

Jefferson EDGE 2020

FAT CITY REDEVELOPMENT

Status Report 2: October 2010

Prepared by JEDCO and GCR & Associates, Inc.

JEDCO
Jefferson Parish Economic Development Commission



Fat City

In response to concerns about quality of life in Jefferson Parish and its impact upon the community's economic competitiveness, JEDCO initiated the Jefferson Edge 2020 Quality of Life initiative. This initiative has produced eight "strategic implementation plans" which include a series of action items to address particular quality of life issues. Implementing the action items requires the total cooperation and keen interest of all involved, including JEDCO, the Jefferson Parish government, numerous other entities, and frequently State and Federal agencies. In 2008, JEDCO retained GCR & Associates, Inc. to prepare semiannual reports outlining the status of each of these action items and overall progress toward implementation.

The following table summarizes the progress made toward each of the Fat City (FC) action items.

FC = Fat City

Action ID #	Action Item	Progress as of September 2010		
		Action Item Complete	Substantial Progress	Little/No Progress
FC1	Adopt new zoning districts that provide unique site development standards for different areas of Fat City			
FC2	Apply new zoning districts to specific properties in Fat City			
FC3	Develop a strategy to amortize the number of adult uses in Fat City			
FC4	Develop a strategy to amortize signs that are outdated, poorly maintained, and not in conformance with new regulations			
FC5	Establish parking mitigation requirements, including off-site and shared parking provisions, and establish a parking fund			
FC6	Designate a parking management entity to set priorities for the development and management of off-street parking			
FC7	Establish and implement a parking capital improvement plan to meet off-street parking demands			
FC8	Develop a capital plan for the expenditure of Tax Increment Financing (TIF) Revenues			
FC9	Prepare streetscape schematics to outline desired cross-sections for each street segment in Fat City			
FC10	Develop and implement capital plan for street, drainage, and streetscape improvements			
FC11	Develop a strategy and funding mechanism to relocate utilities underground			
FC12	Evaluate waste management alternatives to dumpsters along the street			
FC13	Establish a Fat City Business Development District (BDD) to coordinate public and private investments in the area			
FC14	Facilitate the establishment of a neighborhood association with business owner and resident participation			
FC15	Pursue collaborative crime prevention initiative			
FC16	Continue to conduct regular code enforcement sweeps			
FC17	Designate public/private liaison and grants coordinator to secure external funding and monitor plan implementation			
FC18	Develop a landscape assistance program to improve landscaping of existing development sites			
FC19	Develop a façade assistance program to improve the appearance of existing buildings			

Fat City

Action ID #	Action Item	Original Timeline	Accomplishments/Benchmarks Met	Next Steps	Progress as of September 2010		
					Action Item Complete	Substantial Progress	Little/No Progress
FC1	Adopt new zoning districts that provide unique site development standards for different areas of Fat City	Complete new zoning regulations and adopt into law in 2009-2010	Three new Fat City zoning districts, covering the entirety of the Fat City study area, were unanimously approved by the Parish Council. With the approval of the Council, unique site development standards for Fat City are now in place. A legal challenge to elements of the new regulations has been filed. Resolution of the legal challenge will pave the way for implementation of the new regulations.	Action item complete. Monitor the implementation of new zoning districts.			
FC2	Apply new zoning districts to specific properties in Fat City	Complete zoning map amendments and adopt into law in 2009-2010	The application of the new zoning districts to the various areas of Fat City was triggered by Council approval of the new regulations. As stated above, a legal challenge to elements of the new regulations has been filed. Resolution of the legal challenge will pave the way for implementation of the new zoning map.	Action item complete. Monitor the implementation of new zoning districts.			
FC3	Develop a strategy to amortize the number of adult uses in Fat City	Draft ordinance and adopt into law in 2009	Included within the approved Fat City zoning regulations are provisions for the amortization of adult uses. Along with other elements of the zoning regulations, these provisions were approved by the Jefferson Parish Council.	Action item complete. Monitor the implementation of new zoning districts.			
FC4	Develop a strategy to amortize signs that are outdated, poorly maintained, and not in conformance with new regulations	Draft ordinance and adopt into law 2009-2010	In anticipation of the adoption of new zoning regulations for Fat City (which will include more stringent signage regulations), the Parish Inspection and Code Enforcement Department has completed an inventory of potential non-conforming signs. This list has been submitted to the Parish Planning Department and is being used by the Planning Department. This inventory will help to facilitate enforcement of the now-approved regulations. These updated, more stringent signage regulations were approved by the Parish Council as part of an overall package of new zoning regulations. A legal challenge is postponing the implementation of these regulations.	Action item complete. Monitor the implementation of new zoning districts.			
FC5	Establish parking mitigation requirements, including off-site and shared parking provisions, and establish a parking fund	Adopt parking mitigation requirements by year-end 2009; adopt ordinance for parking fund in 2009; implement parking fund in 2010	Updated, more flexible off street parking regulations were approved by the Parish Council as part of an overall package of new zoning regulations. They will soon be implemented, pending the resolution of a legal challenge.	Action item complete. Monitor the implementation of new zoning districts.			

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Progress as of September 2010							
Action ID #	Action Item	Original Timeline	Accomplishments/Benchmarks Met	Next Steps	Action Item Complete	Substantial Progress	Little/No Progress
FC6	Designate a parking management entity to set priorities for the development and management of off-street parking	Establish BDD and parking management entity in 2009-2010	The formation of a parking management entity is on hold as the Jefferson Business Council (JBC) is completing a study on the feasibility of developing a Parish-owned facility and parking garage in Fat City. Once the study has been completed, there should be clearer direction as to the structure and purview of a new parking management entity. The JBC study should be completed in the late summer/fall of 2010.	Monitor completion of JBC study. Refine the structure and purview of a parking management entity. Coordinate its establishment with the establishment of a Business Development District (BDD).			
FC7	Establish and implement a parking capital improvement plan to meet off-street parking demands	Complete capital plan and financing strategy in 2010. Initiate construction of parking facility in 2010-2011	As with the establishment of the parking management entity, this action item will follow from the recommendations of the aforementioned JBC study. This study will likely be refined into a formal capital plan for parking.	Monitor the completion of JBC study and transform the study's recommendations into a formal capital plan. Secure funding for the implementation of the capital plan.			
FC8	Develop a capital plan for the expenditure of Tax Increment Financing (TIF) Revenues	Complete draft capital plan in 2009-2010	The development of a capital plan for TIF revenue is on hold pending the stabilization of TIF revenue trends which are currently significantly lagging earlier projections.	Continue to monitor TIF revenue, and develop capital plan as TIF revenues stabilize and become more predictable.			
FC9	Prepare streetscape schematics to outline desired cross-sections for each street segment in Fat City	Complete final streetscape schematics in 2009-2010	Action item complete. Refer to October, 2009 Fat City status report for further information.	No further action necessary.			
FC10	Develop and implement capital plan for street, drainage, and streetscape improvements	Initiate plan in 2009; finalize plan and identify funding sources in 2010; Initiate capital projects in 2010-2011	The Parish has already committed and secured significant resources for streetscape and drainage improvements. Jefferson spent \$3.7 million on new drainage, water, and sewer lines, roadway and sidewalk improvements, streetlights, and planters for 18th Street. The Parish has also received \$180,000 in state funding and \$1.04 million in transportation enhancement funds from the RPC for streetscape improvements to 17th, 18th, and 19th streets. With the RPC, the Parish has also applied for \$6.7 million in federal TIGER II grant funds for drainage and street improvements to N. Edernborn Street.	Monitor the progress of the TIGER II grant application. Pending the result of the application process, begin to identify additional federal, state, and/or local funding to fully implement streetscape improvements in Fat City.			

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FC11	Develop a strategy and funding mechanism to relocate utilities underground	Initiate strategy in 2010; identify funding sources in 2010-2011; initiate capital improvements in 2011-2012	As part of the recently completed improvements to 18th Street, Jefferson Parish negotiated with Cox, AT&T, and ATMOS to install new cable, telephone, and gas lines underground. Entergy also agreed to install taller metal poles with lights 40 – 50 ft. above ground to reduce their visibility. This approach could be a template for reducing the visual impact of above ground utilities along other streets in Fat City.	Incorporate discussions with utilities and funding assistance for the removal of above ground wires in the capital planning described in FC10.			
FC12	Evaluate waste management alternatives to dumpsters along the street	Complete strategy in 2009; implement alternative strategy in 2009-2010	While no definitive solution has been identified for alternatives to dumpsters, the draft Fat City zoning regulations call for an initial six month period during which the Parish would work with business owners to identify potential solutions.	Monitor the implementation of recently approved Fat City zoning districts. Continue to conduct research and develop a definitive solution for the waste management problem in Fat City.			
FC13	Establish a Fat City Business Development District (BDD) to coordinate public and private investments in the area	Form BDD in 2009-2010	There are three major preconditions for the establishment of a Fat City BDD: 1. Public outreach, coordinated by JEDCO, to build enthusiasm for the concept. 2. The completion of capital improvements along 18th Street and the commitment of Parish resources to build a public parking facility. 3. The creation of an informal advisory committee composed of residents and property owners, which could ultimately become the leadership for a BDD. While a cornerstone of the Fat City plan, the BDD will be on hold until these three steps are largely complete.	Initiate public outreach to build enthusiasm for BDD. Following the completion of the JBC study, initiate the design and funding of a parking structure. Formulate a Fat City advisory committee.			
FC14	Facilitate the establishment of a neighborhood association with business owner and resident participation	Continue outreach to residents and businesses in 2009; establish neighborhood association in 2009-2010	Outreach to create a Fat City Advisory Committee will soon begin now that the Parish Council has reviewed and approved the Fat City zoning districts.	Develop candidate list for advisory committee and initiate outreach to potential members following Council approval of zoning districts.			

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FC15	Pursue collaborative crime prevention initiative	Initiate formal initiative in 2010	A collaborative crime prevention initiative is contingent upon the establishment of a Fat City Advisory Committee. Outreach to form the Advisory Committee will soon begin now that the Council has adopted the Fat City zoning regulations.	Initiate outreach to create a Fat City Advisory Committee. Engage the Committee to reach out to the Jefferson Parish Sheriff's Office and Parish Code Enforcement to formulate a more specific collaborative crime prevention initiative.			
FC16	Continue to conduct regular code enforcement sweeps	Continue sweeps in 2009 and beyond	In lieu of periodic sweeps, a code enforcement inspector has been specifically assigned to the Fat City area. The inspector is not only responding to complaints but is also on proactive patrol and enforcement on a daily basis.	Action item complete, though continue to monitor the Parish's commitment to providing a code enforcement officer dedicated to Fat City.			
FC17	Designate public/private liaison and grants coordinator to secure external funding and monitor plan implementation	Establish BDD and fill positions in 2009-2010	This action item is contingent upon the establishment of a Fat City BDD, which would fund the position. See Action Item FC13 for an update on the status of the BDD.	Establish a Fat City BDD, and establish a specific plan for the desired number of affected properties, an expected project budget, performance standards, and a timeline.			
FC18	Develop a landscape assistance program to improve landscaping of existing development sites	Design program in 2010; begin implementation in 2010-2011	This action item is contingent upon the establishment of a Fat City BDD, which would oversee and potentially fully fund the program. See Action Item FC13 for an update on the status of the BDD.	Establish a Fat City BDD, and establish a specific plan for the desired number of affected properties, an expected project budget, performance standards, and a timeline.			

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FC19	Develop a façade assistance program to improve the appearance of existing buildings	Design program in 2010; begin implementation in 2010-2011	This action item is contingent upon the establishment of a Fat City BDD, which would oversee and potentially fully fund the program. See Action Item FC13 for an update on the status of the BDD.	Initiate outreach efforts ahead of establishment of parking facility in early 2010			

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