

Background

- ▶ On November 6, 2019, the Parish Council adopted the Lafreniere Sub Area Plan into Envision Jefferson 2040 Comprehensive Plan.
- ▶ In summer of 2020, consultants began working on a study on the implementation of the Sub Area Plan and preparing amendments to the zoning map and zoning text to effectuate the recommended strategies of the sub area plan. The amendments to the plan and associated text & map amendments were overwhelmingly approved by the Planning Advisory Board and the Jefferson Parish Council in June of 2021.
- ▶ Both process involved extensive public outreach including stakeholder interviews, a Task Force Committee, open houses, public meetings, and online outreach and surveys. The Task Force committee consisted of representatives from several business industries and civic associations.
- ▶ A major initiative of the Lafreniere Sub Area Plan is the revitalization of the David Dr. corridor between W. Napoleon Ave. and Veterans Blvd.



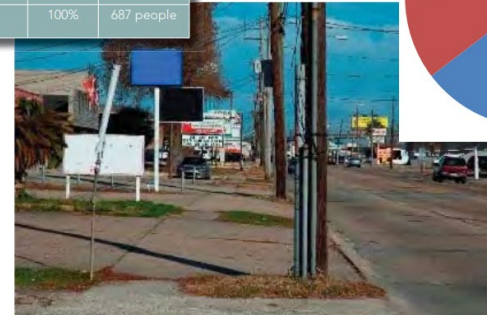
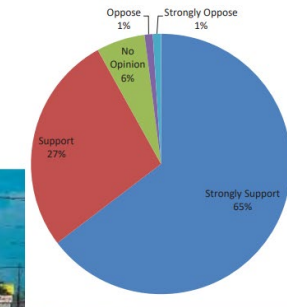
Background

Surveys conducted as a part of the plan show overwhelming support for the reduction of sign clutter along David Drive, including:

- ▶ The prohibition of new pole signs.
 - ▶ 65% strongly support, 27% support
- ▶ The removal of existing pole signs within a reasonable time frame.
 - ▶ 50% strongly support, 34% support

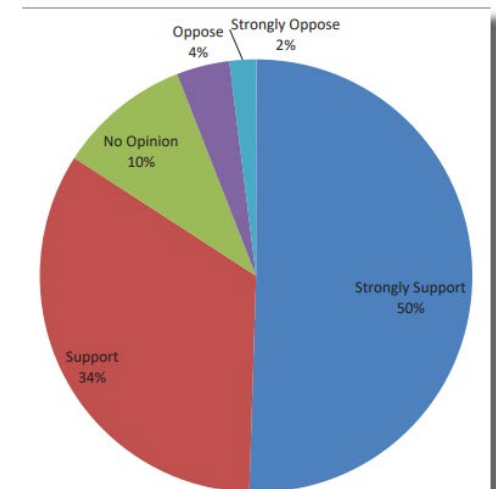
Reduce sign clutter along David Drive by prohibiting new pole signs for businesses and allowing monument signs instead

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



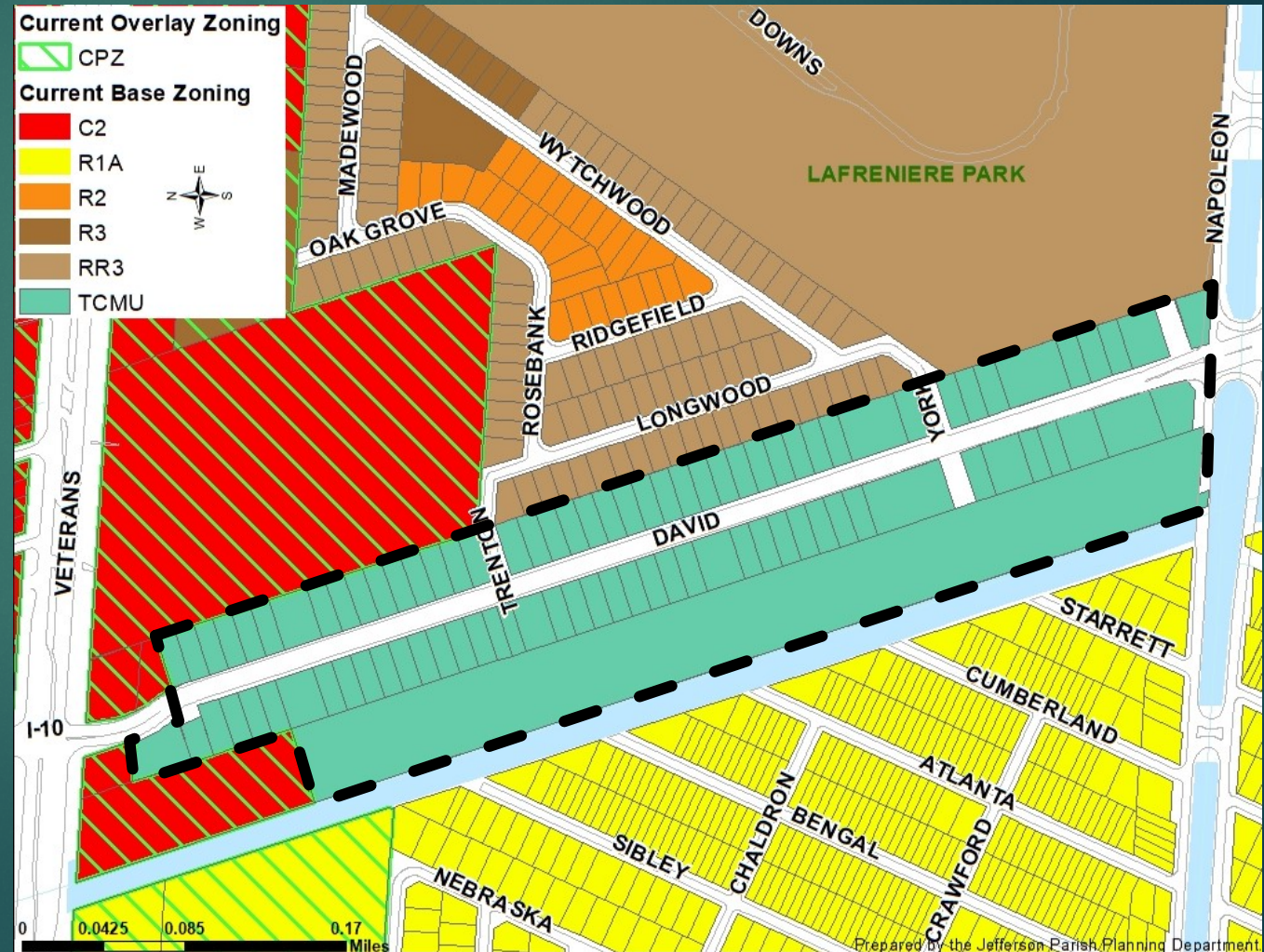
Require existing pole signs to be removed and replaced with monument signs within a reasonable amount of time

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



New Town Center Mixed Use (TCMU) Zoning District

As part of the implementation study, a new zoning district, the Town Center Mixed Use (TCMU) district, was created and mapped along David Drive in June 2021.



New Town Center Mixed Use (TCMU) Zoning District

The Purpose of the Town Center Mixed Use District is to provide *“small areas with a complete mix of residential, retail, service, and office activities and a balance of residential and non-residential land-use opportunities, all designed in scale with the surrounding residential uses that they support and enhance. Regulations and standards intend to protect and encourage the character of the district by limiting the type and size of commercial uses, maintaining a neighborhood commercial scale, promoting pedestrian activity, reducing auto trips, and creating the unique character of a town center.”*

New Town Center Mixed Use (TCMU) Zoning District

Permitted Signs

The following signs are permitted in the TCMU

▶ Detached:

- ▶ Monument sign allowed at 0.5 sq. ft. per linear foot of site frontage or 50 sq. ft., whichever is less;
- ▶ Directional signs & menu boards also allowed.

▶ Attached:

- ▶ Flat or projecting: limited to 1.5 sq. ft. per linear foot of building frontage or 100 sq. ft., whichever is less.
- ▶ Hanging, awning, window, & building directory signs also allowed.



Directional Sign



Canopy Sign:



Attached Flat Signs



New Town Center Mixed Use (TCMU) Zoning District

Posters/
Banners



Pole Sign



Pole Sign



Pole Sign with EVM

Prohibited signs

The following signs are prohibited in the TCMU:

- ▶ Pole-type detached signs.
- ▶ Animated signs.
- ▶ Projector signs.
- ▶ Electronic variable message (EVM) signs.
- ▶ Off-premise signs and billboards.
- ▶ Posters, banners, placards and similar types of signage.
- ▶ All other sign types not specifically allowed in the TCMU.

Sign Amortization Recommendation

- ▶ N-Y Associates conducted a sign inventory along the portion of David Dr. reclassified to the TCMU zoning district for the purposes of identifying signage clutter, illegal signs and determining best practices in revitalizing the David Dr. corridor adjacent to Lafreniere.
- ▶ Following the completion of this inventory, N-Y and Associates recommended that “...the best path forward for the Parish to make a prompt and obvious visual change for the redevelopment of the David Drive corridor in the Lafreniere Sub -Area” was to amortize the non-conforming signage along this corridor.
- ▶ The amortization of nonconforming signage along the David Dr. corridor was included as an action item in the Lafreniere Sub Area Plan.

Proposed Ordinance

Immediate Removal of Certain Signs. The following nonconforming signs shall be removed immediately:

- ▶ Any sign not established as a legal nonconforming sign prior to the adoption of these regulations;
- ▶ Any sign erected or maintained upon any parish highway, right-of-way, servitude, street, public building or parish property without a resolution from the Parish Council authorizing such sign or for which the resolution is not posted in a visible location on the premises;
- ▶ Any sign now or hereafter existing which no longer advertises a bona fide business conducted, or a product sold, on the premises where such sign is located.

Amortization.

- ▶ Legally nonconforming signs erected prior to the effective date of the ordinance may continue to be maintained until December 31, 2026. Thereafter, unless such signs conform to the provisions of this article, they shall be removed.
- ▶ Signs that are nonconforming due to exceeding the permitted height, width or area by ten percent (10%) or less shall not be subject to removal under this section.

Proposed Ordinance

Limits on Nonconforming Signs.

- ▶ **Change of Business or Use.** Any nonconforming sign advertising, identifying, or pertaining to a business on the premises on which it is located shall be removed upon any change in the business name or change in the use advertised by the sign.
- ▶ **New Building Permits.** No building permit shall be issued for any structures, building expansions or new building construction on a site which contains nonconforming signs, unless all signs on the site are brought into conformance with this title. This does not include interior alterations which do not substantially change the character or intensity of the site.
- ▶ **New Signs.** No new sign shall be approved for a site, structure, building or use that contains nonconforming signs unless such nonconforming signs are removed or modified to comply with the regulations of the TCMU.
- ▶ **A nonconforming sign may not be:**
 - ▶ Changed to another nonconforming sign;
 - ▶ Structurally altered to extend its useful life;
 - ▶ Expanded in height, width, depth or weight;
 - ▶ Reestablished after a business is discontinued for sixty (60) days;
 - ▶ Reestablished after damage or destruction of more than fifty (50) percent of its value, as determined by the director of inspections and code enforcement.
- ▶ Excludes routine maintenance, repair, or renovation which does not extend, increase, or enlarge the nonconforming sign.

Consistency with Comprehensive Plan

This recommendation supports the following Envision Jefferson 2040 goals and objectives:

- ▶ Goal 1, Objective 9 Develop effective strategies for neighborhoods with unique land use and transportation considerations through subarea plans.
- ▶ Goal 5, Objective 2 Improve the visual quality of roadways using landscaping and beautification projects.
- ▶ Goal 5, Objective 3 Encourage signage that is attractive, appropriate for the location, and balances good visibility and aesthetics.