

# HARVEY CANAL INDUSTRIAL CORRIDOR PLAN



## An Envision Jefferson 2020 Sub-Area Plan Jefferson Parish, Louisiana

### Prepared For:

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200 Derbigny Street  
Gretna, LA 70053

Jefferson Parish  
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## Executive Summary

The Harvey Canal Industrial Corridor (HCIC) is a strategic maritime and heavy industrial corridor on the Westbank of Jefferson Parish (JP). As such, the Harvey Canal plays an important role supporting several aspects of south Louisiana's oil and gas industry, Louisiana's leading economic sector, as well as a strategic industrial component for numerous industries requiring maritime support facilities. The Envision Jefferson 2020 comprehensive plan recognizes this importance to the economic viability of the Parish by identifying the Harvey Canal corridor for subarea planning to support Jefferson Parish's overall land use and development goals, objectives, and policies.

Jefferson Parish contracted with the University of New Orleans to lead development of the Harvey Canal Industrial Corridor Plan. The University partnered with Digital Engineering to undertake this planning effort. The study area encompassed the area from 4<sup>th</sup> Street in Gretna south to the Plaquemines Parish line and between Peters Road on the east and Destrehan Avenue on the west. Since a major loss or disruption of business operations along the Harvey Canal would have a significant impact on the economy of Jefferson Parish, the planning effort focused on several issues critical to the viability of the canal corridor including:

- Maintaining the industrial land use focus of the Harvey Canal corridor
- Improving the efficient and safe movement of trucks and other transportation modes
- Promoting the economic well-being of businesses along the Harvey Canal through land use and transportation planning

The consultant team worked closely with Jefferson Parish Government, the Planning Department, the Jefferson Parish Economic Development Commission (JEDCO), and the Harvey Canal Industrial Association (HCIA). The tasks performed by the consultant team in conjunction with JP include:

- Assess Existing Conditions
- Conduct stakeholder Interviews throughout the process
- Identify land use, zoning, transportation, and infrastructure recommendations and their impacts
- Select preferred recommendations for implementation
- Develop a Plan Implementation Program

The report documents the development and assessment of the relative impacts of recommendations for the HCIC to facilitate the preferred recommendations and related infrastructure improvements. The recommendations reviewed in this report were developed with the input from JP elected officials and staff members, JEDCO, HCIA, the area stakeholders, and the consultant team.

Based on the assessment of existing conditions and stakeholder input the consultant team identified some key findings including:

- The Envision Jefferson 2020 comprehensive plan identifies the Harvey Canal as a heavy industrial corridor.
- The existing land uses along the Harvey Canal corridor support a heavy industrial land use pattern.



- There is a lack of support services in the corridor to serve the needs of the workers such as dining, banking, and some small shopping/retail development.
- The M-3 zoning classification is specifically designated for the Harvey Canal and encompasses the majority of the zoning along the canal corridor.
- The M-3 zoning places additional permitting burdens on certain development including small restaurants, banks, and other uses that could support workers within the canal corridor.
- The M-3 zoning does not include buffers for adjacent residentially used or zoned property.
- There are levels of service issues with Peters Road between 4<sup>th</sup> Street and Lapalco Boulevard
- There are safety issues with pedestrians crossing Peters Road and Destrehan Avenue at businesses which utilize both sides of the street.
- The canal corridor lacks any coordinated marketing and/or branding program to promote the canal to new or expanding businesses.
- There is a lack of urban design elements along the canal corridor, including landscaping, storm-water management, and pedestrian access elements.

The Harvey Canal Industrial Corridor is a high volume, heavy vehicle road facility that serves a corridor of maritime related industry. The consultant team conducted traffic counts and Level of Service analysis on segments of the HCIC. The analysis for Peters Road from 4<sup>th</sup> Street to the Westbank Expressway conclude the Average Daily Traffic (ADT) for this segment is 6,410 with 8.5% Heavy Volume (HV – truck traffic). The 8.5% truck traffic volume is considered high and encouraging for an industrial area. Destrehan Avenue ADT was calculated as 12,131 with only 2.5% being heavy volume. This analysis determined that Destrehan Avenue is used as a passenger vehicle commuter road facility and less as an industrial truckway.

Several roadway operational issues were noted including geometric design, maintenance of signage and striping, and pedestrian safety concerns. The recommendations are included in Sections 3 and 4. The study team also reviewed existing conditions of bridges, rail, and crash data, as it relates to the overall functionality of the road network for the industrial corridor.

Additionally, a Strengths, Weaknesses, Opportunities, and Threats analysis was conducted based on the key findings and stakeholder. Below is the result from the SWOTs analysis for the Harvey Canal corridor.

### **Strengths**

- Direct access to the Gulf of Mexico and the Mississippi River.
- Available developable land along the maritime corridor (Harvey Canal) and the roadway corridor (Peters Rd. and Destrehan Ave.) to respond to changes in market demands.
- Available utilities, water, and wastewater infrastructure to facilitate development.
- Direct transit (maritime/roadway) routes to state and federal highways, waterways, port facilities, and rail facilities.
- National, regional, and local importance to the economy.
- Active industrial association (HCIA) and JEDCO promoting the canal and development opportunities.



### **Weaknesses**

- 4th St. bridge mechanical issues that sometime prevent either maritime or road traffic from the ability to pass.
- Lapalco Blvd. bridge mechanical issues that sometime prevent either maritime or road traffic from the ability to pass.
- Uncoordinated floodgate closure protocols.
- Geometric design of some sections/intersections along Destrehan Ave. and Peters Rd. that create potentially unsafe vehicular movements.
- Signage and striping along the corridor in sections need to be upgraded/fixed.
- Sections of poor roadway conditions along both Peters Rd. and Destrehan Ave.
- Lack of supporting commercial activities along the corridor.
- Destrehan Ave. drainage near Patriot St. causes flooding along roadway during certain rain and/or high water events.
- 1st Ave. road condition between Industry St. and Patriot St.
- Lack of complete sewer system on Peters Rd.

### **Opportunities**

- Expanded development opportunities for supply and service to the expanding oil/gas industry in LA.
- Remove and clarify impediments to development in the text in the M3 zoning district
- Create safer freight transit facilities (maritime/road) by upgrading signage, striping, and road conditions to minimize vehicular conflicts and increased Level of Service.
- Increased marketability to supportive commercial uses along the corridor.
- Peters Rd. extension and bridge creates additional and more efficient freight transit routes and could facilitate renewed interest along the corridor.
- Potential for rail and rail related/dependent industries and businesses along Peters Rd.

### **Threats**

- Encroachment of incompatible land uses.
- Level of Service (Peters Rd. in between WBE and 4<sup>th</sup> scored a D) and vehicular conflicts create a potentially unsafe corridor for additional intensive or freight related development.
- Site selectors suggest the floodwall on Peters Rd. creates both a physical and psychological barrier to development south of Lapalco Blvd.
- The AE flood zone south of Lapalco Blvd. (on both Peters Rd. and Destrehan Ave.) increases costs of construction and insurance.
- Potential development costs of site preparation when constructing for industrial uses along the corridor.
- Expanding maritime activities at other ports and along waterways closer to deep water access.

To address these issues the consultant team identified a series of recommendations. These recommendations are included in the implementation matrix that identifies the coordinating Parish entity as well as the likely funding source for implementing the recommendations.



### Land Use

Action Number	Action	Coordinator	Year Initiated	Funding
1	Maintain the existing Heavy Industrial future land designation.	Planning Department	Ongoing	General Fund
2	Promote supportive commercial uses along the non-canal sides of Peters Rd. and Destrehan Ave.	Planning Department, JEDCO	Ongoing	General Fund
3	Prevent incompatible land uses from encroaching into the Harvey Canal corridor.	Planning Department and Code Enforcement	Ongoing	General Fund
4	Encourage campus/office park development within the corridor.	Planning Department, JEDCO	Ongoing	General Fund
5	Develop a Marketing and Branding Campaign for the Harvey Canal Industrial Corridor	JEDCO	2015	General Fund

### Zoning

Action Number	Action	Coordinator	Year Initiated	Funding
1	Change the name of the M-3 district to include "Harvey Canal."	Parish Council and Planning Department	2015	General Fund
2	Develop a more robust purpose statement.	Parish Council and Planning Department	2015	General Fund
3	Removal of SIC code references from text.	Parish Council and Planning Department	2015	General Fund
4	Update NFPA 30 1984 reference to current standard.	Parish Council and Planning Department	2015	General Fund
5	Remove "Article XL, Special Permitted Uses" requirement from (3) h (restaurants).	Parish Council and Planning Department	2015	General Fund
6	Remove from (3) c "but not to include	Parish Council	2015	General Fund



Action Number	Action	Coordinator	Year Initiated	Funding
	drive-through facilities.”	and Planning Department		
7	Remove from (3) f “and for the purpose of this district or contains a maximum of forty thousand (40,000) square feet of gross floor area.”	Parish Council and Planning Department	2015	General Fund
8	Revise text to add yard setbacks.	Parish Council and Planning Department	2015	General Fund
9	Revise area regulations for lot size to accommodate supportive commercial uses in appropriate areas.	Parish Council and Planning Department	2015	General Fund
10	Require properties that abut residential uses or residentially zoned land to implement effective screening tools.	Parish Council and Planning Department	2015	General Fund

### Urban Design

Action Number	Action	Coordinator	Year Initiated	Funding
1	Develop requirements for new development within the Harvey Canal corridor to incorporate a landscaping plan.	Parish Council and Planning Department	2015	General Fund
2	Work with the Army Corps of Engineers to develop screening options for the floodwall along Peters Rd.	Parish Council and Planning Department	2015	General Fund
3	Encourage developers and owners to integrate storm water management techniques into their site plans.	Parish Council and Planning Department	2015	General Fund



### Transportation

Action Number	Action	Coordinator	Year Initiated	Funding
1	Conduct detailed traffic movement analysis to improve the safety and efficiency along the corridor.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
2	Conduct a level of service analysis for Peters Rd. from 4th St. to Westbank Expressway.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
3	Increase pedestrian crossing safety at locations where businesses utilize both sides of the street and at other pedestrian crossings.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
4	Resurface or reconstruct 1st Ave. from Patriot St. to Westbank Expressway.	Parish Council and Engineering Department	2015	General, Bond Funding, state and/or federal funds
5	Analyze geometrics at Destrehan Ave. intersection with bypass south of the Westbank Expressway.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
6	Signage and striping maintenance and upgrades as needed along the corridor.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
7	Encourage JET to study extending public transportation to Peters Rd. and Destrehan Ave.	Parish Council and Transit Administration	2015	General, state and/or federal funds

### Infrastructure

Action Number	Action	Coordinator	Year Initiated	Funding
1	Conduct a study to determine feasibility of providing sewer service along Peters Rd.	Sewerage Department	2016	General, sewer capital, state and/or federal funds
2	Investigate reports of flooding along Destrehan Ave. in between Industry St. and Patriot St. during some rain and storm events.	Drainage Department	2015	General, state and/or federal funds



Action Number	Action	Coordinator	Year Initiated	Funding
3	Work with various government agencies to identify one individual or Parish department to facilitate flood control information to businesses along the corridor during major storm events.	Parish Administration, Council, and Emergency Management	2015	General, state and/or federal funds

**Workforce Development**

Action Number	Action	Coordinator	Year Initiated	Funding
1	Continue to partner and seek out new relationships with workforce development institutions.	Parish Administration, Council, Chamber, JEDCO, HCIA, Public Schools, and Higher Education Institutions	2015	General, state federal, and/or private funds



# Harvey Canal Industrial Corridor

## Section 1: Introduction

### Project Purpose and Description

The Harvey Canal Industrial Corridor (HCIC) represents the main heavy industrial corridor on the Westbank of Jefferson Parish. Harvey Canal functions as a strategic component of the oil and gas industry, Louisiana's leading economic sector, as well as a strategic industrial component for numerous industries requiring maritime support facilities. The Jefferson Parish Comprehensive Plan Envision Jefferson 2020 identifies the Harvey Canal corridor for a subarea plan to support the overall land use development of Jefferson Parish. Envision Jefferson 2020 calls for subarea planning through a citizen-based land use, design and facilities planning process.

The Harvey Canal Industrial District that adjoins the east and west sides of the Harvey Canal is the site of several major support industries for offshore oil and gas drilling and production in the Gulf of Mexico as well as the Boomtown Casino. Therefore a major loss or disruption of business operations along the Harvey Canal would have a significant impact on other oil and gas-related industries in the region as well as the economy of Jefferson Parish. Improved access for businesses and the efficient movement of trucks, barges, boats, trains, and other transportation modes along the Harvey Canal corridor and Intracoastal Waterway is critical to the viability of the Harvey Canal corridor. Promoting the economic well-being of businesses along the Harvey Canal through land use and transportation planning is of significant benefit to Jefferson Parish and the State of Louisiana.

The HCIC Plan, encompassing the Lower Peters Road/Harvey Canal Industrial District and related areas within the Harvey Canal and Intracoastal Waterway Corridor between 4th Street and the Plaquemines Parish line, will entail the integration of land use and transportation planning, engineering, landscape architecture, urban design, and economic development. The project will consist of public outreach, urban planning, landscape and urban design, engineering, and economic development services to develop a plan for the corridor that has the support of the public and stakeholders and agencies with interests in the corridor. Data collected during the study included land use, zoning, public infrastructure including floodwalls and floodgates, utilities, canal and roadway traffic counts, parking, traffic signal and signage information, and cultural resources.

The consultant team, consisting of the University of New Orleans Transportation Institute (UNO-TI) and Digital Engineering (DE) provided assistance to Jefferson Parish (JP) for planning, outreach, and engineering services to develop two different development alternatives and related infrastructure improvements for the Harvey Canal Industrial Corridor.

### Scope of Work

The tasks performed by the consultant team in conjunction with JP include:

- Assess Existing Conditions
- Conduct Stakeholder Interviews



- Define Land Use, Transportation, and Infrastructure Planning and Identify the Relative Impacts of Each Recommendation
- Select Preferred Recommendations to be Implemented
- Develop Plan Implementation Program

The report documents the development and assessment of the relative impacts of recommendations for the HCIC to facilitate the preferred recommendations and related infrastructure improvements. The recommendations reviewed in this report were developed with the input from JP elected officials and staff members, the Harvey Canal Industrial Association, JEDCO, the area stakeholders, and the consultant team listed in Appendix A of this report.

Understanding the existing conditions and recommendations for implementation will enable Jefferson Parish to plan for coordinated land use, transportation, and utility strategies that facilitate the most desirable HCIC future.

### Setting

The HCIC study area encompasses approximately 10 miles from the Mississippi River/4<sup>th</sup> St. locks to just south of the Lafitte Bridge (get real name) shown in Exhibit 1: Harvey Canal Industrial Corridor Study Area below. The study's main focus is on the three segments identified in Exhibits 2a, 2b, and 2c: HCIC Industrial District, which are segment 1: 4<sup>th</sup> St. to Westbank Expressway (WBE); segment 2: WBE to Lapalco Blvd.; and segment 3: Lapalco Blvd. to Harvey Canal/Gulf Intracoastal Waterway (GIWW) split.

The Harvey Canal has a long history of economic activity supporting the maritime, oil, and gas industries in the region. Over the past decades the Harvey Canal has seen its traditional maritime, oil, and gas activities reduced as other industries increase their footprint along the corridor. Moving forward the widening of the Panama Canal will likely increase oil and gas outer continental shelf exploration, production, and transport – particularly related to transport of Liquefied Natural Gas – as well as increasing the viability of several ports in South Louisiana. The Harvey Canal must be ready to respond to these shifts as well as support future industrial expansion for existing or new industries.

### Stakeholder Involvement

Throughout the planning process the consultant team worked closely with the Harvey Canal Industrial Association (HCIA), the major stakeholder representative organization for the Harvey Canal Corridor; and the Jefferson Economic Development Commission, the economic development arm of Jefferson Parish. The consultant team conducted stakeholder meetings throughout the planning process to ensure stakeholder engagement and ownership of the recommended planning and zoning alternatives and infrastructure improvements contained in the plan.

The team also developed and disseminated - with assistance from both HCIA and JEDCO - an online survey of stakeholders. Team members walked and delivered to each available business along the Harvey Canal study area informational cards containing project and contact information, as well as information on how to access the online survey. Additionally the HCIA posted a link to the survey on their website homepage and JEDCO encouraged their business contacts within the corridor to take the survey. The consultant team also held numerous one-on-one meetings and conference calls with Jefferson Parish elected officials and staff, relevant Parish departments, stakeholders, and business



associations covering several topics including land use and zoning, transportation, environment, wetlands, infrastructure, and utilities.

# Harvey Canal Industrial Corridor Study Area



**Source (Disclaimer)**  
 This imagery was provided by the Regional Planning Commission for Jefferson, Orleans, Iberville, St. Bernard and St. Tammany Parishes (RPC) and the United States Geological Survey (USGS). Original data collected by the RPC.

**Neither the RPC nor the USGS is responsible for any errors arising from any use or alterations made to the data. There is no guarantee of accuracy concerning the accuracy of the data. Users should be aware that temporal changes may have occurred since this data set was collected and that some parts of the data may be illegal, fraudulent, or otherwise unreliable. Users should use the data for critical applications without a full assessment of its limitations. Under no circumstances is this data to be used for distribution of the data permitted.**

**Imagery Information:**  
 The true color aerial imagery was captured between March 23<sup>rd</sup> and April 22<sup>nd</sup> 2013.  
 \*Orthorectified horizontal positional accuracy shall meet National Map Accuracy Standards, Section 2.4f, which states that not more than 10 percent of the points shall be in error more than 1/10 of an inch, measured on the publication scale of 1" = 100' (1:1200)." The imagery is projected to UTM 18N UTM 18N, with a vertical accuracy of 1 meter. The spatial resolution is approximately 1 meter (3.3 feet).  
 Any use of the data must be accompanied with this citation and accompanying credit and logo.



Exhibit 1: Harvey Canal Industrial Corridor Study Area

Approximate Boundaries.  
 For Planning Purposes Only.



# Harvey Canal Industrial Corridor Segment 1



Source: (Digital)  
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Imagery Information:  
 The true color aerial imagery was captured between March 24<sup>th</sup> and April 22<sup>nd</sup> 2012.

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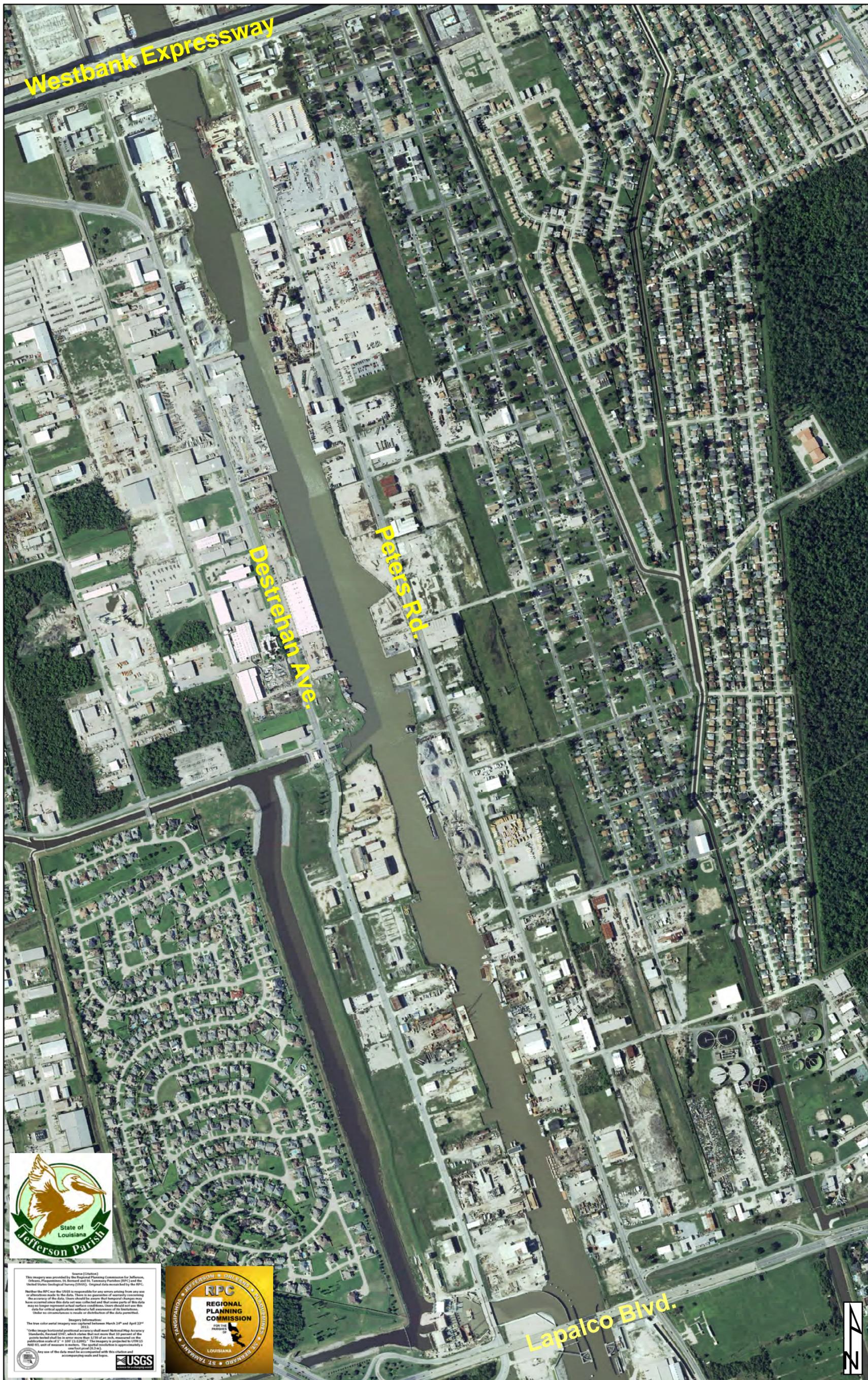



Exhibit 2a: HCIC Segment 1

Approximate Boundaries.  
 For Planning Purposes Only.



# Harvey Canal Industrial Corridor Segment 2



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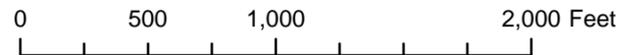
Imagery Information:  
 The true color aerial imagery was captured between March 24<sup>th</sup> and April 22<sup>nd</sup> 2015.  
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Exhibit 2b: HCIC Segment 2

Approximate Boundaries.  
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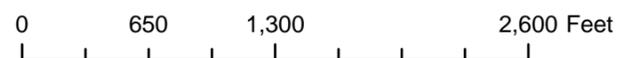


# Harvey Canal Industrial Corridor Segment 3



Exhibit 2c: HCIC Segment 3

Approximate Boundaries.  
For Planning Purposes Only.





## Section 2: Assess Existing Conditions

As stated previously the Harvey Canal Industrial Corridor drives significant industrial activity in Jefferson Parish. To understand the current conditions and issues as well as what future policy and infrastructure directives are required to maintain the viability of the Harvey Canal as an industrial corridor information regarding current land use, zoning, and physical infrastructure was collected and reviewed. To understand the existing policies driving development in the corridor the team reviewed several parish wide planning and zoning documents. Finally several meetings and an online survey assisted in providing key stakeholders an opportunity to provide input on the existing and long term issues that impact the Harvey Canal corridor.

### Land Use

#### Land Based Classification Standard Update

The consultant team completed an updated of the land uses in the study area using the Land Based Classification Standard (LBCS). The survey included both a windshield survey and physically walking both Peters Rd. from 4<sup>th</sup> St. to the Plaquemines line and Destrehan Ave. from 4<sup>th</sup> St. to Leo Kerner Pkwy. Primary Activity, Function, and development site data was collected and updated within an ArcMap GIS mapping program. LBCS Activity refers to the actual use of land based on its observable characteristics. It describes what actually takes place in physical or observable terms (e.g., farming, shopping, manufacturing, vehicular movement, etc.). Function refers to the economic function or type of establishment using the land. The type of economic function served by the land use gets classified in this dimension; it is independent of actual activity on the land. The development site refers to the area the activity and function are taking place regardless of property ownership or parcels. Located in Appendix C is a list of Activity and Function codes for use with the maps.

- Exhibit 3: Segment 1 LBCS Primary Activity Map
- Exhibit 4: Segment 1 LBCS Primary Function Map
- Exhibit 5: Segment 2 LBCS Primary Activity Map
- Exhibit 6: Segment 2 LBCS Primary Function Map
- Exhibit 7: Segment 3 LBCS Primary Activity Map
- Exhibit 8: Segment 3 LBCS Primary Function Map

The Harvey Canal is predominately a heavy industrial/maritime corridor encompassing about 1,750 total acres. Industrial uses dominate with about 17% of total land use in the corridor, but 40% of total uses excluding vacant land or unoccupied sites. These industrial uses include manufacturing/processing, warehousing/distribution, flex, and storage uses.

There is a small pocket of residential uses located adjacent to the industrial development on the west side of Destrehan Blvd. between 4<sup>th</sup> St. and the Westbank Expressway. Additionally, along the east side of Peters Rd. there is a large block of existing residential development adjacent to the existing canal development that runs from 4<sup>th</sup> St. all the way to Lapalco Blvd. South of Lapalco Blvd. to the Intracoastal Waterway there are large subdivisions, however they are buffered somewhat from the industrial uses by large swath of land between Peters Rd. and the Pipeline canal.

# Segment 1 LBCS Primary Activity Map

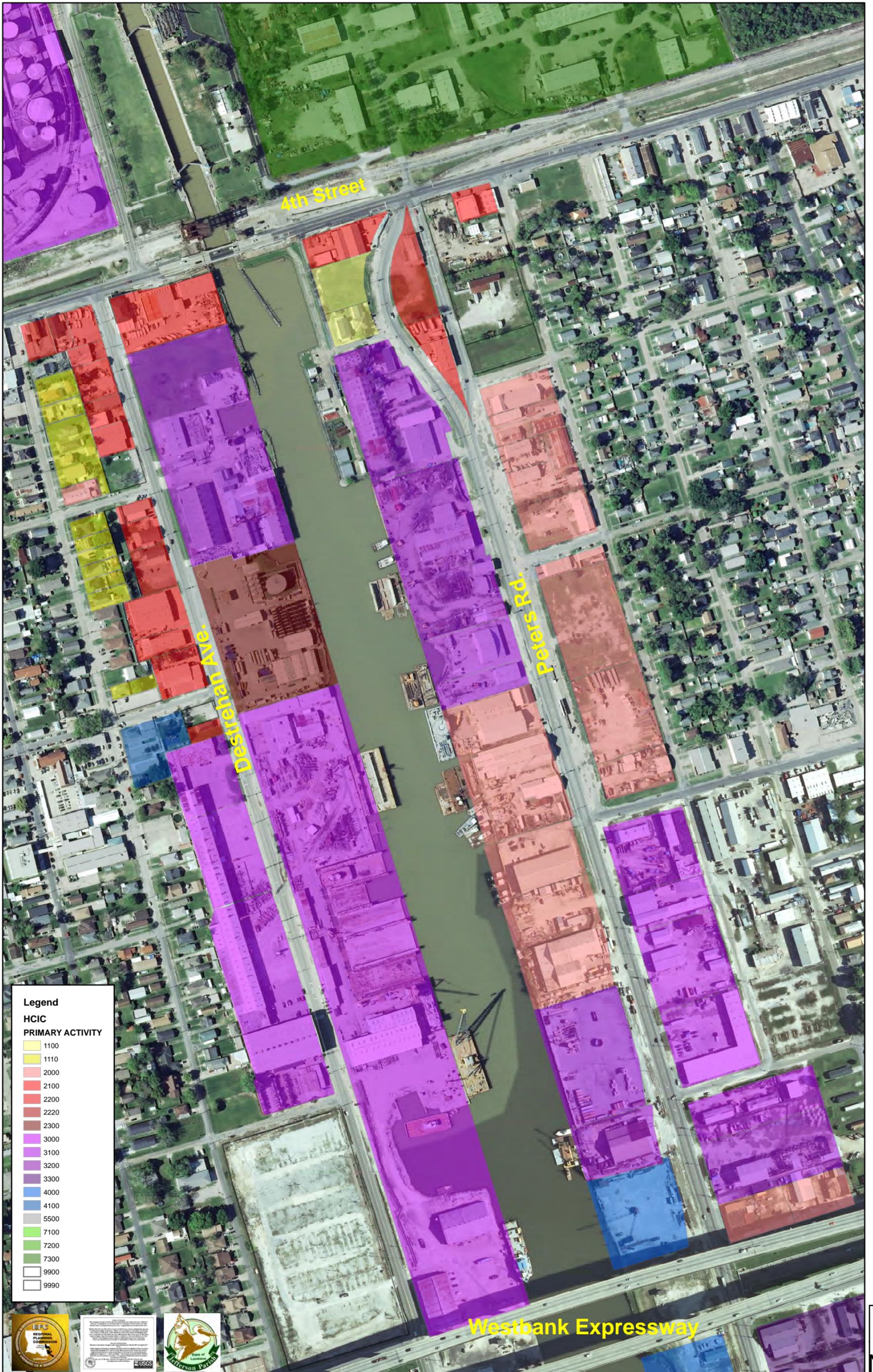


Exhibit 3: Segment 1 LBCS Primary Activity Map

# Segment 1 LBCS Primary Function Map

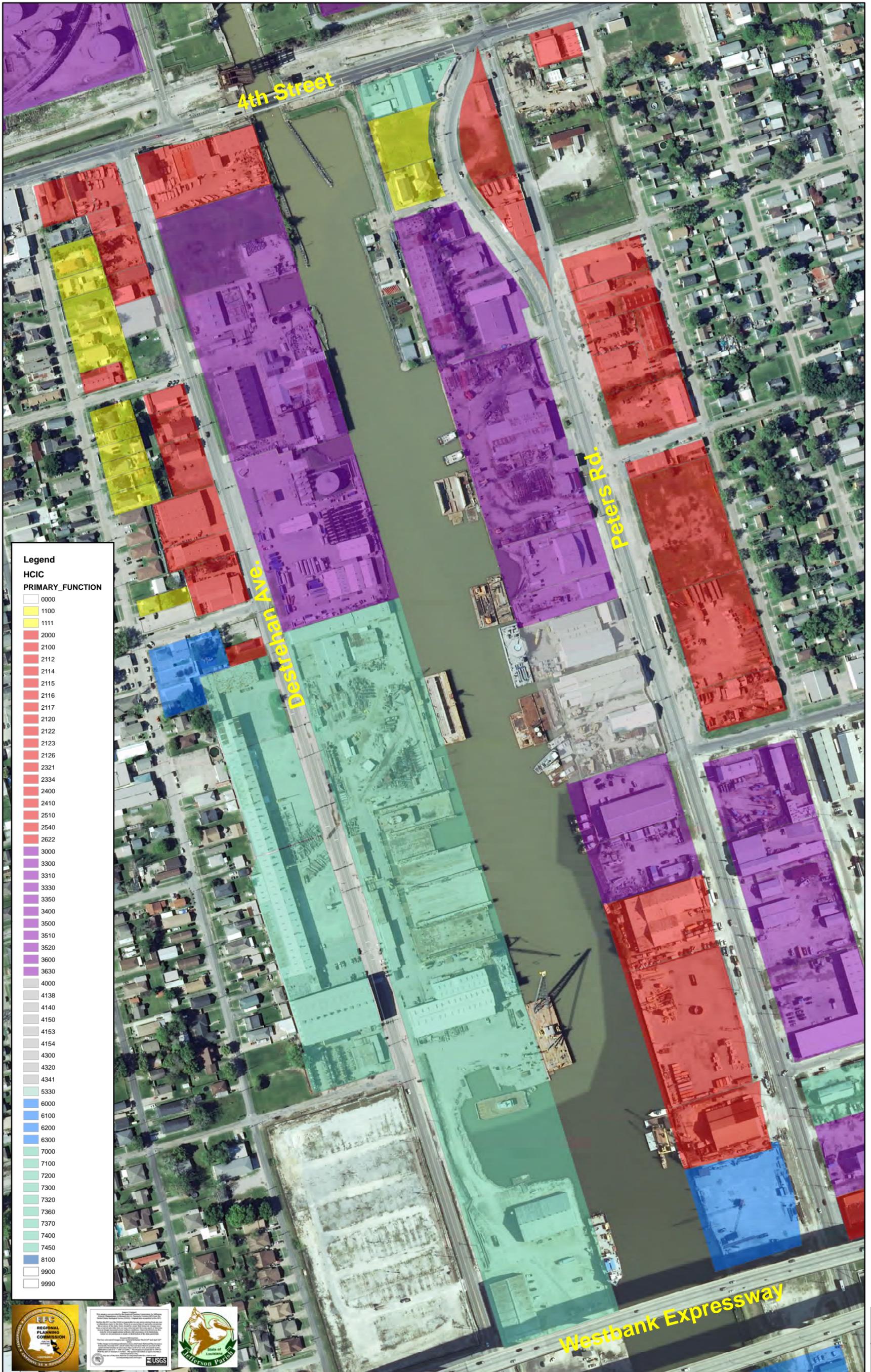


Exhibit 4: Segment 1 LBCS Primary Function Map

0 145 290 580 Feet

# Segment 2 LBCS Primary Activity Map

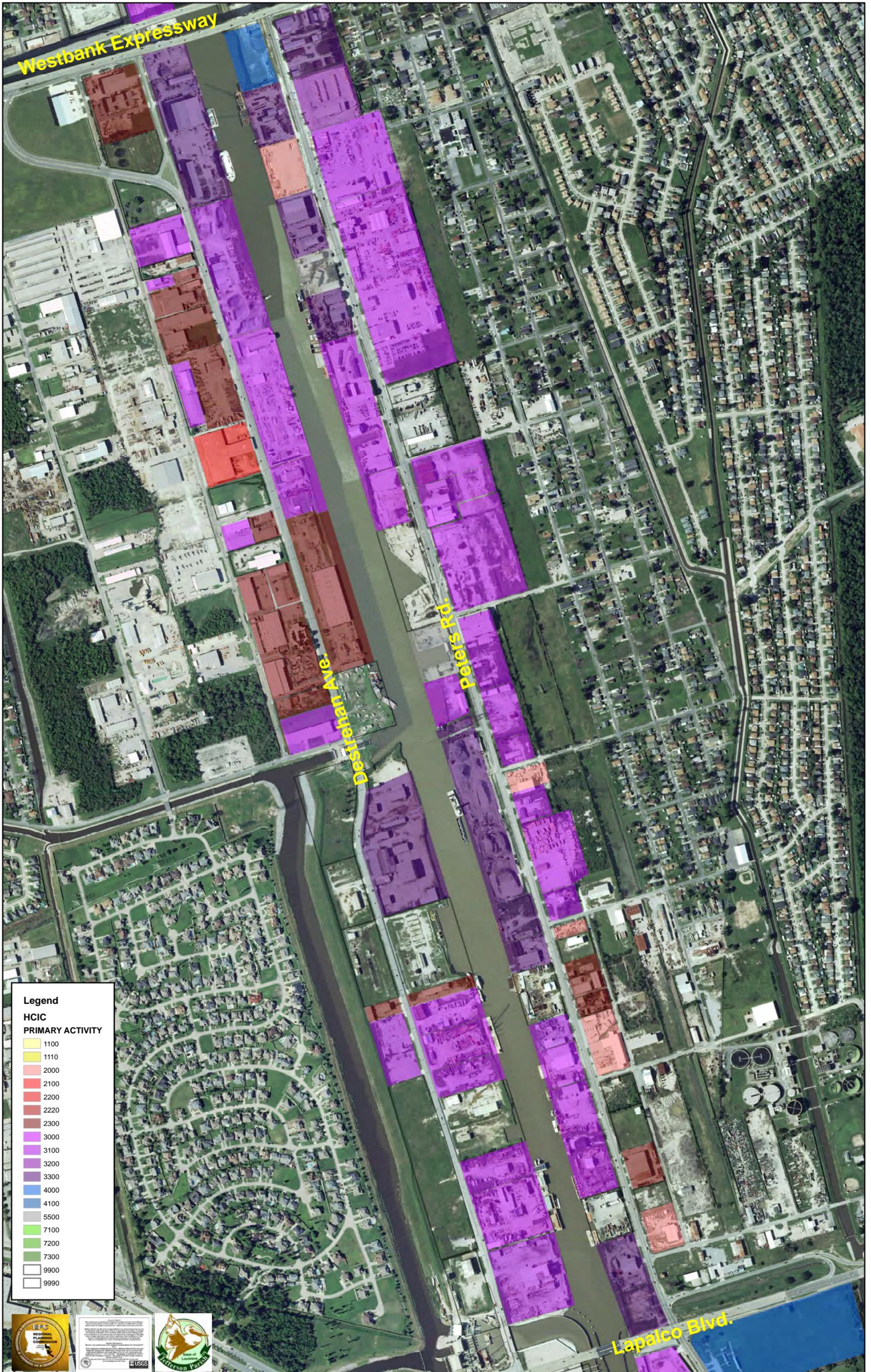


Exhibit 5: Segment 2 LBCS Primary Activity Map

0 385 770 1,540 Feet

# Segment 2 LBCS Primary Function Map

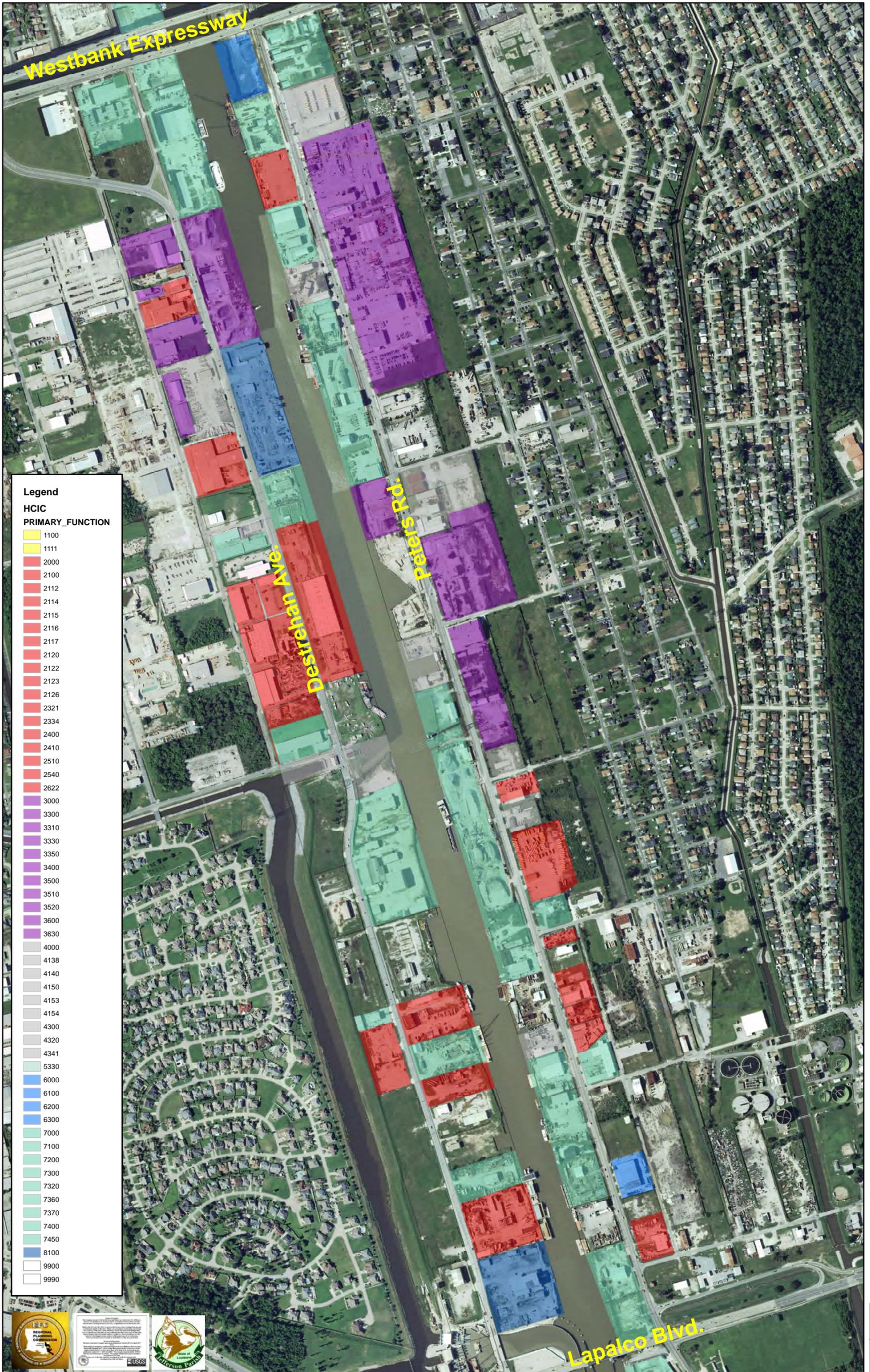


Exhibit 6: Segment 2 LBCS Primary Function Map

0 385 770 1,540 Feet

# Segment 3 LBCS Primary Activity Map

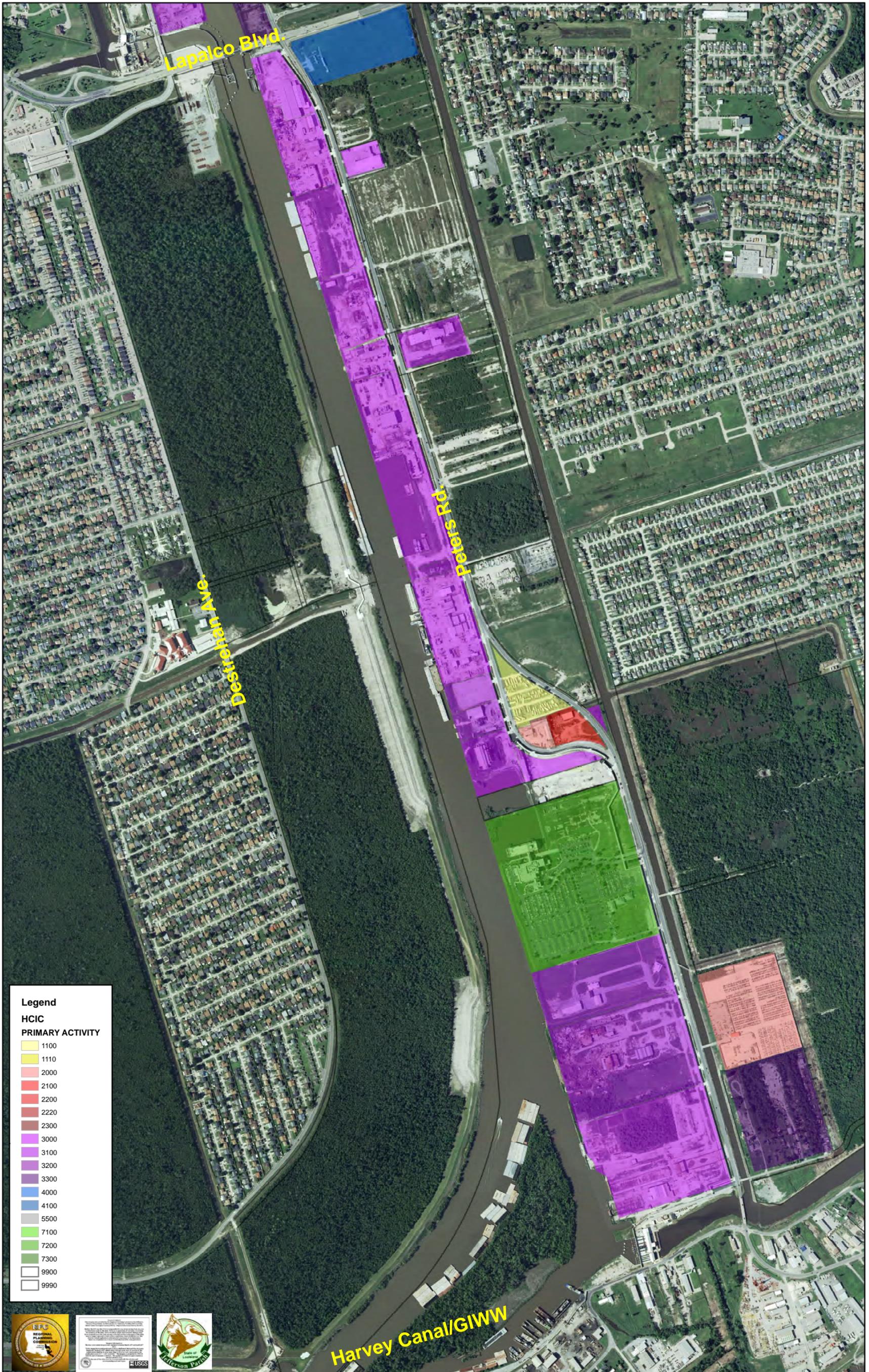


Exhibit 7: Segment 3 LBCS Primary Activity Map

# Segment 3 LBCS Primary Function Map

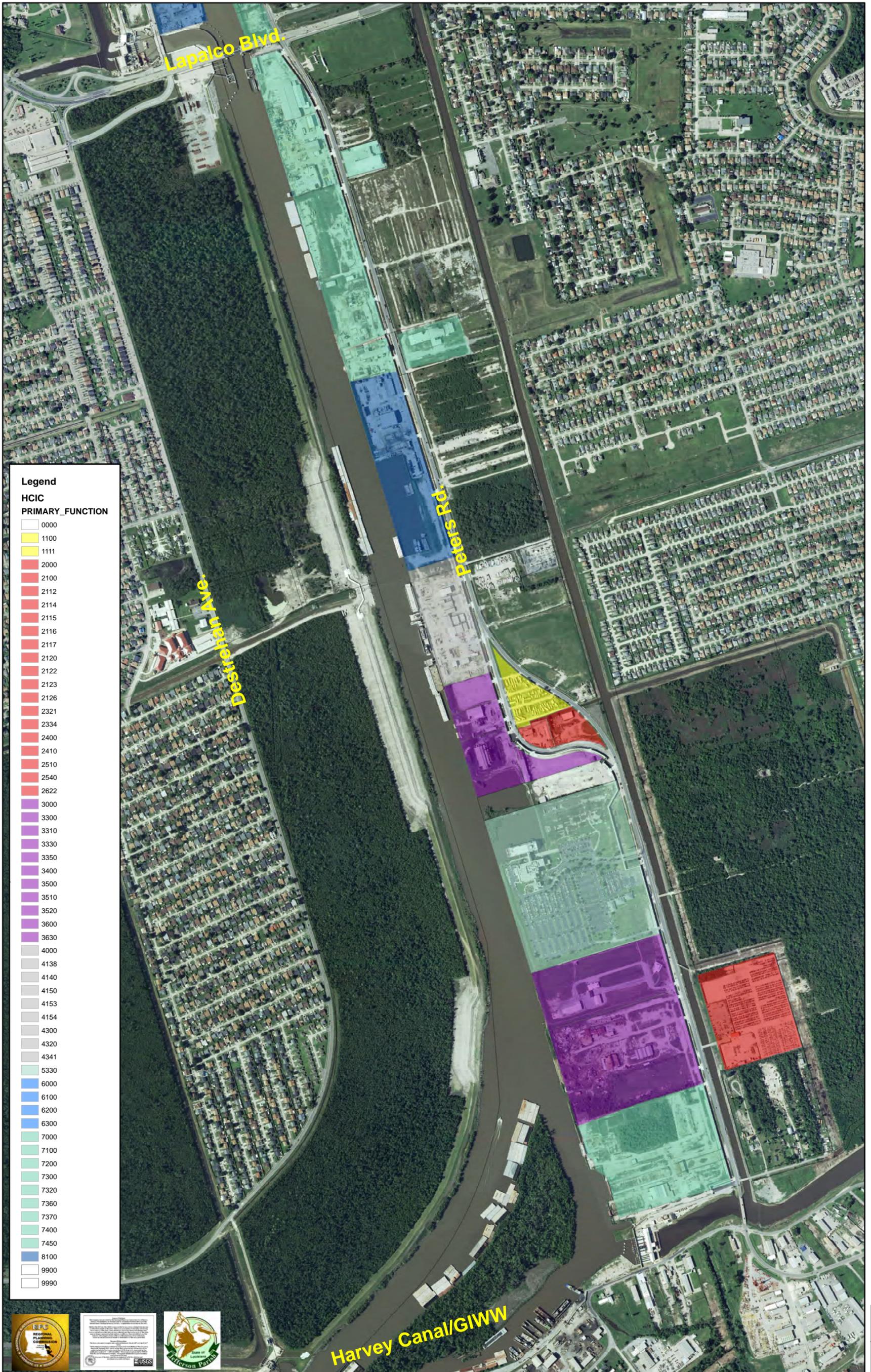
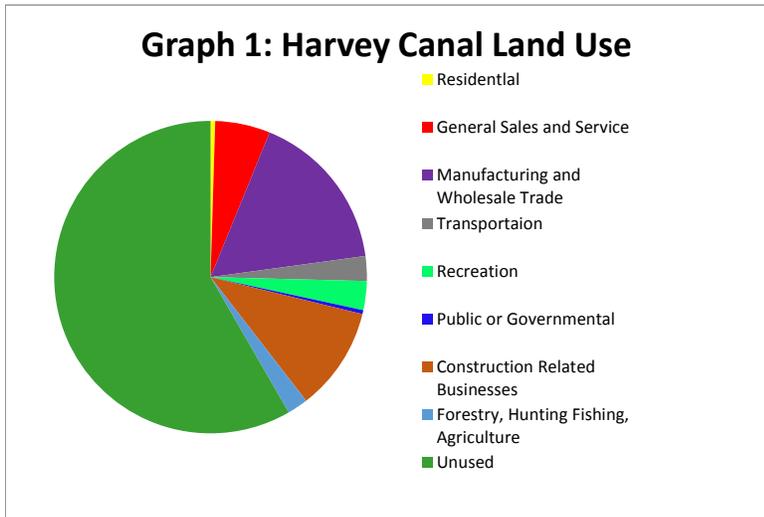


Exhibit 8: Segment 3 LBCS Primary Function Map

0 500 1,000 2,000 Feet



The largest land use category is unused - which represents both undeveloped land and vacant or unoccupied sites – which accounts for 58% of land in the study area. A large portion of that unused land is along the west side of the Harvey Canal and zoned residential. This land sits across from a large residential subdivision and is unlikely to be developed. Additionally, there are concerns that a large portion of this land is wetlands requiring significant mitigation as part of any development permit issued by the Army Corp of Engineers.



The land use survey identified a significant amount of unused land suitable for industrial related development or in uses supporting economic activity in the Harvey Canal corridor. Along Peters Rd. there are about 13 acres of unused property with canal frontage on Peters Rd. and about 210 acres available without canal frontage. On Destrehan Ave. there are about 20 unused acres with canal frontage and about 63 acres without.

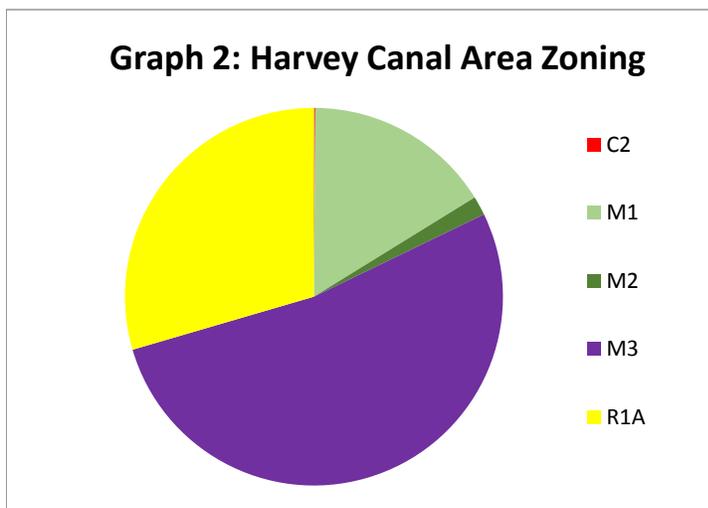
In general the land use within the Harvey Canal corridor supports the areas industrial designation. However there is a lack of supportive commercial activities for employees working in the corridor, such as eating establishments, banking options, or other smaller scale businesses.

**Zoning**

Zoning in the Harvey Canal study area is dominated by industrial zoning – which accounts for about 82% of the land. The large tract of land on the west side of Destrehan Blvd. between Woodmere, Destrehan Ave., and the Pipeline canal is zoned R1-A and accounts for all but a small fraction of the remaining zoning.

**Zoning**

The M-3 district is specifically set up for the Harvey Canal and is not used anywhere else in Jefferson Parish. The M-3 district provides a robust set of permitted uses to take advantage of the strategic location of the Harvey Canal both as a maritime gateway for oil and gas support activities and as a transportation route for movement via barge to areas east and west.



The M-3 district is specifically set up for the Harvey Canal and is not used anywhere else in Jefferson Parish. The M-3 district provides a robust set of permitted uses to take advantage of the strategic location of the Harvey Canal both as a maritime gateway for oil and gas support activities and as a transportation route for movement via barge to areas east and west.

support activities and as a transportation route for movement via barge to areas east and west.



## Current Planning in Jefferson Parish

During the course of this project, the consultant team reviewed previous studies relevant to the study area. Overviews of the components relevant to the Harvey Canal from each study are included below.

### Harvey Canal Industrial Corridor Economic Impact Study

In 2001 the Harvey Canal Industrial Corridor Economic Impact Study was completed for JEDCO. The study purpose was to estimate the economic contribution of the firms in the Harvey Canal area to the New Orleans area economy for the year 2000. In 2000, firms located in Harvey Canal area contributed \$464 million to the New Orleans economy. The total secondary impact of these firms spending in the New Orleans area was \$470 million. The total impact of Harvey Canal firms was \$934 million. As part of the project a separate study was completed in 2001 titled Analysis of the Navigation Routes from the Harvey Canal to the Gulf of Mexico. The report concluded that the Harvey Canal has four all water routes to the Gulf of Mexico, each with its own advantage/disadvantage.

### Economic Impacts of the Harvey Canal Industrial Corridor



### Envision Jefferson 2020

 The Envision Jefferson 2020 Comprehensive Plan is the Parish's official comprehensive plan and was adopted in 2003 by the Parish Council. Envision Jefferson 2020 along, with subsequent amendments; include Land Use, Transportation, Housing, and Implementation Elements. These elements include goals, objectives, and policies that guide future development and redevelopment decisions. These policies were developed through analysis of existing conditions and citizen input. One implementation item task listed in Envision Jefferson 2020 is this current sub-area plan being conducted for the Harvey Canal Industrial Corridor.

The future land use element guides future development and redevelopment within Jefferson Parish. It designates the general distribution, location and extent of the uses of land for residential, commercial, industrial, recreation, resource, and other categories of the public and private uses of land. It is the framework for defining what Jefferson Parish wants to be like by the year 2020. Along the Harvey Canal the majority of the land is designated Heavy Industrial. It is defined as heavy warehousing and distribution, landfills, manufacturing, and hazardous material handling and storage. South of Lapalco Blvd. along Destrehan Ave. it should be noted this area is designated for Low-Medium Density Residential.

The major policy guide for the Westbank contained in the Land Use element and on the future land use map for the Westbank specifically focuses on maintaining the Harvey Canal as an industrial corridor and is summed up within the plan as: the protection and strengthening of the Harvey Canal area as an industrial and business district; and industrial areas such as the Harvey Canal area are maintained under industrial land use designations.

The community workshops held during the Envision Jefferson 2020 planning process suggest that citizens are in favor of creating economic development opportunities in Jefferson Parish. Major economic activity centers such as the Harvey Canal are preserved and protected throughout the comprehensive plan. Throughout the comprehensive planning process, recommendations have been



made with regard to water-oriented development along with protecting dominant industrial uses along the Mississippi River and the Harvey Canal.

Jefferson Parish places a high priority on ensuring that its growth decisions are consistent with its adopted Comprehensive Plan, Envision Jefferson 2020 as evidenced by the fact that it adopted the Plan by ordinance and codified the requirement that growth and development be consistent with the Plan. There are several goals and policies related to the Harvey Canal, they are listed below.

**Goal 1:** Provide for a sustainable urban environment that will support and enhance neighborhoods and businesses, and accommodate their growth.

Policy 1.1.1: Protect established residential, commercial, and industrial areas of Jefferson Parish from encroachment by incompatible development.

**Goal 2:** Improve the visual quality of Jefferson Parish

Policy 2.1.3: Integrate trees and natural vegetation into the built environment to beautify, buffer, and shelter structures and facilities.

**Goal 3:** Implement orderly development and redevelopment consistent with the parish's social, economic, physical, and natural environments.

Policy 3.3.6: Protect water-based industrial development including but not limited to the Harvey Canal and the West Bank of the Mississippi River from incompatible encroachment of other uses.

**Goal 4:** Provide suitable and adequate opportunities for commercial and industrial development that is convenient, visually pleasing and environmentally sound.

Policy 4.3.3: Maintain distinct business districts, including the Harvey Canal Industrial Area, within Jefferson Parish as a means of retaining and diversifying the parish's economic base through the development of sub-area plans.

**Goal 7:** Ensure that dependable and adequate public infrastructure supports the existing and future development needs of the parish.

Envision Jefferson 2020 characterizes the Harvey Canal corridor as Heavy Industrial and it is defined as, *"Heavy industrial (HI). The heavy industrial land use classification identifies heavy warehousing and distribution, landfills, manufacturing, and hazardous material handling and storage."*

### **Jefferson EDGE 2010: Road to Recovery**

The Jefferson Parish Council passed a resolution on September 28, 2005 requesting that the JEDCO prepare and submit by November 1, 2005 a short term business recovery plan in response to the disruptions caused by Hurricanes Katrina and Rita. On October 5<sup>th</sup>, 2005 in the wake of Hurricane Katrina, JEDCO organized a one-day retreat at which business leaders, community leaders, Parish officials, and economic development experts identified critical issues facing the economies of the Parish and the New Orleans region in the near term.

Subsequently, the assembled planning group outlined a series of action items to be undertaken in order to facilitate economic recovery. The document is known as The Jefferson EDGE 2010: Road to Recovery and addresses many items concerning the Harvey Canal. It states that large industrial development



opportunities continue to exist along the Harvey Canal; industrial uses are dominant along the Harvey Canal and should be protected; the Peters Rd. corridor provides access to the east bank of the Harvey Canal, which is home to the core of the maritime commercial complex in the region; the 50-year-old Kerner Bridge in Lafitte is a major impediment (only 72 feet wide) to large barge traffic from the Harvey Canal; the Harvey Canal continues to be an important location for many of the region's oil field service companies and fabricators; and the major issues related to land development and redevelopment identified during the SWOT Analysis exercise included Harvey Canal area planning.

### **Jefferson Parish Thoroughfare Plan**

The Jefferson Parish Thoroughfare Plan was a collaborative effort of the Regional Planning Commission and Jefferson Parish and was completed in 2006. One implementation task was to perform *Corridor preservation, the policy of enacting techniques to prevent, minimize, or control development within proposed transportation corridors*. Both Peters Rd. and Destrehan Ave. are detailed throughout the report and the findings were: both roadways are thoroughfares with apparent right-of-way less than the plan defined cross section; the parish should concentrate its efforts at obtaining right-of-way in the higher growth areas which includes the Destrehan Ave. extension; there was a general consensus among the Technical Advisory Committee and the general public that both Peters Rd. and Destrehan Ave. should be a priority for the parish.

### **Jefferson EDGE 2020**

The primary impetus for the Jefferson EDGE 2020 process, which commenced in the summer of 2007, was the growing recognition that the conventional approach to economic development in Jefferson Parish had to be broadened. The combination of pre-Katrina trends and dynamic post-Katrina conditions convinced Parish leaders that a more comprehensive approach to economic development was needed. The report tasks JEDCO given its relative proximity of the technology park to both the Harvey Canal and the energy industry in Terrebonne Parish, energy services companies would make for a logical target market.

### **Jefferson Parish Bicycle Master Plan**



The Jefferson Parish Bicycle Master Plan expresses a citizens' vision of a bicycle friendly Jefferson Parish. The plan was completed in 2014 and was a collaborative product of the RPC and Jefferson Parish. Specific recommendations are presented for

both Peters Rd. and Destrehan Ave. On Peters Rd from 4<sup>th</sup> St. to Breaux Ave. a Road Diet is recommended and from Breaux Ave. to the Parish line a paved shoulder is recommended. On Destrehan Ave. from 4<sup>th</sup> St. to Leo Kerner Pkwy. a bicycle lane is recommended.

## **Zoning**

### **ARTICLE XXXII. - INDUSTRIAL DISTRICT M-3**

Along Peters Rd. for both the east and west sides, including all Harvey Canal frontage property, the current zoning classification is *Industrial District M-3 (M-3)*. This district is intended solely for industrial and related activities which, by the nature of their operation, create conditions unsuitable for residential, retail and typical office uses. Whenever practical, this district should be buffered from nearby residential areas by more restrictive zoning districts. The M-3 classification along Destrehan Ave. is located along all Harvey Canal water frontages from 4<sup>th</sup> St. to Lapalco Blvd. From Patriot St. to Lapalco



Blvd. on the west side of Destrehan Ave. is *Industrial District M-2* (M-2). This district is composed of lands so situated as to be adapted to industrial development. The purpose of this district is to permit normal operations of industrial uses under such conditions as will protect adjacent industrial, commercial and residential uses. South of Lapalco Blvd. along Destrehan Ave. is some *Industrial District M-1* (M-1) and *Single-Family Residential District R-1A* (R-1A).

Exhibit 9: Envision Jefferson 2020 Future Land Use Map

Exhibit 10: Current Zoning Map

# Envision Jefferson 2020 - Future Land Use

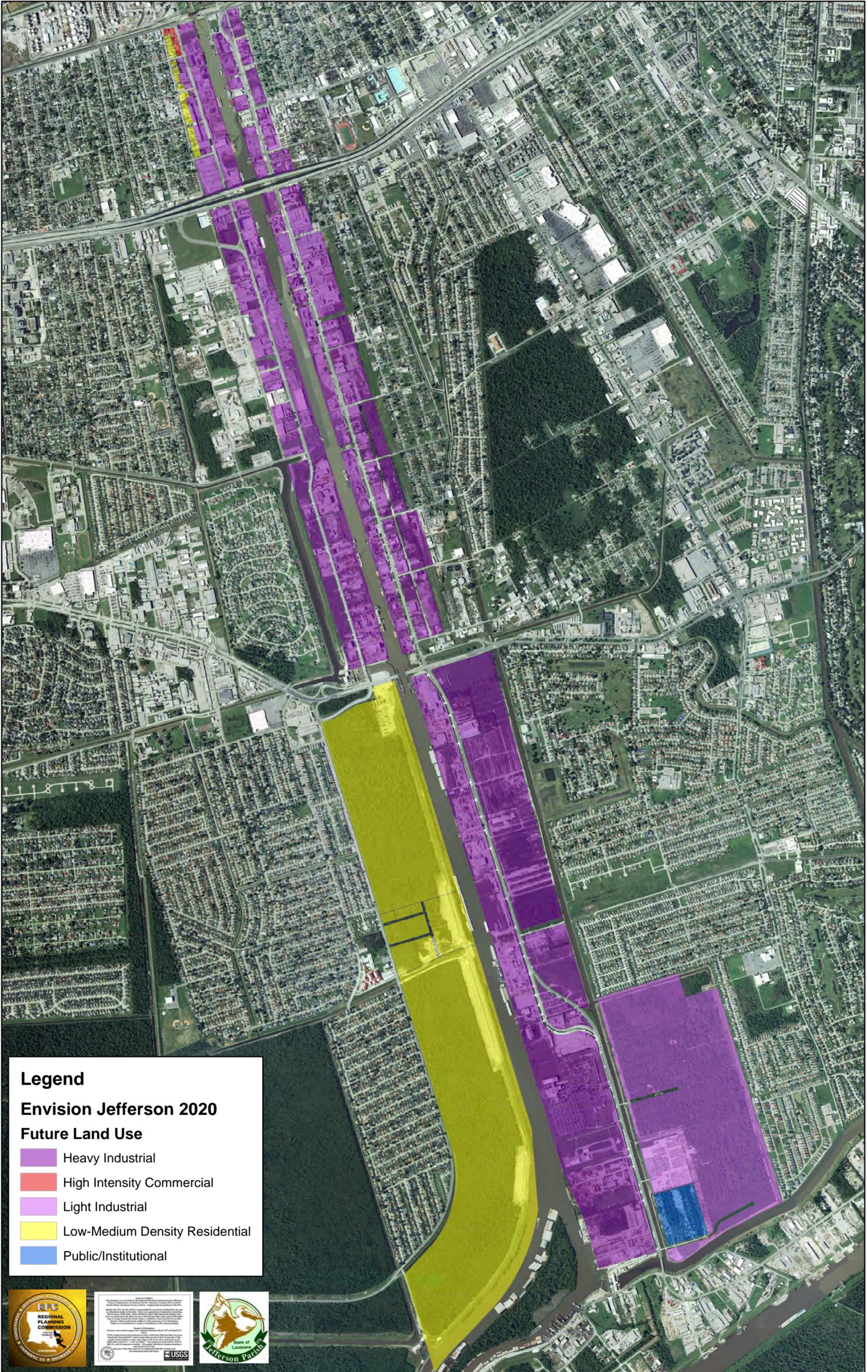


Exhibit 9: Envision Jefferson 2020 Future Land Use Map

# HCIC - Zoning

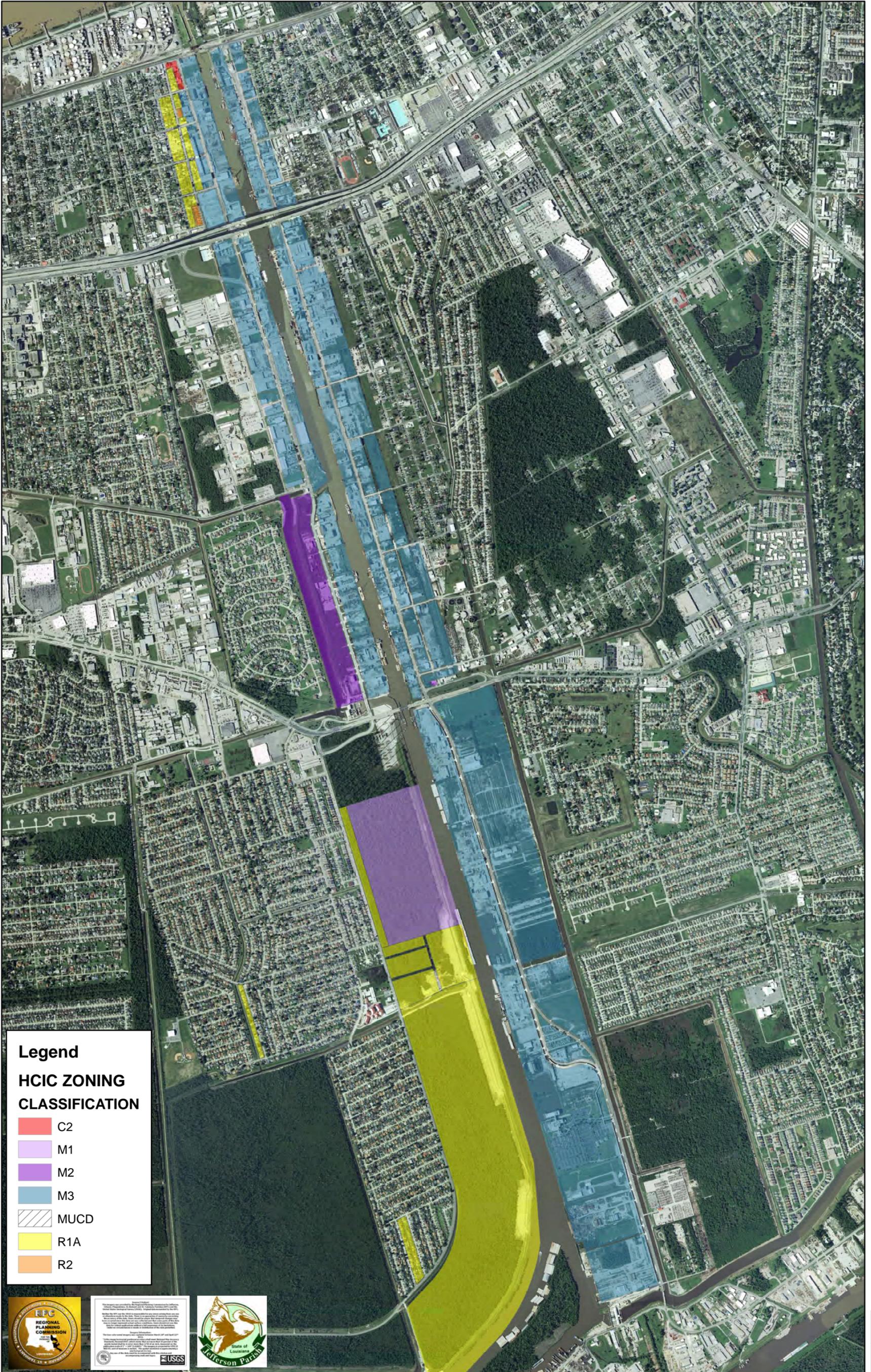


Exhibit 10: Current Zoning Map





## Transportation

### Roadways

The Harvey Canal Industrial Corridor (HCIC) is a high volume, heavy vehicle facility that serves a corridor of maritime related industry. The study area is broken into segments as detailed below and each segment is followed by a picture for clarification. After visiting the site and reviewing the aerial photography, the team concluded that no buildings along the HCIC corridor were encroaching into the right-of-way. However, parking for some structures may encroach into the right-of-way and will need to be determined and accounted for in future design phases. Peters Rd. is classified as a Major Arterial and Destrehan Ave. is classified as a Minor Arterial.

### Segment Details and Traffic Information

Peters Rd. from 4<sup>th</sup> St. to the Westbank Expressway (WBE, segment 1) is approximately .65 miles (3,488 ft.) and an average width of 45 ft. The segment is a three lane facility (continuous middle left turn lane) with a posted speed limit of 35 MPH. Digital Engineering (DE) conducted traffic counts on certain segments of the HCIC and the results for segment 1 follow. The Average Daily Traffic (ADT) for this segment is 6,410 with 8.5% Heavy Volume (HV – truck traffic). A visual description follows below.





Segment 2 of Peters Rd. (below) from WBE to Lapalco Blvd. is approximately 2 miles (10,541 ft.) and an average width of 50 ft. The segment is a three lane facility (continuous middle left turn lane) with a posted speed limit of 35 MPH. Louisiana Department of Transportation and Development (LA DOTD) provided the traffic count for segment 2 taken in 2011, the ADT is reported as 13,254 (no HV was given).



Peters Rd. from Lapalco Blvd. to Plaquemines Parish line (Engineers Rd., segment 3) is approximately 2.5 miles (13,250 ft.) and an average width of 42 ft. The segment is an undivided two lane facility (one vehicular lane each direction) with a posted speed limit of 45 MPH (below). Digital Engineering conducted traffic counts on segment 3 the results follow. The ADT for this segment is 13,360 with 7% HV.



Destrehan Ave. (below) from 4<sup>th</sup> St. to the WBE (segment 1) is approximately .65 miles (3,488 ft.) and has an average width of 50 ft. The segment is an undivided two lane facility (one vehicular lane each direction) with a posted speed limit of 30 MPH. LA DOTD provided the traffic count for segment 1 taken in 2011, the ADT is reported as 3,484 (no HV was taken).



Segment 2 of Destrehan Ave. from WBE to Lapalco Blvd. is approximately 2 miles (10,541 ft.) and an average width of 60 ft. The segment is an undivided four lane facility (two vehicular lanes each direction) with a posted speed limit of 45 MPH from WBE to Patriot St. From Patriot St. to Lapalco Blvd. the segment reduces the posted speed limit to 35 MPH (as seen below). Digital Engineering conducted traffic counts on segment 3 the results follow. The ADT for this segment is 12,131 with 2.5% HV.





Destrehan Ave. from Lapalco Blvd. to Leo Kerner Pkwy. has three distinct sections within segment 3. From Lapalco Blvd. to Max Dr. is an undivided four lane facility with a posted speed limit of 35 MPH and a width of 48 feet. Continuing along south of Max Dr. to the Emergency Signals at the 8<sup>th</sup> District Fire Co. No. 1 Station 84 is an undivided three lane facility (one southbound/2 northbound lanes) with a posted speed limit of 35 MPH and a width of 45 feet. The segment reduces further into an undivided two lane facility with a posted speed limit of 35 MPH and a width of 40 feet to Leo Kerner Pkwy.

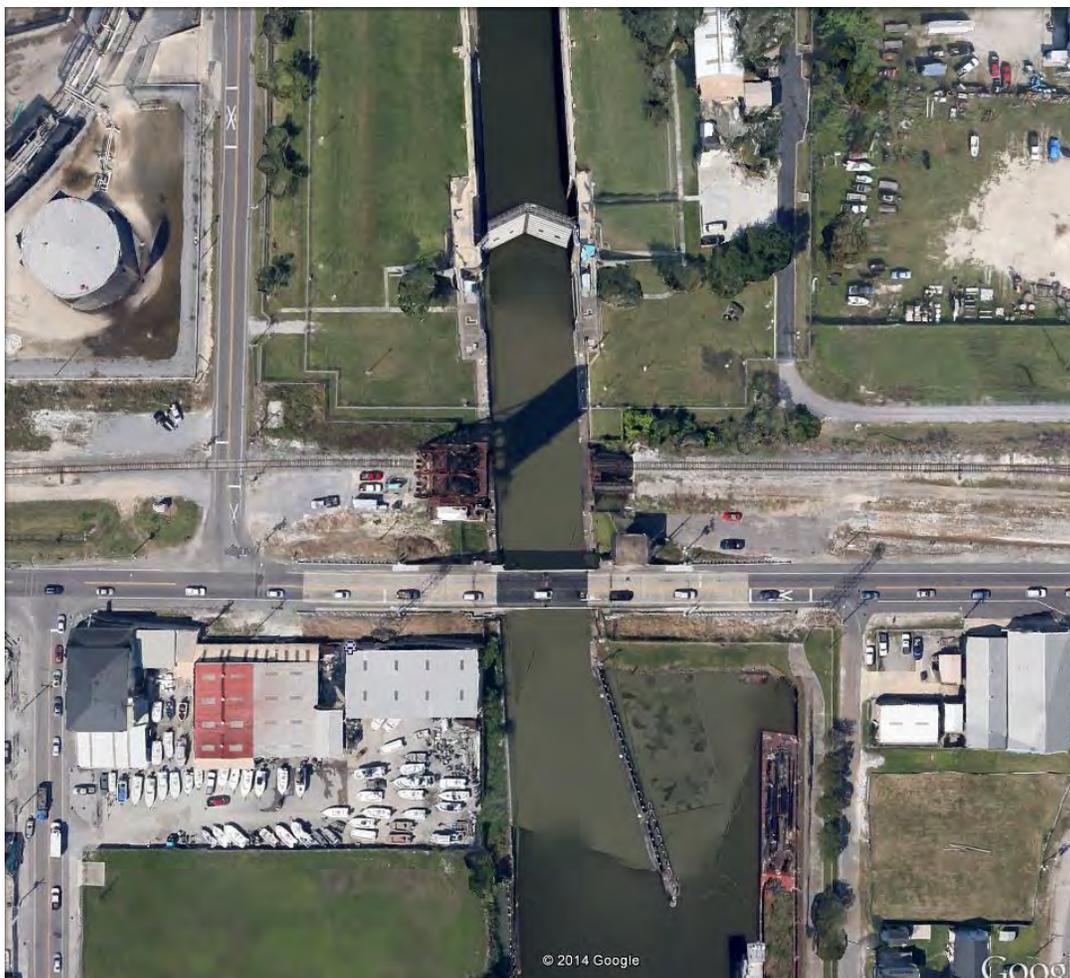




Street Name	Average Daily Traffic (ADT)	Heavy Volume (HV)
Peters Rd. Segment 1	6,410	8.50%
Peters Rd. Segment 2	13,254	Unknown
Peters Rd. Segment 3	13,360	7.00%
Destrehan Ave. Segment 1	3,484	Unknown
Destrehan Ave. Segment 2	12,131	2.50%
Destrehan Ave. Segment 3	11,151	2.00%

### Bridges

There are several bridges that cross the Harvey Canal. Starting in Segment 1 and continuing south, the first bridge is the 4<sup>th</sup> St. bridge. The state owned bascule bridge is nearly 40 years old and suffers from frequent mechanical issues. It is a gateway into the Mississippi River via locks on the northern side of the bridge as seen in the picture below. LA DOTD in 2013 overhauled the electrical and hydraulic systems to make the structure run more efficiently. When operating correctly the bridge does not inhibit maritime traffic.





The Westbank Expressway continues over the Harvey Canal via a girder bridge. The span poses no issues related to maritime traffic. The bridge is detailed in the pictures below.





Continuing south along the Harvey Canal, Lapalco Blvd. crosses the canal via a bascule bridge. The Jefferson Parish owned approximately 40 year old bridge has seen its share of operational issues and barge strikes frustrating commuters. When operating correctly the bridge does not inhibit maritime traffic. In 2013-2014 Jefferson Parish provided funds for rehabilitation of the bridge and in the 2015-2016 budget funds are allocated for further refurbishment.



The Crown Point Bridge is a fixed span bridge that allows for maritime traffic with heights less than 73' (depending on water level). At the current time the maximum height and width is not an issue concerning the movement of goods along the HCIC.





The Kerner Bridge shown below is a 50+ year old swing bridge in Lafitte. It connects Highways 3257 (on the west) and 45 (on the east) is a major impediment (only 72 feet wide) to large barge traffic from the Harvey Canal. Swing bridges rotate their spans on a pedestal, allowing vessels to move past on either side. They are now very rare, but were once fairly commonly used allow river traffic to pass at crossings that were too wide for a drawbridge. Maritime traffic needing additional width can potentially bypass the Kerner Bridge to the west by way of Lake Salvador or Bayou Perot and entering the Harvey Canal north of the Kerner Bridge.



The Regional Planning Commission completed an Environmental Assessment of extending Peters Rd. over the Gulf Intracoastal Waterway (GIWW) via a fixed span bridge into Plaquemines Parish. The project is waiting on funding for construction. At such time construction is completed, the new facility could open up the Harvey Canal Industrial Corridor for additional development and would provide a more direct alignment between arterial road networks.





LA DOTD is in the construction stage of the \$35M MacArthur Interchange project. This is a series of redesigned on/off ramps for the elevated WBE. The project should help traffic movements at both Manhattan Blvd. and Baratavia Blvd., as well as presenting more direct routes for Peters Rd. along the Harvey Canal.



### Rail

In the past rail activity serviced business along the Harvey Canal corridor. Today there is no rail activity that services either Destrehan Ave. or Peters Rd. However rail infrastructure is evident along Destrehan Ave. near the Bollinger site. The complete rail infrastructure along Destrehan Ave. is not known due to deterioration, new building construction, and road construction.





Significant rail infrastructure exists along Peters Rd. from 4<sup>th</sup> St. to Lapalco Blvd. The infrastructure appears to be old and in a deteriorating state. The rail line crosses Peters Rd. in locations where it once served previous businesses. The Regional Planning Commission, along with Jefferson Parish, the City of Gretna, and Plaquemines Parish plan to study relocating the rail lines from 4<sup>th</sup> St. in downtown Gretna and along LA 23 (Belle Chasse Hwy) to a new alignment, one such alignment could be Peters Rd. Typically, rail infrastructure along an industrial corridor provides for a wider range of activity and uses.





### Crash Data

While crashes that result in fatalities and severe injuries receive the most attention, crashes that result in minor injuries and property damage also have significant economic impacts. For public agencies a diversion of economic resources into repairs and increased traffic congestion are negative consequences to the types of crashes that occur along the HCIC. A review of RPC and Jefferson Parish Sheriff's Office crash data from 2010 to 2012 and over 300 conflicts along Destrehan Ave. and Peters Rd. were attributed to multiple access points, lack of raised median, and existing geometric design and access management at the intersections within the corridor.

In 2010 there were 110 vehicular traffic accidents, 72 along Destrehan Ave. and 38 along Peters Rd. Most accidents occurred during the daylight hours (73), were rear-ends (48), and involved two vehicles (84). There were no fatalities and five were deemed DWI.

In 2011 there were 100 vehicular traffic accidents, 68 on Destrehan Ave. and 32 on Peters Rd. The large majority of accidents took place in the daylight hours (71), were rear-ends (43), and involved two vehicles (74). There were no fatalities and five were listed as DWI.

In 2012 there were 107 vehicular traffic accidents, 70 along Destrehan Ave. and 37 on Peters Rd. Slightly more than half happened in the daylight hours (66), were rear-ends (40), and involved two vehicles (79). No fatalities were reported and 8 DWIs were listed as causes.

	Peters Rd.	Destrehan Ave.
<b>Year 2010 number of conflicts</b>	<b>38</b>	<b>72</b>
<b>Year 2011 number of conflicts</b>	<b>32</b>	<b>68</b>
<b>Year 2012 number of conflicts</b>	<b>37</b>	<b>70</b>
<b>Three year total</b>	<b>107</b>	<b>210</b>
<b>Total corridor combined</b>	<b>317</b>	
<b>Type of collision/three year total</b>	<b>Rear-ends/131</b>	
<b># of Vehicles in collision/three year total</b>	<b>Two vehicle conflicts/237</b>	
<b>Daylight collisions/three year total</b>	<b>Daytime/210</b>	

These types of crashes are typical to a facility that has poor access management. When access points are reduced and ingress/egress locations are more clearly defined crashes of this type are typically reduced. Along an industrial corridor such as the Harvey Canal, there are increased opportunities for vehicle/pedestrian conflicts. Several businesses along both Destrehan Ave. and Peters Rd. occupy land on both sides of the roadway and pedestrians/employees attempt to cross the street midblock (either on foot, golf cart, or other means of conveyance). Some signage and striping exist but in certain times of the day they can be hard to see and some locations have no control or warning devices. The following four pictures details both good and bad pedestrian signage. The first and second pictures show a crossing sign with flashing beacon, this type provides the most visibility for pedestrians. The third picture shows a sign and beacon that are currently not functional. The fourth picture shows workers on the right side of the roadway attempting to cross the street with no signage or striping.





Several businesses along the HCIC report navigational problems for large semi-trailers, potentially contributing to crashes along the corridor. Among geometric design elements, two specific issues can cause safety concerns: sight distance limitations and skewed geometry. Traversing both Destrehan Ave. and Peters Rd. along the roadway itself is often non-problematic, where the difficulty arises is either ingress or egress of the business, as detailed in the two photos below.





Signage at certain times of the day is difficult to see. Delivery trucks use the continuous left turn lane as a loading/unloading zone along Peters Rd. and others block the roadway on Destrehan Ave.





### **Level of Service**

Level of Service (LOS) is defined as a qualitative measure used to relate the quality of traffic service. LOS is used to analyze roads by categorizing traffic flow and assigning quality levels of traffic based on performance measure like speed, density, etc. For this study a LOS analysis was conducted utilizing the two-lane module of the Highway Capacity Software (HCS+) developed by the University of Florida. From this analysis, the LOS of Destrehan Ave. (between WBE and Lapalco Blvd.) was calculated to be an A and Peters Rd. (between 4th St. and WBE) was calculated to be a D. According to the Highway Capacity Manual, a LOS-A is categorized as a free flow, traffic flows at or above the posted speed limit and motorists have complete mobility between lanes. LOS-D is characterized as approaching unstable flow, freedom to maneuver within the traffic stream is much more limited, and driver comfort levels decrease.

### **Utilities**

The study team identified the following utilities along the HCIC. The utility placement is shown in the following Exhibit.

### **Drainage**

There are no projects under construction along the corridor. However, once the construction begins for the bridge on Peters Rd. into Plaquemines Parish a box culverts will be installed in the Murphy Canal (approximately 2,000 feet).

### **Sewer**

There is no gravity sewer along Peters Rd. There were two projects in 2007-2008 to install gravity sewer along Peters Rd. that were bid under the Sewer Capital Improvement Program (SCIP). Those two projects presented numerous constructability and environmental problems during construction and were never completed.

### **Water**

Between the Westbank Expressway and Aimee St. there is a 6" waterline which could limit large usage in that area and may be a fire flow issue if large amounts of water are needed. From just north of Lloyd Lewis St. to Lapalco Blvd. there is a 6" waterline. Generally south of Lapalco Blvd. there is a 24" line reducing to 16". Since these size lines are considered transmission lines, water meters, service connections, fire line connections, and other types should be tapped off a line that ties into the transmission line and not directly into the 24" or 16" waterline. Further infrastructure improvements could be needed and/or recommended in order to provide service connections in the area.

### **Other Public Infrastructure**

The HCIC has some atypical infrastructure as it relates to similar industrial corridors. First and foremost are the floodwalls along Peters Rd. from Lapalco Blvd. to the Plaquemines Parish line. It is the understanding of the study team that these floodwalls were installed soon after Hurricane Katrina as a stop gap for future flooding events but due to the completion of the Gulf Intracoastal Waterway (GIWW) West Closure Complex the floodwalls are now rendered obsolete.



The GIWW West Closure Complex consists of a navigable floodgate, a pumping station, floodwalls, sluice gates, foreshore protection, and an earthen levee. The project also required the dredging of Algiers Canal, as well as the realignment of Bayou Road. Project challenges consisted of maintaining navigation traffic on the GIWW (a Federal navigation channel with heavy commercial barge traffic) and the location of the complex in relationship to the Environmental Protection Agency's Bayou aux Carpes Clean Water Act (CWA) 404(c) area, a wetland area of national significance. Digital Engineering provided a variety of Independent Technical Reviews (ITRs) for the West Closure Complex. DE reviewed both the 225 feet sector gate structure and the sluice gate structure which are both a portion of the largest civil works project ever undertaken by the USACE.



There have been inquiries from foreign site selectors for investors, who do not understand and/or care the reasons why the floodwalls are there and are skeptical of the appropriate answer. The floodwalls have been attributed to lost investment along the HCIC. The floodwall monolith produces a feeling of inactivity, disconnect, and insecurity of this segment in relation to the rest of the HCIC. It could be detrimental to new development.





**Residential Within the Industrial Corridor.**

There are no residential uses along Destrehan Ave. in segments 1 and 2. Along segment 3 (south of Lapalco) on Destrehan Ave. a residential transition is made from commercial to multi-family to single family as shown in the pictures below.



There are no residential uses along Peters Rd. in segments 1 and 2. Along segment 3 (south of Lapalco) a residential trailer park is currently operating on Peters Rd. as shown in the pictures below.





### Flood Zones in the Study Area

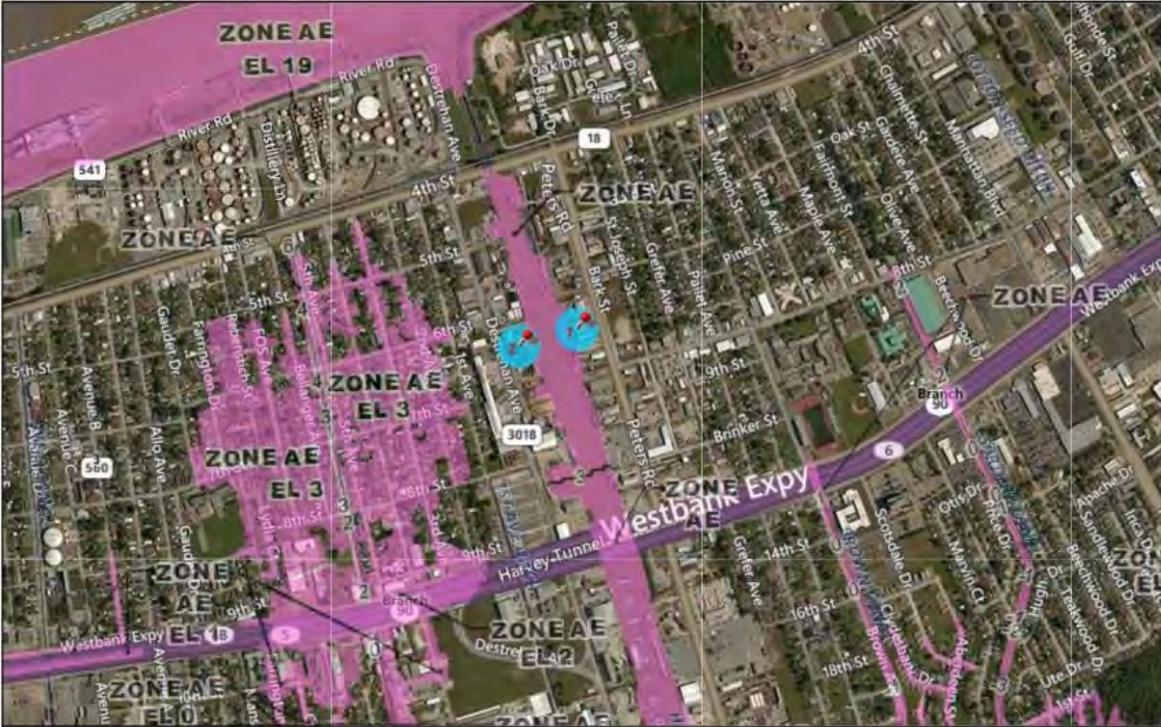
The HCIC for segment 1 on both Peters Rd. and Destrehan Ave. from 4<sup>th</sup> St. to WBE is listed in the Preliminary FIRM (11/09/12) as a X zone – protected by levee, as detailed in Exhibit -- below.



## Louisiana Flood Map

Title: HCIC Segment 1

Print
Email

**Visible Layers:** Bing Hybrid Layer Preliminary FIRM Layer 11/09/12

*Flood information is read from digital map*

Point	Latitude	Longitude	Panel ID	Flood Zone	BFE*	Ground Elevation <sup>1</sup>	BWS <sup>2</sup>
1	29.90371	-90.08056	22051C0215F 9/9/9999	X PROTECTED BY LEVEE	N/A	4.4 ft	110-119 mph
2	29.90325	-90.0823	22051C0215F 9/9/9999	X PROTECTED BY LEVEE	N/A	4.5 ft	110-119 mph

\* BFE = Base Flood Elevation (\*\* Some BFEs cannot be read from the data. [Find out how to determine BFE](#))

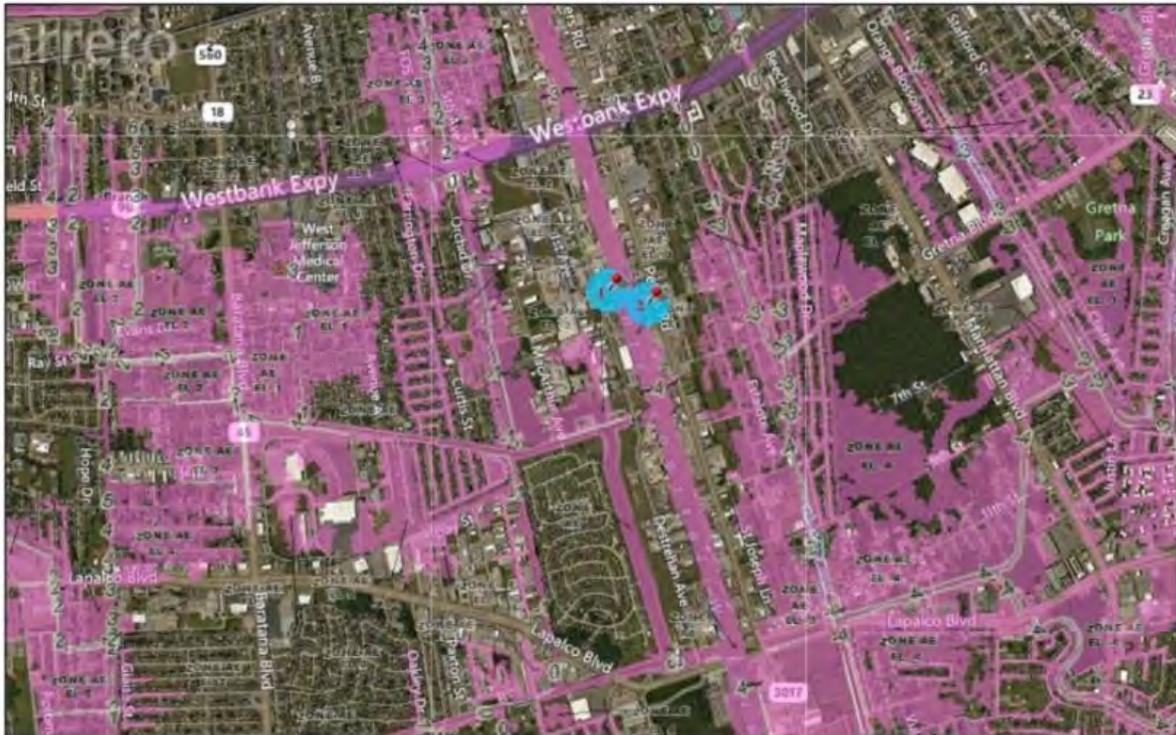


Segment 2 along the HCIC from WBE to Lapalco Blvd. are also listed in the Preliminary FIRM (11/09/12) as a X zone – protected by levee, as detailed in the Exhibit -- below.



**Louisiana Flood Map**  
 Title: HCIC Segment 2

Print    Email



Visible Layers: Bing Hybrid Layer    Preliminary FIRM Layer 11/09/12

Flood information is read from digital map

Point	Latitude	Longitude	Panel ID	Flood Zone	BFE*	Ground Elevation <sup>†</sup>	BWS <sup>‡</sup>
1	29.88993	-90.07753	22051C0215F 9/9/9999	X PROTECTED BY LEVEE	N/A	2.6 ft	110-119 mph
2	29.88926	-90.07517	22051C0215F 9/9/9999	X PROTECTED BY LEVEE	N/A	2.7 ft	110-119 mph

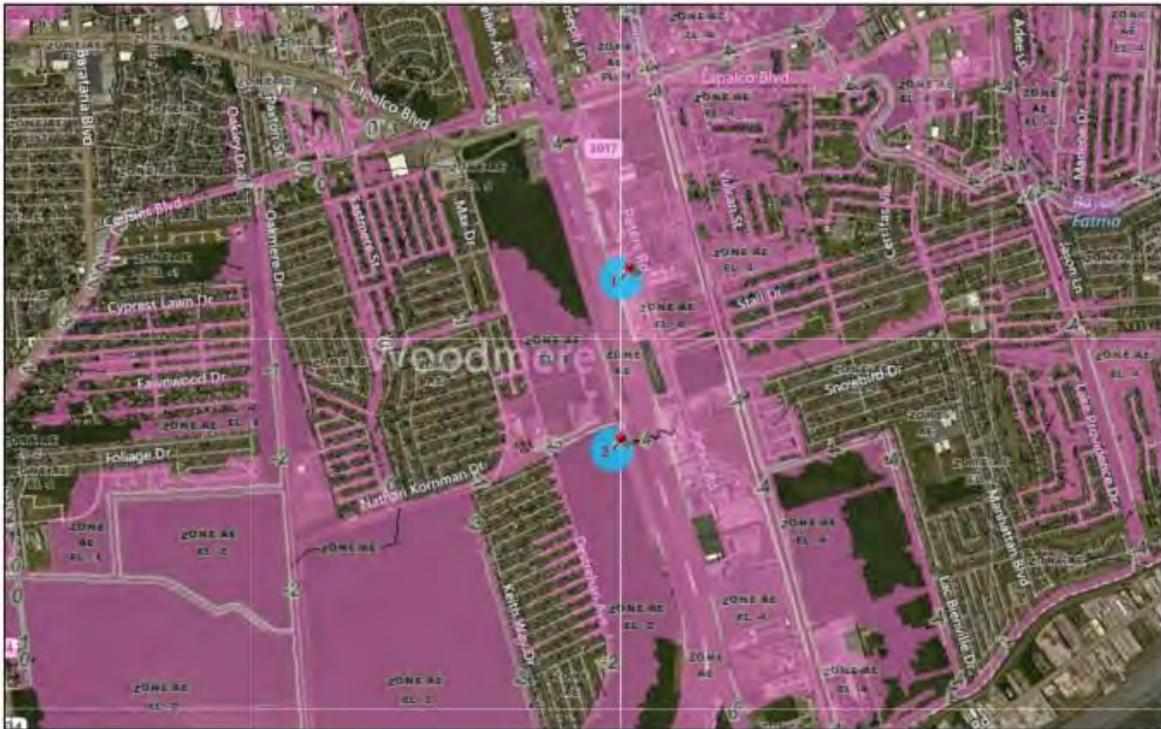
\* BFE = Base Flood Elevation (\*\* Some BFEs cannot be read from the data [Find out how to determine BFE](#))



The HCIC along segment 3 for Peters Rd. from Lapalco Blvd. to the Plaquemines Parish line is listed in the Preliminary FIRM (11/09/12) as an AE, EL-4 zone, as shown in Exhibit -- below. The Base Flood Elevation (BFE) is -4 feet and the ground elevation for point 1 on the Exhibit below is -1.9 feet. Destrehan Ave. from Lapalco Blvd. to Leo Kerner Pkwy. line is listed in the Preliminary FIRM (11/09/12) as an AE, EL-2 zone. The Base Flood Elevation (BFE) is -2 feet and the ground elevation for point 2 is -2.2 feet.



**Louisiana Flood Map**  
 Title: HCIC Segment 3



Visible Layers: Bing Hybrid Layer Preliminary FIRM Layer 11/09/12

Flood information is read from digital map

Point	Latitude	Longitude	Panel ID	Flood Zone	BFE*	Ground Elevation <sup>1</sup>	BWS <sup>2</sup>
1	29.86273	-90.06583	22051C0255F 9/9/9999	AE, EL -4	EL -4	-1.9 ft	110-119 mph
2	29.85398	-90.06635	22051C0255F 9/9/9999	AE, EL -2	EL -2	-2.2 ft	110-119 mph

\* BFE = Base Flood Elevation (\*\* Some BFEs cannot be read from the data. [Find out how to determine BFE](#))

As you can see from the three flood map exhibits as the points move further away from the Mississippi River the lower the ground elevations become. In segment 1 the ground elevation is +4 feet, in segment 2 the ground elevations are +2 feet, and in segment 3 the ground elevations drop to -2 feet.



## **Environmental Conditions**

The environmental conditions review catalogues community elements such as churches, cemeteries, schools, public facilities, adversely environmentally impacted properties, and water supply. Our investigation concludes the following. There are no known churches, cemeteries, or schools. Numerous public facility structures exist along both Destrehan Ave. and Peters Rd. pertaining to flood control, drainage, and safe houses for public employees. No JP waste water is discharged into nor is any drinking water sourced from the Harvey Canal.

### **Wetlands**

No known wetlands or wetlands enrolled in the reserve program exist along the HCIC. The site is within the Jefferson Parish Westbank Levee System.

### **Section 4(f)**

Section 4(f) issues investigated along the HCIC consisted of public recreation, public parks, wildlife refuges, and historic sites. No known impacts of public parks, wildlife refuges, or historic sites exist along the corridor nor are any adjacent to the corridor. Martin Luther King, Jr. Park is 1,300 feet (.25 miles) from Peters Rd. but no adverse impacts are anticipated.

### **Endangered Species**

The Endangered Species Act of 1973 was designed to protect critically imperiled species from extinction as a "consequence of economic growth and development untempered by adequate concern and conservation." The Act is administered by two federal agencies, the United States Fish and Wildlife Service (FWS) and the National Oceanic and Atmospheric Administration (NOAA). The HCIC lies within a densely developed area several miles away from Lake Pontchartrain, Lake Salvador, and other water bodies. No other known critical habitats are near the corridor therefore, the possibility of disturbing a threatened or endangered species is unlikely.

### **Natural and Scenic Rivers**

In 1970, the Louisiana Legislature created the Louisiana Natural and Scenic Rivers System. The System was developed for the purpose of preserving, protecting, developing, reclaiming, and enhancing the wilderness qualities, scenic beauties, and ecological regimes of certain free-flowing Louisiana streams. Today, there are approximately 3,000 miles of Louisiana designated Natural and Scenic Rivers. However, there are no rivers in Jefferson Parish that meet the required criteria.

### **Significant Trees**

LA DOTD in Publication EDSM No: I.1.1.21 offers directives towards significant trees. The directive establishes a general policy governing the treatment of significant trees within the highway right-of-way, zone of construction, and/or operational influence. No trees of significance are located within the right-of-way along the HCIC.

### **Community and Cultural Assets**

The HCIC does of course contain a navigable waterway, the Harvey Canal. Neither sensitive community nor cultural issues exist along the corridor. It is to be noted that any subsequent design or study phases outlined in the Plan Implementation Program (PIP) will further address environmental conditions as appropriate.



### **Brownfields**

Jefferson Parish reports that Phase I and Phase II Environmental Site Assessments (ESA) were conducted at 2601 Peters Rd. After completion of the ESAs, Jefferson Parish purchased the property. The site is the future location for the Jefferson Parish Animal Shelter. A successful remediation site is 1029 Destrehan Ave., the current location of Midship Marine, was a known Brownfield and is now an operating business. Ongoing remediation is taking place at 800 Peters Rd. Another site, 1255 Peters Rd. is currently under a LA DEQ Compliance Order and there are three potential Brownfields: 2900 Peters Rd., 4400 Peters Rd., and 4640 Peters Rd.

### **Stakeholder Input**

The stakeholders in the Harvey Canal corridor include all the business located within the study area, professional organizations such as JEDCO, the Harvey Canal Industrial Association (HCIA), Parish elected officials representing the study area, and various Parish departments with an interest in the Harvey Canal. Meetings were held with HCIA officials, along with three presentations to the group, individual businesses along the corridor, and Parish officials to understand what were the important issues related to insuring the Harvey Canal flourished as an industrial corridor.

Additionally, an online survey was sent to all the stakeholders to give them an opportunity to provide specific input to the process. The survey was designed to help the team understand some of the issues stakeholders had related to land use, zoning, and infrastructure along the canal. Below are some overviews of the responses.

1. Numerous respondents mentioned issues with the opening and closing of locks and floodgates and how that impacts their business. Because multiple jurisdictions control the various locks and flood control structures there appears to be on coordinated effort or individual who's responsible for coordinating these events as storms approach.
2. Several comments were about the need to improve transportation infrastructure. Issues included poor conditions of roads, limited site lines creating safety concerns, and safety for workers crossing Peters Rd., among others.
3. Several businesses noted that they are looking to expand operations and would like additional land along the canal.
4. Infrastructure improvements to improve business capacity include fixing/reworking the Harvey Canal Bridge at 4th St., return of rail operations to Peters Rd., better access to/from Westbank Expressway, and alleviate flooding at Destrehan Ave. and Industry St. during heavy rain events, among others.

### **SWOTs Analysis**

The information gathered from the stakeholders along with the existing data analysis above provided the foundation for developing a Strengths, Weaknesses, Opportunities, and Constraints (SWOTs) analysis. The information gathered generates the data needed to address the critical objectives of maintaining and improving the corridor. Below is the result from the SWOTs analysis.

#### **Strengths**

- Direct access to the Gulf of Mexico and the Mississippi River.



- Available developable land along the maritime corridor (Harvey Canal) and the roadway corridor (Peters Rd. and Destrehan Ave.) to respond to changes in market demands.
- Available utilities, water, and wastewater infrastructure to facilitate development.
- Direct transit (maritime/roadway) routes to state and federal highways, waterways, port facilities, and rail facilities.
- National, regional, and local importance to the economy.
- Active industrial association (HCIA) and JEDCO promoting the canal and development opportunities.

### **Weaknesses**

- 4th St. bridge mechanical issues that sometime prevent either maritime or road traffic from the ability to pass.
- Lapalco Blvd. bridge mechanical issues that sometime prevent either maritime or road traffic from the ability to pass.
- Uncoordinated floodgate closure protocols.
- Geometric design of some sections/intersections along Destrehan Ave. and Peters Rd. that create potentially unsafe vehicular movements.
- Signage and striping along the corridor in sections need to be upgraded/fixed.
- Sections of poor roadway conditions along both Peters Rd. and Destrehan Ave.
- Lack of supporting commercial activities along the corridor.
- Destrehan Ave. drainage near Patriot St. causes flooding along roadway during certain rain and/or high water events.
- 1st Ave. road condition between Industry St. and Patriot St.

### **Opportunities**

- Expanded development opportunities for supply and service to the expanding oil/gas industry in LA.
- Remove and clarify impediments to development in the text in the M3 zoning district
- Create safer freight transit facilities (maritime/road) by upgrading signage, striping, and road conditions to minimize vehicular conflicts and increased Level of Service.
- Increased marketability to supportive commercial uses along the corridor.
- Peters Rd. extension and bridge creates additional and more efficient freight transit routes and could facilitate renewed interest along the corridor.
- Potential for rail and rail related/dependent industries and businesses along Peters Rd.

### **Threats**

- Encroachment of incompatible land uses.
- Level of Service (Peters Rd. in between WBE and 4<sup>th</sup> – D) and vehicular conflicts create a potentially unsafe corridor for additional intensive or freight related development.
- Site selectors suggest the floodwall creates both a physical and psychological barrier to development south of Lapalco Blvd.
- The AE flood zone south of Lapalco Blvd. (on both Peters Rd. and Destrehan Ave.) increases costs of construction and insurance.
- Potential development costs of site preparation when constructing for industrial uses along the corridor.  
Expanding maritime activities at other ports and along waterways closer to deep water access.



## Section 3: Recommendations

The Harvey Canal corridor is an important component to the economic development future of Jefferson Parish. All short and long term development policies should support maintaining the industrial base of the corridor while also making sure that developers and landowners have sufficient flexibility to react to changing regional, national, and global economic conditions. Additionally, new road and rail linkages along with infrastructure improvements planned or underway offer multi-modal opportunities to expand the Harvey Canal corridor's industrial capacity.

### Land Use

*1. Maintain the existing Heavy Industrial future land use designation in Envision Jefferson 2020*

All stakeholders agreed that it is vital to maintain the Harvey Canal as a major industrial corridor. The Envision Jefferson 2020 comprehensive plan designates the Harvey Canal as industrial as well as states as a major initiative: "The protection and strengthening of the Harvey Canal area as an industrial and business district." Numerous Goals and Policies within the plan also support development decisions that strengthen the Harvey Canal as an industrial corridor.

*2. Promote supportive commercial and retail uses along the non-canal sides of Peters Rd. and Destrehan Ave.*

This recommendation supports development of supportive business activities that could make the canal corridor more attractive to prospective developers. There are a substantial number of workers employed along the canal but no supportive commercial uses in the corridor, such as restaurants or sandwich shops, banks, or other uses convenient to and for these employees. While not appropriate for land that fronts the Harvey Canal, these uses make sense on non-canal fronting land.

*3. Incorporate buffers and screening where residential zoned land abuts industrial uses within the corridor.*

Part of maintaining the long-term viability of the Harvey Canal as an industrial corridor is minimizing issues with non-compatible land uses such as residential. There are several places within the corridor where residential land directly abuts industrial or heavy commercial uses. Mitigating through buffers or screening allows these uses to coexist with minimal negative impact.

*4. Prevent non-industrial or incompatible land uses from encroaching into the Harvey Canal corridor.*

Encroachment of incompatible land uses presents one of the biggest threats to the viability of the canal as an industrial corridor. When incompatible uses are introduced there is potential for friction between new and old uses. Additionally, once incompatible uses are introduced it becomes difficult to prevent more from locating there.



- 5. Jefferson Parish should work to secure funds to identify and assess brownfield sites within the Harvey Canal corridor; seek EPA Brownfield Cleanup Grants for high priority sites – \$200k.*

Common to older industrial areas is the issue of site contamination – brownfields. Brownfields can have actual contamination or just the perception of contamination based on the previous industrial use. Identification and clean up for brownfield sites can often be expensive. Working through the Parish’s Department of Environmental Affairs owners and developers along the Harvey Canal can seek funds to identify and assess brownfield sites. Once assessment is complete there are EPA Brownfield Cleanup Grants available to mitigate these sites and allow future development.

- 6. Support appointment of 1 person or department within Jefferson Parish to monitor/coordinate floodgate management along the Harvey Canal.*

An important issue for businesses along the canal is the timing and frequency of flood control gates opening and closings during storms of severe rain events. The process is complicated as several jurisdictions control various sectors – including the U.S. Army Corps of Engineers, the West Jefferson Levee District, and the Coast Guard. Stakeholders along the canal voiced concern that they do not get timely information regarding the closure of these gates during storm events and have difficulty knowing when to move their own assets into the canal. A solution is to have 1 person or parish department monitor or coordinate these activities so businesses have timely information needed to determine when to move their maritime assets.

- 7. Encourage campus/office park development within the corridor to take advantage of needed job training as well as the surrounding residential capacity.*

The Harvey Canal corridor is surrounded by a significant amount of residential uses. While not directly adjacent these uses have direct access to the canal corridor. Office park development could offer businesses an opportunity to have workers living within minutes of their job. Once the Peters Road expansion occurs there could be a need for a hybrid office park/light industrial facility similar to the St. Rose Business Park in St. Charles Parish and there is sufficient land available.

Additionally, stakeholders noted the need for job training to provide more skilled workers. Siting a trade school or some type of job training complex within the canal would offer businesses an opportunity to develop the necessary work force and students the opportunity to learn skills as well as convenient access to perspective employers. This would likely require a cooperative effort among public agencies and private businesses to develop a plan that would identify and focus on the necessary skills and trades needed within the canal.

- 8. Develop a marketing and branding campaign for Harvey Canal – JEDCO*

One of the keys to increasing the economic impact of the canal is to make sure outside site locators and developers know about the canal and the opportunities presented by locating there. A coordinated marketing and branding campaign can assist by developing a coherent message about the canal and the economic benefits to businesses along the corridor.



## Zoning

The M-3 zoning classification is specific to the Harvey Canal. While some land along the canal is zoned other than M-3 any recommendations regarding those districts would impact other areas of Jefferson Parish. Therefore the zoning recommendations pertain strictly to the M-3 district.

1. *Change the name of the M-3 district to include "Harvey Canal."*

Since the M-3 district was set up specifically for the Harvey Canal it should include it in the zoning district title.

2. *Develop a more robust purpose statement.*

The current purpose statement is vague in describing the districts relationship with the Harvey Canal. It also suggests typical retail or office uses are not suitable for development in the district, despite the fact there are numerous sites without canal frontage that if developed as retail or office space would not impede the industrial functioning and development of the corridor.

3. *Removal of SIC code references from text.*

The M-3 district currently references the Standard Industrial Classification (SIC code) system for industrial uses. However, the NAICS code system is now used by Jefferson Parish.

4. *Update NFPA 30 1984 reference to current standard.*

The Flammable and Combustive Liquids code (NFPA 30) references the 1984 addition which is 31 years behind the current NFPA 30 2015. This code provides safeguards to reduce the hazards associated with handling, storing, and using flammable and combustible liquids.

5. *Remove "Article XL, Special Permitted Uses" requirement from (3) h (restaurants).*

Currently in the M-3 district a business owner must seek a Special Permitted Use permit from Jefferson Parish in order to open a restaurant, cafeteria, or sandwich shop. Several stakeholders suggested this process was too onerous and a disincentive to prospective businesses. The fact that there are no restaurants, cafeterias, or sandwich shops in the canal corridor despite the number and size of businesses seems to confirm this. In the appropriate location, these uses should be allowed by right within the M-3 district.

6. *Remove from (3) c "but not to include drive-through facilities."*

As recommended above certain supportive commercial uses should be allowed. Banks are one use that would likely be welcome within the Harvey Canal corridor provided it is sited in the appropriate location and doesn't diminish the industrial capacity of the canal. Given the likelihood that employees would take advantage of their lunch to handle any business it makes sense to allow drive through facilities. They are currently prohibited.

7. *Remove from (3) f "and for the purpose of this district or contains a maximum of forty thousand (40,000) square feet of gross floor area".*

Historically the Harvey Canal had a rail line running along Peters Rd. This line is now inactive, but at one time provided another mode of transport for materials and goods to and from the Harvey



Canal. A major initiative underway is studying the possibility of relocating the rail corridor through Gretna along 4<sup>th</sup> St. in to Plaquemines Parish, which could be along the Peters Rd. corridor. While this process could take years or decades if completed it would provide direct rail access to the Harvey Canal. Some associated uses with the rail could require sites with gross floor area larger than 40,000 square feet. Additionally, it is possible that current and future activities along the canal would require floor area larger than allowed by the zoning. Given the heavy industrial nature of the canal it makes sense to remove the 40,000 square foot maximum of gross floor area.

8. *Revise to add yard setbacks using the M-2 district as a guide.*

*Front yard:* No front yard is required except where partially in a residential district, in which case the front yard regulations of the residential district shall apply.

*Side yard:* No side yard is required except on the side of a lot abutting on a residential district, in which case there shall be a side yard of not less than five (5) feet provided, however, that a corner lot whose rear line abuts on a residential district shall have a side yard, on the street side, not less than ten (10) feet in width. Where a side yard, though not required, is provided, such side yard shall have a width of not less than three (3) feet.

*Rear yard:* No rear yard is required except where a lot abuts upon a residential district, in which case a rear yard of not less than fifteen (15) feet. Where a rear yard, though not required, is provided, such yard shall have a depth of not less than three (3) feet.

9. *Revise area regulations for lot size to accommodate supportive commercial uses in appropriate areas.*

The M-3 district currently has a 10,000 square foot minimum lot size. While appropriate for industrial development it could be excessive for some supportive uses such as those mentioned earlier. Reducing the minimum lot size on non-canal fronting property – along with earlier recommendations - could spur the type of supportive commercial uses currently absent from the canal corridor. Two recommendations below address non-canal fronting property east of Peters Rd. and west of Destrehan Blvd.

- (1) Every lot on Peters Rd west of the street centerline and on Destrehan Ave east of the street centerline shall contain a minimum lot area of ten thousand (10,000) square feet with a minimum lot depth of one hundred (100) feet.
- (2) Every lot on Peters Rd east of the street centerline and on Destrehan Ave west of the street centerline shall contain a minimum lot area of five thousand (5,000) square feet with a minimum lot depth of one hundred (100) feet.

10. *Require M-3 zoned properties that abut residential uses or residentially zoned land to implement effective screening tools such as an opaque fence, a continuous hedge, or tree plantings.*

It is not anticipated that additional residential uses will encroach into the Harvey Canal corridor. However, where existing residential uses and residential zoned land abuts M-3 zoning it is recommended that appropriate screening tools are used to lessen the impact of the industrial use residential.



## Urban Design

One of the key aspects of the Harvey Canal corridor is the lack of any real use of design principals to improve the visual appearance of development. Increasingly urban design principals are being incorporated into industrial developments as a way to enhance sustainability, compatibility, and marketability. Several recommendations are made to improve the appearance within the Harvey Canal corridor.

1. *Require all new development within the Harvey Canal corridor to incorporate a landscaping plan.*

Develop requirements for new development within the Harvey Canal corridor to incorporate a landscaping plan. One way to improve the appearance of the corridor is to increase the landscaping. This can help to soften the visual appearance of the corridor.

2. *Work with the Parish and the Army Corps of Engineers to develop screening options along the floodwall.*

A key point made by some stakeholders was that the floodwall provided a visual disincentive for prospective developers looking at the Harvey Canal as a potential development site. Some of that is due to the belief that development behind the floodwall can flood since there is no protection from the canal behind the levee wall. But from an aesthetic perspective, some simple screening techniques, such as planting crepe myrtles in front of the wall, can lessen the visual impact.

3. *Work with developers to integrate storm water management techniques into their sites.*

Storm water management techniques such as rain gardens, bio swales, or retention ponds, among others offer opportunities to lessen the impact of storm water on drainage infrastructure. Additionally they provide opportunities for landscaping that significantly enhance the appearance of development.

## Transportation

1. *Conduct detailed traffic movement analysis to improve the safety and efficiency at the following intersections:*

- a. *Destrehan Ave./Lapalco Blvd.*
- b. *Peters Rd./Lapalco Blvd.*
- c. *Peters Rd./Westbank Expressway.*

2. *Further analyze Peters Rd. between 4<sup>th</sup> St. and the Westbank Expressway to identify ways to improve the level of service.*

Currently the level of service on Peters Rd. between 4<sup>th</sup> St. and the Westbank Expressway is classified as D. Ideally a well functioning road would rate a B or a C. With Peters Rd. being the gateway to the canal corridor efforts should be made to improve traffic flow. The first step is to conduct a traffic study followed by implementing any improvements recommended.



- 3. Increase pedestrian crossing safety with additional signage and striping at locations where businesses utilize both sides of a street and other known pedestrian crossings.*

At several locations businesses utilize both sides of the street requiring employees to cross at various times of the day. This poses a vehicle-pedestrian threat, as often there are large trucks of various types using Destrehan Ave. and Peters Rd. while pedestrians are trying to cross. Locations should be identified for crossings with signage and/or striping within the Harvey Canal corridor. Studies show these types of enhancements help to avoid serious injury and fatalities.

- 4. Resurface or reconstruct 1<sup>st</sup> Ave from Patriot St. to Westbank Expressway.*

The roadway services several businesses, Destrehan Ave., and the HCIC and should be reviewed for upgrading.

- 5. Analyze geometrics at Destrehan Ave. intersection with bypass south of the Westbank Expressway.*

Additional signage, striping, or reconfiguration may be warranted at this intersection. Numerous stakeholders commented on the unsafe sight distance of the radius. There is the potential for vehicular conflicts with semi-trailer vehicles that are either entering or exiting the roadway from businesses along the curve.

- 6. Support the maximum height feasible for the new Belle Chasse Bridge.*

Numerous businesses along the Harvey Canal rely on barges to ship in or out various types of heavy equipment that often is transported upright on barges. Stakeholders suggest that the minimum height required for fixed bridges – which is the type proposed for the new Belle Chasse bridge – is about 73ft. A bridge this height would not adversely impact companies who manufacture or repair structures that are transported by barges.

- 7. Signage and striping maintenance and upgrades are needed along the corridor.*

- 8. Encourage JET to study extending public transportation to Peters Rd. and Destrehan Ave.*

There is no public transportation within the Harvey Canal corridor. Adding public transit could open up businesses to a larger workforce who lack personal transportation.

## **Infrastructure**

### Water

- 1. Infrastructure improvements on Peters Rd. could be needed and/or recommended in order to provide service connections in the developable area south of Lapalco Blvd.*



- 2. Infrastructure on Peters Rd. south of Westbank Expressway and north of Aimee St. may need to be upgraded to facilitate certain types of development.*

#### Sewerage

- 3. There is no gravity sewer along Peters Rd. and businesses along the corridor and Jefferson Parish could benefit from a municipal sewer system.*

Jefferson Parish should conduct a study to determine feasibility of providing sewer service along Peters Rd.

#### Drainage

- 4. Review policies and procedures concerning flood gates and flood control actions during rain and storm events and distribute to businesses along the corridor.*

Stakeholders expressed frustration with the lack of coordination and communication when agencies decide to close the floodgates or other drainage related infrastructure. Stakeholders would like an increased level of notification, announcement of policy changes, and a singular point person with whom this information is available.

- 5. Investigate reports of flooding along Destrehan Ave. in between Industry St. and Patriot St. during some rain and storm events.*

### **Workforce Development**

- 1. Continue to partner and seek out new relationships with workforce development institutions.*

Delgado Community College River City Campus scheduled to open in 2016, will be a 45,000-squarefoot facility at the Churchill Technology and Business Park in Fairfield. The campus will focus on supporting the transportation and logistics, maritime technology, automotive technology, and marine engineering industries and host 3,000 students.

Develop a dialogue between JEDCO, HCIA, Jefferson Parish Public School System, LA Workforce Commission, and others for the purposes of creating a public – private partnership similar to the automotive training offered at Bonnabel High School. The Greater New Orleans New Car Dealers Association participates in training a qualified workforce in the greater New Orleans area by participating in the Automotive Training facilities at Bonnabel High School and Cuillier Career Center. A similar partnership for the maritime industry on the westbank should be explored.

- 2. Encourage JET to study extending public transportation to Peters Rd. and Destrehan Ave.*

There is no public transportation within the Harvey Canal corridor. Adding public transit could open up businesses to a larger workforce who lack personal transportation.



## Plan Implementation Program

The Plan Implementation Program below is intended to be a guide to coordinate department actions for the Harvey Canal Industrial Corridor. The implementation program is focused on short and long-term, ongoing, and non-recurring actions to implement this plan. Subsequent revisions, which should occur on an annual basis or as needed, should document public and private commitments to continually improve the vitality and desirability of doing business along the Harvey Canal.

### Land Use

Action Number	Action	Coordinator	Year Initiated	Funding
1	Maintain the existing Heavy Industrial future land designation.	Planning Department	Ongoing	General Fund
2	Promote supportive commercial uses along the non-canal sides of Peters Rd. and Destrehan Ave.	Planning Department, JEDCO	Ongoing	General Fund
3	Prevent incompatible land uses from encroaching into the Harvey Canal corridor.	Planning Department and Code Enforcement	Ongoing	General Fund
4	Encourage campus/office park development within the corridor.	Planning Department, JEDCO	Ongoing	General Fund
5	Develop a Marketing and Branding Campaign for the Harvey Canal Industrial Corridor	JEDCO	2015	General Fund

### Zoning

Action Number	Action	Coordinator	Year Initiated	Funding
1	Change the name of the M-3 district to include "Harvey Canal."	Parish Council and Planning Department	2015	General Fund
2	Develop a more robust purpose statement.	Parish Council and Planning Department	2015	General Fund
3	Removal of SIC code references from text.	Parish Council and Planning Department	2015	General Fund
4	Update NFPA 30 1984 reference to current standard.	Parish Council and Planning Department	2015	General Fund



Action Number	Action	Coordinator	Year Initiated	Funding
5	Remove "Article XL, Special Permitted Uses" requirement from (3) h (restaurants).	Parish Council and Planning Department	2015	General Fund
6	Remove from (3) c "but not to include drive-through facilities."	Parish Council and Planning Department	2015	General Fund
7	Remove from (3) f "and for the purpose of this district or contains a maximum of forty thousand (40,000) square feet of gross floor area."	Parish Council and Planning Department	2015	General Fund
8	Revise text to add yard setbacks.	Parish Council and Planning Department	2015	General Fund
9	Revise area regulations for lot size to accommodate supportive commercial uses in appropriate areas.	Parish Council and Planning Department	2015	General Fund
10	Require properties that abut residential uses or residentially zoned land to implement effective screening tools.	Parish Council and Planning Department	2015	General Fund

### Urban Design

Action Number	Action	Coordinator	Year Initiated	Funding
1	Develop requirements for new development within the Harvey Canal corridor to incorporate a landscaping plan.	Parish Council and Planning Department	2015	General Fund
2	Work with the Army Corps of Engineers to develop screening options for the floodwall along Peters Rd.	Parish Council and Planning Department	2015	General Fund
3	Encourage developers and owners to integrate storm water management techniques into their site plans.	Parish Council and Planning Department	2015	General Fund



## Transportation

Action Number	Action	Coordinator	Year Initiated	Funding
1	Conduct detailed traffic movement analysis to improve the safety and efficiency along the corridor.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
2	Conduct a level of service analysis for Peters Rd. from 4th St. to Westbank Expressway.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
3	Increase pedestrian crossing safety at locations where businesses utilize both sides of the street and at other pedestrian crossings.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
4	Resurface or reconstruct 1st Ave. from Patriot St. to Westbank Expressway.	Parish Council and Engineering Department	2015	General, Bond Funding, state and/or federal funds
5	Analyze geometrics at Destrehan Ave. intersection with bypass south of the Westbank Expressway.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
6	Signage and striping maintenance and upgrades as needed along the corridor.	Engineering Department with LA DOTD	2015	General, state and/or federal funds
7	Encourage JET to study extending public transportation to Peters Rd. and Destrehan Ave.	Parish Council and Transit Administration	2015	General, state and/or federal funds

## Infrastructure

Action Number	Action	Coordinator	Year Initiated	Funding
1	Conduct a study to determine feasibility of providing sewer service along Peters Rd.	Sewerage Department	2016	General, sewer capital, state and/or federal funds
2	Investigate reports of flooding along Destrehan Ave. in between Industry St. and Patriot St. during some rain and storm events.	Drainage Department	2015	General, state and/or federal funds
3	Work with various government agencies to identify one individual or Parish department to facilitate flood control information to businesses along the corridor during major storm events.	Parish Administration, Council, and Emergency Management	2015	General, state and/or federal funds



## Workforce Development

Action Number	Action	Coordinator	Year Initiated	Funding
1	Continue to partner and seek out new relationships with workforce development institutions.	Parish Administration, Council, Chamber, JEDCO, HCIA, Public Schools, and Higher Education Institutions	2015	General, state federal, and/or private funds

The following three exhibits (Exhibits 11, 12, and 13) provide a visual aid for some examples of the Plan Implementation Program actions.

# Plan Implementation Program Segment 1



**Legend**

**Pedestrian Crossing Study**  

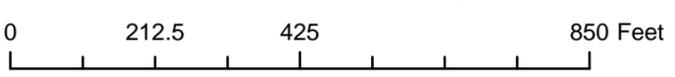

**M-3 abuts Residential**  


**Level of Service Study**  


**Area to be reviewed for non-canal frontage development**  



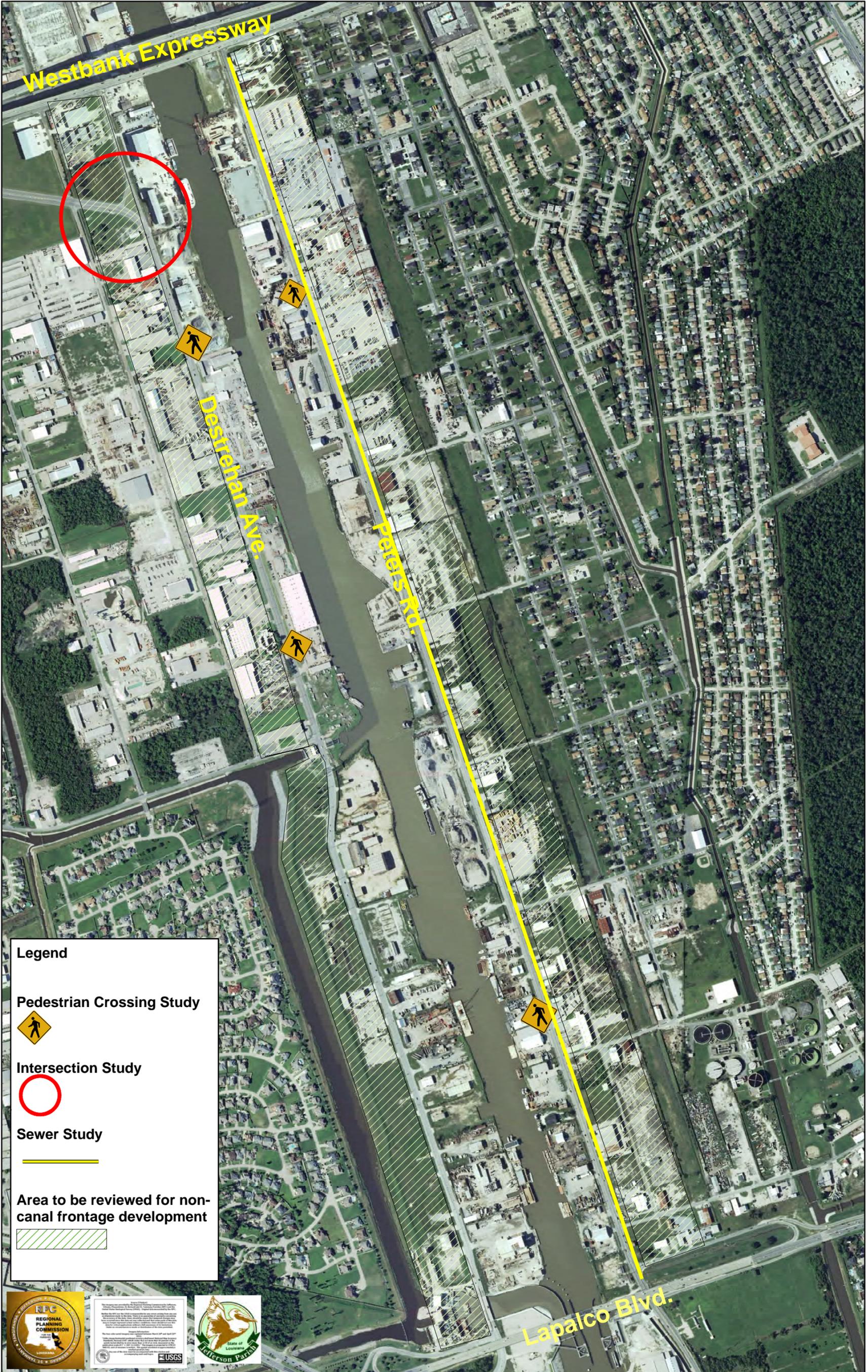

Exhibit 11: Plan Implementation Program Examples Segment 1



Approximate Boundaries.  
 For Planning Purposes Only.  
 Examples only not a complete list.



# Plan Implementation Program Segment 2



**Legend**

- Pedestrian Crossing Study**
- Intersection Study**
- Sewer Study**
- Area to be reviewed for non-canal frontage development**



Exhibit 12: Plan Implementation Program Examples Segment 2

0 500 1,000 2,000 Feet

Approximate Boundaries.  
 For Planning Purposes Only.  
 Examples only not a complete list.

# Plan Implementation Program Segment 3

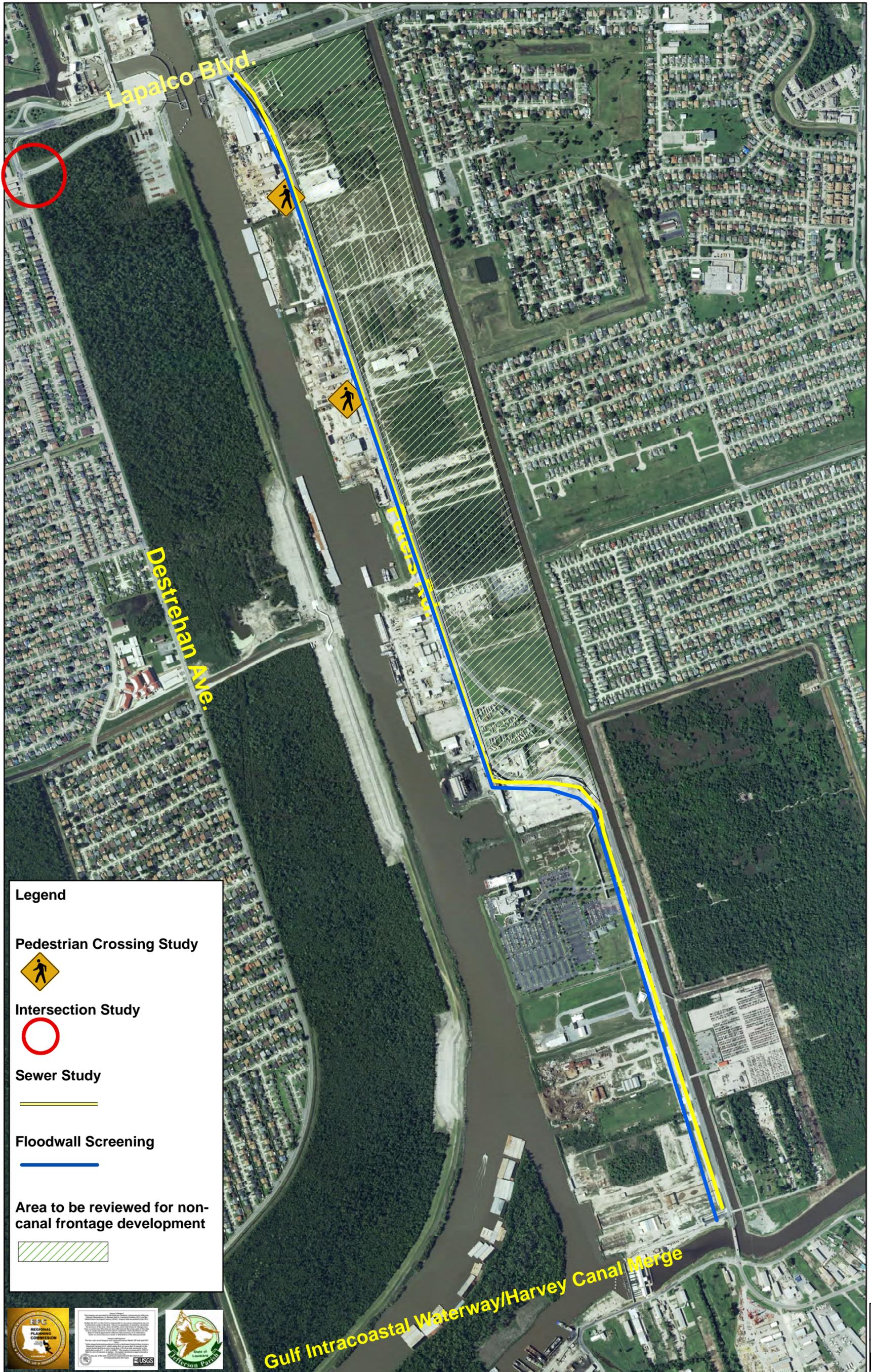


Exhibit 13: Plan Implementation Program Examples Segment 3

Approximate Boundaries.  
For Planning Purposes Only.  
Examples only not a complete list.



## Section 4: Conclusion

### Summary of Impacts

The implementation of any of the proposed recommendations will have a positive impact on the efficiency and safety of the corridor, the economic sustainability of the industry, the surrounding neighborhood, and throughout Jefferson Parish.

### Land Use

The recommendations for land use focus on strengthening and maintaining the Harvey Canal as an industrial corridor serving the both Jefferson Parish and the region; increasing supportive commercial within the corridor; promote office park/campus development opportunities within the canal; develop a branding and marketing campaign; and working to better coordinate information sharing among canal stakeholders and various government agencies responsible for maintaining flood control structures during storm events. Key to accomplishing these includes maintaining the existing Heavy Industrial future land use designation within the Parish's Envision Jefferson 2020 Comprehensive plan. Additionally, maintaining the heavy industrial integrity of the corridor requires that non compatible land uses be kept out of the Harvey Canal corridor. These uses would include any – such as residential - that could create conflict with heavy industrial uses and/or deter expansion or addition of new and existing industrial activity.

Another impact includes expanded commercial activity along the non-canal sides of Peters Rd. and Destrehan Ave. within the Harvey Canal corridor. Supporting development of certain types of commercial businesses - such as banks and eating establishments – among others will provide necessary support activities for those working within the Harvey Canal corridor as well as those who regularly use Peters Rd. and Destrehan Ave.

Supporting development of office park/campus styled developments will create additional synergy within the canal by offering development that can support office/back office functions for existing businesses or offer potential for office park development that can also include some high tech manufacturing space. The Canal corridor offers large amounts of undeveloped land with sufficient acreages and access to major corridors leading to both Westbank and Eastbank residential markets. This could be key to attracting companies to fill any developed office space. There is also the future expansion of Peters Rd. into Plaquemines Parish that would open up better access to businesses and residential uses in Plaquemines Parish.

Instituting a branding and marketing campaign should have positive impacts on the ability of both HCIA and JEDCO to help existing businesses to expand and to bring awareness of the opportunities within the canal corridor to attract new development. Things like increasing the signage along the canal to brand the corridor along with developing a strategic marketing strategy that could include content for print and digital media sources, web-based video content, professional brochures, all could help market the Harvey Canal.



## **Zoning**

The Zoning recommendations include a number of technical changes to the text along with addition of specific buffering requirements focusing on softening the impacts from industrial development on residentially zoned or used land adjacent to the M-3 district. These specific changes will remove barriers to some commercial uses such as banks and restaurants that are specifically allowed within the M-3 district. This should increase the likelihood that these uses – which do not currently exist within the Harvey Canal corridor – will develop and add important supportive activities to those who work along the canal or for those who use Peters Rd. and Destrehan Ave. as a travel corridor.

## **Urban Design**

Increasing urban design through improved landscaping, better pedestrian access and safety amenities, and improved storm-water management will help create a better look and feel to the corridor over time. Certainly any new development should be required to develop a landscaping plan along with improved pedestrian amenities as well as a storm water management plan as part of the development process. Existing developments should be encouraged to incorporate landscaping, pedestrian amenities, and storm water retention whenever feasible. Landscaping along the floodwall with approved plantings would have a positive impact on the appearance along that portion of Peters Rd.

## **Transportation**

The addition of signage and striping to help protect pedestrians as they cross both Destrehan Ave. and Peters Rd. would be a welcome safety improvement. The traffic flow recommendations do need further study but would benefit businesses along the corridor by providing transportation modal choices, level of service improvements, reduced vehicle-vehicle conflicts, and improved access to/from plants, ports, and highways. In addition, no Stage 0 environmental impact checklist items were discovered.

## **Infrastructure**

There is no current need to upgrade the water service infrastructure along the corridor at this time. However, to help facilitate large scale development along the southern portion of Peters Rd. water infrastructure will need to be improved to provide service connections. Providing a sewer system along Peters Rd. would benefit Jefferson Parish environmentally and the businesses financially. A study to determine sewer infrastructure feasibility is warranted. Site selectors often bypass locations with deficient infrastructure and the Harvey Canal Industrial Corridor could be losing business opportunities.

## **Workforce Development**

Sector-based strategies are designed to fit the needs of both industry employers and workers who want to improve their skills and advance their career development. A strong workforce is essential to protect and promote the Harvey Canal's industries, trade, and economic growth. The current workforce, according to business trade associations and groups, are "running on empty" when it comes to its ability to maintain a pool of trained and skilled workers. An ageing workforce demographic, fewer and fewer vessels in the Harvey Canal, and increasing local/regional competition mean that failure to take action will further reduce the commercial maritime and related industry workforce and a continuing decline in terms of numbers and skills.



Delgado Community College River City Campus should help alleviate some of these pressures and establishing a dialogue with industry leaders and Jefferson Parish Public School System could be a welcome addition.