Lafreniere

SUB AREA PLAN

SEPTEMBER 2019

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State of Louisiana
Jefferson Parish

Acknowledgements

The Lafreniere Sub Area Study is a planning initiative sponsored by Jefferson Parish District 4 Councilman Dominick Impastato with support from the Jefferson Parish Planning Department and assembled by the consultant team of Digital Engineering, Asakura Robinson, and Peperone-Pitre.

A thirty-member project task force consisting of citizens, business owners, and civic leaders from the Lafreniere Park study area and the region met over the course of the project to help guide the planning effort. We thank the task force for their input and support during the planning process.

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digital engineering

asakura robinson

PEPERONE PITRE
PLANNING · ZONING · LAND USE · LAW

Contents

SECTION 1
study area overview & objectives
page 4

SECTION 2
public engagement
page 18

SECTION 3
the revitalization + redevelopment plan
page 30

SECTION 4
implementation strategies + policy recommendations and actions
page 47

APPENDICES
appendix a-
community profile

appendix b-
general
market demand

appendix c-
online public
engagement

SECTION 1

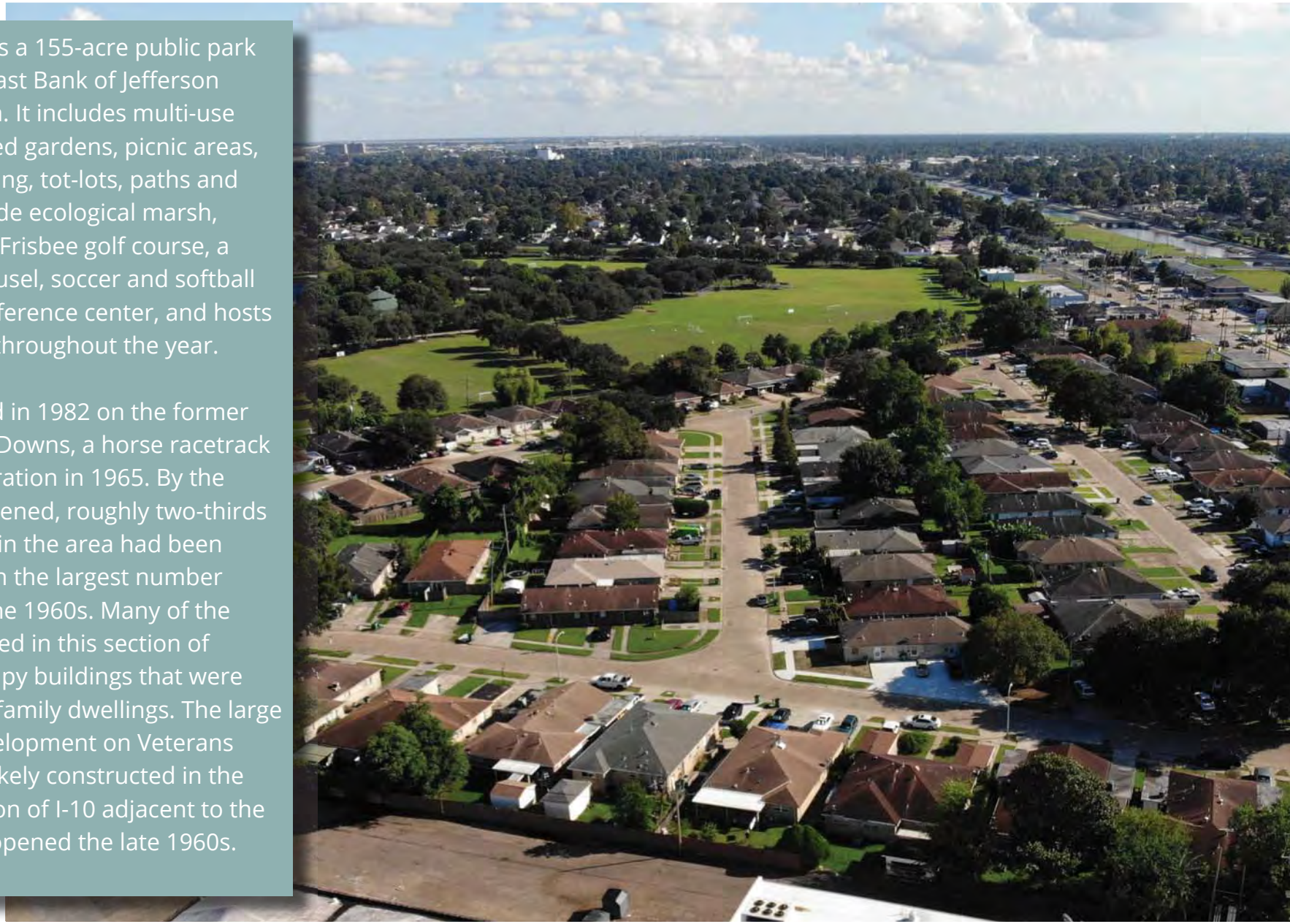
study area overview & objectives

STUDY AREA & OBJECTIVES

Introduction

Lafreniere Park is a 155-acre public park located on the East Bank of Jefferson Parish, Louisiana. It includes multi-use lawns, landscaped gardens, picnic areas, boating and fishing, tot-lots, paths and trails, a man-made ecological marsh, a championship Frisbee golf course, a dog park, a carousel, soccer and softball fields, and a conference center, and hosts multiple events throughout the year.

The park opened in 1982 on the former site of Jefferson Downs, a horse racetrack that ceased operation in 1965. By the time the park opened, roughly two-thirds of the dwellings in the area had been constructed, with the largest number constructed in the 1960s. Many of the businesses located in this section of David Drive occupy buildings that were originally single-family dwellings. The large commercial development on Veterans Boulevard was likely constructed in the 1960s. The section of I-10 adjacent to the study area was opened the late 1960s.

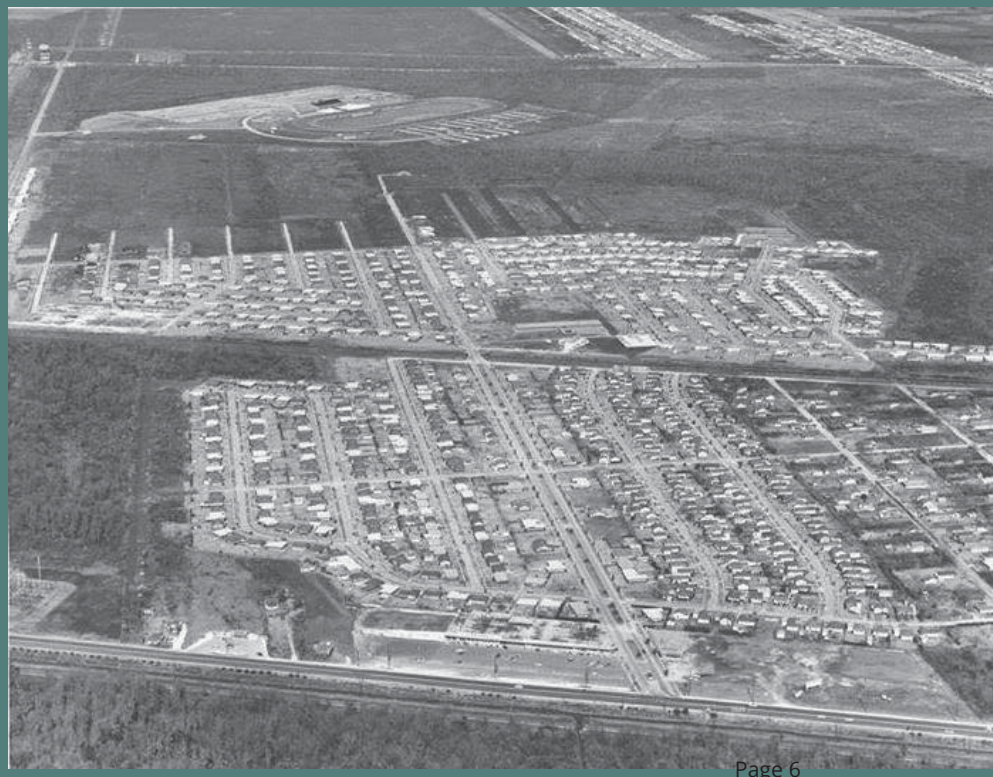


LAFRENIERE PARK & ITS HISTORY

Until 1920, Jefferson Parish was comprised of a scattering of farms, pastures, and villages with some large plantations spread out along the Mississippi River. It was on one of these plantations that Nicolas Chauvin, a first generation Canadian born in Montreal, Quebec, Canada, and the eighth child of Pierre Chauvin and Marthe Autreuil, eventually settled taking the name, de la Freniere. With his wife, Marguerite Le Suer, the elder de la Freniere raised his three children on a 5,000 acre land grant known as Elmwood Plantation that he had received from Bienville. It was on part of this 5,000 acre land grant that the Jefferson Downs racetrack was eventually built.

The racetrack was operational until 1965 when Hurricane Betsy devastated the area. After the destruction of the Jefferson Downs Race Track by Hurricane Betsy in 1965, the only undeveloped site suitable for such a park became available. Fortunately, the owners of the storm-ruined race track decided to relocate and sell the land, and they held it for possible purchase by the citizens of Jefferson Parish. The park on the old Jefferson Downs site was named Lafreniere Park so that the historical significance of the name will never be forgotten. Construction started on Lafreniere Park in 1977, and the park was substantially finished and dedicated in 1982.

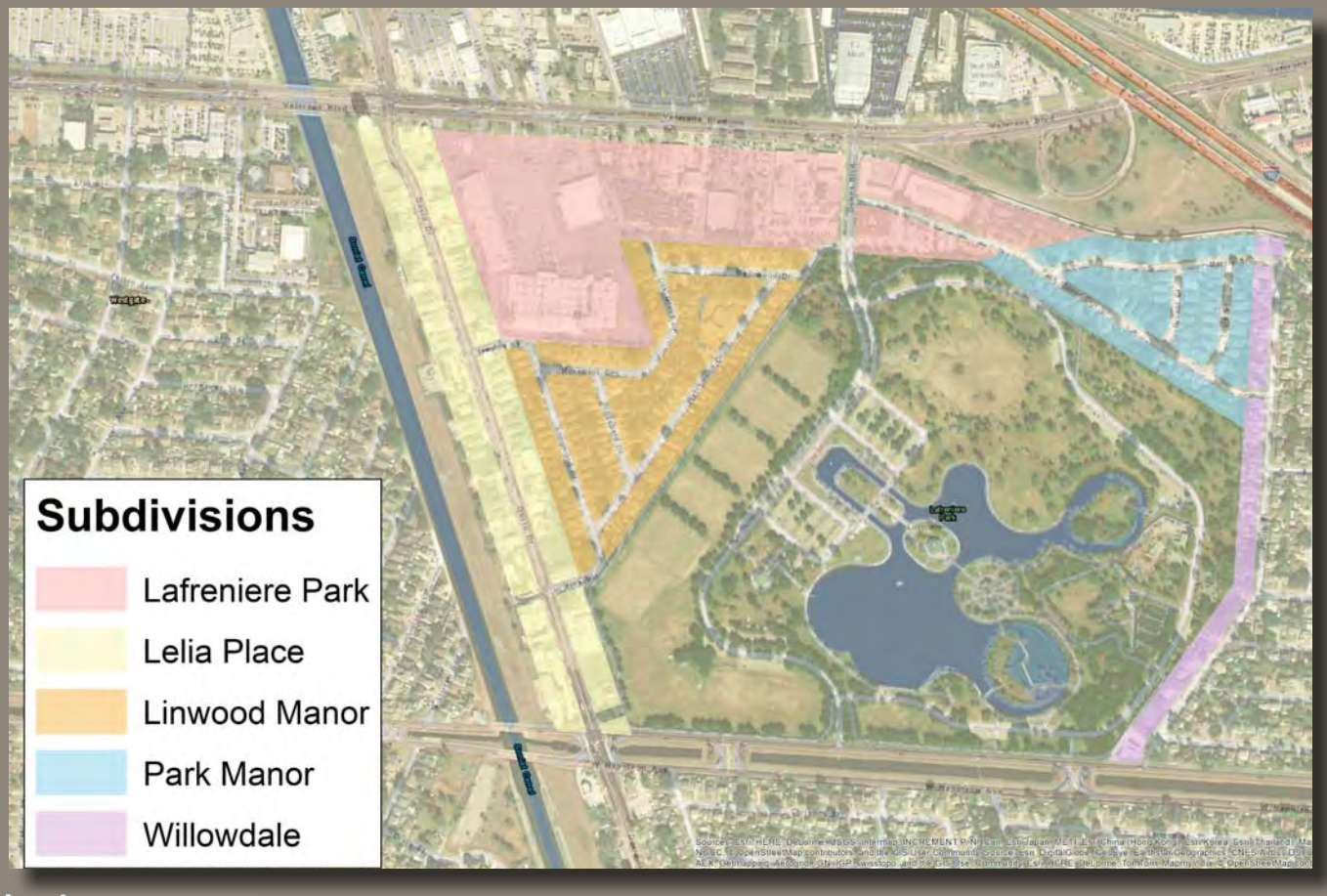
TEXT COURTESY OF LAFRENIERE PARK WEBSITE.



PROJECT OVERVIEW & OBJECTIVES

Purpose and Need

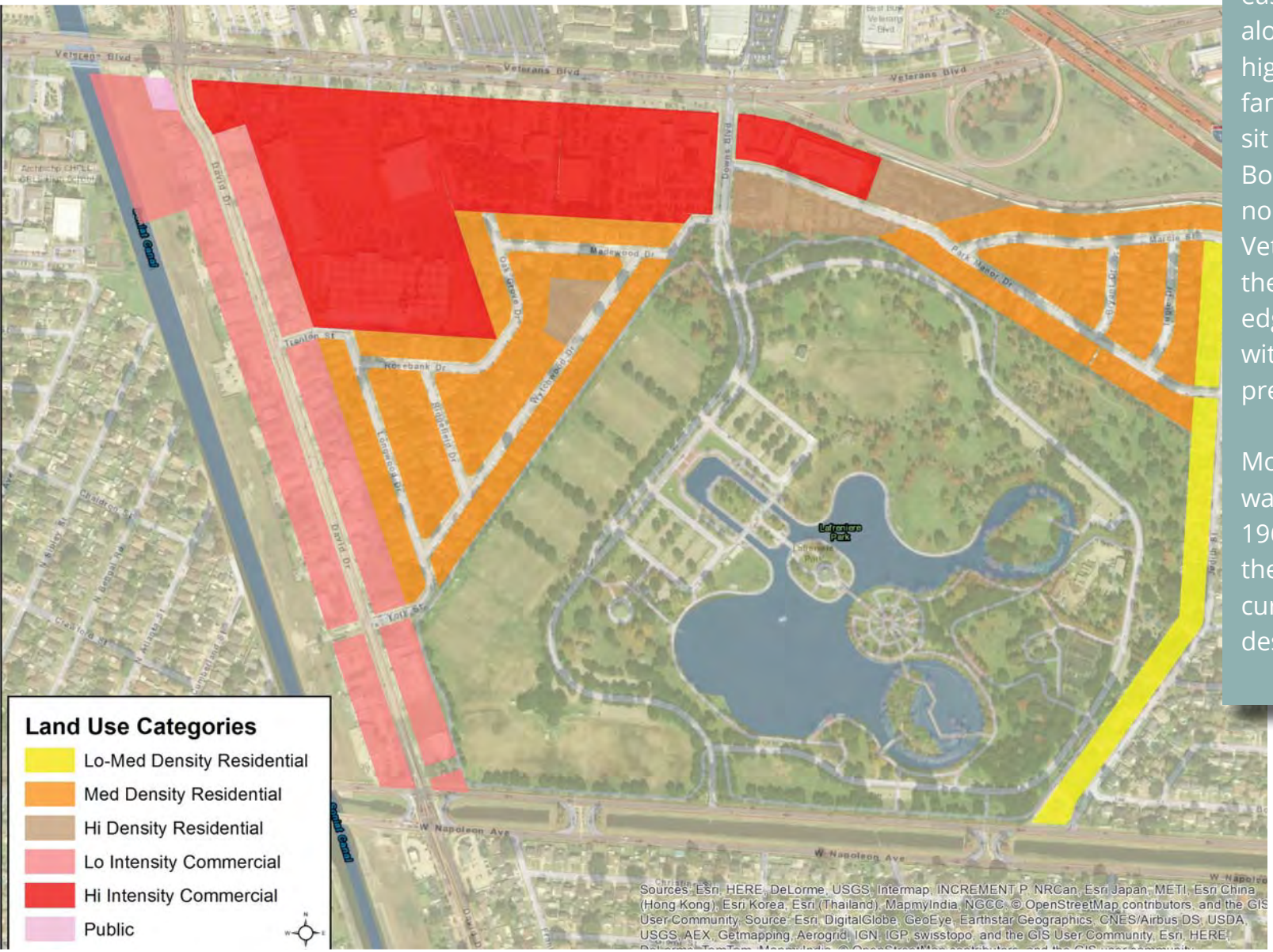
At a half century old, the development around Lafreniere Park is showing its age. The area has experienced disinvestment and issues with subsidence and traffic circulation exist in the area. Jefferson Parish must explore opportunities to redevelop and revitalize the area and improve its relationship to Lafreniere Park and the region.



The Lafreniere Sub Area Plan (Plan) guides physical development over the next 10 years for the Linwood Manor and Park Manor Neighborhoods, the David Drive corridor from Veterans Boulevard to W. Napoleon Avenue, and the Veterans Boulevard corridor from David Drive to Downs Boulevard. The complete study area is mapped and shown to the right. It is consistent with the Envision Jefferson 2020 Comprehensive Plan and provides additional strategies as a sub area plan. The plan will focus on revitalization and redevelopment strategies centered on land use, zoning, and infrastructure enhancements to attract new investment in the study area.

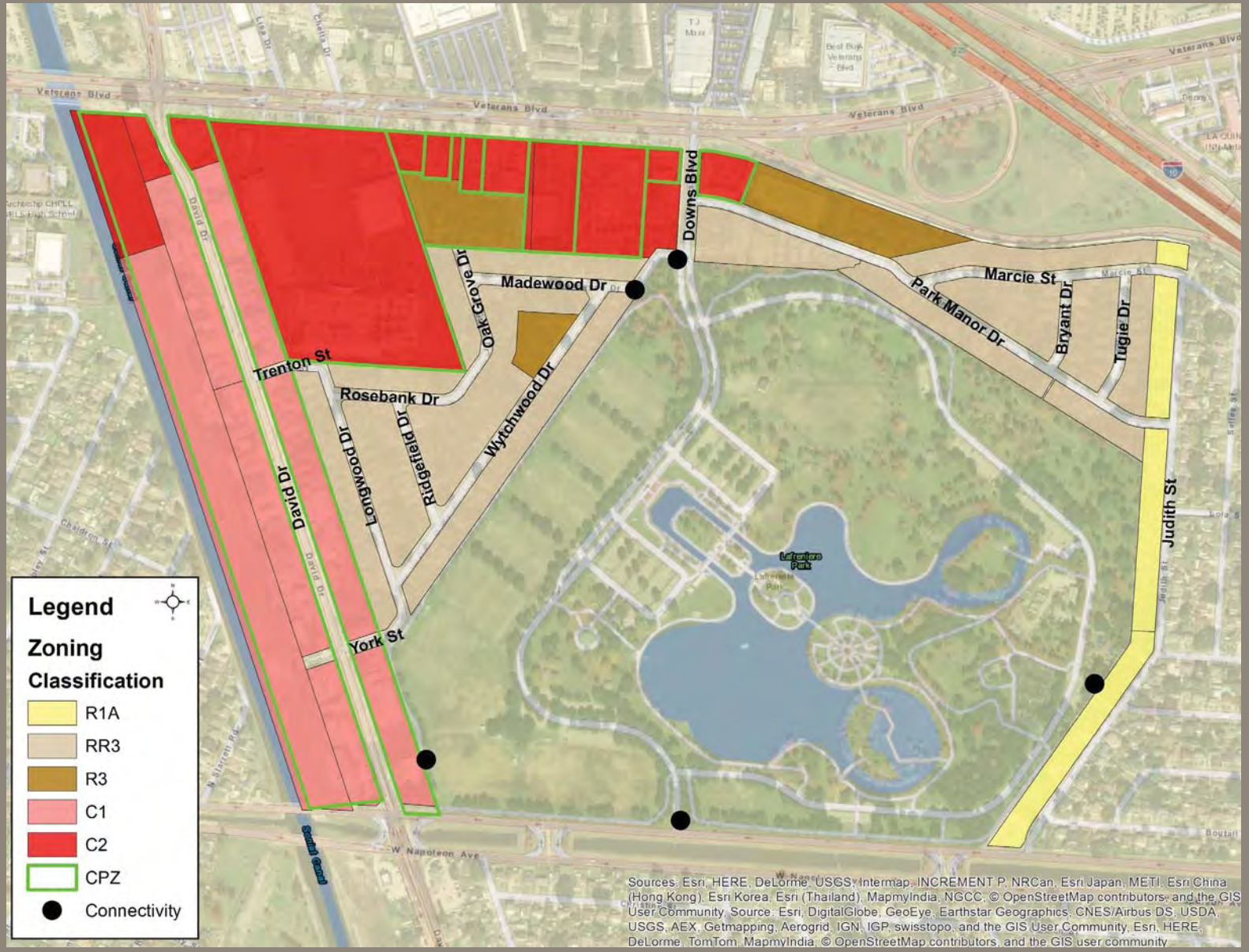
PROJECT OVERVIEW & OBJECTIVES

Study Area Profile



As a community, residential development varies significantly in character within the study area. Detached single-family homes surround the eastern side of the park along Judith Street, while higher density multi-family rental properties sit between Veterans Boulevard and the park's northern edge. Between Veterans Boulevard and the park's northwestern edge, residential properties with two-to-six units are prevalent.

Most of this development was constructed in the 1960s and 1970s, prior to the establishment of the current future land use designations.



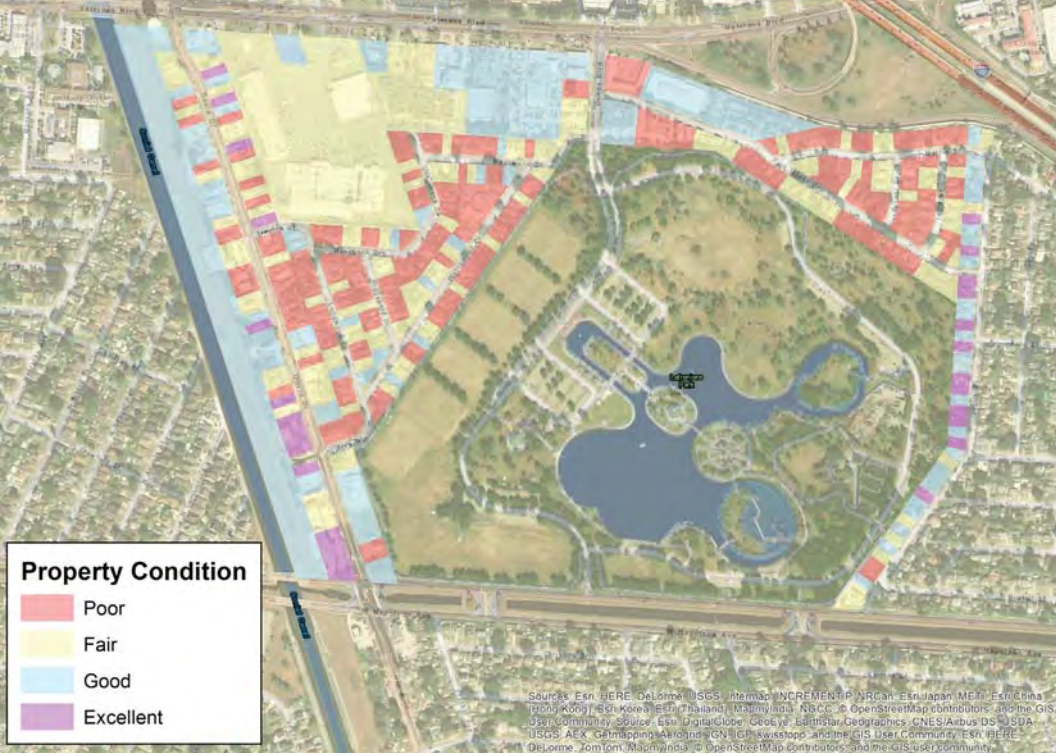
Lafreniere Park is surrounded by residential development, with two to multiple-family dwellings to the west and north (zoned RR-3 and R-3), and single-family dwellings to the east (R-1A). Also in close proximity to the park are neighborhood (C-1) zoning along David Drive and general commercial (C-2) zoning along Veterans Boulevard. The park has pedestrian access from David Drive, Madewood Drive, and Judith Street, and vehicular access from Veterans Boulevard via Downs Boulevard and W. Napoleon Avenue via Downs Boulevard, which also provides access to the surrounding residential areas.

The total population within the study area has been steadily growing, which tells a different story from the surrounding areas but does experience a relatively high rate of poverty, as 17.4% households were estimated to have income below the poverty level.

The study area includes households that are within walking distance of the park. Properties in this area have the highest potential for rehabilitation or redevelopment in response to public investments in Lafreniere Park and its immediate environs.

The study area has a high proportion of school aged children enrolled in kindergarten through high school, with close to 20% of the population in the study area being school aged children, and has a relatively low proportion of older adults.

The composition of household residents by age informs understanding of demand for different types of housing, commercial and public development in the study area. For example, an area with high numbers of children is more likely to have demand for children and family-oriented services and facilities, such as daycares, children's clothing stores, K-12 schools and playgrounds, and 2- and 3-bedroom homes.



Concentrations of properties in poor condition are located in the middle stretch of David Drive and in the residential neighborhoods to the north of the park (Linwood Manor and Park Manor).

Most properties directly adjacent to the northern edges of the park are in fair or poor conditions. A majority of homes (approximately 80%) in the Linwood Manor and Park Manor neighborhoods are renter-occupied and in fair or poor conditions. The properties in the best condition are on the eastern border along Judith Street in the Willowdale Subdivision, which are mostly owner occupied.

The subarea has a high rate of occupancy. Only a handful of properties are vacant land or buildings in the residential area.

Residential Property Condition Examples

POOR

GOOD

FAIR

EXCELLENT

The Primary Market Area (PMA) has approximately 5,500 square feet lots for multi-family detached homes primarily built in the 1960s. Dimensions are typically 50 x 110 feet. No land sales in the PMA have been recorded in the previous three years. Land sales in the Competitive Market Area (CMA) for 50 feet frontage lots average price $108,974 and lots with over 80 feet frontages average $230,429.

Single family homes in the PMA are restricted to Judith Street. Competitive Market Area new single-family homes command between $186 to $231per square foot and new home square feet ranging 1,743 to 2,979.

Multi-family home sales in the PMA are predominately doubles/ duplexes with an average price of $172,934. A majority of multi-family home sales in the CMA are doubles/duplexes with an average sale price of $193,555.

The market analysis suggests a market potential for lots, especially adjacent to Lafreniere Park for high-end new construction single and multi-family homes. Average prices for doubles and duplexes in the PMA are approximately $20,000 less than similar structures in the CMA, this suggests that there could be a viable market for duplexes in the PMA with capital available for renovations to the existing structures.

The study area is bound by Interstate 10 and Veterans Blvd to the north, Judith St to the east, David Dr to the west, and W. Napoleon Ave to the south. A mix of older and newly developed commercial nodes exist along David Dr and Veterans Blvd, a vibrant park is centrally located, and older multi-family residences are within the neighborhoods. As such, the road network is a mix of facility types to service different development patterns and land uses.

The residential neighborhoods and park experience a statistically insignificant number of crashes per year over the three year period 2015 – 2017. The David Dr corridor is known to be a roadway that experiences a high volume of crashes and was the subject of a Regional Planning Commission/ Jefferson Parish Stage 0 corridor study in 2014.

The sidewalk system serves as a mode of transportation for the study area's high volume of pedestrians. Streets without safe places to walk, cross, catch a bus, or bicycle put people at risk. The team evaluated the current pedestrian sidewalk and crosswalk system conditions in selected areas within the study area. It appears there is a correlation between properties in good condition with well-maintained sidewalks and poor condition properties with poorly maintained sidewalks.

The study area does not benefit from enhanced bicycle facilities such as shared use lane markings (sharrow), signage, or bike lanes.

Transit facilities within the Lafreniere study area include the E-1 Veterans route, which travels from Williams Blvd in Kenner eastward along the commercial corridor to the Canal Blvd & City Park Ave transfer station, where commuters may transfer to the Regional Transit Authority busses and Canal St Streetcar.

The E-1 route carries the highest number of riders per hour on average of all 13 routes in the system, likely due to the large concentration of residents, jobs and shopping along the boulevard.

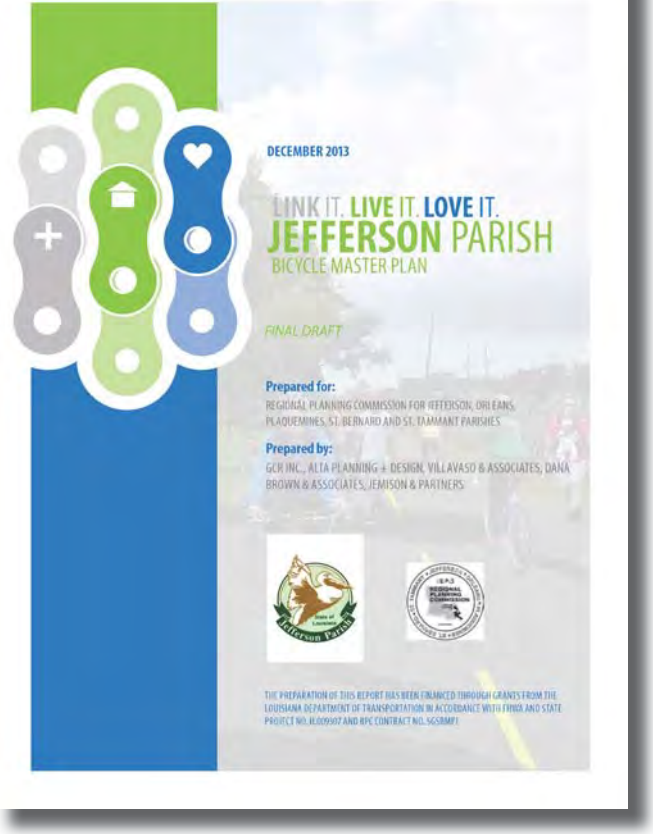
Most of Jefferson Parish's land mass is below sea level therefore, a levee and pump system is employed for drainage. Pumping is used to convey runoff from rain events through the drainage system and over the levees into the outlying water bodies. Alternatively, draining floodwaters in Jefferson Parish is accomplished by a system of structures and canals, which outflow to pumping stations.

A majority of the study area consists of an AE designated Special Flood Hazard Area (SFHA) FEMA flood zone designation. Moderate flood hazard areas, Zone X are also shown on the map. An analysis of the study area revealed that the base flood elevation (BFE) are -5 to -4 with actual ground elevations varying from approximately -5.9 to -4.

Lafreniere Park has been heralded as the crown jewel park of the East Bank providing Jeffersonians with social identity and numerous activities. In the New Orleans metro area, residential properties surrounding parks are typically high priced with upscale or luxury homes such as Audubon Park and Ozone Park in New Orleans, as well as the Tammany Trace in St. Tammany. While the existing residential properties surrounding Lafreniere Park are of increased value, the homes are not upscale or luxury, and in fact, are often in poor condition.

A 2001 study examined the impact of park facilities on nearby property values and suggests:

- Park features mainly for passive recreation positively impact property values.
  Park Manor residential would benefit due to its proximity to passive recreational uses. However, Linwood Manor may be negatively influenced by fronting active recreation sections of the park.
- Large lakes were the most promising feature to benefit nearby property values.
- Facilities mainly for active recreation (e.g., skate park and children's play area) tended to negatively impact adjacent property values.
- Ball diamonds and basketball courts can reduce positive effect of park proximity on property values.



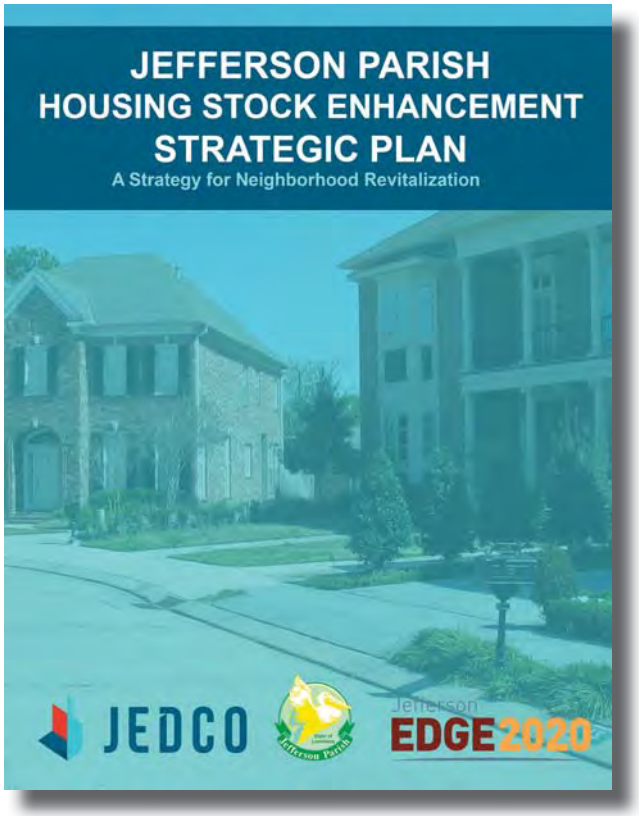
The Bicycle Master Plan adopted in April 2014 envisions a Jefferson Parish in which bicycling is practical, fun and convenient activity for people of all ages and abilities, and recommends the Parish implement a series of capital investments and policies to achieve this. The Plan recommends construction of several bikeway facilities within the vicinity of the Lafreniere study area as listed below:

- Dedicated bicycle lanes on each side of and/or a side path on Veterans Blvd
- Dedicated bicycle lanes on each side of W. Napoleon Ave
- A "bicycle boulevard" (a low-volume, low-speed shared street with traffic calming designed to improve bicyclist comfort and discourage through traffic) on York St from Lafreniere Park to Harvard Ave
- Shared lane markings on David Dr
- A greenway (off-street trail) along the Soniat Canal

Lafreniere Park's development was guided by the Lafreniere Park Master Plan originally adopted in 1975. The overall design concept divided the park into three parts – one active, one passive, and one buffer zone. The design reflects the citizens' desire for a "landscape park with ornamental gardens, landscaped vistas, and gracious areas for relaxation and restful meditation, a modern adaption of the traditional landscape park." The Plan was updated in 2006. The Plan update found that when major construction ended in 1982, adherence to the original master plan had been implemented to almost every detail.

The Lafreniere Park Stakeholder Series concluded in 2018 with stakeholders ranking their priorities for the Park's new capital projects, upgrades to existing facilities, operations, and intergovernmental initiatives. Some of the high priority projects include:

- Stakeholders identified building a state of the art soccer complex in the existing area of the fields as its number one priority for proposed new capital projects.
- The Stakeholders identified building a restroom to service the meadow concert area as second priority for proposed new projects. A restroom is needed to increase guest comfort and promote safety.
- Healthtrak is a two-mile walking track around the perimeter of the park, with two warm-up areas and security lighting. The Stakeholders identified implementing a yearly replacement plan and expanding the track as its third highest priority for new capital projects.



JEDCO and Jefferson Parish developed the Housing Stock Enhancement Strategic Plan: A Strategy for Neighborhood Revitalization to ensure that the parish's housing stock "fits the needs of existing and future residents and contributes to restoring the Parish as the premier place to live, work and play in southern Louisiana." The top three objectives of the Plan are to:

1. Foster rehabilitation of the existing housing stock to better meet the existing and future needs of residents.
2. Enhance existing neighborhoods to make them more attractive to existing and future residents.
3. Increase the choice of housing types and locations for seniors.

The Plan names several policy strategies "to revitalize the Parish's existing housing stock, foster development of needed housing choices and improve the quality of life in its neighborhoods." Many of these could be applied in the Lafreniere study area, such as:

- Launching neighborhood revitalization pilot programs that will engage stakeholders within targeted neighborhoods and provide a template for other neighborhoods in the Parish.
- Pursuing public and private housing and neighborhood enhancement grants in a more coordinated and aggressive manner.
- Launching a housing rehabilitation pilot study to develop a better understanding of the resources required to revitalize local housing units and challenges faced during the rehabilitation process.
- Developing private sector partnerships to expand resources available for various housing and neighborhood enhancement programs.

The purpose of David Drive Stage 0 was to develop and evaluate the potential for improving David Drive as a multi-modal complete streets corridor. Emphasis was placed on increasing safety for all modes of transportation, including for bicyclists and pedestrians, and opportunities for sidewalk and landscaping enhancements. Roadway improvements are needed in portions of this corridor to provide for access management. Bicycle and pedestrian needs of the area were considered since this route also functions as a planned commuter bicycle connection.

SECTION 2 | public engagement

PUBLIC ENGAGEMENT

Community + Stakeholder Engagement

The Lafreniere Sub Area Plan is representative of input gathered from the overall community as well as the task force, and stakeholders throughout the planning process. Results from the open houses and online engagement are generally presented in this chapter with full data in the appendices.

The public involvement process involved stakeholder interviews, a Task Force Committee, two open houses, and online outreach and surveys. The community's participation during the planning process helped shaped the overarching vision and community values for the study area which ultimately guides the recommended strategies in the Plan. The process also helped build public support around the short and long-term approach towards revitalization and redevelopment of the area.

PUBLIC ENGAGEMENT

Task Force Meetings

The 30-member task force met four times during the planning process. The committee consisted of representatives from several business industries and civic associations. The task force met to review planning materials and inform the planning team about current conditions in the area and provided their opinion on how best the area can be redeveloped and revitalized.

PUBLIC ENGAGEMENT

Public Meeting Open Houses

Over 50 people participated in the two open houses held in the Lafreniere Park Foundation Building in December 2018 and March 2019, which involved interactive maps and text-based workshops.

The meetings were advertised on Jefferson Parish social media accounts and calendar, through Councilman Impastato's office and social media accounts, and by direct mail postcard notifications to over 300 addresses in the study area. The open houses served as an opportunity to learn about the project, hear from elected leaders, converse with the project team, and share their thoughts on the project.

PUBLIC ENGAGEMENT

December Public Meeting

The December open house gathered feedback from the community on preferences for development types based on use and intensity, transportation, and housing.

Interactive feedback board activities asked participants to envision and share their ideas about what kinds of changes they would like to see in the future, such as commercial, housing, or mixed use development, new pedestrian crossing, safety improvements, traffic calming measures, wider sidewalks, street lighting and furniture, and others.

The public's preferences are provided in three geographical areas: Veterans Boulevard, David Drive, and residential on the following pages.

WE ASKED PARTICIPANTS...

AND THEIR VOICES WERE HEARD...

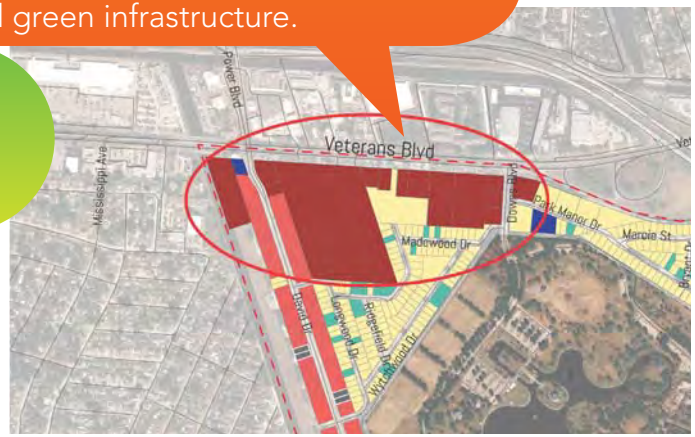
Participants want to see small scale commercial, lower density, a mix of uses, and pedestrian oriented. Preferred David Drive corridor amenities include street lights, additional access to Lafreniere Park, green infrastructure, and maintained and wider sidewalks.

DAVID DRIVE

RESIDENTIAL

Participants want to see single use, lower density, with single-family or duplex homes. Residential area amenity preferences include street lighting, maintained and wider sidewalks, additional access to Lafreniere Park, and bike lanes and trails.

Participants want to see small and large scale commercial, both lower and higher density developments, a mix of uses, and pedestrian oriented. Preferred amenities along the Veterans Boulevard corridor generally fell into the beautification category, such as street lights, trees, and landscaping, public art, and green infrastructure.



VETERANS BOULEVARD

PUBLIC ENGAGEMENT

March Public Meeting

The March open house unveiled the draft implementation strategies and policies and before and after visualizations of what transformations could take place in the study area based on the preferences from the December public meeting and task force recommendations. The public was asked to provide their input on the proposed strategies with a support or oppose vote.

Public Investment Type	Location	Description	Image	Support	Support	No Opinion	Oppose	Oppose
Greenway Development	David Dr	The Soniat Greenway is recommended in the Bicycle Master Plan and the alignment is from Veterans Blvd to Airline Dr. The design for the greenway from Veterans Blvd to W. Esplanade Ave is currently ongoing and is scheduled to be let in late 2019. The section represents about 1/3 of the alignment recommended in the Bicycle Master Plan.						
Sign Amortization	David Dr	Signage can have a significant impact on a community's image and quality of life. Signage can also be a visual eyesore for nearby residents and negatively impact property values and vehicular safety. Commercial Parkway Overlay Zone (CPZ) has been applied to David Drive since 2015. Preexisting signs that do not conform with the CPZ regulations were "grandfathered" and permitted to remain. A different method, amortization, would allow the removal nonconforming signs within a reasonable period of time to allow the owner time to recoup the investment.						
CPZ-PED Overlay	David Dr	To capitalize upon the redesign of David Dr and the design of the Soniat Greenway the zoning overlay change from CPZ to CPZ-PED is recommended. The purpose of the Commercial Parkway Pedestrian (CPZ-Ped) Overlay district is to provide enhanced development standards that support the following objectives: pedestrian-oriented streetscape; prevent vehicular areas from dominating the views of the neighborhood from the sidewalk and street; promote compatibility; promote safe, attractive building and site design; accommodate horizontal and vertical mixed use; and promote public health and general welfare by facilitating walkability and varied transportation options.						
Acquire Park Adjacent Lots	Wytchwood Dr and Park Manor Dr	Acquiring lots will provide additional pedestrian access to Lafreniere Park.						
New Park Entrance	York St and Longwood Dr	The additional vehicular access may also include a pedestrian path (continuation of sidewalks at York St and Longwood Dr) could decrease traffic and safety concerns at the other vehicular access points for the park by reducing the volume at those locations.						
Single-Family Housing	Park Manor Neighborhood	Single-family housing is currently not allowed within the Park Manor subdivision (currently RR3 zoning). The RR3 designation allows existing single-family homes to remain as conforming uses but no new single-family structures are allowed to be built. The area may see redevelopment investment with single-family uses, especially lots fronting Lafreniere Park with a change to R2 zoning.						

PUBLIC ENGAGEMENT

March Public Meeting

The open house recommendations generally broke down into the following categories: transportation, traffic, safety, land use/zoning, and rebranding/revitalization. The overall support for the topics is as follows:

TRANSPORTATION
88%

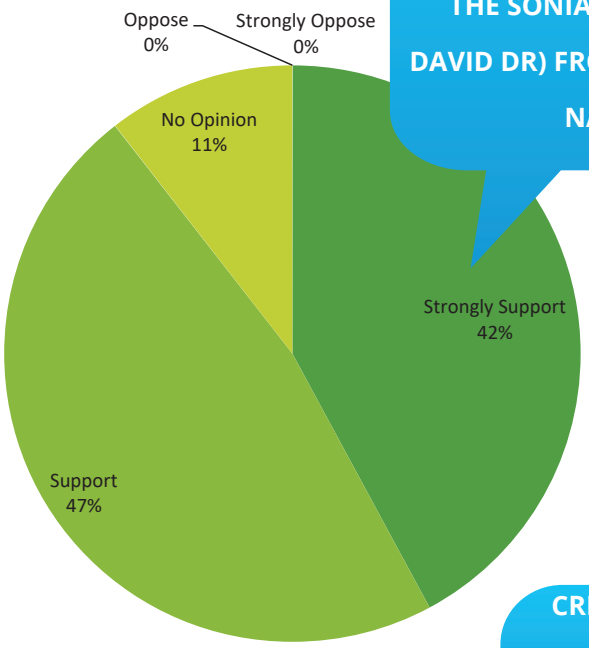
TRAFFIC
71%

SAFETY
88%

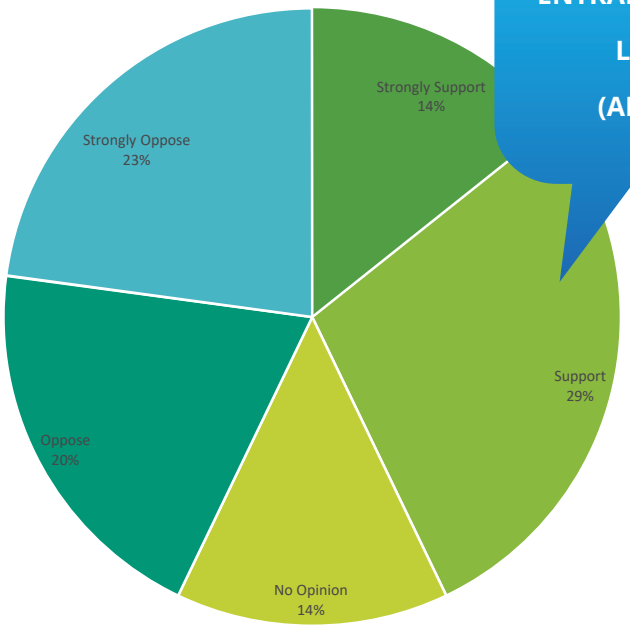
LAND USE/ZONING
84%

REVITALIZATION/REBRANDING
88%

CREATE A SHARED-USE PATH FOR BICYCLISTS AND PEDESTRIANS ALONG THE SONIAT CANAL (PARALLEL TO DAVID DR) FROM VETERANS BLVD TO W. NAPOLEON AVE.

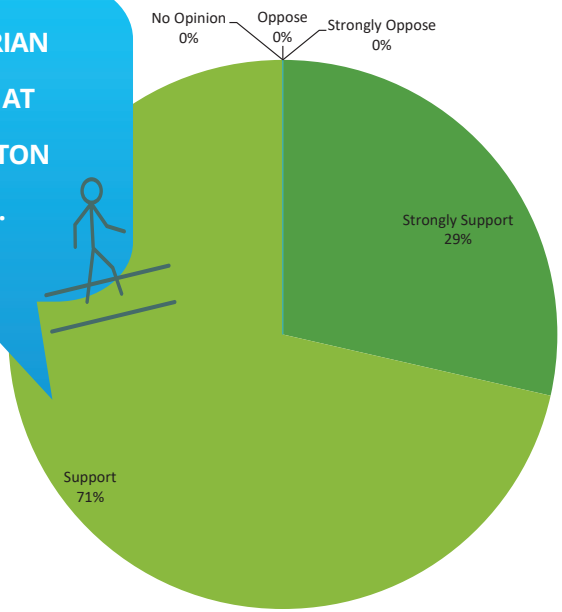


CREATE A NEW VEHICULAR, BICYCLIST, AND PEDESTRIAN ENTRANCE AT YORK ST. AND LONGWOOD DR. (ALIGNMENT TO BE DETERMINED).

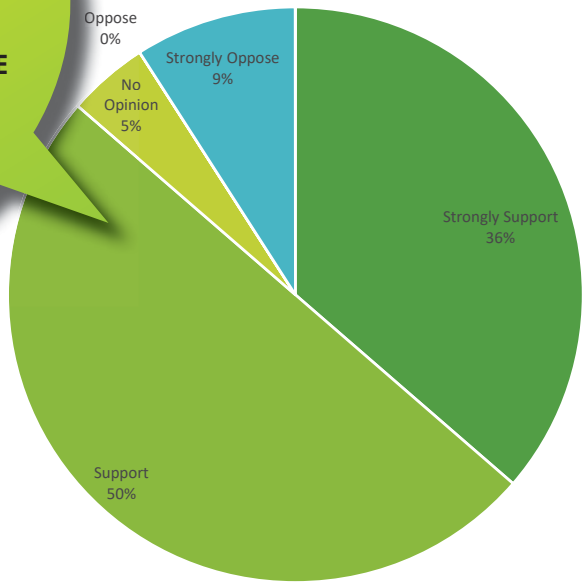


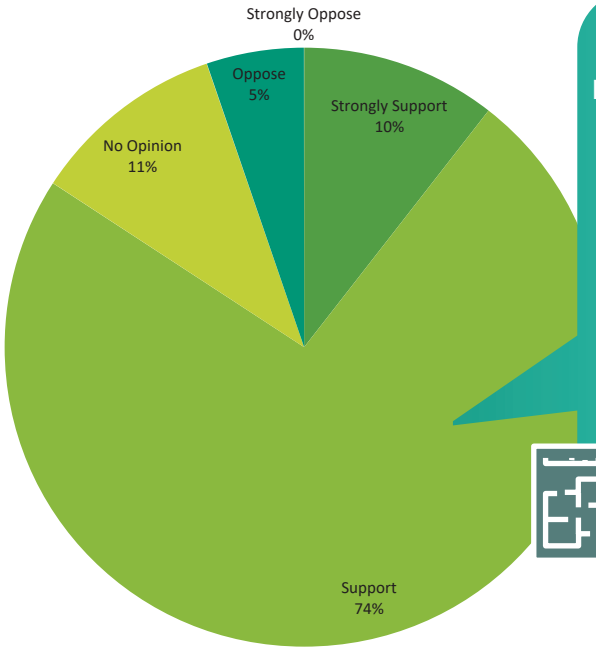
JEFFERSON PARISH VOICES

PROVIDE PROTECTED PEDESTRIAN CROSSINGS ON DAVID DRIVE AT VETERANS BOULEVARD, TRENTON STREET, AND YORK STREET.



DEVELOP A BIKEWAY FROM ALONG EXISTING DOWNS BOULEVARD TO LAFRENIERE PARK.





PERMIT APPROPRIATE USES TO DEVELOP THEIR BUILDINGS AND SITE PLANS TO TAKE ADVANTAGE OF THE PARKS NATURAL LANDSCAPE.

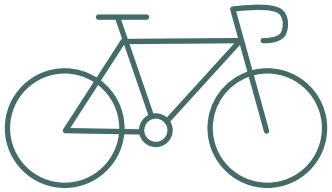
PUBLIC ENGAGEMENT

Online Survey

A public engagement website was launched through PublicInput.com in early May 2019 to solicit and gather community feedback. The polling/survey questions presented online were exactly the same as presented at the March open house. The online portal provided an opportunity for those unable to attend the open houses to provide input and learn about the overall planning process. The survey was publicized through Jefferson Parish official social media accounts, Councilman Impastato's office, email addresses from public meeting attendees, and community word of mouth. The survey collected over 11,700 responses and 245 comments from almost 950 participants to share their support or opposition to land use, zoning, housing, business, and infrastructure strategies. Full data from the online public engagement can be found in Appendix C.

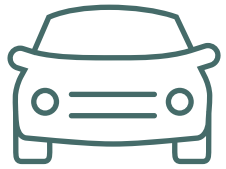
The online engagement polling generally broke down into the following categories: transportation, traffic, safety, land use/ zoning, and rebranding/revitalization. The overall support for the topics is as follows:

TRANSPORTATION



82%

TRAFFIC

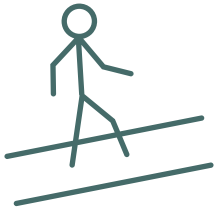


76%

REVITALIZATION/ REBRANDING

78%

SAFETY

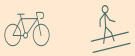


82%

LAND USE/ ZONING

78%

The March open house and the online public engagement generally followed similar support for the draft implementation strategies and policies. The community engagement for the draft recommended actions reaffirmed the task force and Parish's support for the transportation, land use, zoning, and revitalization efforts of this plan. An open house and online engagement side by side comparison of support is provided below.

	SURVEY QUESTION	OPEN HOUSE SUPPORT %	ONLINE ENGAGEMENT SUPPORT %
	Create a shared-use path for bicyclists and pedestrians along Veterans Boulevard from the Soniat Canal to the east side of David Dr.	86	63
	Create a connected network linking mixed-use development by providing additional accesses along Oak Grove Dr. and/or Madewood Dr.	62	47
	Allow for mixed-use development with emphasis on commercial and retail activities along Veterans Boulevard near David Drive	65	88
	Develop a bikeway from along existing Downs Boulevard to Lafreniere Park	86	87
	David Drive reconstruction with several streetscaping enhancements to provide better safety and amenities for all users	96	93
	Permit appropriate uses to develop their buildings and site plans to take advantage of the parks natural landscape	84	84
	Provide protected pedestrian crossings on David Drive at Veterans Boulevard, Trenton Street, and York Street	100	89
	Require new development on David Drive to provide parking on the sides and rear of their properties for safety and aesthetic purposes	87	91
	Require existing pole signs to be removed and replaced with monument signs within a reasonable amount of time	77	84
	Create a shared-use path for bicyclists and pedestrians along the Soniat Canal from Veterans Boulevard to W. Napoleon Avenue	89	89
	Replace the Commercial Parkway Overlay Zone (CPZ), which is already mapped on David Drive between Veterans Boulevard and W Napoleon Avenue, with the Commercial Parkway Pedestrian (CPZ-Ped)	89	65
	Acquire one or more lots adjacent to Lafreniere Park to create additional pedestrian and bicyclist access to the park	91	82
	Rebrand Linwood Manor with a new name to capitalize on mixed-use and revitalization opportunities	91	54
	Permit mixed-use development in the Linwood Manor subdivision with an emphasis on residential uses with appropriately sized commercial uses	57	77
	Create a new vehicular, bicyclist, and pedestrian entrance at York Street and Longwood Drive	43	69
	Allow for single-family home construction in the Park Manor subdivision	88	81

SECTION 3

the revitalization + redevelopment plan

THE REVITALIZATION + REDEVELOPMENT PLAN

Vision

The vision for the Lafreniere Sub Area Plan establishes a framework for the planning area and describes an ideal snapshot of how the area could evolve in the future.

The vision is based on the knowledge and ideas of study area residents, business owners, and stakeholders gathered during task force meetings, public open houses, stakeholder interviews, and through public surveys. The Lafreniere community shared a wide-range of creative ideas for improvements that will enable people to enjoy safe and easy access to commercial corridor's diverse services and amenities, better access to Lafreniere Park, and more opportunities for quality housing, jobs, and destinations.

The vision goals describe the qualities residents want to see in the Lafreniere Sub Area.

Safety and Walkability - Create a safe and comfortable place for pedestrians, bicyclists, and motorists to travel within the residential areas and along and get across David Drive and Veterans Boulevard corridors.

Housing and Development - Encourage and incentivize mixed use development and quality housing, office/commercial, and other appropriate types of development**.**

Traffic - Create more efficient, accessible, and safe corridors and connections to destinations and along commercial corridors.

Economic Development - Stimulate the economy by attracting and encouraging new businesses, investment, and redevelopment along David Drive and Veterans Boulevard.

Identity - Establish a distinct identity along the David Drive corridor that supports existing recreational and commercial destinations and creates a welcoming and attractive environment for visitors and residents alike.

THE REVITALIZATION + REDEVELOPMENT PLAN

Vision

The Plan envisions the Lafreniere sub area as the premier live, work, and play destination in Jefferson Parish anchored by Lafreniere Park. The Park is the foundation of the community and possesses a strong identity. Neighborhoods providing high quality choices of single and multi-family housing for both renter and owner-occupancy are linked to each other, the Park, and the surrounding region via a network of safe and efficient pedestrian and bicycle routes complimenting public transit and road facilities. Developments along the commercial corridors are easily and safely accessed by all users, are pedestrian oriented, and compliments and enhances the neighborhoods and Park.

THE REVITALIZATION + REDEVELOPMENT PLAN

The study area offers many opportunities to capitalize on existing strengths and mitigate weaknesses and threats to support the vision goals.

Opportunities for improving transportation, safety, and walkability include:

- Providing safe, efficient, and convenient mobility for all users of all abilities throughout the subarea.
- Transforming the commercial corridors into "Complete Streets" that improve the environment for all users to access and cross the roadway. Complete Street improvements create space for sidewalks and bike lanes, and redesigns vehicular travel and turning lanes allowing for protected signal movements that reduce conflicts with crossing pedestrians.
- Strategic placement of new traffic signals and pedestrian crossings that break up the longest segments of David Drive.
- Reconfigure vehicular travel lanes to calm traffic and provide pedestrian crossings.

Opportunities for improving housing and development include:

- Certain areas have good urban form but there are also opportunities for better integrated land uses.
- The study area supports uses including retail, office, medical, recreational, and residential.
- Many opportunities exist for reinvestment and redevelopment of the buildings that are between 25 and 50 years old and are nearing the end of their functional lifespan.
- Some buildings are low-to-moderate value buildings and just a few new, higher value buildings in the project area. This means that there is potential for reinvestment and redevelopment within the study area.

Opportunities for economic improvements include:

- New business and job opportunities are largely brought to the commercial corridors through new development and redevelopment.

THE REVITALIZATION + REDEVELOPMENT PLAN

Alternative Scenarios Development

Land use, zoning, and transportation scenarios are an important part of the exploratory process in planning. Developing a range of policy options, development types, and transportation improvements allows for a comparison of the relative strengths and weaknesses of potential futures. Two separate land use and transportation scenarios were evaluated by the public, task force, and stakeholders. The location and styles of implementation were developed from the existing conditions analysis of redevelopment potential. A final preferred alternative was developed, which is a hybrid of the two alternatives. The neighborhood profile is included in its entirety in Appendix A and informed many of the strategies included in the scenario development.

Each of the scenarios was constructed using a range of building types calibrated to the study area market supported by the general market demand. Within a context such as the Lafreniere Sub Area, a range of buildings could be anticipated. However, regulatory requirements have prohibited the development of the mixed-use and residential building types desired by the public – single family homes, especially in the Park Manor subdivision. The general market demand report is found in Appendix B and informed the type and location for residential and non-residential revitalization strategies.

A "no action" alternative is always considered that future growth would continue based on existing development regulations and past development trends. Operating under the assumption of existing conditions and regulatory requirements, the development of mixed-use and single-family residential buildings proved unfeasible, resulting in the lowest potential for new housing and economic growth in the study area. Accordingly, development along the commercial corridors would remain in the outdated converted structures there today and little to no reinvestment would occur.

Alternative scenarios were developed from task force members, stakeholders, and public feedback which expressed a desire for a dual emphasis of both housing and transportation, resulting in an area characterized by increased quality of single and two-family residential development, mixed-use development, streetscaping, and pedestrian amenities. The public engagement tested the draft recommendations and the full report can be found in *Appendix C: Online Engagement*.

THE REVITALIZATION + REDEVELOPMENT PLAN

Alternative Scenarios Development

The preferred alternative assumes some mixed-use growth that is more weighted to residential than commercial and office uses and rezonings for the David Drive corridor and the Linwood Manor subdivision. Transportation improvements to the David Drive corridor and adjacent local streets would include increased connectivity, provide greater bicycle and pedestrian mobility, and improve safety for all users.

The revitalization strategies can be generally categorized in regard to:

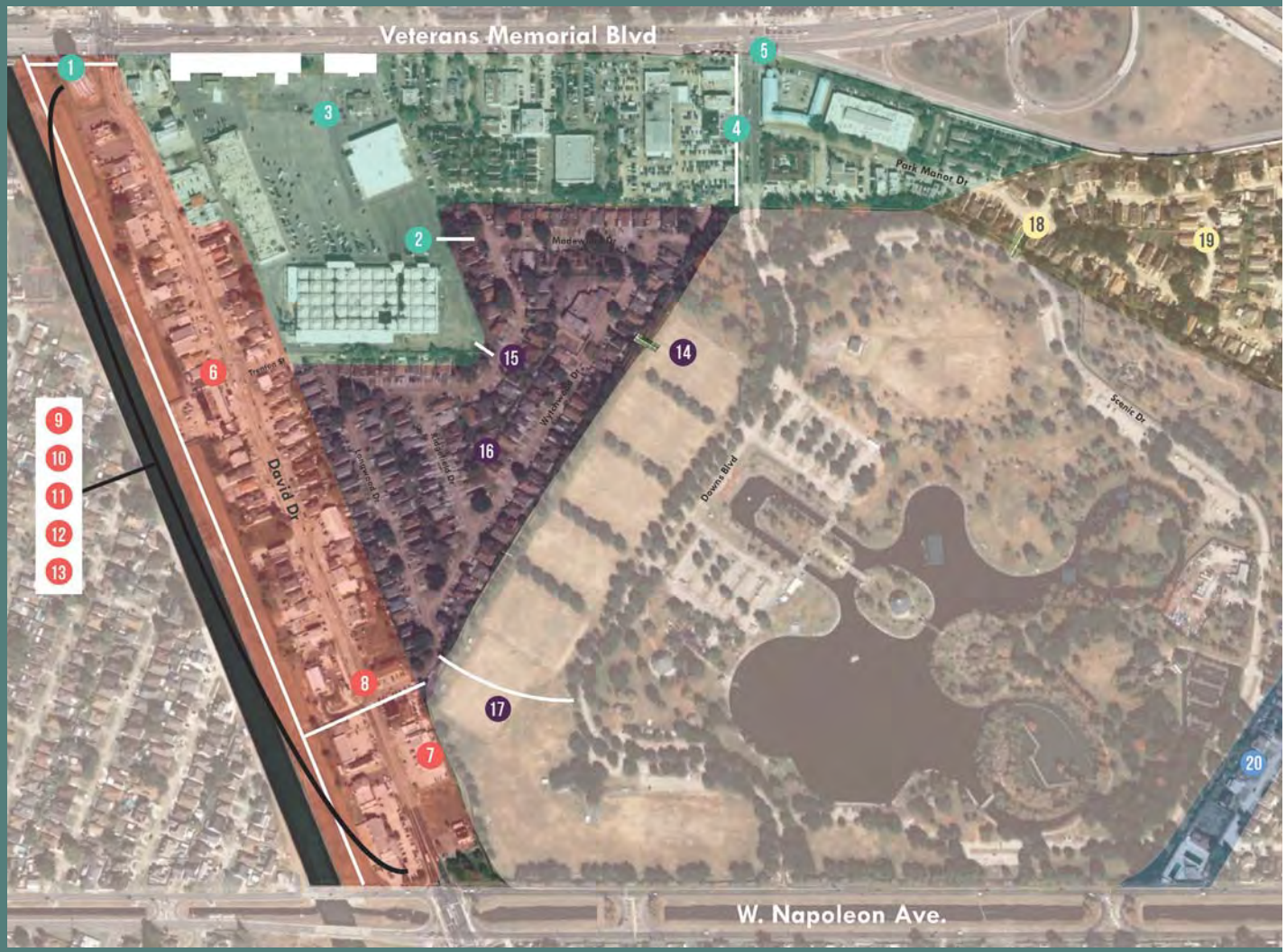
Land Use and Zoning Strategies

- Achieve consistency with comprehensive plan
- Evaluate zoning classifications and make plan amendments if necessary to align zoning and plan land uses
- Provide specific land use and zoning strategies, actions, policies and investments
- Allow for increased housing types
- Facilitate mixed-use
- Expand use of financing tools
- Strengthen economic opportunities
- Support public and private investment along the commercial corridors

Transportation Strategies

- Design safer streets for all users and create additional vehicular connectivity options
- Close the most significant gaps in pedestrian crossings and improve pedestrian access in the study area
- Encourage walking and bicycling by enhancing facilities
- Expand use of grant and matching programs to fund safety improvements and pedestrian facilities

Preferred Scenario



VETERANS BOULEVARD

1. SHARED USE PATH CONNECTS TO SONIAT GREENWAY
2. POTENTIAL ACCESS TO LAFRENIERE VILLAGE DEPENDING ON INTENSITY OF COMMERCIAL REDEVELOPMENT
3. ACCOMODATE MIXED USE OR COMMERCIAL REDEVELOPMENT
4. CREATE PROTECTED BIKEWAY CONNECTION TO PARK ENTRANCE
5. RENAME DOWNS BLVD

DAVID DRIVE

6. STREETSCAPE ENHANCEMENTS
7. PARK FRONTING DEVELOPMENT
8. PROTECTED CROSSING CONNECTING GREENWAY TO PARK
9. LOCATE PARKING BEHIND & ALONGSIDE BUILDINGS
10. GREENWAY/DAVID DR-FACING ACTIVE USES (OUTDOOR DINING, ETC.)
11. SIGN AMORTIZATION
12. SONIAT GREENWAY
13. CPZ-PED OVERLAY

LINWOOD MANOR

14. ACQUIRE PARK-ADJACENT LOTS TO INCREASE ACCESS TO PARK
15. CONNECT STREET GRID TO VETERANS COMMERCE DEPENDING ON INTENSITY OF COMMERCIAL REDEVELOPMENT
16. PERMIT MIXED USE & DENSITY OF DEVELOPMENT
17. NEW VEHICULAR & PEDESTRIAN ENTRANCE TO PARK

PARK MANOR

18. ACQUIRE PARK-ADJACENT LOTS TO INCREASE ACCESS TO PARK
19. PERMIT SINGLE-FAMILY HOUSING DEVELOPMENT

WILLOWDALE

20. JUDITH ST - NO CHANGE

Veterans Boulevard

VETERANS BOULEVARD

1. SHARED USE PATH CONNECTS TO SONIAT GREENWAY
2. POTENTIAL ACCESS TO LAFRENIERE VILLAGE DEPENDING ON INTENSITY OF COMMERCIAL REDEVELOPMENT
3. ACCOMODATE MIXED USE OR COMMERCIAL REDEVELOPMENT
4. CREATE PROTECTED BIKEWAY CONNECTION TO PARK ENTRANCE
5. RENAME DOWNS BLVD

Veterans Boulevard Development Prototype:

TRANSFORMATIVE REDEVELOPMENT

The large lot sizes, much of which are dedicated to surface parking lots, high traffic volumes and the location near the Interstate-10 exit make the Veterans corridor the most viable within the Primary Market Area for transformative redevelopment. High-intensity, mixed-use or commercial development, new public spaces such as plazas, small parks and lanes, and high-quality amenities such as a protected, shared use trail along Veterans could each distinguish the subarea from competitor commercial districts and spark reinvestment in the surrounding residential neighborhood. Walkable design could feature ground-floor retail uses fronting sidewalks with transparent and engaging facades, and potentially residences on upper floors. Streetscape enhancements to Veterans Memorial Blvd could incentive commercial development that fronts the property line. Surface or structured parking could be conveniently accessed yet less visible from public spaces, located behind primary site uses.

The 19-acre K-Mart site presents an opportunity for this type of redevelopment. Its large size would allow for dedication of a signature public (or privately-owned yet publicly-accessible) gathering space that provides an amenity for neighborhood residents and an attraction and reason for shoppers to linger. The site could also be "transit-oriented" – designed around a facility that provides fast, frequent and reliable transit access to regional destinations, such as the Metairie CBD, Elmwood, New Orleans CBD, and Louis Armstrong International Airport. This station could feature a park-and-ride lot that attracts commuters wishing to avoid driving themselves to these destinations and paying for high parking fees at them. Redevelopment of the K-Mart site as a commercial hub comprised of a big box and smaller retailers also could feature amenities such as a publicly accessible gathering space or transit-oriented facility.

Improving pedestrian connections from this site to surrounding commercial development and to Lafreniere Park itself would make it easier for shoppers and commuters attracted to the signature development to permeate the area and reach additional shopping and recreation options. The desirability of creating new vehicular access from this site to adjacent residential areas would depend on the intensity and other characteristics of the commercial redevelopment.

A second significant opportunity site on Veterans Blvd is located at the intersection with Downs Blvd. As the "front door" to Lafreniere Park, this site is high-visibility and holds the potential to allow the park's natural beauty to "spill out"' into the surrounding urban fabric. Approximately 130' of the rear corner of this site lines Madewood Dr, directly across from the edge of Lafreniere Park, giving it the potential to create an important link between the park and the commercial strip. Today, a car dealership, gas station and mobile phone retailer occupy the site.

Veterans Boulevard Development Prototype:

TRANSFORMATIVE REDEVELOPMENT

Multifamily housing adjacent to retail uses could offer a mix of rental apartments and owner-occupied condos that cater to households without children, including young individuals or couples, and empty-nest householders seeking low maintenance housing options with easy access to amenities. An example of transformative redevelopment is Perkins Rowe in Baton Rouge, a high-density mixed-use development that includes privately operated streets, as seen to the left.

David Drive

Veterans Memorial Blvd
Park Manor Dr
Scenic Dr
Judith St
David Dr
W. Napoleon Ave.
DAVID DRIVE
6 STREETSCAPE ENHANCEMENTS
7 PARK FRONTING DEVELOPMENT
8 PROTECTED CROSSING CONNECTING GREENWAY TO PARK
9 LOCATE PARKING BEHIND & ALONGSIDE BUILDINGS
10 GREENWAY/DAVID DR-FACING ACTIVE USES (OUTDOOR DINING, ETC.)
11 SIGN AMORTIZATION
12 SONIAT GREENWAY
13 CPZ-PED OVERLAY

David Drive Development Prototype:

MAIN STREET

Small lots with limited depth, existing buildings with viable businesses, and multiple property owners place constraints on quick land use and development changes on David Drive. Rather, incremental small-scale changes that, over time, contribute individually to a broader vision is the more viable development scenario.

Such changes have occurred in recent years. A small strip center anchored by a pet care center was built on several adjacent lots combined into one development site at the northeast corner of David Dr. and W. Napoleon Ave. Other recent new developments are a coffee shop at the southwest corner of David Dr. and W. Metairie Ave., and a pizza shop in the 2700 block of David Dr., both of which were subject to site plan review under the Commercial Parkway Overlay Zone (CPZ) that the Parish Council placed on David Dr. in 2015. Mapped on major roadways throughout the parish, the CPZ requires landscaping to enhance streetscapes.

In addition to new development, the redevelopment of existing buildings also contributes to the incremental change of existing areas over time. On David Dr., a French bakery and café replaced a seafood market at the corner of Trenton St. and the building underwent façade enhancement. Although the site has the CPZ overlay, the renovation did not trigger site plan review because the cost did not meet the minimum threshold for review. This CPZ approach facilitates minor renovations. Where changes to existing development trigger site plan review, compliance with requirements such as landscaping is to the maximum extent practicable.

CPZ utilizes a suburban development type characterized by surface parking lots located between the front building line and the street, among other traits. The main street development type flips the standard strip shopping center siting of parking and building, with parking on the side or in the rear of the building. Jefferson Parish's zoning promotes this type through districts such as the Commercial Parkway Pedestrian District (CPZ-PED). Through CPZ-PED design standards, land-use activities enhance walkability and streetscape aesthetics by making it easier for pedestrians to reach the front door from the sidewalk, diminishing the view of vehicles from the street, and allowing buildings to frame the street.

Jefferson Parish has encouraged this more traditional main street approach on a portion of Metairie Rd., which shares several traits with David Dr.: it is a high-traffic, minor arterial with small lot sizes and C-1 Neighborhood Commercial zoning. Several new mixed-use or commercial developments have opened in recent years, including Old Metairie Commons shown to the left. These developments were subject to site plan review and the standards of the CPZ-PED, and entail parking behind the front building line and landscaping.

Replacing the CPZ with CPZ-PED to promote the main street development approach on David Dr. necessitates further evaluation as part of a larger zoning study of the planning area. One question is which front landscaped setback is preferable--the existing minimum of 20 feet that the CPZ requires,

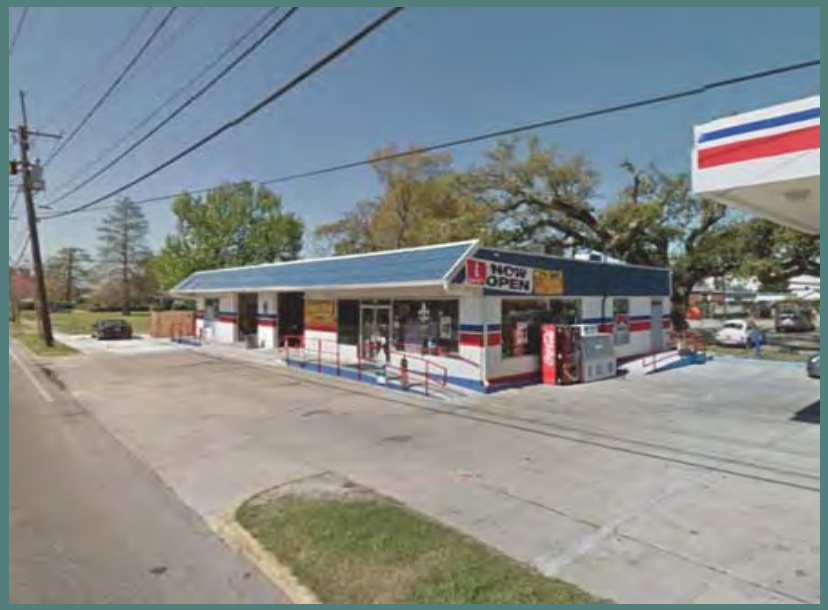
David Drive Development Prototype:

MAIN STREET

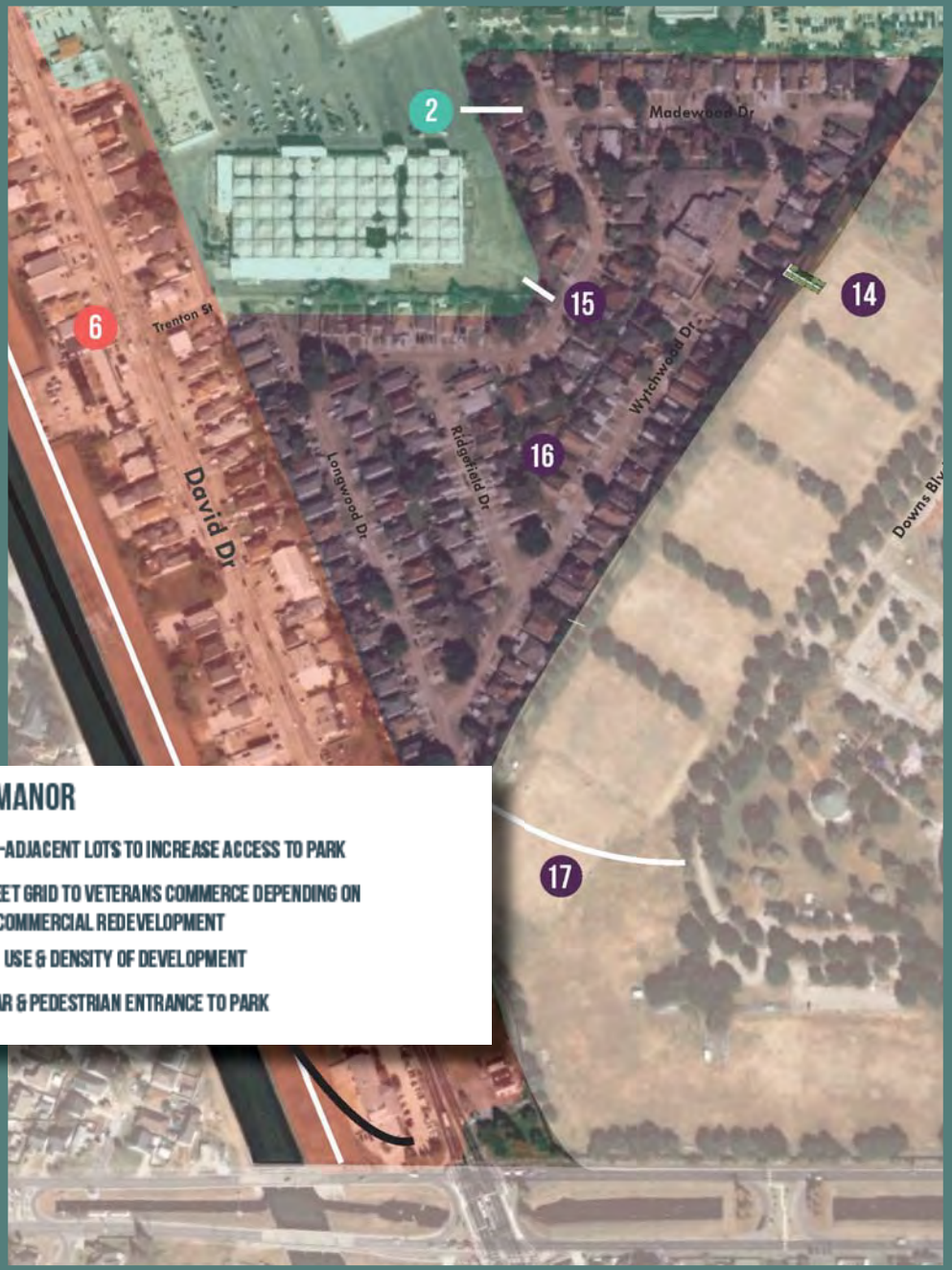
or the maximum of five-to-10 feet that the CPZ-PED requires.

The answer to this question relates to the depths of the lots that front on David Dr., as well as to the uses or activities, either existing or desired, on land behind these lots. On the western side, the Soniat Canal, Entergy transmission line, and the right-of-way or servitude in which these features are located could present an opportunity for a shared-use path for bicyclists and pedestrians. This potential greenway, already zoned C-1, could increase the desirability of buildings or related outdoor seating and accessory uses that face the greenway. On the eastern side, rezoning the lots that front on Longwood Dr. and back the lots with frontage on David Dr. to a neighborhood commercial or mixed-use zoning district could provide added depth to commercial lots and facilitate a neighborhood center between Trenton St. and York St. Enhancing pedestrian access across David Dr. would provide greater connectivity between the two sides of the street and further cohesion as a neighborhood center.

David Dr. is prime for development and redevelopment that takes advantage of proximity to Lafeniere Park, the potential Soniat greenway, and roadway enhancements to shape this Lafreniere area as a distinct Metairie neighborhood with its own character and sense of place.



Linwood Manor



LINWOOD MANOR

14 ACQUIRE PARK-ADJACENT LOTS TO INCREASE ACCESS TO PARK

15 CONNECT STREET GRID TO VETERANS COMMERCE DEPENDING ON INTENSITY OF COMMERCIAL REDEVELOPMENT

16 PERMIT MIXED USE & DENSITY OF DEVELOPMENT

17 NEW VEHICULAR & PEDESTRIAN ENTRANCE TO PARK

Park Manor

PARK MANOR

18 ACQUIRE PARK-ADJACENT LOT TO INCREASE PEDESTRIAN ACCESS TO PARK

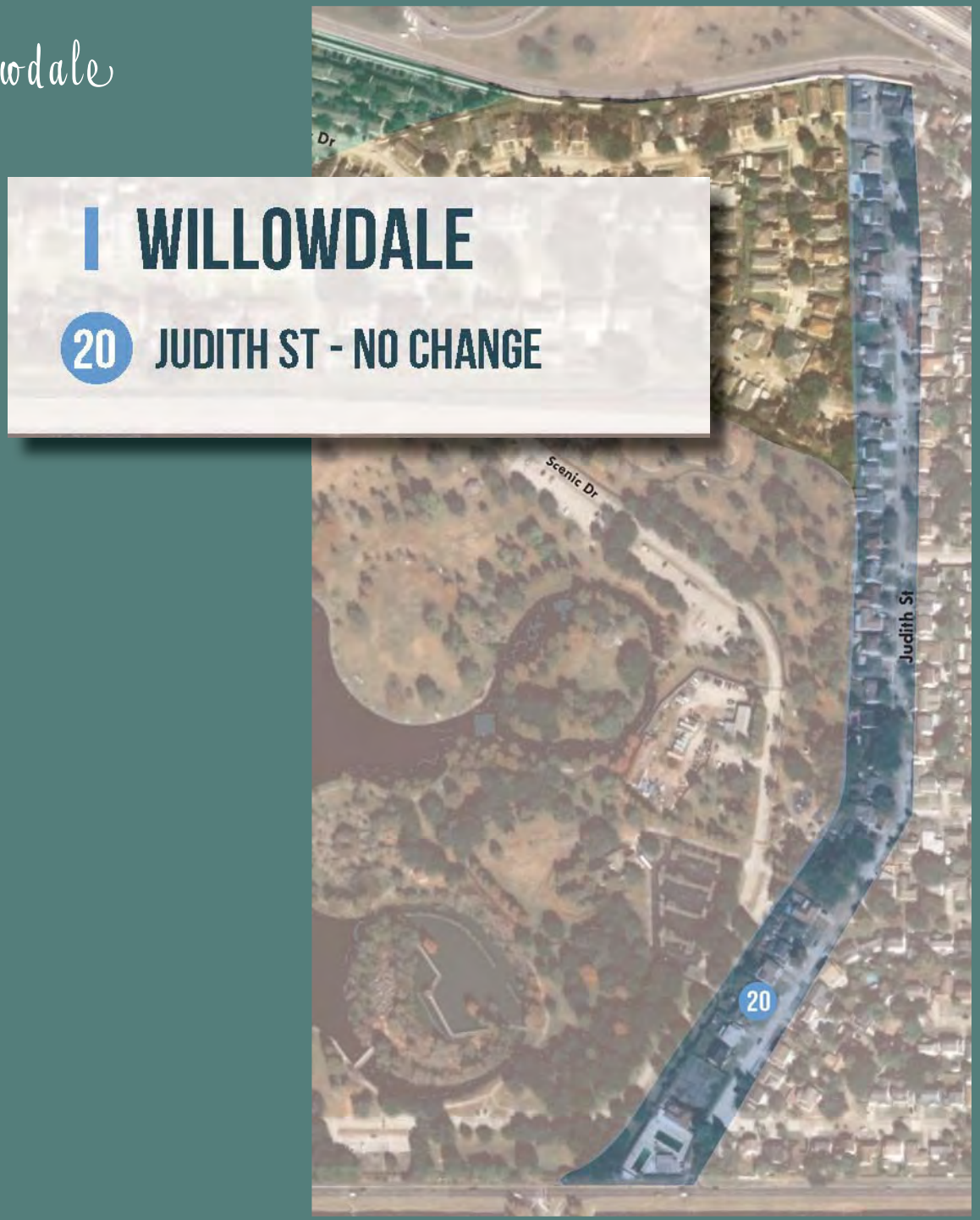
19 PERMIT SINGLE-FAMILY HOUSING DEVELOPMENT (ZONING CHANGE)

Neighborhood Development Prototype:

MIXED DENSITY RESIDENTIAL

Existing properties' high value, small size, and dispersed ownership impede redevelopment, while their high occupancy suggests high demand for housing in this location. Allowing property owners and developers wider flexibility in density and scale would unlock the value these properties enjoy from proximity to the park. The result would be a range of residential development sizes, from high-end, single family homes with traditional garages to multi-unit clusters of condominiums and three-story detached and attached townhomes. Higher rates of residential density could incentivize commercial redevelopment along David Dr and Veterans Memorial Blvd.

Willowdale



Redeveloping and revitalizing the Lafreniere sub area requires improvements to the transportation system. To support the growth in vehicular and nonmotorized demand, a network of bicycle, pedestrian, and vehicular needs have been identified. The network was developed to provide efficient alternative travel routes within and through the study area. As the area redevelops, the non-motorized network will assure that multimodal travel options are available.

Pedestrian and bicycle connectivity throughout the study area should be improved in a way that supports comfortable, safe, and pleasant walking and bicycling routes. The routes should be designed with adequate space and quality landscaping. Strategies include a redesigned complete street gateway on Downs Blvd, a greenway, sidewalk improvements in the neighborhoods and commercial corridors, and pedestrian and vehicular access points to the Park. New or redesigned streets should be "pedestrian oriented" as the area redevelops.

SECTION 4

implementation strategies & policy recommendations + actions

IMPLEMENTATION

Implementation Strategies and Policy Recommendations + Actions

The most important part of a plan are the actions that are taken to achieve the vision.

As this plan is strategic and very action-oriented, the implementation strategies focus generally on aligning the Parish's planning and regulatory structure to support the vision, and to identify those public and private investments that will lead to the vision's realization. Actions that will be necessary to implement this plan are: regulatory approaches; coordination and partnerships; policy directions; capital improvements; and design guidelines which generally fall into two categories Land Use and Zoning or Transportation. Each of these types are briefly described below.

REGULATORY APPROACHES

The Parish development regulations will need to be consistent with the goals, policies, land use, and zoning directions of this Plan and the comprehensive master plan. The Plan suggests several land use and zoning classification changes and regulatory revisions.

COORDINATION AND PARTNERSHIPS

Many actions identified in this Plan call for partnerships between the Parish, State (such as LA DOTD), the Regional Planning Commission (RPC), and the area residents, businesses, and landowners.

POLICY DIRECTIONS

The Parish will carry out a number of the policies in this Plan through day-to-day policy decisions (of planning staff, board members, and elected officials), particularly regarding redevelopment proposals in the sub area. The Plan along with the comprehensive master plan and other policy manuals will guide decisions occurring for the sub area.

CAPITAL IMPROVEMENTS

The Plan recommends the Parish work with neighborhood groups to program improvements to infrastructure and facilities. Implementation will be dependent on coordinating the Capital Improvement Program (CIP) of the Parish with the transportation needs and long range growth and development goals for the sub area.

IMPLEMENTATION

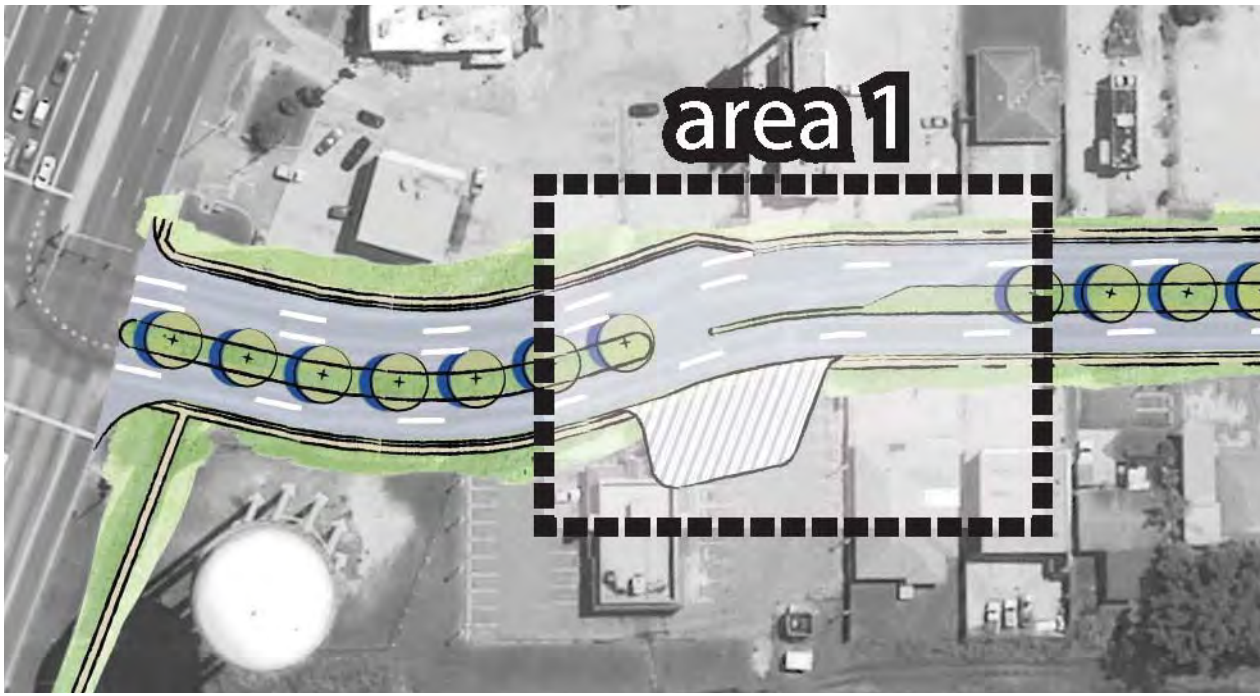
Implementation Strategies and Policy Recommendations + Actions

Key Strategies of this Plan

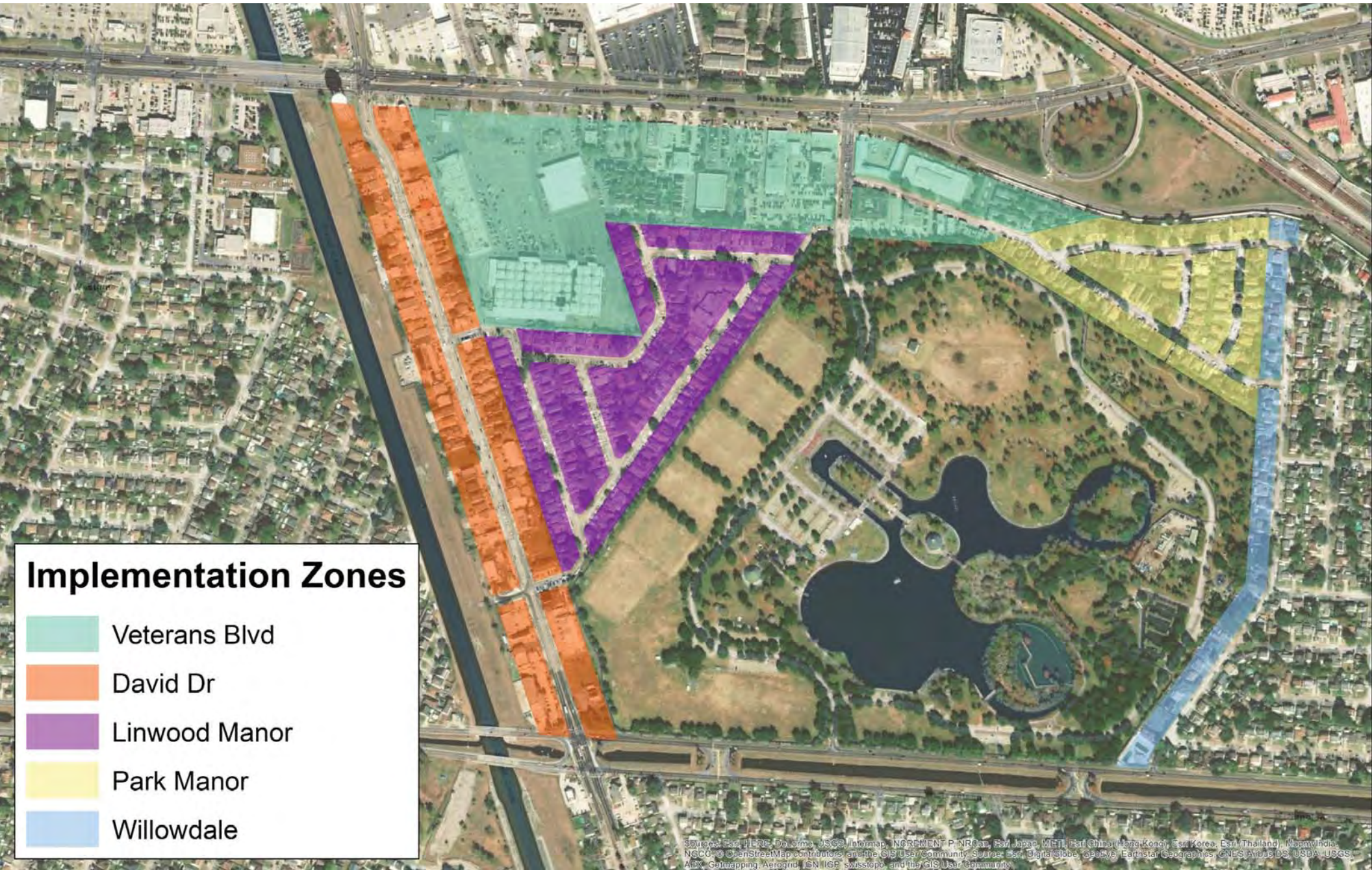
Based on task force and public input, the key strategies and priorities for implementing the sub area plan, are as follows:

- Safer mobility options for all users of all abilities
- Better quality and choice of housing and pride of community
- Economic sustainability

The Implementation Tasks and Strategies can be generally grouped geographically in the following areas: Veterans Boulevard, David Drive, Linwood Manor, and Park Manor. Each area will be detailed with an implementation table describing the task, timing - organized into short and long-term action items, preliminary costs, and relevant partner agencies, if applicable.



David Drive Corridor Improvement Recommmendations


Implementation Zones
Veterans Blvd
David Dr
Linwood Manor
Park Manor
Willowdale
Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community, Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

IMPLEMENTATION

Implementation Strategies and Policy Recommendations + Actions

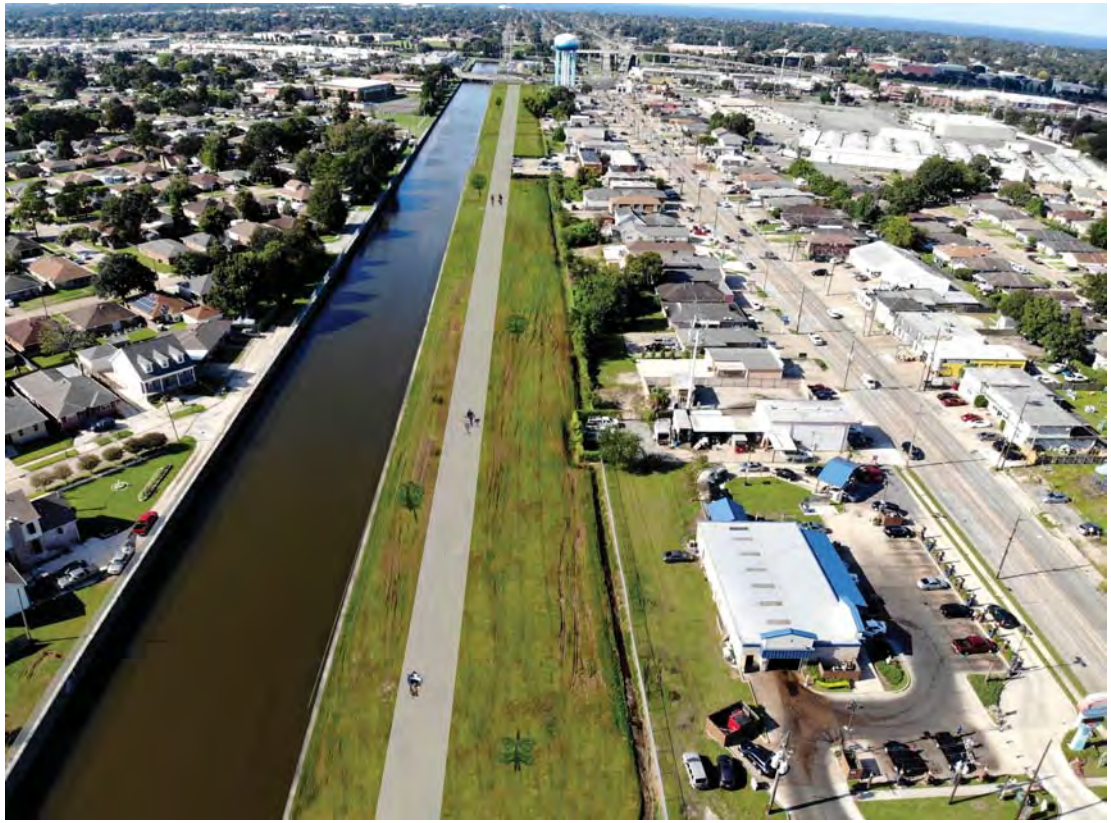
Area-Wide Strategies

PUBLIC INVESTMENT TYPE	DESCRIPTION	LEVEL OF SUPPORT	INVESTMENT RANGE*	IMPLEMENTATION RANGE	FUNDING AND/OR PARTNER AGENCIES
LAND USE/ZONING	ADOPT AND ADMINISTER. The Lafreniere Sub Area Plan should be adopted into the Envision Jefferson 2040 Comprehensive Plan and implemented as needed.	Strong	$	1-3 years	
LAND USE/ZONING	QUALITY OF LIFE STANDARDS. Code sweeps for the study area should take place on a regular basis to deter violations from continuing and compounding.	Strong	$	1-3 years	
SAFETY/ TRANSPORTATION	SIDEWALK INFRASTRUCTURE. A Sidewalk Improvement Program should be developed and implemented within the study area to promote safe active transportation choices.	Strong	$	3-5 years	LADOTD, RPC
LAND USE/ZONING/ REVITALIZATION	HOUSING REVITALIZATION. Utilize the JEDCO Jefferson Parish Housing Stock Enhancement Strategic Plan for the launching of Lafreniere Sub Area revitalization programs. The Parish, JEDCO, and Jefferson Finance Authority should pursue should strategies aimed at improving existing housing stock and encouraging the development of new desirable housing units.	Strong	$	1-3 years	JEDCO
TRANSPORTATION	BIKE SHARE PROGRAM. As bike lanes are implemented throught the Parish and within the study area a bike-share rental program should be studied to determine feasibility of stationing locations and ridership.	Moderate	$	3-5 years	JEDCO, RPC
REVITALIZATION	ECONOMIC DEVELOPMENT DISTRICT. Tax Increment Financing (TIF) allows local governments to invest in public infrastructure and other improvements to stimulate redevelopment. A TIF district captures the increase in sales tax or the appreciation in value of the land and buildings over an established baseline. The Parish should determine geographic boundaries and revenue sources from the TIF district.	Moderate	$	1-3 years	JEDCO
SAFETY/ TRANSPORTATION/ REVITALIZATION	PURSUE FUNDING. Ongoing and diligent advocation of funding for housing, infrastructure, and quality of life initiatives.	STRONG	$	1-3 years	LADOTD, RPC, JEDCO, Housing Authority

David Drive

PUBLIC INVESTMENT TYPE	DESCRIPTION	LEVEL OF SUPPORT	INVESTMENT RANGE*	IMPLEMENTATION RANGE	FUNDING AND/OR PARTNER AGENCIES
STREETSCAPE ENHANCEMENTS	STREETSCAPE ENHANCEMENTS. David Dr reconstruction is under design with several pedestrian and cyclist enhancements that will provide better safety and amenities for all users. Enhancements include roadway redesign, median with landscaping and lighting, sidewalks, and access managment.	Strong	$$	1-3 Years	Road Bond Program
LAND USE/ZONING/ REVITALIZATION	PARK FRONTING DEVELOPMENT. Properties facing Lafreniere Park between W. Napoleon Ave and York St should have an opportunity to develop their buildings and site plans to utilize the parks natural landscape.	Strong	$	1-3 years	
SAFETY/ TRANSPORTATION	PROTECTED CROSSING. The redesign and reconstruction of David Dr will provide protected crossings with signage, striping, and pedestrian signal heads at both York and Trenton intersections.	Strong	$$	1-3 years	Road Bond Program
LAND USE/ZONING/ REVITALIZATION	PARKING ALIGNMENT. Taking advantage of potential Soniat Greenway development and to provide additional access management opportunities along David Dr the properties along the west side should be able to provide site plans providing parking on the sides and rear of their properties.	Strong	$	1-3 years	
LAND USE/ZONING/ REVITALIZATION	GREENWAY/DAVID DRIVE. Properties facing the Soniat Greenway between W. Napoleon Ave and Veterans Blvd should have an opportunity to develop their buildings and site plans to utilize the greenway's amenities and potential customers.	Strong	$	3-5 years	
LAND USE/ZONING/ REVITALIZATION	SIGN AMORTIZATION. Signage can have a significant impact on a community's image and quality of life. Signage can also be a visual eyesore for nearby residents and negatively impact property values and vehicular safety. Commercial Parkway Overlay Zone (CPZ) has been applied to David Drive since 2015. Preexisting signs that do not conform with the CPZ regulations were "grandfathered" and permitted to remain. A different method, amortization, would allow the removal nonconforming signs within a reasonable period of time to allow the owner time to recoup the investment.The Planning Department should study develope a sign amortization as part of the recommended CPZ-PED/CPZ zoning overlay study.	Strong	$	5+ years	

PUBLIC INVESTMENT TYPE	DESCRIPTION	LEVEL OF SUPPORT	INVESTMENT RANGE*	IMPLEMENTATION RANGE	FUNDING AND/OR PARTNER AGENCIES
SAFETY/ TRANSPORTATION	GREENWAY DEVELOPMENT. The Soniat Greenway is recommended in the Bicycle Master Plan and the alignment is from Veterans Blvd to Airline Dr. The design for the greenway from Veterans Blvd to W. Napoleon Ave is currently ongoing. The section represents about 1/3 of the alignment recommended in the Bicycle Master Plan.	Strong	$$$	1-3 years	RPC, LADOTD
LAND USE/ZONING/ REVITALIZATION	CPZ/PED OVERLAY. To capitalize upon the redesign of David Dr and the design of the Soniat Greenway the zoning overlay is recommended for study by the Planning Department, specifically the CPZ vs. the Commercial Parkway Pedestrian (CPZ-Ped) Overlay district which supports the following objectives: pedestrian-oriented streetscape; prevent vehicular areas from dominating the views of the neighborhood from the sidewalk and street; promote compatibility; promote safe, attractive building and site design; accommodate horizontal and vertical mixed use; and promote public health and general welfare by facilitating walkability and varied transportation options.	Moderate	$	1-3 years	



SONIAT GREENWAY

Veterans Boulevard

PUBLIC INVESTMENT TYPE	DESCRIPTION	LEVEL OF SUPPORT	INVESTMENT RANGE*	IMPLEMENTATION RANGE	FUNDING AND/OR PARTNER AGENCIES
SAFETY/ TRANSPORTATION	SHARED USE PATH. The shared path is a recommendation from the Bicycle Master Plan. The path is from the Soniat Greenway (also recommended in the Bicycle Master Plan) to the east side of David Dr. The path will provide a safety enhancement for cyclists and pedestrians.	Moderate	$	1-3 years	RPC, LADOTD
LAND USE/ZONING/ REVITALIZATION	MIXED-USE DEVELOPMENT. Massive strip malls with acres of parking lots and outparcels vary in success and depend greatly on the anchor tenant. This location was anchored by Kmart which ceased operations in early 2019. The Planning Department should study whether the current C-2/CPZ zoning is the best district to promote redevelopment.	Moderate	$	5+ years	JEDCO
TRANSPORTATION/ REVITALIZATION	GATEWAY. A drive/roadway could create a distinct gateway for a development at the former Kmart site. A recognizable and inviting gateway could help identify the area's sense of place.	Moderate	$$$$	5+ years	JEDCO

MIXED USE REDEVELOPMENT

Downs Boulevard

PUBLIC INVESTMENT TYPE	DESCRIPTION	LEVEL OF SUPPORT	INVESTMENT RANGE*	IMPLEMENTATION RANGE	FUNDING AND/OR PARTNER AGENCIES
SAFETY/ TRANSPORTATION	BIKEWAY. The bikeway enhancement on Downs Boulevard from Lafreniere Park to Veterans Blvd will provide a link for east/ west movements for cyclists. The link provides a north/south connection from W. Napoleon Ave to Veterans Blvd without having to navigate David Dr traffic, which some cyclists may wish to avoid.	Strong	$$	1-3 years	RPC, LADOTD
REVITALIZATION	RENAME DOWNS BLVD. Jefferson Parish has expressed interest in renaming the boulevard. The name's origin comes from the former use of the park grounds, Jefferson Downs Race Track. More than a generation has passed since the closing of the race track. The rebranding of the street could be an enhancement for the Lafreniere Park entrance.	Moderate	$	1-3 years	

DOWNS BOULEVARD RENDERING

Park Manor Neighborhood

PUBLIC INVESTMENT TYPE	DESCRIPTION	LEVEL OF SUPPORT	INVESTMENT RANGE*	IMPLEMENTATION RANGE	FUNDING AND/OR PARTNER AGENCIES
REVITALIZATION	ACQUIRE PARK ADJACENT LOTS. Acquiring lots will provide additional pedestrian access to Lafreniere Park.	Strong	$$	3-5 years	
LAND USE/ZONING/ REVITALIZATION	SINGLE FAMILY HOUSING. Single-family housing is currently not allowed within the Park Manor subdivision (currently RR3 zoning). The RR3 designation allows existing single-family homes to remain as conforming uses but no new single-family structures are allowed to be built. The area may see redevelopment investment with single-family uses, especially lots fronting Lafreniere Park. A zoning study is recommended by the Planning Department.	Strong	$	1-3 years	

Linwood Manor

PUBLIC INVESTMENT TYPE	DESCRIPTION	LEVEL OF SUPPORT	INVESTMENT RANGE*	IMPLEMENTATION RANGE	FUNDING AND/OR PARTNER AGENCIES
SAFETY/ TRANSPORTATION/ TRAFFIC/ REVITALIZATION	NEW ACCESS. A future mixed use development should be connected to the surrounding areas by providing access for all users at strategic locations. The new access would provide greater traffic circulation, access, and serve as an incentive to redevelop the area (potentially a mixed-use development).	Minimal	$$$	5+ years	
REVITALIZATION	ACQUIRE PARK ADJACENT LOTS. Acquiring lots will provide additional pedestrian access to Lafreniere Park.	Strong	$$	3-5 years	
REVITALIZATION	REBRAND NEIGHBORHOOD. Rebranding is a tool used that can be used for revitalization and reinvestment strategies especially when used in conjunction with a zoning modification. The area could be called Lafreniere Village in an attempt to tie the revitalization to the proximity and popularity of the park.	Moderate	$	1-3 years	
SAFETY/ TRANSPORTATION/ TRAFFIC/ REVITALIZATION	NEW ACCESS. A future mixed use development should be connected to the surrounding areas by providing access for all users at strategic locations.	Minimal	$$$	5+ years	
LAND USE/ZONING/ REVITALIZATION	PERMIT MIXED USE. The change in zoning from RR3 to another appropriate classification is intended to create a walkable residential neighborhood with live-work alternatives and neighborhood service uses. Capitalizing on proximity to Lafreniere Park, Linwood Manor could be an attractive residential area for young adults and empty nesters, with a mix of residential, office, and neighborhood services at street level and residences on upper levels. The Planning Department should undertake a study to determine appropriate zoning.	Moderate	$	1-3 years	
SAFETY/ TRANSPORTATION/ TRAFFIC	NEW PARK ENTRANCE. The additional vehicular access may also include a pedestrian path (continuation of sidewalks at York St and Longwood Dr) could decrease traffic and safety concerns at the other vehicular access points for the park by reducing the volume at those locations.	Moderate	$$$	1-3 years	

INVESTMENT KEY
$- Up to $100,000
$$- $100,000-$250,000
$$$- $250,000-$500,000
$$$$-over $500,000

SUPPORT KEY
Strong >80%
Moderate >60%
Minimal >40%

appendix a | community profile

Appendix A

NEIGHBORHOOD PROFILE

DECEMBER 2018

Table of Contents

INTRODUCTION 4

A1 EXISTING CONDITIONS 6

A. DEMOGRAPHICS 7
Population Trends 8
Household Trends 9
Housing Trends 12
Household Composition 12
Occupational Trends 14

B. EXISTING RESIDENTIAL & COMMERCIAL DEVELOPMENT 15
Zoning, Land Use, Development 15
Occupancy 19
Tenure 19
Condition 19
Property Values 22

C . TRANSPORTATION 29
Facilities 29
Circulation Patterns 33
Crash Data 38
Accessibility 40

D. STORM WATER MANAGEMENT 41

E. LAFRENIERE PARK CHARACTERISTICS 45
Crime 48
Code Violations 49

F . OTHER CONDITIONS 50
Environmental Radius Report 50
Subsidence 54

A2 RELATED PLANS 55

A. JEFFERSON PARISH COMPREHENSIVE PLAN: ENVISION JEFFERSON 2020 56
Relevant Key Initiatives 56
Sub-Area Plans 57

B. JEFFERSON PARISH HOUSING STOCK ENHANCEMENT
STRATEGIC PLAN: A STRATEGY FOR NEIGHBORHOOD REVITALIZATION.....59

C. JEFFERSON PARISH HAZARD MITIGATION PLAN 60

D. LAFRENIERE PARK MASTER PLAN & OPERATION POLICIES 61

E. LAFRENIERE PARK OPERATON POLICIES 63

F. BICYCLE MASTER PLAN 64

G. JEFFERSON TRANSIT STRATEGIC PLAN 65

H. DAVID DRIVE STAGE 0 66

* ALL DATA, MAPS, FIGURES, AND TABLES DATED DECEMBER 2018 UNLESS OTHERWISE NOTED

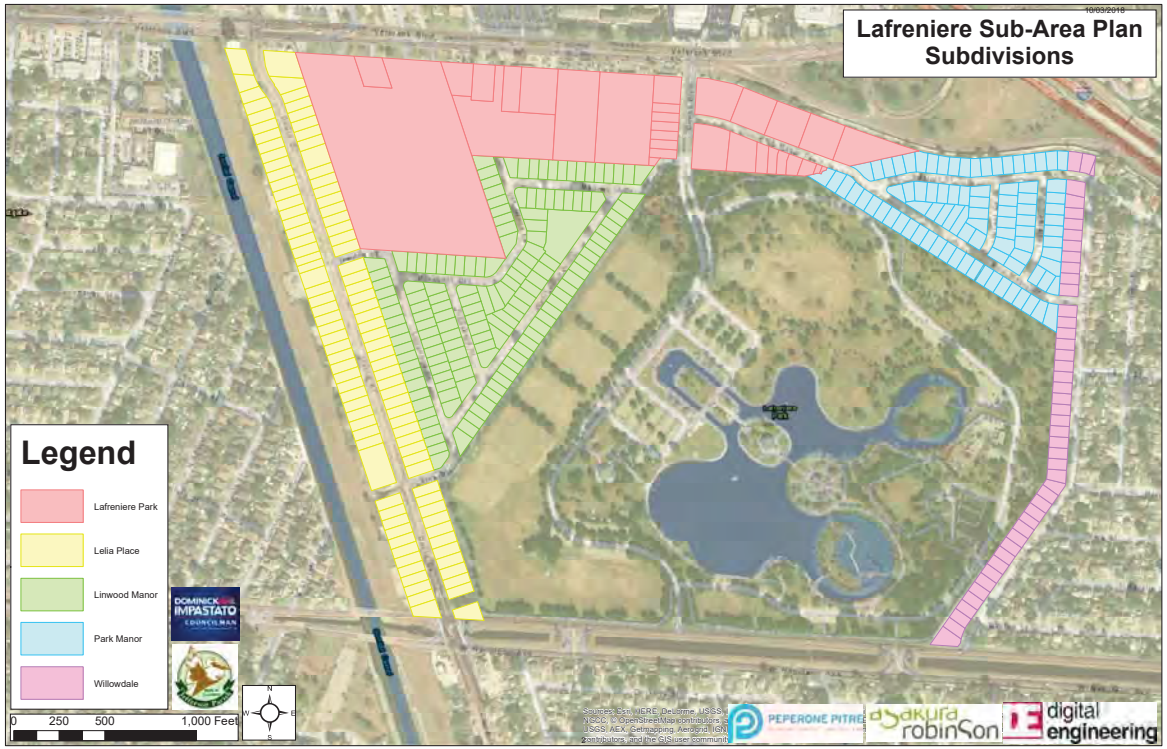
Introduction

INTRODUCTION

Lafreniere Park is a 155-acre public park located on the East Bank of Jefferson Parish, Louisiana. It includes multi-use lawns, landscaped gardens, picnic areas, boating and fishing, tot-lots, paths and trails, a man-made ecological marsh, a championship Frisbee golf course, a dog park, a carousel, soccer and softball fields, and a conference center, and hosts multiple events throughout the year.

The park is surrounded by residential development, with two- to multiplefamily dwellings to the west and north (zoned RR-3 and R-3), and singlefamily dwellings to the east (R-1A). Also in close proximity to the park are neighborhood (C-1) and highway commercial (C-2) corridors along David Dr. and Veterans Blvd. The park has pedestrian access from David Dr., Madewood Dr., and Judith St., and vehicular access from Veterans Blvd. via Downs Blvd., which also provides access to the surrounding residential areas.

The park opened in 1982 on the former site of Jefferson Downs, a horse racetrack that ceased operation in 1965. By the time the park opened, roughly two-thirds of the dwellings in the area had been constructed, with the largest number constructed in the 1960s. Many of the businesses located in this section of David Dr. occupy buildings that were originally single-family dwellings. The large commercial development on Veterans Blvd. was likely constructed in the 1960s. This section of I-10 was opened in 1967-1968.



At a half century old, the development around Lafreniere Park is showing its age. The area has experienced disinvestment and there are known issues with subsidence and traffic circulation in the area.

SECTION A1
EXISTING CONDITIONS

A1: EXISTING CONDITIONS

A. Demographics

For the purpose of analyzing the existing demographics for the area surrounding Lafreniere Park, four geographies are analyzed: the study area, and areas within a 5-minute, 15-minute, and 30-minute driving distance from the area. The drivesheds are not concentric rings with uniform distance, but areas with varying shapes determined by a car's ability to reach the study area in a given amount of time using existing roads. The data was collected using Esri's Business Analyst software. These geographies are selected in order to support market trade area analysis.

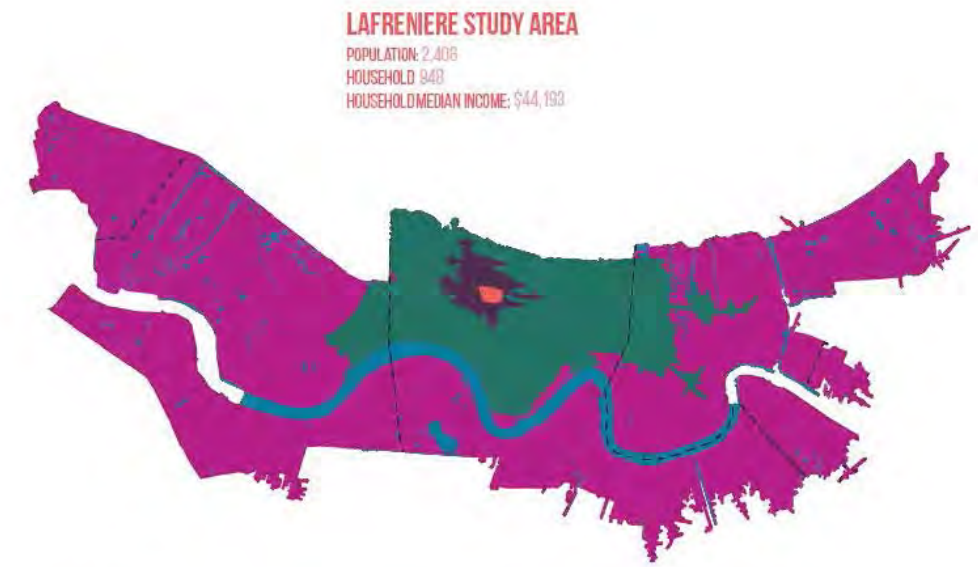
The study area includes households that are within walking distance of the park. Properties in this area have the highest potential for rehabilitation or redevelopment in response to public investments in Lafreniere Park and its immediate environs.

Households within the five-minute driving distance are the primary market for convenience goods and services, such as groceries and personal care items and services. Due to short travel times, retailers within the study area can "capture" a high percentage of spending power within this trade area.

Households within the fifteen-minute driving distance include a mix of convenience shoppers and destination shoppers seeking higher-priced items that are purchased less frequently, such as home appliances and specialty goods. Big box stores, department stores and shopping mall tenants are included in this category.

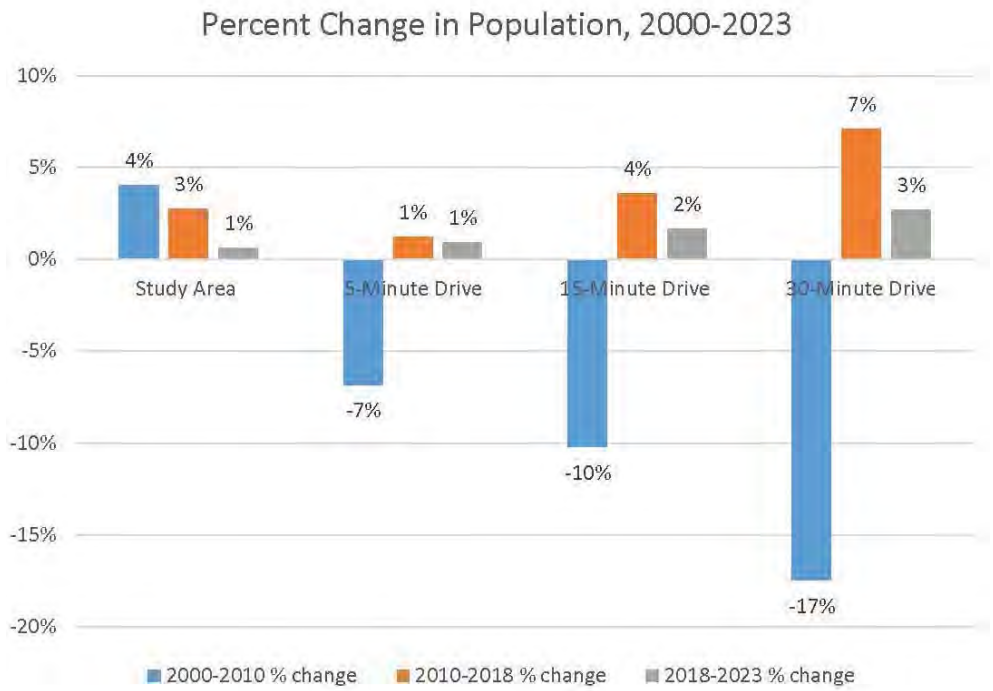
Households located within the area between fifteenminute and thirty-minute drive times would visit the study area primarily to make destination goods purchases.

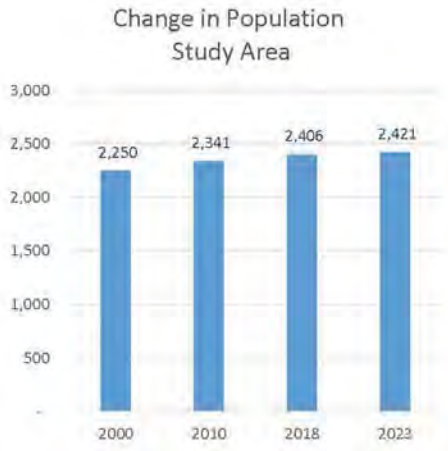
Overall, compared to households in the 5, 15, and 30-minute drivesheds, households within the study area are more likely to be low income, renters, and have children.

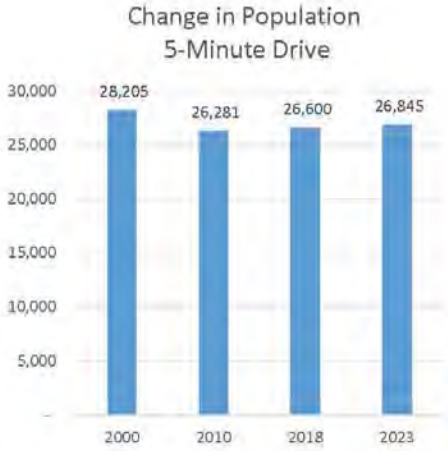


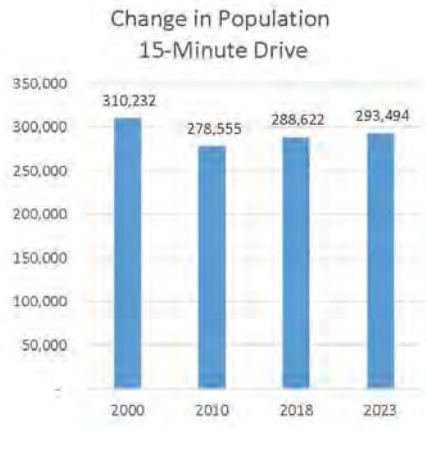
POPULATION TRENDS

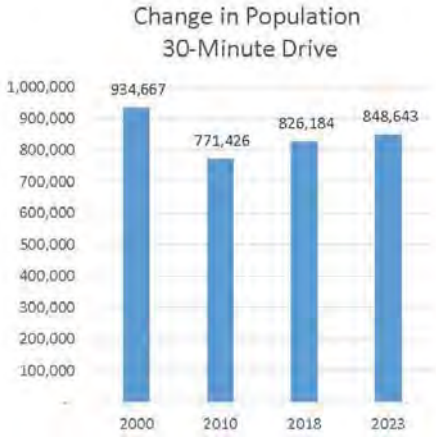
The total population within the study area has been steadily growing, which tells a different story from the surrounding areas. The population of 5-, 15-, and 30-minute drivesheds continue to fall below 2000 levels. However, all four areas are projected to experience population growth into 2023.





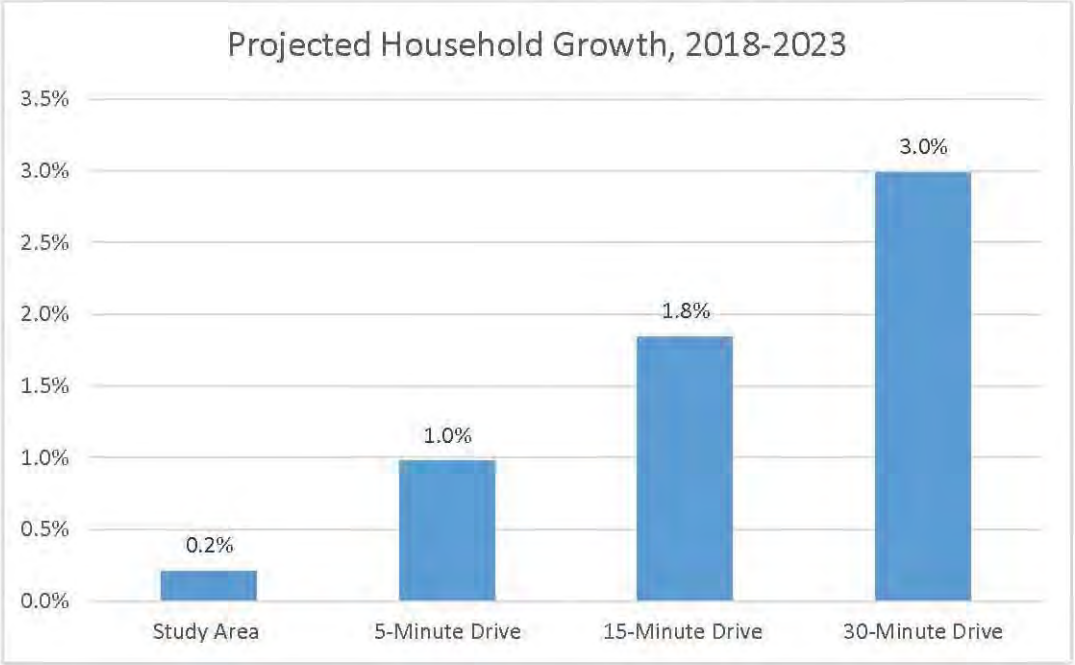




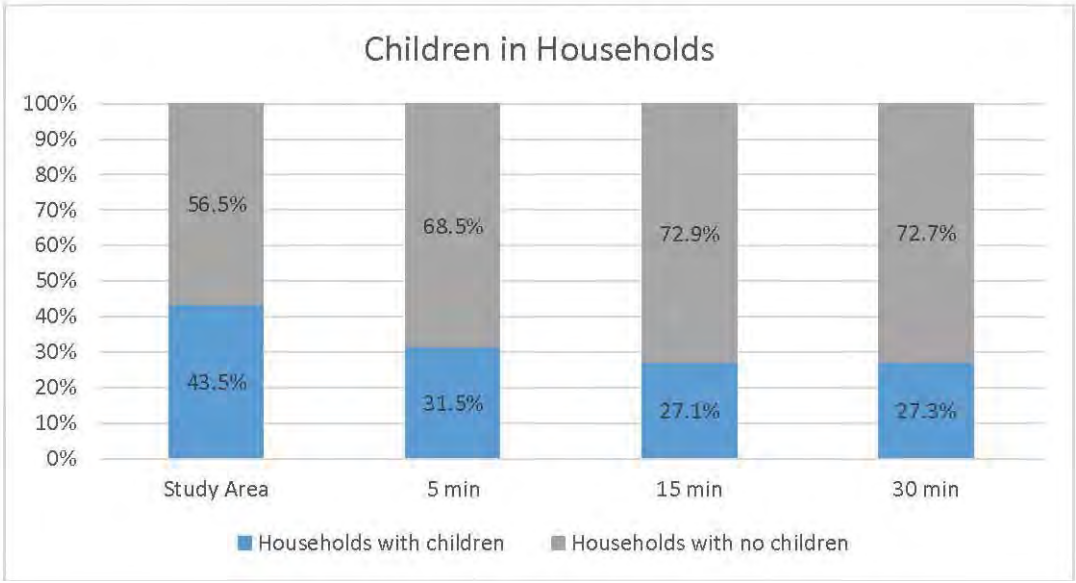


HOUSEHOLD TRENDS

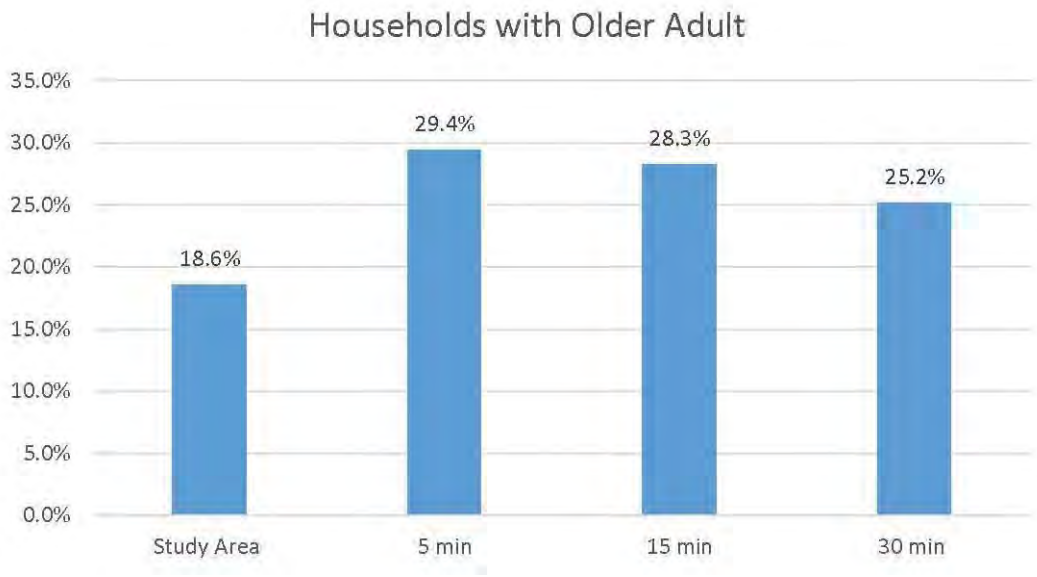
HOUSEHOLD COUNT.
The number of households are expected to grow across the region in the next five years, with growth corresponding to the size of the area, with the 30-minute driveshed experiencing a 3% growth in households, while the project area is projected to see a modest 0.2% increase.



HOUSEHOLD TYPE.
Recent data shows a high concentration of households with children within the study area. In the drivesheds surrounding the study area there are similar proportions for households with children, indicating a mixed consumer market.

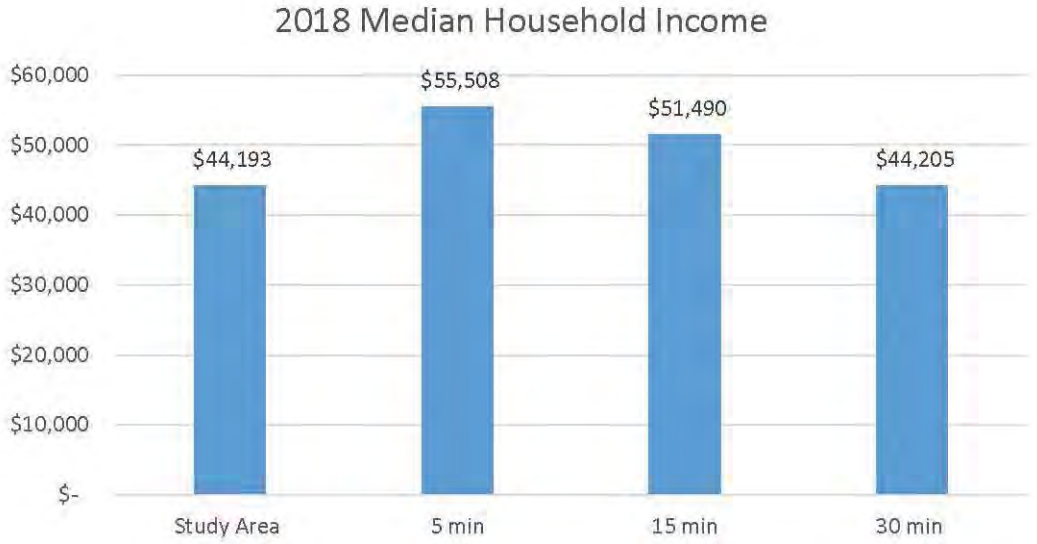


Within a 5-minute driving distance from the project, approximately 30% of households are comprised of at least one older adult, but the percentages decreases as the driveshed is expanded to 15-minutes and 30-minutes, hinting at a higher concentration of older adult-households in areas which lie outside of the study area within the 5-minute driveshed (the area shaded dark purple in the Driveshed Map).



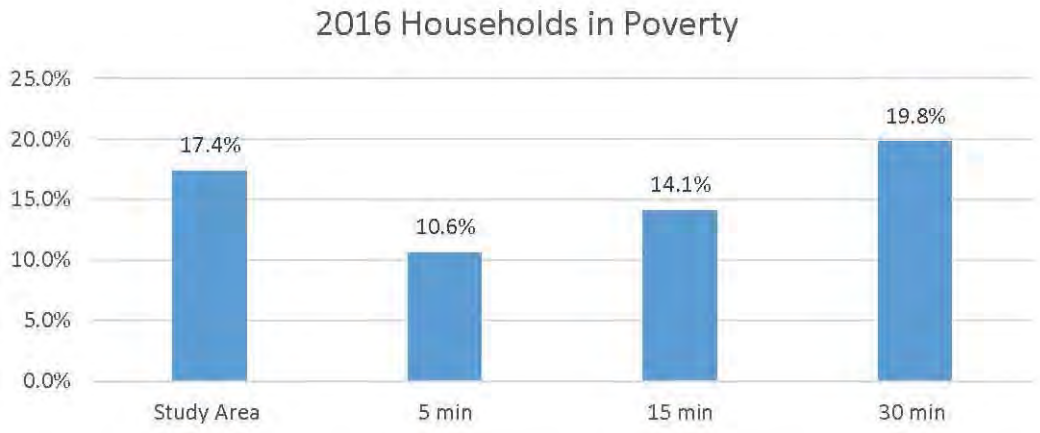
HOUSEHOLD INCOME.

As can be seen in the column chart below, the median household income of the study area is comparable to that of the 30-minute driveshed, but the highest levels of median income can be seen in the area immediately adjacent to the study area within the 5-minute driveshed, with median incomes over $10,000 higher than the study area. The relative affluence of the area surrounding the study area can be seen in other measures as well.



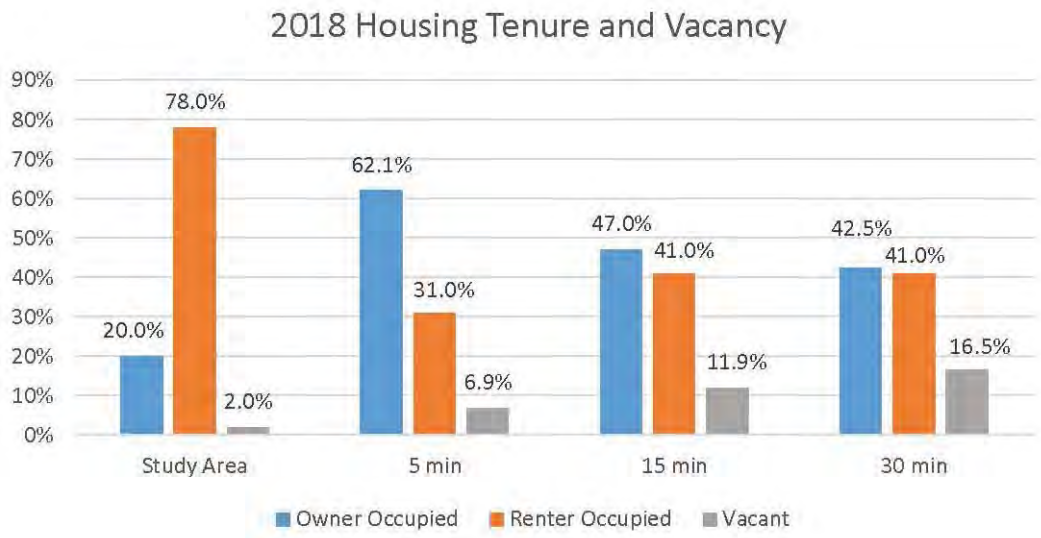
POVERTY.

The study area has a relatively high rate of poverty, as 17.4% households were estimated to have had income below the poverty level in 2016. The poverty level of the study area surpassed the national poverty rate of 14.0%, and the overall region within the 30-minute driveshed had a high poverty rate close to 20%, meaning 1 in 5 households in the region were in poverty in 2016. However, areas adjacent to the study area within the 5-minute driveshed had relatively low levels of poverty at 10.6%, well below the national average, indicating a strong consumer base.



HOUSING TRENDS

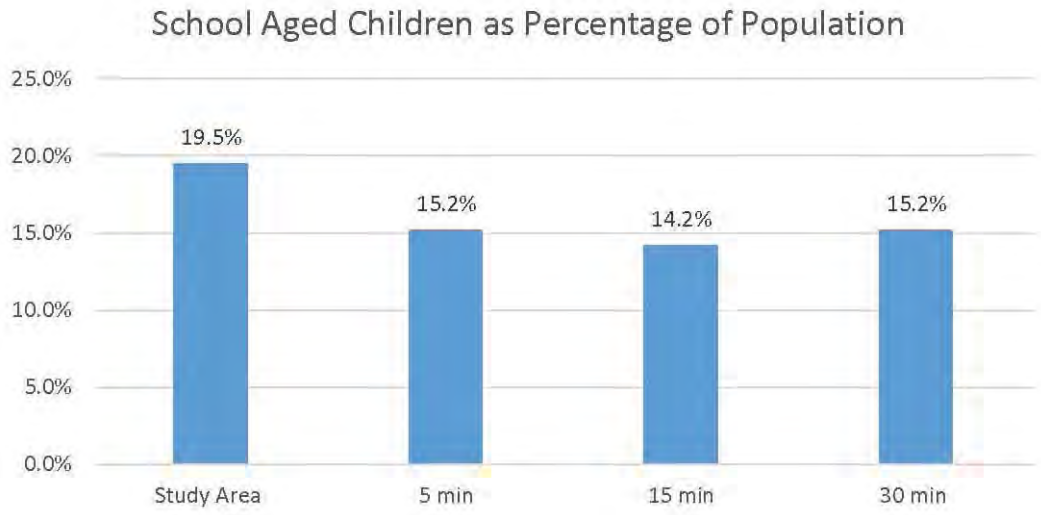
HOUSING TENURE AND VACANCY.
Housing tenure varies across the area, and the study area has the highest rates of renter occupied housing units, with 78.0% of units being renter occupied. The 5-minute driveshed has the highest rates of owner occupied housing units, as a majority, 62.1%, are occupied by the owner. Tenure evens out as the area is broadened to the 30-minute driveshed.



HOUSEHOLD COMPOSITION

The composition of household residents by age informs understanding of demand for different types of housing, commercial and public development in the study area. For example, an area with high numbers of children is more likely to have demand for children and family-oriented services and facilities, such as daycares, children's clothing stores, K-12 schools and playgrounds, and 2- and 3-bedroom homes. An area with high numbers of senior citizens may have higher demand for accessible homes and health care facilities.

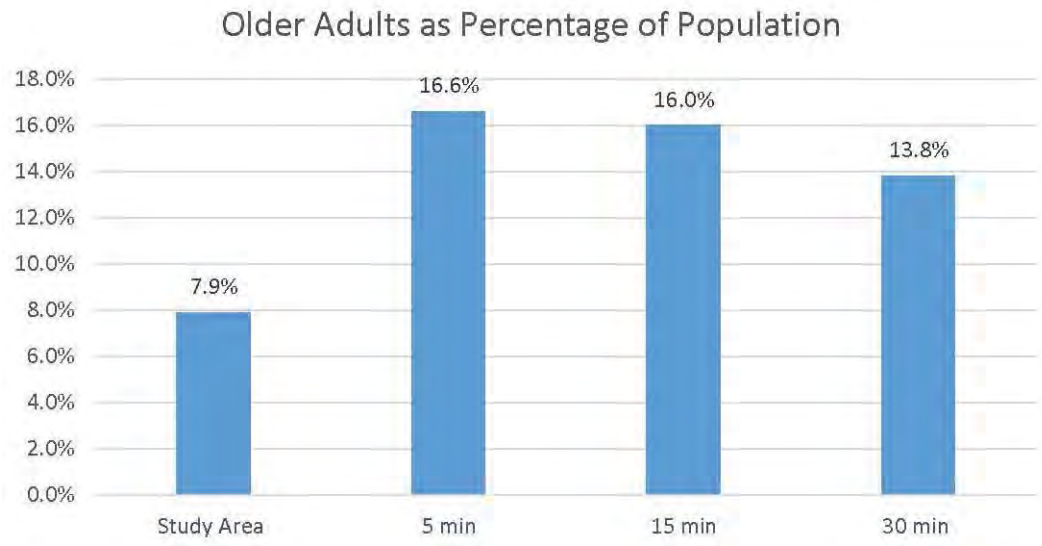
SCHOOL AGED CHILDREN.
The study area has a high proportion of school aged children enrolled in kindergarten through high school, with close to 20% of the population in the study area being school aged children. As the driveshed expands, the proportion stays relatively consistent, between 14% and 15%.

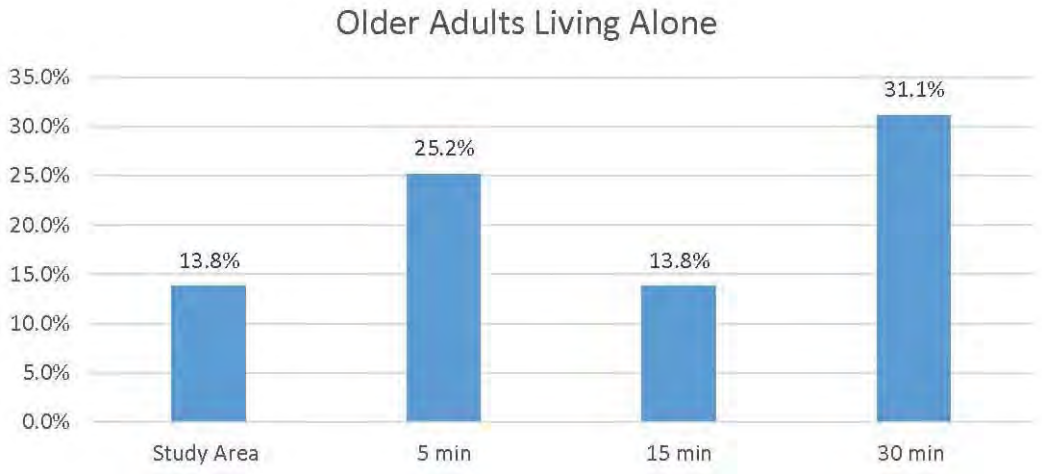


OLDER ADULTS.

While the study area itself has a relatively low proportion of older adults—defined as being at or above the age of 65—relative to the total population, the percentage increases as the scope is expanded to the 5-minute and 15-minute drivesheds, indicating a higher concentration of older adults in the area surrounding the study area.

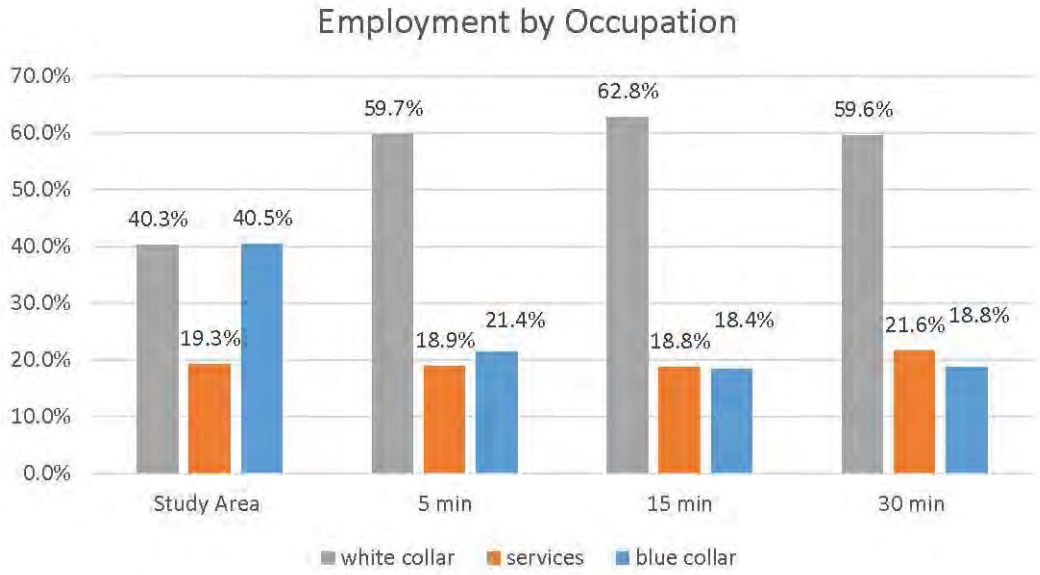
Overall in the region within the 30-minute driveshed, approximately 31% of older adults live alone. The study area itself has a relatively low percentage of older adults living alone, as 13.8% of the residents within that age bracket fit the criteria. Within the 5-minute driveshed, that number jumps to 25%, which implies that the region within the 5-minute driveshed has a high concentration of older adults living alone outside of the project area, while that concentration appears to significantly decrease as the scope expands to the 15-minute driveshed.





OCCUPATIONAL TRENDS

The occupational makeup of the study area is distinct from the surrounding areas. Workers in the study area are evenly divided between white-collar and blue-collar jobs, at about 40% each of the employed population. In contrast, white-collar jobs far exceed blue-collar jobs in the larger trade areas, ranging from 59 to 63% of employed residents. Service jobs were consistent across the region.



Definitions of Occupation Groups

White Collar: Management, Business/Financial, Computer/Mathematical, Architecture/Engineering, Life/Physical/Social Science, Community/Social Service, Legal, Education/Training/Library, Arts/Design/Entertainment/Sports/Media, Healthcare Practitioner/Technician, Healthcare Support, Sales and Sales Related, Office/Administrative Support

Blue Collar: Farming/Fishing/Forestry, Construction/Extraction, Installation/Maintenance/Repair, Production, Transportation/Material Moving

Services: Protective Service, Food Preparation/Serving Related, Building/Grounds Cleaning/Maintenance, Personal Care/Service

B. Existing Residential and Commercial Development

ZONING, LAND USE, AND DEVELOPMENT

Residential development varies significantly in character within the study area. Detached single-family homes surround the eastern side of the park along Judith St, while higher density multi-family rental properties sit between Veterans Blvd and the park's northern edge. Between Veterans Blvd and the park's northwestern edge, residential properties with two-to-six units are prevalent. Most of this development was constructed in the 1960s and 1970s, prior to the establishment of the current land use designations and zoning classifications. In general, the study area is made up of approximately 40 single-family homes (all along Judith St), over 160 doubles, 50 triplexes, and 6 developments of five or more units. A map of the housing types can be found on the map titled Residential Structure Type.

Commercial development in the study area is located on David Dr and Veterans Blvd. Similar to the residential development, these properties were originally constructed in the 1960s and 1970s. Many of the David Drive commercial properties were originally residential and have since been converted to commercial uses. A handful of residential properties remain scattered along David Drive and are inconsistent with the corridor's current zoning classification of C1 Neighborhood Commercial, which prohibits new residential development that does not include commercial uses.

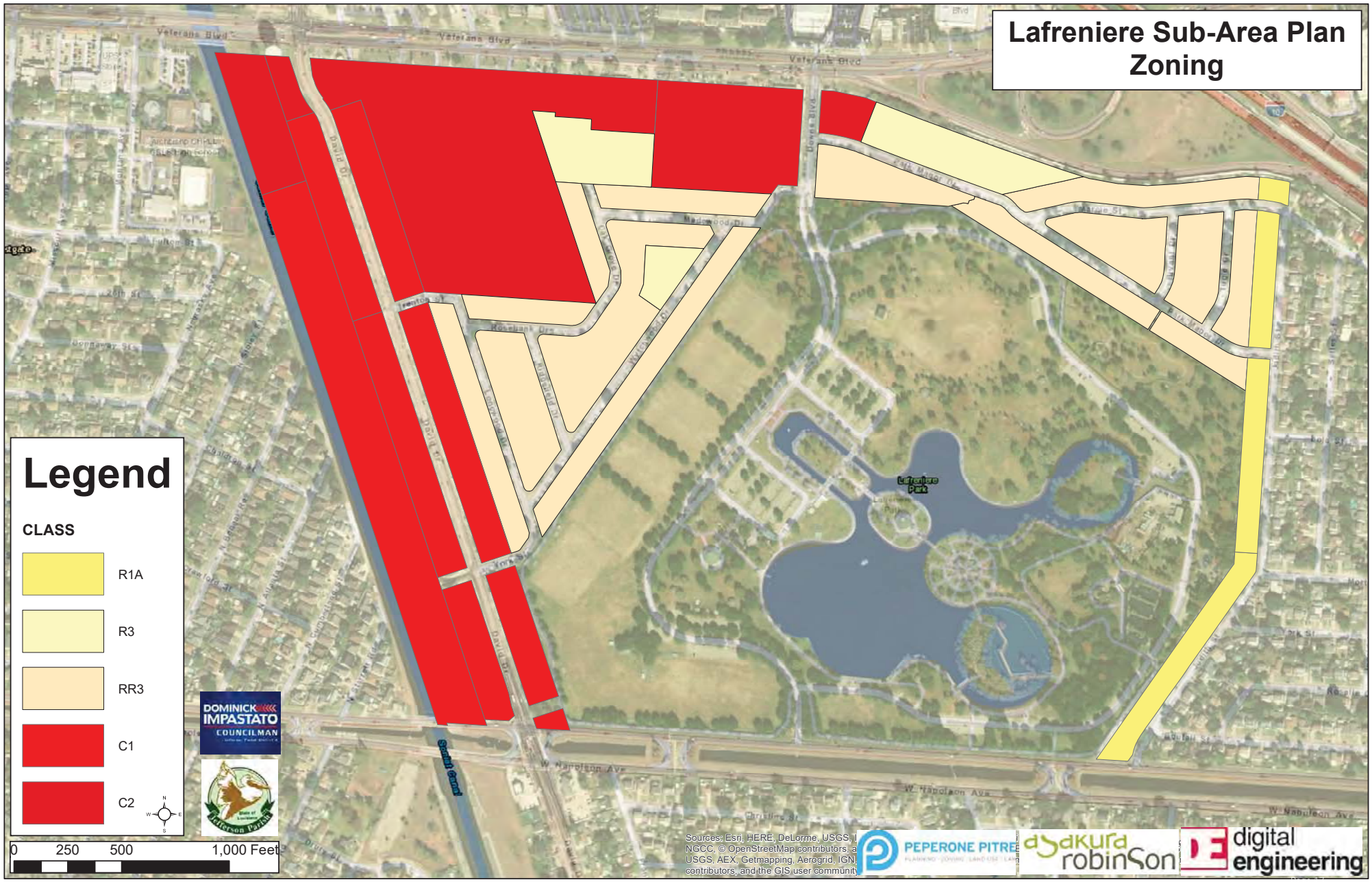
Zoning district descriptions:

R-1A: This district is composed of certain lands and structures having a low density, single-family residential character and additional open area where it is desirable and likely that such similar development will occur. Uses are limited to single-family residences and such non-residential uses as are intended primarily to provide service to the adjacent neighborhood.

R3: This district is composed of certain areas where it is desirable to recognize a higher density of residential use. Because of the greater density of population and concentration of vehicles these districts are situated where they may be more easily served by public and commercial services and have easier access to thoroughfares and collector streets.

RR3: The purpose of the RR-3 District is to provide areas for the location of multiple-family structures of low and intermediate density with proper design and landscape standards. The RR-3 District is intended to serve as a transition zone between high density and low density residential development, and between commercial and residential development. The RR-3 District should be accessible to public transportation and other necessary Parish services.

All zoning districts descriptions and permitted uses can be found in Chapter 40: Comprehensive Zoning Ordinance on the Municode website and a map is provided on the following page.


Lafreniere Sub-Area Plan Zoning
Legend
CLASS
R1A
R3
RR3
C1
C2
0 250 500 1,000 Feet
DOMINICK IMPASTATO COUNCILMAN
Jefferson Parish
Lafreniere Park
Veterans Blvd
W. Napoleon Ave
Sources: Esri, HERE, DeLorme, USGS, I
NGCC, © OpenStreetMap contributors, a
USGS, AEX, Getmapping, Aerogrid, IGN,
contributors, and the GIS user community
PEPERONE PITRE
sakura robinson
digital engineering

Lafreniere Sub-Area Plan
Residential Structure Type
Legend
Number of Units
1
2
3
5+
N
W
E
S
0
250
500
1,000 Feet
Veterans Blvd
Scinlat Canal
David Dr
Downs Blvd
Madewood Dr
Park Manor Dr
Marcia St
Tranton St
Rosebank Dr
Wytchwood Dr
York St
Lafreniere Park
W Napoleon Ave
Boutall St
Sources: Esri, HERE, DeLorme, USGS, I
NGCC, © OpenStreetMap contributors, a
USGS, AEX, Getmapping, Aerogrid, IGN,
contributors, and the GIS user community
DOMINICK IMPASTATO COUNCILMAN
PEPERONE PITRE
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digital engineering

OCCUPANCY

Despite the high proportion of fair and poor quality condition properties, the subarea has a high rate of occupancy. Only five properties are vacant land or buildings in the residential area. One significant vacant development is the former Heritage Academy on Wytchwood Dr, which has been purchased and is under redevelopment.

TENURE

According to data provided by the Jefferson Parish Assessor, most homes in the residential areas to the northwest (Linwood Manor) and northeast (Park Manor) of the park are renter-occupied. This includes approximately 236 of 296 properties (80%) in the study area. Owner occupied homes make up approximately 60 (20%) properties, and there are 6 (2%) vacant lots. Only 9 of the 34 (26%) properties on Judith Road – the study area's eastern boundary – between Park Manor Dr. and W. Napoleon Ave. are renter-occupied.

CONDITION

Concentrations of properties in poor condition are located in the middle stretch of David Dr and in the residential neighborhood to the northwest of the park (Linwood Manor and Park Manor). Most properties directly adjacent to the northern edges of the park are in fair or poor conditions. The best kept properties are on the eastern border along Judith St in the Willowdale Subdivision. Within the study area there are approximately 421 total properties, 183 (43.5%) are in poor condition, 129 (30.6%) are in fair condition, 83 (19.7%) are in good condition, and only 26 (6.2%) are in excellent condition.

A field survey was conducted to determine property condition. The methodology for property ratings are as follows:
Excellent: New or like new condition structure, or well-maintained vacant land
Good: Not new or like new, but in compliance with building code
Fair: In compliance with most of property code, with some exceptions (damaged siding or windows, tall grass, litter)
Poor: In violation of most of property code and subject to enforcement.

Lafreniere Sub-Area Plan
Occupancy
Legend
Occupied
Undeveloped
0 250 500 1,000 Feet
DOMINICK IMPASTATO COUNCILMAN
Jefferson Parish
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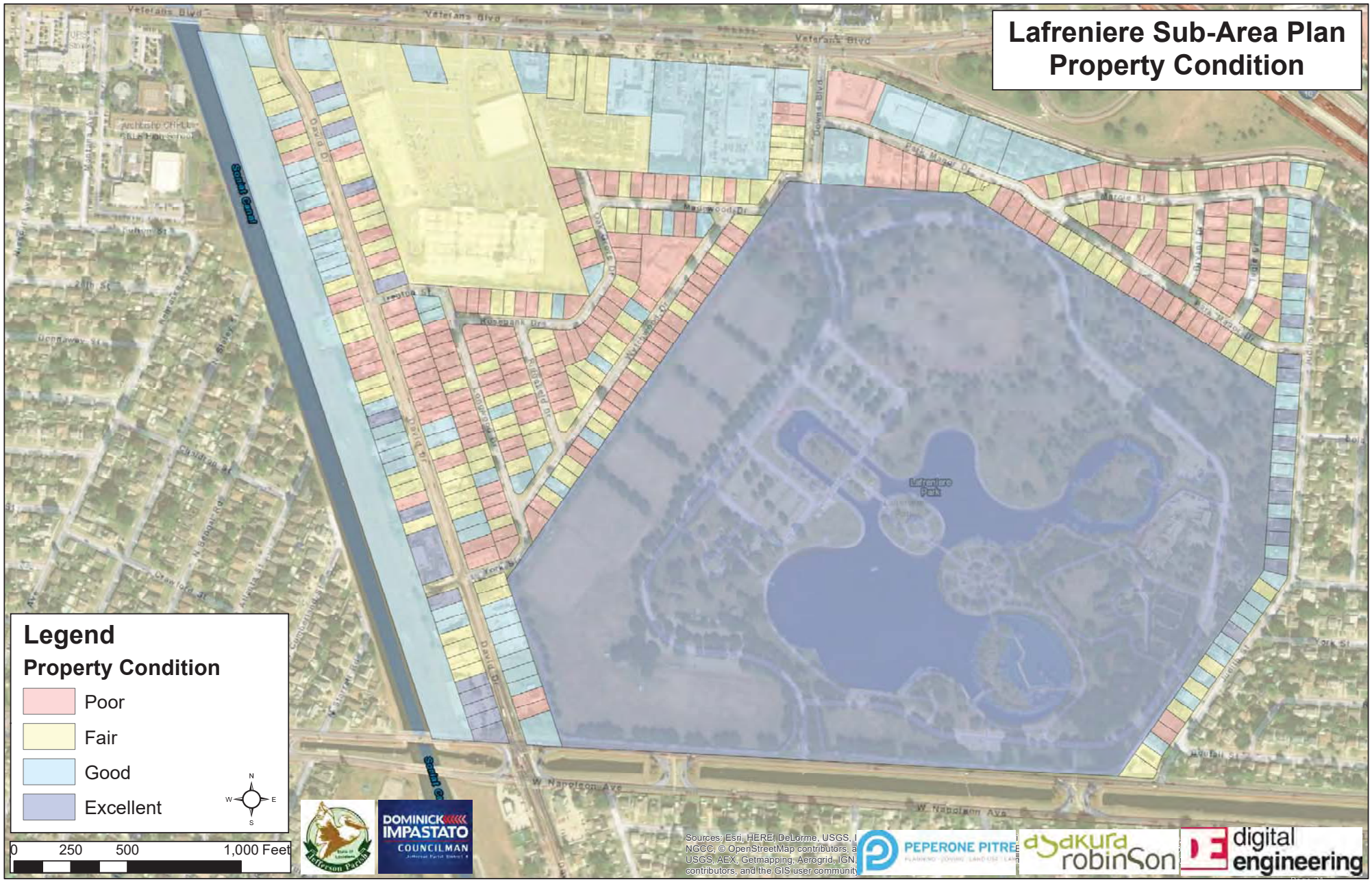
Lafreniere Sub-Area Plan
Property Condition
Legend
Property Condition
Poor
Fair
Good
Excellent
N
W
E
S
0 250 500 1,000 Feet
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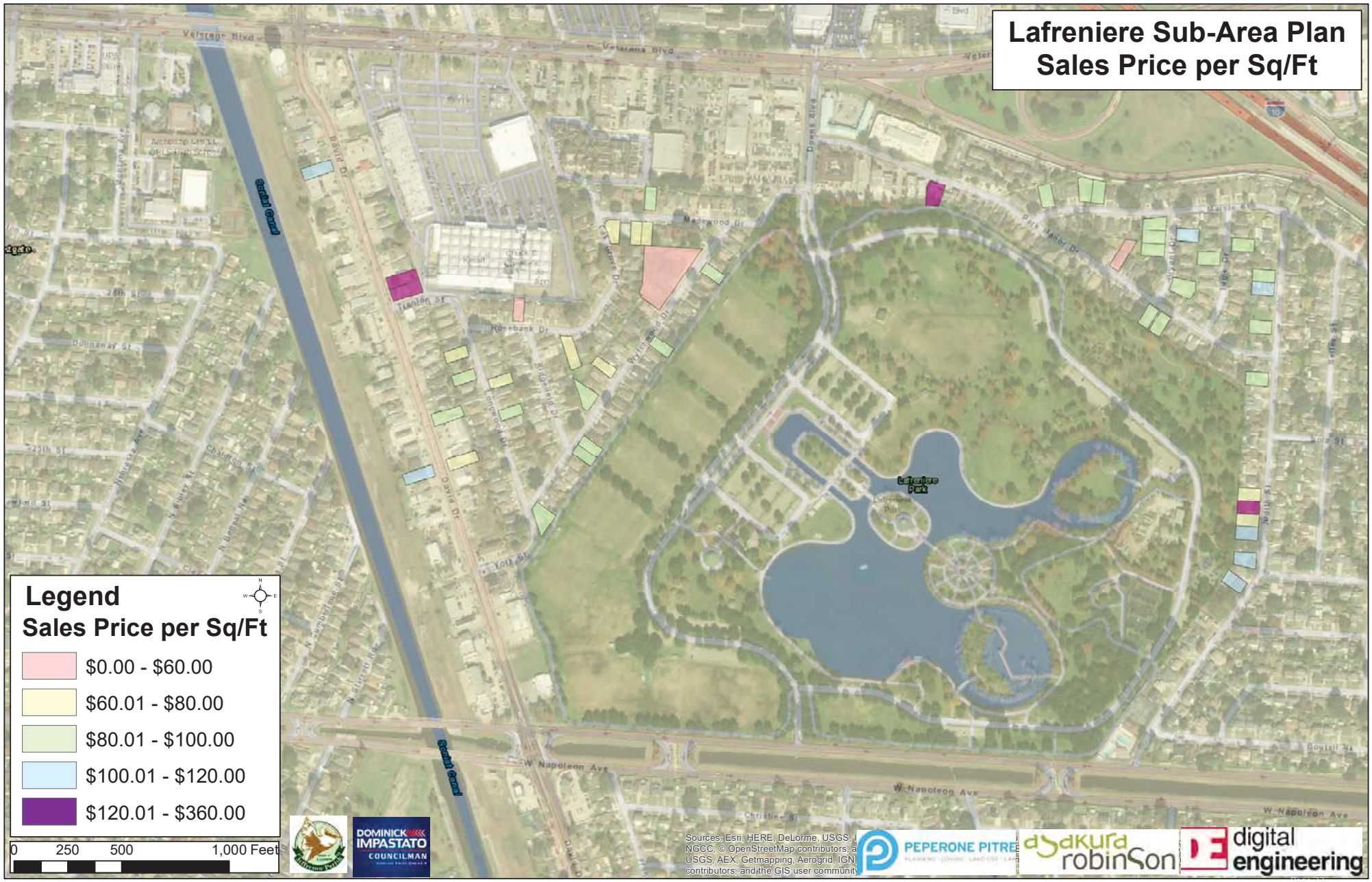
PROPERTY VALUES

An analysis of recent property transfers reveals a range of housing prices across the study area. Few commercial property transactions have occurred. Four properties on David Dr sold at greater than $100 per square foot, while one sold at less than $70 per square foot and another sold for between $91 and $100 per square foot. Residential properties differ between those located in the Linwood neighborhood and the Park Manor neighborhood. The former mostly fall below $80 per square foot, whereas most in the latter exceed $80.


Lafreniere Sub-Area Plan
Sales Price per Sq/Ft
Legend
Sales Price per Sq/Ft
$0.00 - $60.00
$60.01 - $80.00
$80.01 - $100.00
$100.01 - $120.00
$120.01 - $360.00
0 250 500 1,000 Feet
Veterans Blvd
Scarlet Canal
Lafreniere Park
W Napoleon Ave
Madewood Dr
Rosebank Dr
Trenton St
David Dr
Downs Blvd
Park Manor Dr
Donnaway St
Sources: Esri, HERE, DeLorme, USGS, NGCC, © OpenStreetMap contributors, USGS, AEX, Getmapping, Aerogrid, IGN, contributors, and the GIS user community
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Single-family home sales in neighborhoods surrounding Lafreniere Park totaled 118 units over a five year period from June 1, 2013 to June 1, 2018. Of the units sold, 22 were sold off market and no data on the number of bedrooms are available. Four-plus bedroom homes made up the largest share of listed homes sold at 51% (49). Three bedroom homes made up the second largest share of listed home sales at 47% (45). Homes with two or fewer bedrooms only made up 2% (2) of all listed homes sold. The largest share of all homes sold, listed and off market, within a price range is 16% (19) in the $200,000 to $219,999 price range. Homes in the $180,000 to $199,999 price range made up 15% (18), and 14% (16) were in the $160,000 to $179,999 range. Of the listed homes for which number of bedrooms data is available, the largest share at 10% (10) was for four-plus bedrooms in the $200,000 to $219,999 price range. Three bedroom homes in both the $160,000 to $179,999 range and $180,000 to $199,999 range each made up 9% (9). Four bedroom homes had the longest average days on market at 77 days.

Residential Single-family Home Sales Lafreniere Park Area, 06/01/2013 to 06/01/2018

	Sold Listings by Type				
Price Class	**< 2 Beds**	**3 Beds**	**4+ Beds**	**Total**	**Off Market**
$0-$49,999	1	0	1	2	0
$50,000-$99,999	1	3	3	7	0
$100,000-$119,999	0	5	1	6	1
$120,000-$139,999	0	3	2	5	1
$140,000-$159,999	0	4	5	9	1
$160,000-$179,999	0	9	2	11	5
$180,000-$199,999	0	9	7	16	2
$200,000-$219,999	0	8	10	18	1
$220,000-$239,999	0	1	5	6	5
$240,000-$259,999	0	3	3	6	5
$260,000-$279,999	0	0	6	6	1
$280,000-$299,999	0	0	4	4	0
Total Units	2	45	49	96	22
Average Price $	37,500	165,002	195,756	178,043	200,518
Average DOM	42	41	77	59	

Source: MLS Database
Lafreniere Park Area includes the following subdivisions: Elmwood Lafreniere Plantation, Lafreniere, Lelia Place, Linwood Manor, Park Manor, Soniat Plantation, and Willowdale.
Single-family type includes single-family attached, single-family detached, single-family garden/patio homes, and condominiums.

Multi-family home sales in the neighborhoods surrounding Lafreniere Park totaled 16 units over a five year period from June 1, 2013 to June 1, 2018. Two of the sales occurred off market and there is no bedroom data available. Two or fewer bedrooms made up 86% (12) of the listed units sold, and the average price was $160,000. Two or fewer bedroom units in the $160,000 to $179,999 price range comprised 57% (8) of listed units sold.

Residential Multi-family Home Sales Lafreniere Park Area, 06/01/2013 to 06/01/2018

	Sold Listings by Type				
Price Class	**< 2 Beds**	**3 Beds**	**4+ Beds**	**Total**	**Off Market**
$0-$49,999	0	0	0	0	0
$50,000-$99,999	0	1	0	1	0
$100,000-$119,999	0	0	0	0	0
$120,000-$139,999	0	0	0	0	0
$140,000-$159,999	3	0	0	3	0
$160,000-$179,999	8	0	1	9	2
$180,000-$199,999	1	0	0	1	0
Total Units	12	1	1	14	2
Average Price $	160,000	62,000	168,000	153,571	155,000
Average DOM	47	2	2	40	

Source: MLS Database
Lafreniere Park Area includes the following subdivisions: Elmwood Lafreniere Plantation, Lafreniere, Lelia Place, Linwood Manor, Park Manor, Soniat Plantation, and Willowdale.
Multi-family type includes threeplex, fourplex, duplex, double, and commercial/residential combo.

Leases in neighborhoods surrounding Lafreniere Park totaled 24 units over a five year period from June 1, 2013 to June 1, 2018. Two units were sold off market and no number of bedroom data is available. A majority at 59% (13) of the leases were two or fewer bedroom units with an average price of $750. All listed units had an average length of 34 days on market.

Leases in Lafreniere Park Area, 06/01/2013 to 06/01/2018

	Sold Listings by Type				
Price Class	**< 2 Beds**	**3 Beds**	**4+ Beds**	**Total**	**Off Market**
$0-$49,999	13	7	2	22	2
Average Price $	750	1,416	1,275	1,010	825
Average DOM	39	30	16	34	

Source: MLS Database
Lafreniere Park Area includes the following subdivisions: Elmwood Lafreniere Plantation, Lafreniere, Lelia Place, Linwood Manor, Park Manor, Soniat Plantation, and Willowdale.

Vacant land sales in the neighborhoods surrounding Lafreniere Park totaled 3 over a five year period from June 1, 2013 to June 1, 2018. One unit was sold off market for $99,000. One listed unit sold in the $49,999 and under price range, and the other listed unit sold in the $50,000 to $99,999 range. The 2 listed units had an average length of 196 days on market.

Vacant Land Sales Lafreniere Park Area, 06/01/2013 to 06/01/2018

Price Class	**Sold Listings**	**Off Market**
$0-$49,999	1	0
$50,000-$99,999	1	0
$100,000-$119,999	0	1
Total Units	2	1
Average Price $	39,000	99,000
Average DOM	196	

Source: MLS Database
Lafreniere Park Area includes the following subdivisions: Elmwood Lafreniere Plantation, Lafreniere, Lelia Place, Linwood Manor, Park Manor, Soniat Plantation, and Willowdale.

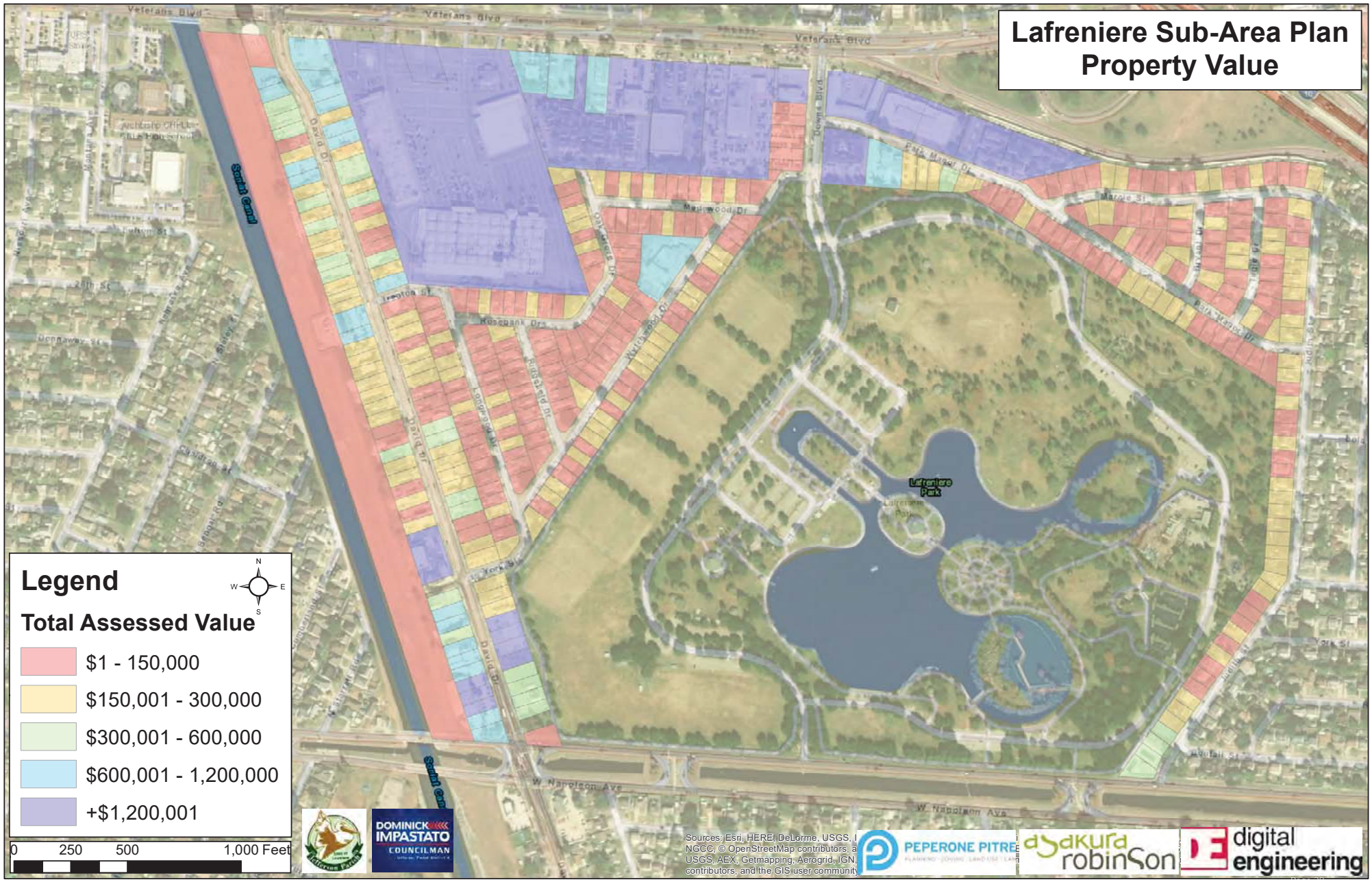
There were no commercial property sales in the neighborhoods surrounding Lafreniere Park from June 1, 2013 to June 1, 2018. One property listed during this time period for $799,000 expired without being sold.

In addition to sales data, the Jefferson Parish Assessor's valuation of residential and commercial property provides a perspective on property values. Current valuations show that the most valuable real estate (valued at greater than $50 per square foot) includes:

- The apartment complexes between Park Manor Dr and the eastbound Interstate-10 onramp,
- Five single-family properties along Judith Dr, adjacent to the eastern side of the park,
- Most neighborhood commercial properties located on the southern end of David Dr, between York St. and W. Napoleon Ave.

The Assessor's Office is responsible for appraising and assessing all property in Jefferson Parish. The valuation and ownership of the property is updated when there is a recorded real estate transaction. Property values are determined by at least one, and up to three, generally recognized appraisal procedures: the market sales comparison, the cost approach, and the income approach. The study area experiences very little sales turnover so sales comparison may not be the best valuation approach.

Cost approach could depress improvement valuations due to the poor structure conditions of the properties. Since most of the properties in the study area are renter occupied the income approach could be the most accurate and may increase the land values in the area.


Lafreniere Sub-Area Plan
Property Value
Legend
Total Assessed Value
$1 - 150,000
$150,001 - 300,000
$300,001 - 600,000
$600,001 - 1,200,000
+$1,200,001
0
250
500
1,000 Feet
N
S
E
W
Veterans Blvd
Sonlat Canal
David Dr
Downs Blvd
Park Manor Dr
Marple St
Medewood Dr
Rosebank Drs
Ridgefield Dr
Longwood Dr
York St
W Napoleon Ave
Lafreniere Park
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C. Transportation

FACILITIES

The study area is bound by Interstate 10 and Veterans Blvd to the north, Judith St to the east, David Dr to the west, and W. Napoleon Ave to the south. The study area includes a mix of older and newly developed commercial nodes along David Dr and Veterans Blvd, a vibrant park centrally located, and older multi-family residences within the neighborhoods. As such, the road network is a mix of facility types to service different development patterns and land uses. The road classifications are mapped below.

After numerous site visits and reviewing aerial imagery, the team assessed the identified roadways listed in the Circulation Patterns section for the following information: posted speed, width of right-ofway, condition, average daily traffic (ADT), existing bicycle facilities, existing pedestrian facilities, and the presence of a school or park.

The sidewalk system serves as a mode of transportation for the study area's high volume of pedestrians. Streets without safe places to walk, cross, catch a bus, or bicycle put people at risk. The team evaluated the current pedestrian sidewalk and crosswalk system conditions in selected areas within the study area. Due to the study area's large size the study team couldn't catalogue every sidewalk and cross connection.

The picture on the left below is within the Linwood Manor subdivision and the picture on the right below is in the Willowdale subdivision. The sidewalks throughout the study area vary in condition and placement.

Sidewalk connections vary and an example of missing sidewalk connections (below left) and crosswalk with a barrier curb (below right) are pictured below.

The study area does not benefit from enhanced bicycle facilities such as shared use lane markings (sharrow), signage, or bike lanes.

Transit facilities within the Lafreniere study area include the E-1 Veterans route, which travels from Williams Blvd in Kenner eastward along the commercial corridor to the Canal Blvd & City Park Ave transfer station, where commuters may transfer to the Regional Transit Authority busses and Canal St Streetcar.

This route carries the highest number of riders per hour on average of all 13 routes in the system, likely due to the large concentration of residents, jobs and shopping along the boulevard. However, analysis has revealed that the density of activity in the area immediately surrounding Lafreniere Park does not support frequent transit service, whereas the area lakeside of Veterans Blvd reveal higher concentrations of activity to support higher levels of transit service.

Lafreniere Sub-Area Plan
Transit
Legend
Bus Stops
Transit Route
0 250 500 1,000 Feet
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Lafreniere Park
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CIRCULATION PATTERNS

TRAFFIC AND TURNING COUNTS.

Traffic count data is a vital component of the transportation conditions evaluation process because traffic count numbers can assist in determining circulation patterns and deficiencies. Average Daily Traffic (ADT) is the average 24-hour traffic volume at a given location for a period of time less than one year. The data is used to determine road performance, establish a change in classification or use, and to prepare benefit-cost analyses. It is essential to know the average daily traffic, average vehicles per hour, and heavy truck volume for the study area when determining potential improvements and enhancements. Heavy truck volume that exceeds 10% is considered a truck route, and this data is necessary since the study area is a mix of commercial and residential uses alongside a popular park.

Traffic counts were conducted by Digital Engineering at the following locations and dates listed and shown in the figure below:

August 23-31, 2018
- Trenton Street
- York Street
- Madewood Drive
- Park Manor Drive

August 1-16, 2018
- Downs Boulevard at north entrance to park
- Downs Boulevard at entrance to park

January 9-16, 2014
- David Drive

Average Daily Traffic counts were obtained from the Regional Planning Commission and include the following locations:
2016
- West Napoleon Avenue and Judith Street, 21,200 ADT
- Veterans Bouelvard at Downs Boulevard, 42,000 ADT

Lafreniere Sub-Area Plan
Traffic Counts
Veterans Blvd
David Dr
Downs Blvd
Park Manor Dr
Madewood Dr
Trenton St
York St
Downs Blvd
W. Napoleon Ave
South Canal
Legend
Traffic Count Locations
0 250 500 1,000 Feet
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Trenton St provides a north side primary connection to the Linwood Manor subdivision by way of David Dr to Rosebank Dr and Longwood Dr. In the figure below the 7-day (August 23 - 30, 2018) traffic count is combined for both east and westbound traffic and the total for both directions is 8,519 vehicles. The location experienced 56% eastbound traffic and 44% westbound traffic. The ADT is 1,230, the maximum 24-hour count is 1,278, and the vehicles per hour is 45. The total heavy truck volume is 1%.

Trenton St Traffic Counts	
7-day Counts	8,519
Average Daily Traffic (ADT)	1,230
Max 24 Hour Count	1,278
Average Vehicles Per Hour	45
Heavy Volume (Truck Traffic)	1%

York St provides a south side primary connection to the Linwood Manor subdivision by way of David Dr to Wytchwood Dr and Longwood Dr. In the figure below the 7-day (August 23 - 31, 2018) traffic count is combined for both east and westbound traffic and the total for both directions is 17,251 vehicles. The location experienced 58% eastbound traffic and 42% westbound traffic. The ADT is 2,492, the maximum 24-hour count is 2,736, and the vehicles per hour is 91. The total heavy truck volume is 1%. York St experiences more than double the amount of traffic than Trenton St.

York St Traffic Counts	
7-day Counts	17,251
Average Daily Traffic (ADT)	2,492
Max 24 Hour Count	2,736
Average Vehicles Per Hour	91
Heavy Volume (Truck Traffic)	1%

Madewood Dr is an east/west local road in the Linwood Manor subdivision. It connects David Dr to Downs Blvd. In the figure below the 7-day (August 23 - 31, 2018) traffic count is combined for both east and westbound traffic and the total for both directions is 21,634 vehicles. The location experienced 55% eastbound traffic and 45% westbound traffic. The ADT is 3,082, the maximum 24-hour count is 3,351, and the vehicles per hour is 112. The total heavy truck volume is 1%.

Madewood Dr Traffic Counts	
7-day Counts	21,634
Average Daily Traffic (ADT)	3,082
Max 24 Hour Count	3,351
Average Vehicles Per Hour	112
Heavy Volume (Truck Traffic)	1%

Park Manor Dr is an east/west local road in the Park Manor subdivision. It connects Downs Blvd to Judith St in the Willowdale subdivision. In the figure below the 7-day (August 23 - 31, 2018) traffic count is combined for both east and westbound traffic and the total for both directions is 29,809 vehicles. The location experienced 51% eastbound traffic and 49% westbound traffic. The ADT is 4,288, the maximum 24-hour count is 4,666, and the vehicles per hour is 156. The total heavy truck volume is 1%.

Park Manor Dr Traffic Counts	
7-day Counts	29,809
Average Daily Traffic (ADT)	4,288
Max 24 Hour Count	4,666
Average Vehicles Per Hour	156
Heavy Volume (Truck Traffic)	1%

Lafreniere Park is a major traffic generator at the center of the study area. Downs Blvd is a north/south local road providing access to the Linwood Manor and Park Manor subdivisions, as well as Lafreniere Park via Veterans Blvd and from W. Napoleon Ave direct access to the park. Digital Engineering conducted traffic counts before the start of the fall school session and during the school session to determine if there is a difference in traffic generated at these locations. The results are presented below.

Park North Entrance of Downs Blvd at Veterans Blvd Traffic Counts August 1-8, 2018 (No School)	
7-day Counts	26,414
Average Daily Traffic (ADT)	3,793
Max 24 Hour Count	4,259
Average Vehicles Per Hour	138
Heavy Volume (Truck Traffic)	0.5%

During the data collection period of August 1st – 8th (no school) the Lafreniere Park north entrance of Downs Blvd at Veterans Blvd experienced the following traffic. Counts combined for both north and southbound traffic is 26,414 vehicles. The location experienced 51% southbound traffic and 49% northbound traffic. The ADT is 3,793, the maximum 24-hour count is 4,259, and the vehicles per hour is 138. The total heavy truck volume is .5%.

The Lafreniere Park south entrance of Downs Blvd at W. Napoleon Ave experienced the following traffic. Counts combined for both north and southbound traffic is 21,652 vehicles. The location experienced 49% southbound traffic and 51% northbound traffic. The ADT is 3,141, the maximum 24- hour count is 3,437, and the vehicles per hour is 115. The total heavy truck volume is .25%.

Park South Entrance of Downs Blvd at W. Napoleon Ave Traffic Counts August 9-16, 2018 (In School)	
7-day Counts	26,506
Average Daily Traffic (ADT)	3,837
Max 24 Hour Count	4,165
Average Vehicles Per Hour	140
Heavy Volume (Truck Traffic)	0.25%

During the data collection period of August 9th – 16th (in school) the Lafreniere Park north entrance of Downs Blvd at Veterans Blvd experienced the following traffic. Counts combined for both north and southbound traffic is 30,297 vehicles. The location experienced 55% southbound traffic and 45% northbound traffic. The ADT is 4,345, the maximum 24-hour count is 4,773, and the vehicles per hour is 158. The total heavy truck volume is .5%.

Park North Entrance of Downs Blvd at Veterans Blvd Traffic Counts August 9-16, 2018 (In School)	
7-day Counts	30,297
Average Daily Traffic (ADT)	4,345
Max 24 Hour Count	4,773
Average Vehicles Per Hour	158
Heavy Volume (Truck Traffic)	0.5%

David Dr traffic counts were taken by Digital Engineering between January 9th - 16th, 2014 as part of the David Dr Stage 0 project administered by the Regional Planning Commission. The combined traffic counts for both north and southbound traffic is 148,996 vehicles. The location experienced 52% southbound traffic and 48% northbound traffic. The ADT is 21,285, the maximum 24-hour count is 23,170, and the peak vehicles per hour is 1,724. The total heavy truck volume is 5%.

David Dr Traffic Counts	
7-day Counts	148,996
Average Daily Traffic (ADT)	21,285
Max 24 Hour Count	23,170
Average Vehicles Per Hour	1,724
Heavy Volume (Truck Traffic)	5%

CRASH DATA

The residential neighborhoods and park experience a statistically insignificant number of crashes per year over the three year period 2015 – 2017. The David Dr corridor is known to be a roadway that experiences a high volume of crashes. The corridor was the subject of a Regional Planning Commission/ Jefferson Parish Stage 0 study in 2014 and is now under redesign with a construction schedule of 2019.

Lafreniere Sub-Area Plan
2015-2017
Crash Locations
Legend
2017 Crashes
2016 Crashes
2015 Crashes
0 250 500 1,000 Feet
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ACCESSIBILITY

As previously stated, no bicycle or pedestrian enhancements exist within the study area. However, several projects are planned to increase accessibility.

The Parish is expected to break ground on the David Dr complete streets reconstruction and Soniat Canal Greenway project in 2019. These facilities will improve access to Lafreniere Park and David Dr from Veterans Blvd and from W. Napoleon Ave.

The Parish Council adopted the Jefferson Parish Bicycle Master Plan in April 2014. It envisions a Jefferson Parish in which bicycling is practical, fun and convenient activity for people of all ages and abilities, and recommends the Parish implement a series of capital investments and policies to achieve this. The Plan recommends construction of several bikeway facilities within the vicinity of the Lafreniere Subarea as listed and shown in the figure below:

- Dedicated bicycle lanes on each side of and/or a side path on Veterans Blvd
- Dedicated bicycle lanes on each side of W. Napoleon Ave
- A “bicycle boulevard” (a low-volume, low-speed shared street with traffic calming designed to improve bicyclist comfort and discourage throughtraffic) on York St from Lafreniere Park to Harvard Ave
- Shared lane markings on David Dr
- A greenway (off-street trail) along the Soniat Canal.

In 2018, the Jefferson Parish Department of Transit and Regional Planning Commission began a strategic planning process that will set a 5-to-10-year strategy for improving public transportation in Jefferson Parish. The completion of the Strategic Plan will result in broad service recommendations that may affect the frequency and route of the Veterans route, and the potential for new, future routes in the area.

D. Stormwater Management

Most of Jefferson Parish's land mass is below sea level therefore, a levee and pump system is employed for drainage. Pumping is used to convey runoff from rain events through the drainage system and over the levees into the outlying water bodies. Alternatively, draining floodwaters in Jefferson Parish is accomplished by a system of structures and canals, which outflow to pumping stations. The study area is not listed in the Repetitive Loss Area Analysis Report adopted in May 2018. The report catalogs areas of repetitive losses within the National Flood Insurance Program in Jefferson Parish.

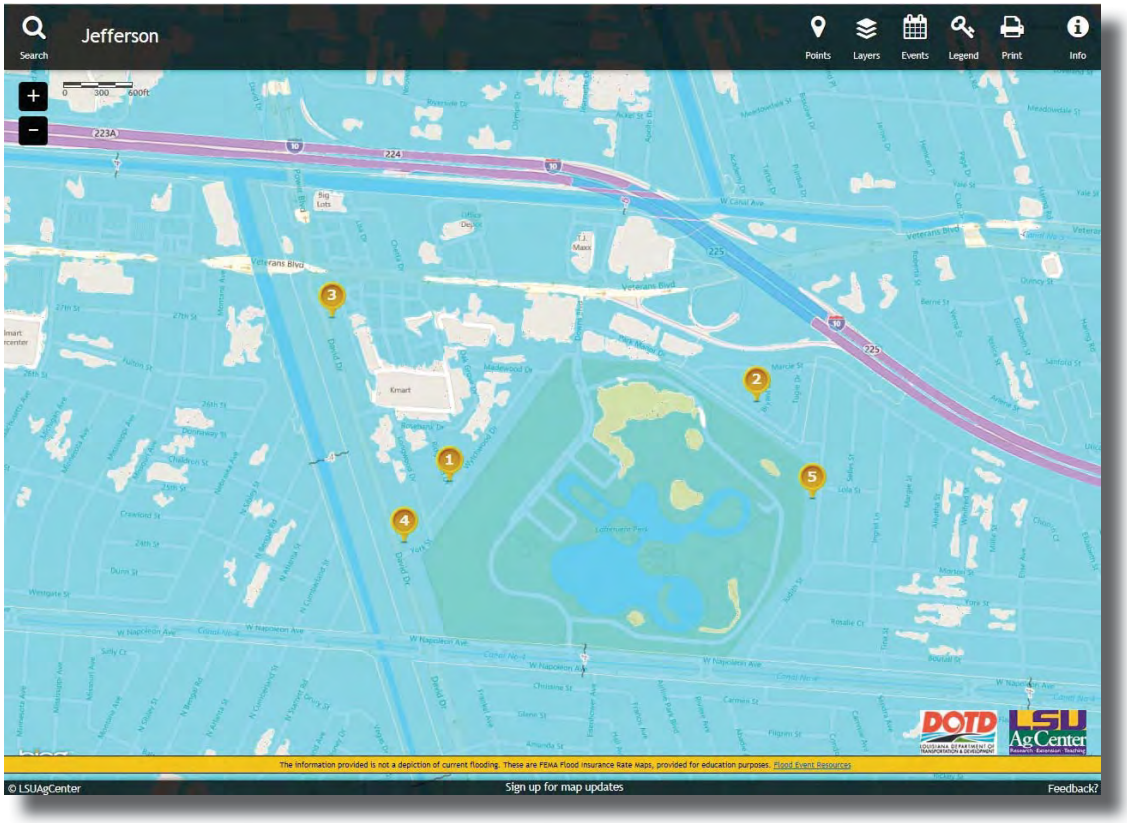
Flood hazard areas identified on the Flood Insurance Rate Map (FIRM) are identified as a Special Flood Hazard Area (SFHA). SFHA are defined as the area that will be inundated by the flood event having a 1- percent chance of being equaled or exceeded in any given year. The 1-percent annual chance flood is also referred to as the base flood or 100-year flood. A majority of the study area consists of an AE designated SFHA FEMA flood zone designation. Moderate flood hazard areas, Zone X are also shown on the following map.

An analysis of the study area revealed that the base flood elevation (BFE) is -5 to -4. Ground elevation data was obtained from LSU AgCenter floodmaps and the data is presented on the following page.

In 2015, FEMA released a report detailing costs for building a residential structure in an AE zone based on nationwide average of building costs. The study found that for a residential structure built for $250,000 at BFE to build the same structure at three feet above BFE would be a total on average of $2,125 more and lower the cost of flood insurance by approximately 75%.

The impervious/ pervious area based on an Image Classification process in ArcGIS using a Landsat Five 7 band raster is approximately 80% impervious to 20% pervious, which is common for this age and type of development pattern. The analysis did not include Lafreniere Park.

D. Stormwater Management



Point 1:
Community: Metairie
Effective FIRM (Effective: 2/2/2018)
Flood Zone: AE, EL -4
FIRM Panel ID: 22051C0115F
Historical FIRM (Effective: 3/23/1995)
Flood Zone: No digital data. See panel.
FIRM Panel ID: No Digital Data.
Ground Elevation1: -5.3 ft

Point 2:
Community: Metairie
Effective FIRM (Effective: 2/2/2018)
Flood Zone: AE, EL -5
FIRM Panel ID: 22051C0115F
Historical FIRM (Effective: 3/23/1995)
Flood Zone: No digital data. See panel.
FIRM Panel ID: No Digital Data.
Ground Elevation1: -4.7 ft

Point 3:
Community: Metairie
Effective FIRM (Effective: 2/2/2018)
Flood Zone: AE, EL -4
FIRM Panel ID: 22051C0115F
Historical FIRM (Effective: 3/23/1995)
Flood Zone: No digital data. See panel. FIRM Panel ID: No Digital Data.
Ground Elevation1: -4.7 ft

Point 4:
Community: Metairie
Effective FIRM (Effective: 2/2/2018)
Flood Zone: AE, EL -4
FIRM Panel ID: 22051C0180F
Historical FIRM (Effective: 3/23/1995)
Flood Zone: No digital data. See panel.
FIRM Panel ID: No Digital Data.
Ground Elevation1: -5.9 ft

Point 5:
Community: Metairie
Effective FIRM (Effective: 2/2/2018)
Flood Zone: AE, EL -4
FIRM Panel ID: 22051C0180F
Historical FIRM (Effective: 3/23/1995)
Flood Zone: No digital data. See panel.
FIRM Panel ID: No Digital Data.
Ground Elevation1: -4.7 ft

Lafreniere Sub-Area Plan
FEMA Flood Zones
Legend
Flood Zone
AE
X
0 250 500 1,000 Feet
DOMINICK IMPASTATO COUNCILMAN
Jefferson Parish
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Lafreniere Sub-Area Plan
Drainage Infrastructure
Legend
Outfall
Inlet
Drainpipe
Basin
0 250 500 1,000 Feet
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Veterans Blvd
W. Napoleon Ave
Lafreniere Park
Sources: Esri, HERE, DeLorme, USGS, I
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contributors, and the GIS user communit
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E. Lafreniere Park Characteristics

Lafreniere Park has been heralded as the crown jewel park of the East Bank providing Jeffersonians with social identity and numerous activities. In the New Orleans metro area, residential properties surrounding parks are typically high priced with upscale or luxury homes such as Audubon Park and Ozone Park in New Orleans, as well as the Tammany Trace in St. Tammany. While the existing residential properties surrounding Lafreniere Park are higher-priced, the homes are not upscale or luxury, and in fact, are often in poor condition.

Parks and open space are advocated to increase the quality of life and promote resilience. A number of studies find that park proximity increases property values. Further, parks primarily for recreation increase nearby property values while parks for mainly active recreation cause disturbance and a negative impact on property values. In a heavily used park catering to large numbers of active recreation users, the property value increase for abutting properties may be minimal, but may reach 10% on properties two or three blocks away.

A 2001 study examined the impact of park facilities on nearby property values and suggests[i]:

- Park features mainly for passive recreation positively impact property values.
  - Park Manor residential would benefit due to its proximity to passive recreational uses. However, Linwood Manor may be negatively influenced by fronting active recreation sections of the park.
- Large lakes were the most promising feature to benefit nearby property values.
- Facilities mainly for active recreation (e.g., skate park and children's play area) tended to negatively impact adjacent property values.
- Ball diamonds and basketball courts can reduce positive effect of park proximity on property values.

Current valuations show that the most valuable real estate (valued at greater than $50 per square foot) is located on the opposite side of the ball fields and near the less active areas of the park and include:

- The apartment complexes between Park Manor Dr and the eastbound Interstate-10 onramp,
- Single-family properties along Judith Dr adjacent to the eastern side of the park.

Crime in the Lafreniere area is slightly elevated, but is certainly not considered a high crime or sensitive area. Violent crime in the Lafreniere Area per 1,000 residents is lower than both Metairie and the state of Louisiana, but higher than the national median. Property crime, however, is slightly higher in the Lafreniere area than Metairie, but somewhat higher in the state

i 2018 Jefferson Parish Annual Budget

of Louisiana. For the purposes of these crime comparisons, the Lafreniere area comprises an area larger than the study area – the Soniat Canal, Veterans Blvd, I-10, Harvard Ave, and West Napoleon Ave. The U.S. Department of Justice, Office of Community Policing (COPS) recognizes that the physical design of a park can either be a risk factor or a protective factor. Some risk factors[ii] may be difficult to rectify due to design decisions made several decades ago. COPS noted that problematic designs include:

- Secluded areas and footpaths that converge in hidden spaces, leaving no option to avoid the secluded areas.
- Children's play areas hidden from view.
- Dense landscaping that obscures the view of open spaces from adjacent houses.
- Houses whose backs face the park and don't allow useful surveillance of the area.
- Pedestrian routes that include unobserved areas blocked by high fences or dense plantings.

Lafreniere Park's problematic areas are limited despite the fact that it was designed over forty years ago. Most notable is that the houses surrounding the perimeter have back yards that front on the park, with trees and shrubbery blocking views and curtailing natural surveillance. Examples of parks in the region whose homes that face the park include Audubon Park and Ozone Park in Lake Vista, New Orleans. Abutting homeowners on these parks enjoy scenic park views while providing useful surveillance of the area and deterring crime.

Home fronting on Audubon Park in New Orleans

Home fronting on Ozone Park in New Orleans

Home whose backyard faces Lafreniere Park

ii 2018 NRPA Urban Agency Performance Review

Lafreniere Park has many protective features, but several risk features, as well. Protective and risk features were identified by the Park Manager, law enforcement personnel, park users and supporters.

ISOLATION

The Jefferson Parish Sheriff's Office provides formal surveillance for the Park. The entirety of the Park is easily accessible to law enforcement by vehicle with the exception of the western portion, which is a risk factor. To access the western portion, law enforcement and emergency vehicles must drive over ball fields. Rain will exacerbate the problem by creating muddy fields to drive across. Perpetrators elude law enforcement via the pedestrian gate off of David Dr. A paved, emergency access road could mitigate this risk factor.

SIGHT LINES AND MAINTENANCE

Clear sight lines are important as they let people see, without interference, what lies ahead. Sight lines are not currently problematic, as trees and landscaping are regularly maintained and do not block sight lines from the street or along paths. Park management and sheriff deputies have regular communication allowing for proper tree and shrubbery maintenance.

ACTIVITY GENERATORS

Lafreniere's activity generators are a protective feature that are ideally located along the Park's edges and create natural surveillance. These activity generators include the ball fields, disc golf course, dog park, the walking track, concert stage and the fitness station. Both tot lots are ideally situated near other activity generators.

Lafreniere's restroom facilities are mostly protective features that are sited near activities and facilities. Importantly, Lafreniere's tot lots are both in proximity to restrooms. Building a restroom to service the stage/concert area is the Lafreniere Stakeholder's second highest priority for new capital projects.

CRIME OFFENSES IN STUDY AREA

Most Reported Offenses in Study Area, 9/6/17 to 9/7/18

Offense	Count
Ambulance Request	250
Misc. Traffic Incident	203
Traffic Accident	126
Burglar Alarm	105
Disturbing the Peace	55
Warrant Or Attachment	55
Reckless Operation of Vehicle	54
Suspicious Person	42
Armed Robbery Alarm	36
Field Interview	29
Traffic Accident with Injuries	23
Drug Law Violation	22
Simple Battery	19
Additional Information	16
Theft	16
Domestic Disturbance	15
Vehicle Burglary	10
Miscellaneous Complaint	431

Source: Jefferson Parish Sheriff's Office

Reported Offenses in Study Area With Less Than 10 Counts, 9/6/17 to 9/7/18

2-6 Counts	1 count
Auto Theft	Aggravated Arson
Automatic Fire Alarm	Aggravated Battery
Simple Criminal Damage	Aggravated Burglary
Transformer or Power Pole Fire	Aggravated Criminal Damage
Fireworks	Armed Robbery with a Gun
Harassing Phone Calls	Attempted Suicide
Investigation No Fire	Auto Recovery stolen in Jefferson
Stalking	Cruelty To A Juvenile
Structure Fire	Disturbance Mental
Theft From Car Exterior	Extortion
Aggravated Assault	Gambling
Business Burglary	Homicide
Child Needs Supervision	Issuing Worthless Checks
Driving While Intoxicated	Obscenity
Missing Person Juv/Adult	Public Assistance
Residence Burglary	Resisting An Officer
Runaway	Shooting
Simple Assault	Shoplifting
Traffic Stop	Signal
Unknown 911 Call	Simple Burglary
Auto Recovery stolen outside Jefferson	Simple Robbery
Criminal Mischief	Stabbing
Disturbance Fight	Traffic Congestion
Illegal Carrying A Weapon	Trash Or Grass Fire
Illegal Discharge of Weapon	Unauthorized Use of a Moveable
Medical Alarm	
Trespassing	

Source: Jefferson Parish Sheriff's Office

CODE VIOLATIONS

Violations Issued in District 4 Code Sweep, July 19, 2018

Address	Complaint #	Violation
2516 Longwood Dr	18-913175	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
2602 Longwood Dr	18-913174	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
2705 Oak Grove Dr	18-913192	Junk and debris on property.
2717-19 Oak Grove Dr	18-913193	Junk and debris on property.
2700-02 Ridgefield	18-913176	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
2705 Ridgefield	18-91378	Junk and debris on property.
2708-10 Ridgefield	18-913179	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
6913 Rosebank	18-913190	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
7005-07 Rosebank	18-913189	Soffit and Fascia in Disrepair
2505 Wytchwood	18-913232	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
2519 Wytchwood	18-913233	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
2705 Wytchwood	18-913232	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
2909 Wytchwood	18-913227	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
2913 Wytchwood	18-913226	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.
	18-913226	Junk and debris on property.
2929 Wytchwood	18-913225	Motor vehicle parked, stored, or driven upon the rights-of-way, and/or on the unpaved portion of the front yard.

Source: Jefferson Parish Department of PMZ/QOL

F. Other Conditions

ENVIRONMENTAL RADIUS REPORT

An Environmental Radius Report is a summary of environmental records from multiple databases on a property and the surrounding area. A report was run for the Lafreniere sub-area on September 5, 2018, with Lafreniere Park as the epicenter of the search with results generated for a radius of a ½ mile. It is important to create an environmental radius report for a sub-area study in the early stages to determine any detrimental or negative environmentally effected properties that could impact redevelopment of the area.

The following databases returned no records within the study area:

NATIONAL PRIORITIES LIST (NPL)
The NPL is a list of known releases or threatened releases of hazardous substances, pollutants, or contaminants that are a national priority for further investigation and remediation throughout the U.S. No database records were found within the study area.

COMPREHENSIVE ENVIRONMENTAL RESPONSE, COMPENSATION AND LIABILITY INFORMATION SYSTEM (CERCLIS)
CERCLIS is a database of known or suspected uncontrolled or abandoned hazardous substance facilities that have been investigated or are currently under investigation by the EPA. Sites in CERCLIS may ultimately be placed on the NPL. No database records were found within the study area.

CERCLIS NO FURTHER REMEDIAL ACTION PLANNED (NFRAP)
CERCLIS NFRAP sites are designated as No Further Remedial Action Planned and have been removed from CERCLIS. These sites have been investigated and no contamination was found, contamination was quickly removed, or the contamination was not serious enough to warrant NPL consideration. No database records were found within the study area.

EMERGENCY RESPONSE NOTIFICATION SYSTEM (ERNS)
AThe ERNS is a national database of unauthorized releases of oil and hazardous substances. No database records were found within the study area.

RESOURCE CONSERVATION AND RECOVERY ACT CORRECTIVE ACTION REPORT FACILITIES (RCRA CORRACTS)
The CORRACTS database is a list of RCRA facilities where there has been a release of hazardous waste or constituents into the environment and are undergoing corrective action. No database records were found within the study area.

RESOURCE CONSERVATION AND RECOVERY ACT NON-CORRECTIVE ACTION TREATMENT, STORAGE, DISPOSAL FACILITIES (RCRA NON-CORRACTS TSD)
The RCRA-TSD database contains facilities that are permitted to treat, store, and/or dispose of hazardous waste. No database records were found within the study area.

FEDERAL INSTITUTIONAL CONTROL/ENGINEERING CONTROL REGISTRY
No database records were found within the study area.

U.S. TOXIC RELEASE INVENTORY (TRI)
The TRI database contains records on toxic chemical releases and other waste management activities reported annually by certain covered industry groups as well as federal facilities. No database records were found within the study area.

U.S. ASSESSMENT, CLEANUP AND REDEVELOPMENT EXCHANGE SYSTEM (ACRES) BROWNFIELDS
ACRES is an online database of brownfields, property on which the expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance. No database records were found within the study area.

L.A. LEAKING UNDERGROUND STORAGE TANKS
The Louisiana Department of Environmental Quality maintains a list of known leaking underground storage tanks containing hazardous or petroleum substances. No database records were found within the study area.

Records for environmental sites within the study area were found in the following databases:

U.S. RCRA GENERATORS

The EPA maintains a database of facilities that generate, treat, store, and/or dispose of hazardous wastes. These facilities are categorized based on the amount of waste generated. Conditionally Exempt Small Quantity Generators (CESQG) generate 100 kilograms or less per month of hazardous waste, or 1 kilogram or less per month of acutely hazardous waste. Small Quantity Generators (SQG) generate between 100 and 1,000 kilograms of hazardous waste per month. Large Quantity Generators (LQG) generate 1,000 kilograms or more per month of hazardous waste, or more than 1 kilogram per month of acutely hazardous waste. A review of the RCRA Generators database returned 18 records within a half mile radius of the study area.

Address	Business Name	Category	Distance
3124 Downs Blvd	Downs One Hour Martinizing	SQG	0.24 mi
6636 Veterans Blvd	Premier Nissan	CESQG	0.30 mi
6638 Veterans Blvd	Pep Boys	CESQG	0.30 mi
6205 Veterans Blvd	Best Buy LLC	CESQG	0.33 mi
2609 David Dr	Autoworld Technicians	CESQG	0.33 mi
2413 David Dr	MC Auto Repair	CESQG	0.34 mi
6851 Veterans Blvd	Banfield Pet Hospital	SQG	0.37 mi
2912 David Dr	Super Cleaners	CESQG	0.39 mi
7000 Veterans Blvd	Kmart	CESQG	0.44 mi
7036 Veterans Blvd	Premier Cleaners	SQG	0.44 mi
3229 Chetta St	Donald Dupuy's Body Shop	SQG	0.47 mi
3234 Chetta Dr	Tasco Auto Color	CESQG	0.47 mi
3235 Chetta Dr	Larry's Auto Service	CESQG	0.47 mi
3243 Chetta Dr	Perfect Surface	CESQG	0.48 mi
3247 Chetta Dr	G T Automotive Inc	CEQSG	0.48 mi
7101 Veterans Blvd	Walgreens	CESQG	0.48 mi
7119 Veterans Blvd	Rons Golden Cleaners	LQG	0.49 mi
7143 Veterans Blvd	Ann's Muffler & Auto Repair	CESQG	0.50 mi

U.S. NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM (NPDES)

The NPDES database contains permits of facilities that discharge pollutants from any point source into waters of the U.S.
A review of the NPDES database returned 3 records within a half mile radius of the study area.

Address	Business Name	Distance
6550 Park Manor Dr	U.S. Postal Service	0.23 mi
6525 Veterans Blvd	Klean King Auto Detailing	0.31 mi
3247 Chetta Dr	G T Automotive Inc.	0.48 mi

U.S. AIR FACILITY SYSTEM (AIRS/AFS)

The AIRS/AFS database contains permit data for stationary sources of air pollution. A review of the AIRS/AFS database returned 2 records within a half mile radius of the study area.

Address	Business Name	Distance
6636 Veterans Blvd	Premier Nissan	0.30 mi
6638 Veterans Blvd	Pep Boys	0.30 mi

L.A. UNDERGROUND STORAGE TANKS (UST)

The Louisiana Department of Environmental Quality maintains a database of registered underground storage tanks containing hazardous or petroleum substances regulated under the RCRA.
A review of the UST database returned 2 records within a half mile radius of the study area.

Address	Business	Distance
2505 David Dr	Circle K #0488	0.33 mi
6600 Veterans Blvd	Brothers Food Mart #126	0.42 mi

In conclusion, the reported results indicate that no adverse environmental conditions should impact any redevelopment scenarios for the Lafreniere Subarea.

SUBSIDENCE

The causes of subsidence in Jefferson Parish include extraction of natural resources and draining stormwater before it has the chance to replenish subsurface soils. Jefferson Parish is expected to continue to experience subsidence in all areas of the parish mostly due to collapsible soils. The East Bank and northern part of the West Bank are sinking at the fastest rate - up 35mm per year. The study area experiences subsidence and multiple properties have either had or are in need of mitigation. The two properties shown below suffer from severe subsidence damage.

SECTION A2
RELATED PLANS

A2: RELATED PLANS

A. Jefferson Parish Comprehensive Plan: Envision Jefferson 2020

Jefferson Parish adopted its first comprehensive plan in 2003, Envision Jefferson 2020, with its central theme to enhance the quality of life. This comprehensive plan provided a guide for decisions concerning growth and development to shape how Jefferson Parish would grow over the next 20 years. In 2018, Jefferson Parish began an update to the Comprehensive Plan called Envision Jefferson 2040. The updated plan will include resilience and sustainability – the Parish's ability to recover from disruptive events. The Comprehensive Plan Update will be considered by the Jefferson Parish Council for adoption in Fall 2019.

VISION

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

RELEVANT KEY INITIATIVES

- Improve and protect existing residential neighborhoods by increased focus on compatible design and improved access to goods and services.
- Strengthen and diversify commercial areas to offer goods and services for residents throughout the region in attractive commercial and mixed use centers.
- Use regional transit and transportation improvements to stimulate development.
- Improve connections between different modes of transportation.

The Comprehensive Plan is divided into 4 different elements: Land Use, Transportation Housing, and Open Space and Recreation with an Implementation Table of Tasks and adopted Sub-Area Plans. The Land Use element is also comprised of the future land use map (FLUM).

The FLUM provides a guide and foundation for land use and policy decisions. It is not a static document but is designed to allow changes to meet development trends and changing conditions. The Lafreniere Study Area is currently comprised of 7 of the FLUM's 18 categories that include:
(At the time of this writing and plan development Jefferson Parish is undertaking a Comprehensive Land Use update, Envision Jefferson 2040. For the most up to date land use categories please visit the Planning Department's webpage on JeffParish.net)

- LOW-MEDIUM DENSITY RESIDENTIAL (LMR)
- MEDIUM DENSITY RESIDENTIAL (MDR)
- HIGH DENSITY RESIDENTIAL (HDR)
- LOW INTENSITY COMMERCIAL (LIC)
- HIGH INTENSITY COMMERCIAL (HIC)
- PUBLIC/QUASI-PUBLIC/INSTITUTIONAL (PUB)
- RECREATION (REC)

SUB-AREA PLANS
Sub-area plans allow focus and special attention on smaller geographic areas and neighborhoods. These sub-area plans also fit into the "bigger picture" – the Comprehensive Plan's vision and goals. The Comprehensive Plan supports redevelopment and revitalization initiatives and as such has adopted four sub-area plans. Each of the four sub-area plans work to enhance the quality of life and promote a mix of uses. The four adopted sub-area plans include the Fairfield Strategic Plan, the Bucktown Neighborhood Plan, the Metairie CBD and Land Use Plan, and the Fat City Redevelopment Strategic Implementation Plan.

Fat City Redevelopment Strategic Implementation Plan
The Project Steering Committee of the Metairie CBD and Land Use Plan identified Fat City as the number one area of concern and the number one priority area to effect positive change. Over the years, Fat City continuously thwarted revitalization attempts and continued in a state of decline. Although not derelict, the Fat City was in lackluster condition and not performing to its potential.

The Fat City Task Force identified the future vision – a vibrant, mixed-use neighborhood with a stable residential base. The Task Force guided the Fat City Redevelopment Strategic Implementation Plan that identified its numerous and broad problems. One major problem was land uses such as adult entertainment and heavy commercial uses that were inconsistent with the future vision.

Fat City Friends, Inc., a non-profit Corporation, was created to support revitalization of the community. Fat City Friends mobilized a public mural campaign, a "greening campaign" with more than 200 tree plantings, and holiday lighting displays. It served as a "bridge" during a two-year transition period between conclusion of the Fat City Task Force and the creation of the Metairie Business Development District in 2015[i].

Metairie CBD and Land Use Plan

In 2001, the object of the plan was to identify current conditions and issues, propose future development alternatives and outline an implementation strategy. The boundaries of the study area were Division St, West Esplanade Ave, North Hullen St, Jefferson Lakefront Linear Park, Ridgelake Dr, Tolmas Dr, Metairie Lawn Dr, and West Napoleon Ave.

Bucktown Neighborhood Plan

Bucktown residents raised concerns that new potential projects could negatively impact the community such as high-rise condominiums and a commercial marina. As proposed redevelopment of the area led to additional conflicts, Bucktown was targeted for a subarea plan due to its unique and complex issues. The Plan's guiding principle was to allow for redevelopment while considering neighborhood protection and the history and uniqueness of Bucktown.

Westbank Strategic Plan, Fairfield

Adopted in 2015, The Fairfield Strategic Plan aims to guide development of the Parish's last large greenfield area. The goal is to provide flexibility to respond to evolving markets and land use demands, while ensuring that future development will result in the creation of sustainable residential, nonresidential, and mixed-use neighborhoods that will attract regional investment and growth. The study area's approximately 9,000 square feet is the last large developable site within the levee system. Existing developments include the Churchill Technology Park, NOLA Motorsports and the TPC Louisiana golf course.

The stakeholders' preferred growth scenario calls for a mix of uses and development patterns capitalizing upon the growth in the eastern portion of Fairfield along Nicolle Blvd. The Plan recommends a mix of land uses based on seven Future Land Use categories that each allow for a variety of land uses.

i www.jeffersoncommunity.org

B. Jefferson Parish Housing Stock Enhancement Strategic Plan: A Strategy for Neighborhood Revitalization

JEDCO and Jefferson Parish developed this Strategic Plan to ensure that the parish's housing stock "fits the needs of existing and future residents and contributes to restoring the Parish as the premier place to live, work and play in southern Louisiana." A Blue Ribbon Committee comprised of members with diverse professional backgrounds guided its development. The top three objectives of the Plan are to:

1. Foster rehabilitation of the existing housing stock to better meet the existing and future needs of residents.
2. Enhance existing neighborhoods to make them more attractive to existing and future residents.
3. Increase the choice of housing types and locations for seniors.

It identifies decreasing household sizes, decreasing household incomes and a senior population growing faster than the region's as key challenges to confront. Declining household incomes and a growing senior population are characteristics of the Lafreniere Subarea (see Demographics section).

The Strategic Plan also describes future housing needs. It found that the Parish's population will hold steady or decline slightly over the next twenty years, and that it will grow older and have fewer children, leading to more demand for compact housing types that require less maintenance than traditional single-family homes. The Plan found, however, that if new housing is built but more people don't move to the Parish or, incomes do not increase, disinvestment and deterioration will continue.

The Plan names several policy strategies "to revitalize the Parish's existing housing stock, foster development of needed housing choices and improve the quality of life in its neighborhoods." Many of these could be applied in the Lafreniere Subarea, such as:

- Launching neighborhood revitalization pilot programs that will engage stakeholders within targeted neighborhoods and provide a template for other neighborhoods in the Parish.
- Pursuing public and private housing and neighborhood enhancement grants in a more coordinated and aggressive manner.
- Launching a housing rehabilitation pilot study to develop a better understanding of the resources required to revitalize local housing units and challenges faced during the rehabilitation process.

- Developing private sector partnerships to expand resources available for various housing and neighborhood enhancement programs.

Piloting a neighborhood revitalization program is central to the Plan's recommendation. However, the Plan does not identify specific neighborhoods to target. Rather, Appendix G of the Plan proposes several evaluation criteria for selecting areas that would be eligible for a targeted revitalization program, including population and household trends, resident age, household income, housing tenure, housing values, age of housing, vacancy rates, locational factors such as access to employment centers, and many other infrastructure, quality of life and development factors. Much of this analysis is available for the Lafreniere Subarea within this report, and suggests that the area could be eligible for a focused, Parish-driven effort at neighborhood revitalization.

C. Jefferson Parish Hazard Mitigation Plan

Jefferson Parish is subject to several types of hazards that affect the risk to life and property. The Department of Floodplain Management and Hazard Mitigation through its Hazard Mitigation Plan (HMP) lists floods, hurricanes and tropical weather, and subsidence as risks from natural hazards. Flood risk remains the highest-ranked risk for all communities in Jefferson Parish according to the HMP MPT. It is noted in the HMP that some pump stations have inadequate capacity to handle the volume of some floodwaters. The causes of man-made subsidence in Jefferson Parish include extraction of natural resources and drainage/water pumping. Natural subsidence has been increased by modifications to the landscape by way of levees and sediment diversions. In Jefferson Parish, land subsidence has caused extensive damage to roads and drainage systems. Jefferson Parish is expected to continue to experience subsidence in all areas of the Parish mostly due to collapsible soils. Costs associated with structural damage due to subsidence caused by drainage of organic soils appear to be high. The Upper part of Jefferson is losing at the fastest rate of up to 35mm per year, the middle part is experiencing rates of subsidence of up to 10mm annually, and the lower section of the Parish is subsiding at a rate of up to 25mm a year.

D. Lafreniere Park Master Plan and Operational Policies

Lafreniere Park's 155 acres were specifically designed to be maintained as an open green space for both active and passive recreation and pursuits. The Park's development was guided by the Lafreniere Park Master Plan ("Plan") originally adopted in 1975. The overall design concept divided the park into three parts – one active, one passive, and one buffer zone. The design reflects the citizens' desire for a "landscape park with ornamental gardens, landscaped vistas, and gracious areas for relaxation and restful meditation, a modern adaption of the traditional landscape park."

The Plan was updated in 2006. The Plan update found that when major construction ended in 1982, adherence to the original master plan had been implemented to almost every detail. Some elements, such as the tennis courts and the entry at David Drive were never constructed. Other park features were added such as the carousel, soccer fields, and Healthtrak, which were not part of the original master plan. The Plan update found that the original master plan still served well, but as with any successful park, it should adapt to the public's changing demands.

The Plan update provided an analysis of the Park's facilities and existing conditions and provided recommendations. Many of the recommendations have been accomplished. New features have been added to the park such as the Labyrinth, Arboretum and a spray park. Improvements have been made to the maintenance yard and dumpsters. The Park also benefits from a memorial tree planting program at Memorial Grove administered by the Friends of Jefferson the Beautiful.

Today, the Park manages and maintains the Boardwalk, concession area, ball fields, multi-use fields, park office and maintenance yard, Foundation Center and patio garden, dog park, spray park, carousel, disc golf course, walking track, two warm-up areas, concert stage, meadow, a man-made waterfall, a lagoon, The Mall, Marsh Island, Pavilion Island, Parterre Gardens, eight picnic shelters, two tot lot playgrounds, and the Park Offices/Maintenance Facility.

The Lafreniere Park Stakeholder Series concluded in 2018 with stakeholders ranking their priorities for the Park's new capital projects, upgrades to existing facilities, operations, and intergovernmental initiatives.

Some of the high priority projects include:

Multi-Use Fields
This large field is one of the heaviest used areas of the park, and primarily used for soccer. Stakeholders identified building a state of the art soccer complex in the existing area of the fields as its number one priority for proposed new capital projects.

Al Copeland Meadow Concert Stage
The Meadow is used as a large gathering area for special events. The Stakeholders identified building a restroom to service this area as second priority for proposed new projects. A restroom is needed to increase guest comfort and promote safety.

Healthtrak
Healthtrak is a two-mile walking track around the perimeter of the park, with two warm-up areas. The Healthtrak will be upgraded with security lighting. The Stakeholders identified implementing a yearly replacement plan for its maintenance as a top priority, and expanding the track as its third highest priority for new capital projects.

Lighting
Night time activities are routinely scheduled in the park. The Stakeholders ranked upgraded security lighting as its second highest priority for upgrading and maintaining facilities. At the time of writing this report, the lighting improvements are underway. Entergy's fifty-five light poles illuminate one-half of the walking track and will be changed to LED lights. Some will be upgraded from 400 to 1000 watts. The remaining lights are owned by Lafreniere Park and will be upgraded with a recent successful Parish-wide grant from the Louisiana Public Service Commission.

Marsh Island
Dedicated as a bird sanctuary, Marsh Island can be distinguished from the rest of the park due to its natural vegetation and animal life. Marsh Island was built in 1975 to showcase fresh water marshland and provide a habitat for wildlife, but had slowly washed away into the surrounding lagoon. In 2014, a project of floating islands planted with seedlings helps with aeration and provides the Park with additional foliage. The Stakeholders identified upgrading the marsh as its 4th highest priority.

Park Office/Maintenance Yard
The Park Office houses the offices of the park's management, administrative offices, and conference rooms. It is located in the southwest corner of the park. The park currently provides 90% of maintenance with machines and equipment that are on-site. The Stakeholders have identified moving the office and maintenance as a top priority.

Tree Planting Program
The Friends of Jefferson the Beautiful currently administer the tree plantings at Memorial Grove. The Stakeholders identified expanding the tree planting program and to create more landscaping areas as their priority for upgrading or maintaining current facilities.

E. Lafreniere Park Operational Policies

Lafreniere Park is not part of Jefferson Parish's Playgrounds District and does not receive part of its property tax millage. Rather, Lafreniere Park is primarily operated with fees paid on water bills - the Park's only direct source of funding. The fee is $1.43 per month per household for Jefferson Parish's East Bank residents, including residents of the Parish's municipalities. The fee is projected to generate $1.775 million in 2018. Additional revenue is collected from facility rentals and amusement ride fees.

Jefferson Parish directed all Parish departments to retain 15% reserve fund balances with the goal of steadily increasing those fund balances.[i] Lafreniere, however, carries a 13 percent fund balance because the funds are needed to cover expenses.[ii]

Lafreniere Park Stakeholder Series concluded in 2018 with the stakeholders ranking their priorities for he Park's new capital projects, upgrades to existing facilities, operations, and intergovernmental initiatives. The Stakeholders identified, as their number one priority for operations, to allocate more budgeted funds toward the maintenance of existing park facilities.

The National Recreation and Park Association (NRPA) annually reports key findings and metrics of the nation's parks. Recognizing diversity of agencies and their populations, NRPA does not attempt to set standards, but provides tools for comparison to gain funding support and improve operations.[iii]

In 2018, the NRPA found that the typical urban park and recreation agency used 57% of its operations budget for personnel services. This includes expenditures for all salaries wages and benefits for both full-time and nonfull time personnel, along with contracted individuals. Another 37-38 percent of operating expenditures fund agency operations. Six percent of operations spending include capital expenses that are not part of the agency's capital improvement plan (CIP) and other expenses. In comparison, Lafreniere Park's personnel cost is high at 74%. The Park Manager estimates that less than 2% (if any) of the budget for year 2018 will be spent on capital expenses. However, the Park Manager recently increased the number of carousel rentals from 2-3 per day. The increased rental revenues will allow for increased capital expenditures in year 2019.

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i 2018 Jefferson Parish Annual Budget

ii Thirteen percent reserve fund balances are also retained by the General Fund, Alario Center, the Twenty-Fourth Judicial Court Commissioners and the Sewerage Department

iii 2018 NRPA Urban Agency Performance Review

Generating revenue from admission fees, rentals, and concessions is another source of funding for parks. One way to gauge a park's effective management is to compare cost recovery – the Park's recovery as a percentage of operating expenditures from non-tax revenues. A typical agency has a recovery rate of twenty-eight percent. Urban and larger agencies typically have lower cost recoveries, ranging from seventeen to twenty-one percent. Lafreniere Park, however, surpasses both the national median as well urban and large parks, with a cost recovery rate of 33.7%. The Park Manager identified that spray park rentals operated at capacity in the summer of 2018, and a rental fee increase is warranted. The Park Manager will continue to identify and recommend other potential and reasonable methods to increase cost recovery.

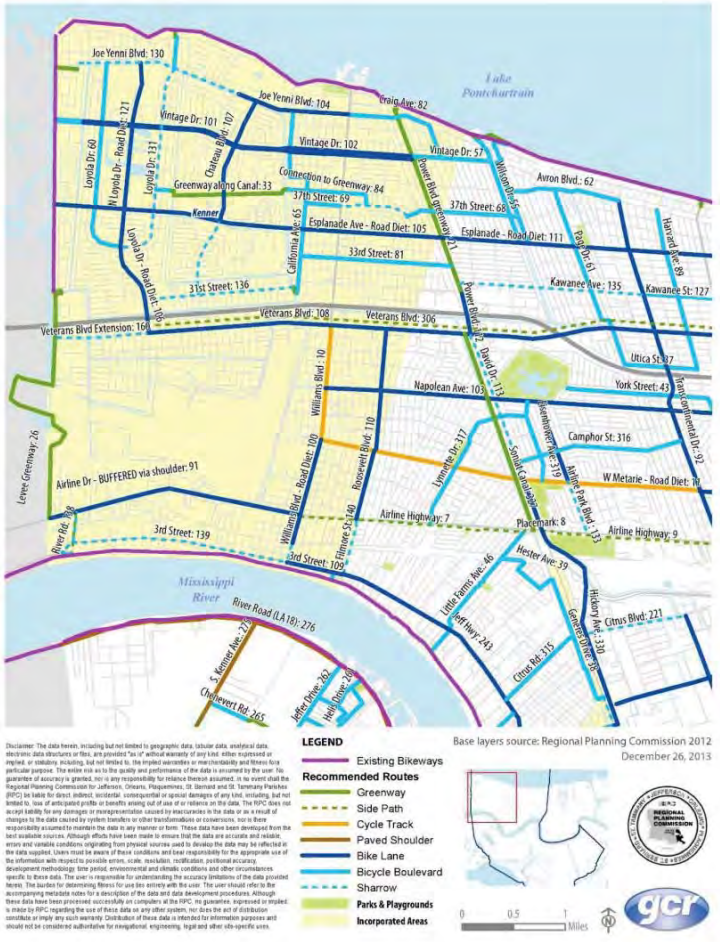
F. Bicycle Master Plan

The Parish Council adopted the Jefferson Parish Bicycle Master Plan in April 2014. It envisions a Jefferson Parish in which bicycling is practical, fun and convenient activity for people of all ages and abilities, and recommends the Parish implement a series of capital investments and policies to achieve this. The Plan includes cost estimates but does not specify a dedicated funding source to support the projects. Rather, the Engineering Department is implementing the projects incrementally through the standard capital planning process. The Plan recommends construction of several bikeway facilities within the vicinity of the Lafreniere Subarea. These are:

Dedicated bicycle lanes on each side of and/or a side path on Veterans Blvd.

- Dedicated bicycle lanes on each side of W. Napoleon Ave.
- A "bicycle boulevard" (a low-volume, low-speed shared street with traffic calming designed to improve bicyclist comfort and discourage throughtraffic) on York St from Lafreniere Park to Harvard Ave.
- Shared lane markings on David Dr.
- A greenway (off-street trail) along the Soniat Canal.

The Parish is expected to break ground Soniat Greenway project in 2019. These facilities will improve access to Lafreniere Park and David Dr from Veterans Blvd and from W. Napoleon Ave.



G. Jefferson Transit Strategic Plan

In 2018, the Jefferson Parish Department of Transit and Regional Planning Commission began a strategic planning process that will set a 5-to-10-year strategy for improving public transportation in Jefferson Parish and connecting to neighboring parishes. At the time of this writing and plan development, the plan update process is ongoing. One route currently serves the Subarea: the E-1 Veterans, which travels from Williams Blvd in Kenner eastward along the commercial corridor to the Canal Blvd & City Park Ave transfer station, where commuters may transfer to the Regional Transit Authority busses and Canal Streetcar. This route carries the highest number of riders per hour on average of all 13 routes in the system, likely due to the large concentration of residents, jobs and shopping along the boulevard. However, analysis has revealed that the density of activity in the area immediately surrounding Lafreniere Park (shaded yellow) does not support frequent transit service, whereas the area lakeside of Veterans Blvd (shaded orange and red) reveal higher concentrations of activity to support higher levels of transit service.

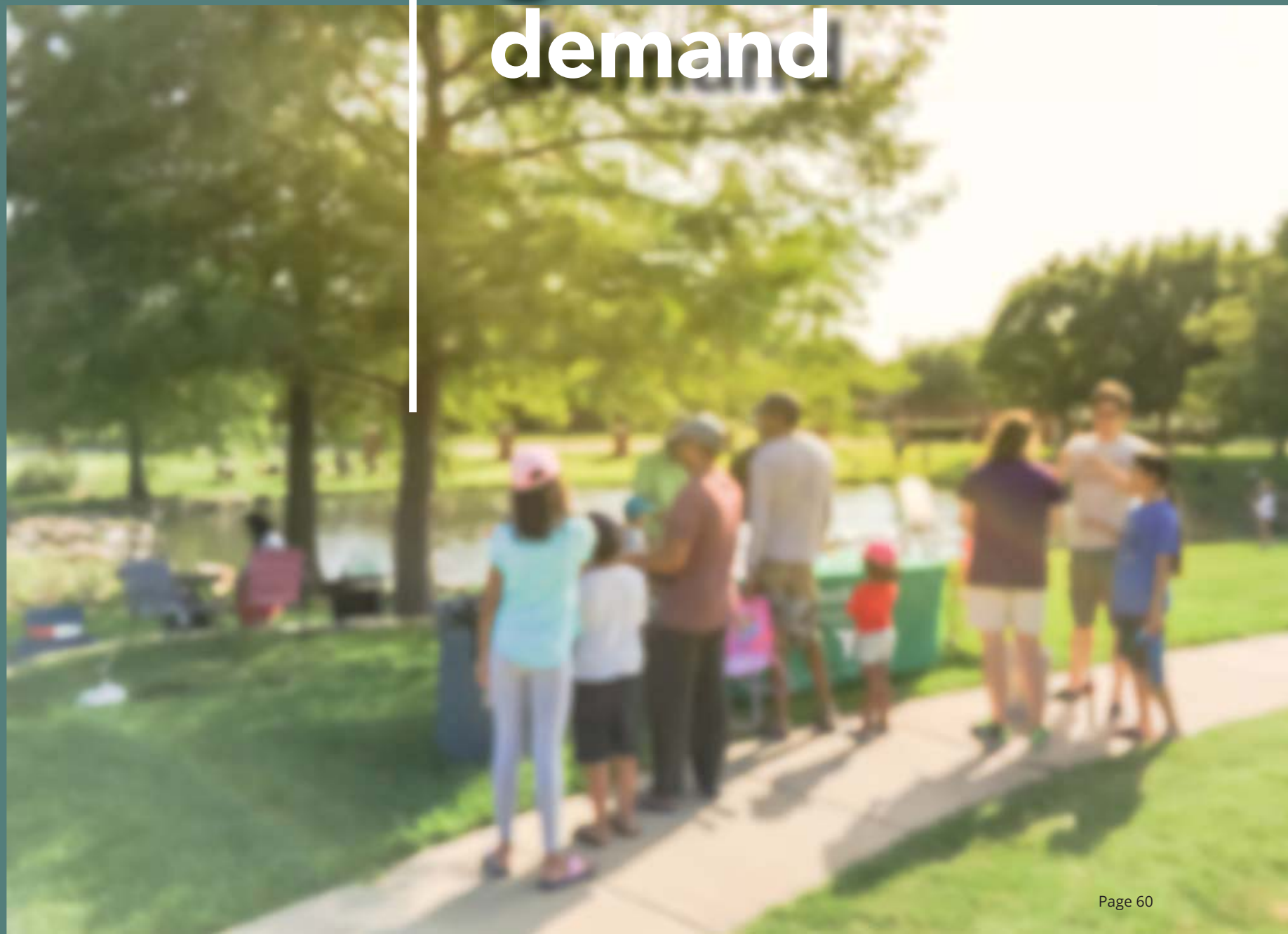
The completion of the Strategic Plan will result in broad service recommendations that may affect the frequency and route of the Veterans route, and the potential for new, future routes in the area. The opening of the new terminal at Louis Armstrong Airport in 2019 will likely see a rerouting of the Veterans line to serve this facility, which would likely fuel additional ridership.

H. David Drive Stage 0

The purpose of this study was to develop and evaluate the potential for improving David Drive as a multi-modal complete streets corridor. Emphasis was placed on increasing safety for all modes of transportation, including for bicyclists and pedestrians, and opportunities for sidewalk and landscaping enhancements. Roadway improvements are needed in portions of this corridor to provide for access management. Bicycle and pedestrian needs of the area were considered since this route also functions as a planned commuter bicycle connection. As detailed in the Jefferson Parish Bicycle Master Plan, Veterans Blvd requires both a side path and a bicycle lane, W. Napoleon Ave recommends a bicycle lane, and David Dr with a sharrow connecting them. The preferred scenario (below) was an expansion that utilizes the majority of the 70' available right-of-way to create a raised median. In this option a redesigned David Dr from Veterans Blvd to W. Napoleon Ave will have four 11' wide vehicular travel lanes, a 14' landscaped raised median; each side will have a landscaped buffer and a sidewalk. In addition, a separated 10' multi-use path is incorporated in between the rear of the west side properties and the canal.

appendix b

general market demand



APPENDIX B

GENERAL MARKET DEMAND

DECEMBER 2018

Table of Contents

EXECUTIVE SUMMARY 3

SECTION B1 12
ECONOMIC, REAL ESTATE, AND
DEMOGRAPHIC TRENDS AND CONDITIONS

SECTION B2 27
THE MARKET FOR LOTS AND HOMES

SECTION B3 45
RENTAL MARKET CONDITIONS

SECTION B4 53
OFFICE MARKET

SECTION B5 62
RETAIL/COMMERCIAL MARKET

SECTION B6 73
REDEVELOPMENT PROTOTYPES

* ALL DATA, MAPS, FIGURES, AND TABLES DATED DECEMBER 2018 UNLESS OTHERWISE NOTED

Executive Summary

EXECUTIVE SUMMARY

INTRODUCTION

The study team (Digital Engineering and Asakura Robinson) was engaged by Councilman Dominick Impastato, Jefferson Parish Council District 4 and the Planning Department to provide a general market demand for the Lafreniere Sub-area Study. Specifically, the key objectives of the analysis are to evaluate the economic, demographic, and real estate market conditions within the Primary Market Area (PMA) and Competitive Market Area (CMA), to determine the potential demand for residential and non-residential uses.

The purpose of the analysis is to determine the implications of several questions:

- What are the current market conditions for each type of major real estate use?
- What do the market conditions imply for future development?
- What type of development is recommended for opportunity areas in the study area?

In order to respond to the questions posed, the study completed the following:

- Analyzed national economic and demographic conditions influencing real estate development;
- Analyzed regional and local economic, demographic, and real estate conditions; and
- Analyzed study area market conditions for multiple uses.

The remainder of the Executive Summary provides an overview of conclusions associated with the underlying demographic and market conditions, as well as preliminary recommendations based on these findings and conclusions. Detailed data and analysis of the study area are provided in the following sections of this report.

SECTION B1: ECONOMIC, REAL ESTATE, AND DEMOGRAPHIC TRENDS

In the New Orleans metro area the unemployment rate is at 4.5%, down from 5.4% the previous year. The study area has a relatively high rate of poverty, as 17.4% households were estimated to have had income below the poverty level in 2016. Economic conditions for the metro area are forecasted to improve over the next 3 years with an average of 0.4% annual increase in non-farm payrolls. The local gains are expected in Transportation, Education & Health Services, and Mining, Logging, & Construction sectors.

In Jefferson Parish new home sales average price increased 11% and existing home sales average price increased 7%. An estimated 1,850 vacant homes are currently available for sale, which is a 4 month supply. Demand is expected for 1,275 new homes in Jefferson Parish over the next 3 years, steady throughout the period.

The total population within the PMA has been steadily growing, which tells a different story from the surrounding areas. Recent data shows a high concentration of households with children and a lower concentration of households with older adults within the study area. Alternatively, the surrounding area proportions for the households with children are much less and higher with older adults, indicating a mixed consumer market. The PMA is projected to see a modest increase in household count.

SECTION B2: THE MARKET FOR LOTS AND HOMES

The PMA has approximately 5,500 square feet lots for multi-family detached homes primarily built in the 1960s. Dimensions are typically 50 x 110 feet. No land sales in the PMA have been recorded in the previous three years. Land sales in the CMA for 50 feet frontage lots average price $108,974 and lots with over 80 feet frontages average $230,429.

Single family homes in the PMA are restricted to Judith St due to current zoning. Competitive Market Area new single-family homes command between $186 to $231 per square foot and new home square feet ranging 1,743 to 2,979.

Multi-family home sales in the PMA are predominately doubles/duplexes with an average price of $172,934. A majority of multi-family home sales in the CMA are doubles/duplexes with an average sale price of $193,555.

The numbers suggest a market potential for lots, especially adjacent to Lafreniere Park for high-end new construction single and multi-family homes.

SECTION B3: RENTAL MARKET CONDITIONS

The equilibrium vacancy rate for rental housing is considered to be 5.0%. This allows for normal turnover and an adequate supply of alternatives for prospective renters. During the study period ending 2017, the vacancy rate was 4.5% within the CMA.

The average apartment rental rate in the CMA was $1,085, down from $1,134 in 2016 (but higher than the Jefferson Parish average of $916). The CMA market for single and multi-family housing units averaged $1.14 per square foot for an average monthly rent of $1,179.

Rental properties built after 1990 had the highest occupancy rate at 96.8%. The PMA and CMA have increased activity of investment-home purchases. Demand for 390 new market-rate rental units is expected in the 3 year forecast period.

SECTION B4: OFFICE MARKET

Although the focus of the general market demand for the PMA primarily focuses on the residential and retail strategies, no Class A or B properties currently exist in the PMA, a few Class C structures are located along David Dr. and Veterans Blvd. The cost and likelihood of attempting to land a Class A office building is difficult. Projections of office demand into the future are based on the projected growth in employment and the projected growth is flat (.4% overall).

The national movement towards smaller, non-traditional office spaces is an opportunity to repurpose or renovate existing buildings for infill projects. PMA office properties tend to be renovated residential structures less than 5,000 square feet. Offices as part of a broader mixed use planning effort can be a solid anchor or supporting use that can serve the local community with smaller professional, social/civic, and other business services.

SECTION B5: RETAIL/COMMERCIAL MARKET

The PMA retail/commercial sites tend to be one story strip malls or converted residential structures and the inventory has remained steady of the survey period. Vacancy rates have increased over the review period and national chains, such as K-Mart have announced closings, which will affect the PMA. A retail vacancy rate of 5% is generally accepted as the industry standard for a healthy market. The retail structures in the PMA are predominately more than 40 years old, much of which is in fair to poor condition and functionally obsolete, there is a need for new supply.

The retail gap indicates that individuals outside of the 5 minute driveshed are entering the area and purchasing goods and services. The strongest retail industry within the PMA is the Furniture and Home Furnishings sector. Other strong retail industries include Electronic and Appliance; Motor Vehicle and Parts; and Office Supplies, Stationary, and Gifts. All markets show a less than average consumer spending potential as compared to the national average.

SECTION B6: REDEVELOPMENT PROTOTYPES

During the course the analysis, the planning team considered select strategic nodes and corridors within the study area. Three specific nodes and corridors have been included herein and referred to as: Veterans Memorial Blvd. corridor, David Dr. corridor, and Park Adjacent Residential. Section 6 provides a descriptive overview of each area (including existing conditions review) and key aspects of the opportunities for the select nodes and corridors as part of the strategic recommendations in this general market demand. However, the following is an overview of findings:

Veterans Blvd Corridor: Transformative Redevelopment

- The large lot sizes, much of which are dedicated to surface parking lots, high traffic volumes and the location near the Interstate-10 exit make the Veterans corridor the most viable within the Primary Market Area for transformative redevelopment. High-intensity, mixed-use or commercial development, new public spaces such as plazas, small parks and lanes, and high-quality amenities such as a protected, shared use trail along Veterans could each distinguish the subarea from competitor commercial districts and spark reinvestment in the surrounding residential neighborhood. Walkable design could feature ground-floor retail uses fronting sidewalks with transparent and engaging facades, and potentially residences on upper floors. Streetscape enhancements to Veterans Memorial Blvd could incentive commercial development that fronts the property line. Surface or structured parking could be conveniently accessed yet less visible from public spaces, located behind primary site uses.

  The 19-acre K-Mart site presents an opportunity for this type of redevelopment. Its large size would allow for dedication of a signature public (or privately-owned yet publicly-accessible) gathering space that provides an amenity for neighborhood residents and an attraction and reason for shoppers to linger. The site could also be “transit-oriented” – designed around a facility that provides fast, frequent and reliable transit access to regional destinations, such as the Metairie CBD, Elmwood, New Orleans CBD, and Louis Armstrong International Airport. This station could feature a park-and-ride lot that attracts commuters wishing to avoid driving themselves to these destinations and paying for high parking fees at them. Redevelopment of the K-Mart site as a commercial hub comprised of a big box and smaller retailers also could feature amenities such as a publicly accessible gathering space or transit-oriented facility.

  Improving pedestrian connections from this site to surrounding commercial development and to Lafreniere Park itself would make it easier for shoppers and commuters attracted to the signature development to permeate the area and reach additional shopping and recreation options. The desirability of creating new vehicular access from this site to adjacent

residential areas would depend on the intensity and other characteristics of the commercial redevelopment.

A second significant opportunity site on Veterans Blvd is located at the intersection with Downs Blvd. As the "front door" to Lafreniere Park, this site is high-visibility and holds the potential to allow the park's natural beauty to "spill out"' into the surrounding urban fabric. Approximately 130' of the rear corner of this site lines Madewood Dr, directly across from the edge of Lafreniere Park, giving it the potential to create an important link between the park and the commercial strip. Today, a car dealership, gas station and mobile phone retailer occupy the site.

David Dr Corridor: Main Street

- Small lots with limited depth, existing buildings with viable businesses, and multiple property owners place constraints on quick land use and development changes on David Drive. Rather, incremental small-scale changes that, over time, contribute individually to a broader vision is the more viable development scenario.

  Such changes have occurred in recent years. A small strip center anchored by a pet care center was built on several adjacent lots combined into one development site at the northeast corner of David Dr. and W. Napoleon Ave. Other recent new developments are a coffee shop at the southwest corner of David Dr. and W. Metairie Ave., and a pizza shop in the 2700 block of David Dr., both of which were subject to site plan review under the Commercial Parkway Overlay Zone (CPZ) that the Parish Council placed on David Dr. in 2015. Mapped on major roadways throughout the parish, the CPZ requires landscaping to enhance streetscapes.

  In addition to new development, the redevelopment of existing buildings also contributes to the incremental change of existing areas over time. On David Dr., a French bakery and café replaced a seafood market at the corner of Trenton St. and the building underwent façade enhancement. Although the site has the CPZ overlay, the renovation did not trigger site plan review because the cost did not meet the minimum threshold for review. This CPZ approach facilitates minor renovations. Where changes to existing development trigger site plan review, compliance with requirements such as landscaping is to the maximum extent practicable.

  CPZ utilizes a suburban development type characterized by surface parking lots located between the front building line and the street, among other traits. The main street development type flips the standard strip shopping center siting of parking

and building, with parking on the side or in the rear of the building. Jefferson Parish's zoning promotes this type through districts such as the Commercial Parkway Pedestrian District (CPZ-PED). Through CPZ-PED design standards, land-use activities enhance walkability and streetscape aesthetics by making it easier for pedestrians to reach the front door from the sidewalk, diminishing the view of vehicles from the street, and allowing buildings to frame the street.

Jefferson Parish has encouraged this more traditional main street approach on a portion of Metairie Rd., which shares several traits with David Dr.: it is a high-traffic, minor arterial with small lot sizes and C-1 Neighborhood Commercial zoning. Several new mixed-use or commercial developments have opened in recent years, including Old Metairie Commons shown to the left. These developments were subject to site plan review and the standards of the CPZ-PED, and entail parking behind the front building line and landscaping.

Replacing the CPZ with CPZ-PED to promote the main street development approach on David Dr. necessitates further evaluation as part of a larger zoning study of the planning area. One question is which front landscaped setback is preferable--the existing minimum of 20 feet that the CPZ requires, or the maximum of five-to-10 feet that the CPZ-PED requires.

The answer to this question relates to the depths of the lots that front on David Dr., as well as to the uses or activities, either existing or desired, on land behind these lots. On the western side, the Soniat Canal, Entergy transmission line, and the right-of-way or servitude in which these features are located could present an opportunity for a shared-use path for bicyclists and pedestrians. This potential greenway, already zoned C-1, could increase the desirability of buildings or related outdoor seating and accessory uses that face the greenway. On the eastern side, rezoning the lots that front on Longwood Dr. and back the lots with frontage on David Dr. to a neighborhood commercial or mixed-use zoning district could provide added depth to commercial lots and facilitate a neighborhood center between Trenton St. and York St. Enhancing pedestrian access across David Dr. would provide greater connectivity between the two sides of the street and further cohesion as a neighborhood center.

David Dr. is prime for development and redevelopment that takes advantage of proximity to Lafeniere Park, the potential Soniat greenway, and roadway enhancements to shape this Lafreniere area as a distinct Metairie neighborhood with its own character and sense of place.

SECTION B6: REDEVELOPMENT PROTOTYPES

Park Adjacent Residential: Mixed Density Residential

- Existing properties' high value, small size, and dispersed ownership impede redevelopment, while their high occupancy suggests high demand for housing in this location. Allowing property owners and developers wider flexibility in density and scale would unlock the value these properties enjoy from proximity to the park. The result would be a range of residential development sizes, from high-end, single family homes with traditional garages to multi-unit clusters of condominiums and three-story detached and attached townhomes. Higher rates of residential density could incentivize commercial redevelopment along David Dr and Veterans Memorial Blvd.

The core challenge for the Lafreniere study area is attracting interest, activity, and demand from beyond the borders of the PMA. Jefferson Parish works hard to be an attractive place to do business but developers and investors are constantly comparing opportunities and making choices about the best places to spend valuable time and invest for a positive return. To the extent that opportunities may be equal in dollar terms, the ease of development in terms of process and zoning can be the deciding factor between attracting investment and not. The study area has existing conditions challenges from a residential and retail market perspective and needs to incentivize reinvestment to be as attractive as possible.

The study area must be a "market creator" and drive demand into the PMA. The PMA's proximity to Parish amenities and a demonstrated demand for "live, work, play" environments bode well for the success of a mixed-use redevelopment of the study area. However, redevelopment projects may be limited to a few options by current zoning and may not be financially feasible. The goals of the residential and retail redevelopment of the study area are intended to foster sustainable mixed-use neighborhoods, which integrate residential uses with employment uses and further incorporate some recreational uses to attract additional residential development. This creates a cycle of development to attract and spur reinvestment in the PMA. Transportation improvements along David Dr will increase efficiency and safety of auto, bicycle, and pedestrian access to the study area, expanding the market of potential redevelopments.

SECTION B1:
ECONOMIC, REAL ESTATE, AND DEMOGRAPHIC TRENDS AND CONDITIONS

SECTION B1: ECONOMIC, REAL ESTATE, AND DEMOGRAPHIC TRENDS AND CONDITIONS

The Department of Housing and Urban Development publishes national, regional, state, and metro economic trends on a continuing basis. Each report provides an overview of economic and housing market trends within the respective area. The reports contain an analysis of the year over year change in several key variables: nonfarm payrolls by sector, the unemployment rate, home sales, home prices, foreclosure data, vacancy rates, rents, and building permit activity. We also used ESRI software and Census data to determine demographic and economic influence within the Primary and Competitive Market Areas (to be defined later). The following data details economic trends and conditions that will influence the broad direction of residential and commercial markets in the study area through the next five years.

A. ECONOMIC TRENDS AND CONDITIONS

1. Southwest Region[i]

The Department of Housing and Urban Development categorizes Louisiana into the Southwest Region, along with Arkansas, Texas, Oklahoma, and New Mexico. The Southwest region outperformed the nation in the second quarter of 2018 with a 2.4% increase in nonfarm payrolls compared to 1.6%. The professional and business services accounted for nearly one-fourth of net gain with 4.4% growth. Nearly all the growth in this sector occurred in the employment services industry from energy-related employers increasing their hiring of temporary workers. The goods-producing sectors reversed a years-long decline and grew 4.6%, driven by energy related businesses. The construction subsector grew by 4.6% from increased building activity throughout much of the region. Mining and logging subsector grew 10.9%. Majority of this growth is driven by the 18% increase in crude oil production from May 2017 to May 2018.The unemployment rate in the region was down to 4.0%, a slightly lower rate than the second quarter of 2017, but still above the national rate.

2. Louisiana[ii]

From the second quarter of 2017 to the second quarter of 2018, Louisiana nonfarm payrolls grew by 20,300 jobs, or 1.0%. Net job gains in the state were concentrated in the service-providing sectors, including leisure and hospitality, professional and business services, and education and health services.[iii] In June 2018, the unemployment rate in Louisiana was 5.0%, down from 5.3% the previous year and 6.1% in 2016. The labor force grew 1.2% from June 2017 to 2,141,939, and resident employment increased 1.5% to 2,034,338.

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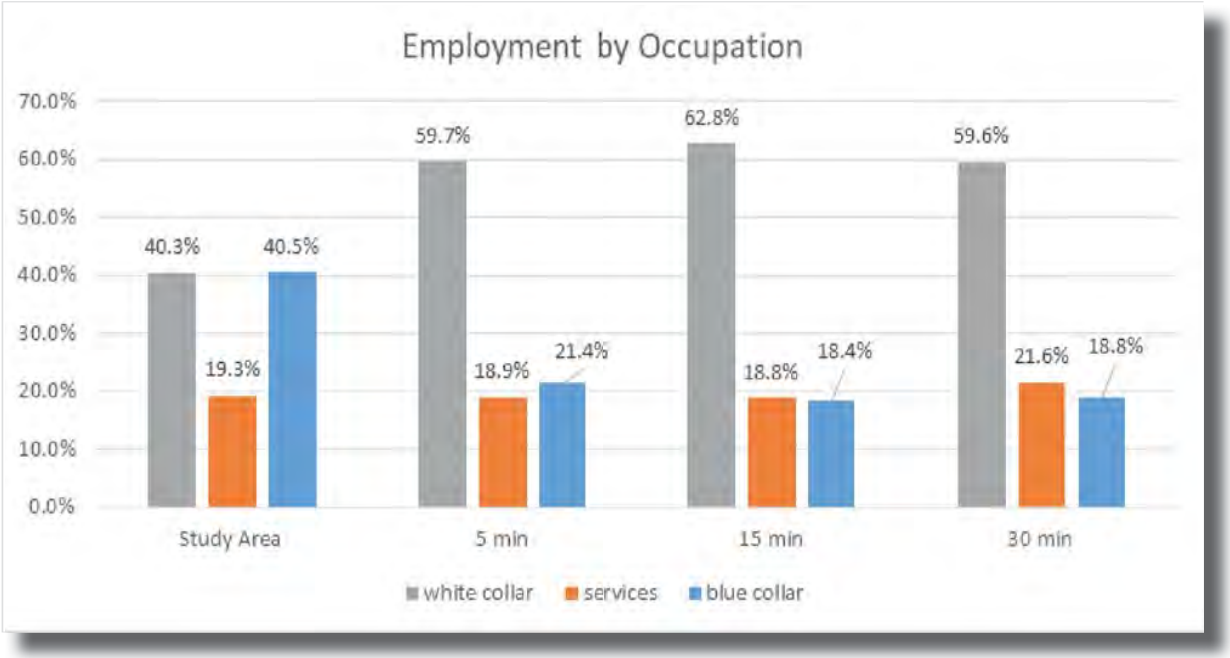
i HUD PD&R Regional Report Southwest Region 2Q 2018
ii PD&R Market at a Glance Louisiana
iii HUD PD&R Regional Report Southwest Region 2Q 2018

3. New Orleans Metropolitan Area[iv]



The New Orleans Metropolitan Area consists of the following eight parishes: Orleans, Jefferson, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, and St. Tammany. The area economy continues to feel effects of Hurricane Katrina, and the economy has contracted slightly during the previous year. From March 2017 to 2018, nonfarm payroll decreased 0.2%, to 575,100 jobs. The decline stems from job losses in 7 of 11 major nonfarm sectors. Wholesale and retail trade sector experienced the biggest loss with a 2.6% decrease, and the financial activities sector also had a 2.3% decrease. Out of the four sectors experiencing growth, manufacturing grew 1.7%, education and health services grew 0.9%, leisure and hospitality grew 0.9%, and government increased 0.4%. The unemployment rate of the 12 month period ending in March 2018 was 4.5%, down from 5.4% during the previous year.

The occupational makeup of the study area is distinct from the surrounding areas. Workers in the study area are evenly divided between white-collar and blue-collar jobs, at about 40% each of the employed population. In contrast, white-collar jobs far exceed blue-collar jobs in the drive shed areas (as seen in the figure above), ranging from 59 to 63% of employed residents. Service jobs were consistent across the region.

The economic conditions of the area are expected to improve over the next three years. Hospital expansions in the area are expected to produce gains in the education and health services sector. The new terminal at MSY International Airport is expected to bring gains in the transportation sector, and the mining, logging, and construction sector is expected to have an increase in jobs due to a LNG plant expansion in Plaquemines Parish. These gains are forecast to increase nonfarm payrolls by an average of 0.4% annually.

iv HUD Comprehensive Housing Market Analysis

B. HOUSING MARKET TRENDS AND CONDITIONS

1. Nation[v]

In July 2018, new home sales were at a nine month low with single-family home sales dropping 1.7%, with the Northeast and South experiencing the decrease. However, sales were 12.8% higher than the previous year. Existing home sales were down 1.5% percent from a year earlier, due to restrictions from low inventories. Sales are down likely due to wage growth not keeping pace with price increases.

Construction starts for single family homes were up 2.7% from a year earlier, particularly in the South and Midwest. Multifamily housing starts were down 9.6% from July 2017 to 2018.

Housing prices increased 6.5% over the previous year. Housing values are now 16.7% above their peak during the housing bubble in March 2007.

The monthly supply of new homes was 5.9 months in July 2018, down slightly from 6.0 months a year ago. Existing home supply is 4.3 months, which is unchanged from the previous year.

2. Southwest Region[vi]

In the second quarter of 2018, housing sales and rental markets in the region were balanced. Home sales and prices increased or remained the same in all major metropolitan markets in the region. Single-family home permitting increased 7.0% from the same quarter a year earlier. Despite a high level of multifamily completions, vacancy rates declined or remained stable. Average rents continued to grow. Multifamily permitting increased 44.0% in the second quarter of 2018, but 95% of this occurred in Texas alone.

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v HUD Housing Market Indicators Monthly Update
vi HUD PD&R Regional Report Southwest Region 2Q 2018

3. Louisiana[vii]

Building permits in Louisiana numbered 15,224 in 2017, up 5% from the previous year. Single family permits made up 89.1% of all permits with 13,557 permits, an increase from 12,518 in 2016. Multifamily made up 10.9% with 1,667 in 2017, down from 1,985 permits in 2016. In 2017, permits for structures with five or more units made up 72.5% of multifamily permits. Structures with only two units were the second most common multifamily permit, numbering 354 in 2017.

The estimated number of housing units in Louisiana in 2016 was 2,037,067, a small 0.6% increase from 2015, but a 3.7% increase from the 2010 census. Of the total housing units, 84.5% were occupied. Owner occupied units made up 64.3% of all occupied housing, and renter occupied units accounted for 35.7%. Owner occupied units have been decreasing since 2010, with a high of 67.2% of all occupied units. The number of owner occupied units in 2016 decreased 4.9% from 2015, and renter occupied increased 8.7%.

In 2016, rental units had an 8.6% vacancy rate, a slight increase from 8.4% in 2015, but still lower than 10.6% in 2010. Sales were 2.0% vacant in 2016, an increase from 1.7% in 2015, and 1.8% in 2010.

4. New Orleans Metropolitan Area[viii]

During the first half of the 2010s, the New Orleans Metro had a balanced sales housing market due to economic and population growth. Forecasts for the region estimate a demand for 7,450 new homes. An excess supply of rental units led to soft rental market conditions.

vii PD&R Market at a Glance Louisiana
viii HUD Comprehensive Housing Market Analysis

5. Jefferson Parish[ix]

In the 12 month period ending March 2018, new home sales increased by only 10 homes, about 4.5% to 220. The average price increased 11.0% to $250,900. Existing home sales decreased by 3.0% to 5,300, and the average existing home price increased 7.0% to $199,900.

Permitting for single-family homes increased 9.0% to 490 homes in the year ending March 2018. Over the next three years, demand is expected for 1,275 new homes in Jefferson Parish, and the greatest demand (40.0%) is expected for homes priced from $200,000 to $249,999.

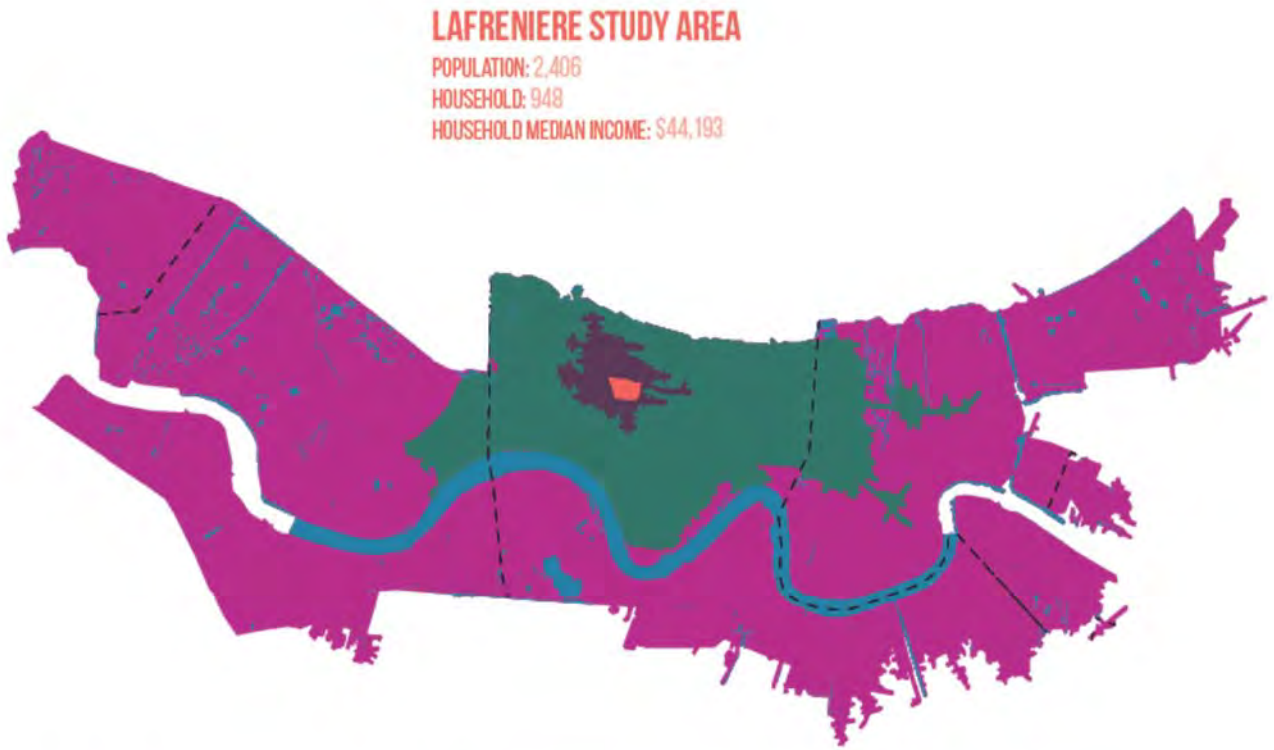
The rental housing market (single-family or multi-family homes) in Jefferson Parish was soft with a current overall vacancy rate of 8.3%. Apartment market (a large building(s) containing residential units) conditions were balanced, with an apartment vacancy rate of 3.9% during the first quarter of 2018, up from 3.4% a year earlier. The average apartment rent was $916, a 2.0% increase from the first quarter of 2017. One to four-unit rental properties are a majority in the parish, making up 60% of the total number of rental units.

Permitting for multifamily units from March 2017 to March 2018 totaled only 40 units, significantly down from 160 units the previous year. Demand is expected for 390 new market-rate units in the next three years, and no units are currently under construction as of April 2018. One bedroom units renting from $827 to $1,226, and two bedroom units with monthly rents from $996 to $1,395 are expected to have the strongest demand.

ix HUD Comprehensive Housing Market Analysis

C. STUDY AREA DEMOGRAPHIC TRENDS AND CONDITIONS

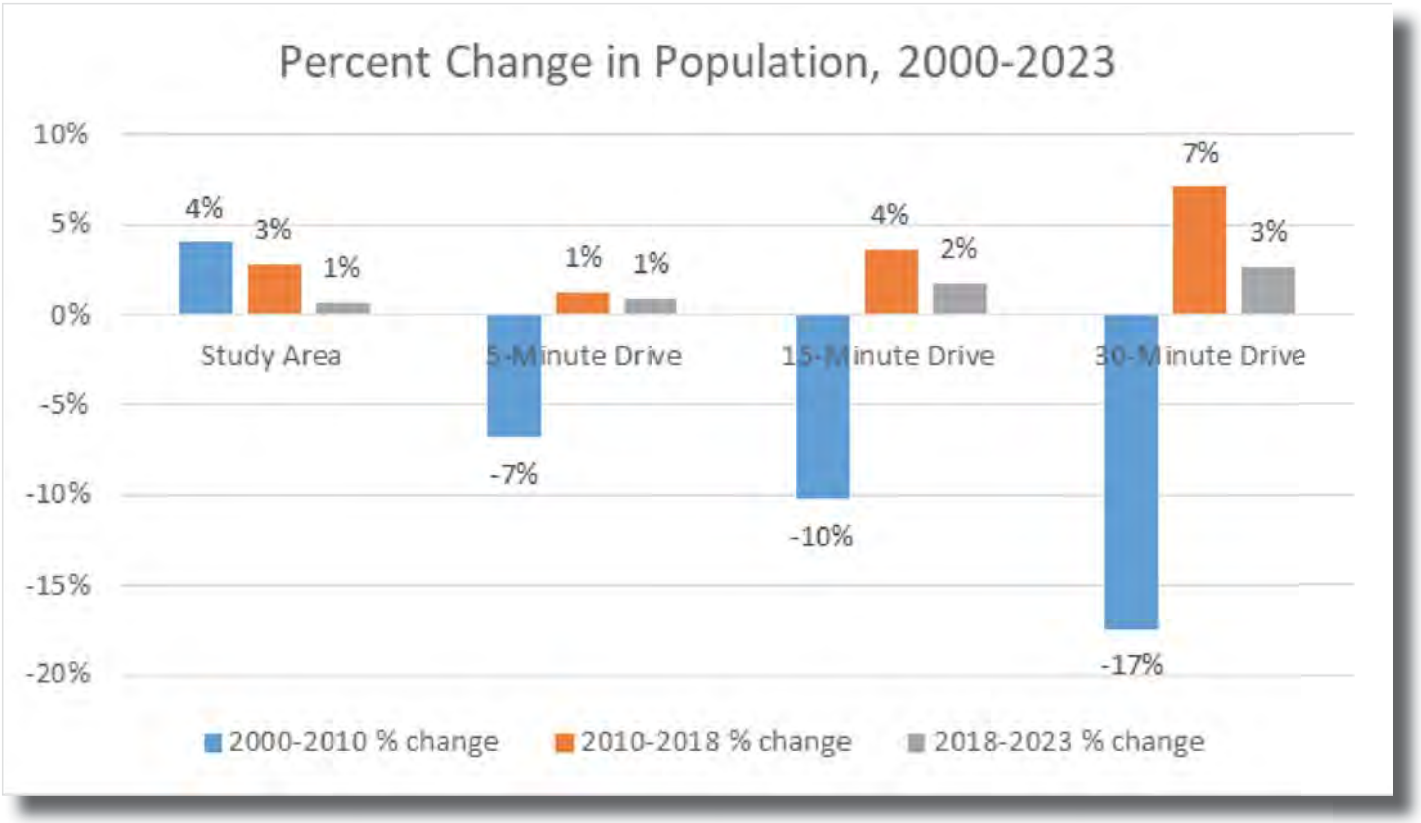
For the purposes of analyzing the existing demographics for the area surrounding Lafreniere Park, four geographies are analyzed: the study area, and areas within a 5-minute, 15-minute, and 30-minute driving distance from the area. The drive-sheds are not concentric rings with uniform distance, but areas with varying shapes determined by a car's ability to reach the study area in a given amount of time using existing roads, as seen in the figure below.



C. STUDY AREA DEMOGRAPHIC TRENDS AND CONDITIONS CONTINUED

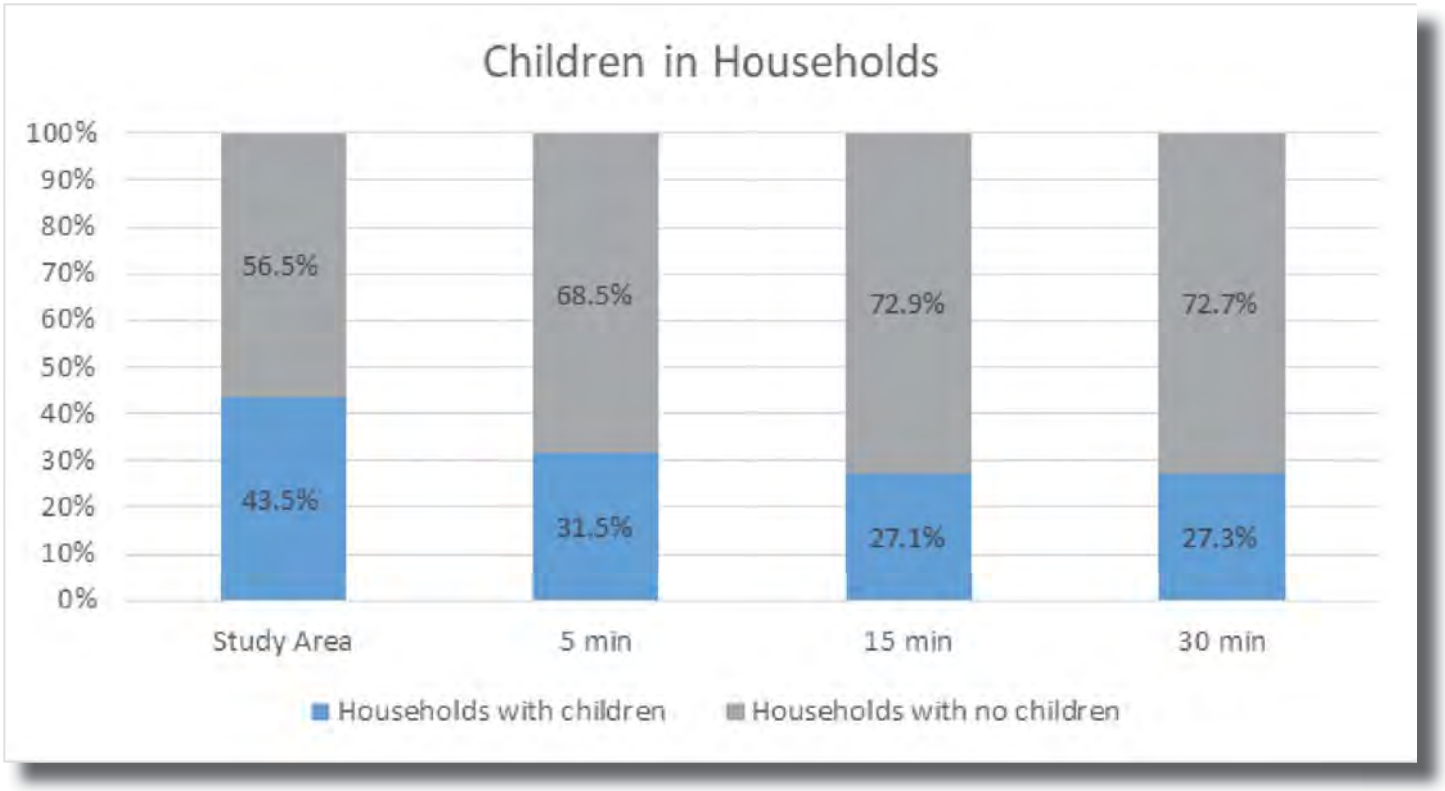
1. Population Trends

The total population within the study area has been steadily growing, which tells a different story from the surrounding areas. The population of 5-, 15-, and 30-minute drivesheds continue to fall below 2000 levels. However, all four areas are projected to experience population growth into 2023.



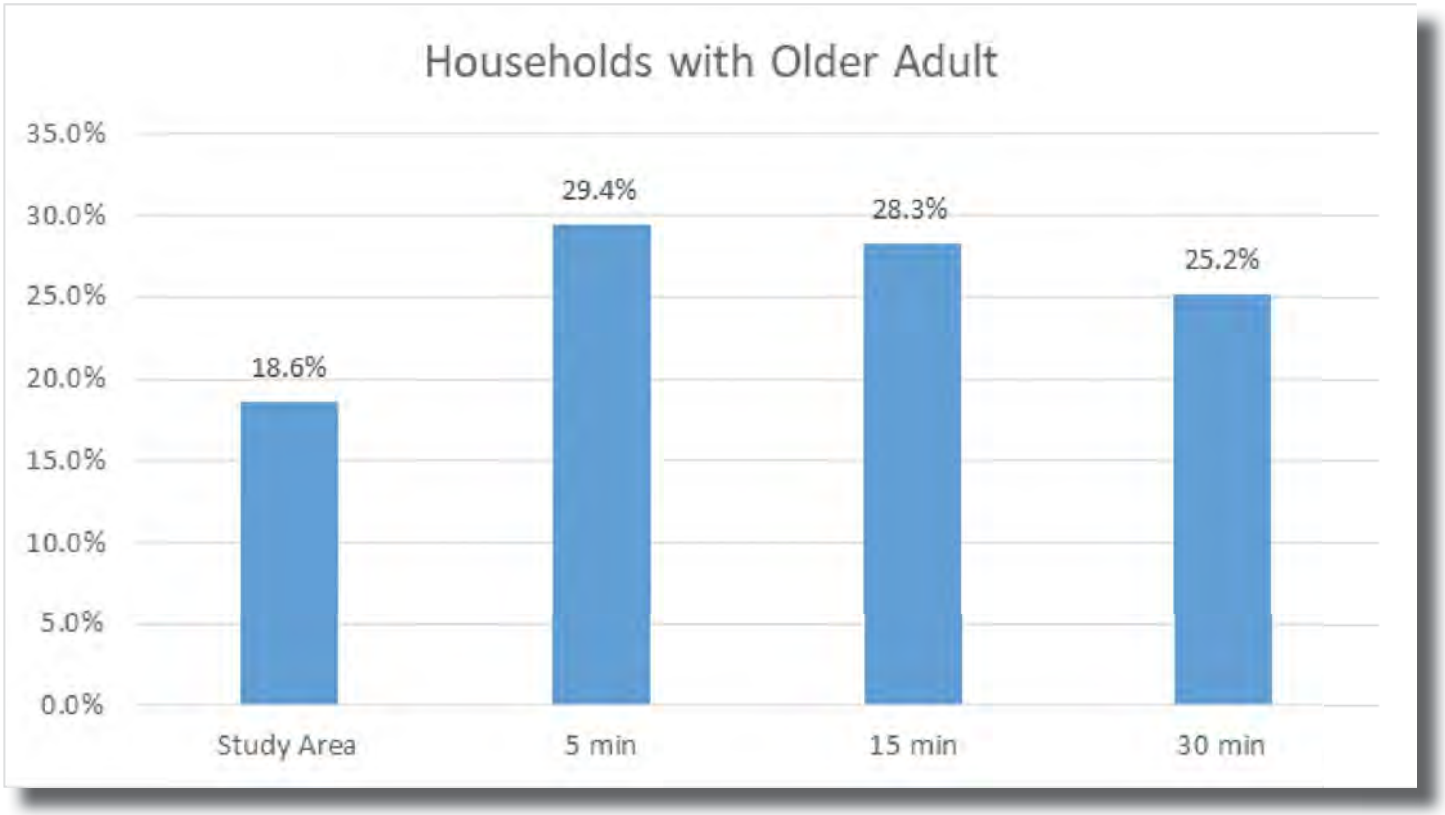
2. Household Type

Recent data shows a high concentration of households with children within the study area. Alternatively, the drivesheds surrounding the study area proportions for households with children a much less, indicating a mixed consumer market.



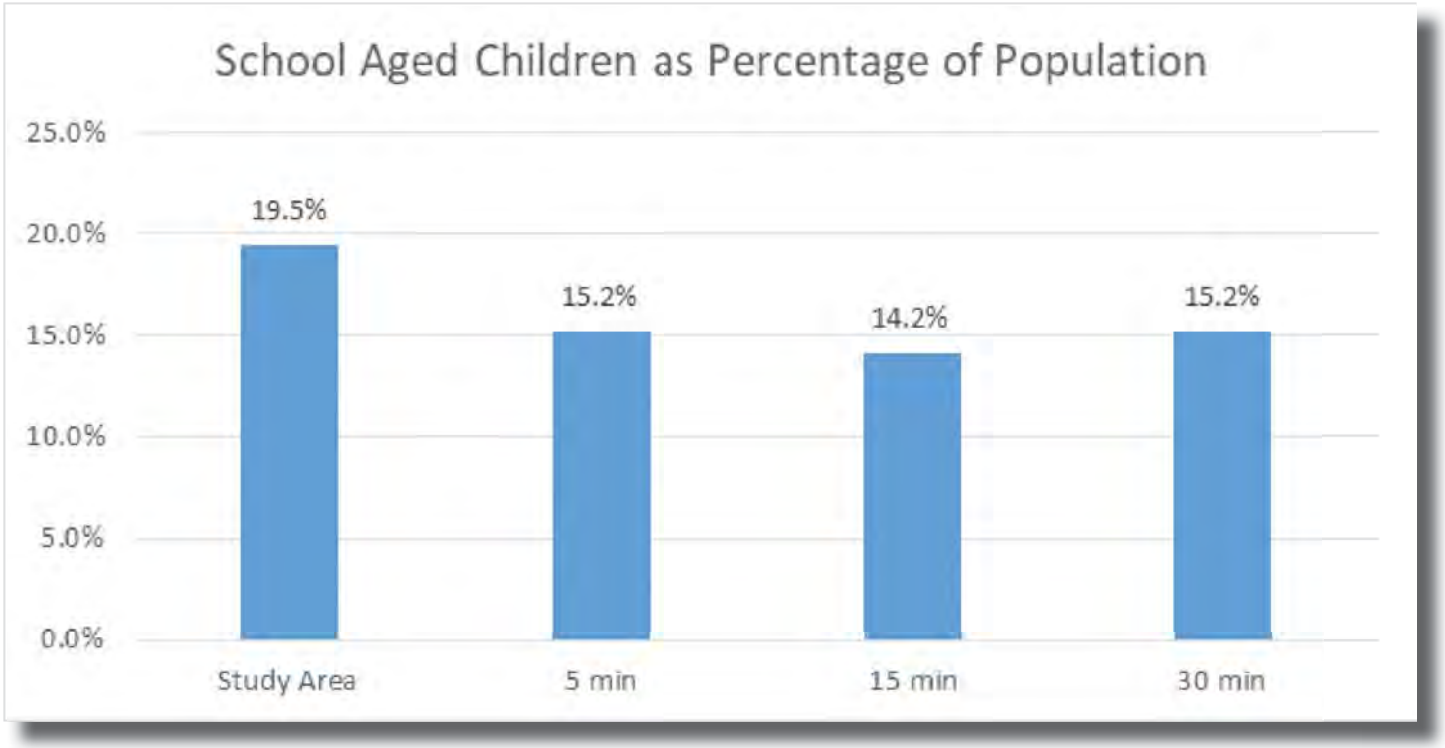
2. Household Type continued

Within a 5-minute driving distance from the project, approximately 30% of households are comprised of at least one older adult, but the percentages decreases as the driveshed is expanded to 15-minutes and 30-minutes, hinting at a higher concentration of older adult-households in areas which lie outside of the study area within the 5-minute driveshed.



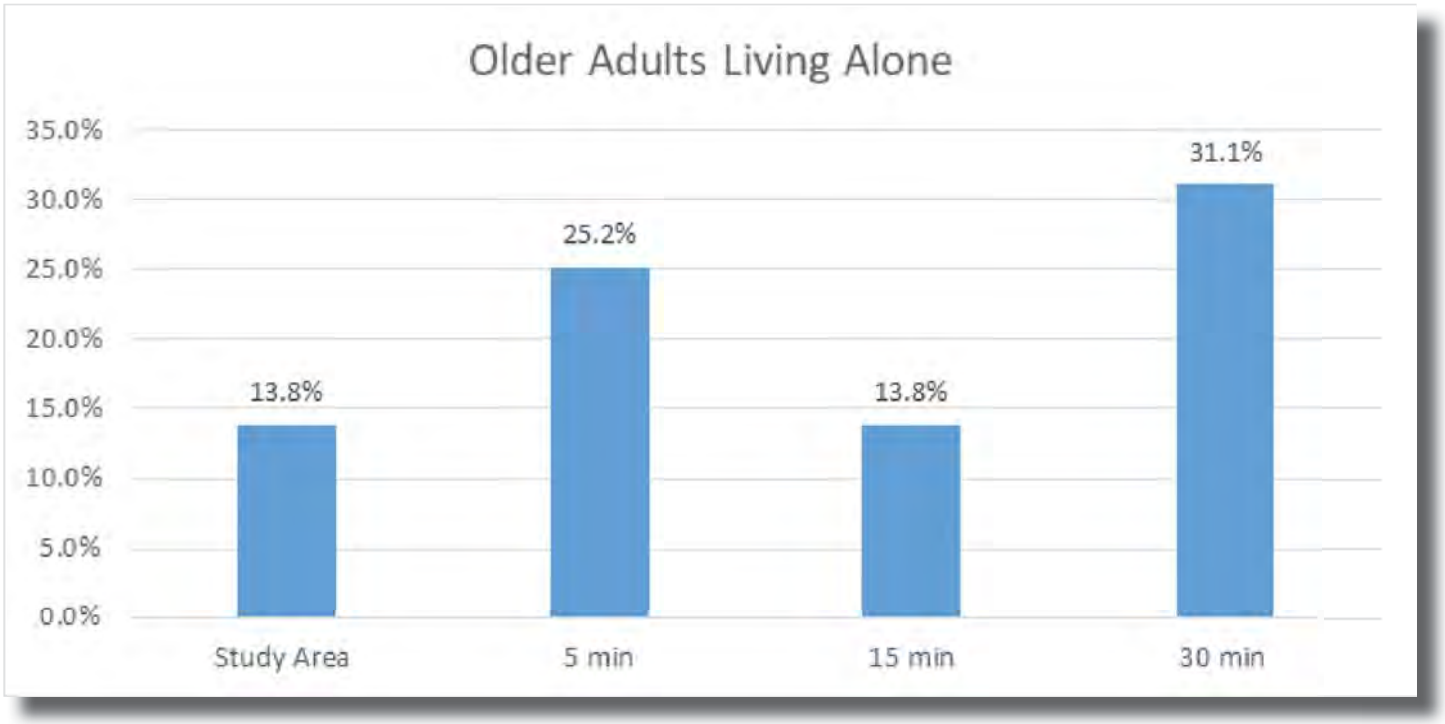
3. School Aged Children

The study area has a high proportion of school aged children enrolled in kindergarten through high school, with close to 20% of the population in the study area being school aged children. As the driveshed expands, the proportion stays relatively consistent, between 14% and 15%.



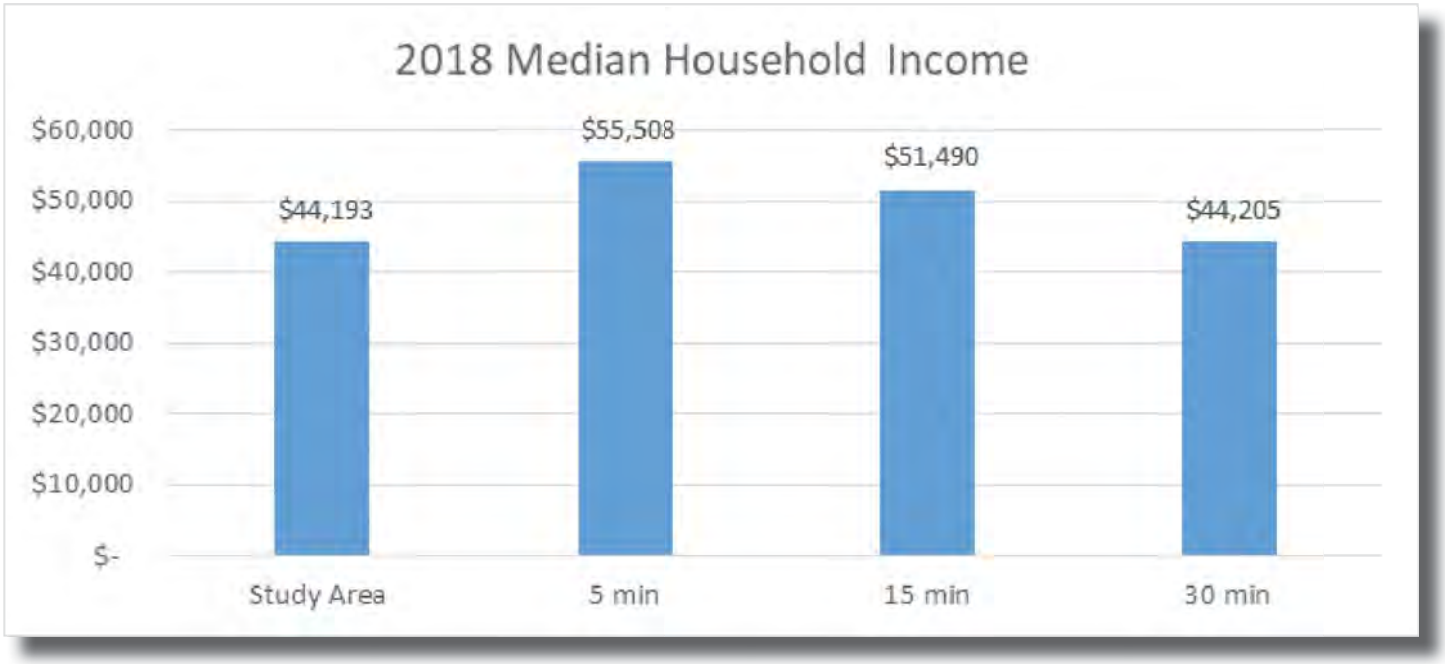
4. Older Adults

While the study area itself has a relatively low proportion of older adults—defined as being at or above the age of 65—relative to the total population, the percentage increases as the scope is expanded to the 5-minute and 15-minute drivesheds, indicating a higher concentration of older adults in the area surrounding the study area.



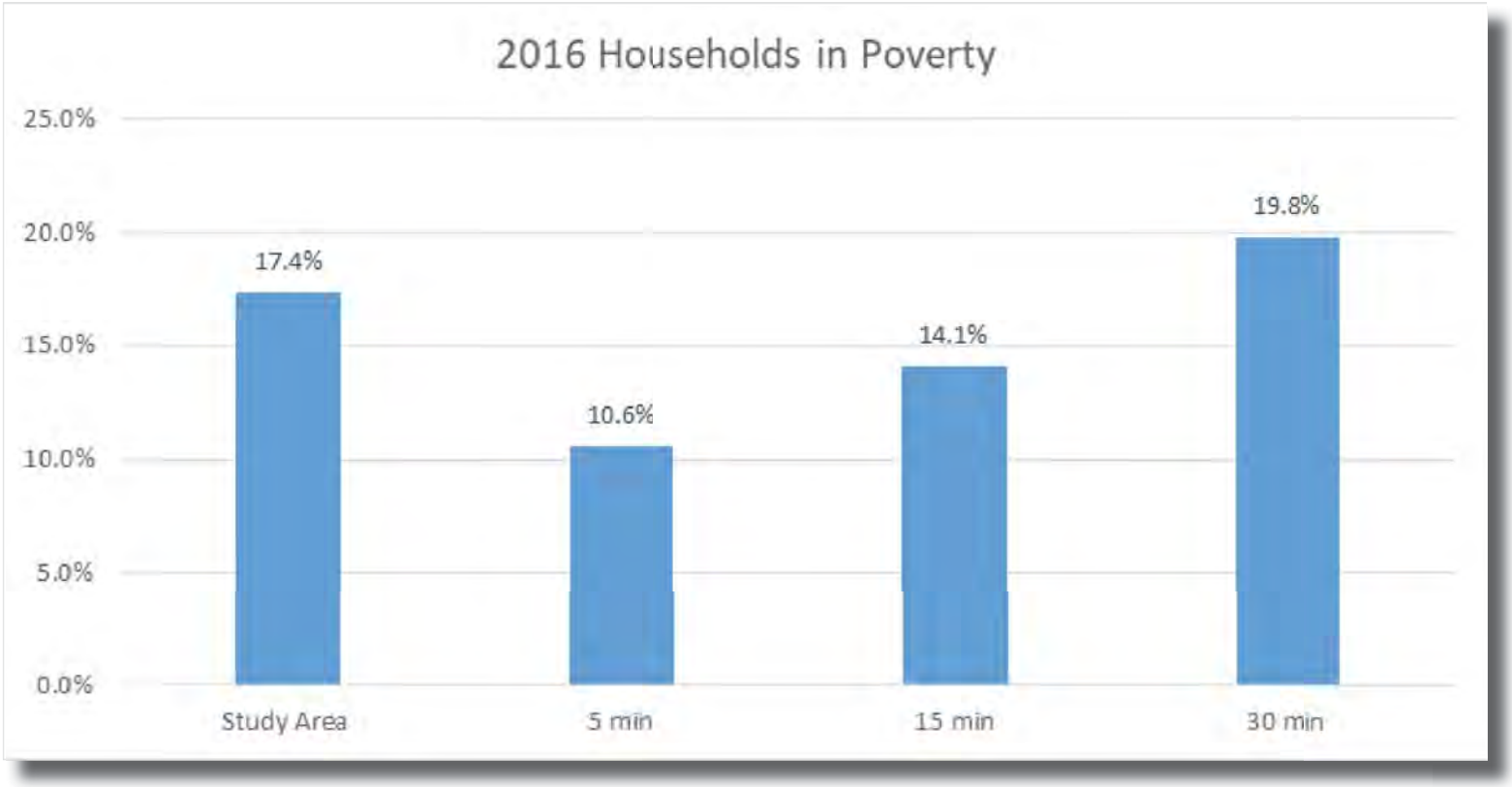
5. Household Income

As can be seen in the column chart below, the median household income of the study area is comparable to that of the 30-minute driveshed, but the highest levels of median income can be seen in the area immediately adjacent to the study area within the 5-minute driveshed, with median incomes over $10,000 higher than the study area. The relative affluence of the area surrounding the study area can be seen in other measures as well.



6. Poverty Status

The study area has a relatively high rate of poverty, as 17.4% households were estimated to have had income below the poverty level in 2016. The poverty level of the study area surpassed the national poverty rate of 14.0%, and the overall region within the 30-minute driveshed had a high poverty rate close to 20%, meaning 1 in 5 households in the region were in poverty in 2016. However, areas adjacent to the study area within the 5-minute driveshed had relatively low levels of poverty level, at 10.6%, well below the national average, indicating a strong consumer base.



D. SUMMARY OF ECONOMIC, REAL ESTATE, AND DEMOGRAPHIC TRENDS

- Unemployment rate at 4.5%, down from 5.4% the previous year.
- Economic conditions forecasted to improve over the next 3 years with an average of 0.4% annual increase in non-farm payrolls.
- Gains are expected in Transportation, Education & Health Services, and Mining, Logging, & Construction sectors.
- New home sales average price increased 11% and existing home sales average price increased 7%.
- Estimated 1,850 vacant homes are currently available for sale, which is a 4 month supply.
- Demand is expected for 1,275 new homes in next 3 years, steady throughout the period.
- Households' with children in the study area is high.
- The study area has a low proportion of older adults relative to the total population.
- The study area is projected to see a modest increase in household count.

SECTION B2:
THE MARKET FOR LOTS AND HOMES

SECTION B2: THE MARKET FOR LOTS AND HOMES

The scope of this section is the market for lots, single-family, and multi-family homes in the Primary Market Area (PMA) and Competitive Market Area (CMA) for the Lafreniere Sub Area study. The Competitive Market Area (CMA) is a zone where prospective buyers are expected to shop and compare lots and homes before making a choice. Within that context, we then discuss market issues of interest to home buyers, developers, site planners, home builders, and public agencies. We focus on the availability and demand for lots, single-family, multi-family homes.

The Primary Market Area is built-out with primarily multi-family structures within the interior and commercial development along the exterior corridors. The Competitive Market Area is a zone in which prospective home and lot purchasers shop and compare before buying. In our analysis, that zone comprises of the Zip Codes 70001, 70002, 70003, and 70006 on the East Bank of Jefferson Parish. The CMA offers a geographical familiarity, long-established neighborhoods, defining physical features, common routes of accessibility, availability of lots and homes, and its abundant public facilities, services, and amenities. Data was sourced primarily through the Gulf South Real Estate Information Network (GSREIN) Multiple Listing Service (MLS).

A. THE MARKET FOR LOTS-SIZE[i]

The market for lots is characterized by factors such as common lot sizes and typical pricing.

1. Primary Market Area Lot Sizes

Choice of lot size is a major factor in redeveloping the Lafreniere Sub Area, which has approximately 5,500 square foot lots for multi-family detached homes. Dimensions are typically 50 x 110 feet. One or more lots could be combined for a single-family home or multi-family homes depending on the development type. Examination of lot sizes in 13 subdivisions near the Lafreniere Sub Area indicates that the current lot sizes within the PMA are typical for detached homes.

2. Competitive Market Area Lot Sizes

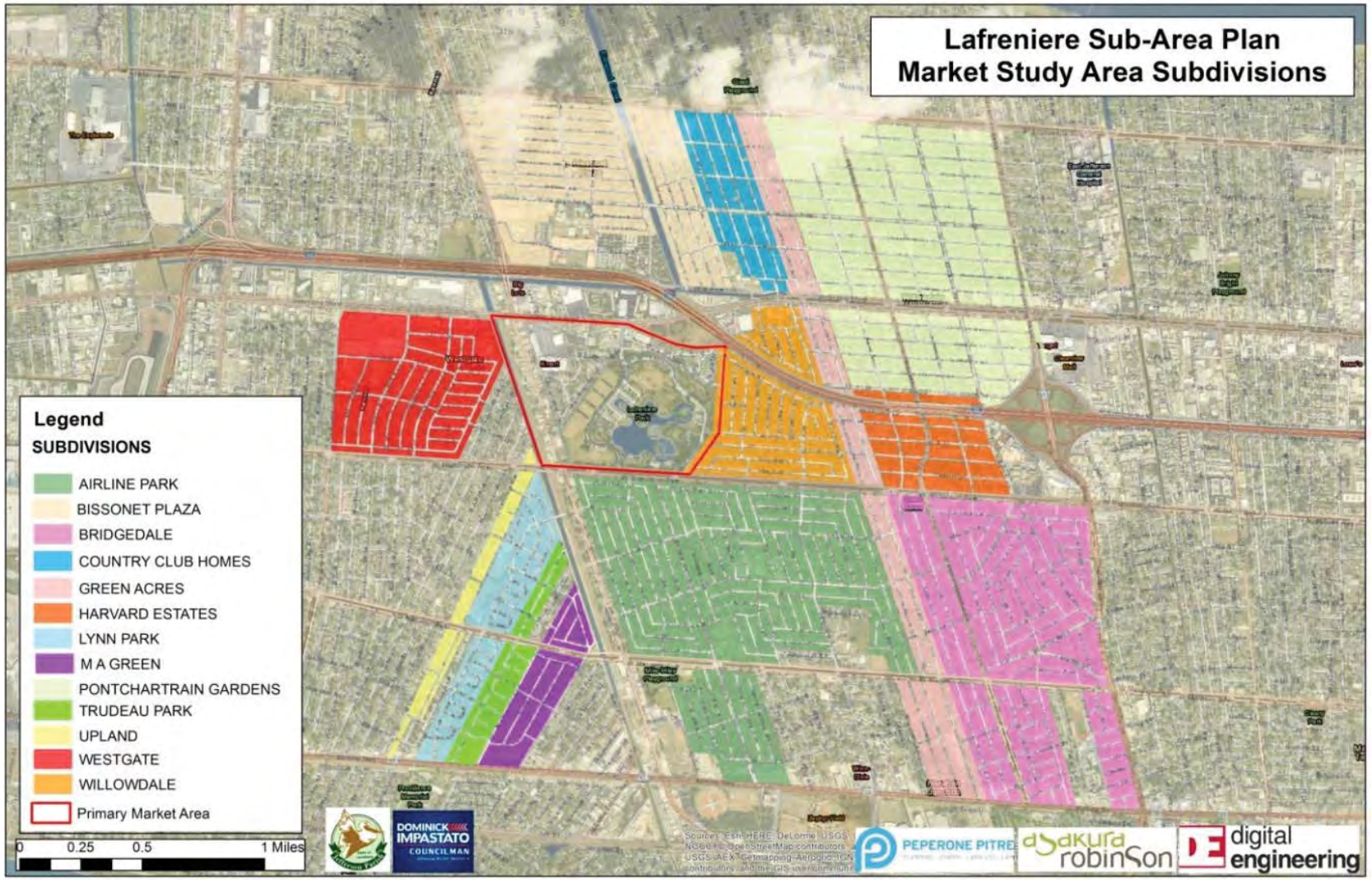
The average lot size in the PMA (50 x 110) cover 5,500 square feet. Surrounding subdivisions typically have 50 feet frontages, with square footage ranging from 6,000 to 8,000 square feet due to varying depths. Lots of these sizes can be found in the Bridgedale, MA Green, Westgate, Upland, Trudeau Park, and Pontchartrain Gardens subdivisions.

Lots with 60 feet frontages in the area typically have depths from 100 to 115 feet, ranging from 6,000 to 6,900 square feet. The Willowdale, Airline Park, Lynn Park, and Green Acres subdivisions are examples of these typical sizes.

Subdivisions with the largest frontages are 70 feet with depths from 100 to 125 feet and lot areas ranging from 7,000 to 8,750 square feet. The neighborhoods include the Bissonet Plaza and Country Club Homes. The smallest lots in the area are in the Harvard Estates subdivision at 25 x 150 feet.

i Jefferson Parish GIS Data

A. THE MARKET FOR LOTS-SIZE CONTINUED



B. THE MARKET FOR LOTS-SALES[ii]

No sales of vacant land in the PMA were recorded on the MLS between the 2015-2018 timeframe. Sales of lots in the CMA from 2015 to 2018 were examined and grouped by frontage. Lots with frontages ranging from 35 to 50 feet were the most numerous, with 65 lots in this size range sold between 2015 and 2018. The average frontage was 49 feet, the average sold price was $108,974, and the average price per front foot was $2,242.

Lot sales in CMA 35-59 Feet Frontages, 2015-2018

Frontage (ft)	Sold Date	Sold Price	Price per Front Foot	Frontage (ft)	Sold Date	Sold Price	Price per Front Foot
35.85	01/11/2016	$95,000	$2,650	50.00	05/26/2016	$100,000	$2,000
35.85	03/20/2017	$120,000	$3,347	50.00	04/05/2018	$120,000	$2,400
36.00	11/13/2015	$250,000	$6,944	50.00	07/07/2017	$127,500	$2,550
40.00	03/26/2018	$10,000	$250	50.00	02/01/2017	$137,000	$2,740
40.00	09/20/2017	$34,000	$850	50.00	01/08/2018	$138,000	$2,760
40.00	05/02/2018	$82,000	$2,050	50.00	03/17/2017	$150,000	$3,000
40.00	05/02/2018	$88,900	$2,223	50.00	01/18/2018	$160,000	$3,200
44.00	05/06/2016	$41,750	$949	50.00	03/13/2017	$175,000	$3,500
45.00	08/07/2017	$170,500	$3,789	50.00	07/28/2017	$180,000	$3,600
47.40	11/03/2016	$40,000	$844	50.00	06/05/2017	$200,000	$4,000
48.00	04/06/2018	$137,000	$2,854	50.00	06/22/2018	$214,000	$4,280
49.50	07/15/2016	$78,000	$1,576	50.00	06/22/2018	$214,000	$4,280
49.50	08/31/2017	$105,000	$2,121	50.00	07/27/2017	$215,000	$4,300
49.98	07/26/2015	$88,000	$1,761	50.00	08/05/2015	$225,000	$4,500
50.00	06/01/2016	$34,000	$680	50.00	07/07/2017	$235,000	$4,700
50.00	09/02/2016	$40,000	$800	50.00	05/31/2017	$242,000	$4,840
50.00	10/05/2016	$42,000	$840	50.00	09/03/2015	$72,500	$1,450
50.00	11/30/2017	$47,000	$940	50.00	06/24/2015	$90,000	$1,800
50.00	05/06/2016	$50,001	$1,000	50.00	09/09/2016	$93,000	$1,860
50.00	11/18/2016	$53,000	$1,060	50.00	10/28/2015	$95,000	$1,900
50.00	11/08/2017	$55,000	$1,100	50.00	01/18/2016	$145,000	$2,900
50.00	09/07/2016	$55,000	$1,100	50.00	04/25/2018	$150,000	$3,000
50.00	07/20/2017	$60,000	$1,200	50.00	02/09/2018	$169,000	$3,380
50.00	04/29/2016	$60,000	$1,200	50.77	06/30/2017	$70,000	$1,379
50.00	09/21/2015	$66,000	$1,320	51.40	08/31/2016	$60,000	$1,167
50.00	12/18/2015	$70,000	$1,400	53.00	10/31/2017	$78,750	$1,486
50.00	12/18/2015	$70,000	$1,400	53.44	06/21/2016	$88,000	$1,647
50.00	11/18/2015	$78,600	$1,572	55.00	06/30/2017	$37,937	$690
50.00	06/15/2016	$83,000	$1,660	55.00	07/20/2018	$80,000	$1,455
50.00	02/08/2017	$85,000	$1,700	55.00	08/28/2015	$153,000	$2,782
50.00	10/18/2017	$89,900	$1,798	55.00	11/16/2015	$220,000	$4,000
50.00	05/04/2017	$90,000	$1,800	57.00	01/29/2016	$85,000	$1,491
50.00	01/25/2018	$95,000	$1,900				

Source: MLS Data

ii MLS Data

Twenty-five lots with frontages ranging between 60 to 79 feet were sold between 2015 and 2018. Lots in this range had an average front footage of 66 feet. The average sold price was $182,620 with an average price per front foot of $2,702.

Lot sales in CMA 60-79 Foot Frontages, 2015-2018

Frontage (ft)	Sold Date	Sold Price	Price per Front Foot
60.00	07/14/2015	$50,000	$833
60.00	12/22/2015	$65,000	$1,083
60.00	08/10/2017	$70,000	$1,167
60.00	11/04/2016	$85,000	$1,417
60.00	05/26/2017	$85,000	$1,417
60.00	05/31/2016	$88,000	$1,467
60.00	07/19/2017	$110,000	$1,833
60.00	04/13/2018	$135,000	$2,250
60.00	03/05/2018	$158,000	$2,633
60.00	05/17/2017	$176,000	$2,933
60.00	04/22/2016	$212,000	$3,533
60.00	05/19/2016	$295,000	$4,917
63.90	09/16/2015	$360,000	$5,634
65.00	06/18/2015	$195,500	$3,008
65.00	05/19/2017	$150,000	$2,308
70.00	07/17/2015	$206,500	$2,950
73.15	10/26/2017	$245,000	$3,349
75.00	10/12/2016	$78,500	$1,047
75.00	02/08/2018	$90,000	$1,200
75.00	12/29/2017	$150,000	$2,000
75.00	07/10/2015	$215,000	$2,867
75.00	10/10/2017	$230,000	$3,067
75.00	08/22/2016	$350,000	$4,667
75.00	08/29/2017	$456,000	$6,080
79.70	02/08/2018	$310,000	$3,890

Source: MLS Data

Lots with frontages 80 feet and larger had 21 sales during this time period. The average frontage was 120 feet with an average sold price of $230,429. The average price per front foot was $1,972.

Lot Sales in CMA 80+ Foot Frontages, 2015-2018

Frontage (ft)	Sold Date	Sold Price	Price per Front Foot
81.00	10/02/2015	$84,000	$1,037
82.27	07/31/2017	$72,000	$875
87.00	09/09/2016	$75,000	$862
96.00	09/23/2015	$235,000	$2,448
100.00	01/12/2017	$26,000	$260
100.00	03/31/2017	$130,000	$1,300
100.00	11/08/2016	$135,000	$1,350
100.00	01/22/2016	$195,000	$1,950
100.00	05/26/2016	$520,000	$5,200
100.10	05/30/2017	$145,000	$1,449
105.00	05/25/2018	$90,000	$857
109.98	04/20/2018	$425,000	$3,864
113.00	12/29/2017	$215,000	$1,903
120.00	08/16/2016	$250,000	$2,083
123.50	05/02/2016	$587,000	$4,753
123.50	09/05/2017	$712,500	$5,769
150.00	10/14/2016	$220,000	$1,467
179.40	05/16/2018	$240,000	$1,338
180.60	04/28/2017	$160,000	$886
180.60	03/24/2017	$162,500	$900
187.70	04/12/2017	$160,000	$852

Source: MLS Data

Competitive Market Area Lot Sales Summary **No Sales Reported in the Primary Market Area*

Frontage Feet (Average)	Average Price Per Foot	Average Sale Price
35 to 50 Feet (49')	$2,242	$108,974
60 to 79 Feet (66')	$2,702	$182,620
80 Feet and larger (120')	$1,972	$230,429

C. THE MARKET FOR SINGLE FAMILY HOMES

1. Primary Market Area

Sales of single-family homes in the Primary Market Area between 2015 and 2018 were examined. Seven homes were sold during this time, all along Judith St. The average sold price was $224,000 and the average square footage 2,013. The average price per square foot was $110.03. The average age for the structures was 51 years.

Sales of Single-Family Homes in PMA, 2015-2018

Address	SqFt	Beds	Full Bath	Half Bath	Age	Sold Price	$/SqFt	Sold Date
2520 Judith St	1,721	3	2	0	50	$115,000	$66.82	06/20/2016
2408 Judith St	1,513	3	2	0	65	$181,000	$119.63	05/31/2016
2804 Judith St	2,025	4	2	2	49	$190,000	$93.83	01/18/2017
2508 Judith St	2,050	4	2	0	40	$213,000	$103.90	02/15/2017
2516 Judith St	2,137	4	2	1	50	$285,000	$133.36	07/28/2017
2804 Judith St	2,145	4	2	2	50	$288,000	$134.27	05/01/2018
2816 Judith St	2,500	5	3	1	50	$296,000	$118.40	06/20/2018

Source: MLS Data

Primary Market Area Single-family Home Sales Summary

Sold Price Range (Average)	Average Price Per Square Foot	Average Square Feet
$115,000 - $296,000 ($224,000)	$110.03	2,013

2. Competitive Market Area

Forty-six new construction single-family homes were sold between 2015 and 2018 in the Competitive Market Area. A majority of these, 18, were between $300,000 and $350,000. Homes in this price range had an average of 1,743 square feet of living space and sold for an average of $324,100, resulting in an average price per square foot of $186.67.

Sales of Single-Family New Construction in CMA $300,000 - $350,000, 2015-2018

Address	SqFt	Bed	Full Bath	Half Bath	Sold Price	$/SqFtSold Date
2329 Massachusetts Av	1,730	3	2	0	$300,000	$173.41 04/25/2018
800 N Bengal Rd	1,726	4	2	0	$300,000	$173.81 06/27/2018
701 Zinnia St	1,641	3	2	0	$314,900	$191.90 12/14/2017
3817 Page Dr	1,606	3	2	0	$315,000	$196.14 01/28/2016
705 Zinnia St	1,688	3	2	0	$315,000	$186.61 03/23/2018
1008 Francis Av	1,650	3	2	0	$319,000	$193.33 08/26/2016
1409 Haring Rd	1,650	3	2	0	$320,000	$193.94 03/14/2016
5624 Boutall St	1,600	3	2	0	$320,000	$200.00 09/08/2016
709 Maryland Av	1,775	3	2	0	$320,000	$180.28 03/01/2017
709 Zinnia Av	1,595	3	2	0	$324,900	$203.70 06/02/2017
526 Maryland Av	1,867	3	2	1	$325,000	$174.08 07/25/2018
1225 N Starrett Rd	1,722	3	2	0	$328,000	$190.48 05/03/2018
805 Linden St	1,809	3	2	0	$328,000	$181.32 03/26/2018
4116 W Esplanade Av	1,814	3	2	0	$329,000	$181.37 05/19/2017
3408 Academy Dr	1,678	3	2	0	$331,000	$197.26 06/20/2018
4209 David Dr	2,095	3	2	1	$345,000	$164.68 09/20/2016
5835 Aero St	2,000	3	2	1	$349,500	$174.75 08/07/2015
1217 N Starrett Rd	1,722	3	2	0	$349,500	$202.96 08/18/2017

Source: MLS Data

C. THE MARKET FOR SINGLE FAMILY HOMES CONTINUED

Nine homes between $351,000 and $400,000 sold in the CMA during this time. The average price was $379,067, the average square feet 1,966, and the average price per square foot $193.00.

Sales of Single-Family New Construction in CMA, $350,000 - $400,000, 2015-2018

Address	SqFt	Bed	Full Bath	Half Bath	Sold Price	$/SqFt	Sold Date
1414 Green Acres Rd	1,995	3	2	0	$369,000	$184.96	07/11/2017
4021 Transcontinental Dr	2,185	4	2	1	$369,900	$169.29	09/30/2015
4000 Purdue Dr	1,920	3	2	1	$371,000	$193.23	07/27/2016
1418 Green Acres Rd	1,860	4	2	0	$374,000	$201.08	02/08/2018
3509 Tartan Dr	1,907	3	2	0	$375,000	$196.64	03/03/2017
4920 Trenton St	2,017	3	2	0	$380,000	$188.40	12/03/2015
1422 Green Acres Rd	1,880	3	2	0	$386,000	$205.32	03/16/2018
3413 Bissonet Dr	1,972	3	2	0	$393,200	$199.39	05/03/2018
5720 Aero St	1,960	3	3	0	$393,500	$200.77	07/28/2017

Source: MLS Data

Eight homes sold in the CMA between $401,000 and $500,000 with an average sold price of $440,688. The average structure area was 2,268 square feet and the average price per square foot was $196.64.

Sales of Single-Family New Construction in CMA, $401,000 - $500,000, 2015-2018

Address	SqFt	Bed	Full Bath	Half Bath	Sold Price	$/SqFt	Sold Date
5713 Aero St	1,900	3	2	1	$409,000	$215.26	04/07/2017
3118 44Th St	1,871	3	2	0	$410,000	$219.13	07/14/2017
2116 Green Acres Rd	1,907	3	2	0	$413,500	$216.83	07/13/2018
512 Radiance Av	2,250	3	2	1	$414,000	$184.00	10/12/2017
3917 Kent Av	2,347	4	2	1	$415,000	$176.82	07/12/2017
718 Dimitri Av	2,458	4	2	1	$475,000	$193.25	07/21/2015
1616 Green St	2,900	4	3	1	$489,000	$168.62	05/22/2017
2924 N Labarre Dr	2,510	3	2	1	$500,000	$199.20	10/11/2016

Source: MLS Data

C. THE MARKET FOR SINGLE FAMILY HOMES CONTINUED

Eleven homes in the CMA $501,000 or greater sold between 2015 and 2018. The average square footage was 2,979. The average sold price was $689,000 and the average price per square foot was $231.00.

Sales of Single-Family New Construction in CMA, $501,000+, 2015-2018

Address	SqFt	Bed	Full Bath	Half Bath	Sold Price	$/SqFtSold Date
3401 Neyrey Dr	2,500	4	2	1	$515,000	$206.00 06/08/2017
201 W Maple Ridge Dr	2,505	3	2	1	$580,000	$231.54 11/10/2016
4708 Lake Louise Dr	3,250	5	3	1	$590,000	$181.54 06/29/2016
1400 Ridgelake Dr	2,566	3	3	1	$599,000	$233.44 08/30/2017
616 Atherton Dr	2,650	4	3	1	$650,000	$245.28 02/27/2018
191 Metairie Ct	3,189	4	3	1	$675,000	$211.67 06/02/2017
2613 Chester St	2,803	4	3	1	$710,000	$253.30 02/24/2017
247 Metairie Lawn Dr	2,897	4	4	0	$740,000	$255.44 09/22/2017
704 Bath Av	3,238	4	3	1	$746,000	$230.39 07/07/2017
436 Melody Dr	3,466	4	3	1	$845,000	$243.80 04/27/2018
805 Atherton Dr	3,706	4	3	1	$929,000	$250.67 06/18/2018

Source: MLS Data

Competitive Market Area New Single-family Home Sales Summary

Sold Price Range (Average)	Average Price Per Square Foot	Average Square Feet
$300,000 - $350,000 ($324,100)	$186.67	1,743
$351,000 - $400,000 ($379,067)	$193.00	1,966
$401,000 - $500,000 ($440,688)	$196.64	2,268
$501,000+	$231.00	2,979

D. THE MARKET FOR MULTI-FAMILY HOMES[iii]

1. Primary Market Area

Sales of existing duplex, triplex, and fourplex homes in the Primary Market Area between 2015 and 2018 were examined for the period 2015 - 2018. Duplexes and doubles were the most numerous multi-family home sold during this time, with 15 properties sold. The average sold price was $172,934 and the average structure square footage was 1,948. The average age was 47 years for doubles and duplexes.

Duplex and Doubles Sold in PMA, 2015-2018

Type	City	Living	Sold Price	Year Sold	Beds	Baths	# Units	Age	Condition
Duplex	Metairie	1,942	$ 155,000	2016	4	2	2	51	Average
Duplex	Metairie	1,942	$ 155,000	2016	4	2	2	51	Average
Duplex	Metairie	1,985	$ 145,000	2016	4	2	2	51	Average
Duplex	Metairie	1,776	$ 207,000	2016	5	3	2	54	Very Good
Double	Metairie	1,950	$ 160,000	2018	4	2	2	41	Average
Double	Metairie	1,950	$ 165,000	2017	4	2	2	45	Very Good
Double	Metairie	1,950	$ 165,000	2017	4	2	2	45	Very Good
Double	Metairie	1,944	$ 166,000	2016	4	2	2	50	Very Good
Double	Metairie	1,996	$ 173,000	2016	4	2	2	47	Very Good
Double	Metairie	1,950	$ 173,000	2017	4	2	2	47	Very Good
Double	Metairie	2,000	$ 179,000	2016	4	2	2	48	Very Good
Double	Metairie	1,800	$ 180,000	2017	4	2	2	40	Excellent
Double	Metairie	1,800	$ 181,000	2015	4	2	2	41	Very Good
Double	Metairie	2,108	$ 195,000	2016	5	3	2	52	Very Good
Double	Metairie	2,120	$ 195,000	2016	5	3	2	50	Very Good

Source: MLS Data

iii MLS Data

D. THE MARKET FOR MULTI-FAMILY HOMES CONTINUED

Eleven triplexes sold for an average of $168,451. The average structure square footage was 2,030 and the average age was 48 years old.

Triplexes Sold in PMA, 2015 -2018

Type	City	Living	Sold Price	Year Sold	Beds	Baths	`# Units	Age	Condition
Triplex	Metairie	2,062	$145,000	2015	3	3	3	46	Fair
Triplex	Metairie	1,987	$165,000	2018	3	3	3	48	Very Good
Triplex	Metairie	1,987	$165,000	2018	3	3	3	48	Very Good
Triplex	Metairie	2,038	$165,000	2017	3	3	3	54	Average
Triplex	Metairie	1,987	$170,000	2017	3	3	3	50	Very Good
Triplex	Metairie	2,067	$170,000	2016	3	3	3	50	Very Good
Triplex	Metairie	2,100	$170,000	2015	3	3	3	45	Very Good
Triplex	Metairie	1,987	$171,500	2017	3	3	3	50	Very Good
Triplex	Metairie	1,987	$171,500	2017	3	3	3	50	Very Good
Triplex	Metairie	2,070	$180,000	2018	3	3	3	51	Very Good
Triplex	Metairie	2,062	$180,000	2018	3	3	3	35	Very Good

Source: MLS Data

Fourplexes Sold in PMA, 2015 – 2018 (One sale)

Type	City	Living	Sold Price	Year Sold	Beds	Baths	# Units	Age	Condition
Fourplex	Metairie	2,400	$230,000	2016	4	4	4	43	Very Good

Source: MLS Data

Primary Market Area Multi-family Home Sales Summary

Structure Type	Average Sold Price	Average Square Feet
Double/Duplex	$172,934	1,948
Triplex	$168,451	2,030
Fourplex	$230,000	2,400

2. Competitive Market Area

Sales of existing duplex, triplex, and fourplex homes in the Competitive Market Area between 2015 and 2018 were examined. Duplexes and doubles were the most numerous multi-family home sold during this time, with 27 properties sold. The average sold price was $193,555 and the average structure square footage was 2,084. The average age was 47 years for doubles and duplexes. *Continued on next page.*

D. THE MARKET FOR MULTI-FAMILY HOMES CONTINUED

Duplex and Doubles Sold in CMA, 2015-2018

Type	City	Living	Sold Price	Year Sold	Beds	Baths	# Units	Age	Condition
Duplex	Metairie	2,800	$72,500	2018	5	3	2	56	Poor
Duplex	Metairie	1,935	$206,500	2016	6	4	2	60	Very Good
Duplex	Metairie	1,500	$192,500	2016	5	2	2	39	Very Good
Duplex	Metairie	2,110	$200,000	2016	5	3	2	40	Very Good
Double	Metairie	1,835	$157,000	2016	4	2	2	49	Average
Double	Metairie	1,500	$45,000	2018	4	2	2	34	Poor
Double	Metairie	1,613	$195,000	2018	4	2	2	47	Average
Duplex	Metairie	2,904	$205,000	2016	6	2	2	43	Fair
Duplex	Metairie	1,122	$207,000	2017	4	1	2	42	Fair
Double	Metairie	1,500	$178,200	2018	4	2	2	58	Fair
Duplex	Metairie	4,000	$212,800	2017	8	4	2	35	Average
Double	Metairie	1,800	$230,000	2015	4	2	2	40	Very Good
Double	Metairie	1,500	$170,000	2017	4	2	2	57	Average
Double	Metairie	1,950	$337,000	2017	4	2	2	60	Very Good
Duplex	Metairie	2,000	$220,000	2017	5	3	2	46	Very Good
Duplex	Metairie	1,994	$190,000	2015	5	3	2	45	Average
Duplex	Metairie	3,702	$215,000	2017	6	4	2	40	Average
Double	Metairie	1,250	$183,000	2015	6	4	2	40	Very Good
Double	Metairie	1,800	$320,000	2017	6	4	2	NA	Very Good
Double	Metairie	1,588	$193,000	2017	4	2	2	45	Average
Duplex	Metairie	1,816	$220,000	2017	3	2	2	45	Very Good
Double	Metairie	2,750	$189,000	2017	6	2	2	42	Average
Duplex	Metairie	1,972	$235,000	2016	6	2	2	55	Very Good
Duplex	Metairie	1,600	$237,000	2017	5	2	2	50	Very Good
Double	Metairie	2,050	$190,000	2016	5	3	2	42	Very Good
Double	Metairie	3,600	$244,500	2015	6	4	2	42	Excellent
Double	Metairie	2,100	$170,000	2017	6	2	2	80	Very Good

Source: MLS Data

D. THE MARKET FOR MULTI-FAMILY HOMES CONTINUED

Nine triplexes sold for an average of $249,111. The average structure square footage was 2,524 and the average age was 45 years old.

Triplexes Sold in CMA, 2015-2018

Type	City	Living	Sold Price	Year Sold	Beds	Baths	# Units	Age	Condition
Triplex	Metairie	1,672	$85,000	2017	4	3	3	49	Fair
Triplex	Metairie	1,667	$187,000	2017	5	3	3	50	Average
Triplex	Metairie	2,550	$188,000	2018	5	3	3	45	Average
Triplex	Metairie	3,300	$230,000	2015	6	3	3	44	Very Good
Triplex	Metairie	3,317	$250,000	2016	6	3	3	30	Very Good
Triplex	Metairie	3,288	$250,000	2016	6	3	3	44	Average
Triplex	Metairie	2,000	$252,144	2016	6	3	3	25	Average
Triplex	Metairie	2,096	$320,000	2016	4	3	3	85	Average
Triplex	Metairie	2,828	$479,000	2015	6	3	3	30	Very Good

Source: MLS Data

Fourplexes had the fewest properties sold, with four sold between 2015 and 2018. The average fourplex price was $140,750, the average structure square footage was 3,219, and the average age was 44 years.

Fourplexes Sold in CMA, 2015-2018

Type	City	Living	Sold Price	Year Sold	Beds	Baths	# Units	Age	Condition
Fourplex	Metairie	3,600	$ 227,500	2016	8	4	4	35	Very Good
Fourplex	Metairie	3,200	$ 152,500	2016	8	4	4	50	Very Good
Fourplex	Metairie	2,240	$ 100,000	2017	4	4	4	57	Average
Fourplex	Metairie	3,836	$ 83,000	2015	8	4	4	35	Poor

Source: MLS Data

D. THE MARKET FOR MULTI-FAMILY HOMES CONTINUED

Competitive Market Area Multi-family Home Sales Summary

Structure Type	Average Sold Price	Average Square Feet
Double/Duplex	$193,555	2,084
Triplex	$249,111	2,524
Fourplex	$140,750	3,219

E. SUMMARY OF REAL ESTATE SALES AND TRENDS

- No land sales in the PMA have been recorded in the previous three years.
- Land sales in the CMA for 50 feet frontage lots average price $108,974 and lots with over 80 feet frontages average $230,429.
- Multi-family home sales in the PMA are predominately doubles/duplexes with an average price of $172,934.
- A majority of multi-family home sales in the CMA are doubles/duplexes with an average sale price of $193,555.
- Single family homes in the PMA are restricted (zoning) to Judith St.
- Competitive Market Area new single-family homes command between $186 to $231 per square foot and new home square feet ranging 1,743 to 2,979.
- The numbers suggest there could be a market for lots adjacent to Lafreniere Park for high-end new construction single and multi-family homes.

SECTION B3:
RENTAL MARKET CONDITIONS

SECTION B3: RENTAL MARKET CONDITIONS

The scope of this section evaluates the findings of rental apartment and rental multi-family homes surveyed within the Primary (PMA) and Competitive (CMA) Market Areas in 2017-2018. Included were 28 market-rate apartment rental properties. The data is compiled and reported by overall occupancy, square footage by unit type, rents, and rent per square foot, as well as unit bedroom and bathroom features.

A. OCCUPANCY[i]

1. Competitive Market Area Multi-family Occupancy Rates

Apartment complexes in the CMA, where the Lafreniere Sub Area is located, had a 95.5% occupancy rate at the end of 2017. Apartment complexes with under 100 units had the highest occupancy at 97.1%.

2. Occupancy by Property Age in Jefferson Parish

In all of Jefferson Parish, apartment properties built before 1980 had a 96.4% occupancy in 2017. Properties built between 1980 and 1989 had a 95.9% occupancy rate, and those built after 1990 had the highest occupancy rate at 96.8%.

i UNO Institute for Economic Development and Real Estate Research, New Orleans & Northshore Region Real Estate Market Analysis, April 2018 Volume 50

B. MARKET RATE RENTS[ii]

At the end of 2017, the average rental rate in the CMA was $1,085, down from $1,134 in 2016.

1. Rents by bedroom type in CMA apartment complexes

a) Efficiency Units
Out of 28 complexes data were collected on, 7 offer studio units. The studio rents averaged $669 and $1.58 per square foot.

b) One bedroom, one bath units
The average market rate rent for one bedroom units with one bath in the CMA was $772 per month, or $1.20 per square foot for an average of 646 square feet.

c) Two bedroom, one bath units
Nine market rate complexes have two bedroom, one bath units with an average rent of $906 per month. With an average of 894 square feet, the average rent per square foot is $1.01.

d) Two bedroom, one and one-half bath or more units
The average rent for a two bedroom, one and one-half bath or more unit was $1,043 and the average square foot was 1,022, or $1.02 per square foot.

e) Three bedroom, one and one-half bath or more units
Only five complexes included in the data have three bedroom, one and one-half bath or more units. The average rent was $1,189 for an average of 1,302 square foot for $0.91 per square foot.

ii MLS Data

B. MARKET RATES RENTS CONTINUED

Average Market Rate Rent and SqFt for Apartment Units in CMA, 2018

Unit Type	Rent	SqFt	$/SqFt
Efficiency	$669.00	424	$1.58
One bed, one bath	$722.00	646	$1.20
Two bed, one bath	$906.00	894	$1.01
Two bed, one and one-half bath or more	$1,043.00	1022	$1.02
Three bed, one and one-half bath or more	$1,189.00	1302	$0.91

Source:MLS Data

2. Rents for single and multi-family houses[iii]

a) Single
The average rent for a single family house in the CMA as of October 2018 was $1,354 with an average area of 1,230 square feet and an average of $1.13 per square foot.

b) Double or Duplex
Doubles and duplexes rented for an average of $1,259 with an average of 1,230 square feet. Average price per square foot was $1.11 in 2018.

c) Triplex
Triplexes rented for an average of $1,032 in 2018. Average square foot was 947 and the average price per square foot was $1.14.

d) Fourplex
The average rent in 2018 for a fourplex in the CMA was $994. Average square footage was 852 and the average price per square foot was $1.18.

e) Condo
Condos rented for an average of $1,082 in 2018. The average square foot of condos available for rent in Metairie was 844. The average price per square foot was $1.34.

f) Townhouse
Average rent for townhouses in the CMA was $1,354, and 1,454 square feet was the average living area. The average price per square foot was $0.92.

iii MLS Data

B. MARKET RATES RENTS CONTINUED

Average Market Rate Rent and SqFt for Single and Multi-family Homes in CMA, 2018

Unit Type	Rent	SqFt	$/SqFt
Single-family	$1,354.00	1230	$1.13
Double/Duplex	$1,259.00	1230	$1.11
Triplex	$1,032.00	947	$1.14
Fourplex	$994.00	852	$1.18
Condo	$1,082.00	844	$1.34
Townhouse	$1,354.00	1454	$0.92

Source: MLS Data

C. NEW CONSTRUCTION PERMITS

Permits for new multi-family construction in all of Jefferson Parish in 2017 decreased 91% to 13 from 152 from the year prior. However, the 152 permits in 2016 was a 93% increase from the 10 permits issued in 2015. The year 2016 is the largest volume of multi-family new construction in the parish since 2008, and the years between have had low numbers of permits, with zero permits issued between 2010 and 2012. Jefferson Parish has not historically had large numbers for multi-family construction.

Jefferson Parish Permit Activity

	1995	2000	2005	2010	2014	2017
2 - Family Structures	8	0	8	0	6	10
3 & 4 Family Structures	4	12	4	0	0	3
5 + Family Structures	251	106	20	0	0	0
All Multi-family structures	263	118	32	0	6	13

Source: Jefferson Parish Housing Stock Enhancement Strategic Plan

D. SUMMARY OF THE KEY POINTS CONCERNING THE RENTAL TRENDS AND CONDITIONS

- The equilibrium vacancy rate for rental housing is considered to be 5.0%. This allows for normal turnover and an adequate supply of alternatives for prospective renters. During the study period ending 2017, the vacancy rate was 4.5% within the CMA.

- At the end of 2017, the average rental rate in the CMA was $1,085, down from $1,134 in 2016 (but higher than the Jefferson Parish average of $916).

- Rental properties built after 1990 had the highest occupancy rate at 96.8%.

- Demand for 390 new market-rate rental units is expected in the 3 year forecast period.

- Increased activity of investment-home purchases.

SECTION B4:
OFFICE MARKET

SECTION B4: OFFICE MARKET

This section focuses on the market for office building property in the Primary Market Area (PMA) and Competitive Market Area (CMA), as well as the larger East Bank of Jefferson Parish. We report on the office market, reporting occupancy, rents, building size, age, and other details.

Office Market Conditions[i]

The Institute for Economic Development and Real Estate Research at the University of New Orleans classifies office buildings for comparison purposes. Class A buildings are newer buildings built after 1980, over 10 floors high, and with over 200,000 square feet of rentable space. Class B office buildings have between 20,000 and 200,000 square feet of good quality and modern design. High quality suburban structures of 10 floors or less have been placed in the Class B category. Class C structures are smaller than 100,000 square feet or are older structures with functional or environmental issues larger than 10,000 square feet.

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i The UNO Institute for Economic Development and Real Estate Research, New Orleans & Northshore Region Real Estate Market Analysis, April 2018 Volume 50

A. SIZE OF COMPETITIVE MARKET AREA OFFICE BUILDINGS

1. Class A Size

The New Orleans & Northshore Regional Real Estate Market Analysis for April 2018 reported on five Class A office buildings in East Jefferson in 2017 with an average of 405,929 square feet per building.

2. Class B Size

The April 2018 Market Analysis reported on 30 Class B office buildings with an average of 68,717 square feet per building in East Jefferson in 2017. Jefferson Parish had 49 buildings with an average of 70,302 square feet per building.

3. Class C Size

The New Orleans & Northshore Regional Real Estate Market Analysis reported on 53 Class C office buildings in East Jefferson in 2017. The average area per building was 21,530 square feet. Jefferson Parish had a reported 82 Class C office buildings with an average of 21,339 square feet per building.

B. OFFICE BUILDING CAPACITY

1. Class A Occupancy

The UNO Institute for Economic Development and Real Estate Research found in its April 2018 report that occupancy in East Jefferson Class A office buildings was 91.2% in 2017, down from 91.7% a year earlier. Occupancy in Class A buildings was higher than Class B and Class C.

2. Class B Occupancy

Class B occupancy in 2017 was 86.1% in East Jefferson in 2017, up from 85.4% in 2016. Class B occupancy in the whole parish was 83.6% in 2017, a decrease from 2016 with 84.5%.

3. Class C Occupancy

Occupancy for East Jefferson Class C office buildings was 85%, and increase from 82.1% from 2016 to 2017. Class C occupancy in Jefferson Parish in 2017 was 85.5%, up from 84.7% in 2016. average of 21,339 square feet per building.

C. OFFICE BUILDING RENTS

1. Class A Rents

The New Orleans & Northshore Region Real Estate Market Analysis found that Class A office rents in East Jefferson in 2017 averaged $22.8 per square foot, a decrease from $24 in 2016.

2. Class B Rents

Class B buildings in East Jefferson averaged $18.92 per square foot, an increase from $18.72 in 2016. In Jefferson Parish as a whole, Class B rents were $18.05 per square foot in 2017, an increase from $16.48 in 2016.

3. Class C Rents

Average rent per square foot for Class C office buildings was $18.04 in 2017, an increase from $16.54 in 2016 in East Jefferson. Class C buildings in Jefferson Parish averaged $14.36 per square foot in 2017, an increase from $13.99 in 2016.

4. Current Office Space for Rent[ii]

1. The PMA has one property listed for rent on David Dr. It is not a traditional Class A, B or C property. It appears to be a converted 1,450 sq/ft single-family home with 9 offices and a conference/break room. It is listed at $1,975 per month ($1.36 sq/ft).

2. Office spaces listed for rent on the MLS were examined. As of November 9th, 2018, 23 spaces were listed. Rents varied from $375 to $2,531, and the average rent was $1,420. Square footage also varied widely, from 198 to 2,140 square feet, with an average of 1,050 square feet. The average rent per square foot was $1.54.

ii MLS Data

C. OFFICE BUILDING RENTS CONTINUED

CMA Office Space Rent, 2018

Address	SQFT	Rent	Rent/Sq Ft
3500 N Causeway Bl Unit #160	198	$700	$3.54
2955 Ridgelake Dr Unit #204A	200	$375	$1.88
1100 Clearview Pk	225	$750	$3.33
2237 N Hullen St Unit #301	629	$750	$1.19
3032 Ridgelake Dr Unit #101	660	$1,238	$1.88
2727 Houma Bl Unit #C	728	$900	$1.24
3032 Ridgelake Dr Unit #201	810	$1,519	$1.88
3525 Hessmer Av Unit #305	900	$1,000	$1.11
3525 Hessmer Av Unit #204	900	$1,000	$1.11
3525 Hessmer Av Unit #203	900	$1,000	$1.11
2237 N Hullen St Unit #202	982	$975	$0.99
3204 W Metairie So. Av Unit #B	1,035	$1,175	$1.14
4401 N I-10 Service Rd Unit #10	1,155	$1,675	$1.45
4409 Veterans Bl Unit #9A	1,200	$1,900	$1.58
4407 Veterans Bl Unit #7A	1,225	$2,300	$1.88
4405 N I-10 Service West Rd U	1,300	$1,900	$1.46
2713 Athania Pk Unit #200	1,339	$1,150	$0.86
3032 Ridgelake Dr Unit #102,3	1,350	$2,531	$1.87
3000 26Th St Unit #A	1,368	$1,750	$1.28
3012 David Dr	1,450	$1,975	$1.36
4413 N I-10 Service Rd	1,646	$1,600	$0.97
3525 Hessmer Av Unit #207	1,800	$2,000	$1.11
2007 S Clearview Prk Unit #B	2,140	$2,500	$1.17

Source: MLS Data

D. OFFICE BUILDING SALES[iii]

1. No Class A, B, or C properties were sold in the PMA from 2015-2018.

2. MLS data for office building sales in the CMA from 2015 to 2018 were examined. Sales were classified into groups based on square footage. Three properties had areas less than 1,000 square feet, with an average of 825. The average sold price was $142,000 and the average price per square foot was $173.

Office Buildings Sold in the CMA <1000 SQFT, 2015-2018

Address	SQFT	Sold Price	$/SQFT	Sold Date
3801 N Causeway Blvd Unit #303	649	$120,000	$184.90	07/30/2015
5037 Veterans Blvd	900	$116,000	$128.89	02/28/2018
1513 Clearview Pkwy	925	$190,000	$205.41	08/31/2016

Source: MLS Data

iii MLS Data

D. OFFICE BUILDING SALES CONTINUED

Fifteen office properties were sold between 2015 and 2018 with areas between 1,000 and 5,000 square feet, with an average square footage of 2,776. The average price was $270,320 with an average of $101.16 per square foot.

Office Buildings Sold in the CMA 1,000-5,000 SQFT, 2015-2018

Address	SQFT	Sold Price	$/SQFT	Sold Date
4917 Thrush St	1,055	$146,000	$138.39	08/19/2016
4400 Trenton St Unit #I	1,142	$105,000	$91.94	11/30/2017
2637 Edenborn Av Unit #303	1,155	$95,000	$82.25	06/12/2018
3012 David Dr	1,450	$198,300	$136.76	05/31/2018
3024 David Dr	1,478	$175,000	$118.40	06/20/2017
2637 Edenborn Avenue Av Unit #203	2,500	$143,000	$57.20	08/08/2017
301 Clearview Pk	2,500	$235,000	$94.00	03/10/2016
2700 Athania Pk	2,761	$369,500	$133.83	03/21/2017
2712 Athania Pk	2,772	$330,000	$119.05	05/19/2017
5020 Utica St	3,050	$300,000	$98.36	12/15/2017
2013 Athania Pk	3,190	$255,000	$79.94	10/28/2016
4713 Trenton St	4,400	$380,000	$86.36	06/20/2017
3221 26Th St	4,424	$468,000	$105.79	10/25/2017
7000 Magnolia Ct	4,880	$325,000	$66.60	07/07/2017
2908 Hessmer Av	4,882	$530,000	$108.56	12/29/2016

Source: MLS Data

D. OFFICE BUILDING SALES CONTINUED

Seven properties with square footage greater than 5,000 were sold between 2015 and 2018. The average square footage was 8,125. The average price per square foot was $82.40 and the average sold price was $632,143.

Office Buildings Sold in the CMA >5,000 SQFT, 2015-2018

Address	SQFT	Sold Price	$/SQFT	Sold Date
4429 Shores Dr	5,400	$640,000	$118.52	09/12/2016
2932 Lime St	5,600	$365,000	$65.18	01/29/2016
3320 Hessmer Av	6,404	$630,000	$98.38	12/14/2016
3116 6Th St	7,000	$645,000	$92.14	09/06/2017
4417 Lorino St	7,700	$570,000	$74.03	09/25/2017
3220 S I-10 Service Rd	11,771	$925,000	$78.58	10/20/2016
2900 Wytchwood Dr	13,000	$650,000	$50.00	07/16/2018

Source: MLS Data

E. SUMMARY OF KEY POINTS FOR OFFICE MARKET TRENDS

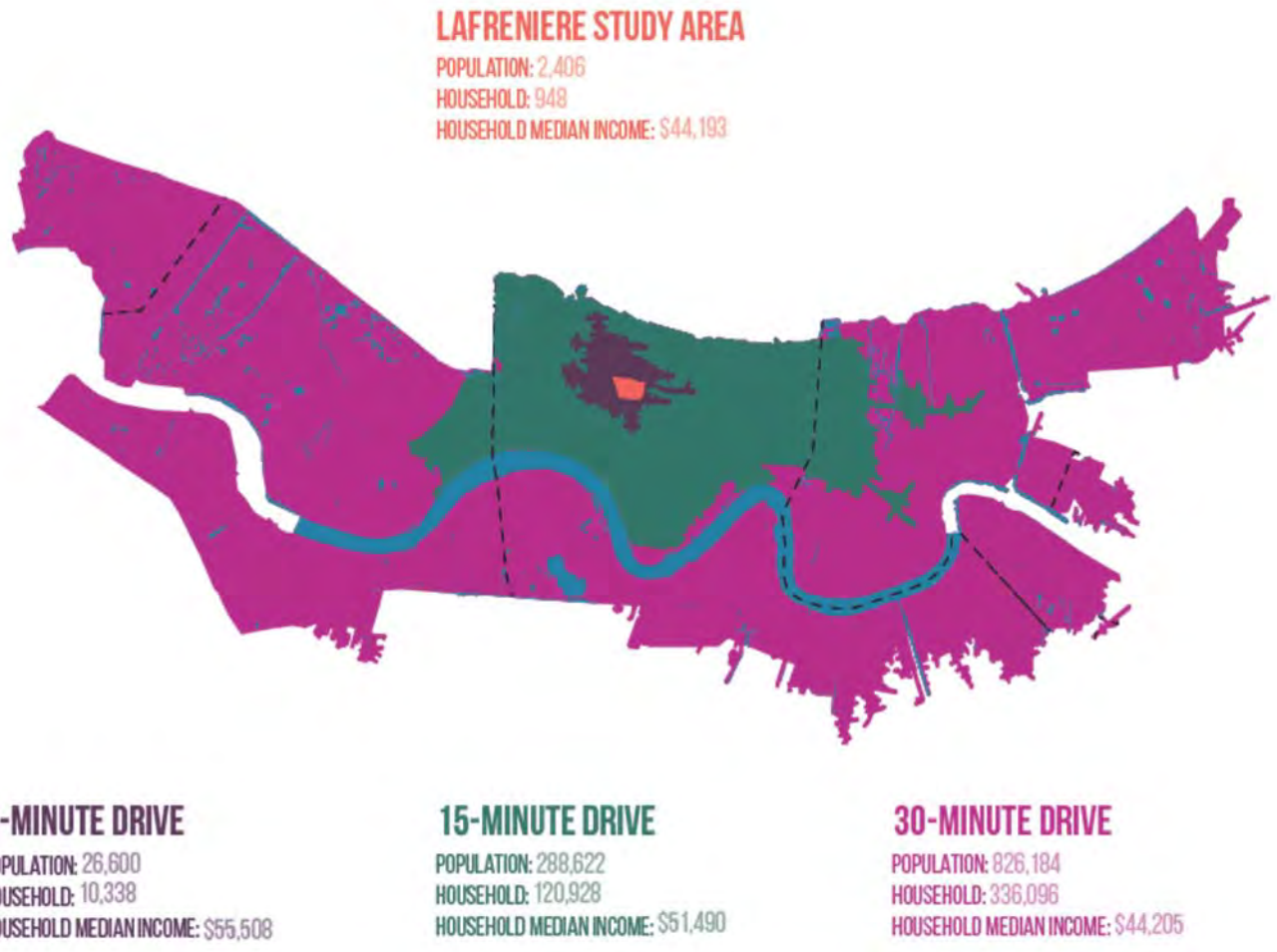
Seven properties with square footage greater than 5,000 were sold between 2015 and 2018. The average square footage was 8,125. The average price per square foot was $82.40 and the average sold price was $632,143.

- No Class A or B properties currently exist in the PMA.
- Office development is typically underwritten with an assumed 10% vacancy rate, which is below the current overall market vacancy of Class B (86.1%) and Class C (85%) properties.
- The healthcare economy remains the strongest sector, experiencing positive job growth in recent years. As a result, medical office buildings (MOB) have been more stable than other office properties.
- Projections of office demand into the future are based on the projected growth in employment and the projected growth is flat (.4% overall).
- The traditional class office sector has marginal impact on the overall strategic planning effort.
- Offices as part of a broader mixed use planning effort can be a solid anchor or supporting use that can serve the local community with smaller professional, social/civic, and other business services.
- The national movement towards smaller, non-traditional office spaces is an opportunity to repurpose or renovate existing buildings for infill projects.

SECTION B5:
RETAIL/COMMERCIAL MARKET

SECTION 5: RETAIL/COMMERCIAL MARKET

The focus of this section of the report is on retail/commercial activity in the trade area of the Primary and Competitive Market Areas. Households within the five-minute driving distance are the primary market for convenience goods and services, such as groceries and personal care items and services. Due to short travel times, retailers within the study area can "capture" a high percentage of spending power within this trade area. Households within the fifteen-minute driving distance include a mix of convenience shoppers and destination shoppers seeking higher-priced items that are purchased less frequently, such as home appliances and specialty goods. Big box stores, department stores and shopping mall tenants are included in this category. Households located within the area between fifteen-minute and thirty-minute drive times would visit the study area primarily to make destination goods purchases. The drive times are also referred to as drivesheds.



A. RETAIL MARKET FACILITIES[i]

The New Orleans & Northshore Region Real Estate Market Analysis for April 2018 classifies retail facilities for comparison purposes. Regional Malls are modern, enclosed mall shopping centers with at least 500,000 square feet of rentable area and two or more anchor stores.

Class A are superior, open-air retail facilities over 100,000 square feet with at least one national anchor tenant. This would include Power Centers with several anchor stores.

Class B are strip or L-shaped facilities under 100,000 square feet, and may have a large or regional tenant as an anchor and one or more national or regional retailers occupying non-anchor space.

Facilities categorized as Class C are strip or L-shaped, under 100,000 square feet without a large national tenant as anchor, and occupied by local or regional tenants.

The final category is freestanding structures of 25,000 square feet or more designed to accommodate a single, large tenant, located alone or on an outparcel of a larger center.

i The UNO Institute for Economic Development and Real Estate Research, New Orleans & Northshore Region Real Estate Market Analysis Volume 50, April 2018

1. Retail Facility Capacities and Occupancy in East Jefferson and Jefferson Parish

a) Class A

The Real Estate Data Center reported 696,814 square feet rentable area in East Jefferson in 2017, unchanged from 2016 and 2015. In 2017 the occupancy rate was 93.9%, down from 98.1% the year before. The average rental rate was $18.00 per square foot, a decrease from $20.67 in 2016. In Jefferson Parish as a whole, there was 3,654,602 square feet of Class A retail space available in 2017 and 2016. Occupancy decreased in 2017 at 86.3% compared to 87.4% in 2016. Rental rates decreased from $19.63 per square foot in 2016 to $17.80 in 2017.

b) Class B

Class B retail facilities had a reported 1,250,039 square feet available in East Jefferson in 2017, an increase from 1,059,548 in 2016. Occupancy decreased in 2017 to 90.8% from 95.1% in 2016. Rental rates per square foot increased in 2017 to $23.99, up from the previous year's rate of $18.62. Jefferson Parish had a reported 1,905,915 square feet of retail space available in 2017, up from a year prior with 1,901,899. Occupancy in the parish also saw an increase, 84.3% in 2017 up from 83.3% in 2016. Rental rates were $19.96 for the parish in 2017, down from $23.15 the previous year.

c) Class C

East Jefferson had 531,422 square feet of Class C retail space reported in 2017, an increase from 489,127 in 2016. Occupancy was 90.9%, a decrease from 91.7% the year before. Rental rates also decreased from 2016 to 2017, $22.42 to $20.68 per square foot. Jefferson Parish had 2,236,095 square feet available, up from 2,059,004 in 2016. Occupancy rates increased in 2017 to 89.1% from 87.3% in 2016, and rental rates increased to $16.36 from $16.26.

d) Class D

In 2017, East Jefferson had a reported 1,885,000 square feet of Mall space available, the same amount reported in 2016 and 2015. Occupancy was 93.0% in 2017, up from 88.0% in 2016. Jefferson Parish had 3,786,320 square feet available, an increase from 2,643,175 in 2016. Occupancy for the parish in 2017 was 83.7%, a decrease from 89.7% in 2016.

- The PMA is predominately freestanding, class c, and class b structures.
- Class A, B, and C vacancy rates have increased over the past year.

2. Current Retail and Commercial Space Rents for Active Properties in the Competitive Market Area[ii]

In November of 2018, there were eight retail and commercial spaces listed for rent. The average square footage was 2,108. The average rent was $3,171 and the average rent per square foot was $1.63.

Commercial Building Rents in the CMA, November 2018

St Address	SQFT	Rent	$/SQFT
4409 Veterans Blvd Unit #9A	1,200	$1,900	$1.58
4407 Veterans Blvd Unit #7A	1,225	$2,300	$1.88
4409 Veterans Blvd	1,320	$2,900	$2.20
4407 Veterans Blvd	1,550	$2,900	$1.87
2007 S Clearview Prk Unit #B	2,140	$2,500	$1.17
A 3620 Hessmer Ave Unit #B	2,498	$4,375	$1.75
A 3620 Hessmer Ave Unit #A	2,854	$4,995	$1.75
A 3425 Metairie Rd	4,080	$3,500	$0.86

Source: MLS Data

3. Retail and Commercial Space Sales in the Competitive Market Area[iii]

Twenty retail and commercial properties were listed for sale in November 2018. The average list price was $761,240 and the average square footage was 4,162. The average price per square foot was $211.52.

ii MLS Data
iii MLS Data

A. RETAIL OFFICE FACILITIES CONTINUED

Active Retail/Commercial Space for Sale in the CMA, November 2018

St Address	List Price	SQFT	$/SQFT
5217 W Napoleon Ave	$209,900	1,435	$140.50
300 Clearview Pk	$221,500	780	$263.69
513 Clearview Pk	$249,000	741	$252.28
1704 S Clearview Pk	$275,000	1000	$275.00
2809 Athania Pk	$329,000	2,282	$123.59
3100 Division St	$339,000	3,400	$99.71
608 N Causeway Blvd	$369,500	2,030	$157.44
1712 S Clearview Pk	$539,900	1,100	$490.82
2701 Ridgelake Dr	$575,000	2,589	$180.65
4031 Rye St	$699,000	5,609	$124.62
4025 Rye St	$699,000	5,809	$120.33
4517 W Esplanade Ave	$800,000	2,376	$326.00
4609 Airline Dr	$899,000	7,750	$116.00
3939 Houma Bl	$990,000	9,000	$110.00
4417 Clearview Pk	$1,050,000	1,800	$583.33
2708 N Hullen St	$1,100,000	1,312	$134.61
6011 Airline Dr	$1,200,000	3,290	$261.44
5240 Veterans Memorial Blvd	$1,480,000	7,500	$197.33
4628 Rye St	$1,600,000	11,858	$134.93
2929 Metairie Ct	$1,600,000	11,578	$138.19

Source: MLS Data

A. RETAIL OFFICE FACILITIES CONTINUED

Between 2015 and 2018, 32 retail and commercial properties were sold in Metairie. The average sold price was $353, 688. The average area was 3,847 square feet, with an average price per square foot of $110.84.

Retail and Commercial Space Sold in the Competitive Market Area, 2015-2018

Address	Sold Price	SQFT	$/SQFT	Sold Date
4400 Trenton St Unit #J	$100,000	750	$133.33	06/01/2018
5037 Veterans Blvd	$116,000	900	$128.89	02/28/2018
1513 Clearview Pk	$190,000	925	$205.41	08/31/2016
4917 Thrush St	$146,000	1,055	$138.39	08/19/2016
1329 Clearview Pk	$160,000	1,100	$145.45	09/25/2015
312 Clearview Pk	$187,500	1,100	$170.45	06/26/2017
4400 Trenton St Unit #I	$105,000	1,142	$91.94	11/30/2017
3024 David Dr	$175,000	1,148	$118.40	06/20/2017
412 N Causeway Blvd	$205,000	1,158	$177.03	07/11/2016
2205 Athania Pk	$167,000	1,390	$119.29	10/08/2015
2412 Athania Pk	$215,000	1,476	$145.66	07/29/2015
2829 Athania Pk	$220,000	1,600	$137.50	08/18/2017
3230 Metairie Rd	$210,000	1,623	$129.39	12/10/2015
4431 York St	$224,000	1,750	$128.00	07/14/2015
2408-10 Athania Pk	$200,000	2,144	$93.28	01/18/2016
3221 26th St	$468,000	2,212	$105.79	10/25/2017
301 Clearview Pk	$235,000	2,500	$94.00	03/10/2016
1109 Clearview Pk	$275,000	2,500	$110.00	10/11/2017
2700 Athania Pk	$369,500	2,761	$133.83	03/21/2017
5020 Utica St	$300,000	3,050	$98.36	12/15/2017
2013 Athania Pk	$255,000	3,190	$79.94	10/28/2016
3210 Metairie Rd	$355,000	3,800	$93.42	10/08/2015
4713 Trenton St	$380,000	4,400	$86.36	06/20/2017
2615-17 David Dr	$290,000	4,760	$60.92	06/24/2016
7000 Magnolia Ct	$325,000	4,880	$66.60	07/07/2017
4429 Shores Dr	$640,000	5,400	$118.52	09/12/2016
3017 Lime St	$490,000	6,912	$70.89	09/08/2016
3116 6Th St	$645,000	7,000	$92.14	09/06/2017
3220 S I-10 Service Rd	$925,000	8,184	$78.58	10/20/2016
3025-29 16Th St	$1,050,000	12,934	$81.18	06/10/2016
2900 Wytchwood Dr	$650,000	13,000	$50.00	07/16/2018
1008 W Harimaw Ct	$1,045,000	16,351	$63.91	03/22/2017

Source: MLS Data

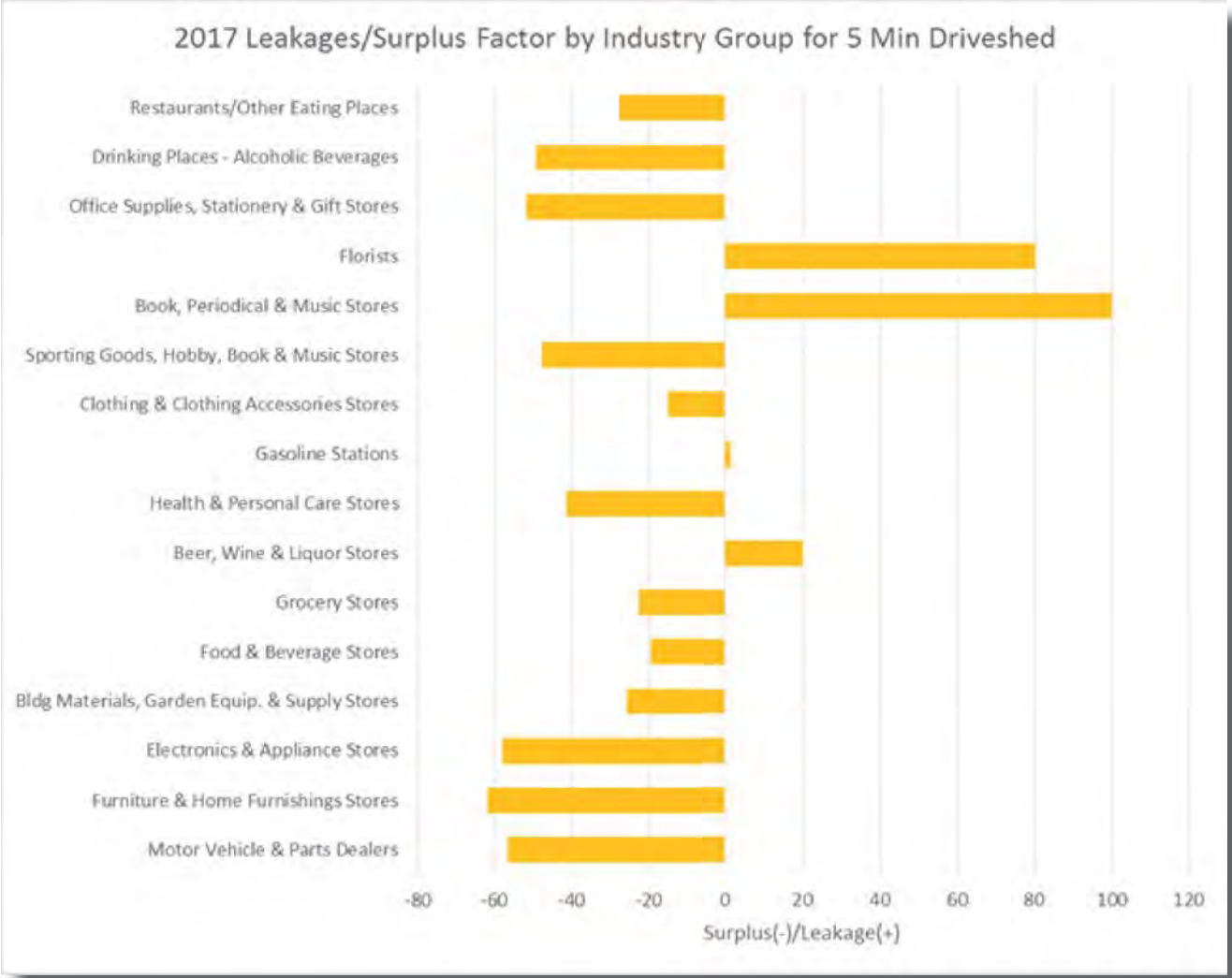
B. RETAIL MARKET[iv]

1. Retail MarketPlace Profile

The following figures show the retail leakage by industry sector using ESRI Business Analyst for the five minute driveshed from the Primary Market Area. Retail leakage is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

Retail MarketPlace Profile for the 5 Minute Driveshed				
	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor
2017 Industry Summary				
Total Retail Trade	$330,678,462	$723,052,676	-$392,374,214	-37.2
Total Food & Drink	$36,025,812	$65,129,782	-$29,103,970	-28.8
2017 Industry Group				
Motor Vehicle & Parts Dealers	$71,165,895	$257,771,847	-$186,605,952	-56.7
Furniture & Home Furnishings Stores	$10,451,333	$44,371,320	-$33,919,987	-61.9
Electronics & Appliance Stores	$9,136,396	$34,451,899	-$25,315,503	-58.1
Bldg Materials, Garden Equip. & Supply Stores	$21,863,363	$37,222,357	-$15,358,994	-26
Food & Beverage Stores	$53,655,457	$79,789,238	-$26,133,781	-19.6
Grocery Stores	$48,221,733	$76,629,232	-$28,407,499	-22.8
Beer, Wine & Liquor Stores	$2,354,036	$1,565,587	$788,449	20.1
Health & Personal Care Stores	$21,195,890	$51,130,537	-$29,934,647	-41.4
Gasoline Stations	$38,560,463	$37,382,313	$1,178,150	1.6
Clothing & Clothing Accessories Stores	$14,478,697	$19,635,439	-$5,156,742	-15.1
Sporting Goods, Hobby, Book & Music Stores	$11,451,684	$32,393,084	-$20,941,400	-47.8
Book, Periodical & Music Stores	$1,384,108	$0	$1,384,108	100
Florists	$841,039	$91,649	$749,390	80.3
Office Supplies, Stationery & Gift Stores	$3,421,258	$10,801,192	-$7,379,934	-51.9
Drinking Places - Alcoholic Beverages	$1,252,648	$3,694,313	-$2,441,665	-49.4
Restaurants/Other Eating Places	$34,121,474	$60,446,538	-$26,325,064	-27.8

iv ESRI Business Analyst



Retail Surplus/Leakage Summary:

- The retail gap analysis for the 5 minute driveshed shows a surplus of goods and services.
- The strongest retail industry within the PMA is the Furniture and Home Furnishings sector.
- Other strong retail industries include Electronic and Appliance; Motor Vehicle and Parts; and Office Supplies, Stationary, and Gifts.
- The weakest retail industry within the PMA is the Books, Periodicals, and Music sector.
- Other weak retail industries include Florists; Beer, Wine, and Liquor; and Gasoline Stations.

2. Potential Spending Index

Esri combines the Consumer Expenditure Surveys from the Bureau of Labor Statistics (BLS) to estimate current spending patterns. Spending patterns are developed by markets and adjusted to current levels of income. Expenditures represent the annual averages and totals for the 2017 calendar year. Data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI)¬. The SPI compares the average amount spent locally for a product to the average amount spent nationally. An index of 100 reflects the average. An SPI of 120 indicates that average spending by local consumers is 20 percent above the national average and an SPI of 80 indicates 20 percent below the national average. The results are presented in the table to the right.

Spending Potential Index Summary:

- All markets show a less than average consumer spending potential as compared to the national average.

Consumer Spending & Spending Potential Index for Drivesheds, 2018

2018 Consumer Spending	Driveshed 5 Minute	Driveshed 15 Minute	Driveshed 30 Minute
Apparel & Services			
Total	$20,152,063	$242,180,749	$607,762,118
Average Spent per hh per year	$1,949	$2,003	$1,808
Spending Potential Index	90	92	83
Education			
Total	$13,781,926	$164,034,441	$399,605,472
Average Spent	$1,333	$1,356	$1,189
Spending Potential Index	92	94	82
Entertainment/Recreation			
Total	$29,937,020	$356,171,486	$888,520,526
Average Spent	$2,896	$2,945	$2,644
Spending Potential Index	90	91	82
Food at Home			
Total	$46,479,934	$560,161,081	$1,415,578,245
Average Spent	$4,496	$4,632	$4,212
Spending Potential Index	90	92	84
Food Away from Home			
Total	$32,623,782	$392,999,106	$984,190,052
Average Spent	$3,156	$3,250	$2,928
Spending Potential Index	90	93	83
Health Care			
Total	$53,479,036	$632,546,678	$1,575,979,859
Average Spent	$5,173	$5,231	$4,689
Spending Potential Index	90	91	82
Household Furnishings & Equipment			
Total	$19,506,746	$231,676,884	$575,218,901
Average Spent	$1,887	$1,916	$1,711
Spending Potential Index	90	92	82
Personal Care Products & Services			
Total	$7,744,461	$92,583,360	$229,872,885
Average Spent	$749	$766	$684
Spending Potential Index	91	92	83
Shelter			
Total	$158,614,902	$1,904,957,375	$4,740,463,462
Average Spent	$15,343	$15,753	$14,104
Spending Potential Index	91	94	84
Support Payments/Cash Contributions/Gifts in Kind			
Total	$23,186,635	$275,896,162	$678,533,730
Average Spent	$2,243	$2,281	$2,019
Spending Potential Index	90	92	81
Travel			
Total	$20,329,248	$237,053,825	$574,407,775
Average Spent	$1,966	$1,960	$1,709
Spending Potential Index	91	91	79
Vehicle Maintenance & Repairs			
Total	$10,027,957	$119,589,050	$299,453,847
Average Spent	$970	$989	$891
Spending Potential Index	90	92	83

C. SUMMARY OF KEY POINTS

- The PMA retail/commercial offerings tend to be one story, strip malls or converted residential structures.
- The PMA retail space inventory has remained steady over the data review period.
- Vacancy rates have increased in the review period and national chains, such as K-Mart have announced closings, which will affect the PMA.
- The retail gap indicates that individuals outside of the 5 minute driveshed are entering the area and purchasing goods and services.
- A retail vacancy rate of 5% is generally accepted as the industry standard for a healthy market. The retail structures in the PMA are predominately more than 40 years old, much of which is in fair to poor condition and functionally obsolete, there is a need for new supply.

SECTION B6:
REDEVELOPMENT PROTOTYPES

SECTION B6: REDEVELOPMENT PROTOTYPES

This section focuses on the existing conditions and redevelopment potential within the Primary Market Area based on the evaluation of general market demands.

A. VETERANS MEMORIAL BOULEVARD PROTOTYPE

1. Existing Condition

Veterans Memorial Blvd is a divided, six-lane Major Arterial thoroughfare that provides immediate access to Interstate-10. Ten of the eleven lots fronting Veterans between David Dr and Downs Blvd are designated "High Intensity Commercial" in the Parish's Comprehensive Plan Future Land Use Map and are zoned for C-2 Commercial use. Lot sizes range from 22,482 to 816,768 square feet (one-half to 19 acres), average 122,628 square feet (2.8 acres) and add up to nearly 34 acres in total. Uses include fast food restaurants, automobile sales and repair, a gas station, banking, retail goods and services, family entertainment, and abundant surface parking. No cross streets intersect the approximately 2,330' frontage (0.44 miles), but 23 curb cuts provide vehicular access to the lots.

2. Development Prototype: Transformative Redevelopment

The large lot sizes, much of which are dedicated to surface parking lots, high traffic volumes and the location near the Interstate-10 exit make the Veterans corridor the most viable within the Primary Market Area for transformative redevelopment. High-intensity, mixed-use or commercial development, new public spaces such as plazas, small parks and lanes, and high-quality amenities such as a protected, shared use trail along Veterans could each distinguish the subarea from competitor commercial districts and spark reinvestment in the surrounding residential neighborhood. Walkable design could feature ground-floor retail uses fronting sidewalks with transparent and engaging facades, and potentially residences on upper floors. Streetscape enhancements to Veterans Memorial Blvd could incentive commercial development that fronts the property line. Surface or structured parking could be conveniently accessed yet less visible from public spaces, located behind primary site uses.

2. Development Prototype: Transformative Redevelopment CONTINUED

The 19-acre K-Mart site presents an opportunity for this type of redevelopment. Its large size would allow for dedication of a signature public (or privately-owned yet publicly-accessible) gathering space that provides an amenity for neighborhood residents and an attraction and reason for shoppers to linger. The site could also be "transit-oriented" – designed around a facility that provides fast, frequent and reliable transit access to regional destinations, such as the Metairie CBD, Elmwood, New Orleans CBD, and Louis Armstrong International Airport. This station could feature a park-and-ride lot that attracts commuters wishing to avoid driving themselves to these destinations and paying for high parking fees at them. Redevelopment of the K-Mart site as a commercial hub comprised of a big box and smaller retailers also could feature amenities such as a publicly accessible gathering space or transit-oriented facility.

Improving pedestrian connections from this site to surrounding commercial development and to Lafreniere Park itself would make it easier for shoppers and commuters attracted to the signature development to permeate the area and reach additional shopping and recreation options. The desirability of creating new vehicular access from this site to adjacent residential areas would depend on the intensity and other characteristics of the commercial redevelopment.

2. Development Prototype: Transformative Redevelopment CONTINUED

A second significant opportunity site on Veterans Blvd is located at the intersection with Downs Blvd. As the "front door" to Lafreniere Park, this site is high-visibility and holds the potential to allow the park's natural beauty to "spill out'" into the surrounding urban fabric. Approximately 130' of the rear corner of this site lines Madewood Dr, directly across from the edge of Lafreniere Park, giving it the potential to create an important link between the park and the commercial strip. Today, a car dealership, gas station and mobile phone retailer occupy the site.

B. DAVID DRIVE PROTOTYPE

1. Existing Conditions

David Dr is an undivided, four-lane Arterial thoroughfare that forms a segment of one of the few Lake-to-River routes on the East Bank. Ninety-nine of the 104 lots fronting David Dr between Veterans Memorial Blvd and West Napoleon Ave are designated “Low Intensity Commercial” in the Parish’s Comprehensive Plan Future Land Use Map and are zoned for C-1 Commercial uses. Lot sizes range from 6,136 to 33,236 square feet, average 8,805 square feet (0.2 acres) and add up to 21 acres in total. Nearly all lots are approximately 145’ in depth. Uses include fast food restaurants, car washes, personal care services, retail goods, and single-family and small multifamily residences. For most properties, parking is limited to a handful of spaces directly in front of buildings. Access to the residential neighborhood adjacent to Lafreniere Park is provided by two cross streets: Trenton and York.
The street is planned for reconstruction that will introduce a tree-lined median punctuated by u-turn lanes. The project will also create the first segment of the Soniat Greenway – a shared-use trail along the Soniat Canal that the Parish Bicycle Master Plan proposes to comprise a segment of a lake-to-river bikeway along Power Blvd, David Dr, and Hickory Ave. Eleven lots on the south end of the corridor back directly on to Lafreniere Park.

2. Development Prototype: Main Street

Small lots with limited depth, existing buildings with viable businesses, and multiple property owners place constraints on quick land use and development changes on David Drive. Rather, incremental small-scale changes that, over time, contribute individually to a broader vision is the more viable development scenario.

Such changes have occurred in recent years. A small strip center anchored by a pet care center was built on several adjacent lots combined into one development site at the northeast corner of David Dr. and W. Napoleon Ave. Other recent new developments are a coffee shop at the southwest corner of David Dr. and W. Metairie Ave., and a pizza shop in the 2700 block of David Dr., both of which were subject to site plan review under the Commercial Parkway Overlay Zone (CPZ) that the Parish Council placed on David Dr. in 2015. Mapped on major roadways throughout the parish, the CPZ requires landscaping to enhance streetscapes.

2. Development Prototype: Main Street CONTINUED

In addition to new development, the redevelopment of existing buildings also contributes to the incremental change of existing areas over time. On David Dr., a French bakery and café replaced a seafood market at the corner of Trenton St. and the building underwent façade enhancement. Although

the site has the CPZ overlay, the renovation did not trigger site plan review because the cost did not meet the minimum threshold for review. This CPZ approach facilitates minor renovations. Where changes to existing development trigger site plan review, compliance with requirements such as landscaping is to the maximum extent practicable.

CPZ utilizes a suburban development type characterized by surface parking lots located between the front building line and the street, among other traits. The main street development type flips the standard strip shopping center siting of parking and building, with parking on the side or in the rear of the building. Jefferson Parish's zoning promotes this type through districts such as the Commercial Parkway Pedestrian District (CPZ-PED). Through CPZ-PED design standards, land-use activities enhance walkability and streetscape aesthetics by making it easier for pedestrians to reach the front door from the sidewalk, diminishing the view of vehicles from the street, and allowing buildings to frame the street.

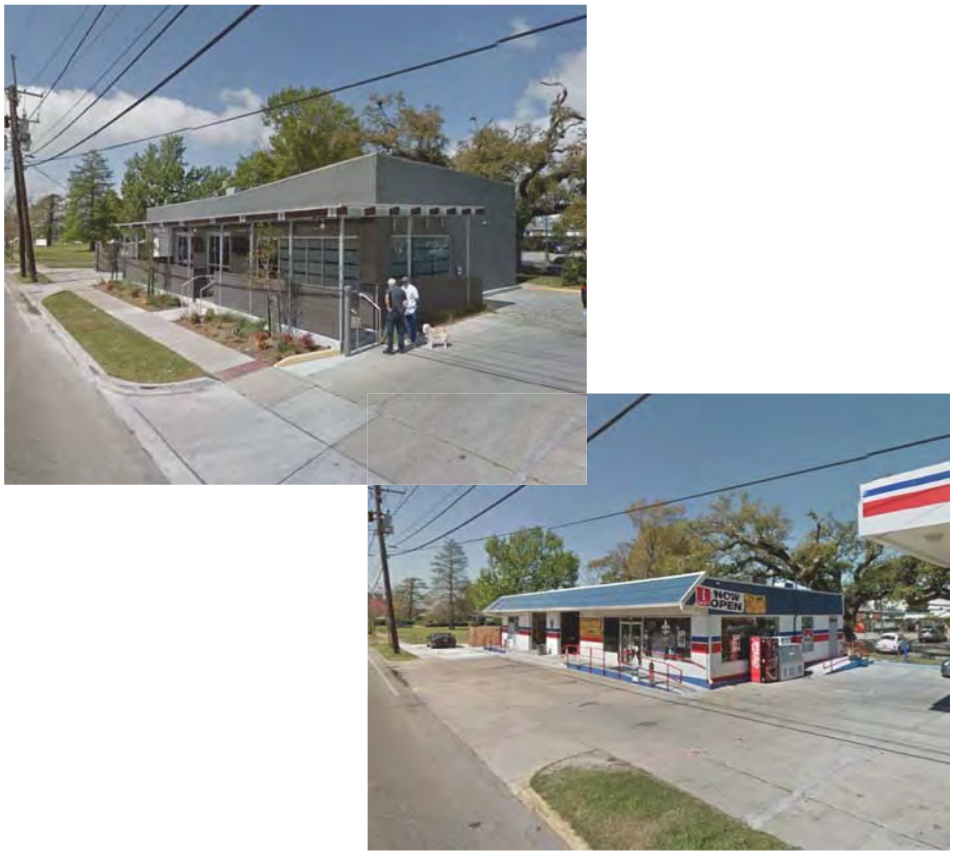
Jefferson Parish has encouraged this more traditional main street approach on a portion of Metairie Rd., which shares several traits with David Dr.: it is a high-traffic, minor arterial with small lot sizes and C-1 Neighborhood Commercial zoning. Several new mixed-use or commercial developments have opened in recent years, including Old Metairie Commons shown to the left. These developments were subject to site plan review and the standards of the CPZ-PED, and entail parking behind the front building line and landscaping.

2. Development Prototype: Main Street CONTINUED

Replacing the CPZ with CPZ-PED to promote the main street development approach on David Dr. necessitates further evaluation as part of a larger zoning study of the planning area. One question is which front landscaped setback is preferable--the existing minimum of 20 feet that the CPZ requires, or the maximum of five-to-10 feet that the CPZ-PED requires.

The answer to this question relates to the depths of the lots that front on David Dr., as well as to the uses or activities, either existing or desired, on land behind these lots. On the western side, the Soniat Canal, Entergy transmission line, and the right-of-way or servitude in which these features are located could present an opportunity for a shared-use path for bicyclists and pedestrians. This potential greenway, already zoned C-1, could increase the desirability of buildings or related outdoor seating and accessory uses that face the greenway. On the eastern side, rezoning the lots that front on Longwood Dr. and back the lots with frontage on David Dr. to a neighborhood commercial or mixed-use zoning district could provide added depth to commercial lots and facilitate a neighborhood center between Trenton St. and York St. Enhancing pedestrian access across David Dr. would provide greater connectivity between the two sides of the street and further cohesion as a neighborhood center.

David Dr. is prime for development and redevelopment that takes advantage of proximity to Lafeniere Park, the potential Soniat greenway, and roadway enhancements to shape this Lafreniere area as a distinct Metairie neighborhood with its own character and sense of place.



C. RESIDENTIAL PROTOTYPES

1. Existing Conditions

Wedged between Lafreniere Park, Veterans Memorial Blvd and David Dr, residential properties on the interior streets of the subarea were initially constructed before Lafreniere Park existed. The bottom left part of the aerial photo at right shows the neighborhood adjacent to the Jefferson Downs horse-racing track during construction of Interstate 10. Residential uses were predominant on David Dr at that time. In future years, developers built retail outlets on Veterans Blvd, and small businesses replaced residential uses in David Dr homes.

One hundred forty-nine lots are designated “Medium Density Residential” in the Parish’s Comprehensive Plan Future Land Use Map and are zoned RR3 Three and Four-Family, allowing only 2-4-unit residential properties and community homes. Lot sizes range from 5,000 to 9,000 square feet, average 6,137 square feet and add up to 21 acres total. Homes are mostly renter-occupied, one-to-two units, in fair-to-poor condition, almost all units are occupied. Few properties in this area achieve the 3-4 family limit permitted by the zoning, but many are nonconforming with the restriction on single-family homes. In the middle of this neighborhood sits a 1.2-acre parcel that previously housed a small school. It is zoned R3 Multiple Family Residential and is currently under development as a multifamily apartment building. Observed traffic volumes are high for a residential area and perceived rates of car-ownership are high, based on observation of the number of cars parked in each driveway.

2. Development Prototype: Mixed Density Residential

Existing properties' high value, small size, and dispersed ownership impede redevelopment, while their high occupancy suggests high demand for housing in this location. Allowing property owners and developers wider flexibility in density and scale would unlock the value these properties enjoy from proximity to the park. The result would be a range of residential development sizes, from high-end, single family homes with traditional garages to multi-unit clusters of condominiums and three-story detached and attached townhomes. Higher rates of residential density could incentivize commercial redevelopment along David Dr and Veterans Memorial Blvd.

appendix c | online public engagement

Appendix C

Summary of Public Engagment

MAY 2019

Table of Contents

INTRODUCTION 4

C1. ONLINE PUBLIC ENGAGEMENT 6

C2. PUBLIC COMMENTS 25

C3. RESPONDENTS GEOGRAPHICAL LOCATION 34

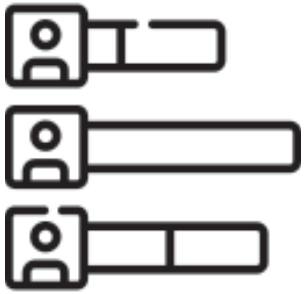
C4. OPEN HOUSE PUBLIC ENGAGEMENT 36

LAFRENIERE SUB-AREA PLAN

Digital Public Input Results

943 participants

11,729 respondents



245 comments

INTRODUCTION

INTRODUCTION

A public engagement website was launched through publicinput.com in early May 2019 to solicit and gather community feedback. The content for the online survey was the same as the public meeting held on March 14, 2019 at Lafreniere Park. The statements were developed with responses from the community as support, no opinion, and oppose to determine support for certain implementation strategies.

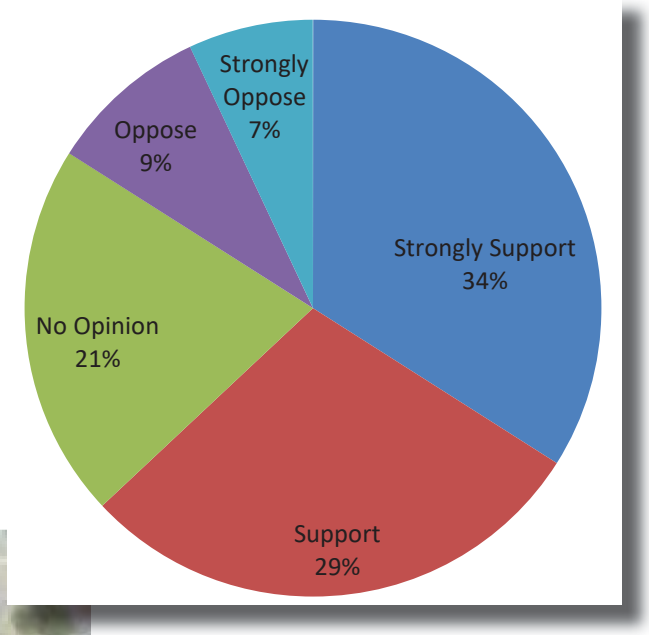
The survey was publicized through Jefferson Parish official social media accounts, Councilman Impastato's office, email addresses from public meeting attendees, and community word of mouth. The survey was a success with almost 950 participants, over 11,700 responses, and 245 comments when it closed at the end of May 2019. The following report and appendices summarizes and catalogues the online public engagement.

C1. ONLINE PUBLIC ENGAGEMENT

C1. ONLINE PUBLIC ENGAGEMENT

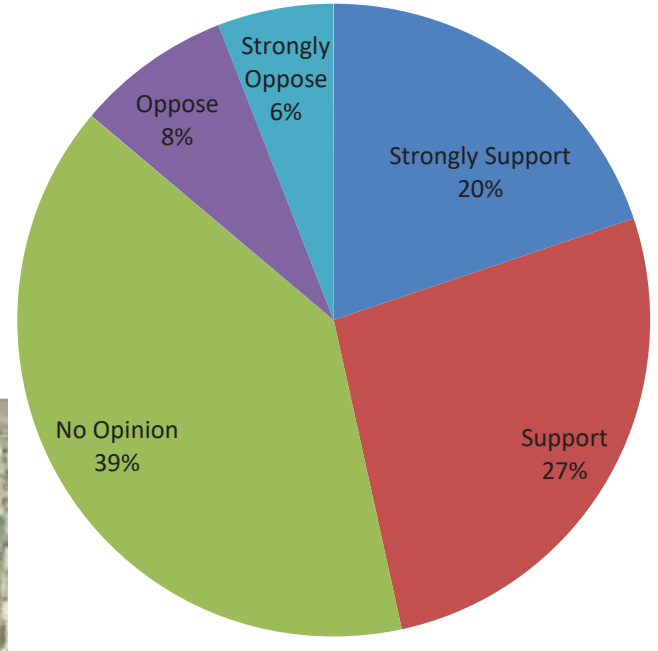
Create a shared-use path for bicyclists and pedestrians along Veterans Boulevard from the Soniat Canal to the east side of David Drive

Strongly Support	34%	294 people
Support	29%	249 people
No Opinion	21%	178 people
Oppose	9%	78 people
Strongly Oppose	7%	54 people
	100%	853 people



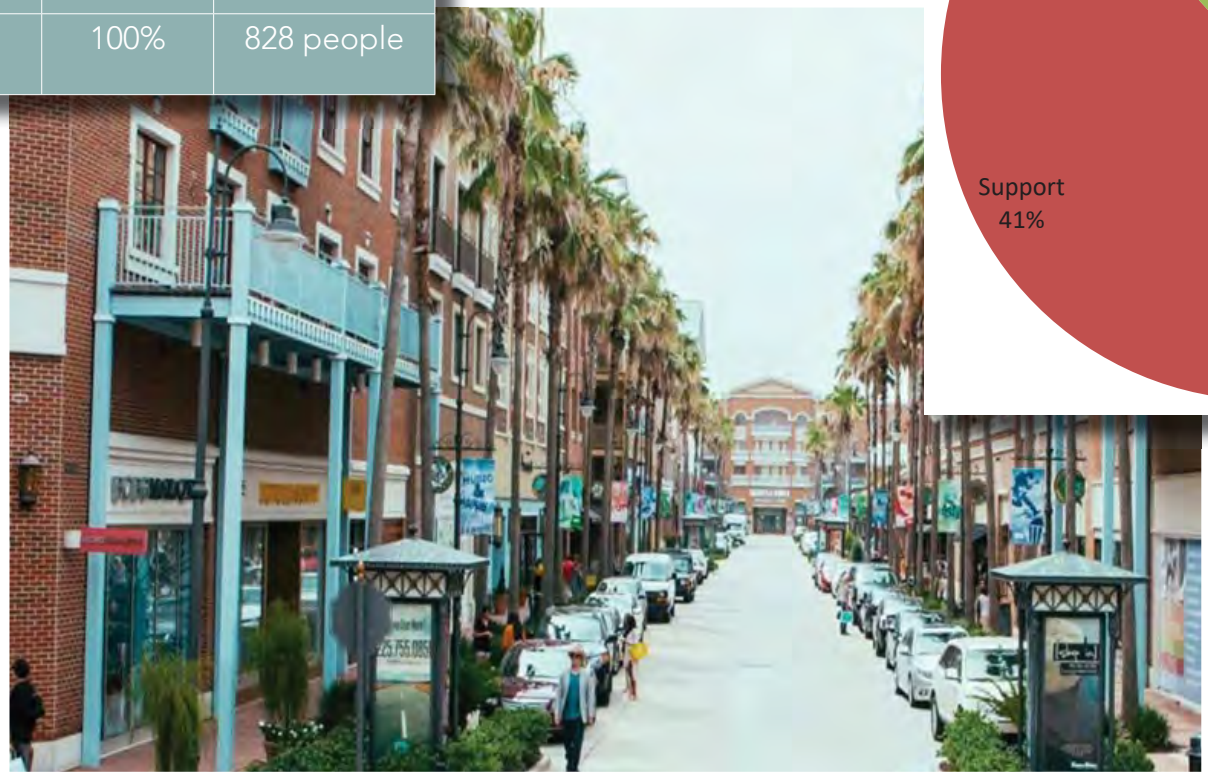
Create a connected network linking mixed-use development by providing additional accesses along Oak Grove Dr. and/or Madewood Dr. (alignment to be determined)

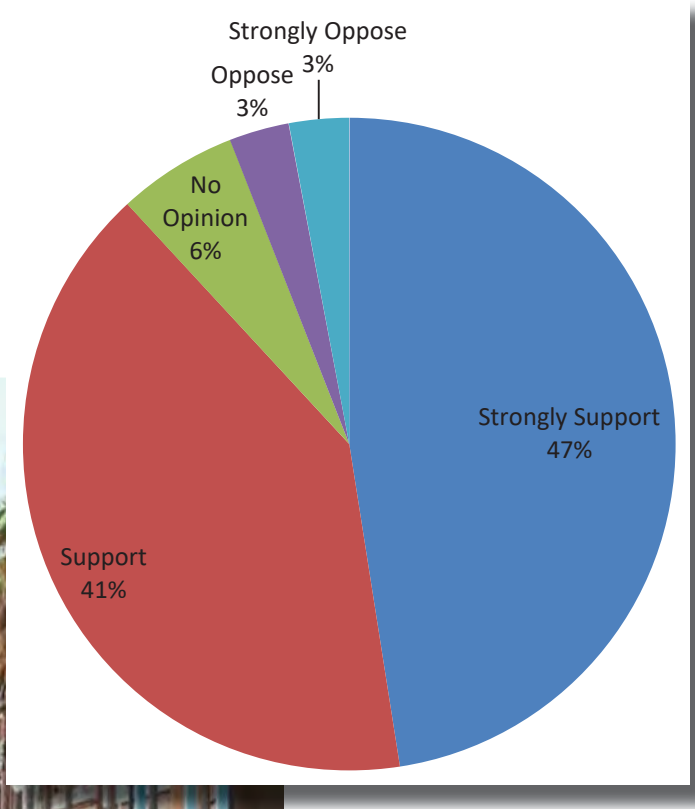
Strongly Support	20%	151 people
Support	27%	206 people
No Opinion	39%	308 people
Oppose	8%	61 people
Strongly Oppose	6%	45 people
	100%	771 people



Allow for mixed-use development with emphasis on commercial and retail activities along Veterans Boulevard near David Drive

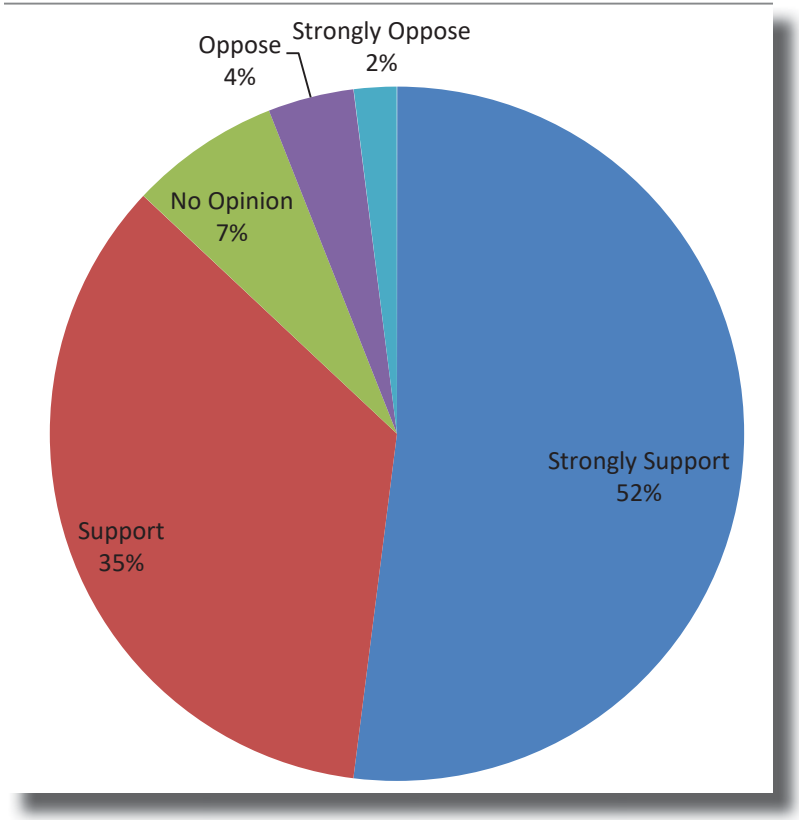
Strongly Support	47%	400 people
Support	41%	337 people
No Opinion	6%	48 people
Oppose	3%	22 people
Strongly Oppose	3%	21 people
	100%	828 people





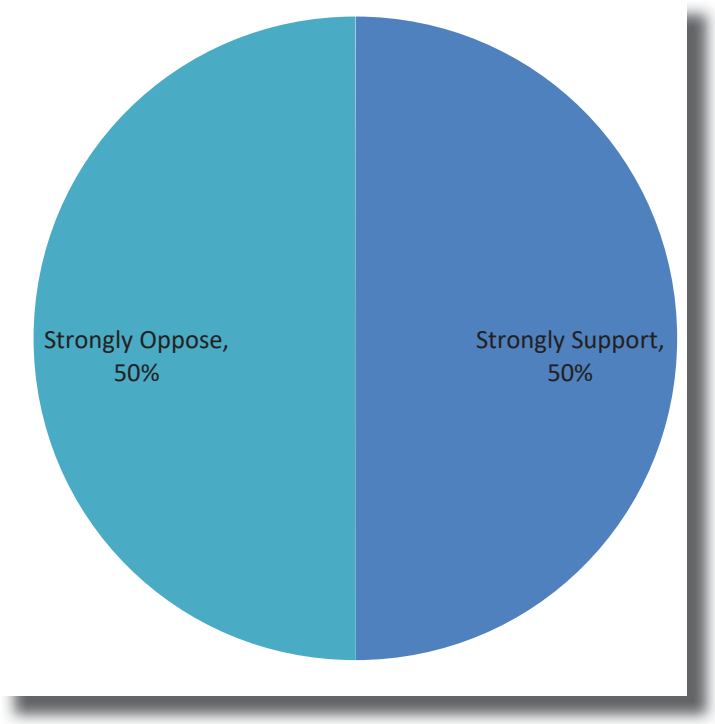
Develop a bikeway from along existing Downs Boulevard to Lafreniere Park

Strongly Support	52%	431 people
Support	35%	291 people
No Opinion	7%	54 people
Oppose	4%	31 people
Strongly Oppose	2%	20 people
	100%	827 people



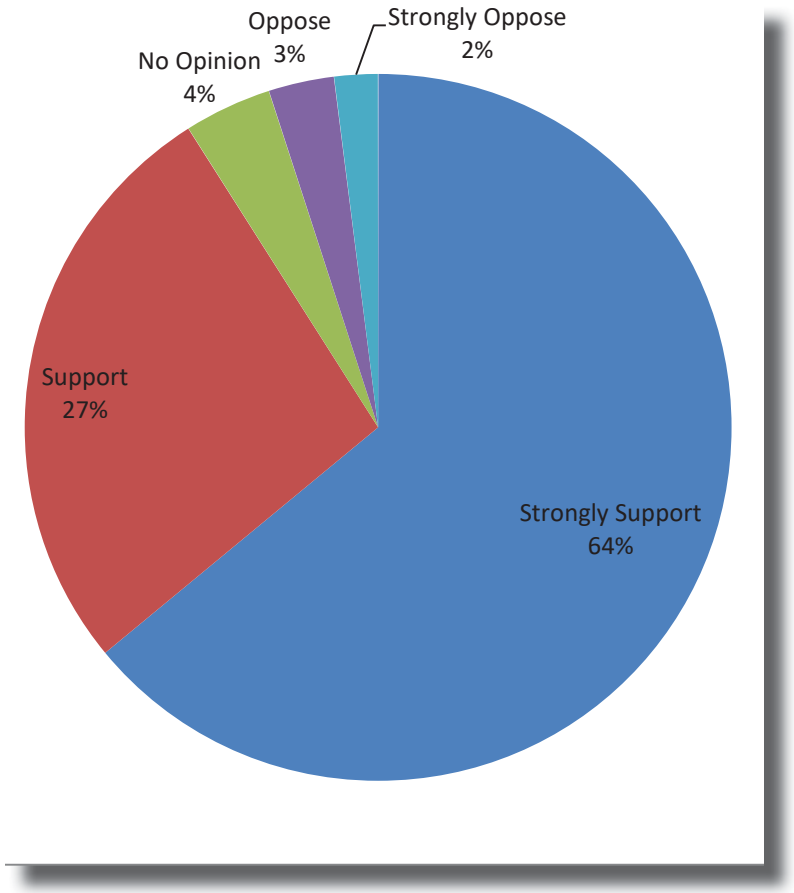
If Jefferson Parish wanted to rename Downs Boulevard with a different name what would your suggestion be? *comments in Appendix A*

Strongly Support	50%	1 person
Support	0%	
No Opinion	0%	
Oppose	0%	
Strongly Oppose	50%	1 person
	100%	2 people



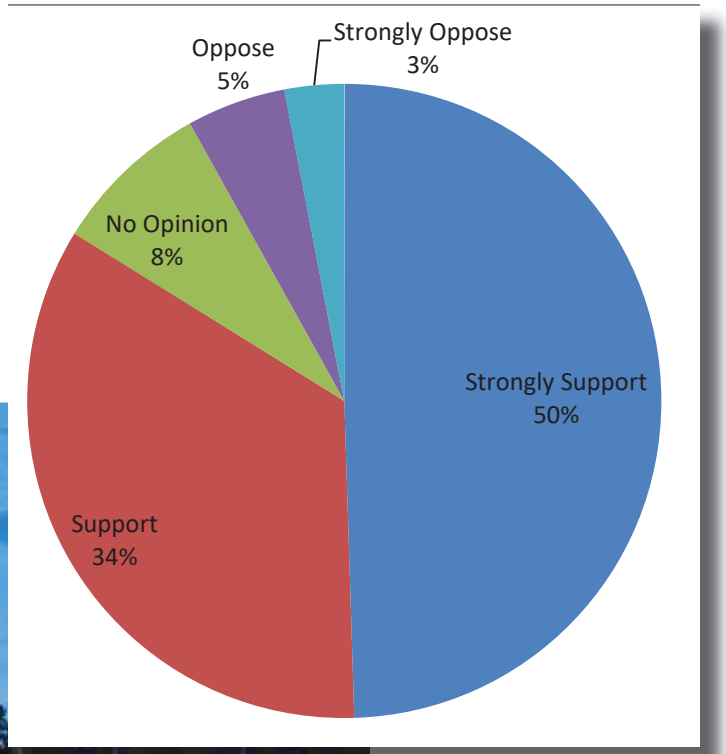
David Drive reconstruction with several streetscaping enhancements will provide better safety and amenities for all users. Enhancements include median with landscaping and lighting, sidewalks, and access management

Strongly Support	64%	438 people
Support	27%	189 people
No Opinion	4%	25 people
Oppose	3%	21 people
Strongly Oppose	2%	15 people
		688



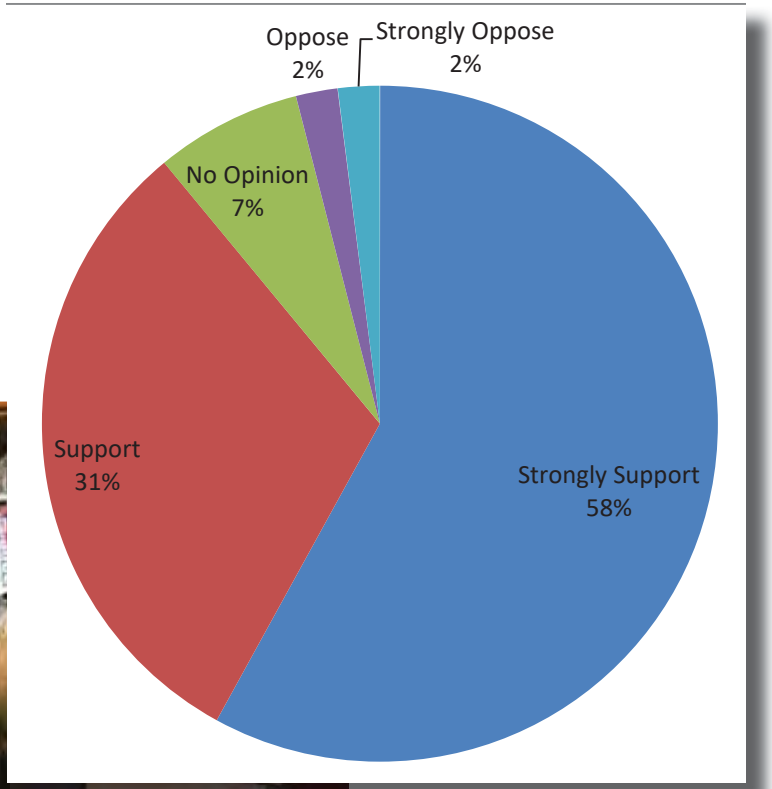
Permit appropriate uses to develop their buildings and site plans to take advantage of the parks natural landscape

Strongly Support	50%	328 people
Support	34%	228 people
No Opinion	8%	56 people
Oppose	5%	32 people
Strongly Oppose	3%	23 people
	100%	667 people



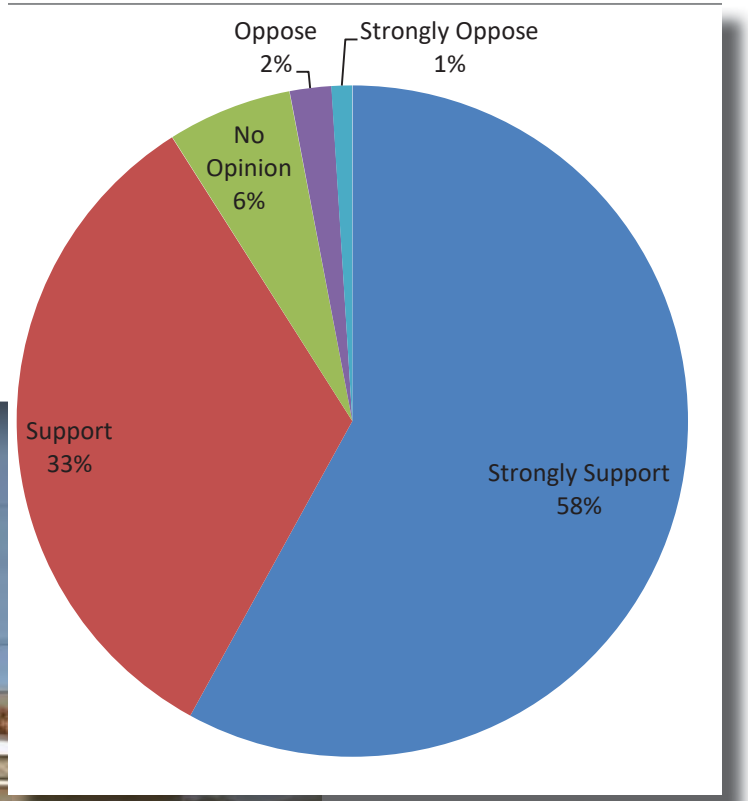
Provide protected pedestrian crossings on David Drive at Veterans Boulevard, Trenton Street, and York Street

Strongly Support	58%	393 people
Support	31%	208 people
No Opinion	7%	47 people
Oppose	2%	15 people
Strongly Oppose	2%	13 people
	100%	676 people



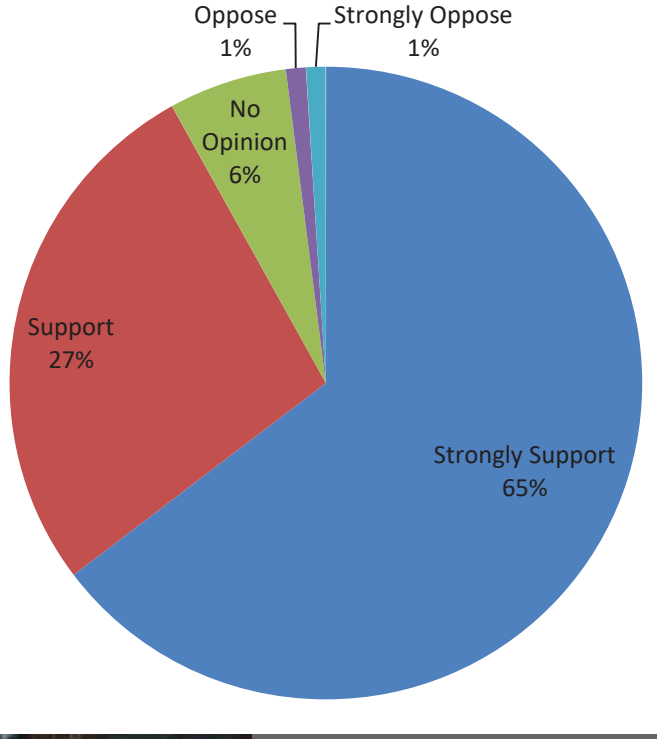
Require new development on David Drive to provide parking on the sides and rear of their properties for access management (safety) and aesthetic purposes

Strongly Support	58%	392 people
Support	33%	221 people
No Opinion	6%	41 people
Oppose	2%	11 people
Strongly Oppose	1%	8 people
	100%	673 people



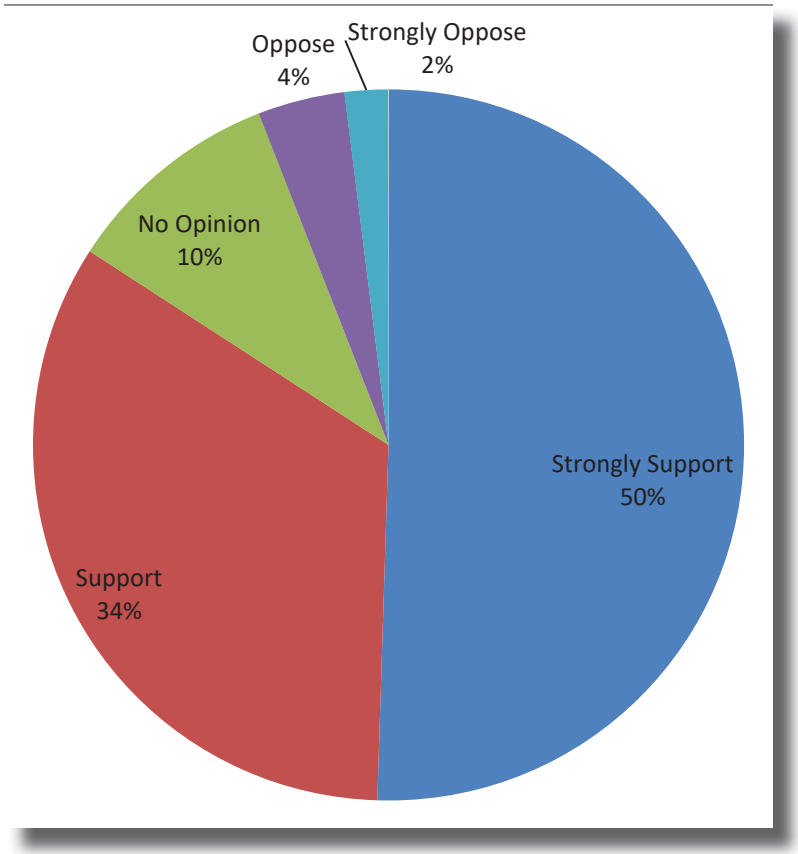
Reduce sign clutter along David Drive by prohibiting new pole signs for businesses and allowing monument signs instead

Strongly Support	65%	441 people
Support	27%	186 people
No Opinion	6%	41 people
Oppose	1%	10 people
Strongly Oppose	1%	9 people
	100%	687 people



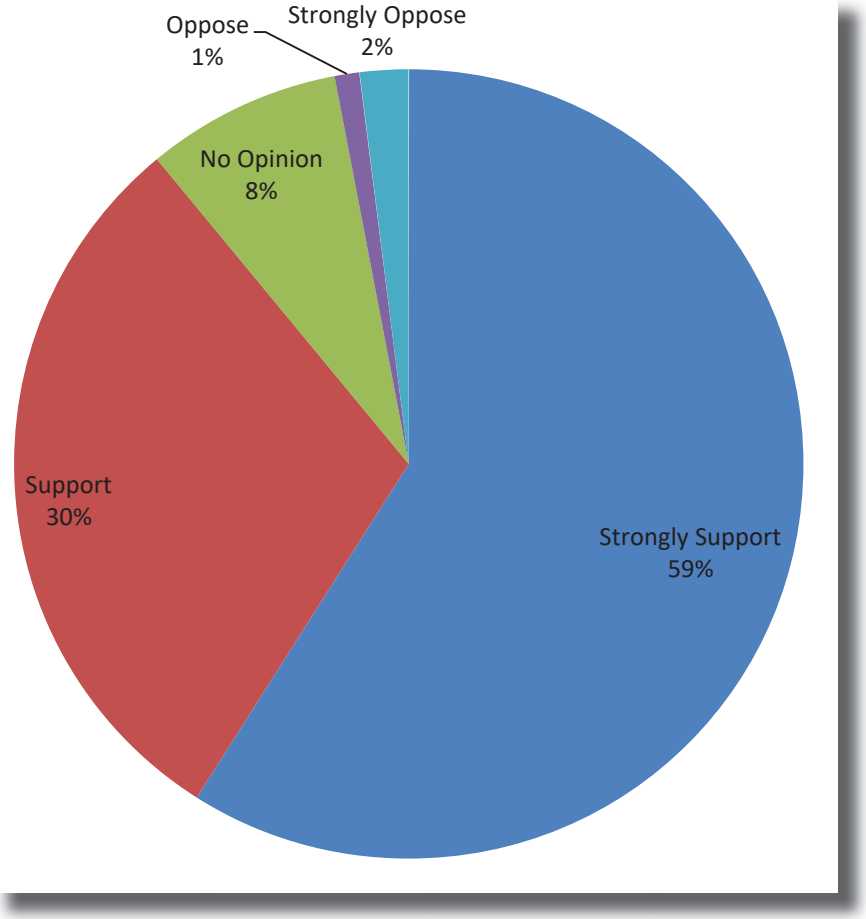
Require existing pole signs to be removed and replaced with monument signs within a reasonable amount of time

Strongly Support	50%	347 people
Support	34%	228 people
No Opinion	10%	65 people
Oppose	4%	24 people
Strongly Oppose	2%	11 people
	100%	675 people



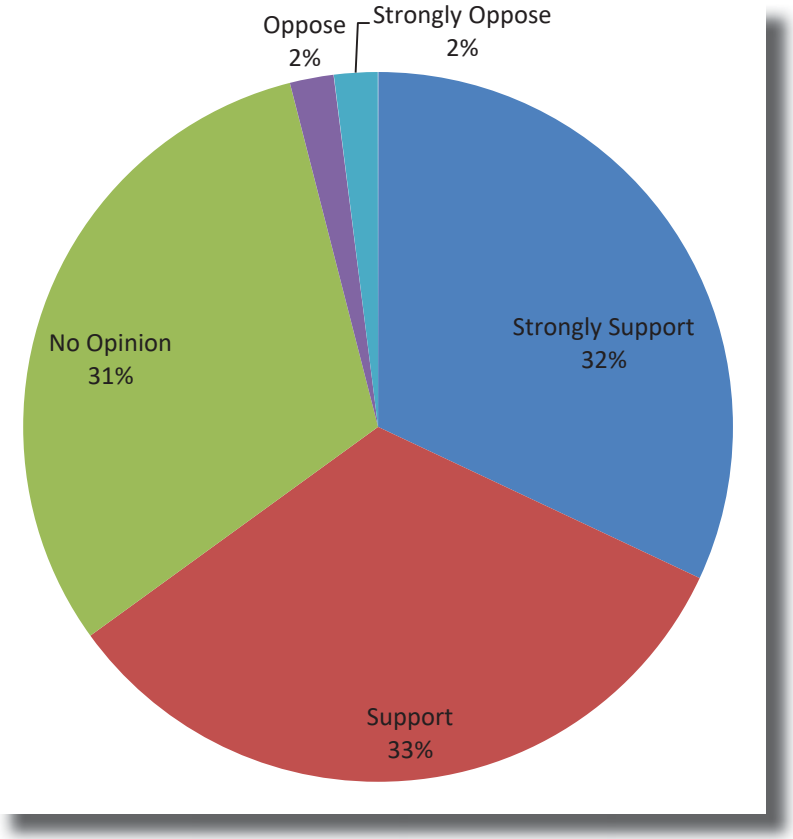
Create a shared-use path for bicyclists and pedestrians along the Soniat Canal (parallel to David Drive) from Veterans Boulevard to W. Napoleon Avenue

Strongly Support	59%	399 people
Support	30%	206 people
No Opinion	8%	53 people
Oppose	1%	8 people
Strongly Oppose	2%	11 people
	100%	677 people



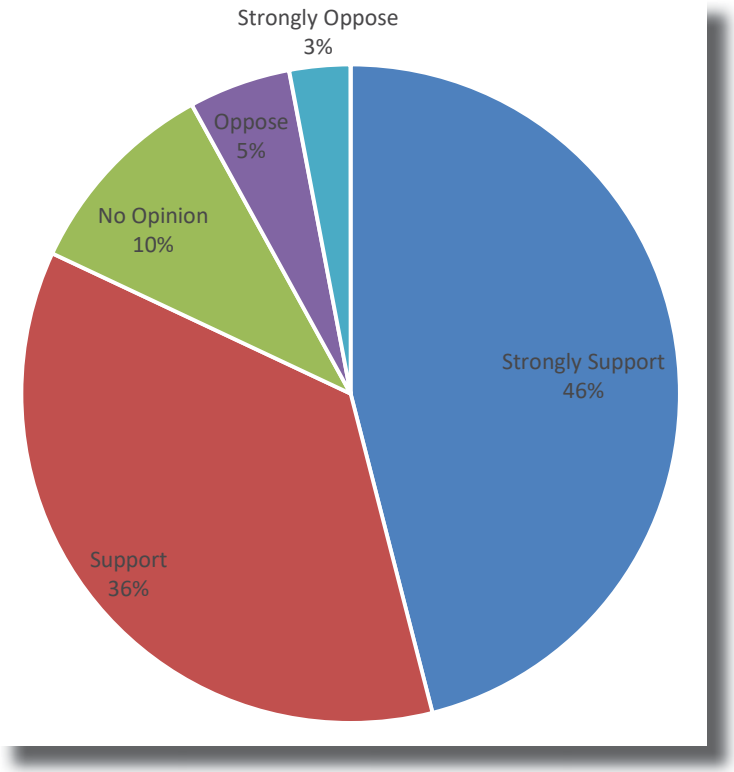
Replace the Commercial Parkway Overlay Zone (CPZ), which is already mapped on David Drive between Veterans Boulevard and W Napoleon Avenue, with the Commercial Parkway Pedestrian (CPZ-Ped), Overlay district along David Drive to support and enhance pedestrian needs

Strongly Support	32%	196 people
Support	33%	194 people
No Opinion	31%	187 people
Oppose	2%	13 people
Strongly Oppose	2%	10 people
	100%	600 people



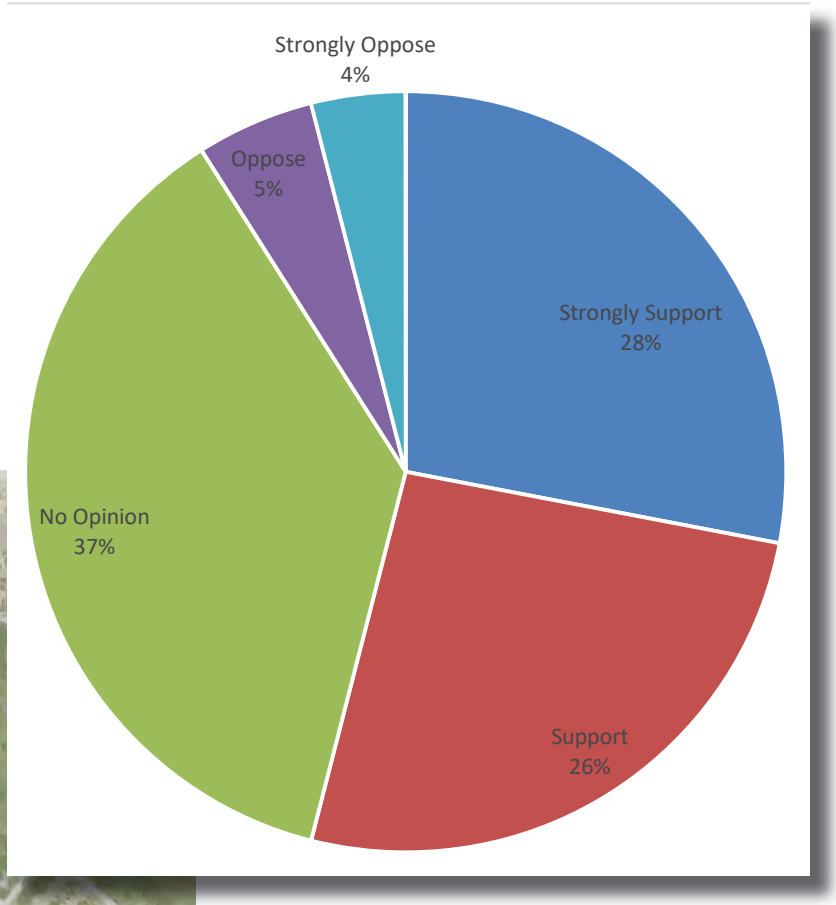
Acquire one or more lots adjacent to Lafreniere Park to create additional pedestrian and bicyclist access to the park

Strongly Support	46%	293 people
Support	36%	228 people
No Opinion	10%	63 people
Oppose	5%	33 people
Strongly Oppose	3%	22 people
	100%	639 people



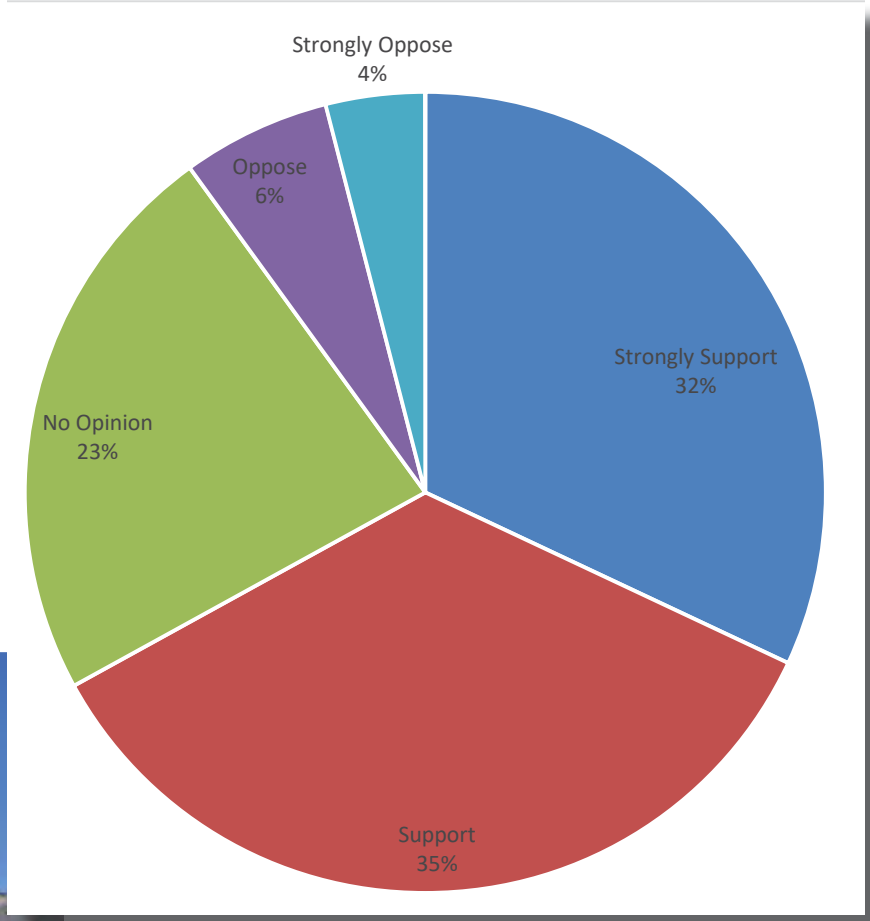
Rebrand Linwood Manor with a new name to capitalize on mixed-use and revitalization opportunities

Strongly Support	28%	177 people
Support	26%	160 people
No Opinion	37%	234 people
Oppose	5%	33 people
Strongly Oppose	4%	23 people
	100%	627 people



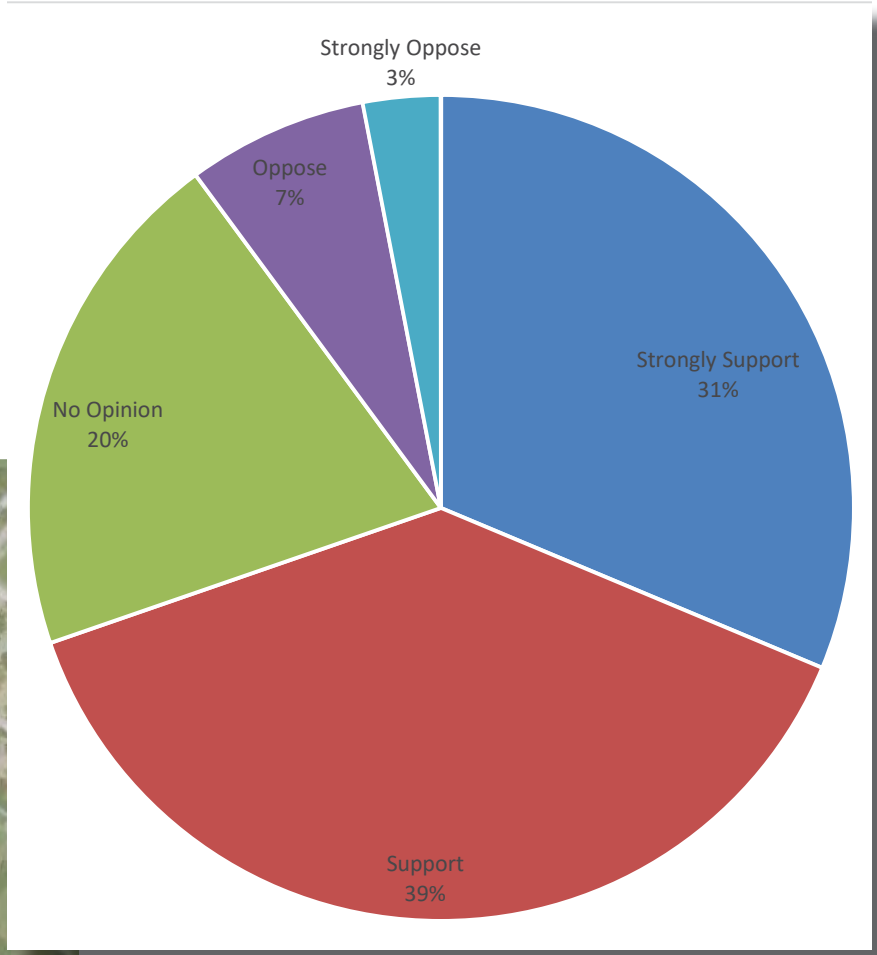
Permit mixed-use development in the Linwood Manor subdivision with an emphasis on residential uses with appropriately sized commercial uses

Strongly Support	32%	199 people
Support	35%	219 people
No Opinion	23%	143 people
Oppose	6%	34 people
Strongly Oppose	4%	23 people
	100%	618 people



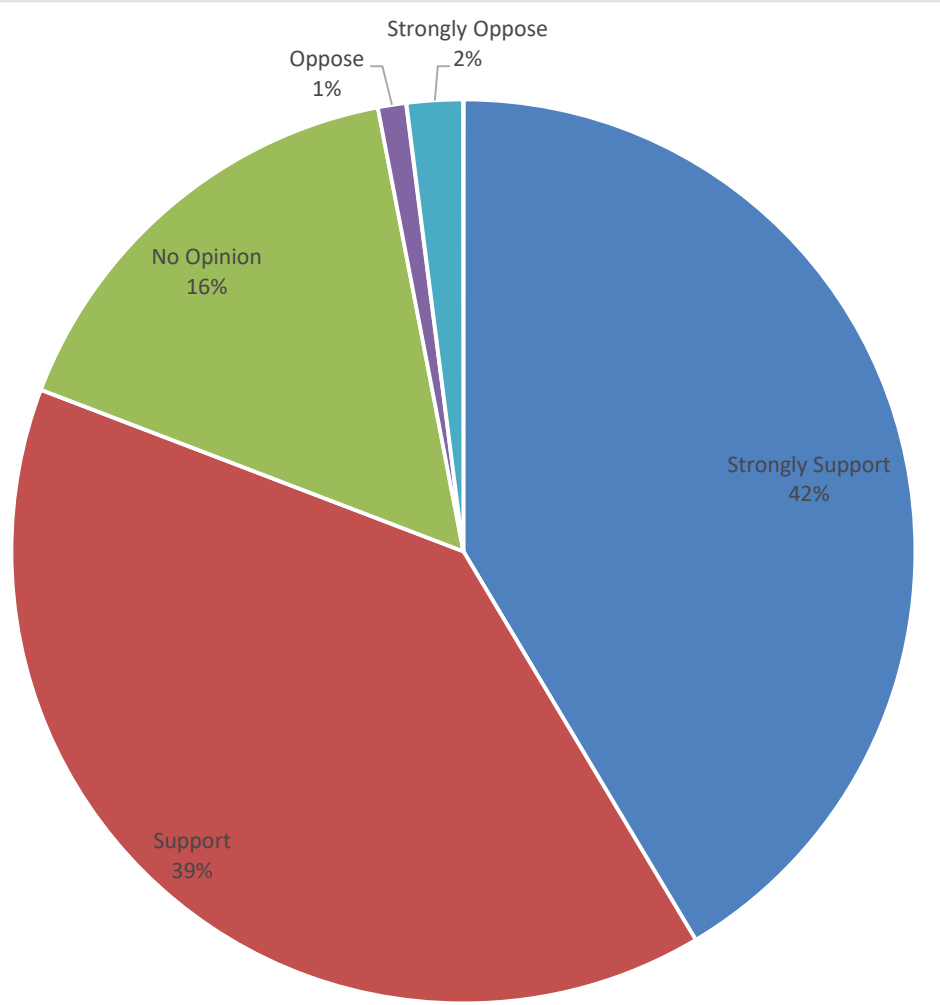
Create a new vehicular, bicyclist, and pedestrian entrance at York Street and Longwood Drive (alignment to be determined)

Strongly Support	31%	192 people
Support	38%	233 people
No Opinion	20%	124 people
Oppose	7%	40 people
Strongly Oppose	3%	21 people
	100%	610 people



Allow for single-family home construction in the Park Manor subdivision

Strongly Support	42%	253 people
Support	39%	239 people
No Opinion	16%	97 people
Oppose	1%	14 people
Strongly Oppose	2%	8 people
	100%	611 people



C2. PUBLIC COMMENT

C2. PUBLIC COMMENT

- Alessandra Parkway in honor of Alessandra Crain Bonvillian Lassabbe Adams. Alessandra was assaulted and murdered while walking in Lafreniere Park. She was an asset to our community and should be honored and remembered by having Downs Blvd changed to Alessandra Parkway.
  - A victim but that doesn't mean the street gets named after her.
  - The only victim ever in the park and Nicholas Lafreniere's 8th Great Niece.
- Please make improvements to the beautiful dog park. The dog park has multiple low areas that fill with water making it very swampy also there are 3-4 big holes that become mud ponds whenever it rains and they never dry up. The dogs pee in the mud ponds then they swim in it and drink the nasty bacteria filled mud water. Please fill the ponds with something substantial like rocks or gravel, thank you.
- Please rename it to Alessandra Parkway. While she was walking in Lafreniere Park she was assaulted and her assailant is spending his life at Angola. Alessandra was the owner of Caro's Bourbon French Perfume Company for over 20 years and Vice President of the French Quarter Business Association which she helped found at 18-19 yrs of age and ran the Hemophilia and other charities in the Metro area. She is the 8th Great Niece of Nicholas Chauvin De Lafreniere according to Ancestry.com. Thank you.
  - It's sad what happened but doesn't mean it has to change. Pay for a memorial, whatever, but she isn't the only victim of a crime. We dont change street names for the others.
  - Downs Blvd. makes me think of a strip club. Change the name!!
  - Why does it make you think of strip clubs?
  - Because there was one there named the Downs Lounge many years ago
- No way---keep the name. It's iconic
- Some of the businesses on David Drive are terrible, building are old and ratty. They bring in the wrong types of people to the area.
  - Explain and describe your interpretation of "the wrong kind of people." I see a lot of working class Latinos in the area. Is that what you mean?
  - No, I agree and it's not the race, it the way they keep the businesses and the junk that's accumulated.
- A train like city park! The kids would love it.
- Alessandra Pkwy
- Alessandra Parkway
  - So stupid.
  - Hardly - it's in honor of the amazing woman murdered in the park 13 years ago this month.
  - Diesnt mean the street name needs to change.
- Park Ave
- Keep the name. Explain history of area to park goers!
- What about improving the jogging path. It has spots that are dangerous!

C2. PUBLIC COMMENT

- Copeland Road or Copeland Runway since Al Copeland's Christmas decoration donation has made the park a Christmas destination for many in Metairie. I was touched by a recent news documentary on Al in which it was revealed that he got permission to leave the hospital during his terminal illness so he could spend one last time at his home enjoying his lights. I believe his entrepreneurial spirit permeates and inspires our community.
- Leave name as is. I sat on this board for 14 years either as a member or Chairman. This park is one of the most beautiful parks in the country. We need a Capital improvement plan to keep the parks beauty.
- Alessandra Parkway
- Alessandra Pkwy
- Alessandra Parkway
  - Idiot.
- Donald Trump Blvd
- Downs Blvd.
- Keep it Downs Blvd
- There is already a street named Lafreniere St and renaming Downs could lead to confuse emergency response.
- Rip up the entire walking path and redo it. By just pouring layer over layer it is cracking, sloped, and dangerous. I have seen numerous people fall off the edge and get hurt. Don't put the bike path next to the walking path. It is a nightmare on Erlanger and Power blvd now.
- Correct name to Jefferson Downs and add a historical marker explaining it used to be a horse track and before that, way before that, Native American land.
- Rename it Alessandra Parkway! Also, what about a bike path along West Napoleon which could run from Causeway to Williams giving many people access to the park by bike. And what about a designated bike path in Lafreniere park?? It can run next to the walking paths.
  - Thanks. That west Napoleon bike path should run along the canal... Not in the street.
  - Your ideas are better than those we are voting on.
- Copeland Way
  - He already has a stage & area in the park named after him
- Copeland Way
- Alessandra Parkway
- Alassandra parkway
- Keep name
- Why bother changing it? It'll always be Downs Blvd to the locals.
- Alessandra Blvd
- Leave it the same!
- Leave the name alone.
- Keep the name
- Downs Blvd
- Keep the name as it pays tribute to the race track that was once there.

C2. PUBLIC COMMENT

- Keep the name
- Leave the name.
- Don't change it
- Leave name as is.
- Keep it the same for emergency responders.
- DOWNS
- Mike Miley Parkway
  - He has a playground.
- Street names do not need to be changed.
- It should not change. It has historic meaning. If it must be renamed. It should also be a historic name & not one of a recent politician.
- 1776 Avenue
- Lafreniere Way
- Harry lee dr
- Lafreniere Way
- Lafreniere Park Blvd.
- Al Copeland Lane
- It was originally named Downs because Jefferson Downs occupied the land before it was made into Lafreniere Park! Leave it Downs or change the name to Jefferson St or Dr; in honor of our community.
- More parking is needed
- Copeland
- Harry Lee Ave or AL Copeland Ave.
- Harry Lee Dr.
- Lafreniere Parkway
- Al Copeland
- Lafreniere Way
- Anything but Downs Blvd. Wasn't Down's lounge a strip club?
- Park Drive
- Park Blvd.
- Please add lighting to the dog park. This would allow us to stay after dusk, when it is actually cool enough to enjoy the outdoors in summer months.
- Also, biking inside the park is very dangerous. It would be lovely to have a designated path for bicycles as we do for walkers/joggers.
- Saints Blvd
- WHO DAT DRIVE
- Dog park needs improvements:more benches in small dog park, trees, and fill in holes.
- I hate the dog park which smells and should be used for families like a bike trail or skate area. Young put the dog park there it fits him
  - The dog park only smells when the trash can is not emptied regularly enough. The DP regulars all pick up waste and seal in bags for proper disposal. The entire park exists for families of all ages. Many adults enjoy the friendships we have made at the DP. This is a way to safely exercise dogs while enjoying the outdoors. You don't sound fun enough to fit in there truthfully.
  -I love the DP but it's definitely not safe and far too unregulated. My dog wasn't brutally attacked by another dog whose owner had him for 2 days. Understanding this is a risk of any DP but they could mitigate

C2. PUBLIC COMMENT

some by requiring a permit with UTD shot records etc., similar to what CP does.
- No name change.
- Al Copeland Drive
- Al Copeland Drive
- Up Street
- Bernardo de Galvez Ave. He was a hero of the American Revolution and Jefferson Parish should honor him.
- Alessandra Parkway
- Park Boulevard. Or Parkway Boulevard
- Alessandra Pkwy
- Lafreniere Parkway
- Harry Lee Lane
- Leave it downs
- Brees Way
- Park Way
- Who dat blvd
- 1776 Avenue
- Leave it. We change history in our city way to much. It is fine with the name it has
- Harry Lee Avenue
- Lafreniere Blvd.
- Harry Lee Way.
- Please change Downs Blvd to something else. Every time I hear it I think of strip clubs.
- Harry Lee Blvd
- Al Copeland road, Tom benson parkway, Saints way? I agree that the name needs to be changed. Lafeniere parkway?
- Alessandra parkway
- Keep the name
- Nothing else to do?
- Alessandra Parkway- I agree it should be named after the poor lady that was kidnapped, possibly raped? And murdered.
- Larfeeniere parkway
- Pelican Street
- Please improve the dog park!! When it rains we can't bring our dog for a week because of the huge mud puddles.
- Dog park needs major improvements.
- Verdant Blvd
- Why do you have to change the name of a street? What benefit will it be with any other name? I don't think a name change will serve any purpose.
- Harry Lee Drive
- LEave it
- Lafreniere Parkway
- No opinion
- Park Place

C2. PUBLIC COMMENT

- I just wanted to request a bike path in the park as well as around it. I'm fine with keeping the name Downs but the only other would be Al Copeland Blvd year round and not just at Holiday time.
- Metry Road
- Kenny Lane
- No new names keep as is.
- Alessandra Adams Parkway
- Leave name as is. I sat on this board for 14 years either as a member or Chairman. This park is one of the most beautiful parks in the country. We need a Capital improvement plan to keep the parks beauty.
- Lafreniere Way
- Just build
- Lafreniere Blvd
- Copeland Lane in honor of donations made to the park in his honor.
- Copeland Lane
- Lafreniere Blvd
- Metry Blvd
- Sunrise blvd
- Harry Lee Lane
- Keep the name. There is a colorful history with this name
- Leave as is, it was named that for a reason, why change a name that has been there for 30 plus years. Everyone knows where Downs Blvd. is.
- Lafreniere St
- Please do not rename
- Lee Blvd
- Keep the name
- Copeland Way, after the generosity of the Copeland family to Lafreniere Park
- Copeland Way, after the generous benefactor of the Christmas lights and the stage.
- Anything but downs, I still associate with downs lounge
- Park Place or Park Boulevard
- Hope Way
- Alessandra Parkway in honor of Alessandra Crain Bonvillian Lasabbe Adams. Alessandra was assaulted and murdered while walking in Lafreniere Park. She was an asset to our community and should be honored and remembered by having Downs Blvd changed to Alessandra Parkway.
- Donald Trump Pkwy
- Keep it named the same. I dislike when names of streets get changed
- No change. Downs is a good reference to the previous use.
- Mouse Rat Blvd
- Keep the name
- No opinion but prefer it not be changed
- Copeland Blvd
- Keep name
- I AGREE WITH ALESSANDRA PARKWAY

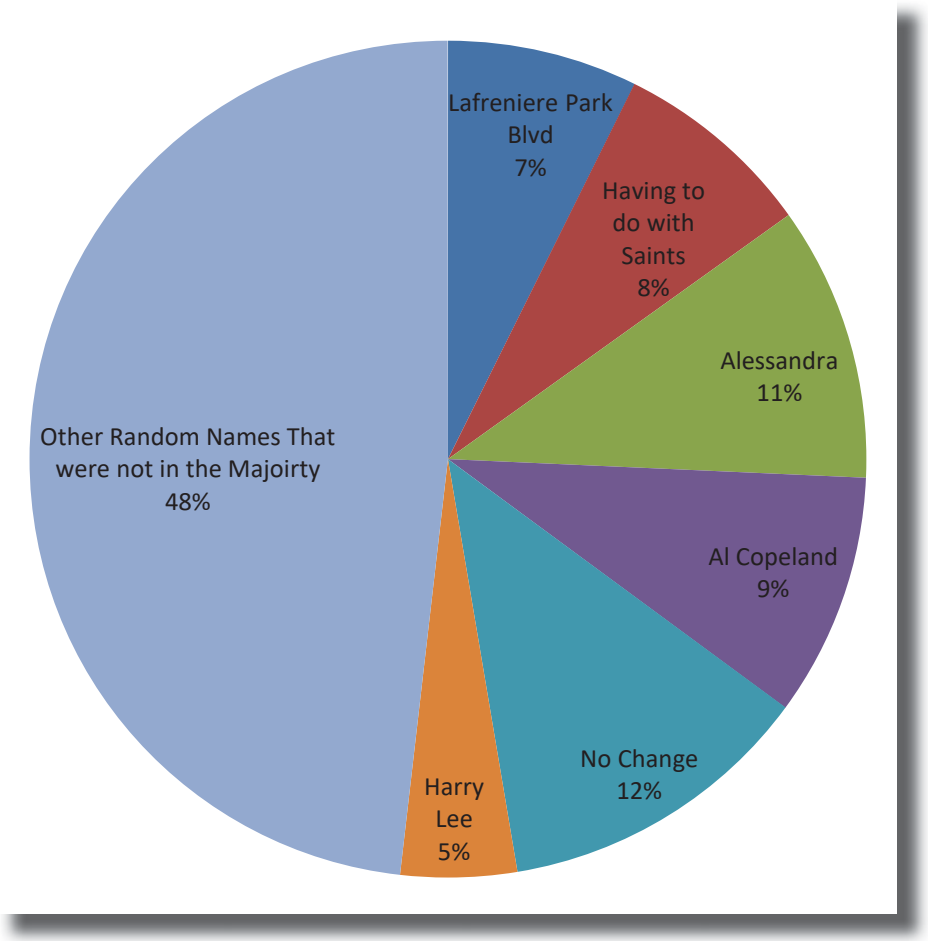
C2. PUBLIC COMMENT

- No need to change the name
- Lafrieniere Link... If has to be changed at all. Downs Blvd is part of the tapestry of Metairie. Why change it at all???
- Parkway Drive
- No real reason to change the name....
- Britney Spears Blvd
- Park Blvd
- Pelican
- No I'd like to keep things as they are
- No change
- Chase Blvd
- Keep it the same
- Benson Drive
- Brees Way
- Lafreniere Way
- Park Place Lane
- Military drive, it comes off from Veterans Blvd. just sort of fits
- ARBRE AVE.
- Creole French for tree! Perfect for a road to the park
- Park ave
- Do it!
- Start now!
- Copeland ave.
- Who Dat Way
- N/A
- Lafreniere Ave
- Impastato Drive
- Keep the current name
- No need to change.
- Turtle Grove
- Park Ave or Brees Way
- President Barack Obama Blvd
- Lafreniere Park Boulevard
- Renegade way
- Peaceful Drive
- Park Ave
- Brees Way
- Park Ave. Lafreniere Blvd
- Keep the name the same.
- Not sure
- Riviera Boulevard.
- I don't know. I've known it as Downs Blvd for over 40 years so changing it would be hard I think.
- Lafreniere blvd
- Leave the same
- Copeland Ct. or Lafreniere Ln.
- Leave the name as is.
- Copeland blvd

C2. PUBLIC COMMENT

- Benson Boulevard
- Park Blvd.
- Keep the name
- Parkway Blvd.
- Parkway Blvd.
- Tom Benson Drive
- Tom Benson Parkway
- Kick Back Blvd. perfectly sums up our laissez-faire attitude and lifestyle.
- Pilney Blvd. I played baseball here for years in the 70's.
- FullSizeRendFullSizeRender.jpger.jpg
- Harry Lee Dr or Copeland Lane
- It's named Downs for a reason. Why change the fact it was a race track?
- Benson Blvd
- No Opinion
- Do not change the name.
- Maintain parks cleanliness and lighting up grade restrooms and kids play area.
- Benson Blvd
- Park Place
- Park st or rd
- Keep the name
- Harry Lee Blvd.
- Ray Smith Drive
- No
- Lafreniere Park Dr.
- Nature drive, parkway boulevard, rooster way
- Saints Blvd
- Brees Drive
- Pelican Point Blvd
- DAT Way
- Joseph Lopinto Blvd
- Nature Walk Blvd, Wildwood Blvd, Friendship Place, Countryside Parkway, Abington Walk, Frances Blvd, Unity Walk, High Garden, People's Landing, Arya Parkway.
- Pelicans Way
- Lafreniere Park Boulevard
- Brees Boulevard
- W Scenic Dr
- Lafreniere Park Blvd
- N/A
- Lafreniere Park Blvd.
- Who Dat Dr.
- Alexandra Parkway

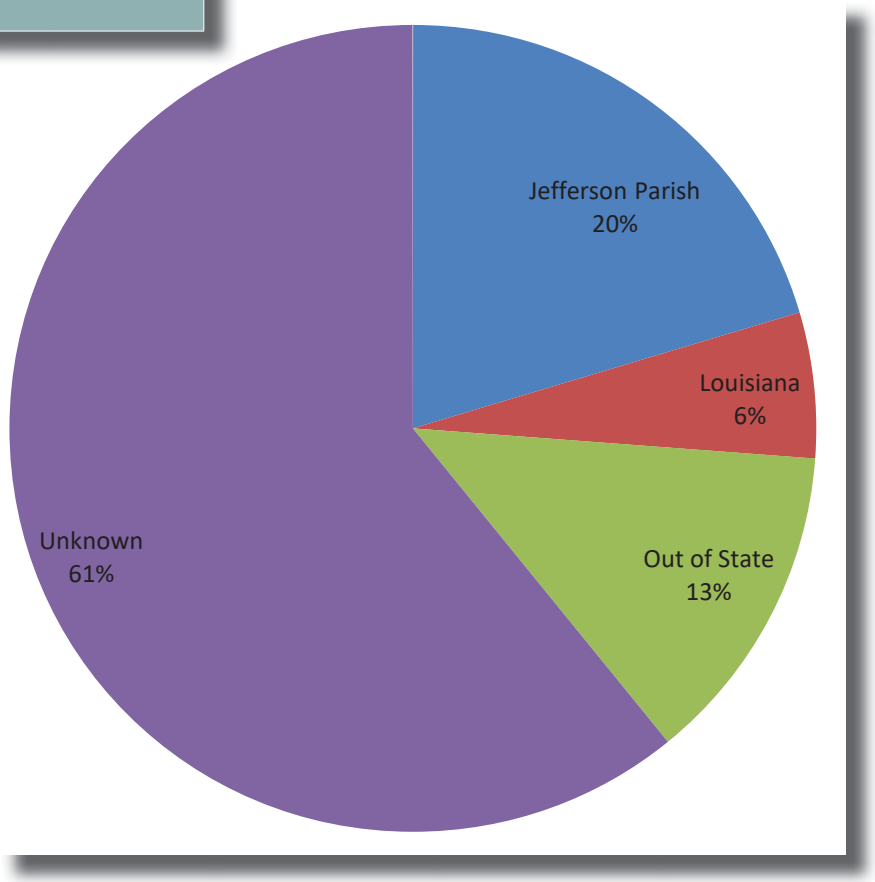
C2. PUBLIC COMMENT



C3. RESPONDENTS GEOGRAPHICAL LOCATION

The respondents came from these locations.

Jefferson Parish	192 People	20%
Louisiana (Everywhere outside of Jefferson Parish)	55 People	6%
Out of State	122 People	13%
Unknown	574 People	61%
	943 People	100%



C4. OPEN HOUSE PUBLIC ENGAGEMENT

PUBLIC ENGAGEMENT

Public Meeting Open House

Over 50 people participated in the two open houses held in the Lafreniere Park Foundation Building in December 2018 and March 2019, which involved interactive map and text-based workshop.

The meetings were advertised on Jefferson Parish social media accounts and calendar, through Councilman Impastato's office and social media accounts, and by direct mail postcard notifications to over 300 addresses in the study area. The open houses served as an opportunity to learn about the project, hear from elected leaders, converse with the project team, and share their thoughts on the project.

PUBLIC ENGAGEMENT

December Public Meeting

The December open house gathered feedback from the community on preferences for development types based on use and intensity, transportation, and housing.

Interactive feedback board activities asked participants to envision and share their ideas about what kinds of changes they would like to see in the future, such as commercial, housing, or mixed use development, new pedestrian crossing, safety improvements, traffic calming measures, wider sidewalks, street lighting and furniture, and others.

The results from the public meeting are presented on the following pages in three geographical areas: Veterans Boulevard, David Drive, and residential.

PUBLIC ENGAGEMENT

PLACE A STICKER ON TYPES OF SPACES YOU WANT TO SEE ON DAVID DRIVE
FAVOR DE COLOCAR CALCOMANÍA EN LOS TIPOS DE ESPACIOS QUE TE GUSTARÍA VER EN LA CALLE DAVID

RETAIL TYPES | TIPOS DE COMERCIO

OR

Small-Scale Commercial | Comercio Ligero

- Boutiques | Tiendas Boutique
- Nail salons | Estéticas o salones de belleza
- Barbers | Peluquerías
- Banks | Bancos
- Dentist office | Dentistas
- Small restaurants | Restaurantes pequeños

Larger-Scale Commercial | Comercio Intenso

- Larger restaurants | Restaurantes grandes
- Super markets | Supermercados
- Hotels | Hoteles
- Big box stores | Tiendas de franquicia

DENSITY TYPES | TIPOS DE DENSIDAD

OR

Lower Density | Baja Densidad

Higher Density | Alta Densidad

USE TYPES | TIPOS DE USO

OR

Single Use | Uso Particular

- Retail Only in a parcel | Comercio únicamente en predio
- Residential Only in a parcel | Residencial únicamente en predio

Mixed Use | Uso Mixto

- Retail and Residential together in a single parcel | Comercio y residencial en un predio

MOBILITY TYPES | TIPOS DE MOVILIDAD

OR

Parking Oriented | Orientación Automovilística

- Prioritize car parking | Priorize estacionamiento de automóviles particulares
- Wider streets for cars | Viabilidades más amplias para automóviles
- Fewer sidewalks and crosswalks | Menos banquetas/aceras y cruces peatonales

Pedestrian Oriented | Orientación Peatonal

- Wide sidewalks | Banquetas/aceras más amplias
- More crosswalks | Mas cruces peatonales
- Narrower streets for cars | Viabilidades más reducidas para automóviles

CHOOSE 3 AMENITIES TO PRIORITIZE ON VETERANS BOULEVARD | ELIJA TRES MEJORAS PARA PRIORIZAR EN VETRANS BOULEVARD

Wider & Maintained Sidewalks
Banquetas/Aceras Más Amplias y Bien Mantenidas

Crosswalks
Cruces Peatonales

Bike Lanes & Trails
Ciclovías y Senderos

Bike Racks
Estacionamiento para Bicicletas

Attractive Green Infrastructure in Parking
Infraestructura Verde en Cajones de Estacionamiento

Additional Access to the Park
Mas Acceso al Parque

Street Trees & Landscaping
Árboles y Vegetación en Vialidades

Street Lights
Iluminarias en Vialidades

Public Art
Arte Publico

Wayfinding Signs
Señalizaciones o Guías de Orientación

Street Furnishings
Mobiliario

Other
Otras Sugerencias

Park Adjacent Residential Areas

USE TYPES

TYPES	VOTES
Single Use	7
Mixed Use	0

DENSITY TYPES

TYPES	VOTES
Lower Density	8
Higher Density	0

HOUSING TYPES FOR PARK ADJACENT RESIDENTIAL AREAS

TYPES	VOTES
Single-Family	9
Granny Falts	3
Duplex	9
Townhomes	7
Low-Rise Apartments	0
High-Rise Apartments	0

AMENITIES TO PRIORITIZE IN PARK ADJACENT RESIDENTIAL AREAS

TYPES	VOTES
Wider & Maintained Sidewalks	9
Crosswalks	2
Bike Lanes & Trails	4
More Housing Types	0
Green Infrastructure	0
Additional Access to the Park	8
Street Trees & Landscaping	1
Street Lights	10
Easier Walking Access to Commercial Areas	4
Commercial Enterprises in Residential	3
Street Furnishings	1
Other	1 (Swimming Pool)

PARCEL SIZE AND DEVELOPMENT POTENTIAL

TYPES	VOTES
Large Parcel	1
Medium Parcel	4

David Drive

RETAIL TYPES

TYPES	VOTES
Small-scale commercial	16
Larger-scale commercial	2

DENSITY TYPES

TYPES	VOTES
Lower Density	9
Higher Density	5

USE TYPES

TYPES	VOTES
Single Use	10
Mixed Use	10

MOBILITY TYPES

TYPES	VOTES
Parking Oriented	5
Pedestrian Oriented	14

AMENITIES TO PRIORITIZE ON DAVID DRIVE

TYPES	VOTES
Wider & Maintained Sidewalks	8
Crosswalks	7
Bike Lanes & Trails	4
Bike Racks	2
Attractive Green Infrastructure in Parking	9
Additional Access to the Park	10
Street Trees & Landscaping	3
Street Lights	16
Public Art	4
Wayfinding Signs	2
Street Furnishings	2
Other	1 (No Benches)

PARCEL SIZE AND DEVELOPMENT POTENTIAL

TYPES	VOTES
1 Parcel	11
2 Parcels	2
4 Parcels	9
6 Parcels	0

Veterans Memorial Boulevard

RETAIL TYPES

TYPES	VOTES
Small-scale commercial	5
Larger-scale commercial	2

DENSITY TYPES

TYPES	VOTES
Lower Density	5
Higher Density	2

USE TYPES

TYPES	VOTES
Single Use	8
Mixed Use	4

MOBILITY TYPES

TYPES	VOTES
Parking Oriented	1
Pedestrian Oriented	11

AMENITIES TO PRIORITIZE ON DAVID DRIVE

TYPES	VOTES
Wider & Maintained Sidewalks	4
Crosswalks	2
Bike Lanes & Trails	3
Bike Racks	2
Attractive Green Infrastructure in Parking	5
Additional Access to the Park	4
Street Trees & Landscaping	5
Street Lights	9
Public Art	5
Wayfinding Signs	2
Street Furnishings	0
Other	0

PARCEL SIZE AND DEVELOPMENT POTENTIAL

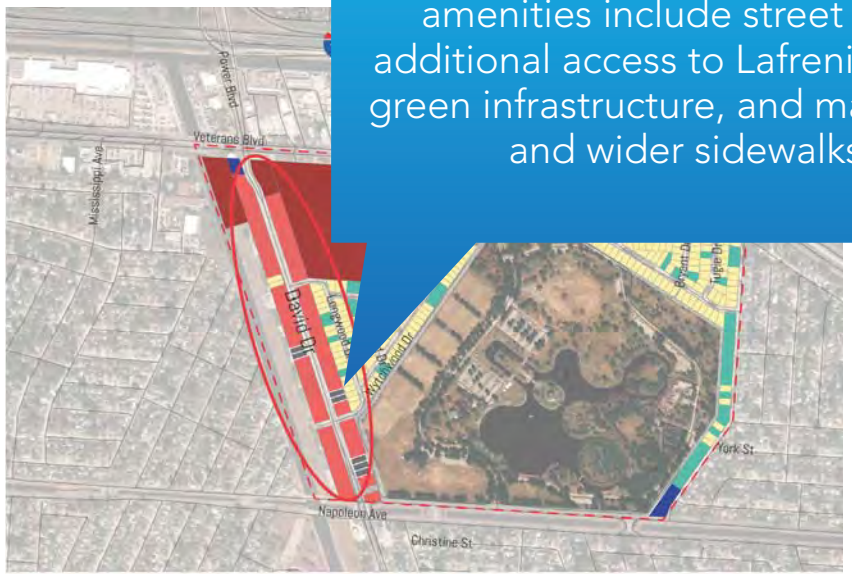
TYPES	VOTES
Very Large Parcel	8
Large Parcel	1
Medium Parcel	1
Small Parcel	2

WE ASKED PARTICIPANTS...

AND THEIR VOICES WERE HEARD...

Participants want to see small scale commercial, lower density, a mix of uses, and pedestrian oriented. Preferred David Drive corridor amenities include street lights, additional access to Lafreniere Park, green infrastructure, and maintained and wider sidewalks.

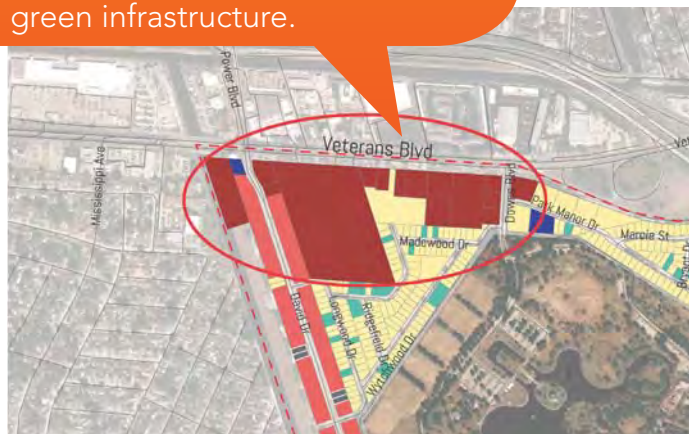
DAVID DRIVE



Participants want to see small and large scale commercial, both lower and higher density developments, a mix of uses, and pedestrian oriented. Preferred amenities along the Veterans Boulevard corridor generally fell into the beautification category, such as street lights, trees, and landscaping, public art, and green infrastructure.

RESIDENTIAL

Participants want to see single use, lowe density, with single-family or duplex home Residential area amenity preferences include street lighting, maintained and wider sidewalks, additional access to Lafreniere Park, and bike lanes and trails.



VETERANS BOULEVARD

PUBLIC ENGAGEMENT

March Public Meeting

The March open house unveiled the draft implementation strategies and policies and before and after visualizations of what transformations could take place in the study area based on the preferences from the December public meeting and task force recommendations. The public was asked to provide their input on the proposed strategies with a support or oppose vote.

Draft Scenario 1

Public Investment Type	Location	Description	Image	Level of Support: Strongly Support	Support	No Opinion	Oppose	Strongly Oppose
Greenway Development	David Dr	The Soniat Greenway is recommended in the Bicycle Master Plan and the alignment is from Veterans Blvd to Airline Dr. The design for the greenway from Veterans Blvd to W. Esplanade Ave is currently ongoing and is scheduled to be let in late 2019. The section represents about 1/3 of the alignment recommended in the Bicycle Master Plan.						
Sign Amortization	David Dr	Signage can have a significant impact on a community's image and quality of life. Signage can also be a visual eyesore for nearby residents and negatively impact property values and vehicular safety. Commercial Parkway Overlay Zone (CPZ) has been applied to David Drive since 2015. Preexisting signs that do not conform with the CPZ regulations were "grandfathered" and permitted to remain. A different method, amortization, would allow the removal nonconforming signs within a reasonable period of time to allow the owner time to recoup the investment.						
CPZ-PED Overlay	David Dr	To capitalize upon the redesign of David Dr and the design of the Soniat Greenway the zoning overlay change from CPZ to CPZ-PED is recommended. The purpose of the Commercial Parkway Pedestrian (CPZ-Ped) Overlay district is to provide enhanced development standards that support the following objectives: pedestrian-oriented streetscape; prevent vehicular areas from dominating the views of the neighborhood from the sidewalk and street; promote compatibility; promote safe, attractive building and site design; accommodate horizontal and vertical mixed use; and promote public health and general welfare by facilitating walkability and varied transportation options.						
Acquire Park Adjacent Lots	Wytchwood Dr and Park Manor Dr	Acquiring lots will provide additional pedestrian access to Lafreniere Park.						
New Park Entrance	York St and Longwood Dr	The additional vehicular access may also include a pedestrian path (continuation of sidewalks at York St and Longwood Dr) could decrease traffic and safety concerns at the other vehicular access points for the park by reducing the volume at those locations.						
Single-Family Housing	Park Manor Neighborhood	Single-family housing is currently not allowed within the Park Manor subdivision (currently RR3 zoning). The RR3 designation allows existing single-family homes to remain as conforming uses but no new single-family structures are allowed to be built. The area may see redevelopment investment with single-family uses, especially lots fronting Lafreniere Park with a change to R2 zoning.						

PUBLIC ENGAGEMENT

March Public Meeting

The open house recommendations generally broke down into the following categories: transportation, traffic, safety, land use/zoning, and rebranding/revitalization. The overall support for the topics is as follows:

TRANSPORTATION
88%

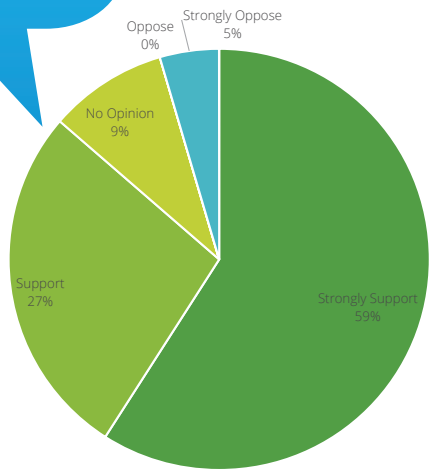
TRAFFIC
71%

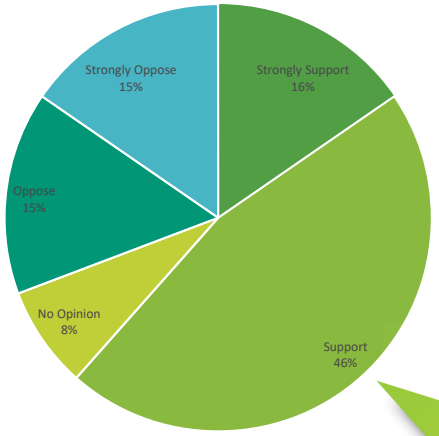
SAFETY
88%

LAND USE/ZONING
84%

REVITALIZATION/REBRANDING
88%

CREATE A SHARED-USE PATH FOR BICYCLISTS AND PEDESTRIANS ALONG VETERANS BOULEVARD FROM THE SONIAT CANAL TO THE WEST SIDE OF DAVID DRIVE.

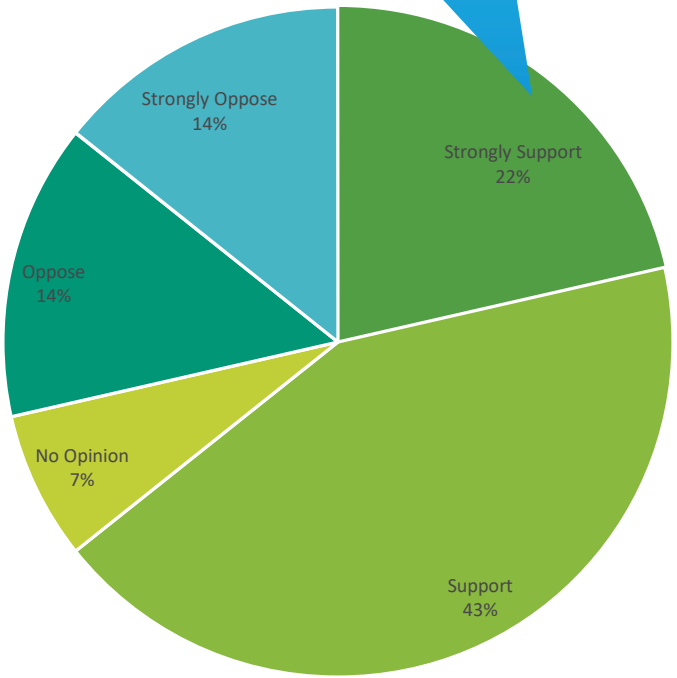


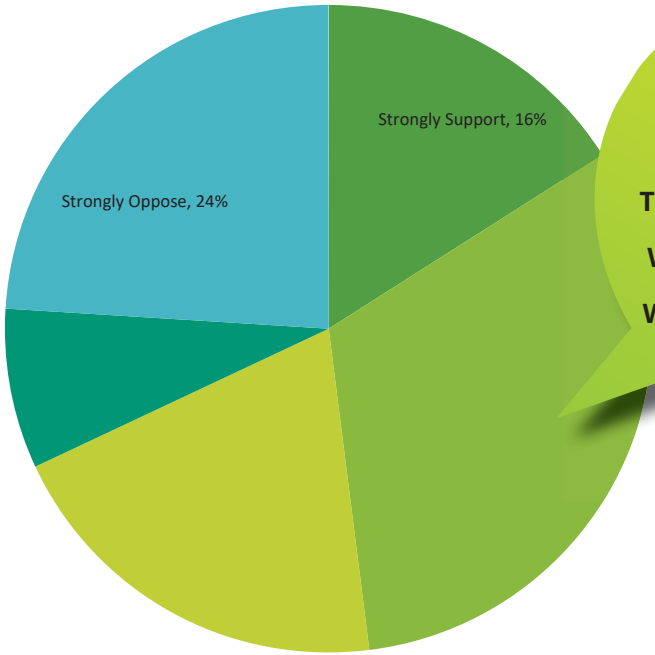


CREATE A NETWORK LINKING MIXED-USE DEVELOPMENT BY PROVIDING ADDITIONAL ACCESSES ALONG OAK GROVE DRIVE AND MADEWOOD DRIVE.

JEFFERSON PARISH VOICES

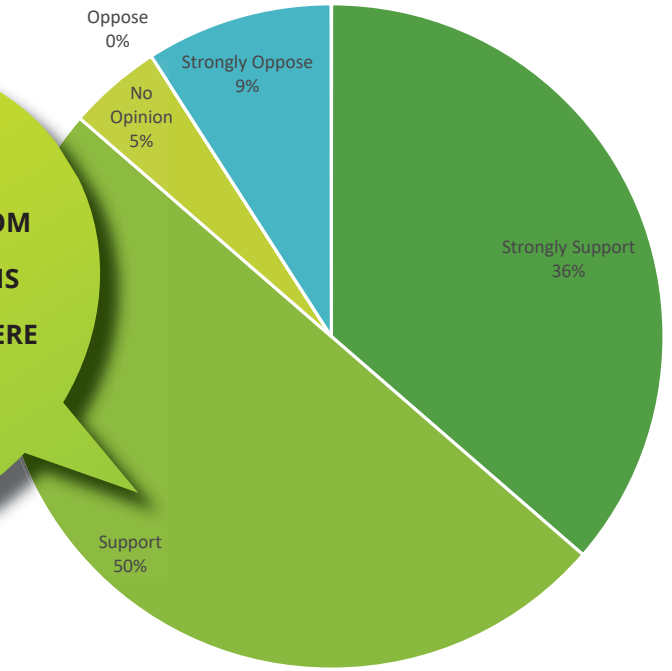
ALLOW FOR MIXED-USE DEVELOPMENT WITH EMPHASIS ON COMMERCIAL AND RETAIL ACTIVITIES ALONG VETERANS BOULEVARD NEAR DAVID DRIVE.



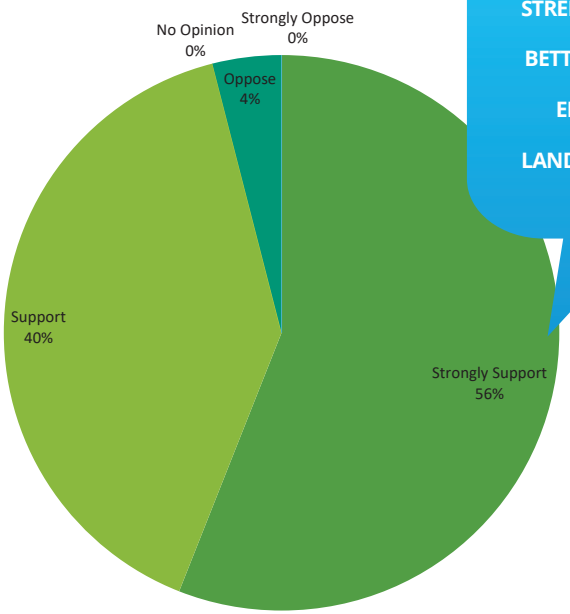


IF JEFFERSON PARISH WANTED TO RENAME DOWNS BOULEVARD WITH A DIFFERENT NAME WHAT WOULD YOUR SUGGESTIONS BE?

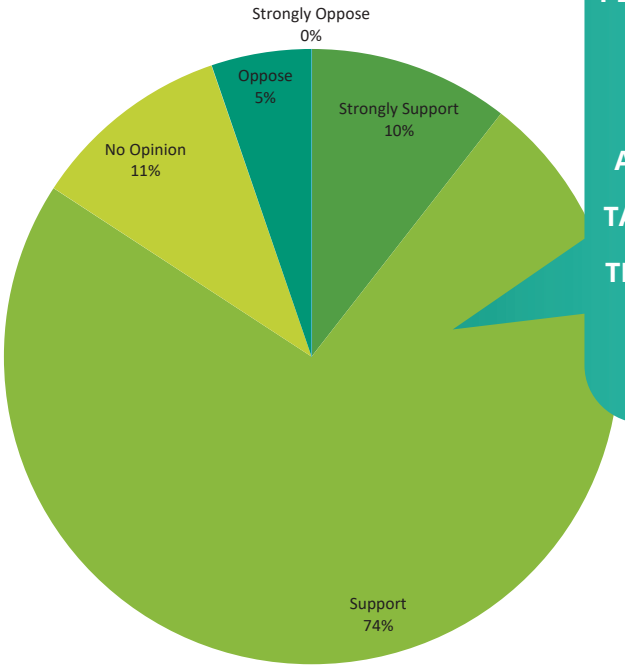
DEVELOP A BIKEWAY FROM ALONG EXISTING DOWNS BOULEVARD TO LAFRENIERE PARK.



JEFFERSON PARISH VOICES



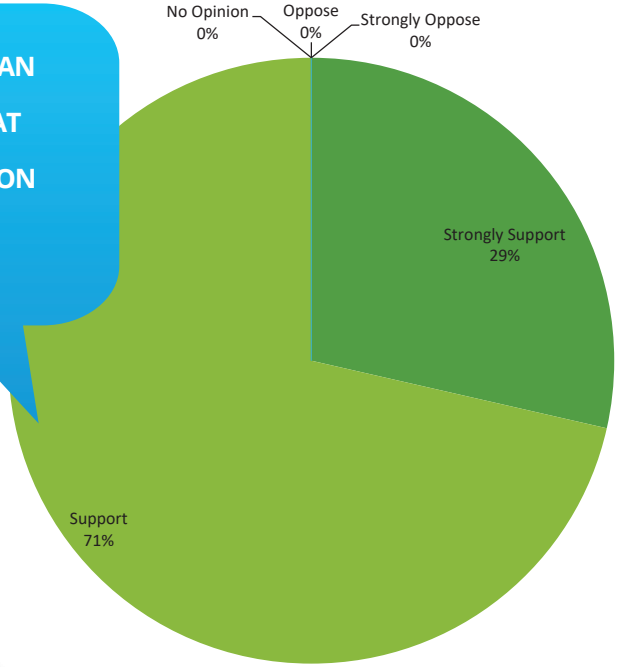
DAVID DRIVE RECONSTRUCTION WITH SEVERAL STREETSCAPING ENHANCEMENTS WILL PROVIDE BETTER SAFETY AND AMENITIES FOR ALL USERS. ENHANCEMENTS INCLUDE MEDIAN WITH LANDSCAPING AND LIGHTING, SIDEWALKS, AND ACCESS MANAGEMENT.



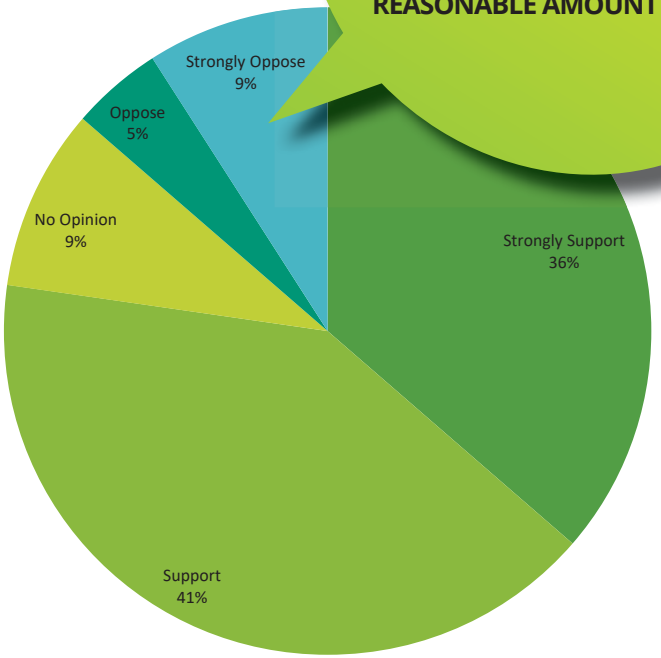
PERMIT APPROPRIATE USES TO DEVELOP THEIR BUILDINGS AND SITE PLANS TO TAKE ADVANTAGE OF THE PARKS NATURAL LANDSCAPE.

JEFFERSON PARISH VOICES

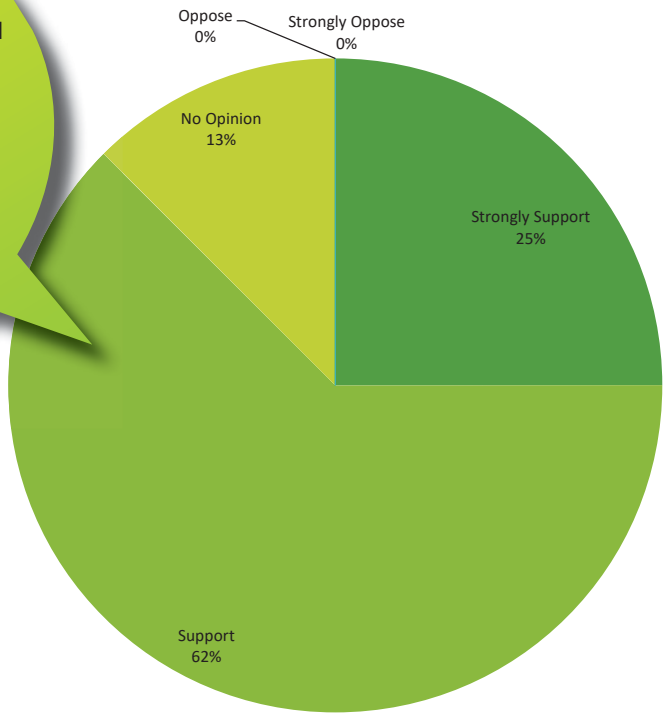
PROVIDE PROTECTED PEDESTRIAN CROSSINGS ON DAVID DRIVE AT VETERANS BOULEVARD, TRENTON STREET, AND YORK STREET.



REQUIRE EXISTING POLE SIGNS TO BE REMOVED AND REPLACED WITH MONUMENT SIGNS WITHIN A REASONABLE AMOUNT OF TIME.

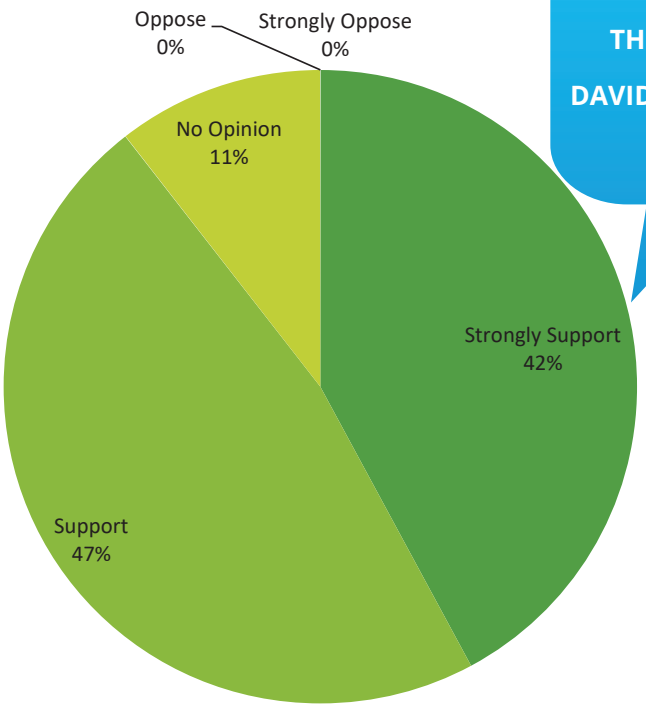


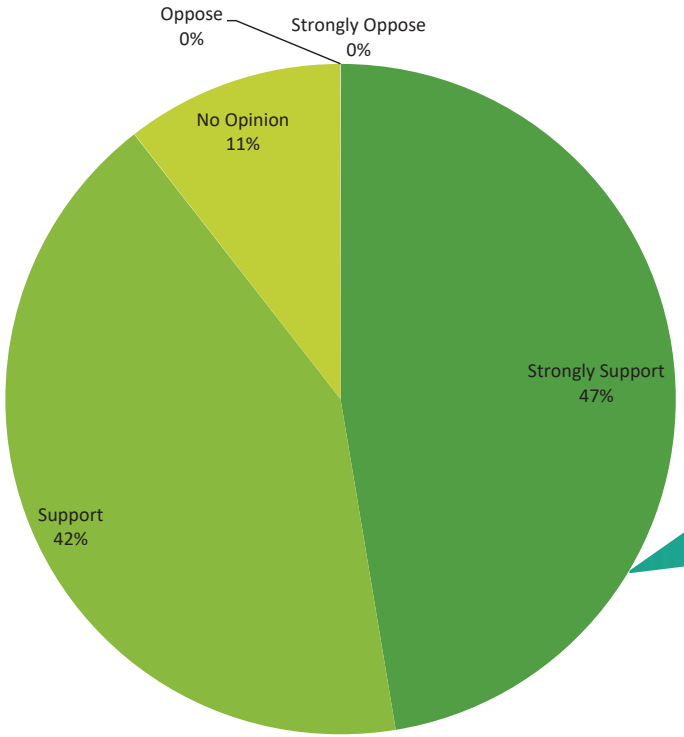
REQUIRE NEW DEVELOPMENT ON DAVID DR TO PROVIDE PARKING ON THE SIDES AND REAR OF THEIR PROPERTIES FOR ACCESS MANAGEMENT (SAFETY) AND AESTHETIC PURPOSES.



JEFFERSON PARISH VOICES

CREATE A SHARED-USE PATH FOR BICYCLISTS AND PEDESTRIANS ALONG THE SONIAT CANAL (PARALLEL TO DAVID DR) FROM VETERANS BLVD TO W. NAPOLEON AVE.

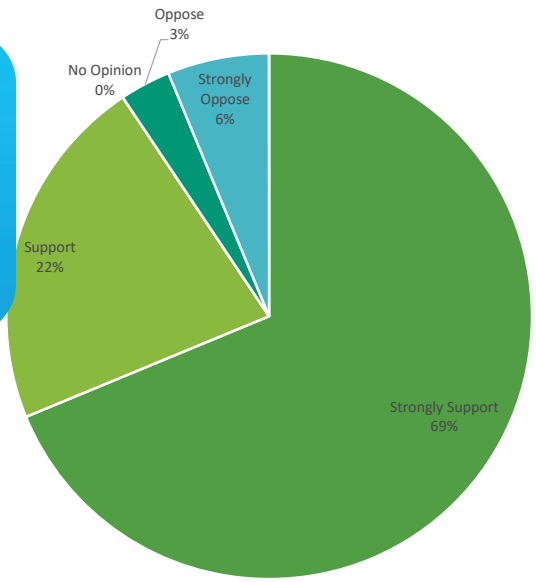




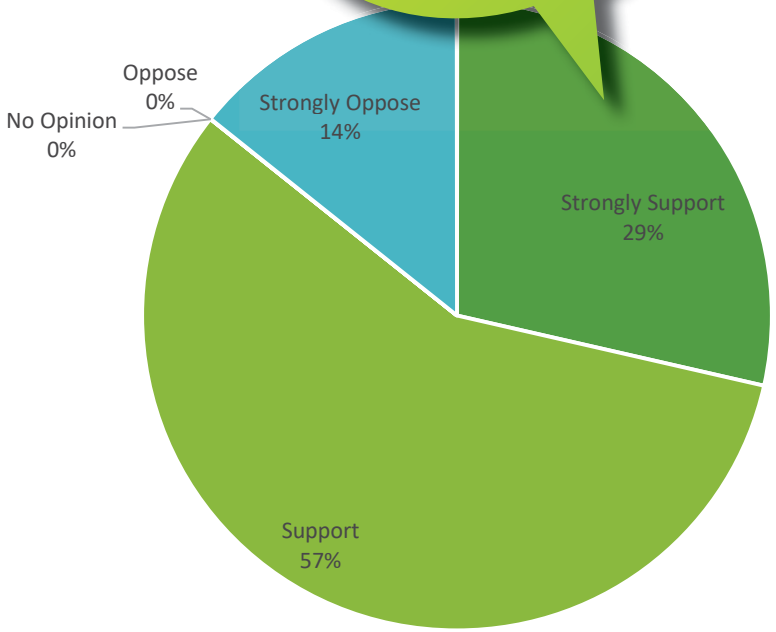
REPLACE THE COMMERCIAL PARKWAY OVERLAY ZONE (CPZ), WHICH IS ALREADY MAPPED ON DAVID DR BETWEEN VETERANS BLVD AND W NAPOLEON AVE, WITH THE COMMERCIAL PARKWAY PEDESTRIAN (CPZ-PED), OVERLAY DISTRICT ALONG DAVID DR. TO SUPPORT AND ENHANCE PEDESTRIAN NEEDS.

JEFFERSON PARISH VOICES

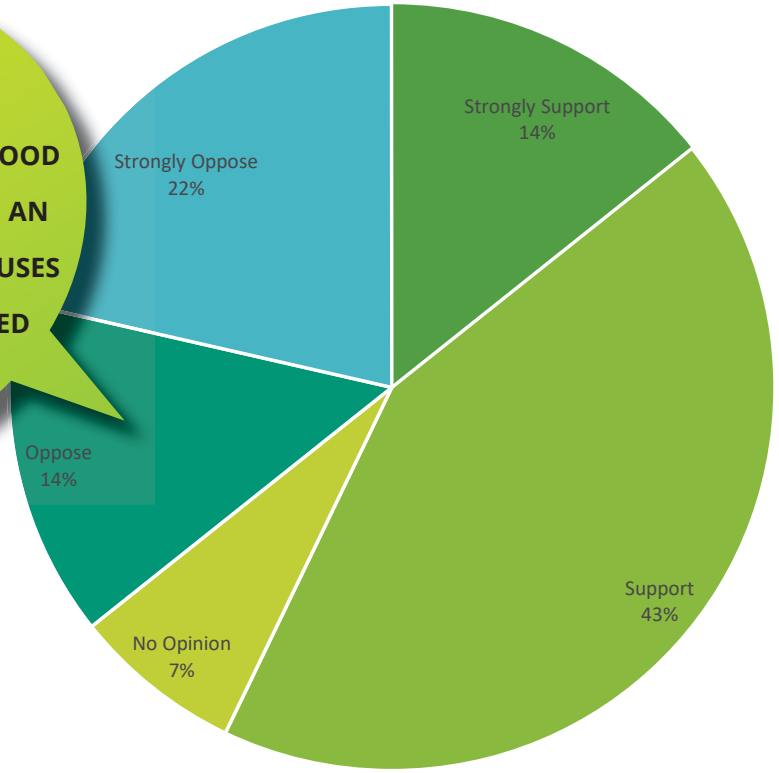
ACQUIRE ONE OR MORE LOTS ADJACENT TO LAFRENIERE PARK TO CREATE ADDITIONAL PEDESTRIAN AND BICYCLIST ACCESS TO THE PARK.



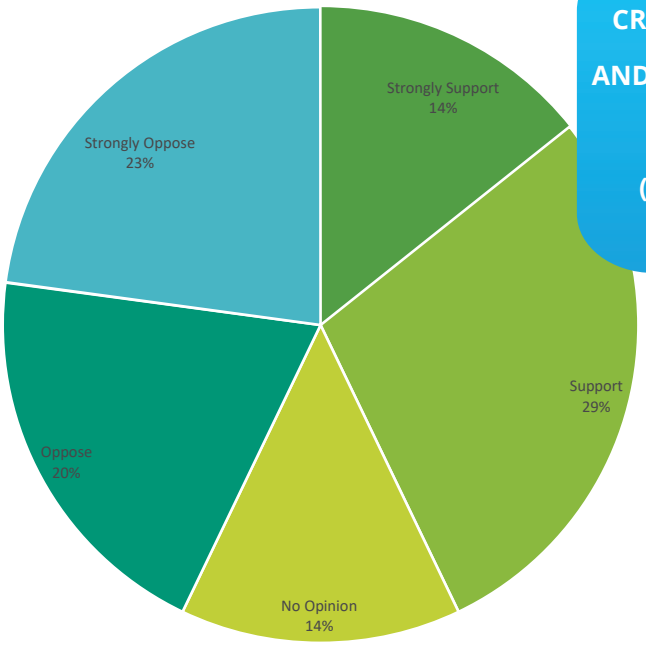
REBRAND LINWOOD MANOR WITH A NEW NAME TO CAPITALIZE ON MIXED-USE AND REVITALIZATION OPPORTUNITIES.



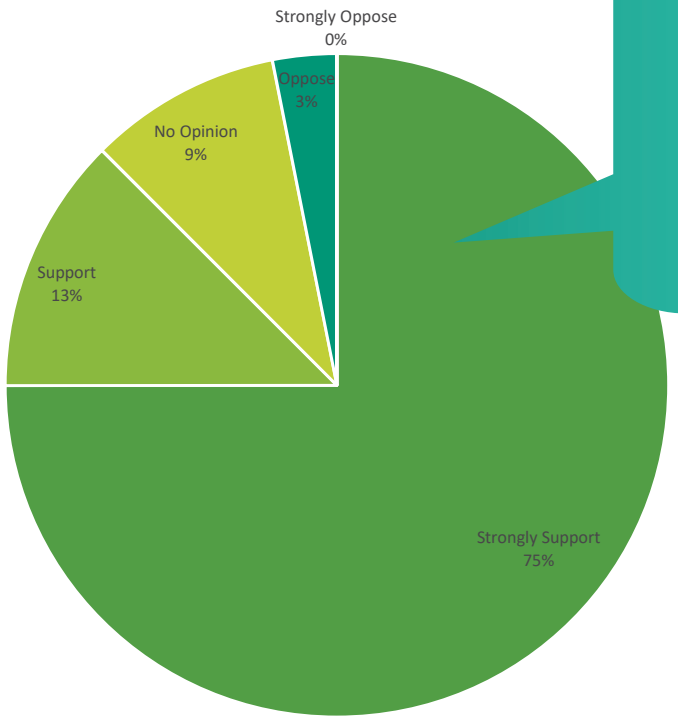
PERMIT MIXED-USE DEVELOPMENT IN THE LINWOOD MANOR SUBDIVISION WITH AN EMPHASIS ON RESIDENTIAL USES WITH APPROPRIATELY SIZED COMMERCIAL USES.



JEFFERSON PARISH VOICES



CREATE A NEW VEHICULAR, BICYCLIST, AND PEDESTRIAN ENTRANCE AT YORK ST. AND LONGWOOD DR. (ALIGNMENT TO BE DETERMINED).



ALLOW FOR SINGLE-FAMILY HOME CONSTRUCTION IN THE PARK MANOR SUBDIVISION.