

The *Metairie CBD Land Use and Transportation Planning Study* is a joint planning effort of the Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany Parishes (RPC) and Jefferson Parish.

Methodology

The objective of the project is to identify current conditions and issues, propose future development alternatives and outline an implementation strategy.

This planning process utilizes a methodology consistent with accepted land-use and community-based planning initiatives.

The planning team collected data on existing land use activities within the defined project area following the procedures and methods of the American Planning Association (APA) Land Based Classification System.ⁱ This data collection and organization system is designed to collect data on five different dimensions of a particular site: activity, function, ownership, site, and structure. Each dimension describes a different characteristic of land use. For the purposes of this project, land use data collection was completed to the 4th level of detail for all parcels and structures in the project area.

In addition to this original data, the planning team utilized a real estate and development market study of the project area completed by Herbert/Smolkin Associates of Louisiana.ⁱⁱ This study identified likely development demands in the project area resulting from trends within the local market for retail commercial, office, hotel, multifamily apartment, and condominium real estate over a 20-year period.

Details on the characteristics of the current transportation system (roads, transit,



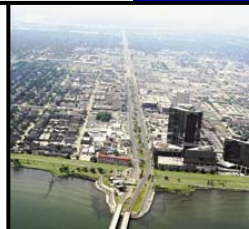
sidewalks) were collected using a combination of in-field observations and project area aerial photographs.

Project Steering Committee

As part of the project planning process, a steering committee was established with the purpose of providing input and oversight to the planning process. Membership on the committee was through appointment by Jefferson Parish Government, but was comprised of individuals recommended by Parish Government, Parish Planning Department, Regional Planning Commission and Jefferson Economic Development Corporation (JEDCO).

This committee met 4 times over the course of the project to work through identification of issues and concerns, review conceptual land use and transportation plans, and assess priorities for implementation.

The benefit of having this committee as a part of this program was to maintain contact with the local business community, a necessary partner in the implementation of the plan.



Public Participation

One of the stated purposes of this project is to incorporate the viewpoints and ideas of the public to this process in as many places as possible through the planning process. Members of the public were invited to attend 4 different types of meetings throughout the project:

- **Meeting Series 1 – Brainstorming** – Prior to the start of the analysis portion of the planning process, the public was invited to be a part of two brainstorming sessions where the discussion centered on identification of existing and perceived problem areas, opportunities, and a general view of the future.
- **Meeting Series 2 – Focus Groups** – At the midpoint of the land use analysis process, the public was invited to be a part of a group discussion centered on two main topics: Land Use and Transportation. Using details provided at the previously held brainstorming sessions, participants were asked to identify solutions and areas of priority for improvements in the project area.
- **Meeting Series 3 – Community Open House** – When the Conceptual Land Use and Transportation Plans were complete, the public was invited to meet informally with the project team, review the draft plan, ask questions and/or suggest revisions. Reviews were made possible via a designated station in Lakeside Shopping Center, posting of review notebooks of the plan concepts in the offices of the Regional Planning Commission and Jefferson Parish Department of Planning, and direct mail of the concept plan information to previous meeting participants.
- **Public Meeting/Hearing** – The final plan was presented to the community at a meeting of the Project Steering Committee. The purpose of this meeting was to provide a formal review and opportunity for

comment on the final plan prior to its release to the Regional Planning Commission and the Jefferson Parish Department of Planning.

For each meeting, an official summary of points was developed that included details collected within the general discussion, on flip charts, or on comment cards and forms. These summaries also included copies of the meeting agenda, handouts, sign-in lists and completed comment cards and forms. Mailing information collected on meeting attendees was used to build a project database used for post card and direct mail meeting notification and materials distribution.

Project Study Area

The project area is the heart of the office and retail corridor within Metairie. Figure 1 provides an overview of the boundaries as established for the planning area. This area includes Lakeside Shopping Center, the former “Fat City” region, Causeway office corridor, First Bank Center, and Lakeway Center.



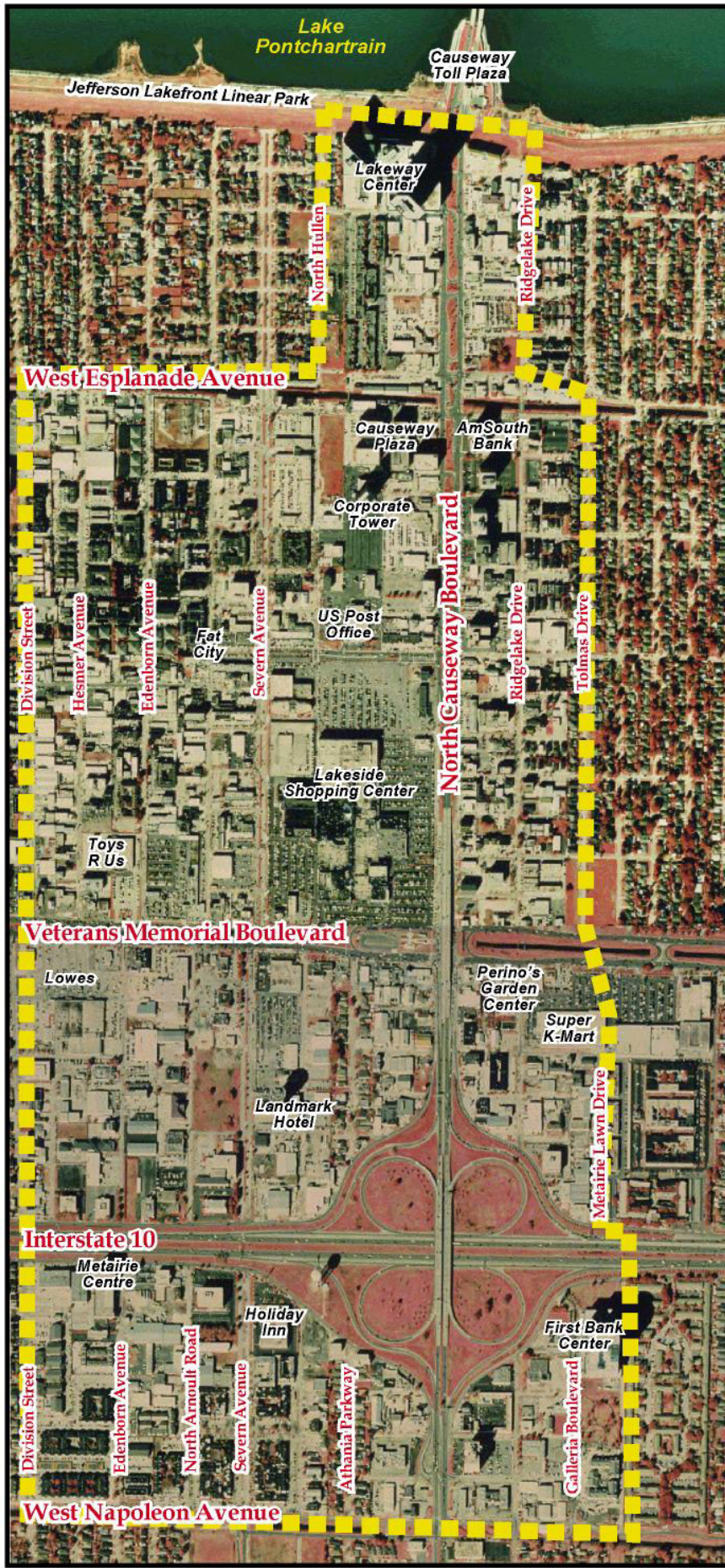


Photo: 1998 DOQQ File, www.atlas.lsu.edu

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

BURK-KLEINPETER, INC.
in association with URS Corporation, College of Urban and Public Affairs-UNO, and Urban Planning and Innovations, Co.
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Figure 1
Metairie CBD Project Area
Jefferson Parish, Louisiana

ⁱ Land-Based Classification Standards, American Planning Association LBCS project, October 7, 1999.

ⁱⁱ Development Needs in the Metairie CBD 2000-2020, Herbert/Smolkin Associates Inc. of Louisiana, August 13, 2000.

