



CITY OF MONROE DOWNTOWN STRATEGIC PLAN STEERING COMMITTEE FINAL REPORT

September 28th, 2022

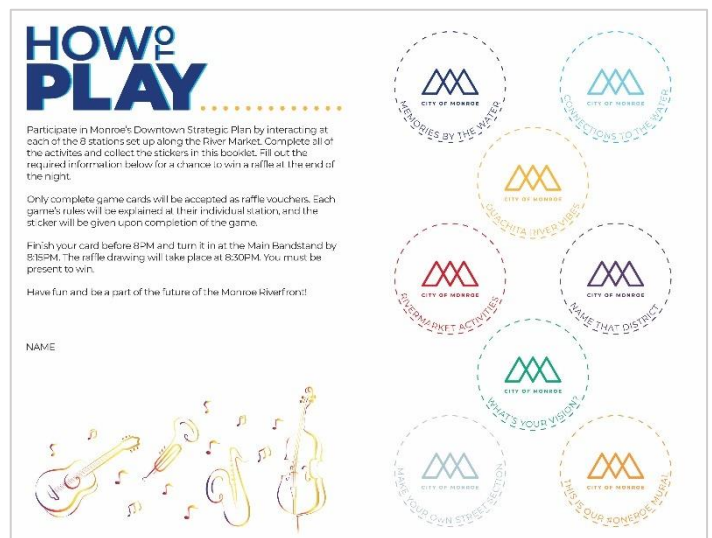
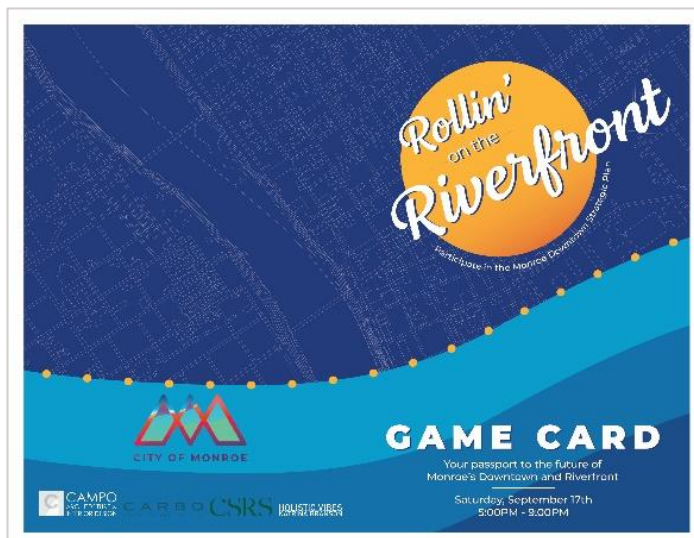
PHASE 2 - ASSESSMENT

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

BLOCK PARTY

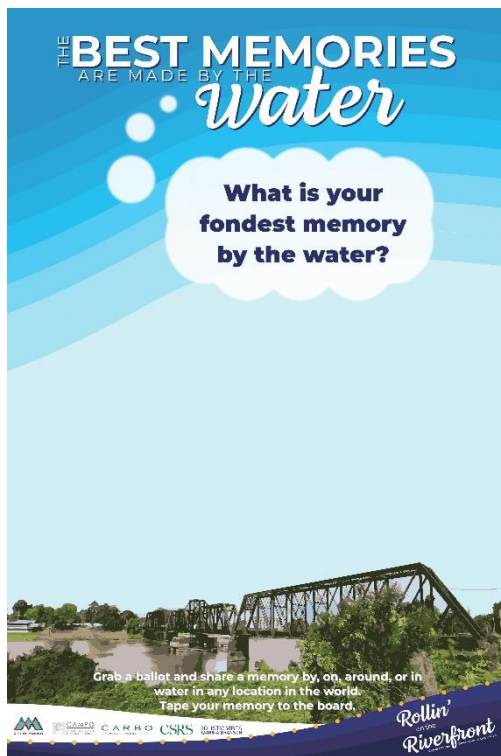
On Saturday, September 17th, Campo and the City of Monroe hosted "Rollin on the Riverfront" a block party at the Monroe Rivermarket that included local food trucks, vendors, live music, performances, activities, and a raffle. The event was part of the ongoing Community Participation for Phase 2 of the Downtown Strategic Plan. Mayor Friday Ellis and Main Street Director Nirali Patel opened the event with the reveal of the new Downtown Monroe Main Street logo. Following, Campo Partner Mary Gilmore and Community Engagement Consultant Katrina Branson gave an update on the Monroe Downtown Strategic Plan and the importance of community participation and feedback. Brass Knuckles band played and second lined through the Rivermarket to promote health and fitness, Carolyn's Dance Land performed, and DJ Kidd played the rest of the night.

The Downtown Monroe Strategic Plan design team produced interactive boards for attendees to engage with and record their feedback regarding the design process. Participants received a game card that after completion was exchanged for a raffle ticket.



Below summarizes the information gathered during the block party.

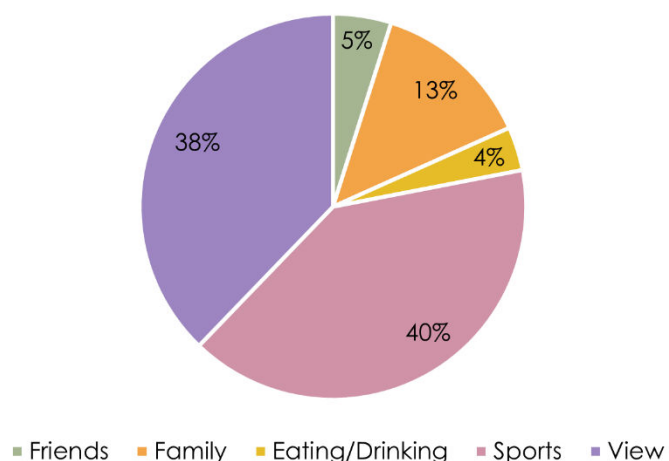
“The Best Memories are made by the Water” board inquired participants about their fondest memory by water and provided a ballot for written responses that would be attached to the board and/or collected by volunteers.



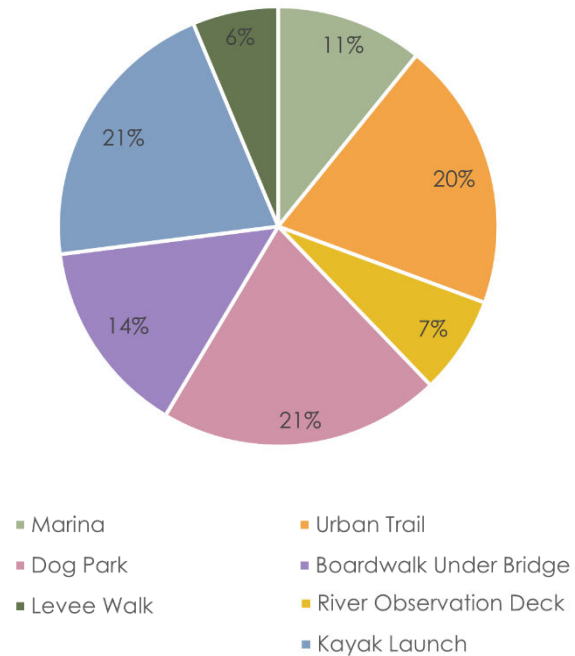
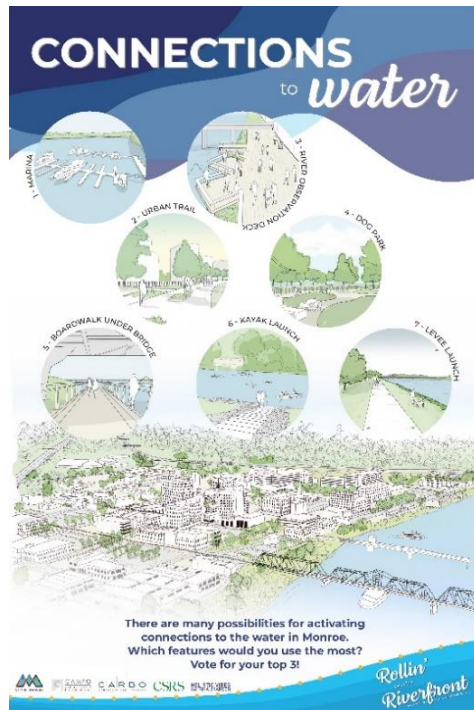
This board received a total of 81 responses, those were collected, recorded, and categorized into the categories shown in the chart below:

Reponses examples:

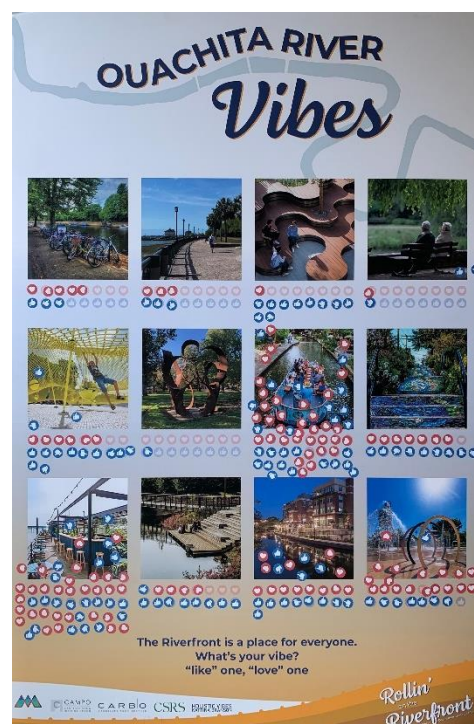
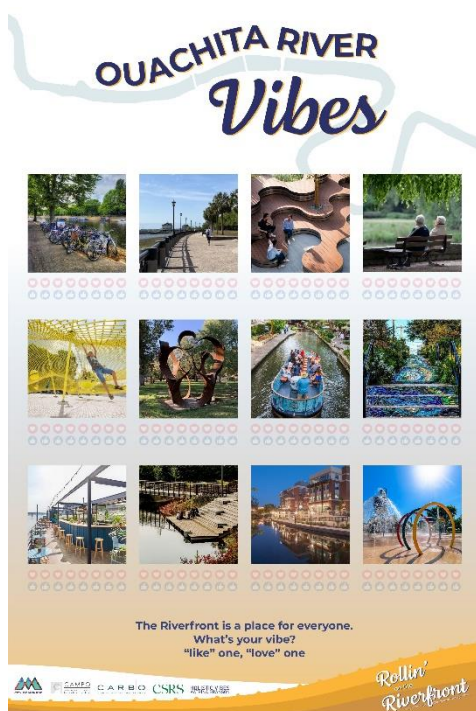
- Boat riding with friends
- I took prom pictures here my Senior year
- Getting married on the boardwalk
- Great fishing time on the water
- Night crabbing and meditating on beach
- Christmas and New Year's fireworks



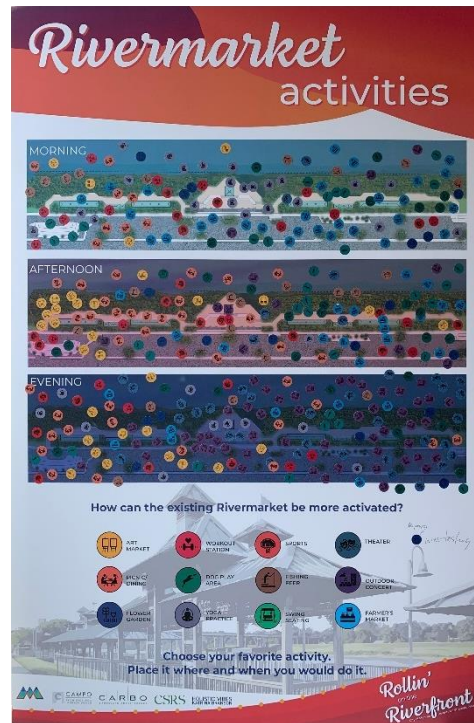
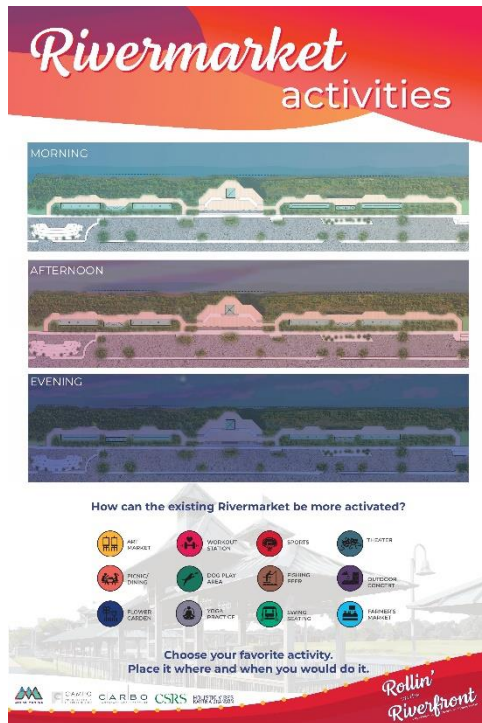
“Connections to Water” board asked participants to vote for the connection to water feature they would use the most. The board presented 7 options: Marina, Urban Trail, River Observation Deck, Dog Park, Boardwalk Under Bridge, Kayak Launch, and Levee Trail.



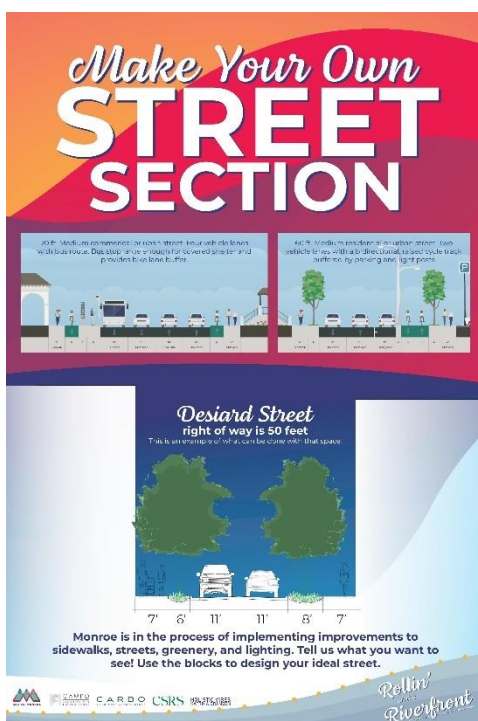
“Ouachita River Vibes” board presented an image mood board for people to “like” and “love” their favorites.



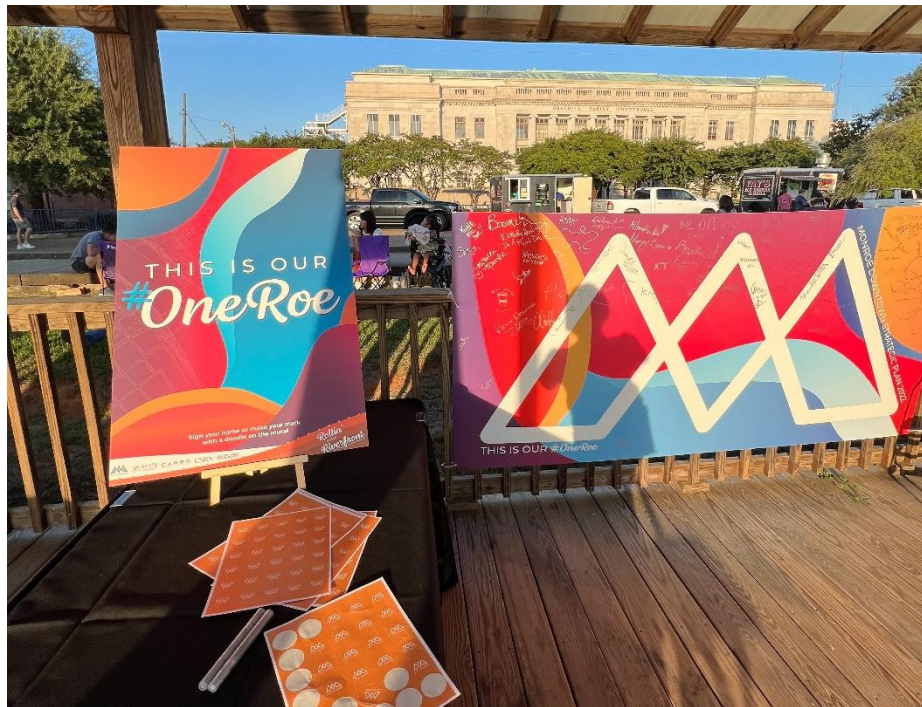
“Rivermarket Activities” board allowed attendees to showcase their preferred activity to take place in the existing Rivermarket and the time of day for such activity.



“Make your own Street Section” activity board presented participants with the opportunity to select component and arrange layouts for a successful street design.



“This is our #OneRoe” board fostered sense of unity and pride in one’s community by encouraging residents to leave their mark in what could potentially be transformed into a new mural for the city of Monroe.



“What’s your Vision?” board, provided prompts with fill-in-the-blank sentences for attendees to complete and submit their answers. Filled ballots were collected and the responses recorded, see example below.

WHAT'S Your VISION?

Take a ballot and finish the statements below based on your vision for the Monroe Riverfront!

- In the past, I've described the Monroe riverfront as 1A.
In the future, I want it to be 1B.
- I'm passionate about the Riverfront's development because 2.
- I enjoy public parks when they have 3A.
I enjoy outdoor spaces when I am 3B.
- I think 4A is Monroe's biggest strength and I think the Riverfront can exemplify that by 4B.
- I enjoy visiting other riverfronts when they have 5.

Rollin' on the Riverfront

CAMPO CARDO CSRS

WHAT'S Your VISION?

1A _____

1B _____

2 _____

3A _____

3B _____

4A _____

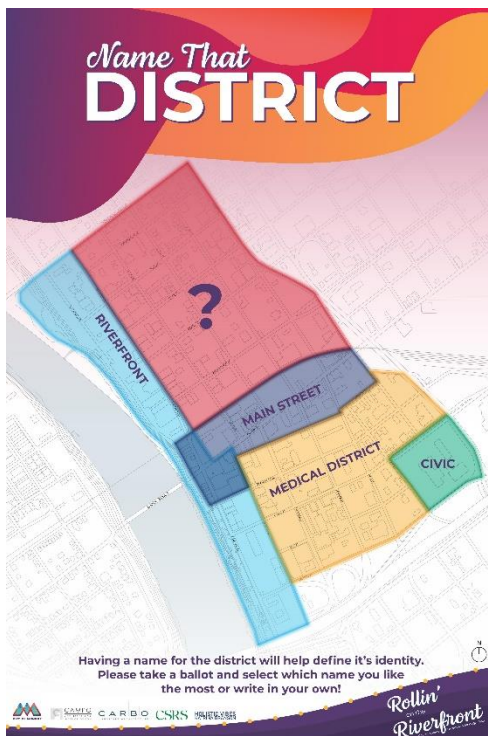
4B _____

5 _____

Rollin' on the Riverfront

1A: In the past, I've described the Monroe riverfront	1B: In the future, I want it to be	2: I'm passionate about the Riverfront's development because	3A: I enjoy public parks when they have	3B: I enjoy outdoor spaces when I am	4A: I think ___ is Monroe's biggest strength	4B: and I think the Riverfront can exemplify that by	5: I enjoy visiting other riverfronts when they have
Improving	Used more often for events	We'd like to see downtown revitalized	pathways, & fountains	Enjoying being outdoors	The zoo		Landscaping, pathways, & fountains
Pretty	Kid friendly	I am excited	Dog parks	Happy playing with Koda	The community	Having an event the 1st Friday or every month	Seating
Downtown	Riverfront	Good for attracting citizens and tourists	Park benches under trees, fountains, and concerts	I love the great outdoors	People and river	If the riverfront is developed to attract community	Amusements, benches, restaurants, markets, tacos, and
Non-existent	Fun & safe	It makes Monroe better	Dog parks	With my dog	People	Having more gatherings to enjoy	Things to do
Not much to do	Busy and energetic	I think it has a lot of potential	security, call box, etc.	Spending time with family	Food & culture	restaurants/farmers market	Events like this
Crusty	Safe	Growth	Sidewalks	Bike paths	Community	Public events	restaurants
Boring	Fun	activities	Activities	Breathing	Woxer?	Showcasing	Beauty, clear oxygen
Boring	families	It gives me piece of mind	Plenty of seating	With family	River market	them	kids
Boring	Entertaining	Brings more money, business, & entertainment	Activities to enjoy	music, concerts, & relaxing	Downtown	More events, concerts	rides, music, entertainment
Un-walkable/un-rideable	Walkable/rideable	I want to enjoy coming out	Trees, shade, walking paths	Safe, comfortable, shaded	Offering a beautiful river	Making it more visitor friendly	Fun activities, food, entertainment, walking/riding trails
Pretty	Local spa	It revitalizes	Shady picnic tables	Shaded	Riverfront	Doing more events	Food trucks
Beautiful	Used more	We need a boat dock	Walking trails	Comfortable	Neighborhoodness	Having a block party	Shops/booths
Beautiful	Full of life	It can bring a lot of fun	Activities for family	With family & friends	Art district	More events	Night life
		Outdoor activities, new food, family fun	Playgrounds for kids/shade	With my kids	Small town feel	Family owned restaurants/food trucks	Live music/safe feel
We are coming	Live and vibrant		Scenery and bathrooms	Cool and comfortable	ULM	Hosting more events for college students	Good night life
Quiet	Busy	It's beautiful	Dog parks	Hanging with friends	Water	Seating	Restaurants
Boring	Exciting	I'm a young adult					

Finally, "Name that District" board focused on developing a new name for the area north of the railroad tracks. Having a name for the district will help define its identity and sense of place. Ballots for this station provided three options for names: "Bridge Town", "Warehouse District", "Central City" and "other" option with a blank space for participants to suggest their own idea.



Name That DISTRICT

The district in red needs a name! Please select which name you like the most or write in your own.

☐ Bridge Town
 ☐ Warehouse District

☐ Central City
 ☐ Other (Please Specify)

Examples of suggested names:

Bridge Roe
 Entertainment District
 Business District,
 Distillery District
 Louisville Town
 Fun Roe
 Funrow
 Murphy Town

In addition to interactive boards, there were informative boards produced by the team for block party attendees to gain understanding of studies conducted for the benefit of the Monroe Downtown Strategic Plan. See below:

PLANNING FOR A LIVE-WORK-PLAY DOWNTOWN MONROE

Monroe Strategic Plan

did you know?

-  Over **6,000** people work in Downtown Monroe
-  **99%** of them commute into Downtown
-  The average earnings per job is **\$49,200**
-  The average worker spends **\$15** per day on lunch/coffee

LIVE - WORK - PLAY recommendations for downtown monroe

-  Market rate housing
-  Grocery and Specialty Food Stores
-  Bars & Restaurants
-  Local "makers" - Furnishings, Stationary, Gifts, Lawn & Garden, etc.

LIVE - WORK - PLAY uses currently existing in downtown monroe



what is a LIVE - WORK - PLAY neighborhood?

Live-Work-Play neighborhood, as the name suggests, is a neighborhood that provides places for people to LIVE (townhouse/multi-family apartments), WORK (offices, light manufacturing hubs, services) and PLAY (open spaces, bars/restaurants, retail, etc.) largely within close proximity to each other. By providing these essential uses close to each other, such neighborhood enables a more walkable and transit-rich development with improved streetscapes, catered towards providing a safe and vibrant pedestrian experience.

why downtown monroe?

Downtown Monroe is a LIVE-WORK-PLAY neighborhood in making with several of these uses already co-existing near each other. It has the potential to further flourish into a "Live-Work-Play" community by developing under-utilized parking lots and vacant spaces into additional housing and retail options for workers commuting to downtown, as well as by improving and expanding on existing pedestrian corridors and public transit services.

CARBO CSRS HOWITWORKS CAMPO

PROPOSED PROJECT TYPES

Monroe Strategic Plan

MEDIUM DENSITY TOWNHOUSE

With the vision of creating a vibrant live-work-play neighborhood, these medium density townhouses would enable people working within or near downtown Monroe, to live near their place of work while having access to several amenities that downtown has to offer. By providing more owner-occupied housing units through these townhouses, it would encourage more long-term residents to move into the area, anchoring the future for a thriving downtown Monroe.



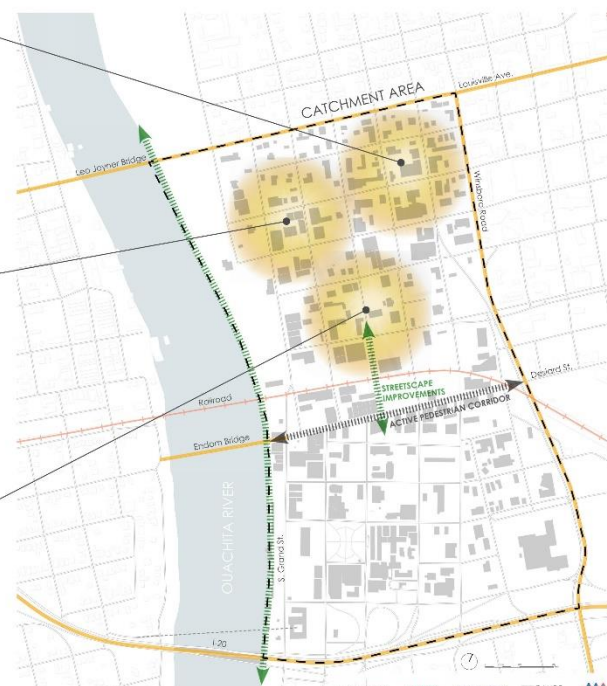
MIXED-USE WITH RESTAURANT/BAR

This type of development allows for residential uses, such as multi-family apartments, to be mixed with ground-floor commercial uses, such as restaurants or bars. This creates a more lively entertainment district for the residents to enjoy, with a more active street-life and attractive urban design elements, such as outdoor seating, hanging planters, cozy lighting, etc.



MIXED-USE WITH GROCERY STORE

This type of development also allows for residential uses, such as multi-family apartment units, to be mixed with commercial uses, such as a grocery or a convenience store, located in the ground floor of the building. This allows for easy access to fresh food stores within walking distance of where people live, creating a healthier community and a sustainable urban environment.



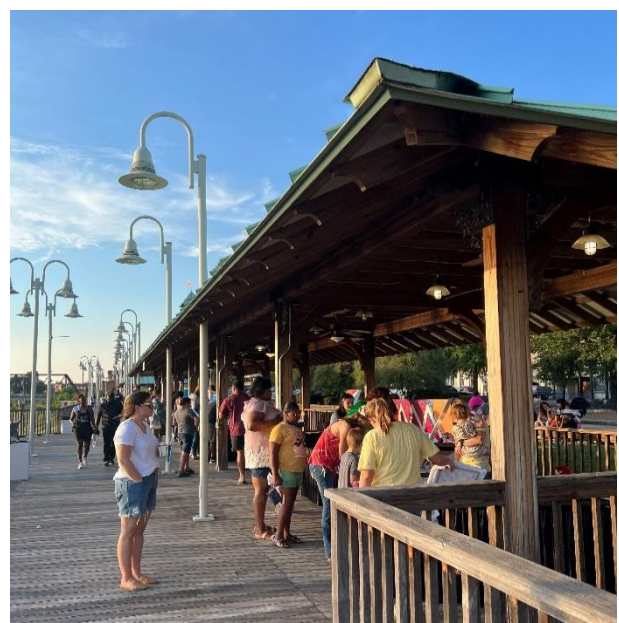
CARBO CSRS HOWITWORKS CAMPO



An estimate of 350 - 400 residents of Monroe attended the Rolling on the Riverfront Block Party and over 100 completed all game cards to participate in the raffle. Families stayed until nighttime enjoying music, dancing, and sense of community.



Band and party attendees gathered at Rivermarket clock tower.



Monroe residents participating in Rollin' on the Riverfront activities



Food trucks



New Main Street logo reveal



The clock tower area of the Rivermarket served as dance floor for party attendees



OCTOBER 5TH

Phase 2 Booklet submission

CONTACTS

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