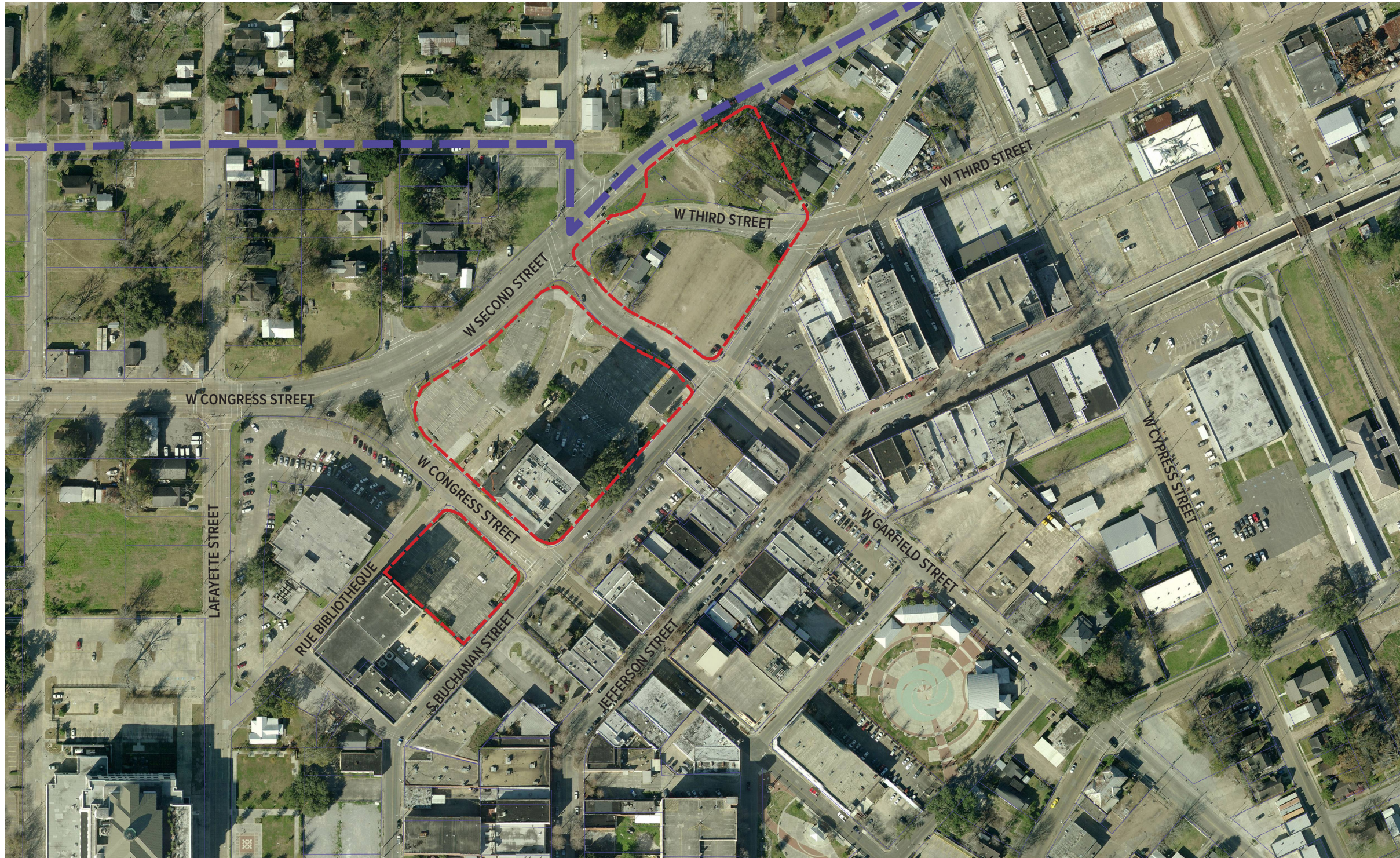


DOWNTOWN PERFORMING ARTS CENTER

CONCEPT STUDY ON THE CONGRESS STREET CORRIDOR

VERSION: NOVEMBER 2022





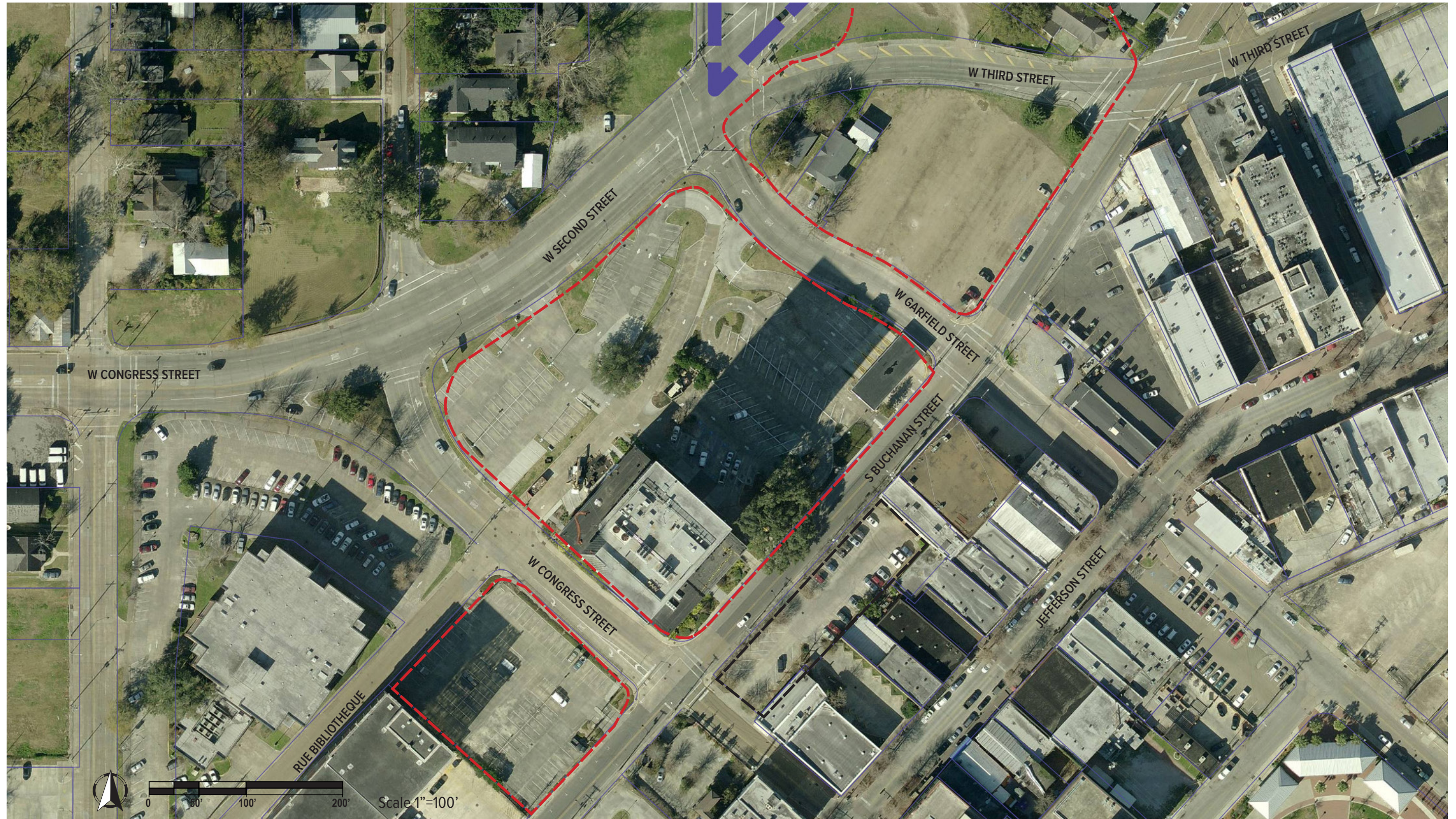
Scale 1"=200'

DOWNTOWN PERFORMING ARTS CENTER CONCEPT STUDY

Lafayette Downtown Development Authority

For Discussion Purposes Only, All Maps and Values Approximate

CONTEXT
Aerial context



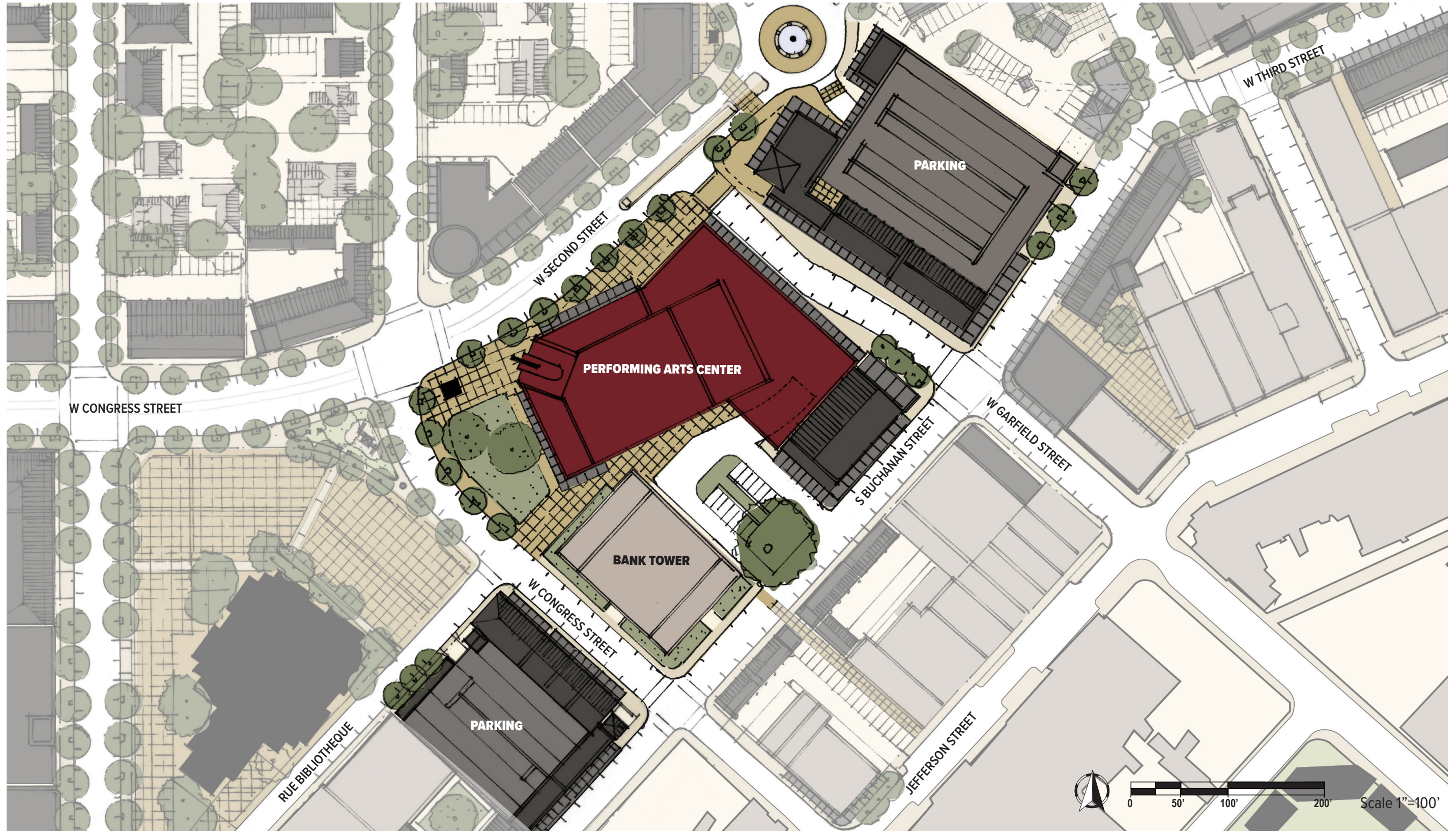
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EXISTING CONDITIONS

Aerial context - zoom

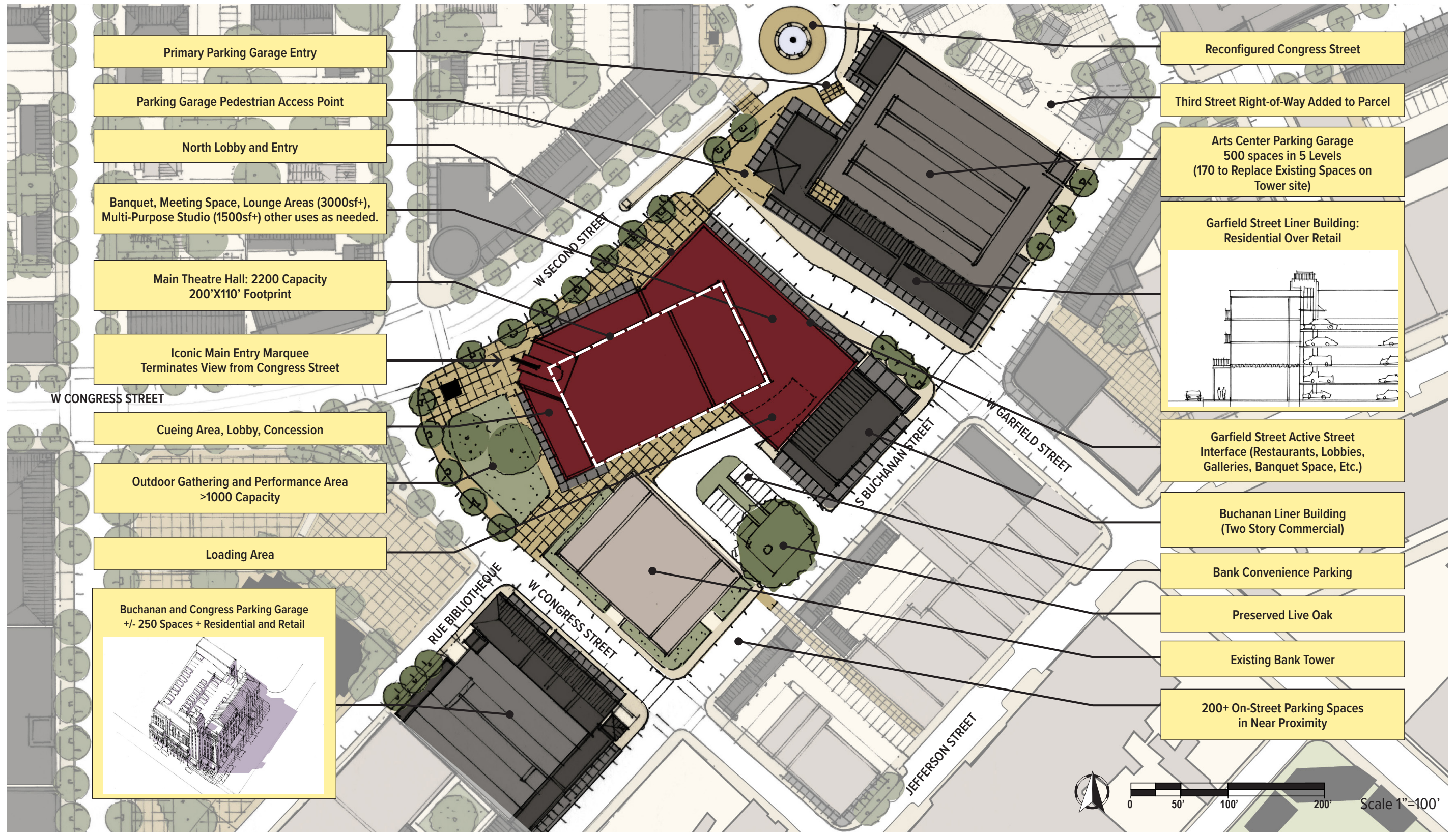


DOWNTOWN PERFORMING ARTS CENTER **CONCEPT STUDY**

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REDEVELOPMENT CONCEPT
Illustrative plan



Primary Parking Garage Entry

Parking Garage Pedestrian Access Point

North Lobby and Entry

Banquet, Meeting Space, Lounge Areas (3000sf+),
Multi-Purpose Studio (1500sf+) other uses as needed.

Main Theatre Hall: 2200 Capacity
200'X110' Footprint


Iconic Main Entry Marquee
Terminates View from Congress Street

Cueing Area, Lobby, Concession

Outdoor Gathering and Performance Area
>1000 Capacity

Loading Area

Buchanan and Congress Parking Garage
+/- 250 Spaces + Residential and Retail

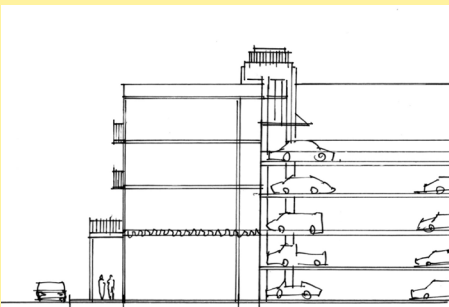


Reconfigured Congress Street

Third Street Right-of-Way Added to Parcel

Arts Center Parking Garage
500 spaces in 5 Levels
(170 to Replace Existing Spaces on
Tower site)

Garfield Street Liner Building:
Residential Over Retail



Garfield Street Active Street
Interface (Restaurants, Lobbies,
Galleries, Banquet Space, Etc.)

Buchanan Liner Building
(Two Story Commercial)

Bank Convenience Parking

Preserved Live Oak

Existing Bank Tower

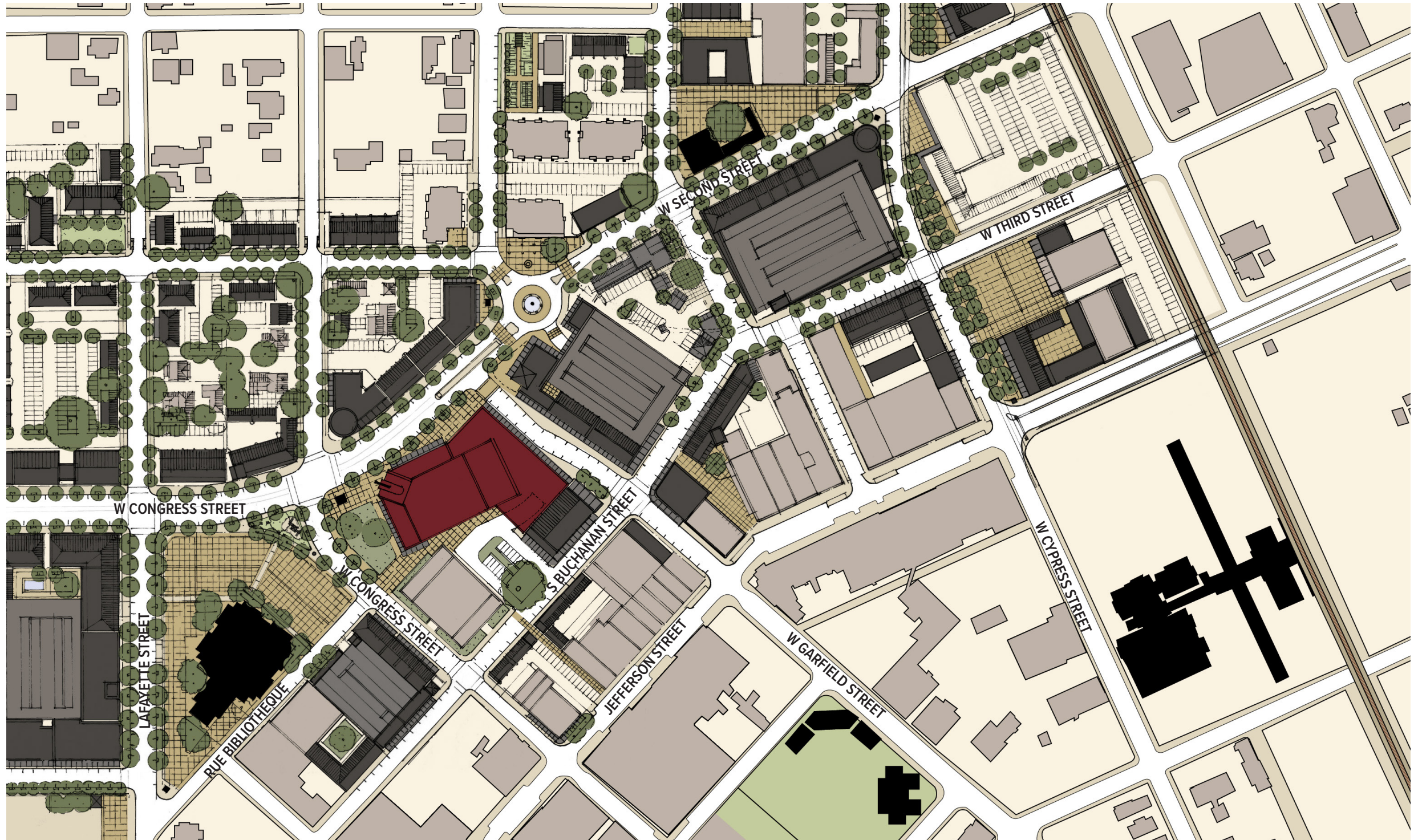
200+ On-Street Parking Spaces
in Near Proximity

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REDEVELOPMENT CONCEPT

Descriptive plan with performing arts center program



Scale 1"=200'

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REDEVELOPMENT CONCEPT

Additional redevelopment opportunities in the immediate area



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CONCEPT STUDY

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BIRD'S-EYE VIEW

Existing conditions



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BIRD'S-EYE VIEW

Performing arts center concept illustrated

BUILDING ON A CULTURAL CITY

In the eyes of most tourists, Downtown Lafayette is the center and base camp for touring the Acadiana region. Over the years, significant investments have been made in outdoor events spaces, the Acadiana Center for the Arts, and Jefferson Street—creating a foundation for growing a successful arts and entertainment scene. Festival International de Louisiane serves as the representative event, demonstrating how—in order to stay competitive with other cities—we must continue to expand, change, and improve our cultural infrastructure.

SHIFTING FESTIVAL INTERNATIONAL

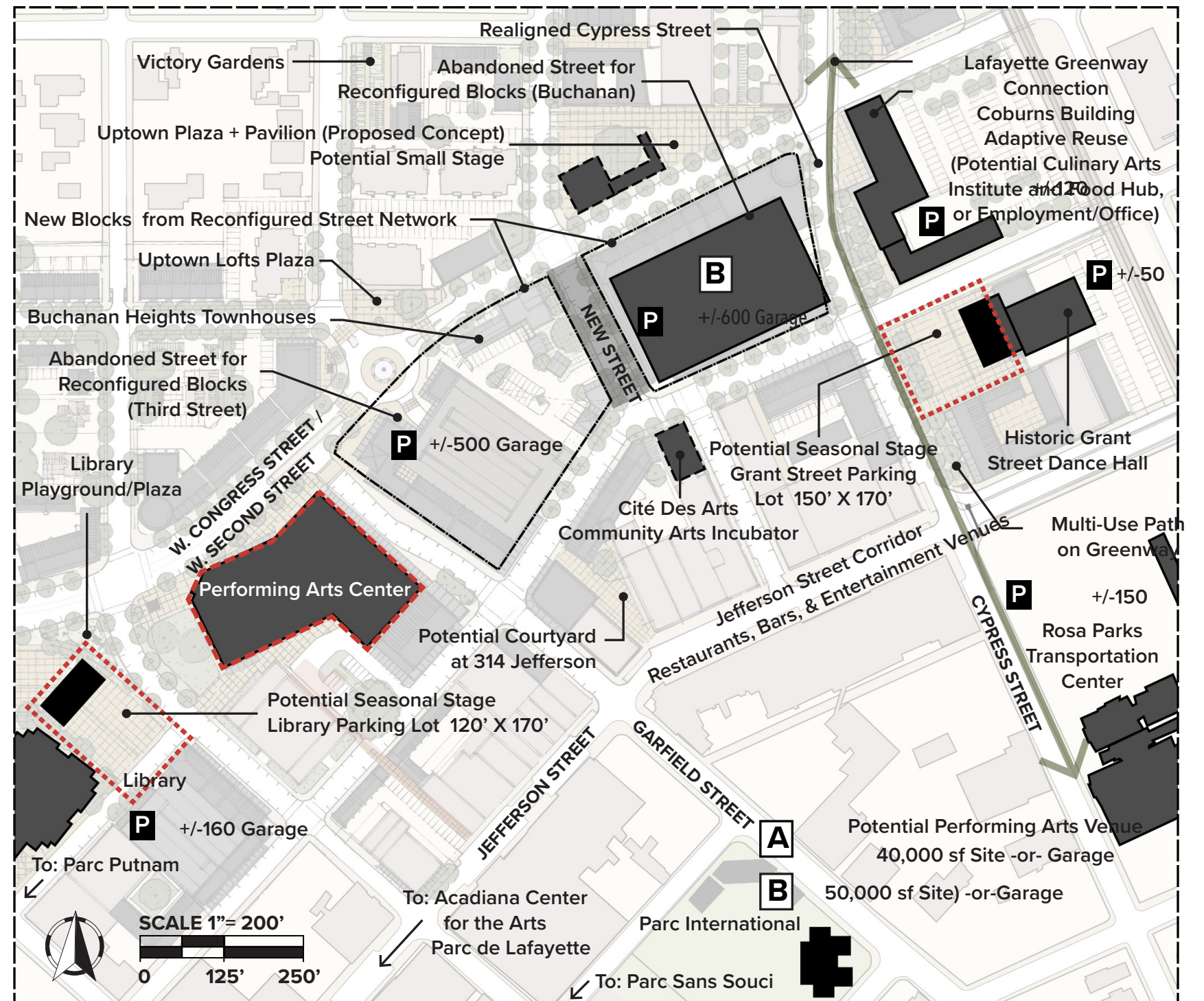
Already, Festival International de Louisiana bursts at the seams. An extremely successful event by most measures, its growth and evolution is constrained by existing infrastructure. Future redevelopment as envisioned by the Strategic Redevelopment Plan could assist in Festival's evolution, with three significant stage sites occurring on prime redevelopment parcels, two of which are privately owned.

With the potential redevelopment of the Congress Corridor downtown, new opportunities emerge for expansion. In particular, there are two publicly owned sites that could accommodate stages equal to the size of the Fais Do Do stage behind the Buchanan Garage on Jefferson Street: The Library Parking Lot (city-owned), and the Grant Street Dancehall parking lot owned by LNEDE (Lafayette Neighborhood Economic Development Authority).

The identification of these two possible replacements for the current Fais Do Do stage suggests the opportunity for shifting the Festival International scene to the north, allowing for growth and expansion as redevelopment continues. If pursued, it is anticipated that this shift will take some time, shifting to the north in phases and/or through pilot stages/events. While this affects Festival International specifically, it also presents a larger cultural district opportunity.

A CULTURAL DISTRICT WITH NEW VENUES

Beyond the potential new outdoor stage locations, several opportunities emerge to the north. The first is that there is an opportunity to connect to and support the cultural assets to the northeast in the historic McComb-Veazey neighborhood. The proposed Cultural District is inclusive of this area. On the Downtown side, and in addition to the new potential stages, several potential new venues and areas create a critical mass of venues and cultural assets—forming a cultural arts district.



A detail of possible cultural district assets in the context of potential redevelopment along the Congress corridor, inset from the map at right.

CULTURAL ARTS DISTRICT

DOWNTOWN PERFORMING ARTS CENTER

CONCEPT STUDY

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CULTURAL ARTS DISTRICT OPPORTUNITY

Excerpt from the Downtown Strategic Redevelopment Plan



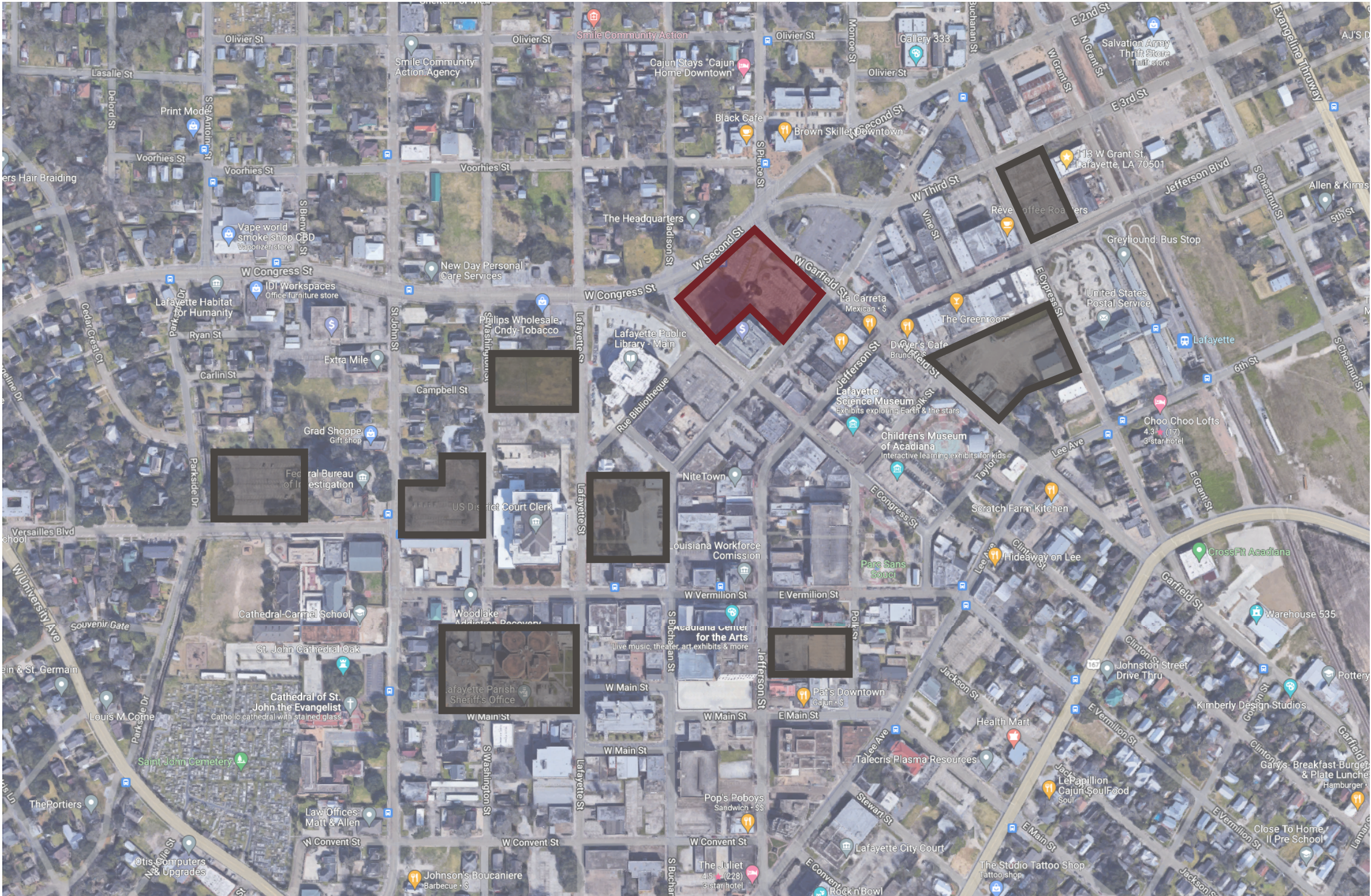
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CONGRESS STREET CORRIDOR RENDERINGS

Perspective renderings to visualize change over time



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OTHER POTENTIAL SITES

Various downtown sites can accommodate a performing arts center and each presents different opportunities