

Minutes of the 16th Meeting of the Envision Jefferson 2020 Steering Committee
November 7, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Attendees:

Steering Committee Members

Lee Giorgio, Co-Chair	Connie Casey	Lynn Parker
Buck Barkley	Erie Hebert	Bruce O'Neil
Norbert White	Donnie Wolfe	Kerri Becker
Joanne Mire	Shirley Edwards	

Jefferson Parish Officials

Dr. Terri Wilkinson , Senior Planner
Scott Adams, JEDCO

Burk-Kleinpeter, Inc.

Ed Elam, Senior Planner

University of New Orleans

Wendel P. Dufour, Jr., Principal Planner
Roxanne Brock, Research Associate
Britannia Kenney Johnson, Student

Krebs, LaSalle, LeMieux Consultants, Inc.

Shelby LaSalle

GCR & Associates, Inc.

Larry Ringel, Project Manager
Chris Emmer, Land Use Planner
Roy Smith, Land Use Planner

Mr. Giorgio began the meeting by introducing two guests: Mr. Shelby LaSalle, representing ChurchHill Farms, and Mr. Scott Adams of JEDCO.

Mr. Ringel began the meeting at 3:39 p.m. The minutes of the October 7, 2002 Steering Committee meeting were moved, seconded and approved with no exceptions.

Mr. Ringel advised the Steering Committee that 37 Element Committee members and 7 Steering Committee members attended the Element Committee meeting on October 19, 2002, facilitated by Mr. Michael Lauer. Element Committee members reviewed three alternative sketch plans and commented on them. The consensus of the Committee members present was that the preferred plan should concentrate on a neighborhood-centric or neighborhood node idea as opposed to a heavy emphasis on transit or business as usual. Mr. Ringel explained that the Planning Team will take the three sketch plan concepts and based on the Element Committee review, produce a single "Preferred Scenario" with an emphasis on neighborhood development with some transit orientation included, particularly in the Airline Drive corridor and some of the transit corridors that feed into it.

Mr. Ringel concluded this topic by stating that the Element Committee would review the Preferred Scenario at their November 16, 2002 meeting.

Dr. Wilkinson informed the Steering Committee that she, Mr. Ringel and Mr. Dufour were participating in planning committee activities for the East-West Corridor Study. This

Minutes of the 16th Meeting of the Envision Jefferson 2020 Steering Committee
November 7, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

assignment offers an excellent opportunity to coordinate the Envision Jefferson 2020 work with the Light Rail planning. Additionally, Dr. Wilkinson is working with the Administration's Affordable Housing Task Force to coordinate that body's work with the housing portion of Envision Jefferson 2020.

Mr. Wolfe asked for some information on the costs associated with the light rail initiative. Mr. Elam explained that the total costs of the project were in the \$400 million range, but he was not knowledgeable of specifics.

Mr. Ringel advised the Committee that the Planning Team would be meeting with the Planning Advisory Board and the Council Aides the following week to brief them on the Envision Jefferson 2020 project.

Mr. Barkley pointed out that the color scheme used on the land use maps was sometimes confusing and difficult to read. He asked that future maps address this issue.

Mr. Scott Adams, Executive Director of JEDCO, then addressed the Committee.

Mr. Adams explained that JEDCO wrote a five-year economic development strategy, the Jefferson Edge, now in its second year of implementation. He stated that the Edge was deliberately not comprehensive in nature, but rather strategic. It was not a physical economic development plan, but a strategy. The Edge has four issue areas: technology development, image and marketing, regional development, and land development. The number one strategy element in the Edge was development of a Master Plan.

Mr. Adams said that sustainability was very important. How will you pay for your quality of life and maintain levels of service? Mr. Adams cited several planning issues for consideration:

- With no significant port facilities in Jefferson Parish, consider development of the waterfront to provide direct access to water. River Road on the West Bank could be realigned to create larger tracts of property with river access.
- The South New Orleans subdivision on the West Bank is currently undergoing a concurrent land use plan with emphasis on mixed-use development. The plan will address traffic problems along Manhattan Boulevard.
- The Labarre Industrial Park is an example of redevelopment on the East Bank. It is an area being rediscovered by businesses, and an area we should keep, preserve, and improve on.
- Elmwood is built out, with only about 50 acres available. It no longer serves the purpose for which it was originally developed - distribution. Land values are now about \$5 to \$10 per square foot. Distribution companies are looking for property in the \$3 to \$5 per square foot range. As a distribution center, Elmwood is not competitive

Minutes of the 16th Meeting of the Envision Jefferson 2020 Steering Committee
November 7, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

and will continue to lose business to surrounding suburban areas where low cost property is available. What is the highest and best use of Elmwood? Mid-rise office and commercial development makes sense.

- The Metairie CBD is the subject of its own Plan with many good recommendations. Hopefully, the plan will be adopted and some new zoning put in place to encourage redevelopment.
- Corridor planning is encouraged to influence and encourage development, especially along Airline Drive, Jefferson Highway, Veterans, Earhart, and West Napoleon. Mr. Adams noted the possible large retail development planned for Jefferson Highway between Ochsner and the Parish line.
- The light rail initiative offers a great opportunity. Where communities have proactively worked for the development of light rail systems, they have been able to influence significant positive development around the stations.
- A tech park should be developed in the Parish. Not a research park, but a business park to accommodate business expansion. On the East Bank, the only site would be around the airport. More sites exist on the West Bank – property owned by Marrero Land, ChurchHill farms, and the Union Pacific tract near the Huey P. Long Bridge.
- The Harvey canal is a business park – an industrial park. How can it be further developed as an incentive for companies to locate there? Look at it as a unified district. Put in signage and landscaping – make it a nice industrial district, minimizing its negative impact on surrounding residential areas. Then it would become more attractive for business to locate there. There are still some large tracts available along the canal. Do the right thing to mitigate some of the existing land use conflicts.
- South New Orleans subdivision has some large tracts that could be used for a business park.
- Some of the tracts are so large that they could be approached holistically as very large mixed-use planned developments. They could integrate a business park with residential development in various densities all in one large planned development with schools integrated where the entire development becomes an inducement for both people and business to locate in Jefferson.
- There is the possibility of developing some sort of a new resort complex or community in the area of the TPC golf course.
- Enhanced waterfront developments should be considered. Look at water resources as opportunities both for recreation/quality of life and economic development i.e. port-related uses. He cited the marina at Bucktown as an amenity to living in the Parish.

Minutes of the 16th Meeting of the Envision Jefferson 2020 Steering Committee
November 7, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

There are limited opportunities available along the lake, however the river batture can be considered. The wetlands could be developed in a limited way that takes advantage of the fact that they are pristine areas that are great features of our quality of life.

Dr. Wilkinson asked Mr. Adams to address the Avondale shipyard opportunities. Mr. Adams explained that the shipyard was the area's major employment center with 7,000 jobs onsite. As such, it is imperative that the long range plan keep the area around the shipyard in industrial use to provide for expansion of the yard as well as suppliers and support uses such as training centers. The plan should show an intent to keep the yard and encourage growth.

Ms. Mire asked about the possibility of light rail on the West Bank to the Avondale shipyard. Mr. Adams explained that some plans mention possible extensions to provide for future growth. Dr. Wilkinson said that the Planning Department has discussed the possibility of light rail along the West Bank Expressway corridor to activity centers such as Avondale shipyard and the Alario Center, but questioned if there was sufficient demand to support such a system. She mentioned that crossing the river could pose a problem. Mr. Adams and Mr. Elam stated that the existing busway on the new bridge was designed to handle light rail and could solve the river-crossing problem.

Mr. Adams said to think of the first phase of light rail along the Airline Drive corridor as an economic development tool. As proposed, the light rail line has more stations in Jefferson than in Orleans. If designed properly, linkages to significant commercial areas like Elmwood would be created.

A general discussion followed stressing the importance of consistency between the Jefferson Edge Economic Development document and the Envision Jefferson 2020 Comprehensive Plan.

Mr. Giorgio reminded the group to do some "day dreaming" and give thought to developing a "community-within-a-community" in the Plan. Some sort of a planned development should be considered as the plan is developed. He expressed a concern that the status quo not be allow to happen, but that the plan take an aggressive approach to make something happen. He challenged the Planning Team to "Make the Vision come from within".

Mr. LaSalle reiterated that the expansion of the Huey P. Long Bridge was critical to future development of the West Bank as is the creation of an "Elmwood West".

Mr. Hebert asked for a status of the Lafitte Larose corridor planning project conducted by UNO, that area being a self-contained community. Mr. Dufour answered that UNO was hired to do the land use plan for the Barrataria corridor. They looked at land use, potential development under existing zoning, and held public meetings. They conducted a market study with population projections. They planned the amount of land that would be devoted to different uses based on a projected growth and where those land uses would be located. The plan was mapped and adopted by the Council in 1998. Key to the plan was development along

Minutes of the 16th Meeting of the Envision Jefferson 2020 Steering Committee
November 7, 2002 - 3:30 P.M.
Select Properties Building
2121 Airline Drive, Suite 600

Lafitte LaRose Highway, where cluster development was recommended breaking up commercial areas with access to residential areas.

Mr. Wolfe asked how code enforcement would be handled in the Plan and Dr. Wilkinson responded that the Implementation Strategy section would address that topic.

The next meeting of the Steering Committee was set for Thursday, December 5, 2002 at the Select Properties Building. The meeting was then adjourned at 5:24 p.m.