

LOUISIANA STATE UNIVERSITY

COMPREHENSIVE & STRATEGIC CAMPUS MASTER PLAN

APPENDIX P - Roadway Naming Modernization Plan



August 25, 2017

To: **Tony Lombardo, P.E.**
Associate Vice President, Facility & Property Oversight

From: **Roger E. Husser, Jr., P.E.**
Assistant Vice President, Planning, Design & Construction



RE: **Master Plan Roadway Naming Modernization Plan**

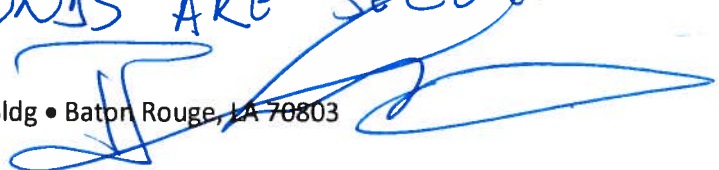
As LSU moves toward approval of the Comprehensive and Strategic Campus Master Plan, PDC is reviewing recommendations and beginning to plan short-term and long-term implementation of the plan. As part of addressing the transportation and mobility portion of the plan, PDC initiated a planning effort to evaluate all roadway names and develop a systematic approach to more appropriate long term roadway names for the campus. At the same time, PDC is working with other groups to create a GPS based address numbering system for all campus buildings that will include coordinates to main entrances and service entrances to vastly improve emergency response, deliveries, and directions for students, faculty, staff, emergency personnel, vendors, and visitors who utilize GPS tracking.

We submit to you a comprehensive proposal with established criteria for renaming some campus roadways and introducing names to others for improved wayfinding that is cohesive and sets up the opportunity for future naming or renaming opportunities for our roadways. Attached is the recommended Master Plan Roadway Naming Modernization Plan, including a map of the proposed roadway naming, list of current and proposed new names, and the history of current campus roadway names. In addition, we are providing cost estimates for a phased approach for implementation if these changes are adopted.

As we move towards implementation of the GPS based address numbering system, it is recommended that at least Phase 1 and Phase 2 of the implementation plan be funded very soon to allow the physical roadway names that are changing and addresses on our current signage to be in place for the roll out of the new addressing system in the coming months.

If you need additional information or have any questions, please let me know.

THE PROGRAM IS APPROVED, BUT THE FINANCIAL IS UNFUNDED. WE WILL NEED TO PROCEED W/ NAME CHANGES & SIGN CHANGES IN EXISTING SIGN FORMAT UNTIL FUNDS ARE SECURED.



Wayfinding for Campus Addressing and Master Plan Roadway Naming Modernization Plan

(Based Upon Planning Study Developed by the LSU Office of Campus Planning)

August 25, 2017

Phase 1 - Replacement of Existing Signage for Roadway Naming Modernization Plan Item Total

Demolition					\$2,000.00
Item	Qty.	Unit	Unit Cost	Subtotal	
Demolition of Existing Signage	1	Lump	\$ 2,000.00	\$2,000.00	
Signs					\$2,600.00
Item	Qty.	Unit	Unit Cost	Subtotal	
New Vinyl or Sign Panel	3	EA	\$ 200.00	\$600.00	
New Sign & Post	5	EA	\$ 400.00	\$2,000.00	
Construction Total					\$4,600.00
+ 10% Contingency.....					\$460.00
+ 7% Design Fee.....					\$322.00
Total Phase 1					\$5,382.00

Phase 2 - Campus Addressing Signage Upgrades Item Total

Demolition					\$2,000.00
Item	Qty.	Unit	Unit Cost	Subtotal	
Demolition of Existing Signage	1	Lump	\$ 2,000.00	\$2,000.00	
Signs					\$19,500.00
Item	Qty.	Unit	Unit Cost	Subtotal	
New Vinyl on Store Fronts	1	LS	\$ 12,500.00	\$12,500.00	
Signage Replacement (Vinyl and/or Panels)	1	LS	\$ 7,000.00	\$7,000.00	
Construction Total					\$21,500.00
+ 10% Contingency.....					\$2,150.00
+ 7% Design Fee.....					\$1,505.00
Total Phase 2					\$25,155.00

Phase 3 - Street Name Signage Campus Wide (includes regulatory signs @ intersections) Item Total

Demolition					\$10,000.00
Item	Qty.	Unit	Unit Cost	Subtotal	
Demolition of Existing Signage	1	Lump	\$ 10,000.00	\$10,000.00	
Signs					\$201,000.00
Item	Qty.	Unit	Unit Cost	Subtotal	
SN1 Street Name (10" Legend)	24	Each	\$ 900.00	\$21,600.00	
SN2 Street Name (6" Legend) w/ RG3	13	Each	\$ 3,800.00	\$49,400.00	
SN3 Street Name (4" Legend)	4	Each	\$ 3,000.00	\$12,000.00	
SN3 w/ RG3	27	Each	\$ 3,300.00	\$89,100.00	
RG3 Regulatory - Traffic	28	Each	\$ 1,000.00	\$28,000.00	
RG3 (No Post)	3	Each	\$ 300.00	\$900.00	
Construction Total					\$211,000.00
+ 10% Contingency.....					\$21,100.00
+ 7% Design Fee.....					\$14,770.00
Total Phase 3					\$246,870.00

Phase 4 - Additional Regulatory Signage Campus Wide Item Total

Demolition					\$5,000.00
Item	Qty.	Unit	Unit Cost	Subtotal	
Demolition of Existing Signage	1	Lump	\$ 5,000.00	\$5,000.00	
Signs					\$90,000.00
Item	Qty.	Unit	Unit Cost	Subtotal	
RG3 Regulatory - Traffic	90	Each	\$ 1,000.00	\$90,000.00	
Construction Total					\$95,000.00
+ 10% Contingency.....					\$9,500.00
+ 7% Design Fee.....					\$6,650.00
Total Phase 4					\$111,150.00

Total Phases 1, 2, 3, & 4..... \$388,557.00



Master Plan Roadway Naming Modernization Plan

Prepared: August 25th, 2017

Prepared by: Planning, Design & Construction

Contact: Roger E. Husser, Jr., P.E., Assistant Vice President – (225) 578-0803

Background:

As LSU moves toward approval of the Comprehensive and Strategic Campus Master Plan update, Planning, Design and Construction (PDC) is reviewing recommendations and beginning to plan short-term and long-term implementation.

As part of addressing the transportation and mobility portion of the plan, PDC initiated a planning effort to evaluate all roadway names and develop a systematic approach to more appropriate long term roadway names for the campus. At the same time, PDC is working with others to create a GPS based address numbering system for all campus buildings that will include coordinates to main entrances and service entrances to vastly improve emergency response, deliveries, and directions for students, faculty, staff, emergency personnel, vendors, and visitors who utilize GPS tracking.

The current roadway names, in many cases, were determined without appropriate institutional input and thoughtfulness, in some instances being named after individuals and in other instances after surrounding buildings or site features. In some cases, names were established simply by the installation of a sign with no formal process of determining the appropriateness of the name. In other cases, names were derived from surrounding building names or features that existed at the time which now no longer exist. Some drives through parking lots currently have roadway names while they are primarily parking lot access drives. Some roadways do not have names and assigning names improves traditional wayfinding and avoids the historical use of landmarks to direct motorists to buildings.

Additionally, the nomenclature used such as "Street", "Drive", "Lane", "Avenue" and "Road" on campus doesn't currently follow any systematic approach or criteria. These inconsistencies, coupled with mobility routing and connection changes in the new master plan, the ongoing GPS addressing effort, and the need to update roadway signage to the campus wayfinding standards led to the need to develop a comprehensive recommendation for changing some roadway names and adding and removing some others. **Updating appropriate long term roadway names in conjunction with the addressing effort will allow for a one-time update to the campus mapping system and signage, allow building occupants to only adjust their address once, and provide a future logical naming structure related to the comprehensive mobility plan in the Comprehensive and Strategic Master Plan.**

Process and Outcome:

As part of the planning effort to consider long term roadway names, the nomenclature used to identify roadways was considered, along with consideration of the long term master plan and how future improvements that remove some roadways and add others will allow the new roadway names being proposed to remain appropriate long term. The nomenclature that was considered includes Street, Road, Avenue, Drive, Lane, Circle and Boulevard. Best practices and guidelines in transportation and mobility were utilized to determine the most appropriate nomenclature to apply to the LSU campus, along with distinguishing the parking access drives through parking lots from roadways.

Specific to nomenclature, "Road" is typically used to define more significant roadways such as Highland Road. "Street" and "Avenue" are typically used to identify secondary roadways within a city roadway infrastructure with the orientation related to north-south and east-west orientation respectively in a typical city block arrangement. "Given that the LSU campus roadways are not neatly organized in a block format, has little to no boulevards, and also given that "Drive" is already predominantly used on campus, "Drive" was selected as the nomenclature to define secondary roadways. Boulevard" is

typically also used for primary or secondary roadways but include greenways separating the directions of travel. Lastly, "Lane" and "Circle" are typically considered tertiary roadways, sometimes one-way travel, that generally are short in length, narrow in width and do not have intermediate intersections. "Lane" tends to be used for shorter tertiary roads that are generally straight and "Circle" tends to be used for shorter tertiary roadways that have a circular route. Utilizing this general analysis, the following specific criteria was established for the nomenclature for the LSU campus roadways:

"Road" - primary roadways extending through the campus and beyond

"Drive" = all secondary roadways with multiple intersections

"Lane" = tertiary roadways that begin and end at an intersection, generally straight

"Circle" = tertiary roadways that begin and end at an intersection with a circular layout

To modernize roadway names, research was conducted on the background of individuals who have campus roadways named for them to determine their connection and contribution to the university and its mission (see attached document). After discovering that the vast majority had little to no significant and/or direct connection to LSU and were named without a formal vetting and approval process, the recommendation is being made to rename all of the roadways named after individuals with more generic names that reflect their geographical location or orientation and to allow for future, appropriate naming opportunities. One exception is Skip Bertman Drive, as this being the most recent roadway to be named after an individual with appropriate consideration and full approval and adoption.

Any roadways named for former campus departments or buildings, as well as roadways where new buildings will be located, are recommended to be renamed to coincide with current and/or future developments in that area. For example, we suggest changing CEBA Lane, in which "CEBA" no longer exists, to Engineering Lane, in response to the recently renovated and expanded Patrick F. Taylor Hall Engineering Complex and planned growth of the College of Engineering in this area of campus.

Highland Road extends through the heart of campus, and although this is primarily a City-Parish roadway, LSU maintains the roadway within the LSU property. Highland Road has a historical significance and is on the Register of Historic Places, is considered a primary roadway per the criteria established, and we do not recommend changing the name. Nicholson Drive (Hwy. 30) is currently a State owned roadway. We suggest changing "Nicholson Drive" to "Nicholson Boulevard" from the Burbank Drive intersection to its terminus downtown as it is a boulevard per the criteria established. The current Nicholson Gateway development includes improvements to Nicholson Drive in this area of campus to enhance the area with a wider, landscaped boulevard and other features to provide a calming effect to drivers, inherently causing them to slow down and the "Boulevard" name will further enhance this intent.

It is recommended that a formal policy be developed for future roadway naming with the appropriate vetting process and formal approval. Attached is a map with all of the proposed campus roadway names, a list of current and recommended roadway names and history of current roadway names.

Master Plan Roadway Naming Modernization Plan

(Based Upon Planning Efforts by the LSU Office of Campus Planning)

August 25, 2017

Original Name	Proposed Name
Ag Center Drive	Ag Center Lane
Unnamed	Athletic Service Lane
Unnamed	Campus Lake Lane
Unnamed	Coliseum Lane
Isaac Cline Drive	Cubs Circle
Cypress Drive	Cypress Lane
Dorothy Dix Drive	Eliminated
Mike Donahue Drive	Eliminated
Minnie Fisk Drive	Eliminated
Ceba Lane	Engineering Lane
Etienne de Bore	Field House Drive
West/East Fraternity Lane	Fraternity Lane
The Horseshoe	Horseshoe Lane
Infirmary Road	Infirmary Lane
Unnamed	LADDL Lane
Unnamed	Landscape Services Lane
Unnamed	Law Circle
Unnamed	Live Oaks Lane
Nicholson Drive	Nicholson Boulevard
Unnamed	Parade Ground Circle
Unnamed	Soccer Lane
Nicholson Drive Extension	South Quad Drive
Governor Claiborne Drive	Spruce Lane
Unnamed	Tiger Park Lane
Unnamed	Touchdown Village Lane
Skip Bertman Drive	Unchanged
North Stadium Drive	Unchanged
West Stadium Drive	Unchanged
South Stadium Drive	Unchanged
Powerhouse Lane	Unchanged
Field House Drive	Unchanged
South Campus Drive	Unchanged
Forestry Lane	Unchanged
Tower Drive	Unchanged
East Campus Drive	Unchanged
East Fraternity Circle	Unchanged
Unnamed	Vet East Lane
Unnamed	Vet Lane
Raphael Semmes Road	Veterans Drive
Unnamed	Warehouse Lane
Unnamed (South of South Stadium Drive)	West Stadium Drive

Signage to be updated in Phase 1

Master Plan Roadway Naming Modernization Plan

Historical Research on Current Street Names

August 2017

After researching the backgrounds of persons LSU has named campus streets for and investigating the process for naming each street, it was determined that the majority of these people have little to no affiliation with the university, and in the majority of cases, no formal process was conducted to approve the selection of the street name.

Skip Bertman Drive- Former college baseball coach and athletic director at Louisiana State University (LSU). He led the LSU Tigers baseball team to five College World Series Championships in 1991, 1993, 1996, 1997, and 2000.

Bertman began coaching at LSU in 1984 and would transform LSU into a baseball power house, guiding the Tigers to 16 NCAA Tournament appearances, 11 College World Series appearances, 7 SEC Championships and 5 NCAA Baseball National Championships in his 18 seasons as the LSU Head Coach. His teams also drew large crowds to LSU's Alex Box Stadium, as the Tigers led the nation in collegiate baseball attendance in each of his final six seasons (1996–2001).

He also served as head coach of the 1996 U.S. Olympic team, which captured the bronze medal in Atlanta. In a *Baseball America* poll published in 1999, Bertman was voted the second greatest college baseball coach of the 20th century, trailing Rod Dedeaux of Southern California.

The naming of Skip Bertman Drive did go through a formal naming process.

CEBA Lane-Center for Engineering & Business Administration

Isaac Cline Drive- Meteorologist who wrote an article in the Galveston Daily News in which he gave his official meteorological opinion that the thought of a hurricane ever doing any serious harm to Galveston was "a crazy idea". Many residents had called for a seawall to protect the city, but Cline's statement helped to prevent its construction. He was proven tragically wrong on September 8, 1900, when the Galveston Hurricane of 1900 hit the island. Between 6,000 and 12,000 people were killed in what remains the deadliest natural disaster in U.S. history

The center for the Gulf Coast was initially located in Galveston, with Isaac Cline as chief forecaster, and in 1991 the center was moved to New Orleans, Louisiana, and Isaac Cline moved with it. There he developed a stellar reputation over the years, successfully forecasting significant levels of flooding in 1912, 1915 and 1927. In 1927, he published the book *Tropical Cyclones*, a collection of his research. He was also the chief meteorologist in New Orleans during the Great Mississippi Flood of 1927. In 1934, Cline received an honorary doctorate from Tulane University.

Dalrymple Drive-Named after William Dalrymple, the father of Veterinary Medicine. He joined the faculty at Louisiana State University on September 16, 1889, as a professor of comparative medicine (later as professor of veterinary science) and as the first veterinarian of the Agricultural Experiment Station.

Dorothy Dix Drive- Elizabeth Meriwether Gilmer widely known by the pen name Dorothy Dix, was an American journalist and columnist. As the forerunner of today's popular advice columnists, Dix was America's highest paid and most widely read female journalist at the time of her death. Her advice on marriage was syndicated in newspapers around the world. With an estimated audience of 60 million readers, she became a popular and recognized figure on her travels abroad.

She first used the pen name Dorothy Dix in 1896 for her column in the Picayune; Dorothy, because she liked the name, and Dix in honor of an old family slave named Mr. Dick who had saved the Meriwether family silver during the Civil War. Within months the column was renamed to Dorothy Dix Talks and under that name was to become the world's longest-running newspaper feature

Dix left the New York Journal in 1917 after writing multiple books on relationships and returned to her much beloved New Orleans where her family and friends remained. The year before she left New York she accepted an offer from the Wheeler Syndicate, and later the Ledger Syndicate, which allowed her to write, travel and socialize while working from her home on Prytania Street.

Étienne de Boré Street –de Bore was a Creole French planter, born in Kaskaskia, Illinois Country, who is known for producing the first granulated sugar in Louisiana. At the time, the area was under Spanish rule. His innovation made sugar cane profitable as a commodity crop and planters began to cultivate it in quantity. He owned a large plantation upriver from New Orleans.

Boré was a prominent planter and plantation owner in the area when the United States made the Louisiana Purchase and acquired the former French territories west of the Mississippi River. In 1803 the American governor of the territory appointed de Boré as the first mayor of New Orleans under the U.S. administration.

Boré owned a great plantation a few miles upriver of New Orleans on the Mississippi River. It was in the vicinity of New Orleans' present-day Audubon Park. There, he had originally used slave labor to cultivate indigo, but when this product lost its market as a result of competition from Guatemala and under Spanish control, he converted his fields to sugar cane.

Mike Donahue-Donahue was an American football player, coach of football, basketball, baseball, tennis, track, soccer, golf, and a college athletics administrator. He served as the head football coach at Auburn University (1904–1906, 1908–1922), at Louisiana State University (1923–1927), and at Spring Hill College (1934).

Minnie Fisk- Born in New Orleans and was one of the leading American actresses of the late nineteenth and early twentieth century. She also spearheaded the fight against the Theatrical Syndicate for the sake of artistic freedom.

Although she was highly praised as an actor, she died poverty-stricken, having fought against a group of producers that organized the Theatrical Trust or Syndicate. This organization took control of first-class playhouses in the country, dictated the plays chosen, and the actors that were cast. She fought for artistic freedom for twelve years, which caused her to perform in third-class theatres, such as churches and skating rinks.

On top of her battle against the Syndicate, she was also one of the most prominent animal welfare advocates of her era. She fought against the wearing of snowy and great egrets on hats, raised awareness of the cruelties of fur trapping, and changed the treatment of cattle on ranges.

She was twice named one of the twelve greatest living American women because of her fight for animal rights and for her outstanding talent. She was first named in 1923 by the League of Women Voters, and then again in 1931 by Good Housekeeping magazine. Mark Twain wrote the story "A Horse's Tale" for her.

Raphael Semmes Road (September 27, 1809 – August 30, 1877) was an officer in the Confederate navy during the American Civil War. Prior to this, he had been a serving officer in the United States Navy from 1826 through 1860.

During the American Civil War, Semmes was captain of the cruiser CSS Alabama, the most successful commerce raider in maritime history, taking 65 prizes. Late in the war, he was promoted to rear admiral and also acted briefly as a brigadier general in the Confederate States Army. His appointment, or arrangement to act as, a temporary brigadier general from April 5, 1865 to April 26, 1865 was at most informal and that appointment was never submitted to or confirmed by the Confederate Senate.

Semmes was briefly held as a prisoner by the U.S. after the war but was released on parole; he was later arrested for treason on December 15, 1865. After a good deal of behind-the-scenes political machinations, all charges were eventually dropped, and he was finally released on April 7, 1866. After Semmes' release, he worked as a professor of philosophy and literature at Louisiana State Seminary (now Louisiana State University), as a county judge, and then as a newspaper editor; his controversial military service was always a factor in forcing his job changes. Semmes later returned to Mobile and resumed his legal career.

MASTER PLAN ROADWAY NAMING MODERNIZATION PLAN



LEGEND

- LSU ROADWAY / PROPOSED NAME
- FUTURE ROADWAY
- - - ROADWAY TO BE REMOVED (FUTURE)
- CITY ROADWAY
- STATE ROADWAY

August 2017

