

# UPDATES TO THE FAIRFIELD STRATEGIC PLAN (2023)

Community Outreach  
December 13th, 2023

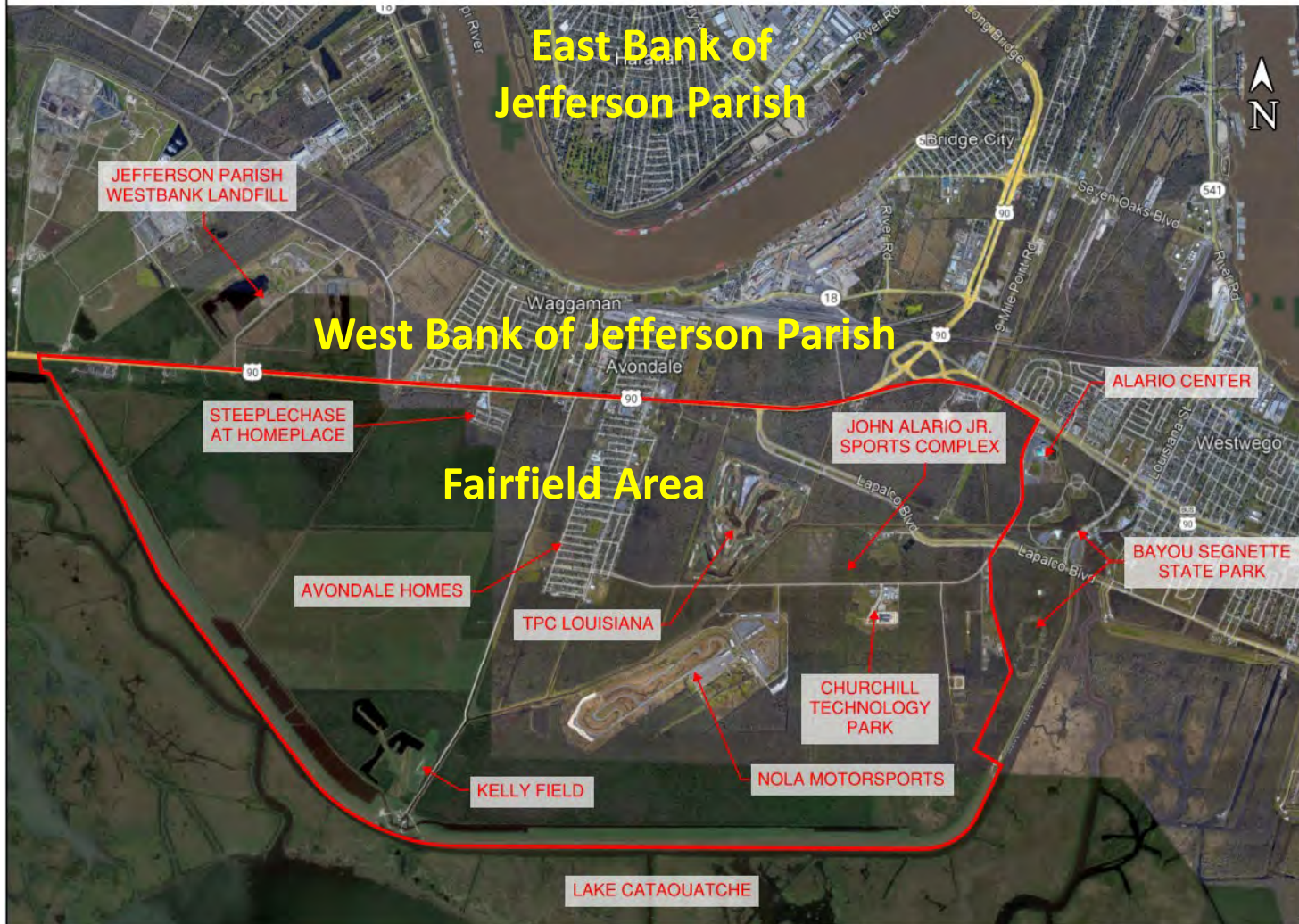


# Project Background & Purpose

- In 2015, the Jefferson Parish City Council formally adopted the Fairfield Strategic Plan (FSP), which outlined possible development patterns in the Fairfield Area and made recommendations for transportation and utility improvements to help guide future growth in the Fairfield Area in accordance with Smart Growth principles. The Fairfield Strategic Plan was a joint venture between the Jefferson Parish Department of Planning and the New Orleans Regional Planning Commission (NORPC).
- In 2019 the Envision Jefferson 2040 Comprehensive Plan was adopted by Jefferson Parish. As part of Envision 2040, a re-evaluation of the original Fairfield Strategic Plan was required to ensure that the vision of the FSP was in-line with the strategic and comprehensive plans that have been adopted since 2015.
- In 2022, Jefferson Parish Council District 3 and the Jefferson Parish Department of Planning selected a Consultant team to begin the process of updating the Fairfield Strategic Plan. The purpose of the project is to provide a bold, fresh, and innovative review of opportunities to advance development and linkages in the Fairfield Area.



## FAIRFIELD STUDY AREA



## Existing and Current Developments

- NOLA Motorsports Park
- TPC Louisiana Golf Course
- Churchill Technology and Business Park
  - JEDCO
  - Patrick F. Taylor Science and Technology Academy
  - Delgado Community College River City Campus
- Avondale Homes and Steeplechase at Homeplace Subdivisions
- John Alario Jr. Sports Complex

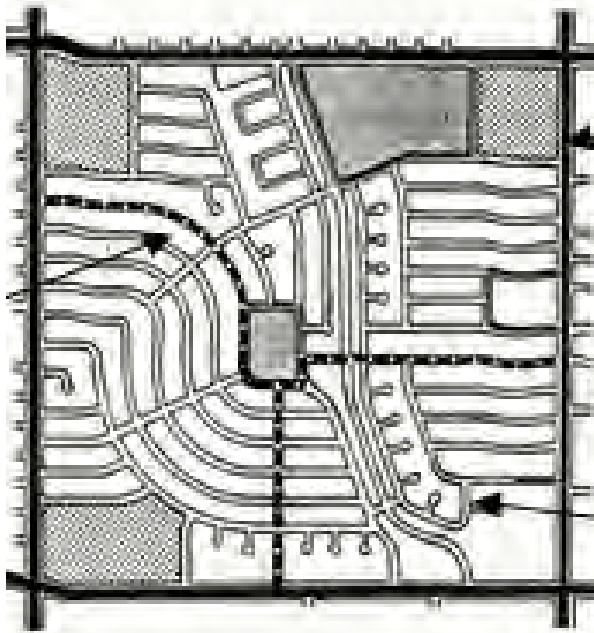
The Fairfield area is bound by U.S. Hwy. 90 to the north, Lake Cataouatche to the south, Bayou Segnette State Park to the east, and the St. Charles Parish Line to the west.



# Need for Services Along the Fairfield Corridor

- There is an opportunity to build out the area with uses and services for a community to sustain without needs. However, there are uses and services that a community needs and there are components that the Fairfield area lacks but needs. The following is a list of factors that can serve the Fairfield area or corridor.
  - **Grocery Store/Supermarket** - A grocery store/supermarket and/or fresh-food outlet has been a need in the Fairfield area/Avondale corridor.
  - **Transit Service** - With the intended build-out of mixed land uses intended by the new development pattern scenario options in the Fairfield area, adequate transit service will be necessary.
  - **Commercial Activity – Hotels, Restaurants, and Retail** - The new Commercial development patterns are prime locations for new hotels, restaurants, and retail uses.
  - **Walking and Bicycle Path** - The Fairfield area will benefit from a bicycle path along Nicolle Boulevard and with additional bicycle and walking paths, quality of life would be enhanced for residents, employees, and visitors.





# Need for Services Along the Fairfield Corridor (continued)

- **Walkable, Connected Environment (can walk safely to all uses)** - Connectivity and accessibility to amenities are important factors to link uses and the natural environment through pedestrian facilities and for establishing more accessibility opportunities through the addition of more public transit stops and more frequent transit service.
- **Variety of Residential Uses and Affordable Housing Opportunities** - Mixed-use neighborhoods benefit from containing all types of residential uses in a dense environment.
- **Community Facilities and Gardens** - Community facilities, such as community centers, pocket parks, and tot lots, can be great venues for gatherings and meetings. They provide a social component by allowing neighbors to meet, socialize, and establish community unity.
- **Transportation Network Street Arterial System** - The transportation network via the street arterial system is a critical factor for the success of the connectivity of development patterns and linkages between uses, the natural environment, and amenities within the Fairfield area.
- **Infrastructure** - The purpose of the required adequate public facilities regulations is to promote development that is served by public facilities at adequate levels of service.

# Community Outreach Meeting

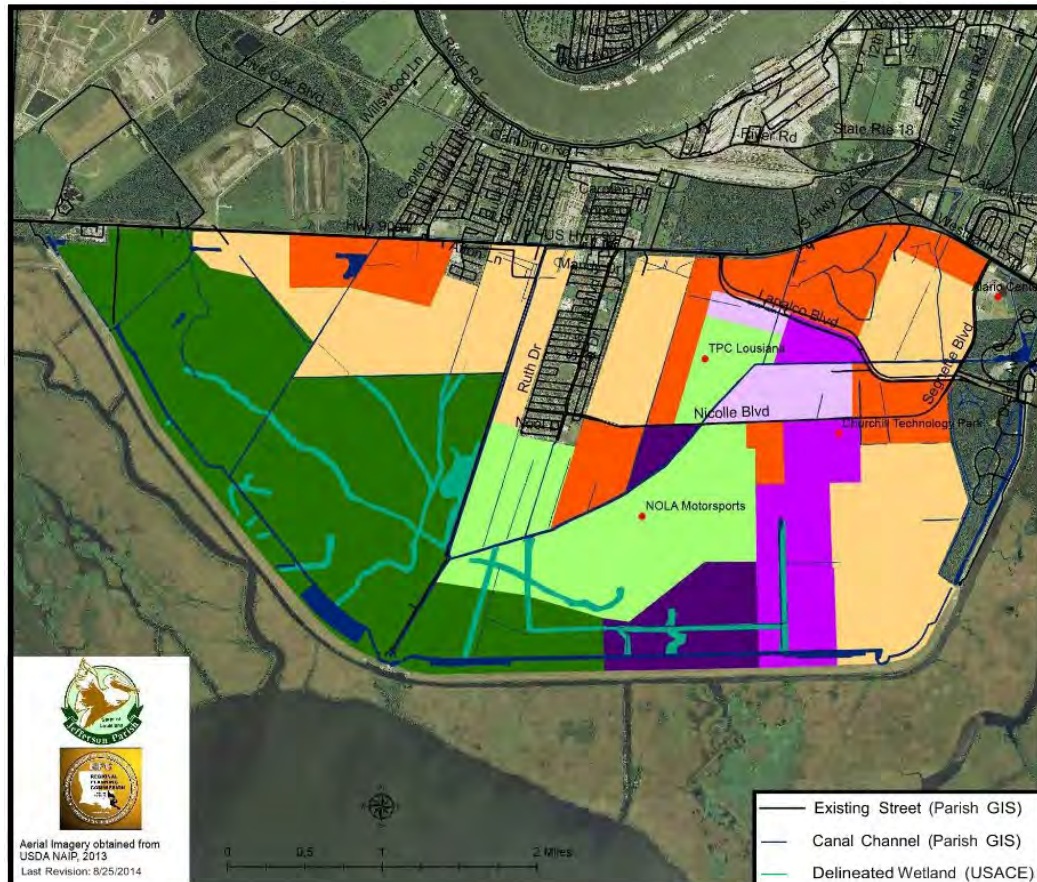
- The purpose of this meeting is to present and receive feedback from the public on two proposed development scenarios for the Fairfield Area, as well as potential transportation network and utility improvements that could be necessary for the Development of the Fairfield Area.
- This presentation will discuss information that has been presented to Council District 3, various Jefferson Parish Departments, and some local stakeholders, as well as information about the proposed scenarios being displayed today.
- We ask the public to provide their opinions on the information presented today, as well as any problems they experience in the area that could be improved by the concepts being presented.

# Proposed Development Scenarios for Updated Fairfield Strategic Plan

---



# Proposed Development Scenario from the Original Fairfield Strategic Plan (2015)



The development scenario from the original Fairfield Strategic Plan promoted compatible mixed land use activity and incorporated Smart Growth principles that would allow for a diverse range of housing choices and a balance of jobs/housing in relatively close proximity.

- With the exception of the Churchill Business Park and the John Alario Jr. Sports Complex, the development of property in the Fairfield area has been minimal since 2015
- As part of the Update, the Consultant Team has determined which development patterns from 2015 were still applicable to the current landscape of the Fairfield Area.
- The Industrial Park pattern was removed from the new proposed development scenarios, and a new Commercial Use pattern was added.



# A Visual of the Fairfield Area by Land Use and Development Pattern

**What could the Fairfield area look like when development of land uses reaches its full potential in conjunction with the following major existing land uses?**

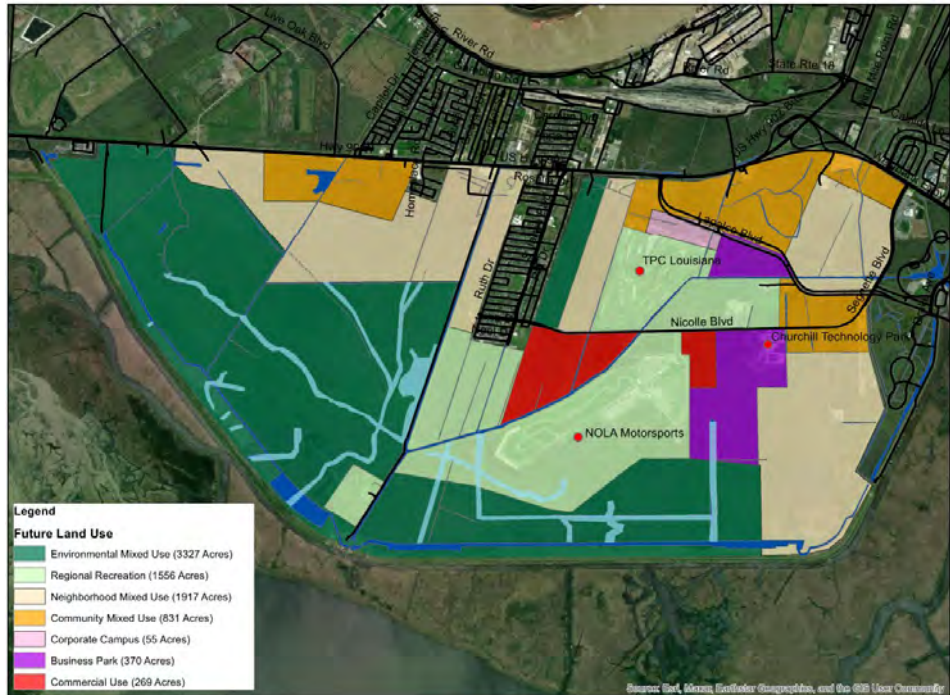
- South Avondale Homes and Steeplechase at Homeplace Phase II
- NOLA Motorsports Park
- Churchill Technology and Business Park that includes the headquarters and conference center facilities for Jefferson Parish Economic Development Commission (JEDCO), Patrick F. Taylor Science and Technology Regional Academy, and Delgado Community College - River City Site and Advanced Manufacturing Center
- Tournament Players Club (TPC) Louisiana
- Kelly Field

The following graphics provide visual depictions of land use types per current zoning and the development patterns of Business Park, Commercial, Corporate Campus, Community Mixed Use, Environmental Mixed Use, Neighborhood Mixed Use, and Regional Recreation.

# A Visual of the Fairfield Area by Land Use and Development Patterns



- **Community Mixed Use:** Perkins Rowe (Baton Rouge, LA); Old Metairie Shopping Center (Metairie, LA); The Chester Balmore Development (Camden, London, UK)
- **Commercial:** Rouses Market (Marrero, LA)
- **Environmental Mixed Use:** Conservation Subdivision (Chester County)

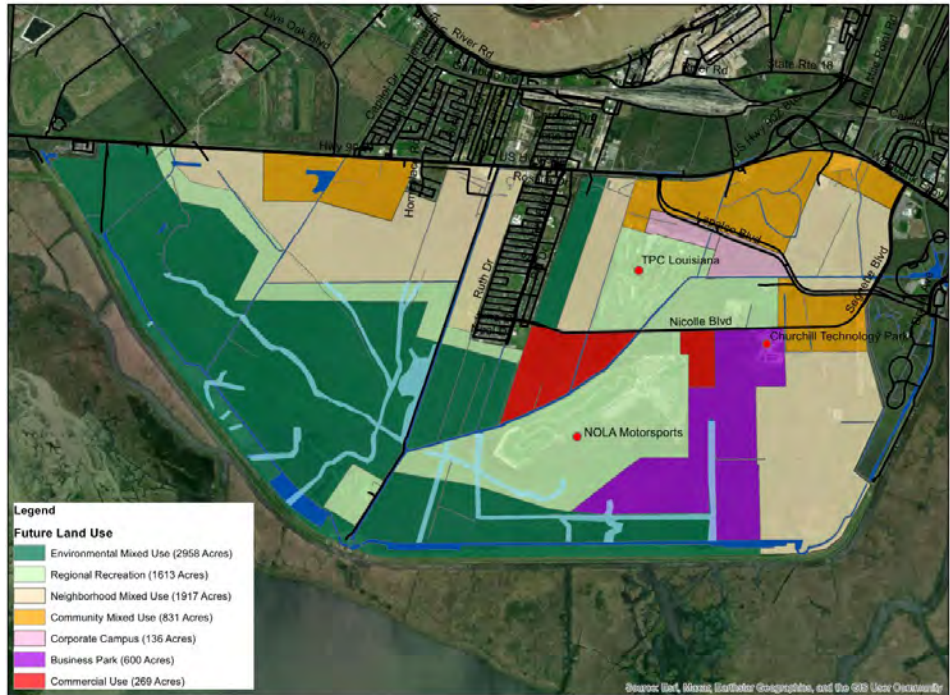




# A Visual of the Fairfield Area by Land Use and Development Patterns

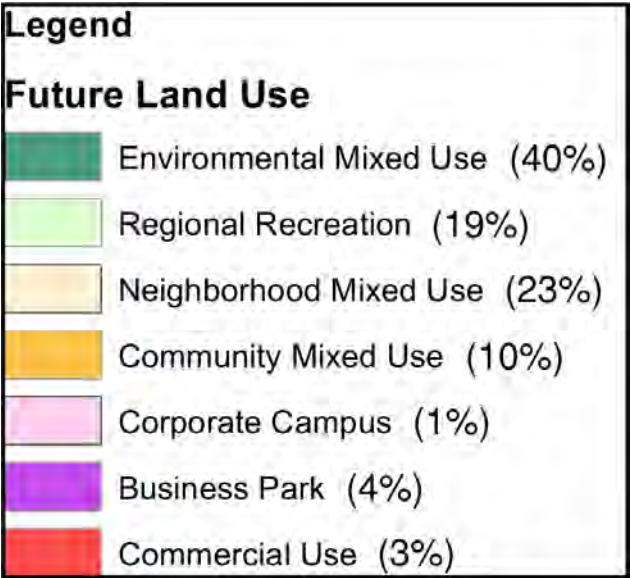
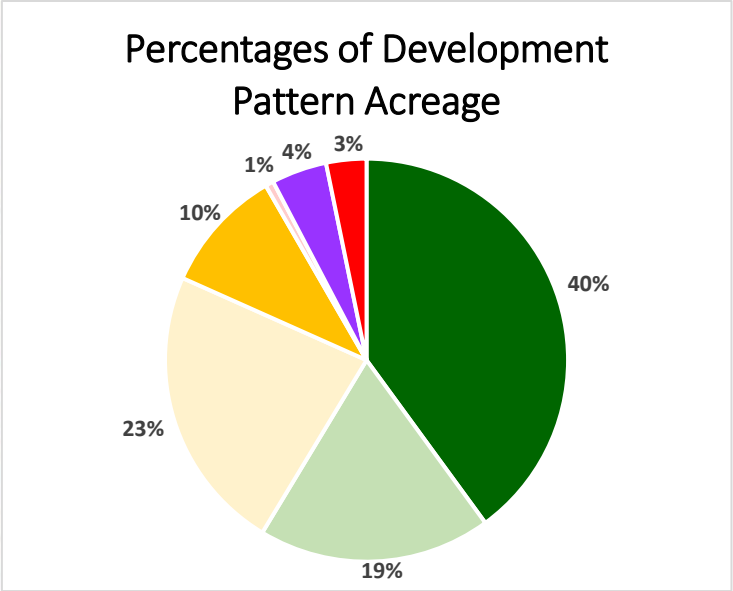
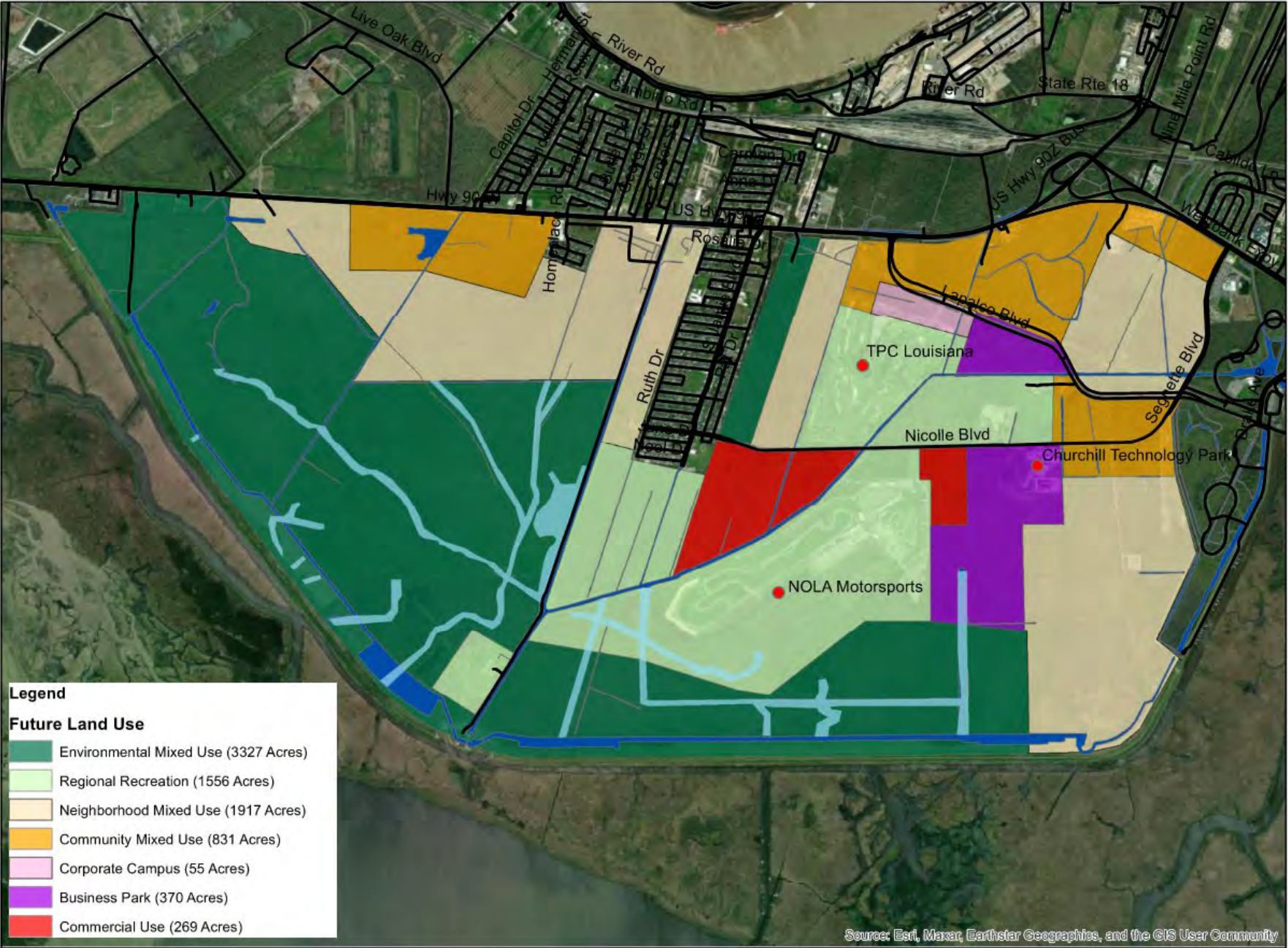


- **Neighborhood Mixed Use:** NOLA Soul and residential uses; Baldwin and Company site (New Orleans, LA)
- **Business Park:** James Business Park (St. Rose, LA)
- **Corporate Campus:** Wells Fargo Corporate Campus (Des Moines, Iowa)
- **Regional Recreation:** Alario Sports Complex site (Fairfield area)



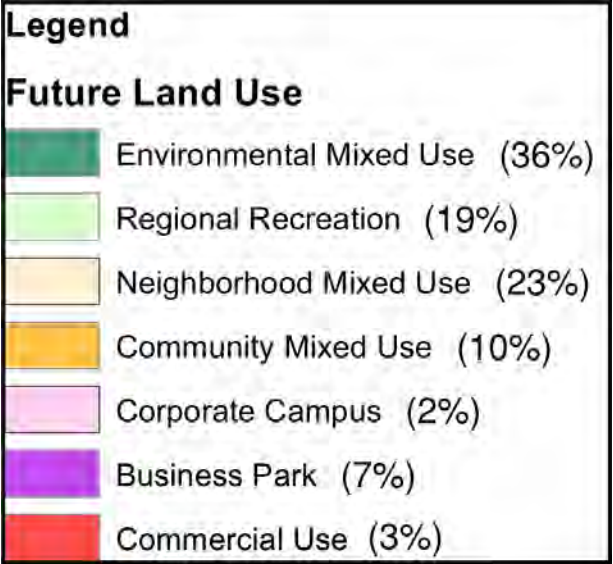
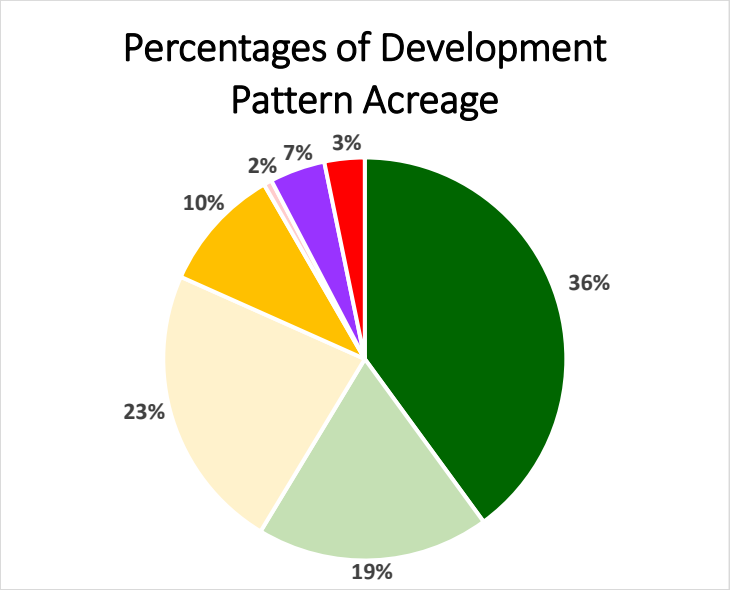
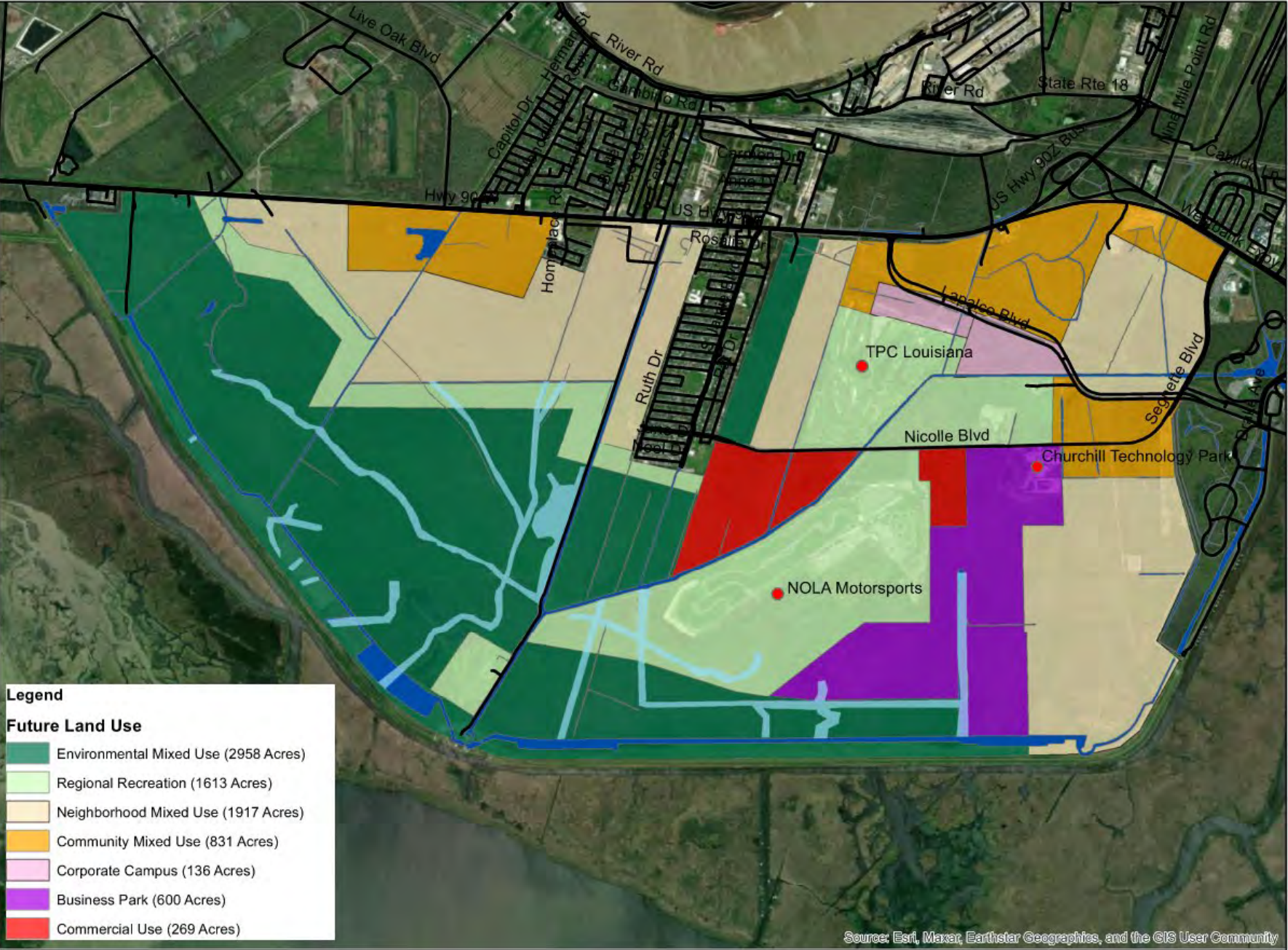


# Updates to the Fairfield Strategic Plan - Proposed Development Scenario Option 1 (2023)





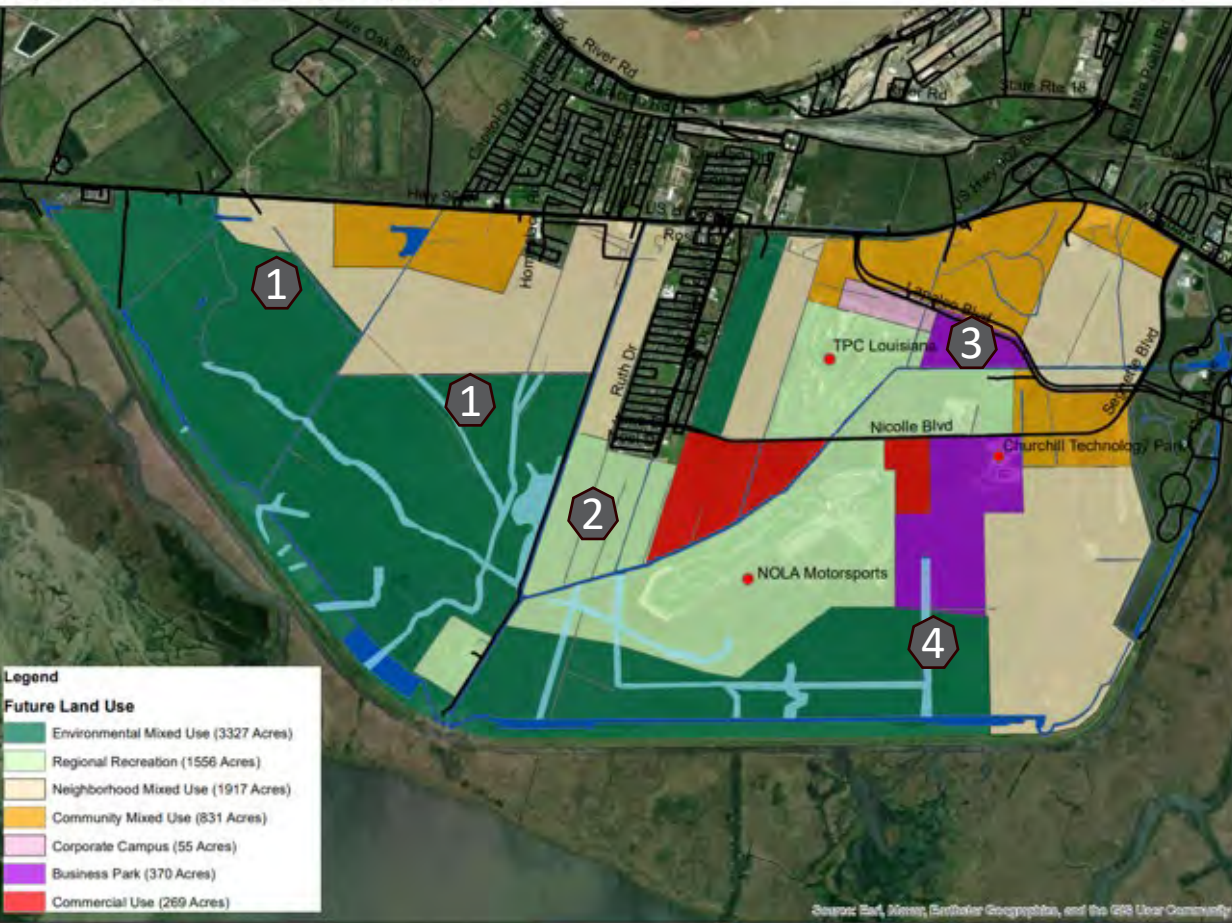
# Updates to the Fairfield Strategic Plan - Proposed Development Scenario Option 2 (2023)





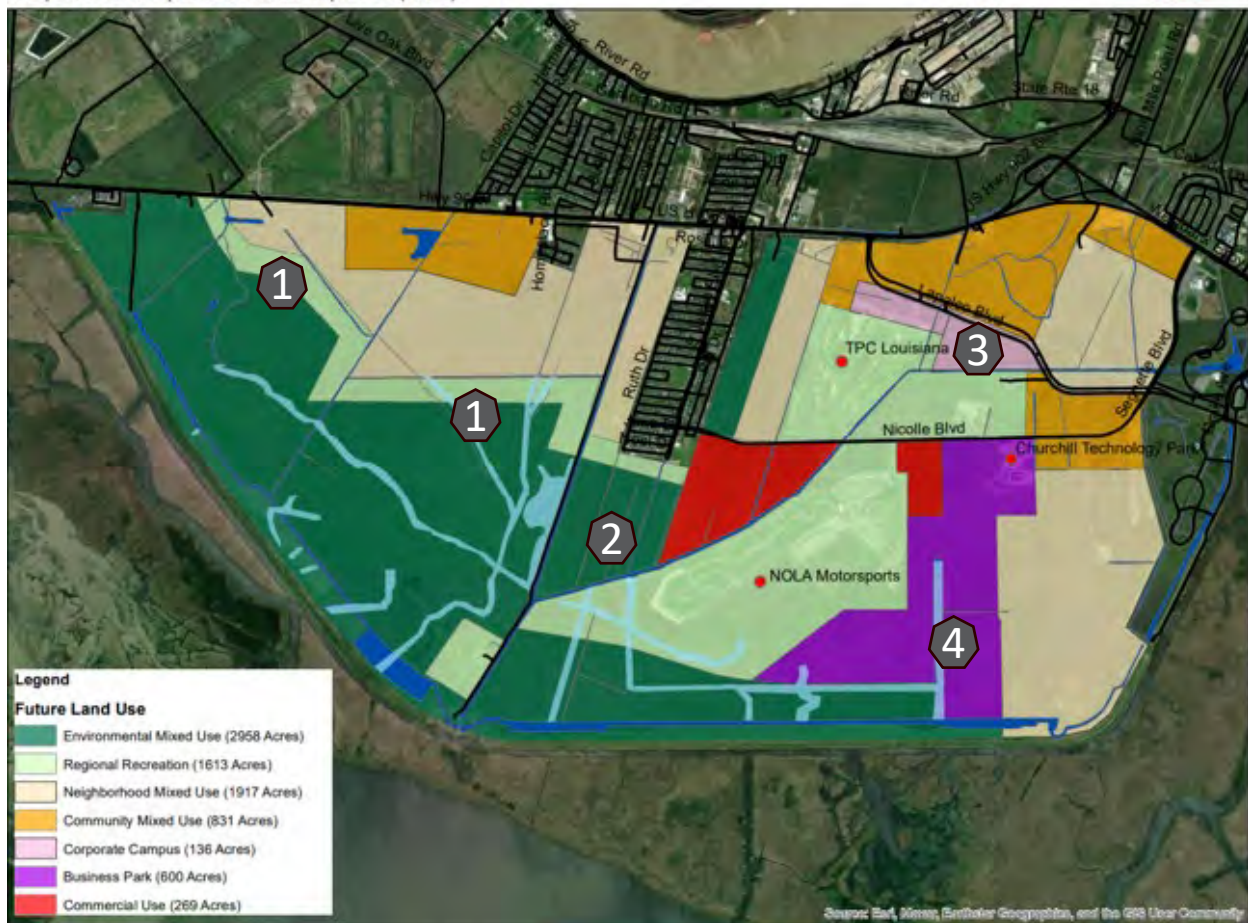
Proposed Development Scenario Option 1 (2023)

DRAFT



Proposed Development Scenario Option 2 (2023)

DRAFT



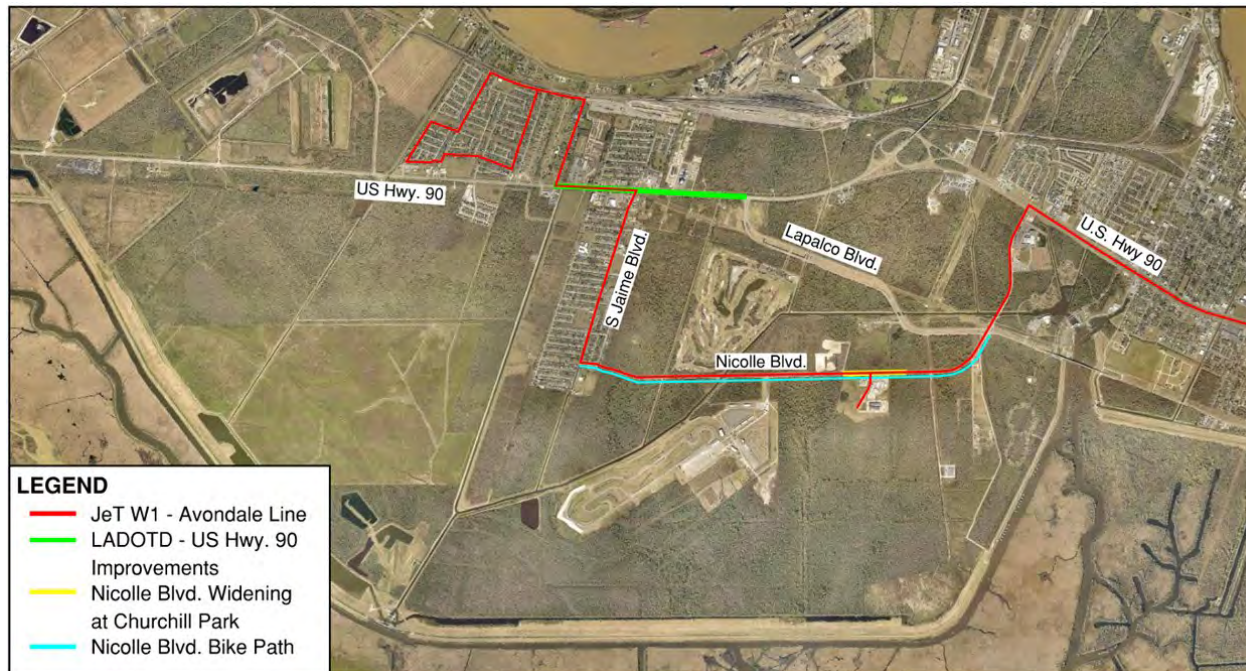
### Significant Differences between Development Scenario Options 1 and 2

- 1 Option 1 includes an EMU pattern abutting the NMU pattern while Option 2 includes a RR pattern abutting the NMU pattern.
- 2 Option 1 includes a RR pattern immediately south of the Avondale Homes Subdivision while Option 2 includes RR and EMU patterns south of the Avondale Homes Subdivision.
- 3 Option 1 includes a BP pattern while Option 2 includes an extension of a CC pattern.
- 4 Option 1 extends the EMU pattern while Option 2 extends the BP pattern.



# Transportation Needs & Goals For the Fairfield Area

The transportation system in the Fairfield Area should be consistent with current comprehensive and strategic plans, enhance mobility for all users and modes of transportation, and support the growth of high-quality neighborhoods and business areas.

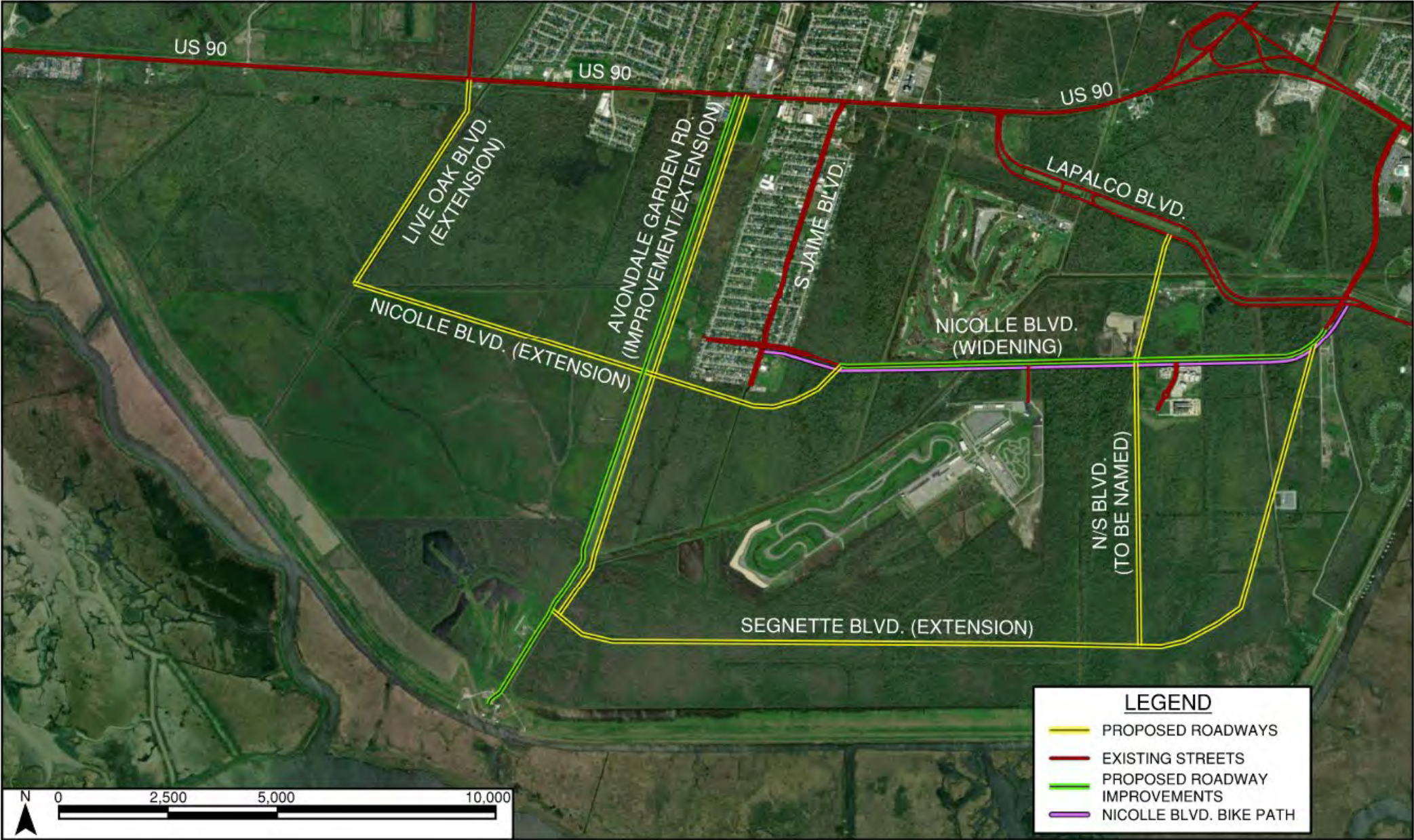


## Transportation Improvements in the Fairfield Area Since 2015

- U.S. Highway 90 – Addition of left turn lanes and raised medians between Avondale Garden Rd. and just east of Jaime Blvd.
- Nicolle Blvd. – Road widened near Churchill Business Park to add a left turn lane heading west. New lighting installed along road.
- Transit – W1-Avondale route was modified to include S. Jaime Blvd. and Nicolle Blvd. providing public transit access to Churchill Business Park. LADOTD has discussed updates to bus stops along US. Hwy 90.
- Bicycle and Pedestrian – bike path currently in construction on south side of Nicolle Blvd. from Lapalco Blvd. to S Jaime Blvd.

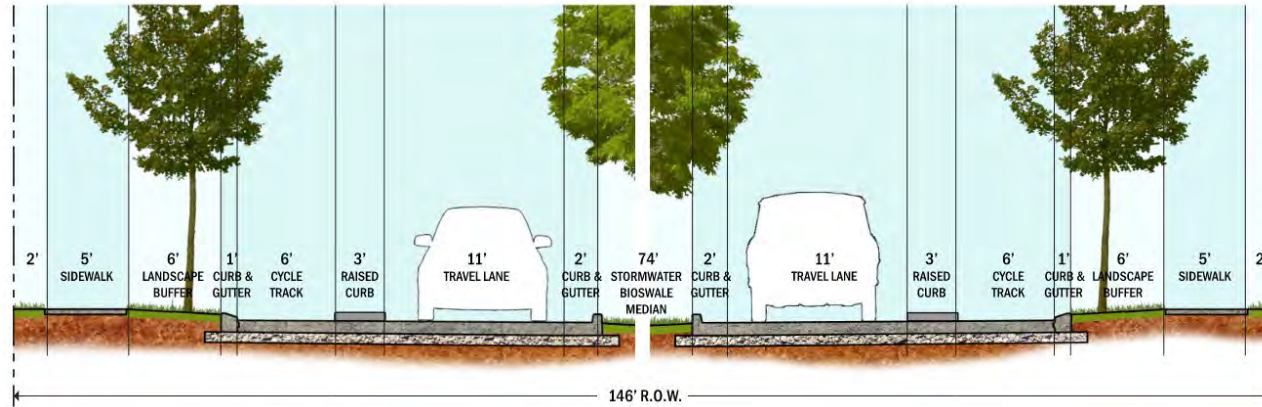


# Proposed Arterial Network

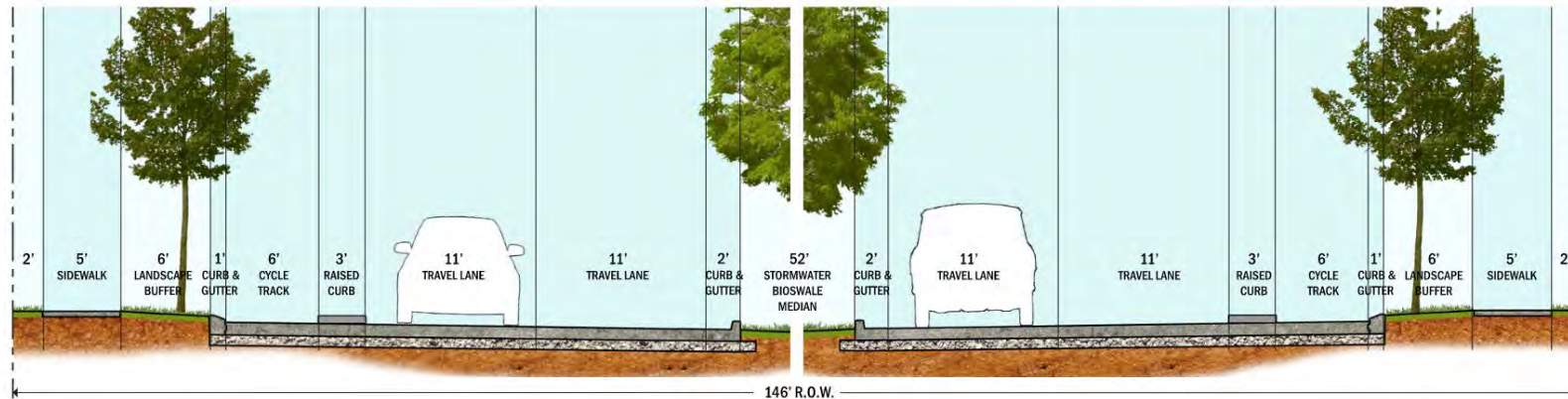




# Proposed Arterial Network



**Proposed Cross Section – Phase 1 of Construction**



**Proposed Cross Section – Phase 2 of Construction**

Proposed cross-sections are the same as the existing Fairfield Strategic Plan. The proposed design was still adequate for today's needs, and still complies with the transportation goals of the Updated Fairfield Strategic Plan.



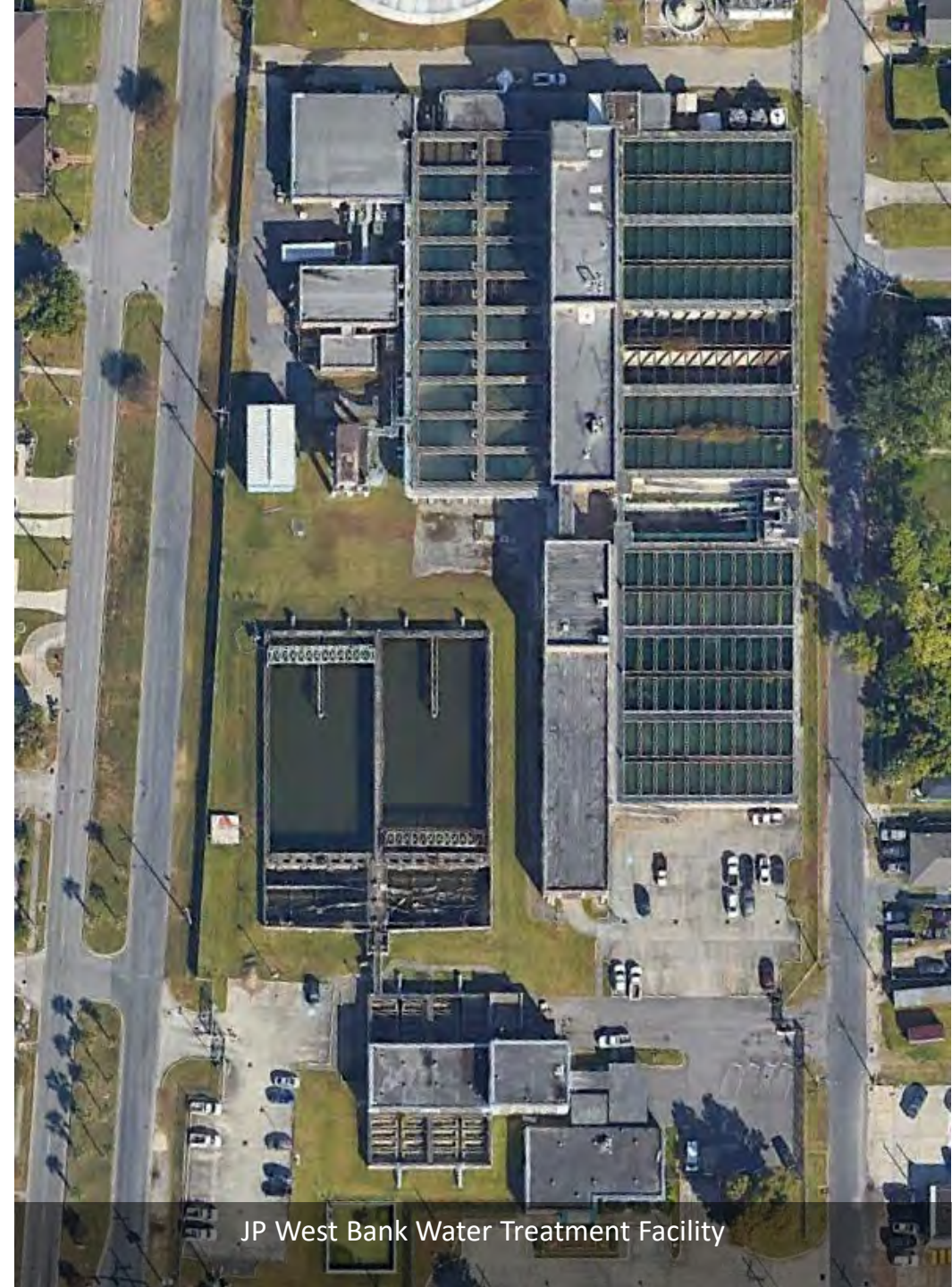
# Water and Wastewater Needs

The Water and Wastewater Systems Should:

- Efficiently provide clean and safe water to meet normal demands of the Fairfield Area and provide sufficient water to allow JPDFD to fight fires
- Efficiently collect and treat wastewater
- Support planned growth and economic development
- Address environmental and conservation goals and regulations

Water and Wastewater Assumptions:

- New or expanded water and wastewater treatment facilities will be needed for future development and would be the most significant capital planning decision.
- A new elevated water storage tank would likely need to be constructed for water pressure and firefighting purposes.



JP West Bank Water Treatment Facility

# Stormwater Management

## Opportunities and Goals

The preferred scenario should be designed to accomplish the following stormwater management goals:

- Establish a green infrastructure conceptual design and implementation system
- Design system to mitigate 10-year storm
- Improve water quality and reduce localized flooding
- Reduce long-term infrastructure and maintenance costs
- Create desirable spaces for recreation, nature, and public use

By using green stormwater management techniques, Jefferson Parish can:

- Minimize the amount of stormwater added to the Jefferson Parish drainage system during rain events. The drainage system relies on pumping water out of the levee system into Lake Cataouatche. Green infrastructure would increase storage on site, then slowly release the stored rainwater into the existing drainage canals for removal after the rain event
- Create a regionally unique and progressive sense of place for the Fairfield area
- Coordinate green infrastructure installation with planning and construction to save time and resources
- Connect differing land uses and development patterns with green infrastructure



# Example of Stormwater Management for the Community Mixed-Use Development Pattern



## Typical Uses:

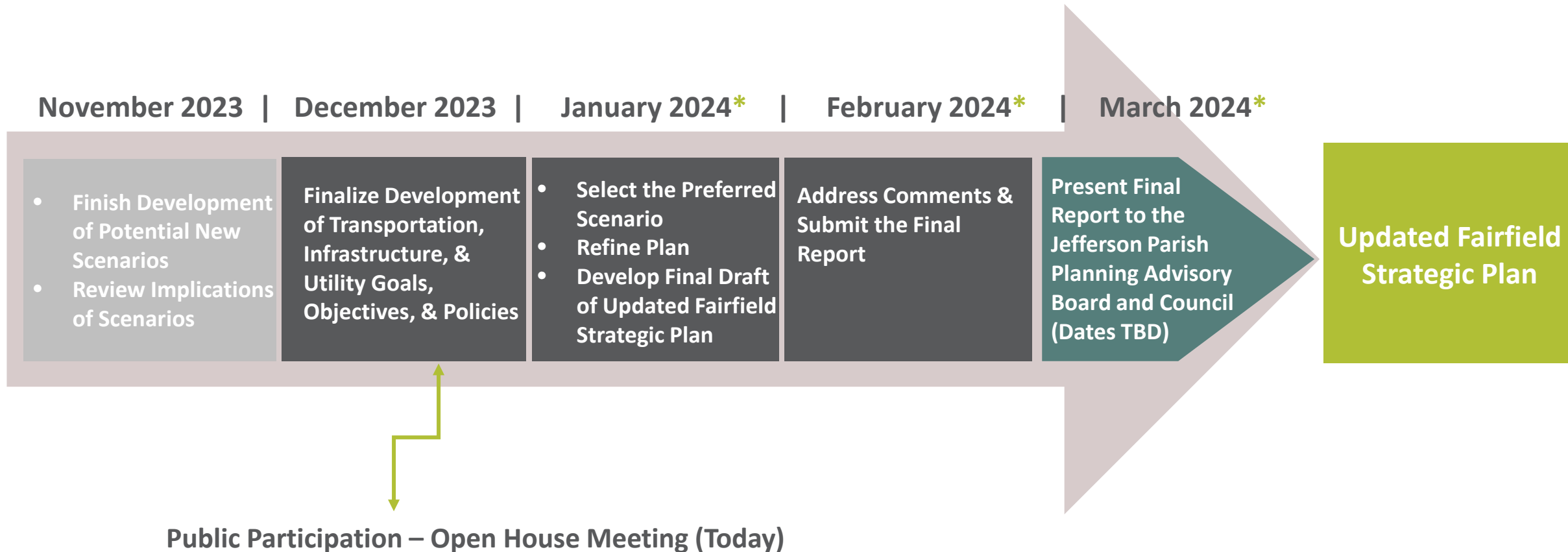
- Attached residential
- Mixed-Use structures
- Retail
- Restaurants
- Office
- Civic Uses

## Legend:

- Roadside bioswale
- Parking bioswale
- Retention/detention pond
- Bioretention cell
- Multi-use trail
- Recreational greenway



# Final Steps for the Update of the Fairfield Strategic Plan



# General Public Discussion



Questions about anything you have seen thus far?



Public opinion and information is very important to this project. Visit the various stations to get a closer look at the alternatives. Ask questions or bring up concerns/suggestions to the design team.



If you have additional information that you believe would be helpful in our analysis, let us know!



Additional input can be sent via email to the project engineer.



# Project Team Leads and Contact Information



**ALENA GESSER**  
Planner  
Jefferson Parish Planning Department  
1221 Elmwood Park Blvd., Suite 601  
Jefferson, LA 70123  
e. AGesser@jeffparish.net  
o. 504.736.6320



**MICHAEL FLYNN, P.E.**  
Project Engineer  
Digital Engineering  
527 W Esplanade Ave., Suite 200  
Kenner, LA 70065  
e. mflynn@deii.net  
o. 504.468.6129



**MSF GLOBAL**

**DON LAPEYROLERIE**  
Senior Community Analyst  
MSF Global Solutions  
1712 Oretha Castle Haley, Suite 302  
New Orleans, LA 70113  
e. don@msfglobal.net  
o. 504.872.0641



**TOMMY MARTIN, P.E.**  
President  
Stuart Consulting Group  
1018 Central Ave., Suite 200  
Metairie, LA 70001  
e. tommy@stuartconsultinggroup.com  
o. 504.888.5733