

An aerial photograph of a town during autumn. The trees are in various shades of orange, yellow, and green. The town consists of numerous houses, some with white roofs and others with darker roofs. There are streets with cars and a few larger buildings. A dark blue banner with white text is overlaid on the middle of the image. Below it, a blue banner with white text is overlaid on the bottom left.

# MADISONVILLE'S VISION



# CONTENTS

Acknowledgments	4
Introduction	5
Planning Process	6
Community Engagement Summary	8
Madisonville’s Vision for the Future	10
Madisonville’s Master Plan	14
Master Plan Themes, Goals, & Recommendations	18
I Celebrate What’s Here Now and Improve it for Future Generations	
II Preserve Madisonville’s Charm and Guide Future Growth	
III Connect Madisonville with Safe, Beautiful, and Accessible Streets	
IV Reduce Madisonville’s Risk and Improve Resilience	
Implementation Approach	80
Funding Strategies	84
Project Implementation Matrix	86

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**The Advisory Committee also played a critical role in this effort; members include:**

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Wayne Morlier  
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Finally, a special thanks to all stakeholders, business owners, and residents who participated in this planning process.





# INTRODUCTION

## CONTEXT

This is the first planning effort undertaken by the town of Madisonville. This process was borne out of a recognition that the town is undergoing a period of growth and development pressures. Sprawling suburban growth threatens to surround the town, especially to the west and north, resulting in increased traffic. There is development interest in Madisonville, but there has been a historic lack of guidance or vision. Furthermore, there are substantial flooding and environmental threats. Madisonville is in the coastal zone, and many properties are subject to powerful storm surge and flooding. The rising cost of insurance and elevating buildings threatens the viability of the community and complicates accessibility for an aging population while development sprawls out into sensitive wetland areas.

## WHY PLAN?

This master planning process has required Madisonville to rally around common goals that are at the heart of the community. Planning efforts like this one make the town more competitive for economic development and grants. Being proactive, rather than reactive, helps communities get back on their feet quicker in the wake of disaster, and it allows the town to direct growth rather than simply being the recipient of growth. Planning produces consistency and predictability, which leads to economic development and leverages public investment with private development. With this and future planning efforts, the town of Madisonville will help protect its resources and guide future development to build a vibrant, healthy community.

## HOW TO USE THIS PLAN

This master plan is intended to be used as a guiding document and resource for Madisonville that provides guidance for future investments, economic development, and quality of life improvements. It outlines a vision and guiding themes for the town that were generated by town residents and leaders. As with any master plan, things will change to meet the dynamics of the town. Some projects will move forward, others may not, and some may evolve or lead to ideas not originally part of the plan. This is a living document that should be updated every five or so years. In addition to the specific recommendations outlined here, the vision and themes should provide decision-making guidance on issues that may arise in the future.

# PLANNING PROCESS

## Summary

The 9-month master plan process began with developing an understanding of the issues in Madisonville. Informed by a series of community engagement activities, CPEX developed a vision for the town. The vision laid the groundwork for a design charrette, or workshop, to resolve the issues. The resulting master plan was revised and broken out into individual recommendations that will be carried out by town leadership and implementation committees.

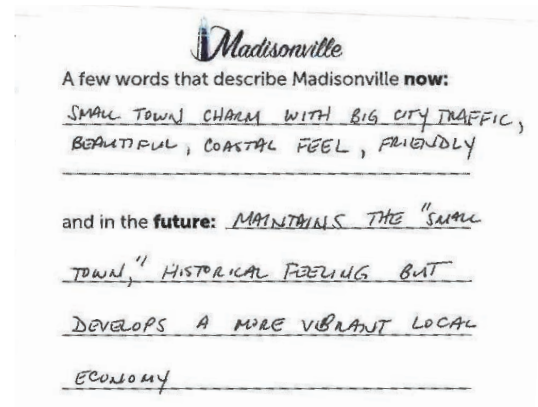
### CONDUCT NEEDS ASSESSMENT

- Study existing plans
- Interview stakeholders
- Create advisory committee
- Develop list of issues to address



### CREATE TOWN VISION

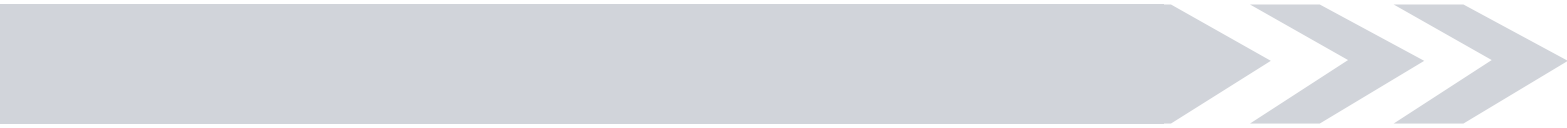
- Engage community at workshop to get input
- Survey residents
- Create vision map to use as a guide



### HOLD COMMUNITY DESIGN CHARRETTE

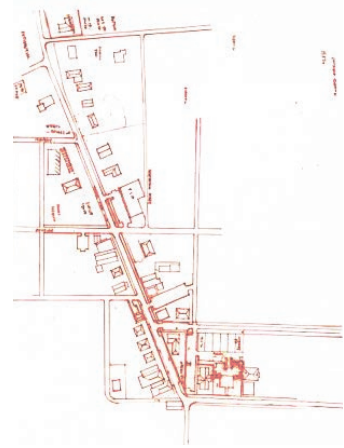
- Hold on-site design workshop to quickly generate ideas
- Get feedback on ideas and revise
- Share draft master plan and revise





## CREATE MASTER PLAN

- Refine master plan
- Identify recommendations and projects
- Create roadmap for Implementation
- Verify recommendations with community
- Revise
- Present to town council for adoption



## BEGIN IMPLEMENTATION

- Identify funding opportunities
- Form implementation committees
- Identify priority projects and immediate next steps

	DEFINE →	PITCH →	FOLLOW UP →
1 What is the project?		5 Define project goals. Create a pitch.	6 Identify project leader. Develop a relationship and define follow up.
2 What does the project encompass, and is it part of a larger effort?			
3 Who's jurisdiction does the project fall under?			
4 Who are the key stakeholders?			

# COMMUNITY ENGAGEMENT SUMMARY

## Summary

At the beginning of the 9-month planning process, CPEX conducted over 35 stakeholder interviews with residents, business owners, elected officials, town staff, and community partners. The town convened a 20-member advisory committee that met throughout the project to act as a sounding board for ideas. The group represented various residents, businesses, town staff. CPEX held a visioning workshop on August 29, 2018

to verify the information that came out of the stakeholder interviews and to develop the basis for a future land use vision. On October 1-4, 2018, the CPEX design team held a design charrette in town hall to develop a draft town master plan. Community members were invited to share their ideas with the design team and provide feedback on the designs in real time. The draft plan that was developed during the charrette was refined then presented at

an open house on December 5, 2018, for community feedback. Over 100 town residents attended each of the community meetings and open houses. The final plan was showed at an open house on March 14th. Residents weighed in on implementation priorities. CPEX collected and cataloged hundreds of comments over the course of the project.

## Visioning

*Madisonville*  
 A few words that describe Madisonville **now**:  
 It's home! Still small but growing fast. Quaint beautiful  
 and in the **future**: Would like the same atmosphere, but adjusted to the growth.

*Madisonville*  
 A few words that describe Madisonville **now**:  
 charming, unique, fragile threatened by sprawl + flooding  
 and in the **future**: Historic District, Proud, resilient - slow space destination unique in St. Tammany

*Madisonville*  
 A few words that describe Madisonville **now**:  
 TRAFFIC NIGHTMARE, MAJOR CUT THRU FOR VEHICLES/18 WHEELERS  
 and in the **future**: PEDESTRIAN & BIKE FRIENDLY, MORE PARKING FOR VISITORS IN VACANT LOTS - LIMITED STREET PARKING IF POSSIBLE - BEAUTIFICATION OF GREEN SPACES.

The community was invited to explain their perception of Madisonville now, and then to describe how they imagine Madisonville in the future. Participants

were encouraged to be visionary. Their responses were collected, and the word bubbles below were generated to capture the words that occurred

most often in those descriptions. They were then consolidated into the list of priority issues on the right.



"Madisonville now" word cloud



"Madisonville in the future" word cloud



## Priority issues

The list of issues generated through the community engagement efforts showed a range of concerns from very specific and practical to very broad and speculative. The most common issues included preserving the town’s scale and character, creating better pedestrian networks, improving access to natural amenities, and parking and

traffic concerns. There was a cluster of popular, shared concerns in the top nine issues, while the other eleven were less well-represented. These recurring priority issues were condensed into the four primary themes which structure the recommendations that follow the master plan section of this document. In these four themes, those who

participated in the master planning process will see their concerns acknowledged and addressed.

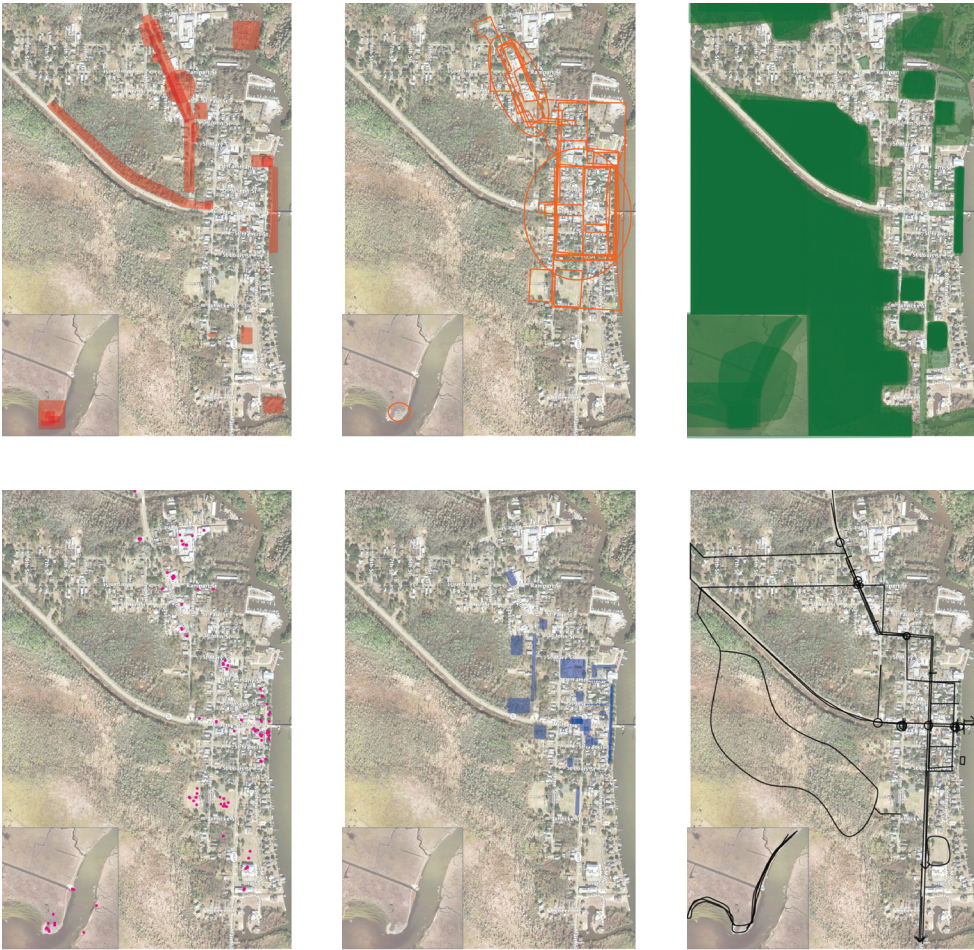
RANK	ISSUE
1	Preserve and enhance historic architecture, charm, and small town character. (52)
2	Make it safe and easy to walk and bike around town and connect to destinations like the Tammany Trace. (52)
3	Improve major assets like riverfront and lakefront. (49)
4	Prevent Hwy 22 from being widened and swing bridge from being elevated. (48)
5	Develop guidelines to retain scale and character of buildings downtown. (37)
6	Reduce threat from flooding. (35)
7	Create regulations to address development issues. (32)
8	Beautify public space with landscaping, trees, lighting, pavilions, etc. (30)
9	Balance providing amenities for visitors and preserving small town feel for residents. (29)
10	Create community gathering spaces in downtown. (9)
11	Improve downtown parking. (7)
12	Improve traffic on Hwy 22 and 1077/21. (5)
13	Correct drainage. (5)
14	Reduce speeding. (4)
15	Auto tunnel. (4)
16	Increase housing options, especially for young families. (3)
17	High rise bridge. (3)
18	Bypass. (1)
19	Recycling. (1)
20	Lighthouse and sandbar development. (1)



# MADISONVILLE'S VISION FOR THE FUTURE

## Introduction

During the visioning workshop, participants mapped out various elements of the master plan like areas for conservation, multi-modal networks, etc. Those maps were refined and then translated into the adjacent Future Land Use map.



Maps created during Visioning Workshop



Future Land Use Map draft

## Vision statement

Madisonville is a quaint and charming town situated near the mouth of the Tchefuncte River. Madisonville's rich maritime history is celebrated through its well-preserved historic buildings, water-centric festivals, awareness of its coastal location, and interaction with the surrounding environment. The town is well-connected to regional transportation and recreational assets, yet it remains a peaceful respite from the surrounding areas. Madisonville is accessible by foot, by bike, by boat, or by car. It provides opportunities for residents and visitors alike to enjoy Madisonville's natural beauty, small town charm, and warm hospitality.

## Future Land Use Map



This future land use map illustrates a vision for how the town's land should be used in the future. This map does not necessarily reflect current uses, but rather the uses desired in the future. It is important to note that future land use and zoning maps are not the same thing. This map should be used to inform updates to the town's zoning map, which regulates land use at the ordinance level.

### Use Districts

- Conservation
- Open Space
- Residential
- Mixed Use
- Cottage Commercial
- Main Street Commercial Corridor
- Waterfront Commercial
- Institutional
- Light Industrial

## Proposed Use Types

The colored areas on the future land use map indicate the specific uses envisioned for a given area in town. Those proposed uses are described below, and the supporting images offer visual precedents for the appropriate character and type of development for

each area. While these land use districts reflect the spirit of the vision articulated during this master planning process, they do not necessarily indicate the zoning of an area. Zoning classifications can be tailored to match the envisioned uses.

### Conservation

Sensitive habitat, wetlands, and old growth vegetation that is protected in perpetuity.



Shangri La Nature Center (lakeflato.com)



Madisonville, LA (lpbmm.org)



St. Landry, LA (CARBO Landscape Arch.)



Fountainebleau State Park (Sierra Club)

### Cottage Commercial

Small-scale, walkable stand alone retail, office and lodging that looks similar to residential cottages.



Ocean Springs, MS (Guay Imagenes)



St. Francisville, LA (The Magnolia Cafe)



Covington, LA (City of Covington/Facebook)



Gulfport, MS (Diners, Drive-ins & Dives)

### Residential

Single family homes, cottages, townhomes, and multifamily.



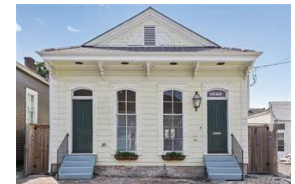
Cottage Court (thetinylife.com)



Madisonville, LA (thetinylife.com)



Covington, LA (apartments.com)



New Orleans, LA (realtor.com)

### Waterfront Commercial

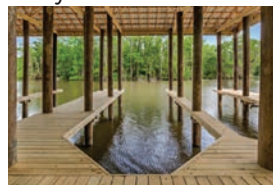
Retail, restaurants, office, and small-scale marina along a waterway.



Madisonville, LA (louisiananorthshore.com)



Mandeville, LA (beachhousemandeville.com)



Covington, LA (riverclubcovington.com)



Eco-marina (aquadulcemarina.com)

## Open Space

Recreational areas, parks, and gathering spaces that are open to the public.



Madisonville, LA



Madisonville, LA  
(townofmadisonville.org)



Covington, LA  
(City of Covington/Facebook)



New Orleans, LA  
(tclf.org)

## Mixed Use

Multifamily housing mixed with other compatible uses like office, retail, restaurant, and other neighborhood services.



New Orleans, LA  
(eventful.com)



New Orleans, LA  
(realtor.com)



New Orleans, LA  
(neworleansonline.com)



Baton Rouge, LA  
(downtownbatonrouge.org)

## Main Street Commercial Corridor

Restaurants, retail, groceries, personal and professional services, civic offices; marked by pedestrian-oriented design.



Breaux Bridge, LA  
(breauxbridge.net)



Lafayette, LA  
(The Advocate)



Fredericksburg, TX  
(coreymondello.com)



Opelousas, LA  
(cityofopelousas.com)

## Institutional

Churches, schools, hospitals, and town facilities.



Madisonville, LA  
(sainttammany-parish.net)



Covington, LA  
(lakeviewregional.com)



Madisonville, LA  
(stpsb.org)



Madisonville, LA  
(commons.wikimedia.org)

## Light Industrial

Manufacturing, assembly, repair or servicing of industrial, business, or consumer machinery, equipment, products, or by-products mainly by providing centralized services for separate retail outlets.



Madisonville, LA (Google)



Madisonville, LA (Google)



Madisonville, LA (Google)

# MASTER PLAN

Master plans are meant to be guiding documents that influence changes to a place over a long period of time. If one were to fly over Madisonville in about fifteen to twenty years from now, the town could appear as it does in this master plan drawing. From this bird's eye view, a few things can be observed:

- The riverfront park has been enhanced with a boardwalk and the mature Live Oaks are healthy.
- Town streets are shaded by trees, and parking is well-defined. Cedar St. extends to Hwy. 22.
- The footprint of the developed area is largely the same, with the wetlands and swamp intact.
- New buildings fill in empty lots and fit in with the surrounding context.

The following pages focus in on two areas: the 8-block area along the river (Downtown) and the area around Covington St. (Uptown). These areas are highlighted in orange.



### Major Elements

- 1 Riverfront boardwalk
- 2 Town square
- 3 Trailhead facilities
- 4 Town hall
- 5 Pedestrian-focused Water St.
- 6 Semi-permanent farmers market
- 7 Commercial infill development
- 8 Bike route on Main St.
- 9 Infill housing
- 10 Cedar St. extension- new Hwy. 21 route through town
- 11 Enhancements along Hwy 22
- 12 Defined parking and landscaping
- 13 Conservation area along Hwy. 22
- 14 Infill parking lot
- 15 Condo/multifamily infill
- 16 Cottage/townhome infill
- 17 Proposed business
- 18 Cottage commercial infill
- 19 Redesigned intersection
- 20 Redesigned existing parking lots
- 21 Enhancements along Hwy.21 into town
- 22 Bed and breakfast/vacation rentals/ event space



# MASTER PLAN

## Uptown





# Downtown



# RECOMMENDATIONS

Using the vision as a foundation, the master plan recommendations are organized under four broad themes derived from the priority issues outlined by the Madisonville community. Within each theme, there are goals that frame a number of more specific recommendations.

Some of the goals in this plan call for tangible changes to the town, like park improvements and crosswalks. Others recommend less visible changes, such as policies, ordinances, and programmatic efforts.

Each master plan goal and its recommendations are supported by drawings, visualizations, images, processes, and additional resources, as applicable.

## I. CELEBRATE WHAT'S HERE NOW AND IMPROVE IT FOR FUTURE GENERATIONS

- A** Improve Riverfront Park and create a new Town Square.
- B** Encourage recreational access to the lakefront, but limit any additional permanent development.
- C** Preserve undeveloped open space and connect it to existing parks.
- D** Improve public realm aesthetics.

## II. PRESERVE MADISONVILLE'S CHARACTER AND GUIDE FUTURE GROWTH

- A** Protect the town's historic building stock.
- B** Encourage strategic infill and redevelopment throughout town.
- C** Bolster the town vision and master plan with enforceable laws.

## III. CONNECT MADISONVILLE WITH SAFE, BEAUTIFUL, AND ACCESSIBLE STREETS

- A** Realign and extend Cedar Street to Highway 22.
- B** Improve the function and aesthetics of town streets.
- C** Slow down cars using traffic calming methods.
- D** Create a network of bicycle facilities and amenities.
- E** Make parking in town convenient, yet unobtrusive.
- F** Improve safety for pedestrians.

## IV. REDUCE MADISONVILLE'S RISK AND IMPROVE RESILIENCE

- A** Engage in community-wide efforts.
- B** Promote and encourage individual property owner efforts.



THEME I:

**CELEBRATE  
WHAT'S HERE NOW  
AND IMPROVE  
IT FOR FUTURE  
GENERATIONS**

## GOALS:

- A** Improve Riverfront Park and create a new Town Square.
- B** Encourage recreational access to the lakefront, but limit any additional permanent development.
- C** Preserve undeveloped open space and connect it to existing parks.
- D** Improve public realm aesthetics.

## A. IMPROVE RIVERFRONT PARK AND CREATE A NEW TOWN SQUARE

WE HEARD YOU SAY...

"Madisonville is a small, safe, beautiful river town."

"I would like to see the riverfront as a beautiful waterfront with trees, lights, parking."

The four blocks of greenspace along the Tchefuncte River have been identified as one of Madisonville's most valuable assets by residents and town leaders alike. The recommendations that follow seek to preserve what makes this place special (beautiful views, mature Live Oaks, and river access), while making it more functional and accessible for the people who use it.

### RIVERFRONT PARK RECOMMENDATIONS:

1. Install decorative street signs and new park furnishings; remove existing pavilions
2. Add accent lighting in oak trees
3. Build a new boardwalk and open-air pavilions
4. Install decorative sidewalk paving along Water St.
5. Add crosswalks across Water St. and Hwy 22.
6. Convert head-in, angled parking to parallel parking
7. Change traffic flow to one-way on Water St.
8. Remove parking and compacted gravel from under oak trees; add crushed stone pathways to boardwalk
9. Reduce pavement width on Water St. to create more green space
10. Install decorative paving in intersections and across from town square

### TOWN SQUARE RECOMMENDATIONS:

1. Demolish old fire station behind Town Hall
2. Build a surface parking lot on old fire station site
3. Build smaller of two trailhead structures
4. Rebuild Town Hall as a two-story building with parking below
5. Build remaining trailhead structure
6. Add trees, landscaping, and sidewalks to Town Square
7. Build a pedestrian connection between new Town Hall and Highway 22

## CONCEPTUAL RENDERING OF PROPOSED IMPROVEMENTS



## KEY ELEMENTS

- 1 Riverfront boardwalk with benches and gas lights
- 2 Piers to accommodate boats, meters for overnight stays
- 3 Open-air pavilions
- 4 Gravel/crushed stone paths
- 5 Existing live oaks with lighting
- 6 One-way traffic on Water St.\*
- 7 Brick street paving
- 8 Brick sidewalks
- 9 Parallel parking (paved)
- 10 Town square lawn
- 11 Trailhead facilities
- 12 New Town Hall\*\*
- 13 Infill parking lots
- 14 Infill (Main Street Commercial use)\*\*
- 15 High visibility crosswalks
- 16 Street trees and landscaping

\*Northbound on north side of Hwy. 22, Southbound on south side of Hwy. 22

\*\*New buildings: There is no plan for purchasing or demolishing buildings; however, when buildings change owners, outlive their useful lives, or are damaged by weather events, the Town should be strategic about investment, demolition, repair, and new construction.



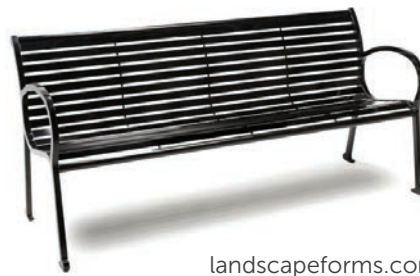
# CELEBRATE AND IMPROVE WHAT'S HERE NOW

## 1. Install decorative street signs and new park furnishings; remove existing pavilions

Adding new seating, trash cans, and pet litter stations to the riverfront park, along with decorative street signs in the immediate area is a relatively easy first phase of park improvements.



siteessentialscompany.com



landscapeforms.com



Examples of the proposed character of new park furnishings. Consider contemporary versions of traditional design for an updated look.

## 2. Add accent lighting in oak trees

Highlight the beauty of the mature Live Oaks with subtle lighting. This is a low-effort project that can have a big impact. As shown in these images, trees can be illuminated by lights placed in the branches or on the ground.



houzz.com



sidera.com

## 3. Build a new boardwalk and open-air pavilions

The centerpiece of the park is the proposed 15'-wide boardwalk and new, open-air pavilions. The boardwalk should be designed to accommodate boats with bumpers and cleats for mooring, as well as utility connections and meter kiosks for overnight stays. This project can be built in phases-main boardwalk, extending piers, then the pavilions. It can also be easily expanded to develop a town marina, if there is demand.



customdockslc.com

## 4. Install decorative sidewalk paving along Water St.

Replace the existing concrete sidewalks on Water St. with reclaimed red brick or similar pavers. Adding a different type of paving along this one street will help distinguish it from the rest of town. As shown in the plan, the same paving material should be repeated in the intersections, in front of the town square, and as an accent material in town square. See **Goal I.D.: Improve Public Realm Aesthetics** for more details on paving.

## 5. Add crosswalks across Water St. and Hwy 22.

While adding high visibility crosswalks across Hwy. 22 will require coordination with DOTD, the town can add new crosswalks at intersections across Water St. at any time. The addition of crosswalks will reinforce the connection from the town to Riverfront Park, establish Water St. as a pedestrian-prioritized area, and improve safety for pedestrians. See **Goal III.E: Improve Pedestrian Safety** for more information of crosswalk design.



## 6. Convert head-in, angled parking to parallel parking

The existing angled parking spaces on Water St. are not deep enough to accommodate a car. Converting all head-in and angled parking will create more space in the road now, and for the Riverfront Park in the future. While this recommendation will remove a few parking spaces, they can be made up in a nearby parking lot. See **Goal III.F: Parking** for more information of parking design.

## 7. Change traffic flow to one-way on Water St.

One way traffic, as shown in the plan with northbound traffic on the north side of Hwy. 22 and southbound traffic on the south side of Hwy. 22, offers a few advantages. It creates more space for other elements, like parallel parking and green space. One-way streets can be much safer for pedestrians because there are fewer lanes of traffic to cross, and crossing distances can be reduced. Turn around areas are shown at the ends of St. Louis St. and St. Tammany St. One-way streets are easy to implement, even as a demonstration with signage and removable paint.

## 8. Remove parking and compacted gravel from under oak trees; add crushed stone pathways to boardwalk

This recommendation is likely to have the most impact on Water St. and the Riverfront Park. Removing parking opens up more park space, preserves the oak trees, and establishes the area a place for people, not just cars. The lost parking spaces can be easily accommodated in lots and on nearby streets. See **Goal III.E: Parking** for more information.

## 9. Reduce pavement width on Water Street to create more green space

One-way traffic requires less pavement, so removing excess pavement is an effective way to create even more green space for the Riverfront Park from existing land. See sections below for an illustration of this idea.

Water street at Town Hall: existing



Water street at Town Hall: Proposed



## 10. Install decorative paving in intersections and across from town square

Replace the existing asphalt pavement with the same material used on the Water St. sidewalks. See **Goal I.D.: Improve Public Realm Aesthetics** for more details on paving.

# CELEBRATE AND IMPROVE WHAT'S HERE NOW

## 1. Demolish old fire station behind Town Hall

This existing town property was identified as a location for future parking. The old fire station building is no longer in use and can be removed at any time.

## 2. Build a surface parking lot on old fire station site

A new parking lot will provide additional parking for Town Hall and businesses on Water Street. Providing parking here will help account for spaces removed under the oak trees in the future. The new parking lot should

be designed to meet the guidelines in this plan, so it can serve as an example for others who build lots in the future.

### It should include:

- Permeable paving material, contained in curbs

- defined entry and exit point
- shade trees and shrubs
- low picket fence screen

**Refer to Goal III. F for more design guidance.**

## 3. Build smaller of two trailhead structures

Two trailhead structures are proposed for the new town square. The smaller of the two (closest to Water Street) can be built at any time. This structure is envisioned as an open-air pavilion

similar in scale to the pavilions on the boardwalk. It can be used as a small stage, picnic shelter, gathering area, or for events. Such amenities are essential to creating a pedestrian destination

along Madisonville's riverfront.



## 4. Rebuild Town Hall as a two-story building

This is a long term project. Rebuild town hall only when the current building is at the end of its useful life, either due to storm damage, building age, or space requirements. When the time comes, rebuild a two-story building to reduce the footprint of the building. This, along with reorienting the building as shown in the plan, will

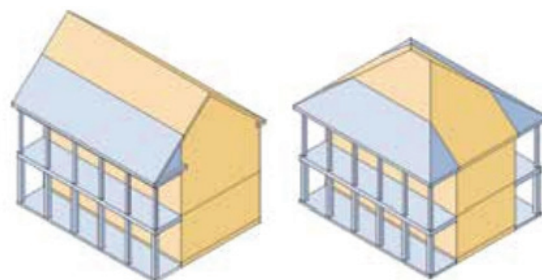
create more space for the Town Square.

### The envisioned building has:

- traditional South Louisiana style
- parking underneath (optional)
- porch/gallery open to town square
- first floor community center and council chamber
- second floor town administration and support staff offices



Louisiana Vernacular



Louisiana Vernacular

## 5. Build remaining trailhead structure

This building can be built after the new town hall and would serve as the town's future Tammany Trace trailhead. It should include amenities for Trace users and residents, including:

- Restrooms
- Water fountains
- Tourism and trace information
- Bike repair station
- Bike racks

## 6. Add trees, landscaping, sidewalks, and furnishings to Town Square

Once all of the new structures are in place, the town square can be completed with additional shade trees, sidewalks to connect the buildings, and site furnishings like benches, movable tables and chairs, trash cans, etc.

Refer to **Goal I. D: Improve Public Realm Aesthetics** for additional design guidance.

## 7. Build a pedestrian connection between new Town Hall and Highway 22

A new pedestrian path between the new Town Hall and Highway 22 will provide another access point to the town square, allowing visitors to park a few blocks away and walk safely to the square.

Providing a pedestrian connection across Highway 22 is a critical component of the vision for Water Street to be an active pedestrian destination.

**B. ENCOURAGE RECREATIONAL ACCESS TO THE LAKEFRONT, BUT LIMIT ANY ADDITIONAL DEVELOPMENT.**

**WE HEARD YOU SAY...**

"Madisonville is a beautiful, historic, active town with amazing natural resources."

"Madisonville is threatened by sprawl and flooding."

"In the future, Madisonville will be a town that recognizes its unique natural surroundings, river and lake, and takes advantage of its natural beauty."

**RECOMMENDATIONS:**

1. Prohibit any additional permanent development
2. Encourage seasonal pop-up vendors, like kayak rental, eco-tours, and fishing guides
3. Improve existing recreational amenities like boat launches, shelters, bathrooms, and parking areas
4. Showcase the cultural and historic significance of the lakefront

It is undeniable that Lake Pontchartrain has played an important role in shaping the identity of Madisonville. Over time, however, the relationship between the town and its lakefront has evolved. Considering this area's serial flooding, vulnerability to storm damage, and limited access throughout the year, resources should be focused on improvements closer to the core of town.

**1. Prohibit any additional permanent development**

Any future development in this area should conform to the future land use vision that has been established for the town. The land around the existing boat launch belongs to a sensitive marsh ecosystem. Permanent development within these environments should be limited, so as to preserve habitat and water quality and also to maintain the town's rural character. If additional permanent development is necessary to meet Madisonville's growth needs, that development should be concentrated upriver, on lands that are not as vulnerable to tidal fluctuations and flooding.



Existing conditions at the lakefront boat launch

## 2. Encourage seasonal pop-up vendors like kayak rental, eco-tours, and fishing guides

Encouraging investment in seasonal recreation can meet goals of conservation, economic development, education, and public health. Lakefront

resources can be leveraged to generate seasonal revenue while minimizing impact to fragile native ecosystems.



champagnesswamptours.com



expedia.com

## 3. Improve existing recreational amenities like boat launches, shelters, bathrooms, and parking areas, etc.

Existing recreational amenities at the lakefront should be improved to better accommodate user needs. Boat launches, shelters, restrooms, parking areas, and any other amenities or facilities should be durable and should reflect the character of the lakefront.



Hood River Waterfront Park (eboxwood.com)



riverclubcovington.com



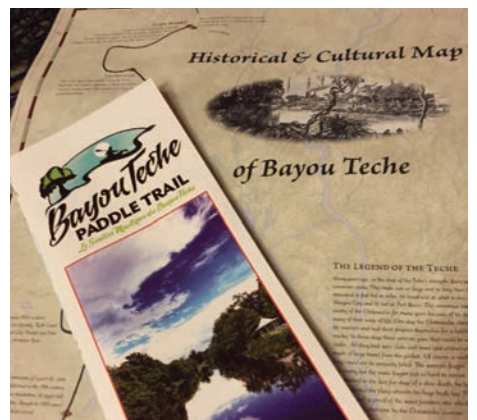
Lacombe trailhead (nola.com)

## 4. Showcase the cultural and historic significance of the lakefront

As recommended in the Madisonville Lighthouse Path, a multi-modal trail could highlight the rich cultural heritage centered around the town's lakefront. The trail could take visitors on a tour of sites and structures that tell the story of town's development. Particular lakefront resources include the historic Lighthouse and Lighthouse Keeper's Cottage -- this trail could

accommodate pedestrian and bike traffic alike.

Federal and state preservation funding may be available to help establish the trail and identify it with wayfinding signage and interpretive materials.



Bayou Teche Paddle Trail (techeproject.org)

**C. PRESERVE  
UNDEVELOPED OPEN  
SPACE AND CREATE AN  
ACCESSIBLE NETWORK  
OF PUBLIC SPACES FOR  
RECREATIONAL USE.**

**RECOMMENDATIONS:**

1. Work with land owners to create a land trust to protect marsh and swampland from development
2. Connect existing parks and other amenities with a network of trails, boardwalks, and complete streets

**WE HEARD YOU SAY...**

"I would like to see more families on trails, more biking, and more activities to bring everyone together."

"The town's open spaces should be improved."

Preserving open space is a critical component of realizing Madisonville's vision for the future. The town's character and development patterns have been informed by its environmental context between the Tchefuncte River and Lake Pontchartrain. Preserving Madisonville's undeveloped lands will help sustain its legacy as a place rich in natural beauty and outdoor recreational opportunities.

"Open space" is an area unobstructed by buildings from the ground upward, except for walks, paths, landscaping or other site features in public, common or other private ownership. Uses focusing on public gathering areas for passive or active outdoor recreation, and having few structures. Much of Madisonville's undeveloped open space is unsuitable for settlement but can be a great recreational asset.



The historic Madisonville lighthouse



# 1. Work with land owners to create a land trust to protect marsh and swampland from development

Open space preservation is made possible by owners with a sense of stewardship who pledge to protect the land from inappropriate development. There are several strategies for land acquisition and preservation. Open space may be owned by one of the following entities:

- **Town of Madisonville:**  
The responsibility for maintaining the open space, and any facilities may be borne by the town.
- **Land Conservancy or Land Trust:**  
The responsibility for maintaining the open space and any facilities may be borne by a land conservancy or land trust.
- **Property Owners' Association:**  
A property owners' association representing residents of the subdivision may own the open space. Membership in the

association shall be mandatory and automatic for all property owners of the subdivision and their successors. The property owners' association shall have lien authority to ensure the collection of dues from all members. The responsibility for maintaining the open space, and any facilities shall be borne by the property owners' association.

- **Private Landowner:**  
A private landowner may retain ownership of open space. The responsibility for maintaining the open space, and any facilities shall be borne by the private landowner.

A conservation easement is a voluntary legal agreement between a landowner and a land trust or government agency that permanently limits uses of the land in order to protect its conservation

values.

A land trust is a charitable organization that acquires land or conservation easements or that stewards land or easements, to achieve one or more conservation purposes.

There are several land trusts operating in Southeastern Louisiana. They include:

- Land Trust for Louisiana
- Coastal Plain Conservancy
- Conservation Force - Land Trust Division
- US Land Conservancy
- Ducks Unlimited
- The Nature Conservancy
- Trust for Public Land
- Partnership for Conservation

## RESOURCES

### FHWA Recreational Trails Program For Louisiana

- <https://www.crt.state.la.us/Assets/Parks/grants/RTPL/RecTrailsGrantApp.pdf>

### Louisiana Department of Natural Resources, Certified Land Conservation Organizations

- <http://www.dnr.louisiana.gov/index.cfm?md=pagebuilder&tmp=home&pid=918>

### Louisiana Department of Natural Resources, Coastal and Estuarine Land Conservation Program

- <http://www.dnr.louisiana.gov/index.cfm?md=pagebuilder&tmp=home&pid=103>

### Partnership for Conservation, Best Practices for Private Land Conservation

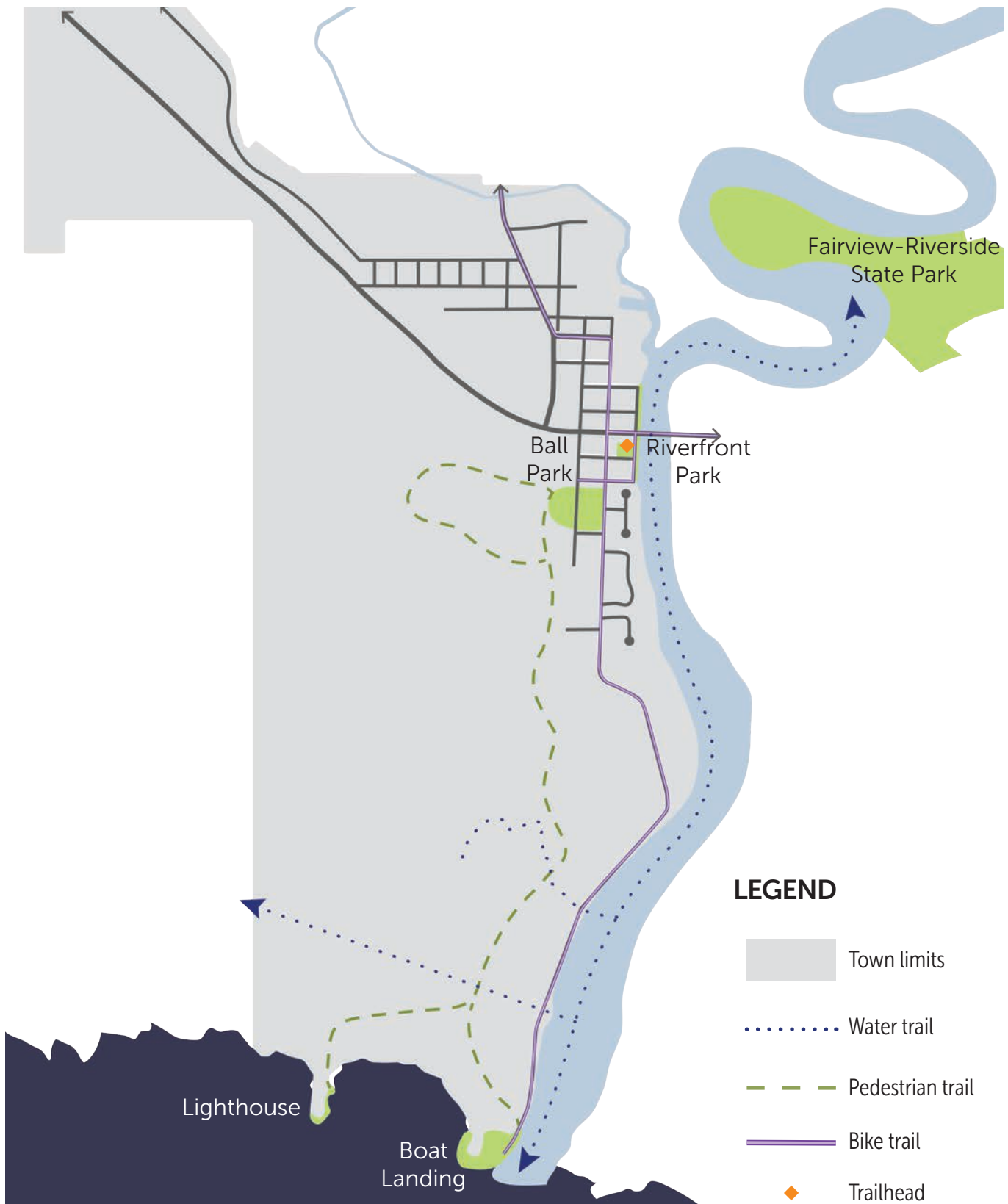
- <https://partnershipforconservation.org/best-practices/>

### Land Trust for Louisiana

- <https://www.landtrustforlouisiana.org/>

# CELEBRATE AND IMPROVE WHAT'S HERE NOW

2. Connect existing parks and other amenities with a network of trails, boardwalks, and complete streets





Publicly-owned open spaces – whether conservation areas, preserved wetlands and nature trails or a system of well-designed spaces for organized sports, festivals and concerts – encourage a healthy lifestyle with easily accessible recreation. These amenities should be spread throughout town, ensuring that all residents can easily access them on foot, by bike, or even by water. The conceptual open space network

map on the left uses existing parks as access points to surrounding marsh and swampland. It connects access points with a network of pedestrian trails and boardwalks, bike routes that follow town roads, and water trails for paddling. This network also considers a future connection to the Tammany Trace, which positions Madisonville as a destination for nature-based recreation. In the future, the town could consider

developing a nature education center that showcases the town’s rich natural heritage.

The FHWA Recreational Trails Program for Louisiana (RTPL) is administered by the Louisiana Office of State Parks, Division of Outdoor Recreation. RTPL provides funding for recreational trails in both urban and rural areas throughout the state.

## Water trails



Bayou Teche Paddle Trail ([iberianet.com](http://iberianet.com))



Riverfront pavilion ([riverclubcovington.com](http://riverclubcovington.com))



Kayak rental ([champagnesswamptours.com](http://champagnesswamptours.com))

## Pedestrian trails



Jean Lafitte ([tripadvisor.com](http://tripadvisor.com))

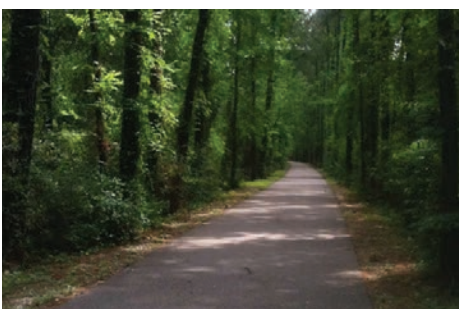


Fontainebleau State Park ([alltrails.com](http://alltrails.com))



Indianapolis Cultural trail ([visitindiana.com](http://visitindiana.com))

## Bike trails



Tammany Trace ([railstotrails.org](http://railstotrails.org))



Lafitte Greenway ([neworleansonline.com](http://neworleansonline.com))



Tammany Trace ([louisiananorthshore.com](http://louisiananorthshore.com))

**D. IMPROVE PUBLIC REALM AESTHETICS.**

WE HEARD YOU SAY...

"I hope Madisonville will be clean and youth-friendly with the same small town charm, with some beautification."

"I hope Madisonville will be a little prettier, with pretty street posts and signs, perhaps with more planters."

**RECOMMENDATIONS:**

1. Install decorative street and wayfinding signs
2. Provide guidelines for signage on private property
3. Upgrade or add furnishings around town (benches, tables, trash cans, bike racks, pet litter stations)
4. Install gas lighting in key areas
5. Use native and adapted landscape materials on town property. Encourage the same for homeowners and businesses.
6. Use materials and other design elements as a placemaking strategy

**1. Install decorative street and wayfinding signs**

Replacing existing street signs with new, decorative sign posts and adding town wayfinding can have a huge visual impact. Street and traffic signs, light posts, banners, and wayfinding signs should all have a similar design or be from a single manufacturer to provide a consistent appearance throughout town. Many signage providers offer suites or families of sign types to choose from.



(constantcontact.com)



(siteessentialscompany.com)



(universalsignsfl.com)

## 2. Provide guidelines for signage on private property

One way to reinforce the town's character is to provide guidelines for signage for businesses and other private property owners. This can be done through a sign ordinance. A mixture of hand-painted, lighted, and monument-type signs would be an appropriate fit for Madisonville.



(twodudes.com)



(mysticbluesigns.com)



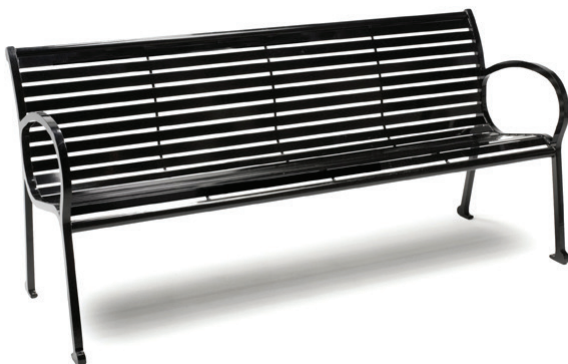
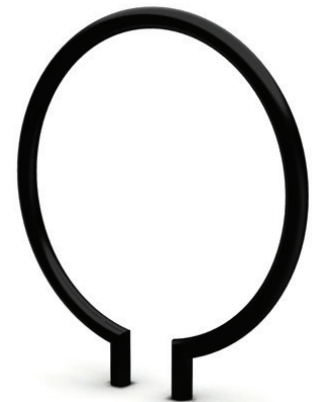
(livethegreatestescape.com)



(connectionsbylebook.com)

## 3. Upgrade or add furnishings around town (benches, tables, trash cans, bike racks, pet litter stations)

Similar to signage, installing public furnishings throughout town is an easy way to create an updated look. Like signage, furniture providers offer families of pieces to choose from, so that all components work together. To start off, choose a trash can, park bench, bistro set, and bike rack style to use throughout town. Pet litter stations are also an easy addition and a valuable park amenity.



All products by Landscape Forms

# PRESERVE CHARACTER AND GUIDE GROWTH

## 4. Install gas lighting in key areas

While gas lamps don't provide a lot of light on roadways, they are suitable for pedestrian areas and adding ambient lighting. Install gas lamps in the following areas:

- along riverfront boardwalk
- around town square
- along Water Street
- at key intersections

These examples are from Bevolo, a New Orleans-based manufacturer of copper gas lamps and posts.



Birmingham, AL (gbdmagazine.com)



Lighting provided by Bevolo

## 6. Use materials and other design elements as a placemaking strategy

Using materials like street trees, paving, decorative fences, and signage is an effective way to build on the town's existing character, while establishing a visual identity. Repetitive use of materials signals to people in town that they have arrived in Madisonville and becomes a wayfinding mechanism for visitors and

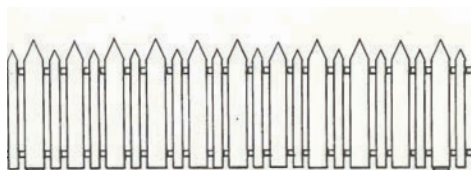
residents alike. Establishing a material palette for the town can be effective in subtly designating pedestrian zones, parking areas, cultural landmarks, public gathering spaces, recreational amenities, and other town features.



(keystonehardscapes.com)



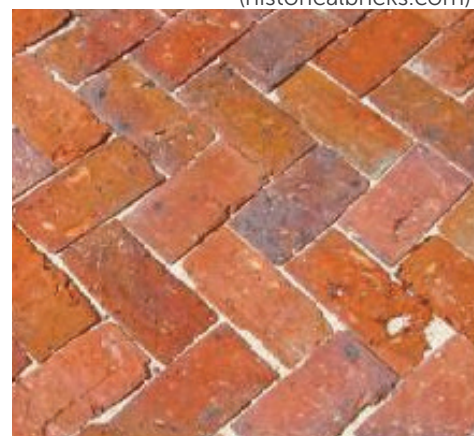
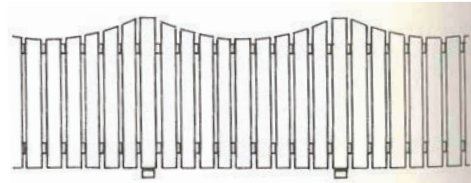
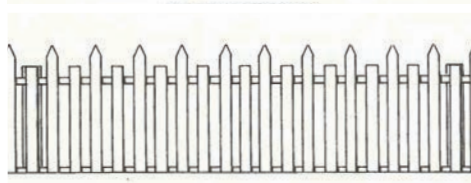
The Freedom Trail (thefreedomtrail.com)



(historicalbricks.com)



Natchez Trace (natcheztracetravel.com)



(brickamerica.com)

Fences: Authentic Details for Design and Restoration, Peter J. Harrison

## 5. Use native and adapted landscape materials on town property; encourage the same for homeowners and businesses

Choosing the right plants for specific uses creates a sense of place in the same way that lighting, park furniture, and paving materials all lend a sense of identity to a place. Especially in a subtropical climate like South Louisiana, it is important to choose the right plant

for the right place. This plant palette provides guidance on the best use, location, and planting conditions for each plant species. Most of the plants here are native or well-adapted species that will perform well.

Plants are organized in the following

categories:

- Street, parking lot, and accent trees
- Shade trees
- Groundcover, perennials, and shrubs

**PLANT PALETTE KEY**

<b>Sun/Shade</b>	FULL SUN	PARTIAL SUN	SHADE			
<b>Suitable Conditions</b>	WIND TOLERANT	DROUGHT TOLERANT	WET SOIL TOLERANT	EROSION CONTROL	INUNDATION TOLERANT	SALT TOLERANT
<b>Growth Rate</b>	FAST	MODERATE	SLOW			
<b>Foliage</b>	EVERGREEN	DECIDUOUS	PERENNIAL			

### Street, Parking Lot, and Accent Trees

These trees can be used in parking lots, as street trees, and accent trees in park spaces. Most of these are small to medium size plants that will do well in partial shade, like under a higher tree canopy.



**Bald Cypress**  
*Taxodium distichum*  
Medium-large, native



**Eastern Redbud**  
*Cercis canadensis*  
Small-medium, native



**Swamp Red Maple**  
*Acer rubrum* var. *drummondii*  
Large, native



**White Fringetree**  
*Chionanthus virginicus*  
Small, native



**Sweetbay Magnolia**  
*Magnolia virginiana*  
Medium, native



**Two Winged Silverbell**  
*Halesia diptera*  
Small-medium, native



**Dahoon Holly**  
*Ilex cassine*  
Small-medium, native



**Savannah Holly**  
*Ilex x attenuata*  
Small-medium, native



**Cabbage Palm**  
*Sabal palmetto*  
Medium-large, native

# PRESERVE CHARACTER AND GUIDE GROWTH

## Shade Trees

These larger trees can be used in clusters to provide shade in parks and open areas. They can also be used as large-scale street trees where there is enough room for their roots and canopies to grow, like along Hwy. 22 or the proposed Cedar St. extension.



**Bald Cypress**  
*Taxodium distichum*  
Medium-large, native



**Southern live Oak**  
*Quercus virginiana*  
Large, native



**Shumard Oak**  
*Quercus shumardii*  
Large, native



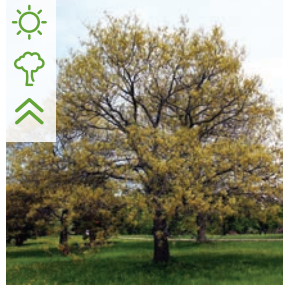
**Swamp Red Maple**  
*Acer rubrum var. drummondii*  
Medium-large



**Sweetgum**  
*Liquidambar styraciflua*  
Medium-large, native



**Southern Magnolia**  
*Magnolia grandiflora*  
Large, native



**Nuttall Oak**  
*Quercus nutallii*  
Large, native



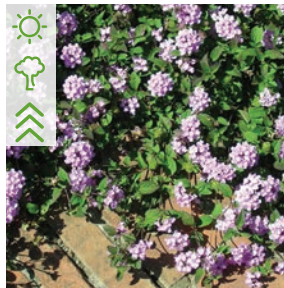
**Spruce Pine**  
*Pinus glabra*  
Medium-large, native



**Longleaf Pine**  
*Pinus palustris*  
Large, native

## Groundcover, Perennials, and Shrubs

This selection of plants can be used to fill in planting areas along town streets, as accent plantings in parks, and as foundation plantings outside buildings.



**Trailing Lantana**  
*Lantana montevidensis*  
Groundcover



**Wedelia**  
*Wedelia trilobata*  
Groundcover



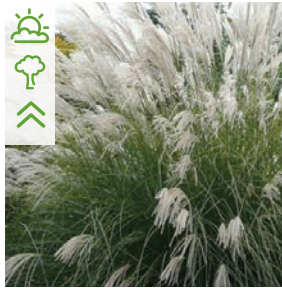
**Shore Juniper**  
*Juniperus conferta*  
Groundcover



**Holly Leaf Fern**  
*Cyrtomium falcatum*  
Groundcover



**Cord Grass**  
*Spartina patens*  
Perennial



**Maidengrass**  
*Miscanthus sinensis*  
Perennial



**Spider Lily**  
*Hymenocallis lirioides*  
Perennial



**Umbrella Plant**  
*Cyperus alternifolius*  
Perennial



**Rush**  
*Juncus sp.*  
Perennial



**Louisiana Iris**  
*Iris Louisiana Hybrids*  
Perennial



**Lantana**  
*Lantana camara*  
Perennial



**Blue Plumbago**  
*Plumbago auriculata*  
Perennial



**Canna**  
*Canna X generalis*  
Perennial



**Salt Marsh Mallow**  
*Kosteletzkya virginica*  
Perennial



**Virginia Sweetspire**  
*Itea virginica*  
Shrub



**Buttonbush**  
*Cephalanthus occidentalis*  
Shrub



**Dwarf Palmetto**  
*Sabal minor*  
Shrub



**Russian Olive**  
*Elaeagnus pungens*  
Shrub



**Wax Myrtle**  
*Myrica cerifera*  
Shrub



**Oleander**  
*Nerium oleander*  
Shrub



An aerial photograph of a residential neighborhood, likely Madisonville, Tennessee, showing a river with a marina on the left, a street with cars, and various houses and trees. The image is overlaid with a semi-transparent red filter.

THEME II:

**PRESERVE  
MADISONVILLE'S  
CHARACTER AND  
GUIDE FUTURE  
GROWTH**



## GOALS:

- 1** Protect the town's historic building stock.
- 2** Encourage strategic infill and redevelopment throughout town.
- 3** Bolster the town vision and master plan with enforceable laws.

## A. PROTECT THE TOWN'S HISTORIC BUILDING STOCK

WE HEARD YOU SAY...  
 "I would like to see the town preserve its historic buildings."

"Madisonville is a charming, historic place."

- RECOMMENDATIONS:**
1. Elevate or move vulnerable structures
  2. Develop design guidelines and review process for renovating historic buildings
  3. Prohibit the moving or demolition of historic buildings
  4. Provide incentives to restore historic buildings
  5. Apply for historic district designation
  6. Showcase the town's historic buildings with signage and a walking trail

### 1. Elevate or move vulnerable structures

Understanding key criteria, site conditions, and existing building characteristics will help determine whether to flood proof, elevate, or rebuild, and how best to do so. It also provides appropriate solutions for increasing the Town's flood resiliency through development guidelines and standards and Town initiatives.

The site and building assessment should accomplish the following:

- Provide an understanding of the existing condition of the building

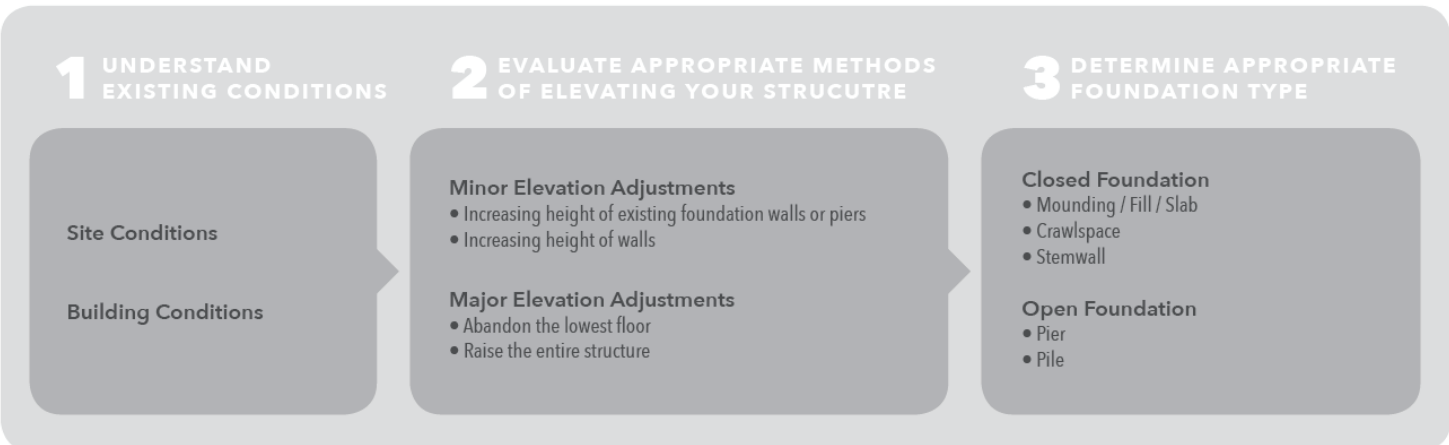
site and current structure and how they influence design decisions;

- Take into consideration existing conditions and determine the best method to elevate the structure to achieve the desired flood protection; and
- Select the appropriate type of foundation construction or modification needed

Prior to undertaking this process and determining a path forward, it is

important to assess:

- The structure's ability to withstand the stresses of being elevated;
- The complexity of the process to elevate the building given form and construction of the building, along with the method and degree of elevation;
- Identify necessary modifications to the structure in order to withstand new forces that may act upon it from flooding and wind due to its new elevation



## 2. Develop design guidelines and review process for renovating historic buildings

In order to protect the town's historic structures, there should be a process for determining a structure's historic significance. Buildings can hold several types of significance to a community, and it is important to understand the criteria for determining significance. A building might be the site of a historic event that was important to Madisonville's history, or it may be the home of an important community figure. The building may be an architectural icon -- it may have rich architectural features that exemplify a

particular style or fine craftsmanship. Once an analysis of potential significance has been completed, decisions can be made about whether to pursue its placement on the register of historic places. The National Park Service maintains the National Register of Historic Places and is a helpful resource for determining a structure's eligibility.

If a structure has been deemed historically significant, that designation may dictate that structure's future

purpose. Historic designation may also be accompanied by guidelines or restrictions on the way that structure can be modified. The town may require a permit for certain modifications to historic structures.

Local design guidelines can become a reference for property owners, contractors, and other tradespeople who may not be familiar with rehabbing historic buildings. These guidelines can be incorporated into local ordinances so that they are enforceable.

## 3. Prohibit the moving or demolition of historic buildings

Historic buildings play a critical role in telling the story of Madisonville's past, and efforts should be made to prevent the demolition of these cultural resources. Moving a historic building takes the structure out of its original context and can compromise its structural integrity. Community organizations can be important advocates for preserving historic structures; these may include merchant associations, historical societies, the Chamber of Commerce, and others.

In order to deter proposed demolitions of historic properties, it is important to advocate for the proper maintenance of these structures. The town can establish minimum maintenance ordinances on historic structures to help ensure that historic structures do not fall into disrepair. Allowances can also make preservation incentives available for maintenance issues. Maintenance regimes can be proscribed in a set of design guidelines established by the town.

To prevent the demolition of historic

properties, the town may establish a board that reviews plans to remove buildings. The board could be responsible for setting and determining criteria for demolishing historic structures. The public interest in the historic property should be properly understood before a decision is made to demolish the structure. In instances where the board grants permission to demolish a historic building, the

town could require documenting the building before it is destroyed.

While relocation preserves the building in question, it destroys its relationship with site. Requests for historic building relocation should be considered seriously, and compatibility with the proposed location is critical. Relocations should not be considered without plans for the existing site.



Historic building in town (Chopper Images)

## 4. Provide incentives to restore historic buildings

Economic incentives are available to those wishing to restore historic buildings. There are both federal and state programs offering incentives.

The Louisiana Division of Historic Preservation administers two historic rehabilitation tax credit programs for income-producing buildings: the Federal 20% Historic Rehabilitation Tax Credit Program and the 20% State Commercial Tax Credit Program. These programs encourage economic development as well as historic preservation.

A 20% federal income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the National Park Service to be "certified historic structures." The Division of Historic Preservation and the National Park

Service review projects to ensure their compliance with the Secretary of the Interior's Standards for Rehabilitation. The Internal Revenue Service defines qualified rehabilitation expenditures on which the credit may be taken.

A 20% state income tax credit is available for the rehabilitation of historic, income-producing buildings that are determined by the Division of Historic Preservation to be "certified historic structures." The Division of Historic Preservation reviews projects to ensure their compliance with the Secretary of the Interior's Standards for Rehabilitation. The Louisiana Department of Revenue defines qualified rehabilitation expenditures on which the credit may be taken.

The state also administers a tax abatement program under normal

circumstances, if an owner improves, renovates or adds on to a building, the assessed value goes up and so do the property taxes. Under the recently expanded Restoration Tax Abatement Program, the assessed value and the property assessment can be frozen at the pre-improvement level for five years, resulting in substantial tax savings. In many parishes, the RTA can be renewed for an additional five years. In addition, this program can be used in combination with the federal historic preservation tax credit program, resulting in even more substantial savings. It should be noted that the tax relief provided by the Restoration Tax Abatement Program is not automatic; rather it must be granted by the local taxing authority, generally the municipality and the Louisiana Board of Commerce and Industry.

## 5. Apply for historic district designation

Historic districts are geographically definable areas that possess a significant concentration of sites or properties united aesthetically by design or past events. In order to be established, historic districts need the approval of property owners within the district; if more than 50% of the owners object, they can block the listing.

Most often, communities create local districts to prevent unregulated and insensitive change. The main tool is the preservation ordinance, a local statute that provisions for designating historic resources, establishes a design review board (also called a preservation or historic district commission), and creates a design review process and guidelines.

Certified Local Government (CLG) certification by the SHPO and the NPS recognizes that a community meets certain criteria for historic preservation tools and activities. A CLG community is eligible to apply for Preservation Fund Subgrants, and can formally comment on National Register nominations before they are sent to the SHPO. The Preservation Fund Subgrants typically range from \$2,000 to \$8,000 and are reimbursable, contingent upon proof they were used for approved activities. The subgrants can be used to pay for architectural/historical surveys, National Register nominations, educational activities, comprehensive planning, and administration of preservation programs.

Basic to the success of a community's historic preservation program is the creation of a municipal historic district by local ordinance as required by the CLG program. Local historic districts are designated by the mayor and city council and approved by the planning and zoning commission under provisions of the state enabling legislation (La R.S. 25: 731-782). After creating a historic district, each community should establish a Historic District Commission (HDC) to oversee its designated historic area. The HDC's main role is to assist and advise building owners, architects, and developers on the best way to restore.

## 6. Showcase the town's historic buildings with signage and a walking trail

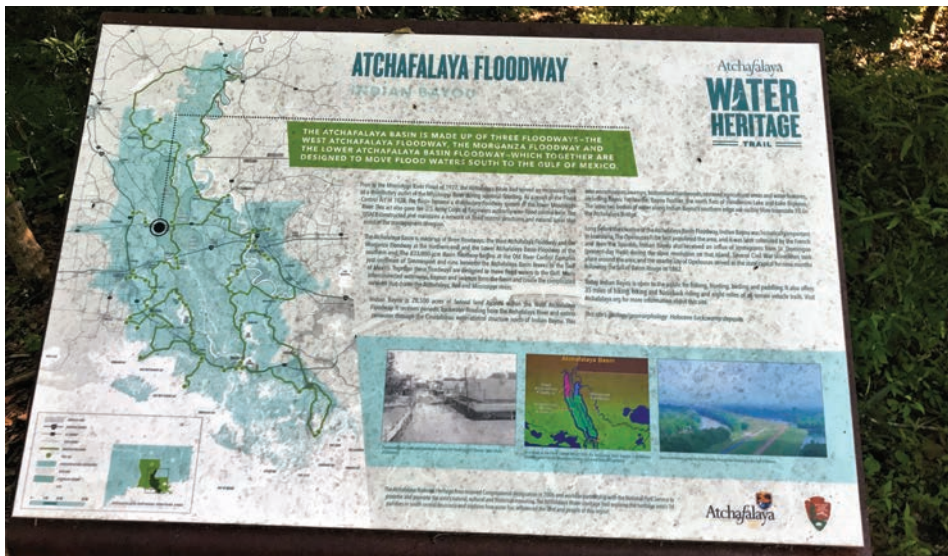
The town could develop a trail that identifies historic structures and weaves them into the narrative of Madisonville's past and future. Iconic wayfinding will help unify the trail and educate users about the buildings. This trail through the historic properties of Madisonville could become a cultural and recreational destination for residents and visitors alike.



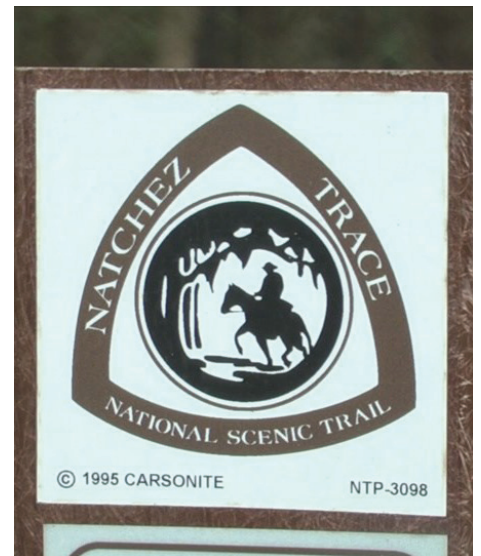
Bayou Teche Paddle Trail (techeproject.org)



The Freedom Trail (thefreedomtrail.org)



Atchafalaya Water Heritage Trail (hmdb.org)



Natchez Trace Parkway (wtva.com)

## RESOURCES

### Louisiana Office of Cultural Development, Division of Historic Preservation, Tax Incentives:

- <https://www.crt.state.la.us/cultural-development/historic-preservation/tax-incentives/index>

### Advisory Council on Historic Preservation

- <https://www.achp.gov/>

### National Park Service, Historic Preservation Disaster Checklist

- <https://www.nps.gov/preservation-grants/downloads/DisasterChecklist2015.pdf>

### National Park Service, Technical Preservation Briefs

- <https://www.nps.gov/tps/how-to-preserve/briefs.htm>

### National Register of Historic Places

- <https://www.nps.gov/subjects/nationalregister/index.htm>

### Environmental Protection Agency, Smart Growth and Preservation

- <https://www.epa.gov/smartgrowth/smart-growth-and-preservation-existing-and-historic-buildings>

## B. ENCOURAGE STRATEGIC INFILL AND REDEVELOPMENT THROUGHOUT TOWN

### WE HEARD YOU SAY...

"Madisonville should maintain the 'small town' historic feeling but develop a more vibrant local economy."

"More business opportunities to actually want to park and walk around and shop local/Madisonville/antiques/enjoy the river/festivals."

### RECOMMENDATIONS:

1. Provide a variety of housing types
2. Develop and promote a "Cottage Commercial" district along Covington St.
3. Consider new uses for old buildings
4. Capitalize on boating, recreation, and eco-tourism opportunities

It is inevitable that Madisonville will experience some amount of growth, so directing and managing that growth will be important for the town as time goes on. While many residents wish to see the town remain predominantly residential, many also recognize opportunities to build on the town's existing

commercial areas in a way that fits with Madisonville's small town character. It is important to note that many of the recommendations here illustrate buildings and uses that do not exist now. These illustrations are ideas for how a piece of property could be used in the future, were it to change owners or be redeveloped.

### CONCEPTUAL RENDERING OF PROPOSED IMPROVEMENTS



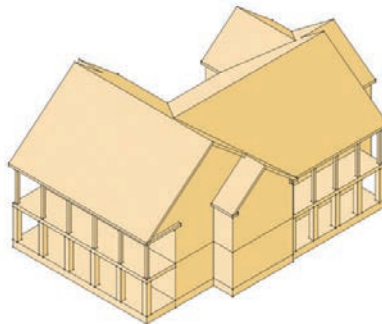
# 1. Provide a variety of housing types

The vast majority of housing in Madisonville is single family. There is an opportunity to provide a variety of housing types to accommodate different people with a range of housing needs, including retirees and empty nesters, part-time residents, young families, and visiting professionals. When considering new housing in town, consider the types shown in the plan and aerial view:

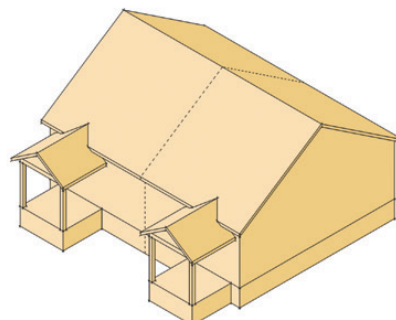
- Smaller, cottage-style homes (1500-1800 sf)
- Medium-density apartment or condo development that fits with the scale of surrounding buildings
- Single family infill lots, where new buildings respect the scale and character of neighboring houses



Example of massing and scale of a multifamily apartment/condo building



These historic vernacular forms continue to be used by builders and architects (traditional and modern alike) who are distilling the essential qualities of traditional buildings and using new materials in ways that carry the traditions forward in new houses.



LA Speaks Pattern Book, CPEX



Cottage Court (thetinylife.com)



LA Speaks Pattern Book, CPEX



LA Speaks Pattern Book, CPEX



LA Speaks Pattern Book, CPEX



LA Speaks Pattern Book, CPEX

# PRESERVE CHARACTER AND GUIDE GROWTH

## 2. Develop and promote a “Cottage Commercial” district along Covington St.

Town residents expressed concern about the type, amount, and intensity of future development in Madisonville. They worry that too much commercialization will strip the historic town of its charm. Developing and promoting a “Cottage Commercial” district along Covington St. can address these concerns, while still allowing some additional growth and development in the town. It is envisioned that these businesses are housed in smaller, residential-style buildings, hence the “cottage” moniker.

### Business types to attract to this district may include:

- locally owned daily services (like a dry cleaner or bank)
- Boutique clothing, furniture, and specialty stores
- small cafes, bakeries, and commissaries,
- office space
- live/work spaces and galleries,
- marine supply store to cater to boaters

These uses have moderately low parking

needs that are staggered throughout the day and week, which puts less demand on town streets and parking areas.

### Business types to avoid may include:

- large destination restaurants with high parking demand at peak times,
- late night entertainment venues
- big box stores and national chains/franchises
- remotely managed or owned businesses



Businesses in the cottage commercial district could have a similar look and scale to the buildings in the images above.



### 3. Consider new uses for old buildings

As key properties become available, the town can market them to potential buyers and investors in a way that fits with the vision for Madisonville.



**The historic Dendinger house**, which has had a number of uses over the years, would be a suitable location for a bed and breakfast, small hotel, and/or event space. As shown in the plan, the property is large enough to accommodate event parking and guest cottages. Neither overnight lodging nor a large event space are currently available in Madisonville, and developing these types of amenities may help build Madisonville's tourism economy and generate town revenue.

**The former Friends building** is an ideal candidate for mixed use. Due to its large size, any single tenant, like another restaurant, would create a large demand for valuable parking. Ideally, a mix of uses would include complementary and compatible uses with staggered parking demand. For example:

- office use during the day
- restaurant in evenings and on weekends
- business catering to boat traffic would have seasonal demand with little impact on parking

### 4. Capitalize on boating, recreation, and eco-tourism opportunities

Considering Madisonville's considerable natural amenities, like the lake, river, and nearby Tammany Trace, the town could easily capitalize on economic growth and businesses that cater to boating, recreation, and eco-tourism. Placemaking, the practice of creating vibrant, successful places, is becoming an increasingly important economic development strategy for attracting educated, creative professionals and businesses. Related to placemaking, recreation and tourism are fast growing economic sectors that rely on the unique culture, natural environment and recreational opportunities available in coastal Louisiana.

Day visitors could arrive in town either by boat or bike, then explore the historic sites, take advantage of the riverfront park and lakefront, shop, and dine. This type of tourism and economic growth



Tammany Trace (railstotrails.org)



Jean Lafitte (tripadvisor.com)



nola.com



USFWS/Greg Thompson

seems most suitable to Madisonville residents' desire to maintain a quaint and quiet, yet welcoming town.

# PRESERVE CHARACTER AND GUIDE GROWTH

## C. BOLSTER THE TOWN VISION AND MASTER PLAN WITH ENFORCEABLE LAWS.

### WE HEARD YOU SAY...

"The zoning regulations need to be addressed because a lot of buildings are out of place and stick out like sore thumbs."

"The town is severely threatened by a lack of proper zoning."

### RECOMMENDATIONS:

1. Update the development code
2. Create design guidelines to regulate the scale, form, and character of new development

It is inevitable that Madisonville will experience some amount of growth, so directing and managing that growth will be important for the town as time goes on. While mad.

### TOOLS TO REALIZE MADISONVILLE'S VISION

MASTER PLAN	FUTURE LAND USE MAP	DEVELOPMENT CODE		DESIGN GUIDELINES	
		ZONING ORDINANCE	+	SUBDIVISION ORDINANCE	
<ul style="list-style-type: none"> <li>• High-level guidance for a long period of time (15-20 years)</li> <li>• Can be formally adopted by council, but not enforceable by law</li> </ul>	<ul style="list-style-type: none"> <li>• An agreed upon vision for how land should be used in the future</li> <li>• Used to inform zoning map updates</li> </ul>	<ul style="list-style-type: none"> <li>• Requirements (laws) that dictate allowable uses on a parcel of land</li> <li>• Includes lot size, setbacks, and height restrictions</li> <li>• Zoning uses are informed by the future land use</li> <li>• Can also include basic standards for parking, landscaping, and signage</li> </ul>		<ul style="list-style-type: none"> <li>• Requirements for utilities, streets, and blocks when subdividing parcels of land</li> <li>• Does not dictate allowable uses.</li> </ul>	<ul style="list-style-type: none"> <li>• Not ordinances (laws), but suggestions</li> <li>• Materials for buildings, such as roofing, siding, paving, etc.</li> <li>• Can also have guidelines for signage and landscaping on private property</li> </ul>



## 1. Update the development code

In order to make implementation of this master plan possible, the town's development code needs to be updated to support the vision and master plan. The development code is made up of zoning and subdivision ordinances. Zoning includes use districts, allowed uses, parking, and landscape standards. Subdivision ordinances include the block, street, and utility requirements needed to subdivide land.

### Goals of a development code update are:

- Create ordinances that implement the adopted plan
- Clear, transparent and coordinated regulations that are easy to understand
- Update ordinances with current state and federal regulations
- Update planned development district
- Create updated and consistent uses and development standards

### Immediate next steps for beginning a code update are:

- Adopt Town Plan
- Complete Muni-Code organizational work
- Assess needed updates based on Muni-Code work-Identify desired updates and scope of work, budget and schedule
- Use the future land use map created during this planning process as a starting point for creating an updated zoning map

## 2. Create design guidelines to regulate the scale, form, and character of new development

Design guidelines convey general policies about the design of alterations to existing structures, additions, new construction and site work. They do not prescribe solutions; rather, they define a range of appropriate responses to a variety of specific design issues. Design guidelines help establish a common understanding of Madisonville's design principles and standards.

As a part of a development code update, design guidelines can be created to supplement the basic zoning and subdivision requirements. These guidelines can be used to regulate how buildings look at a more detailed level.

Additionally, a design oversight committee should be formed to review and approve projects.

## RESOURCES

### Center for Planning Excellence, Land Use Toolkit

- <https://www.landusetoolkit.cpex.org/>

### American Planning Association

- <https://www.planning.org/divisions/planningandlaw/propertytopics.htm>

### St. Tammany Parish Government, Development & Zoning

- <http://www.stpgov.org/planning>

### Rural Planning Group, Code Enforcement: Recommendations for Small Towns

- [http://www.ruralplanning.org/assets/code\\_enforcement-web.pdf](http://www.ruralplanning.org/assets/code_enforcement-web.pdf)

An aerial photograph of a city street grid, overlaid with a semi-transparent teal color. The image shows various buildings, parking lots, and streets. The text is centered over the image.

THEME III:

**CONNECT  
MADISONVILLE WITH  
SAFE, BEAUTIFUL,  
AND ACCESSIBLE  
STREETS**

## GOALS:

- A** Realign and extend Cedar Street to Highway 22.
- B** Improve the function and aesthetics of town streets.
- C** Make parking in town convenient, yet unobtrusive.
- D** Create a network of bicycle facilities and amenities.
- E** Improve safety for pedestrians.
- F** Slow down cars as they drive through town..

## A. REALIGN AND EXTEND CEDAR ST. TO HWY. 22

WE HEARD YOU SAY...

"Bypass the town with Highway 22 north of the post office."

"Madisonville has small town charm with big city traffic."

### RECOMMENDATIONS:

1. Work with DOTD and NORPC to develop the preferred alternative
2. Ensure bicycle and pedestrian access across Highway 22
3. Traffic signals on Highway 22 at Main Street and Cedar Street
4. Transfer Cedar Street to DOTD in exchange for local control of Main Street
5. In realigning Cedar Street/Highway 21/1077, remove or limit access on north side of St. John St.



## 1. Work with DOTD and NORPC to develop the preferred alternative

Extending Cedar Street to Highway 22 is a long-term project that will require coordination with DOTD and the regional planning commission. To ensure that the town's wishes are met by any improvements, begin building relationships with these entities now.

The preferred design for Cedar Street maintains bicycle and pedestrian access across Highway 22 at all intersections, maintains a signal at Main Street, adds a signal at Cedar Street, and gives over control of Main Street to the town.



## 2. Ensure bicycle and pedestrian access across Highway 22.

- Highway 22 is a barrier for bicycle and pedestrian traffic.
- Bike and pedestrian safety has been identified as a priority for the town plan.

## 3. Keep traffic signal on Highway 22 at Main Street and add a signal or roundabout at Cedar Street.

- The town should keep existing traffic controls to manage vehicle speed and allow pedestrians and cyclists to cross.

## 4. Transfer Cedar Street to DOTD in exchange for local control of Main Street.

- This project is a long term, cooperative endeavor with the Department of Transportation and Development.
- Ultimately, Cedar Street should become the state route, giving the town more flexibility with Main Street.

## 5. In realigning Cedar Street/Highway 21/1077, remove or limit access on north side of St. John Street.

- Limiting vehicular access on the north side of St. John could improve safety and reduce potential conflict points at the intersection

## B. IMPROVE THE FUNCTION AND AESTHETICS OF TOWN STREETS

### WE HEARD YOU SAY...

"The town should be pedestrian and bike friendly, more parking for visitors in vacant lots- limited street parking if possible."

### RECOMMENDATIONS:

1. Identify a pilot street for improvements
2. Work with a licensed landscape architect to develop the design and create construction documents, if necessary
3. Upgrade streets with new parking, trees, and planting areas
4. Install updated signage, furnishings and lighting where applicable
5. Make a prioritization schedule for remaining street improvements where applicable

### 1. Identify a pilot street for improvements.

The pilot street should be an area where:

- there is a high parking demand
- utility work is planned
- there are few obstructions

Water Street would be an ideal model street for improvements, as the riverfront has been identified as the center of town, and it is a highly visible. Providing

well defined parking, wayfinding signage, and landscape improvements along this pilot street will help build momentum for improvements.

### 2. Work with a licensed landscape architect or civil engineer to further develop the design and create construction documents, if necessary.

### 3. Upgrade streets with new parking, trees, and planting areas.

- Add concrete curbs to define parking area and contain gravel or shell. Use notched curbs to drain stormwater into planting areas where applicable.
- Use crushed stone, shell, reinforced turf, or cellular paving to create a permeable surface so stormwater can infiltrate into the ground.
- Plant street trees and landscaping. Refer to plant palette.
- Be mindful of power lines when choosing tree height and species.
- Install updated signage, furnishings and lighting where applicable
- Make a prioritization schedule for remaining street improvements





Instead of recommending a one-size fits all approach, streets were individually measured and designed based on right-of-way widths, available space, parking needs, existing mature landscaping, bike and pedestrian network, and views to the river.

	COMMENTS	RESIDENTIAL STREET W/ LOCAL TRAFFIC	RESIDENTIAL STREET W/ THRU-TRAFFIC	MAJOR COMMERCIAL/ MIXED USE STREET
<b>LANDSCAPE ELEMENTS</b>				
Street trees	4' min. width	✓	✓	✓
Planting area	2' minimum for grass strip	✓	✓	✓
<b>PEDESTRIAN ELEMENTS</b>				
Sidewalk	4-5' minimum width	✓	✓	✓
Furnishings	benches, trash cans, bike racks			✓
Pedestrian-scale lighting				✓
High-visibility crosswalks	paint or contrasting paving		✓	✓
Pedestrian signals				✓
Accent paving (sidewalks, intersections)				✓
<b>VEHICULAR ELEMENTS</b>				
Parallel parking (gravel)	gravel should be retained in a curb		✓	✓
Parallel parking (paved)	high traffic areas			✓
Wayfinding signage				✓
<b>BIKE ELEMENTS</b>				
Dedicated bike lane			✓	✓
Yield roadway		✓	✓	
Advisory shoulder		✓	✓	
Paved shoulder				✓

Note: While conditions vary along streets, these sections illustrate a typical condition and make general recommendations.

**Typical cross street: Proposed**

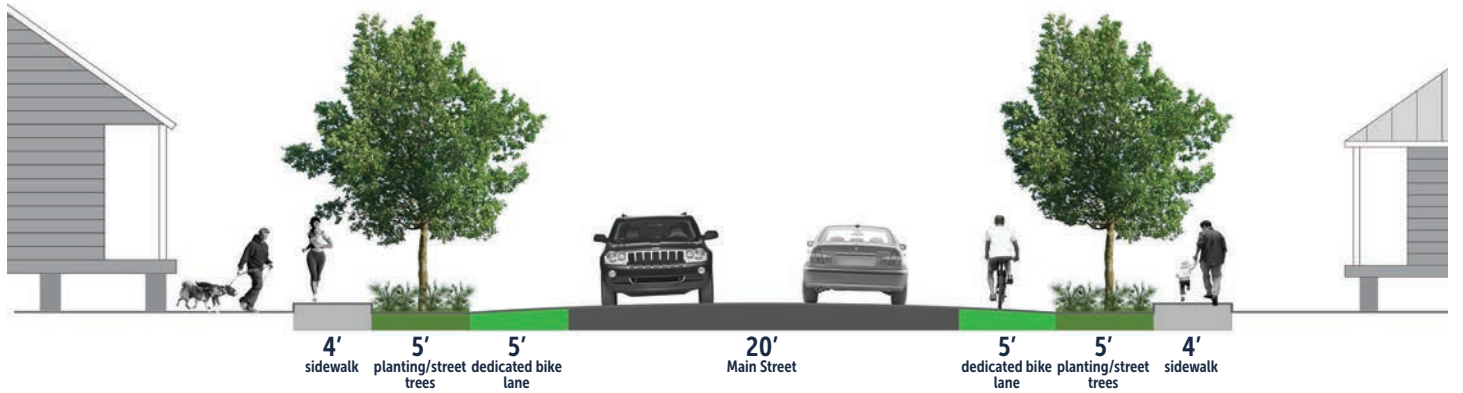


# BUILD SAFE, BEAUTIFUL, AND ACCESSIBLE STREETS

Main Street: Existing



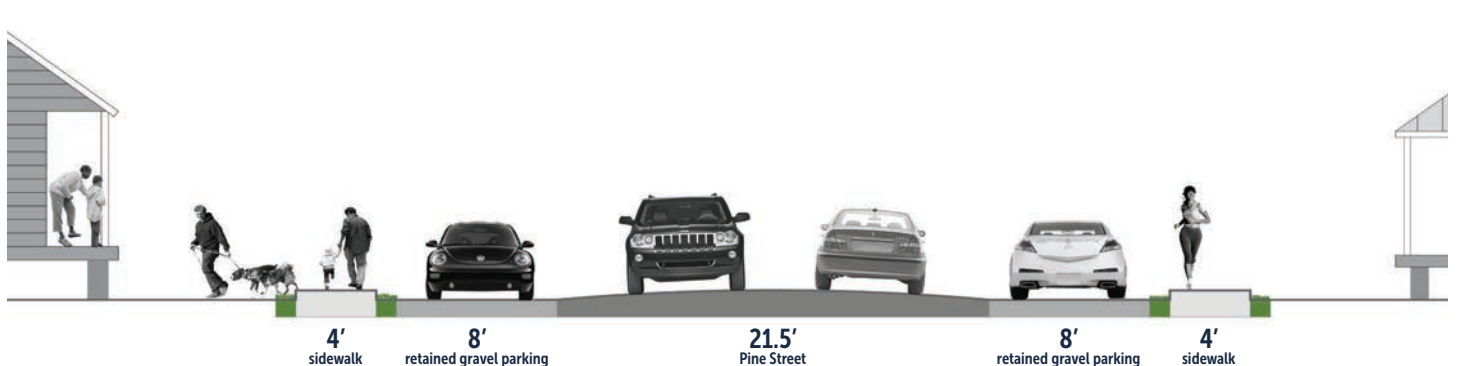
Main street: Proposed



Pine Street: Existing



Pine Street: Proposed



### Water Street at St. Joseph Street: Existing



### Water Street at St. Joseph Street: Proposed



### Typical cross street: Existing



### Typical cross street: Proposed



## C. MAKE PARKING IN TOWN CONVENIENT, YET UNOBTRUSIVE

### WE HEARD YOU SAY...

"The town is horrible when it comes to parking and traffic. It is almost impossible to get around town anytime of day and most of the offenders don't live in town."

"The town should have more parking for visitors in vacant lots, and limited street parking if possible."

### RECOMMENDATIONS:

1. Make better use of the right of way
2. Find places around town to insert small parking lots that are well designed
3. Manage peak parking demands through shared parking
4. Improve walkability in town so that parking a few blocks from final destination is not a hassle, but an enjoyable walk

For a small town like Madisonville to maintain its charm, providing adequate parking is about much more than creating parking lots for individual businesses. The approach outlined here addresses the issue in a way that distributes parking throughout the town, in the existing right of way, in proposed parking lots, in existing parking lots, and in conjunction with improved pedestrian safety, traffic calming, and overall beautification.

### PROPOSED, POTENTIAL PARKING

**On-Street Parallel Spaces:**

**470** (42 Uptown + 428 Downtown)

**Spaces on Water St.:**

**61** (98 existing, lost spaces are accounted for in new lots and on adjacent streets)

**Spaces in New Lots:**

**192** (90 Uptown + 102 Downtown)

**Spaces in Modified Existing Lots:**

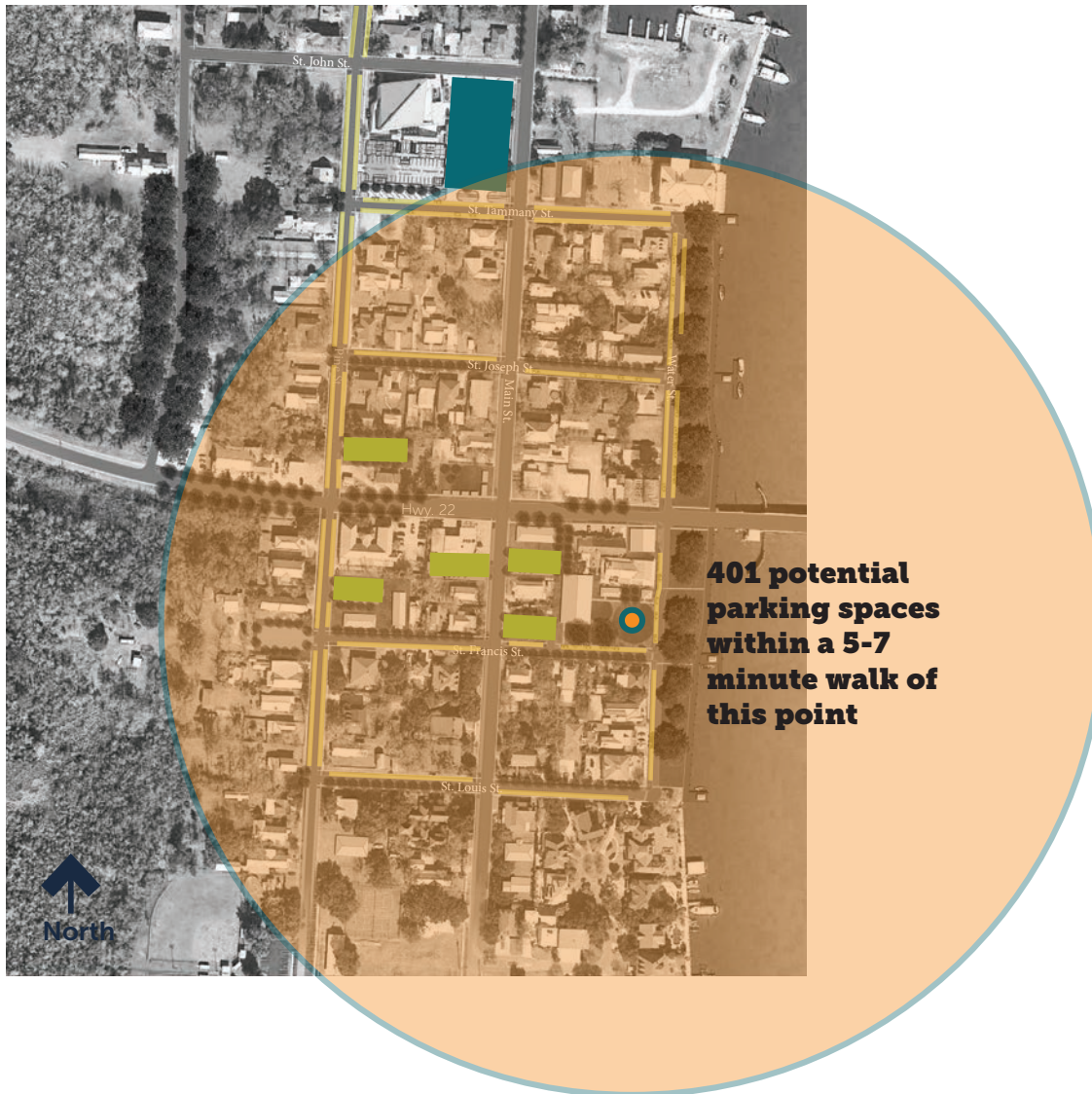
**78** (these are lots for existing businesses that have been reorganized to be safer and more efficient)





## Potential Parking

The diagram below shows that within a quarter-mile radius of Town Hall and Water Street, which is the distance a person can comfortably walk in 5-7 minutes, there are potentially about 400 available parking spaces on the streets and in parking lots. There has been

concern about how removing parking on Water Street could affect existing businesses. This example illustrates that, though some spaces have been removed to preserve the riverfront oak trees, there are more spaces available nearby than have been removed. To

minimize impact on existing businesses with little existing parking, it is important to provide new parking spaces in lots and on streets within one or two blocks before reducing or removing any parking used by those businesses.



-  Modified/redesigned existing parking lot
-  Proposed parking lot
-  On-street parallel parking
-  5-7 minute walk (approx. 1/4 mile radius)

# BUILD SAFE, BEAUTIFUL, AND ACCESSIBLE STREETS

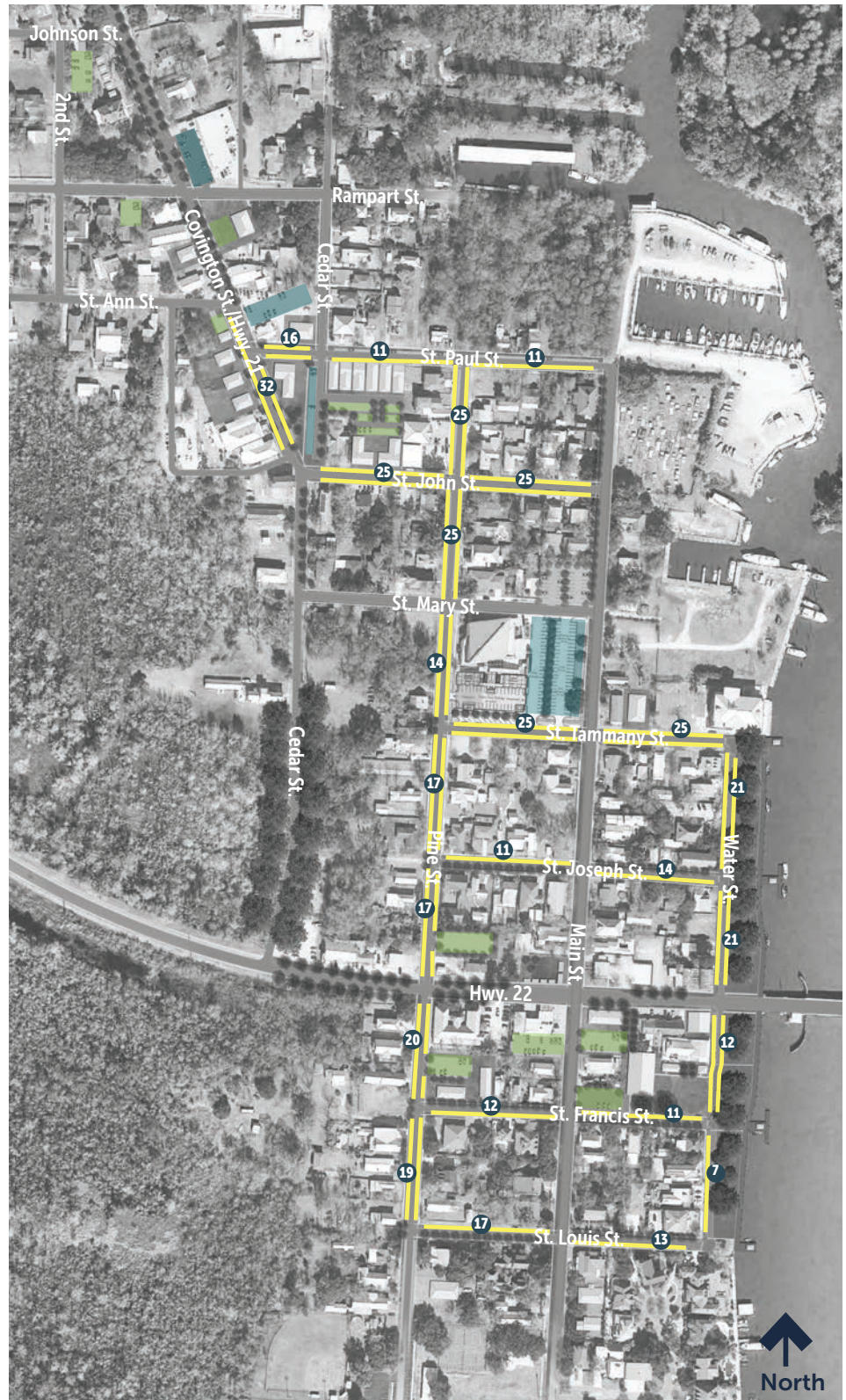
## 1. Make better use of the right of way

The existing right of way on most of the town streets can be better utilized with some organization and consistent design. Currently the conditions on many streets varies from block to block, making it difficult to know where parking is and is not allowed. Much of the available parking space is unmarked and made of gravel, grass, or just dirt.

By organizing the street program elements (sidewalk, planting, trees, parking, travel lanes) on each street, a great deal of parking spaces can be gained.

This diagram highlights the location and quantity of potential on-street parallel parking. **Refer to III.B: Improve Streets** for more information on street design elements.

**As a first phase, the town should implement the new design on the four cross streets that end at Water St.**



Modified existing parking lot



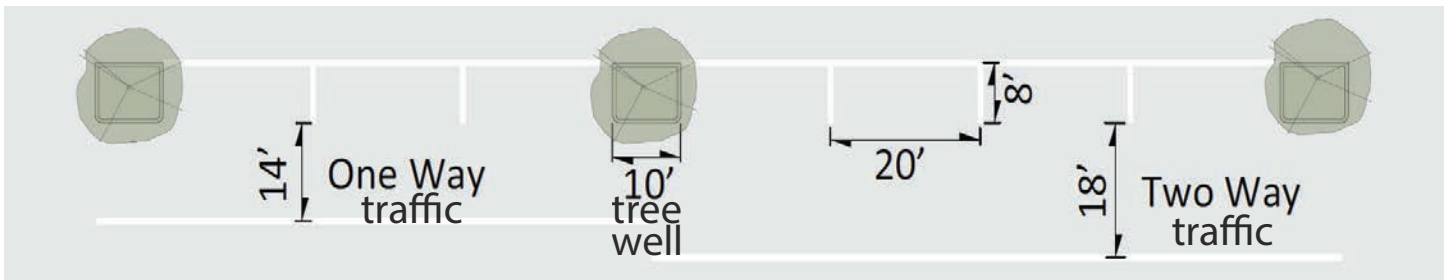
Proposed parking lot

On-street parallel parking

## Parallel Parking

To maximize space, parallel parking spaces on town streets should be well-defined and clearly marked. Parallel parking areas should contain the following elements:

- aggregate, crushed shell, or concrete parking area.
- Areas where additional stormwater infiltration is needed, aggregate parking areas can be designed to do so.
- Loose paving material should be contained by a concrete curb. Where there are planting areas, curbs can be notched so that stormwater drains into planting areas.
- Plant street trees where indicated in the master plan.
- Refer to the diagram below for standard parallel parking dimensions.



# BUILD SAFE, BEAUTIFUL, AND ACCESSIBLE STREETS

## 2. Find places around town to insert small parking lots that are well designed

In addition to on-street parking, a number of locations for potential parking lots were identified. These lots are envisioned as small, tucked away areas for around 15-30 cars. They should be screened from neighboring properties with fencing, landscaping, and trees. **Refer to I.D: Public Realm Aesthetics** for more on design elements.

In many cases, existing parking lots are shown with a more efficient layout, as well as safer driveways.

**The first parking lot project the town should pursue is the old fire station property.**



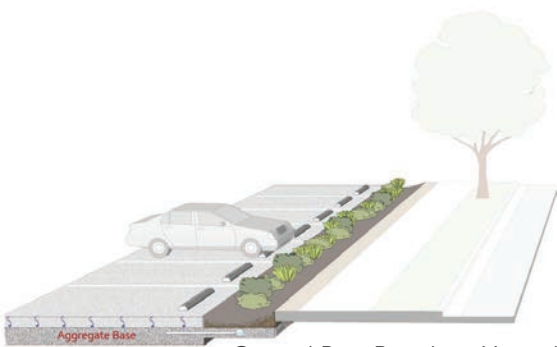
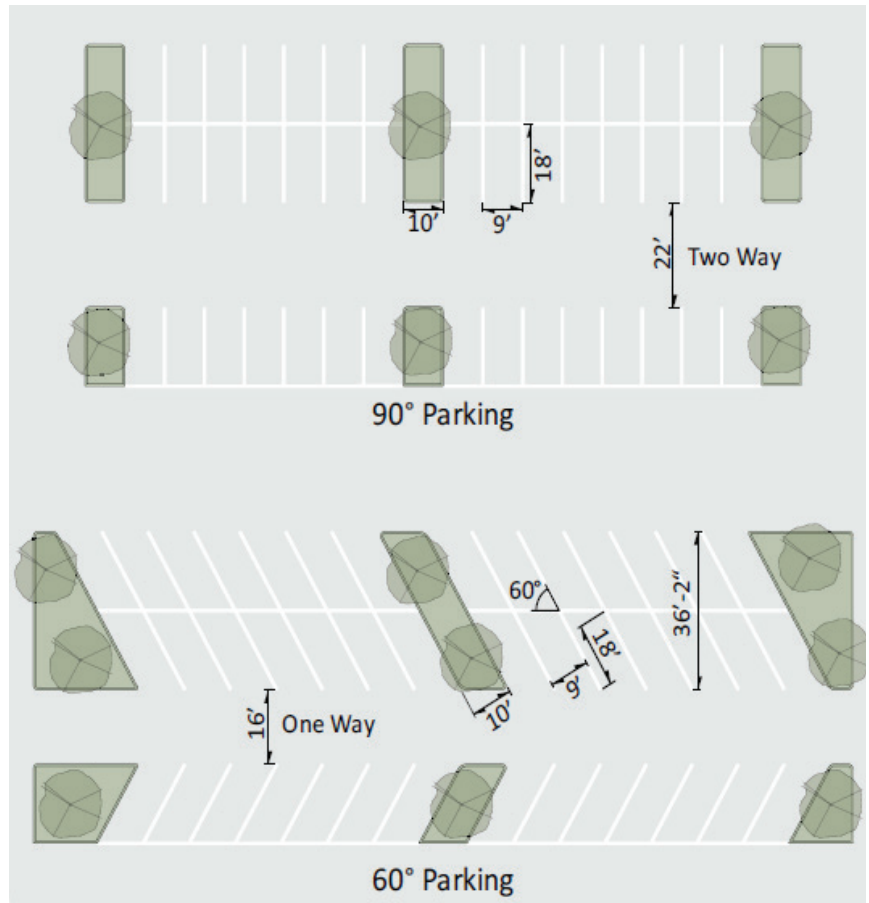
-  Modified existing parking lot
-  Proposed parking lot
-  On-street parallel parking



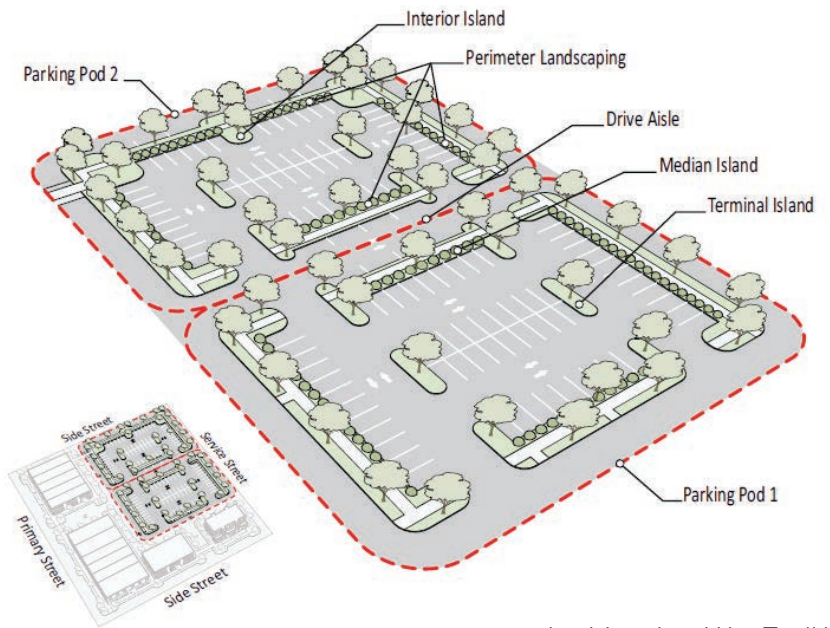
## Parking lot design

Like on-street parking, parking lots should be designed to be efficient and safe. **They should include the following elements:**

- Clearly marked, standard-size spaces
- Trees every 8-10 spaces to break up large expanses of parking and provide shade
- Landscape islands with trees at the end of parking rows. Lots can be graded so that stormwater drains into landscape areas for infiltration
- No dead ends
- Defined entry and exit points
- Screening from neighboring properties (trees, shrubs, fencing)
- Parking areas can be paved with loose aggregates, like crushed stone or shells or grass-pave material
- Drive aisles in busier parking lots can be paved with concrete.
- Areas paved with loose aggregate should be contained in concrete curbs



Coastal Best Practices Manual



Louisiana Land Use Toolkit

# BUILD SAFE, BEAUTIFUL, AND ACCESSIBLE STREETS

The future parking lot to be constructed on the site of the old fire station can serve as a model for parking lot design in the town of Madisonville. Below is a section drawing of Saint Francis street with a conceptual proposed surface parking lot.

This lot is screened from the street and neighboring residents using appropriate street trees (see the Plant Palette in Section 1 for a tree list), so parking is not an eyesore to nearby residents.

The lot is also paved with a permeable material, so this additional surface parking does not add substantially to the town's municipal drainage load and minimizes disturbance to existing drainage patterns. The aisles of such lots might be paved if expected traffic load is significant.

Finally, a wooden fence lines the perimeter of the lot. Such fences are seen throughout town, and by integrating Madisonville's existing

character elements into design standards, the parking lots feel like they belong.

## St. Francis Street: Existing



## St. Francis Street: Proposed





### 3. Manage peak parking demands through shared parking

In some cases, businesses have little or no dedicated parking, which puts a burden on neighborhood streets. However, there is plenty of available parking on private properties that can be used with the right type of agreement.

Shared parking is a land use strategy that optimizes parking capacity by allowing complimentary land use to share spaces, rather than producing separate spaces for separate use. Shared parking depends on pattern and peak and off-peak scheduling as well as the land use of surrounding areas.

By understand that there are peak hours accompanied with parking it is possible to make a shared parking system that is distinct but complimentary. For example office parking is often empty on weekends and evening, while residential parking is full on evenings. **To begin developing a shared parking program:**

- Determine how much parking already exists and analyze how the spaces are used and when.
- Develop shared parking forecast to determine and create a shared parking system.
- The breakdown should be done

according to weekday peaks, evening peaks, and weekend peaks.

- Develop a shared parking strategy in conjunction with zoning code updates to ensure compatibility between parking requirements and shared parking program.

WEEKDAY PEAKS	EVENING PEEKS	WEEKEND PEAKS
Banks	Auditoriums	Religious Institutions
Schools	Bars and dance halls	Parks
Distribution facilities	Residents	Shops
Factories	Meeting halls	
Medical clinics	Restaurants	
Offices	Cinemas	

### 4. Improve walkability in town so that parking a few blocks from final destination is not a hassle, but an enjoyable walk

Ultimately, the town’s parking infrastructure should be supported by a genuinely enjoyable pedestrian experience. By making strategic improvements to streetscapes, wayfinding, and other pedestrian amenities, walking to and from parking spaces will not seem like a burden.

Refer to sections **I. D Improve Public Realm Aesthetics**, **III. B Improve the Function and Aesthetics of Town Streets**, **III. C Slow Down Cars Using Traffic Calming Methods**, and **III. F Improve Safety for Pedestrians**. Each component is part of a coordinated strategy to ease parking stress on key areas of town.

## D. CREATE A NETWORK OF BICYCLE FACILITIES AND AMENITIES

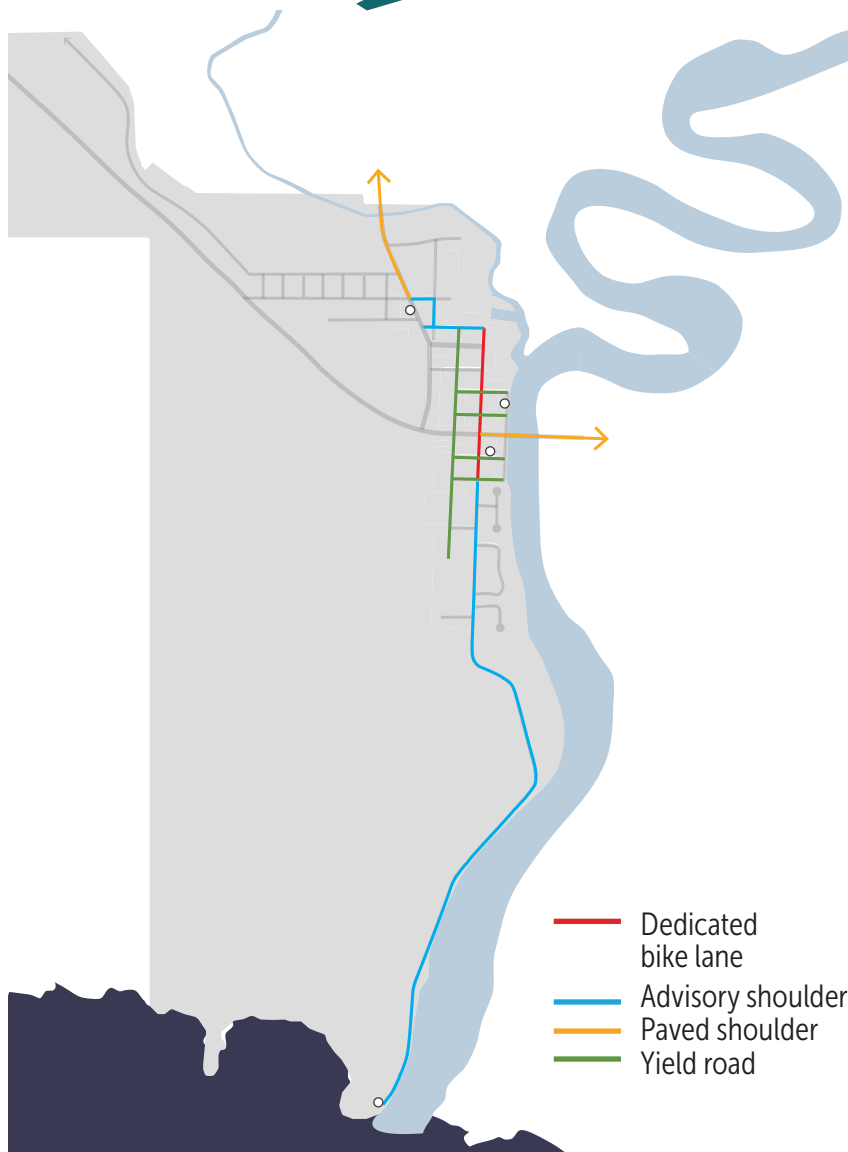
WE HEARD YOU SAY...

"I would like to see a connection to the Tammany Trace bikeway."

"I would like to walk and bike to restaurants/stores."

### RECOMMENDATIONS:

1. Dedicated bike lanes
2. Advisory shoulder
3. Yield road
4. Paved shoulder
5. Install bike racks
6. Connect to the Tammany Trace
7. Participate in St. Tammany bike share program

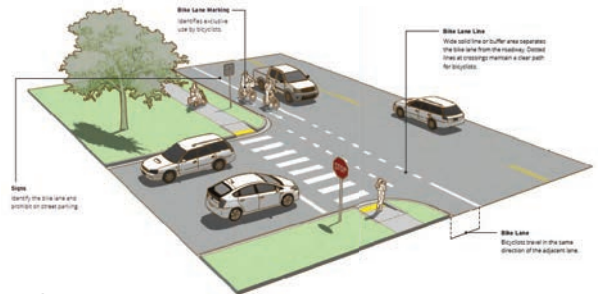


Madisonville has many natural assets and cultural destinations that could be accessed by bike. Some general considerations to keep in mind when developing a multi-modal transportation network are:

- Speed and Volume: What is the typical speed and volume of existing automobile traffic at this location?
- Network Segment: On which part of a roadway network is the accommodation being considered? A local road? A highway? A neighborhood street?
- Land Use: Depending on whether the area is built up and developed, as in a downtown or main street area, or less developed areas outside town centers, different complete streets facilities may be appropriate.
- Connectivity: Is the facility tied into or expanding an existing network? Is it connecting destinations?
- ADA Accessibility: Public entities and any entity receiving federal funding must adhere to the provisions of the Americans with Disabilities Act and comply with the Section 504 Accessibility Standards.

## 1. Dedicated bike lanes

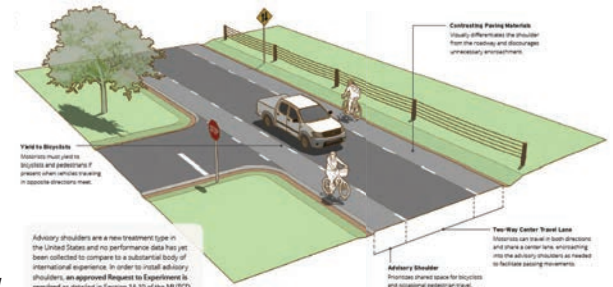
Bike lanes mark exclusive space for bicyclists through the use of pavement markings and signage. Bike lanes are adjacent to motor vehicle travel lanes and are typically on the right side of the street. Bike lanes increase bicyclist comfort and confidence on busy streets, create separation between bicyclists and automobiles, and visually remind motorists of bicyclists' right to the street. (NACTO Urban Bikeway Design Guide)



Small Town and Rural Multimodal Networks, FHA

## 2. Advisory Shoulders

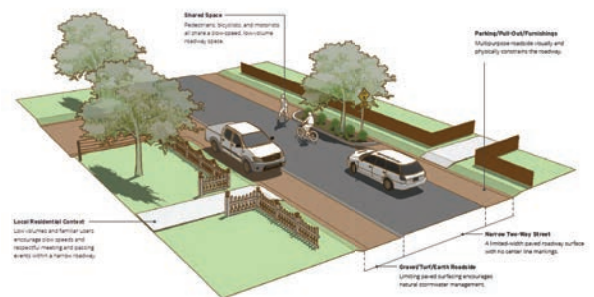
Advisory shoulders create usable shoulders for bicyclists on a roadway that is otherwise too narrow to accommodate one. The shoulder is typically delineated by pavement marking. Vehicles may only enter the shoulder when no bicyclists are present and must pass these users with caution due to potential oncoming traffic. Advisory shoulders provide a delineated but nonexclusive space available for biking on a roadway otherwise too narrow for dedicated shoulders and make efficient use of existing space.



Small Town and Rural Multimodal Networks, FHA

## 3. Yield roads

A yield road serves pedestrians, bicyclists, and motor vehicle traffic in the same slow speed travel area. Yield roadways serve bidirectional motor vehicle traffic without lane markings in the roadway travel area. They are inexpensive to build and maintain, limit impermeable surface area, and encourage slow travel speed.



Small Town and Rural Multimodal Networks, FHA

## 4. Paved Shoulder

Paved shoulders provide additional pavement width adjacent to the outside lane of a roadway, improving operating conditions for drivers of motor vehicles, bicyclists and pedestrians, especially in rural areas. Highways with paved shoulders have lower accident rates because paved shoulders reduce passing conflicts between motor vehicles and bicyclists and pedestrians. They also provide space for distressed vehicles to stop or drive slowly.



Urban Street Design Guide, NACTO

## 5. Install bike racks

Providing essential bike amenities like bike racks is a critical part of building a multimodal network in Madisonville. Bike amenities are especially important in commercial districts where the town would like to encourage bikers to explore on foot.

## 6. Connect to Tammany Trace

The Tammany Trace is a regional recreation destination. Madisonville could enjoy economic and social benefits from being connected to this network. The new Town Square near the Riverfront Park downtown has been identified as an ideal location for Madisonville's trailhead along the Tammany Trace.

## 7. Participate in St. Tammany bike share program

Madisonville is not currently participating in the parish's bike share program, but choosing to participate would connect the town to the region's recreational network and associated social and economic benefits.

## E. IMPROVE SAFETY FOR PEDESTRIANS

WE HEARD YOU SAY...

"I want to see improvements and safety features for pedestrians."

"In the future Madisonville should be walkable, family and kid safe, bikeable -- a great place to live."

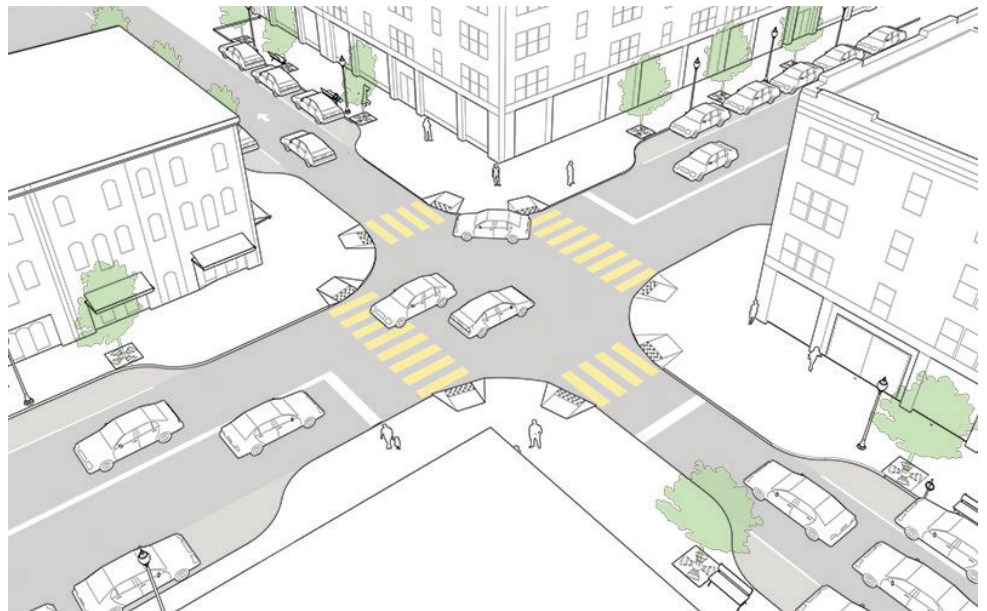
### RECOMMENDATIONS:

1. Add crosswalks
2. Pedestrian signals
3. Pedestrian activated signal
4. Enforcement

### 1. Add crosswalks

Stripe all signalized crossings to reinforce yielding of vehicles turning during a green signal phase. The majority of vehicle-pedestrian incidents involve a driver who is turning.

High-visibility ladder, zebra, and continental crosswalk markings are preferable to standard parallel or dashed pavement markings. These are more visible to approaching vehicles and have been shown to improve yielding behavior. Pedestrian crossings should be at grade except in instances where they are crossing limited access highways.



Urban Street Design Guide, NACTO

### 2. Pedestrian signals

At locations where vehicle speeds and volumes are high and/or pedestrian access is expected fairly regularly, signalized crossings help create a safe walking environment. Pedestrian countdown signals create a more predictable crossing environment and pedestrians attempting to cross a roadway sufficient warning before traffic resumes. These crossing signals should be installed at Main Street intersections to help create a more pedestrian-friendly environment.



pedbikesafe.org

### 3. Pedestrian activated signal

A hybrid beacon, also known as a High-intensity Activated Crosswalk (HAWK), consists of a signal-head with two red lenses over a single yellow lens on the major street, and pedestrian and/or bicycle signal heads for the minor street. There are no signal indications for motor vehicles on the minor street approaches. Hybrid beacons were developed specifically to enhance pedestrian crossings of major streets. However, several cities have installed modified hybrid beacons that explicitly incorporate bicycle movements. The information provided here focuses on the application of hybrid beacons for bicyclists.

Hybrid beacons are used to improve non-motorized crossings of major streets in locations where side-street

volumes do not support installation of a conventional traffic signal (or where there are concerns that a conventional signal will encourage additional motor vehicle traffic on the minor street).

Hybrid beacons may also be used at mid-block crossing locations (e.g., trail crossings) and at the existing school crossing on Covington Street.



Urban Street Design Guide, NACTO

### 4. Enforcement

Pedestrian safety enforcement activities are more likely to be successful when implemented in combination with outreach efforts. While enforcement helps to ensure compliance, outreach and education help ensure that roadway users fully understand their responsibilities. Given the poor state of driver and pedestrian knowledge,

combined with possible public “pushback” if enforcement activities come as a surprise, pedestrian safety activities should include community education.

- Community meetings to identify safety concerns and to let citizens know what activities are planned
- A letter to citizens or community

partners letting them know of planned activities

- Media coverage
- The use of social media or community blogs to alert citizens to planned activities
- Signage to alert drivers and pedestrians that officers are planning a pedestrian safety action

### RESOURCES

#### New Orleans Regional Planning Commission

- <http://www.norpc.org/>

#### National Association of City Transportation Officials

- <https://nacto.org/>

#### Transportation for America

- <http://t4america.org/>

#### American Planning Association

- <https://www.planning.org/>

#### U.S. Federal Highway Administration, Small Town and Rural Multimodal Networks

- [https://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/publications/small\\_towns/fhwahep17024\\_lg.pdf](https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/small_towns/fhwahep17024_lg.pdf)

#### Center for Planning Excellence, Complete Streets Policy Manual

- <https://www.cpex.org/complete-streets-manual>

## F. SLOW DOWN CARS AS THEY DRIVE THROUGH TOWN

WE HEARD YOU SAY...

"There are too many cars - they're noisy and block driveways."

"There's higher, faster traffic and more people."

### RECOMMENDATIONS:

1. Plant street trees
2. Reduce the width of travel lanes
3. Change intersection paving
4. Raise intersections
5. Work with DOTD to reduce speed limit on Hwy. 22 to 25 mph
6. Install "State Law- Stop for Pedestrians" signage and enforce

While vehicles play an important role in transporting Madisonville's residents and visitors where they need to go, they also create hazardous conditions for pedestrians. High-volume, high-speed vehicular traffic creates unpleasant

environments for residents and visitors. Speed is an especially critical factor in vehicular travel -- it is often the cause of collisions and usually determines their outcomes. Though the town cannot and should not ban vehicles, it can

incorporate design interventions that help manage speed. Such interventions are called traffic calming measures, and they create safer environments for multi-modal access around town.

### 1. Plant street trees

Planting street trees and landscaping in the public right-of-way enhances the physical, ecological, and cultural aspects of the city. Street trees also narrow the visual width of the road, creating safer conditions for pedestrians. Because street trees are the most important

organizing element of the streetscape environment, appropriate tree species selection, location and design of the planting site is essential. Proper tree selection and planting will ensure the healthy growth and longevity of trees, enhance streetscape character, and

maximize the town's investment.

See the plant palette in **Section I.D Improve Public Realm Aesthetics** for more specific information about appropriate tree selection.

### 2. Reduce the width of travel lanes

The width allocated to lanes for motorists, buses, trucks, bikes, and parked cars is a sensitive and crucial aspect of street design. Lane widths should be considered within the context of a given street delineating space to serve all needs, including travel lanes, safety islands, bike lanes, and sidewalks. Each lane width discussion should

be informed by an understanding of the goals for traffic calming as well as making adequate space for larger vehicles, such as trucks and buses. Narrower streets help promote slower driving speeds which, in turn, reduce the severity of crashes. Narrower streets have other benefits as well, including reduced crossing distances, shorter

signal cycles, less stormwater, and less construction material to build.

Travel lane width reduction could be beneficial along Highway 22 and Covington Street. Narrower lanes would signal arrival in a special pedestrian zone as travelers enter Madisonville and slow down traffic.



### 3. Change intersection paving

Unique intersection paving treatments can help reduce multimodal conflicts by signaling to drivers that they are entering a pedestrian zone. This traffic calming method is recommended

on Water St. at all intersections with cross streets. It may also be appropriate in the cottage commercial area along Covington Street.



### 4. Raise intersections

Raised intersections create a safe, slow-speed crossing and public space at minor intersections. Similar to speed humps and other vertical speed control elements, they reinforce slow speeds and encourage motorists to yield to pedestrians at the crosswalk.

drivers traverse the crossing slowly. Crosswalks do not need to be marked unless they are not at grade with the sidewalk. ADA-compliant ramps and detector strips are always required.

Raised intersections are flush with the sidewalk and ensure that

In Madisonville, raised intersections would be appropriate along the pedestrian zone on Water Street.



Urban Street Design Guide, NACTO

### 5. Work with DOTD to reduce speed limit on Hwy. 22 to 25 mph

Currently, the speed limit upon entering Madisonville on Covington Street is 25mph. The speed limit on Highway 22 west of Cedar Street should also be 25mph to slow down traffic and encourage heightened awareness in drivers. Slower-moving vehicular traffic helps protect pedestrian

safety and signals to drivers that they have entered a community.

The difference in driver alertness and visibility is illustrated in the adjacent sight diagrams.



University of Oklahoma Institute for Quality Communities

### 6. Install "State Law: Stop for Pedestrians" signage and enforce

Louisiana state law states that when traffic-control signals are not in place or not in operation, the driver of a vehicle shall stop and yield the right-of-way, to a pedestrian crossing the roadway within a crosswalk when the pedestrian is in the roadway. Where traffic control devices are in operation,

vehicular traffic, including vehicles turning right or left, shall stop and yield the right-of-way to other vehicles and to pedestrians lawfully within the intersection or an adjacent crosswalk at the time such signal is exhibited. Installation of official signage may help with enforcement.



An aerial photograph of a wide river delta, likely the Mississippi River, with a green color overlay. The text is overlaid on the left side of the image.

THEME IV:

**REDUCE  
MADISONVILLE'S  
RISK AND IMPROVE  
RESILIENCE**

## GOALS:

- A** Engage in community-wide efforts.
- B** Promote and encourage individual property owner efforts.

# REDUCE MADISONVILLE'S RISK

## A. ENGAGE IN COMMUNITY-WIDE EFFORTS

### WE HEARD YOU SAY...

"The town should preserve wetlands, with no increase of covered land, no more paving, and no decrease in permeable land."

"Madisonville is charming, unique, and fragile, threatened by sprawl and flooding."

### RECOMMENDATIONS:

1. Maintain the town's existing developed footprint
2. Participate in the Community Rating System
3. Design town public spaces using best practices for stormwater management
4. Create pre/post disaster plans

Communities of the Louisiana coast face unique challenges that threaten their safety, property and continuation of ways of life. Reducing Madisonville's vulnerability to flooding and storm damage requires the town to think about its vulnerability at a multitude of scales and take action in regulating community development. The goal is to ensure sustainable prosperity for future generations of Madisonville residents. The recommendations that follow on the role people and communities (buildings, neighborhood patterns, infrastructure investments and city and regional plans and designs) can play in creating sustainable and resilient longterm solutions.

### 1. Maintain the town's existing footprint

As a community grows, there will be increased demands for impervious surface in the form of streets and surface parking lots. These impervious areas greatly impact both water quality and the amount of storm run-off and floodwaters. The best approach to

reduce the impacts of impervious surfaces on stormwater is through planning at the watershed level and encouraging compact and walkable development patterns that require less impervious area on a per capita basis. Additional development in waterfront

areas near the lake may not be sustainable over the long term, as roads often flood as a result of winds, tides, and surges. Infrastructure will be more difficult to maintain if development sprawls into sensitive environments.



T1 Natural Zone      T2 Rural Zone      T3 Sub-Urban Zone      T4 General Urban Zone      T5 Urban Center Zone      T6 Urban Core Zone

*LA Speaks Pattern Book*

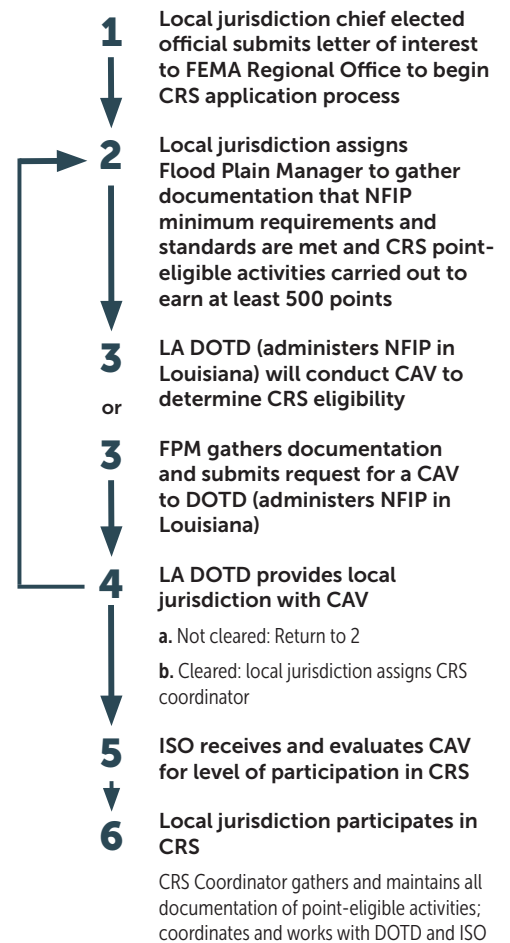
## 2. Participate in the Community Rating System

The National Flood Insurance Program's (NFIP's) Community Rating System (CRS) is a voluntary incentive program that recognizes communities for implementing floodplain management practices that exceed the federal minimum requirements of the NFIP to provide protection from flooding. In exchange for a community's proactive efforts to reduce flood risk, policyholders can receive reduced flood insurance premiums for buildings in the community. These reduced premiums reflect the reduced flood risk resulting from community efforts toward achieving the three CRS goals:

1. Reduce flood damage to insurable property.
2. Strengthen and support the insurance aspects of the NFIP.
3. Encourage a comprehensive approach to floodplain management.

CRS discounts on flood insurance premiums range from 5% up to 45%, based on CRS credit points that are awarded to communities. The discounts provide an incentive for communities to implement new flood protection. The town may already be doing some of the flood risk management measures outlined by the CRS. To get credit, community officials will need to prepare documentation that verifies these efforts. To learn more about CRS and begin the application process, contact your FEMA Regional Office.

For more information about the Community Rating System, see Center for Planning Excellence's *The Community Rating System: Making it Work for Louisiana* (<https://www.cpex.org/publications-toolkits>).



## 3. Design town public spaces using best practices for stormwater management

Public spaces can be utilized as stormwater management features, capturing stormwater closer to the source and minimizing the strain on municipal systems. Integrated stormwater management can contribute to many positive benefits like improved water quality, mitigating peak flow rates during rain events,

reducing stormwater volumes, and relieving the burden on municipal waste systems. These improvements are often less costly than installing or upgrading conventional stormwater infrastructure and can become an amenity to residents. Some strategies for making public spaces function as stormwater management features

include constructing bio-swales, reducing impervious pavement and instead using pervious paving materials, creating detention areas, and capturing and reusing water where appropriate. Resources for stormwater best management practices are available through the American Society of Landscape Architects.

## 4. Create pre/post disaster plans

Madisonville's ability to manage the recovery process begins with its efforts in pre-disaster preparedness, mitigation, and recovery capacity building. These efforts result in a resilient community with an improved ability to withstand, respond to, and recover from disasters. Pre-disaster recovery planning promotes a process in which the whole community fully engages with and considers the needs and resources of all its members. The community will provide leadership in developing recovery priorities and activities that are realistic, well planned, and clearly communicated. There are many disaster planning resources available through FEMA.

## B. PROMOTE AND ENCOURAGE INDIVIDUAL PROPERTY OWNER EFFORTS.

### WE HEARD YOU SAY...

"I think Madisonville should have better flood protection and keep its small town feeling."

### RECOMMENDATIONS:

1. Elevate homes and utilities
2. Retain water on-site
3. Landscape for resilience
4. Reduce impermeable surfaces

Collectively, private land development practices play a large role in determining Madisonville's long-term vulnerability to flooding and disaster impact. By employing responsible, sustainable development practices, individual landowners can help make the town more resilient. Residents in coastal areas like Madisonville may find that a better understanding of environmental risk helps guide their future investment and development decisions.

### 1. Elevate homes and utilities

There are several methods of elevating structures, depending on the need and desires of the homeowners. These include increasing the height of existing foundation walls or piers, increasing the height of walls, abandoning the lowest floor, and raising the entire structure. The method used often depend on the scale of the elevation needed to ensure that all material components of the building are located above the BFE. Depending on particular structural and site conditions, an engineer can recommend the most appropriate alternative to elevate an existing structure. Depending upon the amount of elevation needed, there

are a number of alternative methods to raise the building above the flood. For properties where only minor adjustments to building elevation (<4 feet) are found to be necessary, small elevation adjustments, such as extending foundation walls or increasing the height of existing walls, may be best. For properties where larger adjustments to building elevation are found to be necessary, it might be more appropriate to abandon the lowest floor or raise the entire structure.

In many coastal communities, single-family homes are elevated six feet or

more above the street to keep them safe and dry during storm events. When homes are individually elevated they become more resilient to storm damage; but the elevation that makes homes safer can also isolate the home and detach it from the community. There are several design techniques that can help mitigate the negative impacts of elevated homes and help to strengthen the character of a community. Street facing entrances, open stairs perpendicular to the street, and front windows can help connect the elevated home to the street and to the community.

### 2. Retain water on-site

Storm water best management practices are used to intercept, retain and filter local runoff and storm water that originates on the site. During site design and planning for any development or redevelopment, it is necessary to define where storm water is coming from, determine how much

storm water is expected and prepare to manage that storm water. Resilient storm water capture systems include, but are not limited to rain gardens, rain groves, circular depressions, planted storm water buffers, infiltration trenches, sand filters, bio-swales, porous paving, above ground cisterns,

underground storm water chambers, preserved wetlands, tree protection areas, habitat protection areas, riparian buffers, constructed wetlands, parking lot detentions and vegetated ditches.

### 3. Landscape for resilience

The plants native to coastal Louisiana are accustomed to the unique climate of the region and offer not only aesthetic amenities, but also protection from wind and erosion once they become established. Trees, shrubs and grasses all stabilize land area and protect buildings. Some native trees

are more tolerant of wet soils, higher salinity, and are more resistant to high winds than others. Exotics, or nonnative plants, pose threats to native plants. For instance, when left unmanaged, the Chinese Tallow can change the habitat and compete with native plants. Landowners in coastal Louisiana can

use a mix of native plant species for landscaping. Native species of grass and trees can provide aesthetic benefit immediately, and once established, they can provide an additional line of defense against wind and water damage. Carefully sited trees can also provide summer time shade.

### 4. Reduce impermeable surfaces

Building sites should use materials that lessen the amount of impervious surfaces, such as native plantings, pervious paving materials, reduced street widths, reduced parking requirements and clustered development.

	PAVING MATERIAL	RESIDENTIAL	COMMERCIAL	NATURAL
	Compacted earth			✓
	Wood planks	✓		✓
	Crushed stone, gravel or shell	✓	✓	✓
	Paver blocks	✓	✓	
	Grassed cellular plastic or concrete	✓	✓	
	Asphalt (conventional / impervious)	✓	✓	
	Concrete (conventional / pervious)	✓	✓	

# IMPLEMENTATION





## APPROACH

### Overview

This plan is intended to gather input from various stakeholders, define projects that grew out of that input, build champions and support, then outline steps that each stakeholder group can take to realize the projects. The most successful plan

implementations employ elected officials, town staff, and volunteers in a coordinated effort to tackle pieces of projects that add up to larger change. The steps below outline implementation strategies and roles various stakeholders can play.

### Implementation committees

Forming committees for each project that includes city staff, residents, business owners, and volunteers is a great way to keep momentum and to divide up the work. Once priority projects are identified, the mayor and council should set up and populate committees that are responsible

for seeing projects through. Each committee should have a chair and include people that are passionate about that particular project, as well as city staff that will help implement the project. These committees should report progress to the council and mayor at least every other month. If

there are more than a few committees working on projects concurrently, designate a person to manage and coordinate all committees and their initiatives.

### Public vs. private responsibility

While many projects listed will be led by the town, some of them need to be led or supported by other entities, such as property owners, business owners, enthusiastic residents, the Garden Club, developers, etc. In this case, the

town and committee assigned to the project would be in a support role and urge the lead to support the town plan recommendations with their project execution.

### Phasing for major improvements

Major improvements and capital projects can be overwhelming unless they are broken up into smaller, more digestible and affordable pieces. Each major project is broken up into smaller steps that add up to bigger change on the project recommendations page.

The project phasing is also outlined in the implementation matrix so it is clear how each step builds on the previous one to complete large projects.



## Priorities

Projects are also categorized as easy wins or catalytic projects. Easy wins are those that take little effort and money, and already have support. These can be started immediately. Some easy wins include:

- Demolish old fire station and build a parking lot
- Replace town street signs
- Add wayfinding signage
- Remove riverfront pavilions, add new furnishings
- Test out one-way traffic flow on Water St.
- Test out parallel parking on Water St.

Catalytic projects are those that require more effort and investment, but that make a bigger impact. Some catalytic projects include:

- Build boardwalk
- Select a street to add parking and landscape/street trees
- Develop and implement a shared parking policy

## Try before you buy

One way to build support for catalytic projects is to try out temporary or semi-permanent solutions before large capital investments are made. For example, several semi-permanent solutions such as parking stripes painted with washable paint during for several weeks allows people to test out the locations of on-street parking and make adjustments before it is permanent.

Water Street is an ideal place to try out some semi-permanent solutions, such as:

- on-street parking instead of pull-in parking,
- Converting to one-way traffic flow,
- closing down sections of the street during the evenings or during festivals with pop-up tents,
- adding planters to separate the

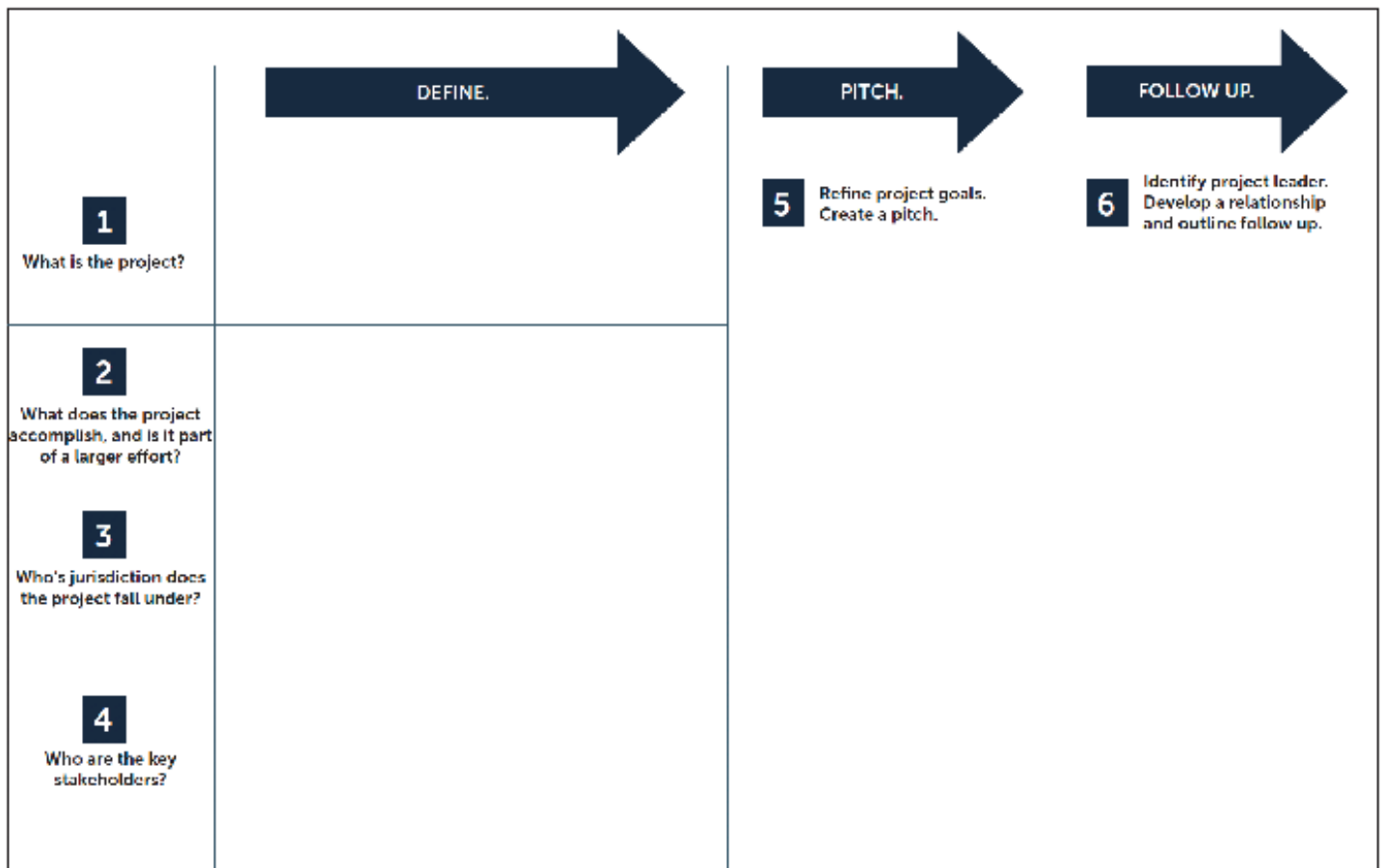
- sidewalk from the street, or painting bike lanes on streets.

# IMPLEMENTATION

## Implementation Roadmap

The worksheet provided will help each committee further outline the steps needed to implement their projects, how to communicate the importance of the project and how it fits into

the larger plan, what partners are needed, and who the stakeholders are. Committees should start each initiative by filling in this worksheet as a group.



## Do you need outside assistance?

In some cases, outside partners or consultants (CPEX, engineer, landscape architect, architect, etc.) are needed to complete a project. For instance, a consultant might be employed to complete construction drawings for the boardwalk or to update the zoning code. The Implementation Worksheet

can help identify needed consultants or partners to bring to the council and mayor who would then engage their services. If the committee is unsure of what type of partner or consultant is needed, CPEX can assist with identifying them.



# POTENTIAL FUNDING SOURCES

Implementing a master plan can be expensive, and resources are often scarce. To leverage town resources as much as possible, the implementation matrix on the following pages pairs

appropriate funding sources with each project. In some cases, the town should use general funds to pay for projects to get them going quickly, or if other funding is not available. Implementing

many of the larger projects, like the riverfront park, will require multiple funding sources over a long period of time.

- **General town funds**
- **Crowd sourcing/private donations**
- **Additional, dedicated property and/or sales tax**
- **Events**
- **Local, state, and federal grant programs:**
  - BUILD:** Better Utilizing Investments to Leverage Development (formerly TIGER); US DOT
  - INFRA:** Infrastructure for Rebuilding America; US DOT
  - TIFIA:** Transportation Infrastructure Finance and Innovation Act (loan program); US DOT
  - FTA:** Federal Transit Administration grant program
  - ATI:** Federal Transit Administration grant program
  - CMAQ:** Congestion Mitigation and Air Quality Improvement program; US DOT
  - NHPP:** National Highway Performance Program; US DOT
  - STBG:** Surface Transportation Block Grant program; US DOT
  - TA:** Transportation Alternatives grant program
  - SRTPP:** Safe Routes to Public Places (formerly Safe Routes to School)
  - RTP:** Recreational Trails Program
  - LWCF:** Land and Water Conservation Fund
  - HSIP:** Highway Safety Improvement Program

## Implementation Matrix

The matrix on the following pages outlines each project in the master plan, organized by the four plan themes. Each row in the matrix is dedicated to a specific project and contains information on potential funding sources, partners, and the timeline. Note that the time scale is

relative to when an initiative begins, which is not necessarily the end of this planning effort. Any contingencies (design needs, funding, completion of other projects, etc.) are noted in the time scale boxes.

There are blank boxes for committee assignments and priorities. This allows the town to assign committees to help push projects forward and prioritize projects based on available or potential funding, popularity, level of effort, and other factors.

Task #	Priority	Initiative	next 6 months	6-24 months	2-5 years	5+ years	Project Partners	Committee	Funding Source
<b>A IMPROVE RIVERFRONT PARK</b>									
1		Upgrade street signs and landscaping around perimeter	<ul style="list-style-type: none"> <li>1) remove problem signs and landscaping on Water Street</li> <li>2) identify a pilot area</li> <li>3) select grants, get cost estimates, order and install</li> </ul>	<ul style="list-style-type: none"> <li>1) budget for landscaping</li> <li>2) budget for street signs</li> <li>3) order landscaping and street signs</li> <li>4) install street signs</li> </ul>	<ul style="list-style-type: none"> <li>1) install site furnishings on sidewalk and in tree square</li> </ul>	<ul style="list-style-type: none"> <li>1) new, landscape architect</li> </ul>			<ul style="list-style-type: none"> <li>general fund, reauthorization, FA, MI, MRP, STMG, WA, covert building</li> </ul>
2	In progress	Add up-lighting in oak trees	<ul style="list-style-type: none"> <li>1) get cost estimate for light and installation (including contractor [power])</li> <li>2) order lights and central power</li> <li>3) install lights</li> </ul>	<ul style="list-style-type: none"> <li>1) cost installation under the oak tree with, four-to-table dinner, set around the wire, money for site furnishings</li> </ul>			Transfunder/Club		<ul style="list-style-type: none"> <li>general fund, reauthorized, covert</li> </ul>
3		Build benches and planters	<ul style="list-style-type: none"> <li>1) hire landscape architect to design development</li> </ul>	<ul style="list-style-type: none"> <li>1) complete design development and construction drawings</li> <li>2) cost estimate</li> <li>3) fundraising and apply for grants</li> </ul>	<ul style="list-style-type: none"> <li>1) get grants</li> <li>2) hire contractor</li> <li>3) build benches, planter</li> <li>4) add lighting and bench dividing fire stations</li> </ul>	<ul style="list-style-type: none"> <li>1) new, landscape architect</li> </ul>		<ul style="list-style-type: none"> <li>UMEL, general fund, private bank, covert, sourcing</li> </ul>	
4		Upgrade sidewalk paving		<ul style="list-style-type: none"> <li>1) inventory of sidewalk conditions and ADA compliance</li> <li>2) apply for grants for improvements</li> <li>3) construction drawings for recommendations improvements</li> </ul>	<ul style="list-style-type: none"> <li>1) repair sidewalks all at once time, coordinating with any other improvements with the right-of-way on this only turn up once</li> </ul>	<ul style="list-style-type: none"> <li>1) new, engineer, MURC</li> </ul>		<ul style="list-style-type: none"> <li>UMEL, TRR, FA, ATU, RRP, MRP, STMG, TA, RFP, SRTW, general funds</li> </ul>	
5		Add high visibility crosswalk across Water St. and Hwy. 22	<ul style="list-style-type: none"> <li>1) contact MURC and BOED to begin coordination</li> </ul>	<ul style="list-style-type: none"> <li>1) design crosswalk to BOED specifications</li> <li>2) submit crosswalk design to MURC and BOED for approval</li> <li>3) install crosswalks</li> </ul>		<ul style="list-style-type: none"> <li>1) new, BOED</li> </ul>		<ul style="list-style-type: none"> <li>BOED, MURC, TRR, FA, ATU, RRP, MRP, STMG, TA, RFP, SRTW, general funds</li> </ul>	
6		Remove hand-in and angled parking to provide for 10 car 2.		<ul style="list-style-type: none"> <li>1) build new parking lot to add for 10 car 2.</li> <li>2) create parking spaces in parallel circulation</li> </ul>		<ul style="list-style-type: none"> <li>1) new, engineer</li> </ul>		<ul style="list-style-type: none"> <li>UMEL, TRR, FA, RRP, MRP, STMG, WA, SRTW apply as local, central, general funds</li> </ul>	
7		Change traffic flow to one-way on Water St.	<ul style="list-style-type: none"> <li>1) conduct F-1 study</li> <li>2) build out one-way traffic before making permanent</li> </ul>	<ul style="list-style-type: none"> <li>1) Sign and sign MURC 2.</li> <li>2) one-way while installing parking spaces</li> </ul>		<ul style="list-style-type: none"> <li>1) new, engineer</li> </ul>		<ul style="list-style-type: none"> <li>UMEL, TRR, FA, RRP, MRP, STMG, WA, SRTW apply as local, central, general funds</li> </ul>	



**Table 1**

Priority	Initiative	next 6 months	6-24 months	2-5 years	5+ years	Project Partners	Committee	Funding Source
I	Remove parking under walk tower		Remove existing parking lot parallel to a light rail station	Remove parking spaces for under walk tower spaces are built as nearby streets used in lots		Terra, CP&E		IMLUC, TEHA, FFA, HSP, MRP, STIG, RA, SRIF (apply as traffic calming), general funds
II	Remove and increase Biker H.		1) Single-use way built; 2) reconfiguring		Remove excess pavement other other improvements have been made and need for a bike.	Terra, CP&E		IMLUC, TEHA, FFA, HSP, MRP, STIG, RA, SRIF (apply as traffic calming), general funds
III	Upgrade paving in intersection	Work with a landscape architect to develop design and specify materials			When remaining excess pavement, install new intersection paving to meet maintenance standards	Terra, landscape architect		FA, AIL, HSP, MRP, STIG, RA, general funds
IV	Build parking in basement	Work with a landscape architect to develop design and specify materials		Build retained gravel paths in basement area parking has been removed		Terra, landscape architect		IMLUC, general fund, private bank, crowd sourcing
<b>B. CREATE A NEW TOWN SQUARE</b>								
1	Remain and fire station	This can be done at anytime, begin the first step in creating additional parking for Water St.				Terra		general fund
2	Build a surface parking lot on fire station property	1) Work with a landscape architect to develop design for parking lot 2) build parking lot	See list for public parking lots, staff, and as a first come first served parking			Terra, CP&E		general fund, crowd sourcing, private banks
3	Build smaller levelled building near Biker H.	Build events in space with additional support for project.	1) Develop design for building structures 2) Coordinate with design development at basement parking to create design consistency 3) Explore redesign or elements for other options for tower hall	Consult building		Terra/Point		IMLUC, TEHA, MRP, STIG, RA, HSP, MRC, foundation fund grant/MSAF fund, private banks, general funds
4	Rebuild tower hall		Explore redesign or elements for other options for tower hall	Develop design as funds are available	Rebuild tower hall only after the current building no longer would be damaged by a flood	Terra, architect		IMRP, private banks, general fund
5	Build rest of building				Steps to construction to coordinate with tower hall	Terra/Point, MRC of tower hall Foundation/MSAF, MRC of tower hall, Terra		IMLUC, TEHA, MRP, STIG, RA, HSP, MRC, foundation fund grant/MSAF fund, private banks, general funds

Priority	Initiative	next 6 months	6-24 months	2-5 years	5+ years	Project Partners	Committee	Funding Source
4	Field tests and landscaping to test systems		Work with a landscape architect to develop designs for lawn components		Complete the lawn system after all major construction is complete	Town, landscape architect		LMUJ, general fund, dedicated fee, FRA, AIL, MAPP, STMG, RA
7	Build a pedestrian-connection testing Z2		Work with property owners to establish a pedestrian connection from the back of lawn #11 property to Bay Z2		Build connection along with the lawn space	Town, Metrolink Area Foundation (MFA), Bluebonnet, Tennyson Trust, BOMFC		BUILD, TFR, MFA, STMG, RA, RFP, LMUJ, foundation for all years/MFA fund, private funds, general funds
<b>C. ENCOURAGE RECREATIONAL ACCESS TO THE LAKEFRONT, BUT LIMIT ANY ADDITIONAL DEVELOPMENT</b>								
1	Finalize any additional pavement along highway	Update zoning to reflect the future land use map.				Town, property owners, CPEX		general fund
2	Encourage seasonal pop-up vendors. Use legal retail, non-retail, and other seasonal vendors to offer seasonal services	1) Solicit vendors/operators to offer seasonal services 2) Create agreements for use of property, terms of operation, etc.	Monitor success of seasonal vendors and adjust accordingly.			Town, St. Tennyson Recreation District, CPE, residents		etc
3	Improve existing recreational amenities (the lawn, benches, tables, bollards, parking)	1) Identify opportunities which amenities are most needed; develop design if necessary. 2) Identify funding sources and matching funds, if necessary	Apply for funding and install build-out amenities	Apply for funding and install build-out amenities		Town		LMUJ, state and federal grants
<b>D. PRESERVE UNDEVELOPED OPEN SPACE, AND CREATE AN ACCESSIBLE NETWORK OF PUBLIC SPACES FOR RECREATIONAL USE</b>								
1	Work with landowners and create a land trust to protect marsh and swamp land from development	Update zoning to reflect the future land use map.	Conduct landowner to discuss details and their plans for their property.	If there is interest, determine which land parcels could be the best fit for this project.	Work with land trust and property owners to develop agreements and easement requests.	Town, property owners		The Nature Conservancy, Trust for Public Land
2	Conduct a walking audit and other recreation with a network of trails, boardwalks, and complete streets		1) Work with a landscape architect to develop design and more detailed planning. 2) Identify funding sources for different components.	Integrate pieces of land network into other improvement projects (benches, parking)	Integrate pieces of land into existing other improvement projects (benches, parking)	Town, Public, State		BUILD, TFR, FRA, AIL, CMAG, HSP, MAPP, STMG, RA, RFP, SBPP, general funds, raised money



**Table 11**

Priority	Initiative	6 months	6-24 months	2-5 years	5+ years	Project Partners	Committee	Funding Source(s)
<b>A. PROTECT THE TOWN'S HISTORIC BUILDING STOCK</b>								
1	Identify at-risk, vulnerable structures	1) State resources from CHS, FEMA, and others on loss policies for elevating homes. 2) Mitigate property owners to elevate as necessary.	1) Conduct education projects for CHS program codes.			Property owners Town		of 4
2	Develop design guidelines for surrounding historic structures	1) Form Historic Buildings Commission to research design guidelines	1) Develop guidelines as part of development code update 2) Draft ordinance as part of development code update			Historic society, CHS, architect		general fund
3	Prohibit site tearing of historic buildings out of town					Town, Historic society, council, CHS, attorney		general fund
4	Prohibit excavation or related historic buildings	1) Historic buildings committee to research incentives and provide building sources 2) Identify pilot projects for offering incentives (could be a home or business re-opening)	1) Monitor results of pilot and make adjustments 2) Set up and fund program to create tax incentives			Town, Historic society, attorney		of 4
5	Apply for historic district designation		1) Historic buildings committee to outline when lead historic designation application process			Historic society, Precinct Louisiana		of 4
6	Show case the town's historic buildings and signage and a walking trail	1) Build on theme source (highways, trail project) 2) Historic buildings committee identify walking trail parking lot zones	1) Identify walking trail placement signage and identify route 2) Develop route and identify signage 3) Local signage and pilot programs			Historic society, building owners, tourism, etc.-donations		grants
<b>B. PROMOTE THOUGHTFUL AND STRATEGIC INFILL/REDEVELOPMENT OPPORTUNITIES</b>								

# IMPLEMENTATION

1	Provide a variety of housing alternatives is	<ul style="list-style-type: none"> <li>1) Work with property owners to show various housing types desired and determine what types of housing they are interested in (density)</li> <li>2) Outreach to board members</li> </ul>	<ul style="list-style-type: none"> <li>1) Create development code that support lot sizes and parking requirements that support various housing types</li> </ul>			Team, CPEX, property owners	W/4		
2	Form a design review board	<ul style="list-style-type: none"> <li>1) Update development code to reflect RMA</li> </ul>				Team, Council, CPEX	W/4		
3	Promote commercial development that fits with Madisonville's vision	<ul style="list-style-type: none"> <li>1) Work with a public design firm to brand it</li> <li>2) Form a committee</li> <li>3) Conduct research and gather eco-tourism and recreation-based businesses</li> <li>4) Start a branding campaign</li> </ul>	<ul style="list-style-type: none"> <li>1) Create guidelines or develop standards to support it</li> </ul>			Team, planning and zoning, CPEX, graphic designer	W/4	Business Improvement District, merchant meeting	
4	Establish a cottage commercial district along Georgetown St.					Team, CPEX	W/4		
5	Promote eco-tourism and a recreation-based economy					Team, CPEX, business owners	W/4	W/4	
<b>C. BOLSTER THE TOWN VISION AND MASTER PLAN WITH ENFORCEABLE LAWS</b>									
1	Update development code	<ul style="list-style-type: none"> <li>1) Immediately inventory plan</li> <li>2) Update code with a CPEX to reflect zoning and changes for update</li> <li>3) Reach out to code update or priority projects</li> </ul>	<ul style="list-style-type: none"> <li>1) Complete update in phases, if necessary</li> <li>2) Adopt new code</li> <li>3) Take planning and zoning and council</li> </ul>			Team, planning and zoning, CPEX	general	general	
2	Create design guided laws	<ul style="list-style-type: none"> <li>1) Identify needed design guidelines with committee and CPEX</li> <li>2) This work can happen concurrent with code update</li> </ul>	<ul style="list-style-type: none"> <li>1) Complete guidelines in phases, if necessary</li> </ul>			Team, planning and zoning, CPEX	general	general	



**Table 11.1**

Priority	Initiative	6 months	6-24 months	2-5 years	5+ years	Project Partners	Commitment	Funding Source
<b>A. REALIGN AND EXTEND CEDAR ST. TO HWY. 22</b>								
1	Realign DOTD and IBC to develop preferred alternative	1) Share plan with DOTD officials; 2) Meet with IBC to outline process; 3) Continue to develop preferred alternative with IBC and DOTD.	1) Conduct public scoping; 2) Develop designs; 3) Request/apply for funding	1) Finalize construction drawings; 2) Cost estimates and funding	1) Construct right-of-way and installation for Main St. with DOTD	IBC, DOTD, Public Town, residents and business owners		IBP, MPRA, MHTSA, DOTD Bond Transfer Program
2	Remove Cedar St. access on North side of Rt. 202 St.	1) Conduct 6-month trial closure with movable planters or bollards; 2) Seek funding for permanent closure.	1) Permanently remove access point, add new curb and planting area.			IBC, DOTD, Public Town, residents and business owners		IBP, MPRA, MHTSA, DOTD Bond Transfer Program, general funds
3	Transfer Cedar St. to DOTD in exchange for local council of Main St.				Transfer can occur once Cedar St. installation is complete.	IBC, DOTD, Public Town		DOTD Bond Transfer Program
<b>B. IMPROVE THE FUNCTION AND AESTHETICS OF TOWN STREETS</b>								
1	Identify a pilot street for landscape improvements.	1) Choose a street where work is already planned, or where need is the greatest.	1) Apply for grants while construction drawings are being developed			Town, residents, business owners		BUILD, TRP, FTA, AUL, MHTP, STING, TA, general funds
2	Work with a landscape architect to develop designs and construction drawings.	1) Develop designs; 2) Cost estimates				Town		general funds, crowd source
3	Install some upgrades		1) Build improved planting areas; 2) Install landscaping and street trees; 3) Install bollards; 4) Prioritize based on planned upgrades; 5) Funding availability			Town, residents, business owners		IBP, about
4	Choose a pilot location schedule for landscape improvements.					Town, residents, business owners		IBP
<b>C. MAKE PARKING IN TOWN CONVENIENT, YET UNOBTUSIVE</b>								
1	Main Street out of right of way for parking and bus stop location	See B.1.						

2	Final phase around route to lower road parking lots	See L11-2	3) Assess parking demand once the location has been secured. Improve access to bike racks. 2) Set additional bid for parking if needed.			Town, residents, business owners		general funds, private developers	
3	Manage parking demands through shared parking	1) Create a shared parking program in conjunction with surrounding business districts. 2) Seek out businesses to participate in shared parking program.				Town, residents, business owners		general funds	
4	Improve walkability in town	See L11-E							
<b>D. CREATE A NETWORK OF BICYCLE FACILITIES AND AMENITIES</b>									
1	Redesign bike lanes from Main St	1) Share plan discussions with DOTD, state, city, and APC. 2) Coordinate with project with Cedar St/Main St swap.	1) Meet with DOTD/APC on design location solution with Main St. Kick start DOTD formal.	1) Exchange Cedar St for Main St with DOTD 2) Meet table items on Main St.		Town, MFC, DOTD, Peabody		BUILD, TRF, FFA, ATU, HSP, MAP, STING, TA, MFP, SHTPP, general funds	
2	Arbitrary structure	1) Identify plan areas based on neighborhood plan. 2) Share plans with residents on street. 3) Using MACRO guidance, make arbitrary structures on street.	1) Member success of arbitrary structures. 2) Meet arbitrary structures on additional street.			Town, residents, businesses		BUILD, TRF, FFA, ATU, HSP, MAP, STING, TA, MFP, SHTPP, general funds, Peabody	
3	Third road	1) Identify plan areas based on neighborhood plan. 2) Share plans with residents on street. 3) Using MACRO guidance, build markings and signage on street.	1) Member success of project. 2) Add markings and signage on additional street.			Town, residents, businesses		BUILD, TRF, FFA, ATU, HSP, MAP, STING, TA, MFP, SHTPP, general funds	

4	Period shoulder	<ul style="list-style-type: none"> <li>1) Share plan with DCHD alternate office</li> <li>2) Meet with MFC to review process</li> <li>3) Combine or develop preferred alternative with MFC and DCHD.</li> </ul>	<ul style="list-style-type: none"> <li>1) Conduct traffic studies</li> <li>2) Develop designs</li> <li>3) Request/apply for hearing</li> </ul>			Town, MFC, DCHD, Public	BUILD, TRP, HSP, MAPP, STMG, TA, SOTPP, general funds
5	Small white rock	<ul style="list-style-type: none"> <li>1) Seek grants for purchasing rocks</li> <li>2) Install rocks in high traffic areas</li> </ul>				Town, Tennesse Trace	general funds, crowd source
6	Connect to Tennesse Trace	<ul style="list-style-type: none"> <li>1) Share plan with DCHD alternate office</li> <li>2) Meet with MFC to review process, feasibility</li> <li>3) Coordinate with Parish President, Foundation, and other entities</li> </ul>	<ul style="list-style-type: none"> <li>1) Advocate for project authority/consider responsible business owner, parish, Tennesse Trace, Church, DCHD, others.</li> </ul>	This is a long term project that will require some persistence to advocate for the project and coordinate hearing.	Town, Parish, MFC, DCHD, Marshmore Foundation, Tennesse Trace	BUILD, TRP, FFA, ATU, HSP, MAPP, STMG, TA, MFP, SOTPP, general funds, Parish, Tennesse Trace, DCHD	
7	Participate in St. Tennesse Parish bike share program	<ul style="list-style-type: none"> <li>1) Meet with Marshmore Foundation to review process, cost sharing and operations</li> </ul>				Town, Parish, Marshmore Foundation	BUILD, TRP, FFA, ATU, CMAG, MAPP, STMG, TA, general funds, Parish, phone poll/strategy
<b>E. IMPROVE SAFETY FOR PEDESTRIANS</b>							
1	High visibility crosswalk	<ul style="list-style-type: none"> <li>1) Share plan with DCHD alternate office</li> <li>2) Meet with MFC to review process- request crosswalks, best</li> </ul>	<ul style="list-style-type: none"> <li>1) Conduct traffic studies, if needed</li> <li>2) Develop designs</li> <li>3) Request/apply for hearing</li> </ul>	<ul style="list-style-type: none"> <li>1) Separate existing crosswalks</li> <li>2) Paint new crosswalks</li> </ul>		Town, MFC, DCHD	TA, MFP, HSP, USRP, STP, SOTPP, BUILD, TRP, MAPP, STMG, general funds
2	Reduction of speed in existing signalized intersections	<ul style="list-style-type: none"> <li>1) Share plan with DCHD alternate office</li> <li>2) Meet with MFC to review process</li> <li>3) Combine or develop preferred alternative with MFC and DCHD.</li> </ul>	<ul style="list-style-type: none"> <li>1) Conduct traffic studies, if needed</li> <li>2) Develop designs</li> <li>3) Request/apply for hearing</li> </ul>	<ul style="list-style-type: none"> <li>1) Separate signals</li> </ul>		Town, MFC, DCHD	TA, SOTPP, MFP, HSP, USRP, STP, general funds

3	Redesign/re-engineered signal for High-traffic crossing	1) Share plan with DORD officials, office 2) Work with MFC in meeting process- merge existing signal crossing on Conroyton St.	1) Conduct traffic studies, if needed 2) Develop designs 3) Request/apply for funding	1) Install signal	1) Town, MFC, DORD, S. Chamberlain 2) Town	1) M, SOTPP, MTP, HSP, USP, STP, general funds, school board
4	Enhance pedestrian-related lanes	1) Enhance bike lanes on pedestrian-related lanes 2) Constructively enhance lanes			1) Town, police department, Sheriff's Dept.	1) general funds
<b>F. SLOW DOWN CARS AS THEY DRIVE THROUGH TOWN</b>						
1	Paint lane lines	See 1.2, and 1.11				
2	Reduce shoulder of some travel lanes	1) Share plan with DORD officials, office 2) Work with MFC in meeting process	1) Conduct traffic studies, if needed 2) Measure lanes with temporary paint, if needed	1) Permanently reduce speed to 25 mph	1) Town, MFC, DORD	1) MILD, TRP, FTA, HSP, MAPP, STING, TA, SOTPP, general funds
3	Change intersection and crosswalk paving	See 1A.10				
4	Reduce speed limit on Hwy. 22 to 20 mph	1) Share plan with DORD officials, office 2) Work with MFC in meeting process	1) Conduct traffic studies, if needed 2) Conduct speed limit trial, if needed	1) Permanently reduce speed to 25 mph	1) Town, MFC, DORD	1) MILD, TRP, FTA, HSP, MAPP, STING, TA, SOTPP, general funds
5	Install "Stop for Your Signage"	1) Install signage at High traffic intersections on Hwy. 22 and Conroyton St. 2) Enhance lanes			1) Town, MFC, DORD	1) MILD, TRP, FTA, M, HSP, MAPP, STING, TA, MTP, SOTPP, general funds

Priority	Initiative	6 months	6-24 months	2-5 years	5+ years	Project Partners	Committee	Funding Source
<b>A. ENGAGE IN COMMUNITY-WIDE EFFORTS</b>								
1	Administer the town's existing developed Acropolis	See I.C.1. Update starting an address home land use map.				CPX, Town		general funds
2	Participate in the Community of Learning System	1) Submit letter of interest to FEMA on high application process 2) Participate in River County	* See flow chart in plan for complete process			CPX, Town, FIDAT User Group, DORD		general funds
3	Use best practices for incremental management	1) Incorporate sustainable management components into development code; See I.C. for more	* Continue with CPX program. Patris are awarded for sustainable management initiatives			CPX		
4	Create projects/ initiatives plans		* Continue with CPX program. Patris are awarded for planning			CPX, Town		
<b>B. PROMOTE AND ENCOURAGE INDIVIDUAL PROPERTY OWNER EFFORTS</b>								
1	Review income used in titles	These are efforts undertaken by individual property owners. The town can assist homeowners by providing resources and information as many of these efforts can ease the town's CMS plans.						
2	Provide services for							
3	Landscapes for residents							
4	Initiate responsible projects							

Prepared by:



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