

UNIVERSITY OF LOUISIANA Lafayette, Louisiana

RCLCO is currently serving as a strategic advisor to the administration of the University of Louisiana, who are exploring opportunities for market-driven development on a large site near the university's athletic facilities that is otherwise under-used. Our work, coordinated with Lafayette-based Architects Southwest's land planning and visioning process, has been designed to help position the property for development with a private sector development partner.

In the first phase of work, begun in early 2011, we completed a detailed market feasibility analysis to test the potential depth of development for key uses including R&D, residential, office, and retail. Our analysis included quantifying the potential development activity at the site, based on our conclusion that the majority of demand would be driven by non-campus populations. Our work also considered the value of the university adjacency and potential market outperformance that might be achieved through co-branding/programming efforts, and sought to position this opportunity within the context of other aggressive economic development and neighborhood redevelopment programs already underway in Lafayette and the region.

RCLCO also developed a detailed financial model to demonstrate the streams of cash flow that might result to the University from this effort, as well as the probable level of near-term investment that might be necessary to achieve that cash flow.

RCLCO also facilitated a strategic planning process during which the key stakeholders decided on a business plan approach for engaging for with a private sector partner.

