Purpose
The purpose of this study is to support the continued revitalization of the City of Pontchatoula’s East Pine Street (LA Hwy. 22) Corridor as a vibrant main street and town center of regional significance. The goal of the project is to beautify and improve the appearance of East Pine Street and bring sidewalks up to ADA standards. Another goal is to improve the connectivity between the historic main street area with its shops and restaurants, and nearby neighborhoods. The geographic boundaries of this scope are East Pine Street (LA Hwy. 22) with 7th Street as the western boundary and 5th Street as the eastern boundary. The overall study area will extend approximately one block on each side of East Pine Street in order to analyze land use and connectivity opportunities between the main street commercial center and adjacent neighborhoods.

Task 1 – Project Management Committee (PMC)
The RPC will form a Project Management Committee (PMC) to guide the study and evaluation process. PAC members will include the Mayor’s Office and the Department of Public Works, City of Ponchatoula Historic District Commission, the City of Ponchatoula Main Street Program Manager, Louisiana Department of Transportation and Development (District 62), Regional Planning Commission, and other stakeholders identified during the course of the study. The PMC will oversee the work in progress, review inventory findings and plans and assist in the formulation of recommended landscaping, streetscaping, and ADA accessibility improvements.

Task 2 – Existing and Proposed Land Use
The study area will extend back one block of each side of East Pine Street in order to analyze land use and connectivity opportunities between East Pine Street and adjacent neighborhoods. The Consultant will assemble current and future land use information in an updated GIS layer for the study area. Land use information will be digitized using the American Planning Association’s Land Base Classification System (LBCS) coding system. Any previous planning studies, reports, etc. provided by the PMC will be used as the basis for identifying proposed land use changes within the study area. The land use information (existing and future) will be used in part to identify needed pedestrian linkages between adjacent neighborhoods and the East Pine Street commercial area.

Task 3 – Conduct Deficiency Analysis
The Consultant will conduct a complete field visual inspection of all sidewalks within the study area. This examination will include an assessment of sidewalk width and condition as well as a review of handicapping ramps for compliance with current Americans with Disabilities Act (ADA) design standards. This evaluation will include coordination with RPC and LADOTD District 62 on the results of the field survey and evaluation and development of quantities and cost estimates for needed improvements.
**Task 4 – Conceptual Planning and Design**

The proposed enhancement of East Pine Street would create needed site improvements along the historic main street including connections to City Hall and nearby neighborhoods. The streetscape and design analysis will consist of the following work activities:

1. Prepare overall conceptual designs with design alternatives to enhance the appearance of the corridor using site design elements such as new or upgraded sidewalks, pedestrian lighting, signage, landscaping, bike racks, water mitigation, and other measures to enhance the East Pine Street area as a downtown destination. The Consultant will coordinate with the PMC and LADOTD District 62 on the development and evaluation of these improvement measures.

2. Prepare overall visualizations of the proposed improvements and design alternatives, helping the community understand the design intent by using before and after graphic perspectives for important nodes and before and after graphics in plan view for the study area. A public informational meeting will be held to provide information and receive comments on the alternatives. Specific site elements and alternatives with associated costs will be detailed for review, including such items as benches, paving materials, bike racks, trash receptacles, planters, etc.

**Task 5 – Prepare Preliminary Plans**

3. The Consultant will present a draft set of project plans to the PMC at a project meeting. Assume that the PMC members may request field visits to the study area. At this meeting, the Consultant will advise the PMC members on the study findings and draft recommendations that are appropriate and feasible for East Pine Street and the overall study area.

4. PMC members will be given three weeks, if necessary, to finalize their review comments based on the Consultant presentation and technical findings. The Consultant will include and address PMC comments in the preparation of the draft Feasibility Study.

**Task 6 – Prepare Draft Report**

5. RPC will distribute the draft Feasibility Study (ten copies) to the PMC membership and call a final review meeting, if necessary, for the PMC to select the preferred package of landscaping and improvement measures for the study area.

6. Prepare detailed conceptual plans for the chosen alternative with associated costs, including all site elements, i.e., landscaping, streetscaping, sidewalks, signage, and ADA improvements, as needed.
Task 7 – Submit Stage 0 Feasibility Study

7. Consultant shall finalize recommendations and prepare the Stage 0 Feasibility Study, documenting the information and analysis described above. All studied alternative(s) will be described in the Stage 0 Report, including the preferred alternative as selected by the Project Management Committee. The Stage 0 Report will include completed Stage 0 checklists (ref. LA DOTD Program Development and Project Delivery System Manual, Chapter 4: Stage 0 Standard Operating Procedure, Checklist for Stage 0-Preliminary Scope and Budget Worksheet, and Stage 0 Environmental Checklist). Ten printed copies of the report and 10 disks in electronic format (pdf including all maps and visualizations) will be submitted by the consultant to the RPC for distribution. All survey and engineering work will be submitted to the RPC in CAD and/or GIS format.

8. RPC will work with City of Pontchatoula and LADOTD District 62 to advance recommended improvements towards project level design and implementation using various funding sources including STP<200K and Transportation Alternatives Program (TAP), among others.

Budget: $25,000

Timeline: 6 months