

WEST FELICIANA PARISH

GATEWAYS



CORRIDORS



MASTER PLAN STUDY

APRIL 2011

Integral to the mission of St. Francisville Area Foundation (SFAF) is to preserve and restore the natural beauty and cultural charm of our communities. As an extension of our mission, SFAF is pleased to present the West Feliciana Parish Gateways and Corridors Master Plan Study. We live in a special place and through this project we endeavored to create a system that would welcome and orient the traveler in and around the Town of St. Francisville and West Feliciana Parish. Developed in collaboration with stakeholder groups and members of the community, this plan takes action on recommendations set forth in the West Feliciana Parish Comprehensive Plan.

SFAF recognized the need for West Feliciana Parish to create a lasting impression, and with the support of Entergy River Bend we were able to engage a consultant team to develop a clear direction and an implementation strategy for the Gateways and Corridors within our community. To ensure that the proposed Gateways and Corridors Master Plan communicated an authentic vision of the parish, SFAF solicited input from stakeholder groups and community members. Through these input sessions we came to understand that our citizens favored rural and naturalistic images, along with elegant and historical images, to represent the parish. It became evident to us that the community has a great vision for, and cares deeply about, the place in which they live.

West Feliciana Parish is growing and with this growth comes the need for thoughtful planning. The Master Plan identifies a shared community vision for the future that builds on the rich cultural and natural amenities of the region, and provides a unique opportunity to strengthen community identity and pride. Through this Master Plan process, I have been reminded of the enduring beauty of the landscape and the generosity of the people of this community.

On behalf of SFAF, I would like to thank Entergy for their generous support of this project in funding this study. I also want to thank JFDS and Ferris Engineering for their hard work and dedication to this project. Without their collective talent and teamwork this project could not have been realized.

This is an exciting time for our parish and we hope you will join us in shaping the future vision of West Feliciana Parish, its communities and the Town of St. Francisville by linking our natural and cultural heritage.



Executive Director
St. Francisville Area Foundation



PREPARED FOR

St. Francisville Area Foundation

- Lauren Field, Executive Director
- Dorcas Brown, Chairman
- Missy Higgins, Treasurer
- Donna Wright, Secretary
- Ida Cage, Member-at-Large
- Susan Davis
- Rob Field
- Conville Lemoine
- Hutch McClendon
- Jim Roland
- Olton Scott

Advisory Committee

- Kathy Bankston
- Tracey Banowetz
- Dorcas Brown
- Susan Davis
- Lauren Field
- Missy Higgins
- Bobee Leake
- Kitty Martin



Special Thanks to Entergy, for generously providing grant funding for this study and the facilities for holding the community input sessions; and to each citizen who gave selflessly to participate in the public meetings.



PREPARED BY



STAKEHOLDER INTERVIEWS

COMMUNITY INPUT

- Confirm that previous community organization efforts are coordinated to avoid duplication.
- Ambition is to use the built gateways as a template for nearby communities.
- Angola may be able to provide resources to the community including the fabrication of signs, growing of plants or labor for maintenance of the gateways.
- People who live in areas of West Feliciana parish refer to themselves as coming from Wakefield, Star Hill, and etc. However, they do not see themselves as distinctly different in these unincorporated areas. Differentiation and signage would help with directional orientation within the parish especially during pilgrimage.
- Gateways should help encourage traffic through downtown St. Francisville. Once the Audubon Bridge is complete traffic will no longer pass through the downtown on the way to the ferry.
- Gateways are defined by DOTD as typically a combination of a wood or masonry structure with landscaping, and possibly lighting and flag poles. Gateways are to be installed nearest a political boundary. Permits can be obtained for gateways at alternate locations.
- West Feliciana Parish Planning and Zoning Commission (WFPPZC) has located an area for a gateway at the Audubon Bridge.
- There is currently a corridor management plan for Highway 61 – Louisiana Great River Road - and the Tunica Trace that is managed by the Tourist Commission.
- The Town of St. Francisville has collaborated with Baton Rouge Green to construct lights and landscaping along HWY 61.
- A planner has been retained by The Town of St. Francisville to prepare ordinances to dovetail with the St. Francisville Town Plan. The document is currently in draft form.



- Emphasize natural amenities and ecotourism of WFP rather than plantations
- Emphasize WFP as a clean, green, community.
- Naming highways will avoid confusion and develop the identity of the parish roadways.
- Approval for gateways must be obtained by the DOTD. However, a corridor management plan will allow for local control.
- Priorities for gateways are at parish entry points and at HWY 61 leading to downtown St. Francisville
- The Tourist Commission would like to see fewer signs and suggests creating gateways from landscaping only. Suggests gateways are not just a sign but a feeling.
- Town Council and Mayor have concerns with cost, aesthetics and maintenance of gateways.
- Sign indicating “New Roads, Eat – Dance – Dine” should be removed.
- Tunica Trace is a Historic Byway and any gateway built should reflect diversity of area as more than the road to Angola. Suggest some clarification and hierarchy of signage indication the points of interest such as State Wildlife Management Area, Tunica Trace, and Angola, at the intersection of HWY 61 and Tunica Trace.
- Need to clarify identity of West Feliciana Parish and develop a unified “brand”.
- Nature Society – would like gateways to emphasize the biodiversity of the region along with promoting outdoor activities including: birding, hiking, cycling and hunting. Native plants speak to the sense of place of WFP. Native plants and wildflowers should be incorporated into the gateways along with a maintenance plan that supports their culture.
- Gateways should incorporate future plans for a regional recycling center.

The Public Workshop took place on September 15, 2010 and nearly sixty people attended the event. The central purpose of the workshop was to garner community input, which would provide the basis for future recommendations. The West Feliciana Gateways and Corridors Master Plan Study project was introduced to the attendees and the consultant team presented an inventory and initial assessment. Participants were asked to provide both qualitative and quantitative data by completing surveys and “voting” for gateway locations by placing stickers on a map of the area. The Survey questions focused on determining what visual qualities were characteristic of the community and what imagery respondents found desirable.

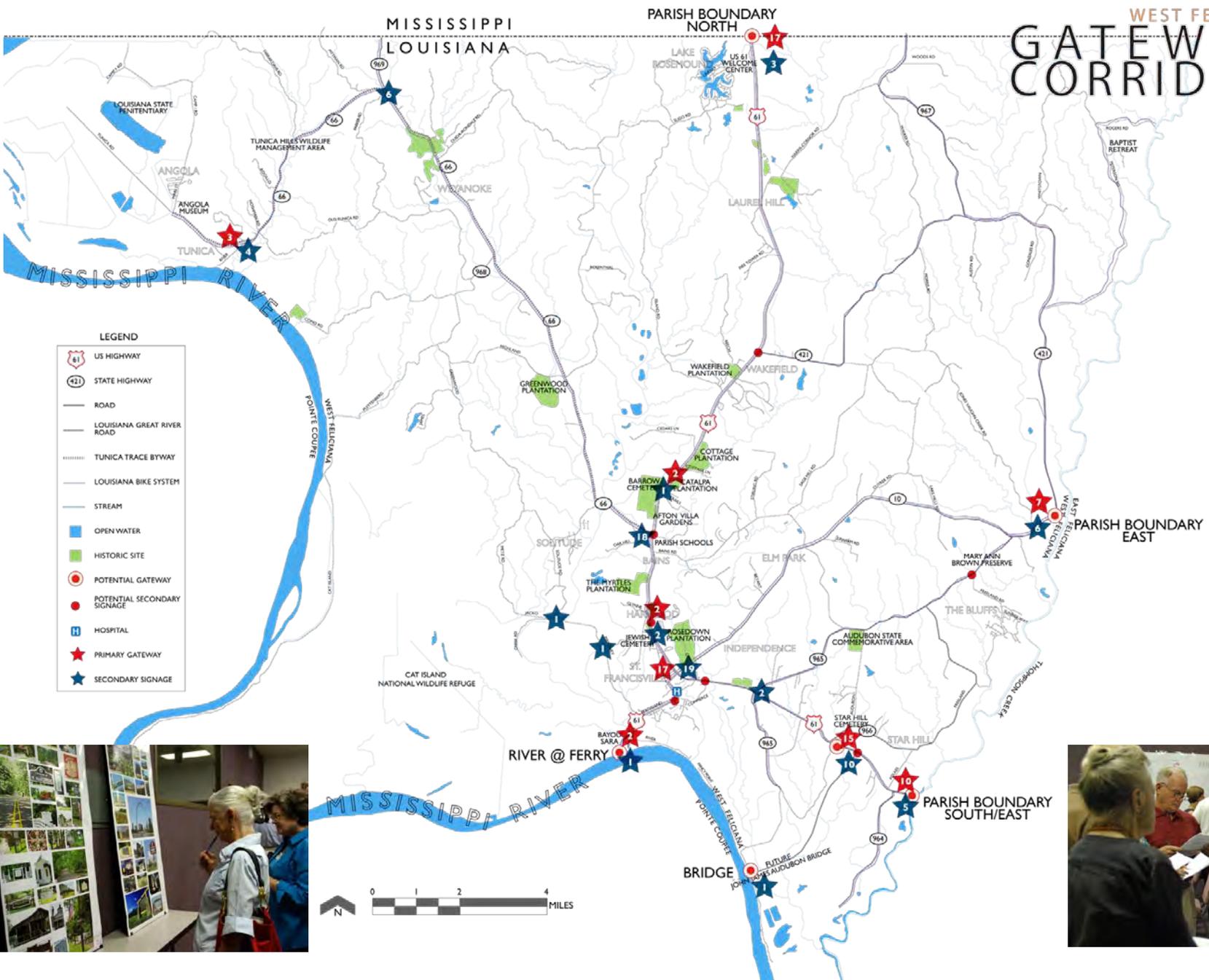
In addition to feedback on existing and desired visual qualities within the parish, attendees were asked for input regarding gateway precedents, and activities and experiences characteristic of West Feliciana Parish. The data collected from the surveys indicated that a majority of the respondents favored naturalistic images of shade trees and wildflowers along with historic structures of quality craftsmanship. A total of 37 surveys were completed. Respondents ranked precedent images of gateways favoring naturalistic images and images with natural materials over large scale or flashy gateways and signage. The top ranking activities were visiting historic sites; land based outdoor recreation, wildlife viewing, pilgrimage and garden tours, visiting plantations, and festivals. Antiques, bike touring and ecotourism were also highly ranked activities. Additionally, the survey responses indicated that visual clutter, “Gone With The Wind” antebellum imagery, flashy or excessive signage was strongly undesirable.



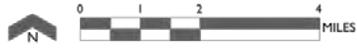
September 15, 2010 at Entergy-River Bend, Conference Room

GATEWAYS & CORRIDORS

INVENTORY



- LEGEND**
- US HIGHWAY
 - STATE HIGHWAY
 - ROAD
 - LOUISIANA GREAT RIVER ROAD
 - TUNICA TRACE BYWAY
 - LOUISIANA BIKE SYSTEM
 - STREAM
 - OPEN WATER
 - HISTORIC SITE
 - POTENTIAL GATEWAY
 - POTENTIAL SECONDARY SIGNAGE
 - HOSPITAL
 - PRIMARY GATEWAY
 - SECONDARY SIGNAGE



The data collected from both the stakeholder and public workshop provided direction for the future design recommendations. The top locations for primary gateways were as follows: at the northern parish boundary, the intersection of Highway 10 and Highway 61, the intersection of Highway 61 and Audubon bridge road, and the southeast parish border. Because the southeast parish border and the Audubon bridge road are approximately two miles apart, it is recommended that the primary gateway be located at or near the intersection of Audubon bridge and Highway 61. This location takes advantage of both travelers heading north on Highway 61 from Baton Rouge, and travelers arriving to the parish from New Roads. In addition, there exists little opportunity to create a gateway within the right-of-way at the southeast parish boundary since Thompson Creek is in a low-lying area.

The intersection of Highway 61 and Highway 10 is an important gateway for the parish but should be treated differently from the proposed primary gateways, as it is not located at or near a political boundary. The northern border between West Feliciana Parish and Mississippi is also an important primary gateway and should be second in development priority to the intersection of Highway 61 and Audubon bridge approach.

Seventy six percent of survey respondents favored the image of dappled shade on a winding country road and respondents also ranked this same image as best capturing the unique quality or characteristic of West Feliciana Parish. Ranked number two was an image the historic gatehouse of Afton Villa Gardens; this same image received thirty-nine percent as the most favorable image. Historic and elegant structures, within the context of a tree lined country road, are the recommended starting point for the design of the primary, secondary and tertiary gateway and signage proposals.

Survey responses indicated a similar affinity for historic and naturalistic gateway precedents. The top two most favored images were of roadways with wildflowers, both receiving approximately ninety percent votes. The least desirable images were of Hollywood and Las Vegas. These responses indicated a clear desire by community members for the gateways to have a strong natural and historic character.

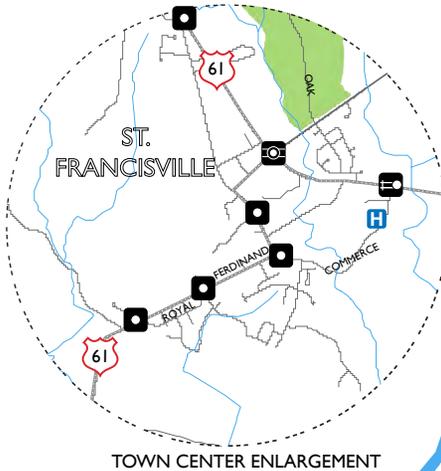
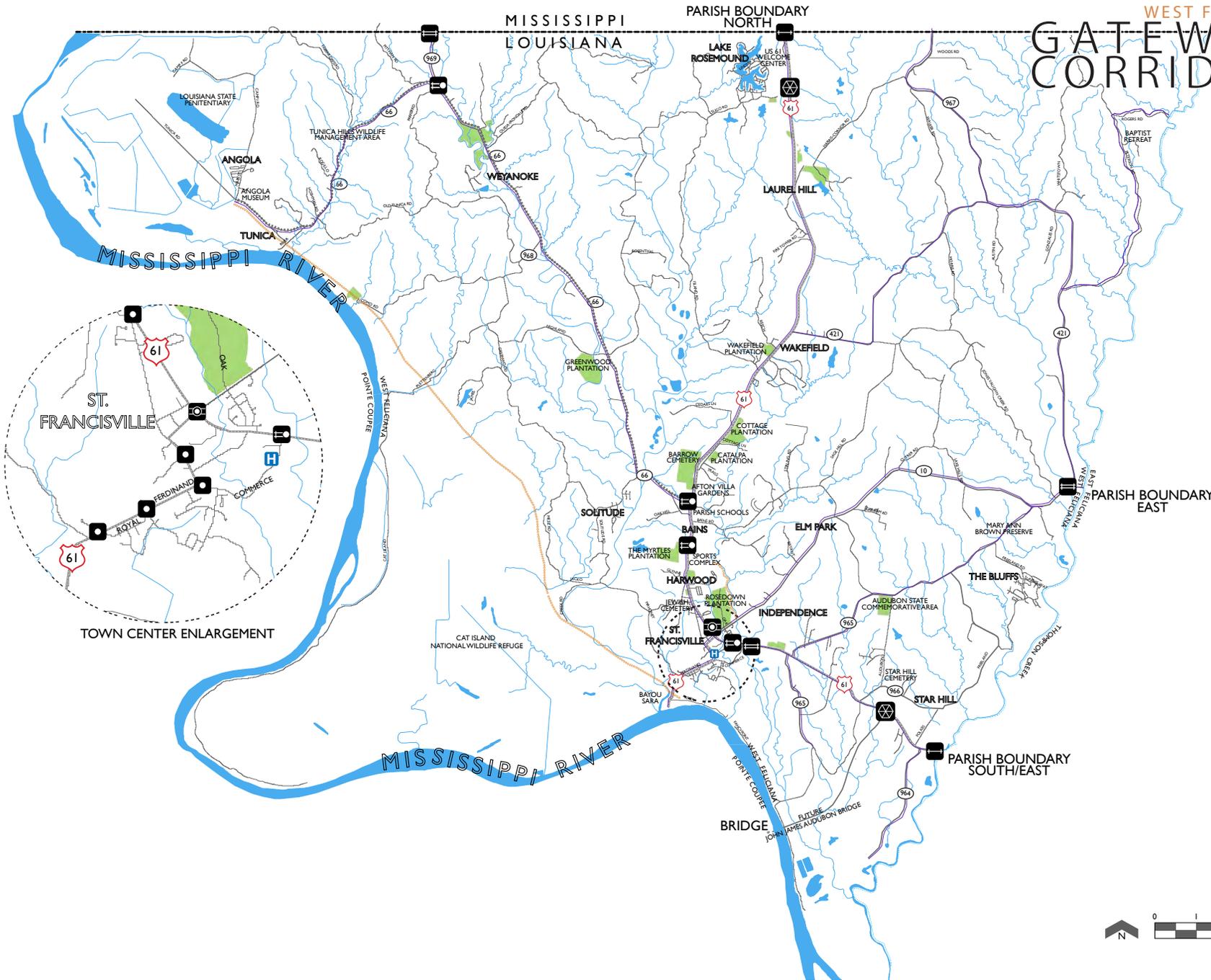


Intersection of Highway 61 and the Audubon Bridge approach.



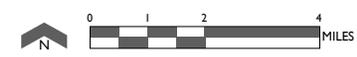
WEST FELICIANA
GATEWAYS & CORRIDORS

LOCATIONS



LEGEND

	US HIGHWAY
	STATE HIGHWAY
	ROAD
	LOUISIANA GREAT RIVER ROAD
	TUNICA TRACE BYWAY
	LOUISIANA BIKE SYSTEM
	PROPOSED BIKE TRAILS
	STREAM
	OPEN WATER
	HISTORIC SITE
	HOSPITAL
	TOWN CENTER
	PARISH GATEWAY
	GATEWAY SIGNAGE
	DOTD SIGNAGE
	SECONDARY SIGNAGE
	TERTIARY SIGNAGE



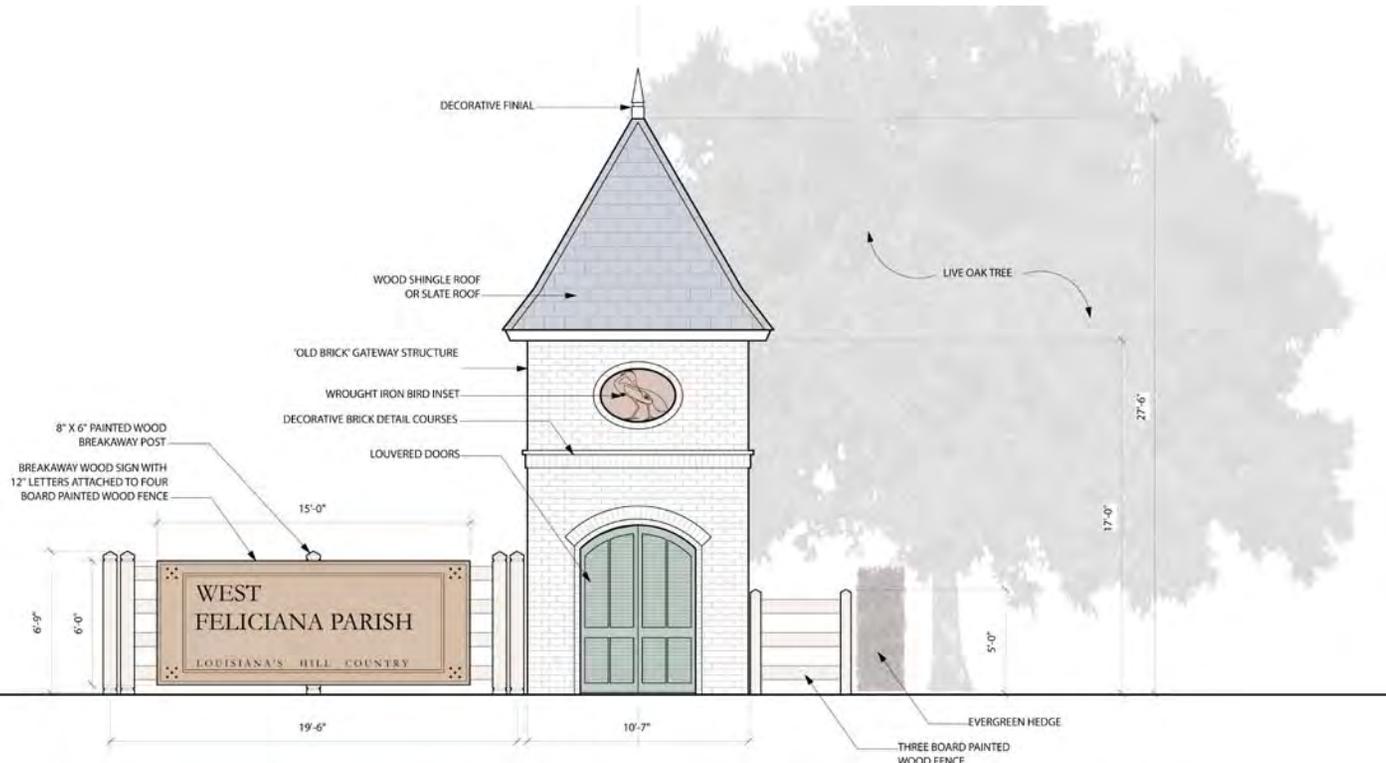
The final design recommendation for the West Feliciana Parish Gateway is for a primary gateway to be located at the intersection of the road to Audubon bridge and Highway 61. This parish gateway is to be a combination of elements incorporating both sides of the roadway and the “T” shaped intersection. Together these elements form a gateway corridor. The proposal includes a structure, sign, landscaping and fence; all elements are to be constructed of traditional materials and designed to have the appearance that the structure has always existed in its present location. It is possible that materials repurposed from the parish be incorporated into the structure. Wildflowers in combination with low maintenance and native plantings are to be used to enhance the gateway corridor. All features of the gateway will be designed to meet all DOTD regulations and guidelines.

In addition to the parish gateway recommendation, town gateways, secondary and tertiary signage recommendations are outlined in the following pages. A town gateway is a sign combined with landscaping announcing the entry into an incorporated town. This sign and landscaping is to be of the aesthetic character of the parish gateway. Secondary signage announces specific points of interest within the parish. Seasonal event signage can communicate upcoming events and festivals. Tertiary signage recommendations are for smaller scale signs that provide information to individuals in automobiles, pedestrians or bicycle riders. Both the secondary and tertiary signage will combine signature landscape planting.



GATEWAY ELEVATIONS

FINAL DESIGN



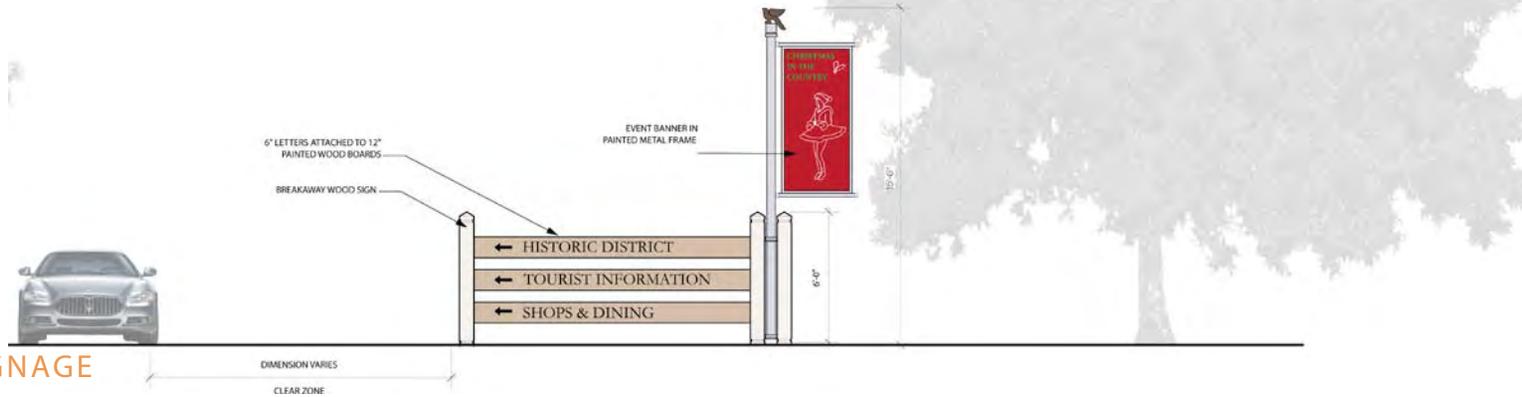
PARISH GATEWAY



TOWN GATEWAY



SECONDARY SIGNAGE



TERTIARY SIGNAGE





GATEWAY PHOTO PERSPECTIVE

FINAL DESIGN

