

# Jefferson EDGE 2020

# **FAT CITY REDEVELOPMENT**

## Status Report 3: July 2011

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Prepared by JEDCO and GCR & Associates, Inc.

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**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

		Progress as of July 2011		
Action ID #	Action Item	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FC4	Develop a strategy to amortize signs that are outdated, poorly maintained, and not in conformance with new regulations			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 July 2011							
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	Action item complete. For more information, refer to October, 2010 status update.	Monitor 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	Action item complete. For more information, refer to October, 2010 status update.	Monitor 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	Action item complete. For more information, refer to October, 2010 status update.	Monitor 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	Action item complete. For more information, refer to October, 2010 status update.	Monitor 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	Action item complete. For more information, refer to October, 2010 status update.	Monitor implementation of new zoning districts.			

# Fat City

Progress as of July 2011								
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 implementation of most, if not all, of the Fat City action items is being driven by the Fat City Advisory Board, which was created in June of 2011 by Council resolution #116038. The first priority of the Board is to address waste management issues; the second is capital improvements; and the third is a Business Development District and parking management. Over the next 24 months, the Board will provide recommendations on these issues. Parking management will be evaluated over approximately a 4-month period.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.				
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 discussed in FC6, this initiative will be the purview of the Fat City Advisory Board. Capital improvements will be the second priority of the Board, after waste management. All issues related to capital planning will be examined over approximately a six month period.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.				
FC8	Develop a capital plan for the expenditure of Tax Increment Financing (TIF) Revenues	Complete draft capital plan in 2009-2010	As discussed in FC6, this initiative will be the purview of the Fat City Advisory Board. Capital improvements will be the second priority of the Board, after waste management. All issues related to capital planning will be examined over approximately a six month period.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.				
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 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	Refer to October, 2010 status update for more information on funding that has already been secured for capital improvements to Fat City.  Jefferson also applied for \$6.7 million in federal TIGER II grant funds for drainage and street improvements to N. Edenborn Street. While this grant application was not successful, another round of TIGER grant funding was recently announced by the federal Department of Transportation, providing another potential source for external funding.  Finally, as discussed in FC7 and FC8, this action item will also be the purview of the Fat City Advisory Board.	Review previous TIGER grant application to determine whether Jefferson should submit an application for the most recently announced round of TIGER funding.  Continue to monitor the progress of the Fat City Advisory Committee.				

# Fat City

Action ID #	Action Item	Original Timeline	Accomplishments/Benchmarks Met	Next Steps	Progress as of July 2011		
					Action Item Complete	Substantial Progress	Little/No Progress
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 discussed in FC6, this initiative will be the purview of the Fat City Advisory Board. Capital improvements will be the second priority of the Board, after waste management. All issues related to capital planning will be examined over approximately a six month period.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.			
FC12	Evaluate waste management alternatives to dumpsters along the street	Complete strategy in 2009; implement alternative strategy in 2009-2010	As discussed in FC6, this initiative will be the purview of the Fat City Advisory Board. This is the first priority of the Board, and the Board is expected to study the issue and provide concrete recommendations to the Planning Department and Council over a three month period.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.			
FC13	Establish a Fat City Business Development District (BDD) to coordinate public and private investments in the area	Form BDD in 2009-2010	As discussed in FC6, this initiative will be the purview of the Fat City Advisory Board. After waste management and capital improvements, this will be the third priority of the Advisory Board and will be studied—along with a parking management entity—over approximately a four month period.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.			
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	As discussed in FC6, a Fat City Advisory Board was established in January of 2011. The formulation of a neighborhood association is anticipated to be one of the final tasks that the Advisory Board will undertake over its 24 month duration. One possibility is that a neighborhood association will essentially succeed the Advisory Board as the Advisory Board sunsets.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.			
FC15	Pursue collaborative crime prevention initiative	Initiate formal initiative in 2010	Along with the establishment of a neighborhood association, crime prevention will be one of the final tasks that the Fat City Advisory Board will address over its 24 month lifetime. It is anticipated that the neighborhood association that will succeed the Advisory Board will assume a major role in partnering with the JPSO to develop crime prevention strategies in Fat City. Thus, FC14 is essentially a precondition to the completion of this action item.	Monitor the progress of the Fat City Advisory Board, and provide input and direction as necessary.			

# Fat City

Progress as of July 2011							
Action ID #	Action Item	Original Timeline	Accomplishments/Benchmarks Met	Next Steps	Action Item Complete	Substantial Progress	Little/No Progress
FC16	Continue to conduct regular code enforcement sweeps	Continue sweeps in 2009 and beyond	Action item complete and on-going. Refer to October, 2010 status update for more information.	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.			
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.	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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