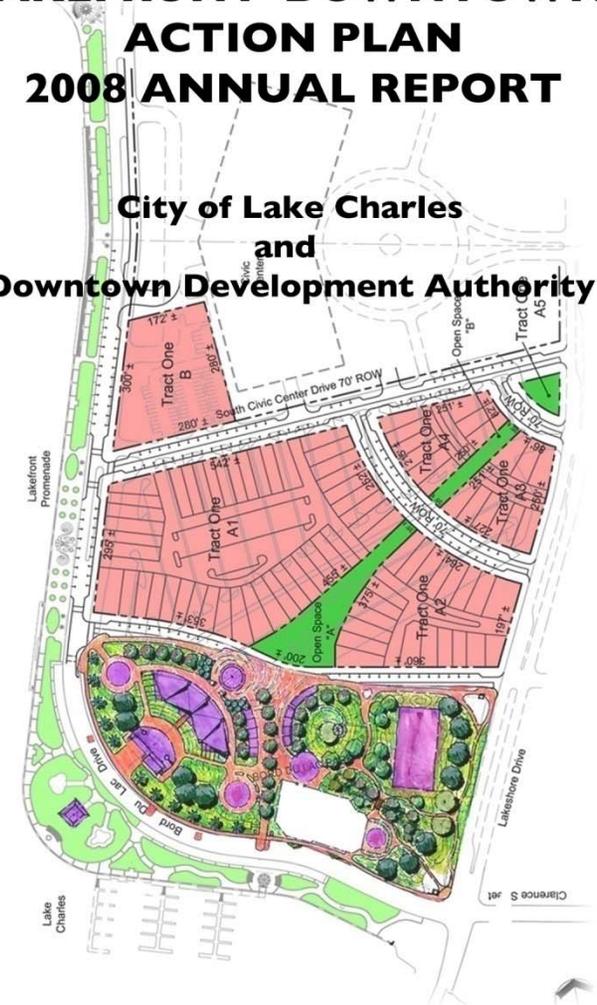




LAKEFRONT-DOWNTOWN ACTION PLAN 2008 ANNUAL REPORT

City of Lake Charles
and
Downtown Development Authority



Moore Planning Group, LLC.
EDSA
Randy M Goodloe, AIA
DWJ
Architects Southwest
CSRS
Wejee Lechtenberg

Downtown Lake Charles Charrette Report

BACKGROUND 4

As previously mentioned the Downtown Lake Charles Charrette Report was initiated as a way of assisting storm-damaged Lake Charles develop a recovery vision.

As previously mentioned the Downtown Lake Charles Charrette Report was initiated as a way of assisting storm-damaged Lake Charles develop a recovery vision.

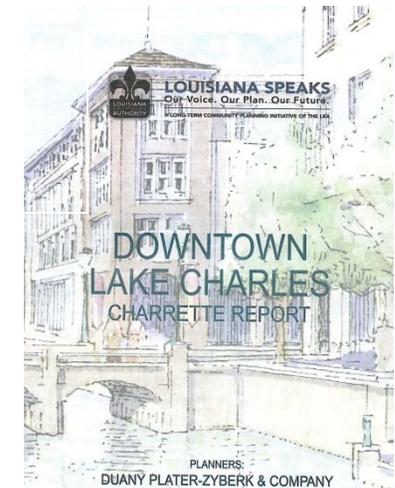
The plan was commissioned by the Louisiana Recovery Authority (LRA) and facilitated by the planning firm of Duany Plater-Zyberk & Company which brought together planning and urban design professional expertise from Louisiana and around the world. This effort resulted in a forward looking plan that took advantage of imbedded assets – lake front, existing buildings and infrastructure, interstate access – and integrated innovative planning concepts.

Heavily influenced by the public through the participatory charrette process, the plan reflects the desires and concerns of downtown Lake Charles stakeholders and a broad array of city residents and community leaders. The consensus was so strong that, upon completion of the plan, the City immediately adopted the plan and passed six Resolutions directing City leadership to pursue its concepts.

The priorities of the Downtown Lake Charles Charrette Report developed by consensus through the charrette process can be summarized as follows:

- To Extend the urban fabric to the waterfront**
- To Provide lakefront amenities conducive to public use**
- To Upgrade waterfront storm surge and flood protection**
- To Entice private development through innovative codes**
- To Resolve existing traffic problems**
- To Accommodate / encourage transit-friendly development patterns**
- To Integrate projects under consideration before Rita**
- To Catalyze high-quality housing construction in the downtown area**
- To Use environmentally responsible building techniques**
- To Feature reduced storm-related risks**

These priorities formed the basis for the downtown plan and will continue to permeate the decision process in the LDAP-Phase I work.

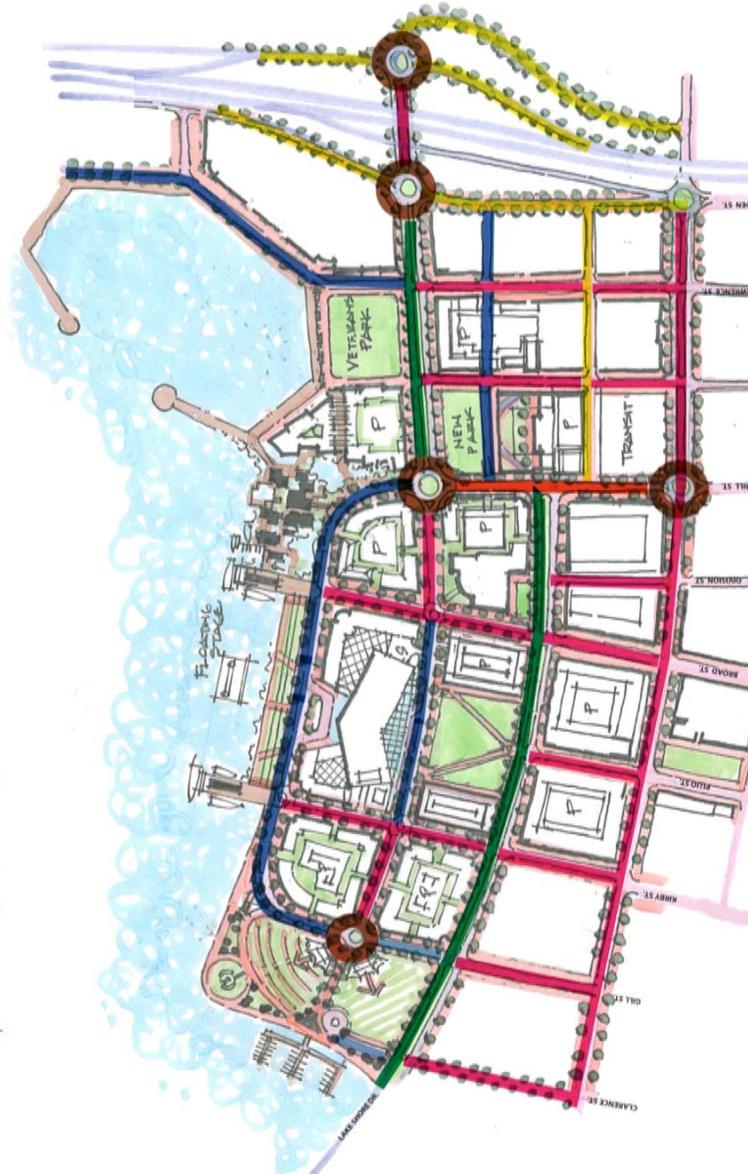


LDAP Plan

PLAN REFINEMENT 10

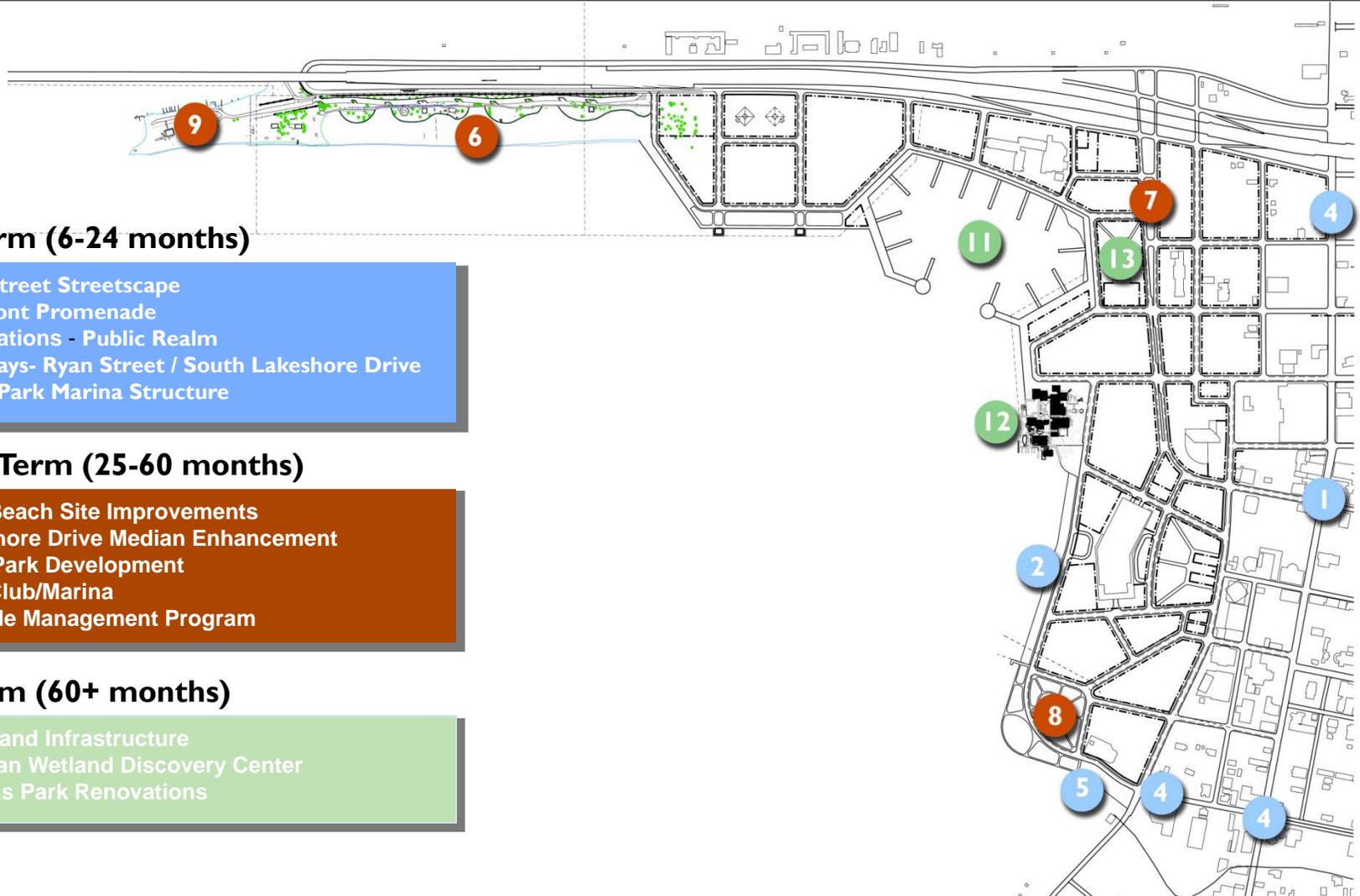
Armed with infrastructure information, market feasibility data, and input from City Leaders, the MPG Team began suggesting refinements to the plan. In a series of workshops and presentations the planning team developed schematic diagrams and plan suggestions for review by City staff and leadership.

The objective was to create a series of development “envelopes” along the lakefront that remained true to the original plan, and that related to each other and the broader community.



Strategic Implementation Plan

PLAN REFINEMENT 16



Short Term (6-24 months)

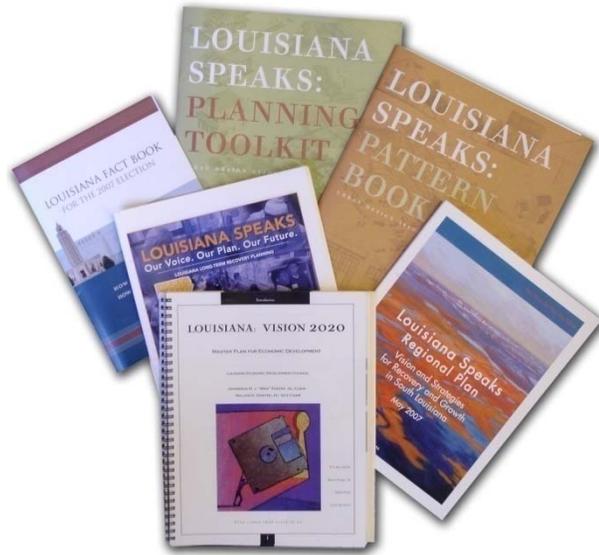
1. Ryan Street Streetscape
2. Lakefront Promenade
3. Renovations - Public Realm
4. Gateways- Ryan Street / South Lakeshore Drive
5. South Park Marina Structure

Medium Term (25-60 months)

6. North Beach Site Improvements
7. Lake Shore Drive Median Enhancement
8. South Park Development
9. Yacht Club/Marina
10. Lifecycle Management Program

Long Term (60+ months)

11. Harbor and Infrastructure
12. American Wetland Discovery Center
13. Veterans Park Renovations



Now that the projects have been divided by term, it becomes necessary to establish criteria for selecting which projects are most important to meeting the intent of the LDAP effort.

MPG uses a variety of tools to do this and has developed an Evaluation Matrix to help guide decision-making. The first component of the matrix involves the balancing of the **Four Elements of Community Sustainability and High Quality of Life**.

Over the years, MPG has developed this evaluation tool to help community leaders make informed decisions about prioritizing projects, programs, and policies that will advance their community goals while maintaining a critical balance between **Education, Infrastructure, Economic Development, and Livability**.

This tool has been refined over the years and amplified to include guiding influences and innovative works such as **Smart Growth Principles, Louisiana Vision 2020**, and most recently, **Louisiana Speaks Regional Plan** criteria.



Project Budget and Resource Allocation

CRITERIA 24

City of Lake Charles Downtown Lakefront Development				Rev. March 17, 2008		
Funding Source	01/03/08 Balance Funding Amount	Current Available Funds	Future Availability Dates	Authorized Project	Potential Project	Other Notes
CITY GENERAL FUND						
City Capital allocated for Downtown Development	\$ 2,176,000.00	\$ 2,176,000.00	Annual contribution	Lakefront / Downtown Implementation		revenue source riverboat - determined each year
Totals	\$ 2,176,000.00	\$ 2,176,000.00				
AWDC						
CIAP (Coastal Impact Assistance Program)				America's Wetland Discovery Center (501C3 Non-Profit) - \$500K spent on planning "soft costs"		CoLC sponsor for ctr. - Joe Champeaux, Proj. Architect
Dow BEP donation	\$ 800,000.00	\$ 800,000.00				beneficial env. project from DOW
City Accumulated capital funding	\$ 1,027,000.00	\$ 1,027,000.00				General Fund - Casino revenue
Totals	\$ 1,827,000.00	\$ 1,827,000.00				
CITY BOND ISSUE						
City Bond - Utility Improvements						
City Bond - Downtown/Lakefront Development	\$ 18,000,000.00	\$ 8,000,000.00		Lakefront Development - Bond Issue Series 1		Matching funds for C.O.
City Bond - Economic Development	\$ 5,000,000.00			America's Wetland Discovery Center		
City Bond - City Park Development Program	\$ 500,000.00	\$ 500,000.00		North Beach Pavilion		
Totals	\$ 23,500,000.00	\$ 8,500,000.00				
PARISH FUND						
Parish FEMA ESF-14 Original \$5.2M plus \$13.3 M	TBD			Additional allocations for these projects from the parish's \$18.5 M total	marina/community center	Long Term Community Recovery Program - CDBG grant (\$6M allocated to Parish Recovery Plan)
Redevelopment of Downtown Lake Charles <i>Sears Retail Demolition</i>						may be considered for CDBG grant
America's Wetland Discovery Center						may be considered for CDBG grant
Total						
Federal Funding						
AWDC Appropriations Bill	\$ 400,000.00	\$ 400,000.00				
I-10 Service Road Improvements	\$ 1,000,000.00	\$ 1,000,000.00				
Total	\$ 1,400,000.00	\$ 1,400,000.00				
CAPITAL OUTLAY						
50-MF9-06B-01 Relocation of Lakeshore Drive (Ryan St. exit)	\$ 400,000.00	\$ 400,000.00	Priority 2 - \$100K	Relocation of Lakeshore Drive (Ryan St. exit)		
50-MF9-07-02 Lakefront Development	\$ 18,000,000.00	\$ 500,000.00	Priority 3 - \$14M Priority 5 - \$3.5M	Lakefront Development	allocate funds to North Beach Community Center	\$350K Bond approval for line of credit / \$50K Oct. request
50-MF9-07B-03 Lakefront Harbor	\$ 10,000,000.00	\$ -	Priority 2 - \$400K Priority 3 - \$6M Priority 5 - \$3.6M	Lakefront Harbor		
50-MF9-07B-04 Civic Center Parking/Streets Infrastructure Relocation	\$ 10,000,000.00	\$ -	Priority 2 - \$400K Priority 3 - \$6M Priority 5 - \$3.6M	Civic Center Parking/Streets Infrastructure Relocation		
50-MF9-07B-05 Lakefront Shoreline Modification	\$ 6,000,000.00	\$ -	Priority 2 - \$300K Priority 3 - \$3M Priority 5 - \$2.7M	Lakefront Shoreline Modification		
50-MF9-07B-06 America's Wetland Discovery Center	\$ 5,000,000.00	\$ -	Priority 2 - \$200K Priority 3 - \$3M Priority 5 - \$1.8M	America's Wetland Discovery Center		
Totals	\$ 49,400,000.00	\$ 900,000.00				
Total		\$ 14,803,000.00				

Evaluation Scorecard

Project Evaluation

CRITERIA 23

The final Project Evaluation Matrix thus combines all the essential ingredients into one format and projects can be judged according to objective criteria leading to effective decision-making and transparency. The higher a project scores, the higher its priority will be. This will also help to guide decisions regarding the allocation of resources and phasing.

PROJECT EVALUATION WORKSHEET		TABLE 1	TABLE 2	TABLE 3	TABLE 4	TABLE 5	TABLE 6	TABLE 7	TABLE 8
LDAP Phase 1 Short Term Projects Evaluation									
ELEMENTS OF SUSTAINABILITY CRITERIA									
R1	Provide enhanced or additional quality educational resources?								
R2	Provide enhanced or additional quality educational experiences?								
R3	Provide enhanced or additional quality educational resources?								
R4	Provide enhanced or additional quality access to education opportunities?								
EDUCATION SUBTOTAL									
INFRASTRUCTURE - Does the Project, Program or Policy:									
I1	Provide enhanced or additional quality infrastructure resources?								
I2	Provide enhanced infrastructure experiences?								
I3	Provide enhanced or additional quality infrastructure resources?								
I4	Provide enhanced or additional quality access to infrastructure services?								
INFRASTRUCTURE SUBTOTAL									
ECONOMIC DEVELOPMENT - Does the Project, Program or Policy:									
ED1	Provide enhanced or additional quality economic development facilities?								
ED2	Provide enhanced economic development experiences?								
ED3	Provide enhanced or additional quality economic development resources?								
ED4	Provide enhanced or additional quality access to economic development opportunities?								
ECONOMIC SUBTOTAL									
LIVABILITY - Does the Project, Program or Policy:									
L1	Provide enhanced or additional quality livability facilities?								
L2	Provide enhanced livability experiences?								
L3	Provide enhanced or additional quality livability resources?								
L4	Provide enhanced or additional quality access to livability opportunities?								
LIVABILITY SUBTOTAL									
MARKET - Does the Project, Program or Policy:									
M1	Provide enhanced or additional quality market facilities?								
M2	Provide enhanced market experiences?								
M3	Provide enhanced or additional quality market resources?								
M4	Provide enhanced or additional quality access to market opportunities?								
MARKET SUBTOTAL									
IMAGE - Does the Project, Program or Policy:									
IM1	Provide enhanced or additional quality image facilities?								
IM2	Provide enhanced image experiences?								
IM3	Provide enhanced or additional quality image resources?								
IM4	Provide enhanced or additional quality access to image opportunities?								
IMAGE SUBTOTAL									
INNOVATION - Does the Project, Program or Policy:									
IN1	Provide enhanced or additional quality innovation facilities?								
IN2	Provide enhanced innovation experiences?								
IN3	Provide enhanced or additional quality innovation resources?								
IN4	Provide enhanced or additional quality access to innovation opportunities?								
INNOVATION SUBTOTAL									
SAFETY - Does the Project, Program or Policy:									
S1	Provide enhanced or additional quality safety facilities?								
S2	Provide enhanced safety experiences?								
S3	Provide enhanced or additional quality safety resources?								
S4	Provide enhanced or additional quality access to safety opportunities?								
SAFETY SUBTOTAL									
FUNCTION - Does the Project, Program or Policy:									
F1	Provide enhanced or additional quality function facilities?								
F2	Provide enhanced function experiences?								
F3	Provide enhanced or additional quality function resources?								
F4	Provide enhanced or additional quality access to function opportunities?								
FUNCTION SUBTOTAL									
AESTHETICS - Does the Project, Program or Policy:									
A1	Provide enhanced or additional quality aesthetics facilities?								
A2	Provide enhanced aesthetics experiences?								
A3	Provide enhanced or additional quality aesthetics resources?								
A4	Provide enhanced or additional quality access to aesthetics opportunities?								
AESTHETICS SUBTOTAL									
SUBTOTALS (from above)									
EDUCATION									
INFRASTRUCTURE									
ECONOMIC DEVELOPMENT									
LIVABILITY									
MARKET									
RESIDENTIAL									
IMAGE ENHANCEMENT									
INNOVATION									
SAFETY									
FUNCTION									
AESTHETICS									
PROJECT TOTAL									

PROJECT EVALUATION MATRIX		CRITERIA											SCORE	
PROJECT NO.	PROJECT NAME	EDUCATION	INFRASTRUCTURE	ECONOMIC	LIVABILITY	DPZ PLAN	MARKET - RETAIL	MARKET - RESIDENTIAL	IMAGE	INNOVATION	SAFETY	FUNCTION	AESTHETICS	SCORE
		SHORT TERM PROJECTS												
P.08.S1.0	Ryan Street Streetscape	9.5	16.5	18	15	32	12	28	33	5	14	25.5	12	(220.5/305) 72%
P.08.P1.0	Lakefront Promenade													
P.08.M1.0	Pulic Realm Renovations													
	Gateway- Ryan Street North													
P.08.S2.0	Gateway- Ryan Street South													
	Gateway- South Lakeshore Drive													
P.08.P2.0	South Park/ Pylon Marina Structure													
MEDIUM TERM PROJECTS														
P.08.P3.0	North Beach Site Improvements	12.5	14	14.5	17	29	11.5	24	27.5	6	17	22	11	(206/305) 68%
P.08.S3.0	Lakeshore Drive Median Enhancement													
P.08.P4.0	South Park Development													
P.08.P5.0	Yacht Club/Marina													
PG.08.M2.0	Lifecycle Management Program													
LONG TERM PROJECTS														
P.08.I1.0	Harbor and Infrastructure	14.5	19	19.5	19.5	39.5	13	31	32.5	7	12	22.5	11.5	(241.5/305) 79%
P.08.I2.0	American Wetland Discovery Center													
P.08.P6.0	Veterans Park Upgrades													

Three LDAP projects (one long term, one medium term and one long term) were evaluated by MPG as an example exercise. Evaluating a project required approximately ten minutes. Their respective scores, represented as a percentage of criteria met, are shown above. Scoring can be viewed in two ways:

- as an objective way of prioritizing projects
- as a way to determine weaknesses in projects and give direction for ways to improve their overall effectiveness.

2009 Work Items

In order to remain consistent with the process established in the original LDAP Report of 2008, the LDAP Team conducted an evaluation of 2009 Work Item projects in order to assess the quality of programming and to insure that chosen projects would have the greatest possible positive impact.

Using the process developed earlier, each 2009 Work Item was evaluated for performance in the following categories:

- ELEMENTS OF SUSTAINABILITY CRITERIA
- CHARRETTE REPORT CRITERIA
- MARKET FEASIBILITY CRITERIA
- IMAGE ENHANCEMENT CRITERIA
- INNOVATION CRITERIA
- GUIDING PRINCIPLES CRITERIA

The 2009 projects were evaluated once during an internal MPG workshop, and during a workshop presentation with City of Lake Charles DDA members and recently elected City Council members.

Again, this process is not necessarily intended to demonstrate which project is “most valuable”. Rather, it provides an opportunity to thoroughly explore the potential for each project and identify opportunities to improve project programming so that the maximum benefit can be obtained through the expenditure of public resources.

For example, if a project receives low scores in the evaluation, it indicates the need to revisit programming to see if other elements can be included to raise the scores to a more acceptable level. This process also helps to prevent public investment in projects with a narrow scope and seeks to move projects forward that have a broader impact.

PROJECT EVALUATION PROCESS



The following pages summarize the evaluation of LDAP 2009 Work Items.

2009 Work Items

Appendix



MPG INTERNAL EVALUATION

The initial evaluation exercise was conducted as an all-day workshop among MPG professionals. Four team members were required to evaluate each of the LDAP 2009 projects using the evaluation worksheet shown at right. Following a presentation of project descriptions and programming highlights by team leaders, evaluators were required to assess project performance by responding to 58 questions covering the six key criteria groups.

Evaluators had access to the [MPG Evaluation Worksheet Scoring Guide](#) which provides insights and examples of what should be taken into consideration for each question of the worksheet. Evaluators worked individually. Score sheets were then analyzed and a final tabulation of scores was compiled.

PROJECT EVALUATION WORKSHEET
LDAP Projects
March 30, 2009

PROJECT EVALUATION WORKSHEET		LDAP Projects Evaluation															
ELEMENTS OF SUSTAINABILITY CRITERIA		RANGE															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Education - Does the Project, Program or Policy serve a confirmed/perceived existing or future need for:																	
E.1	Provide enhanced or additional quality educational facilities?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
E.2	Provide enhanced or additional quality educational experiences?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
E.3	Provide enhanced or additional quality educational resources?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
E.4	Provide enhanced or additional quality access to educational opportunities?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
EDUCATION SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Infrastructure - Does the Project, Program or Policy serve a confirmed/perceived existing or future need for:																	
I.1	Provide enhanced or additional quality infrastructure facilities?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.2	Provide enhanced or additional quality infrastructure experiences?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.3	Provide enhanced or additional quality infrastructure resources?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.4	Provide enhanced or additional quality access to infrastructure services?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
INFRASTRUCTURE SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Economic Development - Does the Project, Program or Policy serve a confirmed/perceived existing or future need for:																	
ED.1	Provide enhanced or additional quality economic development facilities?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ED.2	Provide enhanced or additional quality economic development experiences?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ED.3	Provide enhanced or additional quality economic development resources?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ED.4	Provide enhanced or additional quality access to economic development opportunities?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ECO. DEV. SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Livability - Does the Project, Program or Policy serve a confirmed/perceived existing or future need for:																	
L.1	Provide enhanced or additional quality livability facilities?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.2	Provide enhanced or additional quality livability experiences?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.3	Provide enhanced or additional quality livability resources?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
L.4	Provide enhanced or additional quality access to livability opportunities?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LIVABILITY SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LAKE CHARLES CHARRETTE REPORT CRITERIA <td colspan="14">RANGE</td>		RANGE															
Does the Project, Program or Policy serve to:																	
C.1	Extend the urban fabric to the waterfront?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.2	Provide waterfront amenities conducive to public use?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.3	Upgrade waterfront shore space and flood protection?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.4	Entice private development?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.5	Resolve or prevent traffic problems?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.6	Accommodate/encourage mass/public transit?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.7	Integrate projects with development plan?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.8	Catalyze high-quality tourism construction in the downtown area?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.9	Use environmentally responsible building techniques?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
C.10	Feature reduced risk for flooding and storm winds?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CHARRETTE SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MARKET FEASIBILITY CRITERIA <td colspan="14">RANGE</td>		RANGE															
Does the project, program or policy:																	
M.1	Help retain existing residents?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
M.2	Attract new residents?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
M.3	Provide high-density housing in the downtown area?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
M.4	Use multi-family/mixed-use development?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
M.5	Provide housing products that appeal to younger singles and couples?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
RESIDENTIAL SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Retail Market Potential - Does the project, program or policy:																	
R.1	Help to create a vital, attractive environment?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
R.2	Enhance access to land movement within the downtown area?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
R.3	Support incremental development of retail capacity?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
R.4	Improve downtown infrastructure?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
R.5	Attract local residents?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
R.6	Attract visitors to the area?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
R.7	Enhance Lakefront Development?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
RETAIL SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
IMAGE ENHANCEMENT CRITERIA <td colspan="14">RANGE</td>		RANGE															
Does the project, program or policy improve the visual quality of the LDAP area?																	
I.1	Fit in with context?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.2	Provide quality architectural and landscape features?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.3	Create continuity of spaces and uses?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.4	Reduce unsightly clutter (signage, overhead wires, dilapidated structures, etc.)?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Does the project, program or policy improve the marketability of the LDAP area?																	
I.5	Provide amenities/services that attract a wider range of existing residents?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.6	Provide amenities/services that attract visitors and tourists?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I.7	Provides a distinctive branding opportunity?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
IMAGE SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
INNOVATION CRITERIA <td colspan="14">RANGE</td>		RANGE															
Is the project, program or policy innovative?																	
I.1	Does it use "cutting edge" practices, techniques, technologies? (0-10)	7	5	7	5	7	7	7	7	3	7	3	4	7	8	1	
I.2	Does it use "best practices" practices, techniques, technologies? (0-7)																
I.3	Does it use "industry standard" practices, techniques, technologies? (0-3)																
INNOVATION SUBTOTAL		7	5	7	5	7	7	7	7	3	7	3	4	7	8	1	
GUIDING PRINCIPLES CRITERIA <td colspan="14">RANGE</td>		RANGE															
Does the project, program or policy:																	
G.1	Provide a remedy/ major improvement for a serious safety problem?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
G.2	Improve overall public safety?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
G.3	Comply with the Hazard Mitigation Plan?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SAFETY SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FUNCTION - Does the project, program or policy:																	
F.1	Improve performance/delivery of services?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
F.2	Reduce maintenance and life-cycle operating costs?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
F.3	Reduce use of non-durable and non-maintainable components/materials?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
F.4	Serve multiple functions?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FUNCTION SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ARTHETICS - Does the project, program or policy:																	
A.1	Require a serious aesthetic design?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
A.2	Improve the aesthetic quality of the community?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
A.3	Provide overall improvement to the sensory environment?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ARTHETICS SUBTOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SUBTOTALS (from above)																	
EDUCATION		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
INFRASTRUCTURE		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ECONOMIC DEVELOPMENT		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LIVABILITY		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CHARRETTE REPORT		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
RESIDENTIAL MARKET		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
RETAIL MARKET		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
IMAGE ENHANCEMENT		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
INNOVATION		7	5	7	5	7	7	7	7	3	7	3	4	7	8	1	
SAFETY		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FUNCTION		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ARTHETICS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PROJECT TOTAL		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Sample Evaluation Worksheet



DDA EVALUATION WORKSHOP

After the projects were re-organized and programming modifications were made, MPG conducted an evaluation workshop with the DDA team and City Council members. MPG presented the current project list, project descriptions and updated programming information, then led the group through the evaluation process.

The resulting summary of project scoring and ranking is shown at right.

The following pages will review each project's performance against the evaluation criteria in order of ranking.

EVALUATION SUMMARY - LDAP 2009

LDAP 2009 Work Items	Evaluator's Score	Percentage Attained	Ranking
Ryan Street Streetscape	195/319	61	1
Bord Du Lac Park and Amphitheater	174/319	55	2
Gill Street Extension	168/319	53	3
Gateway Projects	125/319	39	4
LDAP Wayfinding	na	na	na
LDAP Partnership Projects			
America's Wetland Discovery Center	201/319	61	1
I -10 Off Ramps Ryan Street and Lakefront	167/319	53	2
Harbour	166/319	52	3
Pithon Coulee Trail	165/319	52	4
North Beach and Yacht Club	151/319	47	5
Veterans Park	134/319	42	6

Final Evaluation Results

2009 Work Items

LOUISIANA LANDING FOUNTAIN

Project Description

This project proposes to enhance the Lakefront Promenade – Louisiana Landing plaza space by introducing a fountain / sculpture feature that will be characterized by sculptor Kent Ullberg (Internationally recognized naturalist sculptor). The Southwest Louisiana wildlife theme to focus on Geese and Alligators in an composed natural water setting.



Preliminary Programming Considerations

- Splashing water
- Safety signage
- Materials used (non corrosive, durable, weathering)
- Limiting public entering fountain
- Maintaining water quality
- Maintenance of fountain mechanical/electrical systems
- Water quality maintained
- Cleaning of fountain basin, sculptural elements
- Coordination of fountain construction with Lakefront Promenade construction
- Fountain theme-Flying Geese with Alligators (Artist/Sculptor coordination)
- Fountain lighting
- Interpretive signage

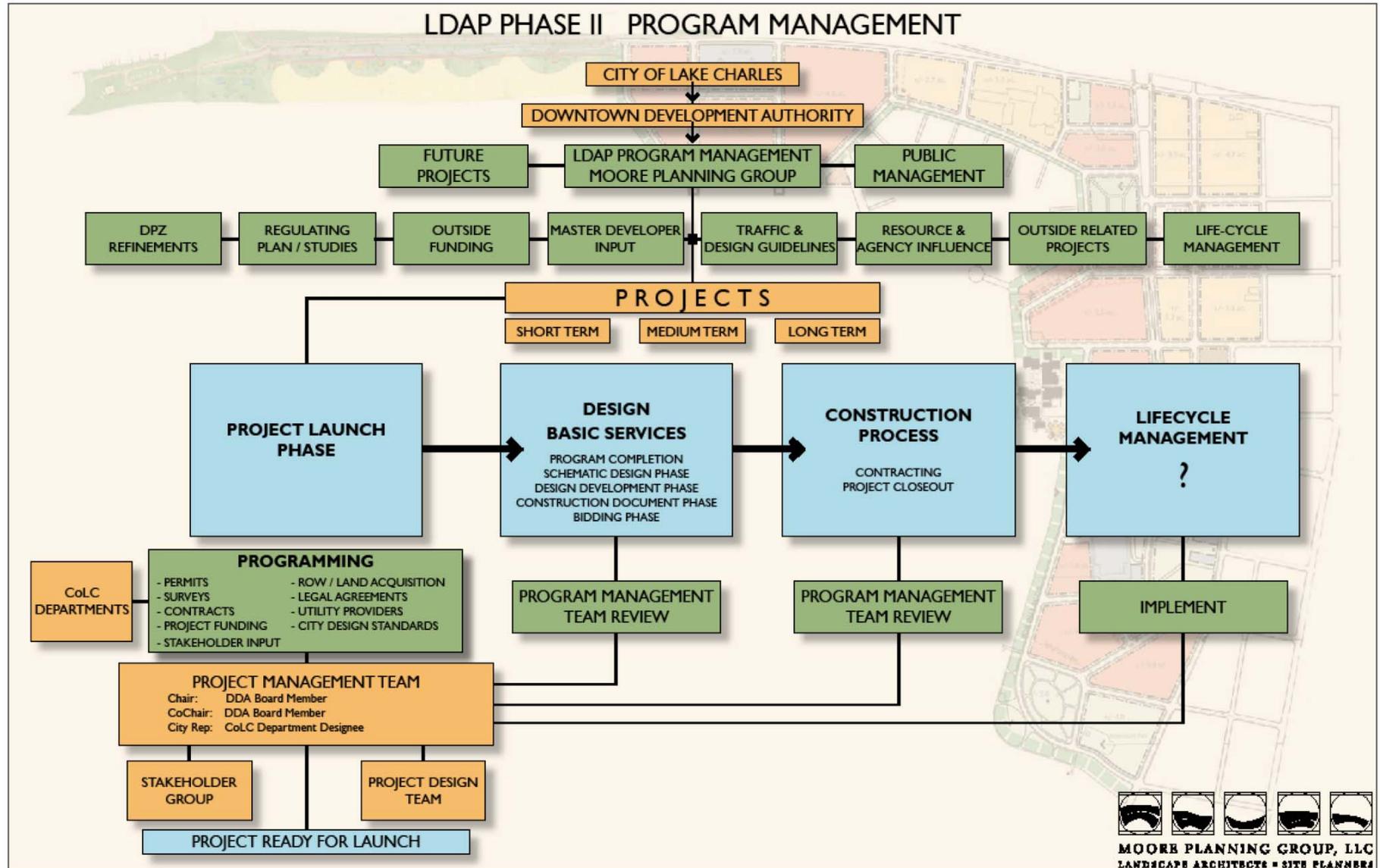
Project Status

Louisiana Landing Fountain		Last Update	May-09	
Anticipated Cost		\$500,000.00		
Management Lead		Lori Marinovich/Jonald Walker		
Programming Lead		Moore Planning Group, LLC.		
PROGRAMMING	Preliminary Programming	✓	Moore Planning Group, LLC.	
	Stakeholder Input	✓	CoLC DDA	
		▨	CoLC Historical Society	
		▨	CoLC Fire & Police	
		▨	CoLC Public Works	
		✓	Mardis Gras Assoc.	
	▨	Contraband Days Festival		
	▨	Louisiana DEQ - Stormwater		
	Project Funding Agreements	✓	CoLC Band	
	Land Acquisition Complete	✓		
Project Design Lead Selection	✓	Moore Planning Group, LLC. 318 445-2825		
A/E Agreements Complete	✓			
DESIGN and REVIEWS	Program Completion	▨		
	Survey	✓	na	
	Service Agreements Complete	✓	na	
	Schematic Design			
	Design Development			
	Project Design	▨		
	Reviews		CoLC DDA CoLC Reviews- Police, Fire, Public Works, etc. State Reviews - DoTD, DEQ, etc. Federal Reviews Entergy Others	
	CONSTRUCTION	Bidding		
		Permit		
		Begin Construction		
Construction Management				
Close Out				
Occupancy				





LDAP PHASE II PROGRAM MANAGEMENT



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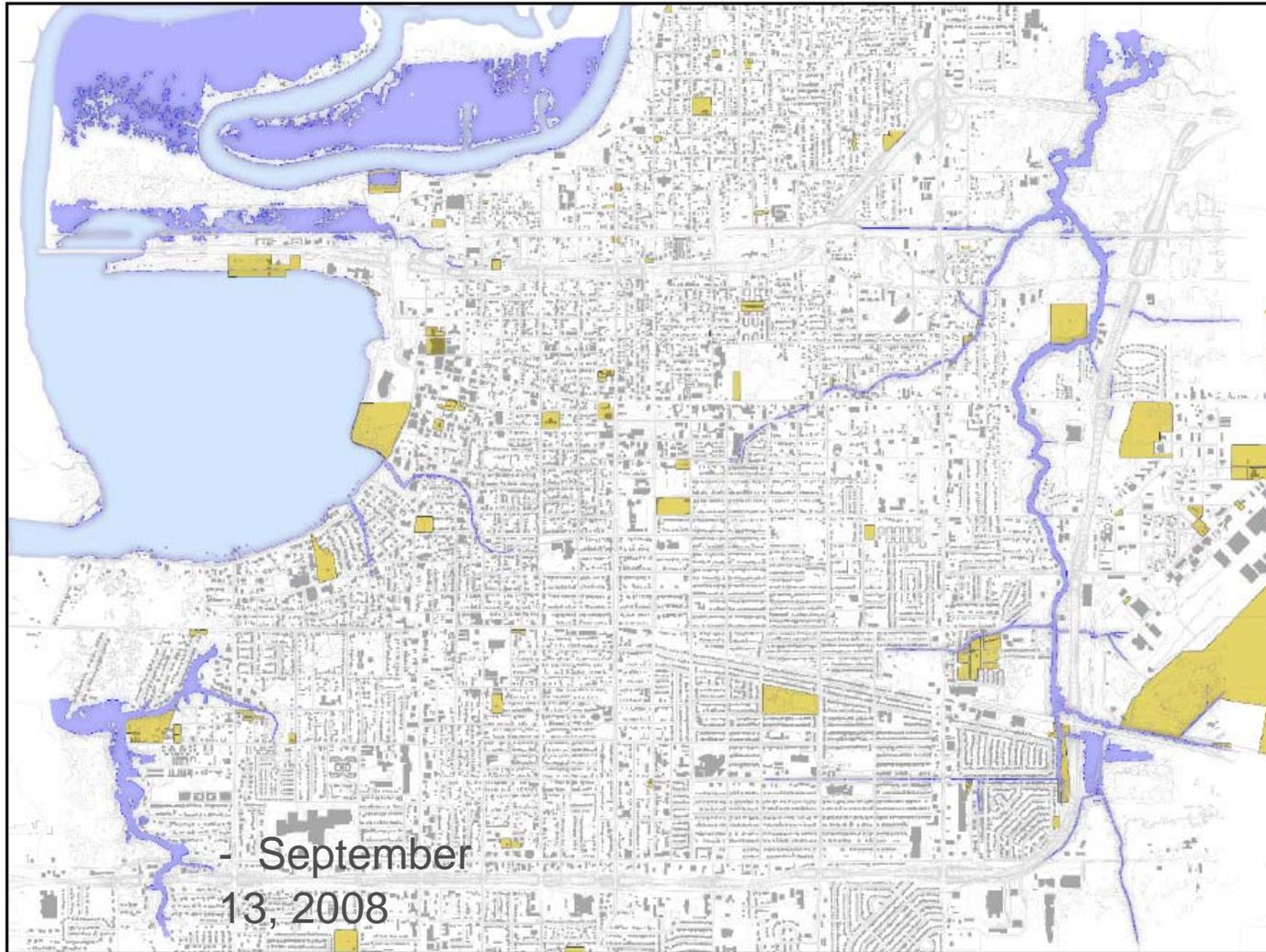
Engineering & Construction - Building the Project



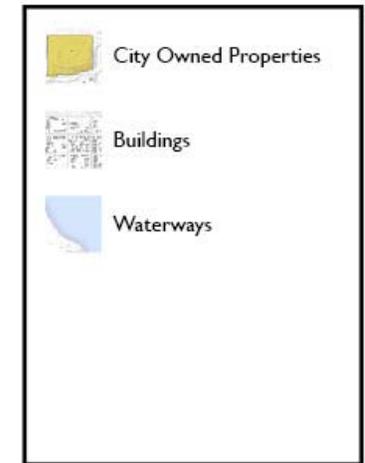
LDAP ANNUAL REPORT

Ryan Street



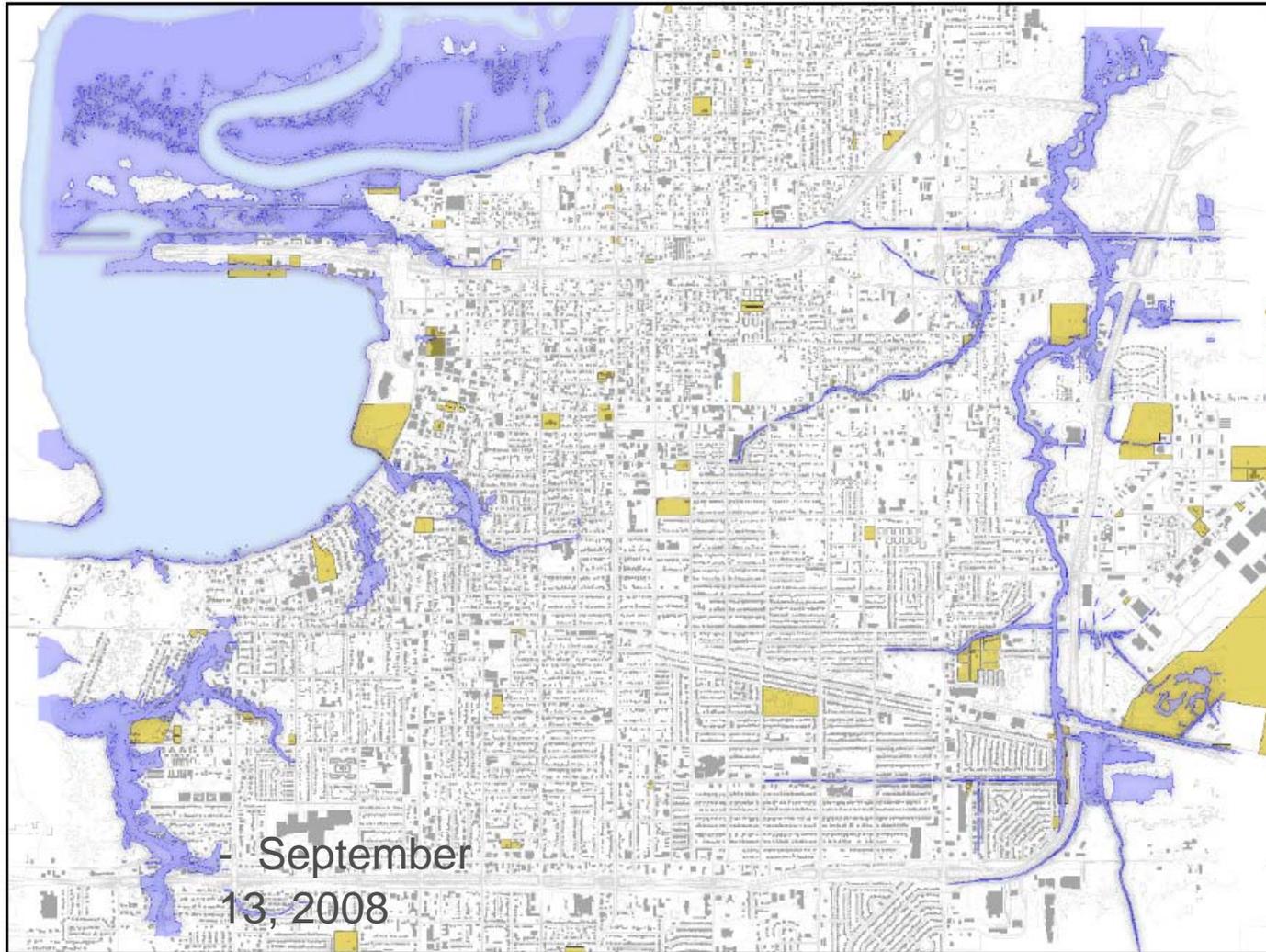


LEGEND



HURRICANE IKE FLOODING ASSESSMENT
2' Storm Surge

CITY OF LAKE CHARLES, LOUISIANA

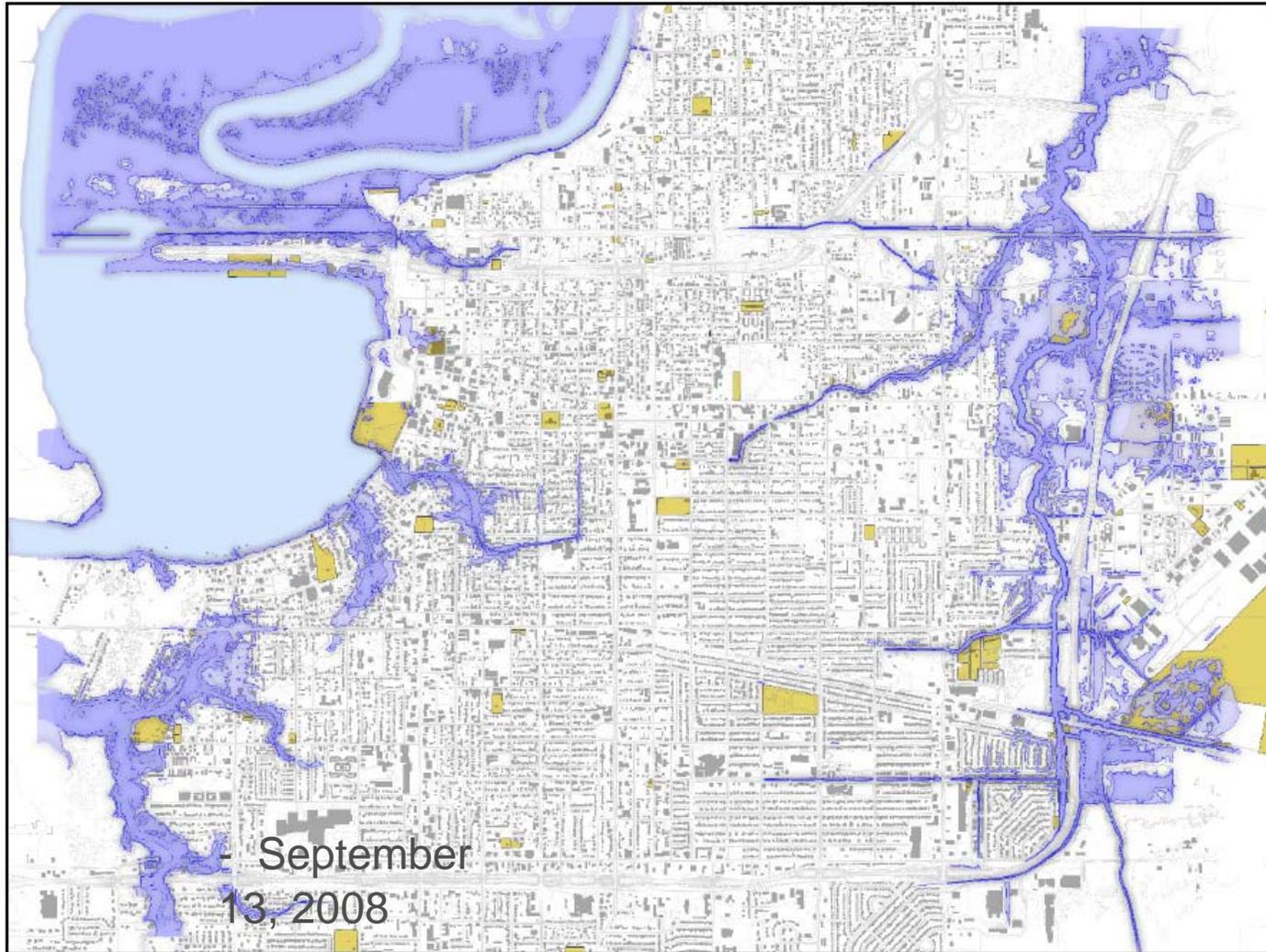


LEGEND



HURRICANE IKE FLOODING ASSESSMENT
6' Storm Surge

CITY OF LAKE CHARLES, LOUISIANA



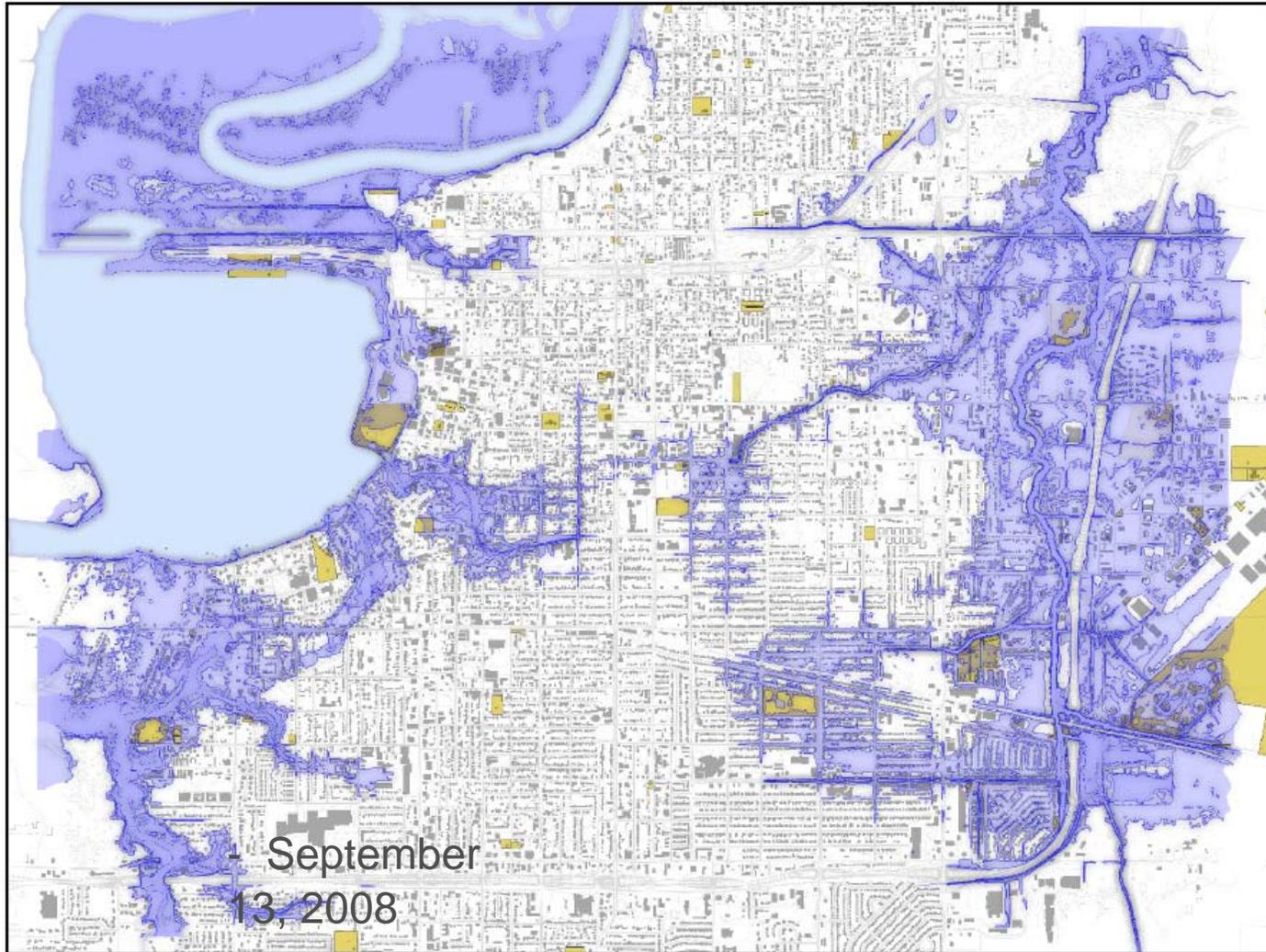
LEGEND



HURRICANE IKE FLOODING ASSESSMENT
8' Storm Surge

CITY OF LAKE CHARLES, LOUISIANA





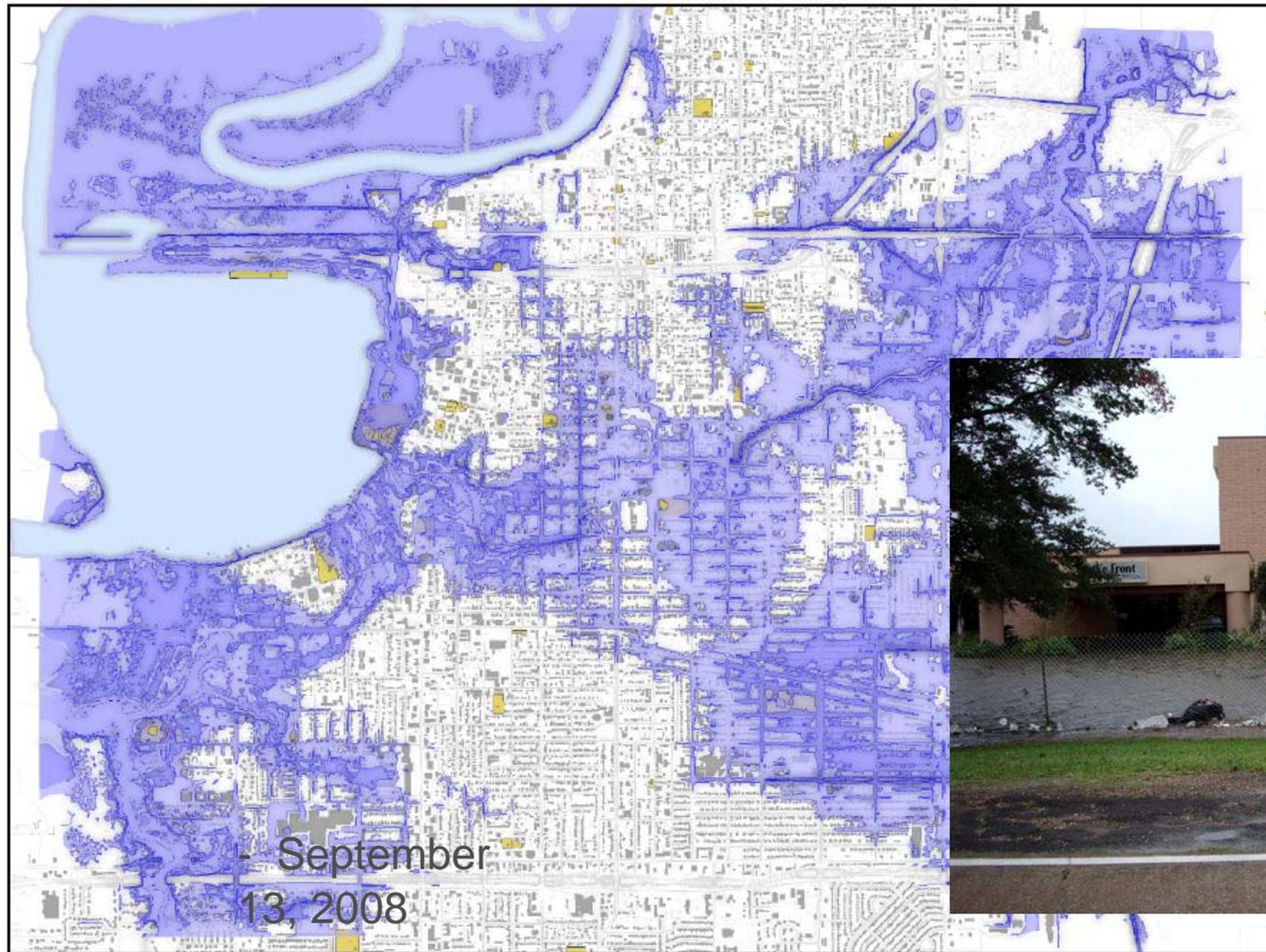
LEGEND



HURRICANE IKE FLOODING ASSESSMENT
10' Storm Surge

CITY OF LAKE CHARLES, LOUISIANA





LEGEND

-  City Owned Properties
-  Buildings
-  Waterways



HURRICANE IKE FLOODING ASSESSMENT
12' Storm Surge

CITY OF LAKE CHARLES, LOUISIANA







“For our cities to grow healthy, the greatest need is to have SOUL and SCIENCE collide ... and give birth to a VISION of HOPE that excites the Community into Action”

MARVEL



www.mooreplanninggroup.com

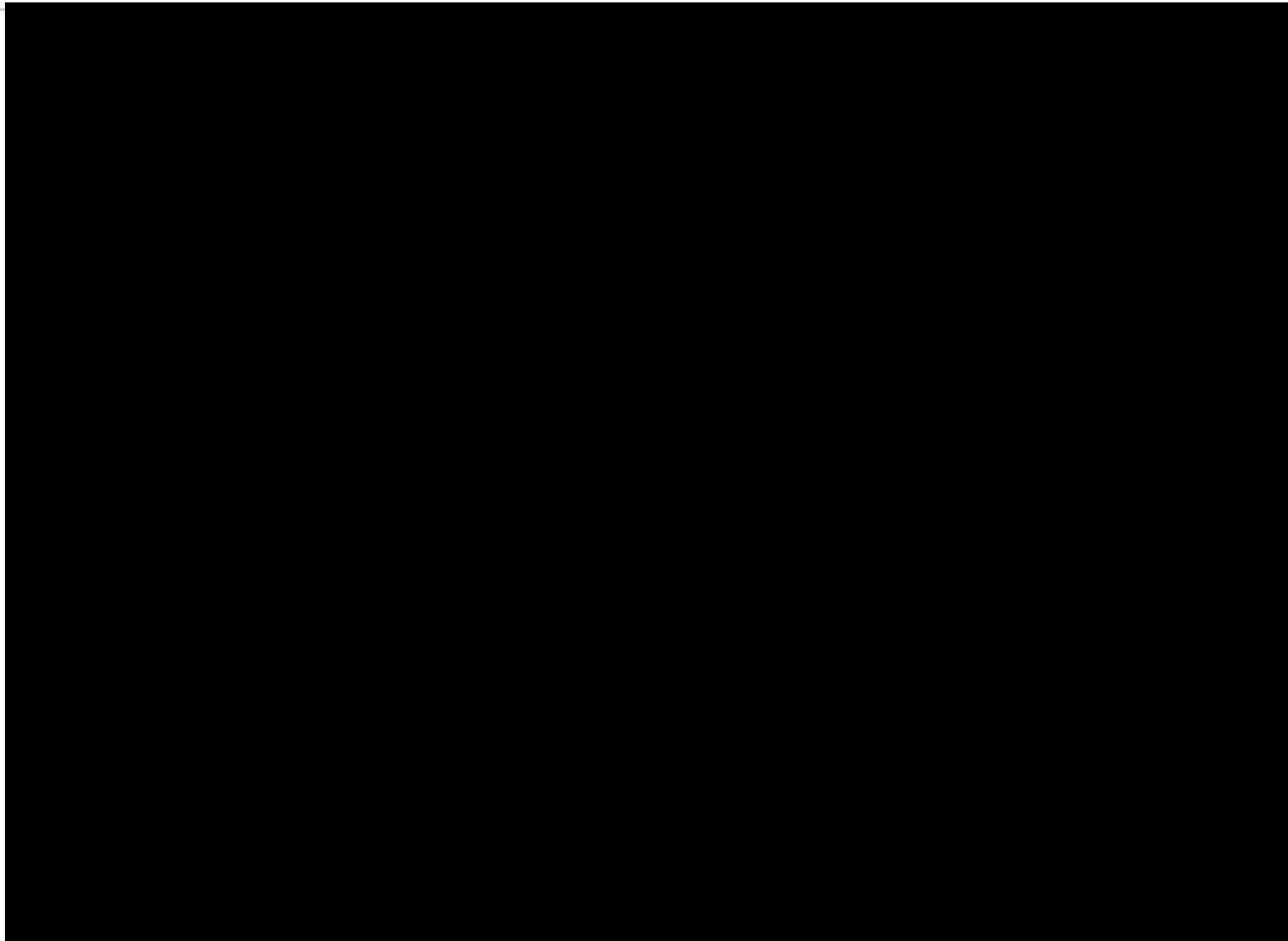


Discussion and Questions

People need to belong- to a workplace, a community, a way of life. Out of that emerges love and loyalty. A city with these qualities is a perpetual-motion machine. It is prosperous because it has city spirit. This spirit is seductive to investors and visitor. It makes for a livable town.

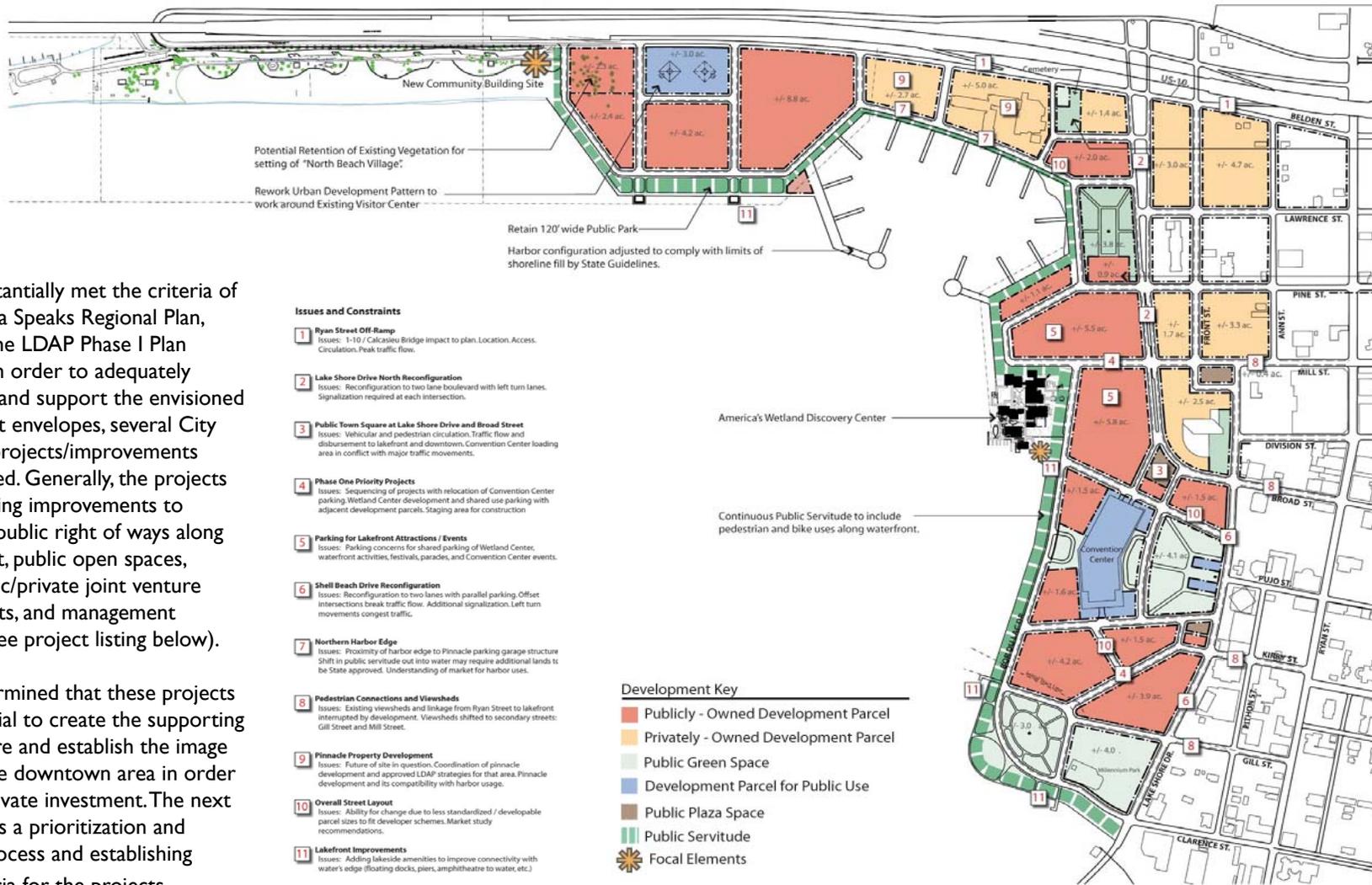
Pier Giorgio di Cicco, Poet Laureate of Toronto, Canada





Potential Projects

PLAN REFINEMENT 14



Having substantially met the criteria of the Louisiana Speaks Regional Plan, refining of the LDAP Phase I Plan continued. In order to adequately prepare for and support the envisioned development envelopes, several City sponsored projects/improvements were revealed. Generally, the projects include making improvements to streets and public right of ways along the lakefront, public open spaces, several public/private joint venture developments, and management programs (see project listing below).

It was determined that these projects were essential to create the supporting infrastructure and establish the image quality of the downtown area in order to entice private investment. The next step requires a prioritization and selection process and establishing design criteria for the projects.

Strategic Implementation Plan

A strategic implementation plan must consider many things – funding requirements, management capacity, and critical sequencing. A first step in analyzing and evaluating projects is determination of duration. Some projects are short term, some medium term and others are long term. To efficiently accomplish the strategic implementation, effort must be made to simultaneously pursue projects in a coordinated way. To over-emphasize short term projects and fail to address medium and long term ones will provide quick results but also causes longer than necessary delays on medium and long term projects. The projects identified in LDAP Phase I Plan are defined as follows:

Short Term (6-24 months)

- Ryan Street Streetscape
- Lakefront Promenade
- Public Realm Renovations
- Gateways- Ryan Street North and South and South Lakeshore Drive
- South Park Marina Structure

Medium Term (25-60 months)

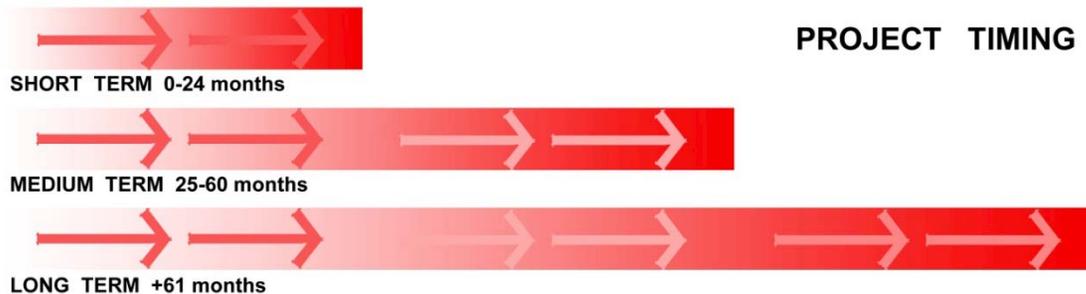
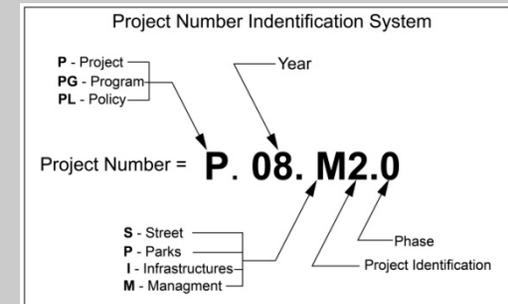
- North Beach Site Improvements
- Lake Shore Drive Median Enhancement
- South Park Development
- Yacht Club/Marina
- Lifecycle Management Program

Long Term (+60 months)

- Harbor and Infrastructure
- American Wetland Discovery Center
- Veterans Park Renovations

N.B.:Timing begins after surveys, permits, and property acquisition have been completed and design/engineering contracts have been approved.

Diligent management is needed to keep track of the myriad of requirements, applications, permits, and funding rubrics that accompany projects. In order to facilitate identification and tracking of LDAP Projects, MPG has developed a coding system for assigning project numbers. Coded for type of project, year initiated, number and phase, this simple system can provide important “at –a-glance” information to the management and marketing team.



It is important to stress that projects from all three groups need to be advanced simultaneously. Failure to do so may provide some short-term success but will dramatically delay accomplishments in the medium and long term. Working all three together will provide a steady stream of good projects that will inspire citizens and stimulate investment.

The next step in the process requires establishing criteria for evaluating projects.

KEEPING IN BALANCE

As communities work toward a prosperous future for their citizens, it is essential to maintain a proper balance between the **four essential elements of community sustainability and high quality of life: Education, Livability, Infrastructure and Economic Development**. Frequently, with only scant resources available, communities must be diligent investors to insure that these four elements maintain equilibrium. Over-investment in one area will inevitably require cuts in others and will hinder a community's ability to be self-sustaining and substantially improve quality of life.

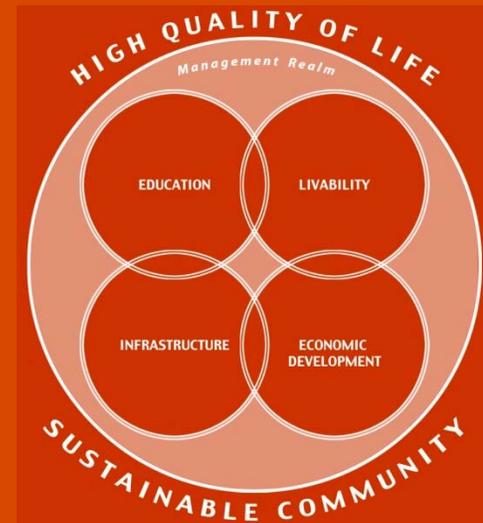
The nature of the four elements is that they are interlocking, and some blending inevitably occurs. An educated population is required to stimulate high-quality economic development, while transportation and communications infrastructure make economic development possible. Finally, livability assets provide quality places within which families flourish and with which businesses can recruit high quality employees.

HIGH QUALITY OF LIFE

Wikipedia begins its article on "Quality of Life" as follows: *"The well-being or quality of life of a population is an important concern in economics and political science. It is measured by many social and economic factors. A large part is standard of living, the amount of money and access to goods and services that a person has. Others like freedom, happiness, art, environmental health, and innovation are far harder to measure. This has created an inevitable imbalance as programs and policies are created to fit the easily available economic numbers while ignoring the other measures, that are very difficult to plan for or assess. Debate on quality of life is millennia-old, with Aristotle giving it much thought in his Nicomachean Ethics and eventually settling on the notion of eudaimonia, a Greek term often translated as happiness, as central."*

One might also look to Maslow's Hierarchy of Needs and determine that the higher the population is on the pyramid, the higher their quality of life could be said to be. Another description of communities with high quality of life comes from the United Kingdom, *"...places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all."*

Regardless of the interpretation, quality of life should be understood to occur on a continuum - from good to poor, high to low - and it is the responsibility of leadership to create the conditions that elevate the quality of life.



SUSTAINABILITY

Community sustainability is a simple concept that seeks equilibrium between production and consumption. Whenever consumption outpaces production, the community must import production, thus making it dependent which is inherently unsustainable. Therefore, a sustainable community is one that practices good stewardship of resources and good fiscal management so that it can provide for itself the basic needs of its members. Maintaining a balance between the four essential elements improves the community sustainability through careful management of natural, human and economic resources.



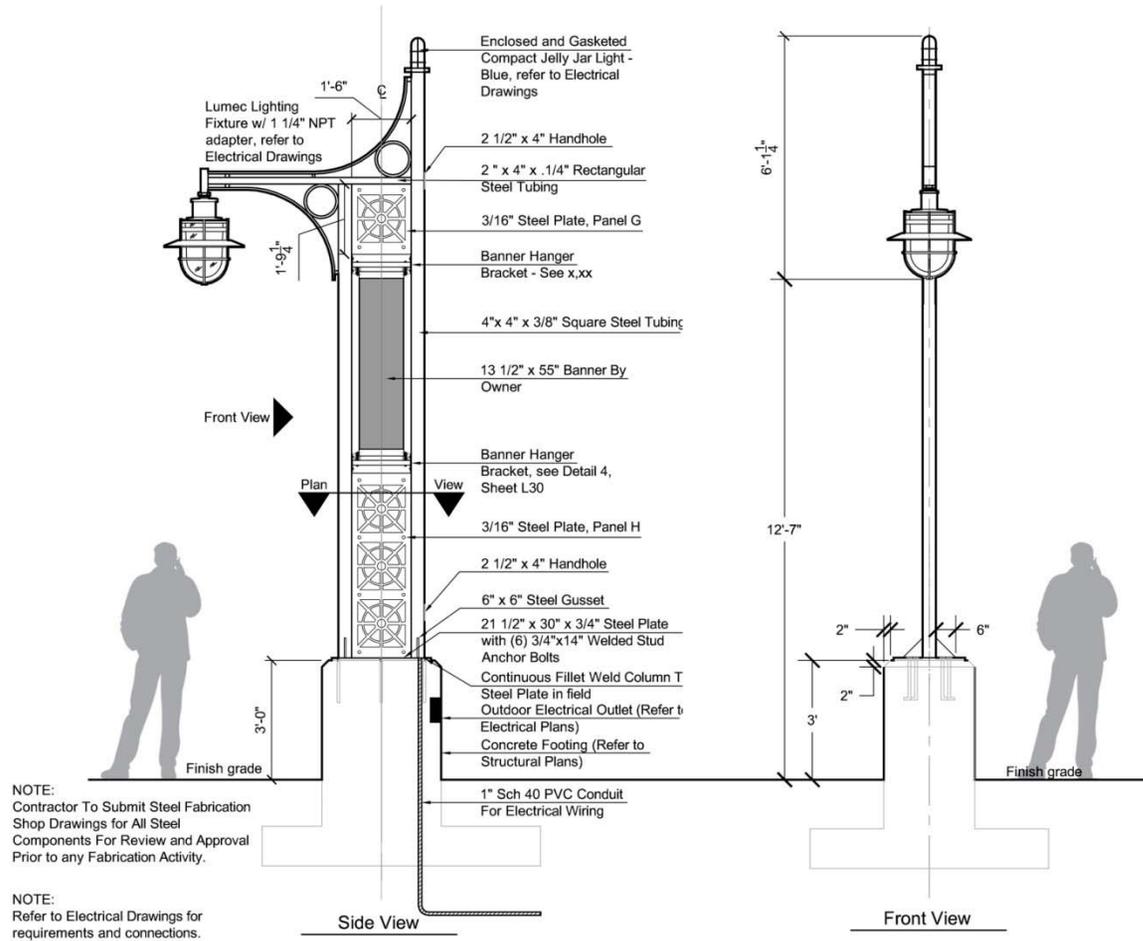




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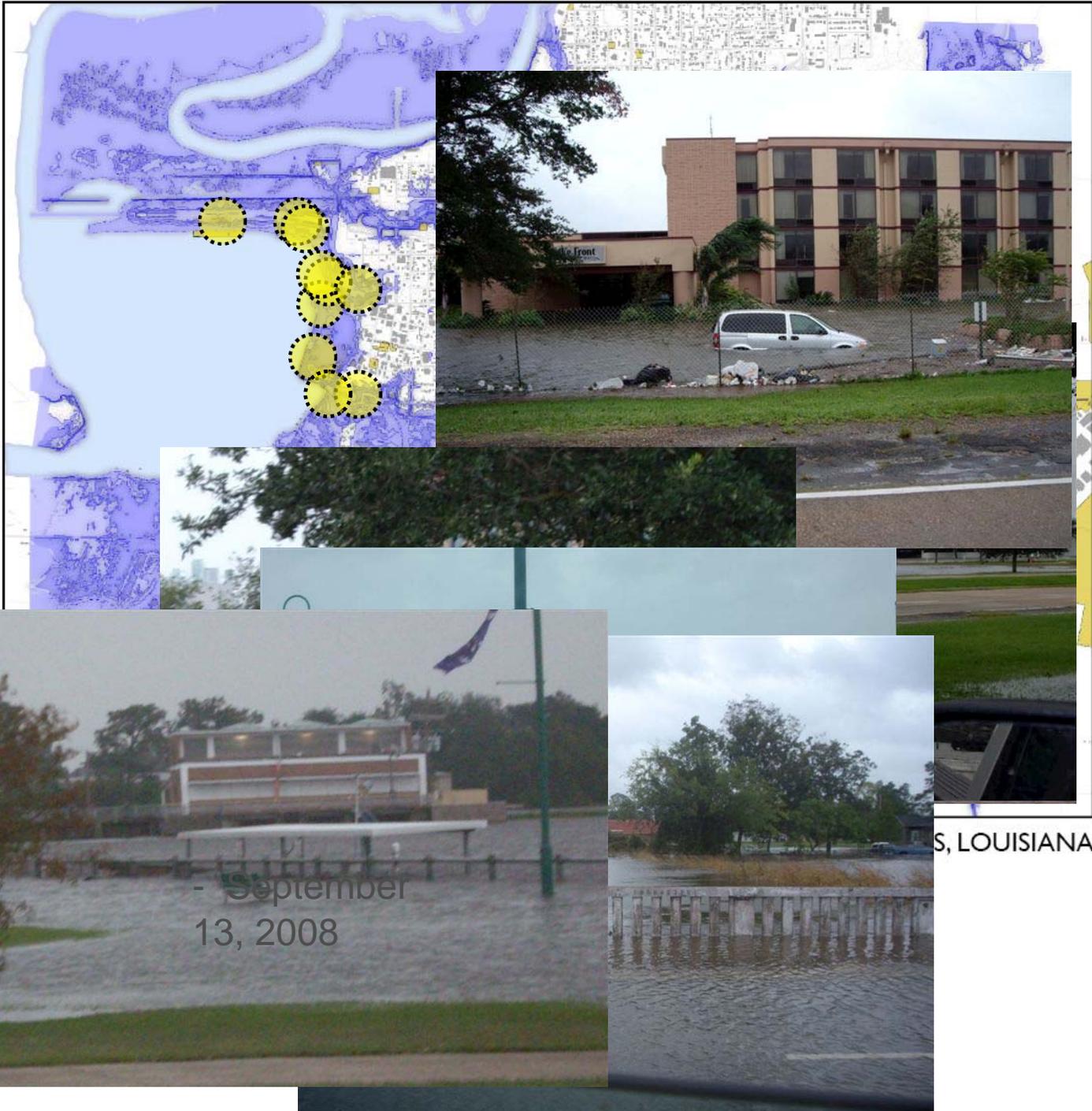


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- September
13, 2008

S, LOUISIANA

LEGEND

-  City Owned Properties
-  Buildings
-  Waterways




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