



TERRYTOWN NEIGHBORHOOD REVITALIZATION STUDY STRATEGIC PLAN



November 2019



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CHAPTER 1
INTRODUCTION

1. INTRODUCTION

The Terrytown Neighborhood Revitalization Study Strategic Plan document aims to provide a suite of tools and resources for private citizens, public officials, and supporting organizations and industries such as civic groups, banks, homebuilders, commercial developers, and businesses to improve the housing stock and neighborhood quality of life in Terrytown.

1.1 Background

The Terrytown Neighborhood Revitalization Study is a result of the Jefferson Parish Housing Stock Enhancement Strategic Plan, spearheaded by JEDCO and Councilwoman Cynthia Lee-Sheng in 2016-2017 and guided by a “blue-ribbon committee” of experts and stakeholders as an effort to revitalize the Parish’s existing aging housing stock, foster the development of needed housing choices, and improve the quality of life in its neighborhoods. Among the Housing Stock Enhancement Strategic Plan’s key recommendations was that two neighborhoods—one on the Westbank, and one on the Eastbank—be selected for a neighborhood revitalization study and pilot program.

In September of 2018, with the support of Councilman Ricky Templet, Councilwoman Lee-Sheng, and the Terrytown Civic Association, Terrytown was selected by Council resolution to become Jefferson Parish’s first community dedicated to housing stock enhancement and slated for a neighborhood revitalization pilot program. Resolution No. 132221 contained the following study call:

“A resolution requesting and authorizing the Planning Department and the Planning Advisory Board to conduct a zoning and future land use area study of properties along Holmes Boulevard and Berhman Highway from Terry Parkway to Carol Sue Avenue with the intent of rezoning these properties to the most appropriate zoning or overlay district and changing the Future Land Use classification to the most appropriate classification, and a neighborhood revitalization study of all of Terrytown, all more clearly shown on a map prepared by the Planning Department titled “Terrytown Revitalization Study” and dated September 19, 2018; and requesting and authorizing JEDCO to coordinate and participate in the Terrytown neighborhood revitalization pilot program in cooperation with the Jefferson Parish departments, entities, and partner organizations identified in the Jefferson Parish Housing Stock Enhancement Strategic Plan; and providing for related matters.”

Why Terrytown?

Terrytown has a wealth of community strengths, opportunities, and challenges that make it a strong candidate for such a housing stock and neighborhood enhancement strategy. Residents, community leaders, elected officials and other stakeholders voiced consistent assets and threats to the neighborhood which were backed by data where applicable.

STRENGTHS AND OPPORTUNITIES

LOCATION: Close proximity to New Orleans; general shopping, commercial, and health amenities; and major places of employment.

COMMUNITY AND PUBLIC AMENITIES: Strong civic association and community ties; many community facilities with substantial recent public investment.

HISTORY: Oldest planned suburban development in Jefferson Parish with mid-century housing stock.

REASONABLY PRICED HOMES: Comparably affordable options for homebuyers looking for houses in the Greater New Orleans area.

OPPORTUNITY FOR DEVELOPMENT AND RENOVATION: Key commercial corridors have vacant lots and underutilized properties.

ELIGIBILITY FOR GRANT FUNDING: High share of households eligible for grant programs.

DECREASE IN CRIME: Crime has fallen by nearly half the number of incidents reported ten years ago in 2008.

THREATS AND CHALLENGES

OUTDATED HOUSING STOCK: Older housing stock with frequently outdated designs and electrical/code standards.

STAGNANT POPULATION GROWTH AND AGING POPULATION: Little-to-no population growth over past ten years.

PERCEPTION OF CRIME AND SAFETY: Crime is viewed as a major problem, despite its decrease over time.

PUBLIC TRANSIT SERVICE: Lack of 24-hour and weekend service.

LACK OF GREEN SPACE FOR EVENTS: No outdoor gathering space for large-scale programming.

SUBSIDENCE AND FLOODING CONCERNS: Subsidence and flooding are concerns throughout Jefferson Parish, including Terrytown.

COMMUNITY WALKABILITY: Missing or unsafe sidewalks, crosswalks, and bike lanes/paths

LACK OF STRONG BUSINESS PRESENCE AND OPTIONS: Under-maintained and vacant commercial properties.

1.2 Project Scope

The primary partners overseeing the project scope are the Jefferson Parish Planning Department, Jefferson Parish Economic Development Commission (JEDCO), and the Tulane’s School of Architecture Albert and Tina Small Center for Collaborative Design. The scope of the Terrytown neighborhood revitalization study includes:

- An **area study** completed by the Planning Department for properties along Holmes Boulevard and Behrman Highway, rezoning to the most appropriate zoning or overlay district and changing the Future Land Use classification to the most appropriate classification.
- **Architectural design guidelines** developed by Tulane’s Small Center for Collaborative Design that are applicable for all of Terrytown, but with a focus on older A-D streets north of Carol Sue.
- **Neighborhood revitalization pilot program** led by JEDCO to identify actions that stimulate investment in housing and other quality of life initiatives in Terrytown, including the redevelopment of existing housing and new construction of units in Terrytown.

1.3 Project Team and Stakeholders

Project Team

Jefferson Parish Planning Department

Terri Wilkinson, Ph. D, AICP
Juliette Cassagne
Melissa Guilbeau
Shane Yokum
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Jefferson Parish Economic Development Commissions (JEDCO)

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Janet Galati

Tulane University Albert & Tina Small Center for Collaborative Design

Nick Jenisch
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Sergio Padilla
Dana Elliot

Working Group Stakeholders

Councilwoman Cynthia Lee-Sheng, At-Large A

Councilman Ricky Templet, District 1

Steve LaChute, Office of Councilwoman Cynthia Lee-Sheng

Greg Giangrosso, Office of Councilwoman Cynthia Lee-Sheng

Terry Talamo, Office of Councilman Ricky Templet

Bruce Layburn, Home Builders Association of Greater New Orleans (HBA)

Phil Hoffman, Home Builders Association of Greater New Orleans (HBA), New Orleans Education League of the Construction Industry (NOEL)

Jon Luther, Home Builders Association of Greater New Orleans (HBA), New Orleans Education League of the Construction Industry (NOEL)

Lynda Nugent-Smith, New Orleans Metropolitan Association of Realtors (NOMAR) and Home Builders Association of Greater New Orleans (HBA), New Orleans Education League of the Construction Industry (NOEL)

Lesha Nugent Freeland, New Orleans Metropolitan Association of Realtors (NOMAR)

Valerie Brolin, Jefferson Parish Finance Authority (JPFA)

Maggie Talley, Jefferson Parish Floodplain Management

Aimee Vallot, Jefferson Parish Inspection and Code Enforcement

Nicole Fontenot, Jefferson Parish Community Development

Patrick Haughey, Jefferson Parish Community Development

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David Courcelle, Jefferson Parish Attorney

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Toni Hurley, Jefferson Parish Attorney's Office

Marc Dougherty, Jefferson Parish Attorney's Office

Nicole Tomba, Jefferson Parish Attorney's Office

Dr. Cade Brumley, Jefferson Parish Schools

Gabrielle Misfeldt, Jefferson Parish Schools

Terrytown Civic Association (TCA) Board of Directors and Membership, 2018-2019 and 2019-2020

Private Lenders Housing Consortium

Margie Hirstius, Jefferson Financial Federal Credit Union

Cheri Castellon, Jefferson Financial Federal Credit Union

Holly Callia, Iberia Bank

Janine Barrett, Gulf Coast Bank

Doug Tassin, Xplore Federal Credit Union

James Juneau, James Juneau Appraisal Services

Sharon Smith, Pelican Appraisal Group

1.4 Project Timeline

The Terrytown revitalization study project team and working group stakeholder meetings began in October 2018 and continued through the end of 2019, with Jefferson Parish Planning, JEDCO, and Tulane’s Small Center coordinating day-to-day actions and tasks. The year-long timeline was divided into three phases:

- Phase 1, or “Understanding the Neighborhood,” focused primarily on a review and compilation of existing conditions in Terrytown as well as on gathering input from residents and working group stakeholders, such as Parish directors, Terrytown Civic Association board members, bank lenders, the New Orleans Metropolitan Association of Realtors, and the Home Builders Association of Greater New Orleans. Residents participated in surveys that polled their perceptions of Terrytown, history of and interest in renovation projects preferences for streetscape design and zoning, and a visual preference survey of architectural styles and house typologies. The area study of Holmes and Behrman Highway also commenced in this first phase.
- Phase 2, or “Reviewing and Developing Options,” analyzed existing conditions and residential input and used this crucial information to direct attention and efforts toward reviewing possible recommended programs, zoning and land use recommendations, and architectural guidelines. These preliminary recommendations along with survey results were then presented to the Terrytown Civic Association for initial feedback.
- Phase 3, or “Finalizing the Strategic Plan,” involved frequent meetings of stakeholders and residents to draft recommended courses of action, synthesizing the information and input gathered throughout the previous two phases. Following three further public meetings with the Terrytown Civic Association in August, October, and November, as well as presentations to the Planning Advisory Board and the Jefferson Parish Council, this phase culminated in this document: a final strategic plan, including council approved changes to zoning and future land use categories, recommended action items for housing and public improvements, an architectural style guidebook for home renovation and new builds, and a toolbox of homeowner funding resources.



1.5 Geographic Location

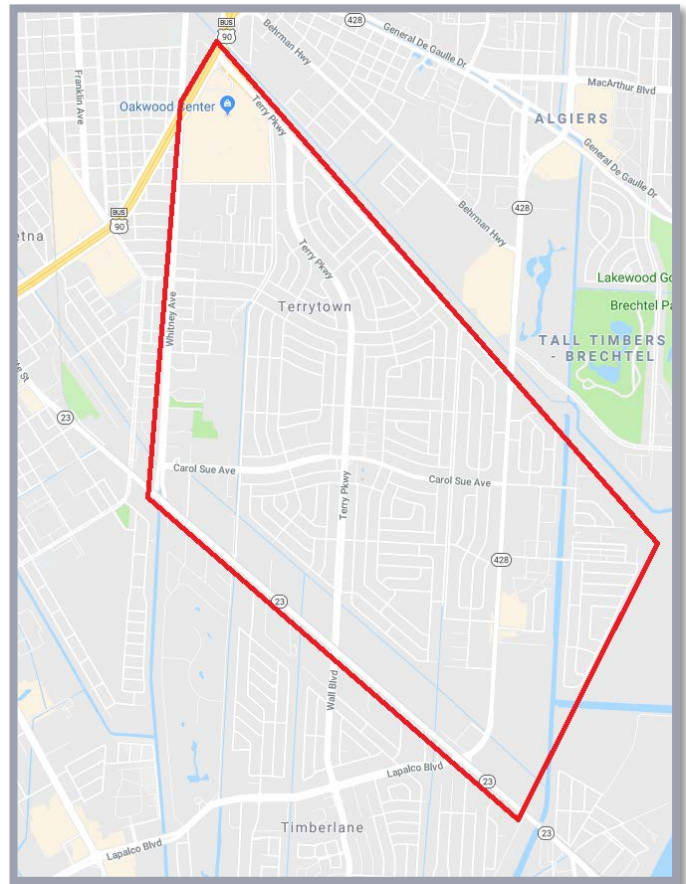
Terrytown is located on the Westbank of Jefferson Parish and borders both Orleans and Plaquemines Parishes. The neighborhood revitalization study area boundaries are the Westbank Expressway (BUS 90), Holmes Boulevard, the Plaquemines Parish line, Belle Chasse Highway (HWY 23), and Whitney Avenue.

1.6 History of Terrytown

The Terrytown community was founded in 1960 by developer Mr. Paul Kapelow as Jefferson Parish's first planned suburban community. Kapelow named the community after his eldest daughter, Terry, and held the grand opening to the planned community on March 6, 1960, introducing the public and prospective buyers to 15 decorated model houses designed by De Laurel & Moses, Consulting Engineers. Purchasers could choose the location of their lot and their preferred basic model in 23 variations. The new homes were marketed as low-cost as an effort to attract young families to the community.

While Kapelow originally planned to build more than 6,000 homes and created a master plan complete with streets and utilities for the area, he stopped when he reached 500 homes. Other builders purchased different parts of the area to be developed, following Kapelow's master plan. The result was multiple coordinated communities in Terrytown instead of one single development. Guardian Homes built the original homes along B- and C- and portions of the D- and F-lettered streets, as well as those on Stumpf Boulevard and portions of Heritage Avenue. Homes on the A-lettered streets were developed by Ellie Schill of National Home and were the first two-story houses in Terrytown, featuring aluminum siding. Mitchell Homes completed development along D- and E-lettered streets, the N-lettered streets of Parkwood, portions of the F-lettered streets, and the G- and H-lettered streets of Concord Place.

Terrytown's iconic entrance signs were created through the collaboration of seven organizations: the Terrytown Civic Association, the Terrytown Lions Club, the Terrytown American Legion Post 378, the Knights of Columbus Pope John Paul I Council 6870, the Terrytown Homeowners' Association, the Veterans of Foreign Wars Terrytown Post 5733, and the Terrytown Volunteer Fire Department.¹



¹ Dobbins Mills, Judy. "Terrytown: A New Residential Concept for Jefferson Parish Approaches Its 50th Year". Jefferson Historical Society of Louisiana, Jefferson History Notebook. Vol. 12, No. 1. April 2009

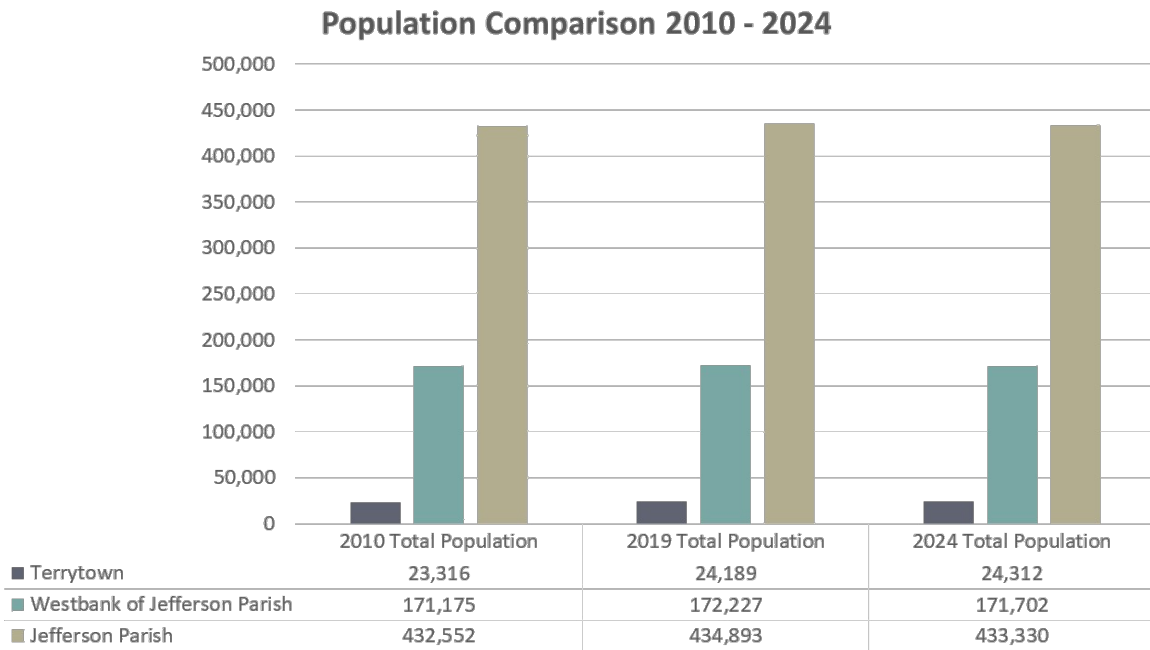


CHAPTER 2
EXISTING CONDITIONS

2. EXISTING CONDITIONS

2.1 Demographics Summary: Population and Households

Terrytown’s 2019 estimated population of 24,189 represents approximately six percent (6%) of the total Jefferson Parish 2019 population (434,893) and 14% of the total Westbank population (172,227). Forecasts project negligible growth for Terrytown and a decrease for Jefferson Parish over a five-year period, with Terrytown’s population projected to increase to 24,312 in 2024 (<1%) and Jefferson Parish’s population projected to be 433,330 (<1%). The low projected growth mirrors the trend of the past nine years, which saw a less-than-1% increase between 2010 and 2019 for Terrytown population.



Terrytown, like the Westbank and the Parish as a whole, saw a minimal increase in households between 2010 and 2019. As of 2019 Terrytown has 8,728 total households, an increase of 345 households (4%) from 2010, and projections indicate the number of households will modestly increase to 8,783 by 2024 (<1%)—only marginally better than the projections for the Westbank and Jefferson Parish as a whole, the latter of which is projected to decrease.

Households Comparison	Terrytown	Westbank	Jefferson Parish
2010 Total Households	8,383	61,139	169,647
2019 Total Households	8,728	62,211	172,034
2024 Total Households	8,783	62,221	171,917

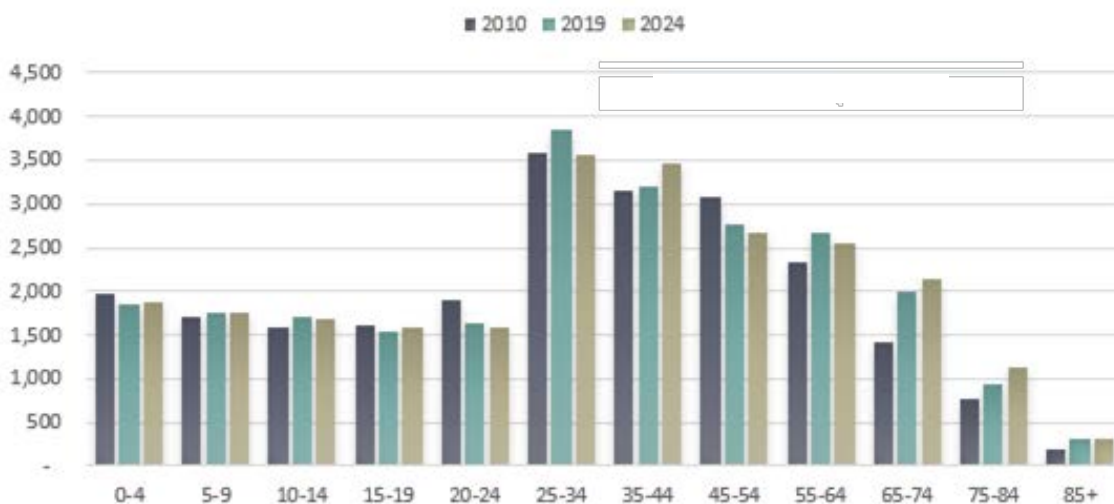
Source: 2019 ESRI data

2.2 Demographics Summary: Age, Race, and Educational Attainment

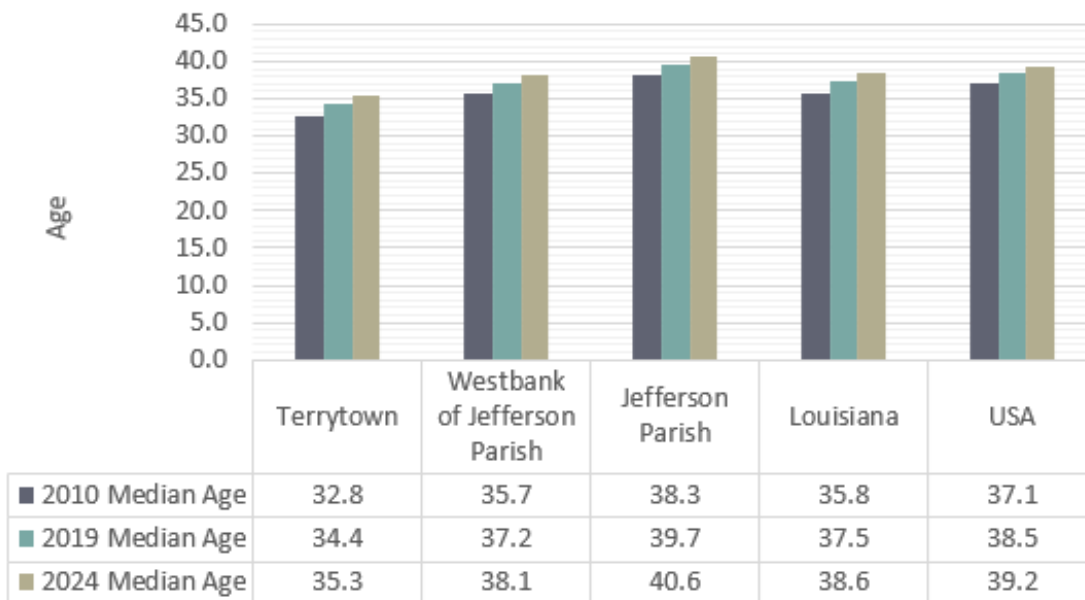
AGE

The 2019 estimated median age in Terrytown is 34 years old—younger than the Westbank on the whole, as well as the Parish, state and national median ages. However, projected changes since 2010 reflect an aging population: populations below 25 years old show a projected decrease in their respective age brackets, with some of the greatest gains in population occurring in the 55-85+ age brackets. The majority of Terrytown residents (52%) in 2019 are between 25 to 64 years, with the largest percentage of residents falling within the 25 to 34 years old bracket at approximately 16% of the population.

Population by Age 2010 - 2024



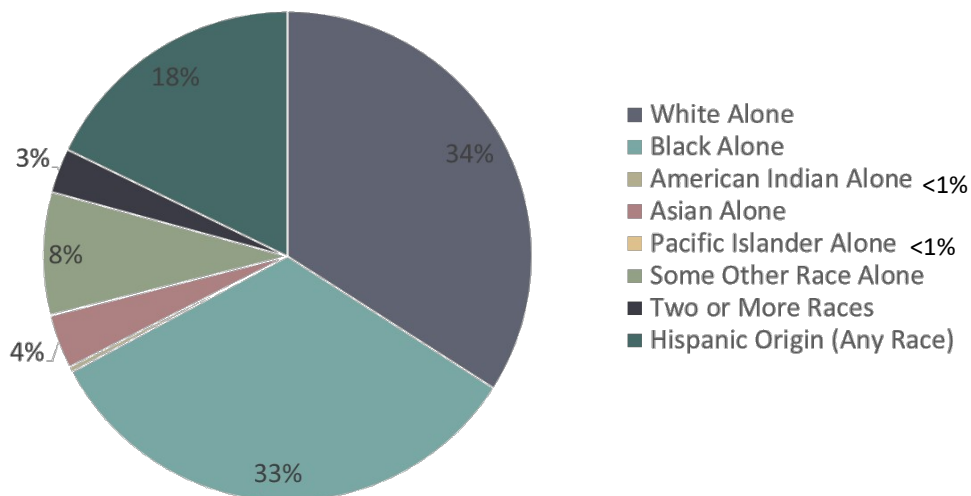
Median Age 2010 - 2024



RACE AND ETHNICITY

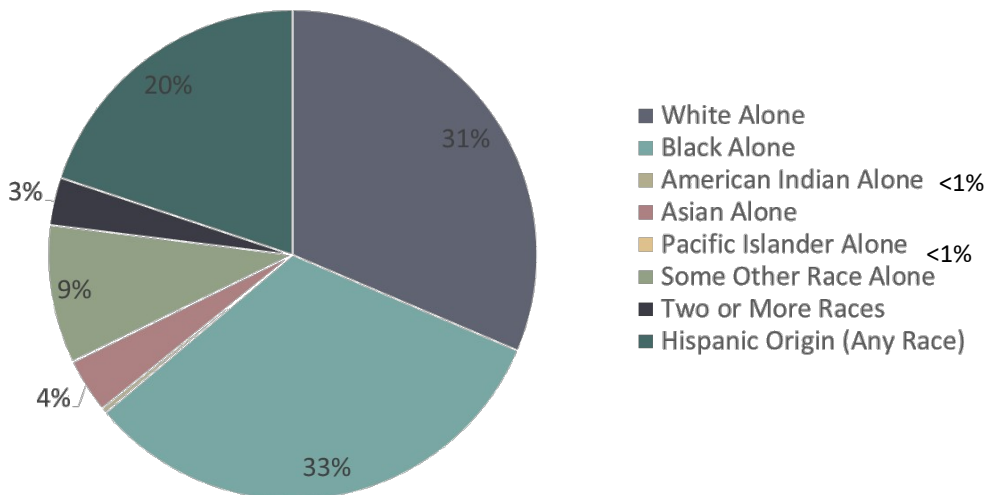
The 2019 racial and ethnical composition of Terrytown is mostly white alone and black alone, with each comprising approximately one-third of the total population. Terrytown residents with Hispanic origin comprise 18% of the current population, followed by “some other race alone” at eight percent (8%), Asian alone at four percent (4%), and “two or more races” at three percent (3%).

Race and Ethnicity 2019



The projected racial and ethnically composition by 2024 is largely the same as Terrytown’s 2019 composition except for a slight decrease in white alone to 31% and a slight increase in population with Hispanic origin to 20%.

Race and Ethnicity 2024

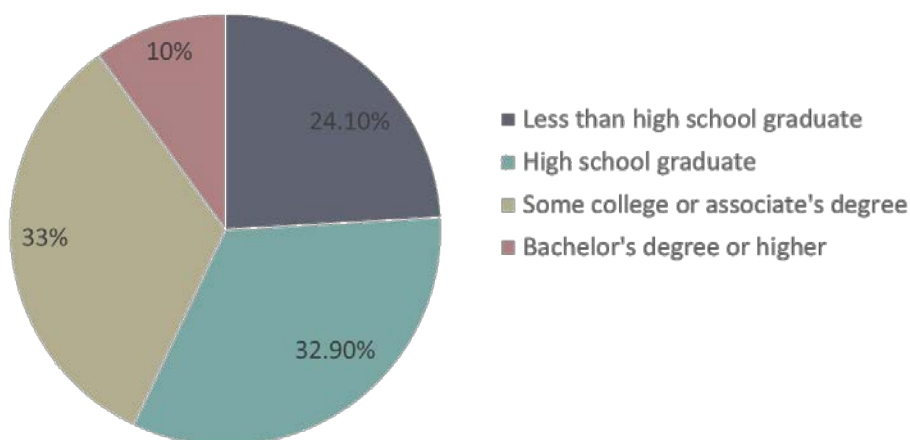


Source: 2019 ESRI data

EDUCATION

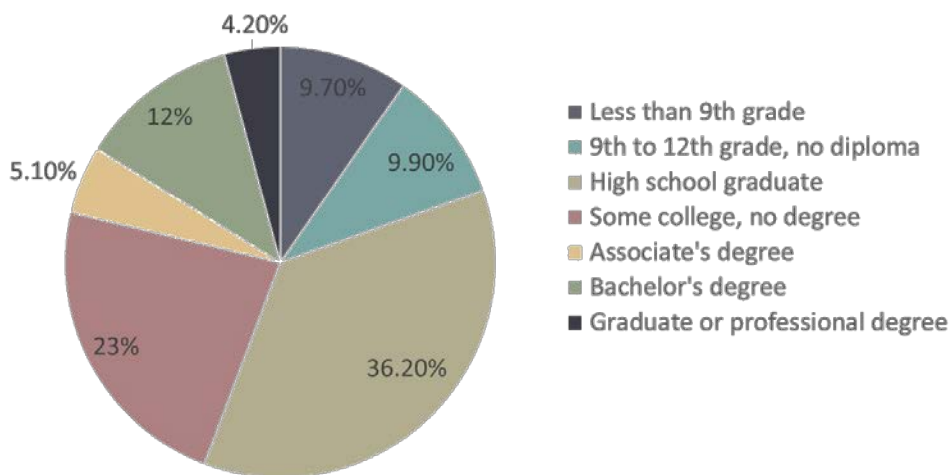
According to the American Community Survey (ACS), between 2013 and 2017 approximately one third (33%) of the individuals between the ages of 18 and 24 living in Terrytown had some college or an associate’s degree. Another third (32.9%) of the residents in Terrytown were high school graduates. Nearly a quarter (24.1%) of Terrytown residents’ educational attainment is less than high school graduate and ten percent (10%) of Terrytown residents hold a bachelor’s degree or higher.

**Terrytown Educational Attainment:
Population 18 to 24 Years Old (2013-2017 ACS)**



Over thirty six percent (36.2%) of the population 25 and older in Terrytown, according to the ACS for 2013 to 2017, has a high school or equivalent diploma. Nearly a quarter of Terrytown residents reportedly have some college, no degree (23%). Terrytown aligns with the educational attainment of residents across Jefferson Parish, with approximately thirty one percent (31%) of the population Parish-wide having a high school or equivalent diploma and about twenty three percent (23%) having some college, no degree.

**Terrytown Educational Attainment:
Population 25 Years and Over (2013-2017 ACS)**

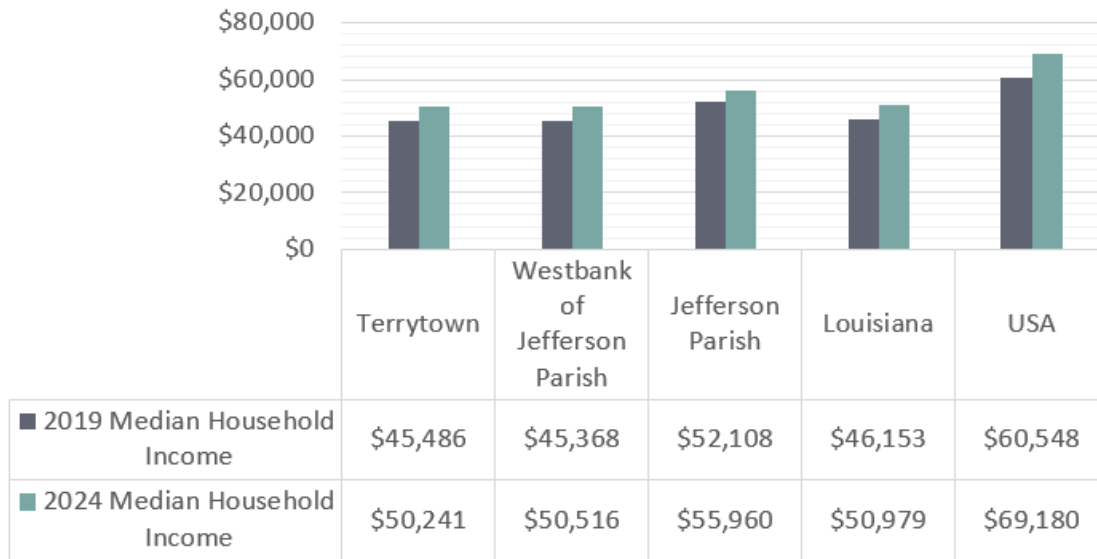


Source: 2013-2017 American Community Survey (ACS) 5-Year Estimates, U.S. Census Bureau

2.3 Demographics Summary: Income

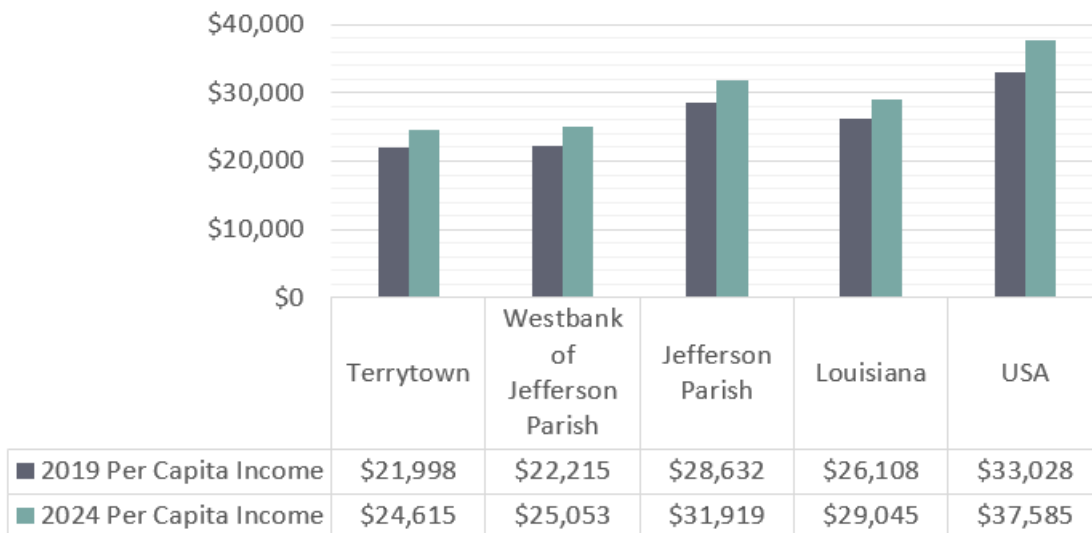
The median household income in Terrytown is expected to see a less significant increase over that same time period, from \$45,486 in 2019 to \$50,241 (9%) in 2024, but the projected increase is slightly higher than the projected Parish-wide increase in median household income of seven percent (7%).

Median Household Income 2019 - 2024



The 2019 per capita personal income in Terrytown is \$21,998, which is 77% of the Parish-wide per capita personal income of \$28,632. It is projected to increase by approximately 12% in 2024 to \$24,615, which is on par with the Parish’s projected percentage increase.

Per Capita Income 2019 - 2024



Source: 2019 ESRI data

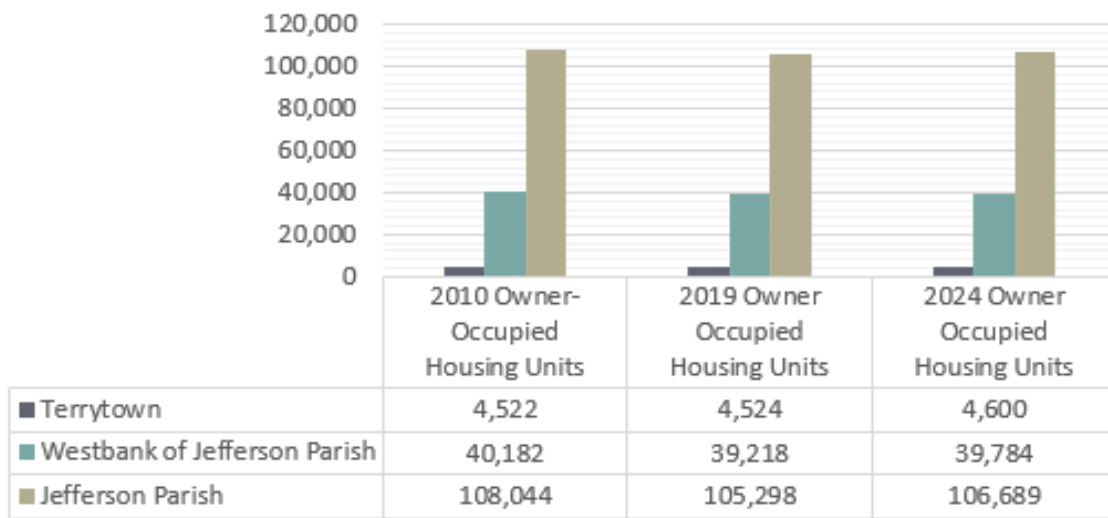
2.4 Housing Summary: Total Housing Units (2010-2024)

Terrytown continues to remain on trend with the number of Parish-wide housing units, both single and multi-family housing, modestly increasing, as the total number in 2019 reached 9,738 from 9,400 in 2010, a four percent (4%) increase. An additional 84 housing units are projected in Terrytown by 2024, bringing the total number of units to 9,822, which represents an increase of .9% and comprises 22% of the overall projected increase in housing units on the Westbank.

Housing Units Comparison	Terrytown	Westbank	Jefferson Parish
2010 Total Housing Units	9,400	67,835	189,135
2019 Total Housing Units	9,738	69,395	192,452
2024 Total Housing Units	9,822	69,785	193,223
No. of New Units From 2019 to 2024	84	390	771
% Growth From 2019 to 2024	.9%	.6%	.4%

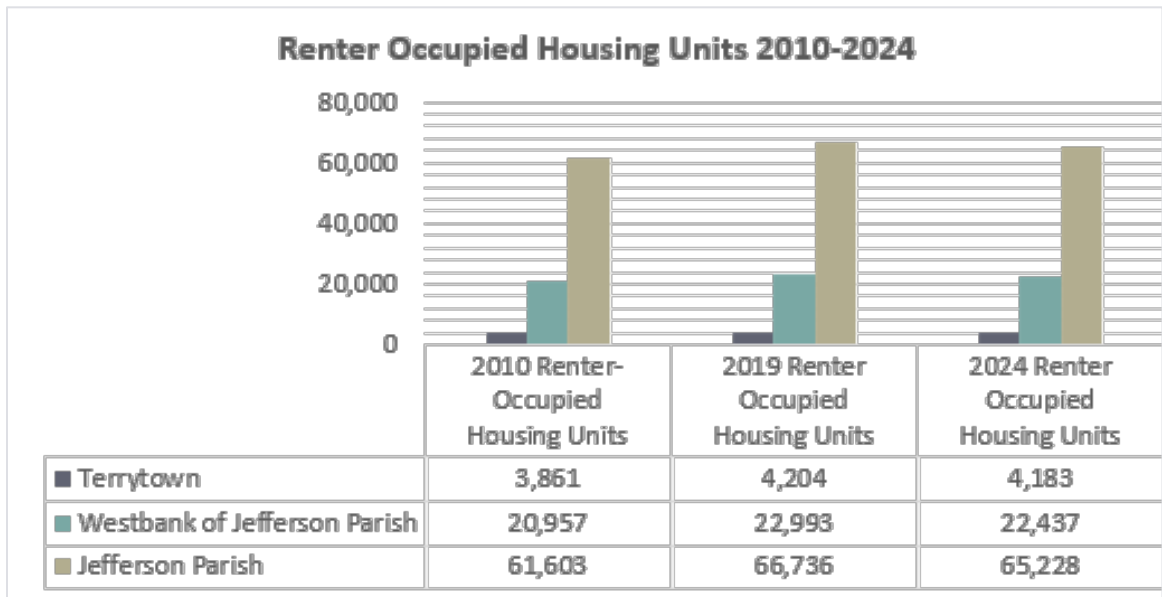
From 2010 to 2019, growth in the number of owner-occupied housing in Terrytown was negligible. The Westbank and the Parish as a whole actually experienced a decrease in owner-occupied housing over the same period. While the total number of housing units in Terrytown is projected to grow less than 1% and reach 9,822 by 2024, owner-occupied housing comprises the greatest share of the increase accounting for 76 of the 84 additional units or 90 percent (90%) of the total projected growth in housing units.

Owner Occupied Housing Units 2010-2024

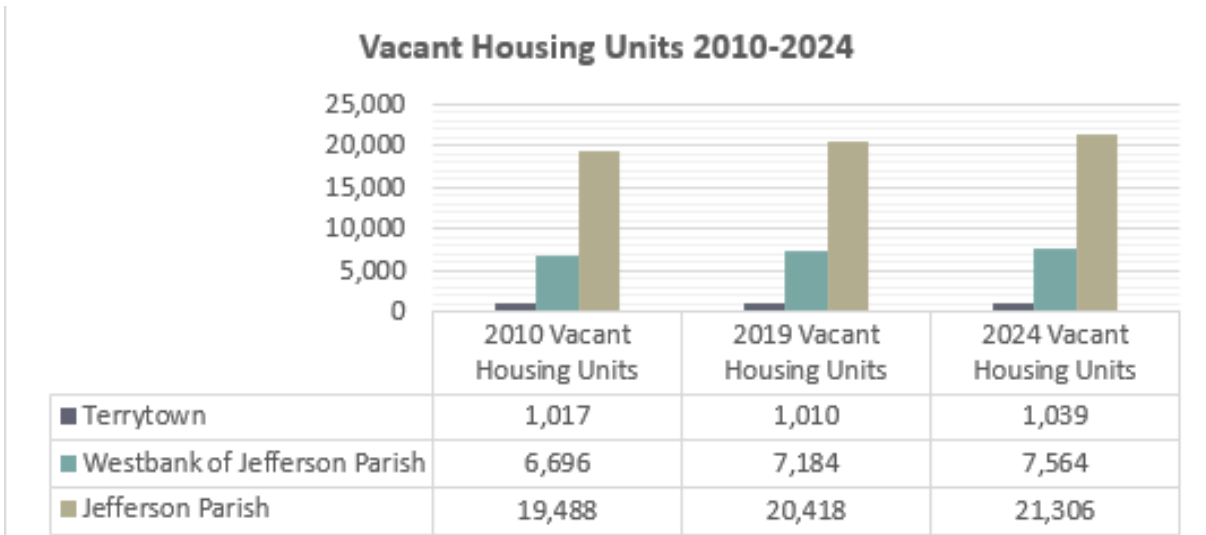


Source: 2019 ESRI data

Forecasts indicate that while the total number of housing units in Terrytown and owner-occupied units are anticipated to increase from 2019 to 2024, the number of renter-occupied units will decrease by less than one percent, from 4,204 units to 4,183 units. Over the same time period, there is also an anticipated decline in renter-occupied housing units of two percent (2%) both across the Westbank and Parish-wide.



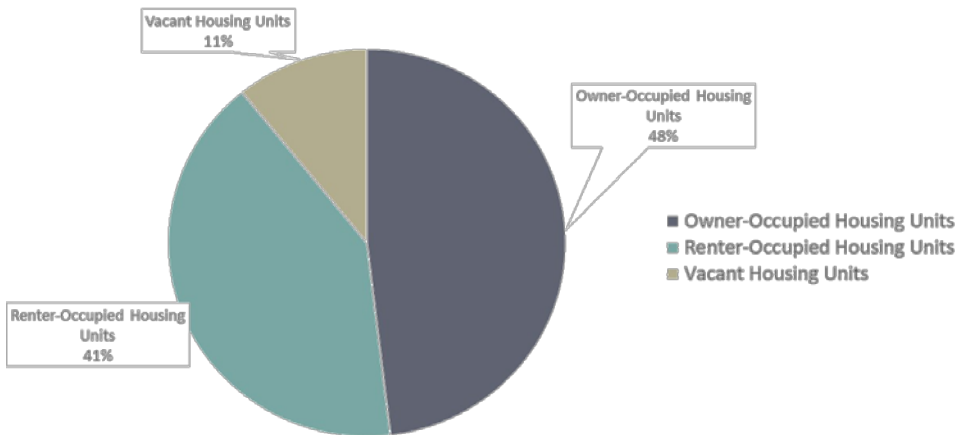
The number of vacant units in Terrytown has remained stable from 2010 (1,017 units) to 2019 (1,010 units), and is projected to increase by three percent (3%) by 2024 to 1,039 units. The total number of vacant units is projected to increase over the Westbank as a whole and Parish-wide by slightly larger percentages than in Terrytown, with the vacant units on the Westbank increasing by five percent (5%) and in the Parish by four percent (4%).



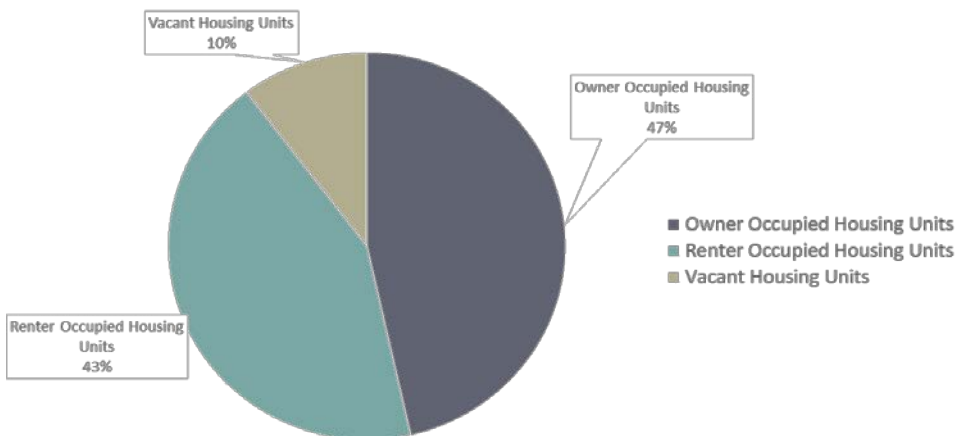
Source: 2019 ESRI data

From 2010 to the projection of 2024, the share of owner-occupied housing units in Terrytown has consistently remained at approximately 47 percent (47%) of the total number of housing units, making up the predominant occupancy type. Similarly, the share of renter-occupied housing units and vacant units have remained consistent.

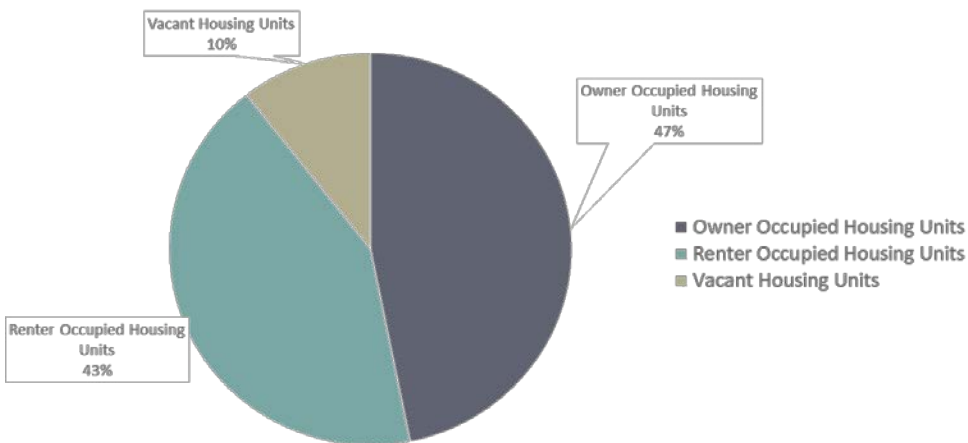
2010 Terrytown Housing Units Occupancy



2019 Terrytown Housing Units Occupancy



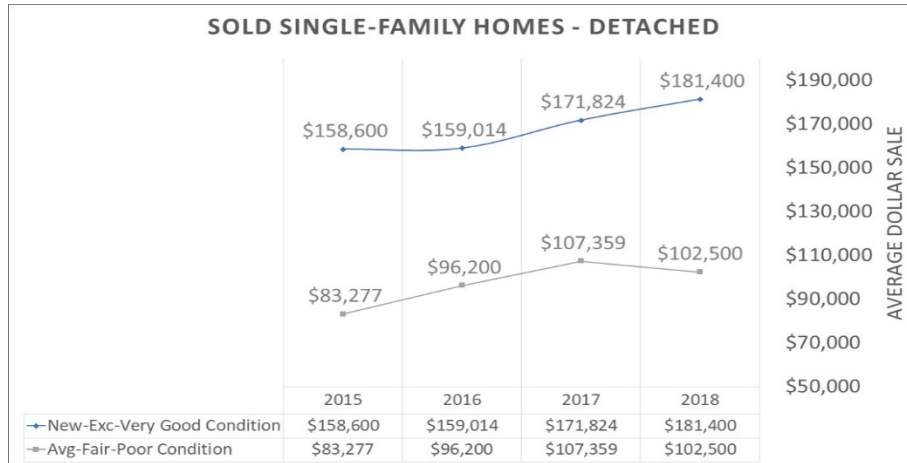
2024 Terrytown Housing Units Occupancy



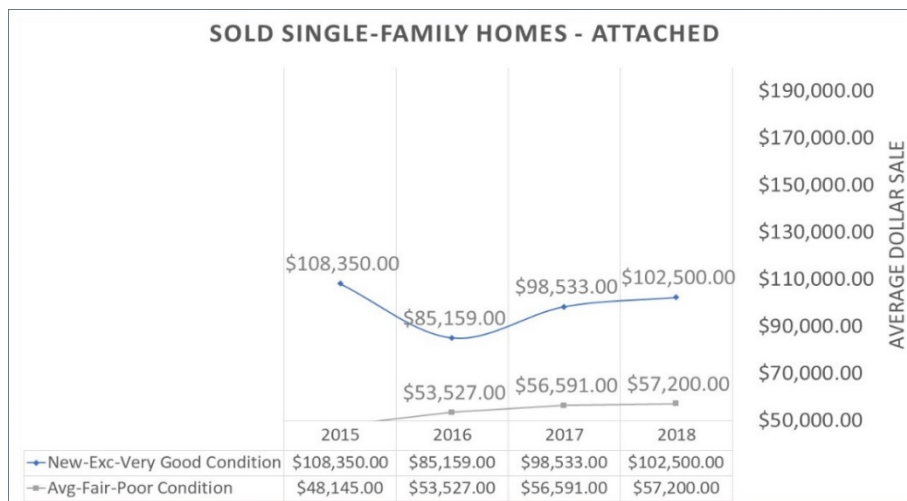
Source: 2019 ESRI data

2.5 Housing Summary: Recent Home Sales (2015-2018)

Between 2015 and 2018, there were a total of 823 residential properties listed, pending, and sold in Terrytown. The most listed, pending, and sold homes were “Excellent/New” condition detached single-family homes at 508, followed by “Average/Poor” condition detached homes at 244. Detached single family homes made up the majority of listed properties, with only 71 attached homes listed in this time period. The price of “Excellent/New” condition detached homes experienced an increase from \$158,600 to \$181,400, an increase of \$22,800 (14%). Detached single-family homes considered “Average/Poor” conditions sold for significantly less, at an average of \$116,800 for a detached single-family home and \$57,200 for an attached single-family home.



Total Housing Units - Detached	2018	2017	2016	2015
<i>New-Excellent-Very Good Condition Homes</i>	130	139	125	114
<i>Average-Fair-Poor Conditions Homes</i>	52	53	54	75



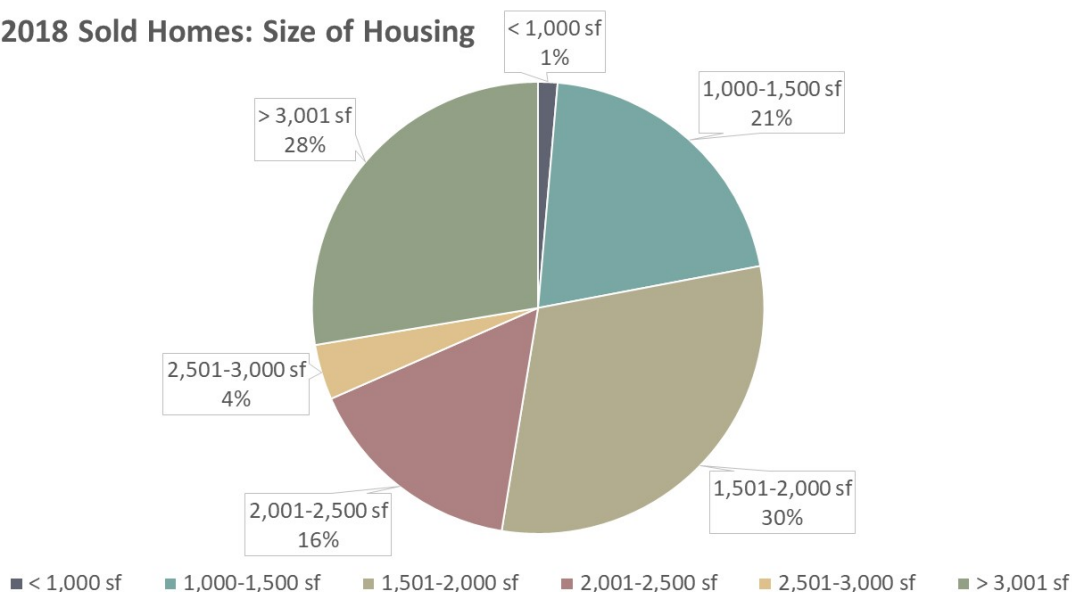
Total Housing Units - Attached	2018	2017	2016	2015
<i>New-Excellent-Very Good Condition Homes</i>	10	12	13	10
<i>Average-Fair-Poor Conditions Homes</i>	2	11	6	7

Source: 2018 MLS Data, Sold Residential Properties with Realtor Representation.

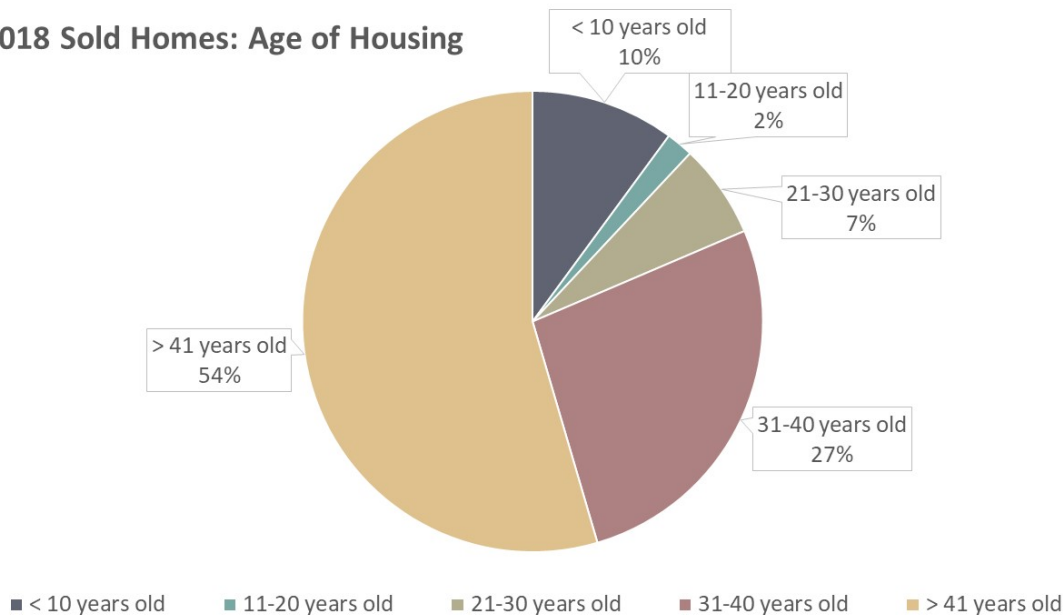
2.6 Housing Summary: Size and Age of Homes Sold in 2018

According to MLS data, the size of 30% of homes sold in 2018 was between 1,501 and 2,000 square feet. Homes built more than 41 years ago made up more than half of the homes sold in 2018. Only 10% of the homes sold in 2018 were built less than a decade ago.

2018 Sold Homes: Size of Housing



2018 Sold Homes: Age of Housing



Source: 2018 MLS Data, Sold Residential Properties with Realtor Representation.

2.7 Existing Architectural Styles in Terrytown

Mid-Century Modern

As outlined earlier in this report, Terrytown was originally developed by developer Paul Kapelow as the first planned development in Jefferson Parish. Starting in 1960, 15 model houses were on view and potential purchasers could choose from basic models with signature add-ons in 23 possible variations. Designed by De Laurel & Moses, Consulting Engineers, the homes were marketed as low-cost as an effort to attract young families to the community. Cost savings came from standardization of key elements, affordable land costs, and modest house sizes.

Common to the era, Terrytown's homes were designed in the style now known as "Mid-Century Modern," which followed the International and Bauhaus movements and was widely adapted in America as post-WWII suburbs boomed due to the GI Bill and other factors. The movement's design is noted for its clean, simple lines and details, and integration with nature. In suburban developments like Terrytown, this often meant simple but unique features such as triangular clerestory windows, and covered patios that connected living areas with back and side yards. Lower ceiling heights were used to save costs and as part of the low-slung style, made possible by the introduction of central air conditioning. With the completion of the Crescent City Connection bridge in 1958, the neighborhood was poised for relatively rapid development.

Model homes in Terrytown were marketed using names such as the "St. Charles," "Audubon," "Maisonette," "Mark X," "Royal," and more. Many of these models are still evident in Terrytown today, frequently with modifications including enclosed carports, additions, and more.



As Terrytown continued to expand in the 1970s, a number of additional architectural styles were used for new homes built in the neighborhood, resulting in the variety of architectural types visible in the neighborhood today. The original home models are most concentrated and evident in the earliest parts of the neighborhood to be developed, and particularly the A-D streets.



Typical Terrytown home with renovations



Likely building on the original "Maisonette" model home, the carport has been made a garage and a second story was added.

2.8 Existing Zoning and Land Use

Terrytown developer Paul Kapelow alphabetically named streets beginning with the same letter in small geographic areas when he laid out the subdivision in the late 1950s. Developed in 1960 were the B, C, and F streets and major cross streets, Stumpf Blvd. and Heritage Ave. The A section of streets opened in 1961, followed by D, M, N, and L sections in 1962. By 1965, other developers had joined Kapelow in building homes in Terrytown, and by the late 1960s and early 1970s, the original Kapelow concept was complete, including other major streets that intersect Terrytown: Terry Parkway and Carol Sue Ave. named after Kapelow's daughters ².

2.8.1 GENERAL ZONING AND LAND USE PATTERNS

Besides connected, coordinated streets, utilities, and communities of single-family homes, Kapelow's master plan, illustrating his concept for a planned community shown on drawings displayed for initial homebuyers, also reserved areas for schools and churches, fire stations, a recreation center, and a library. Accordingly, the first fire station was dedicated in 1962, with two others built in Terrytown by 1974. A 10-acre plot of land on Heritage Ave. became the West Bank's first recreation center in 1969, and the Terrytown Library opened on Heritage Ave. in 1974, sharing parking with the recreation center, which eventually included a gymnasium, ball fields, and a senior center. In the 1960s, schools were built on three parcels of land originally set aside for this purpose, and the construction of churches and other schools followed. One school, Terrytown Elementary, which opened in 1964, shares a site with the recreation center. The sharing of land and parking created a center of community activities on Heritage Ave. that continues today.

This shared center of activities is one component of the land-use pattern established by the original Terrytown master plan. The civic and institutional uses that provide community facilities and services remain in their original locations, with major reconstruction or renovation to many of them following the destruction that Hurricane Katrina wrought in 2005. These uses sit on a few of the 6,818 lots that comprise Terrytown's 3.67 square miles of land. The largest amount of land area within Terrytown, however, has the R-1A Single-family Residential zoning district, and approximately 80 percent of the lots are zoned R-1A Single-Family Residential and developed primarily with detached single-family homes. Many of Terrytown's homes also experienced damage from the 2005 hurricane and were subsequently rebuilt or repaired.

Terrytown, like most of Jefferson Parish's neighborhoods, developed as a primarily single-family residential community with supportive commercial uses located along major roadways or at key intersections. Less prevalent are other residential land uses and zoning districts, including apartments and the corresponding R-3 Multiple-family Residential zoning district. Multi-family dwellings, defined as having five or more residential units, primarily are located in the northern vicinity of the intersection of Terry Parkway and Carol Sue Ave., in the eastern vicinity of the intersection of Carol Sue Ave. and Behrman Hwy., and south and north of the Oakwood Center and Stumpf Blvd., respectively. The area between the Oakwood Center and Belle Chasse Hwy., west of Wright Ave., entails an array of land uses and zoning districts, including apartments and single-family homes, businesses, the WWL-TV transmission tower, a cemetery, and a religious temple.

Terrytown's major streets are where commercial land uses and zoning are located. Terry Pkwy, which provides direct access to the Crescent City Connection that traverses the Mississippi River, has nodes of C-1 Neighborhood

² "Alphabet Soup," September 2014 Issue of the Terrytown Trumpet, Original article by Katie Berchak with contributions from Judy Mills, map by Tim McKee; and "Terrytown: A New Residential Concept for Jefferson Parish Approaches Its 50th Year," Jefferson History Notebook, Vol. 12, No. 1, Published by the Jefferson Historical Society of Louisiana, April 2009

Commercial zoning and commercial uses primarily in small strip shopping centers. The Mixed-use Corridor District (MUCD), which allows larger-scale, more intense commercial uses, is mapped on Belle Chasse Hwy. and parts of Behrman Hwy. The site of the Oakwood Center at the intersection of the West Bank Expressway and Terry Pkwy., originally called the Oakwood Mall and opened in 1966 as a major indoor shopping mall, also has the MUCD zoning. It suffered severe damage in the aftermath of Hurricane Katrina and was substantially rebuilt, re-opening in 2007. The MUCD zoning remains appropriate for the Oakwood Center, the portions of Behrman Hwy. that are developed with large retail and services centers, and Belle Chasse Hwy., a major State roadway that provides access to Belle Chasse and Plaquemines Parish.

While most of Terrytown's zoning is appropriate for the established land uses, the Parish evaluated some of the zoning and land use twice within the last eleven years. In a 2008 study authorized by the Parish Council, the Planning Department reviewed properties zoned R-3 to determine if R-3 was the most appropriate zoning district for the properties. The Planning Department found that only 30 percent of the R-3-zoned properties contained multiple-family dwellings. In October 2008, the Parish Council approved Ordinance No. 23401, which rezoned some of the R-3 areas of Terrytown to R-1A, R-2 Two-family Residential, or RR-3 Three-and-four-family Residential, thus increasing the low-density, residential character of the community.

In 2014, the Parish Council again authorized the Planning Department to conduct a study of the land use and zoning of the then C-2 General Commercial properties or C-2/Commercial Parkway Overlay Zone (CPZ) properties with frontage on Terry Pkwy. The Planning Department recommended that the majority of the C-2 and C-2/CPZ sites, which clustered within four distinct nodes along Terry Pkwy., be rezoned to C-1 Neighborhood Commercial and the CPZ overlay, due to the types of uses, sizes of uses and development sites, and the classification of Terry Pkwy. as a Minor Arterial, with the purposes of promoting better compatibility with adjacent and nearby single-family residential areas and enhancing the Terry Pkwy. streetscape. The recommendation also included rezoning nine C-2 lots to R-1A and R-2. The Parish Council approved the Planning Department's recommendation by Ordinance No. 24821.

2.8.2 HOLMES BLVD./ BEHRMAN HWY. TO CAROL SUE AVE.

As part of this Terrytown Revitalization Study, the Parish Council authorized the Planning Department to conduct a zoning and land use study of properties along Holmes Blvd. and Behrman Hwy. from Terry Pkwy. to Carol Sue Ave. The study area is bounded generally by the Orleans Parish line (Donner Canal) and the Terrytown neighborhood on all other sides, and covers approximately 59 acres and contains 201 development sites (Figure 2). It includes a variety of land uses: single-family homes, two-family residences, three/four-family residences, multi-family residential development, commercial, educational/ healthcare/institutional facilities, and undeveloped land. The eastern (canal) side of Holmes Blvd. contains most of the undeveloped land, and the western (neighborhood) side of Holmes Blvd. is developed with apartments, single- and two-family dwellings, and multi-tenant commercial centers at the Stumpf Blvd. intersection.

As Holmes Blvd. turns onto Behrman Hwy., the western side is developed with two-family dwellings. The eastern side of Behrman Hwy. to Carol Sue Ave has small commercial uses.

The study area is zoned mostly residential, with 71 percent of the development sites zoned as either single-family, two-family, or multi-family residential. Of the residentially zoned properties, 115 (57%) sites are zoned R-1A, which comprises 32 percent of the land area. One development site is split-zoned R-1A and GO-2.

Due to the study area’s size and shape, the Planning Department divided it into two sub-areas: Sub-Area 1, Holmes Blvd. from Terry Pkwy to Oakwood Dr.; and Sub-Area 2, Oakwood Dr./Holmes Blvd. intersection to Behrman Hwy./Carol Sue Ave. intersection (Figure 1). Planners conducted a land use survey in March 2019 and analyzed current land uses and zoning based upon development sites. Development sites are defined as “any group of one or more lots occupied or intended for development as a unit.”

SUB-AREA 1

Sub-Area 1, which comprises the section of Holmes Blvd. from near Terry Pkwy. to Oakwood Dr., contains 122 development sites and covers approximately 32 acres (Figure 2). The majority of the sub-area is zoned residential, with the largest portion of the land area, approximately 19 acres, zoned R-1A Single-Family Residential. The R-1A permitted uses are limited to single-family residences and non-residential uses intended primarily to provide services to the adjacent neighborhood, such as religious institutions, schools, libraries, and playgrounds. The R-3 Multiple-family district is the second largest zoning district by land area covering approximately five acres. The commercial zoning districts of C-2 (2.5 acres) and the C-1 and GO-2 districts (4.5 acres) combine to cover the remainder of Sub-Area 1.

The sub-area contains two split-zoned lots at the intersection of Holmes and Stumpf Blvds. Lot Y1, Sq. 34, Terrytown Section 1, located at the southeastern corner of the intersection, is zoned C-2/R-1A. The C-2 portion of the lot contains a multi-tenant building. According to a December 2018 Google satellite image and street view, the R-1A portion of Lot Y1 was being used to store automobiles and miscellaneous objects. Automobile storage is not a permitted use in the R-1A district. On the northern side of this intersection, Lot 6, Square 6, Oakdale Subdivision Section B is zoned C-1/GO-2 with the CPZ overlay district.

According to the Planning Department’s records, the Parish Council adopted Ordinance No. 3813 in 1958, which established the zoning of the study area as R-1 Single-family (Table 1). In 1959, Ord. No. 4260 amended the zoning of the study area by reclassifying the property to R-3 Multiple-family from the western boundary to Athena Ave. The rest of the study area remained R-1, except for the lots on the southern part of the Holmes Blvd./Stumpf Blvd intersection which became C-2 General Commercial District. From 1976-2001, the Parish Council approved several rezoning requests for Lot 6, Sq. 6, Oakdale Subdivision Sec. B, resulting in the lot’s current C-1/GO-2 with the CPZ overlay. In 2007, the Parish Council approved the creation of the 72 undeveloped lots and rezoned them from R-3 to R-1A in order to construct single-family homes and a walking trail. The proposed single-family homes on the eastern side of Holmes Blvd. were not constructed, and the walking trail ceased after the expiration of the Parish’s land lease with the property owner.

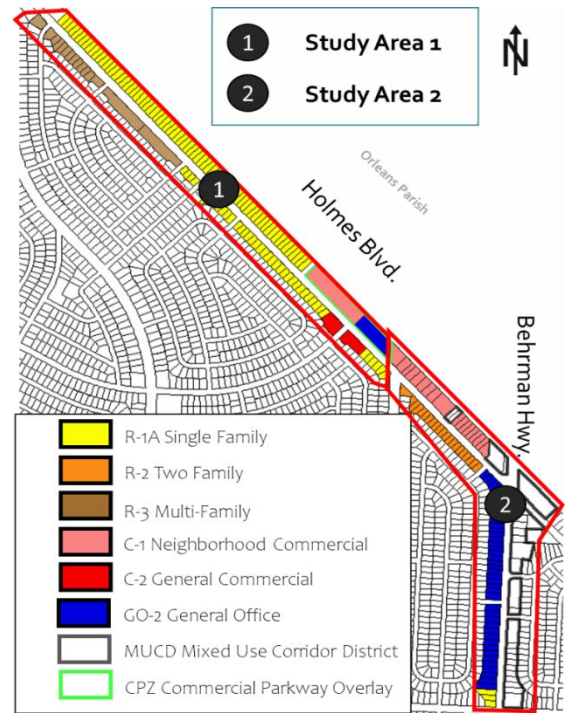


Figure 1: Zoning/Sub-Areas, March 2019

Table 1. Zoning History Sub Area 1

Year	Request	PD/PAB Recommendation (Docket #)	Council Decision (Ordinance #)
1958	Initial Parish Zoning	NA	Approval (3813)
1959	Zoning of Terrytown	Approval/Approval w/conditions (73-59)	Approval (4260)
1976	Lot 6, Sq. 6, Oakdale Sec. B R-1 to C-1/R-3	No recommendation Available (W-56-76)	Approval (12495)
1998	Part of Lot 6, Sq. 6, Oakdale Sec. B. R-3/R-1A to C-1/GO-2/CPZ	Approval/Approval (W-18-98)	Approval (20431)
2001	Part of Lot 6, Sq. 6 Oakdale Sec. B. R-1A to C-1/GO-2/CPZ	Denial/Approval (W-25-01)	Approval (21343)
2007	Lots 1-72, Oakwood Estates R-3 to R-1A	Approval/Approval (WLUZ-6-07)	Approval (23020)

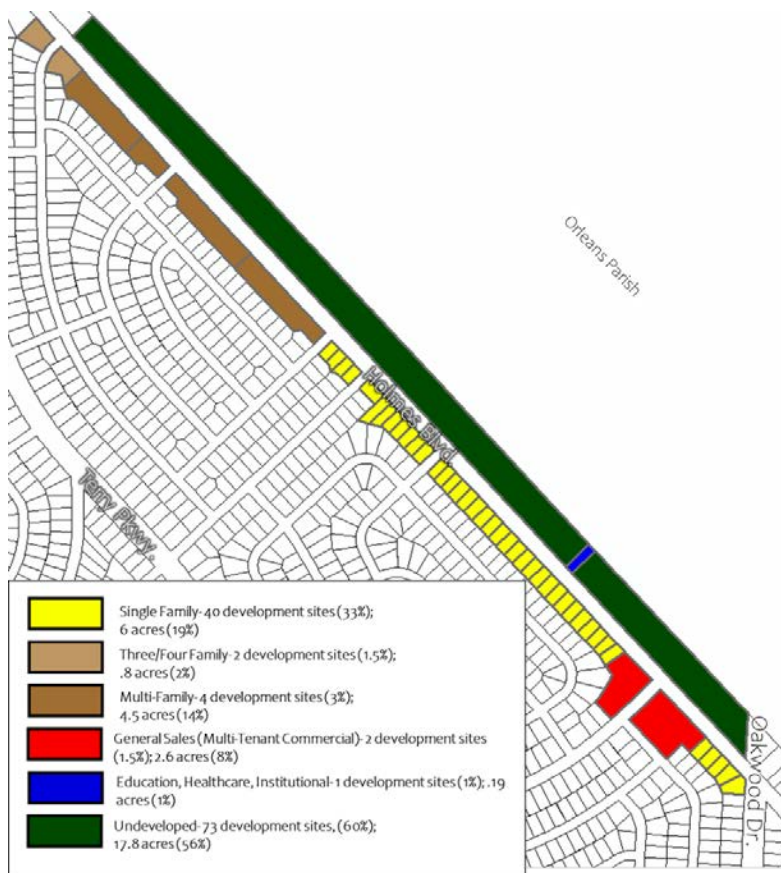


Figure 2: Current Land Uses in Sub-Area

The western side of Holmes Blvd. is entirely developed with two 3- and 4-family residences (1.5%), four multi-family residences (3%), 40 single-family (33%) residences, and two multi-tenant commercial uses (1.5%). The eastern-side of the sub-area is mostly undeveloped: 73 (60%) development sites are undeveloped, accounting for 56 percent (17.8 acres) of the total land area of Sub-Area 1. The developed site, the Terrytown American Legion Post 378 on the eastern side of the sub-area, was counted as a development site, but it is not located on a lot of record, instead on Jefferson Parish right-of-way (formerly Utah St.).

SUB-AREA 2

Sub-Area 2, which comprises the sections of Holmes Blvd. and Behrman Hwy. from Oakwood Dr. to Carol Sue Ave., contains 79 development sites and covers approximately 30 acres. The largest zoning district by land area is the Mixed-use Corridor District (MUCD) at approximately 11 acres. The MUCD permits a wide variety of uses, including all uses permitted in the C-2 and OW-1 Office-Warehouse districts. At approximately 10 acres, the GO-2 district is the second largest zoning district by land area. The GO-2 district allows single- and two-family dwellings, as well as small-scale commercial uses such as general and professional offices, beauty shops, and clinics. The C-1 (5 acres), R-2 (3 acres) and the R-1A (1 acres) districts also are mapped in the study area.

Initial zoning classified all the lots in Sub-Area 2 as R-1. In 1966, Jefferson Parish initiated a parish-wide rezoning which rezoned Lot 2B, Sq. 61, Elmwood Subdivision to C-2, and Lot 8A, Sq. 151, Terrytown Sec. 8 to R-2. The Parish Council approved eight separate rezoning petitions in the 1970's for properties located in this sub-area, thus reducing the amount of the single-family residential district by introducing the C-1, R-2, and R-3 districts into the area. By 1983, almost all of the single-family zoning had been eliminated except for three parcels at the southwestern part of the sub-area. In 1987, the Parish Council rezoned the parcels on the eastern side of Behrman Hwy to the MUCD. The Parish Council approved the most recent rezoning petition within the study area in 1991 (Ord. No. 18410), reclassifying two C-1 lots to MUCD (Table 2).

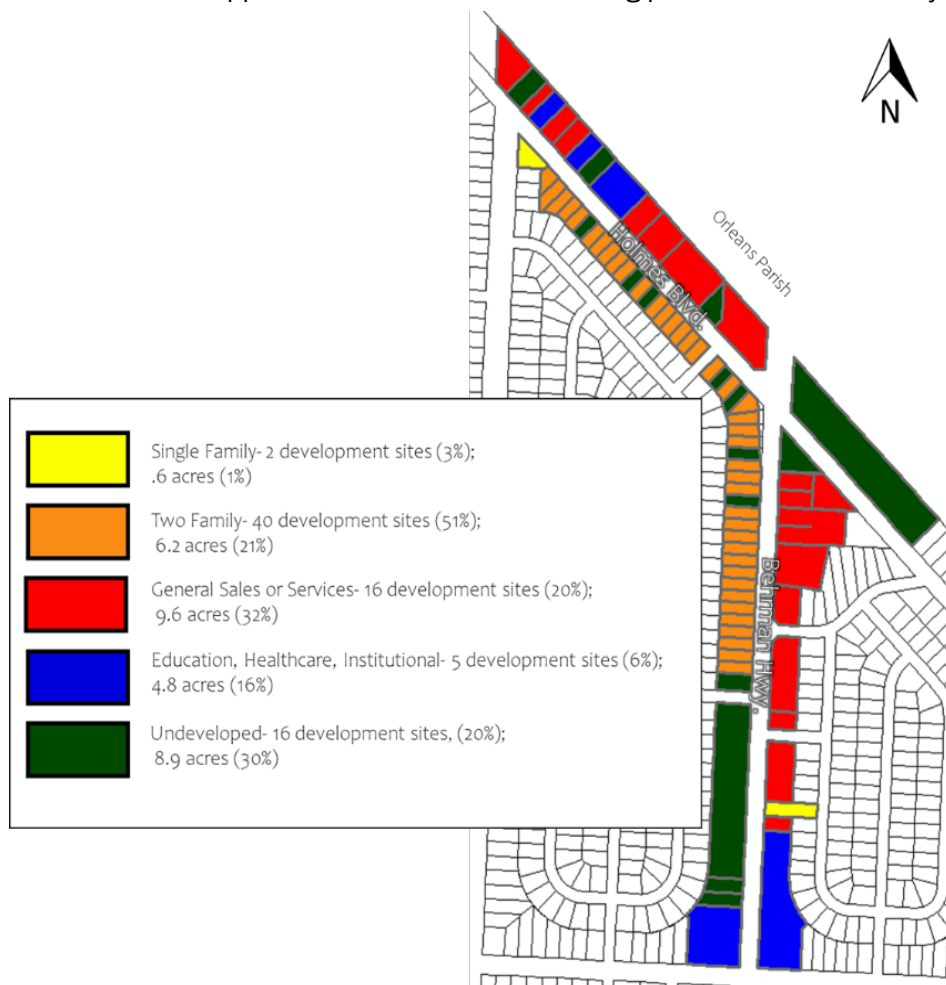


Figure 3: Current Land Uses in Sub-Area 2, March 2019.

Table 2. Zoning History Sub Area 2

Year	Request	PD/PAB Recommendation (Docket #)	Council Decision (Ordinance #)
1958	Initial Parish Zoning (R-1)	NA	Approval (3813)
1966	Parish-wide rezoning	NA	Approval (7530)
1972	Parcel B, Terrytown Sec. 8 R-1 to C-1	No change/No change (W-45-72)	Approval (10705)
1972	Parcel A, Sq. 153, Terrytown Sec. 8 R-1 to C-2	Denial/Denial (W-124-72)	Approval (11081)
1973	Lots 1A-18A, Sq. 126, Terrytown Sec 8 R-1A to R-2	Denial/Approval (W-7-73)	Approval (11110)
1976	Lots 9-A, 10-A, 11-21, Sq. 151, Terrytown Sec. 8 R-1A to R-3	Denial/Denial (35-76)	Approval (12435)
1976	Lots 1-22, Sq. 127, Terrytown Subdivision Sec. 8 R-1A to R-2	Denial/Denial (W-68-76)	Approval (12598)
1977	Lots 3,5-8, and 10-14, Sq. 128, Terrytown Sec. 8, R-1A to R-2	Approval/Approval (4-77)	Approval (12786)
1978	Lot 8-A-1, Sq. 151, Terrytown Sec. 8 R-1A to C-1	Approval/Approval (80-78)	Approval (13643)
1982	Area Study Residentially zoned lots fronting on Behrman to GO-2	Approval/Approval (W-34-82)	Approval (11988)
1983	Lot 6, Sq. 61, Terrytown Sec. 8 R-1A to GO-2	Approval/Approval (W-37-83)	Approval (15693)
1987	Eastern side of Behrman Hwy. between Orleans line and Carol Sue from existing zoning to MUCD	Approval/Approval (W-15-87)	Approval (17265)
1991	Lots Y and Z, Oakdale Sec. B C-1 to MUCD	Denial/Approval (W-25-91)	Approval (18410)

Currently, the largest land use in Sub-Area 2 is two-family residential (51%), which clusters along the western side of Holmes Blvd. and Behrman Hwy. The study area is further comprised of the following land uses: general sales and services (20%), undeveloped land (20%), education/healthcare/institutional (6%), and single-family residential (3%). Although the largest number of development sites are used for two-family residences, general sales and service is the largest use by land area at 9.6 acres or 32 percent. 8.9 acres of land are undeveloped (Figure 2).

The eastern side of the study area is almost fully developed with existing commercial uses. The sub-area contains a single-family use along Behrman Hwy. that is actually a through lot fronting on the local street to the east of the study area. Currently, one non-conforming use, a muffler shop, exists at 539 Holmes Blvd. The C-2 district allows muffler shops.

2.8.3 INFRASTRUCTURE AND PERMITS

In addition to residential, commercial, and other uses on private property, roads and other public infrastructure are a component of land use. The *Jefferson Parish Thoroughfare Plan* identifies Holmes Blvd. as a *Minor Arterial*, and Behrman Hwy. as a *Major Arterial*. Chapter 25 of the *Jefferson Parish Code of Ordinances* defines arterials as “providing cross-town or neighborhood connections with traffic-controlled intersections, channeled turning lanes and little to no on-street parking.” Three *Collector* roadways intersect the study area: Stumpf Blvd., Oakwood Dr., and Carol Sue Ave. Chapter 25 also defines *Collectors* as roads designed to provide intra-neighborhood connections with sign-controlled traffic intersections and limited on-street parking. All other streets that intersect Holmes Blvd. and Behrman Hwy within the study area boundaries are classified as *Local*, which provide direct access to land uses or parcels for local traffic.

In a 2017 traffic study of Holmes Blvd., which is a Parish-owned roadway, the Parish confirmed that approximately 14,000 vehicles travel Holmes Blvd. daily. The Parish’s Traffic Engineer determined that Holmes Blvd. has the capacity to accommodate more traffic. The Louisiana Department of Transportation and Development (LADOTD) owns and maintains the Behrman Hwy. right-of-way, and no current traffic counts are available for this portion of the roadway.

Chapter 33 of the Code of Ordinances requires adequate public infrastructure for all development or redevelopment, and providing sewer, water, and drainage infrastructure and paying for it is the responsibility of the developer/owner. The eastern side of Holmes Blvd. lacks continuous public infrastructure. With the exception of a water line from Terry Pkwy. to Appletree Ln., no other utility lines are in place along the undeveloped eastern stretch of Holmes Blvd from Terry Pkwy. to Stumpf Blvd. On the western side of Holmes Blvd., drainage, sewer, and water lines exist. The Behrman Hwy. portion of the study area contains sewer and water lines, maintained by Jefferson Parish, on both the eastern and western sides, except for the eastern side of Behrman Hwy. between Holmes Blvd. and Nile St. A sewer line stretches north approximately 190 feet from the Nile St./Behrman Hwy. intersection, and there are no water lines present on that block of Behrman Hwy. The LADOTD maintains the drainage line located on the eastern side of Behrman Hwy.

Two major capital project improvements within the study area are in design and construction will begin in 2020. The “Holmes Boulevard. Rehabilitation” project entails two phases. The first phase, Terry Pkwy. to Browning Ln.,

will remove/replace the existing 2-lane concrete roadway, add a 6-foot-wide continuous bike lane protected by a 2-foot-wide mountable curb on both sides of the roadway, upgrade handicap ramps to meet ADA standards, and provide landscaping in the right-of-way. Upon completion of the first phase, the same improvements will occur to the rest of Holmes Blvd. from Browning Ln. to Behrman Hwy., beginning in 2021. During each phase, the Parish will extend

Table 3. Permit History of Study Area and Terrytown, Jan 2008-Jan 2019

Building Permit Type	Study Area	Terrytown
Residential	20	542
Minor Repairs	--	10
Foundation/Shoring	20	346
Renovation/Addition	--	45
New Construction	--	141
Commercial	4	40
Tenant Buildout	1	4
New Construction	3	32
Renovation	--	4

sewer and water lines at intervals perpendicular from the western side to the eastern side to facilitate tie-ins during development of the eastern side. The total estimated project cost for the completion of the rehabilitation is \$10,010,992.

The “Carol Sue Right Turn Lane at Behrman Hwy.” project will add a new concrete right turn lane from southbound Carol Sue Ave. to westbound Behrman Hwy., add a new sidewalk on the west side of Carol Sue Ave., and improve handicap access to the nearby bus stop.

The Planning Department reviewed commercial and residential permits issued within the Holmes Blvd./Behrman Hwy. study area by the Department of Inspection and Code Enforcement (ICE) within the last 10 years (January 2008-January 2019). ICE issued 24 permits within the study area compared to 542 permits issued for the greater Terrytown community during that same time period (Table 3). Foundation repairs on residential structures along the western side of Holmes Blvd. accounted for the largest percentage (83%) of permits issued within the study area. For the greater Terrytown community, foundation repairs also make up the majority, 64 percent, of building permits issued, with a large clustering of these permits occurring near the Oakwood Dr./Holmes Blvd. intersection.

Within the study area’s boundaries, ICE issued four commercial permits during the last ten years, three for new construction and one for a tenant buildout; whereas, 40 commercial permits were issued outside the study area. No permit applications for new residential construction within the study area boundaries were filed with ICE in the last ten years. Additionally, the Planning Director ministerially approved four site plans within the study area since 2008 (Table 4).

In conclusion, the Holmes Blvd./Behrman Hwy. to Carol Sue Ave. land use/zoning study is the most recent effort to promote Terrytown’s continued vitality. Terrytown has a relatively stable mix of land uses and zoning that centers on single-family residential, civic and institutional uses, small-scale commercial uses within the community, and larger commercial uses along the perimeter, major roadways. This stability rests on the master plan that Paul Kapelow conceptualized and brought to fruition with committed residents, business owners, and leaders still activity engaged in their community.

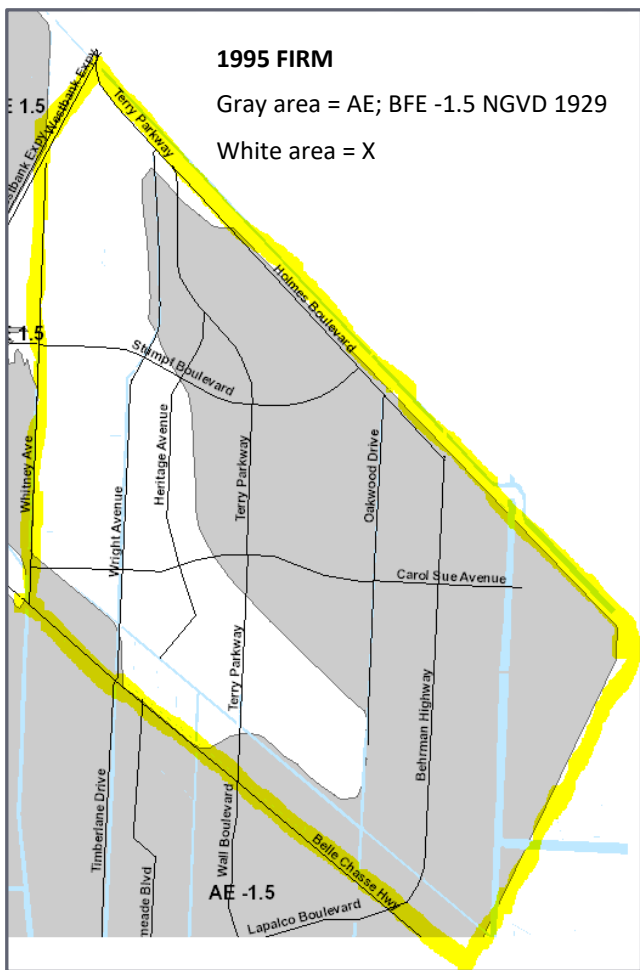
Table 4. Ministerial Site Plan Review Cases

Case No	Address	Zoning	Request
<u>MUC-19-08</u> Zughayer Center	601 Behrman Hwy.	MUCD	Development of new strip mall
<u>MUC-27-10</u> Waffle House	559 Behrman Hwy.	MUCD	Development of new Waffle House
<u>MUC-8-13</u>	629 Behrman Hwy.	MUCD	Add storage building
<u>MUC-15-18</u> Pelican Pointe Car Wash	569 Behrman Hwy.	MUCD	Remodel existing carwash

2.9 Flood Zones

Many properties benefited from new flood insurance rate maps (effective 2018), which show the base flood elevation (BFE) decreasing several feet in some cases (1995: -1.5; now as low as -5.0 in some areas). Terrytown includes a mix of Zone X and Zone AE. Jefferson Parish requires new builds or major additions and substantial renovations (>=50% of fair market value) to residential structures within the hurricane protection levee system to be built at the higher of the base flood elevation (BFE) or 18 inches above the center line of the street.

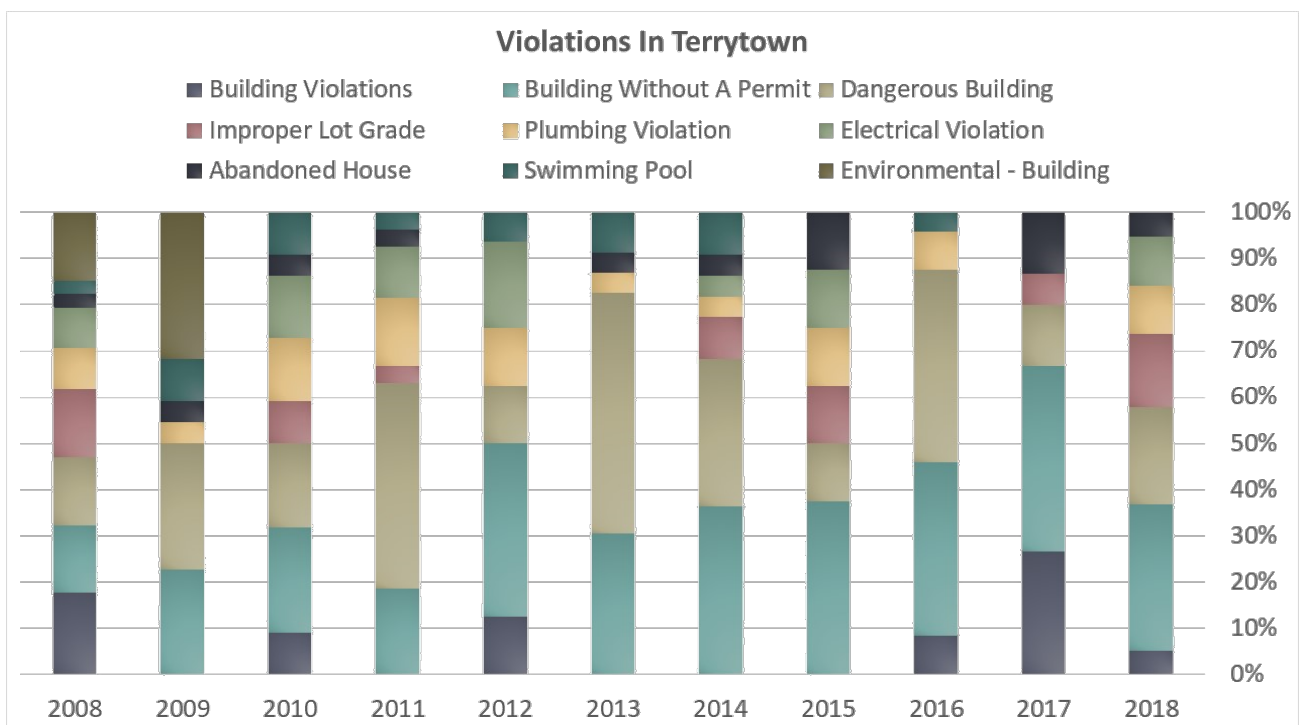
Flood Zone Map Comparison



2.10 Code Enforcement Violations

Terrytown is the only area in Jefferson Parish where weekly sweeps occur and has a very active civic association and neighborhood in reporting code violations. In the last decade, 248 violations on properties have been found in the Terrytown area. *Building Without a Permit* and *Dangerous Building* were the largest total number of violations issued from 2008 to 2018. According to Jefferson Parish Inspection and Code Enforcement Department, the type and number of violations reported in Terrytown is not unusual compared to the rest of Jefferson Parish.

Violations Issued in Terrytown	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Totals
<i>Building Violations</i>	6	0	2	0	2	0	0	0	2	4	1	17
<i>Building Without A Permit</i>	5	5	5	5	6	7	8	9	9	6	6	71
<i>Dangerous Building</i>	5	6	4	12	2	12	7	3	10	2	4	67
<i>Improper Lot Grade</i>	5	0	2	1	0	0	2	3	0	1	3	17
<i>Plumbing Violation</i>	3	1	3	4	2	1	1	3	2	0	2	22
<i>Electrical Violation</i>	3	0	3	3	3	0	1	3	0	0	2	18
<i>Abandoned House</i>	1	1	1	1	0	1	1	3	0	2	1	12
<i>Swimming Pool</i>	1	2	2	1	1	2	2	0	1	0	0	12
<i>Environmental - Building</i>	5	7	0	0	0	0	0	0	0	0	0	12
Total Violations	34	22	22	27	16	23	22	24	24	15	19	248



2.11 Public Transit

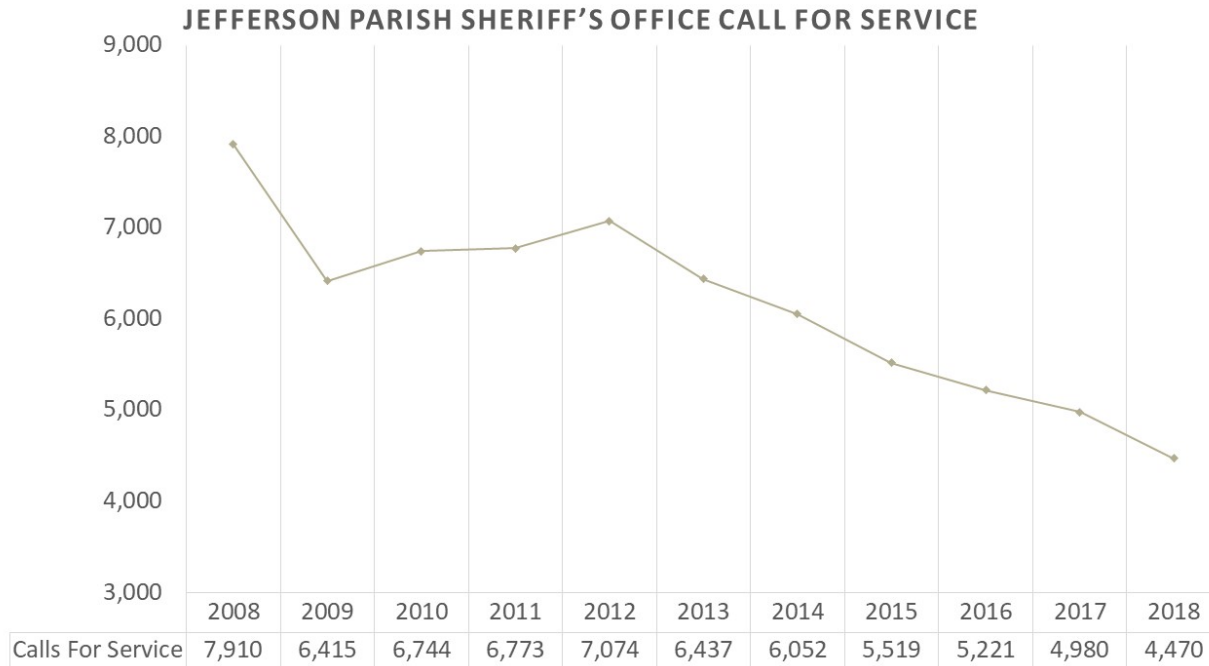
Jefferson Transit Usage in Terrytown

The Terrytown route travels from the Oakdale Park and Ride to the Wilty Terminal. During peak hours, it also provides service from the Wilty Terminal to the New Orleans CBD. It also connects with several RTA routes entering the New Orleans CBD. Prior to Hurricane Katrina, transit was available seven days per week in Terrytown. Following Katrina, bussing only runs during weekdays. Riders must walk to Wilty Terminal for JeT bussing. The JeT Strategic Plan was completed in early 2019 and makes several recommendations for improved service throughout the Parish and in Terrytown, including increasing service to seven days per week and 24 hours per day.

W8 Terrytown Ridership



2.12 Terrytown Crime Trends



The Jefferson Parish Sheriff’s Office (JPSO) received a ten-year-low number of calls from the Terrytown area in 2018—4,470 total calls for service in 2018, down from 7,910 overall in 2008, or a 44% decrease over ten years. The largest number of calls in 2018 was related to burglar alarms and the second largest was for suspicious persons.

2.13 Community Amenities: Schools, Library, and Community Centers

Terrytown enjoys a wealth of public community assets, including a library, four fire stations, and several recreation and community facilities. There has also been recent investment into these centers, with renovations totaling over \$1M to the library and a newly construction Golden Age Center.

Agency/ Organization	Community Asset	Address	General Information
Jefferson Parish Library	Terrytown Library	680 Heritage Avenue	Opened on October 9, 1974, the Terrytown branch of Jefferson Parish Library is located across the street from the Terrytown Playground and shares a parking lot with the Terrytown Golden Age Center. In 2010, the 5,600 square foot reopened with a redesign and a more modern floor plan, a new main entrance, 21 new computers, an area just for teens, a reading area for adults, and other improvements. Further renovation and expansion of the Terrytown Library was completed in September of 2019. The renovations include glass-enclosed meeting rooms for programming, meetings, and studying, new bathrooms, two study areas, new shelving, carpeting, furniture, and a natural gas generator. http://www.jpilibrary.net/branches/jplpage.terrytown.html
Jefferson Parish Parks & Recreation	Terrytown Golden Age Center	640 Heritage Avenue	Opened in the Spring of 2012, the 3,900 square foot facility cost just over \$1 million to build. The Center was funded by the Jefferson Parish Recreation Department and gaming revenue received from Boomtown Casino. The Center includes a kitchen for cooking classes, yoga, and summer camps. The old Golden Age Center has been renovated into a boxing gym. http://www.jeffparish.net/index.aspx?page=484
Jefferson Parish Parks & Recreation	Terrytown Playground	641 Heritage Avenue	The playground in Terrytown includes a very active gym facility. The facilities are shared with the Terrytown Elementary School. http://www.jeffparish.net/index.aspx?page=484
Terrytown 5th District Volunteer Fire Department	Terrytown Fire Stations	Station 51 (Headquarters): 341 Heritage Avenue	Volunteer fire department with four locations in the Terrytown area. In addition to its headquarters, stations can also be found at: Station 52 - 2201 Carol Sue Avenue; Station 53 - 200 Wall Boulevard; and Station 54 - 3301 Wall Boulevard. https://terrytownfiredept.com/

Agency/ Organization	Community Asset	Address	General Information
Privately Owned and Operated	Terrytown Country Club	1785 Carol Sue Avenue	Members-only swim, tennis and social club open May through September. http://www.terrytowncountryclub.com/
Jefferson Parish Public School System	Geraldine Boudreaux Elementary School	950 Behrman Highway	Serves grades Pre-K through grade 6. As of 2019, has a total student enrollment of 544 students, and academic offerings include world language immersion. https://www.jpschools.org
	Terrytown Elementary School	550 E. Forest Lawn Dr.	Serves grades Pre-K through grade 5. As of 2018, has a total student enrollment of 534 students. https://www.jpschools.org
	Livaudais Middle School	925 Lamar Avenue	Serves grades 6 through grade 8. As of 2019, has a total student enrollment of 624 students. https://www.jpschools.org
Private School	Terrytown Academy	1503 Carol Sue Avenue	Serves Preschool and Pre-K through grade 8. www.terrytownacademy.net
Public Charter School	Athlos Academy of Jefferson Parish	979 Behrman Highway	Serves K through grade 7 and is a Type 2 Charter School that opened in 2018. www.athlosjp.org
Privately Owned and Operated	Stepping Stones Montessori	552 Terry Parkway	Serves pre-primary, primary, and junior elementary (Ages 3 through 9). It is based on the Montessori education program. http://steppingstonesmontessoriretina.com/
Privately Owned and Operated	Christ The King Elementary School	2106 Deerfield Rd.	Serves Pre-K through grade 7 and provides Catholic-based education. http://ctkparishschool.org
Jefferson Parish Owned – Operated by Nonprofit	Terrytown Boxing Club	604 Heritage Avenue	Opened early 2019, the boxing club offers amateur boxing programming to children and teens. Programming for seniors will begin by end of 2019. The Terrytown Playground can be reached for more information.

2.14 Public Schools

Jefferson Parish has the 98th largest school system in the United States and is the largest public-school system in the state of Louisiana. The Jefferson Parish Public School System includes a total of 82 schools that serve approximately 50,000 students and 6,500 employees. The district saw an increase of over 1,700 students after completing its official count for 2019 and now serves 50,582 students, which is an increase of 1,724 students from the district's 2018 enrollment of 48,858.

Geraldine Boudreaux Elementary School, which serves Pre-K through grade 6, has a "C" report card grade as of 2019. Another elementary school, Terrytown Elementary School, serves grades Pre-K through grade 5, and as of 2019, has a "D" report card grade. Livaudais Middle School is also located in Terrytown and serves grade 6 through grade 8. As of 2019, it has a "D" report card grade. With implementation of the district's new vision and initiatives, each of the three schools experienced an increase in their school performance scores from 2018 to 2019. Boudreaux grew 2.1 points, Terrytown grew 2.3 points, and Livaudais grew 2.2 points and went up an entire grade, from an "F" to a "D," one of only seven schools in Jefferson Parish that went up an entire letter grade.

Boudreaux has a student enrollment of 544, 91% of whom are economically disadvantaged and 28% who are English Language Learners. Terrytown Elementary has a student enrollment of 534, 94% of whom are economically disadvantaged and 40% who are English Language Learners. Livaudais has a student enrollment of 624, 96% of whom are economically disadvantaged and 31% who are English Language Learners.

In 2019, Jefferson Parish Schools added 1,359 students who were new to the country. As part of a comprehensive English Language Learner strategic plan, the district established Spanish Dual Language programs and Newcomer programs to better support learning for its English Language Learner students. With the high number of English Language Learner students in the three Terrytown schools, all three schools participate in one of these two programs. Boudreaux is currently in its first year of a Dual Language program for its Kindergarten students. In 2018, Terrytown was one of only two schools district-wide that participated in a Dual Language program pilot, and in 2019, expanded the program to serve students PK through 1st grade. In addition, Livaudais - along with 16 other district schools - has a Newcomer program that serves students who are new to the country.

This year, the Jefferson Parish School Board directed the administration to conduct a "2020 Infrastructure and Efficiency Plan." As part of the directive, the district recently completed and shared a building capacity study that reviewed occupancy rates at every district school. Boudreaux (91%) and Terrytown (84%) are at adequate capacity, and Livaudais is under-capacity at 56%.

2.15 Development Activities and Business Environment

According to the Jefferson Parish Inspection and Code Enforcement Department, there were three new development permits issued in Terrytown in 2018: Brother's Food Mart, Creative Dance & Music Studio, and Greco Development. There was also a total of 29 residential permits submitted that had an estimated value of \$50,000 or more. The residential permits included 18 for new single-family residence, 10 for foundation repairs/shoring, and one for a renovation. The grand total value of projects in 2018 was \$3,892,447.50.

Businesses in the Area (Source: Business Summary, ESRI Data, 2018)

As of 2018, a total of 721 businesses are located in Terrytown. Retail trade makes up the most significant number of businesses in the area with 22.6%. Nearly 10 percent of businesses are considered health care and social assistance. Professional, scientific and technical services along with food services and drinking places also make up a significant number of businesses in Terrytown.

Top Employers by Employment (Source: Business Summary, ESRI Data, 2018)

The top major employers by employment in 2018 located in Terrytown includes LA Landscape Specialty, Inc. (85 employees), Technical Engineering Consultants, LLC. (60 employees), Paychex North America, Inc. (59 employees), Cemetery Services Group, Inc. (26 employees), and Pacific Gulf Marine, Inc. (20 employees).

Residential Development Opportunities

Based on a windshield tour and a review by the Jefferson Parish Planning Department in July of 2019, there were a total of 35 vacant lots identified in Terrytown and zoned R-1A, Single Family Residential District. Several, if not most, previously had a structure on the lot of land. These vacant lots present an opportunity for new residential construction in various sections of Terrytown and the ability to add new homes to the housing stock in Jefferson Parish.

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CHAPTER 3
STAKEHOLDER ENGAGEMENT

3. STAKEHOLDER ENGAGEMENT

A critical component of the development of the Terrytown Neighborhood Revitalization Strategic Plan was engaging stakeholders throughout the planning process. In addition to home builders, lenders, realtors, appraisers, and a variety of Parish agencies and departments, the ongoing engagement of the Terrytown Civic Association and residents was crucial to the development of appropriate recommended strategies for the neighborhood with the residents' support. On all aspects of this study—including the zoning and future land use area study, the development of design guidelines for home renovations and new construction, and the neighborhood revitalization pilot program—the Project Team solicited feedback from members of the Terrytown Civic Association (TCA) at the following regularly scheduled meetings of the organization:

- **March 6, 2019:** Introduction of the Terrytown Revitalization Study components, including zoning/future land use area study conducted by the Planning Department, Tulane's School of Architecture Small Center for Collaborative Design's design guidelines for home renovations and new builds, and the neighborhood revitalization pilot program headed by JEDCO. The project team presented existing conditions within the neighborhood, and break-out sessions were also hosted to gather the following input from residents:
 - JEDCO engaged residents in conversation about their history of residency in the neighborhood; their perceptions of Terrytown quality of life; and their history of and interest in renovations.
 - Tulane's Small Center conducted an architectural visual preference survey whereby they shared images of existing architectural styles in Terrytown as well as architectural styles in other communities, and asked residents to select what they felt were most desirable styles.
 - Jefferson Parish Planning engaged with residents on streetscape and other zoning and site design preferences pertaining to their area study of the Holmes and Behrman area.
- **June 5, 2019:** Planning Department presentation of draft zoning and future land use recommendations followed by residents' feedback; Tulane's Small Center presentation of results from visual preference survey; JEDCO presentation of results of survey to residents.
- **August 7, 2019:** Presentation of a key recommended action item, building model homes as well as model renovations through a partnership between the Jefferson Parish Finance Authority and the non-profit organization New Orleans Education League of the Construction Industry (NOEL); presentation of draft architectural styles for consideration; and presentation of proposed zoning changes to the Holmes Blvd/Behrman Highway. Following the close of the Terrytown Civic Association General Meeting, the Board called a special meeting to discuss and vote on their support of proposed zoning changes as part of Terrytown Revitalization Study. The TCA Board approved the proposal with a vote of 4 to 1.
- **October 2, 2019:** Presentation of the draft Strategic Plan document to the Terrytown Civic Association. Hard copies of the drafted Plan were provided to the TCA leadership members, as well as an electronic link. The Jefferson Parish Planning Director shared the approved zoning changes made to Holmes Blvd. and Behrman Highway, Tulane's Small Center showed updated renderings for new build and renovations of typical homes in Terrytown, and JEDCO shared several goals and recommended action items that are included in the Plan. The "Toolbox" of financing resources, grants, and incentives were also presented.
- **November 6, 2019:** The Terrytown Civic Association board and membership unanimously voted to support the Strategic Plan.

Additionally, to further advance the neighborhood revitalization pilot program and associated recommendations for funding opportunities and other neighborhood enhancement tools, the project team expanded its outreach to residents of Terrytown through the distribution of a printed and electronic survey, and engaged experts in the residential real estate industry including local homebuilders, real estate agents, appraisers, and lending institutions in both the public and private realms.

3.1 Land Use & Development Regulations

At the March 6, 2019 Terrytown Civic Association meeting, the Planning Department administered a survey to seven groups of persons, although not all participants answered every question. The survey focused on land uses, building setbacks and height, landscaping, signage, and parking, in order to gauge opinions and get input on these topics. The survey consisted of the following questions:

- Describe your vision for the types of uses – stores, offices, houses, apartments, or a combination of uses – that should be developed or redeveloped along Holmes Blvd., including as it turns onto Behrman Hwy.
- Thinking about an old Main Street with a mix of commercial and residential uses, buildings close to the sidewalk, and smaller signs, describe why this approach would or would not work for Holmes Blvd.
- How many stories or how high is appropriate for a building on Holmes Blvd.? On Behrman Hwy.? Does it matter if it’s the Orleans Parish side or the other side? Or if it’s commercial vs. residential? *and* Describe any concerns with requiring parking to be on the side of or behind the building, to emphasize the view of buildings from the street rather than vehicles.
- Are landscaping requirements desirable on Holmes for new commercial or multi-family residential development? *and* Are monument signs the preferred sign type for Homes Blvd.? If not, why not?

Fourteen respondents submitted their surveys at the conclusion of the meeting. In conjunction with JEDCO’s on-line survey, a more concise version of the survey was made available on-line to persons unable to attend the meeting. Fifty-four responses were submitted to the Planning Department by the deadline date of April 9, 2019. Table 1 summarizes the preferences of survey participants.

Table 1. Public Survey Analysis

Types of Uses	“Main Street” approach?	Parking Location	Building Height	Monument Signs	Landscaping
Commercial: 15 responses (56%)	Yes: 14 responses (67%)	On the side of/behind buildings: 16 responses (80%)	1 to 2-story buildings: 7 responses (70%)	Yes: 12 responses (92%)	100% of respondents support landscaping requirements
Residential: 2 responses (7%)	No: 7 responses (33%)	In front of buildings: 4 responses (20%)	More than 2-stories: 3 responses (30%)	No: 1 response (8%)	
Mixed-Use: 10 responses (37%)					

Based on input from the 68 surveys and at the Terrytown Civic Association meetings, the Planning Department made the following findings concerning the Holmes Blvd. and Behrman Hwy. to Carol Sue Ave. corridors:

- Over ninety percent (90%) of respondents support new commercial development along Holmes Blvd. instead of strictly residential development;
- Two-thirds of all respondents prefer to see Holmes Blvd. as a “Main Street”;
- Eighty percent (80%) prefer to locate parking on the side of or behind commercial buildings along

- Holmes Blvd.;
- Seventy percent (70%) prefer one- to two-story buildings along Holmes Blvd.;
- Ninety-two percent (92%) prefer monument-style detached signage for commercial uses along Holmes Blvd.; and
- All respondents support landscaping requirements for new commercial or mixed-use development.

In addition to commenting on the specific topics covered by the survey questions, respondents expressed other concerns: current/future traffic congestion on Holmes Blvd. (at 42%, the most frequently expressed concern); existing housing stock/blight (27%); larger buildings only on the Orleans side of Holmes Blvd. (15%); crime (12%); and opportunities for retirement communities in the area (3%).

Most pertinent to the Holmes Blvd./Behrman Hwy. to Carol Sue Ave. study area, however, are land use and zoning. As in any land use and zoning area study, public outreach and input occurs at several times in the planning process. In this case, outreach and input occurred initially with the meetings of the Terrytown Civic Association. After considering this public input and formulating a recommendation, the Planning Department scheduled the study for a public hearing, or further outreach, by the Planning Advisory Board, as the Parish's Code of Ordinances requires. Additional input came at the PAB hearing.

The Planning Department considered the existing uses and planned improvements as well as public input both before, during, and after the PAB hearing, and made further findings:

1. On the eastern (canal) side of Holmes Blvd., a "Main Street" approach is desirable, and this approach should include greater opportunities for neighborhood-oriented commercial development, subject to zoning standards for enhanced appearance and walkability;
2. Existing residential development on the western (neighborhood) side of Holmes Blvd. warrants maintaining residential land use and zoning that allows it, as well as small-scale commercial uses at Stumpf Blvd. and closer to Behrman Hwy. also subject to zoning standards for enhanced appearance and walkability;
3. Holmes Blvd. will undergo street and streetscape improvements that support it as a "Main Street" able to accommodate vehicular, bicycle, and pedestrian movements, and mixed-use and commercial land uses;
4. Behrman Hwy. between Holmes Blvd. and Carol Sue Ave. has smaller lot sizes and mixed residential and commercial uses that support a land-use regulatory approach based on neighborhood-oriented commercial development, compatible with adjacent and nearby residential uses; and
5. As a major corridor, Behrman Hwy. should entail zoning standards for enhanced appearance.

The undeveloped land on the eastern side of Holmes Blvd. is not ideal for new single-family development for two reasons. First, as an arterial, Holmes Blvd. moves traffic from neighborhood to neighborhood, and, in this case, across parishes. Single-family homes are more suitable on a local street than an arterial. Secondly, the potential addition of at least 72 new residential driveways on the 72 platted lots on the eastern side would allow cars to back into the Holmes Blvd. right-of-way and detract from the safety of the bike lanes included in the scheduled "Holmes Blvd Rehabilitation" project. A mountable curb on each side of Holmes Blvd. will help to protect cyclists in the bike lanes, and multiple cuts in the curbs to accommodate driveways means more interruptions in the continuity of the curbs. Commercial development also adds driveways, but the potential is greater for consolidated commercial lots and fewer driveways. Furthermore, the planned, dedicated bike lanes are designed for a commercial corridor.

The eastern (canal) side of Holmes Blvd. contains the 72 lots platted years ago for residential development; however, these lots have not been developed and the study area itself has not seen any new single-family

residential development in the last ten years. The average size of the undeveloped lots is 50 ft. in width, 170 ft. in depth, and 8,500 sq. ft. in area. Commercial districts require lots to meet the minimum general development standards of 50 ft. in width, 100 ft. in depth, and 5,000 sq. ft. in area. The undeveloped lots exceed these standards, making them also suitable for small-scale commercial development. Furthermore, these lots potentially could be subdivided into an array of developable site sizes. The Parish's administrative departments would review any subdivision applications for these lots to ensure that developers/property owners provide adequate public facilities, and applications for development likewise would be reviewed to ensure that zoning standards are met.

In general, commercial zoning districts allow greater maximum building heights than residential zoning districts. For example, the C-1 Neighborhood Commercial District permits a maximum height of 45 feet; whereas, the R-1A district permits a maximum height of 35 feet. Since the eastern side of Holmes Blvd. abuts a canal at the rear of the development sites, any new commercial development would not directly impact single-family development. The western (neighborhood) side of Holmes Blvd. abuts primarily single-family residential development, thus maintaining the existing residential zoning and rezoning properties close to Behrman Hwy. with zoning that also allows single- and two-family dwellings is an appropriate approach.

The lots zoned R-2 Two-family Residential on the western side of Holmes Blvd. are approximately 50 ft. in width, 110 ft. in depth, and 5,500 sq. ft. in area. These lots meet the minimum general development standards, and could accommodate small-scale commercial development as well as residential development. The GO-2 district, with a maximum height of 35 feet, also requires lots to meet the general development standards, and it allows single- and two-family residential uses and small-scale office and commercial development. Thus, GO-2 would continue to allow the existing two-family uses by right and could encourage new small-scale commercial development, consistent with Holmes Blvd. as a "Main Street."

The GO-2 district already is mapped on the western side of Holmes Blvd. as it turns onto Behrman Hwy., so GO-2 zoning is consistent with this existing zoning. While GO-2 remains appropriate for the western side of Behrman Hwy., the Mixed-use Corridor District (MUCD) is not suitable on the eastern side of Behrman Hwy. for three reasons. First, the development sites zoned MUCD and fronting along the eastern side of Behrman Hwy. directly abut the rear of the adjacent single-family residential uses. Secondly, some of the MUCD development sites are horizontal (wider) than they are deep since they are technically fronting a side street, hence their orientation and sizes are not typical for MUCD properties. Finally, the MUCD allows intense commercial uses, typically large in scale, and the residential proximity and horizontal orientation of the lots make the eastern lots potentially unsuitable for MUCD development.

As previously mentioned, the MUCD allows the high-intensity commercial uses that the OW-1 and C-2 districts allow, and some of the uses are not intended proximate to residential neighborhoods such as the established Terrytown neighborhoods. On the contrary, they are intended to serve a greater population and offer a wider range of services. With the exception of one auto repair garage, all existing MUCD uses are allowed in the more neighborhood-oriented C-1 district. One of the C-2 multi-tenant units contains a bar, which the C-1 district prohibits (if zoning is changed from C-2 to C-1, an existing bar becomes a nonconforming use that can remain unless it closes for a year).

In order to provide development with enhanced appearance, the Commercial Parkway Overlay zone is suited to Behrman Hwy. given its existing development pattern and classification as a major arterial. For enhanced appearance and walkability on Holmes Blvd., the CPZ-PED is more suitable. The purpose of this overlay district

is to reduce the impact of commercial development upon neighborhoods; promote public health and general welfare by facilitating walkability and varied transportation options; and promote safe, attractive building and site design by requiring site plan review subject to development standards that provide for a more efficient, harmonious arrangement of land uses, buildings, landscaping, circulation systems, and infrastructure. The CPZ-PED overlay contains design standards aimed at producing a “Main Street” design. This overlay district requires a minimum 5-foot front yard setback and establishes a maximum of 10 feet, parking placed behind the front building line on the side or behind the building, a monument sign instead of a pole sign, and landscaping. This approach has been applied to other Jefferson Parish two-lane roadways similar to Holmes Blvd.

The smaller front setback makes the building more accessible from the sidewalk and landscaping creates enhancements such as shade for better walkability. Applying these standards to development on private property works with sidewalk and landscaping improvements in the public right-of-way to facilitate pedestrian movement. Relatedly, creating bike lanes along the sides of a roadway provides an added buffer between sidewalks and vehicular lanes, and using mountable curbs to separate bike lanes from vehicular lanes provides a safer cycling environment. Mountable curbs also have the potential to reduce vehicular speeding, since most drivers likely will pay closer attention to staying within their lanes and avoiding hitting cyclists.

In conclusion, neighborhood residents expressed their desire to see new commercial/mixed uses subject to regulatory standards and site plan review. Residents also prefer a “Main Street” approach to new commercial/mixed use development on Holmes Blvd. This style of development reflects the CPZ-PED zoning overlay district, which is designed to facilitate walkability and provide enhanced development standards. CPZ-PED, like the CPZ suitable for Behrman Hwy. to Carol Sue Ave., also requires site plan review to ensure the provisions of landscaping, signage, parking, and setbacks in keeping with planning goals.

At its August 7, 2019 meeting, the Terrytown Civic Association voted for the approval of the Planning Department’s initial recommendation. Based on analysis described above and additional public input concerning the 72 undeveloped lots on Holmes Blvd., the Planning Advisory Board concurred with the Planning Department’s proposed zoning changes at its September 5 public hearing. Subsequent to the PAB hearing, the additional input lead to an alternative recommendation: 55 of the 72 R-1A lots on the eastern side of Holmes Blvd. are appropriate for the GO-2 zoning district, which allows single- and two-family residential dwellings in addition to offices and other small-scale commercial uses. This change is consistent with existing residential patterns on Holmes Blvd. and the mixed-use, main street vision for Holmes Blvd. that the public articulated throughout the planning process. As summarized in 5.2 Land Use and Development Regulation of the Recommended Strategies and Actions section below, the Parish Council approved the zoning changes at its September 18, 2019 meeting after holding a second public hearing, thereby concluding the Holmes Blvd./Behrman Hwy. to Carol Sue Ave. zoning and land use study.

3.2 Architecture

At the March 6, 2019 Terrytown Civic Association meeting, residents were shown a variety of house types and styles in the form of a visual preference survey. The images shown were of mid-century modern styles, existing home styles in Terrytown, both modern and traditional new homes, and newly built houses in other neighborhoods in New Orleans. The objective of this exercise was to determine the characteristics of architectural style residents found appropriate for the context of Terrytown. In addition, the questions below were used to drive conversation and delve into the specifics of design.

Questions asked with visual preference survey:

Elevating Houses

- Which of these examples is most successful at elevating the house?
- Has anyone raised their house?
- What methods did you use?
- Does anyone have issues with their slab being level?



Renovations and Additions

- Which of these examples is most successful?
- What are challenges to building additions?
- If you made an addition, what is the priority?
 - Add bedrooms
 - Add public space
 - Update style/finishes
 - Open up floorplan (remove walls, etc.)



Architecture/Style

- What styles or types of houses do you think “fit” in Terrytown?
- What styles or types of houses do not “fit” in Terrytown?

Terrytown

- Regarding architecture and design, what else would you like us to know about Terrytown?



New Construction Visual Survey Results



50
total votes

20
houses received
positive feedback

remaining votes recorded went to houses where only one person chose to respond

Renovation and Addition Visual Survey Results



45
total votes

13
houses received
positive feedback

■ remaining votes recorded went to houses where only one person chose to respond

The results from this survey also generated comments about what architectural styles might be right for Terrytown. Residents shared their opinions on what seemed to match the existing housing stock and what looked out of place. They also commented on existing housing that they did not like and did not want replicated again in the neighborhood. Most comments regarded the look of roofs, material choices, and architectural styles.

There was much support for interpretations and updates of the prominent mid-century style, in addition to support for a newer “contemporary suburban” style rather than “historical New Orleans” styles seen throughout other areas of the city. In addition, a definitive rejection of outright modern designs was recorded. Most suggestions centered on single-story houses, with two-story house suggestions prevalent only to the major corridors such as Terry Parkway or Carol Sue Avenue.

Select Resident Quotes

- “Don’t just add a box [addition], make it follow the roofline or have a roofline that matches”
- “Too many rooflines look added-on or multifamily”
- “We’d like to learn more about how to open up our kitchens and living rooms.”
- “Terrytown has its own feeling. Different than New Orleans and even Gretna next door. We want to keep the original feel of Terrytown.”

Engagement Follow Up

At the second community meeting on June 5, 2019, the design team provided a summary of input gathered at the prior meeting and by survey, and presented an early draft of design guidelines explaining the qualities of Terrytown’s mid-century modern homes. The completed guidelines can be found later in this report.

The third community meeting on August 7, 2019 allowed the design team to present schematic floor plans and renderings of two potential model homes and gather feedback from residents on the proposed designs.

Having gathered input through digital and paper surveys, along with 3 public meetings, the design team worked to complete the following tasks:

- Design guidelines were created to provide ideas for renovations and additions to Terrytown’s mid-century modern homes. The guidelines are based on research on the neighborhood, the mid-century modern architectural style, and input from the residents of Terrytown.
- Schematic designs for new homes in Terrytown were created using input from residents, analysis of the neighborhood context, and study of mid-century modern and contemporary architectural styles. The designs will be developed further in conjunction with other parish partners, with implementation of the first model home slated for early 2020.

3.3 Neighborhood Revitalization Pilot Program

Terrytown Civic Association (TCA)

At the March 6th meeting of the TCA, JEDCO staff facilitated seven breakout sessions with Terrytown residents to gain their input and opinions on a variety of topics, including their history of residency in the neighborhood, their perceptions of Terrytown quality of life, and their history of and interest in home renovations. The majority of residents expressed living in Terrytown for more than 40 years. Multiple residents in the breakout sessions reported they have moved several times within Terrytown. Residents talked about reasons they moved to Terrytown, with “being closer to their job” or “being with family” as some of the most shared reasons. Residents expressed liking the location of Terrytown the most: conveniently close to downtown New Orleans as well as close to their needed amenities. Mentioned in multiple sessions with residents was a concern with crime in Terrytown. Residents expressed feeling as if crime in the area could be better addressed, and felt that rental properties are not well-maintained by landlords. Several residents also expressed a desire for more green space, such as a pocket park, and more public event space. Several residents also expressed their frustration with mobility for pedestrians and public transit users, noting that there were many substandard sidewalks and that public transit service was lacking, particularly on weekends. Another recurring concern from residents in several groups was the exiting of businesses in the area and the unkempt condition of commercial properties.

The majority of residents JEDCO staff engaged with expressed that they have considered renovating their homes. Several shared details about their past renovations, along with the cost of renovating.

“I am doing some major renovations right now—similar to the Sunrise home model. I took out multiple layers to make it all level. Leveled floor in garage and converted from 2-car to 1-car with a utility room. Added a downstairs master bedroom to help me age in place. Opened up the floorplan.”

“I elevated the roofline, screened in my back porch and then actually closed it in with lots of windows to make it a sunroom. Changed my floors from tile to wood floors.”

“I removed carpet and changed to laminate floors, removed paneling, changed gutters ones with gutter guard screens, added double-pane and storm windows.”

At least one Terrytown resident expressed they have not considered renovating their home because they are not sure where to start, and expressed the benefit to them if a builder would quote them on desired projects without charging them for the consultation. Several residents expressed that though they would consider making improvements on their homes in the future, their biggest obstacles are their age and having a fixed income, the cost of projects, and the inability to obtain financing.



Outreach to Additional Terrytown Residents and Property Owners

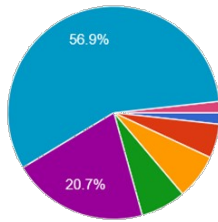
Following the March 6th meeting with the TCA, JEDCO created and made available a survey in both printed and electronic form designed to solicit additional feedback from Terrytown residents that contained more in-depth questions about renovations and residential history, as well as two questions from Planning regarding streetscape improvements and land use along Holmes Blvd. Approximately 60 copies of the survey were left with the TCA President immediately following their meeting on March 6th. In addition, JEDCO staff dropped off more copies of the survey with a member of the TCA to be made available to residents at the Golden Age Center. Three poster-size advertisements for the online survey link were placed at business establishments, including one for the entrance of DiMartino's restaurant, one for Oakwood Shopping Center management offices, and another one with Office Ink – the printed survey drop-off location. The deadline advertised for completed hard-copy surveys to be submitted was Saturday, April 6, 2019. The online survey was closed from on Tuesday, April 9, 2019. In total, JEDCO received 58 responses to the survey, mostly electronically.

The survey responses mirrored in-person remarks given by residents at the TCA meeting, with most respondents sharing they were long-term neighborhood residents (40+ years) and their reasons for moving to Terrytown were centered around family, work, and location. The majority of respondents also noted that they owned their home, and many considered making home renovations.

Full survey results can be found in Appendix A.

How long have you lived in Terrytown?

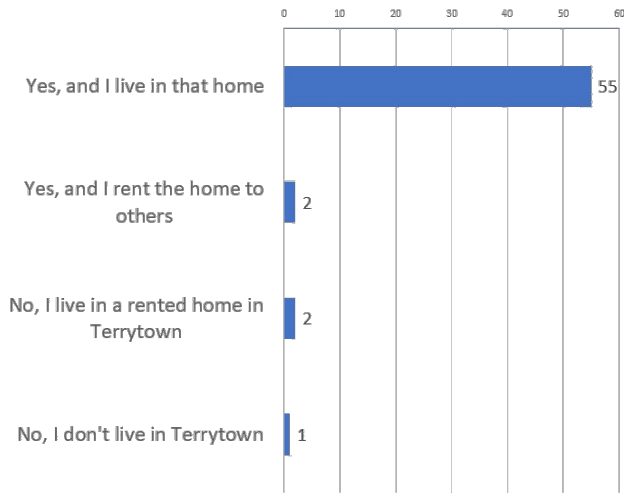
58 Responses



- More than 40 years – 56.9%
- 30 to 39 years – 20.7%
- 20 to 29 years – 6.9%
- 10 to 19 years – 6.9%
- 1 to 10 years – 5.2%
- Less than one year – 1.7%
- I don't live in Terrytown – 1.7%

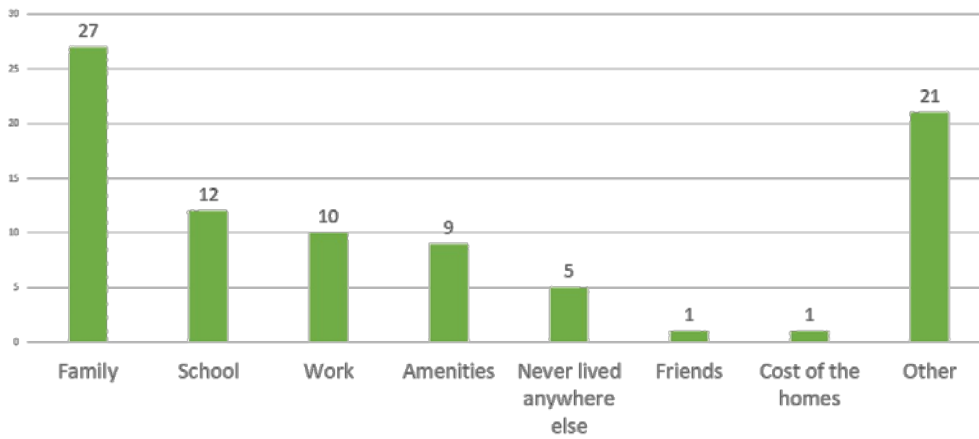
Do you own a home in Terrytown? Check all that apply.

58 Responses



What made you move to Terrytown? Check all that apply.

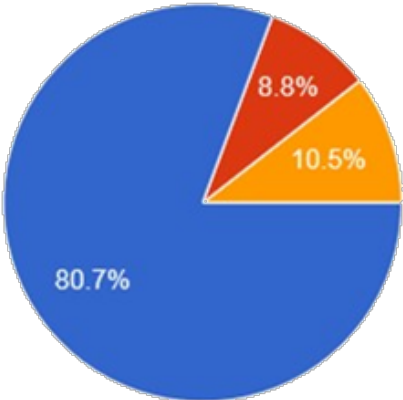
57 Responses



Have you ever considered renovating your home?

57 Responses

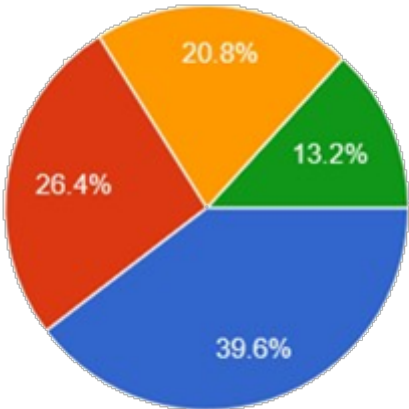
- Yes
- No
- Maybe



Would you consider renovating your home in the future?

53 Responses

- Yes
- No
- Maybe
- N/A



Housing Lenders Consortium

In addition to engaging the residents of the Terrytown neighborhood for their feedback toward this housing revitalization effort, JEDCO also established a consortium of private industry lenders to learn of existing lending programs that can be utilized by homeowners and/or developers for housing rehabilitation and construction of new housing in Terrytown. Private lenders who participated in the consortium represented Gulf Coast Bank & Trust Company, Jefferson Financial Federal Credit Union, Xplore Federal Credit Union, and Iberia Bank. JEDCO also included the Jefferson Parish Finance Authority (JPFA) in meetings with the lenders consortium to explore the possibility of stacking JPFA programs with those of the private lenders. Furthermore, where needed, JEDCO invited other partners to the lenders' consortium meetings, such as local appraisers, homebuilders, and real estate brokers, to support the group's discussions by contributing valuable expertise.

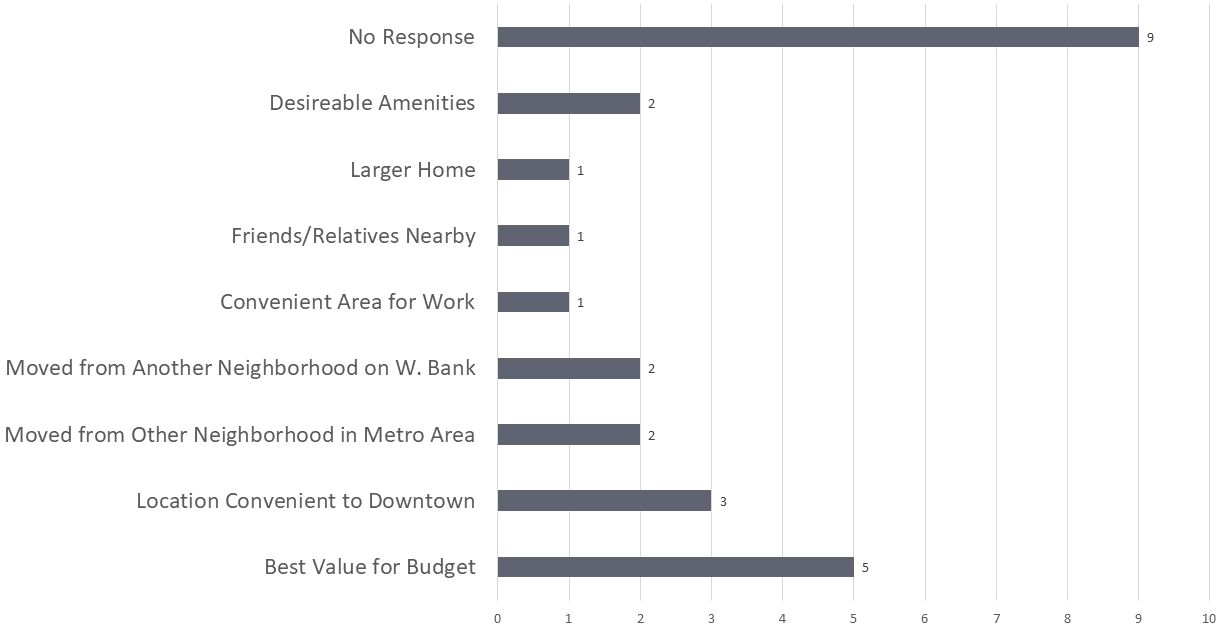
Stakeholder Meetings with Home Builders and Realtors

Throughout the planning process, JEDCO and the project team routinely met with representatives from the Home Builders Association of Greater New Orleans (HBA) as well as the New Orleans Metropolitan Association of Realtors (NOMAR) to gain their insight into building and renovation costs, general housing preferences and trends in Greater New Orleans and Jefferson Parish, and the market for home buying and selling in Terrytown. Considerations that were consistently brought up included:

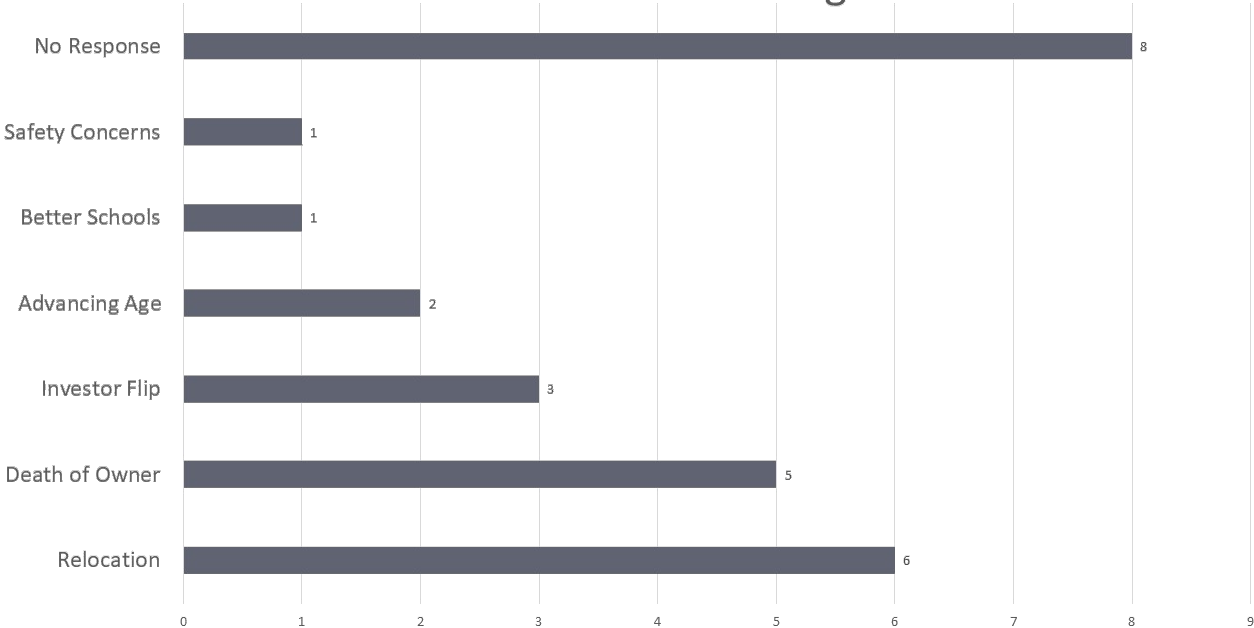
- a) Flood zones: Home builders and realtors urged that the project team, residents, builders, and designers be mindful of flood zones and elevation requirements when planning or undertaking major renovations, as any building/renovation projects whose costs surpass 50% of the fair market value of the building require the structure be elevated to Base Flood Elevation (BFE) if the property is not already elevated. Existing elevation grant programs were discussed with the Jefferson Parish Floodplain Management director to assist homeowners who were experiencing repeat flooding and who were not properly elevated.
- b) Outdated code: Many of the houses in Terrytown were built in the 1960s and therefore could have outdated electrical and plumbing systems that would need to be replaced to meet current code requirements, should renovation costs exceed 50% of the fair market value of the house—which can add substantial cost to the renovation project. Existing grant programs that help low-income and elderly homeowners with code upgrades were discussed.
- c) “Curb appeal” and open floor plan: Realtors stressed the importance of exterior improvements (e.g. paint and landscaping) in providing visible impact and affecting neighborhood change on a block-by-block basis. Realtors and builders also recommended opening the floor plans of Terrytown homes—which often feature segmented floor plans popular in the mid-century—to match current buyer interests.

During the summer of 2019, the New Orleans Metropolitan Association of Realtors (NOMAR) sent a survey to realtors with experience in Terrytown's housing market with questions about recent home sales. The most noted reason for homes being sold in Terrytown was due to seller relocation to another area, and the most cited reason for homes being bought in Terrytown was due to value for the price. Sixty-six percent (66%) of realtors that responded said the homes they represented were in Excellent or Very Good Condition. Finally, responding realtors shared that a wide range of financing tools were used in the selling or purchasing of home in Terrytown.

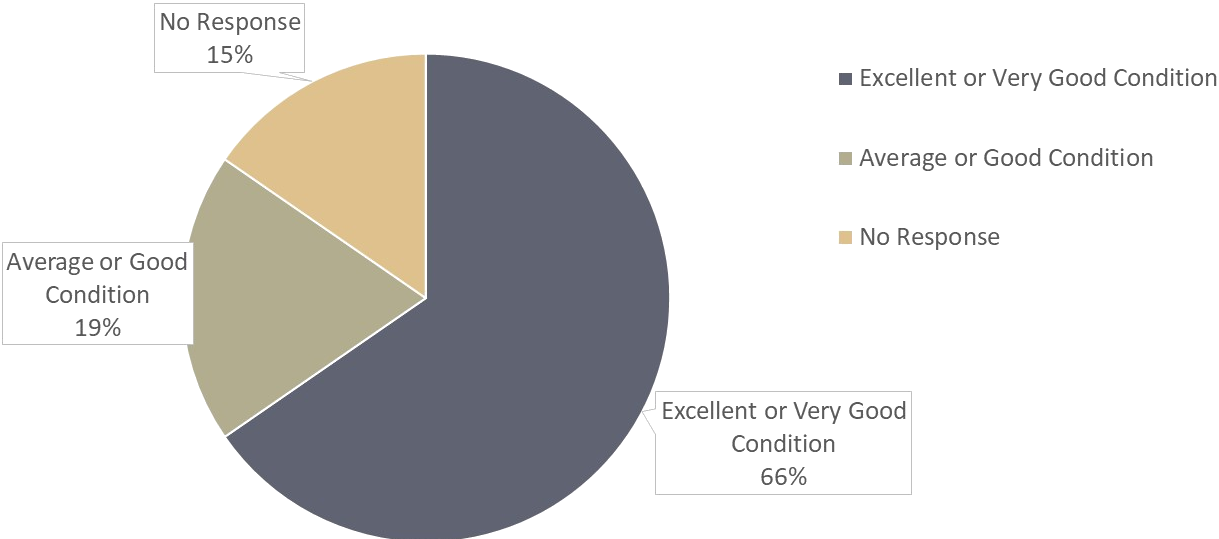
Reasons for Buying



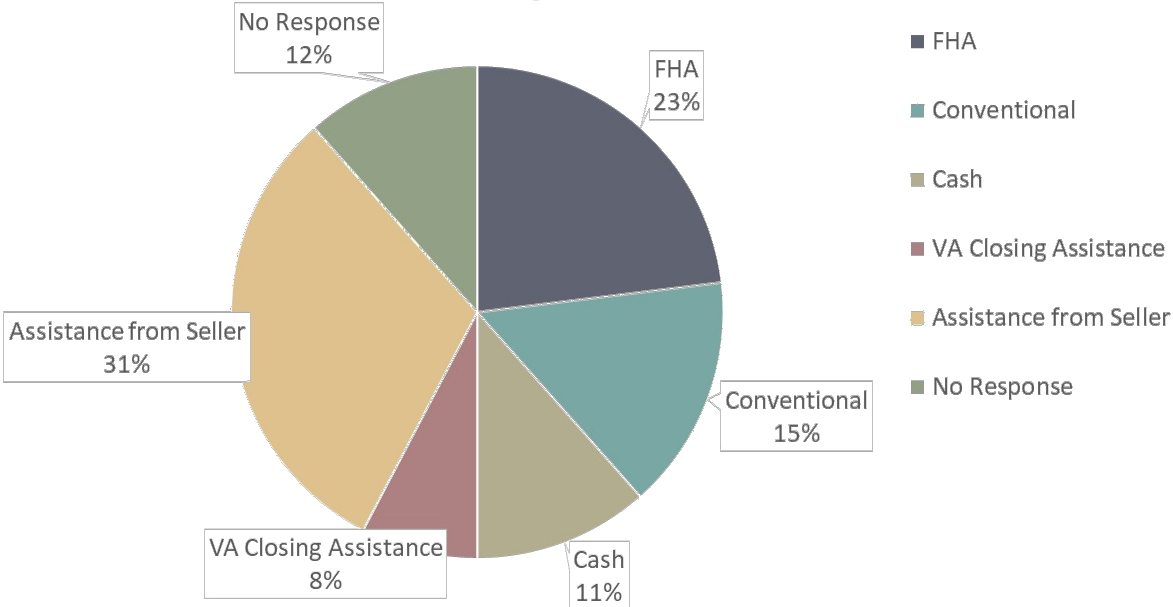
Reasons for Selling



Home Condition



Financing



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CHAPTER 4
NEIGHBORHOOD OPPORTUNITIES AND
CHALLENGES

4. NEIGHBORHOOD OPPORTUNITIES AND CHALLENGES

The following noted strengths, opportunities, threats, and challenges in Terrytown were informed by stakeholder input and data review of existing and projected neighborhood demographics, planned public improvements, current financial inducements for home renovations and new construction, and more. These noted opportunities and challenges in turn inform the recommended actions in Chapter 5.

4.1 Neighborhood Opportunities

LOCATION: Serving as a key entrance to Jefferson Parish from Orleans Parish, Terrytown’s proximity to both downtown New Orleans and commercial amenities on the West Bank was touted by residents as a key strength. Residents indicated that the major driving force in choosing to live in Terrytown was its location. Terrytown is conveniently located off of the Westbank Expressway, just a short commute to and from Downtown New Orleans; close to Gretna and the major employment and government hubs found therein; and eight miles from the Naval Air Station Joint Reserve Base, commonly cited as a place of employment and factor in considering residency location.

COMMUNITY AND PUBLIC AMENITIES: Terrytown boasts a strong civic association, long-standing residents who have lived in the neighborhood for decades, and a keen sense of pride from existing residents in the neighborhood, as well as a strong desire to see improvement. The neighborhood has seen public investment in its community facilities, from renovations to its library and a newly constructed Golden Age Center to new walking paths and tree plantings. There are further plans to add bike paths and streetscape improvements on major corridors, setting the stage well for the encouragement of further investment by public and private entities.

HISTORY: As the oldest planned suburban development in Jefferson Parish, dating back to the 1960s, Terrytown positions itself as one of the most emblematic areas of aging housing stock in the parish. With its older houses, aging population, and slowly increasing housing prices, there is tremendous opportunity to modernize and invest in its housing stock to provide for both current residents and a new generation of homeowners.

REASONABLY PRICED HOMES: Terrytown residents expressed that the cost of homes in the 1960s, when the first homes of Terrytown were built, afforded them the opportunity to purchase a home and start their families without a great cost burden. The average value of homes in Terrytown is still less than the overall average value of homes for Jefferson Parish, making it an affordable choice for homebuyers; however, home values in Terrytown have continued to increase in the last five years, indicating a possible increased interest in the area.

OPPORTUNITY FOR DEVELOPMENT AND RENOVATION: There are a number of vacant lots available in Terrytown that give developers an opportunity to add new homes and/or commercial developments to the aging housing and building stock. Moreover, the significant price difference between sold “excellent” condition homes and sold “poor” condition homes in Terrytown can be an opportunity for home renovators purchasing a home to renovate.

ELIGIBILITY FOR GRANT FUNDING: Terrytown has a high share of households and properties that could be eligible for CDBG-funded homeowner grant programs to support home repairs, first-time homebuyers, and other support for low-moderate-income households, as well as FEMA-funded home elevation grant programs that raise flood-prone and flood-damaged homes. Thirteen of the 18 census tract block groups in Terrytown have a majority of homeowners who are low-moderate income, making them potentially eligible for CDBG grant funds. As of early 2019, there are 457 properties in total on FEMA’s eligible list within the Terrytown area. Of these, 68 have been mitigated through Jefferson Parish grants, leaving 389 still eligible to be mitigated. 332 of these properties would

have a 75/25 cost share, four would have a 90/10 cost share, and 53 could be approved at 100% (no cost share). Many of these grant programs are stackable, meaning eligible homeowners could potentially take advantage of multiple grants, financing, and applicable incentives.

4.2 Neighborhood Challenges

OUTDATED HOUSING STOCK: Residents who have lived in Terrytown for decades and who wish for their children and future generations to move back to Terrytown recognize that the available housing is often outdated both in aesthetic design and frequently not up to the current building code. Nearly a third of homes in Terrytown were built in the 1960s and another third of homes were built in the 1970s, and any homes that have not previously gone through significant improvements will have to meet today's building code requirements and Base Flood Elevation should they undertake major renovations to the homes (i.e. where the cost of home improvements are valued at 50% or more of the fair market value of the building). Meeting current code and elevation requirements may involve substantially expensive electrical and elevation work, costing tens of thousands of dollars. Terrytown must see a significant investment in housing through the renovation of existing homes as well as newly built houses to give prospective homebuyers desirable options.

STAGNANT POPULATION GROWTH AND AGING POPULATION: Like much of Jefferson Parish, population growth has slowed to near-stagnancy in Terrytown. Between 2010 and 2019, Terrytown saw a less-than-1% increase in its population, and projects similar negligible numbers of <1% growth over the next five years. Moreover, projections for population changes by age bracket indicate an aging population, with decreases in younger age groups.

PERCEPTION OF CRIME AND SAFETY: While crime has actually *decreased* over the past ten years in Terrytown, an overwhelming response from residents is concern over crime increasing in Terrytown. This misperception hurts real estate investment in Terrytown and a broader sense of community safety.

PUBLIC TRANSIT SERVICE: Prior to Hurricane Katrina, JeT transported an average of 4 million riders annually. Since then, ridership has decreased significantly across Jefferson Parish and JeT has since scaled back transit operations due to budgetary constraints. As of 2016, the W-8 Terrytown line averaged 20 passengers per hour. Terrytown residents expressed a desire for weekend service on the W-8 line, and 24-hour service on the lines serving the New Orleans CBD.

LACK OF GREEN SPACE FOR EVENTS: Terrytown is fortunate to have a number of community facilities, such as its library, Golden Age Center, and playgrounds. However, residents brought up the lack of a central gathering space for outdoor festivals and events, citing that in the past they have used the neutral ground of major corridors, causing traffic concerns given its lack of space.

SUBSIDENCE AND FLOODING CONCERNS: Feedback from Jefferson Parish Code Enforcement and Floodplain Management is that subsidence has been a concern for Terrytown, as it has been in many low-lying suburban areas across Jefferson Parish. There are currently 706 properties in Terrytown that are designated as repetitive loss properties.

COMMUNITY WALKABILITY: Many of the primary arterial roads of Terrytown do not include safe pedestrian access or bicycle paths that provide a reasonable perception of safety. Drive-by surveys showed that large stretches of Holmes Boulevard and Behrman Highway do not have existing sidewalks, leaving pedestrians to walk on uneven grass and dirt. Residents also frequently cited traffic and high-speed on major corridors as a major concern for safety.

LACK OF STRONG BUSINESS PRESENCE AND OPTIONS: Several Terrytown residents noted that many businesses opening in their community have often historically not performed well and have in turn neglected the property where the business once occupied. Terrytown residents also expressed their community includes limited eatery options that are family-friendly.



CHAPTER 5
RECOMMENDED STRATEGIES
AND ACTIONS

5. RECOMMENDED STRATEGIES AND ACTIONS

Following months of stakeholder input of opportunities and challenges, data examination and analysis, and a review of best practices nationwide, the following sections detail recommended action items to enhance the existing housing stock, encourage the development of new desirable housing units, and improve the neighborhood amenities and infrastructure in Terrytown. Recommended strategies and action items are categorized into three main areas of focus per the scope of the strategic plan overall:

5.1 – Neighborhood Amenities, Services, and Infrastructure

5.2 – Land Use & Development Regulation

5.3 – Housing Stock Enhancement

A summary of recommended action items, along with their primary responsible parties, benchmarks for success, funding sources, and timelines can be found in section 5.4 – Matrix of Recommended Action Items.

Finally, two major deliverables of the strategies and actions—the Architectural Design Guidelines developed by Tulane and the “Terrytown Toolbox” of available grants, financing, and other programs developed by JEDCO—can be found in sections 5.5 and 5.6, respectively.

5.1 Neighborhood Amenities, Services and Infrastructure

5.1.1 CAPITAL IMPROVEMENTS TO PUBLIC INFRASTRUCTURE

Terrytown has seen a great deal of public investment in infrastructure and community assets over the past several years. Even still, Jefferson Parish has several opportunities to make impactful investments in Terrytown, both through vacant property it owns and through funding that currently exists for public economic development improvements within Terrytown.

OPPORTUNITIES FOR FUNDING AND DEVELOPMENT ON PUBLICLY OWNED LAND

In 2007, the Parish Council created a Tax Increment Financing district around Terrytown to capture incremental sales tax above the established baseline to be used for capital improvements—initially for the renovation of the Dick’s Sporting Goods store at Oakwood Shopping Center and then available for general economic development purposes in Terrytown. The TIF has been used historically for beautification and streetscape improvements. A more robust plan should be created for the expenditure of TIF funds for future public improvements throughout Terrytown, spearheaded by the Jefferson Parish Council and developed by appropriate Parish departments with input by the Terrytown Civic Association and other stakeholders as appropriate.

Jefferson Parish also owns eight vacant lots at the corner of Carol Sue Avenue and Behrman Highway (see Figure 4), a crucial intersection at the “entrance” of the Behrman Highway/Holmes Boulevard area study. The site, previously purchased by the Parish for a Code Enforcement Office, is no longer slated for that use and currently sits dormant. With zoning changes and other improvements proposed for the area, the vacant land could serve as a site for either needed public amenities or private development.

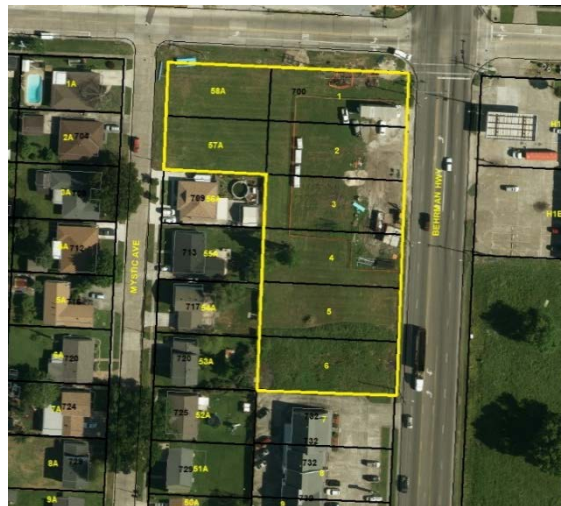
RECOMMENDED ACTION ITEMS:**TT1. Develop a Capital Plan for the Expenditure of Tax Increment Financing (TIF) Revenues**

With a healthy fund balance available, the Tax Increment Financing District around Terrytown affords significant opportunities for improvements in the neighborhood. The Parish Council, in coordination with a variety of Jefferson Parish departments with input by the Terrytown Civic Association, should enable, develop, and enact a plan for the expenditure of TIF funds for future public improvements, including the consideration of streetscape improvements, park and recreation amenities, stormwater management, and beautification efforts.

TT2. Develop Plan for Parish-Owned Property at Carol Sue and Behrman Highway

Jefferson Parish owns eight vacant lots at the intersection of Carol Sue Avenue and Behrman Highway, a key “entrance” of the Behrman Highway/Holmes Boulevard area study and a major Terrytown intersection that could see redevelopment. With the land no longer needed by the Parish for its original intended use as a Code Enforcement Office, the site should be examined for redevelopment. The Parish should determine feasible public uses in close coordination with the neighborhood civic association, and develop a plan and strategy for their redevelopment.

Figure 4: Parish-owned vacant lots at the corner of Carol Sue Ave. and Behrman Hwy



STREETSCAPE AND PUBLIC INFRASTRUCTURE IMPROVEMENTS

In September of 2015, the Regional Planning Commission, Jefferson Parish, and other local stakeholders released a study called the “Jefferson Parish Smart Growth Conceptual Design.” The purpose of the study was to propose conceptual designs for both Metairie Road and the Oakwood area. The study defines “smart growth” as “characterized by compact, mixed use development in which housing, jobs, schools and services are located near each other and easily accessible via a range of transportation options.”

As of 2019, there are three Westbank Oakwood Smart Growth (OSG) Road Bond Program projects underway in Terrytown, funded fully through the Road Bond program. The projects will provide key, major improvements for walkability, bike transportation infrastructure, and green infrastructure including: improving crossings and sidewalks around the Oakwood Mall; providing a bike lane within the Whitney Avenue right-of-way from the Westbank Expressway to Carol Sue Avenue; and providing a shared pedestrian/bike path on the north side of Hector Avenue from Whitney Avenue to Terry Parkway. In addition, plans call for Holmes Boulevard to be redone as a “complete street,” involving the installation of a bike path and landscaping. These key capital improvements are projected to be made in 2020 and 2021, and should continue to be prioritized and overseen to ensure they are successfully completed. Full project descriptions can be found in Appendix B.

Beyond the Oakwood Smart Growth projects, general streetscape improvements have been made to streets A through D since Hurricane Katrina at a cost of \$650,000. Per the Department of Public Works, streets E through F remain in need of road improvements due to sinking and drainage issues.

RECOMMENDED ACTION ITEM:**TT3. Ensure Oakwood Smart Growth Road Bond Program Projects Proceed Successfully and Evaluate Future Public Works Improvements**

The Oakwood Smart Growth plans offer excellent streetscape improvements to key corridors in Terrytown in the form of improved pedestrian safety, bike infrastructure, beautification, and more. The Department of Public Works should ensure they are prioritized and that their construction proceeds in a timely, successful manner. Moreover, the Department of Public Works should review future possibilities for expanded improvements to sidewalks and streets to enhance walkability, biking opportunity, stormwater management, and traffic flow.

5.1.2 ENHANCE PUBLIC SERVICES RELATED TO QUALITY OF LIFE IMPROVEMENTS

PUBLIC TRANSIT

JeT experienced a significant decrease in ridership across Jefferson Parish since Hurricane Katrina in 2005. As shown in section 2.11, ridership has modestly increased annually since 2009 from 99,890 to 128,535 in 2017, specifically on the W-8 Terrytown bus line. Increasing public transit access, in turn, increases workforce mobility options for new residents and homeowners, as well as existing residents who rely on public transit for their daily lives.

RECOMMENDED ACTION ITEM:**TT4. Pursue Recommendations of Jet Strategic Plan and Comprehensive Operations Analysis Pertaining to Expanded Transit Service in Terrytown**

Terrytown has several lines and transit amenities running through and alongside it, including the Wilty Bus Terminal, a major transit commuter hub. However, like much of the rest of Jefferson Parish Transit, it lacks 24-hour service and the W8 bus lacks weekend service. Expanded service would be a boon in particular for new and prospective Terrytown residents that work in hospitals and other service industries within the Central Business District, French Quarter, and other major employment areas in and outside of Jefferson Parish.

PERCEPTION OF CRIME

Crime has seen a significant decrease in Terrytown over the past ten years, decreasing from 7,910 calls for service in 2008 to 4,470 in 2018. However, the *perception* of crime is overwhelmingly negative, with a great deal of resident feedback reflecting it as a major problem in surveys, in-person feedback, and during civic association meetings. A negative perception of a neighborhood, even if it is a misperception, can be a major hindrance for real estate. The JPSO and other entities should put effort into sharing thorough crime information, not only through the reporting of static crime numbers, but reporting overall trends and how current crime compares to previous years to help fight this misperception.

RECOMMENDED ACTION ITEM:**TT5. Provide Historical Comparisons in Existing Crime Reports**

The Jefferson Parish Sheriff's Office currently provides monthly crime briefings to the Terrytown Civic Association. As part of these briefings, the Sheriff's Office should compare monthly crime numbers to the same month of the previous year and indicate whether crime as a whole is increasing or decreasing, as well as provide relevant trends for specific type of crime.

PUBLIC SCHOOLS

As seen in *Appendix A: Stakeholder Input and Survey Responses*, 12 out of the 57 responses (21%) on the survey to residents of Terrytown marked “school” as one of the reasons they moved to Terrytown. Over 69% of total respondents for the survey had noted they have lived in Terrytown for more than 30 years. The desire to live in a good school district remains one of the major factors for prospective home buyers. On February 12, 2019, the Jefferson Parish School Board unanimously approved a bold and ambitious strategic plan, *2024: The Future Our Kids Deserve*. The strategic plan outlines the district’s values, mission, capstones, goals, priorities, and plans for action. One of the district’s goals set for 2024 is to make Jefferson Parish Schools an A-rated district and improve its graduation rate to 90%. In Terrytown, there are three schools that are part of the public-school system.

RECOMMENDED ACTION ITEM:

TT6. Ensure Priority Initiatives and Goals Set in Jefferson Parish Schools’ *2024: The Future Our Kids Deserve* Strategic Plan are Enacted in Terrytown

Jefferson Parish Schools launched a number of parish-wide initiatives that include, but are not limited to, implementing an Adopt-A-School program that allows communities to partner with and support individual schools, expanding the district’s Spanish Dual Language programs at a number of schools, and adopting district-wide standardized curriculum in the content areas of ELA, Math, Social Studies, and Science. The district should continue to implement strategies to meet key initiatives for the schools in Terrytown and identify ways to share the schools’ improved performance with the community.

5.1.3 ENCOURAGE COMMERCIAL DEVELOPMENT

VACANT AND UNDERUTILIZED COMMERCIAL PROPERTIES

Terrytown has a number of vacant lots along Holmes Boulevard as well as underutilized or vacant commercial properties throughout the neighborhood overall. With the recommended action items found elsewhere in this document pertaining to zoning changes as well as establishing an Economic Development District to provide a tax abatement, JEDCO and other partner organizations as appropriate can help outreach to existing property owners about changes that could benefit their property values and incentivize commercial development, as well as market vacant properties to prospective developers and businesses for reuse.

RECOMMENDED ACTION ITEM:

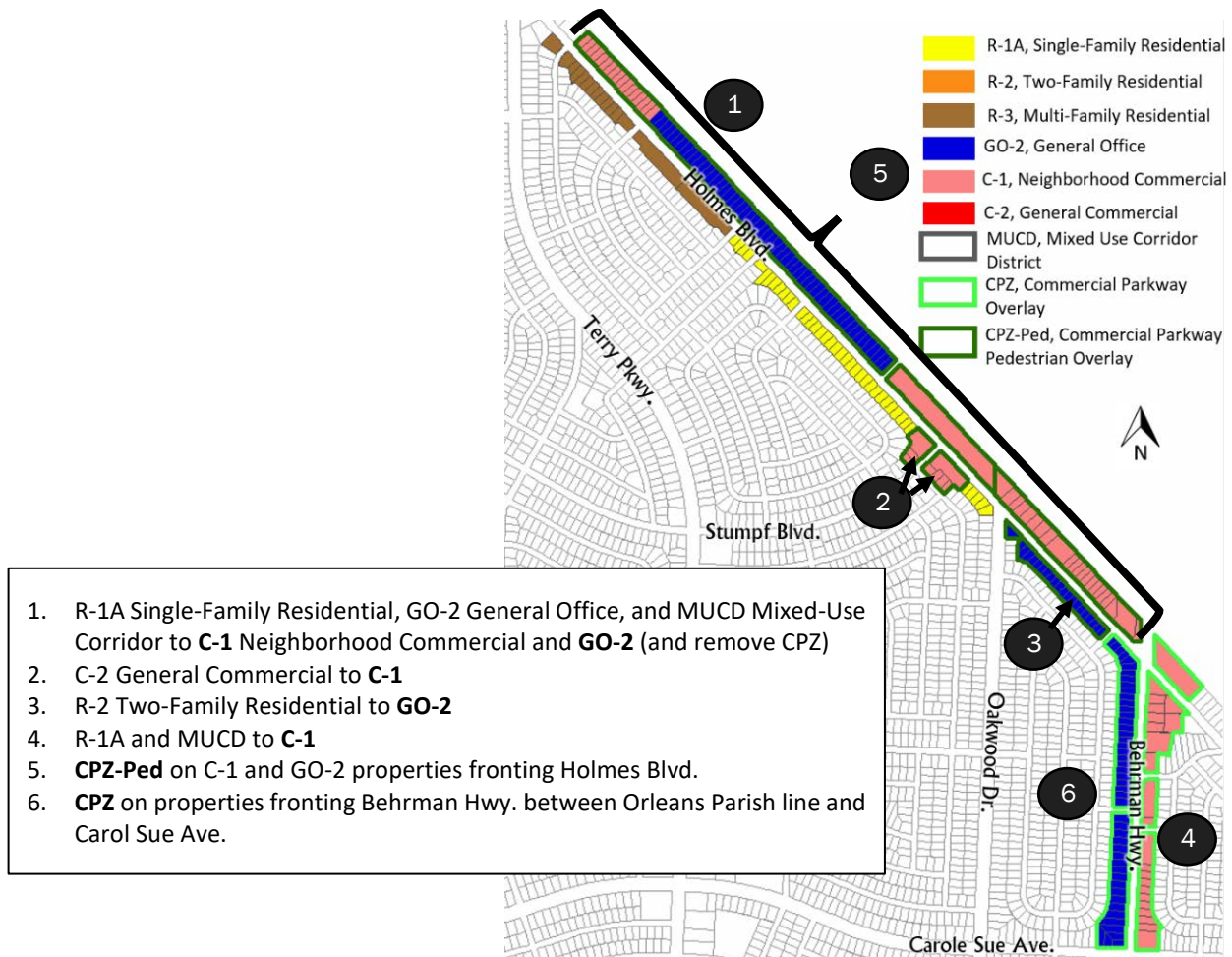
TT7. Provide Outreach to Commercial Property Owners and Market Key Vacant Commercial Properties

JEDCO should communicate with key commercial property owners and commercial real estate brokers regarding relevant zoning changes, forthcoming public improvements, commercial incentives, and other resources available to them for the redevelopment of commercial properties. Through its “Featured Properties” site and other work with prospective companies, JEDCO should also work with property owners and brokers to help market key vacant commercial properties in Terrytown that are available for reuse and redevelopment.

5.2 Land Use and Development Regulation

Zoning is a major regulatory tool for land use in a community, and as described in previous sections, the Parish has conducted three recent land use/zoning studies in Terrytown. The most recent study focused on the land use and zoning of the Holmes Blvd./Behrman Hwy. to Carol Sue Ave. corridor, and concluded with the zoning changes described and illustrated below:

- Rezone R-1A and MUCD properties to C-1 Neighborhood Commercial
 - Lots 1-17, Oakwood Estates Subdivision from R-1A to C-1
 - Lots 8A1, 9A, 10A, 11-17, and 18A, Sq. 151, Terrytown Subdivision Section 8 from MUCD to C-1
 - Lots 1 and 2A, Sq. 152, Terrytown Subdivision Section 8, from MUCD to C-1
 - Lots 1-A, Sq. 155, Terrytown Subdivision Section 8 from MUCD to C-1
 - Lot 1, Sq. 62, Terrytown Subdivision Section 8 from MUCD to C-1
 - Lots 1, 2A, 2B, 3A, 3B, 4, and 6, Sq. 61, Terrytown Subdivision Section 8 from MUCD to C-1
- Rezone R-1A properties to GO-2 General Office
 - Lots 18-72, Oakwood Estates Subdivision from R-1A to GO-2
- Rezone C-2 General Commercial on Holmes Blvd. to C-1 Neighborhood Commercial
 - Lot Y-1, Sq. 34, Terrytown Subdivision Section 1 from C-2/R-1A to C-1
 - Lots 1 and 40-42, Sq. 34, Terrytown Subdivision Section 1 from C-2 to C-1
 - Lots Y2A2, 27, and 28, Sq. 12, Terrytown Subdivision Section 1 from C-2 to C-1
- Rezone R-2 Two-Family properties on Holmes Blvd. to GO-2 General Office
 - Lots 1A; 3B-18B; 18C; 18D; and 18E, Sq. 126, Terrytown Subdivision Section 8 from R-2 to GO-2
- Overlay CPZ-PED on C-1 and GO-2 properties fronting on Holmes Blvd.
 - Lots 1-72, Oakwood Estates Subdivision
 - Lot Y-1, Sq. 34, Terrytown Subdivision Section 1
 - Lots 1 and 40-42, Sq. 34, Terrytown Subdivision Section 1
 - Lots Y2A2, 27, and 28, Sq. 12, Terrytown Subdivision Section 1
 - Lots 6 and Lot W, Sq. 6; Lots 4A13, 4A10, 4A8, 4A6, 4A5, 4A3, 4A1; Undesignated Lot between Lot 4A1 and Lot Z; Lots P-Z, Oakdale Subdivision Section B
- Overlay CPZ on the properties fronting Behrman Hwy. between Holmes Blvd. and Carol Sue Ave.
 - Lots 1A-28A and Lot 23, Sq. 127, Terrytown Subdivision Section 8
 - Lots 1-15, Sq. 128, Terrytown Subdivision Section 8
 - Lots 8A1, 9A, 10A, 11-17, and 18A, Sq. 151, Terrytown Subdivision Section 8
 - Lots 1 and 2A, Sq. 152, Terrytown Subdivision Section 8
 - Lots 1-A, Sq. 155, Terrytown Subdivision Section 8
 - Lot 1, Sq. 62, Terrytown Subdivision Section 8
 - Lots 1, 2A, 2B, 3A, 3B, 4, and 6, Sq. 61, Terrytown Subdivision Section 8



These zoning changes took effect ten days after the Parish Council adopted the study’s ordinance on September 18, 2019. They included the CPZ-PED and CPZ, two zoning overlay districts that Parish departments will administer as new development or substantial redevelopment occurs on the properties. These overlay districts have the intent to enhance the quality of development on the parish’s major corridors and achieve other goals such as walkability, because, for example, the street trees required by these districts can provide shade on sidewalks for pedestrians. They also address some of the concerns and preferences that the public articulated throughout the planning process.

Other concerns expressed by the public—traffic congestion, building blight and scale, crime, and elderly housing—have either direct or indirect regulatory components. Not all concerns involve regulations focused on land use and related zoning, but addressing them can enhance Terrytown’s overall quality of life. Zoning provisions address building scale by setting the parameters for height and setbacks, and establish the types of uses allowed on a property, such as housing for retirees or the elderly for which the public saw a need. Zoning often addresses property maintenance, and other chapters of the Parish’s Code of Ordinances also contain standards, requirements, and procedures related to maintenance and blight. While the design, orientation, or condition of buildings may facilitate or deter crime, other factors affect crime rates. Similarly, the type and intensity of land uses affect traffic, but traffic also relates to the design and condition of roadways and related speed limits.

The following action items have regulatory components and contribute to overall goals for enhanced land use and development in Terrytown.

RECOMMENDED ACTION ITEMS:

TT8. Administer Development Standards That Apply To CPZ-PED, CPZ, And MUCD Properties Subject to Site Plan Review.

As the result of land use and zoning studies over the years, including the recently completed Holmes Blvd./Behrman Hwy. to Carol Sue Ave. study, Terrytown's major streets, like similar streets throughout the parish, are mapped with zoning districts that entail development review to promote best planning and site design practices. The Parish's administrative departments responsible for development review will apply the appropriate standards to new commercial development and substantial redevelopment of existing commercial buildings along Terrytown's major streets.

TT9. Create A Zoning Overlay District or Other Instrument That Allows A Reduction in Front or Rear Setback for An Addition to An Existing House, If the Addition Follows Architectural Design Guidelines and The Property Is Located Within an Economic Development District for The Benefits of The Restoration Tax Abatement Program.

A provision that allows a property owner to build an addition to an existing house in part of the required front or rear yard would add an incentive for the enhancement of existing housing stock. The Parish will create this provision for optional use in neighborhoods where planning for housing stock enhancement has occurred, resulting in economic development district designation and architectural guidelines that would apply to the addition.

TT10. Conduct Periodic Monitoring and Code Sweeps to Ensure Compliance with Zoning, Nuisance, And General Quality of Life Standards and Maintenance Requirements for Buildings and Properties.

The Parish's Department of Property Maintenance, Zoning & Quality of Life (PMZ) primarily is responsible for enforcing codes for maintenance and upkeep of properties, and has an established presence in Terrytown that it will continue to exert.

TT11. Conduct Adjudication or Abatement Proceedings

If PMZ is unable to get compliance from property owners on code requirements, it issues citations that the Parish's Bureau of Administrative Adjudication hears and resolves through court proceedings. Other procedures of the Parish's Code of Ordinances also address abandoned buildings and building conditions that pose imminent public danger. The Parish will continue to administer all provisions intended to ensure safe, secure, and attractive properties and buildings.

TT12. Promote Crime Reduction and Public Safety.

The Neighborhood Amenities, Services and Infrastructure section addresses the perception of crime. Community interaction, which the Jefferson Parish Sheriff's Office conducts through venues such as civic association meetings, is an aide in addressing crime perception. Crime reduction also entails the continued vigilance of JPSO and citizens, and the skilled interaction of sheriff's deputies where necessary to reduce speeding, theft, vandalism, and other crimes.

5.3 Housing Stock Enhancement

The Terrytown Revitalization Study Strategic Plan recommends several housing stock enhancement programs and initiatives that are designed to encourage new investment and reinvestment in housing within the Terrytown neighborhood. For the greatest impact, new builds and renovations should be constructed following a set of design guidelines that not only appeal to prospective homebuyers but also retain the historical significance of the existing structures and character of the neighborhood

5.3.1 ARCHITECTURAL DESIGN GUIDELINES

The Terrytown neighborhood contains a mix of architectural styles, with some concentration of the “Mid-Century Modern” design evident in the first developed areas of the neighborhood. Mid-Century Modern architecture has enjoyed a renaissance in recent years as the simple, clean lines regain popularity in neighborhoods across the country. The Parish should encourage homeowners to adopt modern styles for new builds that are compatible with existing architectural styles in the neighborhood and for renovations that can be easily incorporated into existing structures. The provision of recommended design guidelines via publicly available house plans and elevations would assist homeowners as they seek to invest in improving their homes. Further, collaboration of the Parish with partner entities that can provide funding and building expertise to construct new model homes or renovate existing homes in accordance with the housing plans designed for Terrytown would serve to showcase to current and prospective homeowners the impact of modern housing design while creating new opportunities for home ownership.

RECOMMENDED ACTION ITEM:

TT13. Publicize Design Guidelines for Housing in Terrytown

Based on architectural best practices, existing architectural styles, and feedback from residents, builders, and other stakeholders as part of this planning process, Tulane’s Small Center developed architectural guidelines for renovating existing housing and building new houses in Terrytown. These guidelines are detailed in Section 5.5 of this plan and should be publicized further in a clear, standalone document that can be easily accessed by residents and builders in Terrytown. Outreach efforts should also be made to a variety of departments and groups to ensure knowledge of these guidelines.

5.3.2 STIMULATE INVESTMENT IN HOUSING STOCK

MODEL HOMES

Using the architectural design guidelines developed for Terrytown, new model homes can be constructed to showcase the impact of modern yet complementary design on an aging neighborhood, as well as the possibilities for improvements that homeowners can make to existing homes. Through this revitalization study, steps have already been taken to formalize a model home program through the collaboration of the Jefferson Parish Finance Authority (JPFA) and the New Orleans Education League of the Construction Industry (NOEL), the non-profit arm of the Home Builders Association of the Greater New Orleans area (HBA). Through this program, all costs, permitting and construction processes and timelines should be documented to provide current and prospective homeowners thorough information to encourage further renovations and help guide them through this process. The successes of this program, along with other housing enhancement initiatives in Terrytown, should be measured and heavily marketed to stimulate interest in Terrytown by developers as well as current and prospective homeowners. The model home program can also be expanded to include not only new construction but also the renovation of existing homes in accordance with the architectural design guidelines created specifically to complement existing homes within the neighborhood.

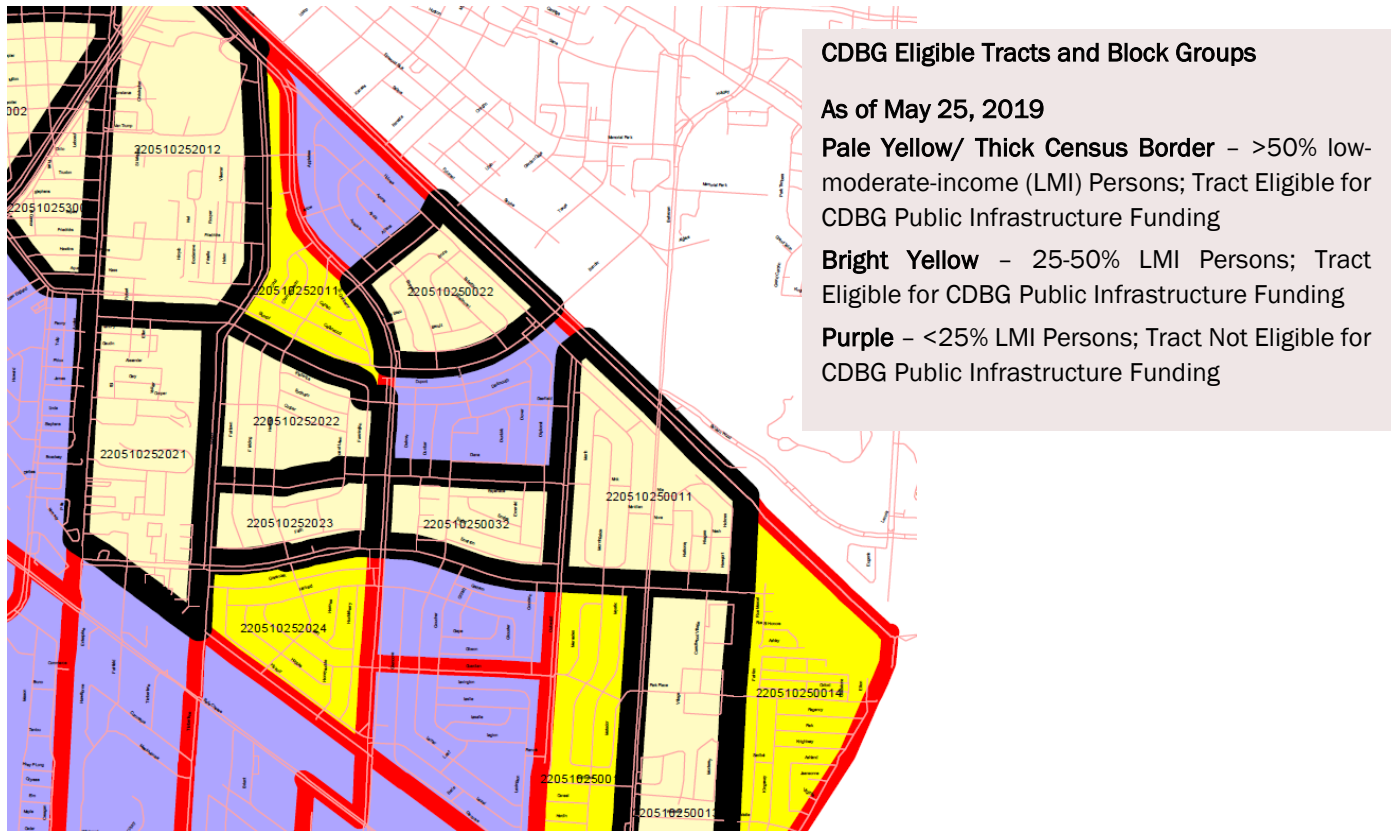
RECOMMENDED ACTION ITEM:

TT14. Develop a Model Home Pilot Program in Terrytown

To directly create new modern, desirable housing in Terrytown, develop a pilot program to finance the construction and renovation of homes in Terrytown following Tulane's architectural guidelines. The program should provide modern and desirable housing options in Terrytown, as well as support existing homeowners wishing to modernize their homes by using publicly available architectural designs and building costs in its model renovations.

GRANT PROGRAMS

Each year, the Parish receives approximately \$2,600,000 in Community Development Block Grant (CDBG) funds and \$500,000 in Home Investment Partnership (HOME) funds, which are utilized to fund programs that provide home repairs, first time homebuyer counseling, and other services to assist eligible homeowners. While the Parish's CDBG and HOME program resources are limited in comparison to parish-wide need, they should still be considered a valuable tool in housing revitalization and public infrastructure investments. As indicated in the below map, there are 13 census tract eligible block groups are eligible for CDBG public infrastructure funding (pale investments with CDBG funds. Based on income, family size and bright yellow), and nine of those block groups have a majority of other requirements, households that are considered Low to Moderate Income (LMI) and therefore are eligible parish-wide for CDBG and HOME grant funded programs and services for homeowners.



The majority of homes in Terrytown are more than 50 years old; therefore, residents are often looking for possible updates, renovations, and additions. However, federal flood guidelines and increasing storm threats make home elevation a common concern, a factor that can significantly increase the cost of a renovation that meets the Parish’s definition of a “substantial improvement” (i.e. an improvement that is valued at 50% or more of the market value of the structure). According to the Jefferson Parish Department of Floodplain Management, 457 homes within Terrytown have experienced repetitive flood loss, making them eligible for an elevation grant under the Hazard Mitigation Program. While generally applications are considered on a first-come, first-served basis, as part of a neighborhood revitalization pilot program the Parish should conduct direct outreach to residents of the neighborhood informing the homeowners of the potential grant opportunity to encourage the submittal of applications within the targeted Terrytown neighborhood. Furthermore, there is potential to stack federal grant programs with other grants and/or conventional financing, which can finance home renovations to be completed along with the elevation.

RECOMMENDED ACTION ITEMS:

TT15. Identify and Pursue Grant Opportunities That Address Aging Housing Stock

Community Development and other agencies should continuously review and pursue relevant grant funding opportunities to assist homeowners and address aging housing stock. One such grant opportunity is the HUD Lead Hazard Reduction Grant Program, which provides funds to identify and control lead-based paint hazards through renovations in eligible privately-owned rental or owner-occupied housing with children under the age of six years living in the household. Over 700 housing units in Terrytown were identified by the Jefferson Parish

Community Development Department as possibly meeting eligibility. Community Development recently applied and was awarded the grant, which has an anticipated start date of December 2, 2019.

TT16. Pursue the Creation and/or Expansion of Landscaping Grant Program for Homeowners

Landscaping was identified by stakeholders as key factor in driving curb appeal for renovated houses, benefiting the neighborhood overall through aesthetic improvements as well as a potential benefit for stormwater management. However, costs are often prohibitive for homeowners and renovators, and landscaping as a result may be deprioritized. By identifying private sources of grant funds for planting costs, homeowners can be encouraged to include landscaping in their homes, boosting neighborhood curb appeal and stormwater management for the site and area.

TT17. Evaluate Feasibility of Creating Employer Assisted Housing Program(s) With Major Employers in the Area

Employer-assisted housing programs were identified by the Housing Stock Enhancement Strategic Plan as a recommended strategy to encourage new homeownership and investment in Jefferson Parish. The location of Terrytown and its proximity to several major employers make the neighborhood a desirable and convenient location for both existing and prospective employees—in fact, through conversations and surveys with residents, several cited ‘proximity to employers’ as a primary reason for moving to Terrytown. JEDCO can identify and work with employers interested in developing an employer-assisted program to create this workforce retention and attraction tool and help their employees become homeowners near their place of employment.

FINANCING

A number of existing financing programs for homeownership and renovations currently exist for Terrytown residents and the broader Jefferson Parish public. The Jefferson Parish Finance Authority (JPFA) offers three programs that provide financial assistance to residents in Jefferson Parish: The Southern Mortgage Assistance Program (SMAP), Lagniappe Advantage Program (LAP), and Heroes to Homeowners program. SMAP and LAP are both 30-year fixed rate mortgage financing; SMAP offers a 3%-4% assistance grant that can be applied to either the down payment or closing costs and LAP offers 0%-4% assistance grant towards either the down payment or closing costs. Lending programs offered by Freddie Mac, Fannie Mae, and FHA in concert with private lenders also support home renovations.

Because the costs of renovating and new construction can be prohibitively high, and homeowners expressed cost as a major barrier to undertaking renovations, the Jefferson Parish Finance Authority should consider offering a financing program and/or supplementary grant to existing financing programs to assist with renovations and/or purchasing a home that has been renovated specifically in Terrytown, serving as a temporary incentive for improving the housing stock in this targeted neighborhood that could potentially be replicated elsewhere or made more permanent.

RECOMMENDED ACTION ITEM:

TT18. Develop New or Expand Existing Financing Program to Encourage New Homeownership in Terrytown

In collaboration with the Jefferson Parish Finance Authority and private lenders, create a new financing offering specifically for Terrytown prospective homebuyers that wish to purchase and/or renovate homes in Terrytown.

The program could be launched as a pilot over a set period of time with the ability to evaluate success and replicability in other parts of Jefferson Parish.

TAX INCENTIVES

In addition to grant programs, the Parish should consider incentivizing homeowners to make significant renovations to their homes through financial inducements. The Restoration Tax Abatement (RTA) Program is an incentive program authorized by state legislation that allows for the ad valorem property taxes on substantial renovations and improvements to existing structures in economic development districts to be deferred for up to 10 years. As an added benefit to the revitalization of the neighborhood, owners of commercial structures within an established Economic Development District can also reap the benefits of RTA for substantial improvements to commercial structures. By creating an Economic Development District over the Terrytown neighborhood, the Parish Council is signaling its desire for reinvestment by homeowners and owners of commercial structures in the district's aging buildings.

RECOMMENDED ACTION ITEM:

TT19. Establish an Economic Development District in Terrytown to Enable the Restoration Tax Abatement (RTA) Incentive Program

The Restoration Tax Abatement (RTA) gives both businesses and homeowners an up-to-ten-year tax abatement of property taxes on the improvements they make to their buildings when undergoing a substantial renovation that includes the façade of their building, and qualifying locations include Economic Development Districts. Through the establishment of an Economic Development District in Terrytown by the Jefferson Parish Council, it would allow any homeowner or commercial property owner seeking to make major renovations to essentially keep their property taxes at their pre-renovation level for up to ten years—a major support and encouragement for anyone fearful of an increased property tax cost burden after making such an investment to their home.

PUBLIC EDUCATION AND MARKETING

The success of these recommended programs, strategies, and efforts within the Terrytown Neighborhood Revitalization Strategic Plan is dependent largely on the extent that Terrytown residents' and relevant groups are aware of them. Jefferson Parish, JEDCO, and the relevant partners involved in these recommendations should ensure that homeowners are aware of the vast array of grant and financing programs potentially available to them, as well make sure that residents have all the tools for renovation easily at their disposal, such as access to design guidelines, documented costs, and permitting processes. Marketing a "toolbox" of existing tools, grants, financing programs, and incentives lets homeowners see these potentially applicable resources, and may spur interest in pursuing investment in their home or land.

RECOMMENDED ACTION ITEMS:

TT20. Monitor New Construction and Renovation Projects in Terrytown and Publicize Achievement Successes

In an effort to track success and bring awareness to new investment in Terrytown's housing stock, Jefferson Parish and JEDCO should closely monitor the construction and renovation of homes in Terrytown and subsequently publicize successes to encourage continued investments in the area. The model home program specifically should be closely monitored for success and replicability, and other new construction and renovation

projects should be identified through the Parish permitting process and considered for opportunities to further publicize housing stock investments.

TT21. Provide Outreach to Homeowners Regarding Available Grants and Financing Programs, Architectural Design Guidelines, Permitting Information, and Renovation/Construction Costs Where Known

A great deal of existing grant and financing programs exist for homeowners, particularly grant programs administered by Jefferson Parish Community Development (CDBG, HOME, and other grants) and Jefferson Parish Floodplain Management (FEMA-funded programs such as FMA & HMGP). Outreach to homeowners should be made to provide explanation of these grant opportunities and eligibilities; how available programs, financing, and incentives can be used in concert with one another; and to provide general information about home improvements and financing. The recommended action items of the Restoration Tax Abatement program and financing/grant programs for renovations and landscaping should also be a core part of this outreach once enacted by JEDCO, Jefferson Parish Finance Authority, and other various Jefferson Parish departments and organizations. Outreach and seminars should also include information about the permitting process, duration, and costs involved from Parish Code Enforcement, as well as documented renovation costs from homebuilders and renovators. Finally, information and resources pertaining to this Plan should be made available online for homeowners to access.

TT22. Maintain the toolbox of available funding, financing programs, and grants to encourage homeownership and housing stock enhancement in Terrytown.

As part of this planning process, JEDCO, in close coordination with the granting agencies and financing authorities who administer funding resources, created the “Terrytown Toolbox” of all available grants, financing, and incentives available to homeowners which is detailed in Section 5.6 of this plan. JEDCO should maintain and update the toolbox when new grants or programs are created or changed, and should publicize the toolbox online, with the Terrytown Civic Association, and at in-person seminar(s).

5.4 Matrix of Recommended Action Items

The following table is a summary of recommended action items from sections 5.1-5.3, detailing responsible parties, benchmarks for success and action, anticipated funding sources, and estimated timeline. These recommendations are intended to be dynamic guides to spur action in Terrytown, and should be evaluated on a regular basis for updates and change.

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
NEIGHBORHOOD AMENITIES, SERVICES AND INFRASTRUCTURE					
TT1	Develop a capital plan for the expenditure of Tax Increment Financing (TIF) revenues	Jefferson Parish Council; Jefferson Parish Finance Department; Jefferson Parish Attorney's Office; JEDCO; Jefferson Parish Public Works; other Jefferson Parish departments as needed and appropriate; Terrytown Civic Association	Develop and approve a plan that establishes short- and long-term priorities for TIF-funded capital projects in Terrytown.	Staff time supported by General Fund; various organizational operating budgets	2020-2021
TT2	Develop plan for Parish-owned property at Carol Sue and Behrman Highway	Jefferson Parish Council; Jefferson Parish Attorney's Office; Jefferson Parish Planning Department; JEDCO; other departments as potential uses arise	A. Develop plan, either internally or with the engagement of an outside firm, to determine the highest and best use for land owned by Jefferson Parish at key intersection at Carol Sue and Behrman, engaging with residents through public meetings and/or design charrettes. B. Identify funding and finalize strategy to implement plan.	Staff time supported by General Fund; other funds TBD, potentially considering Council district, funds, TIF funds, private dollars, or another grant funding source.	2020-2022

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
NEIGHBORHOOD AMENITIES, SERVICES AND INFRASTRUCTURE (Continued)					
TT3	Ensure Oakwood Smart Growth Road Bond Program projects proceed successfully and evaluate future public works improvements	Jefferson Parish Public Works	A. Proceed with construction of projects, ensuring their prioritization. B. Complete construction. C. On an ongoing basis, review need for and feasibility of future public works improvements in Terrytown.	West Bank Road Bond Program; staff time supported by General Fund and Public Works Departments' operational budgets.	2020-2022
TT4	Pursue recommendations of JeT Strategic Plan and Comprehensive Operations Analysis pertaining to expanded transit service in Terrytown	JeT, Jefferson Parish Council, Regional Planning Commission, JEDCO, GNO, Inc., Business and Economic Development Partners, Transit Advocacy Partners	A. Work with consultant to develop funding recommendations for JeT routes and operations across Jefferson Parish, including in Terrytown, that align with recommendations of JeT Strategic Plan and RPC Comprehensive Operations Analysis. B. Pursue funding sources for JeT in partnership with business community, economic development partners, and transit advocacy organizations.	Staff time supported by millage and organizational budgets; private funding for study from non-profit/foundation; funding source(s) for transit improvements to be determined by study.	2019-2021
TT5	Provide historical comparisons in existing crime reports	JPSO	Provide comparison of monthly crime report numbers to previous years' crime numbers at Terrytown Civic Association meetings and via other neighborhood outreach efforts.	Staff time supported by JPSO operational budget	Ongoing

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
NEIGHBORHOOD AMENITIES, SERVICES AND INFRASTRUCTURE (Continued)					
TT6	Ensure priority initiatives and goals set in Jefferson Parish Schools' 2024: <i>The Future Our Kids Deserve</i> Strategic Plan are enacted in Terrytown	Jefferson Parish Schools, Jefferson Parish School Board, other partners as applicable	A. Implement strategies in Terrytown schools (Boudreaux, Terrytown, and Livaudais) that will meet the key initiatives and goals outlined in the strategic plan adopted by the School Board in 2019; B. Communicate those achievements to residents and stakeholders in Terrytown.	Staff time supported by JPS operating budget	2019 - 2024
TT7	Provide outreach to commercial property owners and market key vacant commercial properties	JEDCO; Jefferson Parish Planning Department	A. Coordinate outreach to property owners and businesses about available JEDCO services, resources and financing programs, as well as planned improvements and zoning changes that may affect their properties. B. Market commercial real estate listings that are for sale or lease.	Staff time supported by JEDCO operating budget and General Fund	2019-2020

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
LAND USE & DEVELOPMENT REGULATIONS					
TT8	Administer Development Standards That Apply To CPZ-PED, CPZ, And MUCD Properties Subject to Site Plan Review.	Jefferson Parish Planning Department, other Parish review departments in LURTC, Planning Advisory Board, Jefferson Parish Council	A. Adoption of CPZ-PED on Holmes Blvd. and CPZ on certain properties on Behrman Hwy. B. On case-by case basis, site plan review of development on properties mapped with CPZ-PED, CPZ, or MUCD, and completion of ministerial or legislative approval as appropriate.	Staff time supported by Parish General Fund	2019 and ongoing
TT9	Create a zoning overlay district or other instrument that allows a reduction in front or rear setback for an addition to an existing house, if the addition follows architectural design guidelines and the property is located within an Economic Development District for the benefits of the Restoration Tax Abatement Program.	Jefferson Parish Planning Department, Planning Advisory Board, Jefferson Parish Council	A) If a zoning overlay or similar development standard, adoption of a Council resolution that authorizes the study; B) Public outreach; C) If a zoning overlay or other similar development standard, Planning Department report and recommendation followed by a Planning Advisory Board public hearing; D) Council ordinance or resolution as applicable.	Staff time supported by Parish General Fund	2020
TT10	Conduct periodic monitoring and code sweeps to ensure compliance with zoning, nuisance, and general quality of life standards and maintenance requirements for buildings and properties.	Jefferson Parish Property Maintenance, Zoning & Quality of Life, Jefferson Parish Inspection & Code Enforcement	Continuously monitor property conditions for compliance with minimum building codes, zoning requirements, and nuisance laws.	Staff time supported by Parish General Fund	Ongoing

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
LAND USE & DEVELOPMENT REGULATIONS (Continued)					
TT11	Conduct Adjudication and Abatement Proceedings	Jefferson Parish Property Maintenance, Zoning & Quality of Life, Jefferson Parish Inspection & Code Enforcement, Jefferson Parish Fire departments, Bureau of Administrative Adjudication, Parish Attorney's Office, Jefferson Parish Council	A. Issuance of citations to property owners for noncompliance with property-related codes. B. Completed adjudication or abatement proceedings.	Parish General Fund and Fire Operating Funds	Ongoing
TT12	Promote Crime Reduction and Public Safety	Jefferson Parish Sheriff's Office, Jefferson Parish Council, Terrytown Civic Association	A. Continued vigilance on emerging threats, patterns, and conditions, and fast, skilled intervention where necessary. B. Regular interactions at community meetings and other events--community policing.	JPSO Operating Funds, Parish General Fund	Ongoing

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
HOUSING STOCK ENHANCEMENT					
TT13	Publicize architectural guidelines for housing in Terrytown	Tulane's Small Center for Collaborative Design; Jefferson Parish Planning Department; JEDCO; Terrytown Civic Association; Home Builders Association of Greater New Orleans (HBA); New Orleans Metropolitan Association of Realtors (NOMAR); Jefferson Parish Code Enforcement	A. Complete architectural guidelines informed by resident and builder feedback. B. Publicize architectural guidelines stylebook on Parish, JEDCO, Terrytown Civic Association, and other relevant websites and make available to the general public via Terrytown Civic Association, Jefferson Parish Code Enforcement department, and other relevant public-facing groups or offices. C. Coordinate with homeowners, renovators, and builders to encourage use of architectural guidelines in renovation and construction projects.	Various organizational and Parish Budgets	Complete guidelines in 2019; publicize in 2020
TT14	Develop Model Home Pilot Program in Terrytown	Jefferson Parish Finance Authority (JPFA); New Orleans Education League of the Construction Industry (NOEL); Tulane's Small Center for Collaborative Design; private architect(s) and builders; Home Builders Association of Greater New Orleans (HBA); New Orleans Metropolitan Association of Realtors (NOMAR); JEDCO; Jefferson Parish Council; Jefferson Parish Attorney's Office	A. Establish 0%-interest financing program administered by JPFA. B. Identify and purchase vacant lots and homes for sale that would benefit from a renovation. C. Construct new homes and renovate existing homes using Tulane architectural guidelines and utilizing JPFA financing. D. Sell homes to new homeowners. E. Publicize the costs and plans for others to replicate.	Jefferson Parish Finance Authority, Council District 1 funding	Establish program in 2019; start construction in 2019-2020

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
HOUSING STOCK ENHANCEMENT (Continued)					
TT15	Identify and pursue grant opportunities that address aging housing stock	Jefferson Parish Community Development; Jefferson Community Action Program (JEFFCAP); New Orleans Education League of the Construction Industry (NOEL)	A. Administer the recently awarded FY 2019 HUD Lead Hazard Reduction Grant Program and provide outreach to Terrytown residents about the grant opportunity. B. Monitor and pursue any additional applicable grant opportunities for housing stock enhancement and other relevant improvements in Terrytown.	U.S. Department of Housing and Urban Development; other grant sources as applicable	HUD Grant Awarded to Community Development October 2019; Outreach 2020.
TT16	Pursue the creation and/or expansion of landscaping grant program for homeowners	JEDCO; non-profits such as Jefferson Community Foundation, Friends of Jefferson the Beautiful, Urban Conservancy, SOUL	A. Develop grant program(s) to support and encourage landscaping and/or green infrastructure on private properties and public rights-of-way in Terrytown. B. Publicize grant program(s) to Terrytown residents. C. Provide educational seminars regarding green infrastructure improvements in residential developments.	Grant dollars to be determined	2020-2021
TT17	Evaluate feasibility of creating employer assisted housing program(s) with major employers in the area	JEDCO; private employers; lending institutions	A. Identify employer(s) in or near the Terrytown area that have an interest in offering incentives to current employees or as part of their talent recruitment efforts towards assistance in home ownership, e.g. down payment assistance. B. Work with employers toward the creation of employer-assisted housing programs for Terrytown residents, to potentially be expanded or replicated elsewhere in Jefferson Parish.	Staff time supported by JEDCO operating budget; investment from private employers; lending institutions if applicable	2020-2021

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
HOUSING STOCK ENHANCEMENT (Continued)					
TT18	Develop new or expand existing financing program to encourage new homeownership in Terrytown	Jefferson Parish Finance Authority (JPFA); private lenders	A. Establish financing program for prospective homebuyers that wish to purchase and/or renovate homes in Terrytown, including length of time for offering program. B. Market and publicize program. C. Evaluate success and feasibility of expanding to other parts of the Parish.	Jefferson Parish Finance Authority, private lenders	2020-2021
TT19	Establish an Economic Development District in Terrytown for the Restoration Tax Abatement (RTA) incentive program	Jefferson Parish Council; JEDCO; Jefferson Parish Assessor's Office	A. Establish Economic Development District via Council action. B. Market district and RTA benefit to property owners.	Staff time supported by General Fund and JEDCO operating budget	2019-2020
TT20	Monitor new construction and renovation projects in Terrytown and publicize achievements and successes	JEDCO; Jefferson Parish Public Information Office; Jefferson Parish Finance Authority (JPFA); New Orleans Education League of the Construction Industry (NOEL); Home Builders Association of Greater New Orleans (HBA); Terrytown Civic Association	A. Monitor building permits for new construction and renovation in Terrytown. B. Publicize achievements, successes, and activities through social and traditional media platforms.	Staff time supported by General Fund various organizational operating budgets	Ongoing

Action ID #	Implementation Action	Responsible Parties	Benchmarks	Funding Source	Timeline
HOUSING STOCK ENHANCEMENT (Continued)					
TT21	Provide outreach to homeowners regarding available grants and financing programs, architectural design guidelines, permitting information, and renovation/construction costs where known	JEDCO; Jefferson Parish Planning Department; Jefferson Parish Community Development; Jefferson Parish Floodplain Management; Jefferson Parish Finance Authority; Jefferson Parish Code Enforcement; Jefferson Parish IT department; private lenders; Home Builders Association of Greater New Orleans (HBA)	A. Make Strategic Plan and all associated guides, information, and resources for homeowners available on JEDCO, Jefferson Parish, and Terrytown Civic Association websites. B. Coordinate and provide outreach about resources available for Terrytown residents, including a seminar(s) for homeownership, financing, available grant funds, permitting information, architectural guidelines, building costs, and other available resources.	Staff time supported by General Fund various organizational operating budgets	2019-2021
TT22	Maintain the toolbox of available funding, financing programs, and grants to encourage homeownership and housing stock enhancement in Terrytown	JEDCO, in coordination with departments and organizations administering relevant funding and financing programs	A. Publish and maintain the "Terrytown Toolbox - Neighborhood Improvement Funding Programs and Resources," making sure to update with any further resources that are made available. B. Publicize toolbox in Strategic Plan document and Toolbox on JEDCO and other websites.	Staff time supported by JEDCO operating budget	Publish toolbox in 2019; maintenance and publicizing ongoing

5.5. Architectural Design Guidelines

5.5.1 WHAT ARE DESIGN GUIDELINES?

The following section outlines the principles and features typical of mid-century modern design as seen in Terrytown's original model homes. These features and their design intent are outlined below; where appropriate, we have included suggestions regarding how the features can be celebrated and continued in renovated, expanded, and newly built structures. The intent of this section is to ensure that the Mid-Century Modern architectural style remains the backbone of Terrytown's visual character, even as the expanded neighborhood now includes a variety of architectural styles and types.

Residential Design Guidelines articulate the existing, historic character of the built environment and are intended to promote design that will protect neighborhood character and property values while enhancing the visual quality of the neighborhood. Guidelines provide a simple overview of design principles relevant to the era of architectural significance in Terrytown, the 1960s-1970s. The hope is that residents utilize the guidelines to inform decisions related to additions, renovations, and new residential buildings in Terrytown, ultimately aiming to maintain a cohesive neighborhood identity, preserving houses as historic resources.

Guidelines encourage both renovations and newly built houses to provide architectural features that enhance the neighborhood's character, choose building materials that provide visual interest and texture to a building, and ensure that the character-defining features of an historic building are maintained.

Residential projects in Terrytown should comply with the design principles as outlined in the guidelines. However, there may be other design solutions not shown in the guidelines that will also result in a successful project.



MID-CENTURY MODERN RESIDENTIAL DESIGN

Mid-century modern homes typically feature clean lines and simple construction techniques. These features should be preserved and maintained in both renovation projects and new-built structures that are designed in the mid-century modern style.

5.5.2 SITE

Existing context:

- Terrytown’s curved streets create a variety of lot sizes, but typical lots measure 60’ x 110’
- While some homes in Terrytown are raised, the vast majority utilize slab-on-grade construction
- Homes are typically placed at the required 20’ setback, creating a modest front yard while still leaving room for a sizable back yard.
- Driveway parking for single-family homes is standard, with street parking available but more rarely used.

Suggestions for new houses and renovations:

- Houses should relate to the site, leaving ample room for landscaped outdoor areas. Landscape is a design element as visually powerful as the built structure, and should be considered just as carefully.
- The financial efficacy of raising houses is highly dependent on site-specific factors including building condition, subsidence, and more. Raising buildings above grade is required for new houses in some parts of Terrytown, and in our flood-prone region is always a good idea when possible. It provides both design opportunities and challenges to integrate the raised house into the landscape around it so the house continues to relate to the surrounding context.
- Outdoor areas covered by roof extensions combined with landscape design can facilitate a close association between indoor and outdoor spaces, virtually extending the living space of the house and promoting an indoor-outdoor lifestyle, typical of the mid-century modern style.
- Consistent design vocabulary for multiple structures on one property should be employed. A unifying element such as material, color, or form should be used for all structures in order to create consistency.
- Unless site conditions preclude, canopies, carports, and covered patios should be attached to and made an integral part of the architectural design of the main structure.
- Driveways should use the least amount of paving possible to reduce the heat-island effect and facilitate water drainage; permeable paving is encouraged.



Landscaped outdoor area



Example of raised home in mid-century modern style

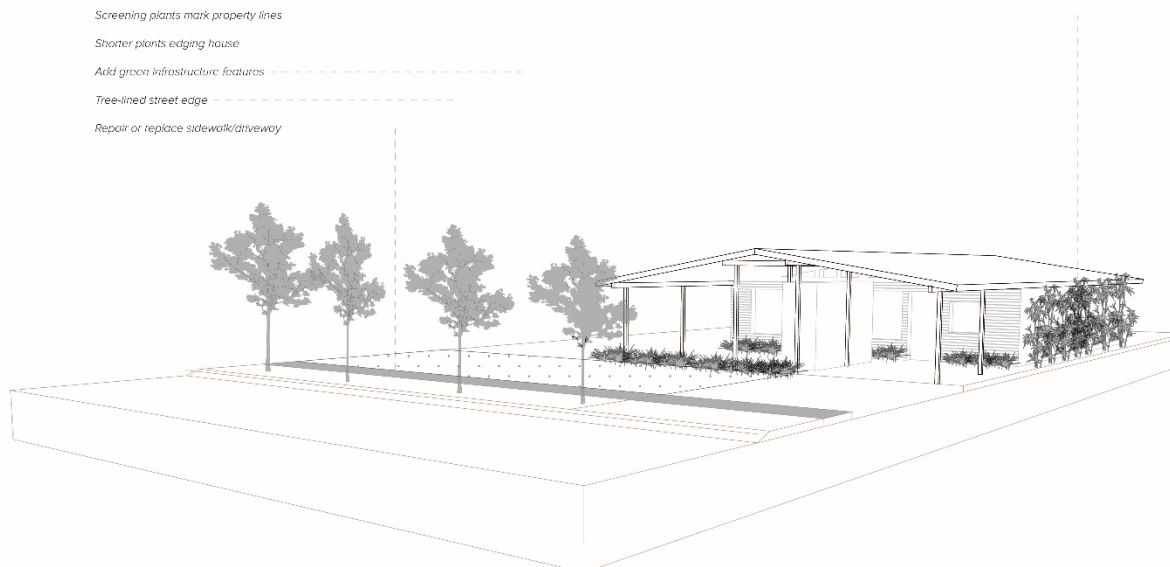
5.5.3 LANDSCAPE

Existing context:

- A variety of approaches to landscape can be seen in Terrytown, with typical suburban lawns being most prevalent.
- Aside from recent municipal investments on public land, there are not a lot of landscape interventions aimed at water management.
- Street trees are not as prevalent as in other neighborhoods of this era; however, many areas with significant, mature tree growth exist in pockets, and provide a shaded streetscape.

Suggestions for green infrastructure in new houses and renovations:

- Today we recognize the increased threat of flooding in Terrytown and the region, and this suggests some possible changes in strategy as an update to the original designs for Terrytown homes.
- Rain gardens can help to catch water before it moves into the municipal system, allowing for additional infiltration into the ground and reducing the amount our soil will sink over time.
- Permeable paving, used in place of traditional concrete pathways and driveways can be adapted to suit the mid-century modern aesthetic.
- Any additional landscaping aids in the uptake of water, and in particular the use of native plants that thrive in a wet and humid environment.
- Collection and reuse of water from the house in rain barrels or other storage devices can provide water for irrigation at non-rainy times and prevents additional water from entering the sometimes-overburdened municipal system.



Landscape design can extend beyond the footprint of the structure, helping to integrate the structure into the lot and neighborhood. Sometimes landscape structures such as planter boxes or brick walls are used in similar fashion.

5.5.4 MATERIALS

Existing context:

- Asphalt shingles are the predominant roofing material in Terrytown, though wood shakes or slate may also be appropriate
- Common materials used were typically natural and easy to maintain, including wood, stone, and brick.
- Modern industrial products like sheetrock, formica, and aluminum windows allowed for efficient construction, especially across an entire neighborhood of similarly styled homes
- Brick is most often left natural, but glazed brick and painted brick were also popular and are appropriate to the style
- A variety of brick coursework patterns were implemented, especially common running bond and roman brick. Open-air brick patterns were used in landscape walls (allowing visual access)
- Wood was commonly used for siding, trim, columns, and some exposed beams.



a. Brick coursework becomes open air in front of entryway

Suggestions for new houses and renovations:

- Existing brick patterns and cladding types should be maintained and repeated in any new additions
- Wood exposed to the elements is often the first material in a home's lifespan that needs to be repaired or replaced. Ideally, the same or similar materials would be used, but natural materials such as stone and brick can also be considered as replacements for wood, for maintenance and other reasons.
- Changes in materials should have a clear line of demarcation, such as by offset, reveal, or border. This aids in creating the perception of additional visual depth using shadow lines, which themselves can be considered a design element
- To the extent practicable, all façades of buildings visible from the street shall maintain the same standard of design as the front façade. Where impractical, additional landscaping can help to provide visual interest along the side façades of a structure.



b. Modern vertical siding paired with natural materials



c. Exposed wood beams highlight the house's structural system

5.5.5 DESIGN ELEMENTS

It is important to preserve the original design principles of a residential building. While it may be necessary or desirable to create an addition to one of Terrytown’s original home plans, efforts should be made to maintain the primary design ideas underlying the original architectural designs to maintain a consistent visual character throughout the neighborhood.

Entry

- Entryways were often highlighted by roof extensions to provide weather protection. Sometimes exterior “accent walls,” using a different material in the entry area were used.
- Solid slab doors, sometimes paired with clerestory or sidelight windows, were used to maintain the “clean lines” and “simple details” of mid-century modern homes.



d. Extended entry accent wall



e. Solid entry door paired with clerestory and sidelight windows

Roof

- New roof lines should match the original roof profile, by extension or offset.
- Low-sloped rooflines were often continued to provide carport space and/or covered outdoor living space.



d. Same roofline pitch is extended to protruded area (front extension)

Depth of Façade

- Mid-century modern homes in Terrytown were often modestly sized and simply detailed. In order to provide additional visual interest, a variety of materials, inset or covered entryways, and offset walls were employed to produce “depth of facade.”
- Overhanging roofs were used to provide additional depth, as well as shade and weather protection for windows and entryways.
- Several materials were often used in concert to help distinguish different parts of the facade, such as the entry area, and to help break up the houses simple shapes into several parts.

The following examples represent successful applications of the facade principles outlined above:



f. Covered entryway and roof overhang



e. Variety of depths and overhangs, inset entryway



h. Variety of materials on single façade



g. Variety of materials to emphasize facade depths

Unsuccessful applications of the facade principles outlined above:



k. Lack of variety in materials creates monolithic appearance



l. Single facade depth with little variation of materials

Windows

- Typically, large and vertically-oriented windows are used in mid-century modern homes. However, in many Terrytown models, including the Royal and the Maisonette, vertical windows were reserved for one or two special locations, such as the entryway or living room, and smaller horizontal windows were used elsewhere.
- Smaller windows were often incorporated into floor-to-ceiling panel systems to help give them a larger presence on the facade and give the relatively squat house shapes a strong vertical element.
- Roof overhangs are used, in part, to shade windows to prevent heat gain while still allowing in light.
- Windows were often combined with doors using entryway “curtainwall” systems, such as in the Royal and Audubon model home styles.
- Clerestory windows are windows above viewing height that often continue to the eave of the roof in order to let light into rooms while maintaining privacy. The technique also frees up the interior use of wall space, particularly within modestly sized homes.



m. Smaller windows incorporated into floor to ceiling material changes



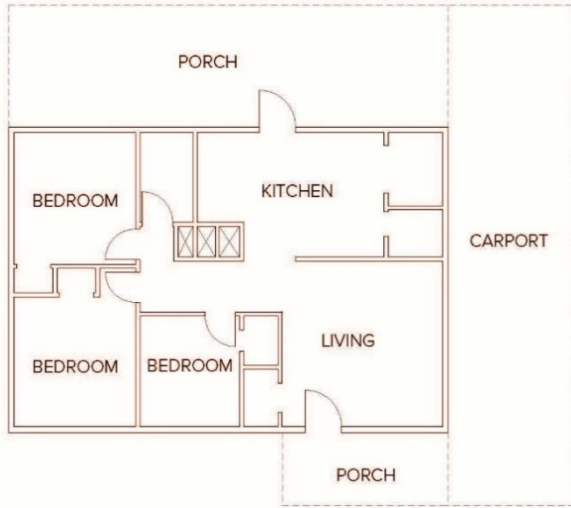
n. Curtainwall system used in floor to ceiling window and door design

5.5.6 RECOMMENDATIONS FOR RENOVATIONS AND ADDITIONS

The following renovation schemes suggest modest changes to the plans of typical Terrytown homes. Even in areas where FEMA flood maps and land elevations do not require raised houses, it is always advisable to build above grade when you can. Unless government grants are available, the costs of raising slab-on-grade homes can be cost prohibitive. For homeowners who wish to make small additions to their homes, however, if the additions cost less than 50% of the value of the home, the additions do not need to be raised. As such, proposals for both level and raised additions are provided below.

Generally, carports and patios should not be enclosed, as they embody several of the principals of mid-century modern design. However, some of the original plans in Terrytown included both a carport and patio in the front of the house. In these models, it may be appropriate to enclose one half of the open space, creating more interior square footage while maintaining a connection to covered outdoor space.





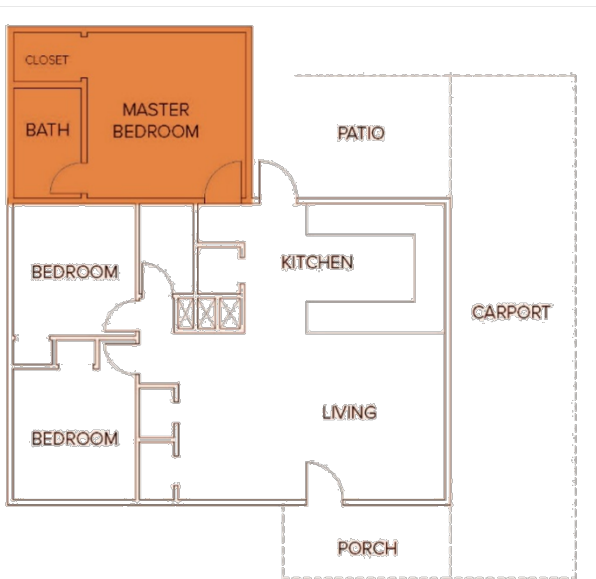
Historic floor plan

Addition Scheme 1

This renovation scheme removes one bedroom from the original 1960's plans in order to create a larger living room, featuring additional storage. The scheme also rearranges kitchen amenities so the kitchen can be opened to the living room for a more social environment, and to create a connection all the way through the common space of the house, from the front door to the back yard. The scheme adds new space in the form of a new master bedroom suite, featuring a large closet and master bath that are commonly desired amenities today.

Addition Scheme 2

This renovation scheme provides the same benefits of the prior scheme, but protect the investment of the addition by raising the newly built area above grade, with crawl-space below.



Addition Scheme 1



Addition Scheme 2



Historic floor plan

Addition Scheme 1

This scheme has been executed in many homes across Terrytown, filling in a front patio or carport in order to create additional interior space. The new room is depicted as a Den, but could be reconfigured as an office or even a bedroom as desired over time. The scheme also rearranges elements of the kitchen to open it up to the Den and Living Room, resulting in a large, open space for social cooking and entertaining.

Addition Scheme 2

This scheme adds a full bath and closet to create an improved master suite. One original bedroom has been removed to enlarge the Living Room. Combined with a renovated and opened kitchen, this allows for a much larger common area for family gathering and entertaining.

Addition Scheme 3

This renovation scheme provides the same benefits of the prior scheme, but protects the investment of the addition by raising the newly built area above grade, with crawl-space below.



Addition Scheme 1



Addition Scheme 2



Addition Scheme 3

Below are several examples of how these guidelines can be applied to existing homes in Terrytown.

Proposed Renovation 1

Before



After



Add plantings

Update siding pattern and color

Add landscaped planter edge

Add plantings

Proposed Renovation 2

Before



After



Add plantings

*Remove siding
Upgrade front door*

Add path and low planter wall

*Use permeable pavement
for new driveway*

*Add window for
more open feel*

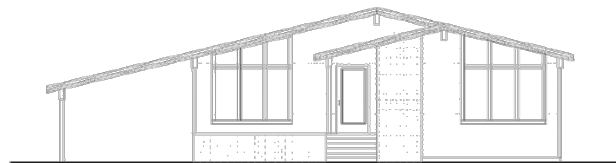
5.5.7 RECOMMENDATIONS FOR NEW BUILD AND MODEL HOME

The design team created the following schematic designs in response to feedback gathered at a series of public meetings. Residents expressed support for new houses that would fit into the mid-century modern context of the neighborhood, but also contemporary designs scaled to fit into the neighborhood. These design options will be developed further in partnership with architects and builders, and the Parish has secured funding to implement at least one model home in 2020. Homes will be built upon vacant lots, but are also available for residents who elect to tear down their homes and build new.

Mid Century Modern Option



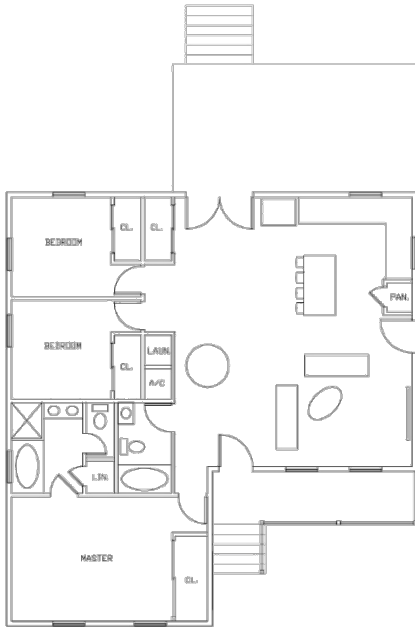
PLAN
1/16" = 1'-0"



ELEVATION
1/16" = 1'-0"



Contemporary Option



PLAN
1/16" = 1'-0"



ELEVATION
1/16" = 1'-0"



5.6 Housing Stock Enhancement Toolbox

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Home Maintenance and Repairs					
Emergency Home Repair http://www.jeffparish.net/index.aspx?page=151	CDBG Grant	Jefferson Parish Community Development	A home repairs program for emergencies that were beyond the control of homeowner. Eligibility: 1) Must be low- and moderate-income individual, including elderly and disabled homeowner.	√	
Remediation of Code Violations http://www.jeffparish.net/index.aspx?page=151	CDBG Grant	Jefferson Parish Community Development	A home repairs program for remediating code violations received by eligible elderly and disabled homeowners. Referrals are made by the Department of Inspection and Code Enforcement if the homeowner meets criteria. Eligibility: 1) Must be 62+ years old or have a verifiable disability 2) Citation based on minor repairs needed 3) Lack of financial, physical, or other resources to correct cited violation 4) Meet the household income limit requirements.	√	
Aging in Place					
Limited Home Repairs http://www.jeffparish.net/index.aspx?page=151	CDBG Grant	Jefferson Parish Community Development	A home repair program for limited repairs that includes, however not limited to, weatherization programs and handicap accessibility for eligible elderly and disabled homeowners. Eligibility: 1) Must be 62+ years old or have a verifiable disability.	√	

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Home Rehabilitation					
<p>Owner-Occupied Rehabilitation Program</p> <p>http://www.jeffparish.net/index.aspx?page=151</p>	HOME Grant <i>(Forgivable Loan)</i>	Jefferson Parish Community Development	Provides a grant of up to \$60,000 to address specific life, health, and safety hazards from substandard conditions that are owner-occupied for eligible low- and moderate-income households. It must be the homeowner's primary residence and must reside in the home for a minimum number of years, based on total grant amount. Should the home be rented or sold, the homeowner must repay the entire amount of the grant awarded. Eligibility: 1) Must be low- and moderate-income household 2) Must be homeowner's primary residence.	√	
<p>Replacement Housing Program</p> <p>http://www.jeffparish.net/index.aspx?page=151</p>	HOME Grant <i>(Forgivable Loan)</i>	Jefferson Parish Community Development	Provides financial assistance to qualified low- and moderate-income homeowners for demolition of substandard houses not suitable for rehabilitation, instead, constructs a new single-family residence on the same site. Eligibility: 1) Must be low- and moderate-income individual.	√	

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Home Rehabilitation (continued)					
<p>Freddie Mac's CHOICE Renovation Mortgage</p> <p>https://sf.freddie-mac.com/working-with-us/origination-underwriting/mortgage-products/choicerenovation</p>	Loan	Participating Freddie Mac Lender	<p>CHOICE Renovation is designed to allow a borrower seeking to finance a property purchase and renovation in a single loan or a current homeowner to looking to make home improvements and repairs. The total cost of the financed renovations must not exceed 75% of the "as completed" value of the property as determined by an appraiser. For example, if a property appraises for \$200,000 <i>after</i> improvements, a borrower could finance up to \$150,000 worth of renovations.</p>	✓	✓
<p>FHA 203(k) Rehabilitation Mortgage Insurance Program</p> <p>https://www.hud.gov/program_offices/housing/sfh/203k/203k--df</p>	Loan	Approved FHA Lender	<p>The 203(k) program is FHA's primary program for the rehabilitation and repair of single-family properties. The loan covers both the purchase and rehabilitation of a property. The extent of the rehabilitation covered by the program may range from relatively minor to virtual reconstruction. The program can finance the rehabilitation the residential portion of a non-residential uses and also cover the conversion of a property of any size to a one to four-unit structure. This program insures mortgages covering the purchase or refinancing and rehabilitation of a home that is at least one year old. The cost of the rehabilitation must be at least \$5,000 and fall within the FHA mortgage limit for the area.</p>		✓

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Home Rehabilitation (continued)					
<p>FHA Limited 203(k) Rehabilitation Mortgage Loan Program</p> <p>https://www.hud.gov/program_offices/housing/sfh/203k</p>	Loan	Approved FHA Lender	<p>FHA's Limited 203(k) program permits homebuyers and homeowners to finance up to \$35,000 into their mortgage to repair, improve, or upgrade their home. Homebuyers and homeowners can use funds for property repairs or improvements, such as those identified by a home inspector or an FHA appraiser.</p>		✓
<p>HomeStyle Renovation Mortgage</p> <p>https://www.fanniemae.com/singlefamily/homestyle-renovation</p>	Loan	Approved HomeStyle Renovation Lender	<p>The HomeStyle Renovation is a conventional mortgage where borrowers can finance improvements, renovations or repairs to a home at the time of purchase or as a refinance transaction. The program can finance up to 75% of the "as completed" appraised value of the property. For example, if a property appraises for \$200,000 after improvements, a borrower could finance up to \$150,000 worth of renovations.</p>		✓

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Home Rehabilitation (continued)					
<p>Home Energy Loan Program (HELP)</p> <p>http://www.dnr.louisiana.gov/index.cfm?md=pagebuilder&tmp=home&pid=41</p>	Loan	Approved Participating Lender	<p>The Home Energy Loan Program through the Louisiana Department of Natural Resources (LDNR) is a low interest five-year loan a homeowner to improve the energy efficiency of their existing home. Qualifying loan improvement measures are provided on a "Prescriptive List of Improvements", from which the borrower selects approved items. The loan amount can be a maximum of \$12,000. Up to half of that, or up to \$6,000, is loaned by LDNR at 2% interest rate, regardless of what the lenders' market interest rate may be at the time of the loan.</p>	√	
Home Purchase and Down Payment Assistance					
<p>First Time Homebuyer Program</p> <p>http://www.jeffparish.net/index.aspx?page=153</p>	HOME Grant (Forgivable Loan)	Jefferson Parish Community Development	<p>Assists first-time home buyers in purchasing "turn key" ready homes. The program allows assistance up to \$40,000 per client, though average level of assistance varies. First-Time Homebuyer Training Class and Financial Fitness Class is required. If less than \$15,000 of funds is awarded, at least 5 years of homeownership and occupancy is required. If between \$15,000 to \$40,000 of funds are awarded, at least 10 years of homeownership and occupancy is required.</p> <p>1) Must be low- and moderate-income household 2) Must be homeowner's primary residence.</p>		√

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Home Purchase and Down Payment Assistance (continued)					
<p>Southern Mortgage Assistance Program (SMAP)</p> <p>http://www.jpfinanceauthority.com/home-buyers/southern-mortgage-assistance-program</p>	Loan/ Grant	Jefferson Parish Finance Authority (JPFA)	Competitive 30-year fixed rate, fully amortizing mortgage with 3%-4% assistance grant for down payment or closing costs. Calculated as a percentage of the loan amount to qualifying home buyers for an FHA, VA or RHA loan. No repayment, no recapture, and no second lien; no first-time homebuyer requirement or homebuyer education requirement. The maximum loan amount for an FHA mortgage loan is \$314,827, the maximum VA mortgage loan is \$484,350, and there is no maximum loan amount for the USDA RHS. The borrower's annual income cannot exceed \$75,440, or 115% of HUD median income (Effective 4/1/2018). SMAP accepts a minimum credit score of 640.		√
<p>Lagniappe Advantage Program (LAP)</p> <p>http://www.jpfinanceauthority.com/home-buyers/freddie-mac</p>	Loan/ Grant	Jefferson Parish Finance Authority (JPFA)	Competitive 30-year fixed rate, fully amortizing mortgage with 0%-4% assistance grant for down payment or closing costs. Discounted mortgage rates. No repayment, no recapture, and no second lien. No first-time homebuyer requirement but if a first-time homebuyer, online homebuyer education is required. Additional subsidies up to \$2,500 available based on income. The maximum loan amount for LAP is \$484,350. No income limits and minimum accepted credit score is 640.		√

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Home Purchase and Down Payment Assistance (continued)					
<p>Heroes to Homeowners</p> <p>http://www.jpfinanceauthority.com/heroes-to-homeowners</p>	Grant	Jefferson Parish Finance Authority (JPFA)	The Heroes to Homeowners program is a \$2,500 subsidy provided by JPFA to all qualifying teachers and first responders as a down payment assistance for a home purchased in Jefferson Parish. Financing for a property purchased must be provided by JPFA. Eligibility: A qualifying education professional includes those who are a first responder professional or is employed in a K-12 public school, charter school, parish continuation school or its school district.		✓
Hazard Mitigation Assistance					
<p>Flood Mitigation Assistance Grant Program (FMA)</p> <p>https://www.fema.gov/hazard-mitigation-assistance</p>	FEMA Grant	Jefferson Parish Floodplain Management	The Flood Mitigation Assistance Grant Program (FMA) provides funding to States, Territories, federally-recognized tribes and local communities for projects and planning that reduces or eliminates long-term risk of flood damage to structures insured under the National Flood Insurance Program (NFIP). The FMA grant can be used to 1) Raise the elevation of the home or 2) Reconstruction of the home. The total grant amount for raising the elevation on a home is based on the square footage, whereas, for the reconstruction of a home, there is a maximum of \$150,000 (construction only). The grant is based on the history of the flood insurance	✓	✓

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
			claims on the home, not the occupancy status. While elevations can take anywhere from one to three months, reconstruction of a home can be from nine months to a year once the contract is signed. If the application meets all of the criteria and Benefit Cost Analysis, the Parish department will then include the application with the grant proposal to the state of Louisiana who will then submit to FEMA. It takes approximately a year or longer for FEMA determine approval and awarded funding amount. Eligibility: Homeowners and businesses are eligible to apply through Jefferson Parish Floodplain Management. Additional eligibility is based on 1) history of flood insurance claims on the property; 2) FEMA cost share contributions can vary from 100 percent, 90 percent, or 75 percent.; 3) Homeowner must pay their share up front.		
Hazard Mitigation Assistance (continued)					
Hazard Mitigation Grant Program (HMGP) https://www.fema.gov/hazard-mitigation-assistance	FEMA Grant	Jefferson Parish Floodplain Management	The Hazard Mitigation Grant Program (HMGP) assists in implementing long-term hazard mitigation planning and projects following a Presidential major disaster declaration. Examples of mitigation projects that can be funded through HMGP funding includes acquisition and structure demolition/relocation; dry	✓	✓

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
			<p>floodproofing or historic residential structures; elevation; mitigating flood and drought conditions; mitigation reconstruction; structural retrofitting of existing buildings; wind retrofit.</p> <p>Eligibility: Individuals, businesses and private nonprofits via local government, can apply for HMGP funding. Individuals must apply through the appropriate sub applicant: Jefferson Parish Floodplain Management. FEMA provides up to 75 percent through the cost share requirements and the applicant's 25 percent can come from a variety of sources: cash payment, donated resources or construction labor, Increased Cost of Compliance (ICC) funds from a flood insurance policy, or a loan.</p>		

Terrytown Housing Stock Enhancement Toolbox				Toolbox Targeted Recipient	
Program Name	Funding Type	Administrator	General Description	Existing Home Owner	New Buyer
Renovation Incentives					
<p>Restoration Tax Abatement (RTA)</p> <p>https://www.opportunitylouisiana.com/business-incentives/restoration-tax-abatement</p>	<p>Limited Property Tax Abatement</p>	<p>Louisiana Economic Development (LED)/JEDCO</p>	<p>The Restoration Tax Abatement (RTA) program provides an up-to 10-year abatement of property taxes on renovations and improvements of existing commercial structures and owner-occupied residences located within eligible districts. Improvements must include exterior improvements. Eligible expenses include 1) building and materials 2) machinery and equipment (only that which becomes an integral part of the structure) 3) labor and engineering. Non-eligible expenses include acquisition cost of the structure or land and movable and personal property. As part of this study, Terrytown became an eligible district for the Restoration Tax Abatement program. Property owners should confirm with JEDCO whether their property is located in Terrytown’s eligible district.</p>	<p>✓</p>	<p>✓</p>

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A grayscale photograph of a residential neighborhood. In the foreground, a large eagle sculpture with its wings spread wide sits atop a tall, rectangular pillar. The pillar is surrounded by some low-lying plants. In the background, there are several houses with gabled roofs, palm trees, and a street lamp with two lanterns. The sky is bright with some clouds. The word "APPENDICES" is overlaid in the center of the image.

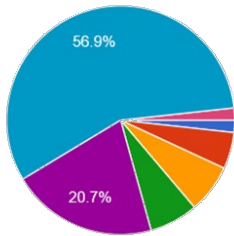
APPENDICES

APPENDIX A: STAKEHOLDER INPUT AND SURVEY RESPONSES

Survey Responses:

How long have you lived in Terrytown?

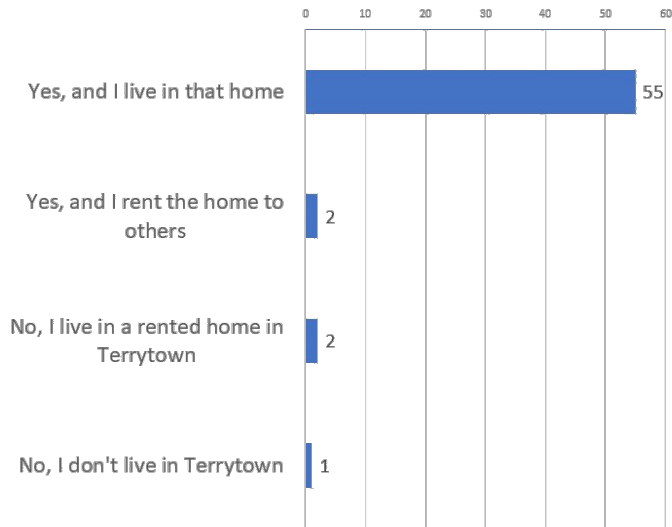
58 Responses



- More than 40 years – 56.9%
- 30 to 39 years – 20.7%
- 20 to 29 years – 6.9%
- 10 to 19 years – 6.9%
- 1 to 10 years – 5.2%
- Less than one year – 1.7%
- I don't live in Terrytown – 1.7%

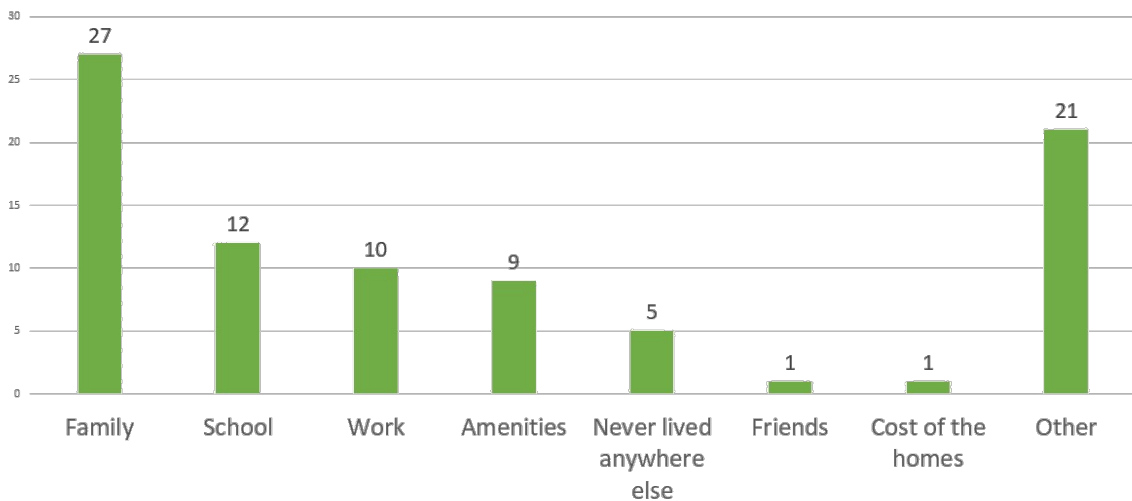
Do you own a home in Terrytown? Check all that apply.

58 Responses



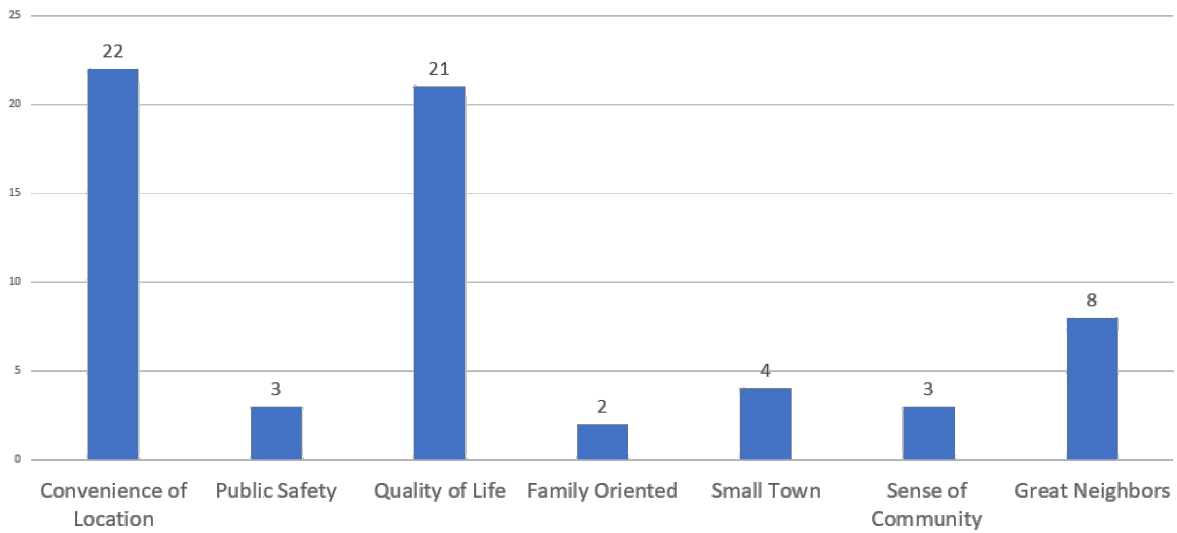
What made you move to Terrytown? Check all that apply.

57 Responses



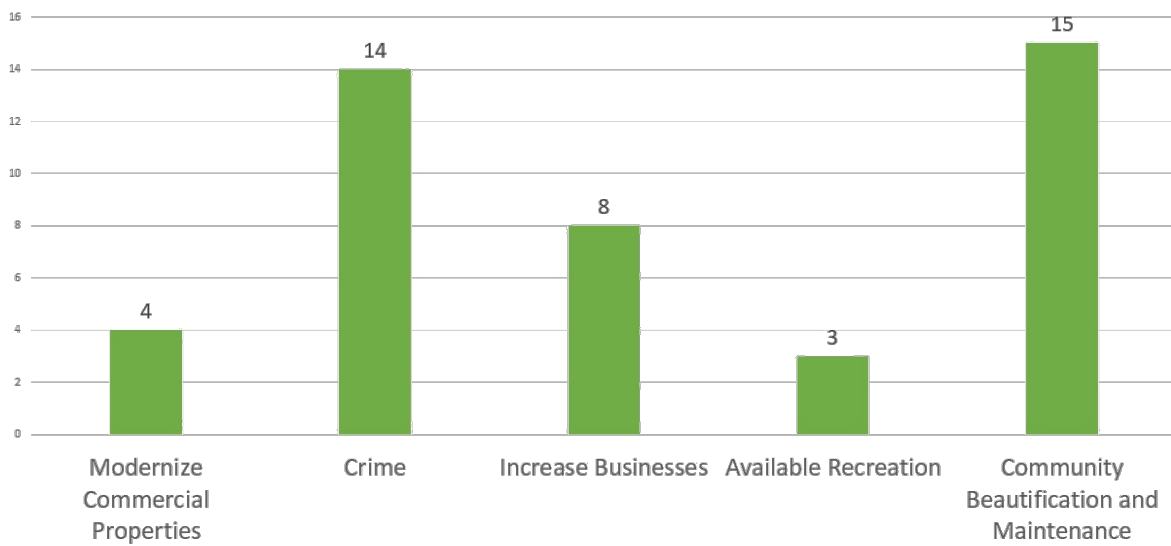
What do you like about Terrytown?

52 Responses



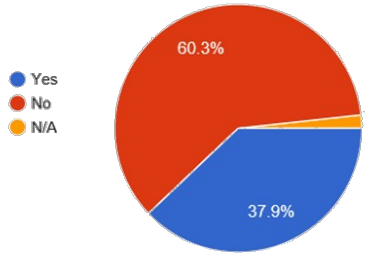
What could be better?

48 Responses



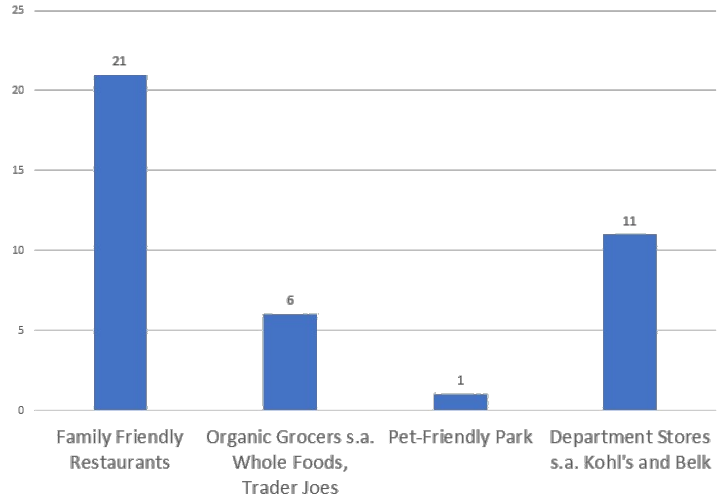
Are there enough businesses in which to shop, eat, and meet similar needs in Terrytown?

58 Responses



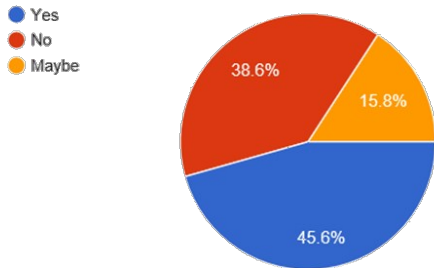
If there are not enough businesses to shop or eat, what type of businesses are missing?

38 Responses



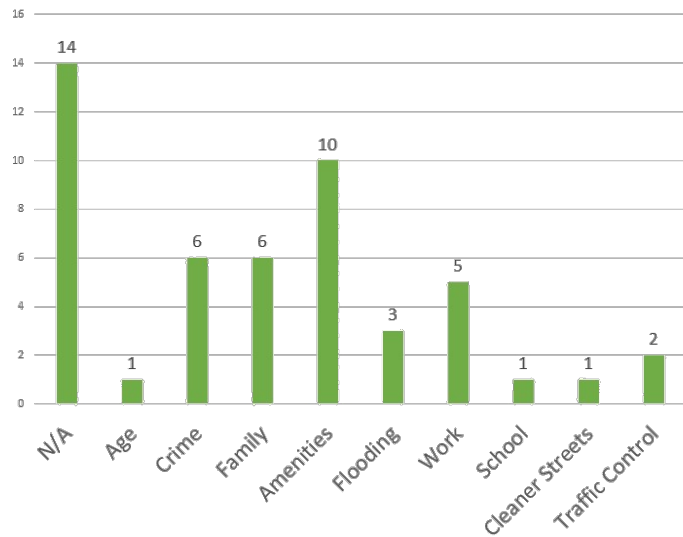
Have you ever thought of moving outside of Terrytown?

57 Responses



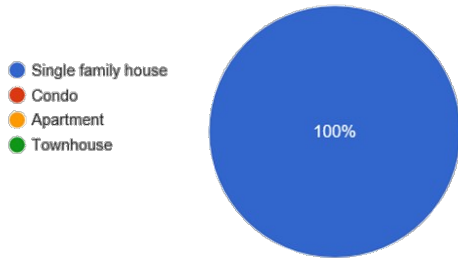
If you have thought of moving, what are/were your reason(s) for moving?

48 Responses



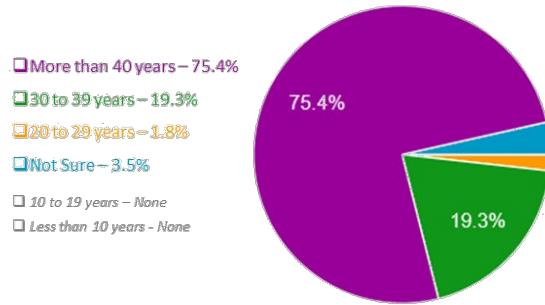
Is the house you own/rent a single family house, condo, apartment, or townhouse?

57 Responses



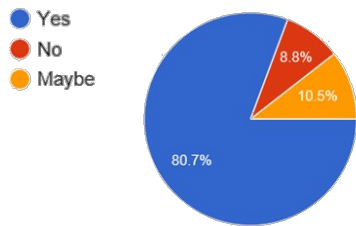
How old is your home?

57 Responses



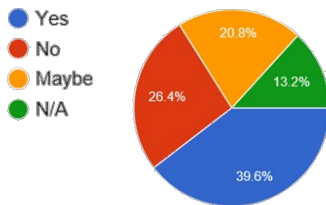
Have you ever considered renovating your home?

57 Responses



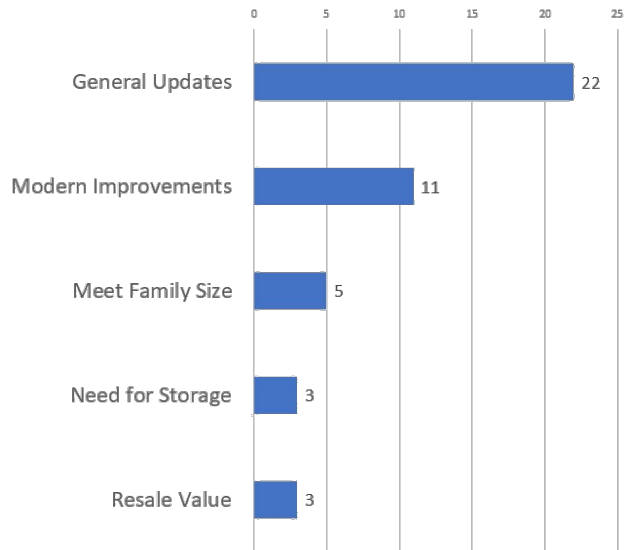
Would you consider renovating your home in the future?

53 Responses



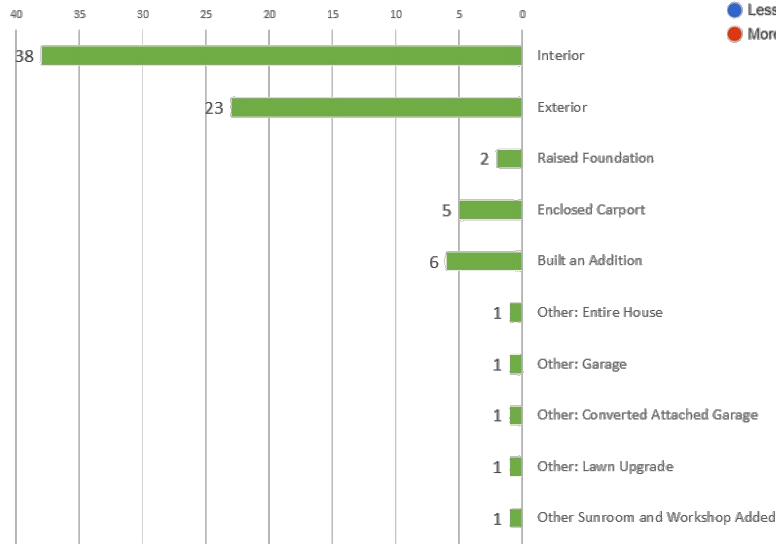
Why did/would you renovate your home?

47 Responses



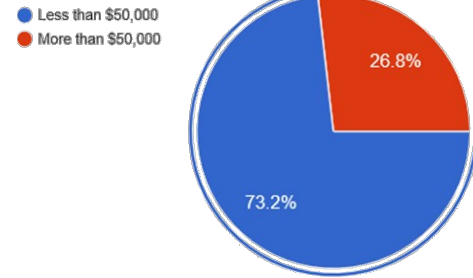
If you DID renovate, what did you renovate?

43 Responses



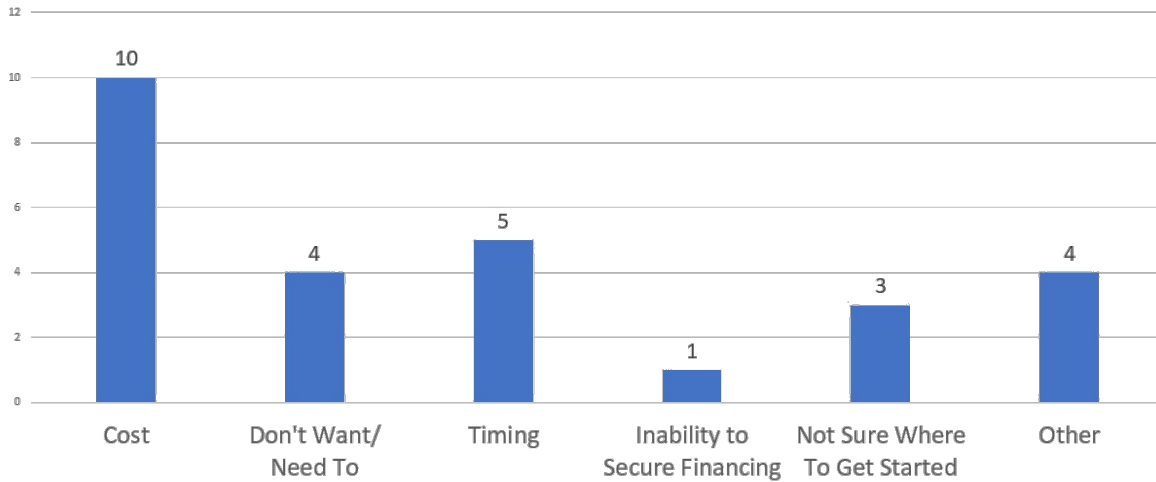
How much did it cost you?

41 Responses



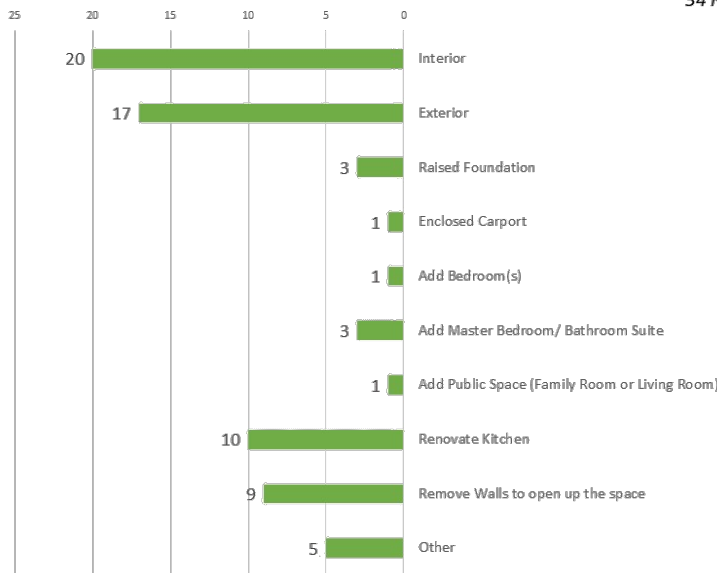
If you DID NOT renovate your home and would like to, what were the reason(s)? Check all that applies.

21 Responses



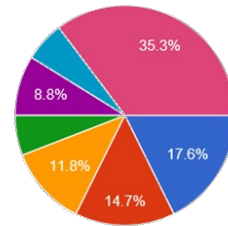
If you're thinking about renovating, what would you renovate? Check All That Apply.

33 Responses



If you wanted to renovate, what was the cost estimate of the desired renovation(s)?

34 Responses



- Not Sure – 35.3%
- Less than \$10,000 – 17.6%
- \$11,000 to \$20,000 – 14.7%
- \$21,000 to \$30,000 – 11.8%
- \$41,000 to \$50,000 – 8.8%
- \$31,000 to \$40,000 – 5.9%
- More than \$50,000 – 5.9%

APPENDIX B: OAKWOOD SMART GROWTH IMPROVEMENT PROJECTS AND DESCRIPTIONS

1.) Holmes Boulevard (Terry Parkway to Browning Lane) – The project will reconstruct the roadway and add a buffered bike facility on either side of the roadway. Plans and specifications are nearing completion. Construction is estimated for the 2nd Quarter of 2020.

2.) Holmes Boulevard (Browning Lane to Behrman Highway) – The project will reconstruct the roadway and add a buffered bike facility on either side of the roadway. Plans are in a preliminary stage. Construction of this project will follow the first section of Holmes Boulevard, and therefore is scheduled for the 3rd Quarter of 2021.

3.) 2017-057A-RBP Whitney Avenue (Hector Avenue to Cook Street) and Westbank Expressway (Milton Street to Terry Parkway)

- Expected Construction Start Date: 3rd Quarter of 2021
- Construction Duration: 10 months
- Estimated Project Cost: \$2,949,165

Project Description

The project will improve crossings and sidewalks around the Oakwood Mall and the hotels north of the Westbank Expressway. Existing sidewalks will be removed and replaced with pavers along the east side of Whitney Avenue between Hector Street and the Westbank Expressway, along the south side of the eastbound at-grade Westbank Expressway between Whitney Avenue and Terry Parkway, and along the southwest side of Terry Parkway from the Westbank Expressway to Wright Avenue. The existing sidewalks will also be removed and replaced with pavers along the north side of the westbound at-grade Westbank Expressway between Whitney Avenue and Terry Parkway. The sidewalk on Wright Avenue will be removed and replaced with a 5-foot concrete sidewalk from Terry Parkway to the Hector Street Right-of-Way including areas where sidewalk does not currently exist. The entrance to the Oakwood Mall from Wright Avenue will be improved to include a box culvert crossing of the canal. Wright Avenue will be restriped between Hector Avenue and Terry Parkway to provide one-way traffic with a bike lane southbound on the west side of the canal and one-way traffic with a shared bike lane northbound on the east side of the canal. The Terry Parkway/Wright Avenue intersection will be modified to provide a left turn lane from Terry Parkway to southbound Wright Avenue and a pedestrian/bike crossing on Terry Parkway. The traffic signal will be modified to accommodate the new traffic movements. Handicap ramps adjacent to sidewalks constructed of pavers will be reconstructed using pavers. At major street crossings, high visibility crosswalks will be provided, and traffic flashers will be provided for crossings not at a signalized intersection. Where space within the right-of-way allows, landscaping for beautification will be provided. The Engineer shall identify areas for landscaping within the project limits.

4.) 2017-057B-RBP Whitney Avenue Bike Lane (Anson Street to Cook Street and Milton Street to Belle Chasse Highway)

- Expected Construction Start Date: 3rd Quarter of 2020
- Construction Duration: 13 months
- Estimated Project Cost: \$1,294,925

Project Description

The Project will provide a bike lane within the Whitney Avenue right-of-way from the Westbank Expressway to Carol Sue Avenue. The project is divided into two Sections as follows:

SECTION 1: Westbank Expressway to Stumpf Boulevard

A 10-foot wide, two-way bike path will be constructed in the median of Whitney Avenue from the Westbank Expressway to Stumpf Boulevard. The bike path will be located in the median in such a way as to avoid the existing trees. Ramps will be provided at all cross streets, U-turns and median islands in accordance with ADA standards. High visibility crossings will be provided at all points where the bike path crosses an active roadway, U-turn or median opening. At the Westbank Expressway, a crossing will be provided. At Stumpf Boulevard, the bike path will divide into northbound and southbound paths so as to allow the bicyclists to access Section 2 south of Stumpf Boulevard. The southbound path will enter the roadway using a bike box for protection north of the traffic signal; the northbound path will transition from the left northbound travel lane to the median bike path. A bike box will be provided south of the traffic signal to allow bikes access to the roadway. At Stumpf Boulevard, dedicated bike signals may be required to allow safe access to the bike lanes on Whitney Avenue at Stumpf Boulevard.

SECTION 2: Stumpf Boulevard to Carol Sue Avenue

A 5-foot bike lane will be provided on either side of the roadway between Stumpf Boulevard and Carol Sue Avenue. Southbound, the bike lane will cross Stumpf Boulevard from the bike box in the right lane and access a 5-foot wide bike path located behind the back of curb. Approximately 725 feet south of Stumpf Boulevard, the bike path will transition to the outside (right) lane of the existing roadway, which will be dedicated to the bike lane. At the Carol Sue Avenue intersection, a bike box will be provided to allow bicyclists to safely move from the bike lane on the outside edge of the roadway to a dedicated lane for a left turn onto Carol Sue Avenue. Northbound at Carol Sue Avenue, a bike path will be constructed between the back of curb and the property line. The bike path will transition to the outside (right) travel lane just north of the widened section at the U-turn. Beyond that point, the outside (right) lane will be restriped to accommodate a dedicated northbound bike lane. Approximately 200 feet south of Stumpf Boulevard, the roadway will be widened to allow for a 5-foot wide bike lane adjacent to the two existing travel lanes. As detailed in SECTION 1, a bike box will be required south of the Stumpf Boulevard intersection.

5.) 2017-057C-RBP Hector Avenue Improvements (Whitney Avenue to Terry Parkway)

- Expected Construction Start Date: 1st Quarter of 2020
- Construction Duration: 10 months
- Estimated Project Cost: \$2,001,138

Project Description

The project will provide a shared pedestrian/bike path on the north side of Hector Avenue from Whitney Avenue to Terry Parkway. The path will be twelve (12) feet wide and be constructed using six (6) inches of pervious concrete over a twelve (12) inch base that extends six (6) inches beyond the edge of the path. The path alignment will include gradual curves to provide a more appealing route. A pedestrian bridge to accommodate both bicycles and pedestrians will be provided over the canal at Wright Avenue. Five Parking Bays of five (5) spots each will be provided on the north side of the roadway. The Parking Bays will be approximately 115 feet long, with two (2) located at the Whitney Avenue end of the project and three (3) at the Wright Avenue end of the project. Parking Bays will be constructed using nine (9) inch pervious concrete over a twelve (12) inch base. Fiber reinforcing will be added to the pervious concrete to provide more durability. Where Parking Bays are not added on the north side of the Hector Ave (Whitney Ave to Wright Ave), the road will be widened by two (2) feet using pervious concrete similar to the Parking Bays. The sidewalk on the south side of the roadway will be made continuous. The concrete sidewalk will be five (5) feet wide where possible, but will be a minimum four (4) feet wide. All handicap ramps will be upgraded to be ADA compliant. High visibility crosswalks will be installed at intersecting roadways for the pedestrian/bike path (Across Wright Ave & Across Terry Parkway). One parklet will be constructed adjacent to the bike path near Wright Avenue. The parklet will be constructed using pavers and will include benches and trees. The project will include solar powered Crossing Flashers at Terry Parkway and street striping for bikes on Hector Ave. (Terry Parkway to Apple Lane) and on Apple Lane (Hector Avenue to Holmes Boulevard).

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JEDCO
Jefferson Parish Economic Development Commission

THE ALBERT AND TINA
SMALL CENTER
FOR COLLABORATIVE DESIGN