



PROJECT DEVELOPMENT STUDIES

Enhanced Quality of Life Through Placemaking Strategies

A COLLABORATIVE EFFORT BY:

MAYOR FREDDIE DECOURT

MAYOR PRO-TEM DAN DOYLE

COUNCILWOMAN NATALIE LOPEZ

COUNCILMAN MARLON LEWIS

COUNCILMAN DAVID BROUSSARD

COUNCILWOMAN DEIDRE LEDBETTER

COUNCILWOMAN SHERRY GUIDRY

COUNCILMAN DUSTIN SUIRE

JANE BRAUD, PLANNING & ZONING DIRECTOR

CHANDLER ALLAIN, ARCHITECT

DAVID ALLAIN, ARCHITECT

PAUL J. ALLAIN, ARCHITECT



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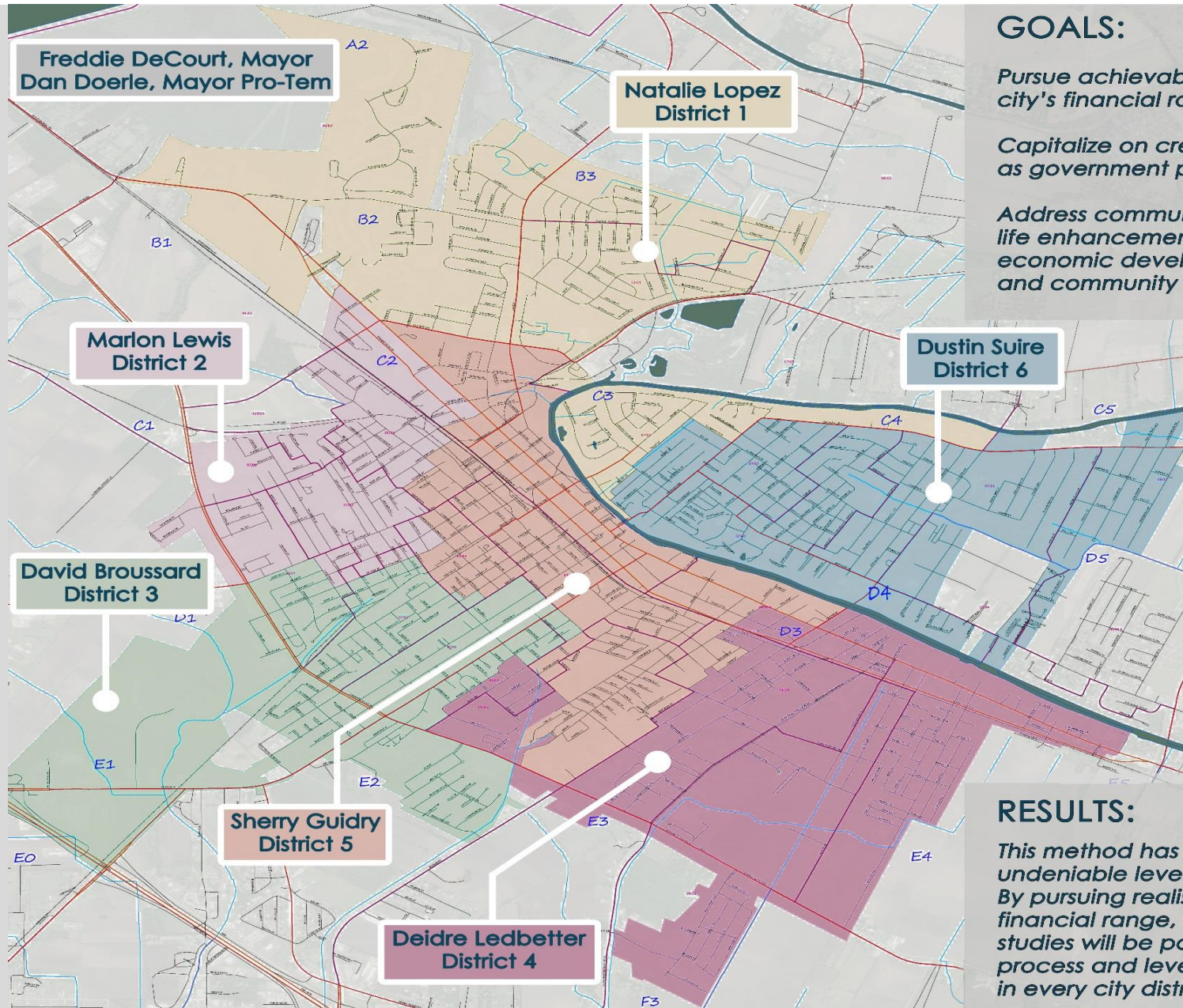
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DIAGRAM LEDGEND

(PROPOSED NEW FEATURES)

	SIDEWALK		SIGNAGE
	GREENWAY		LANDSCAPE OR MURAL IMPROVEMENTS TO EXISTING FENCE
	BIKE LANE		PARKING LOT
	AUTOMATED CROSSWALK		BOUNDARY AREA
	STRIPED CROSSWALK		PAVILLION OR GAZEBO
	ARTISTIC STENCILED CROSSWALK		PLAYGROUND EQUIPMENT
	STRIPED PARALLEL PARKING		OUTDOOR WORKOUT EQUIPMENT
	FREESTANDING PLANTER		SPLASH PAD
	TREES OR LANDSCAPING		PICNIC TABLE ON PAD
	NEW MURAL		SCULPTURE ON PAD
	UTILITY BOX WRAP		STREET POLE BANNER

INTRODUCTION



GOALS:

Pursue achievable built improvements within the city's financial range for each city district

Capitalize on creative funding opportunities such as government programs, grants, etc.

Address community needs focused on quality of life enhancements, public health and safety, economic development, tourism opportunities, and community pride

PROJECT FOCUS:

- *achievable*
- *shovel ready*
- *cost effective*
- *high impact*
- *quick turnarounds*
- *repeatable*

RESULTS:

This method has yielded the City of New Iberia an undeniable level of success in the last 3 years. By pursuing realistic projects within the city's financial range, these 6 new project development studies will be poised to capitalize on the grant process and leverage the city's dollars to go further in every city district.

ENHANCED QUALITY OF LIFE THROUGH PLACEMAKING STRATEGIES:

PUBLIC ART

NEIGHBORHOOD BRANDING

PUBLIC PARK IMPROVEMENTS

NEW/IMPROVED POCKET PARKS

IMPROVED GATHERING SPACES

STREETSCAPING

ADA CROSSWALKS

PEDISTRIAN WAYFINDING SIGNAGE

SIDEWALK & WALKABILITY IMPROVEMENTS

VEHICULAR WAYFINDING SIGNAGE

GATEWAY ENTRY SIGNAGE

DESIGNATED BIKE PATHS



WALKABILITY IMPROVEMENTS

OUTDOOR FITNESS PROJECTS

PUBLIC PARK IMPROVEMENTS

PEDESTRIAN ORIENTED DESIGN

LIGHTING IMPROVEMENTS

NATURE TRAILS

STREETSCAPING COMMERCIAL CORRIDORS

INNOVATION DISTRICTS

PROMOTE LOCAL BUSINESSES

ATTRACT NEW RESIDENTS

INCREASED PROPERTY VALUES

PROMOTE SMALL SCALE ENTREPRENEURSHIP

COMMON PROJECTS

City Wide Project Concepts Throughout All Six Districts

ADA CROSSWALKS

- A. Focus on existing high pedestrian use intersections
- B. Potential to introduce art stencils to contribute to street beautification efforts



Precedent



Precedent



Precedent

IMPROVED GATEWAY ENTRY SIGNAGE

- A. Locate at city limits
- B. Larger signs designated for heavily trafficked primary entry points
- C. Smaller secondary signs for remaining entry points



WAYFINDING SIGNAGE

- A. Add travel distances & approximate vehicular travel time to destinations to encourage explorations of the city
- B. Add biking/walking travel times in more pedestrian & bike friendly areas
 - Helps promote health by encouraging people to walk/bike to destinations
 - Slows down visitors to enjoy the route and stop at other spots along the way to their final destination
 - Relieves parking congestion



Precedent



Precedent



Precedent

LARGE STREET SIGNS AT COMMERCIAL INTERSECTIONS

- A. Hang on overhead traffic lights for easy visibility
- B. Helps to navigate visitors & newcomers who have a hard time finding small intersection street signs when driving at major thoroughfare speeds

Example



Precedent



AFRICAN AMERICAN MUSEUM & CULTURAL CENTER

- A. Explore the idea of partnering with a local non-profit organization to create an African American Museum & Cultural Center
- B. Space dedicated to telling the stories of local African American history and promoting arts & culture in the community

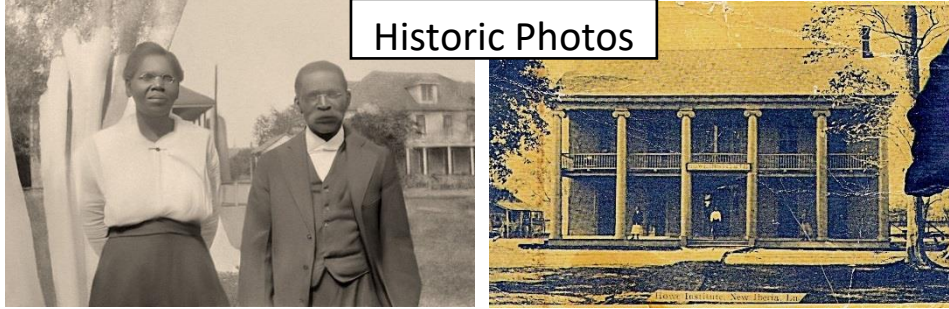
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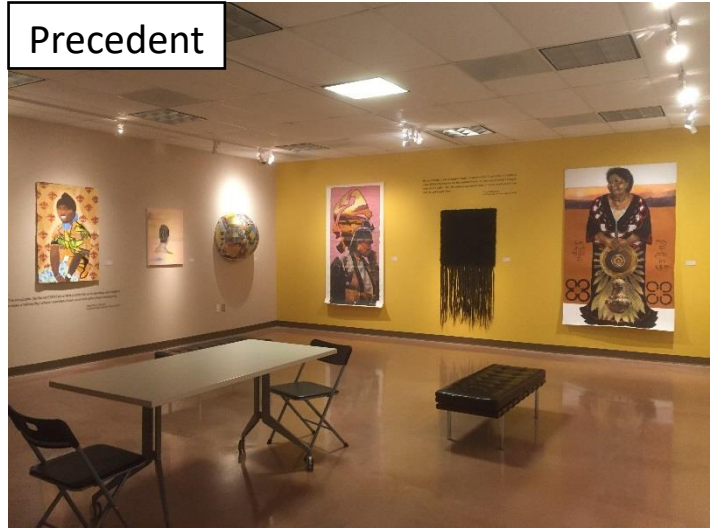
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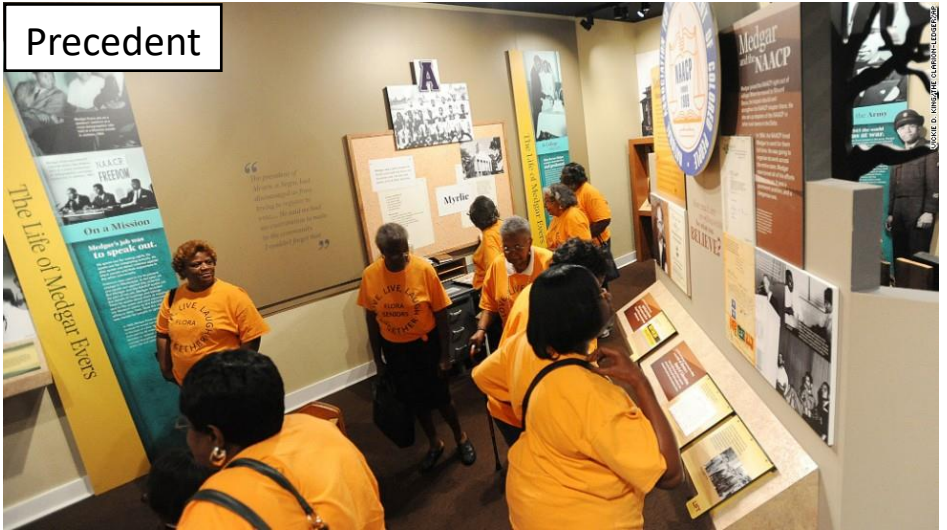
Historic Photos



Precedent



Precedent



UTILITY BOX WRAPS

A. Transform utility boxes to bring art and local history to streetscape

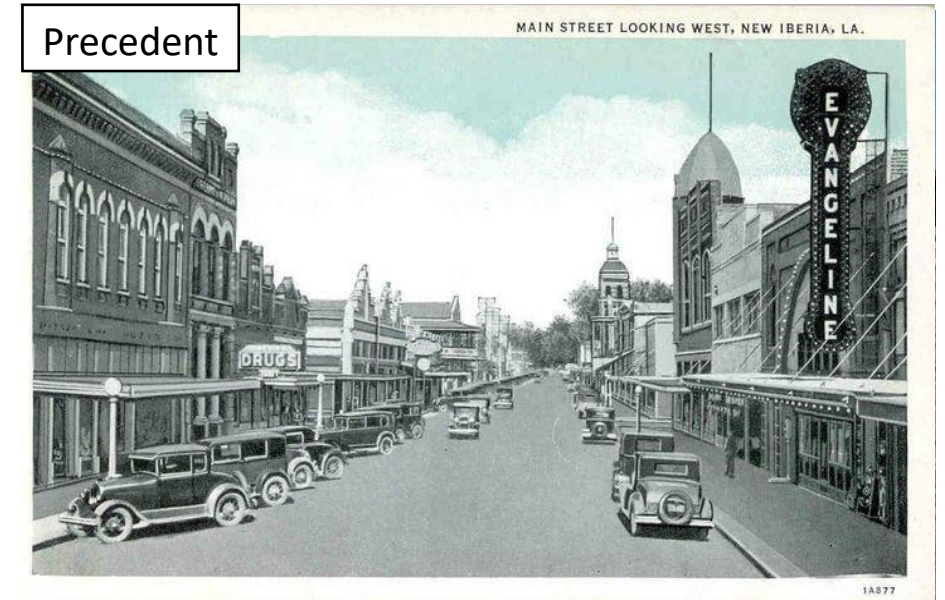
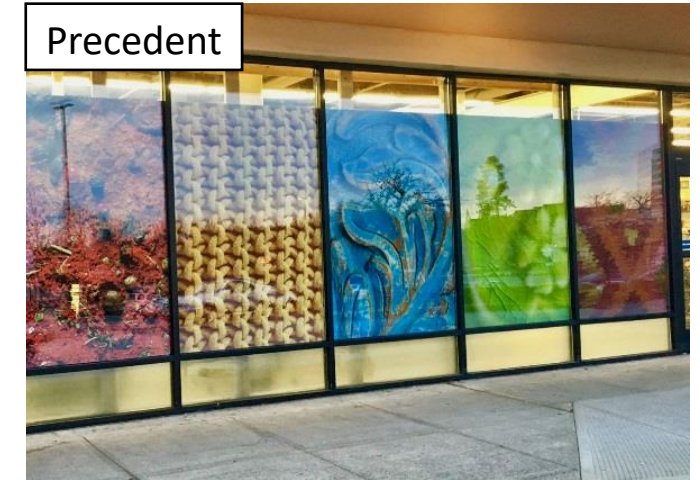
B. Possible Themes:

- Portraits & profiles of local community leaders, notable people from the past, or inspiring local figures
- Local arborist / native plants themes
- History of New Iberia Industry (sugarcane fields, sugarcane mills, pepper fields, oil industry, etc.)



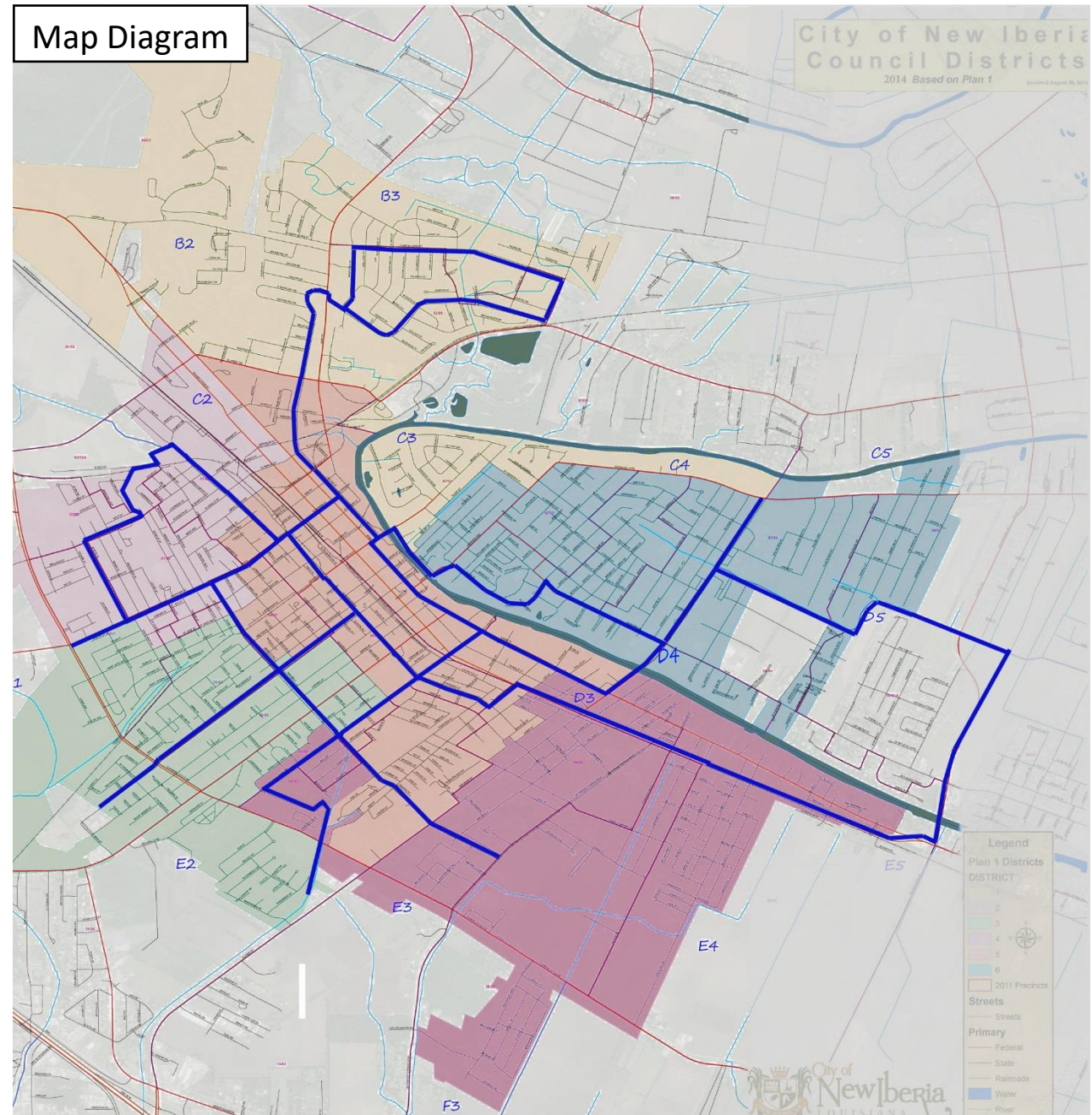
STOREFRONT WINDOW ART BANNERS

- A. Provided by city to vacant buildings owner to place in vacant storefront windows
- B. Reusable for relocation when vacancy is filled
- C. Target Vacant Commercial Buildings in Pedestrian Oriented Areas, e.g. Hopkins, Pershing, Center St., St. Peters, etc.



CITY WIDE BIKE LANE INITIATIVE

- A. Combination of new greenway bike trails, striped designated bike lanes, & shared road bike paths
- B. Creates new circulation option to connect neighborhoods to the city's commerce & parks
- C. Plan seeks to use wider streets with low to medium traffic levels for cyclist safety
- D. Promotes healthy living



DISTRICT 1 PROJECTS

Project Concepts Unique to District 1

DISTRICT 1 - PROJECT MAP

- 1 Warehouse District Branding Campaign
- 2 New Bike Loop
- 3 Jane St. Pedestrian Improvements
- 4 Darby Ln. Pedestrian Improvements
- 5 Daspit Rd. & Santa Clara St. Pedestrian Improvements
- 6 New Neighborhood Dog Park
- 7 Santiago St. Park Improvements
- 8 Acadiana Ballpark Improvements
- 9 New Retention Pond



1 NEW WAREHOUSE DISTRICT BRANDING CAMPAIGN

- A. Streetscaping Improvements for Jane Street
- Murals/ public art / utility boxes wrapped with regional industry theme (i.e. sugarcane fields, mills, pepper fields, oil industry, etc.)
 - Carry to district 5 with streetscaping improvements on N. Hopkins St., Corinne St., Railroad Ave., & Jefferson St.,
- B. Designate boundary signage at district's perimeter intersections
- C. Artistic rendered crosswalks at major intersections & automated light crosswalks at existing stop light intersections.
- D. Possible outdoor museum exhibit dedicated to history of New Iberia industry

Precedents

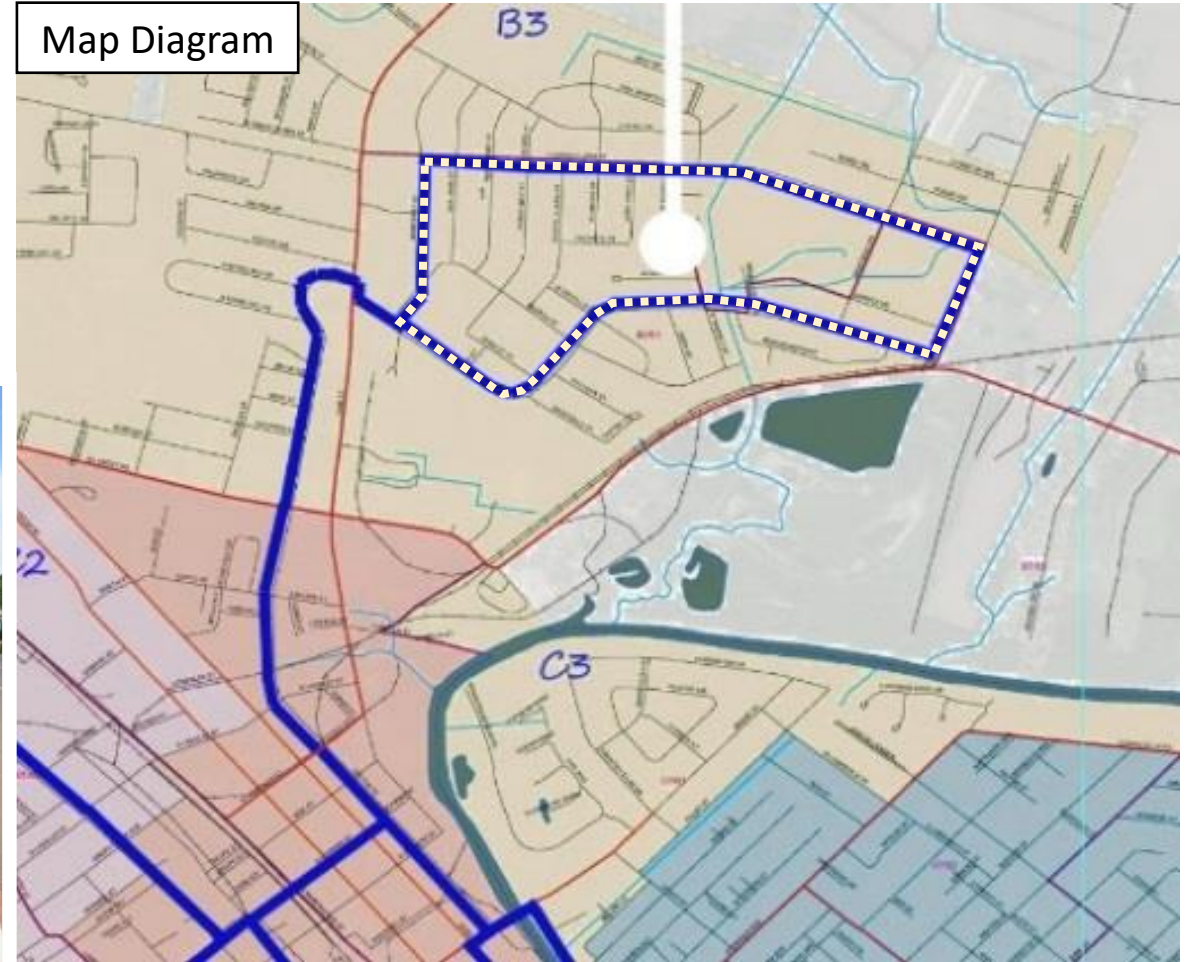


Site Diagram



2 NEW BIKE LOOP

- A. Santa Clara St. to Daspit Rd. to Monterey St. to Texaco St.
- B. Fulton St. Connection to Downtown
- C. Part of a city wide bike lane initiative



3 JANE ST. PEDESTRIAN IMPROVEMENTS

- A. Sidewalks continuation from North St. to Lake Tasse Dr.
- B. Automated crosswalk lights at Landry Dr. & Daspit Rd.

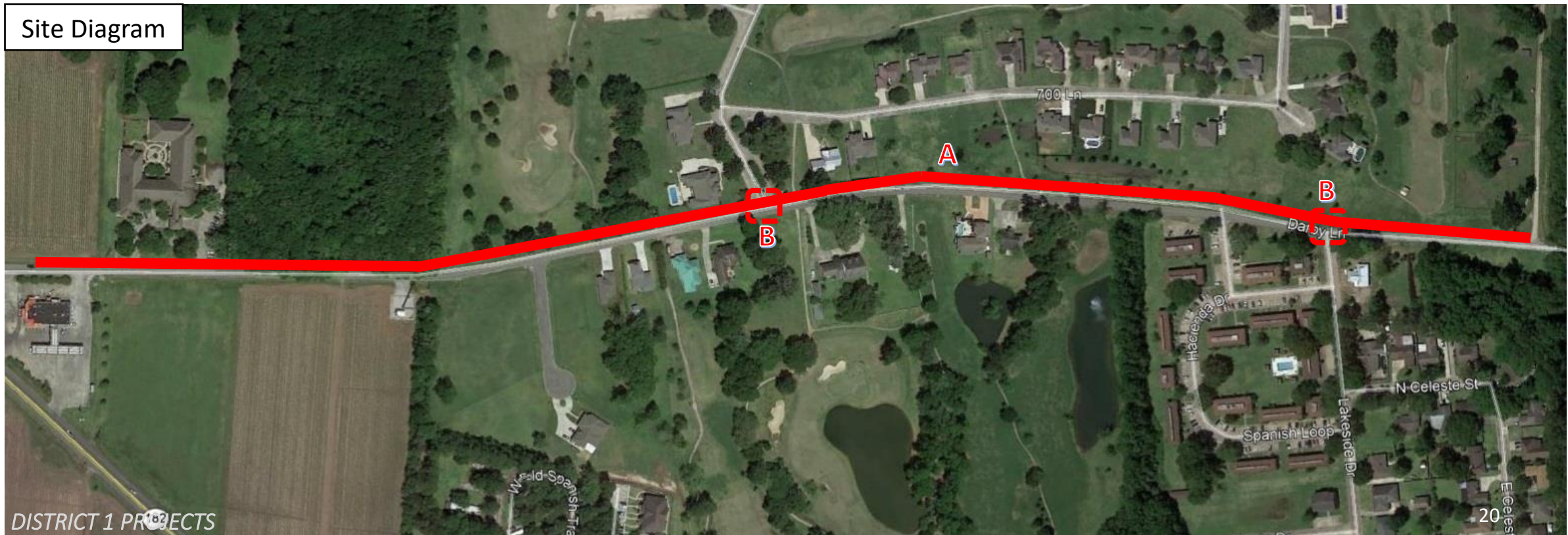


Site Diagram



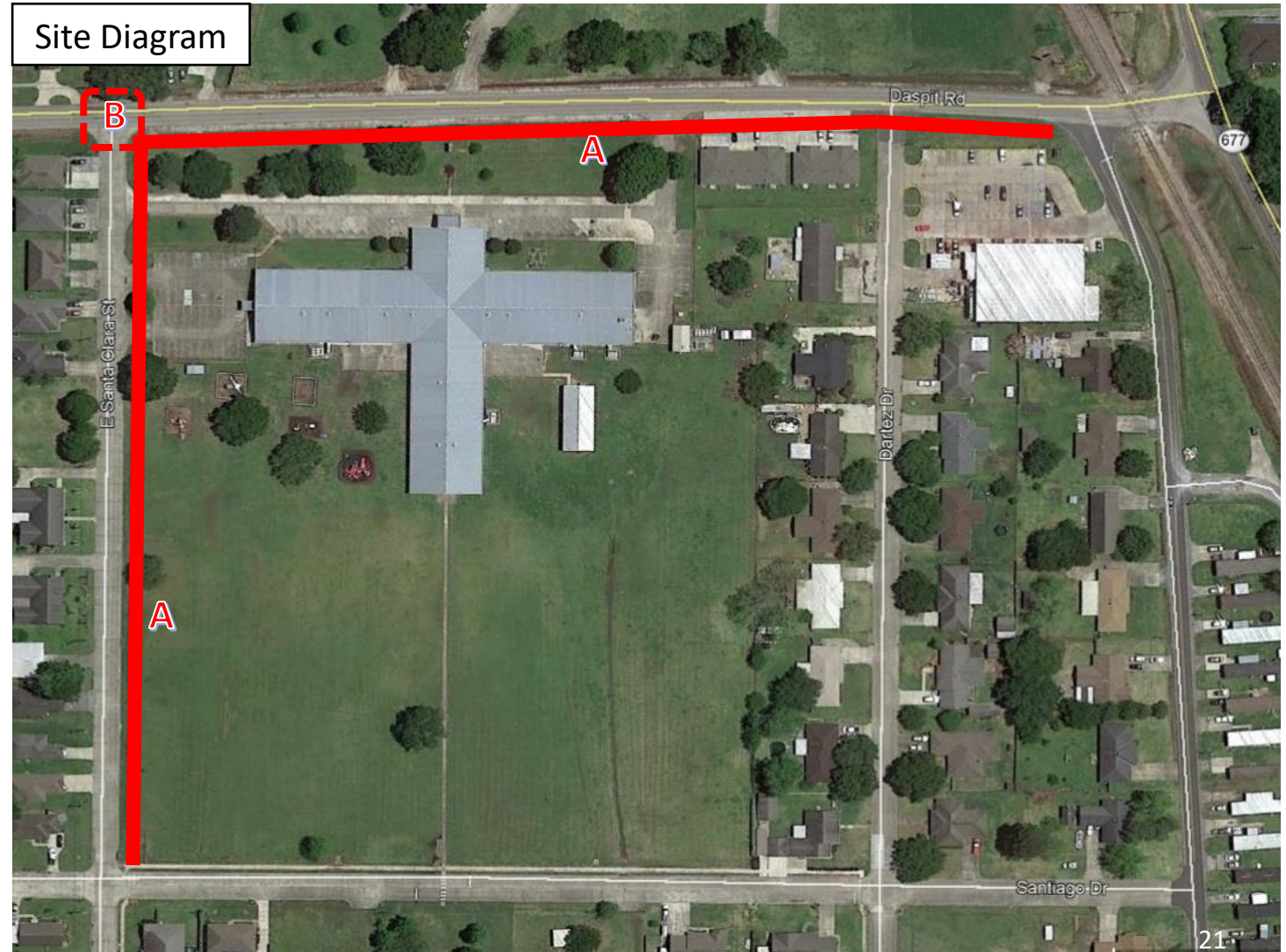
4 DARBY LN. PEDESTRIAN IMPROVEMENTS

- A. Sidewalks from Shell / McDonalds on Hwy 182 to dirt road at horse farm
- B. Intersection crosswalks @ Lakeside Dr., & Squirrel Run Dr.



5 DASPIT RD. & SANTA CLARA PEDESTRIAN IMPROVEMENTS

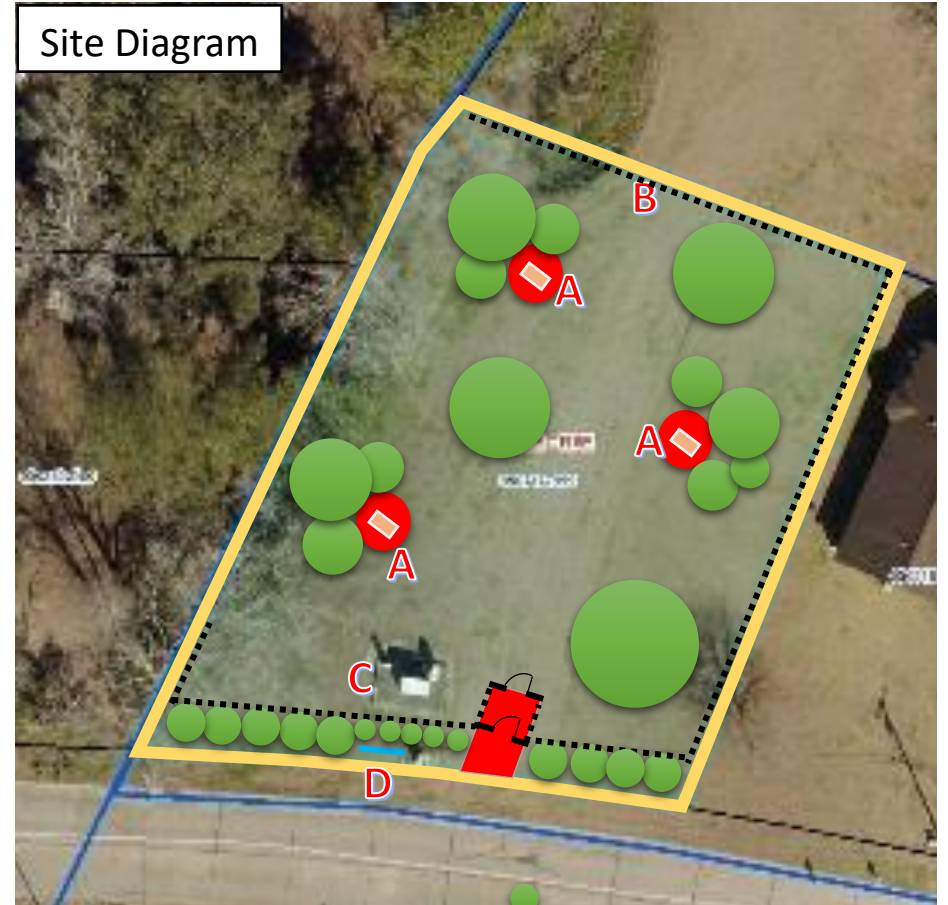
- A. Sidewalk Additions – connection to school & super market
- B. Crosswalk @ Daspit Rd. and E. Santa Clara St.



6 NEW NEIGHBORHOOD DOG PARK

Conversion of city owned lot on East Santa Clara St. into new neighborhood dog park

- A. Add benches & picnic tables
- B. Perimeter fence
- C. Wrap electrical boxes in front of property
- D. New landscaping & park signage



7 SANTIAGO ST. PARK IMPROVEMENTS

- A. Improved signage
- B. Additional seating
- C. New mommy & me swing set
- D. New half court slab & basketball goal with tennis wall
- E. Sidewalk addition to existing school crosswalk



Precedent



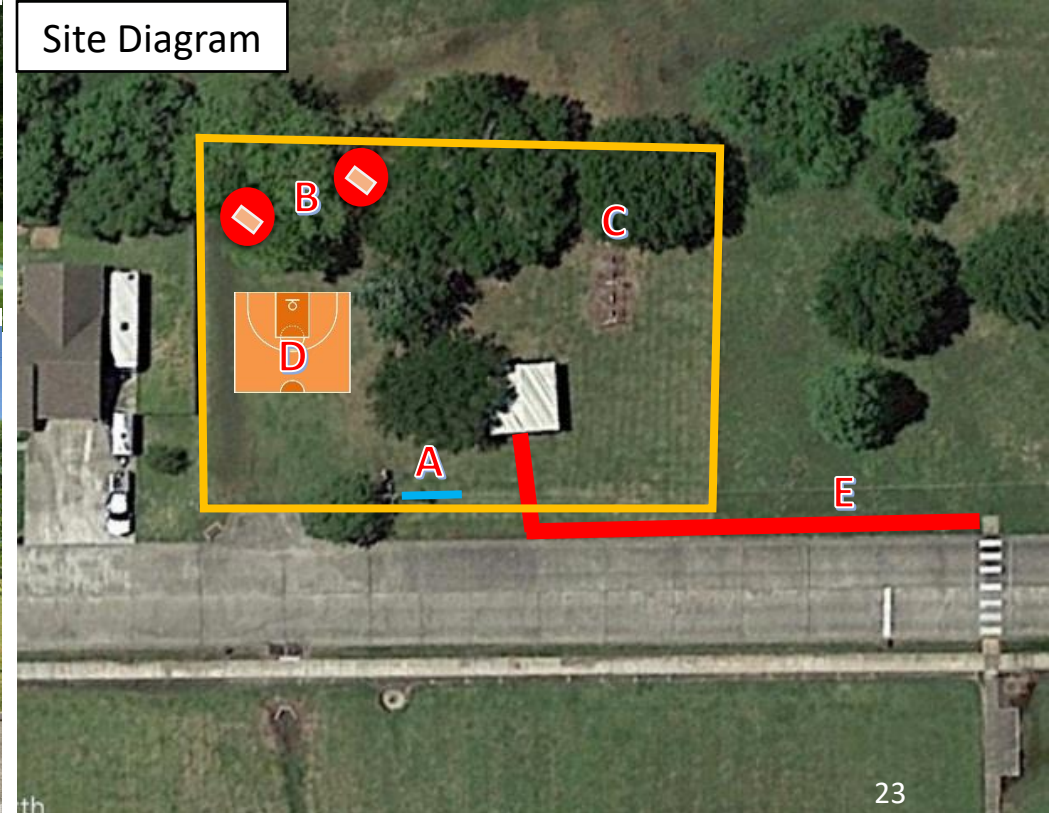
Precedent



Precedent



Precedent



Site Diagram



Precedent

DISTRICT 1 PROJECTS



Existing

Google Earth

8 ACADIANA BALLPARK IMPROVEMENTS

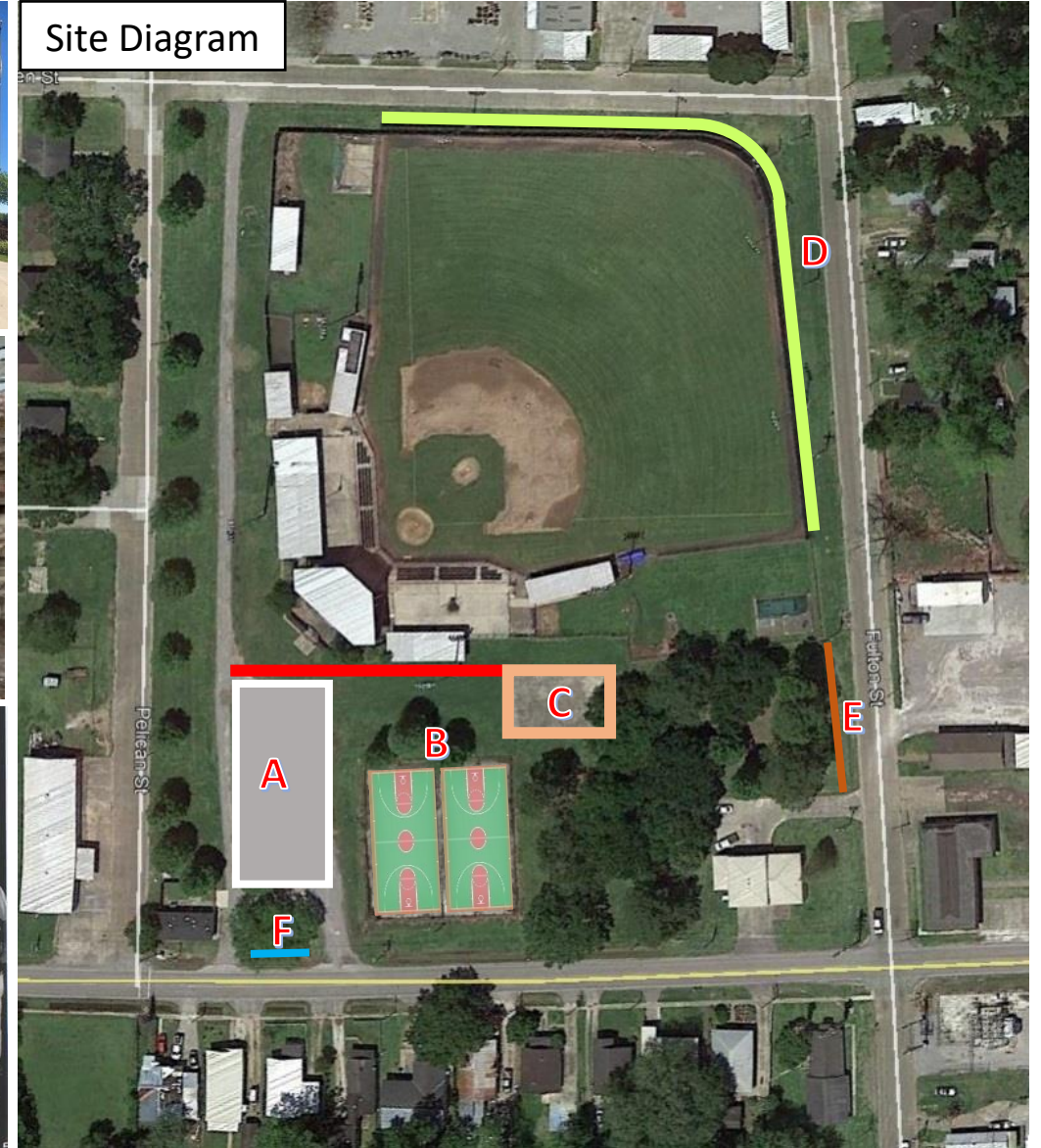
- A. New designated parking lot
- B. Existing basketball court upgrades
 - Remove perimeter fence
 - Add additional seating
 - Restripe court
 - Add water fountain from City Fire Station Property
 - Repair Lighting
- C. New outdoor exhibit on existing concrete slab
 - Tell history of field and local baseball, hall of fame figures
 - Connect with sidewalk to parking lot
- D. Add elements to exterior walls to soften visual impact on neighbors (i.e. murals/banners/ landscaping)
- E. Remove damaged low height fence
- F. Add park signage



Precedents



Historic Photo



Site Diagram

9 NEW DETENTION POND

- A. Propose to partner with Iberia Parish Government for new detention pond at rear of Iberia Parish Recreation Property on Jane St. (near city limits) – old driving range property
- B. Will help to alleviate drainage problems for Acadian Acres neighborhood

Precedent

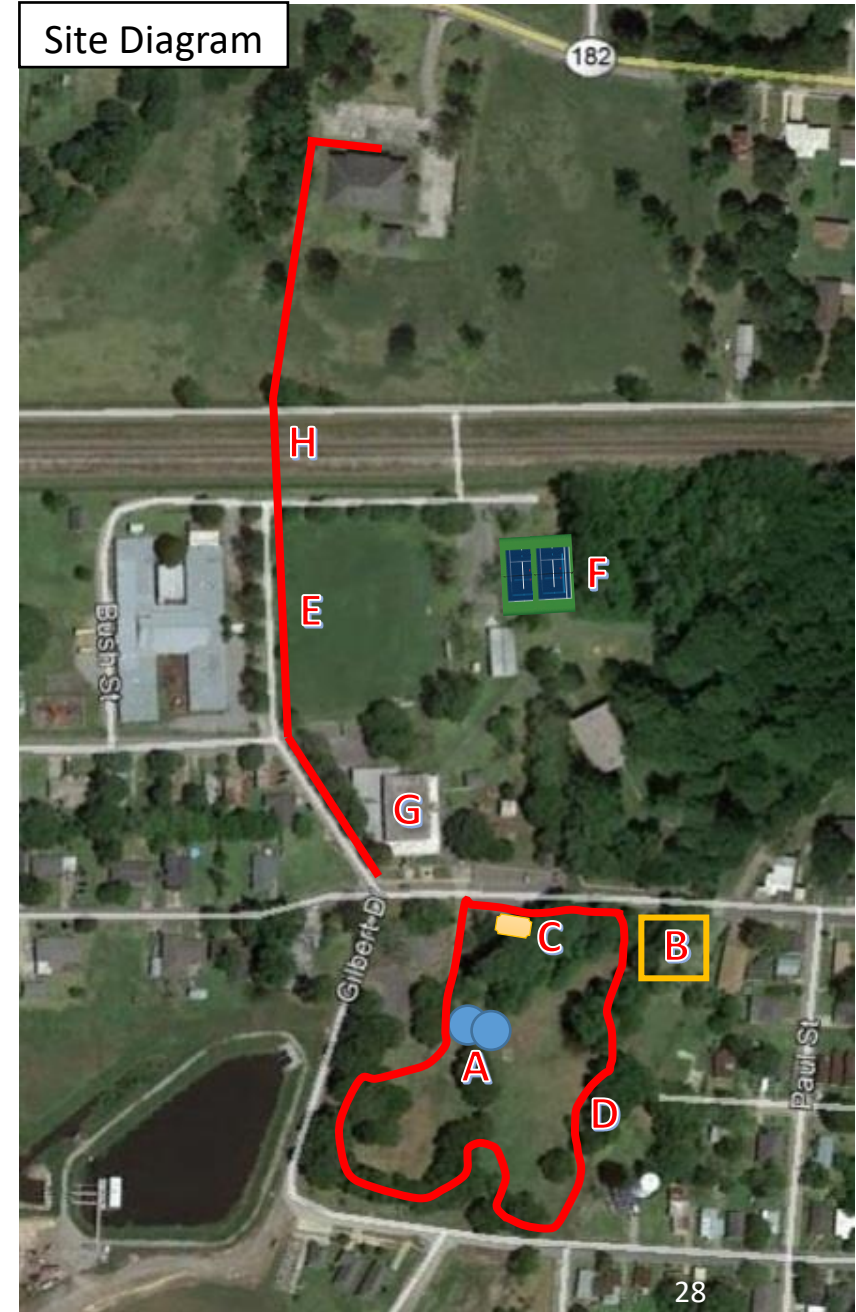


DISTRICT 2 PROJECTS

Project Concepts Unique to District 2

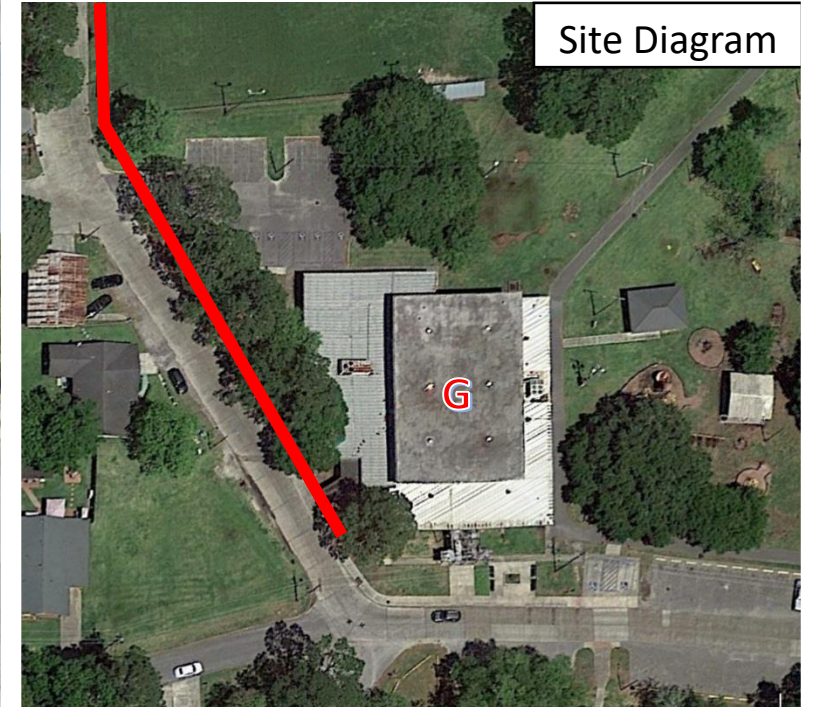
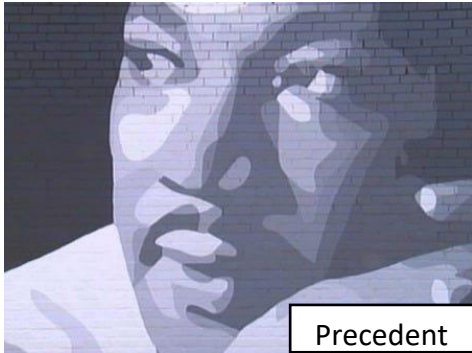
1 WEST END PARK IMPROVEMENTS

- A. Phase II splash pad developments
- B. New dog park
- C. Outdoor fitness area
- D. Perimeter loop walking trail
- E. Sidewalk continuation at Gilbert Dr.
 - Tie in with Pedestrian Railroad Crossing Project and sidewalk extension to St. Peter's St. Library
- F. Tennis court improvements
 - Addition of pickle ball course striping for dual purpose use



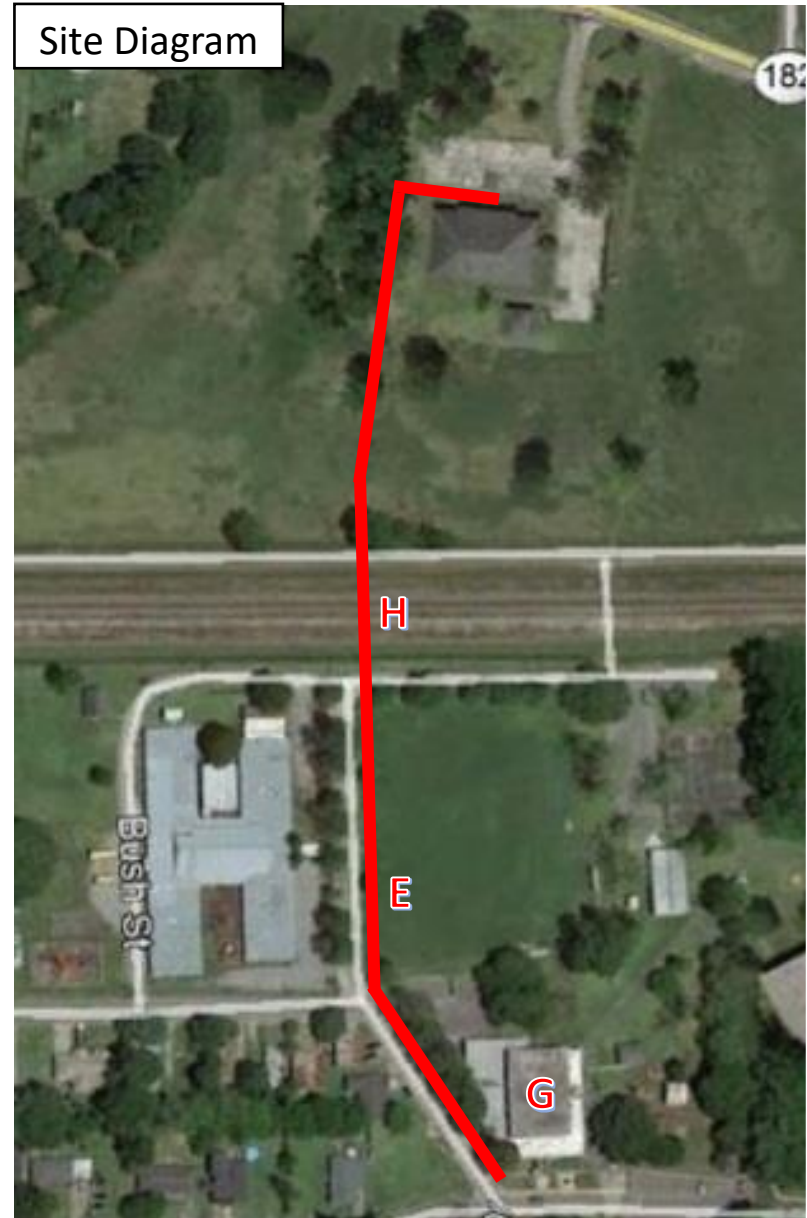
2 MARTIN L. KING, JR. COMMUNITY CENTER IMPROVEMENTS

G. New roof, interior upgrades, restroom upgrades, painting exterior, potential for mural additions



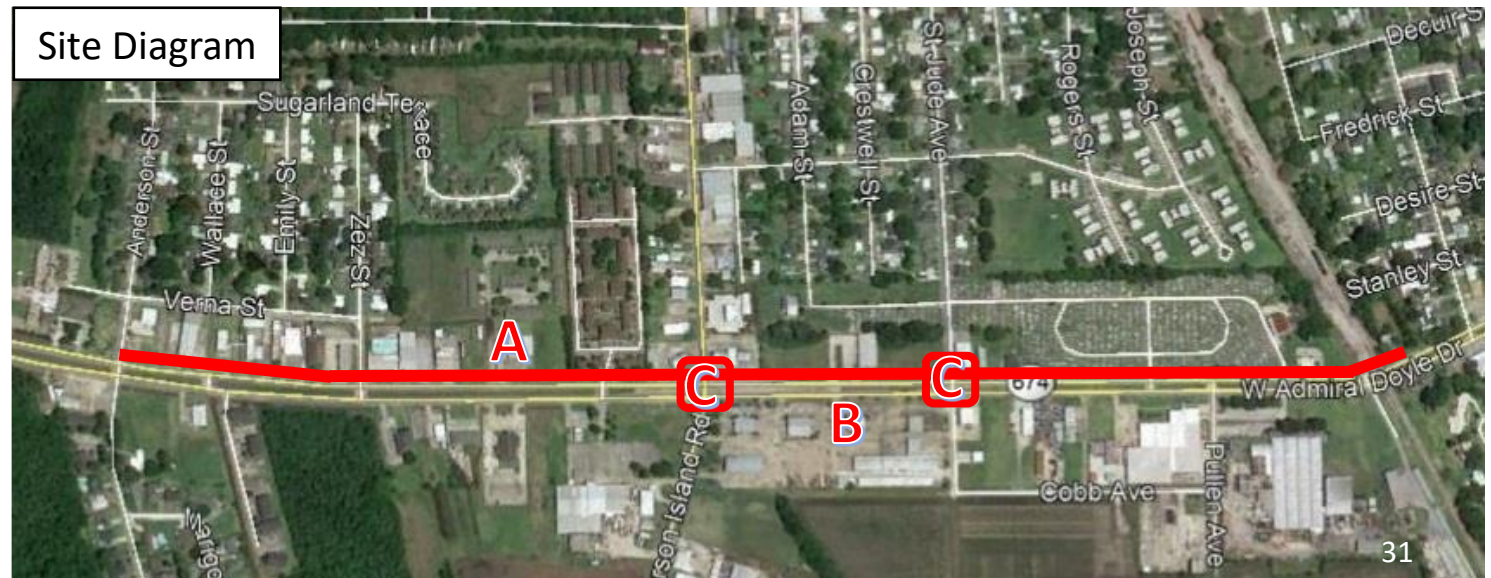
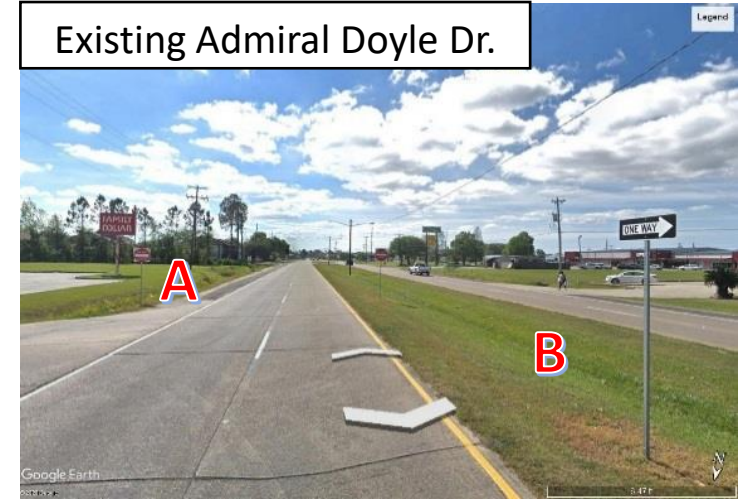
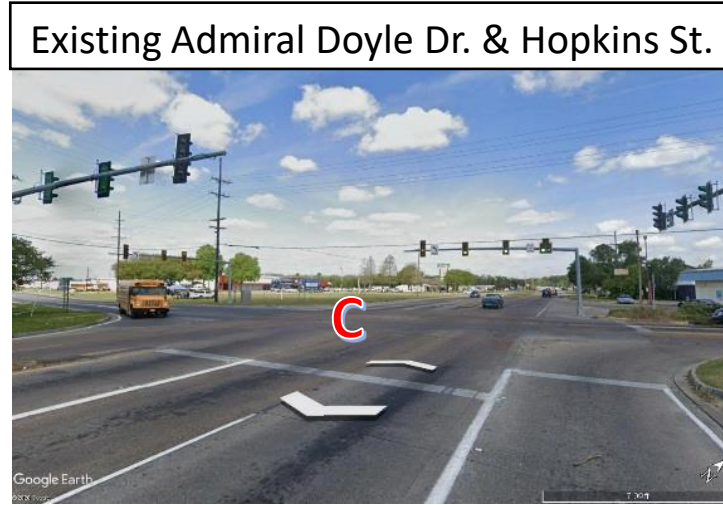
3 PEDESTRIAN BRIDGE CROSSING

H. Connecting path from MLK Jr. Community Center to St. Peter Library



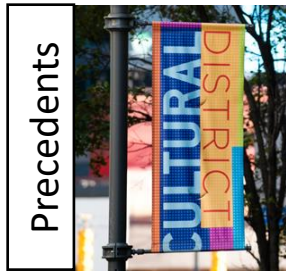
4 W. ADMIRAL DOYLE DR. STREETScape IMPROVEMENTS

- A. Sidewalk continuation - Anderson St. to railroad tracks
- B. Landscaping & sculptures in median
- C. Automated crosswalk light at W. Admiral Doyle Dr. & Hopkins St.



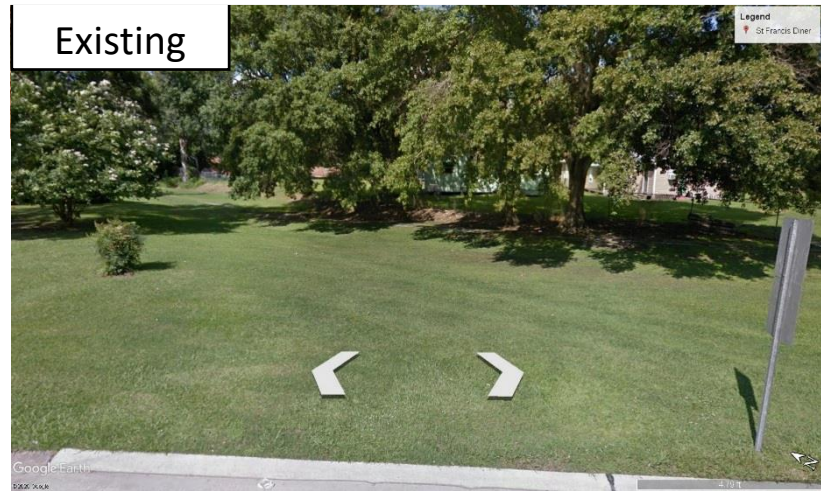
5 HOPKINS ST. STREETScape IMPROVEMENTS

- A. Gateway entry signage at cultural district
- B. Sidewalks continuation
- C. Automated light crosswalk at Admiral Doyle & artistic striped crosswalks at side streets
- D. New bike lane
- E. Murals / utility boxes with notable leaders/people from west end community - Expand mural at St. Francis Diner
- F. Banners on light poles



6 NEW GREENWAY TRAIL

A. Addition of walking / biking trails to connect Sheldon Ave. to West End Park on city owned drainage right-of-way property



7 IMPROVEMENTS TO ROSALIE ST. & ANDERSON ST. INTERSECTION

- A. Add sculpture to median at Anderson St & Rosalie St.
 - Possible tribute to Jonas Henderson



- B. Artistic striped crosswalk Anderson St. & Rosalie St. & Velma Lee Ln.



- C. Convert city owned lot to new pocket park. (See District 2 Project 8)



8 NEW NEIGHBORHOOD PARK ON VELMA LEE LANE

- A. New park signage
- B. Create plaza around existing center oak tree
- C. Add picnic seating
- D. Add landscape hedges for privacy screening between park & adjacent neighbors
- E. New playground &/ exercise equipment
- F. Add new pavilion



9 NEW BIKE LOOP

A. Hopkins to Field St. to West End Park to proposed Greenway to Anderson St. to Myrtis St.

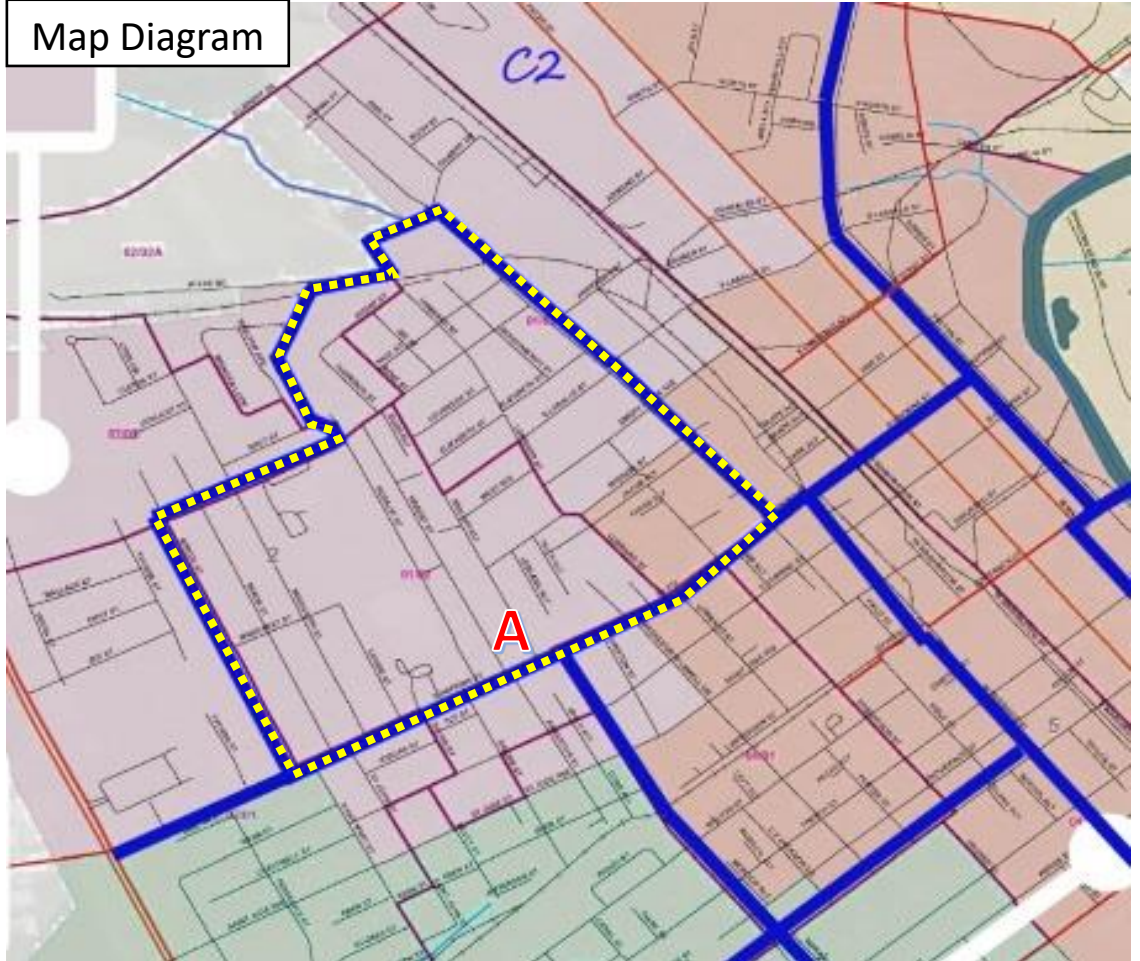
Precedent



Precedent



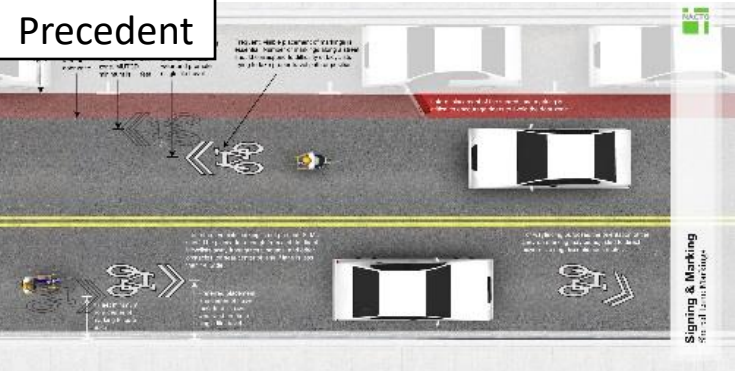
Map Diagram



Precedent



Precedent



DISTRICT 3 PROJECTS

Project Concepts Unique to District 3

DISTRICT 3 - PROJECT MAP

- 1 Center St. Pedestrian & Streetscape Improvements
- 2 Frontage Road Connection
- 3 Admiral Doyle Dr. Pedestrian & Streetscape Improvements
- 4 Iberia St. Pedestrian Improvements
- 5 Dale St. Pedestrian Improvements
- 6 Armentor Park Improvements
- 7 Dale St. Park Improvements
- 8 Pepperplex Park Improvements



1 CENTER ST. PEDESTRIAN & STREETScape IMPROVEMENTS

- A. Sidewalks from frontage road to Admiral Doyle
- B. Add banners to light poles
- C. Treescape the median
- D. Prominent gateway entry sign to create lasting first impression
- E. Removal nonessential gravel aprons. Replace with planter space and defined sidewalks (focus on Delasalle Dr. to Dale St.)
- F. Automated light crosswalks at Queen City Dr., Avery Island Rd., Weeks Island Rd., & Center St.

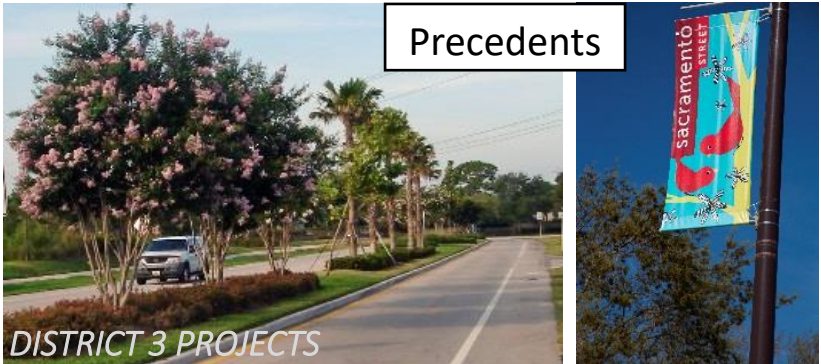
Site Diagram: Hwy. 90 to Weeks Island Rd



Site Diagram: Weeks Island Rd to Hacker St.



Precedents



Existing



Existing



Existing



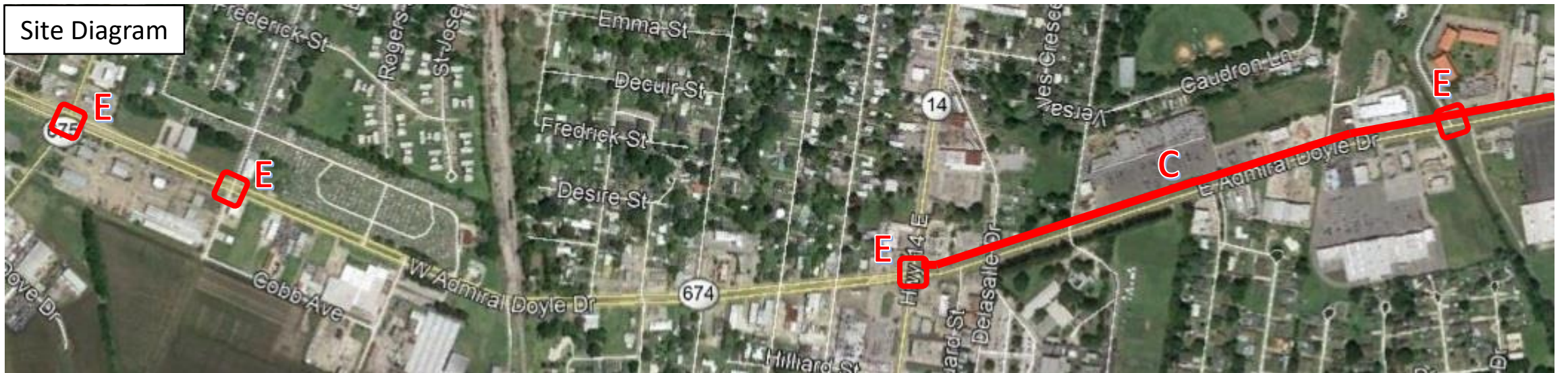
2 FRONTAGE ROAD CONNECTION

A. Connect Frontage Road at Avery Island Underpass



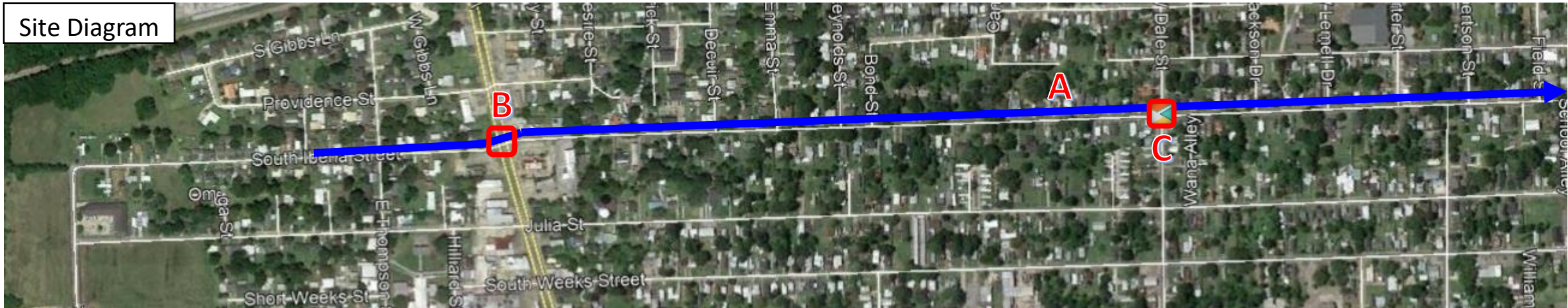
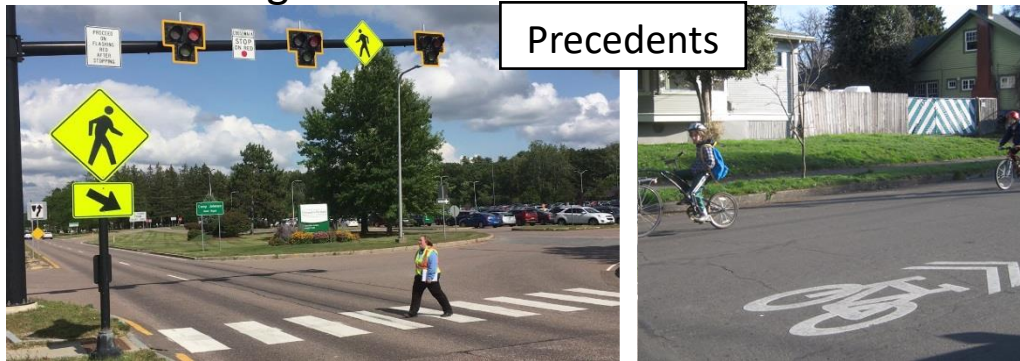
3 ADMIRAL DOYLE DR. PEDESTIRAN & STREETScape IMPROVEMENTS

- A. Treescape/sculptures in medians & right of ways
- B. Banners on center light poles
- C. Sidewalks from Center St. to Jefferson Terrace Blvd.
- D. Wrap utility boxes
- E. Automated light crosswalks at Hopkins St., St. Jude St., Center St., & Jefferson Terrace Blvd.



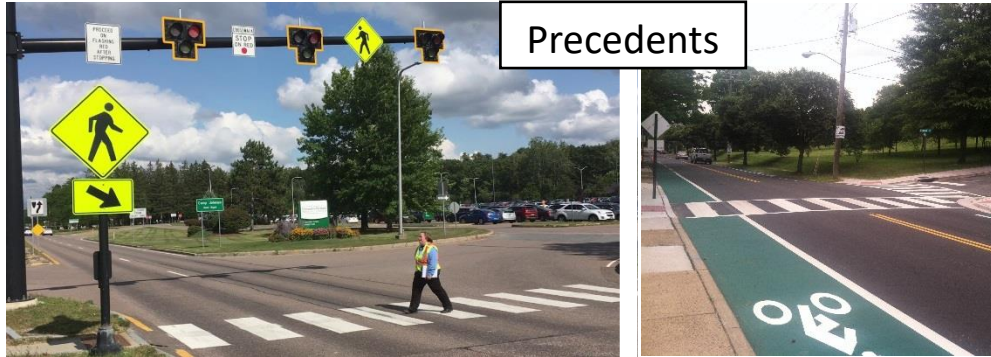
4 IBERIA ST. PEDESTRIAN IMPROVEMENTS

- A. Bike lane connection
- B. Automated light crosswalk at Admiral Doyle
- C. Artistic striped crosswalks at Dale St. & Pershing St.



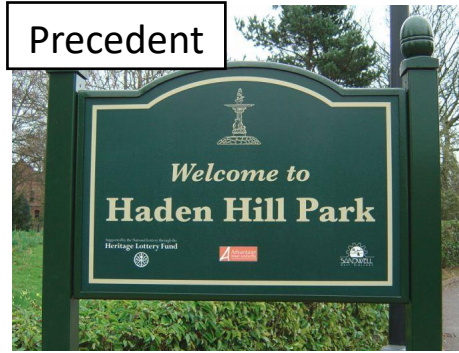
5 DALE ST. PEDESTRIAN IMPROVEMENTS

- A. Bike lane connection
- B. Automated light crosswalk at Center St.
- C. Artistic striped crosswalks at West End Cultural District, Iberia St., & Bank Ave.



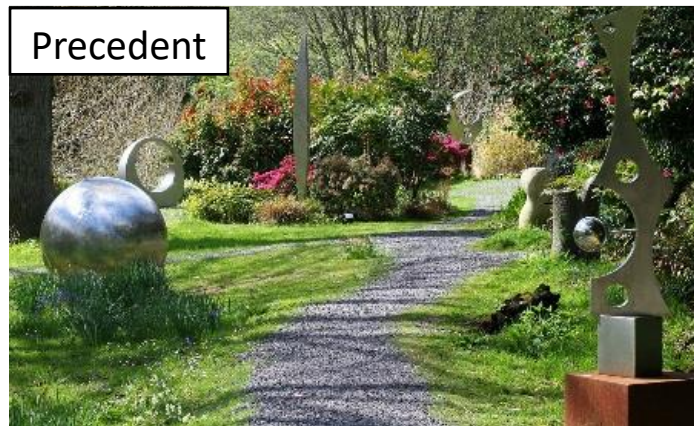
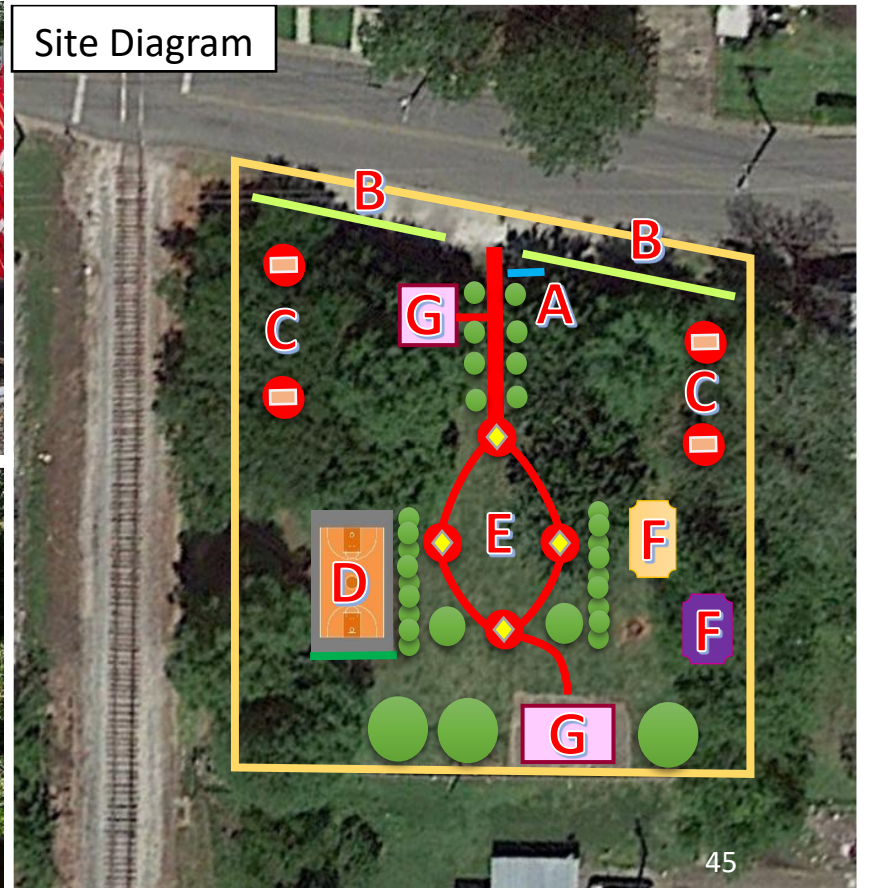
6 ARMENTOR PARK IMPROVEMENTS

- A. Improved park signage
- B. Development of rear of property to have view of canal
- C. Additional picnic seating under tree canopies
- D. Possible addition of small neighborhood dog park



7 DALE ST. PARK IMPROVEMENTS

- A. Improved park signage
- B. Grow vines or add art on existing low height chain link fence to create more inviting atmosphere
- C. Additional picnic seating
- D. Refurbish basketball court, restripe and tennis wall
- E. Add pathways, sculptures, & landscaping
- F. New playground &/ exercise equipment
- G. Replace damaged pavilion & add additional larger pavilion on rear slab



8 PEPPERPLEX PARK IMPROVEMENTS

- A. New Queen City Dr. extension to Sucrose Dr. with new park entry signage
- B. New beach volleyball courts
- C. Additional baseball fields & lights for night time use
- D. New drives, parking, & landscaping
- E. New tennis/pickle ball courts
- F. New playground equipment
- G. New central administration club house building

Precedents



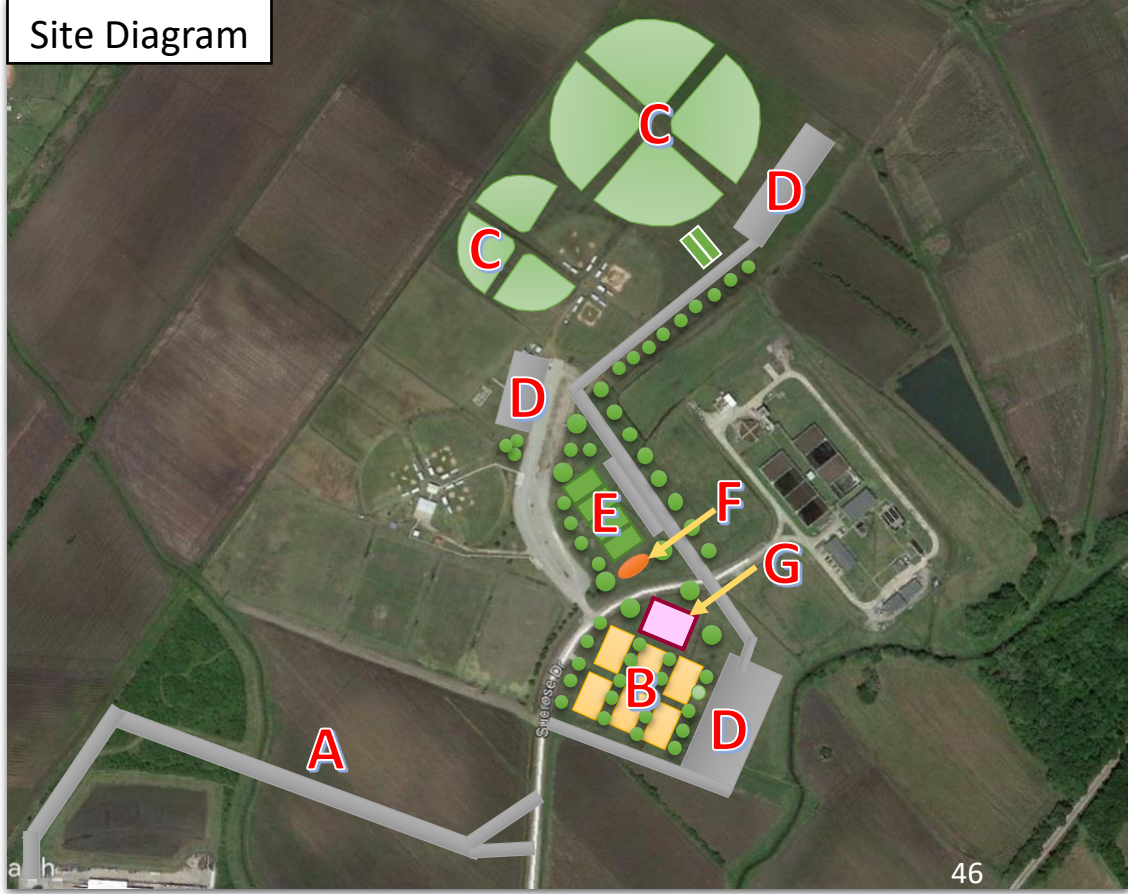
Precedent



Precedent



Site Diagram



Precedent



DISTRICT 3 PROJECTS

Precedent



DISTRICT 4 PROJECTS

Project Concepts Unique to District 4

DISTRICT 4 - PROJECT MAP

- 1 New Natatorium
- 2 Bank Ave. Park Improvements
- 3 New Bank Ave. Park Greenway Trail
- 4 New St. Peter St. Greenway Trail
- 5 W. Admiral Doyle Dr. Pedestrian & Streetscape Improvements
- 6 Lewis St. Pedestrian Improvements
- 7 Jefferson Terrace Blvd. Pedestrian & Streetscape Improvements
- 8 Dale St. Pedestrian Improvements
- 9 Main St. Pedestrian & Streetscape Improvements



1 NEW NATATORIUM

- A. Build new indoor swimming pool at Bank Ave. Park
- B. Expand surrounding parking lot

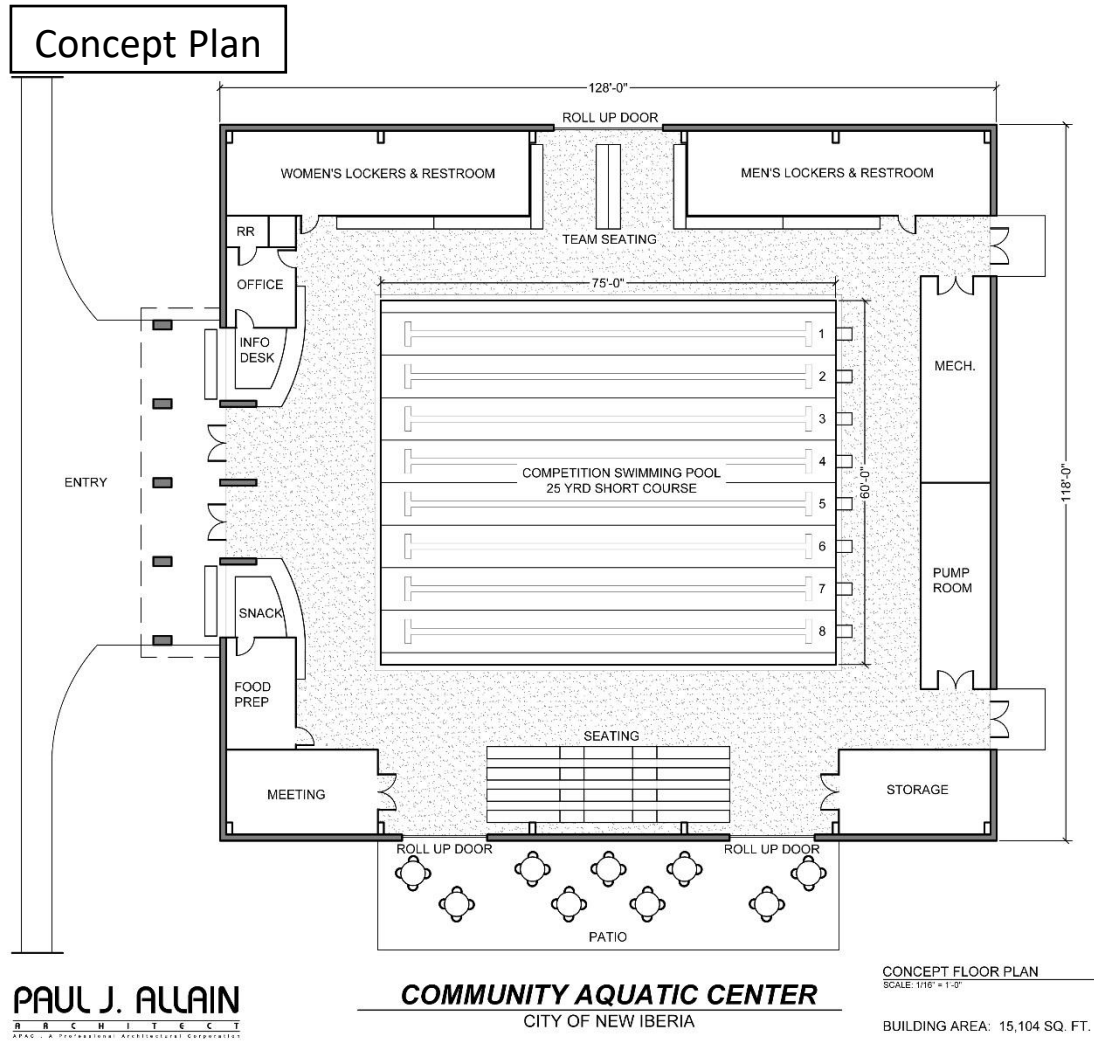


Precedent



Precedent

DISTRICT 4 PROJECTS



PAUL J. ALLAIN
ARCHITECT

COMMUNITY AQUATIC CENTER
CITY OF NEW IBERIA



2 BANK AVE. PARK IMPROVEMENTS

- A. Pavilion improvements (lighting, roof repair, seating, etc.)
- B. Sidewalk trail from Bank Ave. to new natatorium
- C. New playground equipment & outdoor fitness area
- D. New dog park
- E. New disk golf course
- F. Police training site
- G. Connect Bank Ave. Park to new greenway project and new sidewalks on Ann St.
- H. Improved park signage



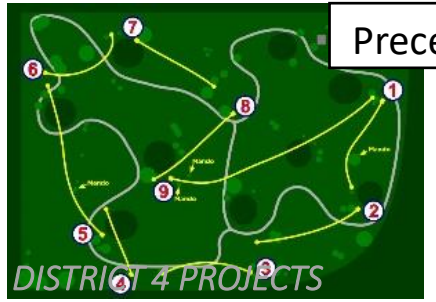
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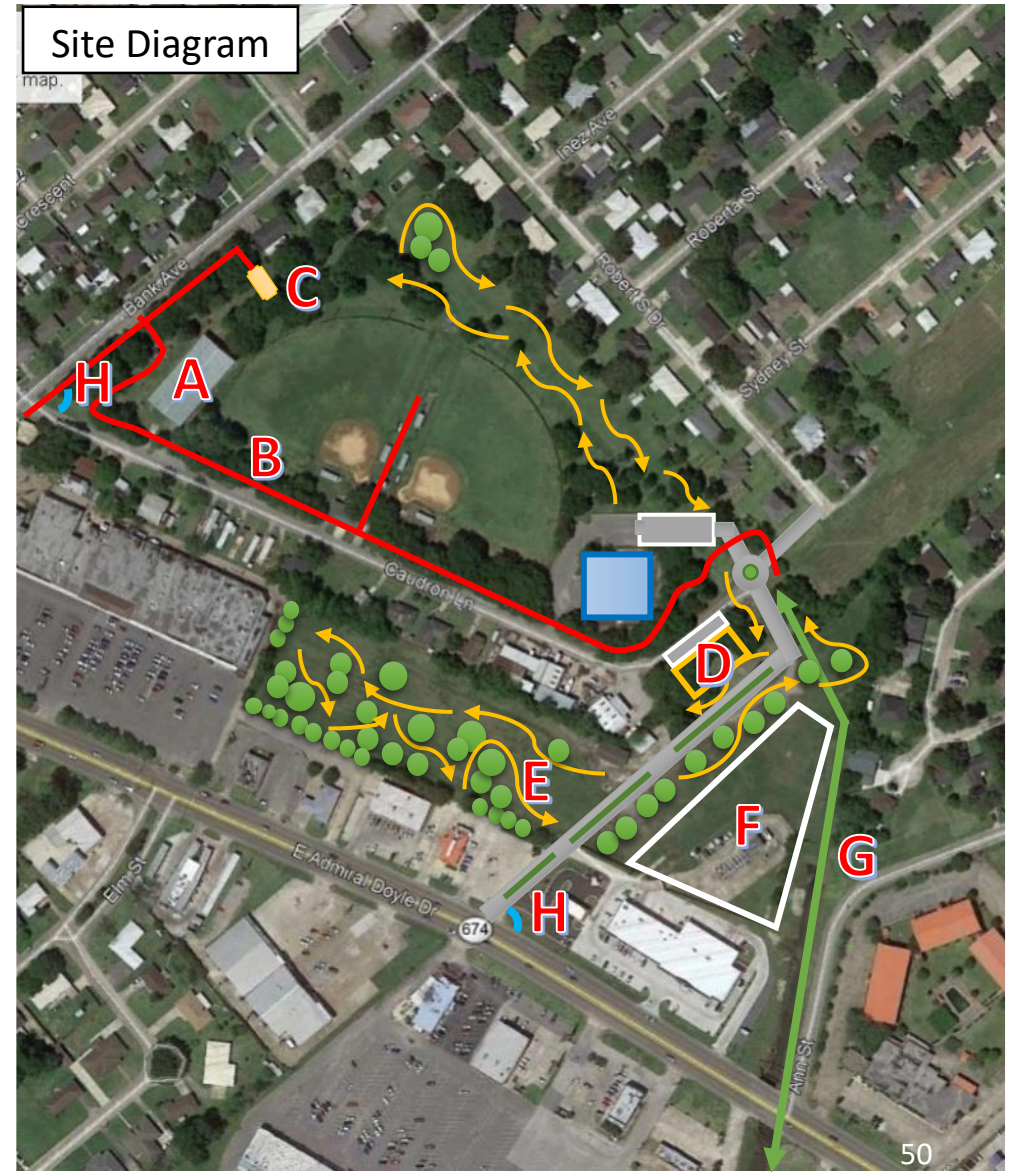
Precedents



Precedents



Precedents



Site Diagram

3 NEW BANK AVE. PARK GREENWAY TRAIL

- A. Greenway Connection from Rouses & Hobby Lobby Shopping Center to Bank Ave Park along drainage canal right of way.
- B. New sidewalks along Ann St. to connect to new greenway
- C. Add light and automated crosswalk on Admiral Doyle



4 NEW ST. PETER'S ST. GREENWAY TRAIL

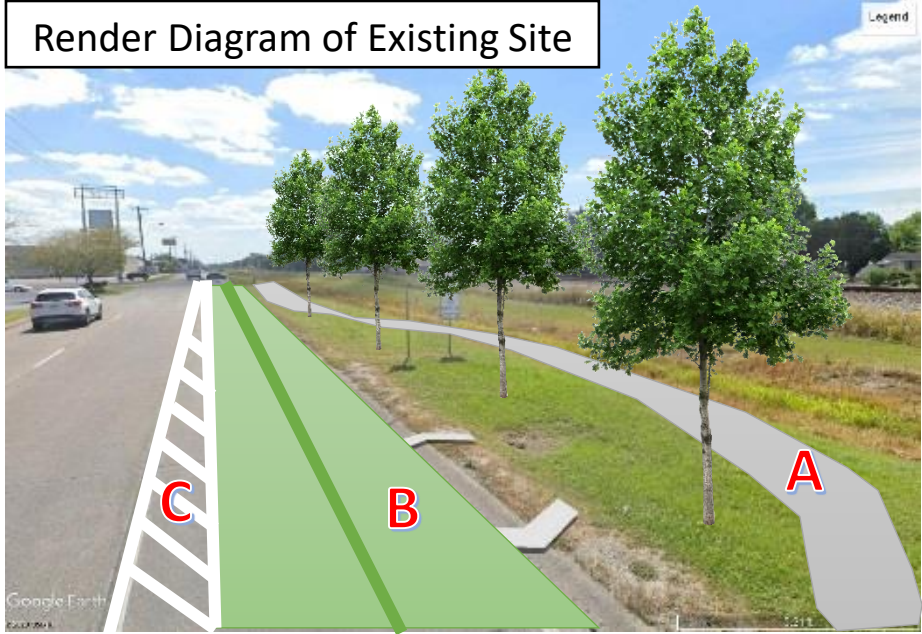
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Render Diagram of Existing Site



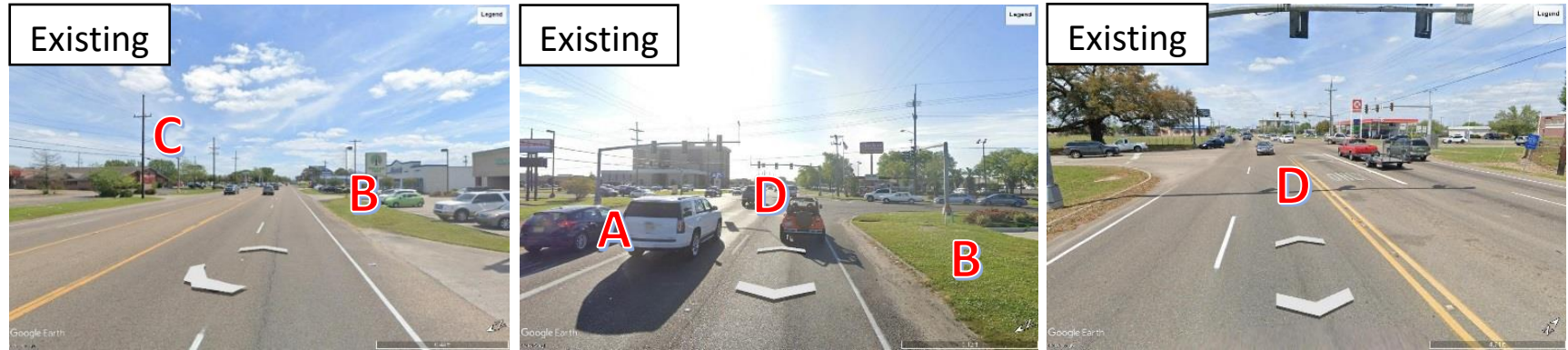
- A. Add walking trail & trees to large strip of land from Emile Verret to Ann St.
- B. Reduce to St. Peter St. to two lanes & replace with bike lanes
- C. Add striped buffer area to separate car traffic
- D. Automated light crosswalk at St. Peter St. & Jefferson Terrace Blvd.

Site Diagram



5 ADMIRAL DOYLE DR. PEDESTRIAN & STREETScape IMPROVEMENTS

- A. New Sidewalks - Center St. to Jefferson Terrace
- B. Treescaping right of ways where possible
- C. Banners at power/light Poles
- D. Automated light crosswalks at Lewis St., Jefferson Terrace Blvd. & Proposed Bank Ave. Park to Rouses Greenway



6 LEWIS ST. PEDESTRIAN IMPROVEMENTS

- A. Sidewalks - Admiral Doyle Dr. to Main St.
- B. Automated light crosswalks at Admiral Doyle Dr., Dale St., St. Peters, & Main St.



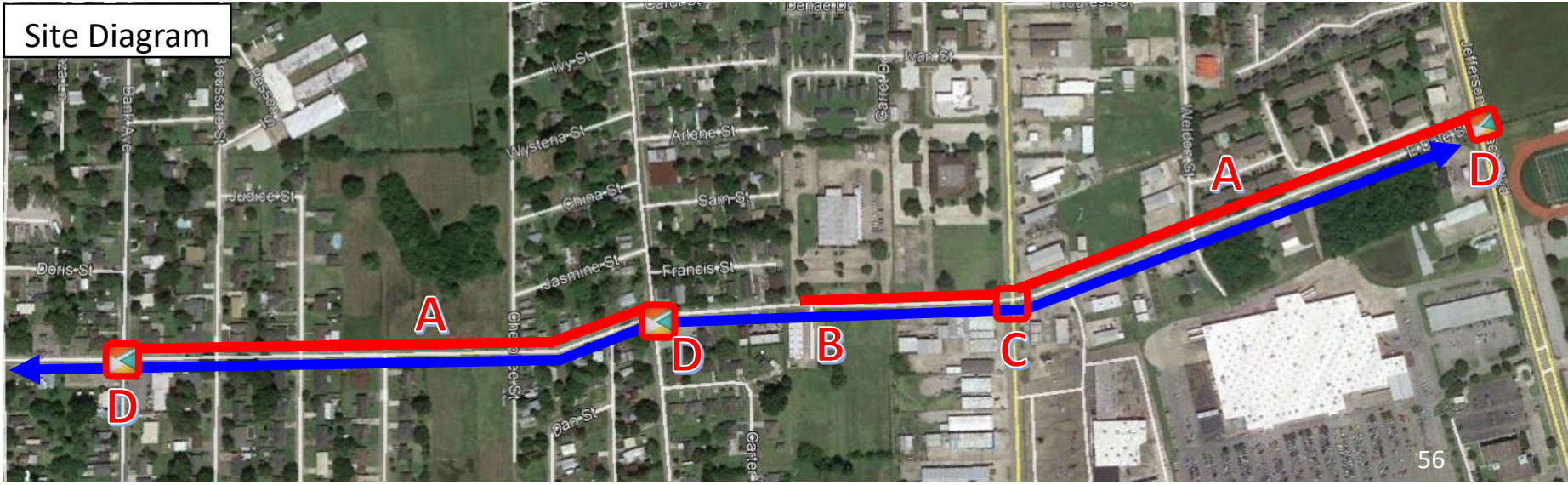
7 JEFFERSON TERRACE BLVD. PEDESTRIAN & STREETScape IMPROVEMENTS

- A. New sidewalks on north side of road from Twenty Arpent Rd. to Main St. & from NISH to Admiral Doyle Rd.
- B. Automated light crosswalks at Admiral Doyle Dr., St. Peters St., & Main St.
- C. Artistic Crosswalk at Dale St. & Twenty Arpent Rd. Possible stop light addition at Twenty Arpent Rd.
- D. Central Median Improvements - Banners on Light Poles / Sculptures / Treescaping



8 DALE ST. PEDESTRIAN IMPROVEMENTS

- A. New sidewalks from Bank Ave. to Jefferson Terrace
- B. Bike lane connection
- C. New Automated light crosswalks at Lewis St.
- D. Artistic striped crosswalks at Bank Ave., Ann St. & Jefferson Terrace Blvd.



9 MAIN ST. PEDESTRIAN & STREETScape IMPROVEMENTS

- A. Automated light crosswalks at Lewis St., & Jefferson Terrace Blvd.
- B. Add New Iberia Letters Sculpture to city owned lot on corner of Lewis St. and Main St.



DISTRICT 5 PROJECTS

Project Concepts Unique to District 5

DISTRICT 5 - PROJECT MAP

- 1 New Iberia West End Historic Cultural District Improvements
- 2 New Mural Park
- 3 New Bike Loop
- 4 Railroad Ave. Streetscape Improvements
- 5 Pershing St. Pedestrian & Streetscape Improvements
- 6 Center St. Pedestrian & Streetscape Improvements
- 7 Ann St. Pedestrian & Streetscape Improvements
- 8 New Ann St. Pocket Park
- 9 First St. Park Improvements



1 NEW IBERIA WEST END HISTORIC CULTURAL DISTRICT IMPROVEMENTS

A. Hopkins Streetscaping Improvements

- Murals / utility boxes with notable leaders/people from West End community
- Addition of bike lane
- Banners on light poles



B. Designate boundary signage at district's perimeter intersections

- Inform people that they are entering a cultural district
- Include brief description of what it means to be a designated cultural district and include list of incentives to residents & businesses



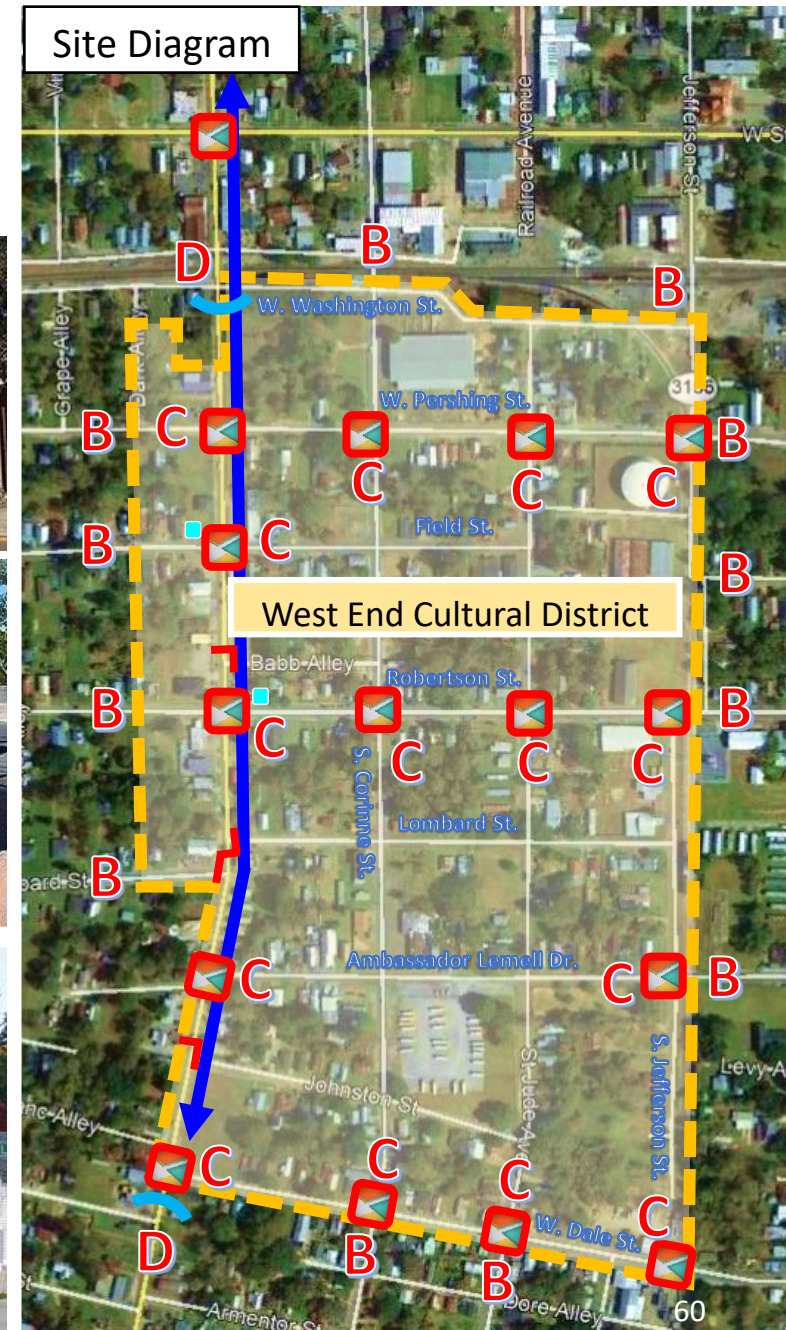
C. Crosswalks at major intersection

- Artistic stencils in center
- Automated light crosswalks at St. Peter St., Field St. & Robertson St.



D. Gateway entry signage to cultural district @ Hopkins St.

DISTRICT 5 PROJECTS



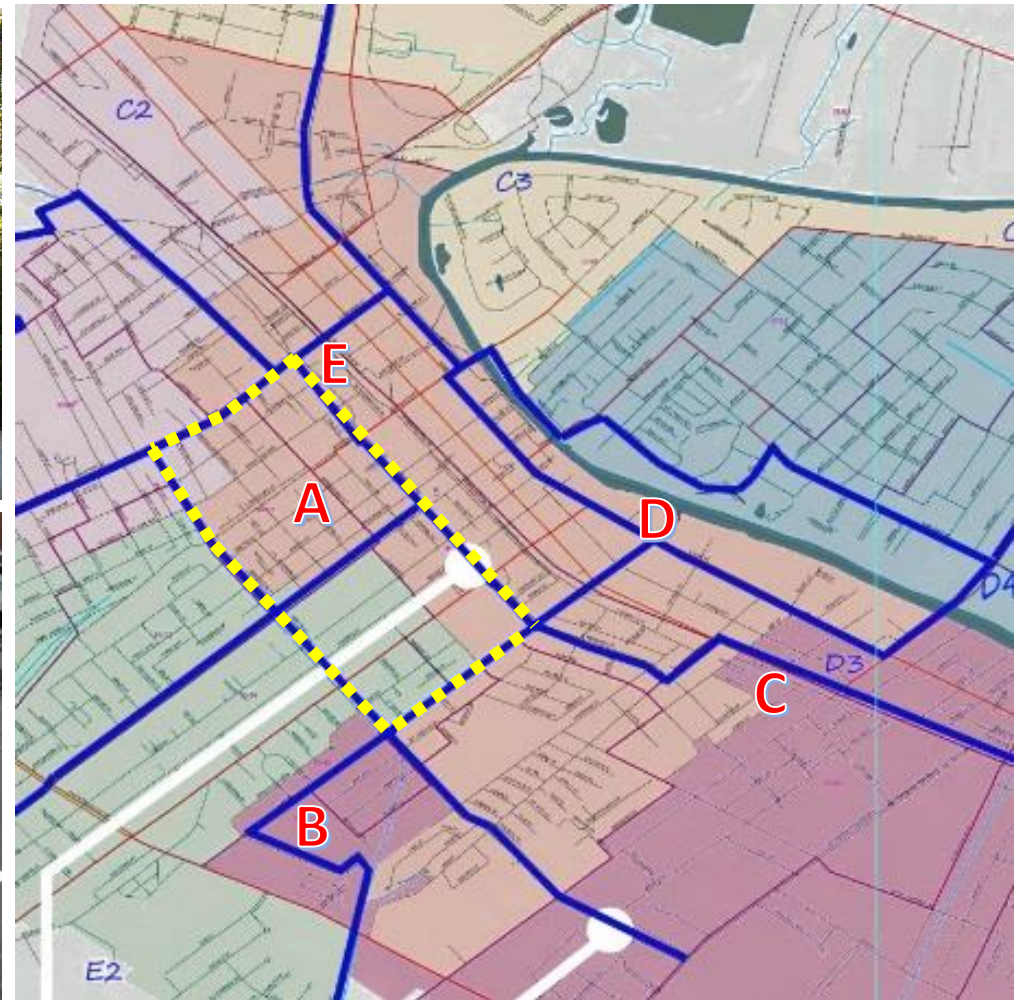
2 NEW MURAL PARK

- A. Possible Location : Blank lot on St. Jude & Washington in West End Cultural District
- B. Possible use of shipping containers to create walls for interchangeable murals
- C. Addition of sculptures to create sculpture garden atmosphere



3 NEW BIKE LOOP

- A. Central bike loop from Pershing St. to Bank Ave. to Dale St. to Hopkins St.
- B. Connections to Bank Ave. Park
- C. Connection to proposed St. Peter St. Greenway
- D. Connection to existing Church Alley bike loop
- E. Trail head signage at Hopkins St. & Pershing St.

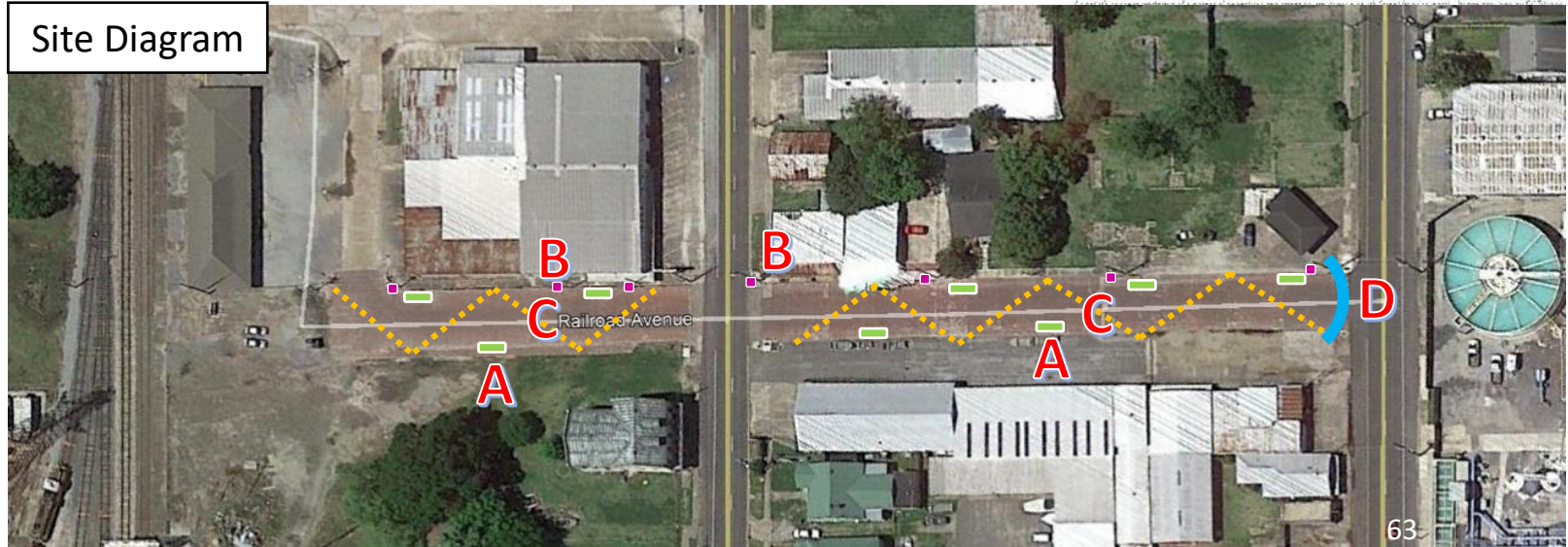


4 RAILROAD AVE. STREETSCAPE IMPROVEMENTS

- A. Repurposed industrial landscape planters in right of ways where possible
- B. Banners at power/light poles
- C. Overhead lighting
- D. Gateway entry sign marking historic avenue



FIGURE 5.35 4TH AVENUE STREETSCAPE CONCEPT ILLUSTRATION



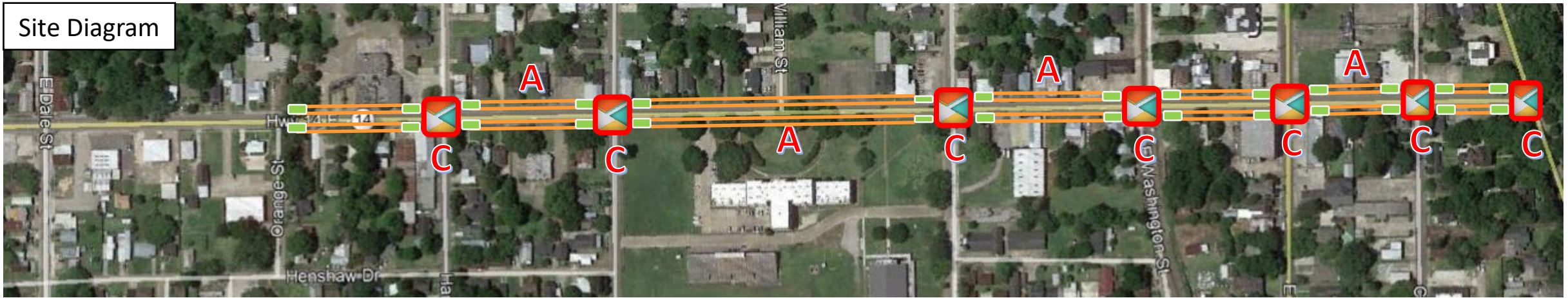
5 PERSHING ST. STREETSCAPE IMPROVEMENTS

- A. Designate parallel parking spots by striping shoulder & add planters where it is not safe to park on shoulder
- B. New bike lane from Hopkins St. to Ann St.
- C. Artistic striped crosswalks at all 4 way intersections from Hopkins St. to Center St.
- D. Banners on lights poles & utility box wraps
- E. Wayfinding signage directing visitors to cultural districts & significant landmarks



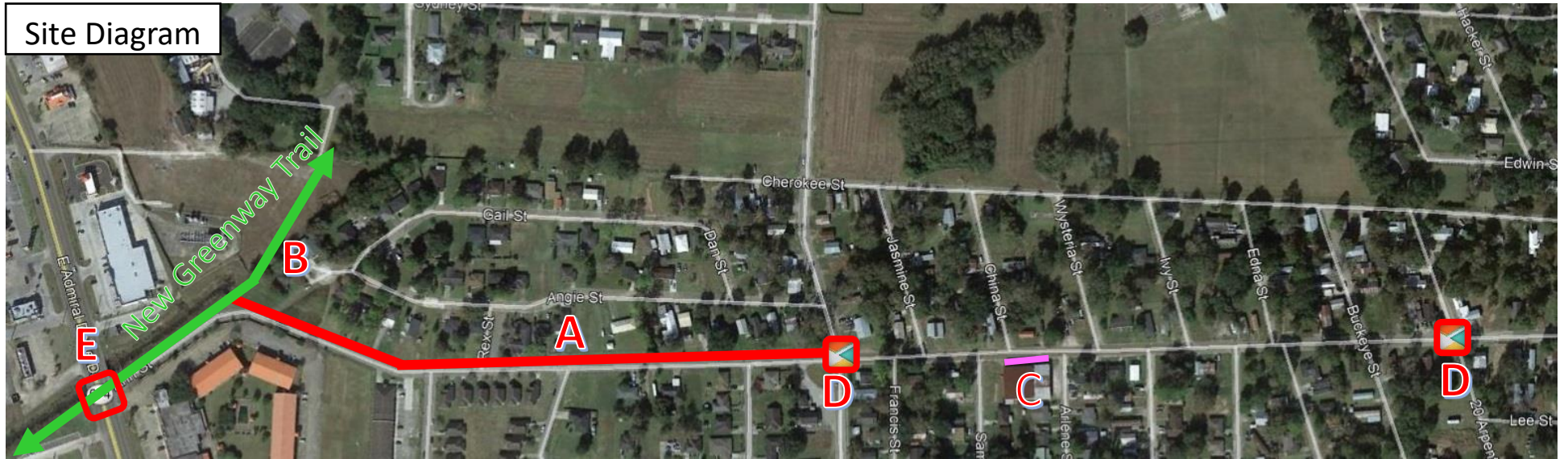
6 CENTER ST. STREETScape IMPROVEMENTS

- A. Designate parallel parking spots by striping shoulders where Center St. narrows to a two-way & add planters where it is not safe to park
- B. Banners on light poles & utility box wraps
- C. Artistic striped crosswalks at all 4 way intersections from Harriet St. to Main St.
- D. Wayfinding signage directing visitors to cultural districts & landmarks



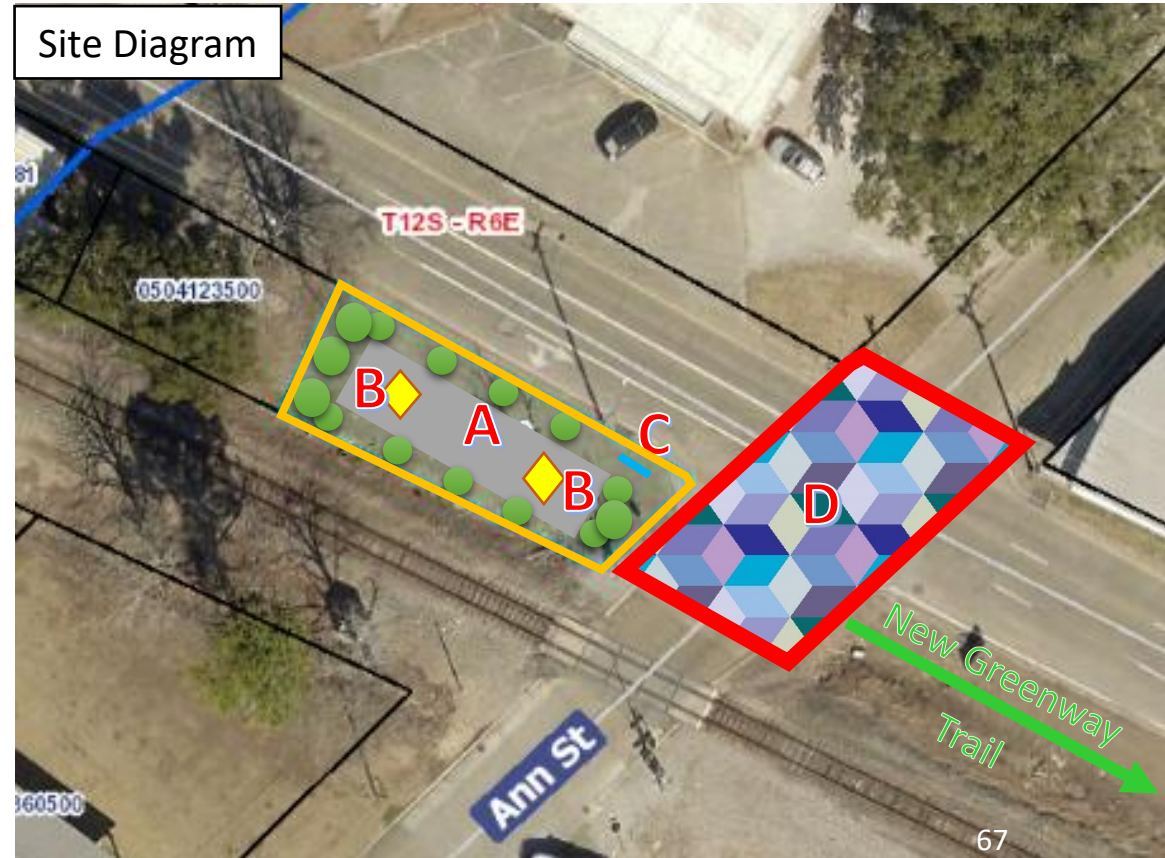
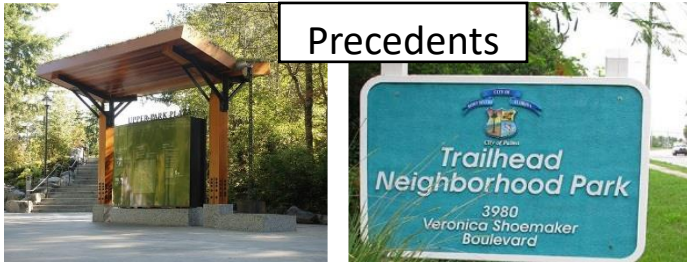
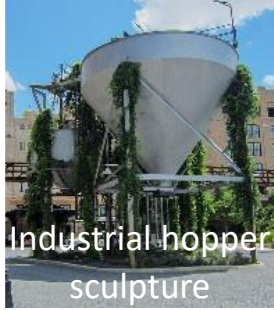
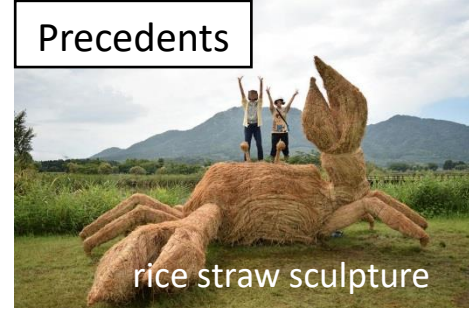
7 ANN ST. PEDESTRIAN & STREETScape IMPROVEMENTS

- A. Sidewalks from Dale St. to Admiral Doyle
- B. Pedestrian connection to Bank Ave. Park & proposed greenway to Rouses Supermarket
- C. Add mural to exterior of old Masonic Lodge Building facing Ann St.
- D. Intersection Enhancements with Crosswalks & Center Street Art at Twenty Arpent St. & Dale St.
- E. Add light and automated crosswalk on Admiral Doyle Dr.



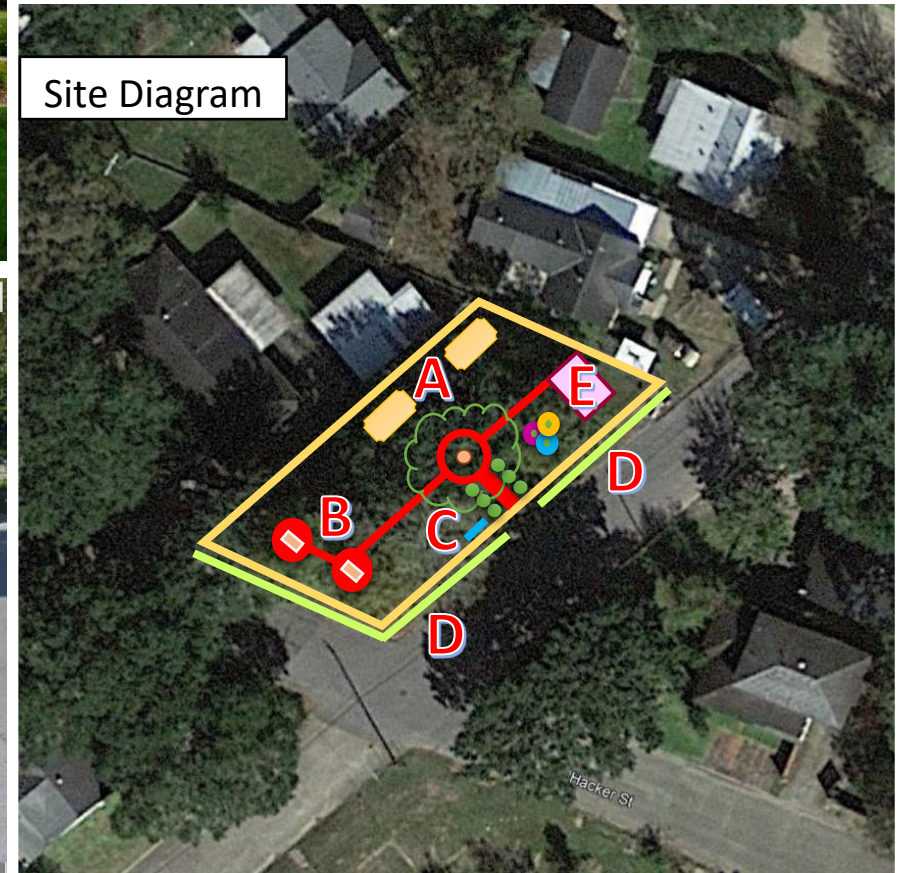
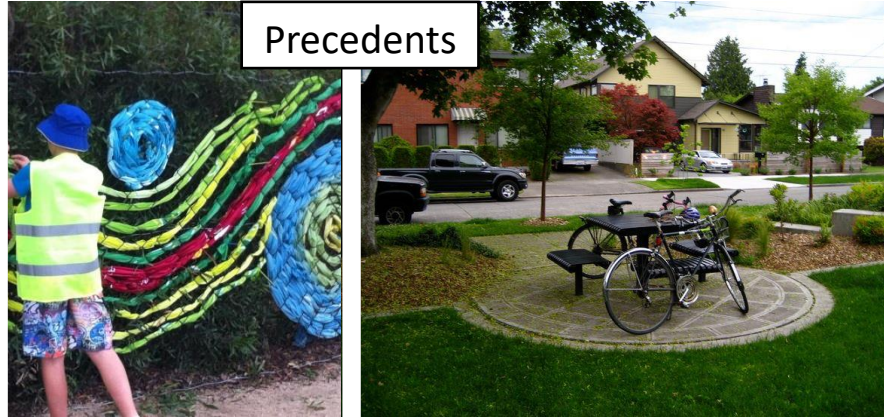
8 NEW POCKET PARK ON ANN ST. & ST. PETER ST.

- A. Convert city owned lot at St. Peter St. and Ann St. to new pocket park.
- B. Partner with Konriko Rice Mill to add sculpture attraction
 - Use as opportunity to create additional tourist buzz to visitor's of neighboring Konriko Rice Mill
- C. Add trailhead signage to start the proposed St. Peter St. greenway project. (Ann St. to IMC)
- D. Add artistic striped crosswalk at St. Peter St. and Ann St. intersection



9 EAST FIRST ST. PARK IMPROVEMENTS

- A. Playground upgrades
- B. Add picnic seating & pathways
- C. New park signage
- D. Grow vines or add art to existing low height chain link fence to create more inviting atmosphere
- E. New pavilion structure

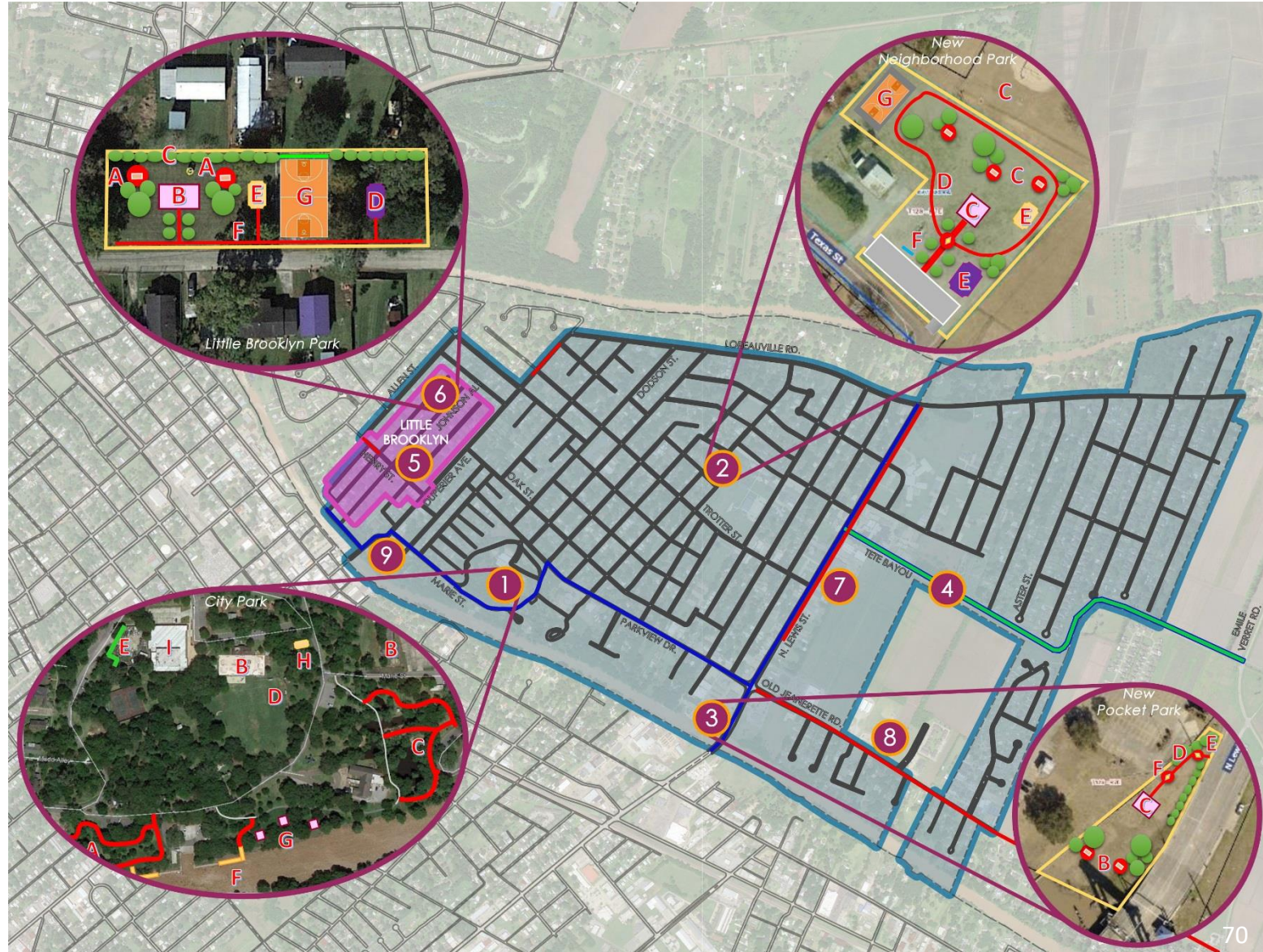


DISTRICT 6 PROJECTS

Project Concepts Unique to District 6

DISTRICT 6 - PROJECT MAP

- 1 City Park Improvements
- 2 New Neighborhood Park
- 3 New Pocket Park
- 4 New Tete Bayou Greenway Trail
- 5 Little Brooklyn Neighborhood Branding Campaign
- 6 Johnson Alley Park Improvements
- 7 N. Lewis Pedestrian Improvements
- 8 Old Jeanerette Rd. Pedestrian Improvements
- 9 Duperier Ave. Pedestrian Improvements

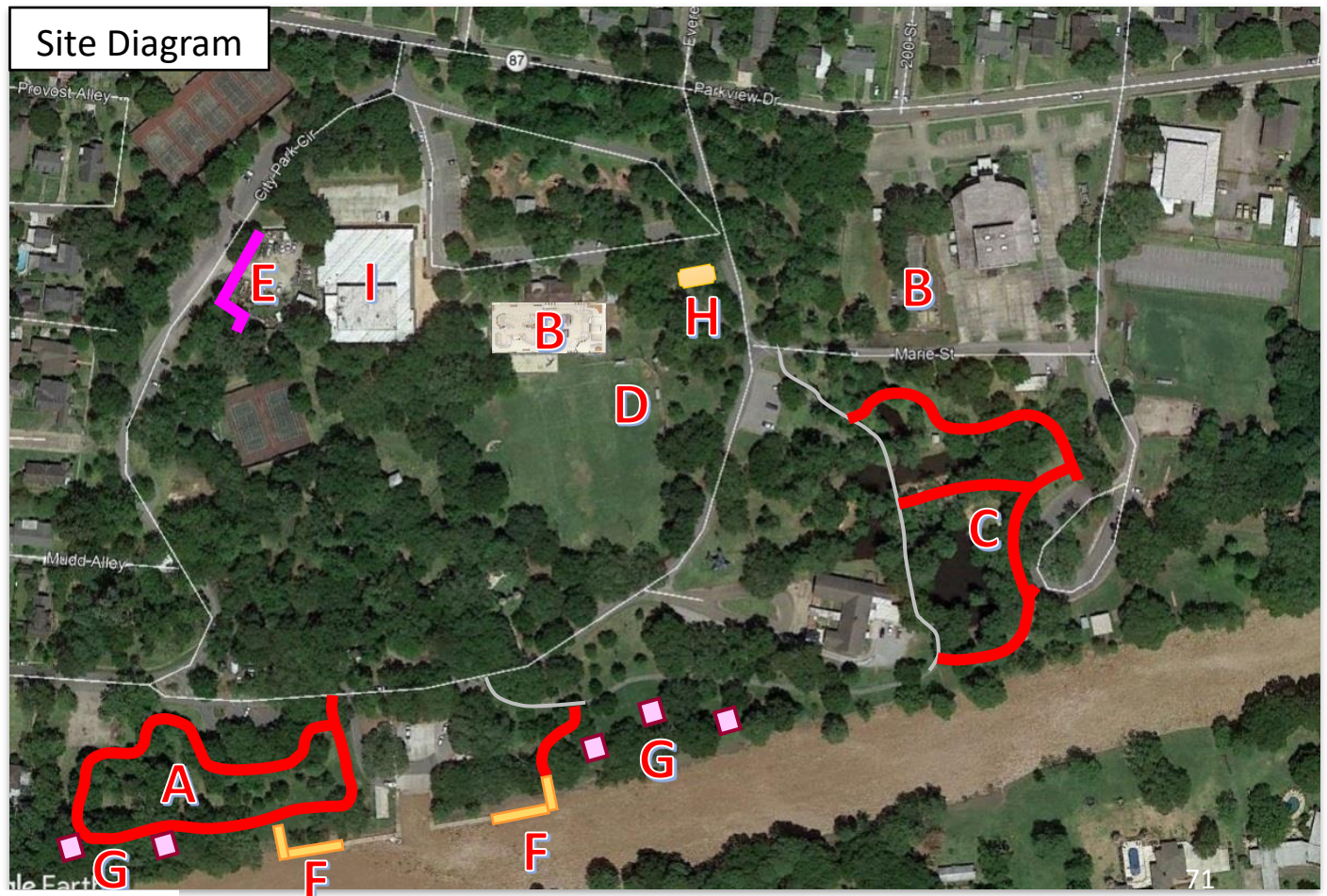


1

CITY PARK

IMPROVEMENTS

- A. Clean up wooded area near Bayou & Marie St. & add walking trails
- B. Relocate skate park to old pool & convert existing skate park to parking lot for Sugarcane Festival Building
- C. Improved pathways around devil's pond
- D. Baseball field upgrades
- E. Upgrade screen wall that surrounds maintenance yard – Increase height to block visibility & add murals
- F. Extend fishing piers
- G. Add additional pavilions near bayou
- H. Outdoor fitness area
- I. Community Center - interior upgrades, restroom upgrades, painting exterior

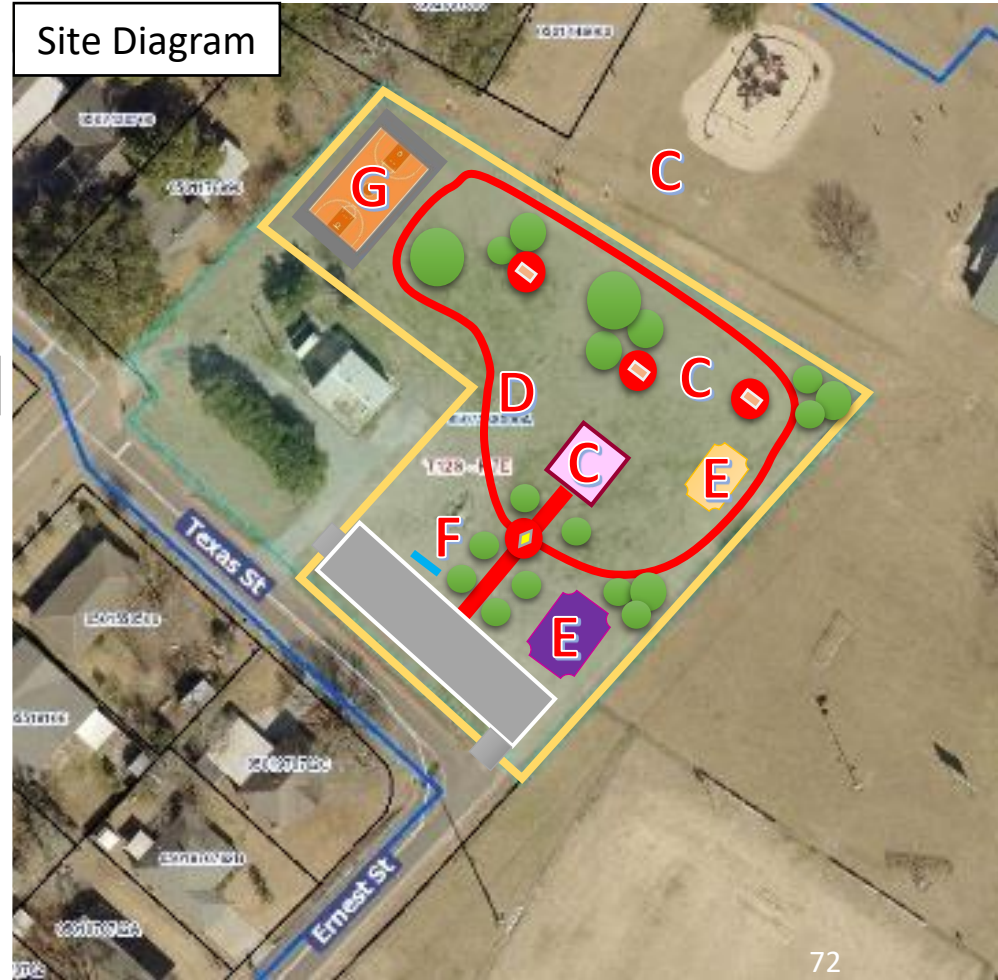


2

NEW

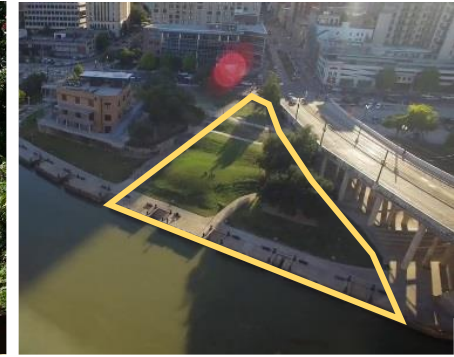
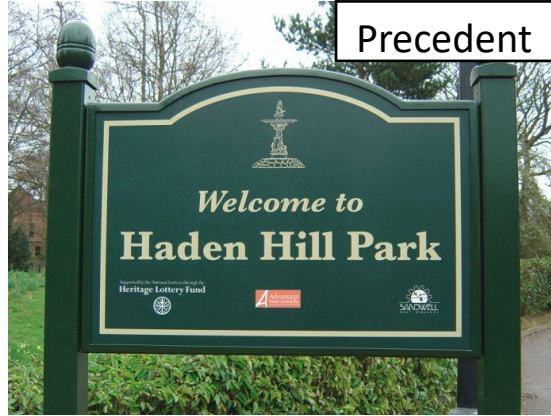
NEIGHBORHOOD PARK

- A. Convert city owned lot at Texas St. and Ernest St. to new pocket park.
- B. Add off street parking
- C. Add picnic seating & pavilion
- D. New walking pathways & trees
- E. Playground &/ exercise equipment
- F. Add park signage
- G. Possible addition of basketball court with tennis wall



3 NEW POCKET PARK

- A. Convert city owned lot next to Lewis St. bridge & Bayou Landing Shopping Center
- B. Add picnic seating
- C. Possible addition of gazebo pavilion on top of hill overlooking bayou
- D. New walking pathways & trees
- E. Add park signage
- F. Possible addition of sculptures to create bayou side sculpture garden



4 NEW GREENWAY TRAIL

- A. New greenway/nature trail along Tete Bayou from N. Lewis St. to Emile Verret Rd.
- B. Provide connectivity of subdivisions off Old Jeanerette Rd. and Loreauville Rd.
- C. Add Bike path to connect to city wide master bike plan

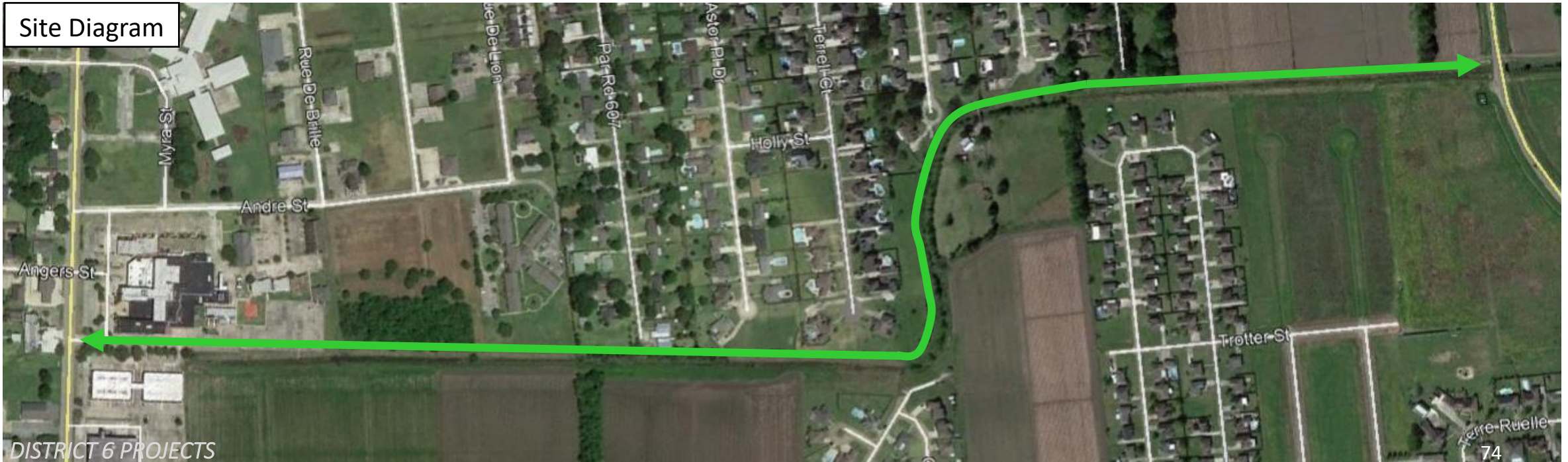
Precedent



Precedent

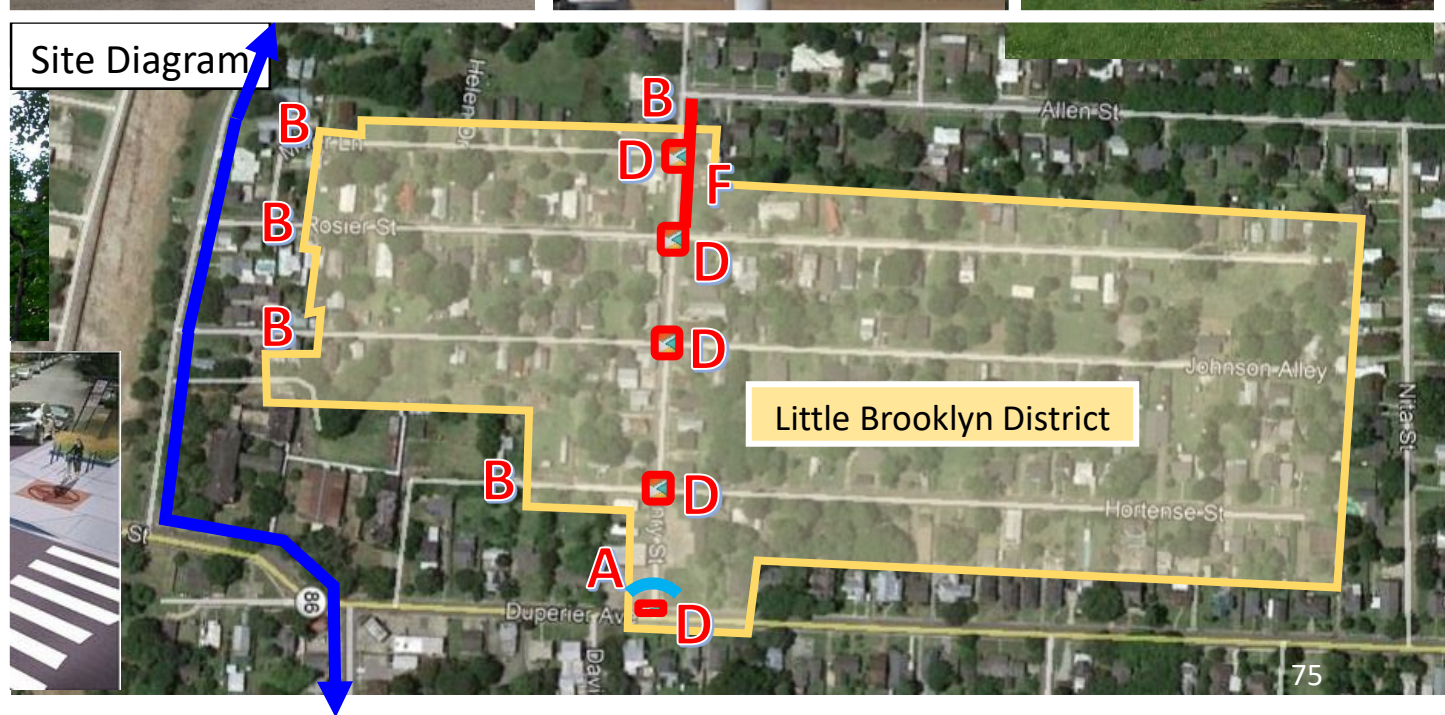
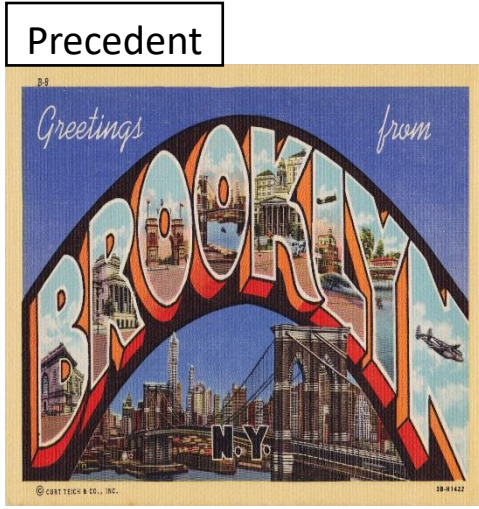


Site Diagram



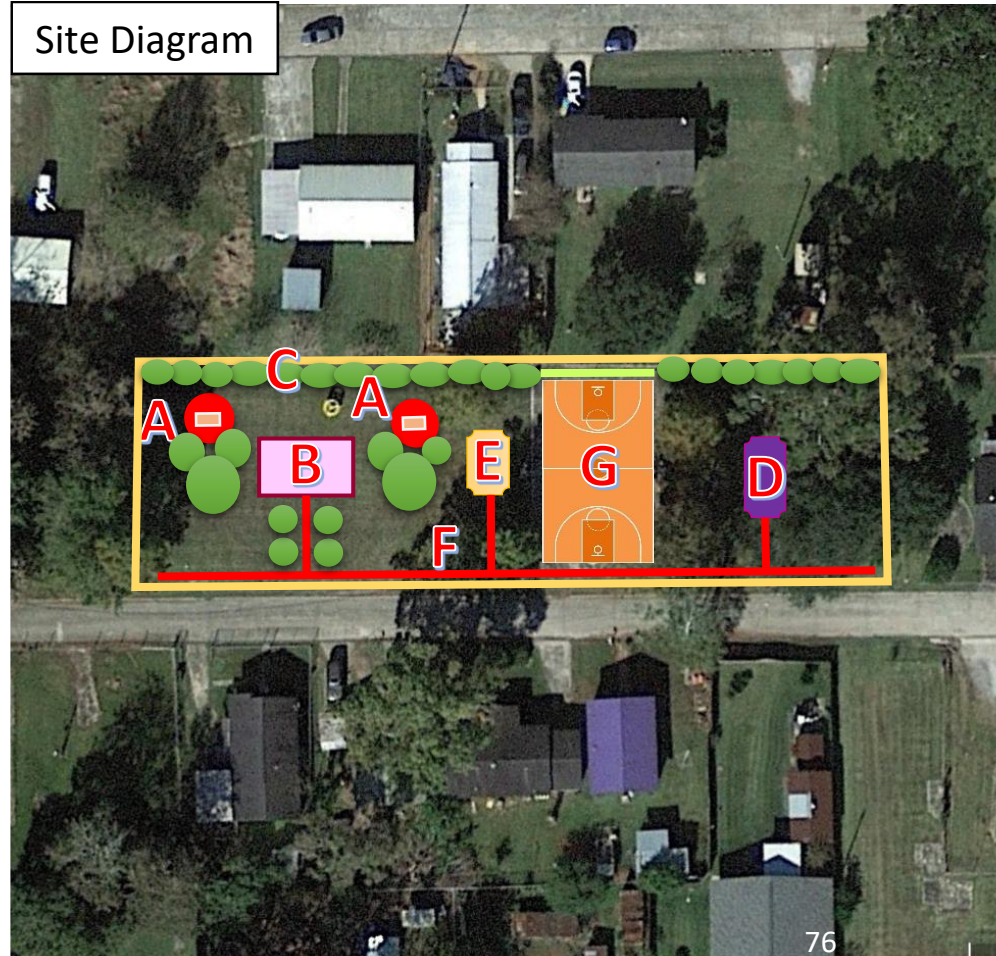
5 LITTLE BROOKLYN NEIGHBORHOOD BRANDING CAMPAIGN

- A. Main neighborhood entry sign at Henry St. & Duperier Ave.
- B. Secondary neighborhood signage at boundary streets
- C. Banners on light poles on Henry St.
- D. Artistic crosswalks
- E. Encourage murals - Possible partnership with building owner to add neighborhood history mural.
- F. Connect sidewalks on Henry St. from Rosier St. to Allen St.



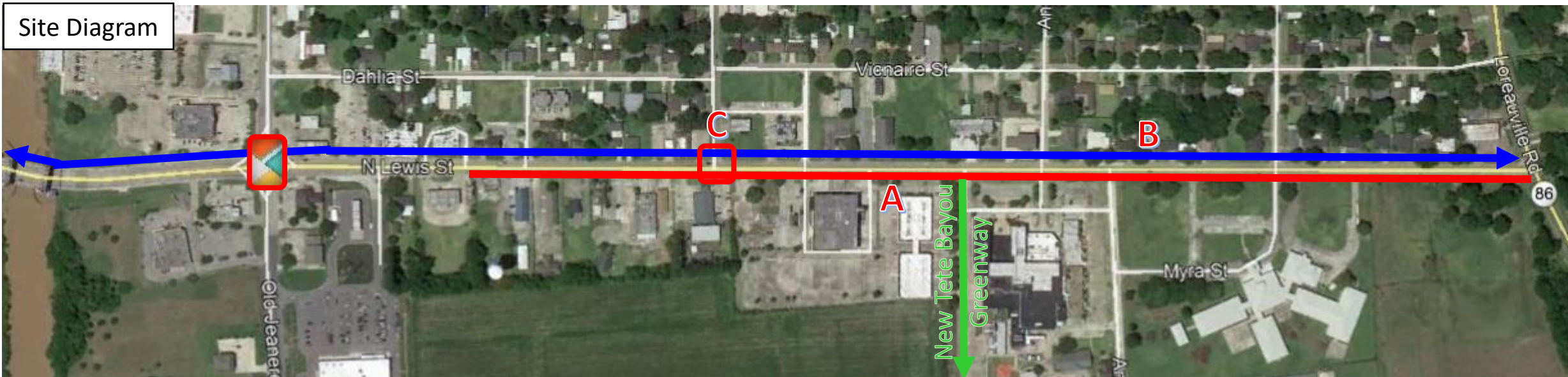
6 JOHNSON ALLEY PARK IMPROVEMENTS

- A. Add picnic seating
- B. Possible addition of pavilion
- C. New landscaping
- D. Improved playground
- E. Add outdoor exercise equipment
- F. Add park signage. Rebrand as 'Little Brooklyn Park'
- G. Restripe basketball court, add tennis wall & benches



7 NORTH LEWIS ST. PEDESTRIAN IMPROVEMENTS

- A. New sidewalks from Circle K to Loreauville Rd.
- B. New bike lane connection
- C. Possible addition of a stop light with striped crosswalks at Trotter St. and N. Lewis St. intersection



8 OLD JEANERETTE RD. PEDESTRIAN IMPROVEMENTS

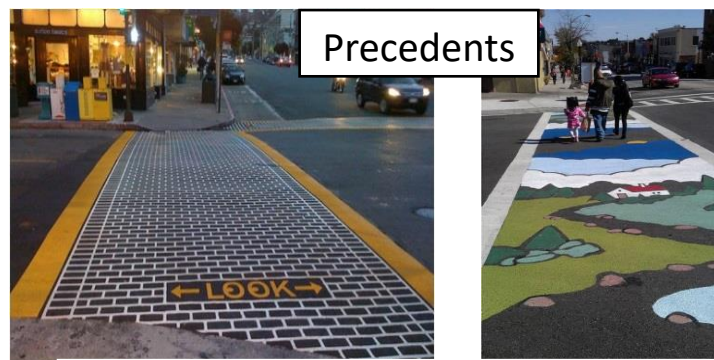
- A. New sidewalks from Lewis St. to Emile Verret Rd. Connects residents to N. Lewis shopping centers, grocery stores, public library, health club & doctors' offices
- B. Artistic crosswalk at Lewis St. intersection



9

DUPERIER AVE. PEDESTRIAN IMPROVEMENTS

- A. Automated light crosswalks with artistic street art in center intersection
- B. Artistic Crosswalk
- C. New sidewalks from Trotter St. to Bahon St.



Strategies to Build the Future

Proven Methods of Past Years & Current Efforts Underway

New Businesses Opened in 2019

1. McGee, Scott Realty
2. New Orleans Original Daiquiris
3. Quarter Tavern
4. Molly Michael's
5. Iberia Urgent Care
6. Kay Pitman Clark
7. Preservation, LLC
8. Hobby Lobby Store, Inc.
9. KFC, Kentucky Fried Chicken
10. Hulin Furniture & Mattress Direct, LLC
11. Tropical Smoothie
12. Kaptivating Bodies, LLC by KaRena
13. Maddies Books & Treasures
14. Ross, Dress for Less
15. Just 4 Him
16. El Pasco, New Iberia, LLC
17. Pelican's on the Bayou
18. CC's Coffee
19. The Tamale Trolley
20. Planet Nutrition
21. Rouse's Market
22. Something Besides Laundry
23. Clark, Integrated Medical Clinics
24. Girouard's Automotive Repair
25. Lafayette Electric
26. Southern Equipment & Rentals, LLC
27. Cajun Inflatables
28. Pelican Pediatric Dentistry
29. Take 5 Oil Change
30. Doyle's Daiquiris
31. Simien & Simien, LLC
32. A Spot for Tea, an Acadian Tea Room, LLC
33. The Events Center
34. Checkpoint Urgent Care
35. International Tax Service
36. Sprint Wireless
37. Kay Jewelers
38. Aspen Dental
39. Chick-fila
40. Fixin2BeFit

New Businesses Opened in 2019 “Cont’d”

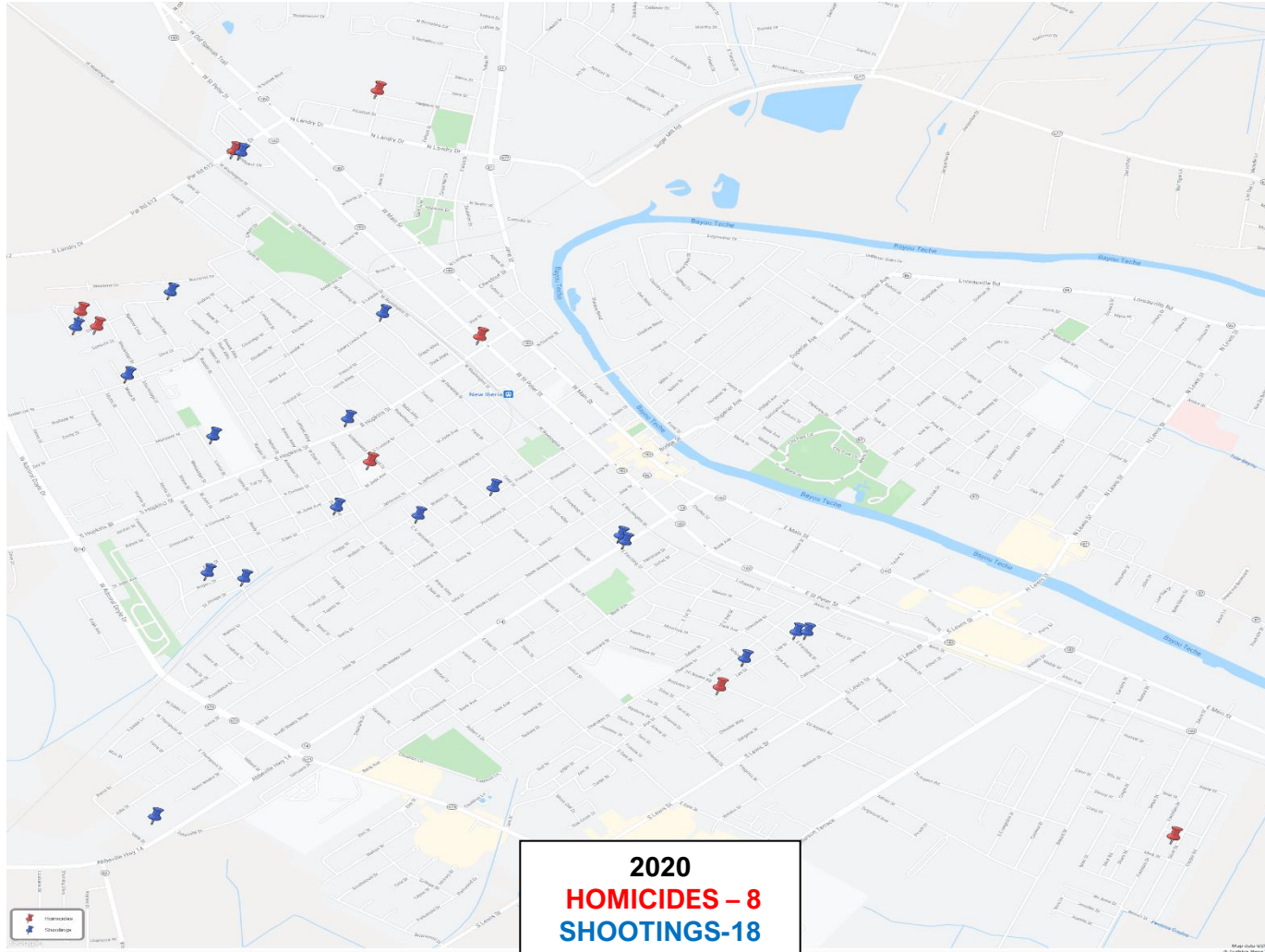
41. Ameriprise Financial
42. ABC Rehab & Chiropractic
43. Allons Services
44. Accu Reference Medical Lab
45. Brent’s Body Shop
46. Cane River Pecan Co.
47. Darco Services Holding, LLC
48. Fit & Fresh Meals
49. Great American Cookies & Marble Slab Creamery
50. Guadalajara Mexican Grill
51. Kings Seafood Express, LLC
52. Lafayette Electric
53. Los Palamas Expres
54. Partners Paint & Body Shop
55. Lafayette Chiropractic & Recovery Chiro Med
56. Sugarland Auto Sales
57. Tilly & Co Boutique
59. Cane Row Golf & Turf Club, LLC
60. Cindy Herring Real Estate
61. Cobbs Cajun Cleaners
62. Master Mechanics of N.I., Inc.
63. Giant Glazed Donuts, LLC
64. The Downtown Salon

STREET/ROAD REPAIR & DEVELOPMENT

- **US Hwy. 90 Frontage Road Project:** H.009892 LORR (New Iberia) adjacent to (10) city owned lots in Spanish Towne (La. Hwy. 14) through DOTD. Total cost \$1,725,000 (Federal Share - \$1,380,000). Kick-off meeting scheduled for November 2020.
- **Iberia Street Pavement Preservation:** (from Main St. to Admiral Doyle Dr.) approval of funding through DOTD and bicycle lane – Awarded \$1,100,000
- **Hopkins Street Overlay, Drainage Improvement & Bicycle Trail:** State Project No. H.011655, Federal Project No. H011655 LA 675 FAP No. H011655.
- **City Street Striping & Signage:** Local Roads Safety Program – Task Order H.013770.1-1 Contract No. 4400005892 Preliminary Engineering and Related Services, LRSP Signing and Striping (Iberia) ECM Project No.: 15351-20 Total Project Cost \$1,049,814
- **Road Bond:** Over the last four years through hard work and fugal spending, the Administration and Council have been carefully working toward our next road bond. It's been ten (10) years since the city could afford to bond-out, road improvement projects. Engineering will begin for these projects January 2021.

ONE BLOCK AT A TIME

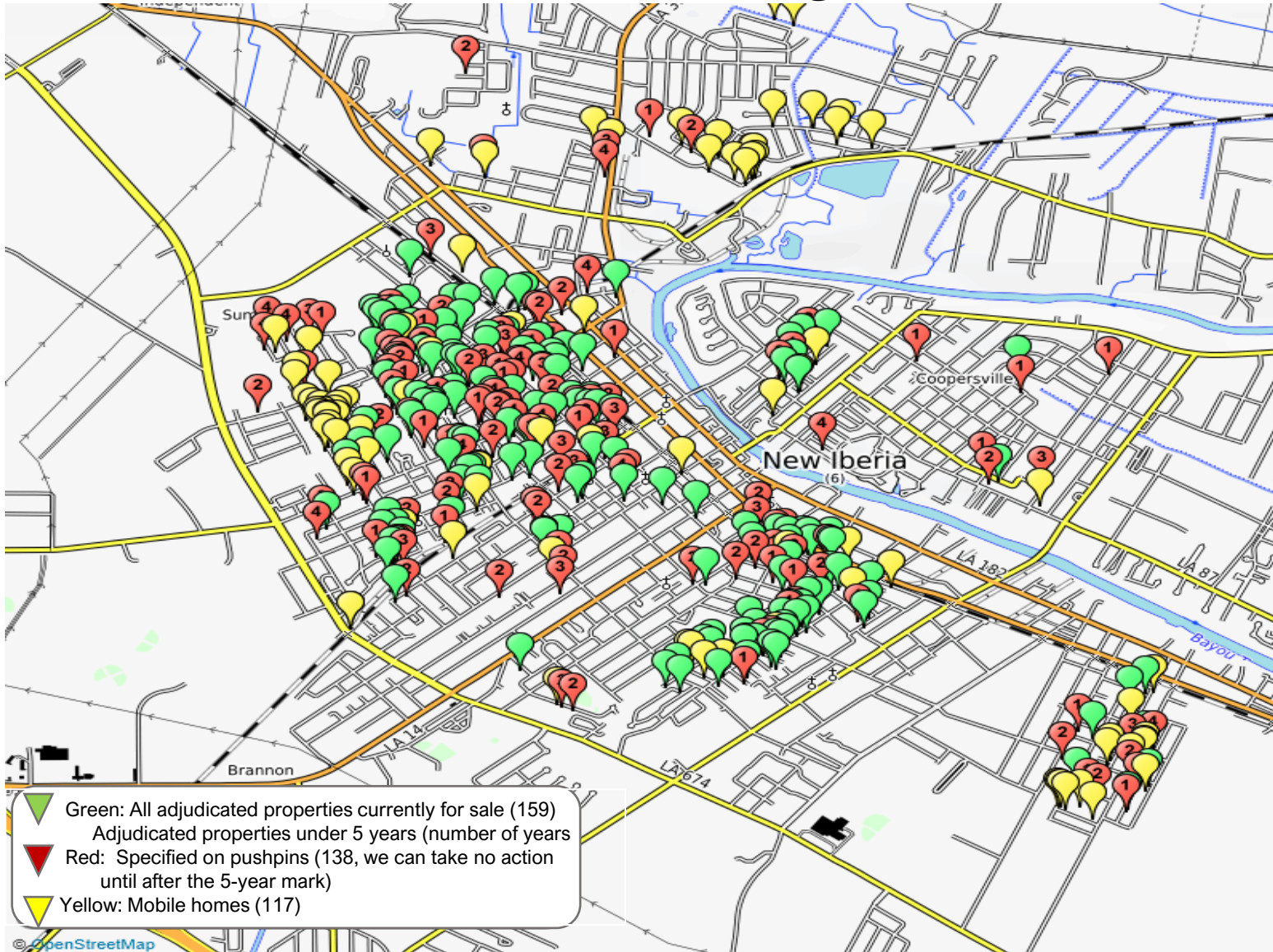
A community strategy (we are looking for partners to help us CHANGE our FUTURE, One Block At A Time).



One Block At A Time Goals:

- A. Outreach efforts to change the community norms to not allow violence to become an acceptable behavior in our community.
- B. Revitalization of neighborhoods through neighborhood organizations concentrating on their community one block at a time. We are forming partnerships with Southern Mutual Help and USDA Home Ownership Program, as well as also seeking other interested partners.
- C. Outreach to the young men most likely to be involved in shootings with a combination of assistance and policing to turn lives around.
- D. Partnering with ministers, churches, government partners such as Iberia Parish Government, Iberia Parish School Board, non-profit organizations, community leaders, and activists. One Block At A Time might be generated from the Mayor's office, but it's a community (grass-roots) project that must involve others, if we are to up-lift our city, one block at a time.

Adjudicated Properties



- We are looking for Developers/Investors with an interest in federal tax credit Opportunity Zones or other financial housing incentives.
- We are currently bundling these properties to attract developers.
- Our administration is open to re-zoning These properties to foster development.
- We are open to ideas in order to move move forward with this nation-wide issue impacting all cities.



“Additional” Accomplishments by Mayor & City Council over past 4 years

Established (new) New Iberia Police Dept.

Hopkins Street Economic Development

Wayfinding Signage

Canoe/Kayak Dock

Highway 90 Frontage Road Project

Iberia Street Pavement Preservation DOTD

NIPD grants for K9 Narcotics Unit

Bullet Proof Vest grants

Balanced budget each year with no findings

Upgraded tennis courts City Park

New/revised ordinances: Our goal is to re-vamp all Code of Ordinances book.

New West End Splash Pad

New West End Playground Equipment

New MLK Air conditioning/Heating System

Sewer System improvements

Veteran’s Memorial Garden

New A/C at Cyr Gates

New roof at City Hall

Painting exterior at City Hall

Increased General Fund to prepare for future road bond

Upgraded Old Fire State (Park)

Painting MLK Center

Painting Cyr Gates

1.8 mil drainage – Jefferson Terr

Master Studies each District

NIFP new service truck

NIFP (2) new trucks

Ten (10) new vehicles – depts.

NIPD maintained (2) rating

Grass complaints addressed (over 1,400)

Reopened Skate Park

COMMUNITY FEEDBACK

IN COMBINATION WITH THE NATIONAL REGISTER HISTORIC DISTRICT MASTER PLAN, THE CITY DISTRICTS PROJECT DEVELOPMENT STUDIES WERE PRESENTED TO THE COMMUNITY OVER A SPAN OF TWO WEEKS. THE FOLLOWING PAGES HIGHLIGHT THE WRITTEN COMMENTS COLLECTED AS A RESULT OF THESE COMMUNITY MEETINGS.

COMMUNITY COMMENTS FROM MASTER PLAN PRESENTATIONS

“Very impressed with everything that has already been done for the city and what the future holds! Very informative!”

“I am so excited to live through such “grand” ideas for our lives here in N.I. Born and raised here – want to keep my grands here. Let me be a ‘small’ part of this.”

“District 3 sidewalk along Center St. from Admiral Doyle to Lowe’s and hotels.”

“Any plans in the works for running fiber in the city – possibly in conjunction with the parish?”

“Wonderful... Thank You for focusing on our downtown – Freddie you are a God send for us along with Mrs. Jane. Would love to help in any way. Thank you.”

“I’m excited about your visions for our wonderful town! I am an active member of the Lil Brooklyn Community project. Please let us know how we can be of help. Thanks so much for the invite today.”



“The presentation was clear and comprehensive. The mayor expresses himself clearly, in a lively manner and his enthusiasm shows. Excitement is infectious and sowing the seeds to the attending audience will gain traction thru the spread to their contacts.”

“Another city you might want to look at as far as their past development is Huntsville, AL. They have grown by leaps and bounds. I worked for the tourism portion of the city. I think developing the tourism is an excellent idea”

COMMUNITY COMMENTS FROM MASTER PLAN PRESENTATIONS

“Exciting and ambitious planning.”

“All interesting ideas. Most interested in the projects on Duperior. As an artist, willing to help however on any art project. Think about working with Mt. Carmel Alumni and working on project to save historic school!”

“Everything was well explained. Will be praying all goes well!”

“Bouligny Plaza definitely needs restrooms, even if smaller individual ones. People coming off the water need a place to relieve themselves. Also, with all downtown events (Farmer’s Market, etc.) needs restrooms.”

“Excellent presentation. Addressed most important issue, financing!”

“Fantastic! Beyond expectations.
Bon Chance!”

“The plans for the future of our city are very exciting. Thanks for inviting input from the community. Freddie and Jane, you are doing a great job!”

“Excellent presentation and info.
Bravo Freddie!”

“Black History Museum - The Harlem Grill on Lafayette St. @ Seville St. This would be a good place to put it.”

“Thank you for taking time to explain this to all of us.”

“All this sounds great, but looking at what’s being presented (on the wall) I do not see any improvements in my immediate area. Everything is on Main, St. Peter, Church Alley, Pepperplex. When was the last time IDF visited the Hopkins Street. There is a perfectly good lot ready to be used. I’ve heard this for years. Show me!!!”



COMMUNITY COMMENTS FROM MASTER PLAN PRESENTATIONS

“Good presentation, great vision – thanks for putting the effort in a vision for the future – Hope I live to see it!! My recommendation is not to forget diverting truck traffic from Main St. Historic District when possible.”

“We need to address the road to start fixing again because the road in New Iberia is very bad.”

“Very informative, would like to see all the info on the banners online after the presentation period ends – slides too. Love the idea of the warehouse district – possible combo buildings with commercial at street level and residential above.”

“What a beautiful vision for the future of New Iberia. Great job to all!”

“Thanks for providing an awesome presentation. Your vision for our community is superb. I am interested in serving and helping, especially with West End Revitalization.”

“Good Job!! Can you or will you put the “slide show” on web site so it can be studied more easily & more closely and then solicit comments & suggestions. Very good job and appreciate hard work!!”



“1.) Use Home Funds with Homebuyer program – 1st time homeowner + \$1,000 for down payment or closing costs.
2.) Use land trusts in neighborhoods to take possession of adjudicated land. Partner with bank & homeownership – give property to first time home buyers as down payment.

3.) When creating natatorium please consider people with disabilities. Regular architects are not good at creative ideas for accessibility. Please do not use an up & down seat for people with disabilities into the pool. One idea is to create a graduated deliver into the pool. Use a “free” consultant who is creative about swimming pools & people for disabilities.”

WE WANT YOUR FEEDBACK

PLEASE EMAIL
JBRAUD@CITYOFNEWIBERIA.COM
TO CONTRIBUTE YOUR IDEAS FOR
A BETTER NEW IBERIA.

THANK YOU.

