



CITY OF MONROE DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE INTERIM REPORT

August 17th, 2022

PHASE 2 - ASSESSMENT

- 2.1 Marketing Campaign
- 2.2 Community Visioning Meetings
- 2.3 Consultant Team Workshop
- 2.4 Master Plan Vision Statements
- 2.5 Proposed Building Use Study
- 2.6 Proposed Circulation Study
- 2.7 Define Riverfront Character
- 2.8 Preliminary Budgeting
- 2.9 Proposed Economic Incentives
- 2.10 Draft Master Plan Outline

DESIGN WORKSHOPS | 2.3 CONSULTANT TEAM WORKSHOP

In preparation to the team's site visit to Monroe, weekly meetings were conducted between the City, all consultants, and design teams. Starting Tuesday August 9th through Friday August 12th, design and City teams gathered in the Garrett House to engage in design sessions to identify opportunities and constraints, compile list of potential catalyst sites, study circulation challenges and openings, and brainstorm about potential economic incentives.

Participants:

| CAMPO | CARBO | CSRS | CITY OF MONROE | COMMUNITY ENGAGEMENT |
|---|--|--------------|--|----------------------|
| Janina Scalfano Mary Gilmore Isabella Zannier | Shannon Blakeman John-Taylor Corely | Mark Goodson | Kelsea McCrary Nirali Patel DJ Fortenberry Michelli Martin Meghan Risinger Mayor Friday Ellis | Katrina Branson |

Consultant Roles

- **CARBO:** Landscape consultant to partake in research and data collection, site evaluation, identification of significant site features, potential opportunities, and constraints. As well as participation in design workshops for overall concept development, advance conceptual plans for specific amenities.

- **CSRS:** Estimator/Funding/Economic Incentive consultant to identify site development opportunities, compare downtown's economic potential through estimates of regional market capture and related development scenarios, determine build-out estimates of redevelopment scenarios, highlight and detail areas within corridor that are suitable for catalytic projects, quantify potential return on investment on public infrastructure/investment, identify and recommend potential economic incentives for investment, and work with City of Monroe to design any necessary incentive programs to attract corporate investment.



INFORMAL OPEN HOUSE | 2.2 COMMUNITY VISIONING MEETINGS

The design team compiled the information and designs discussed during consultant workshops into clear diagrams for the public to react to during an informal open house.

Event Marketing | 2.1 Marketing Campaign

City and design teams encouraged community participation through marketing of the Open House event on social media.



Dozens of people attended The Garret House for the occasion, including public City officials, current Downtown investors, business owners, and several Monroe's community members. However, the design team identified a lack of participants from further areas south of Downtown Monroe.

In general, community participation in the Informal Open House expressed great excitement towards City of Monroe Downtown development. Among the items for display in the open house, the team included diagrammatic sketches of urban planning strategies, boards with questions about people's interests and ideas, and a Visioning Wishlist depicting different projects that could take place on either a 1, 5, or 10-year plan.

Visioning Wishlist | 2.4 Master Plan Vision Statements

1-YEAR PLAN

Coca cola Building Renovation
Pedestrian Alley (off Art Alley) upgrade
Pedestrian crossing through railroad tracks at Second and Third streets
Austins Bldg. preservation
Downtown Gateways
Sidewalks/Street improvements
 Jackson St. – In progress
 DeSiard St. – Partially in progress
 N Second St. (DeSiard St. to Louisville Ave.)
 Washington St. (Walnut St. to N Fifth St.)
 S Grand St.
 Art Alley Pedestrian Oriented Beautification
North of Washington Street Branding
Riverwalk Part I – Planning/Coordination
Grand Plaza Auditorium programming

5-YEAR PLAN

Newstar building
Palace Building
Riverwalk Part II – Urban Path
Walnut St. Park
Increase Seanger Pocket Park
Art Alley Pedestrian Only
Grand Plaza
Downtown Library

10-YEAR PLAN

Riverwalk Part III – Brick Path on River
Delta Theatre Building
121 Washington St.



Community members and City officials engaging in the design process during Informal Open House



City officials and property owners engaging in the design process during Informal Open House

Items discussed during the open house included:

- The branding of a new district on the North side of Washington Street
- Connectivity ideas, such as pedestrian crossing through railroad-street intersections, pedestrian-oriented alleys, and pedestrian concerns crossing Endom Bridge
- Ideas for new incentives, specifically for small business incubators
- Potential catalysts projects and their programming
- A new vision for Washington St. as the potential connector between the Downtown area and ULM campus
- Potential student design studios for the development of ADA accessibility studies, bus stops design & satellite campus downtown for ULM/Delta

DESIGN CAMP OVERVIEW | 2.2 COMMUNITY VISIONING MEETINGS



Design Camp activities at the Northeast Louisiana Children's Museum



Renovated and new buildings



Vision boards of new businesses and outdoor spaces

The children of Monroe got to play a part in urban design development by engaging in Design Camp at the Northeast Louisiana Children's Museum. Attendees could participate in four different stations: 1) Start a Business. 2) Renovate a Building. 3) Design a New Building. 4) Create Outdoors Space.

With significant community participation, the team gained insight into the youngest of Monroe citizens' ideas and wishes for the future of Downtown Monroe. The produced outdoor spaces vision boards included sports and recreation amenities, new programming ideas were proposed as businesses, and art-filled renovations were added to the Downtown Monroe scale model.



Event Marketing | 2.1 Marketing Campaign

Design and City teams encouraged community participation through marketing of the Design Camp event on social media and newsletter. Numerous children, parents, business owners, and City officials participated in Design Camp. In addition, local press attended and reported on the event.

DESIGN CAMP!
FRIDAY, AUGUST 12, 1:00PM - 4:00PM
NORTHEAST LOUISIANA CHILDREN'S MUSEUM, 323 WALNUT ST.

Using the city as the classroom, students are invited to participate in the Downtown Strategic Plan through an interactive design session led by Campo Architects. Imagine the future of downtown through activities including drawing, model building, and diagramming. Snacks and supplies will be provided. All ages are welcome.

Free! Just RSVP!
Scan the QR code or go to <https://tinyurl.com/5fv59zf> to register!

Campo Architects City of Monroe

YOUTH DESIGN CAMP INVITATIONS

LSU AgCenter 4H Club
Christopher Youth Center
Mayor's Youth Council
KountTeens2
Queens of Tomorrow
Manhood Alive Academy
Monroe City Academy League
Fellowship of Christian Athletics
Whites Ferry Road Youth Pastor
The Assembly Youth Pastor
Christ Church Youth Pastor
Education Round-Up 360 Facebook Group
WMWO Chamber/Monroe Chamber Newsletter
United Way Youth Empowerment Program

COMMUNITY ENGAGEMENT REPORT | 2.2 COMMUNITY VISIONING MEETINGS

Community Engagement consultant, Katrina Branson, has conducted and reported on numerous strategies for fostering Monroe habitants' participation, including One-on-one interviews to community leaders and business owners, engagement events for local high school alumni, meetings with focus groups, and publications of design progress on local press. The 8 focus groups identified comprise: Neighborhood Associations, College & University, Health Clubs, Youth Pastors, Churches, Musicians, Monroe Regional Black Chamber of Commerce, and Real Estate Agents.

Community Engagement snapshot



Chelsea Wyatt, Small Business Owner
Power-Up Dance



Community visioning event

"Places where they can go and hang out; nothing crazy-expensive."

YOUTH PASTOR

COLORFUL WINDOWS IS SOMETHING THAT WOULD ATTRACT KIDS TO WANT TO GO DOWNTOWN. KIDS LOVE COLOR!

Chelsea Wyatt



"Collaboration of Monroe & West Monroe and bringing the two together instead of separate, similar to Shreveport/Bossier City."

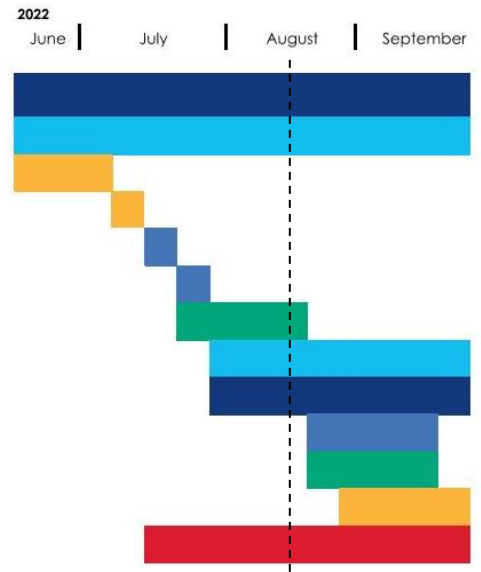
"A lot of businesses downtown may require you to appear a certain way to prevent things from happening...when it comes to safety."

"Long distance, scenic areas to walk or ride a bike. Having some sort of walkway or paths that are appealing to get people out and get active."

dream

PROJECT STATUS SUMMARY

| Monroe Master Plan : Phase 2 Schedule | | | |
|---------------------------------------|--|----------------------------|---------------------|
| As of 05.31.2022 | | Estimated Duration (weeks) | Start Finish |
| Task Name: | | | |
| | Notice to Proceed | 14 | 6/21/2022 8/27/2022 |
| | Phase 2 - Assessment | 14 | 6/21/2022 9/27/2022 |
| 2.1 | Marketing Campaign | 14 | 6/21/2022 9/27/2022 |
| 2.2 & 2.3 | Prepare for visioning meetings & consultant workshop | 3 | 6/21/2022 7/12/2022 |
| 2.2 | Community Visioning Meetings | 1 | 7/12/2022 7/19/2022 |
| 2.3 | Consultant Team Workshops | 1 | 7/19/2022 7/26/2022 |
| 2.2 & 2.3 | Processing information from meetings & workshop | 1 | 7/26/2022 8/2/2022 |
| 2.4 | Vision Statement | 4 | 7/26/2022 8/23/2022 |
| 2.5 | Proposed Building Use Study | 8 | 8/2/2022 9/27/2022 |
| 2.6 | Proposed Circulation Study | 8 | 8/2/2022 9/27/2022 |
| 2.7 | Riverfront Character Development | 4 | 8/23/2022 9/20/2022 |
| 2.8 | Preliminary Budgeting with City's team | 4 | 8/23/2022 9/20/2022 |
| 2.9 | Proposed Economic Incentives | 4 | 8/30/2022 9/27/2022 |
| 2.10 | Draft Master Plan Outline | 10 | 7/19/2022 9/27/2022 |



As a result of design workshop/production and community feedback through visioning meetings, the design team is now utilizing the information to refine proposals for Building Use, Circulation, and the overall Master Plan Outline.

UPCOMING COMMUNITY ENGAGEMENT EVENTS



CITY OF MONROE

COMMUNITY ENGAGEMENT DISTRICT MEETINGS

Help us #DevelopDowntown!
We want your feedback and input as we continue the conversation and gather ideas, suggestions and solutions to build downtown Monroe.

| | |
|--|--|
| <p>DISTRICT 1</p> <p>COUNCILMAN DOUG HARVEY THURSDAY, AUGUST 25, 2022 6PM-7PM ST. ALBAN'S EPISCOPAL CHURCH 2816 DEBORAH DR, MONROE, LA 71201</p> | <p>DISTRICT 2</p> <p>COUNCILWOMAN GRETCHEN EZERNACK TUESDAY, AUGUST 16, 2022 6PM-7PM SAUL ADLER COMMUNITY CENTER 3900 WESTMINSTER AVE, MONROE, LA 71201</p> |
| <p>DISTRICT 3</p> <p>COUNCILWOMAN JUANITA WOODS TUESDAY, AUGUST 30, 2022 6PM-7PM POWELL ST COMMUNITY CENTER 1401 POWELL AVE, MONROE, LA 71203</p> | <p>DISTRICT 4</p> <p>COUNCILMAN CARDAY MARSHALL MONDAY, AUGUST 15, 2022 6PM-7PM EMILY P. ROBINSON COMMUNITY CENTER 3504 JACKSON ST, MONROE, LA 71202</p> |
| <p>DISTRICT 5</p> <p>COUNCILWOMAN KEMA DAWSON MONDAY, AUGUST 22, 2022 6PM-7PM PUBLIC SAFETY CENTER 1810 MLK JR DR, MONROE, LA 71202</p> | |

AUGUST 19 AT 9:30AM

Steering Committee Meeting
Virtual

CONTACTS

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Campo Architects: Janina Scalfano, AIA, Senior Architect, jscalfano@itcampo.com