Metairie CBD Land Use & Transportation Plan

Prepared for:

Regional Planning Commission Jefferson Parish

Prepared by:

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The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century (1998).

Regional Planning Commission
Jefferson • Orleans •Plaquemines • St. Bernard • St. Tammany Parishes
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Plus those residents, property owners, and interested citizens who attended our meetings and provided their views, input and suggestions on the Metairie CBD

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The *Metairie CBD Land Use and Transportation Planning Study* is a joint planning effort of the Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany Parishes (RPC) and Jefferson Parish. The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century (1998).

Project Study Area

The project area is the heart of the office and retail corridor within Metairie. Figure ES-1 provides an overview of the boundaries as established for the planning area.

Methodology

The objective of the project is to identify current conditions and issues, propose future development alternatives and outline an implementation strategy. This planning process utilizes a methodology consistent with accepted land-use and community-based planning initiatives.

The planning team collected data on existing land use activities within the defined project area following the procedures and methods of the American Planning Association (APA) Land Based Classification System.[i] Details on the characteristics of the current transportation system were collected using a combination of in-field observations and project area aerial photographs.

In addition to this original data, the planning team utilized a real estate and development market study of the project area completed by Herbert/Smolkin Associates of Louisiana.[ii]

Project Steering Committee

As part of the project planning process, a steering committee was established with the

purpose of providing input and oversight to the planning process. Membership on the committee was through appointment by Jefferson Parish Government, but was comprised of individuals recommended by Parish Government, Parish Planning Department, Regional Planning Commission and Jefferson Economic Development Corporation (JEDCO). This committee met 4 times over the course of the project to work through identification of issues and concerns, review conceptual plans, and assess priorities for implementation.

First things first…

When asked to identify which Plan items to be address first, the recommendation of those Project Steering Committee's members who responded was to:

1. *Establish the Metairie CBD Task Force.*
2. *Identify funding mechanism(s) to aid in plan implementation and capital improvements.*
3. *Identify a limited number of capital improvements that can be implemented immediately with existing resources and establish priorities for implementation of others following identification of a local funding mechanism.*
4. *Implement zoning changes required to incorporated land use guidance in the Metairie CBD Land Use and Transportation Plan.*

Community Meetings

One of the stated purposes of this project is to incorporate the viewpoints and ideas of the public in as many places as possible through the planning process. Members of the public were invited to attend 4 different types of meetings throughout the project from brainstorming sessions to a final public meeting/hearing on the proposed plan.

Major Concerns

The *number one* area of concern for the Metairie CBD identified by the Project Steering Committee and the community was related to the development pattern and ongoing economic fortune of the "Fat City" area. This area was the focus of most comments and suggested as the number one priority area for the planning team to concentrate their efforts to effect positive change.

Through the visioning process, it was discovered that many of the negative elements at-work in this one area could be found in varying degrees in other locations throughout the Metairie CBD project area. Correcting these perceived and actual negative elements across the entire project area, in an incremental fashion, was identified as the greatest single need to ensuring that all of the Parish, and the CBD project area, would benefit.

In addition, the Metairie CBD area contained many positives or opportunities worth exploring. These included:

- *Location in reference to the population bases in Orleans, Jefferson, and St. Tammany Parishes;*
- *Availability of office space for expansion of businesses;*
- *Strong regional retail center;*
- *Existing core of high-density development pattern that would allow for more mixed-use development opportunities not found elsewhere in Jefferson Parish.*

Major Issues

Working through the comments coming from the community and project steering committee, the project team identified the major issues resonating through the sessions.

- **Land Use Issue #1** *Address incompatibilities between residential, commercial and industrial land uses and activities in the project area.*
- **Land Use Issue #2** *Create a more livable community by addressing aesthetics, code enforcement, image and open space needs.*
- **Land Use Issue #3** *Identify and provide incentives for redevelopment that overcome challenges faced due to current market conditions and lack of vacant land.*
- **Transportation Issue #1** *Transportation system connections failed to keep pace with the needs generated by the developed environment.*
- **Transportation Issue #2** *Parking supply is not always compatible with demand generated by some activity sites.*

Goals

A series of commonly expressed action-oriented statements and comments from the community and project steering committee established the goals for the project. It is the intent of these statements to define elements needed in order for this plan, as well as any future activities in the Metairie CBD, to address the issues raised by the community and the project steering committee.

- **Goal #1 -** *Provide an identity and sense of community*
- **Goal #2 -** *Establish an environment, friendly to infill and redevelopment*
- **Goal #3 -** *Utilize the plan to guide investments in needed infrastructure*
- **Goal#4 -** *Embrace the plan as a "guide" and not as a "regulation"*
- **Goal #5 -** *Ensure the plan can be implemented*
- **Goal#6 -** *Define those individuals and groups who have roles in the implementation process*
- **Goal #7 -** *Establish a periodic review process for the plan and its recommendations*

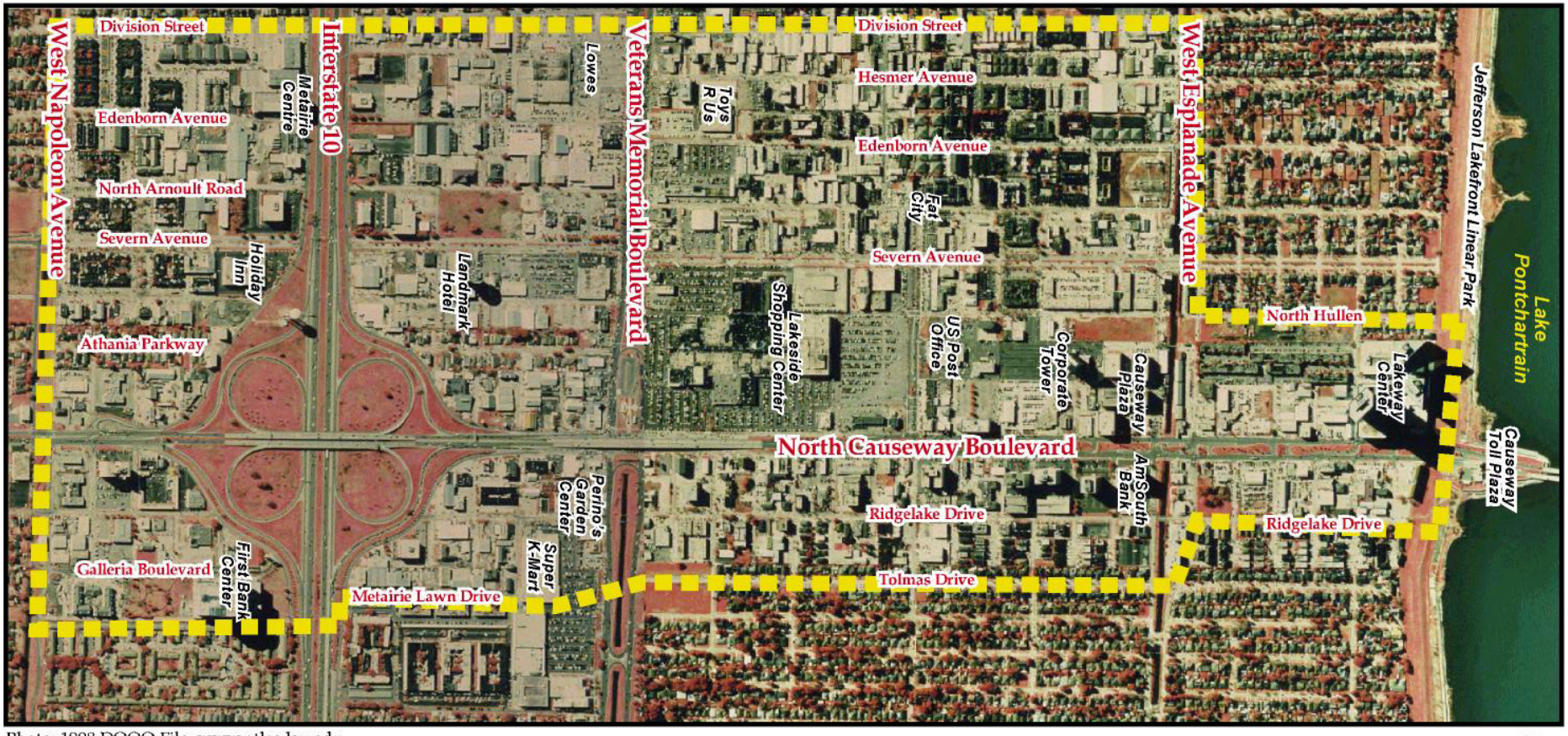

Photo: 1998 DOQQ File, www.atlas.lsu.edu

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Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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Figure ES-1

Metairie CBD Project Area
Jefferson Parish, Louisiana

Future Land Use Plan

The future land use plan depicted in Figure ES-2 provides a guide and foundation for land use policy decisions for the next 20 years. The concept should be used as a ready reference for decisions made through the course of the area's redevelopment. It must be regularly examined to make sure it is not creating more difficulties for the area than it is trying to address. This plan is based on the policy area model, which assumes that the delineated areas offer a proactive approach to planning, based on strategic decision-making and analysis.

Single-Family Residential (SFR) - To define those areas where single-family residential development should occur, as well as define those areas where existing single-family development should be maintained.

Mixed-Use Area 1 (MUA 1) *Multifamily Residential – Retail - Professional Office* - To define those areas where attached single-family structures, and/or multi-family residential development should occur, and/or be maintained along with a mixture of smaller retail facilities and professional offices.

Mixed-Use Core Corridor (MUCC) *Professional Office, Specialty Retail, Restaurant Core* - To define a core area along 17th and 18th Streets where a combination of commercial and professional office developments is developing, be allowed to grow and expand to offer a broader range of activities which may encourage pedestrian activity into the area from surrounding neighborhoods.

Mixed-Use Area 2 (MUA 2) ***Professional Offices – Hotel - Professional Services -*** To define those areas where the core of professional offices and hotels should be developed and/or maintained, along with a limited number of professional services establishments. These areas would also be oriented to or found along or adjacent to the major thoroughfares within the project area.

General Commercial (GC) - To define those areas where general commercial development should occur, and/or be maintained along or adjacent to the major thoroughfares within the project area.

Worth Exploring…

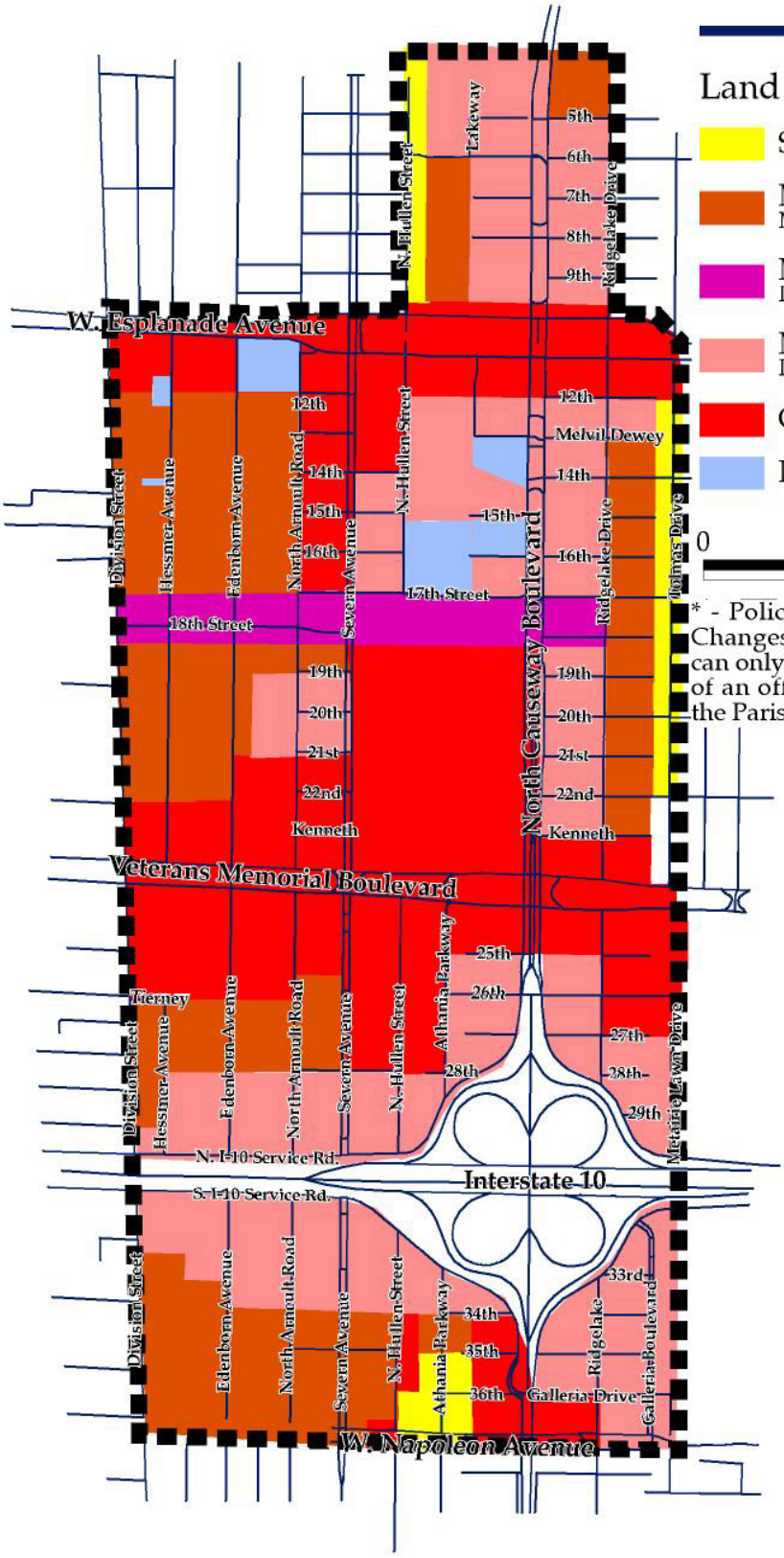
Due to the scope and depth of this study, some items could not be examined in detail. However, as they may play a role in the implementation process, it is suggested that the following items be addressed as part of plan implementation:

Accountability and enforcement of existing and proposed regulations and codes – *a system needs to be established that allows for the regular reporting of the enforcement of regulations and codes in the Metairie CBD. Some citizens felt that that a lack of uniform enforcement may be creating some of the problems in the area. Failure to address problems may also undermine efforts to improve the area.*

Creating a critical mass for redevelopment – *a recommendation is required as part of the zoning ordinance updates on the permitted massing, scale and density of buildings that may overcome some of the physical items (older building stock, smaller building lots) which are dissuading redevelopment.*

Mixing of Land Use Activities in Structures – *contained throughout this plan are references to mixed-uses. Ideally, some of this mixed-use activity will take place within single structures. However, this will require special regulations for items such as parking, waste removal, signage, pedestrian access, distribution of uses within the structure, and pedestrian entrances.*

Creation of single land use areas –*the policy areas describe locations where selected land use types and/or activities will be encouraged to amass. This will require special regulation for such items as parking, waste removal, signage, parking, and pedestrian access.*



LEGEND

- Study Area
- Streets

Land Use Policy Areas*

- Single Family Residential (SFR)
- Mixed-Use Area 1 (MUA 1) MF Residential-Retail-Prof Office
- Mixed Use Core Corridor (MUCC) Prof Office-Specialty Retail-Restaurant
- Mixed-Use Area 2 (MUA 2) Prof Office-Hotel-Prof Services
- General Commercial (GC)
- Public/Semi Public

0 0.3 0.6 Mi

* - Policy areas are not zoning districts. Changes in current zoning designations can only be assigned following completion of an official zoning study as outlined in the Parish's Zoning Ordinance.

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RGB Color Template Settings:	
(255,255,0)	Single Family Residential (SFR)
(230,81,0)	Mixed-Use Area 1 (MUA 1) MF Residential-Retail-Prof Office
(223,0,185)	Mixed Use Core Corridor (MUCC) Prof Office-Specialty Retail-Restaurant
(255,150,150)	Mixed-Use Area 2 (MUA 2) Prof Office-Hotel-Prof Services
(255,0,0)	General Commercial (GC)
(166,200,255)	Public/Semi Public

Map Date 12/26/01
Map by: UNO-College of Urban and Public Affairs

Figure ES-2

Future Land Use Plan

Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BKI Job 10012-01
December 2001

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Jefferson Parish Government

Regional Planning Commission

Future Transportation Plan

The future transportation plan depicted in Figure ES-3 is a composite of the ideas and options presented and developed in the sketch plan process. Its purpose is to provide a guide and foundation for transportation decisions for the next 20 years.

To meet the identified goals for transportation, the concept map delineates several elements covering each of the identified activity areas: roadways, streetscape, pedestrian/bikeways and transit access.

Existing Roadways - To define those elements which need to be completed on existing roadways in order to address a known capacity or operational problem in the Metairie CBD area.

New Local Streets - To define potential locations for new street connections which should be pursued in order to improve mobility through the Metairie CBD area. These streets may be possible as single alignments, or as a collection of multiple one-block segments running east to west between the existing north-south streets.[iii]

Circulation Pattern - To define a series of adjustments to the local street system, which have the potential to improve local property access and may address issues such as the need for loading zones and on-street parking.

Streetscape Program - To define a series of improvements to enhance the existing system of sidewalks, landscaping and lighting in such a manner that it defines and unites the Metairie CBD project area and encourages pedestrian movements as an option.

Pedestrian Crossings - To define those locations where improvements should be made to existing at-grade crossings to facilitate the movement of pedestrians safely and efficiently.

Bicycle Elements - To define those corridors which should be considered as the primary links for bicycle traffic through the area and to the Parish's existing Lakefront linear park bike path.

Transit Elements - To define a series of improvements to upgrade and improve the existing street-side patron facilities and Metairie CBD area transit services, in accordance with comments and input from the Jefferson Transit management and planning staff.

Worth Exploring…

Due to the scope and depth of this study, many items could not be examined. However, as part of future traffic and transportation operation studies of the Metairie CBD area (and Jefferson Parish), it is suggested that the following items be considered during the implementation of this plan:

Severn Avenue Overpass at Interstate 10 - *combined with the West Napoleon Avenue Extension*

Causeway at 17th Street Intersection improvements – *opening of 17th Street westbound across Causeway Boulevard*

Grade Separation of the Causeway Boulevard at West Esplanade Avenue Intersection

Pedestrian Overpasses on Causeway Boulevard - *between 17th Street and Veterans Memorial Boulevard*

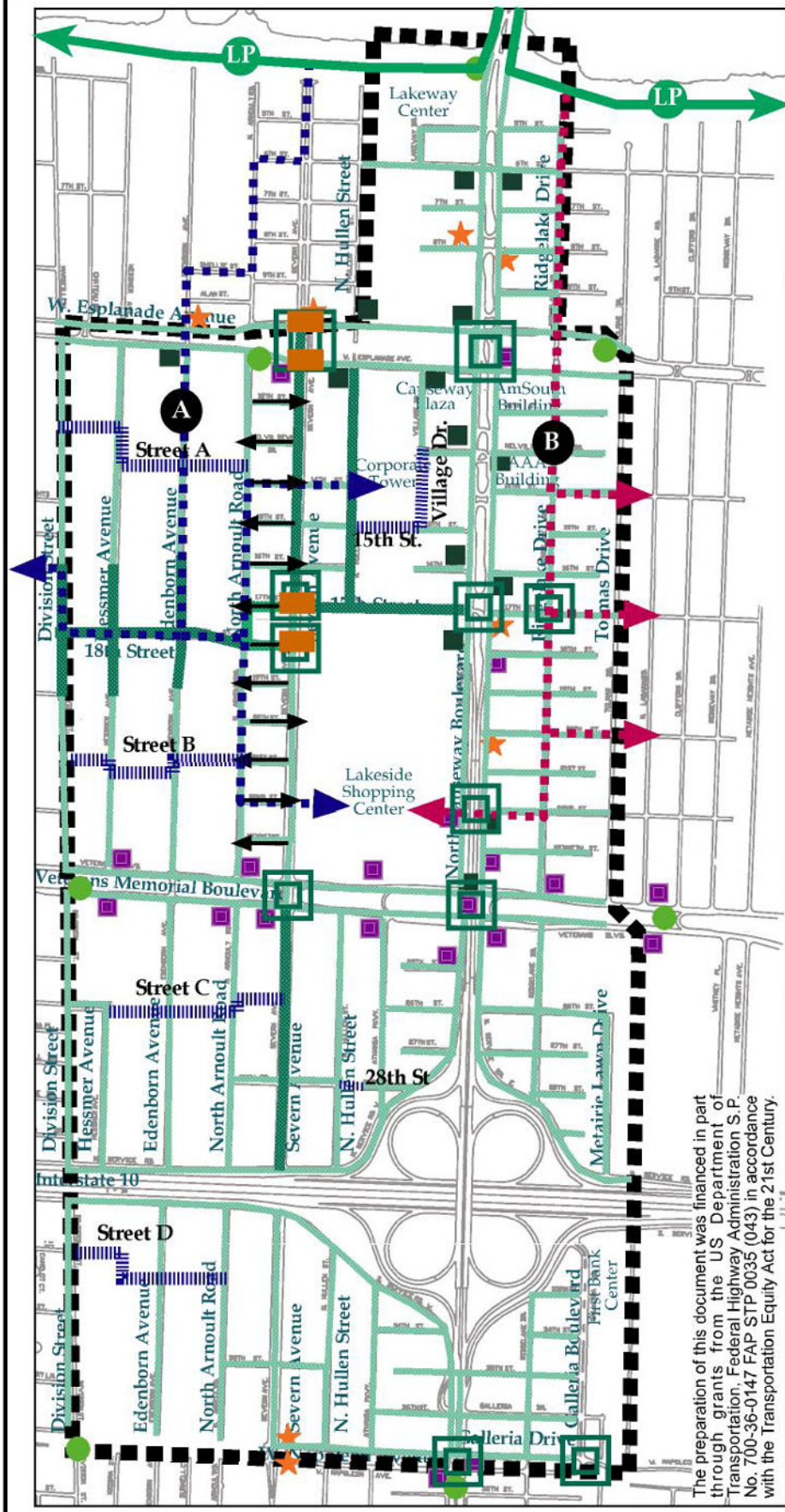
Pedestrian Overpass on Veterans Boulevard - *between Severn Avenue and Causeway Boulevard*

Ridgelake Drive Circulation – *Create one-way southbound street for local access between West Esplanade and Veterans Memorial Boulevard*

I-10 Service Road Circulation – *Improve access through Causeway Boulevard intersection – create one-way flow system for east/westbound traffic*

Transit Service Adjustments – *peak-hour shuttle through the Metairie CBD area between major employment and retail centers with creation of a central transit terminal/center*

Parking Management System –*policies and facilities designed and located to address known shortages, build future capacity, and manage parking needs in the Metairie CBD area.*



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N

Legend

Project Area

Existing Roads

Upgrade Existing Traffic Signals

New Local Streets

Local Street Connections

Circulation Pattern

One-Way Streets

Streetscape Program

Phase 1 Demo Blocks

Phase 2 Gateways

Phase 3 Super Street Pedestrian Corridors

Phase 4 - Existing ROW

Pedestrian Crossings

Improved Crosswalks

Bicycle Elements

LP Jefferson Parish Linear Park Bike Path

A West CBD Bike Route Severn/Edenborn 18th/N. Arnoult

B East CBD Bike Route Severn/Edenborn 18th/N. Arnoult

Transit Elements

Upgrade Passenger Shelter Areas

Upgrade Stops (Benches and Signs Only)

Upgrade Stops (Benches, Signs and Bike Racks)

Peak-Hour Shuttle (not shown)

Base Map Source: Jefferson Parish GIS Base Map, 1998.
Not to Any Scale - For Planning Purposes Only
Source: Burk-Kleinpeter, Inc., 2001.

Figure ES-3

Future Transportation Plan

Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BKI Job 10012-01
December 2001

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Implementation Action Plan

The Metairie CBD Land Use and Transportation Plan is a plan developed from participant comments. It carries no force of law. It provides no mandates that would result in immediate amendments or changes to existing ordinances, regulations or capital improvement programs. In order to complete these plan elements several steps and some additional study will be required.

Action items presented in Table ES-1 provide identify the required actions or steps with a listing of active participants who would play a role in working through each item. It is organized into three classes of action:

- **Action Plan – Land Use** – covering general items required to implement the land use plan;
- **Action Plan – Transportation** – covering general items required to implement the transportation plan;
- **Action Plan – Other** – covering general items related to plan monitoring, economic development, funding, drainage and community facility items.

Actors/Agents identified as participants in the implementation process include:

- Jefferson Parish Council
- Jefferson Parish Council District 6 Office
- Jefferson Parish Department of Inspection and Code Enforcement
- Jefferson Parish Department of Parkways
- Jefferson Parish Department of Planning
- Jefferson Parish Department of Public Works
- Jefferson Parish Department of Streets
- Jefferson Parish Department of Traffic Engineering
- Jefferson Parish Department of Transit Administration
- Jefferson Parish Economic Development Corporation (JEDCO)
- Regional Planning Commission
- Jefferson Parish Planning Advisory Board
- Jefferson Parish Zoning Appeals Board
- Metairie CBD Task Force
- Community/Interested Citizens

Worth Exploring…

Implementation will require some work to incorporate this plan into other efforts. Additional work is also required on final designs, plans, specifications, and ordinance updates. Items specifically identified through the plan's public and project steering committee meeting process that should be addressed and/or explored include:

Update on the Restoration Tax Abatement Program in the Metairie CBD *– identification of project applications and use in the Metairie CBD since its inception*

Zoning Ordinance Revisions – *using prescribed Jefferson Parish process – see action plan for more details*

Capital Funds Identification and Programming – *coordinate funding for projects using combination of federal, state, local funds – see action plan for more details*

Economic Development Strategy – *incorporating existing land use data and proposed property database in development*

Parking Management Issues/Policy – *incorporating information collected on off-street parking spaces, areas of documented concern, and review of zoning requirements for parking*

Community Facilities Plan – *projected demand and potential locations for new facilities to meet projected demands*

Urban Design Plan – *establish area-wide planting themes, address remaining utilities and coordination issues, and identify final material needs and costs.*

Water, Sewer, Drainage Plan *–determine the need for new facilities, needed improvements and upgrades, and standards for such things as on-site accommodation for stormwater runoff as a part of future development*

Table ES-1 - Action Item Implementation Plan

Metairie CBD Land Use and Transportation Plan

Action Plan - Land Use

Action Item	Description	Actors/Agents
Initiating Action on Plan Recommendations	■ Work through implementation issues - either in connectionwith Parish-wide Comprehensive Plan or as part of a stand-alone process	Suggested by: Metairie CBD Project Steering Committee Initiated by: Jefferson Parish Council Jefferson Parish Planning Advisory Board
Accept Conceptual Land Use Plan	■ Accept Conceptual Land Use Plan by resolution or ordinance with or without modifications	Initiated by: Metairie CBD Task Force Jefferson Parish Council Jefferson Parish Planning Advisory Board Final Approval by: Jefferson Parish Council
Conduct Zoning Study to determine Ordinance Amendments	■ Authorization to conduct a zoning study (change/amendment to existing ordinance) provided in Article XLVIII-Changes and Amendments - Jefferson Parish Zoning Ordinance	Initiated by one of the following: Jefferson Parish Council Planning Director to Jefferson Parish Council Planning Advisory Board to Jefferson Parish Council Application/Petition of Property Owners Final Approval by: Jefferson Parish Council
	■ Complete zoning study with final recommendations based on review of plan, intention of Land Use Policy Areas, and community input delineate/map new zoning district areas, define permitted uses and activities, define conditional uses and non-permitted uses, define design guidelines - lot sizes, floor area ratio/maximum densities, parking, access, site plan requirements, landscaping, drainage, etc.	Directed by: Jefferson Parish Planning Department Input from: Property owners (or designees) Metairie CBD Task Force Jefferson Parish Attorney Jefferson Parish Planning Advisory Board
	■ Monitor issuance of permits for occupancy and use as per Section 40-800, Permits pending amendments, Article XLVIII, Changes and Amendments, Jefferson Parish Zoning Ordinance	Coordination between: Jefferson Parish Planning Department Jefferson Parish Department of Inspection and Code Enforcement
Present Zoning Ordinance Updates for Approval and Adoption	■ Public Hearing to present revised ordinance for consideration and approval release findings of zoning study, and include all suggested amendments, text and map changes (Article XLVIII. Changes and Amendments - Jefferson Parish Zoning Ordinance)	Hearing conducted by: Jefferson Parish Planning Advisory Board Presentation by: Jefferson Parish Planning Department Final Adoption by: Jefferson Parish Council
Implement Revised Zoning	■ Implementation of revised ordinance	Implementation through: Jefferson Parish Planning Department Jefferson Parish Planning Advisory Board
Enforce Zoning Revisions	■ Enforce updates in zoning that reflect the land use decisions reflected in the *Metairie CBD Land Use and Transportation Plan* ■ Monitor development requests (subdivisions, zoning changes, waivers) in Metairie CBD area following change in zoning	Coordination through: Jefferson Parish Planning Department Jefferson Parish Planning Advisory Board Jefferson Parish Board of Zoning Adjustment Metairie CBD Task Force

Table ES-1 - Action Item Implementation Plan (cont'd)

Metairie CBD Land Use and Transportation Plan

Action Plan - Land Use (cont'd)

Action Item	Description	Actors/Agents
Enforce Codes within Metairie CBD	■ Enforce existing codes within the Metairie CBD Area ■ Develop system for tracking code enforcement items in Metairire CBD Area for monthly/quarterly reporting to Task Force and public ■ Where problems or lack of enforcement issues are noted, determine reasons (personnel needs, need for revisions, etc.) and address immediately ■ Examine fee schedule and collection process for code enforcement violations to determine need for revision/update ■ Identify/determine need for assignment of code enforcement officer to special district areas (Metairie CBD)	Developed by/Implemented through: Jefferson Parish Department of Inspection and Code Enforcement Jefferson Parish Planning Department Metairie CBD Task Force Reporting and Monitoring through: Jefferson Parish Department of Inspection and Code Enforcement Jefferson Parish Planning Department Metairie CBD Task Force Jefferson Parish Board of Zoning Adjustment

Action Plan - Transportation

Action Item	Description	Actors/Agents
Initiating Action on Plan Recommendations	■ Work through implementation issues - either in connection with Parish-wide Comprehensive Plan or as part of a stand-alone process	Suggested by: Metairie CBD Project Steering Committee Initiated by: Jefferson Parish Council Jefferson Parish Department of Planning Jefferson Parish Department of Public Works Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration
Accept Conceptual Transportation Plan	■ Accept Conceptual Land Use Plan by resolution or ordinance with or without modifications	Initiated by: Metairie CBD Task Force Jefferson Parish Council Jefferson Parish Planning Advisory Board Final Approval by: Jefferson Parish Council
Coordination with on-going planning programs and efforts	■ Identify/confirm design standards for transportation improvements in Metairie CBD. Incorporate as required into Major Street Plan and Comprehensive Plan process. ■ Establish policy for reservation and/or dedication of new rights-of-way in Metairie CBD area to support the future development of new local street connectors as the area redevelops ■ Establish policy for incorporation of streetscape elements as alternative to or in place of landscaping requirements in the Metairie CBD area - coordination with general zoning ordinance update required	Coordinated through: Jefferson Parish Department of Planning Input from: Jefferson Parish Department of Public Works Jefferson Parish Department of Transit Administration Metairie CBD Task Force Final Approval by: Jefferson Parish Council Implementation through: Jefferson Parish Department of Planning Jefferson Parish Planning Advisory Board

Table ES-1 - Action Item Implementation Plan (cont'd)

Metairie CBD Land Use and Transportation Plan

Action Plan - Transportation (cont'd)

Action Item	Description	Actors/Agents
Refine capital elements to establish final costs, funding and priorities	■ Review plan findings, determine additional data needs and coordination required with programmed transportation improvements, and existing capital improvement efforts (drainage, water, sewerage) ■ Develop final work program for design/engineering elements related to identified improvements for: Local Streets, Streetscape, Pedestrian/Bikeways, and Transit ■ Establish Priority for Capital Improvements Local Streets, Streetscape, Pedestrian/Bikeways, and Transit	Coordinated through: Jefferson Parish Department of Planning Receive Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Parkways Jefferson Parish Department of Public Works Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force Community (ROW/Design Identification) Final Recommendation through: Metairie CBD Task Force Final Approval by: Jefferson Parish Council
Confirm funding availability (federal/state funds)	■ Identify plan elements eligible for federal funding and move to place these into the appropriate regional effort Confirm and program match amounts as required, file applications for grants as required, address transportation improvement program (TIP) amendment process	Initiated by Jefferson Parish Department of Planning Input from Jefferson Parish Council District 6 Office Jefferson Parish Department of Parkways Jefferson Parish Department of Public Works Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force Regional Planning Commission Final Approval by: Jefferson Parish Council (match funds) Transportation Policy Committee [RPC] (federal funds)
Confirm funding availability (local funds)	■ Identify plan elements eligible for local funding and move to place these into the appropriate tier of the Parish Capital Improvement Program (CIP)	Initiated by: Jefferson Parish Department of Planning Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Parkways Jefferson Parish Department of Public Works Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force Final Approval by: Jefferson Parish Council (local funds and match)
Implementation	■ Implement capital improvement program elements (engineering/final design, right-of-way, utilities, construction)	Initiated through: Jefferson Parish Department of Planning Jefferson Parish Department of Public Works Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Regional Planning Commission (fed/state only)

Table ES-1 - Action Item Implementation Plan (cont'd)

Metairie CBD Land Use and Transportation Plan

Action Plan - Other

Action Item	Description	Actors/Agents
Appoint Metairie CBD Task Force	■ Appoint committee who will be responsible for monitoring plan implementation, developing business opportunities in the Metairie CBD area and working through/providing input on implementaiton items	Appointed by: Jefferson Parish Council Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO)
Coordination with on-going planning programs and efforts	■ Identify considerations related to the Metairie CBD area to be incorporated into the Comprehensive Plan relative to updates to the market demand analysis options for the Parish	Initiated by: Jefferson Parish Deparment of Planning Input from: Metairie CBD Project Steering Committee Metairie CBD Task Force Jefferson Parish Deparment of Planning Jefferson Parish Economic Development Corportation (JEDCO)
Identification of Alternative Local Funding Mechanisms	■ Complete *pro-forma* analysis of identified revenue producing options for the Metairie CBD Identify preferred method for establishing local revenue Identify/receive input from community and local government Identify areas of support to concept Establish procedures for approval of method Implement procedures and work through to approval	Initiated by: Jefferson Parish Council District 6 Office Jefferson Parish Deparment of Planning Jefferson Parish Economic Development Corportation (JEDCO) Data from: Jefferson Parish Tax Assessor's Office Jefferson Parish Sheriff's Office Input from: Metairie CBD Task Force Community/Property Owners within Metairie CBD Approvals by: Voters (depending on option selected)
Business Retention and Development	■ Establish policy to assist businesses who may be displaced as a result of the implementation of the land use plan recommendations - target defined conditional and non-conforming uses	Policy developed by: Metairie CBD Task Force Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO) Implemented through: Jefferson Parish Economic Development Corportation (JEDCO)
Business Site Development	■ Establish database resource of existing properties, current use and condition within the Metairie CBD area ■ Develop appropriate means (electronic and/or print) of promoting available sites to general business community ■ Develop *pro-forma* details on current market conditions and the comparative values of properties for commercial, residential, and industrial type uses in the Metairie CBD with updates on changes in value per square foot ■ Identify target properties for sale and/or acquisition through private market for development of new commercial business sites, and residential development within the Metairie CBD ■ Identify target properties for sale through private market or expropriation to local government to support the identified capital improvements (local streets, streetscape, etc.)	Program developed through: Metairie CBD Task Force Jefferson Parish Council District 6 Office Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO) Input from: Metairie CBD Property Owners Representatives of development community Implemented through: Metairie CBD Task Force Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO)

Table ES-1 - Action Item Implementation Plan (cont'd)

Metairie CBD Land Use and Transportation Plan

Action Plan - Other (cont'd)

Action Item	Description	Actors/Agents
Plan Monitoring Process	■ Establish initial timelines and targets for plan implementation items covering all elements and implement a quarterly reporting process that updates implementation efforts. Included in this report will be updates on code enforcement and plan approvals in the Metairie CBD ■ Coordination of plan recommendations with ongoing Parish-wide Comprehensive Plan elements (Land Use and Transportation) ■ Coordination of plan recommendations with remaining elements of Parish-wide Comprehensive Plan (parks, community facilities, drainage, utilities, environment, etc.)	Coordinated through: Metairie CBD Task Force Jefferson Parish Department of Planning Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Public Works Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Jefferson Parish Economic Development Corporation (JEDCO)
Drainage Items and Known Needs	■ A proposed improvement along 18th Street to place a pipe from Severn to Edenborn to Veterans Canal has been planned but remains unfunded. ■ A drainage study of the Severn and North Hullen Streets was planned to begin during the course of this plan to determine drainage needs for the area. ■ Use of on-site retention standards and techniques as part of new development should be examined and considered for implementation to help alleviate current and future problems with flooding caused by stormwater runoff.	Coordinated through: Jefferson Parish Department of Planning Jefferson Parish Department of Public Works Jefferson Parish Council District 6 Office Input from: Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force
Community Facilities	■ Projected population levels for Metairie CBD should be used in combination with known recreation standards to determine park needs ■ Standards that encourage use of public arts and plazas as part of future development of major office and hotel complexes should be established ■ Coordination and identification of Parish facilities within the Metairie CBD and in areas adjacent to the Metairie CBD may help direct residents to existing facilities - thus helping to meet demands	Coordinated through: Metairie CBD Task Force Jefferson Parish Department of Planning Input from: Jefferson Parish Department of Recreation Jefferson Parish Library Department Jefferson Parish Fire Department Jefferson Parish Sherriff's Office Jefferson Parish Department of Transit Administration

Notes:
(1) – Description lists should guide implementation of the identified action item. Implied through this is a significant amount of coordination, which could help address issues, which may surface before they disrupt the implementation process.
(2) – Action items identified in the Land Use and Transportation lists represent a chronological order based on current Parish ordinances or practices. Action items identified in the Other list represent elements, which might be addressed under existing ongoing programs.

Source: Burk-Kleinpeter, Inc., 2001.

[i] Data was collected to the 4th level of detail (activity, function, site, structure), Land-Based Classification Standards, American Planning Association LBCS project, October 7, 1999.

ii Trends were identified for retail commercial, office, hotel, multifamily apartment, and condominium development in the area. Development Needs in the Metairie CBD 2000-2020, Herbert/Smolkin Associates Inc. of Louisiana, August 13, 2000.

[iii] The locations shown represent locations where a minimum corridor segment (30' in width) has been passed between existing building footprints, through existing parking areas or within vacant properties. Implementation of new streets will require that serious attention be provided to property acquisition in order to support construction of the base street, along with proposed amenities (sidewalks, lights, landscaping). Vacant and occupied areas initially identified using building footprint and lot line data provided by the Jefferson Parish Department of Planning. Verification of property status was obtained during field review of area completed by the University of New Orleans as part of the land use and activity verification process. Corridor width was established by Burk-Kleinpeter, Inc. using information from the existing conditions assessment for the existing street grid in the Metairie CBD area as collected by Urban Planning & Innovations, Co.

The *Metairie CBD Land Use and Transportation Planning Study* is a joint planning effort of the Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany Parishes (RPC) and Jefferson Parish.

Methodology

The objective of the project is to identify current conditions and issues, propose future development alternatives and outline an implementation strategy.

This planning process utilizes a methodology consistent with accepted land-use and community-based planning initiatives.

The planning team collected data on existing land use activities within the defined project area following the procedures and methods of the American Planning Association (APA) Land Based Classification System.[i] This data collection and organization system is designed to collect data on five different dimensions of a particular site: activity, function, ownership, site, and structure. Each dimension describes a different characteristic of land use. For the purposes of this project, land use data collection was completed to the 4th level of detail for all parcels and structures in the project area.

In addition to this original data, the planning team utilized a real estate and development market study of the project area completed by Herbert/Smolkin Associates of Louisiana.[ii] This study identified likely development demands in the project area resulting from trends within the local market for retail commercial, office, hotel, multifamily apartment, and condominium real estate over a 20-year period.

Details on the characteristics of the current transportation system (roads, transit, sidewalks) were collected using a combination of in-field observations and project area aerial photographs.

Project Steering Committee

As part of the project planning process, a steering committee was established with the purpose of providing input and oversight to the planning process. Membership on the committee was through appointment by Jefferson Parish Government, but was comprised of individuals recommended by Parish Government, Parish Planning Department, Regional Planning Commission and Jefferson Economic Development Corporation (JEDCO).

This committee met 4 times over the course of the project to work through identification of issues and concerns, review conceptual land use and transportation plans, and assess priorities for implementation.

The benefit of having this committee as a part of this program was to maintain contact with the local business community, a necessary partner in the implementation of the plan.

Public Participation

One of the stated purposes of this project is to incorporate the viewpoints and ideas of the public to this process in as many places as possible through the planning process. Members of the public were invited to attend 4 different types of meetings throughout the project:

- **Meeting Series 1** – *Brainstorming* – Prior to the start of the analysis portion of the planning process, the public was invited to be a part of two brainstorming sessions where the discussion centered on identification of existing and perceived problem areas, opportunities, and a general view of the future.

- **Meeting Series 2** – *Focus Groups* – At the midpoint of the land use analysis process, the public was invited to be a part of a group discussion centered on two main topics: Land Use and Transportation. Using details provided at the previously held brainstorming sessions, participants were asked to identify solutions and areas of priority for improvements in the project area.

- **Meeting Series 3** – *Community Open House* – When the Conceptual Land Use and Transportation Plans were complete, the public was invited to meet informally with the project team, review the draft plan, ask questions and/or suggest revisions. Reviews were made possible via a designated station in Lakeside Shopping Center, posting of review notebooks of the plan concepts in the offices of the Regional Planning Commission and Jefferson Parish Department of Planning, and direct mail of the concept plan information to previous meeting participants.

- **Public Meeting/Hearing** – The final plan was presented to the community at a meeting of the Project Steering Committee. The purpose of this meeting was to provide a formal review and opportunity for comment on the final plan prior to its release to the Regional Planning Commission and the Jefferson Parish Department of Planning.

For each meeting, an official summary of points was developed that included details collected within the general discussion, on flip charts, or on comment cards and forms. These summaries also included copies of the meeting agenda, handouts, sign-in lists and completed comment cards and forms. Mailing information collected on meeting attendees was used to build a project database used for post card and direct mail meeting notification and materials distribution.

Project Study Area

The project area is the heart of the office and retail corridor within Metairie. Figure 1 provides an overview of the boundaries as established for the planning area. This area includes Lakeside Shopping Center, the former "Fat City" region, Causeway office corridor, First Bank Center, and Lakeway Center.

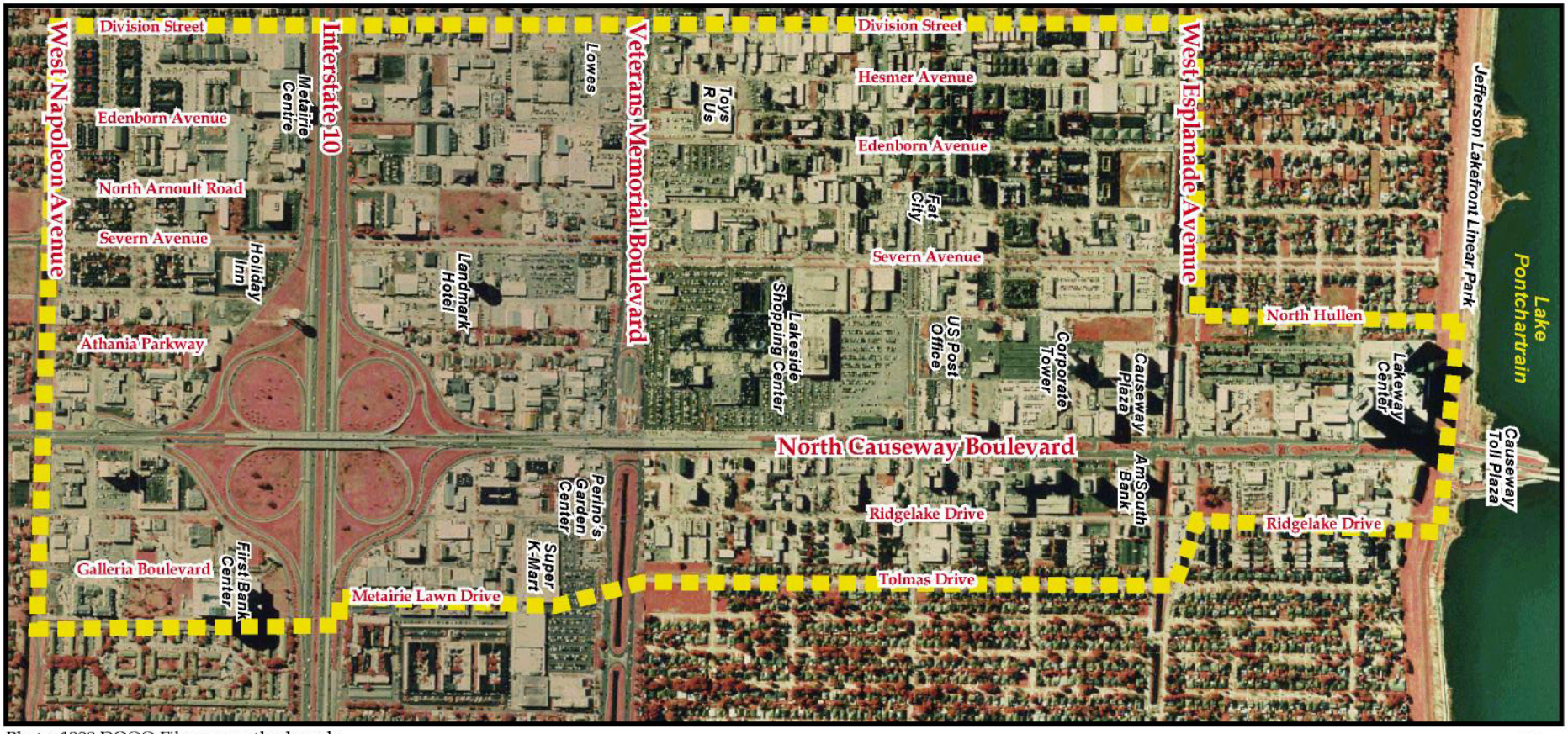

Photo: 1998 DOQQ File, www.atlas.lsu.edu

The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century.

Regional Planning Commission

Jefferson Parish Government

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BURK-KLEINPETER, INC.
in association with URS Corporation, College of Urban and Public Affairs-UNO, and Urban Planning and Innovations, Co.

BKI Job 10012-01
December 2001

Figure 1

Metairie CBD Project Area
Jefferson Parish, Louisiana

[i] Land-Based Classification Standards, American Planning Association LBCS project, October 7, 1999.
ii Development Needs in the Metairie CBD 2000-2020, Herbert/Smolkin Associates Inc. of Louisiana, August 13, 2000.

Population[i]

Understanding the current population is an important component in planning for the future. Characteristics found in the population are generally studied over time to determine trends and composition changes. These trends play a role in helping to identify potential changes which may play a role in influencing future land use changes.

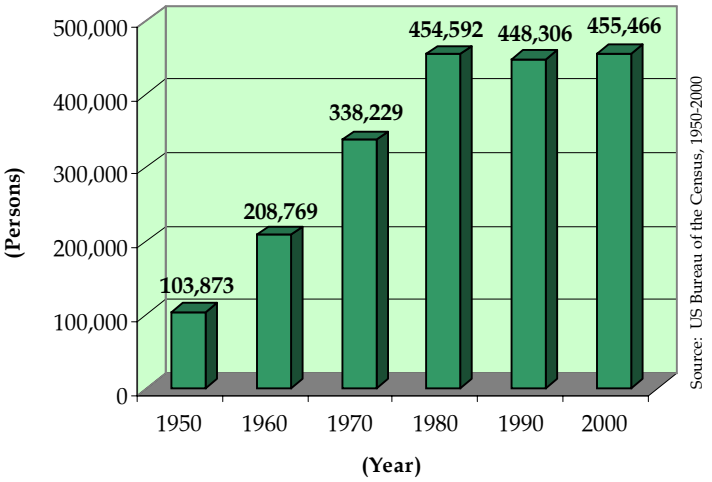

Figure 2 - Population Trends 1950-2000
Jefferson Parish, Louisiana

Population growth in Jefferson Parish has been steady since the 1950 Census when just over 103,000 persons lived in the Parish. Since that time, the Parish has been transformed from a collection of small communities, cities, farms and swamp. In their place has come a vibrant suburban center with neighborhoods, schools, parks, industrial sites and commercial areas.

Overall, the population of the Parish has increased by over 350,000 persons since the 1950 Census. This translates into a 2% annual growth rate in population for the Parish over the last 50 years. Figure 2 provides an indication of the total population in Jefferson Parish by census period. The period between 1950 and 1960 saw the most rapid growth when the Parish's population grew by over 100%. The combination of improved access, inexpensive land and growing population lead some to leave the urban center for suburbia.

The growth trend has slowed since 1980 when the Parish experienced several changes as a result of national trends including an aging population, reduced birth rates, smaller family sizes and shifts in population resulting from various turns in the economy. Total population growth in the State was impacted as well by a general downturn in the energy sectors of the economy in the mid 1980s. Reductions in the number of oil and gas industry workers hit areas like New Orleans especially hard, when some energy companies chose to reduce their staffing and consolidate operations to other areas.

Although some isolated pockets of the State continued to show population gains between the 1980 and 1990 census, Jefferson Parish recorded its first loss in population during this period. Release of the 2000 Census reveals that the Parish, as a whole, has reversed this loss, recovering enough resident population to record figures slightly higher than those at the time of the 1980 Census.

The Metairie CBD project area has continued to grow steadily recording increases in its population through the 2000 Census.

Population changes within the Metairie CBD project area were reviewed for the last four census periods (1970-1990). According to Census tract and block group information, just under 3,000 persons lived in the Metairie CBD in 1970 with the majority (over 64%) living in the Fat City area. This resident base grew over the next three decennial census periods to an estimate of just over 8,200 at the time of the 2000 Census.

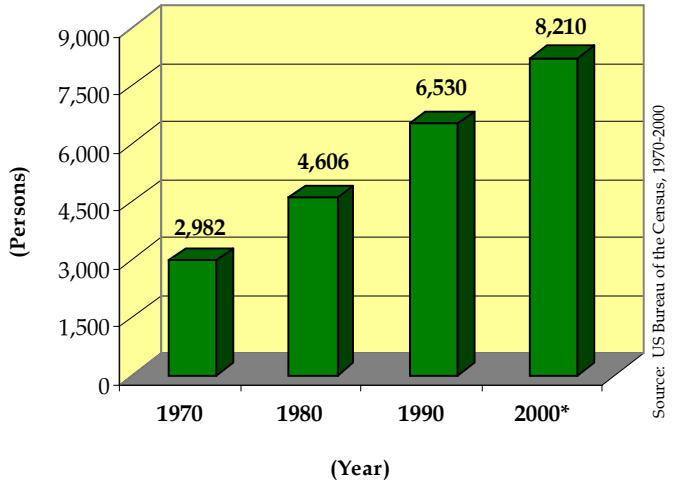

Figure 3 - Population Trends 1970-2000
Metairie CBD Project Area

Concentration of population has moved away from the Fat City area to include concentrations along Tolmas Drive on the eastern edge of the project area, and south of Interstate 10, between Severn Avenue and Division Street. Overall, Fat City held just over 40% of the total residential population in the project area at the time of the 2000 Census.[ii]

Figure 3 provides an overview on the changes in population in the Metairie CBD project area since the 1970 Census, including estimates developed from block group data reported for the area following the 2000 Census.

Dynamic changes in the population within the Metairie CBD project area are possible in the future due to the ready availability of rental housing in the area. According to a survey of housing units completed during each census, the total number of rental housing units across all categories of occupied housing (tract houses, townhouses, apartments) has remained greater than 65% of the total stock, as shown in Figure 4. By comparison, Jefferson Parish's total occupied rental housing percentage has remained between 29% and 35% over the same period.

Over the longer term, trends in housing need and type may require a change in the housing opportunities offered in the Metairie CBD.

Some of the national trends identified by the US Census Bureau[iii] that may have an impact on the area include:

- *A slower increase in the number of households due to small general population growth, and specifically smaller population cohorts entering the primary ages of household formation.*
- *An increase in the number of married couples with no children, empty-nest households and the number of persons living alone.*
- *A decline in general household and family size due to an increase in the number of households and families with no children under 18, and the number of persons living alone.*
- *A general aging of those persons in the post World War II baby boom cohorts, currently 38% of the total population 15 years of age and older. By the year 2010, these cohorts will have aged to their late 40s, 50s and 60s.*

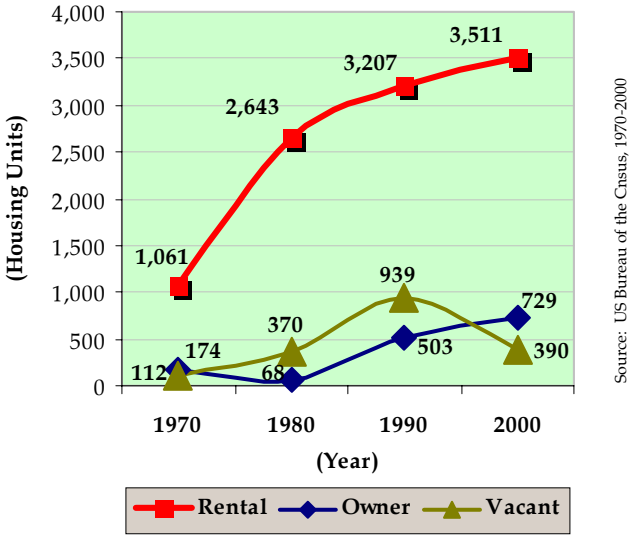

Figure 4 – Housing Unit Distribution 1970-2000
Metairie CBD Project Area

Existing Land Use

With the exception of a few scattered sites, the Metairie CBD project area is a fully developed, suburban center.

The central feature of the area is the Lakeside Shopping Center, located at the intersection of Causeway Boulevard and Veterans Boulevard. This retail center acts as the economic center and central destination for many from both inside and outside of the region. It is flanked by supporting retail and service activities. Major corridors connecting other areas within the CBD to this retail center include Causeway Boulevard, Severn Avenue and Veterans Memorial Boulevard, which differ in their development character.

Land use along the principal artery of the CBD (i.e. Causeway Boulevard) is dominated by office and support services. Large store (i.e. "big box") retail is the emerging, predominant land-use along Veterans Memorial Boulevard, with food services also a prominent use/activity.

The area bounded by West Esplanade Avenue on the north, Severn Avenue on the east, Veterans Memorial Boulevard on the south and Division Street on the west is a large area of mixed-use development referred to locally as "Fat City". Seen by many residents and others as an area in decay, "Fat City" houses the largest concentration of entertainment venues in the CBD. These venues, located mostly on and within one block north and south of 18th Street, include many well-known and popular restaurants, as well as several bars and gentleman's clubs. Surrounding these establishments are an eclectic mix of multi-family residential, warehousing, light industrial and commercial establishments.

Multi-family dwellings dominate residential land uses in the CBD although some pockets of small, low-density residential houses remain in the area. Some of these residential pockets, such as those along Athania Parkway, are being succeeded by other uses through the encroachment of commercial business, hotel, and light-industrial development surrounding the Interstate 10 interchange. Others, such as those along Tolmas Drive and N. Hullen, are found in areas of relatively new development, where remaining scattered site residential lots created in the 60s, and 70s were built upon in the 80s and 90s.

The project area contains four of Jefferson Parish's Class A office towers, with a total of 1.57 million square feet of rental area. Included, as well, within the area is a core of Class B and C office spaces accounting for a majority of the estimated 1.5 million square feet of rental area available in the Metairie area.[iv]

Table 1 provides a listing of land uses by category in acres and as a percentage of all land in the CBD project area. Of the categories displayed in the table, professional office, general commercial, and retail comprise over half of the land use activities in the study area.

Table 1 - Existing Land Use by Category
Metairie CBD Project Area

Function	Land Use Category	Acreage	Percent of Total
Residential	Single-Family Residential	20.8	3.9%
	Duplex Multi-Family Residential	97.4	18.0%
	Other	1.5	0.3%
	Institutional Housing	0.4	0.1%
Commercial	Hotel/Motel	20.7	3.8%
	General Commercial/Commercial (package)	56.0	10.4%
	Retail	145.7	27.0%
	Professional Office	99.8	18.5%
	Food Service/Restaurant/Bar	19.6	3.6%
Industrial	Light Industrial/Warehouse	7.9	1.5%
	Communications	5.1	0.9%
	Construction-Related	7.5	1.4%
	Transportation Services	3.5	0.6%
Public/Semi Public	Public/Semi Public	12.6	2.3%
	Medical/Health Care	14.5	2.7%
Recreation	Arts/Recreation	2.0	0.4%
	Education	3.3	0.6%
Vacant	Vacant/Unclassified	21.7	4.0%
	Total Acres	**540**	**100.0%**

Notes:
(1) - Land Use Categories established by the Land-Based Classification Standards, American Planning Association LBCS Project, October 1999.
(2) - Figures based on field verification of individual parcels and structures in the Metairie CBD project area for information on activity and function using the Land-Based Classification Standards system of the American Planning Association. Field verification was completed May-August, 2001 by the College of Urban and Public Affairs, University of New Orleans.

Source: University of New Orleans, College of Urban and Public Affairs, 2001.

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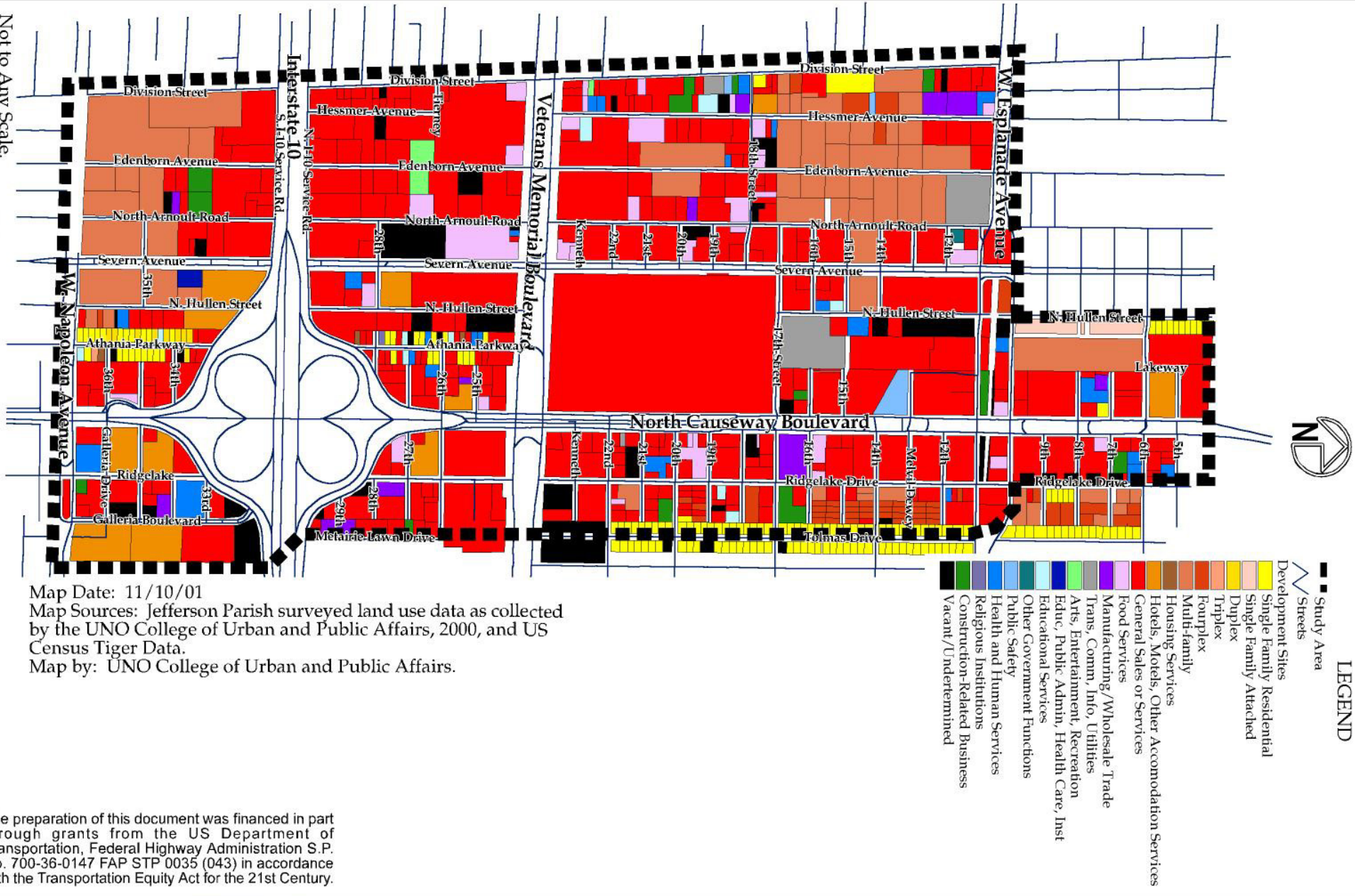

Map Date: 11/10/01
Map Sources: Jefferson Parish surveyed land use data as collected by the UNO College of Urban and Public Affairs, 2000, and US Census Tiger Data.
Map by: UNO College of Urban and Public Affairs.

The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century.

Regional Planning Commission

Jefferson Parish Government

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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Figure 5

Existing Land Use by Development Site

Metairie CBD Project Area

Current Zoning

The use of land within the Metairie CBD is currently governed by the Jefferson Parish Zoning Ordinance.[v] The current ordinance, adopted in 1999, is one in a long-line of revisions to the base ordinance established by the Parish during the 1940s and 1950s.

The authority to regulate land use through zoning is granted to states under the doctrine of the police power. This doctrine promotes the belief that governments have the power to regulate for the advancement of and protection of health, morals, safety, or the general welfare of the community.

The use of this power, i.e., to develop building and development restrictions, is provided under Title 33, Section 4721 of the Louisiana Revised Statutes. This section states:

> *The governing authority of all municipalities may regulate and restrict height, number of stories, and size of structures, the percentage of lot that may be occupied, the size of yards, courts, and other open spaces, the density of population, and the location and use of buildings, structures, and land for trade, industry, residence, or other purposes…(R.S. 33:4721).*

The Parish of Jefferson has used this authority to create an ordinance dividing the Parish into twenty-nine (29) districts. This includes twenty-six (26) special use districts, one (1) unrestricted districts, one (1) overlay, and one (1) floating district. These districts are only pertinent to the unincorporated areas of the Parish. Incorporated municipalities (Grand Isle, Gretna, Kenner, Harahan, Westwego, Jean Lafitte) maintain their own ordinances.

The ordinance is administered through the Jefferson Parish Planning Department, which is also responsible for processing subdivisions, site plan review, completing special studies as required for plans, oversight/preparation of the public transportation capital program budget and maintenance of Parish base maps and data.

The majority of the Metairie CBD project area is covered under the general business grouping of zoning ordinances. However, as the project area includes some of the adjacent neighborhood areas, some residential zones are also found in the area. The current (2000) zoning districts found in a majority of the area include:

R-1A Single-Family Residential – covers areas having a low-density, single-family residential character

CD-R Core District Residential – covers residential neighborhoods identified on the fringe of the business cores having a higher density of uses and character

BC-1 Business Core District – covers areas designed for retail, wholesale, and parking activities in support of business core

BC-2 Business Core District – covers areas of highest density – the defined business core, similar in character to the CBD of a central city

GO-1 General Offices – covers areas where an environment suited to professional, general, administrative and general sales offices can be developed, together with certain commercial uses

GO-2 General Offices - covers areas where an environment suited to professional, general, administrative and general sales offices can be developed, with protection offered to adjacent commercial and residential uses

One overlay district, the **Commercial Parkway Zoning Overlay**, applies to properties fronting Veterans Memorial Boulevard. This district regulates site design elements (signage, landscaping, driveway access) with the goal of providing a more aesthetically pleasing environment.

Figure 6 provides an overview of all zoning districts as currently found in the Metairie CBD project area.

Base Map Source: Jefferson Parish GIS Base Map, 1998.

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Legend

- Project Area
- R-1A Single Family Residential
- R-3 Multiple Family Residential
- CD-R Core District Residential
- BC-1 Business Core District
- BC-2 Business Core District
- C-1 Neighborhood Commercial District
- GO-1 General Offices
- GO-2 General Offices
- MUCD Mixed Use Corridor District
- CPZ Commercial Parkway Zoning Overlay

Boundaries based on Zoning and Overlay District Map provided by Jefferson Parish, 2000

The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century.

Regional Planning Commission

Jefferson Parish Government

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BURK-KLEINPETER, INC.
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December 2001

Figure 6

Current Zoning Designations
Metairie CBD Project Area

Roads and Streets

A network of streets providing local and regional access to area residents and businesses exists in the Project Area. Based on the design and cross section of the particular street, it is generally classified in one of four categories:[vi]

- *Freeways* - providing regional and metropolitan connections with limited access, no traffic signals, and grade separated interchanges;
- *Arterials* – providing cross-town or neighborhood-to-neighborhood connections with traffic controlled intersections, channeled turning lanes, and no on-street parking;
- *Collectors* – providing intra-neighborhood connections with sign controlled intersections and some on-street parking;
- *Local* – providing direct access to adjacent land uses or parcels for local traffic.

The typical roadway in the project area is more than likely to be a low-speed, two-lane roadway with two-way traffic flow, no on-street parking and dense adjacent development. In these areas, the addition of lane capacity is typically impractical due to the lack of available property to accommodate or expand rights-of-way.

Table 2 provides an overview of the functional classification system as applied to the project area roadways. Included within this table are details on the typical system characteristics, including details on lane configuration, presence of on-street parking, sidewalks and circulation.

Traffic circulation around and through the project area is permitted via two-way directional flow on most streets. The only exceptions are the one-way couplets forming West Esplanade Avenue between Division Street and Ridgelake Avenue, and 17th Street west of Severn Avenue to North Arnoult Road.

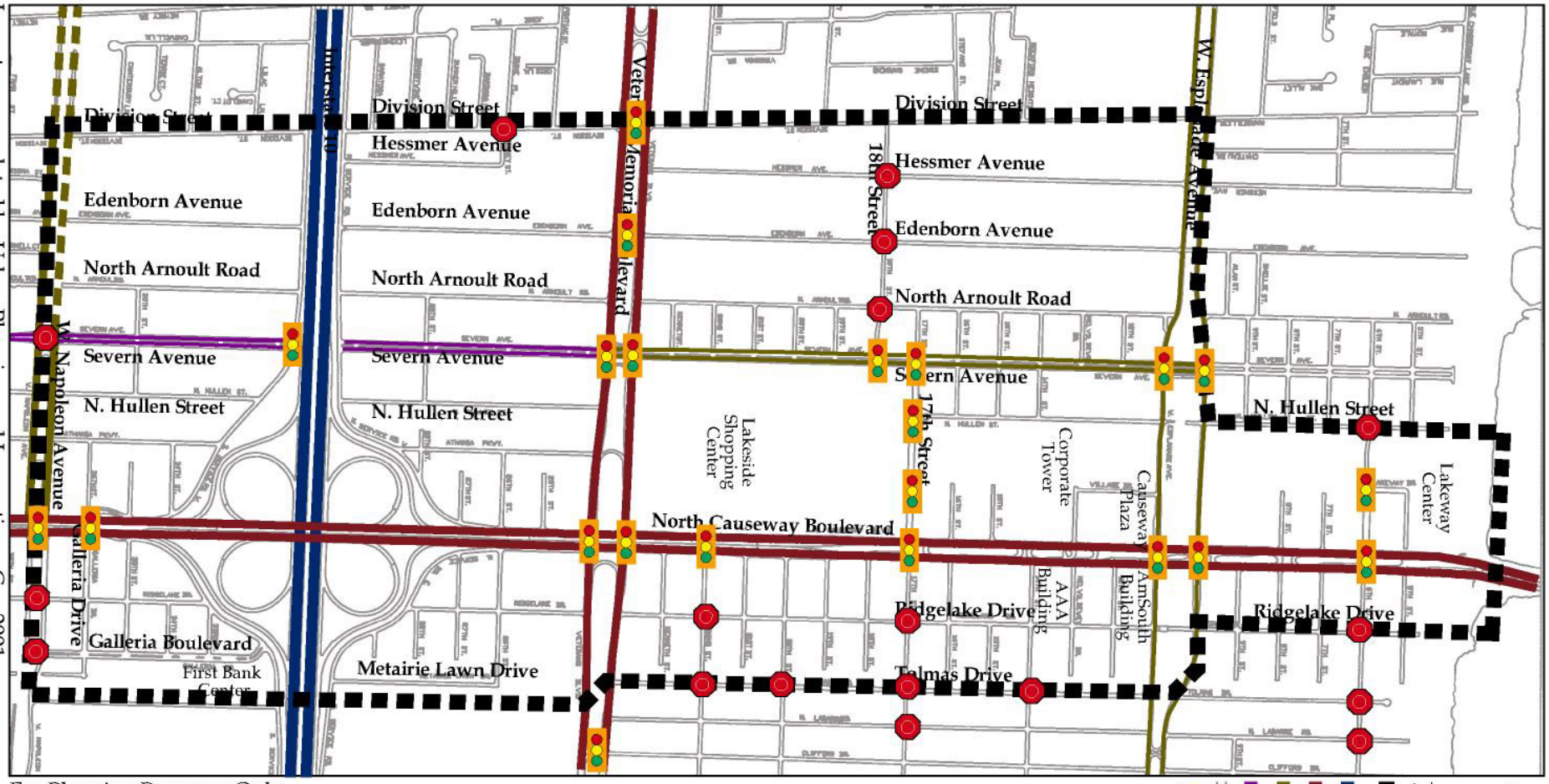
Figure 7 provides an illustration of the major roadways within the project area as defined by their functional classification[vii], while Table 3 and Figure 8 provide an overview of planned improvements.

Table 2 - Typical Profile and Section

Metairie CBD Project Area Roadways

Classification	Typical Profile						
	Posted Speed	# of Lanes	Travel Lane Width	Directional Flow	Sidewalks	On-Street Parking	Examples
Freeway	60	6 Lanes	12'	2-way	None	None	Interstate 10
Arterial	35-40	4-6 Lanes	12'	2-way	Yes - 4 Ft.	None	Veterans Memorial Boulevard, West Esplanade Avenue, Causeway Boulevard, West Napoleon Avenue
Collector	30-35	2-4 Lanes	10'-12'	2-way	Yes - 4 Ft.	Limited	Severn Avenue, I-10 Service Roads
Local	20	2 Lanes	10'-12'	1- or 2-way	Yes - 4 Ft.	Limited	Division Street, Hessmer Avenue, North Arnoult Road, North Hullen, Athania Parkway, Ridgelake Drive, Tolmas Drive, Galleria Boulevard, Metairie Lawn Drive, Melvin Dewey Drive, 5th through 36th Streets

Source: Urban Planning & Innovations, Inc., 2001



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Legend
- Project Area
- Freeway
- Principal Arterial
- Minor Arterial
- Collector Street
- Local Street
- Traffic Signal
- 4-Way Stop

* *Functional Classification information taken from the New Orleans UZA Functional Classification Map, Regional Planning Commission.*

Inventory completed by Urban Planning and Innovations, Co., 2001.
Base Map Source: Jefferson Parish GIS Base Map, 1998.

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Regional Planning Commission

Jefferson Parish Government

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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December 2001

Figure 7

Major Roadway System
Metairie CBD Project Area

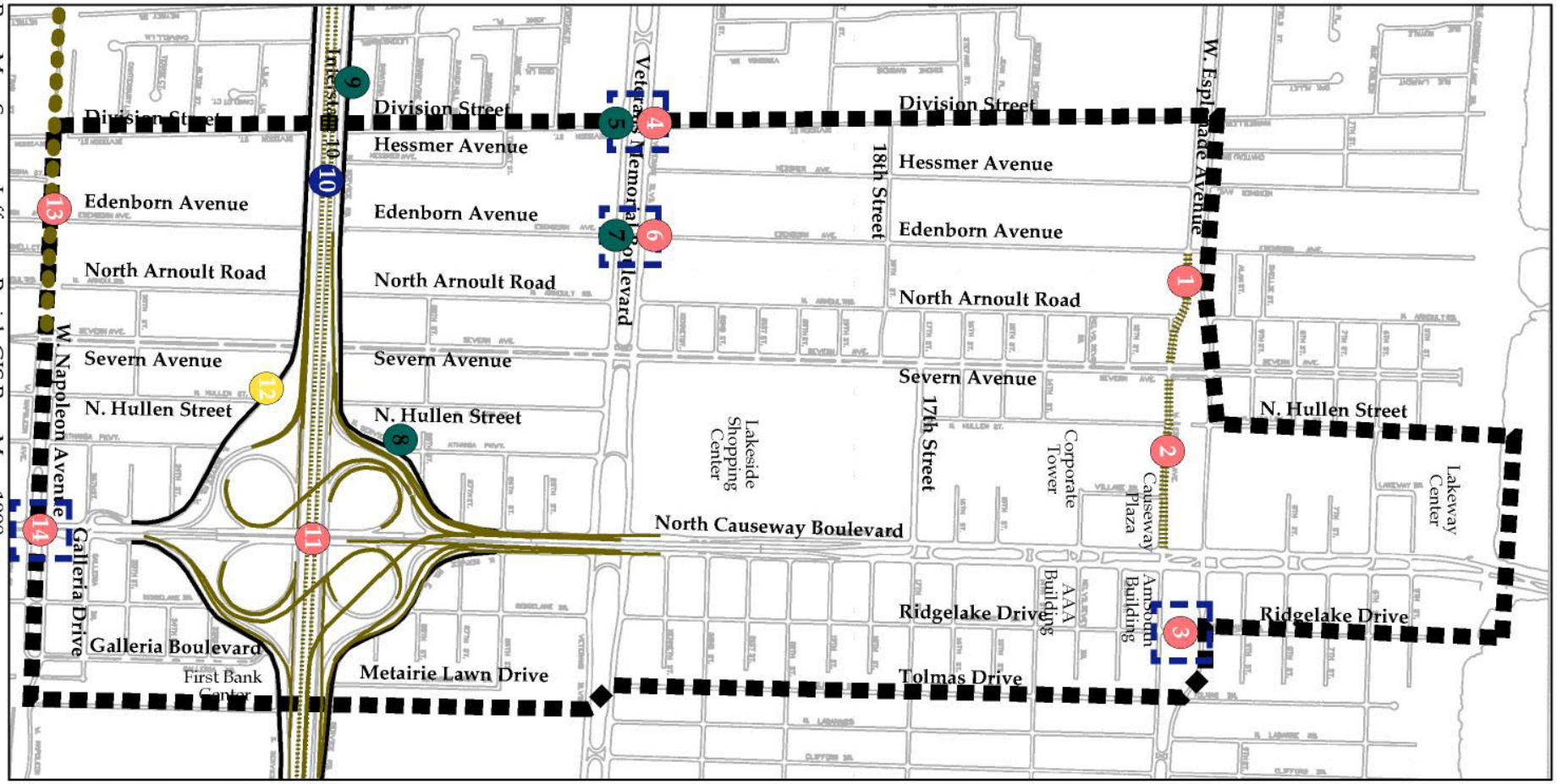
Table 3 - Planned and Programmed Transportation Improvements

Metairie CBD Project Area

Location	Project Details				
	Map No.	*Project ID*	*Source*	*Status*	*Description*
I-10 Corridor					
Veterans to Causeway Boulevard	*11*	450-15-0098	TIP (RPC)	Construction	Ramp Connectors, 02-03
Mainline Interstate Corridor	*10*	450-15-0089	TIP (RPC)	Right-of-Way/Utilities	Reconstruction of Interstate, 02-03
				Construction	Reconstruction of Interstate, 02-03
I-10 Service Roads					
Causeway Boulevard Interchange	*8*	450-15-0096	TIP (RPC)	Complete	Resurfacing (Duncan Canal to Orleans Parish Line)- let to construction 99-00
I-10 North Service Road	*9*	450-15-0104	TIP (RPC)	Complete	Resurfacing (Haring Avenue to Orleans Parish Line)- let to construction 99-00
I-10 South Service Road	*12*	450-15-0109	TIP (RPC)	Construction	Resurfacing - Scheduled 00-01 Construction
Veterans Memorial Boulevard					
Division Street Intersection	7	98-049-RBI	Jefferson Parish	Complete	Update Signal, Construct Island, Add U-turn
Edenborn Avenue Intersection	5	98-048-RBI	Jefferson Parish	Complete	Add west U-turn, Channelize NB Edenborn, Improve east U-turn, Add right turn lane (see below)
West Esplanade Avenue					
Edenborn to Severn Avenue	1	98-040-RBI	Jefferson Parish	In Design	Add turn lanes from EB W Esplanade to Severn (left-/right-turns), rework signal, new canal crossing at N. Hullen
Severn Avenue to Causeway Boulevard	2	98-040A-RBI	Jefferson Parish	In Design	Extend existing left-turn from EB W Esplanade to NB Causeway
Ridgelake Intersection	3	98-047-RBI	Jefferson Parish	In Design	Add right turn-lane WB W Esplanade to Causeway and from SB Ridgelake, Improve turning radii from EB W Esplanade to SB Ridgelake
West Napoleon Avenue					
W. Napoleon Corridor Extension	13	742-26-WN04,5,6	TIP (RPC)	In Design	Construct 4-Lane Section from Causeway to Clearview - TIMED Project
Causeway Boulevard Intersection	14	00-043-RBI	Jefferson Parish	In Design	Intersection Improvements - New Left Turn Lanes to Causeway
Other Street Improvements					
Division Street	4	98-049A-RBI	Jefferson Parish	In Design	Add right-turn lane to SB Division
Edenborn Avenue	6	98-048A-RBI	Jefferson Parish	In Design	Add right-turn lane to NB Edenborn

Source Information: Jefferson Parish - Listing of Jefferson Parish Road Bond Improvement Projects, Status Report, TIP (RPC) - New Orleans Urbanized Area Transportation Improvement Program (TIP) Program, Fiscal Years 2001-03, September 19, 2000.

Base Map Source: Jefferson Parish GIS Base Map, 1998.



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Legend

Project Area

Project Status:

Design

Complete

Right-of-Way Utilities

Construction

Project numbers correspond to descriptions in Table 3

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Figure 8

Planned and Programmed Transportation Improvements

Metairie CBD Project Area

Transit

Transit services within the project area are provided by the Jefferson Transit (JeT) public transit system. Two routes run through the area, stopping at shelters and posted stops along Veterans Boulevard, Causeway Boulevard, and West Napoleon Avenue:

- **Route E-1 – *Veterans Memorial Boulevard*** *Route* - this route runs from Williams Boulevard and 25th Street in Kenner, along Veterans Memorial Boulevard and the Pontchartrain Expressway to the intersection of Metairie Road and City Park Avenue in New Orleans. This allows passengers to connect to Regional Transit Authority (RTA) routes operating out of the Lakeview/City Park Avenue area (40– Lakeshore Express, 41- Canal/Lakeshore, 42- Canal/Cemetaries, 43– Canal/Lake Vista, 44– Canal/Lake Vista Express, 48– Esplanade).

- **Route E-5** – ***Causeway Route*** – this route runs north-south from Jefferson Highway to West Esplanade Avenue. Along the length of the route, it intersects with all four Jefferson Transit east-west routes (E-1 Veterans, E-2 Airport/Downtown Express, E-3 Kenner Local, E-4 Metairie Road), as well as offering connections through the CBD area to East Jefferson General Hospital.

Current (2001) fares for transit services are $1.00 per one-way trip, with transfers available at $.50 exact change, or $.25 with a half-fare card. Transfers are issued for use on intersecting Jefferson Transit eastbank and westbank routes only. Monthly transit cards, tokens and half fare cards are available for passengers for sale at JeT offices on the east and westbank, while various local businesses offer tokens and/or passes for sale at their establishments in Orleans and Jefferson Parishes.[viii]

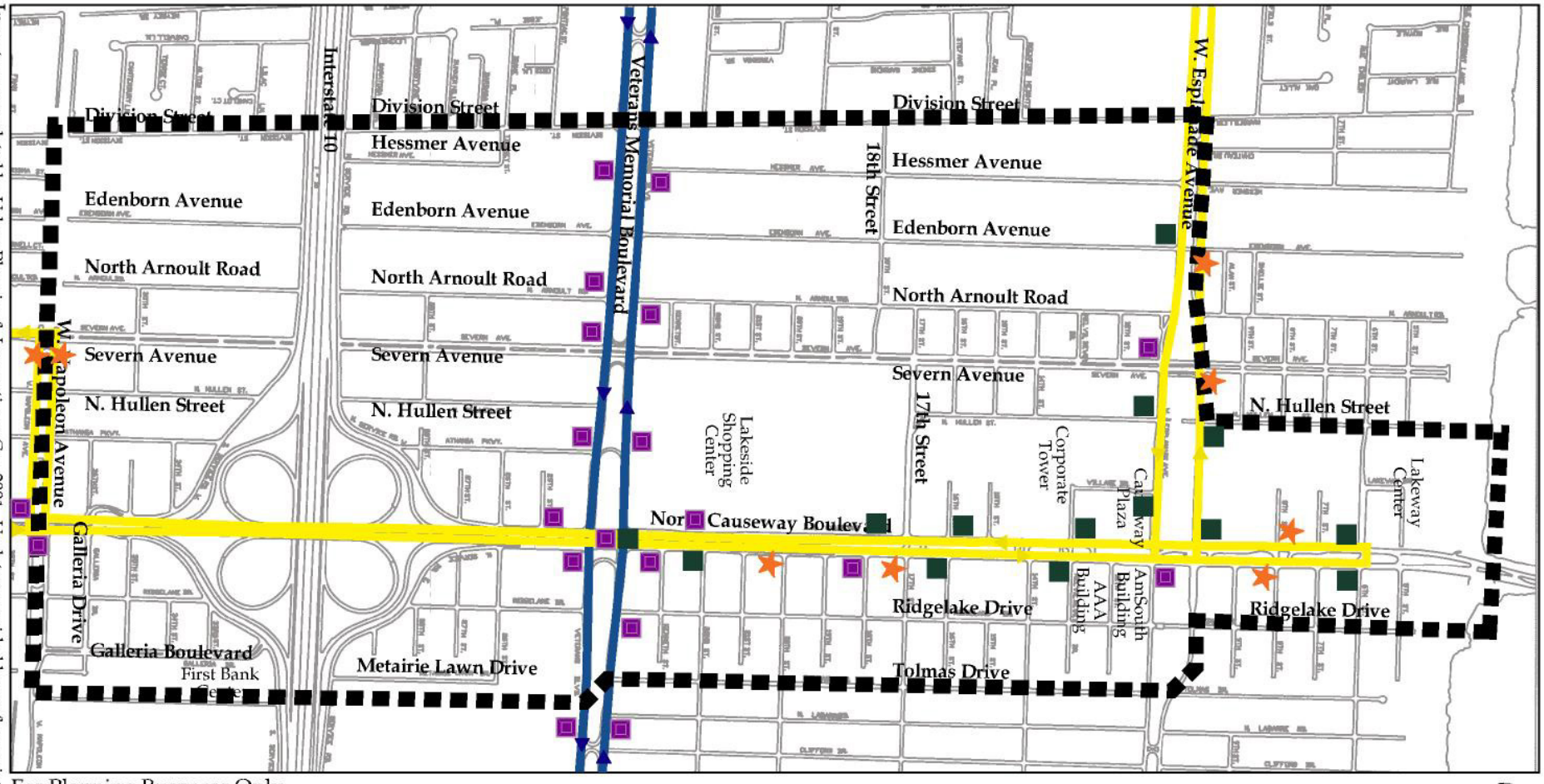
Jefferson Transit also participates in a one day ride program which allows passengers to purchase a $4 fare card which entitles the user to an unlimited number of rides on buses and streetcars operating in Jefferson and Orleans Parishes for one day. These passes are available for purchase from JeT drivers only.

Service is offered 7 days per week on both Veterans Memorial and Causeway routes. Frequency of service is generally between 30-60 minutes between buses depending on the time of day, and whether or not it is a week or weekend day.

All buses are accessible under the Americans with Disabilities Act (ADA) for wheelchairs and the disabled. Additionally, Jefferson Transit offers paratransit services to qualified applicants through the Mobility Impaired Transit System (MITS) Paratransit Service. This service is designed for individuals who cannot use the existing fixed-route services. Buses operating in this service are available during the same hours and in the same areas where fixed-route service is available.

All Jefferson Transit buses have bike racks on their front exterior section. These racks are designed to carry two single seat, two-wheeled, non-motorized bicycles. Use of the racks requires participation in a permit program that is open to cyclists 14 years of age and older.

Figure 9, and Table 4 provide more detail on the location of the current fixed-route transit services and passenger facilities within the project area.



Inventory completed by Urban Planning& Innovations, Co., 2001. Updates provided by gcr&associates, 2002.
Base Map Source: Jefferson Parish GIS Base Map, 1998.

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Legend
- Project Area
- E-5 Causeway Route
- E-1 Veterans Memorial Boulevard Route
- Transit Shelters with Sign
- Transit Stop with Sign and Bench
- Transit Stop with Sign

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Figure 9

Jefferson Transit (JeT) Routes and Passenger Facilities/ Stops
Metairie CBD Project Area

Table 4 – Existing Transit Amenities (2000)

Metairie CBD Project Area

Route	Jefferson Transit (JeT) Transit Amenities													
	Stop Location			Direction				Land Use				Stop Type		
				N	S	E	W	Res	Com	Ind	Pub	Sign	Bench	Shelter
E-1 Veterans Memorial Boulevard Route	Veterans EB	@	Hessmer			X			X			X		X
	Veterans EB	@	N Arnoult			X			X			X		X
	Veterans EB	@	Severn			X			X			X		X
	Veterans EB	@	Hullen/Athania			X			X			X		X
	Veterans EB	@	Causeway			X			X			X		X
	Veterans EB	@	Labarre/Kmart			X			X			X		X
	Veterans WB	@	Labarre				X	X				X		X
	Veterans WB	@	Ridgelake				X		X			X		X
	Veterans WB	@	Causeway				X		X			X	X	X
	Veterans WB	@	Lakeside SC				X		X			X		X
	Veterans WB	@	N Arnoult				X		X			X		X
	Veterans WB	@	Hessmer				X		X			X		X
E-5 Causeway Boulevard	Causeway NB	@	W Napoleon	X					X			X		X
	Causeway NB	@	Kenneth	X					X			X		X
	Causeway NB	@	22nd Street	X					X			X	X	
	Causeway NB	@	20th Street	X					X			X		
	Causeway NB	@	18th Street	X					X			X		X
	Causeway NB	@	17th Street	X					X			X		
	Causeway NB	@	16th Street	X					X			X	X	
	Causeway NB	@	Melvil Dewey	X					X			X	X	
	Causeway NB	@	W Esplanade	X					X			X		X
	Causeway NB	@	8th Street	X					X			X		
	Causeway NB	@	6th Street	X					X			X	X	
	Causeway SB	@	6th Street		X				X			X	X	
	Causeway SB	@	8th Street		X				X			X		
	Causeway SB	@	W Esplanade		X				X			X	X	
	Causeway SB	@	Melvil Dewey		X				X			X	X	
	Causeway SB	@	16th/Lakeside		X				X			X	X	
	Causeway SB	@	18th/Lakeside		X				X			X	X	
	Causeway SB	@	22nd/Lakeside		X				X			X		X
	Causeway SB	@	Veterans		X				X			X		X
	Causeway SB	@	25th Street		X				X			X		X
	Causeway SB	@	W Napoleon S		X				X			X		X
	W Esplanade E	@	Edenborn			X			X			X	X	
	W Esplanade E	@	Severn			X			X			X		X
	W Esplanade E	@	N Hullen			X			X			X	X	
	W Esplanade E	@	Causeway			X			X			X	X	
	W Esplanade W	@	Edenborn				X	X				X		
	W Esplanade W	@	Severn				X	X				X		
	W Esplanade W	@	N Hullen				X	X				X	X	
	W Napoleon N	@	Athania	X				X				X		
	W Napoleon S	@	Athania		X			X				X		

Source: Urban Planning & Innovations, Inc. and gcr & associates, 2001/02.

Parking

Most streets in the project area are clear of on-street parking either through practice or posted no-parking zones. On-street parking is more common within the project area along streets in single-family residential areas, typically serving as overflow spaces to adjacent residents or for area visitors.

Parking is provided off-street by most businesses and multi-family residential developments in the project area. Areas where the greatest amount of off-street parking is found are office buildings and regional retail malls and shopping centers. It is at these locations where combinations of surface and/or multi-level garage/elevated parking are found.

Generally, parking areas for commercial office and residential developments are used for longer-term storage of vehicles as well as shorter-term periods for delivery and service vehicles. Parking in retail areas serves short-term needs and as such see a higher turn-over. The length-of-stay and/or need for parking in these areas increases over the typical day as seasonal shopping patterns dictate.

Throughout this planning process, it was reported that portions of the project area suffer from a lack of available off-street parking in higher demand areas.

As a result of building densities and patterns, large, organized off-street parking lots are not provided by many of the establishments in "Fat City" (Veterans Memorial Boulevard to Division Street to 18th Street to Severn Avenue). Patrons visiting establishments in these areas may be forced to park elsewhere, including other establishments' parking areas, atop sidewalks, or illegally on-street.

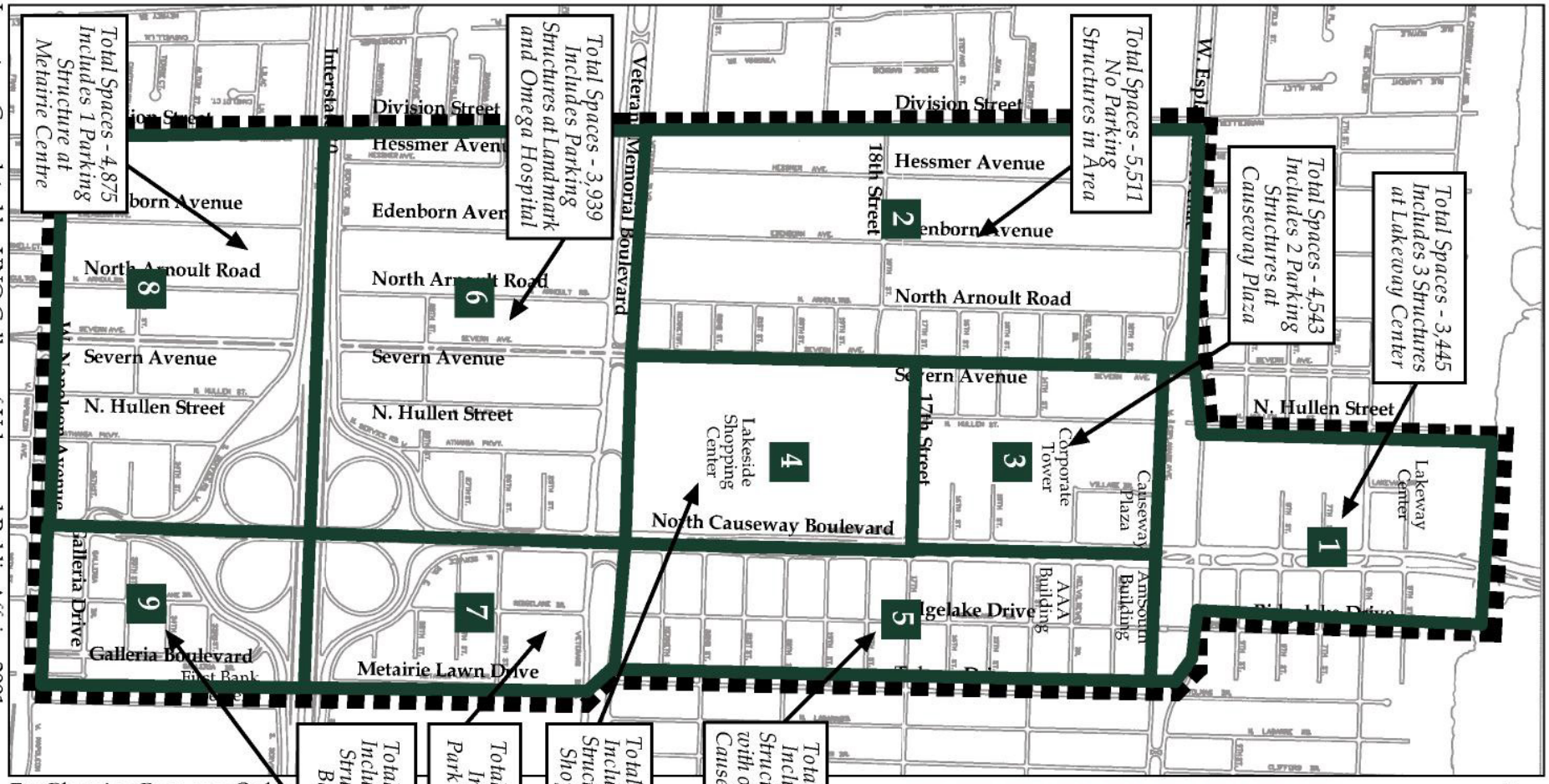
Apartment and condominium complexes in some parts of the project area were also identified as areas where parking demands may exceed available supply. Review of the areas by the project team did note that many of the smaller three to five unit buildings provided little or no off-street parking forcing patrons to use on-street parking lanes to store their vehicles. The result on some of the narrower streets was a reduction in the usable travel lane width, impeding the flow of traffic through the area.

Table 5 provides an overview of parking distribution in the area by identified activity zone (residential, commercial office, retail), while Figure 10 provides an illustration of the location of these off-street parking spaces in reference to the project area.

Table 5 – Off-Street Parking Space Inventory (2000/2001)
Metairie CBD Project Area

Parking Zone	Space Inventory		% of Total	Primary Parking Generators
1	3,445	Off-Street Parking Spaces	9.7%	Lakeway Center, Doubletree Hotel, Auto Sales, Multi-family Residential
2	5,511	Off-Street Parking Spaces	15.5%	Multi-family Residential, Miscellenous Office and Retail Activities
3	4,543	Off-Street Parking Spaces	12.8%	Causeway Plaza, Corporate Tower, UNO Jefferson Center, US Post Office, Auto Sales
4	5,000	Off-Street Parking Spaces	14.1%	Lakeside Shopping Center
5	3,860	Off-Street Parking Spaces	10.9%	Causeway Office Building Core, Miscellaneous Small Office Buildings
6	3,939	Off-Street Parking Spaces	11.1%	Miscellaneous Office Buildings, Big Box Retail, Warehousing, Auto Sales
7	1,074	Off-Street Parking Spaces	3.0%	Miscellaneous Office Buildings, Warehousing, Big Box Retail
8	4,875	Off-Street Parking Spaces	13.7%	Multi-family Residential, Hotel, Miscellaneous Office Buildings
9	3,231	Off-Street Parking Spaces	9.1%	First Bank Center Complex (Office Building and Hotels)
TOTAL	35,478	Off-Street Parking Spaces	100.0%	

Source: UNO College of Urban and Public Affairs Field Survey, 2001.



Inventory Completed by UNO College of Urban and Public Affairs, 2001.
Base Map Source: Jefferson Parish GIS Base Map, 1998.

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Figure 10

Off-Street Parking Inventory (2001)

Metairie CBD Project Area

Community Facilities

Contained within the project area are several community facilities open to the area residents and the larger community of Jefferson Parish or region. These facilities are divided into four general categories:

- *Recreation* – covering parks, community centers and libraries
- *Education* – covering public or private schools, colleges and universities
- *Public Services/Utilities* – covering fire, police, emergency medical service, water towers, sewerage treatment facilities, drainage canals
- *Government* - covering post offices, judiciary and administrative offices.

Table 6 provides an overview of the locations and type of facilities current found in the project area. Figure 11 provides an overview of the general location of the facility in reference to the project area.

As noted on the map and in the table, there are no public or private schools, libraries or community recreation centers located or operating within the project area. The closest of these types of facilities, located within ½ mile of the project area boundary are:

Jefferson Parish School Board Facilities

- Grace King High School
  4301 Grace King Place
- Meisler Junior High School
  3700 Cleary Avenue

Archdiocese of New Orleans Schools

- Archbishop Rummel High School
  1901 Severn Avenue
- St. Angela Merici School
  835 Melody Drive
- St. Benilde School
  1801 Division Street
- St. Clement of Rome School
  3978 W. Esplanade Avenue

Private Schools

- Lutheran High School
  3864 17th Street

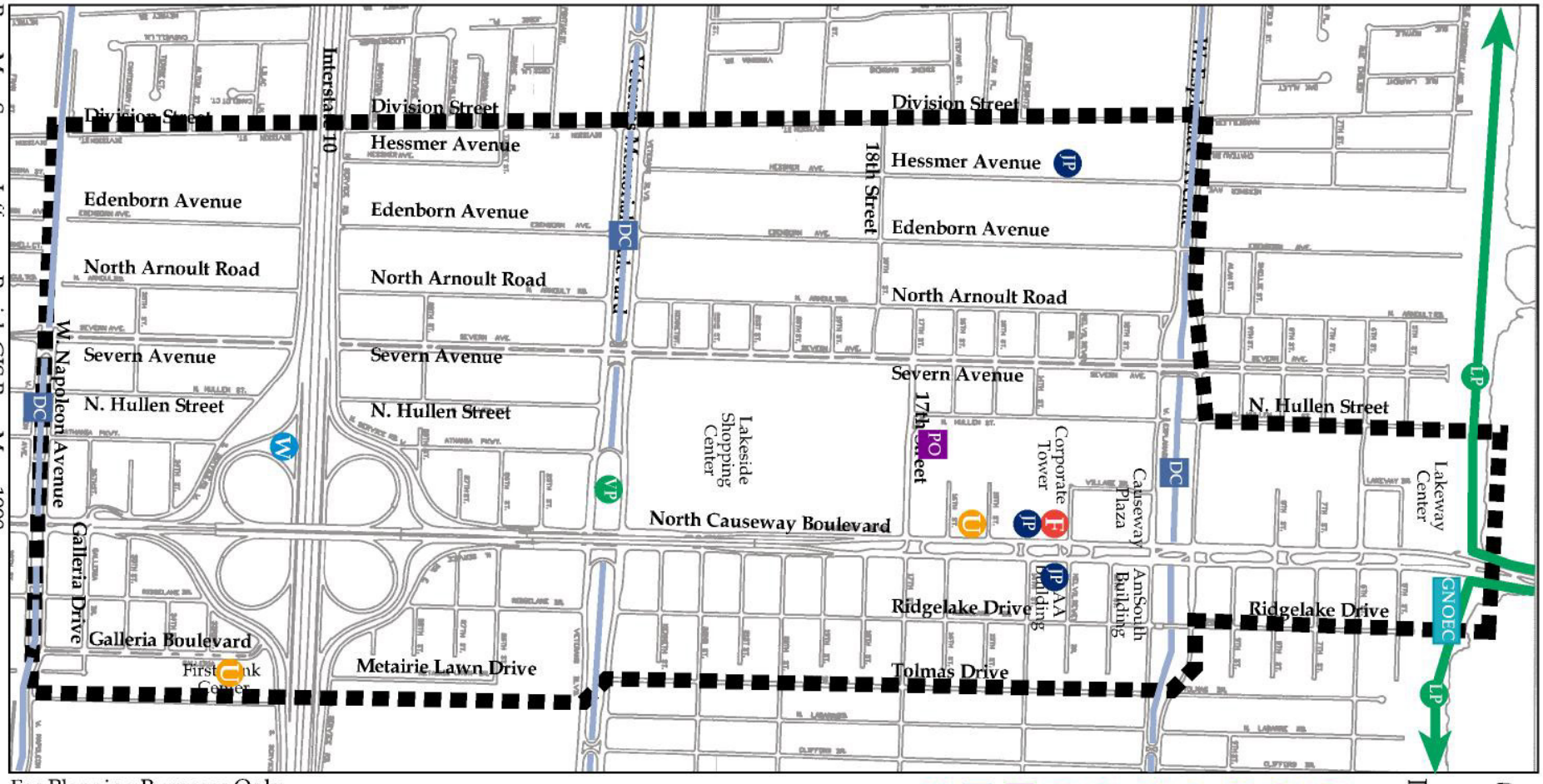
Parish Playgrounds/Community Center

- Johnny C. Bright
  3401 Cleary Avenue

Table 6 - Community Facilities (2000/01)
Metairie CBD Project Area

Classification	Facility Name	Location
Recreation	Jefferson Parish Lakefront Linear Park	Lake Pontchartrain Lakeshore
	Jefferson Parish Veterans Memorial Park	Veterans Memorial Boulevard at Causeway Boulevard
Education	University of New Orleans Jefferson Center	N. Causeway Boulevard @ 15th Street
	University of Phoenix	First Bank Center/Galleria Boulevard
Public Services	Jefferson Parish Sheriff's Office 1st District	4116 Hessmer Avenue
	Jefferson Parish Department of Juvenille Services	3420 N. Causeway Boulevard
	Jefferson Parish Fire Department	N. Causeway Boulevard @ Melville Dewey Drive
Government	US Post Office - Metairie Main Office	3301 17th Street
	Greater New Orleans Expressway Commission	N. Causeway Boulevard @ Lake Pontchartrain
	Jefferson Parish Economic Development (JEDCO)	3445 N. Causeway Boulevard
Utilities	Drainage Canal No. 2	West Esplanade Avenue
	Drainage Canal No. 3	Veterans Memorial Boulevard
	Jefferson Parish Water Department Water Tank	I-10 @ Causeway Boulevard Interchange
	Drainage Canal No. 4	West Napoleon Avenue

Source: Burk-Kleinpeter, Inc., 2001.



Base Map Source: Jefferson Parish GIS Base Map, 1998.

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Figure 11

Existing Community Facilities
Metairie CBD Project Area

[i] Data reported from the 1950, 1960, 1970, 1980, 1990 and 2000 Census of the Population was obtained from the following locations: www.census.gov for Census Tract and Block Group Data (1990/2000 data), Census of the Population and Housing General Characteristics reports by Census Tract and Block Groups, (1970 and 1980 data), Louisiana Fact Book, A Supplement to the Statistical Abstract of Louisiana, University of New Orleans College of Business Administration, Division of Business and Economic Research, March, 1993 (1960, 1970, 1980, 1990 data).

[ii] Detailed Block Group data for the 1990 and 2000 Census periods were adjusted to account for those block ranges not included in the defined project area.

* - 2000 Population data are estimated in Figure 3 by the author by aggregating block group data for Census blocks located within the identified Metairie CBD Project Area.

[iii] *Current Population Reports, Projections on the Number of Households and Families in the United States 1995 to 2010*, US Department of Commerce, Economic and Statistics Administration, Bureau of the Census, 1996.

[iv] Information on rental area square footage from *New Orleans and the South Central Gulf, Real Estate Market Analysis*, Volume XXXIII, January, 2001, Real Estate Market Data Center, University of New Orleans, January 2001.

[v] *Jefferson Parish Zoning Ordinance*, as adopted September 22, 1999.

[vi] *Urban Planning and Design Criteria* – Second Edition, Joseph DeChiara and Lee Koppleman, 1975.

[vii] Based on the *New Orleans Urbanized Area Functional Classification Map*, prepared by the Regional Planning Commission, October 25, 1997 for the Louisiana Department of Transportation for Orleans and Jefferson Parishes, and portions of St. Bernard, St. Charles, and Plaquemines Parishes.

[viii] For details on locations where Jefferson Transit fare cards and tokens are sold, please contact the transit system at 818-1077 (eastbank), 367-7433 (westbank), or on line at www.gcr1.com/jet/default.htm.

* - Couplets describe the operation of two parallel roadways in tandem, where one roadway provides one-way services in on direction and the other roadway provides one-way service in the opposing direction.

Prior to the start of this planning process, Herbert/Smolkin and Associates, Inc. of Louisiana completed an analysis of project area market conditions.[i] The analysis examined projected development needs at five-year intervals between 2000 and 2020 for additional development of apartments, condominiums, hotels/motels, retail stores and offices. The information that follows in this section has been extracted from the final report.

Inputs into the market analysis included a variety of data items collected for Jefferson and Orleans Parishes. Some of the major items examined included[ii]:

- Changes in population and households;
- Housing unit needs;
- Hotel construction;
- Consumer spending patterns; and
- Changes in employment.

Conclusions presented within the Market Study include an effective demand between 2000 and 2020 for:

- 1,103 additional rental apartments;
- 521 additional condominiums;
- 1,044 additional hotel rooms;
- 1,195,018 additional square feet of retail space; and
- 1,709,715 additional square feet of office space.

Since the Metairie CBD is largely developed, re-development must play a major role in creating opportunities in the market to meet these needs. For this to occur, the value of the vacant or under-utilized land and buildings must reach a point where the property is affordable for redevelopment and demolition for new construction. The Schwegmann's Super Market site on Veterans Memorial Boulevard between Division and Edenborn is an example where this has occurred. In place of the former "big-box" supermarket has come a "big-box" home improvement store, and at-least one new out parcel, developed to house a bank.

Higher ground costs in the Metairie CBD will also require that new apartment buildings in the area will differ from those currently found in East Jefferson. The market study suggests that the market will force new construction to build vertically, with residential units built over lower level parking. Garden apartment construction is not viewed as economically feasible in the Metairie CBD without significant subsidy.

Construction of new condominiums has not occurred in East Jefferson over the past 20-years, offering an opportunity for the Metairie CBD area to capture some of the anticipated demand for such residential dwellings.

Hotel construction in the Metairie CBD is also projected to meet demands that have not been satisfied in the area, even with the construction of three new facilities in the last two years.

Retail/commercial space demand signals a need for some new space, however there is a potential that demand could be met within existing areas through re-use.

Commercial/Office construction is expected to commence again in the area as higher occupancy rates and rising rents contribute to a demand for new space. It is anticipated that this demand will require new Class A office space, as well as, lower-profile Class B office space.

Table 7 presents a breakdown of demand over the 20-year period for each of these development types, while Figure 12 presents on overview of the market areas for each of these development types.

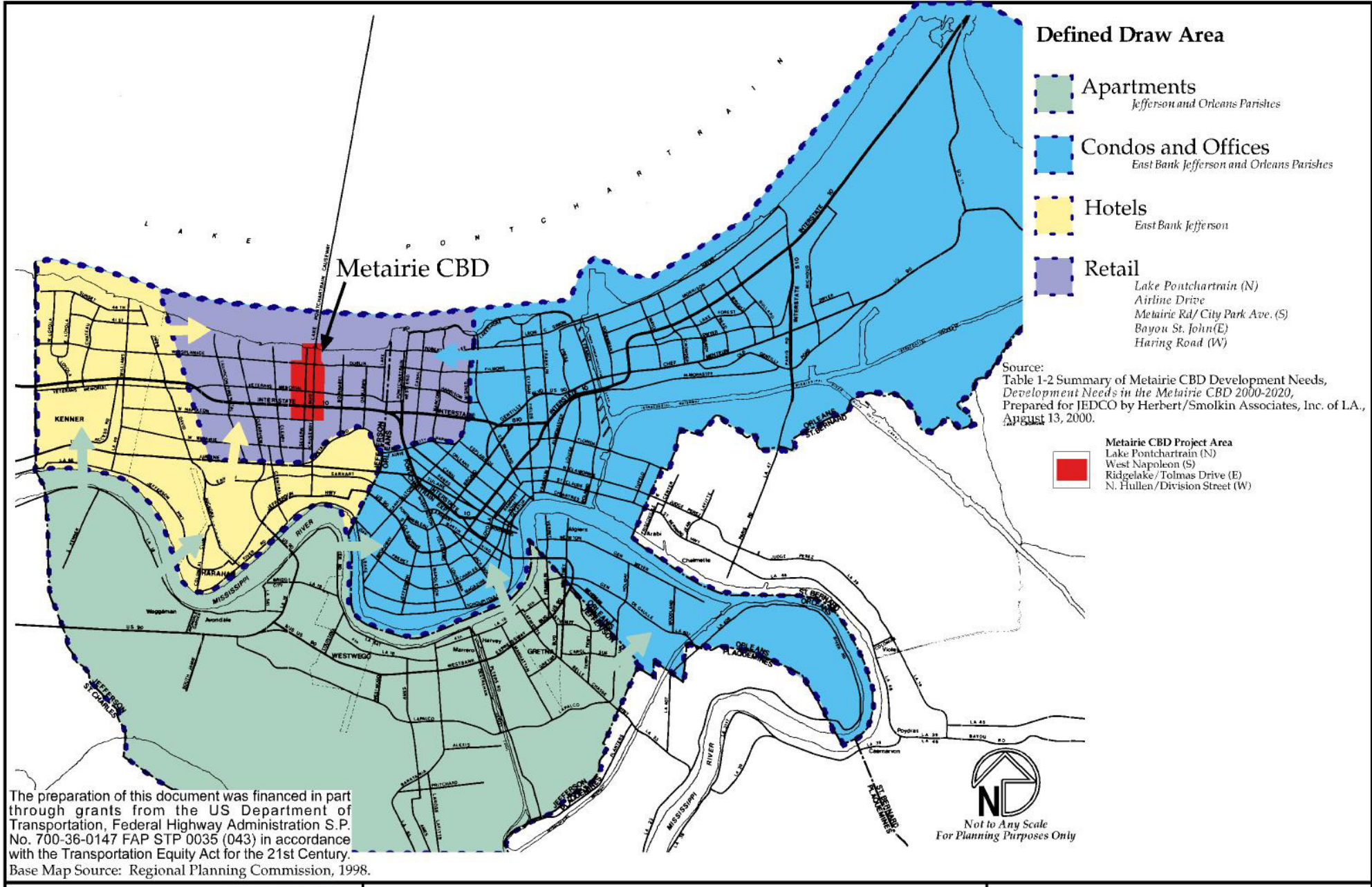
Table 7 - Summary of Market Demand (2000-2020)

Metairie CBD Project Area

Development Classification	Development Period				
	2000-2004/5	*2005-2009/10*	*2010-2014/15*	*2015-2019/20*	*2000-2020*
	Quantity Units	Quantity Units	Quantity Units	Quantity Units	Quantity Units
Rental Apartments					
3-Story Frame over Parking Deck	116 rental uts	222 rental uts	119 rental uts	166 rental uts	623 rental uts
5-Story Masonry over Parking Garage	0 rental uts	96 rental uts	96 rental uts	48 rental uts	240 rental uts
12-Story Over Parking Garage	0 rental uts	0 rental uts	120 rental uts	120 rental uts	240 rental uts
Condominiums					
3-Story Frame over Parking Deck	77 units	68 units	0 units	98 units	243 units
5-Story Masonry over Parking Garage	0 units	60 units	0 units	60 units	120 units
12-Story Over Parking Garage	0 units	0 units	158 units	0 units	158 units
Hotels					
Total Project Area Rooms Added	116 rooms	232 rooms	232 rooms	464 rooms	1,044 rooms
Retail Developments*					
150,000 - 300,000 sq ft. shopping centers	0 centers	0 centers	1 centers	1 centers	2 centers
90,000 - 150,000 sq. ft. shopping centers	0 centers	2 centers	1 centers	0 centers	3 centers
30,000 - 89,999 sq. ft. strip shopping	1 centers	1 centers	1 centers	2 centers	5 centers
30,000 sq. ft. or less - freestanding	4 centers	3 centers	0 centers	3 centers	10 centers
Office Buildings					
Class A	271,694 sq. ft.	236,918 sq. ft.	243,099 sq. ft.	239,923 sq.ft.	991,634 sq.ft.
Class B	196,744 sq.ft.	171,562 sq. ft.	176,037 sq. ft.	173,737 sq.ft.	718,080 sq.ft.

* - Based on reported square footages for each category

Source: *Development Needs in the Metairie CBD, 2000-2020*. Prepared for JEDCO by Hebert/Smolkin Associates, Inc. of LA. August 13, 2000.



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Base Map Source: Regional Planning Commission, 1998.

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Figure 12

Market Demand Analysis Area
Metairie CBD Project Area

[i] For more detailed examination of the findings and factors considered, please see the *Development Needs in the Metairie CBD 2000-2020*, Prepared for JEDCO, by Herbert/Smolkin Associates, Inc. of LA, August 13, 2000.

[ii] For a more detailed examination of factors considered for analysis, computations, and data sources, please see Table 1-2, Summary of Metairie CBD Development Needs, *Development Needs in the Metairie CBD 2000-2020*, Prepared for JEDCO, by Herbert/Smolkin Associates, Inc. of LA, August 13, 2000.

Area residents, business owners and community leaders entered into a dialogue with planning team members about their primary issues and concerns related to the Metairie CBD project area. These elements included a discussion of the area's:

- *Strengths, weaknesses and opportunities*
- *Image within the Parish and region*
- *Need for change*

Brainstorming sessions served as an opportunity for the project team and community to put all items on the table for open discussion and review. Focus group meetings allowed participants to discuss those items that need to be the focus of project team efforts and plan recommendations.

Many of the comments and concerns identified by the community at-large, as well as those individuals who identified themselves as owners of businesses in the area or property (residential or commercial), focused on eight (8) individual categories described by the project team, following a review of all written comments, meeting flip charts and reports:

- **Aesthetics, Image and Quality of Life** – comments or concerns shared with the project team related to the visual reality of the area, its image, and how this relates to the overall livability of the project area;
- **Crime and Safety** – comments or concerns shared with the project team related to the current and/or historic view of crime and civil obedience in the project area.
- **Drainage** – comments or concerns shared with the project team related to the current state of drainage infrastructure in the project area;
- **Incompatible Activities** – comments or concerns shared with the project team related to individual business types, which while permitted by current zoning, were viewed as unsuited to the area;
- **Incompatible Land Uses** – comments or concerns shared with the project team related to the conflict between, or conflicts arising from the location of residential, commercial, and or industrial land uses next to one another somewhere in the project area;
- **Potential for Redevelopment** – comments or concerns shared with the project team related to the perceived and actual barriers to redevelopment of the area based on the current land ownership pattern, market demand for project area real estate, and prices per acre/square-foot.
- **Regulatory Environment** – comments or concerns shared with the project team related to the perceived effectiveness of code enforcement and the lack of ongoing guidance for planning in the project area;
- **Transportation** – comments or concerns shared with the project team related to the current state of the transportation system (roads, transit, pedestrian/bikeways) in the project area;

Table 8 provides a listing of the frequency of comments received by these main categories at the Brainstorming and Focus Group Sessions, along with examples of the comments heard and recorded by the project team. Figure 13 maps comments to specific areas identified by the community during the meeting process.

Table 8
Brainstorming and Focus Group Comment Summary
Metairie CBD Project Area

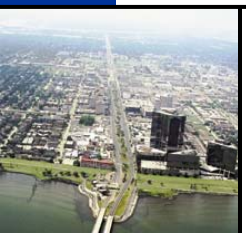
Comment Area	Community Meetings: BR PSC 04/19	BR 1 05/15	BR2 05/23	FG PSC 07/12	FG 1 07/17	FG 2 07/19	Typical Comments
Aesthetics, Image, Quality of Life	✔	✔	✔	✔	✔	✔	Blighted buildings in highly visable areas discourage some redevelopment efforts. Greenspace, sidewalks, landscaping required to help make area more walkable/desirable. Signage, on-site lanscaping, lighting, etc. need to be uniformly addressed in area. Shadowing by high-rise development of residential areas a concern - lack of transition in some areas. Uniformity in streetscape needed to encourage walking and to improve visual environment. Some land use activities discourage/degrade our quality of life. No place for children to play. No Recreation facilities in area (except linear park).
Crime and Safety	✔	✔	✔	✔	✔	✔	Where is the crime occuring in the area? Criminal activities in some areas discouraging business and residential development. Police presence welcomed in area.
Drainage	✔	✔	✔	✔	✔	✔	18th Street corridor and Fat City in need of drainage upgrade, Drainage (and all utilities) need to be upgraded to support all future development. Should we cover the drainage canals on main streets?
Incompatible Activities	✔	✔	✔	✔	✔	✔	Lounges and Bars in area source of noise, parking problems, all night activities and security problems. Residential/industrial activity mix (ex:multi-family beside industrial) a problem in some areas. Single-family residential in areas need buffers against adjacent commercial/office development.
Incompatible Land Uses	✔	✔	✔	✔	✔	✔	Mixture of residential/industrial land use in some areas a problem. Going totally high rise, high density a problem - need transitional areas to established neighborhoods outside project area. High density of area makes it attractive for certain types of mixed-use development. Definition for Metairie CBD needs to be established - will compete with similar cores in NO and the Parish (Elmwood, Bucktown, etc.) - what makes this area standout?
Potential for Redevelopment	✔	✔	✔	✔	✔	✔	Strategically placed redevelopment sites could be catalyst areawide efforts. Creation of a taxing district or similar authority to generate revenue should be considered - finance capital improvements, security, etc. Significant incentives needed to overcome market costs of land acquisition in Fat City and adjacent areas. Remaining areas have larger parcels - may not be as significant a problem.
Regulatory Environment	✔	✔	✔	✔	✔	✔	Parish's Code Enforcement Department can assist in addressing some appearance issues in area. Sales taxes too high - a discouragement to new business in area. Current planning and zoning review process viewed as non-responsive. May need a special new zoning district for portions of area. Taxing District a requirement - where will the money come from otherwise to pay for improvements?
Transportation and Parking	✔	✔	✔	✔	✔	✔	Congestion found on all major streets during peak and most off-peak periods. Pedestrians not welcome in area - no facilities available - hard to cross major streets. Parking demand in some areas exceeds available supply - should central parking with shuttle be a consideration? Where and when is transit offered in the area? What is the timeline for completion of promised/programmed improvements in area?

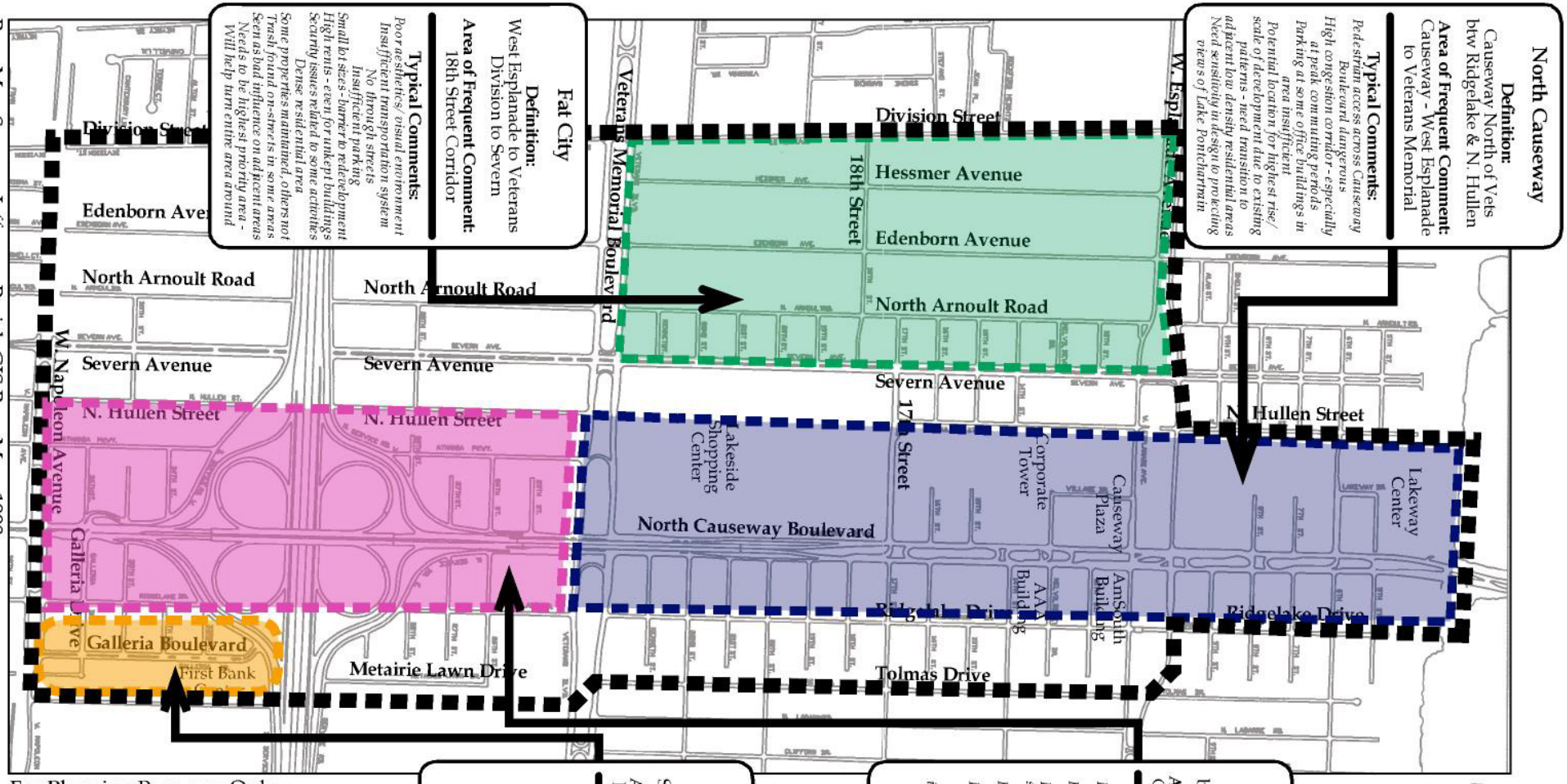
Source: Burk-Kleinpeter, Inc., 2001.

Legend:

BRPSC - Brainstorming Session - Project Steering Committee (April 19, 2001); BR 1 - Brainstorming Session #1 - General Public (May 15, 2001); BR 2 - Brainstorming Session #2 - General Public (May 23, 2001).

FGPSC - Focus Group - Project Steering Committee (July 12, 2001); FG 1 - Focus Group #1 - General Public (July 17, 2001); FG 2 - Focus Group #2 - General Public (July 19, 2001).





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Regional Planning Commission

Jefferson Parish Government

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

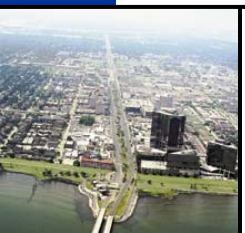
BURK-KLEINPETER, INC.
in association with URS Corporation, College of Urban and Public Affairs-UNO, and Urban Planning and Innovations, Co.

BKI Job 10012-01
December 2001

Figure 13

Community Comment Areas

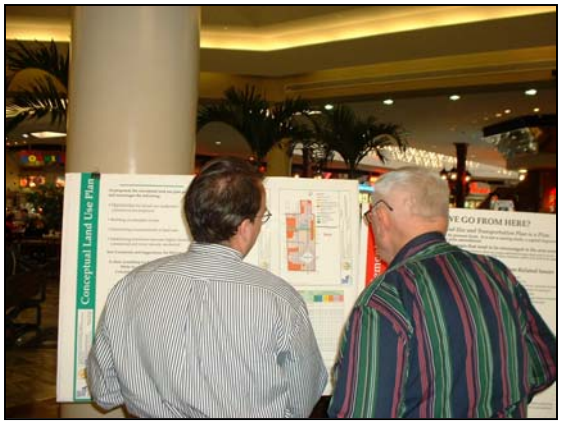
Metairie CBD Project Area



It was no surprise to those who attended the initial community meetings that the *number one* area of concern was related to the development pattern and ongoing economic fortune of the "Fat City" area. As previously identified within the community concerns section, this area was the focus of most comments and suggested as the number one priority area for the planning team to concentrate their efforts to effect positive change.

However, "Fat City" is but a small portion of the total project area.

The project team worked with the community to determine if the same items undermining the viability of "Fat City" were found elsewhere in the Metairie CBD. This lead to several discussions on the future of the entire Metairie CBD area which were used to identify overall issue areas and collective visions for the CBD's future.



Through this visioning process, it was discovered that many of the negative elements at-work in this one area could be found in varying degrees in other locations throughout the Metairie CBD project area. Correcting these perceived and actual negative elements across the entire project area, in an incremental fashion, was identified as the greatest single need to ensuring that all of the Parish, and the CBD project area, would benefit.

In addition, the area contained many positives or opportunities worth exploring. These included:

1. Location in reference to the population bases in Orleans, Jefferson, and St. Tammany Parishes;
2. Availability of office space for expansion of businesses;
3. Strong regional retail center;
4. Existing core of high-density development pattern that would allow for more mixed-use development opportunities not found elsewhere in Jefferson Parish.

The Vision for the Future

The vision for the future of the Metairie CBD project area is one based on the fundamental concept that area's suburban nature presents opportunities, which if harnessed, can allow the area to develop as a complementary core, hence a center of development in the region.

In some ways, this has already happened in the Metairie CBD. Looking at the combined skyline of Orleans and Jefferson Parish is evidence of the core creation phenomenon borne from the expansive local growth of the 1960s, 1970s, and 1980s.

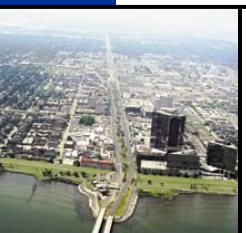
The area, while recognized and identified as a Central Business District, is not the primary office core center in the region. Rather, it is one of several suburban centers that has grown up and is growing outside of the confines of Downtown New Orleans to serve the area's population.

Table 9 provides an overview of the vision statements collected from community meeting participants at the initial Brainstorming Sessions. The project team used these statements, along with areas of community concern, and explicit suggestions on items, which may be working well in other communities, as guides in developing the future land use and transportation plan.

Table 9 - Vision Statements

Future Metairie CBD Project Area

	Community Responses	
"It is 20 years in the future. You are looking through a window over the Metairie CBD. What do you think you are going to see?"	*An area which has numerous medium/high rise office buildings (3+ stories), less apartment or residential character.*	Land Use /Activities
	An area which has a balance between business and residential where people live and work in the same area - walking environment.	
	An area which has undergone a conversion to more office space and condomiums, additional restaurants, and possibly special CBD zoning.	
	An area which has more business and office buildings - more of the same types of development that exist.	
	An area which has a town center/pedestrian friendly development generated by lack of major transportation improvements - blend of home/office.	
	An area in more apartments may be for assisted living arrangements and the community may be more involved. Slow change may occur in some areas.	
	An area which has improved mass transit.	Trans
	An area which requires adequate parking lots - regionally placed to reduce parking problems.	
	An area identified as a livable community with greenspaces and links between residences and other uses.	Livability
	An area which has sensitively developed as related to the Lakefront.	
	An area which has beautified - especially Veterans Boulevard.	
	An area which has a pedestrian environment that encourages walking between business and residential (family) areas.	
	An area which has a better aesthetic feel - through linear parks, hiding overhead power lines, softened streetscape.	
	An area which has employed effective implementation elements to support development (incentives, education, enterprise zones).	Economic Development
	An area which has continued to hold office development and retail uses, with some additional high-rise in the northern end of the area.	
	An area in which not much has changed since few businesses are involved.	



Major Issues

Working through the comments coming from the Brainstorming Sessions, the project team identified the major issues resonating through the sessions. Confirmation of these issues was made at the focus group meetings where they were presented for review and comment. Refinements to these issue statements took place following the Focus Group session to incorporate comments received from the community.

Land Use Issue #1

Address incompatibilities between residential, commercial and industrial land uses and activities in the project area.

Review of the land use at a function and structure level revealed poor transition between residential, commercial, and/or industrial land uses and activities in the project area. From a planning perspective, the goal is to allow for transitions to occur, but to minimize their impacts through restriction on uses and/or design modifications between sites.

Land Use Issue #2

Create a more livable community by addressing aesthetics, code enforcement, image and open space needs.

The Metairie CBD provides challenges to its residents. Sidewalks are sometimes clogged with parked vehicles. Crossing a main street or catching a bus requires a significant amount of dexterity. There are no parks for the children to play in. The current mix of business and residential in some areas brings problems associated with litter, noise and crime. Even though the Metairie CBD contains many stately and striking structures and is turning around many large development sites, its immediate image in the minds of residents and property owners alike is one of blight, crime, and little opportunity.

Land Use Issue #3

Identify and provide incentives for redevelopment that overcome challenges faced due to current market conditions and lack of vacant land.

Location, location, location. These three words are the Metairie CBD's strength. Sitting at the main gateway to West St. Tammany Parish and oriented to the Interstate 10 corridor, the CBD's reach extends far and wide. Its central location within the regional population center has accounted for its development as the regional retail hub. It is this asset that has driven up property values, prices and rents. These costs are viewed as a major impediment that prevents certain types of new development that is perceived as a potential catalyst for rebuilding the Metairie CBD.

Transportation Issue #1

Transportation system connections failed to keep pace with the needs generated by the developed environment.

That you cannot get from "Point A to Point B" in the Metairie CBD without a car was expressed time and again in the public meetings. A combination of factors were cited as reasons including safety concerns for pedestrian movements due to the number of large profile, high volume major streets which divide the area, poorly marked pedestrian crossings, and limited transit alternatives.

Transportation Issue #2

Parking supply is not always compatible with demand generated by some activity sites.

Once you get where you want to go, there may not be a parking space waiting for you. In some ways, this could be viewed as an asset if your goal is to move auto drivers into transit. However, if your business depends on parking to accommodate employees and clients, lack of adequate supplies may require looking elsewhere.

Goals

During the Focus Group sessions, the project team collected comments and action-oriented statements made by the community in order to define the goals for the project. It is the intent of these statements to define those elements, which the Plan needs to contain in order to address the issues raised by the community.

Goal #1

Provide an identity and sense of community

The Metairie CBD is typical of most suburban centers. It is part business, part retail, part residential, and part industrial. Enhancing this mixed-use environment through planning provides the opportunity for the area to create its own unique image, scale, and sense of community.

Goal #2

Establish an environment, friendly to infill and redevelopment

With the exception of 22 acres, the Metairie CBD is fully developed. The plan's success in creating the community envisioned by residents and business owners will require that measures to encourage filling in the remaining vacant parcels and redevelopment be incorporated as part of the area's overall economic development strategy.

Goal #3

Utilize the plan to guide investments in needed infrastructure

Like most of New Orleans, the Metairie CBD is captive to many of the environmental constraints and considerations that rule over development on the Southshore of Lake Pontchartain. Problems with drainage, high groundwater table, and subsidence are common. New developments in the area must be coordinated with investments in upgrading infrastructure so that problems with flooding and other currently experienced in the area will not be exacerbated.

Goal#4

Embrace the plan as a "guide" and not as a "regulation"

Land Use plans, in themselves, do not carry the force of law. The intent of this plan is to be a guide for future development, with Zoning Ordinances, Building Codes and Subdivision Regulations based on this guide providing the authority to enforce the plan.

Goal #5

Ensure the plan can be implemented

The Metairie CBD has been the subject of multiple studies. Most have not been implemented. One of the questions asked by the community, project steering committee, Jefferson Parish and the Regional Planning Commission is to insure that this Plan includes an indicator of what is required to implement its recommendations.

Goal#6

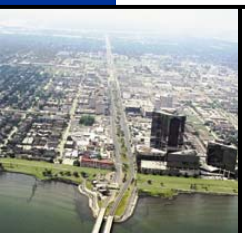
Define those individuals and groups who have roles in the implementation process

To support the request of all involved to have a plan, that can be implemented, it is critical that the implementation process identify those actors and additional steps required to transition its recommendations from paper to reality.

Goal #7

Establish a periodic review process for the plan and its recommendations

All plans need to be reviewed on a regular basis. Rather than being a static document, it needs to be a living resource, which is routinely, examined and updated based on changes in the community and region.



More than just a design on a map, the intent of the future land use concept is to provide a general guide to development over the next 20-year period. It is hard to say what will happen in this period; or what changing technology, consumer tastes and preferences will do to the current patterns/thinking about land development. The concept represents the best option available given existing or known conditions, with the idea that as times change, so will the concept. However these changes should not be timed or designed in such a fashion as to undermine or radically change the basic ideas of the concept.

When establishing the concept plan, several assumptions were established to guide the directions provided by the community to the project team. These included:

Environmental constraints – The area is, for all practical purposes, fully developed. The focus of the plan has been to stabilize areas of like development, and diminish the potential for areas of incompatibility. If implemented correctly, the plan should serve to decrease the number of adjacent incompatible land uses found in the area over the long-term.

Need for mixed-use development – Unlike other portions of Jefferson Parish, the density and scale of the CBD encourages a unique approach to land use activities. It is critical to maintain this as an element of the concept plan. In doing so, the plan would meet goals for increasing residential population, offering multiple opportunities for employment, and incorporating design elements into the landscape which encourage pedestrian activity, mass transit use, and parking management options (centralized or satellite parking with shuttle connections, etc.).

Learning from mistakes – Pockets of land use and activity inconsistencies dot the project area. The conflicts arising out of this inconsistency plays a role in discouraging redevelopment. It is possible that market forces and growth trends may change most of these areas with little or no encouragement other than this plan acting as the seed of an

idea. However, the plan implementation process may facilitate updates to zoning and development regulations currently at-work in the project area.

Recognizing what works –Implementation of the Commercial Parkway Overlay Zone on major thoroughfares such as Veterans Boulevard proves that anything is possible. Where applied to new development, it has succeeded in upgrading the general quality of commercial and office development on the corridor, several of which are located in the Metairie CBD project area. Though this plan is not responsible for effecting change in those areas, they should be identified and promoted as examples of how changes in regulation and use of good planning practices *do not* result in poor development or a loss of business opportunity.

Conceptual Plan Development

The plan development methodology consisted of a subjective evaluation of several sources of data, including the inventory of building activities and land use functions completed by the University of New Orleans, public comments and suggestions made as part of the project steering committee and community meeting series, follow-up detailed site reviews, identified limitations and the land development marketing analysis.

Using function and activity data, the project team assembled summary maps of general land use by broad categories (residential, commercial, industrial). In comparing these broad categories to the actual existing conditions, the project team was able to document where land use inconsistency could be found. In many instances, these locations corresponded to the concerns and comments conveyed to the team by the community at the various project meetings.

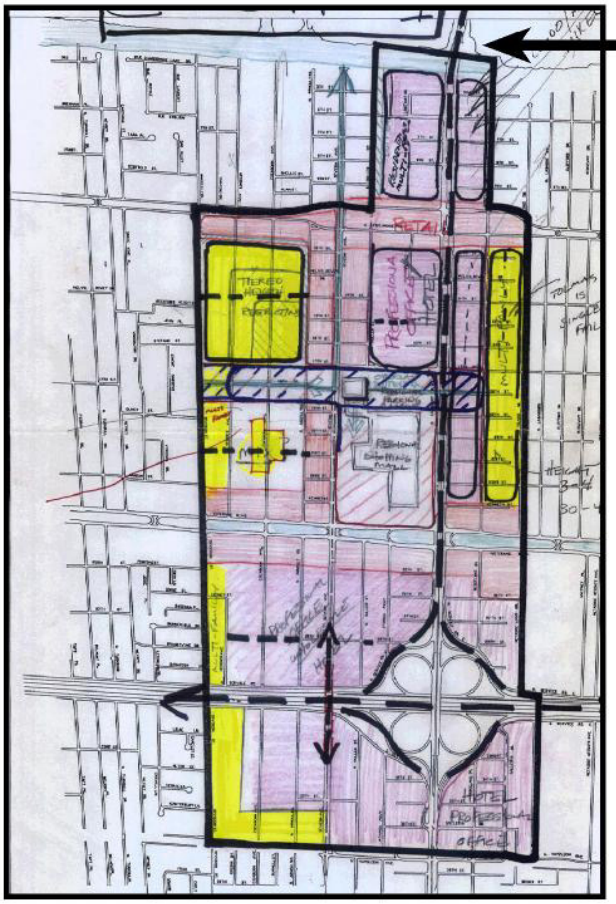
Taking these summary maps, the team then reviewed the comments from the project steering committee and community about the type of development patterns and options that should be applied in the future to the project area. These comments immediately directed the team to consider mixed-use districts as the best mechanism to influence real change in the project area. As the area is generally a commercial and urban, there is little practicality in suggesting or considering single-use districts which do not allow the blending of activities typical in a "downtown" area. However, it was also recognized that in some border areas, limited application of single land-use types might be applicable since they provide a transition to single land-use areas immediately adjacent to the project area. Where this dynamic exists, single-use districts were identified for use and incorporated into the process.

With pencils in-hand, the project team developed a series of sketch plans, which are the foundation for the conceptual land use plan. The purpose of sketch planning is to put the ideas expressed through the process, along with existing development, constraints and limits onto one sheet of paper. This allows for a review of apparent strengths (i.e. addressing community concerns, market forces, allowing for ease of implementation, etc.) and apparent weaknesses (i.e. creation of more inconsistencies, relocations and changes, drastic changes of population) prior to the development of final concept.

Two sketch plans were developed covering the Metairie CBD Project Area. These concepts had several commonalities including mixed commercial areas (retail, professional offices, services) mixed-use residential and commercial districts, and a central core for neighborhood businesses (shops, restaurants, offices). These are shown on Figure 14.

Development of the sketch plans also raised several points that would need to be considered and/or addressed as part of this process and the Parish's overall comprehensive planning effort, including:

- **Transportation** – changes in land uses may force updates to the roadway system to accommodate changed volumes, delivery or service traffic, parking, transit or pedestrian activity;
- **Community Facilities** – changes in land use that increase residential population may require additional consideration of parks and open spaces, schools, and public safety facilities.
- **Infrastructure** – changes in development patterns and types will require that all utilities (water, sewer, storm sewerage, electricity, telephone) be provided to keep pace with anticipated demand.
- **Regulatory** – changes in land uses to develop more mixed-use areas may require adjustments in the current zoning ordinance to address permitted uses, signage, setbacks, landscaping, etc.



Sketch Plan #1

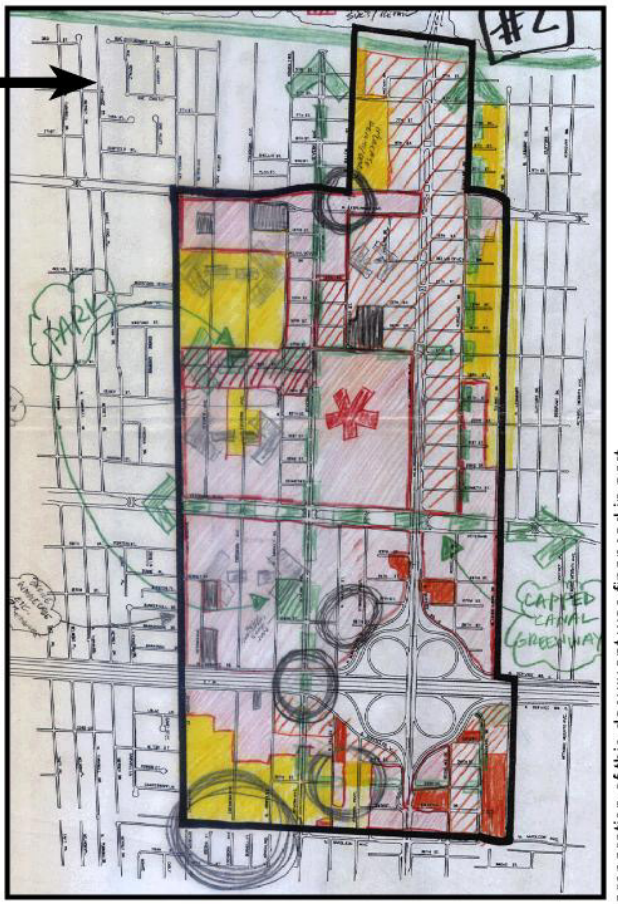
HIGHLIGHTS

- Retail/Commercial core on Severn and Veterans
- Reinforce existing residential areas in eastern and western edges of project area
- Create opportunity for office core concentration oriented to high volume, high visibility locations
- Allow smaller offices (professional) in transitional areas between pure commercial and pure residential areas
- Establish 17th/18th Streets as core for walking businesses (fine restaurants, specialty retail, some offices, etc.)- orient to hotel and office cores
- Develop central anchor feature at 17th and Severn - parking and transit terminal with commercial retail component

Sketch Plan #2

HIGHLIGHTS

- Retail/Commercial core on Severn and Veterans
- Reinforce existing residential areas in eastern and western edges of project area
- Establish focal point at Lakeside Shopping Center
- Creation of greenspaces and greenways with capped canals
- Establish 18th Street as core for walking businesses (fine restaurants, specialty retail, some offices, etc.)- orient to hotel and office cores
- Additional transportation links needed to provide for local area access



Not to Any Scale
For Planning Purposes Only
Source: URS Corporation, 2000.

The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century.

Figure 14

Sketch Plans
Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BKI Job 10012-01
December 2001

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Future Land Use

The future land use plan depicted in Figure 15 is a composite of the ideas and options presented and developed in the sketch plan process. Its purpose is to provide a guide and foundation for land use policy decisions for the next 20 years. The concept can only be maintained through its use as a ready reference for decisions made through the course of the area's redevelopment. It must also be regularly examined to maintain that the concept is not creating more difficulties for the area than it is trying to address.

Land Use Policy Areas

To meet the identified goals for land use, the concept map delineates several land use policy areas. These policy areas offer a proactive approach to planning, based on strategic decision-making and analysis.

Single-Family Residential (SFR)

Purpose: To define those areas where single-family residential development should occur, as well as define those areas where existing single-family development should be maintained.

Intent: To protect the areas that have developed as single-family residential. Principal land use activities in these areas typically include housing units with or without accessory structures, churches, schools, parks, open space, utility facilities and/or public safety (fire or police) stations.

Mixed-Use Area 1 (MUA 1)

Multifamily Residential – Retail - Professional Office

Purpose: To define those areas where attached single-family structures (townhouses, condominiums), and/or multi-family (apartments – luxury or lofts) residential development should occur, and/or be maintained along with a mixture of smaller retail facilities and professional offices.

Worth Exploring

Many items were identified throughout the course of the Future Land Use plan development effort which dealt with land-use issues. Due to the scope and depth of this study, many items could not be examined. However, as they may play a role in the implementation process, it is suggested that the following items be addressed as part of plan implementation:

- **Accountability and enforcement of existing and proposed regulations and codes** – *a system needs to be established that allows for the regular reporting of the enforcement of regulations and codes in the Metairie CBD. Some citizens felt that that a lack of uniform enforcement may be creating some of the problems in the area. Failure to address problems may also undermine efforts to improve the area.*
- **Creating a critical mass for redevelopment** – *a recommendation is required as part of the zoning ordinance updates on the permitted massing, scale and density of buildings that may overcome some of the physical items (older building stock, smaller building lots) which are dissuading redevelopment.*
- **Mixing of Land Use Activities in Structures** – *contained throughout this plan are references to mixed-uses. Ideally, some of this mixed-use activity will take place within single structures. However, this will require special regulations for items such as parking, waste removal, signage, pedestrian access, distribution of uses within the structure, and pedestrian entrances.*
- **Creation of single land use areas** –*the policy areas describe locations where selected land use types and/or activities will be encouraged to amass. This will require special regulation for such items as parking, waste removal, signage, parking, and pedestrian access.*

Intent: To protect the areas that have developed or have the potential to develop in this manner in order that they can serve as transitional areas between predominantly single-family development and the higher-density core commercial areas. These areas could be identified as locations for growing new businesses or creating walking neighborhoods, where business and residences co-exist on neighboring properties or within single structures. Principal land use activities in these areas typically include residential structures with or without accessory structures, churches, schools, parks, open space, utility facilities, public safety (fire or police) stations, smaller retail commercial sites (with specific limitations on types of activities) and smaller professional office developments (legal, financial, insurance, engineering, planning, architecture, and the like with less than 50 employees).

Mixed-Use Core Corridor (MUCC)
Professional Office, Specialty Retail, Restaurant Core

Purpose: To define a core area along 17th and 18th Streets where a combination of commercial and professional office developments is developing, be allowed to grow and expand to offer a broader range of activities which may encourage pedestrian activity into the area from surrounding neighborhoods.

Intent: To protect the areas that have developed in a mixed-use manner, and support the transition of areas where changes have been identified so that the entire corridor becomes a vibrant center of the CBD area. Principal land use activities in this area would include specialty retail establishments (galleries, antique shops), personal service establishments, restaurants, coffee shops, newsstands, small professional offices (legal, financial, insurance, engineering, planning, architecture, and the like with less than 50 employees), restaurants with or without bars, parks, open space, utility facilities and/or public safety (fire or police) stations.

Mixed-Use Area 2 (MUA 2)
Professional Offices – Hotel - Professional Services

Purpose: To define those areas where the core of professional offices and hotels should be developed and/or maintained, along with a limited number of professional services establishments that are encouraged to be part of the overall office or hotel development rather than freestanding structures. Generally, services would be oriented to the population of employees and hotel patrons found in the area. These areas would also be oriented to or found along or adjacent to the major thoroughfares within the project area.

Intent: To protect the areas that have developed as the core of professional office employment for East Jefferson Parish. Principal land use activities in these areas typically include all accepted categories of professional offices (legal, financial, insurance, engineering, planning, architecture, real estate, and the like) and office buildings, business services establishments, business incubators, banks, smaller restaurants, limited retail (as part of office buildings), full-service hotels with or without convention facilities, limited service hotels, government/civic facilities, smaller parks, plazas and open spaces, utility facilities, public safety (fire or police) stations.

General Commercial (GC)

Purpose: To define those areas where general commercial development should occur, and/or be maintained along or adjacent to the major thoroughfares within the project area.

Intent: To protect the areas that have developed as the commercial center for East Jefferson Parish. Principal land use activities in these areas typically include most categories of commercial establishments (sales, retail, restaurants, personal services establishments) smaller parks, plazas and open spaces, utility facilities, and public safety (fire or police) stations.

Table 10 provides an overview of the acreage distribution by land use district for the

identified conceptual plan. As noted in the table, the policy area with the greatest proposed change is the Mixed-Use Area 1 *(Multi-family – Retail – Professional Office)*. Overall, the distribution of land use by broad category is proposed as:

- Single-Family Residential Only *2.4%*
- Mixed-Use
  Commercial with Residential *27%*
- Commercial Only *68%*
- Public/Semi Public Only.....*3.6%*

Table 11 provides an overview of the potential permitted land uses suggested for each of these land use policy areas. The titles and coding system used in the table correspond to the applicable function level coding offered through the Land Based Classification System of the American Planning Association.[i]

Implementation Issues

It should be noted that these titles, terms and intent of the policy areas might not match in all cases with the current zoning ordinance definitions for the area.[ii] Therefore, an update to the Parish's current zoning ordinance through amendment or major revision will be required to match the recommendations of the land use plan.

The end result may be the development of special zoning districts tailored to the Metairie CBD or updates that result in a substantial re-write of the existing zoning ordinance.

Reaching this point will require that all necessary directions will be provided as part of this plan's adoption process and/or in connection with similar efforts coming from the Parish's general comprehensive plan. This will prompt the Parish planning staff to work through the currently prescribed process for zoning revisions that involves a public process outlined in Article XLVIII, Changes and Amendments. In this article, changes can be initiated by:

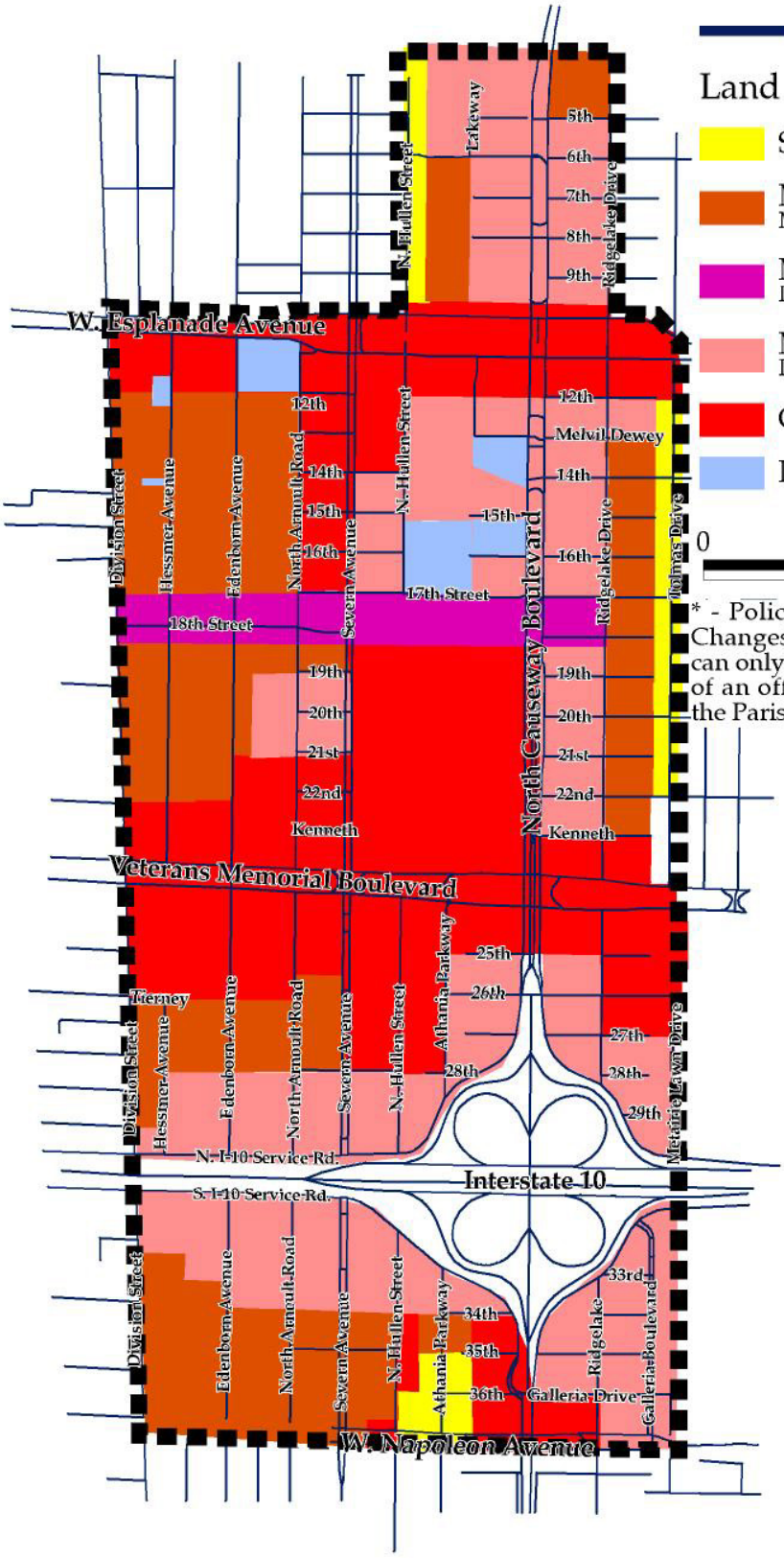
- **Jefferson Parish Council** - Action of the Jefferson Parish Council by introduction of an ordinance or by adoption of a resolution or motion;
- **Planning Director or Planning Advisory Board** - Recommendation of the planning director or planning advisory board to the Council after a determination that the amendment or supplement or change to the regulations, restrictions, zoning district or boundaries be made;
- **Property Owners** - Application or petition of property owners to change their zoning that has not less than fifty (50) percent of the land area represented for which the change in classification is requested

Table 10 – Potential Change in Future Land Use by Category

Existing Conditions vs. Proposed Scenario – Metairie CBD Project Area

Land Use District	Acreage Existing	Acreage *Proposed*	Net Change
Single-Family Residential (SFR)	20.8	*20.8*	0.0
Mixed-Use Area 1 (MUA-1) *Multi-family Residential - Retail - Professional Office*	97.2	*137.6*	40.4
Mixed-Use Core Corridor (MUCC) *Professional Office - Specialty Retail- Restaurant Core*	20.4	*22.8*	2.4
Mixed- Use Area 2 (MUA-2) *Professional Offices - Hotel - Professional Services*	201.1	*175.6*	-25.5
General Commercial (GC)	165.3	*169.8*	4.5
Public/Semi Public	13.4	*13.4*	0.0
Vacant/Undeveloped	21.8	*0.0*	-21.8
Total Acres	**540**	**540**	**0.0**

Source: College of Urban and Public Affairs – UNO, URS Corporation, and Burk-Kleinpeter, Inc. 2001.



LEGEND

- Study Area
- Streets

Land Use Policy Areas*

- Single Family Residential (SFR)
- Mixed-Use Area 1 (MUA 1) MF Residential-Retail-Prof Office
- Mixed Use Core Corridor (MUCC) Prof Office-Specialty Retail-Restaurant
- Mixed-Use Area 2 (MUA 2) Prof Office-Hotel-Prof Services
- General Commercial (GC)
- Public/Semi Public

0 0.3 0.6 Mi

* - Policy areas are not zoning districts. Changes in current zoning designations can only be assigned following completion of an official zoning study as outlined in the Parish's Zoning Ordinance.

The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century.

RGB Color Template Settings:	
(255,255,0)	Single Family Residential (SFR)
(230,81,0)	Mixed-Use Area 1 (MUA 1) MF Residential-Retail-Prof Office
(223,0,185)	Mixed Use Core Corridor (MUCC) Prof Office-Specialty Retail-Restaurant
(255,150,150)	Mixed-Use Area 2 (MUA 2) Prof Office-Hotel-Prof Services
(255,0,0)	General Commercial (GC)
(166,200,255)	Public/Semi Public

Map Date 12/26/01
Map by: UNO-College of Urban and Public Affairs

Figure 15

Future Land Use Plan

Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BKI Job 10012-01
December 2001

BURK-KLEINPETER, INC.
in association with URS Corporation, College of Urban and Public Affairs-UNO, and Urban Planning and Innovations, Co.

Jefferson Parish Government

Regional Planning Commission

Table 11 – Potential Permitted Land Uses

by Metairie CBD Land Use Plan Policy Areas

Land Use Activity and LBCS Code		Land Use Policy Area				
		Single-Family Residential	Mixed-Use Area 1	Mixed-Use Core Commercial	General Commercial	Mixed-Use Area 2
detached single-family residential	1110	◆				
attached single-family	1112-1150		◆			
retirement housing/assisted living centers	1210-1240		◆			
hotels	1300					◆
parking lots and garages only	2100					◆
retail sales and services {autos, boats, gasoline, parking lots and garages, repair}	2100				◆	
heavy consumer goods {furniture, lawn and garden, appliances, home building supplies}	2120				◆	
durable consumer goods {computers, software, cameras, clothing, jewelry, books, sporting goods, office supplies}	2130				◆	
camera and photography supplies/service	2132			◆		
toy and hobby/musical instruments	2134			◆		
books, magazines, stationer {stationery, greeting cards, season decorations}	2135			◆		
consumer goods establishments {florist, art dealer, tobacco, antiques, mail order}	2140				◆	
florist	2141			◆		
art dealer/supplies/service	2142			◆		
tobacco or tobacconist	2143			◆		
antiques only	2145			◆		
grocery, food, beverage, dairy	2150				◆	
bakery or delicatessens	2151			◆		
specialty food stores	2153			◆		
health and personal care {pharmacy, cosmetics, optical}	2160				◆	
real estate rental/leasing	2300		◆	◆		◆
property management	2320		◆	◆		◆

Table 11 – Potential Permitted Land Uses (continued)

by Metairie CBD Land Use Plan Policy Areas

Land Use Activity and LBCS Code		Land Use Policy Area				
		Single-Family Residential	Mixed-Use Area 1	Mixed-Use Core Commercial	General Commercial	Mixed-Use Area 2
professional services {legal, accounting, tax, bookkeeping, architectural, engineering, graphic and interior design, consulting services, advertising/media/photography}	2412-2415 and 2417		◆	◆		◆
veterinary services	2418				◆	
administrative services {office admin., facilities support, business support, security, travel arrangement, investigations}	2421					◆
travel arrangement	2430		◆			
food services {full-service restaurant, cafeteria, snack or non-alcoholic bar, bar or drinking places with limitations, caterer}	2500				◆	
full-service restaurant	2510					◆
cafeteria or limited service restaurant	2520					◆
snack or non-alcohlic bar {ice cream, frozen yogurt, cookies, coffee, juices}	2530		◆			
bars or drinking places	2540					◆
person services {hair, nail and skin care}	2600				◆	
hair, nail, skin care salon	2610		◆	◆	◆	
barber shop	2611		◆	◆	◆	◆
beauty salon	2612		◆	◆	◆	◆
nail salon	2613		◆	◆	◆	◆
tanning salon only	2615		◆		◆	
drycleaning pickup station	2620		◆	◆	◆	◆
pet and animal sales except veterinary	2700				◆	
self-storage warehouse	3600				◆	
local transit system facilities	4133					◆
courier/messenger services	4160					◆
postal services/US Post Office	4170					◆
private mail center	4172		◆	◆	◆	◆
communications and information {publishing offices, telecommunications, radio/TV broadcasting, cable networks, wireless communications, telephone/data processing, online information, news syndicate, library or archive}	4210 - 4212, 4230, 4241-4243					◆
utilities (with limitations)	4300	◆	◆	◆	◆	◆
parks only	5500			◆	◆	◆
parks and playgrounds	5500	◆	◆			
nursery/preschool	6110	◆	◆			
nursery/preschool with limitations	6110					◆

Table 11 – Potential Permitted Land Uses (continued)

by Metairie CBD Land Use Plan Policy Areas

Land Use Activity and LBCS Code		Land Use Policy Area				
		Single-Family Residential	Mixed-Use Area 1	Mixed-Use Core Commercial	General Commercial	Mixed-Use Area 2
elementary schools	6121	◆	◆			
middle schools	6122	◆	◆			
high schools	6123	◆	◆			
college or university	6130					◆
technical, trade or other specialty school	6140					◆
public administration with limitations	6200					◆
fire with rescue	6410	◆	◆	◆	◆	◆
police	6420	◆	◆	◆	◆	◆
emergency response	6430	◆	◆	◆	◆	
medical clinics	6511				◆	
churches	6600	◆	◆			

Notes:
(1) - Items marked with a "◆" are indicated as possible permitted uses.
(2) - Items left blank would be considered as possible non-permitted uses.
(3) - The term "limitations" would refer to size or locational requirements that would be determined as part of the final zoning ordinance amendment process.

Sources: Burk-Kleinpeter, Inc., and URS Corporation, 2001.

Permitting of land use activities in each district implies that appropriate site plan guidelines and regulations would be put into place that would minimize the potential for negative impacts associated with the activity on adjacent areas.

While the actual wording and details of these requirements would result from the re-zoning process outlined in Article XLVIII, Section 40-878, Public Hearing and Notice, Item (b) (2) d.[iii], the additional site-related elements that must be considered in this process include, at a minimum:

- **Building Height**
- **Lot Sizes and Yards**
- **Sign Regulations**
- **Off-Street Parking and Loading**
- **Site Plan Review**
- **Commercial Parkway Overlay Zone**

Other elements such as streetscape (incorporation of public arts, street furniture, lighting, banners, street tree concepts) need to be considered as well, but will require coordination with transportation element recommendations.

Table 12 provides an overview of how these elements could be addressed as part of the zoning analysis that would take place under the Parish's direction in support of the implementation of the conceptual land use plan. The intent is for these elements to serve as a starting point for discussion, with actual requirements and limits (in terms of square footages, lot sizes, etc.) defined as part of the zoning analysis completed by the Parish.

Table 12 - Site Requirement Considerations

Metairie CBD Project Area

	Items to be Considered	Potential Implications
Building Height	■ Maintain existing 35' limit for designated single-family detached residential land use districts ■ Establish minimum and maximum height limits for all other land use districts ■ Offers opportunity to allow taller buildings in some land use districts by right, with established criteria to address stepback in relation to height once building crosses the identified baseline threshold	■ Limits heights for single-family detached residences ■ Discourages on-site sprawl, encourages higher density ■ Allows higher rise in some areas while requiring transition down to lower rise and residential areas ■ Requires that yards/buffers exist between higher rise and lower rise development sites
Lot Size & Yard Requirements	■ Establish smaller setbacks and front yard requirements along major thoroughfares ■ Establish greater setbacks and front yard requirements along minor streets ■ Tie together yard requirements and expanded height limits - yard space grows in proportion to a set unit of structure height increase in purely commercial areas ■ Identify alternative standards where yard requirement cannot be met (ex: require upgrade/installation of streetscape, installation of street furniture, other landscape, changes in size/location/types of permitted signs)	■ Establishes a scale relation between building locations and width of corridor ■ Maintains yard requirements for all areas by providing alternatives to waivers where minimum lot sizes cannot be met
Sign Regulations	■ Enhance visual aesthetics by providing a maximum height limit for all detached signs ■ Allow alternative sign type as option (ground mounted or monument signs with landscaping around base) ■ Consider prohibiting freestanding signs in pedestrian use areas ■ Establish a limit on the amount or number of signs by encouraging unified signs on mixed-use sites ■ Prohibit advertising signs as part of any freestanding signs	■ Works toward improving visual appearance of the area by reducing the overall number of signs and scaling them back in relation to the building area
Off-Street Parking & Loading	■ Prohibit front yard parking ■ Consider screening and buffering requirements for parking and loading areas visible from street ■ Examine current ratio standards to determine updates required to accommodate mixed-uses and conversion of properties between uses ■ Consider requiring cooperative parking agreements between sites where parking shortages are forecast to occur, with a limit on the distance between site and contract parking area ■ Establish a maximum limit on the number or percentage of required parking that can be waived	■ Moves parking to side and rear of facilities while maintaining an identified front yard or pedestrian entrance/frontage ■ Moves toward addressing root of shortage issue in some areas
Site Plan/Review	■ Require site plan review for renovation and new construction of all identified conditional uses, all special permitted uses, for some general permitted uses by right and for all general permitted uses when they cross established thresholds for height and square footage Examples of general permitted uses which would be examined by right include day care centers, nurseries, schools, elderly care care facilities, bars, restaurants, hotels, gas stations, auto sales, office buildings, parking garages	■ Allows greater control over the site design and may work to address adverse impacts generated by sites before construction/renovation
Overlay Zones	■ Apply Commercial Parkway Overlay zone to properties fronting on all identified major streets or thoroughfares in project area with a minimum of 3 total travel lanes: Severn Avenue, West Esplanade Avenue, Causeway Boulevard, West Napoleon Avenue, 17th Street (Causeway to Severn), Galleria Boulevard	■ Complies with the identified intent of the Commercial Parkway Overlay zone to apply to major streets on the Parish's major street plan ■ Coordinate with Parish major street plan. Streets not on plan may need to be examined for merit of adding to plan for purpose of Commercial Parkway Overlay zone

Impacts of Future on Existing

The refined Conceptual Land Use Plan was compared to the Herbert/Smolkin (2000) market demand analysis study[iv] as a "reality check." Estimated land acreage demand using assumptions of typical developments, by type as well as the changes resulting from implementation of the conceptual plan, as cited in the market study are provided in Table 13.

It is assumed that market demands would generate a need for approximately 150 acres of new development. However, because the Metairie CBD offers only 22 vacant acres, the remainder must be accommodated through a combination of demolition, property assembly and redevelopment.

While this may address some problems in the area with substandard development sites, it will require that some guides are in-place to maintain that the hurdles associated with using these sites do not overcome the ability to utilize these as viable locations for redevelopment. Initial targets for this type of activity should be the existing, isolated single-family dwellings within primarily commercial areas, isolated industrial sites within the growing mixed-use areas, and vacant office/commercial spaces created by the up and downsizing of businesses in the area.

Figure 16 displays areas where substantial land use changes could occur based on the information provided in the existing use inventory. For the purposes of this study, substantial land use changes are defined as wholesale changes between broad base major land use categories (residential, commercial, industrial, public/semi public).

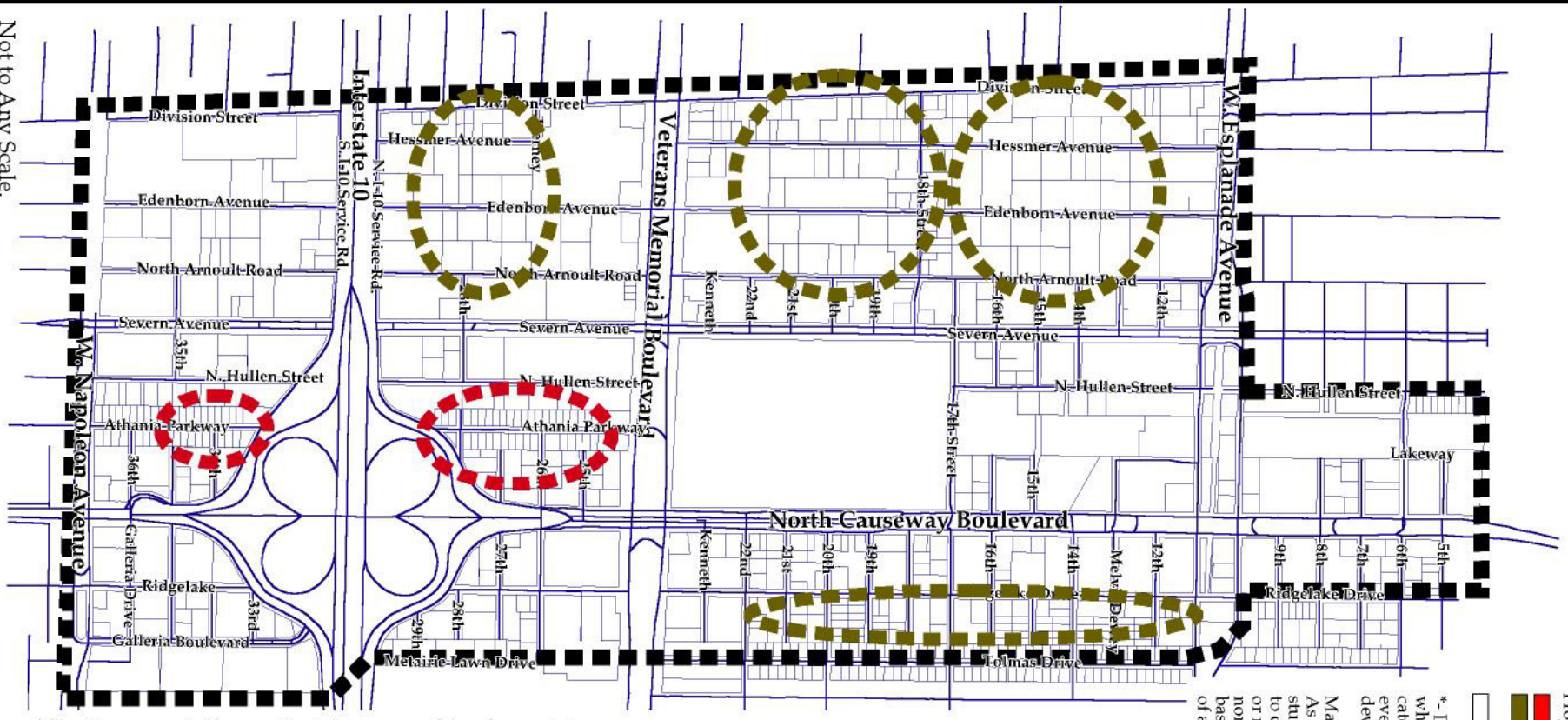
Table 13 - Market Demand for Selected Land Use Categories

Within Metairie CBD Project Area Through 2020

Development Unit	Conceptual Herbert/Smolkin Pro-Forma Development	Projected 2020 Unit Demand	Average Number of Units per Acre	Projected Acreage Need	Hebert/Smolkin Report Projection Assumptions
Apartment Units	5-Story Masonry w/attached garage	1,103 units	52 units per acre	21.2 acres	Assumes maintenance of 40.2% share of Jefferson Parish Apartment stock, State population forecasts 2.67 persons per household
Condominium Units	5-Story Masonry w/attached garage	521 units	52 units per acre	10.0 acres	Assumes maintenance of 80.5% share of Jefferson Parish Condominium stock, State population forecasts 2.67 persons per household
Hotel Rooms	Multi-story Limited-service w/ parking lot	1,044 rooms	46 units per acre	22.7 acres	Assumes same hotel room increse as occurred over 1980-2000 period, with 50% of Metairie hotel market occurring in the CBD area
Retail Square Footage	150,000 sf Retail Center w/parking lot	1,195,018 square feet	13,939 units per acre	85.7 acres	Assumes average sales of $150 sf and capture rate of 2/3 of increase in spending by residents inside defined retail draw area
Office Square Footage	Multi-story Class A Office Space with attached garage and services	1,709,715 square feet	216,000 square feet	7.9 acres	Assumes an average of 200 sq ft per worker and an increase in employment based on 1977-98 US Bureau of Labor Statistics Trends
TOTAL NEED				147.5 acres	

Notes: Selected conceptual Pro-Forma developments as described in Herbert/Smolkin, 2000 were used in the development of the estimated units/acre and resulting acreage need for the Metairie CBD noted in the table above.
Source: Herbert/Smolkin Associates, 2000.

Not to Any Scale.
For Planning Purposes Only.



Map Sources: Jefferson Parish surveyed land use data and UNO College of Urban and Public Affairs preliminary analysis, 2001.

LEGEND

- Study Area
- Streets

Projected Land Use Changes

- Residential to Commercial
- Commercial/Industrial to Mixed-Use (Res/Com)
- No Category Changes*

*- Defined as groups of land development sites which should remain within existing categories (Commerical, Residential) even though their activity or density of development may change

Map depicts areas of general change only. As part of the zoning study, each parcel in the study area will need to be examined to determine if the current commercial or residential use would be considered non-conforming or not permitted based on the final structure of any proposed amendments.

The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century.

Regional Planning Commission

Jefferson Parish Government

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BURK-KLEINPETER, INC.
in association with URS Corporation, College of Urban and Public Affairs-UNO, and Urban Planning and Innovations, Co.

BKI Job 10012-01
December 2001

[i] *Land-Based Classification Standards of the American Planning Association*, Coding Manual, Function category descriptions, February 9, 2000.

[ii] Jefferson Parish Zoning Ordinance adopted September 22, 1999.

[iii] Section 40-878. Public hearing and notice. Article XLVIII, Changes and Amendments, Jefferson Parish Zoning Ordinance, adopted September 22, 1999.

[iv] *Development Needs in the Metairie CBD, 2000-2020,* Prepared by Herbert/Smolkin Associates, for the Jefferson Economic Development Corporation (JEDCO), August 2000.

* - Business incubator generally applies to a facility which operates to encourage the development of commercial businesses, general offices and the like which are non-manufacturing but made trade in the development of business, technology and professional services.

If implemented, the land use policies presented in the Conceptual Land Use plan will have an impact on future residential population levels in the Metairie CBD. Census 2000 data reports indicate that the total residential population (8,210) has a density of approximately 69 persons per acre, and an average household size of 1.94 persons.[i]

The Conceptual Land Use plan allows for residential development on 159 acres through a combination of single-family detached, and multi-family (single-family attached, apartments) units. However, because the majority of this area is contained within one of the identified mixed-use districts where a combination of commercial and residential development is possible, full residential development is unlikely. Rather, development would represent the mixing of uses within individual structures (commercial lower, residential upper or some variation thereof), as well as creation of new or improved stand-alone residential complexes.

The ability of this acreage to carry population will depend on many factors. Some of these, such as land availability, market price, unit availability, can be influenced or controlled by the factors within the project area. Others, such as mortality, fertility, regional mobility, are far harder to predict. Therefore, in order to present the population changes in the best possible light, three scenarios were developed to describe the potential carrying capacity of the area. These include:

- **Existing Conditions** – defined as maintenance of the residential population center on existing developed acreage (119 acres), with future growth pegged only to the overall Parish's projected population growth through 2020[ii], with an average of 69 persons per acre (minimum);
- **Growth Scenario 1** – defined the addition of up to ½ of the newly defined residential acreage described in the plan to the existing conditions (119 acres existing + 20 acres new) with an average of 69 persons per acre (minimum);
- **Growth Scenario 2** – defined as the addition of all of the newly defined residential acreage described in the plan to the existing conditions (119 acres existing + 40 acres new) with an average of 69 persons per acre (minimum).

Table 14 provides an overview of the potential population change over the 20-year planning period under the noted scenarios.

Table 14 - Year 2020 Population Estimate
Metairie CBD Project Area

	Potential Year 2020 Population		
	Existing Conditions	Growth Scenario 1	Growth Scenario 2
Metairie CBD Project Area	9,190 *persons*	10,130 *persons*	11,510 *persons*

All figures area rounded to the 10th person.
Source: Burk-Kleinpeter, Inc., and URS Corporation, 2001.

Using the existing figures for persons per housing unit as a base line, the figures for future population were translated into an estimate for housing unit demand.

Table 15 provides an overview of the potential housing unit demand for the area through 2020 under the three noted growth scenarios. As noted in the Existing Conditions section, the Metairie CBD has an existing housing unit stock of 4,630 units, which is comprised by the following:

- 4,240 units occupied (92%)
- 390 units vacant (8%)

Considering the forecast need depicted in Table 14, the net need for housing, given maintenance of 92% occupancy rate (with an 8% available/vacant stock) for all units, could be:

- 490 additional units in the Existing Conditions
- 1,010 additional units in the Growth Scenario 1
- 1,780 additional units in the Growth Scenario 2

The ultimate number of housing units constructed and available for occupancy through 2020 in the area will, in all probability, be higher than that needed for the population. Reasons for this surplus could include construction on speculation of additional need, construction to support short-term increases in population, and to support movements between complexes or areas. Adjustments in height restrictions and corresponding density caps within the area may also provide an incentive to construct more units, which could support a corresponding greater number of CBD residents.

Table 15 - Year 2020 Housing Unit Estimate
Metairie CBD Project Area

	Potential Year 2020 Housing Units		
	Existing Conditions	Growth Scenario 1	Growth Scenario 2
Metairie CBD Project Area	5,120 *units*	5,640 *units*	6,410 *units*

(1) – Reflects 92% occupancy rate, with 8% vacancy rate.
(2) – Values rounded to the closest 10th unit.

Source: Burk-Kleinpeter, Inc. and URS Corporation, 2001.

Given the conditions of the Growth Scenario 2 for example, it is possible that up to 5,600 additional persons in 2,900 or more households could migrate to the Metairie CBD as a result of changes in the density and height regulations to allow buildings with six or more stories into the designated mixed-use commercial/residential areas.[iii]

The Metairie CBD appears likely to offer a greater housing opportunity for attached multi-family owner and renter-occupied housing than traditional single-family detached units due to both marketing and the market. Some of these units may also be found within the growing market for extended care apartments, skilled care nursing facilities and/or retirement villas. In all, the future housing market in the Metairie CBD may be more attractive to a growing number of retired, single-person and two-person households.

[i] Average density of residential acreage was calculated using estimates of 2000 population in the Metairie CBD of 8,210 and the estimated acreage of residential land from the 2001 land use inventory conducted as part of this project (i.e., 119 acres). Average household size was estimated by dividing estimated 2000 population by the total estimated number of inhabited households (i.e., 4,240 households).

[ii] Based on Year 2020 population figures for Jefferson Parish, as provided by the Louisiana Population Data Center, Louisiana State University, November 5, 1997.

[iii] Population projections are based upon information contained in Note 1 above and upon the projected changes in land use as described in Table 10 of this report.

The intent of the transportation plan is to provide a general guide to what types of improvements need to be made to the project area transportation network in response to the changes forecast in the land use plan.

As with the land use plan, the transportation suggestions represent a composite of the best options available given existing or known conditions. However, as times and community values and goals change, so may the priority for some of the recommendations. These changes should not be timed or designed in such a fashion as to undermine or radically change the basic ideas of the concept.

When establishing the concept plan, several assumptions were established to guide the directives provided by the community to the project team. These included:

Environmental constraints – The area is, for all practical purposes, fully developed. Therefore, it is assumed that existing and dedicated right-of-way for some major improvements (i.e. new street connections) does not exist.

Need for transportation alternatives – The current environment does not lend itself to non-automotive alternatives for travel. Sidewalks are ill defined and discontinuous in some areas. Transit stops are not noticeable in all but a few locations. Likewise, crosswalks are not clearly marked. Even with these issues, participants in the community meeting process identified the ability to walk between areas as an item of high priority. Providing infrastructure to encourage walking was identified as a step toward improving the general livability and perception of safety for pedestrians in the area.

Existing system limitations – The project area is divided into quadrants as the result of the geographic barrier of the major arterials and interstate highway. The only north-south corridor over Interstate 10 is Causeway Boulevard. This is a highly congested corridor recognized as a major choke point for traffic flow through the area. The concept of an overpass of Severn Avenue over the Interstate 10 was suggested and reviewed at several meetings as a critical need to alleviate this problem.

East-west traffic has more options from which to choose, but these are generally overwhelmed during peak-periods by congestion. Residents and business owners alike identified a need for additional local street connections in the area to support locally generated traffic demands away from these major street corridors.

Coordination with Parish Major Street Plan – As part of the Jefferson Parish comprehensive plan process, a complete, parish-wide review of major transportation needs will be completed. Therefore, the focus of the *Metairie CBD Land Use and Transportation Plan* will be those local system improvements that address local issues.

Comments and suggestions related to regional projects collected at project meetings which were identified by the project team and steering committee as worth exploring, will be passed through to the Parish's Comprehensive Planning effort.

Future Transportation Plan

The future transportation plan depicted in Figure 17 is a composite of the ideas and options presented and developed in the sketch plan process. Its purpose is to provide a guide and foundation for transportation decisions for the next 20 years.

Program Components

To meet the identified goals for transportation, the concept map delineates several elements covering each of the identified activity areas: roadways, streetscape, pedestrian/bikeways and transit access.

Existing Roadways

Purpose: To define those elements which need to be completed on existing roadways in order to address a known capacity or operational problem in the Metairie CBD area.

Intent: Review of the general transportation plan concept with the Parish's traffic engineering department resulted in a recommendation to consider inclusion of several key signal upgrades on Severn Avenue as a part of the Metairie CBD study. These locations represent the remaining signals to be upgraded in the area. The project would interconnect these locations with the other traffic signals in the CBD. This would aid the efforts of the Parish's Traffic Engineering department to respond to peak travel demands through all the signalized intersections in the area.

New Local Streets

Purpose: To define potential locations for new street connections which should be pursued in order to improve mobility through the Metairie CBD area. These streets may be possible as single alignments, or as a collection of multiple one-block segments running east to west between the existing north-south streets.

Intent: Changes in land use will result in changes in travel demands within the Metairie CBD area. It is generally recognized that the lack of access into the CBD areas west of Severn Avenue may be impeding its redevelopment. Additionally, the lack of local street connectors may be a contributor to the congestion on some adjacent through streets where local trips are forced onto these corridor in order to circulate through the area.

The locations shown on the map represent locations where a minimum corridor segment (30′ in width) has been passed between existing building footprints, through existing parking areas or within vacant properties.[i] Implementation of new streets will require that serious attention be provided to property acquisition in order to support construction of the base street, along with proposed amenities (sidewalks, lights, landscaping).

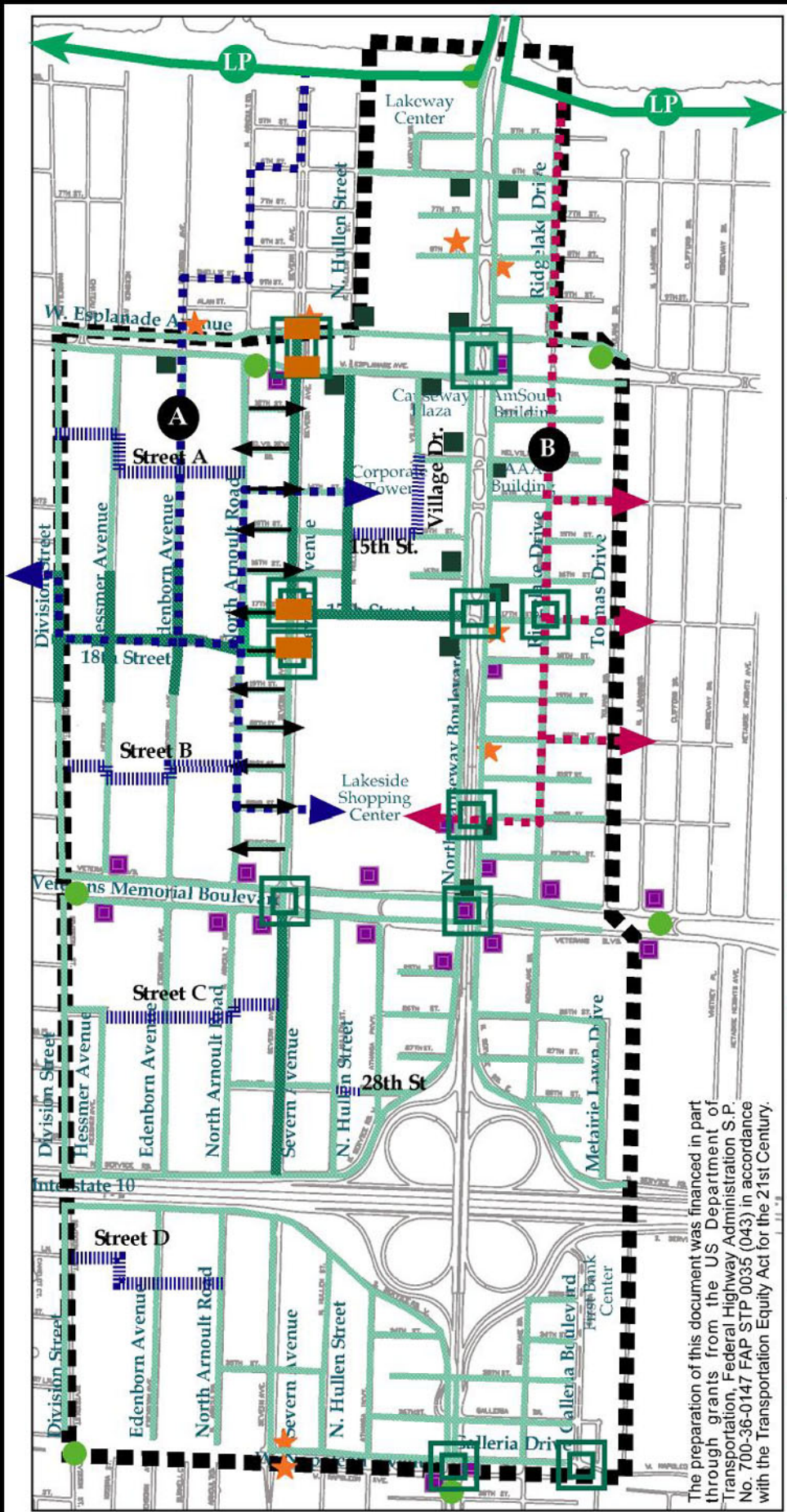
Circulation Pattern

Purpose: To define a series of adjustments to the local street system, which have the potential to improve local property access and may address issues such as the need for loading zones and on-street parking.

Intent: Should new local streets be constructed, it may be possible to utilize a combination of one-way streets in the area between Severn Avenue and North Arnoult Road as a means of improving traffic circulation through this area. As these streets are designed to be *two*-way, some of the curb spaces along these streets may be utilized for on-street parking, creation of new freight and/or loading zones for adjacent businesses.

Streetscape Program

Purpose: To define a series of improvements to enhance the existing system of sidewalks, landscaping and lighting in such a manner that it defines and unites the Metairie CBD project area and encourages pedestrian movements as an option. Four levels of streetscape have been defined, covering three



The preparation of this document was financed in part through grants from the US Department of Transportation, Federal Highway Administration S.P. No. 700-36-0147 FAP STP 0035 (043) in accordance with the Transportation Equity Act for the 21st Century.

N

Legend

Project Area

Existing Roads
Upgrade Existing Traffic Signals

New Local Streets
Local Street Connections

Circulation Pattern
One-Way Streets

Streetscape Program
Phase 1 Demo Blocks
Phase 2 Gateways
Phase 3 Super Street Pedestrian Corridors
Phase 4 - Existing ROW

Pedestrian Crossings
Improved Crosswalks

Bicycle Elements
LP Jefferson Parish Linear Park Bike Path
A West CBD Bike Route Severn/Edenborn 18th/N. Arnoult
B East CBD Bike Route Severn/Edenborn 18th/N. Arnoult

Transit Elements
Upgrade Passenger Shelter Areas
Upgrade Stops (Benches and Signs Only)
Upgrade Stops (Benches, Signs and Bike Racks)
Peak-Hour Shuttle (not shown)

Base Map Source: Jefferson Parish GIS Base Map, 1998.
Not to Any Scale - For Planning Purposes Only
Source: Burk-Kleinpeter, Inc., 2001.

Figure 17
Future Transportation Plan
Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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levels of investments in pedestrian areas (demonstration blocks, major reconstruction of selected corridors, improving existing ROW areas with limited investment) and designated landscape gateway areas.

Intent: Walking through the existing Metairie CBD area is challenging. This four part program is designed to build and/or rebuild pedestrian infrastructure in areas where land use decisions may result in changes in building and business patterns that draw workers out of the office buildings, visitors from their hotel rooms, and residents from their homes. Areas with little viable infrastructure receive the greatest attention. Areas which have the basics covered are enhanced ever so slightly.

Pedestrian Crossings

Purpose: To define those locations where improvements should be made to existing at-grade crossings to facilitate the movement of pedestrians safely and efficiently.

Intent: Improving the sidewalk system is only one part of the system required for pedestrians. Addressing the street crossings issue is required in order for residents and workers to feel more secure in moving through the area by foot. There are particular challenges to pedestrians crossing wider streets (Causeway Boulevard, Veterans Memorial Boulevard or West Esplanade Avenue), which may require installation of pedestrian signals or other elements to raise visability.

Bicycle Elements

Purpose: To define those corridors which should be considered as the primary links for bicycle traffic through the area and to the Parish's existing Lakefront linear park bike path.

Intent: Contained with the Metairie CBD is a section of the Jefferson Parish Linear Park and Lakefront Bikepath. It is currently divided from direct access and view by the lakefront levee. To reinforce the connection between this path and the CBD area, it is suggested that a minimum investment be made in designating selected local streets as bike routes, with requisite regulatory and directional signage installed.

Transit Elements

Purpose: To define a series of improvements to upgrade and improve the existing street-side patron facilities and Metairie CBD area service, in accordance with comments and input from the Jefferson Transit (JeT) management and planning staff.

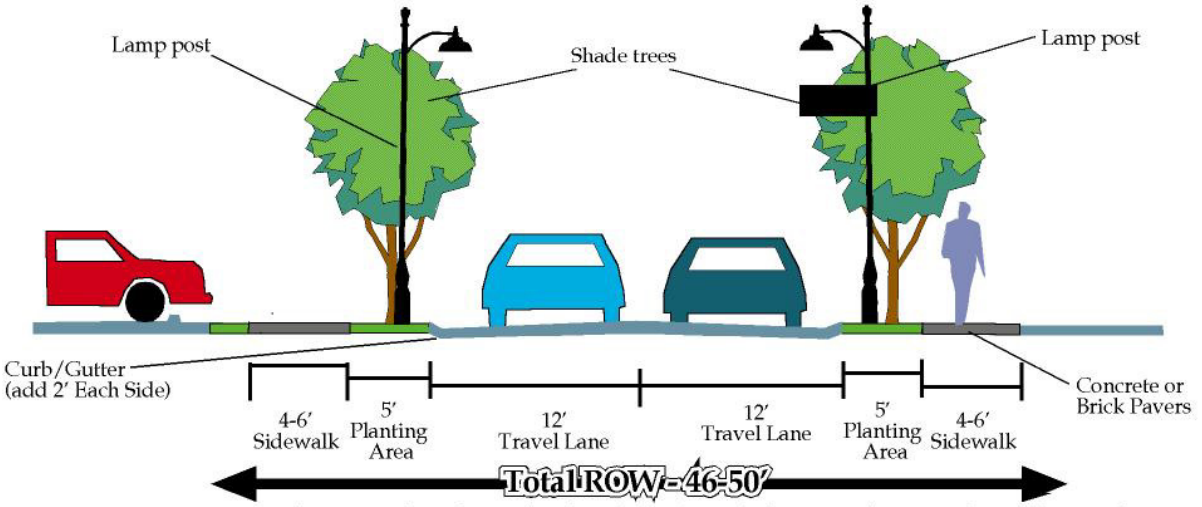
Intent: As improvements are made to pedestrian areas and streetscape, these should be incorporated as well into the patron waiting areas currently served by JeT.

Two levels of facilities are currently provided: stops with shelters and stops with benches. The existing program recommends maintaining the existing level of infrastructure at each location (shelters at identified/existing shelters, benches at existing bench), adding enhancements such as landscaping, paving or bike racks to blend these elements with the streetscape program items.

In addition to the physical elements, it is suggested that consideration be provided to the development of a peak-hour shuttle for the Metairie CBD area. This shuttle would travel through the area during designated periods offering workers and residents with connections to area attractions and retail centers, and a possible new central transit terminal located somewhere in the Metairie CBD.

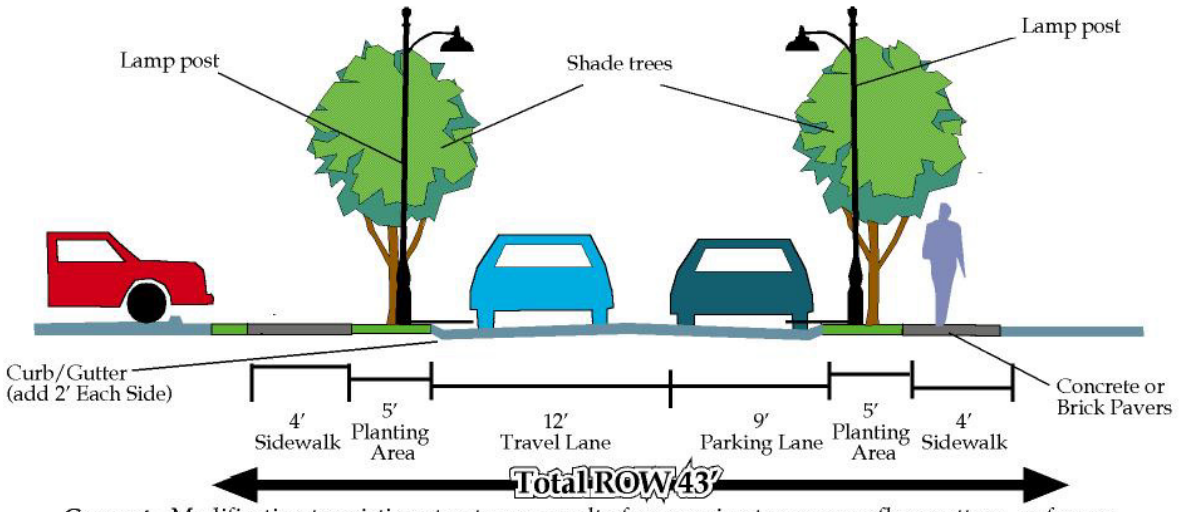
Figures 18 through 22 provide conceptual illustrations and/or cross sections for the local streets, streetscape and transit elements, along with information on the proposed location for use or criteria for application.

Design Standard 1 - Two-Way Street



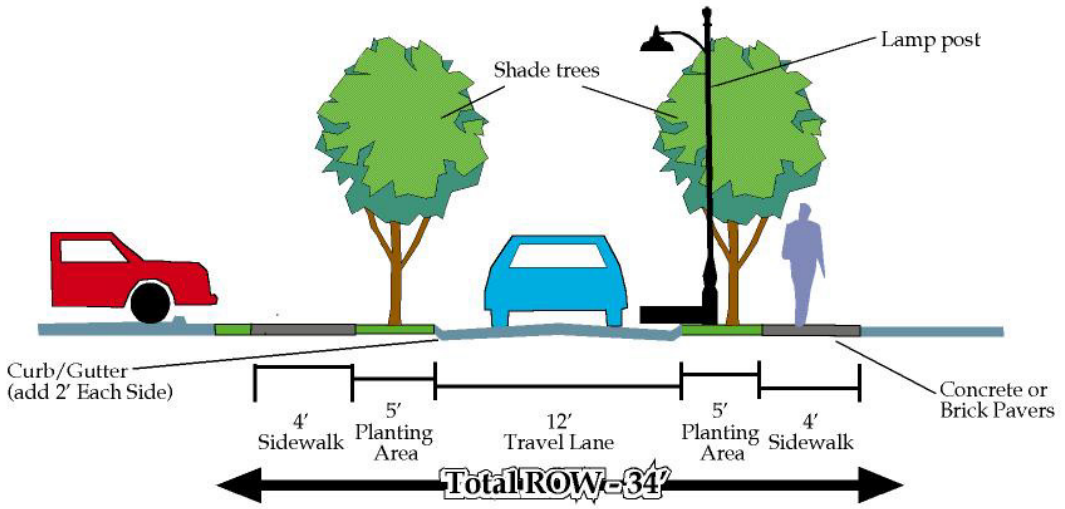
Concept - Construct a local street within a limited right-of-way (ROW) that provides areas for traffic circulation, and infrastructure to support pedestrian movements. Suggested application for new local streets (Streets A through D, 15th Street Extension, Village Drive Extension, 28th Street Extension).

Design Standard 2 - One-Way Street with Parking



Concept - Modification to existing streets as a result of conversion to one-way flow pattern, or for use in developing new streets which would be constructed in addition to those suggested by Design Standard 1.

Design Standard 3 - One-Way Street without Parking



Concept - Construct a local street within a limited right-of-way (ROW) that provides areas for one-way traffic flow, and infrastructure to support pedestrian movements. For use in developing new streets which would be constructed in addition to those suggested by Design Standard 1.

Not to Any Scale - For Planning Purposes Only
Source: Burk-Kleinpeter, Inc., 2001.

Figure 18

Design Standards for Local Streets
Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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Figure 19

Design Standard for Streetscape Program

Demo Blocks and Super Streets

Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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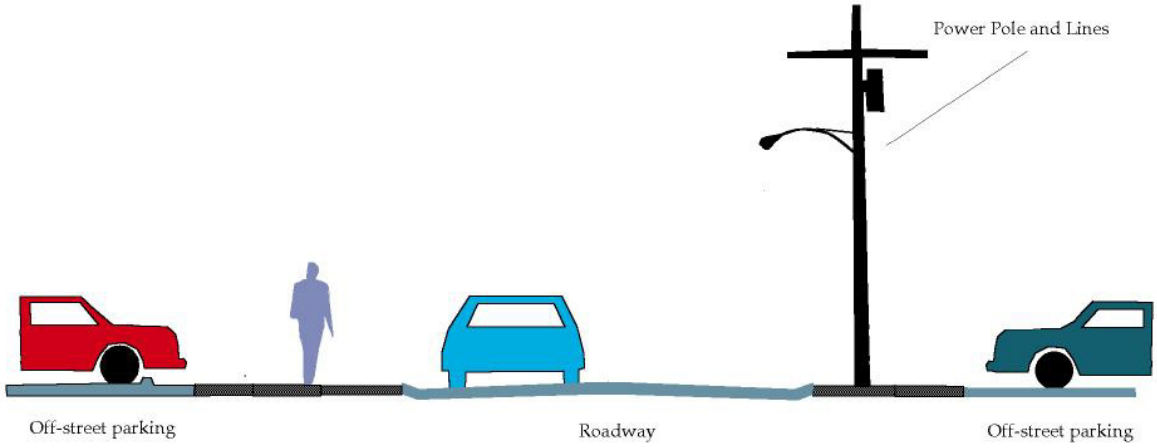
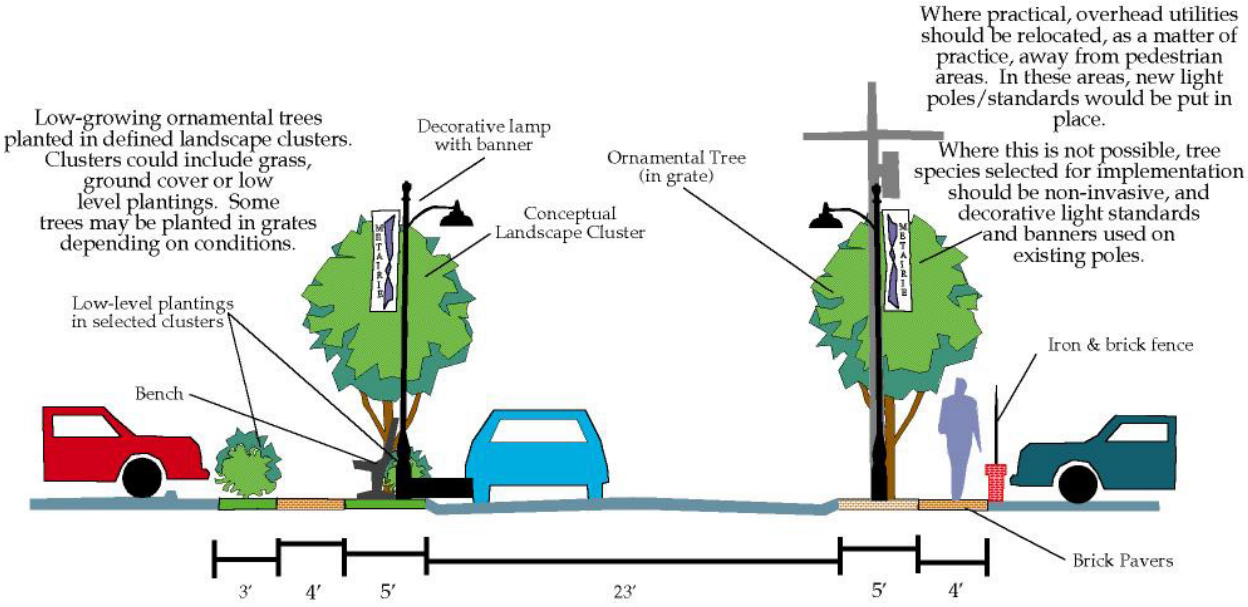
EXISTING CONDITION - Local Street



IMPROVED CONDITION - Local Street



Concept

Construct a pedestrian-friendly streetscape along corridors where pedestrian traffic will be encouraged. Concept requires significant upgrade to existing infrastructure and may require limited expansion/ acquisition of property for right-of-way. Pictures above include elements constructed within the local street right-of-way and on adjacent private property. Items on private property would not be the responsibility of the Parish. Such improvements could be completed at the time of site redevelopment as a result of changes to the current landscape requirements in the zoning ordinance. Improvements on Severn Avenue would be made within existing space between curb and sidewalk, and carried through to the median.

Potential Locations- Demonstration Blocks

18th Street (N. Arnoult to Severn Avenue)
17th Street (N. Arnoult to Severn Avenue)
N. Arnoult (17th to 18th Street)

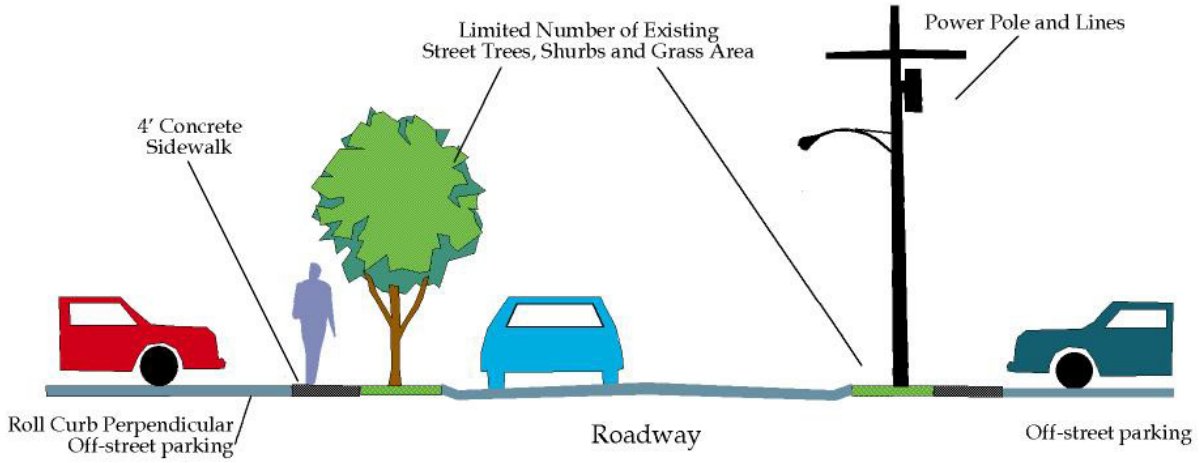
Potential Locations - "Super" Streets

18th Street (N. Arnoult to Division)
Severn Avenue (Lake to 17th Street)*
N. Hullen (West Esplanade to 17th Street)
17th Street (Causeway to Severn)
Severn Avenue (Veterans to I-10 Service)*

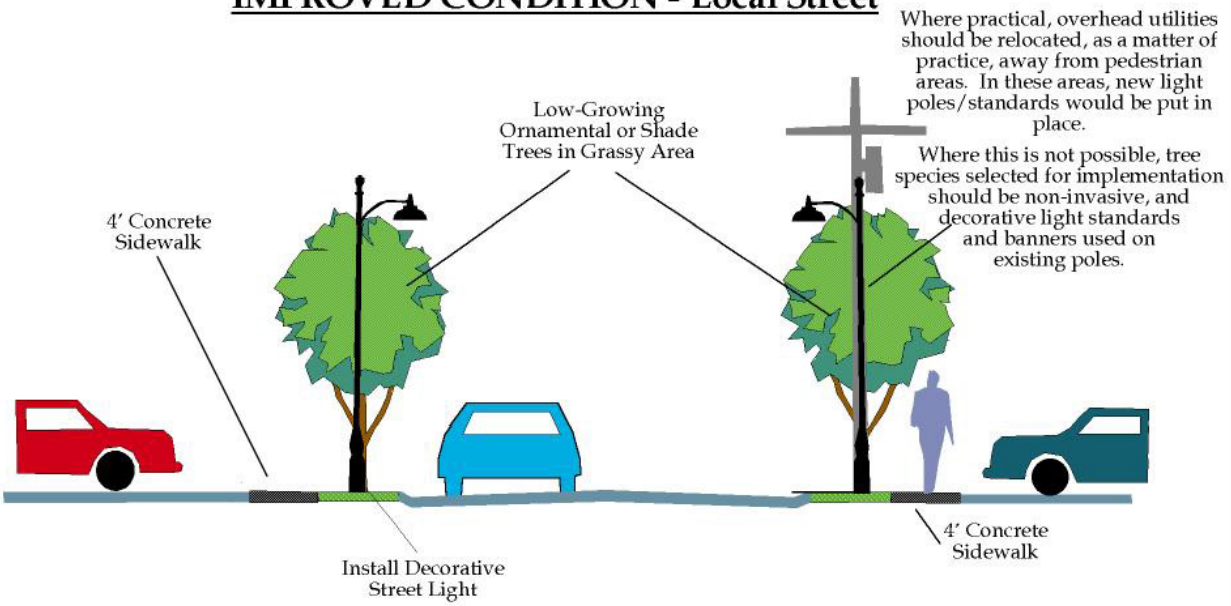
* - Install within exising Right-of-Way Areas. Benches could be optional north of 17th Street.

Not to Any Scale - For Planning Purposes Only Source: Burk-Kleinpeter, Inc., 2001.

EXISTING CONDITION - Local Street



IMPROVED CONDITION - Local Street



Concept-
Introduce a limited number of streetscape elements along local streets where existing"infrastructure" needs a minimal upgrade to bring the aesthetic "feel" of the corridor in-line with the general streetscape design for the Metairie CBD project area. Continue planting plan along major roadways in medians and on shoulders where possible.

Potential Project Area Locations-

5th-9th Streets	33rd-36th Streets	Causeway Boulevard***
12th-16th Streets	Division-N. Arnoult**	Veterans Memorial Boulevard***
18th Street*	N. Hullen Street**	West Esplanade Avenue***
19th-Kenneth Streets	Village Drive	Severn Avenue *(17th to Veterans)****
25th-29th Streets	Athania Parkway	Ridgelake Drive
Tierney Street	Metairie Lawn Drive	

* East of Causeway Boulevard only
** Except blocks identified for Demo Block and Super Street concepts
*** Landscaped Medians/Shoulders only

Not to Any Scale - For Planning Purposes Only Source: Burk-Kleinpeter, Inc., 2001.

Figure 20
Design Standard for Streetscape Program
Improvements within Existing ROW Areas
Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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Figure 21

Design Standard for Streetscape Improvement

Gateway Designations
Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

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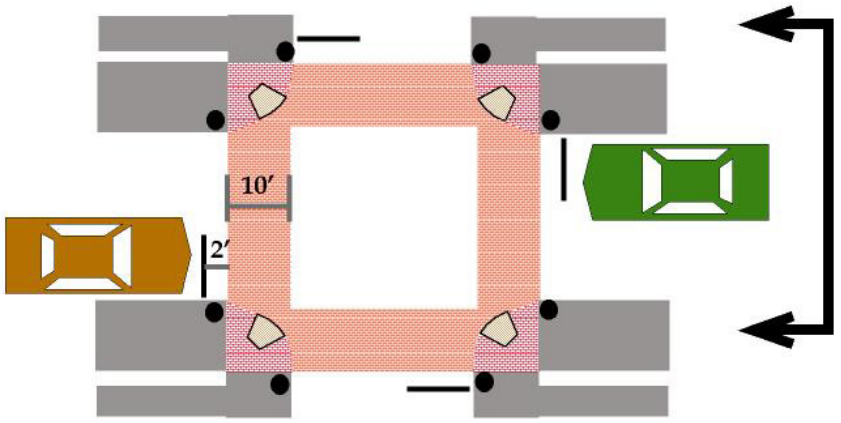
Concept -
Utilize theme planting cluster and sign on major corridors to identify gateways into Metairie CBD.

Proposed planting cluster could include flagpoles or uplighting as deemed appropriate.

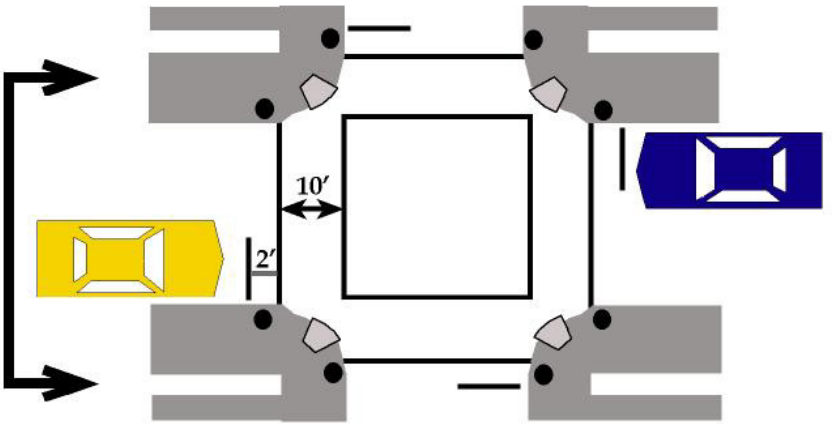
Clusters installed on existing and proposed major street entrances only on shoulders or inside medians as to avoid conflict with safety zones and sight-lines.

Base Map Source: Jefferson Parish GIS Base Map, 1998.
Not to Any Scale - For Planning Purposes Only
Source: Burk-Kleinpeter, Inc., 2001.

PEDESTRIAN CROSSING OPTIONS

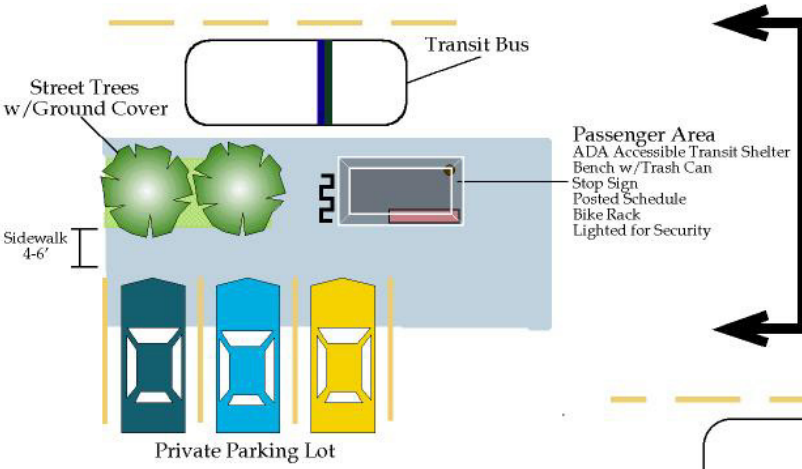


Option A - *Theme Pavers*
Local Street Intersection
ADA Curb Cuts
Standard Width Crosswalks
Actuated Signals Optional

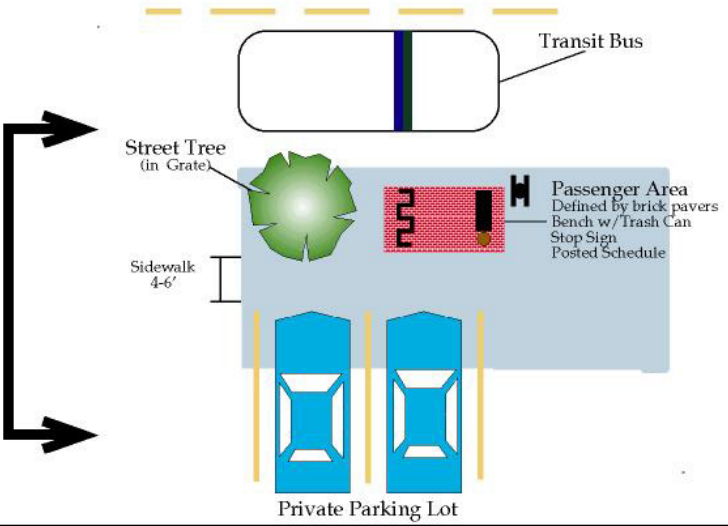


Option B - *Pavement Markings*
Local Street Intersection
ADA Curb Cuts
Standard Width Crosswalks
Actuated Signals Optional

TRANSIT STOP OPTIONS



Option A - *Sheltered Stops*
One or More Lines Intersecting
Sheltered Area
Theme Landscaping



Option B- *Sign Stops*
One Transit Line
Pavers to define passenger area optional
Bench w/trash can optional
Single street tree in grate

Not to Any Scale
For Planning Purposes Only
Source: Burk-Kleinpeter, Inc., 2001.

Figure 22
Design Standard for Pedestrian Crossings and Transit Stops
Metairie CBD Project Area

Comprehensive Area Planning Pilot Program
Metairie CBD Land Use and Transportation Planning Study
RPC Task A(1)

BKI Job 10012-01
December 2001

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Initial Program Unit Costs

Table 16 provides an initial cost estimate for each element based on unit cost information from Parish Road Bond Issue projects, Parish landscaping projects, or unit costs for products provided by suppliers.[ii]

Table 16 - Order of Magnitude Cost Estimates

Metairie CBD Transportation Plan Improvements

	Project	Activity	Locations	Initial Unit Cost Estimate
Existing Roads	Upgrade Existing Signals	Install Mast Arms, Loop Detectors, Signal Heads, Conduit, Electrical Service, Controller, Radio Interconnect	18th Street @ Severn Avenue 17th Street @ Severn Avenue West Esplanade @ Severn Avenue	**$180,000** **per intersection** *complete installation*
New Local Streets	Establish New Local Street Connectors	Identify Final Alignment Design Standard No. 1 2-Lane, 2-Way Street Standard Determine/Acquire ROW Roadway Construction Landscape/Lighting Installation	**Street A** - Division to N. Arnoult *(btw 18th and West Esplanade)* **Street B** - Division to N. Arnoult *(btw 18th and Veterans)* **28th Street** Extension *(west to N. Hullen)* **Street C** - Tierney to Severn *(btw Veterans and I-10 Service)* **Street D** - Division to N. Arnoult *(btw I-10 and West Napoleon)* **15th Street** Extension *(west to N. Hullen)* **Village Drive** Extension *(south to 15th Street)*	**$360** **per foot, construction only** *using Design Standard 1* + *Additional cost of Right-of-Way and Demolition*
Circulation Pattern	Designate One-Way Streets, Create On-Street Parking, Freight/Delivery Zones where possible	Complete Field Survey Modify/Implement Design Concept for Corridor Implementation	12th to 16th Street *(Severn to N. Arnoult)* 20th to Kenneth *(N. Hullen to Severn)*	*Final cost to be determined as part of areawide traffic study following construction of new street connectors*
Demo Blocks	New Sidewalks, ADA Corners, Landscaping, Street Furniture, Pedestrian Crossings	Complete Field Survey Modify/Implement Design Concept for Corridor Survey/Acquire Right-of-Way Construction	18th Street *(Severn to N. Arnoult Road)* 17th Street *(Severn to N. Arnoult Road)* North Arnoult *(17th to 18th)*	**$236,400** **per block section (330 lin ft)** + *Additional Cost for Utility Relocations, which should be made where practical*
Gateways	Install Theme Landscaping Gateways	Develop Cluster Planting Plans Identify CBD area specific species Establish Gateway areas Construction	Veterans Memorial @ Division Street Veterans Memorial @ Tolmas Drive W. Esplanade Avenue @Division Street W. Esplanade Avenue @ North Labarre Road Causeway Boulevard @ W. Napoleon Avenue Causeway Boulevard @ Lakeshore/Toll Plaza W. Napoleon Avenue @ Galleria Boulevard W. Napoleon Avenue @ Division Street	**$7,200** **per gateway location** + *Cost of any extras (flagpoles, electrical, irrigation)* *Assumes use of existing right-of-way area*
Super Street	Sidewalks, ADA Corners, Landscaping, Benches, Pedestrian Crossings	Complete Field Survey Modify/Implement Design Concept for Corridor Survey/Acquire Right-of-Way Construction	18th Street *(N. Arnoult to Division)* 17th Street *(Causeway to Severn Avenue)* Severn Avenue *(West Esplanade to 17th Street)* Severn Avenue *(Veterans to I-10 Service Road)* N. Hullen *(West Esplanade to 17th Street)*	**$225,400** **per block section (330 lin ft)** + *Additional Cost for Utility Relocations, which should be made where practical*

Table 16 - Order of Magnitude Cost Estimates (continued)

Metairie CBD Transportation Plan Improvements

	Project	Activity	Locations	Initial Unit Cost Estimate
Exisitng ROW	Upgrade limited number of streetscape elements in existing ROW	Complete Field Survey Identify Elements Required *(Landscaping, Sidewalk Repairs, ADA Corners, Lighting Upgrades)* Prepare Work Program Implementation	Causeway Boulevard *(Lake to W. Napoleon)* Veterans Memorial Boulevard *(Division to Clifford)* West Esplanade Avenue *(Division to Clifford)* Severn Avenue *(17th to Veterans Memorial)* Remaining North-South Street Segments *(Division to Causeway)* Remaining North-South Street Segments *(Causeway to Tolmas)* Remaining East-West Streets *(5th to West Esplanade)* Remaining East-West Streets *(West Esplanade to Veterans)* Remaining East-West Streets *(Veterans to W. Napoleon)*	**$69,900** **per intersection section** + *Additional Cost for Utility Relocations, which should be made where practical*
Pedestrian Crossings	Improve Existing At-Grade Crosswalks	Identify Signage Needs Identify Actuated Signage Needs ADA Corner Construction Upgrade Pavement Markings Installation/Construction	W. Esplanade *(Severn, Causeway)* Severn *(Veterans, W. Napoleon)* Veterans *(Division, Edenborn, N. Hullen, Causeway)* Causeway *(22nd Street - Causeway Overpass Area)* 17th *(Ridgelake, Causeway)* W. Napoleon *(Causeway, Galleria)*	**$17,070** **per intersection minimum** *using identified pavement marking concept* + *cost for actuated pedestrian signals - as determined by need/warrant analysis*
Bicycle Elements	Identify Routes for Bicycle Access to/from and within CBD	Identify Potential Access Points Establish Linear Park Connections Identify Local Route Streets Install Signage Provide Information to Community	East CBD Route *(Fat City to Lakeside Shopping Center)* West CBD Route *(Ridgelake Drive, Lakeside Shopping Center)*	*Cost estimate to be identified in conjuction with Regional Bike Plan update*
Transit Elements	Upgrade Passenger Stops	Complete Field Survey Modify/Implement Design Concept for Corridor Installation	Causeway Boulevard *(W. Napoleon to 6th Street)* West Esplanade Avenue *(N. Causeway to Division)* Veterans Memorial *(Division to Labarre Road)*	**$2,370 to $14,360** **per installed location** *with cost based on items installed*
	Peak-Hour Shuttle Service	Identify Conceptual Route Complete Analyses Public Input/Comment Construct facilities as needed Implementation	To be identified *Conceptual definition - Lakeway Center to Lakeside Shopping Center to First Bank Center*	*Final cost to be identified as part of future study (Operations and Capital)*
	Transit Terminal (Multimodal Terminal Center)	Complete Project Definition Complete Analyses Public Input/Comment Identify Location/Construct Facility Implementation	To be defined *Conceptual definition - central location, tied to existing transit routes operating in CBD, hub/link to proposed peak-hour shuttle service, link to regional transit/commuter system between St. Tammany Parish, Jefferson Parish and Orleans Parish*	*Final cost to be identified as part of future study (Operations and Capital)*

Notes:

(1) Unit cost information from Jefferson Parish Road Bond Issue program, similar landscaping projects under development in the Parish, and unit costs for transit elements as provided by suppliers were used in the development of these order-of-magnitude cos estimates.

(2) Costs for streetscape elements based on identified design concept. Final costs may be more-or-less depending on substitutions made to planting materials. Method and location of utility relocation (underground vs. side or rear yard easements) employed wil a role in determining the final cost element for this item.

(3) Tree species used in areas where power lines must remain overhead should be limited in size and canopy spread so that access to lines, poles, and transformer installations is unimpeded. Tree species used in areas where utilities may be placed underground need to have root systems which are non-invasive.

Source: Burk-Kleinpeter, Inc., 2001

Implementation Issues

It should be noted that display and development of program components in this plan do not constitute the necessary approvals for implementation by the Parish. As with the land use map, an official action will be required to direct the placement of these elements into the Parish's general transportation planning review and implementation process.

While the actual wording and details required to incorporate these elements into the Parish's planning, review and implementation process would come as a result of this process, items that need to be considered in this process include, at a minimum:

- **Utility Relocations**
- **Right-of-Way**
- **Major Transportation Improvements**
- **Design Standards**
- **Financing**
- **Coordination**

It should be remembered that transportation projects deemed eligible for federal funds as part of the general transportation planning review and adoption process may be required to undergo further scrutiny or analysis prior to qualifying for funds. This may include the preparation of additional reports or information to document impacts on adjacent areas, affordability, revenue sources, maintenance, traffic safety, operations, and identification of funding sources (federal, state, local).

On occasion throughout the community meeting process, discussion revealed that many transportation-related issues in the area could not be addressed within the scope of this study. These items have been identified within this section in order that they can be considered during the general review and implementation of the Metairie CBD Land Use and Transportation Plan. They may have an impact on implementation, be addressed or considered, or ultimately eliminated from further consideration.

Table 17 provides an overview of the implementation elements related to the conceptual transportation plan. The intent is for these elements to serve as a starting point for discussion.

Worth Exploring

Many ideas were suggested throughout the course of this project that dealt with transportation-based issues. Due to the scope and depth of this study, many items could not be examined. However, as part of future traffic and transportation operation studies of the Metairie CBD area (and Jefferson Parish), it is suggested that the following items be considered during the implementation of this plan:

- **Severn Avenue Overpass at Interstate 10** *combined with the West Napoleon Avenue Extension*
- **Causeway at 17th Street Intersection improvements –** *opening of 17th Street westbound across Causeway Boulevard*
- **Grade Separation of the Causeway Boulevard at West Esplanade Avenue Intersection**
- **Pedestrian Overpasses on Causeway Boulevard** *between 17th Street and Veterans Memorial Boulevard*
- **Pedestrian Overpass on Veterans Boulevard** *between Severn Avenue and Causeway Boulevard*
- **Ridgelake Drive Circulation** – *Create one-way southbound street for local access between West Esplanade and Veterans Memorial Boulevard*
- **I-10 Service Road Circulation** – *Improve access through Causeway Boulevard intersection – create one-way flow system for east/westbound traffic*
- **Transit Service Adjustments –** *peak-hour shuttle through the Metairie CBD area between major employment and retail centers with creation of a central transit terminal/center*
- **Parking Management System –***policies and facilities designed and located to address known shortages, build future capacity, and manage parking needs in the Metairie CBD area.*

Table 17 - Implementation Considerations for Transportation

Metairie CBD Project Area

	Items to be Considered	Potential Implications
Utility Relocations	■ Where practical, utility relocations should be pursued to remove overhead utility lines and poles from pedestrian areas ■ Planting materials used in areas where utilities will be buried must be non-invasive ■ If utilities cannot be removed, any planting materials used in these areas must be limited in height, and placed away from poles and access points	■ Improves aesthetics by removing poles and lines from view ■ Creation of rear-yard access utility easements not possible until significant redevelopment takes place in area ■ Maintenance access needs may require destruction of streets and/or sidewalks if facilities placed underground in front of buildings ■ Significant input required prior to placement of utilities underground - consider coordination with other capital improvements, and designs that resist natural corrosion of underground facilities
Right-of-Way	■ Identify locations where improvements can be made with minimal intrusion on adjacent structures ■ Establish policy for reservation/dedication of transportation right-of-way at the time of development review in support of programmed projects ■ Set aside funding for the acquisition of selected properties to aid in the assembly of right-of-way for project implementation ■ Explore/utilize expropriation as a method of obtaining right-of-way along existing roadways to facilitate pedestrian system improvements and minor roadway geometric upgrades	■ Limits direct impacts and demolition of structures ■ May place a limit on area inside of which construction will occur prompting adjustment in design standards ■ Establishing policy will place stakeholders on notice of intention to implement improvement ■ Linkages to funded status will create timeline for project implementation ■ Dedicated funding will place all on notice of intention to implement improvement ■ Judicious use of expropriation will allow for acquisition of needed right-of-way with compensation for the owner
Major Transportation Projects	■ Project ideas and concepts suggested at meetings included Severn Avenue Overpass at I-10 (with W. Napoleon Extension) Causeway at 17th Intersection Improvements Grade Seperation of Causeway at West Esplanade Pedestrian Overpass of Causeway between 17th and Veterans Pedestrian Overpass of Veterans between Severn and Causeway Ridgelake Drive Circulation Improvements I-10 Service Road Circulation Transit Service Adjustments Parking Management Systems	■ Project concepts represent items that could have impacts outside of the immediate neighborhood or Metairie CBD Project area. ■ Immediate action precludes input from adjacent areas Recommended that these concepts, as well as the meeting summary information be passed through to the Parish's Comprehensive Planning process to determine applicability for the upcoming transportation plan update
Design Standards	■ Implementation of local street design standards to assign a typical profile and future right-of-way needs for construction ■ Identification of street landscape standard with list of permitted species for street trees, shrubs and ground covers in the Metairie CBD ■ Identification of preferred design standard for elements (street furniture, transit shelters, light posts, light fixtures) for Metairie CBD	■ Roadway standards define the expected dimensions and rights-of-way required to support new construction and for reusing older facilities ■ Establishing a standard for streetscape items allows for lower maintenance and climatically suited plantings, thus establishing uniformity of appearance across area ■ Connecting the design standards to the site plan review process so that as new developments are planned, they can begin incorporating some of the desired streetscape changes - helps reduce local share of implementation cost
Financing	■ A source of funding must be identified for each capital improvement proposed in work program prior to the start of work on projects. ■ Funding sources must include resources from a local source as well as applicable federal funds obtained through the regional transportation planning process	■ Without a source of funding, only a limited number of improvements can be made. Funding resources must be sufficiently flexible for supporting the development of a project (design, final plans, specifications), construction and maintenance ■ Levels and sources of funding will establish the pace of implementation and could influence the ability to take advantage of one-time funding opportunities
Coordination	■ Prior to installation of streetscape or new street elements, coordination with ongoing or proposed capital improvements for public utilities and drainage required	■ Coordination on front end will prevent extra costs related to removal and re-installation of items as a result of multiple conflicting capital improvement projects occurring on a single street or within a single area

[i] Vacant and occupied areas initially identified using building footprint and lot line data provided by the Jefferson Parish Department of Planning. Verification of property status was obtained during field review of area completed by the University of New Orleans as part of the land use and activity verification process. Corridor width was established by Burk-Kleinpeter, Inc. using information from the existing conditions assessment for the existing street grid in the Metairie CBD area as collected by Urban Planning & Innovations, Co.

[ii] Cost estimate information prepared by Burk-Kleinpeter, Inc. Unit costs for road construction from the Jefferson Parish Bond program. Unit costs for landscaping elements from similar projects located in Jefferson Parish. Unit costs for transit items based on unit pricing information from providers for shelters, benches, and other amenities – however, costs do not consider the impact of large purchases or quantity discounts.

The Metairie CBD Land Use and Transportation Plan is a plan developed from participant comments. It carries no force of law. It provides no mandates that would result in immediate amendments or changes to existing ordinances, regulations or capital improvement programs. In order to complete these plan elements, several steps and some additional study will be required.

Action items presented in Table 18 provide identify the required actions or steps with a listing of active participants who would play a role in working through each item. It is organized into three classes of action:

- **Action Plan – Land Use** – covering general items required to implement the land use plan;
- **Action Plan – Transportation** – covering general items required to implement the transportation plan;
- **Action Plan – Other** – covering general items related to plan monitoring, economic development, funding, drainage and community facility items.

As noted in the actors/agents column, there are steps required to work through these elements including:

- **Suggestions** – defined as an informal action or direction to undertake an element or item;
- **Initiated** – defined as a formal action through ordinance or executive direction to undertake an element or item;
- **Presentation** – defined as an opportunity for formal presentation at or in conjunction with a public hearing or meeting prior to or concurrent with introduction and adoption actions;
- **Coordination** – defined as a need to identify contact persons in each listed group, agency or body to act as a point of information or discussion on the item identified;
- **Input** – defined as a need to solicit and incorporate discussions from various agents, actors and community to the process. This step may also include input received through the Metairie CBD Task Force, the proposed board which will oversee plan implementation (amongst other work items) in the project area;

- **Developed** – defined as the process of working through additional reports, data analysis, and/or community review for the purpose of developing a final presentation on which official action will be taken;
- **Final Approval** – defines a council action through ordinance or resolution which implies a need to coordinate with meeting schedules for introduction at first reading, posting of hearing notices, and introduction for adoption;
- **Monitoring/Reporting** – defines the action of providing a routine update on the progress made related to the item. These updates can take the form of written reports and should include details on problems encountered with implementation and the recommended course of action for addressing noted problems.

Table 18 - Action Item Implementation Plan

Metairie CBD Land Use and Transportation Plan

Action Plan - Land Use

Action Item	Description	Actors/Agents
Initiating Action on Plan Recommendations	■ Work through implementation issues - either in connectionwith Parish-wide Comprehensive Plan or as part of a stand-alone process	Suggested by: Metairie CBD Project Steering Committee Initiated by: Jefferson Parish Council Jefferson Parish Planning Advisory Board
Accept Conceptual Land Use Plan	■ Accept Conceptual Land Use Plan by resolution or ordinance with or without modifications	Initiated by: Metairie CBD Task Force Jefferson Parish Council Jefferson Parish Planning Advisory Board Final Approval by: Jefferson Parish Council
Conduct Zoning Study to determine Ordinance Amendments	■ Authorization to conduct a zoning study (change/amendment to existing ordinance) provided in Article XLVIII-Changes and Amendments - Jefferson Parish Zoning Ordinance	Initiated by one of the following: Jefferson Parish Council Planning Director to Jefferson Parish Council Planning Advisory Board to Jefferson Parish Council Application/Petition of Property Owners Final Approval by: Jefferson Parish Council
	■ Complete zoning study with final recommendations based on review of plan, intention of Land Use Policy Areas, and community input delineate/map new zoning district areas, define permitted uses and activities, define conditional uses and non-permitted uses, define design guidelines - lot sizes, floor area ratio/maximum densities, parking, access, site plan requirements, landscaping, drainage, etc.	Directed by: Jefferson Parish Planning Department Input from: Property owners (or designees) Metairie CBD Task Force Jefferson Parish Attorney Jefferson Parish Planning Advisory Board
	■ Monitor issuance of permits for occupancy and use as per Section 40-800, Permits pending amendments, Article XLVIII, Changes and Amendments, Jefferson Parish Zoning Ordinance	Coordination between: Jefferson Parish Planning Department Jefferson Parish Department of Inspection and Code Enforcement
Present Zoning Ordinance Updates for Approval and Adoption	■ Public Hearing to present revised ordinance for consideration and approval release findings of zoning study, and include all suggested amendments, text and map changes (Article XLVIII. Changes and Amendments - Jefferson Parish Zoning Ordinance)	Hearing conducted by: Jefferson Parish Planning Advisory Board Presentation by: Jefferson Parish Planning Department Final Adoption by: Jefferson Parish Council
Implement Revised Zoning	■ Implementation of revised ordinance	Implementation through: Jefferson Parish Planning Department Jefferson Parish Planning Advisory Board
Enforce Zoning Revisions	■ Enforce updates in zoning that reflect the land use decisions reflected in the *Metairie CBD Land Use and Transportation Plan* ■ Monitor development requests (subdivisions, zoning changes, waivers) in Metairie CBD area following change in zoning	Coordination through: Jefferson Parish Planning Department Jefferson Parish Planning Advisory Board Jefferson Parish Board of Zoning Adjustment Metairie CBD Task Force

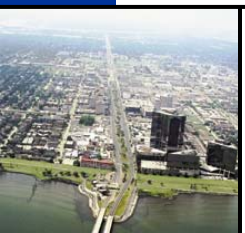


Table 18 - Action Item Implementation Plan (cont'd)

Metairie CBD Land Use and Transportation Plan

Action Plan - Land Use (cont'd)

Action Item	Description	Actors/Agents
Enforce Codes within Metairie CBD	■ Enforce existing codes within the Metairie CBD Area ■ Develop system for tracking code enforcement items in Metairire CBD Area for monthly/quarterly reporting to Task Force and public ■ Where problems or lack of enforcement issues are noted, determine reasons (personnel needs, need for revisions, etc.) and address immediately ■ Examine fee schedule and collection process for code enforcement violations to determine need for revision/update ■ Identify/determine need for assignment of code enforcement officer to special district areas (Metairie CBD)	Developed by/Implemented through: Jefferson Parish Department of Inspection and Code Enforcement Jefferson Parish Planning Department Metairie CBD Task Force Reporting and Monitoring through: Jefferson Parish Department of Inspection and Code Enforcement Jefferson Parish Planning Department Metairie CBD Task Force Jefferson Parish Board of Zoning Adjustment

Action Plan - Transportation

Action Item	Description	Actors/Agents
Initiating Action on Plan Recommendations	■ Work through implementation issues - either in connection with Parish-wide Comprehensive Plan or as part of a stand-alone process	Suggested by: Metairie CBD Project Steering Committee Initiated by: Jefferson Parish Council Jefferson Parish Department of Planning Jefferson Parish Department of Public Works Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration
Accept Conceptual Transportation Plan	■ Accept Conceptual Land Use Plan by resolution or ordinance with or without modifications	Initiated by: Metairie CBD Task Force Jefferson Parish Council Jefferson Parish Planning Advisory Board Final Approval by: Jefferson Parish Council
Coordination with on-going planning programs and efforts	■ Identify/confirm design standards for transportation improvements in Metairie CBD. Incorporate as required into Major Street Plan and Comprehensive Plan process. ■ Establish policy for reservation and/or dedication of new rights-of-way in Metairie CBD area to support the future development of new local street connectors as the area redevelops ■ Establish policy for incorporation of streetscape elements as alternative to or in place of landscaping requirements in the Metairie CBD area - coordination with general zoning ordinance update required	Coordinated through: Jefferson Parish Department of Planning Input from: Jefferson Parish Department of Public Works Jefferson Parish Department of Transit Administration Metairie CBD Task Force Final Approval by: Jefferson Parish Council Implementation through: Jefferson Parish Department of Planning Jefferson Parish Planning Advisory Board

Table 18 - Action Item Implementation Plan (cont'd)

Metairie CBD Land Use and Transportation Plan

Action Plan - Transportation (cont'd)

Action Item	Description	Actors/Agents
Refine capital elements to establish final costs, funding and priorities	■ Review plan findings, determine additional data needs and coordination required with programmed transportation improvements, and existing capital improvement efforts (drainage, water, sewerage) ■ Develop final work program for design/engineering elements related to identified improvements for: Local Streets, Streetscape, Pedestrian/Bikeways, and Transit ■ Establish Priority for Capital Improvements Local Streets, Streetscape, Pedestrian/Bikeways, and Transit	Coordinated through: Jefferson Parish Department of Planning Receive Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Parkways Jefferson Parish Department of Public Works Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force Community (ROW/Design Identification) Final Recommendation through: Metairie CBD Task Force Final Approval by: Jefferson Parish Council
Confirm funding availability (federal/state funds)	■ Identify plan elements eligible for federal funding and move to place these into the appropriate regional effort Confirm and program match amounts as required, file applications for grants as required, address transportation improvement program (TIP) amendment process	Initiated by Jefferson Parish Department of Planning Input from Jefferson Parish Council District 6 Office Jefferson Parish Department of Parkways Jefferson Parish Department of Public Works Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force Regional Planning Commission Final Approval by: Jefferson Parish Council (match funds) Transportation Policy Committee [RPC] (federal funds)
Confirm funding availability (local funds)	■ Identify plan elements eligible for local funding and move to place these into the appropriate tier of the Parish Capital Improvement Program (CIP)	Initiated by: Jefferson Parish Department of Planning Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Parkways Jefferson Parish Department of Public Works Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force Final Approval by: Jefferson Parish Council (local funds and match)
Implementation	■ Implement capital improvement program elements (engineering/final design, right-of-way, utilities, construction)	Initiated through: Jefferson Parish Department of Planning Jefferson Parish Department of Public Works Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Regional Planning Commission (fed/state only)

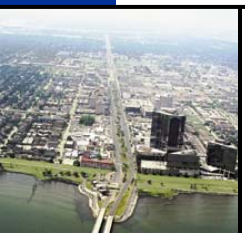


Table 18 - Action Item Implementation Plan (cont'd)

Metairie CBD Land Use and Transportation Plan

Action Plan - Other

Action Item	Description	Actors/Agents
Appoint Metairie CBD Task Force	■ Appoint committee who will be responsible for monitoring plan implementation, developing business opportunities in the Metairie CBD area and working through/providing input on implementaiton items	Appointed by: Jefferson Parish Council Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO)
Coordination with on-going planning programs and efforts	■ Identify considerations related to the Metairie CBD area to be incorporated into the Comprehensive Plan relative to updates to the market demand analysis options for the Parish	Initiated by: Jefferson Parish Deparment of Planning Input from: Metairie CBD Project Steering Committee Metairie CBD Task Force Jefferson Parish Deparment of Planning Jefferson Parish Economic Development Corportation (JEDCO)
Identification of Alternative Local Funding Mechanisms	■ Complete *pro-forma* analysis of identified revenue producing options for the Metairie CBD Identify preferred method for establishing local revenue Identify/receive input from community and local government Identify areas of support to concept Establish procedures for approval of method Implement procedures and work through to approval	Initiated by: Jefferson Parish Council District 6 Office Jefferson Parish Deparment of Planning Jefferson Parish Economic Development Corportation (JEDCO) Data from: Jefferson Parish Tax Assessor's Office Jefferson Parish Sheriff's Office Input from: Metairie CBD Task Force Community/Property Owners within Metairie CBD Approvals by: Voters (depending on option selected)
Business Retention and Development	■ Establish policy to assist businesses who may be displaced as a result of the implementation of the land use plan recommendations - target defined conditional and non-conforming uses	Policy developed by: Metairie CBD Task Force Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO) Implemented through: Jefferson Parish Economic Development Corportation (JEDCO)
Business Site Development	■ Establish database resource of existing properties, current use and condition within the Metairie CBD area ■ Develop appropriate means (electronic and/or print) of promoting available sites to general business community ■ Develop *pro-forma* details on current market conditions and the comparative values of properties for commercial, residential, and industrial type uses in the Metairie CBD with updates on changes in value per square foot ■ Identify target properties for sale and/or acquisition through private market for development of new commercial business sites, and residential development within the Metairie CBD ■ Identify target properties for sale through private market or expropriation to local government to support the identified capital improvements (local streets, streetscape, etc.)	Program developed through: Metairie CBD Task Force Jefferson Parish Council District 6 Office Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO) Input from: Metairie CBD Property Owners Representatives of development community Implemented through: Metairie CBD Task Force Jefferson Parish Department of Planning Jefferson Parish Economic Development Corportation (JEDCO)

Table 18 - Action Item Implementation Plan (cont'd)

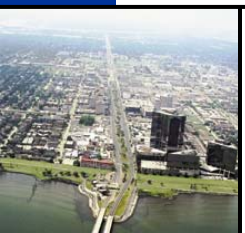
Metairie CBD Land Use and Transportation Plan

Action Plan - Other (cont'd)

Action Item	Description	Actors/Agents
Plan Monitoring Process	■ Establish initial timelines and targets for plan implementation items covering all elements and implement a quarterly reporting process that updates implementation efforts. Included in this report will be updates on code enforcement and plan approvals in the Metairie CBD ■ Coordination of plan recommendations with ongoing Parish-wide Comprehensive Plan elements (Land Use and Transportation) ■ Coordination of plan recommendations with remaining elements of Parish-wide Comprehensive Plan (parks, community facilities, drainage, utilities, environment, etc.)	Coordinated through: Metairie CBD Task Force Jefferson Parish Department of Planning Input from: Jefferson Parish Council District 6 Office Jefferson Parish Department of Public Works Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Jefferson Parish Economic Development Corporation (JEDCO)
Drainage Items and Known Needs	■ A proposed improvement along 18th Street to place a pipe from Severn to Edenborn to Veterans Canal has been planned but remains unfunded. ■ A drainage study of the Severn and North Hullen Streets was planned to begin during the course of this plan to determine drainage needs for the area. ■ Use of on-site retention standards and techniques as part of new development should be examined and considered for implementation to help alleviate current and future problems with flooding caused by stormwater runoff.	Coordinated through: Jefferson Parish Department of Planning Jefferson Parish Department of Public Works Jefferson Parish Council District 6 Office Input from: Jefferson Parish Department of Streets Jefferson Parish Department of Traffic Engineering Jefferson Parish Department of Transit Administration Metairie CBD Task Force
Community Facilities	■ Projected population levels for Metairie CBD should be used in combination with known recreation standards to determine park needs ■ Standards that encourage use of public arts and plazas as part of future development of major office and hotel complexes should be established ■ Coordination and identification of Parish facilities within the Metairie CBD and in areas adjacent to the Metairie CBD may help direct residents to existing facilities - thus helping to meet demands	Coordinated through: Metairie CBD Task Force Jefferson Parish Department of Planning Input from: Jefferson Parish Department of Recreation Jefferson Parish Library Department Jefferson Parish Fire Department Jefferson Parish Sherriff's Office Jefferson Parish Department of Transit Administration

Notes:
(1) – Description lists should guide implementation of the identified action item. Implied through this is a significant amount of coordination, which could help address issues, which may surface before they disrupt the implementation process.
(2) – Action items identified in the Land Use and Transportation lists represent a chronological order based on current Parish ordinances or practices. Action items identified in the Other list represent elements, which might be addressed under existing ongoing programs.

Source: Burk-Kleinpeter, Inc., 2001.



Actors/Agents identified as participants in the implementation process include:

- Jefferson Parish Council
- Jefferson Parish Council District 6 Office
- Jefferson Parish Department of Inspection and Code Enforcement
- Jefferson Parish Department of Parkways
- Jefferson Parish Department of Planning
- Jefferson Parish Department of Public Works
- Jefferson Parish Department of Streets
- Jefferson Parish Department of Traffic Engineering
- Jefferson Parish Department of Transit Administration
- Jefferson Parish Economic Development Corporation (JEDCO)
- Regional Planning Commission
- Jefferson Parish Planning Advisory Board
- Jefferson Parish Zoning Appeals Board
- Metairie CBD Task Force
- Community/Interested Citizens

Local Funding Issues

Equally important as identifying the action plan is the identification of potential funding mechanisms to implement the project. Although the purpose of this plan is not to provide an in-depth *pro forma* discussion of the merits of funding sources, it has been readily identified that one of the major barriers to plan implementation in the Metairie CBD area has been a lack of funding.

Currently available federal funds for road construction have been programmed as part of the regional transportation plan process. Jefferson Parish has also undertaken a significant investment in its infrastructure providing matching funds for improvements to the storm protection levee and canal system, transportation improvements, and a multi-year bond issue to construct voter-approved transportation improvements on both the East and Westbank.

Worth Exploring

Implementation will require some work to incorporate this plan into other efforts. Additional work is also required on final designs, plans, specifications, and ordinance updates. Items specifically identified through the plan's public and project steering committee meeting process that should be addressed and/or explored include:

- **Update on the Restoration Tax Abatement Program in the Metairie CBD** – *identification of project applications and use in the Metairie CBD since its inception*
- **Zoning Ordinance Revisions –** *using prescribed Jefferson Parish process – see action plan for more details*
- **Capital Funds Identification and Programming –** *coordinate funding for projects using combination of federal, state, local funds – see action plan for more details*
- **Economic Development Strategy –** *incorporating existing land use data and proposed property database in development*
- **Parking Management Issues/Policy –** *incorporating information collected on off-street parking spaces, areas of documented concern, and review of zoning requirements for parking*
- **Community Facilities Plan –** *projected demand and potential locations for new facilities to meet projected demands*
- **Urban Design Plan –** *establish area-wide planting themes, address remaining utilities and coordination issues, and identify final material needs and costs.*
- **Water, Sewer, Drainage Plan** – *determine the need for new facilities, needed improvements and upgrades, and standards for such things as on-site accommodation for stormwater runoff as a part of future development*

Many of the problems identified by the community and issues related to public works-type projects considered for implementation in the transportation plan will require a source of local revenue. This source could act as match for federal funds, or as the sole source of improvement funding.

In an effort to open a dialogue on this issue, as identified in the action plan, several public funding options have been identified in Table 20, along with a brief description of their potential advantages and disadvantages.

Of particular note, is the concept of Tax Increment Financing (TIF). This funding mechanism has all of the advantages of a tax increase, but does not increase either tax rates or resulting aggregate taxes. TIF establishes a tax revenue baseline, above which all tax revenues (sales or property) would be allocated to a fund that can be used to service bonds or other for funding public improvements. Implementing this type of financing option requires the identification of a district area inside of which tax revenue will be collected, and spent, presumably, addressing improvements and maintenance.

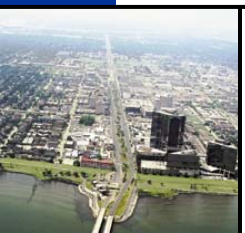
At the end of a period of time or after accomplishing a particular goal, the TIF baseline and district could be dissolved. Because of its advantages and flexibility, TIF provides an excellent funding vehicle for creating a revenue source to aid in implementation.

Table 19 – Potential Local Funding Mechanisms

Metairie CBD Project Area

Method	Advantages	Disadvantages
Property Tax Increase	Small tax increase could provide large revenue increase.	Potentially difficult to pass; would tax persons in Jefferson who may not directly benefit.
Sales Tax Increase	Taxes those who use the Metairie CBD more than those who only live in the CBD.	Potentially difficult to pass; increased taxes may deter commerce.
Overlay Taxing District	Pointed and discrete to those who are affected by increase.	Increased taxes may have the potential to deter commerce.
Tax Increment Financing	Does not increase tax rates or taxes so should not deter commerce or unduly tax others; pointed and discrete to those who are affected by increase; can be customized to a certain area or businesses; can have a lifetime or %sunset.Â	Portion of taxes that are captured depends upon other tax allocation obligations of the authority, potentially resulting in a much lower captured revenues.
Impact Fees for New Development	Fees directly associated with adverse effects of development.	May deter development; cannot easily be related to improvements.
Paid Parking Revenues	Taxes those who use the Metairie CBD.	Does not tax all those who use the Metairie CBD; net revenues would be relatively insignificant.

Source: URS Corporation, 2001.



Beyond the creation of a local funding source for the development of capital improvements are those existing funding sources available to aid existing and new business opportunities in the area. Currently, portions of the Metairie CBD area are included within an existing economic development district that uses Restoration Tax Abatement Credits[i] to encourage renovation of existing facilities.

This district and tax designation allows owners of commercial properties within the district to make improvements to buildings while at the same time enjoying a five-year freeze on property tax assessments on the structure set prior to the renovation. The program applies to commercial buildings, apartment complexes and historical properties. The district definition for this program in the Metairie CBD covers the same general area as the Land Use and Transportation Plan: Tolmas Drive (east), West Napoleon Avenue (south), Division Street (west), and Lake Pontchartrain (north).

Implementation Priorities

The process to complete implementation will likely take far more time that has been expended developing the Metairie CBD Land Use and Transportation Plan, and will require the input and action of many groups. Considering the size of this effort, the Project Steering Committee was asked to consider and provide their views on those items out of the action plan that should be considered for immediate action. These items were discussed and reviewed with the community at the last meeting, resulting in the following list:

1. **Establish Metairie CBD Task Force** – to build on the momentum established by the Metairie CBD Land Use and Transportation Plan process, as well as, the commitment made by Jefferson Parish to work toward the betterment of the Metairie CBD area, it was suggested that a committee of business leaders and interested citizens be appointed by the Parish to continue working to this end.[ii]

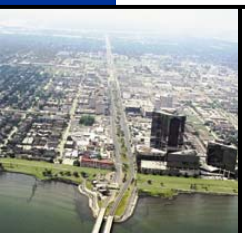
2. **Identify Funding Mechanism(s)** – to provide a definitive strategy and outline for creating a local funding source(s) to aid in plan implementation, funding capital improvements and addressing other related items (maintenance) for the Metairie CBD area. This would include developing the definition of the potential taxing district area, assessing the impacts on revenue collection, outlining collection process and procedures, "packaging" or marketing the concept, and seeking appropriate approvals (voters).

3. **Capital Improvements** – to identify a limited number of small capital improvements that can be implemented immediately with existing resources, and to establish priorities for implementation following the identification of a local funding mechanism. This will need to address coordination and timing issues related to multiple improvements (streetscape, drainage, utilities placement) within individual corridors and areas.

4. **Zoning Changes –** to implement zoning changes required to incorporate the land use guidance in the Metairie CBD Land Use and Transportation Plan, including all required research, reporting, community input, proposed map and text changes, hearings and approvals.

[i] As referenced in an article within the Times-Picayune, *Tax break may boost Fat City*, March 19, 1989. Program is identified on the website of JEDCO.

[ii] It should be noted that at the start of this project, a commitment was made to appoint such a committee by the Parish, with the College of Urban and Public Affairs, University of New Orleans providing limited staff support for this endeavor.



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