

# DOWNTOWN WEST MONROE MASTER PLAN AND STREETScape

WEST MONROE, LOUISIANA



## PROJECT DESCRIPTION

In July 2019, the City of West Monroe (population 12,583) was awarded a Rural Business Development Grant by the U.S. Department of Agriculture – Rural Development. The City of West Monroe leveraged this federal grant program to develop a downtown master plan.

The two public visioning sessions were attended by more than 100 residents, who provided their input and feedback about the opportunities and challenges facing their community, with emphasis on the downtown and riverfront areas. As a part of the visioning process, five priority projects were identified: streetscape, a new food hall concept, distillery, housing, and cohesive branding and wayfinding for the downtown area.



## COMPLETION DATE

2020

## REFERENCE

Doug Seegars  
Director of Community Affairs  
City of Monroe, Louisiana  
P 318.329.2488

*\*Previously with the City of West Monroe, Louisiana during the project.*

## PROJECT HIGHLIGHTS:

- Downtown – Updated streetscape and infrastructure design, cohesive wayfinding concepts, housing strategies to address demand and blight concerns.
- Distillery – Brewpub and distillery with outdoor seating, lawn games, performance stage, and other social attractions to entice more foot traffic.
- Lagniappe Food Hall – Family-friendly gathering space filled with board games, TVs, and lawn games to accommodate guests who want to eat, drink, and play during the daytime and evening hours.