

TXT-4-10

Fat City Rezoning

A Brief History

- Developed with little oversight
- Briefly flourished as an entertainment center in the 70's
- Eight subsequent efforts to turn around decline of the area were ineffective because they:
 - Lacked public support
 - Lacked business community support
 - Lacked funding for public improvements
 - Lacked specific implementation programs

Summary of Challenges

- Lack of parking/land
- Dumpsters as welcome mats
- Poor access/limited east/west routes
- Single use districts
- Fragmented ownership
- Inadequate streets/sidewalks
- Inappropriate uses
- High cost/limitations on redevelopment
- Limited funding
- Aesthetics
- Land use mix
- Housing mix
- Security
- Communications

Challenges



Vision

- Vibrant, mixed use neighborhood with a stable residential base
- Pedestrian oriented core
- More family-friendly mix of retail, restaurants and services
- Compatible transitions between commercial, mixed use and residential areas

Strategic Plan Recommendations

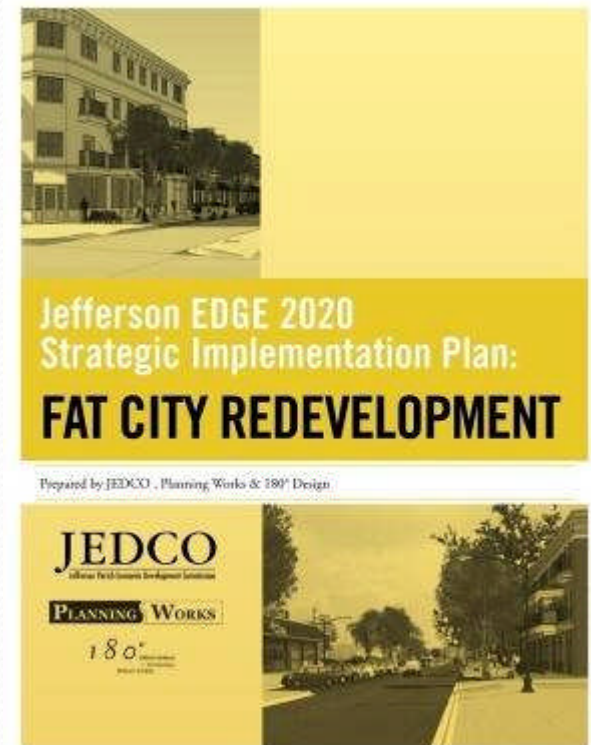
- Adopt New Zoning Districts
- Rezone Area
- Establish Parking Mitigation Requirements and Parking Fund
- Develop TIF Capital Plan
- Evaluate Waste Management Collection Options
- Prepare Streetscape Schematics
- Evaluate Amortization or Elimination of Adult Uses
- Evaluate Amortization of Non-Conforming Signs

More Recommendations

- Establish a Business Development District (BDD)
- Designate Public/Private Liaison and Grants Coordinator
- Designate a Parking Management Entity and a Parking Improvement Plan
- Conduct Code Sweeps
- Develop a Landscape/Façade Assistance Program

Draft Ordinance Implements Strategic Plan Action Items

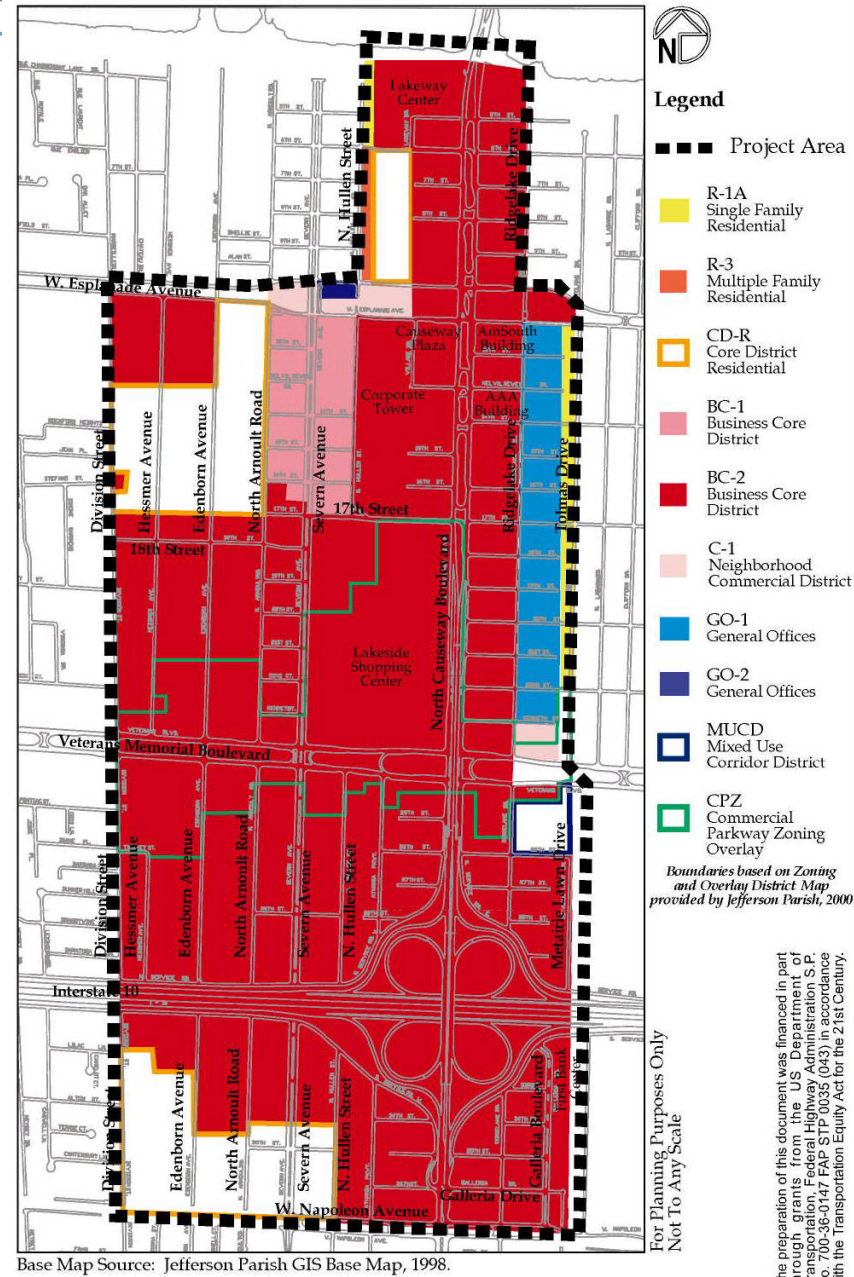
- 1 & 2 - New Zoning Districts
- 3 - Amortize Adult Uses
- 4 - Amortize Non-Conforming Signs
- 5 - Establish Parking Mitigation and Parking Fund
- 9 - Adopt Streetscape Standards



Key Changes Since Public Review Draft

- Authorized land use adjustments
- Extension of hours of operation limitations to restaurants and retail outlets for alcoholic beverages
- Allow the conversion of adult uses that serve alcoholic beverages to bars
- Deferred application of dumpster limits in the FC-1 district
- Increased sign and parking flexibility
- Relaxed clear vision area standards
- Established of the parking mitigation fee

Metairie CBD Plan Existing Zoning



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.



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

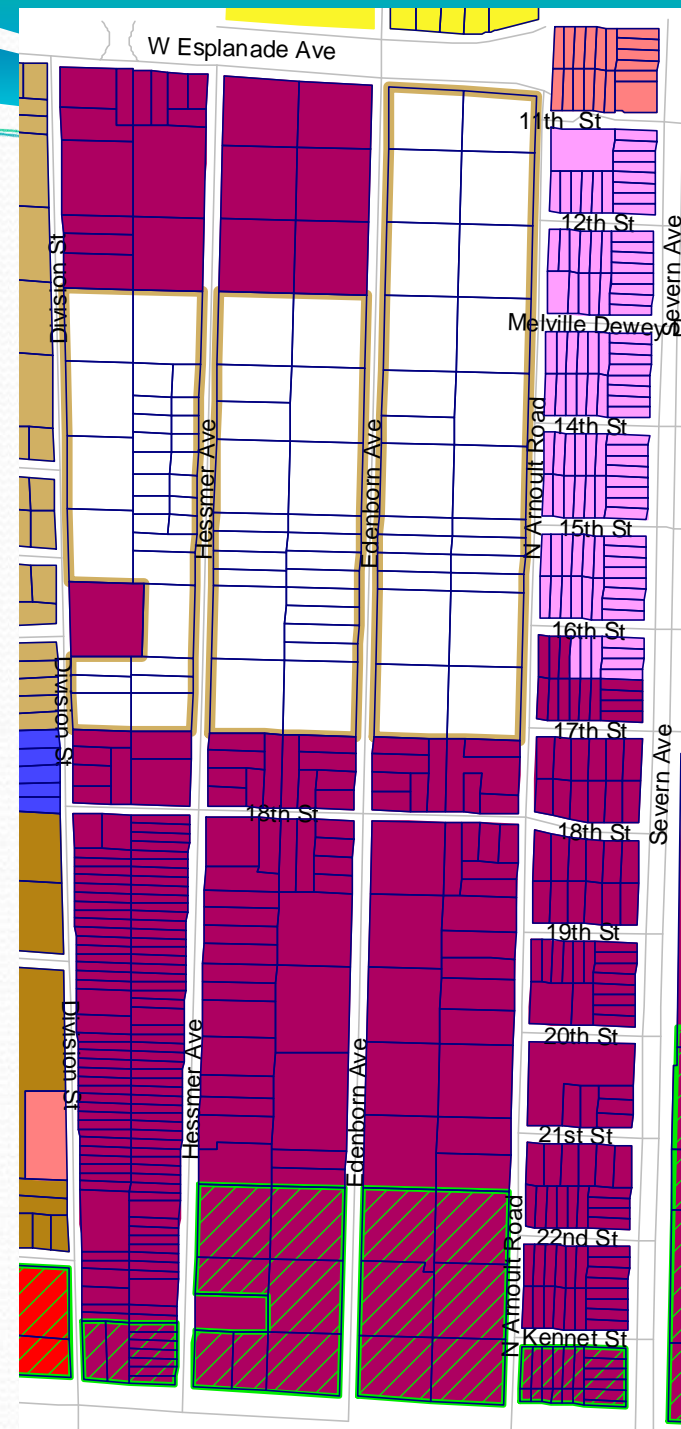
BURK-KLEINPETER, INC.
in association with URS Corporation, College of Urban and Public Affairs-UNO, and Urban Planning and Innovations, Co.

BKJ Job 10012-01
December 2001

Figure 6
Current Zoning Designations
Metairie CBD Project Area

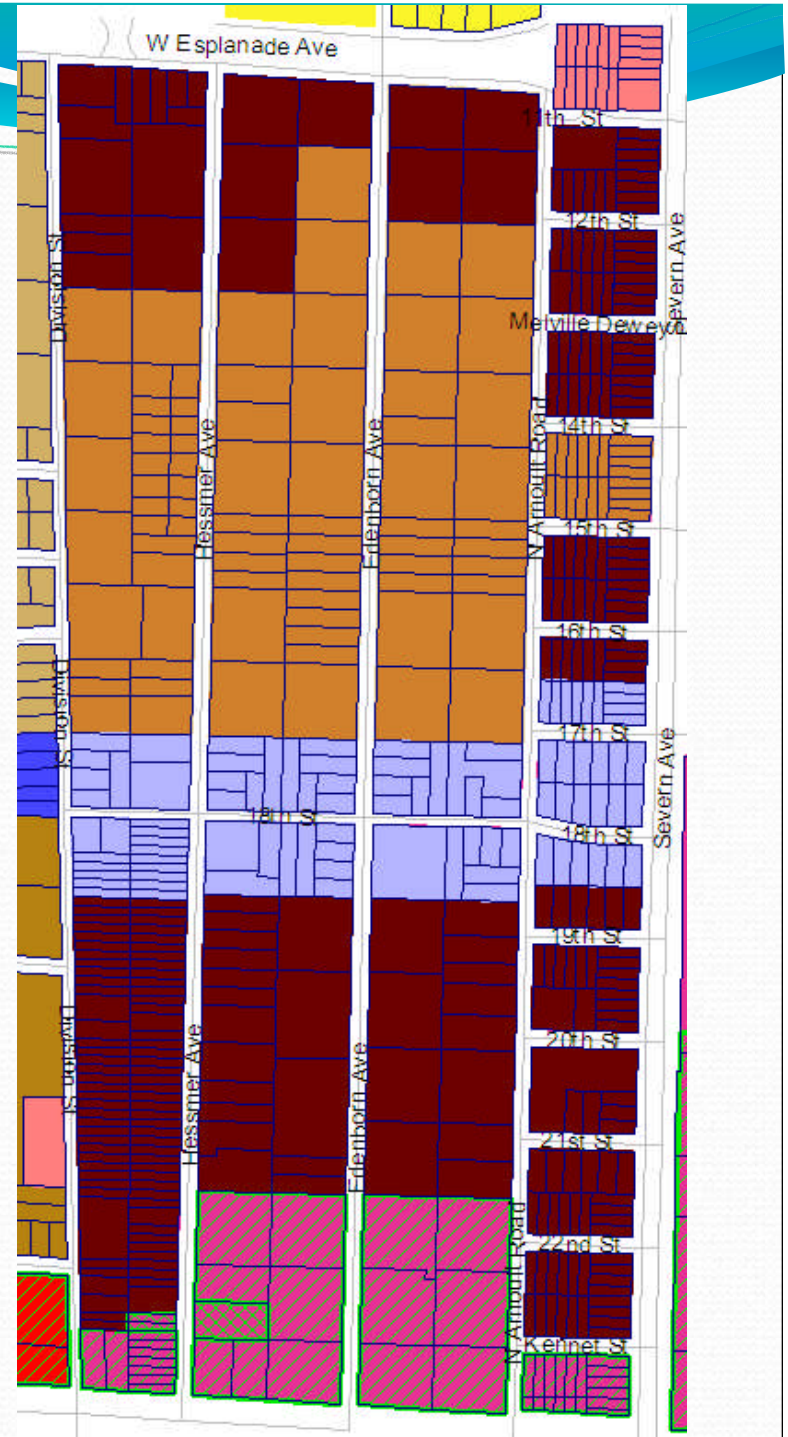
Fat City Existing Zoning

- BC1
- BC2
- C1
- C2
- CDR
- GO2
- R1A
- R3
- RR3



Mixed Use Districts

- FC-1: Pedestrian Core
- FC-2: Residential Mixed Use
- FC-3: Commercial Mixed Use



Approach – Procedures

- Establish administrative review unless deviation from standards is requested
- Variances to Board of Zoning Adjustments
- Development Agreements approved by Council

Approach-Variiances

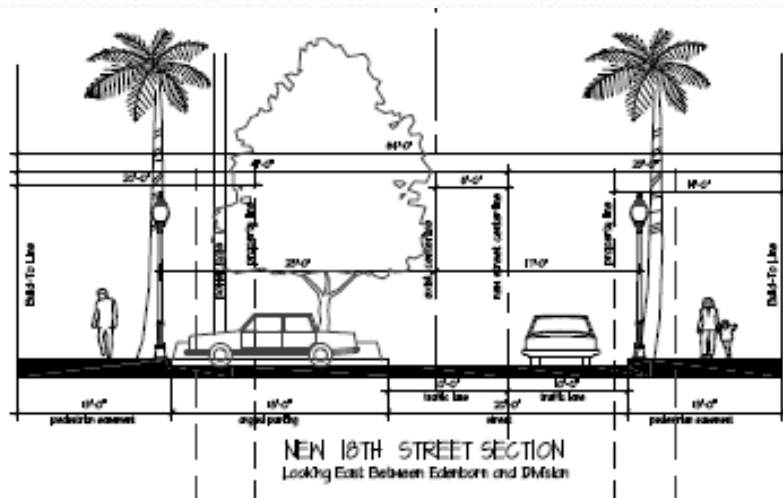
- No variances to:
 - Height
 - Building setbacks
 - Parking requirements
 - May vary one space to accommodate monument sign in FC-2 and FC-3
 - Sign requirements
- Variances to:
 - Dimensions of openings, entries, garage doors
 - Landscaping
 - Location & screening of mechanical equipment

Approach – Land Uses

- FC-1 – Pedestrian-oriented mixed use
 - Bars allowed as accessory uses
 - Non-conforming bars to continue with limits
 - No drive-through in core
- FC-2 – Residential with mix of neighborhood businesses on ground floor
- FC-3 – Commercial mix
 - Bars allowed as accessory uses
 - Non-conforming bars to continue with limits

Approach – Setbacks

- Reduce front setbacks throughout all districts
- FC-2 = 5-10 ft. , FC-3 = 10 ft.
- Establish build-to line in FC-1 district but allow setbacks for courtyards



Streetscape Schematics

Traditional Architecture on 18th St.



Streetscape Schematics

Contemporary Architecture on 18th St.

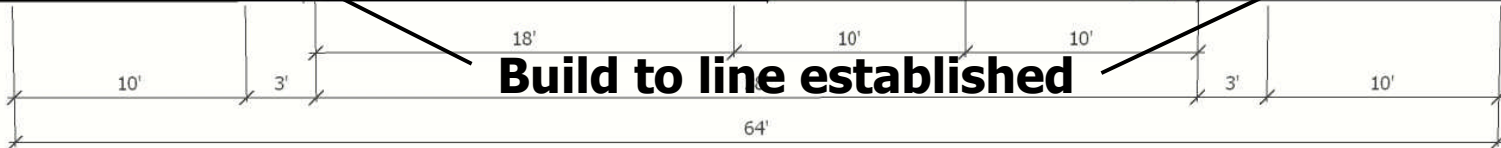


Landscaping required

**13-ft.
sidewalk
area
required**

On street parking provided

Build to line established



Edenborn to Arnoult

R-O-W line



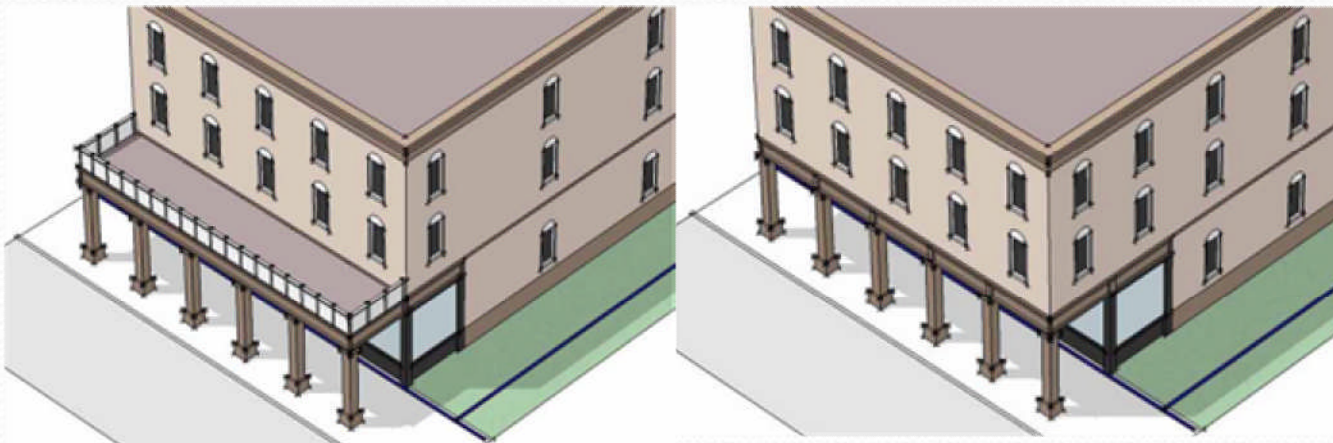
Arnoult to Severn

R-O-W line



Front Setbacks Vary Along 18th Street

- Where behind the property line, the Parish will:
 - Maintain on-street parking
 - Give credit for on-street parking
 - Facilitate galleries/arcades/awnings



Approach - Streetscaping

- Landscaping to be located in ROW where room is available
- Sidewalks included along all streets
- Driveways to be limited along 18th Street

Approach - Height

- 65 ft to remain base height
- FC-2 to allow up to 10 stories if:
 - Set back from FC-1
 - Transportation connectivity improved
 - Streetscape enhanced
- FC-3 to allow unlimited height south of 18th Street if:
 - Set back from FC-1
 - Transportation connectivity improved
 - Streetscape enhanced

Approach – Building Design

- Focus on form, not architecture
- Entrances
- Openings/windows
- First floor height (14-20 feet)
- Building materials
- Balconies
- Mechanical Equipment
- Minimum number of stories in FC-1 to create streetscape

Parking Challenges

- Not enough spaces for residents
- Not enough spaces for customers
- Parking requirements too high for small sites
- Parking rules not flexible enough for pedestrian area

Approach – Parking

- Establish public spaces
- Eliminate spaces that back over sidewalk
- Allow credit for on-street parking
- Reduce parking ratios for non-residential and mixed use buildings
- Increase flexibility to use shared parking
- Create parking mitigation fund
- Establish business development district

Need for Parking Flexibility

- Small sizes of properties
- Magnitude of existing deficiencies
- Logistical redevelopment issues
- Cost of parking/mitigation
- Temporary Deferrals Granted by Council
 - Scheduled payment of mitigation over time
 - Execution of agreement to provide spaces over time
 - Allow phased use of buildings

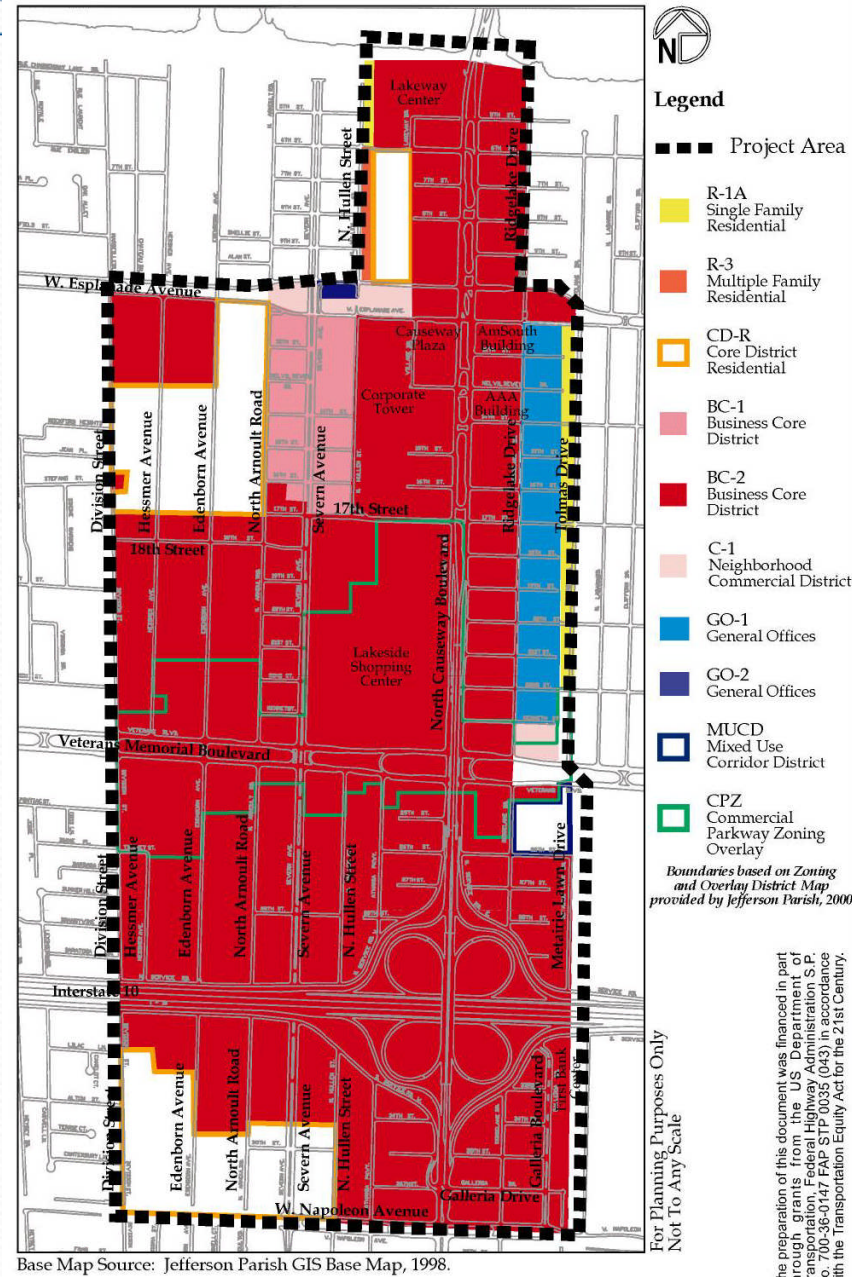
Dumpsters

- In the FC-1, dumpster provisions become effective April 1, 2011
 - Dumpsters allowed for restaurants as hardship
 - Dumpsters are prohibited, but may continue until:
 - Existing dumpster contract expires
 - New business in single use building or site plan needed
 - January 1, 2014
 - After removal of dumpster, trash receptacles not in front of building between 6 am and midnight
- In the FC-2 and FC-3, dumpsters shall be located behind front building line, or side building line on corner lot, and meet regulations of Chapter 16

Non-conformities

- Flexibility needed along 18th Street to address incremental streetscape development
- Adult uses to be amortized over 2 years
- Non-conforming signs to be amortized over 5 years
- Standards to continue non-conforming bars address hours, noise, graffiti, litter and security cameras

Metairie CBD Plan Existing Zoning



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.



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.

Figure 6
Current Zoning Designations
Metairie CBD Project Area

BKJ Job 10012-01
December 2001

Alcoholic Beverage Sales

- Apply to bars, adult uses, restaurants, retail sales
- Standards address:
 - Graffiti removal within 48 hours
 - Daily litter removal on property and sidewalks within 200 feet of the property
 - Prohibit and report loitering
 - Limited hours of operation
 - Soundproofing (bars)
 - Security cameras (bars)

Operational Requirements if Liquor Served

- Hours of operation
 - 11 am to Midnight on Sunday-Thursday
 - 11 am to 1 am on Friday and Saturday
 - Extra hour if special event permit approved by Council
 - Retail sales can begin at 7am

Adult Uses

Amortization

Alcoholic beverage conditions

Definition of Adult Use

- Jefferson Parish Zoning Ordinance, Section 40-3 Definitions
- *Adult Use*: Any establishment consisting of, including, or having the characteristics of any of the following: Adult Establishment, Adult Cabaret, Massage Parlor, and Tattoo Parlor.
 - *Adult Cabaret*: Any place or establishment which features dancers, go-go dancers, exotic dancers, male or female impersonators or similar entertainers or any live entertainment which excludes minors or from which minors are prohibited by statute or ordinance, and whether or not any such business is licensed to sell alcoholic beverages.
 - *Adult Establishment*: Any place, establishment or business which offers, advertises or is engaged in any activity, service, sale, or display of any commodity which is prohibited by statute or ordinance to minors or which otherwise forbids sales to or excludes minors by virtue of age; this definition, however, shall not apply to any business licensed to and whose primary purpose is the sale of alcoholic beverages.

Proven Negative Impacts

- increased transients
- increased crime
- disruptive conduct
- negative impacts on neighborhoods and businesses
- increased blight potential
- negative influences on children
- increased resistance of financial institutions to invest in redevelopment
- decreased stability and property values
- increased likelihood that pedestrians will be sexually harassed or propositioned for sex acts

Adult Uses are Non-Conforming

- Existing zoning doesn't allow adult uses in Fat City
- Use is not consistent with vision for area that seeks a more family-friendly environment
- Ordinance establishes a time period for businesses to relocate, close or change
- Appeals process for owners/operators to document need for longer amortization period
- Non-conforming regulations do permit adult cabarets to become non-conforming bars

Amortization

- Uses must cease to operate by December 31, 2012
- Appeals for extension of amortization may be made to the Parish Council
- Appeals must be made by March 31, 2011
- Appeals must document:
 1. Investment made prior to adoption of ordinance
 2. The amount of such investment to be realized
 3. The existence or nonexistence of lease obligations

Accessory and Non-Conforming Bars

- Allowed to continue operating
- Mitigation of negative impacts required
- Grace period allowed for mitigation

Rules for Accessory Bars

- Must be accessory to hotel or restaurant and accessed through hotel or restaurant entry
- Existing standards limit floor area to the lesser of:
 - 600 square feet or
 - 30% of ground floor area
- New standards address
 - Hours of operation
 - Litter
 - Soundproofing
 - Security cameras
 - Loitering

Non-Conforming Bars

- **Not allowed under current zoning**
- Will be allowed to continue operating as non-conforming uses subject to same standards as accessory bars that address
 - Hours of operation
 - Litter and graffiti control
 - Soundproofing
 - Security cameras
 - Loitering

Other Alcoholic Beverage Outlets

- Restaurants
- Retail sales
 - Convenience
 - Grocery
 - Wine, beer, liquor store
 - Other specialty food store

Sign Standards

FC-1

FC-2

FC-3

Amortization of non-conforming signs

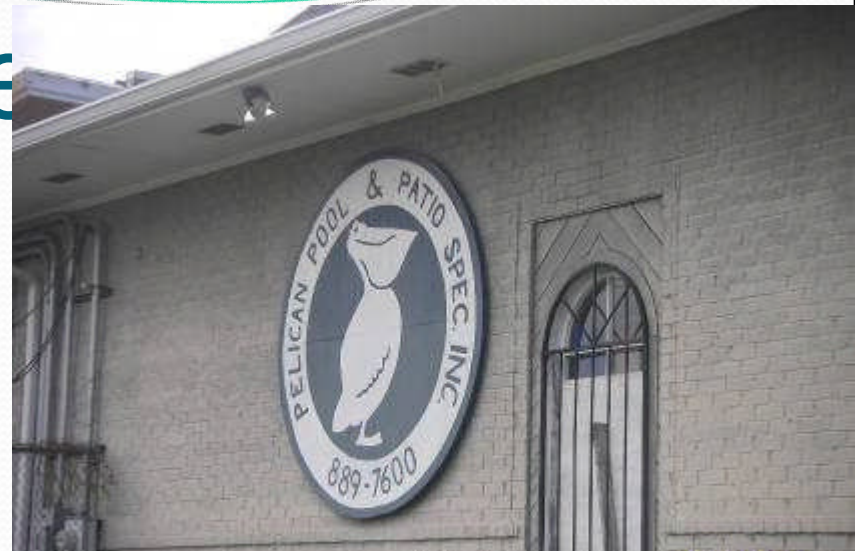
General Approach

- Prohibit video and animated signs except along Severn and West Esplanade in FC-3
- Prohibit detached pole signs in FC-1, FC-2 and FC-3
- Allow wall, projecting and awning signs in all districts
- In FC-2 and FC-3, also allow monument signs
- Amortize non-conforming signs over 5 years
- Provide flexibility to maintain existing signs that almost meet new requirements (e.g., 10% larger or higher)

Illegal Signs

- Signs that were never legally established
- Signs in the right-of-way
- Signs advertising a non-existent business

Allowed Sign Type



Prohibited Signs



FC-1 & FC-2

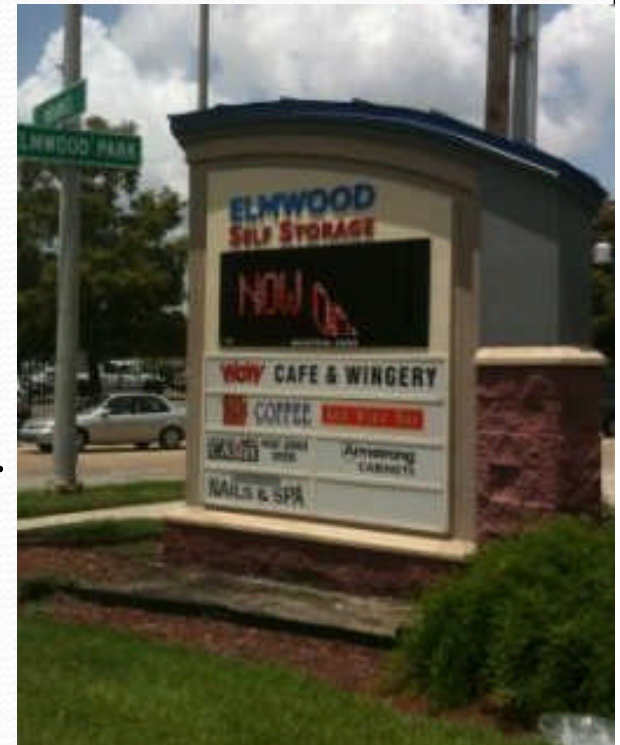
- Wall or projecting sign– 20 sq.ft. if business has external entry
- Awning signs - 20 sq.ft.
- Menu boards – 4 sq.ft.
- Directional signs – 6 sq.ft.
- Directory signs for multi-tenant buildings – 6 sq.ft.
- Window signs- less than 25% of window opening
- Monument signs
 - FC-1 on east side of lots abutting Severn (must meet FC-3)
 - FC-2 20 sq.ft. & 8 ft. tall

FC-3

- Wall or projecting sign– up to 100 sq.ft. if business has external entry (based on building frontage)
- Wall signs above 10 stories – 500 sq.ft.
- Canopy signs- 20 sq.ft. on each side of canopy facing street
- Awning sign – 40 % of vertical surface of awning if only sign; 20 sq. ft. if used with wall or projecting sign
- Other signs as per FC-2 provisions

FC-3 (continued)

- Monument signs –
 - West Esplanade
 - 1.5 sq.ft. per ft. of frontage up to 100 sq.ft.
 - 12 ft. tall
 - Other Streets
 - 50 sq.ft.
 - 10 ft. tall
- Electronic message signs (on monument signs)
 - Limited to West Esplanade and Severn
 - Illumination tied to ambient light levels
 - 25 sq.ft.
 - Message change interval 1 minute



Sign Amortization

- Staff will notify affected property owners
- Owner can seek verification of sign status
- Non-conforming signs to be modified or replaced within 5 years
- Rules allow for dimensions to exceed new standards by up to 10% for existing signs
- No variances authorized

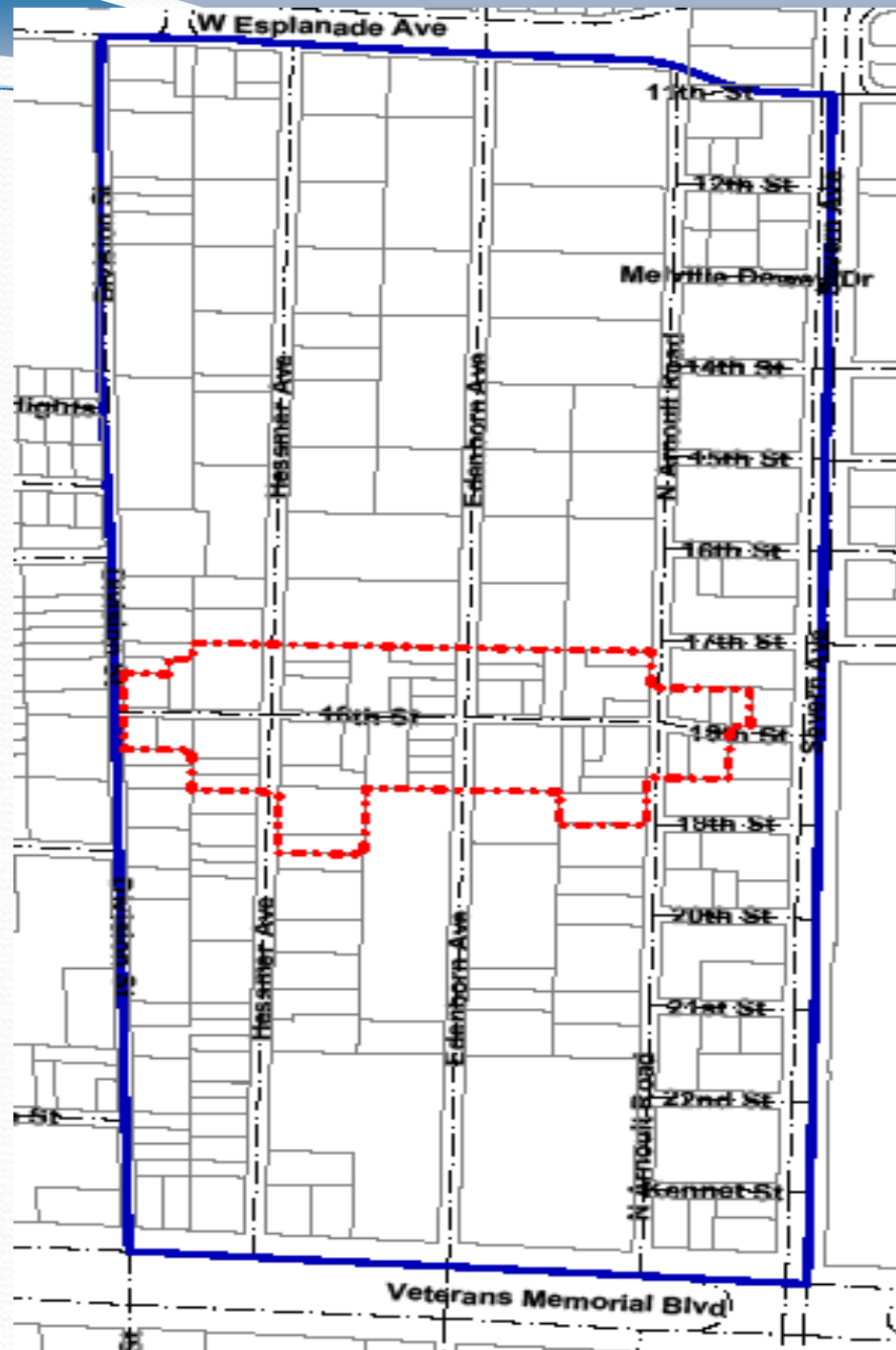
Proposed Amendments to 8/19 draft ordinance

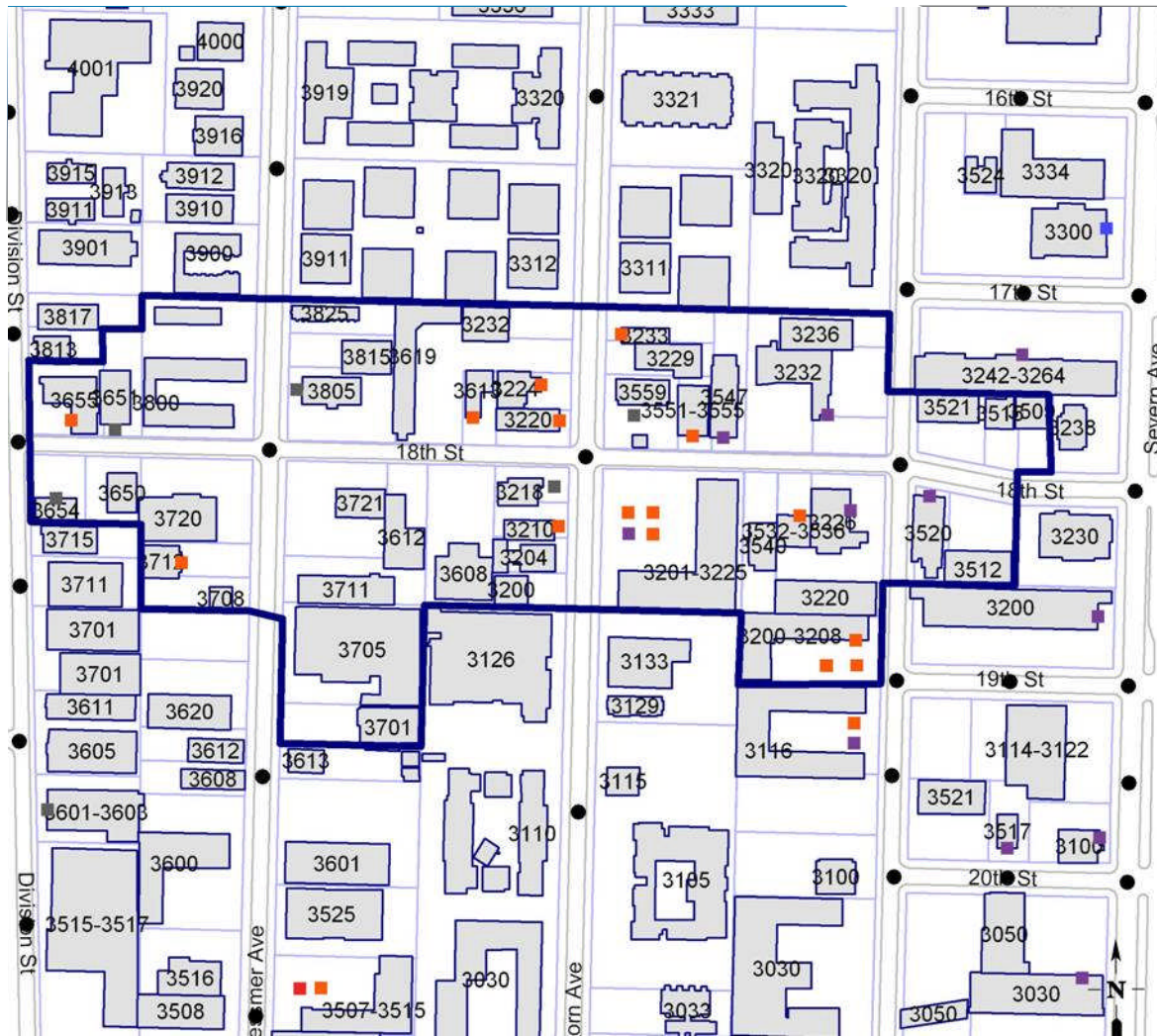
- Authorized Land Uses
- Misc. clarifications
- Increased flexibility for
 - Access
 - Parking structures

Crime Statistics

Fat City

Boundary and Core





Alcohol Beverage Outlets in Core

Legend

-  FatCityCoreAreaBoundary
-  JPSOCallsByCategory
-  Class A Restaurant Light Wine
-  Class A Restaurant Beer
-  Class A Restaurant Beer and Liquor
-  Class A General Beer Liquor
-  Class B Beer and Liquor



Fat City vs Core Area

- Total number of land uses in Fat City– 382
- Land uses in core – 72 (19% of all uses)



Fat City vs Core Area

- Alcoholic Beverage Outlets in Fat City – 51
- ABO in core – 25 (49%)

- Bars & cabarets in Fat City – 22
- Bars & cabarets in core – 15 (68%)



Alcohol Beverage Outlets in Core

Division to East Side of Edenborn

- 3654 18th Division Quickstop/Washland
- 3655 18th Shooters
- 3651 18th Fat City Discount
- 3712 Hessmer Camelot Lounge
- 3805 Hessmer Ideal Market
- 3613 18th Mi Bar
- 3210 Edenborn Mickey Martin's Ships Wheel
- 3218 Edenborn Brothers Edenborn
- 3220 Edenborn Uncle Larrys
- 3224 Edenborn The Bar

Alcohol Beverage Outlets in Core

West Side of Edenborn to Severn

- 3233 Edenborn Cheers
- 3559 18th Circle K Store #8296
- 3201 Edenborn Club Unique
- 3205 Edenborn Kanno California Style Sushi
- 3207 Edenborn Pats Pub
- 3223 Edenborn Boom Booms Bar
- 3551 18th Illusions
- 3547 18th Korea House
- 3536 18th Slims
- 3232 N Arnoult Drago's
- 3226 N Arnoult Salvatore Ristorante
- 3202 N Arnoult Club Tribute
- 3206 N Arnoult Cage Side Bar & Grill
- 3208 N Arnoult 3 Quarter Time
- 3520 18th Crazy Johnnies Steakhouse



JPSO Service Calls from 1/1/08 to 7/30/10

- Total for Fat City - 4435



JPSO Service Calls Total vs Core

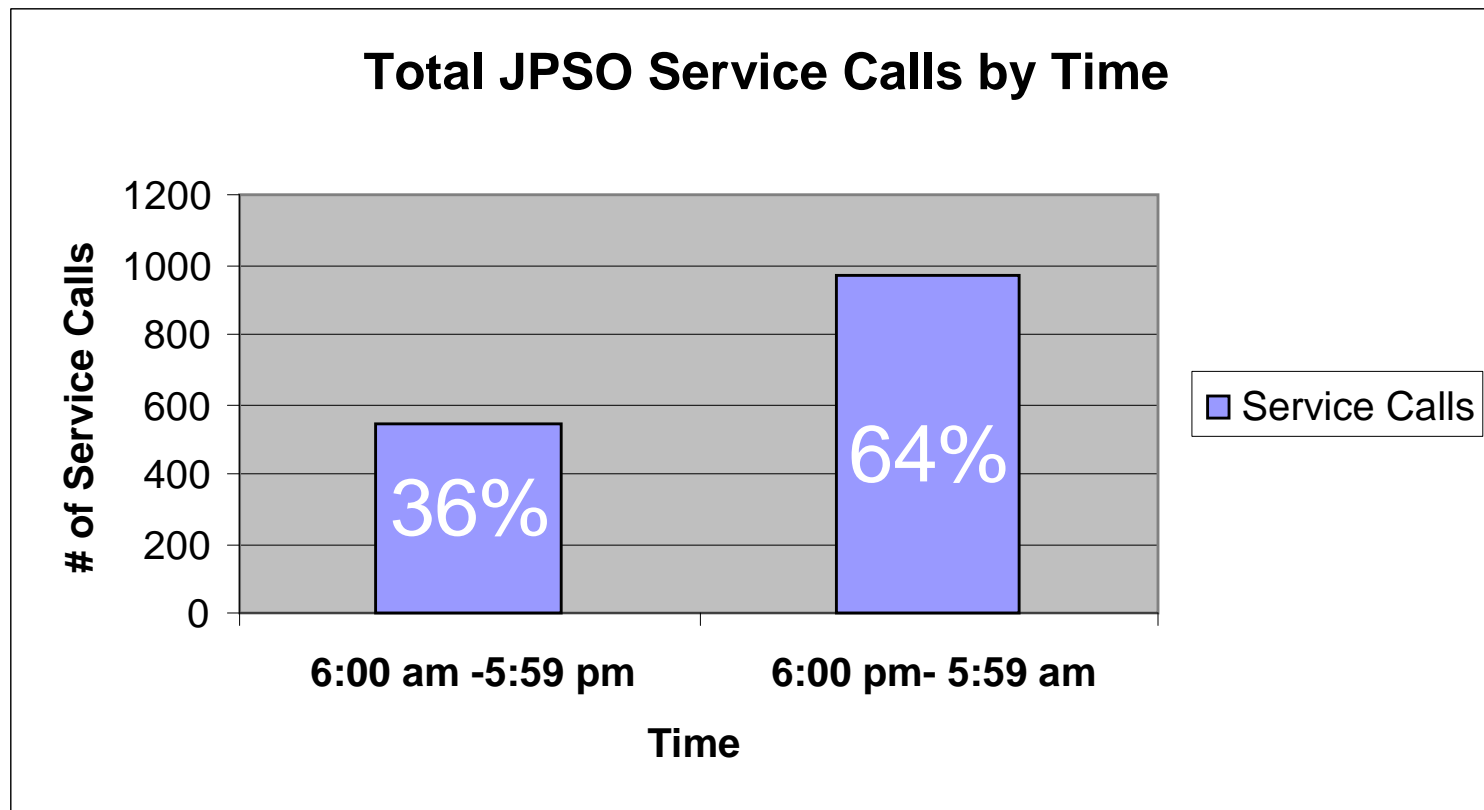
- Total calls* - 3145
 - Total calls in core* - 1515
 - **Core percentage of total -48%**
-
- *** Excludes Burglar Alarms & Accidents**



JPSO Calls in the Core

- Total Calls* - 1515
 - Violent offenses – 121 (8%)
 - Property offenses – 140 (9%)
 - Drug offenses – 50 (3%)
 - Suspicious persons – 965 (64%)
 - Disturbing the peace – 225 (15%)
 - Trespassing – 13 (.08%)
 - Peeping tom – 1 (<.01%)
- *** Excludes Burglar Alarms & Accidents**

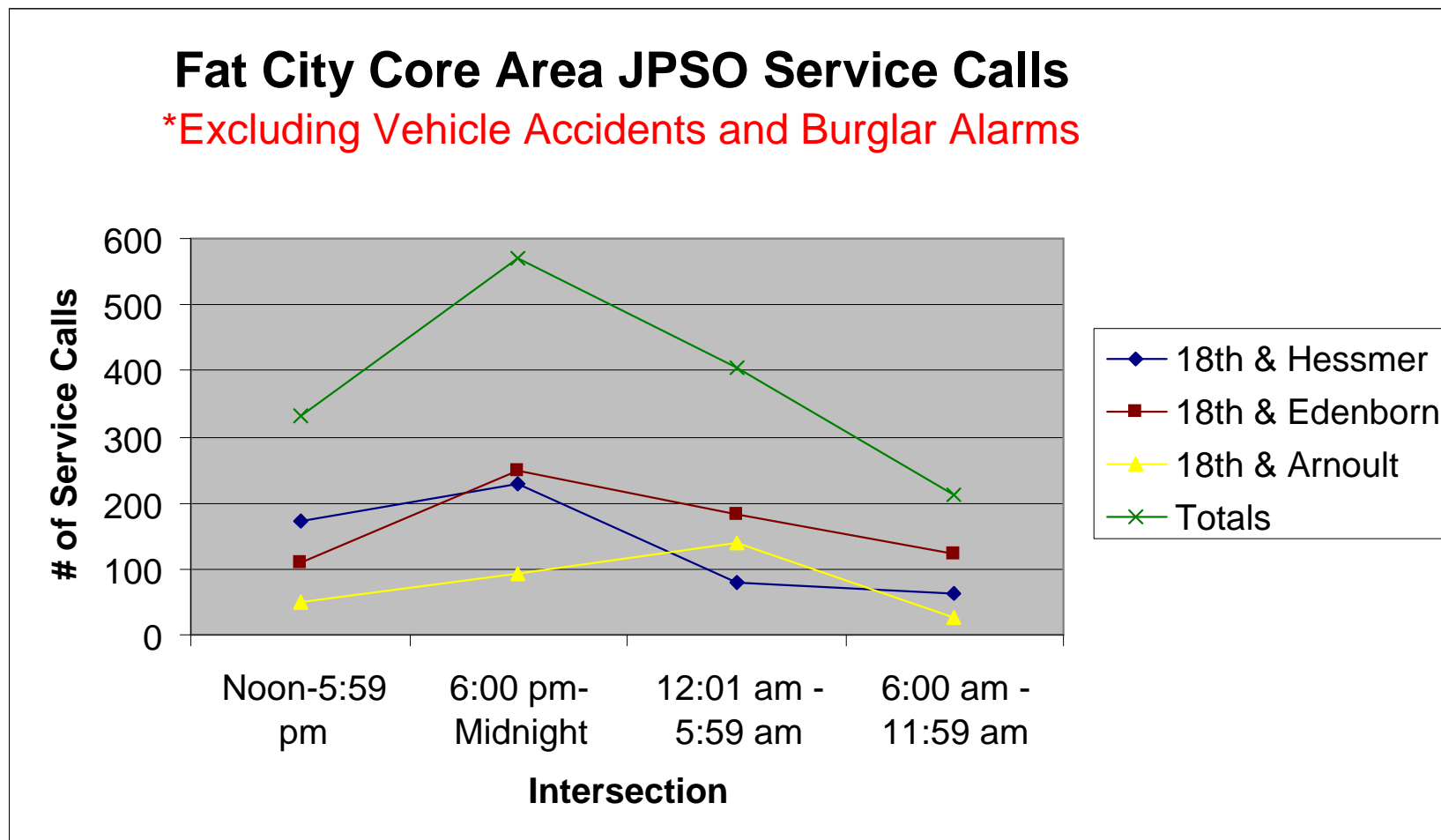
Fat City Core Area JPSO Service Calls by Time*



- ***excludes vehicle accidents & burglar alarms**

Fat City Core Area

JPSO Service Calls by Time*





Intensity of service calls in .25 mile radius of 18th & Edenborn

from January 1, 2008 to July 30, 2010





Task Force Members

- Jim Hudson, Chairman
 - Al LeBlanc
 - Jack Stumpf
 - Jim Barkate
 - Lynn Parker
 - Pat LeBlanc
 - Ray Seamon
 - Tim Coulon
 - Henry Shane
 - Tommy Cvitanovich
 - Glen Wilson

Citizens Advisory Committee

Members

- Lee Giorgio, Chairman
- Cocie Rathborne, Chairman
 - John Morreale
 - Phillip Truxillo
 - James Kylte
 - Steve Stumpf
 - Ron Austin
 - Louis Thomas
 - Connie Casey
 - Bill Peperone
 - Jim Fantaci
 - Eugene Sausse
 - Milton Cheramie
 - Debbie Settoon
 - Carey Hammett
 - Tricia Hennessey
 - Dominick Impastato
 - Bruce Layburn



General Public Meetings

- January 21, 2009 (813 letters mailed out)
- September 14, 2009 (844 letters mailed out)
- June 22, 2010 (632 letters mailed out)