

Envision 2020 Jefferson

Vision Statement

Jefferson Parish commits to planning and developing as a diverse community with a rich quality-of-life by enhancing the integrity, value and character of its neighborhoods and businesses.

This vision statement is the vision of unincorporated Jefferson Parish developed by the Element Committee and the Steering Committee of Envision Jefferson 2020. The citizens serving on the committees wrote the vision statement as their expression of the guiding principle to direct future development and growth. Their vision is based on maintaining and developing stable, quality residential and commercial land uses.

Photo Source: Jefferson Parish Planning Department



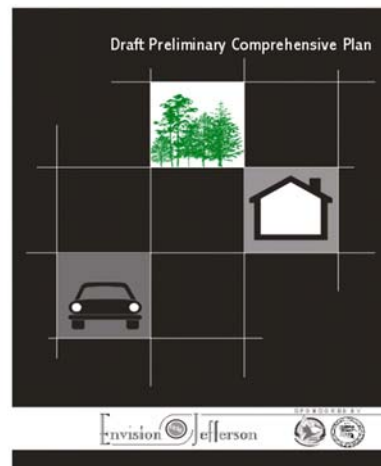
Envision Jefferson 2020

Envision Jefferson 2020 is the comprehensive plan for unincorporated Jefferson Parish. The Jefferson Parish Council and Parish Administration, the Jefferson Economic Development Commission (including an action item of the *Jefferson EDGE*) and the citizens of

Jefferson Parish champion the need for a comprehensive plan. The initial parts, or elements, of the plan are the land use element, the transportation element and the implementation and administration element.

The land use element establishes the location of types, densities and intensities of different activities, or land uses, in unincorporated Jefferson Parish. To support those land uses, the transportation element identifies needed projects and critical links for roadways, transit, pedestrian access and bicycles to improve movement throughout Jefferson Parish.

Goals, objectives and policies have been developed for both the land use and transportation elements identifying what ought to be accomplished and steps to be taken to achieve the desired results of each element. The implementation and administration element identifies those tasks to be completed to achieve the goals of the land use and transportation elements.



The Jefferson Parish Comprehensive Plan provides a schematic guide for decisions concerning growth and development.

Citizen Involvement

Envision Jefferson 2020 has been a citizen-based process from the start. From April 2000 through October 2001, the University of New Orleans College of Urban and Public Affairs conducted 36 local educational presentations to various homeowner associations, civic and business groups. Beginning in January 2002 through March 2002, eight planning district workshops were held where a community image survey, transportation attitude survey and a land use issues identification exercise were conducted to identify the issues important to the residents of Jefferson Parish. Between May 2002 and November 2002, the Element Committee met five times to develop the vision statement, goals and objectives, the future land use map, and future transportation system projects and links. From June 2001 through April 2003 the Steering Committee met 24 times to provide guidance on the planning process and plan elements.

In March 2003, four public open houses were held where residents had their first opportunity to review the proposed land use and transportation elements and provide comment to the planning team members. Beginning in May 2003 through July 2003 four public hearings are scheduled, two with the Planning Advisory Board and two with the Parish Council, to receive additional public comment. Planning Advisory Board comment and Parish Council comments will be considered and the Plan will be brought before the Council for adoption in July 2003.

In addition to the public meetings, a website has been maintained (www.envisionjefferson2020.net) providing information on the planning process and proposed elements. Other activities taken to provide the public with information about Envision Jefferson 2020 include the publication of a newsletter, interviews of Parish Officials and members of the

planning team on television, radio, and print, a number of newspaper articles, and the airing of videos of a planning district workshop and an element committee meeting.

Photo Source: Jefferson Parish Planning Department



Public Participation is an important part of the Envision Jefferson 2020 process.

ENVISION JEFFERSON 2020 PUBLIC PARTICIPATION

- 36 introductory meetings
- 8 district workshops
- 5 citizen's Element Committee workshops to develop the Plan's vision, goals, objectives, and the preferred land use scenario for future development
- 24 citizen's Steering Committee meetings to provide guidance on the planning process
- 4 public open houses to view and comment on the preliminary plan
- 4 public hearings to garner public input

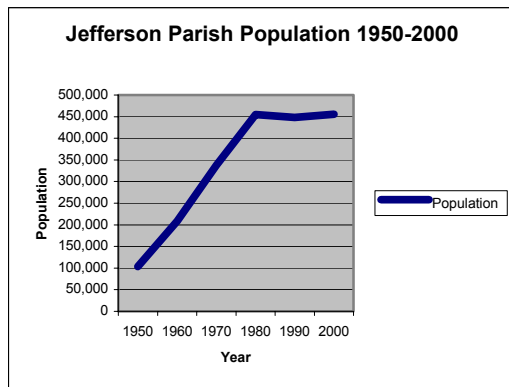
Photo Source: Jefferson Parish Planning Department



CHALLENGES

Jefferson Parish faces a number of serious challenges to achieve its vision. The Parish is challenged to:

- Maintain a high quality of life.
- Reverse a slow population growth.
- React to changing population characteristics.
- Create an environment to retain population and businesses.
- Manage East Bank redevelopment.
- Manage West Bank new development.
- Overcome a constrained transportation system.
- Encourage mass transit opportunities.
- Advance pedestrian and bicycle linkages.



Jefferson Parish has experienced slow population growth over the past 20 years.

Photo Source: Jefferson Parish Planning Department



Jefferson Parish is challenged with an increasingly constrained transportation system.

OPPORTUNITIES

The plan identifies a number of opportunities deemed critical to the success of achieving the plan vision. The Parish has an opportunity to:

- Expedite significant transportation improvements, including the widening of the Huey P. Long Bridge; road and light rail improvements in the Airline Earhart corridor; and the extension of I-49.
- Encourage use of innovative planning techniques providing design flexibility to the parish and developers.
- Capitalize on the Tournament Players Club PGA golf course by promoting high quality planned developments on the West Bank.
- Improve and protect existing residential neighborhoods.
- Strengthen and diversify commercial and retail areas.
- Protect and expand economic development opportunities including the creation of a Jefferson Parish Technology Park.
- Encourage regional transit and transportation system improvements.
- Provide a transportation system supportive of the future land use plan.
- Expedite Master Section 404 Wetland Permitting of undeveloped areas within the levee system.
- Encourage appropriate waterfront development.



The widening of the Huey P. Long Bridge provides many opportunities for new residential, commercial, and industrial development in Jefferson Parish.

Land Use Element

The University of New Orleans College of Urban and Public Affairs conducted a land use survey of the over 150,000 parcels in unincorporated Jefferson Parish. This inventory of existing uses allowed planning participants to determine where different land uses should be located, assessing areas that should remain in their current use and areas where changes should occur. The land use data is also used to direct the development of large areas of the West Bank yet to experience urban development.

EXISTING LAND USE SURVEY AND INVENTORY

- The University of New Orleans College of Urban and Public Affairs documented existing land uses according to the American Planning Association’s Land-Based Classification Standards.
- Over 100,000 development sites were identified.
- Each site was visited and coded.
- All land use information collected in the survey was entered into a database that is compatible with Jefferson Parish’s GIS system.
- The computer-based system allows for detailed land use maps and analyses.

From this planning process, most of the East Bank will continue to have its current pattern of land uses. The Metairie Central Business District, Elmwood Area and the Airline Drive – Earhart Expressway Corridor are areas of proposed mixed-use. This land use category affords these districts the greatest flexibility to respond to changing commercial trends.

As with the East Bank, most of the developed areas of the West Bank will retain its existing land use pattern. Opportunities for new development identified within the hurricane protection levee include the land along Lafitte-LaRose Highway (Des Familles Parkway) referred to as the Barataria Corridor and the area west of Westwego referred to as the Avondale-Bridge City area. Future land uses include residential, commercial and recreational in the Barataria Corridor and residential, commercial, corporate-research park, recreational, and industrial in the Avondale-Bridge City area. Within each of the areas, large sections of land are categorized as community mixed-use, identifying properties where planned developments may occur.

FUTURE LAND USE CATEGORIES

The Future Land Use Map illustrates the preferred location of development in unincorporated Jefferson Parish over the next 20 years. The Future Land Use Map is comprised of 18 future land use categories:

- 5 Residential – Low Density to High Density
- 3 Mixed Use – Neighborhood, Community, & Regional
- 2 Commercial – Low & High Intensity
- 2 Industrial – Low & High Intensity
- Corporate/Research Park
- Public, Quasi-Public, Institutional
- Recreation
- Resource
- Batture
- Under Study (undergoing separate, area specific land use study)

THE LAND USE ELEMENT GOALS, OBJECTIVES AND POLICIES WERE DEVELOPED UNDER FOUR CATEGORIES

1. DEVELOPMENT

The development goals, objectives and policies provide guidance to address issues of sustainability, compatibility, conformity, economic development, flexibility, visual quality, consistency and orderly development and redevelopment.

2. PUBLIC FACILITIES

Public facilities goals, objectives and policies provide guidance to address issues of recreational and cultural facilities, dependable and adequate public infrastructure, and adequate community services and facilities.

3. ADMINISTRATION

The administration goals, objectives and policies provide guidance to address issues of review, implementation and plan amendments and update, consistency between the plan and resolutions, ordinances and regulations, and provision of resources to implement, maintain and enforce the plan.

4. ENVIRONMENTAL

The environmental goals, objectives and policies provide guidance to address issues of cooperation with state and federal agencies, continuation of Parish environmental programs, development patterns that balance the built and natural environments, and promotion of development practices that minimize the potential risk from natural and man-made hazards.

GOALS, OBJECTIVES AND POLICIES

The Goals, Objectives and Policies of the Future Land Use Element provide a framework that will guide the elected officials towards a future vision of Jefferson Parish in the day-to-day land use decisions that are made.

- A *goal* is a concise statement describing a condition to be achieved. It does not suggest specific actions, but describes a desired outcome.
- An *objective* is an achievable step toward the goal. Progress towards an objective can be measured.
- A *policy* is a specific statement to guide decision-making. It is derived from the goals and objectives of the plan.

Photo Source: Jefferson Parish Planning Department



The Jefferson Parish Comprehensive Plan provides development opportunities for planned developments and mixed-use developments, thus expanding residential housing options and opportunities.

Photo Source: Jefferson Parish Planning Department



The Jefferson Parish Comprehensive Plan maintains existing areas of economic activity such as Elmwood, as well as promoting the development of visually appealing office and industrial parks.

Transportation Element

The Regional Planning Commission of Jefferson, Orleans, Plaquemines, St. Bernard and St. Tammany (RPC) provided critical support by cosponsoring with Jefferson Parish the transportation element of Envision Jefferson 2020. The RPC plays the critical role in the New Orleans Metropolitan Area by coordinating federal and state funding for transportation and other land use related projects.

**TRANSPORTATION
ELEMENT**

The transportation element recognizes that changes in land use will necessitate a need for changes in transportation, so the two work together. In areas without transportation infrastructure, where there is proposed future development, there will need to be an investment made. In areas of existing development, investments in defining and refining critical linkages will need to take place. Through the planning process, a series of needed projects were identified by the community as critical to the Parish's long-term transportation development. These include:

- Widening of the Huey P. Long Bridge
- Improving connections to the Earhart Expressway
- Supporting the extension of Interstate-49
- Continuing work on major arterial construction on West Napoleon Avenue, Harvey Boulevard/Destrehan Avenue

The transportation element seeks to organize and present a series of improvements covering four modes or categories, based on the anticipated demands resulting from changes shown in the land use element. Critical roadway links seek address:

- completing the existing road grid
- developing more collector roads

- developing better access to developing areas
- improving the appearance of transportation corridors.

Critical transit links address:

- Better public information
- Upgrading of some passenger facilities
- Development of park-and-ride opportunities
- Extension of fixed routes
- Solutions to senior transit issues

Critical pedestrian access links address:

- Street crossings
- Sidewalk connections and maintenance.

Critical bicycle links address:

- Route system updates
- Path opportunities, including integration with hurricane protection levees and new roads.

The critical links and associated goals, objectives and policies provide guidance for improvements to the transportation system to achieve the vision statement and support the future land use plan.

Photo Source: Jefferson Parish Planning Department



Transit links are addressed in the Transportation Element.

Photo Source: Jefferson Parish Planning Department



The Transportation Element addresses critical roadway links.

Implementation Element

The implementation and administration element of Envision Jefferson 2020 identifies tasks to be completed to successfully implement the land use and transportation elements of the comprehensive plan.

BASIC TASKS OF IMPLEMENTATION

- Establishment of a flexible unified development code allowing innovative planning techniques such as planned development and cluster development.
- Coordination of the capital improvements budget with the comprehensive plan.
- Maintenance of the land use database.
- Identification and mitigation of nonconforming uses.
- Adoption of level of service standards for community facilities and services.
- Participation in regional transportation planning program.
- Preparation and adoption of a major thoroughfare plan.

The implementation and administration element identifies specific areas within Jefferson Parish where sub-area plans should be done to address specific area issues. These areas include South New Orleans Subdivision and Crown Point, currently under study, and the Metairie Central Business District, completed in December 2001. In addition to the land use and transportation elements there are a number of plan elements that need to be completed and added to the comprehensive plan. These additional elements include housing (an important/critical concern), public works, economic development, community design, parks and recreation, and environment.

Adoption and implementation of Envision Jefferson 2020 has a number of important policy implications. Consistency between the comprehensive plan and the applicable administrative and legislative actions of the Parish is very important to the successful implementation of the plan. To this point, it is recognized the comprehensive plan is not a static document. Major changes in land use, transportation, economic conditions, issues not addressed, and unanticipated consequences of the plan will necessitate amendments to the plan. The implementation and administration section establishes a process to amend the plan on a semi-annual basis for administrative changes, at any time for significant projects that benefit Jefferson Parish, and major plan review and amendment on a five-year basis. The plan requires an increased emphasis on compatibility and design of development and transportation projects. Public-private partnerships are essential to protect and develop new economic development projects and to promote transit supportive development and redevelopment along major transit corridors. The adoption of a major thoroughfare plan will identify transportation rights-of-way that need to be protected to support future development. Jefferson Parish will need to enter into inter-jurisdictional partnerships for some transportation and land use projects.

Conclusion

The Comprehensive Plan encompasses the future vision of the Parish. It is *comprehensive* because it considers the interrelationships of planning activities over the entire unincorporated Parish. The Plan represents the interests of the wide range of citizens who are active participants in the planning process and the interests of future citizens. The Comprehensive Plan provides a schematic guide for decisions concerning growth and development. While it is ultimately a tool to be used by policy makers to guide their decisions, it also serves as a reference for the private sector in making informed investment decisions.

Envision Jefferson 2020 Project Team

- Jefferson Parish Department of Planning
- UNO College of Urban and Public Affairs
- *gcr & associates, inc.*
- Planning Works, Inc.
- Burk-Kleinpeter, Inc.
- Urban Planning & Innovations
- swLeader, Inc.
- Hebert/Smolkin Associates, Inc.

For questions concerning the Land Use or Transportation Elements contact Larry Ringel, *gcr & associates, inc.* at 304-2500 or email Lringel@gcr1.com

The complete Draft Comprehensive Plan Document, including maps and graphics, is available at the following locations:

On the Internet at:

www.envisionjefferson2020.net

The Jefferson Parish Planning Department

1221 Elmwood Park Blvd., Suite 601
Jefferson, LA 70123
Phone 736-6337

East Bank Regional Library

4747 W. Napoleon Ave.
Metairie, LA 70001

West Bank Regional Library

2751 Manhattan Blvd.
Harvey, LA 70058

Supplemental Documents:

For more in-depth transportation information on Jefferson Parish, consult *The RPC Regional Comprehensive Plan* available at the **Regional Planning Commission**. The offices of the Regional Planning Commission are located in the Amoco Building near the New Orleans Superdome, at 1340 Poydras Street, in the Central Business District.

For more in-depth economic information on Jefferson Parish, consult *The Jefferson EDGE Full Report*, at www.jedco.org

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