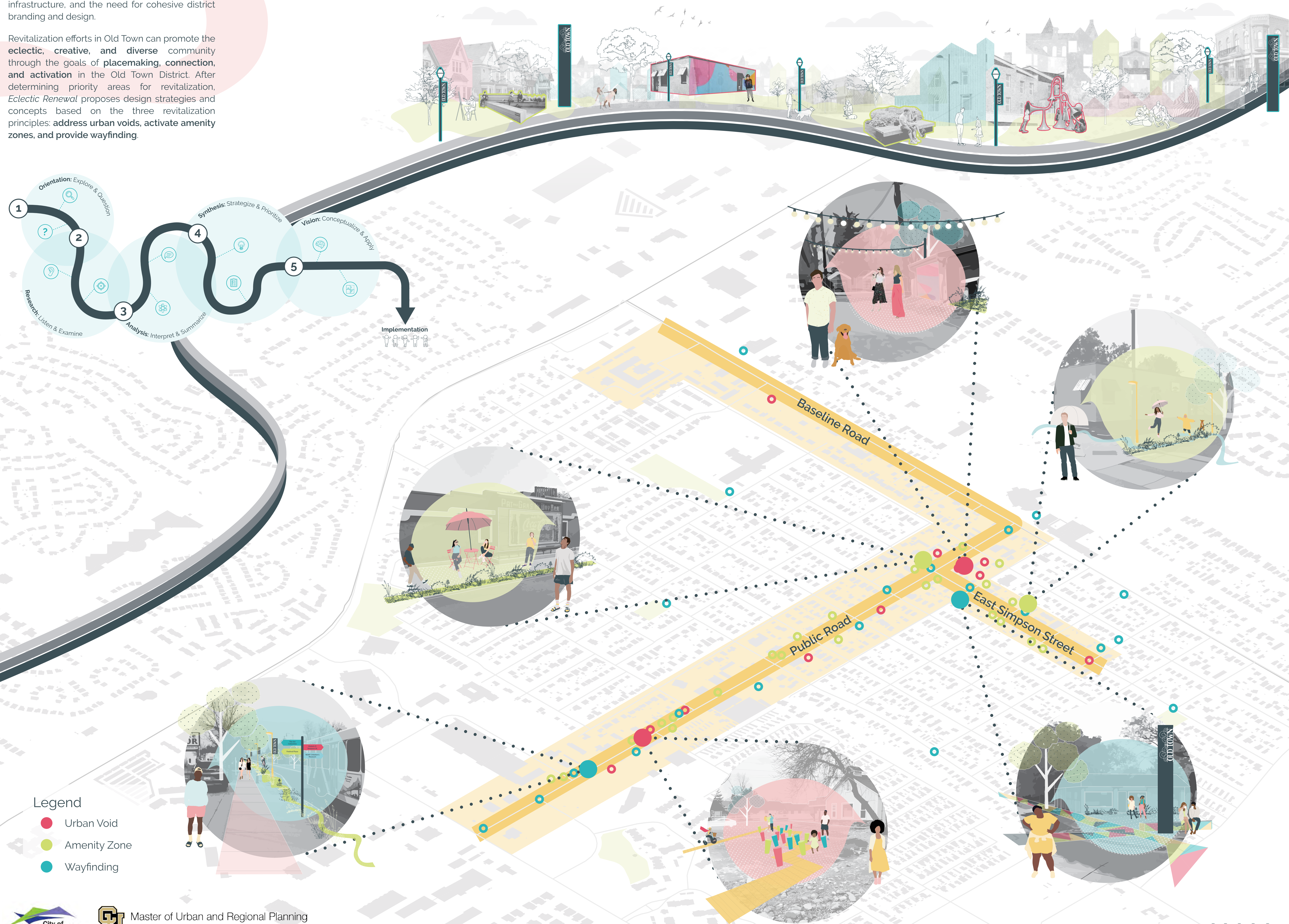
Social cohesion



Creativity



Local economy



Legend

- Urban Void
- Amenity Zone
- Wayfinding