OUR TIME WITH YOU
WORKSHOP AGENDA

6:00 - 6:30
- WELCOME AND MEET/GREET
- STATION 1 - DISCOVERING FIVE POINTS
- STATION 2 - UNDERSTANDING THE MARKET
- STATION 3 - INTERACTIVE PHOTOBOTT...TELL US WHAT YOU WOULD LIKE TO SEE
- STATION 4 - INTERACTIVE MAPPING...TELL US YOUR IMPRESSIONS

6:30 - 7:10
- BRIEF PRESENTATION

7:10 - 7:30
- STATION’S 1 & 2 - QUESTION AND ANSWER
- STATION 4 - INTERACTIVE MAPPING...TELL US YOUR IMPRESSIONS
OUR TIME WITH YOU
PRESENTATION OUTLINE

- OVERVIEW OF PROCESS AND SCHEDULE
- WHAT IS FIVE POINTS?
- PREVIOUS STUDIES
- WHAT WE’RE HEARING
- WHAT WE’RE SEEING
- TESTING KEY THEMES
- NEXT STEPS
CURRENT PROJECT PROGRESS
PROJECT SCHEDULE AND PROCESS

2017

FEB MAR APR MAY JUN JUL AUG SEPT OCT

Meetings Throughout Process
PROJECT MANAGEMENT & ENGAGEMENT

- Project Management and Administration
- Online Project Presence (City Staff)
- Review Meeting (City Staff)
- Stakeholder Meeting (clustered meetings)
- Community Meeting

ELEMENT 1
LEARNING

- Tour and Field Work
- Data Acquisition/Review
- Existing Data Synthesis

ELEMENT 2
ANALYSIS & OPPORTUNITIES

- Market Study
- Market Strategy
- Site Marketability & Soft Site Analysis
- Topical Analysis & Synthesis Report

ELEMENT 3
RECOMMENDATIONS

- Topical Recommendations
- Testing Development Feasibility
- Recommendation Synthesis Report

ELEMENT 4
IMPLEMENTATION & DOCUMENTATION

- Implementation Strategies
- Draft Report
- Final Report

PROCESS TO DATE

ON SCHEDULE
TESTING ANALYSIS
BEGINNING CONCEPTS PHASE
TWO MORE PUBLIC ENGAGEMENTS
EVOLUTION OF FIVE POINTS
HOW FIVE POINTS HAS COME TO BE
WHAT WE ARE HEARING AND HAVE REVIEWED

PROCESS AND RESULTS

PLANS REVIEWED

STAKEHOLDER ENGAGEMENT

RESIDENTS

BUSINESS OWNERS

CITYBUS

CITY OFFICIALS

PUBLIC SAFETY

REAL ESTATE

PRESERVATION

PUBLIC MEETINGS

WORKSHOPS

KEY THEMES:

» Walkability
» Public Safety
» Sidewalk Condition
» Pedestrian Signage and Crosswalk Safety
» Enhanced Main St. and 18th St.
» Evaluate Circulation
» Promote Quality Schools
» Show Commitment to Neighborhood
» Need Retail (grocery) and Restaurants
» Parking is the #1 Issue for Businesses
» Major Gateway
» Strong “Brand”
» Save Architectural Character
» Balanced Redevelopment
» Encourage blending of housing, retail, public services, and restaurants

PREVIOUS STUDIES:

» Comprehensive Plan (1980)
» Unified Zoning Ordinance (1993)
» Columbian Park Neighborhood Plan (1999)
» From Good to Great (2012)
» Lafayette Placemaking Plan (2014)
» Active Learning Workshop (2014)
» Main Street Enhancements (2016)
» Bicycle/Pedestrian Plan (2016)
» Metropolitan Transportation Plan (2017)
» Columbian Park Improvements (2017)
PHYSICAL CONDITIONS
RELATIONSHIP BETWEEN FIVE POINTS AND DOWNTOWN, THE RIVER, COLUMBIAN PARK AND I-65

LEGEND
- Primary Focus Area
- Secondary Focus Area
- Direction to Destinations
- Bike Share Stations
PHYSICAL CONDITIONS
HISTORIC RESOURCES (HISTORIC VS. TODAY)
PHYSICAL CONDITIONS
HISTORIC RESOURCES

LEGEND
- Primary Focus Area
- Secondary Focus Area
- Notable Residential Structure
- Notable Non-Residential Structure
- Needs Further Investigation
- Neighborhood Character-Defining Area
» Slow Population Growth
» Median Income Lower Than Average
» New families and aging baby boomers drive different residential demand
» Household Size Decreasing (2.3 persons per household)
» New singletons will need smaller homes
Market Analysis

Residential Snapshot

- Single family detached housing stock is old
- A higher rate of vacant and renter-occupied homes undermines stability
- Undiversified housing stock limits Five Points’ ability to keep households at each life stage

Community Wide Housing Type By Generation

- Multi-Unit / Mixed-Use
- Attached / Small Detached
- Low Maintenance / Senior Community
- Student Housing Rental
- Single / Roommate Rental
- Rent as Couple / Own First Home
- Young Family Own
- Mature Family Own
- Empty Nester Downsize Own
- Retiree Senior Housing

<table>
<thead>
<tr>
<th>Generation</th>
<th>Housing Type</th>
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<tbody>
<tr>
<td>Millennial</td>
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<td>Gen X</td>
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<td>Baby Boomer / Gen X</td>
<td>Empty Nester Downsize Own</td>
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<tr>
<td>Eisenhower / Baby Boomer</td>
<td>Retiree Senior Housing</td>
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*Adapted from NCLCD; U.S. Census Bureau*
» Limited developable land, lack of City investment, and public safety concerns limit new private investment

» Housing Should Focus on Smaller Footprints/Low Maintenance

» **Over five years, about 200 new units could be in demand** (40 annually)

**Missing Middle Housing Types Expand Choice & Affordability**

Multi-unit or clustered housing that is in scale with surrounding single-family neighborhoods offers a solution to the disconnect between existing housing stock and shifting demographic preferences.
» Visitors to Columbian Park Drives Baseline Demand
» Demand of 2,000 sf/year (10,000 sf over five years)
» Demand could change with safety and infrastructure improvements, or improvements to local household spending dollars
» Destinations and targeted investment areas may further attract unique retail

15 Minute Walk

The 2016 total retail leakage/surplus of the 1,490 households within a 15 minute walk of Five Points
» Total Retail Demand $89M
» Total Retail Supply $54M
» Retail Leakage $36M

Opportunities in the Market
» Neighborhood-serving retail
» Affordable, family and sports-oriented restaurants
» Thematic destinations tied to Columbian Park
» Current parking issues, low rents, and distance from CBD limit office demand potential at Five Points.
» In Five Points could support:
  » Innovative users
  » Non-profits
  » Public/private partnerships to offer incubation spaces, trades districts, etc.

Currently, rents in the Five Points Neighborhood are below cost feasible construction levels.
Projected market opportunities are based upon:
» Population growth trends
» Demographic shifts
» Consumer preferences
» Unimproved condition of Five Points.
MARKET ANALYSIS

X-FACTORS

X-Factors Can Change Trajectory
» Implementation of the Columbian Park Master Plan (Loeb Stadium Improvements)
» Leveraging Downtown and Columbian Park
» High-quality public realm space with new opportunities for outdoor dining and gathering
» Improving street grid, connectivity and parking
» Integrated bicycle and pedestrian facilities
» Investment in targeted neighborhood stabilization
» Public dollars spurring private investment through infrastructure and parking improvements

CREATING A HUB OF ACTIVITY
GUIDING PRINCIPLES
SYNTHESIZED THROUGH INPUT

ACTIVE AND HIGH QUALITY PUBLIC EXPERIENCE
ENHANCED THROUGH IMPROVED SPACE AND SIMPLE CIRCULATION

A VIBRANT AND WELL POPULATED DISTRICT
PROMOTED THROUGH REVITALIZATION AND REDEVELOPMENT

HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY
PROMOTED THROUGH PRESERVATION, BRANDING AND MARKET OPPORTUNITY

TRANSFORMING FIVE POINTS THROUGH A SERIES OF STRATEGIC INITIATIVES
AN ACTIVE AND HIGH-QUALITY PUBLIC EXPERIENCE
SIMPLER AND MORE EFFICIENT VEHICULAR CIRCULATION

LEGEND
- Primary Focus Area
- Secondary Focus Area
- Key Bus Stop Change
- Additional Vehicular Lane
- Intersection Improvements
- Potential On-Street Parking
- Existing On-Street Parking
- Potential Road Modification
- Potential Road Extension
AN ACTIVE AND HIGH-QUALITY PUBLIC EXPERIENCE

IMPROVED MULTI-MODAL CONNECTIVITY AND OPEN SPACE OPPORTUNITIES
THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY
PRESERVATION, REVITALIZATION, AND BRANDING
THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

BICYCLES AND PEDESTRIANS
THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

GATEWAYS
THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

HOUSING
THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

MIXED USE
THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

STREET LIFE
THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

URBAN SPACE
7:10 - 7:30
- STATION’S 1 & 2 - QUESTION AND ANSWER WITH CONSULTANTS AND CITY STAFF
- STATION 4 - DOT VOTING (WHERE YOU LIVE, PLACES YOU VISIT, PLACES YOU AVOID)
- STAY TUNED FOR ANOTHER PUBLIC ENGAGEMENT LATE SUMMER AND EARLY FALL
- CONTINUE TO FOLLOW THE CITY’S FACEBOOK PAGE FOR MORE INFORMATION
- PARTICIPATE IN SPARK! (SPARKPLACEMAKING.ORG/LAFW/LAF/)