

Jefferson EDGE 2020

FAT CITY REDEVELOPMENT

Status Report 1: October, 2009

Prepared by JEDCO , Planning Works & 180° Design

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 October 2009		
		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FC4	Develop a strategy to amortize signs that are outdated, poorly maintained, and not in conformance with new regulations			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

Progress as of October 2009							
Action ID #	Action Item	Original Timeline	Accomplishments/Benchmarks Met	Next Steps	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	The Jefferson Parish Planning Department in conjunction with the consulting firm Planning Works has been drafting zoning regulations for three new zoning districts over the past several months. The new zoning districts will be available in draft form in November 2009. Public review and comment will follow, and any necessary revisions will be made following the public comment period.	Complete draft zoning regulations and associated public process. Complete modified regulations and move toward Council adoption.			
FC2	Apply new zoning districts to specific properties in Fat City	Complete zoning map amendments and adopt into law in 2009-2010	Draft boundaries for the three new proposed zoning districts for Fat City have been delineated. The boundaries of these districts will also be considered as part of the public review process.	Finalize draft zoning map and associated public process. Complete modified regulations and zoning map and move toward Council adoption.			
FC3	Develop a strategy to amortize the number of adult uses in Fat City	Draft ordinance and adopt into law in 2009	A draft strategy for amortizing adult uses is being developed as a component of the new Fat City zoning districts. See FC1 for progress in drafting and adopting new zoning regulations.	Complete draft zoning regulations and associated public process. Complete modified regulations and move toward Council adoption.			
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	A draft strategy for amortizing non-conforming signs is being developed as a component of the new Fat City zoning districts. See FC1 for progress in drafting and adopting new zoning regulations. Additionally, interim signage regulations have been adopted to prohibit obtrusive, unattractive signs prior to the adoption of the new Fat City zoning districts. Also, the Department of Inspection and Code Enforcement is conducting an inventory of all signs in Fat City to identify those that would be subject to amortization under the proposed new signage regulations.	Continue to enforce interim signage regulations. Complete draft zoning regulations and associated public process. Complete modified regulations and move toward Council adoption.			
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	A draft strategy for developing parking mitigation strategies, shared parking provisions, and a parking mitigation fund is being developed as a component of the new Fat City zoning districts. See FC1 for progress in drafting and adopting new zoning regulations.	Complete draft zoning regulations and associated public process. Complete modified regulations and move toward Council adoption.			

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Progress as of October 2009							
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	Designation of a parking management entity is contingent upon the establishment of the Fat City Business Development District (BDD). Progress in establishing the Fat City BDD is described below in action item FC13.	Establish Fat City BDD, and develop an operations plan for a parking management entity.			
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	The completion of a parking capital improvement plan is contingent upon the establishment of a parking management entity (FC6), a Fat City BDD (FC13), and a more complete appraisal of funding from the Fat City Tax Increment Financing (TIF) District (FC8).	Establish Fat City BDD, a parking management entity with an accompanying operations plan. Determine whether TIF funds are sufficient to fully fund capital improvements for parking.			
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	Streetscape schematics have been completed and recently revised to reflect changes that incorporate the ongoing improvements to 18th Street.	No further action required.			
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 development of a capital plan is currently pending as some drainage capital projects have submitted applications for ARRA ("stimulus") funding. The outcome of the federal stimulus request will determine how much local funding should be directed to certain projects. Additionally, a \$500,000 - \$600,000 grant was recently received from the Regional Planning Commission to fund streetscape improvements. This represents an initial "down payment" on streetscape improvements in Fat City.	Following the results of the ARRA grant application, begin formulating a capital plan with an updated list of desired improvements			
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	This strategy has yet to be initiated and is a longer term goal of the Fat City Plan.	Begin to formulate funding strategy. Coordinate with EDGE 2020 Beautification strike force to discuss cost, phasing, and potential funding sources.			

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FC12	Evaluate waste management alternatives to dumpsters along the street	Complete strategy in 2009; implement alternative strategy in 2009-2010	Internal research has recently been initiated and is focusing on alternatives to dumpsters within the 18th Street corridor. No outreach efforts to property owners has been undertaken as of yet. Alternatives to dumpsters are also being incorporated into draft Fat City zoning districts.	Initiate outreach to property owners; complete research and finalize regulatory and operational aspects of a new waste management strategy. Initial emphasis should be on the 18th Street corridor.					
FC13	Establish a Fat City Business Development District (BDD) to coordinate public and private investments in the area	Form BDD in 2009-2010	The inception of a Fat City BDD is likely to be concurrent with the establishment of an initial parking facility whose management will be a core responsibility of the BDD. Due to lower than projected TIF revenues, there has not been significant progress thus far on the establishment of a new parking facility.	Examine TIF revenues to refine efforts to build a new parking facility. As planning for the parking facility is underway, develop an operations plan for a Fat City BDD.					
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	Although this effort has not yet begun, outreach efforts are likely to begin in 2010, though no detailed schedule has yet been developed.	Identify key property owners and residents in early 2010; Initiate outreach efforts in 2010.					
FC15	Pursue collaborative crime prevention initiative	Initiate formal initiative in 2010	Progress toward this initiative is paralleling the implementation of many of the other action items in the plan. Public outreach was recognized as a necessary step toward the implementation of the plan, and that process is underway. Public hearings were recently held, and other planning meetings are being held at the end of October, 2009.	At the conclusion of the public outreach process, incorporate public feedback into specific programming for a crime prevention initiative. Program design will include scope, responsibilities, funding, and administration.					

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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. This inspector is also in the process of performing a comprehensive inventory of signs to determine which signs will be subject to amortization requirements in the new Fat city zoning regulations.	Maintain a code enforcement inspector in Fat City, and continue to provide him/her with research/inventorying projects to facilitate the implementation and enforcement of the forthcoming zoning regulations.				
FC17	Designate public/private liaison and grants coordinator to secure external funding and monitor plan implementation	Establish BDD and fill positions in 2009-2010	The designation of a public/private liaison and grant coordinator is contingent upon the establishment of the Fat City BDD, which would fund this position. See action item FC13 for an update on the Fat City BDD.	Establish Fat City BDD, and hire a public/private liaison and grants coordinator, with specific performance goals and an associated timeframe.				
FC18	Develop a landscape assistance program to improve landscaping of existing development sites	Design program in 2010; begin implementation in 2010-2011	The development of a landscape assistance program is contingent upon the establishment of a Fat City BDD, which would oversee and potentially fully fund the program.	Establish Fat City BDD, and establish a specific plan for the desired number of affected properties, an expected project budget, performance standards, and a timeline.				
FC19	Develop a façade assistance program to improve the appearance of existing buildings	Design program in 2010; begin implementation in 2010-2011	The development of a façade assistance program is contingent upon the establishment of a Fat City BDD, which would oversee and potentially fully fund the program.	Establish Fat City BDD, and establish a specific plan for the desired number of affected properties, an expected project budget, performance standards, and a timeline.				