



PAUL MAILLARD ROAD (LA 52) CORRIDOR REVITALIZATION PLAN

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PREPARED FOR:

ST. CHARLES PARISH



St. Charles Parish, LA

LA 52 Corridor Revitalization Plan

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Common Abbreviations which might appear in this document

ADT	Average Daily Traffic
ANO	Archdiocese of New Orleans
BNSF/BNSFRR	Burlington Northern Santa Fe Railroad
CDBG	Community Development Block Grant
CNI	Community Neighborhoods Initiative
EPA	Environmental Protection Agency
FHWA	Federal Highway Administration, US Department of Transportation
FLUM	Future Land Use Map
FTA	Federal Transit Administration, US Department of Transportation
GIS	Geographic Information System
HUD	US Department of Housing and Urban Development
LA 18	River Road
LA 52	Paul Maillard Road
LADOTD/LDOTD	Louisiana Department of Transportation
MPO	Metropolitan Planning Organization

NEPA	National Environmental Policy Act
OCRT	Louisiana Office of Culture, Recreation and Tourism
OER	Office of Economic Resilience, HUD
PMOZ	Paul Maillard Overlay Zoning
PZD	St Charles Parish Planning and Zoning Department
RPC	New Orleans Regional Planning Commission
RPTA	River Parishes Transit Authority
SCP	St Charles Parish
SCPDC	South Central Planning & Development Commission
SWOT	Strengths, Weakness, Opportunities and Threats
UP/UPRR	Union Pacific Railroad
USDA	US Department of Agriculture, Rural Development

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Introduction

Project Overview

Paul Maillard Road (LA 52) is a 2.7 mile corridor connecting River Road (LA 18) and US Highway 90. Within this single corridor, one can find a cross section of the various land uses which help define the history of St. Charles Parish. Starting at River Road, the squares and blocks which formed Luling harken to the parish's settlement pattern of small towns and trading posts oriented to key points along the Mississippi River. Traveling south, the land form is more suburban in nature, with a combination of commercial and residential patterns similar to other bedroom communities serving our regional population. At its most southern end, the land uses are more agricultural, with open fields, clusters of cottages along narrow lanes, small churches and cemeteries part of the dominant landscape.

However, these land uses and activities are overwhelmed by the elements of human settlement which disrupt this idyllic setting. Blighted and run down housing, abandoned commercial areas, disinvestment, litter and crime are all evident in this area. Job access appears limited by a combination of limited education and transportation opportunities. Residents, business leaders, local officials and parish staff are frustrated by the area's ills.

Dedicated community stakeholders partnered with the parish's Department of Planning and Zoning and undertook an 18 month planning process to develop a corridor-based redevelopment strategy for a better Paul Maillard. The components of this strategy include transportation, land use and housing, economic development, and infra-structure. During the course of the planning process, the community provided their ideas for the future through a combination



Cars crossing UP Railroad, Paul Maillard Road

of community workshop meetings and general surveys combined with face-to-face interviews.

Study Area Definition

The study area extends along LA 52 bounded generally by the Mississippi River, the Burlington-Northern Santa Fe Railroad, Monsanto's Luling facility and a parish drainage/utility corridor (See *Figure 1*). In 2013, a land use and structure occupancy review confirmed that the area contains approximately 542 acres, of which 65% is developed, based upon a review of land use and structure occupancy completed in 2013. The remaining 35% consists primarily of open spaces which are wooded, covered with dense brush and/or grass, or used in agriculture. The largest areas of undeveloped land can be found east of the corridor within the Monsanto site buffer zone and adjacent properties owned by the Archdiocese of New Orleans.



Pedestrian walking south along Paul Maillard Rd

Using available data from the US Census Bureau, a series of general characteristics about the population along the corridor has been prepared. These data sources indicate, generally, that the population is more likely to be minority, with lower levels of education, lower income, and within larger households comprised of families with very young children or elderly couples/singles, which differs from the general characteristics of the parish as a whole¹:

- 2,522 residents;
- 71% identified their race as black, 5% indicated Hispanic ethnicity;
- 29% were under the age of 20;

¹ Census data includes the geography Census Block Groups 628.1, 628.2 and 629.2, with data obtained from the US Census Bureau 2010 Decennial Census, Summary File 1, via ESRI Business Analysis (as provided by gcr Incorporated). St. Charles Parish administered a random survey of households in the area of study using questions which came in part from the American Community Survey (ACS) to address gaps in data due to the geography size and location. This survey was administered to 215 households across the area during March, April and June 2014. Visual survey completed by St. Charles Parish using HUD's visual inspection tool for public housing. Condition based upon assessment of exterior conditions at time of review, combined with review of utility connections.

- 14% were age of 65 and older;
- 28% had a household income of less than \$24,999;
- 23% are renters;
- 21.41% reported having no high school diploma or less than a 9th grade education;
- According to the Center for Neighborhood Technology's *Housing + Transportation Index*, 100% of all households in the study area spend more than 45% of their income on housing and transportation costs;²
- Although centrally located near many of the parish's industrial employers, the number of households reporting unemployment within a recent project area survey was approximately 30%;³
- A visual survey of housing units found 26% of these in poor or dilapidated condition, with the majority of these located within the central portion of the project area.⁴

Project Vision

Community conversations, combined with the results of the stakeholder interviews and the project's Executive Committee crafted a project vision which calls to mind the strengths and opportunities of the area. It suggests a future which, over time, works to restore Paul Maillard to a place of prominence. (See *Figure 1*)

Primary Audience

The primary audience for this report is St. Charles Parish and project partners who will use it as a guide to facilitating incremental changes in the area. The document presents implementation strategies which are supported by analyses detailed in the appendix.

² Center for Neighborhood Technology, www.cnt.org.

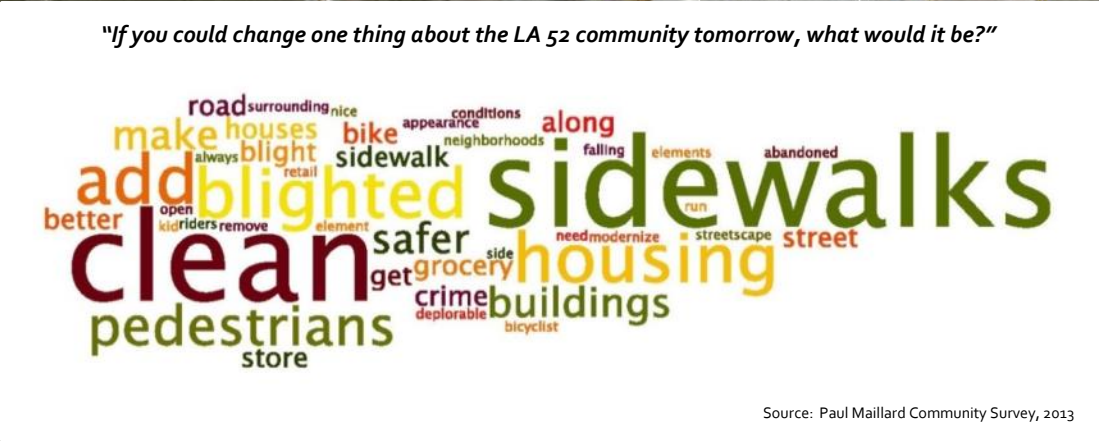
³ As found during the project area specific Housing + Transportation Survey, administered through St. Charles Parish, 2014.

⁴ Please see housing section for more information on this survey.

Figure 1: Study Area



Project Vision:
Our vision for the Paul Maillard (LA 52) Corridor is a safe and attractive place to live, work, and play with sustainable economic growth while keeping a vital sense of community and tradition!



Why Sustainability?

By utilizing the HUD Challenge Grant to fund this initiative, the project has adopted as a foundational element, the six livability principles identified as key for achieving a successful and sustainable community.⁵ These support the overall project vision to which the community aspires.

In discussing these principles with the community, executive committee, stakeholders and partners, all saw their benefit. However, not readily apparent was how they relate to the task at hand: working with the community to voice and address their concerns within a *realistic and measurable* plan which directs positive, immediate action. The following table connects these principles to common themes gleaned from the community with direction for the structure of plan recommendations.



Land use charrette, LA 52 Corridor Revitalization Plan Executive Committee

⁵ www.sustainablecommunities.gov.



Livability Principles

Provide more transportation choices

Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.

Promote equitable, affordable housing

Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.

Enhance economic competitiveness

Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.

Support existing communities

Target federal funding toward existing communities – through strategies like transit oriented, mixed-used development and land recycling, to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.

Coordinate and leverage federal policies and investments

Align federal policies and funding to remove barriers to collaboration, leverage funding and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

Value communities and neighborhoods

Enhance the unique character of all communities by investing in healthy, safe and walkable neighborhoods – rural, urban or suburban.

Table 1: Connecting Livability Principles to Community Themes and the Revitalization Plan

Livability Principle	Community Themes	How this will be addressed in the LA 52 Corridor Revitalization Plan?
Provide more transportation choices	<ul style="list-style-type: none"> Existing sidewalks and bicycle facilities in area are poor or non-existent; Pedestrian and cycling patterns within project area are strong; Improvements to pedestrian safety represent an opportunity; Improving connections allows area residents to reach jobs and basic services 	<p>Define transportation system improvements using the “complete streets” approach</p> <p>Provide a vision for enhanced neighborhood to neighborhood travel by applying street connectivity principles</p>
Promote equitable, affordable housing	<ul style="list-style-type: none"> Available housing contains concentrations of underinvestment; Overwhelming presence of blight give impression of disinterest and disinvestment; There is a need for diversity of housing opportunities in project area (and parish); Community feels that threats to the area’s livability include property owners without funding to improve or maintain properties, design challenges presented by lot layouts and stigma associated with obsolete, vacant, blighted and abandoned structures. 	<p>Provide analysis of housing needs and market demands</p> <p>Establish targeted areas for encouraging new construction and rehabilitation</p> <p>Identify options which provide housing choices closer to employment and shopping</p> <p>Encourage housing opportunities for residents that allow them to remain in the area as their needs transition across a lifetime</p>
Enhance economic competitiveness	<ul style="list-style-type: none"> Paul Maillard Road is centrally located near the regional employment opportunities, but households suffer from higher than average unemployment; A combination of small town feel, history of family-owned businesses and the St Charles Parish Hospital are seen as strengths for the area’s economic future; Lack of thriving small business climate is seen as a threat; Opportunities exist to bring in new jobs and investment; Creating a draw to attract Parish residents to shop and spend money creates future success in the area; More jobs, more skills training can help to reduce poverty and unemployment 	<p>Provide analysis of market conditions including identification of most promising business and economic development activities</p> <p>Specify catalytic development sites which offer opportunities to become centers for employment, and commerce</p>

Table 1: Connecting Livability Principles to Community Themes and the Revitalization Plan *(continued)*

Livability Principle	Community Themes	How this will be addressed in the LA 52 Corridor Revitalization Plan?
Support existing communities	<ul style="list-style-type: none"> • Unattractive physical aesthetics are a weakness – the area looks run down and unwelcoming; • Capitalize on any and all existing assets to create memorable and functional places in the area; • Maintaining links to rural or agricultural past remain important; • Encouraging repair or rehabilitation of older houses with resources from HUD in project area seen as an opportunity; • Key stakeholder groups and partners commit to pool resources to develop a plan and identify key implementation elements/strategies. 	<p>Propose ways to encourage a mixed-use development of scale and density appropriate for the area</p> <p>Present options for future public works improvements in area</p> <p>Maintain open spaces as part the future land use plan</p>
Coordinate and leverage federal policies and investments	<ul style="list-style-type: none"> • Overwhelming majority of community participants see Paul Maillard has the potential to be a better place and there are many changes to be made; • Local, Regional and State partners offer their assistance to provide a coordinated approach to addressing community needs and priorities. 	<p>Establish a coordinated plan to direct federal funds (i.e.: housing, highways, infrastructure) administered by regional, state and parish governments to the study area</p>
Value communities and neighborhoods	<ul style="list-style-type: none"> • The disconnect in transportation systems is seen as both a weakness and threat to the area; • There is high value assigned to providing ways for residents and workers to walk and cycle as well as drive within the area; • Building these systems requires an understanding of the community fabric which includes village, transition and rural; • Blend transportation with land use to make safe and inviting places. 	<p>Adopt corridor subareas to describe distinct development patterns</p> <p>Connect land use and transportation recommendations such that both are consistent with one another and the vision expressed for each by the community</p>

Opportunities & Challenges

Working with key phrases, words or ideas from stakeholder interviews, the Executive Committee and community worked through a collaborative SWOT exercise to identify the area's opportunities and challenges. Statements consisting of actions, ideas, and needs were discussed, evaluated and assigned into one of four defined categories:

- **Strength:** a generally positive element or attribute of the area;
- **Weakness:** a generally negative element or attribute of the area;
- **Opportunity:** external measures or factors which can be used to the area's advantage;
- **Threat:** outside activities or events which could undermine the plan.

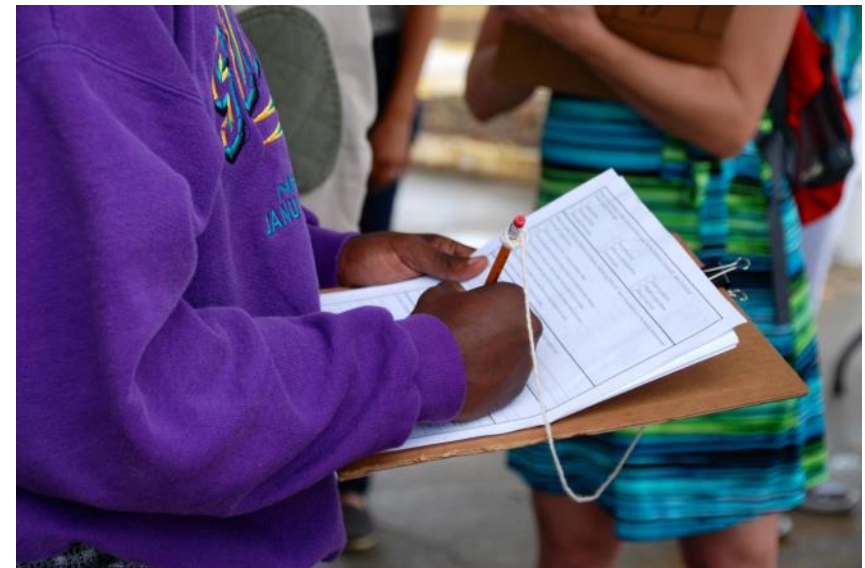
Community review of SWOT took place during the project's initial outreach meeting on June 29, 2013 and within two individual outreach meetings conducted on July 30, 2013. The results developed, refined and presented in Figure 2 establish the context for the types of actions which the community would like to see incorporated into this plan and its recommendations.

Character Areas

Following development of the SWOT, the Executive Committee suggested three character areas within the study area as a means to organize general discussion on land use types, transportation improvements and community needs. This geography (*defined in Table 2 and on Figure 3*) became an important device used to discuss and reflect upon the results of the SWOT as well as to poll community opinions regarding opportunities and needs for the study area.



Community chalkboard near River Rd, 6/20/2013



Community survey for SWOT analysis, 6/29/13

Figure 2: Strengths, Weaknesses, Opportunities & Threats



Strengths

(Positive Items /Attributes)

- A small town feel
- Wonderful neighbors
- Rich history
- Homes with history and character
- History of having strong family owned businesses
- Proximity to the Mississippi River
- Existing mixed uses in area *(commercial/residential)*
- Great starter homes in area
- Existing landmarks and key historic buildings
- St. Charles Parish Hospital
- Monsanto Park
- The Luling parade
- Will of community to see changes through



Weaknesses

(Generally Negative Items)

- Unattractive physical aesthetics - the area looks run-down & unwelcoming
- Lack of place *(no trees, sidewalks, community center, directional signs, etc.)*
- Lack of things to do in the area *(limited recreational activities, no movies, shops, few restaurants, little for children and youth to do)*
- Lack of sidewalks, bike facilities, lanes, crosswalks
- Lack of existing and thriving small business climate
- Crime/Criminal Activity
- Outdated, low quality buildings
- Regulations (zoning/codes)
- Blighted, aging, unkept properties



Opportunities

(External measures or factor which can be captured or used to your advantage)

- Introduce a fair or festival to bring people to the community
- Reconnect with the Mississippi River and Old Luling Landing
- Incentives to develop vibrant local business base
- Incentives to encourage upgrades to housing stock
- Develop places for all to gather, mix and recreate
- Stong, engaged community partners *(agencies, parish, business, residents)*
- Innovative approaches to creating corridor-based employment opportunities
- Increasing property values



Threats

(Outside activities or actions which could undermine the plan)

- Fear of no local commitment to implement
- Community mistrust of government agencies
- Lack of funding/financing
- Increased crime
- Hurricanes, flooding, coastal erosion
- Escalation in flood insurance premiums
- Loss of jobs/employers
- Problems may be too great
- People leaving
- Escalating costs of development
- Limited local authority over Paul Maillard Road
- Loss of historic character
- Extension of I-49

Community Engagement

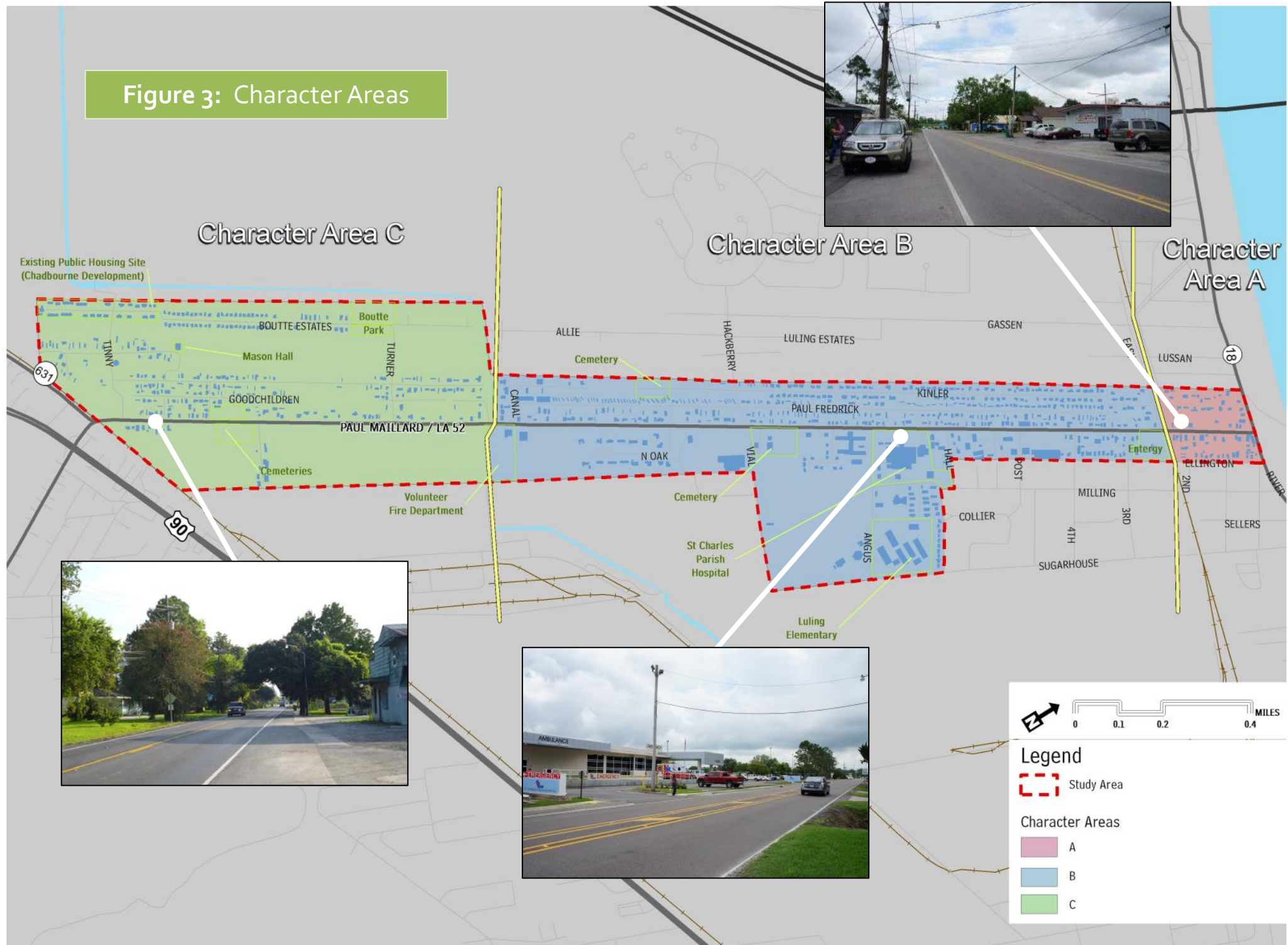
Community engagement was an integral process of the *LA 52 Corridor Revitalization Plan*. By reaching out to the community over the entire length of the project area, residents had the opportunity to identify the range of challenges and opportunities facing the area. The process of reaching out to the community included the following main steps and activities:

- Formation of a project Executive Committee - A 15 seat steering committee represented small business, major industry, public institutions and agencies, and residents from each side of the social-economic divide; many committee members served multiple interests, and meetings were always open to parish council representatives.
- Community Stakeholder Interviews – Over 130 stakeholders with diverse interests, needs, incomes, and educational levels were interviewed at the start and end of the project relative to their views of the corridor and support for changes in land use and transportation suggested by the recommendations of the plan.
- Community Outreach Specialists - Although no neighborhood organizations are active in the area, over 25 government agencies, service providers, and churches serve the area. The Center for Planning Excellence assisted the parish with activities that employed technologies the community was comfortable with. Later in the process, three community outreach specialists expanded outreach opportunities through a combination of survey and community conversations held to promote the corridor as a destination that is “open for business.”
- Planning Education - The planning process provided numerous opportunities for regular education. Both committee and public meetings featured engaging presentations on a specific principle of sustainable development including:
 - Introduction to sustainability
 - Complete Streets and improving walkability
 - Land use visual preferences survey
 - Defining places and placemaking
 - Benefits of housing density
 - Linkage of land use and transportation to sustainability
- Field Trips and Exercises – Executive Committee members also participated in numerous activities to educate themselves about conditions in the area and other training opportunities including:
 - Walk-audit of the corridor
 - Field trip comparable corridors
 - Louisiana Smart Growth Summit
 - New Partners for Smart Growth Conference
 - Sustainable Communities Leadership Academies
 - Field trips to three local communities (Westwego, Gretna and Kenner) implementing revitalization plans highlighted best practices, challenges, obstacles and time commitment
 - Presentation by a comparable certified main street
- Better Block Demonstration – A pop-up of the proposed complete street section along Paul Maillard Road, co-hosted with the German Coast Farmer’s Market attracted over 600 to find out more about the project and offer their input into the plan.
- Community Activities - The broader community also participated in numerous activities including:
 - *Paul Maillard Stories* - Over 45 people shared their historical remembrances of the area;
 - *Community Chalkboards* - Over 100 useful ideas were posted three enormous chalkboards erected along Paul Maillard Road.
 - *Community Meetings* - A series of three community meetings were held along the corridor advertised with door hangers, signs in businesses, direct mail postcards and flyers.
 - *Social media* – The parish managed a social media campaign for the project including parish website, Facebook, twitter, pages and word of mouth.

Table 2: Character Area Descriptions

Name	Observations	Defining Conditions
<p>Character Area A</p> <p><u>General Boundaries:</u> LA 52, Mississippi River to the Union Pacific Railroad</p> <p>+/- 22 Acres +/- 100 Residents <i>(Estimated)</i></p>	<p>The smallest character area, it is most likely to be developed as a traditional Main Street complete with bikeable and walkable areas, merchants and residents mixed together much like other vibrant corridors in the surrounding Metropolitan Area. This area was the focus of the parish’s Westbank until transportation investments and land use decisions pulled activity and population away from the area to the US 90 corridor.</p>	<ul style="list-style-type: none"> • Close proximity to Mississippi River • Walkable blocks • Remaining historic buildings • River batterside with regional bicycle path • Proximity to Westbank Regional Park and Monsanto Park
<p>Character Area B</p> <p><u>General Boundaries:</u> LA 52, Union Pacific Railroad to Canal Road</p> <p>+/- 219 Acres +/- 1,000 Residents <i>(Estimated)</i></p>	<p>The largest character area is the transition zone and location for a future town center. The St. Charles Parish Hospital would anchor the town center and community gathering/green spaces, residential units, commercial development; single family housing may be created here with higher density close to the main transportation node at Hackberry Street and Vial Street.</p>	<ul style="list-style-type: none"> • St. Charles Parish Hospital • Luling Elementary School • Existing corridor retail • Vacant land and structures • Concentration of poor and dilapidated housing units • Higher incidence of crime/criminal activity • Disconnected streets • Lack of pedestrian access points across LA 52
<p>Character Area C</p> <p><u>General Boundaries:</u> LA 52, Canal Road to the Burlington Northern Santa Fe Railroad</p> <p>+/- 301 Acres +/- 1,400 Residents <i>(Estimated)</i></p>	<p>Old growth trees and tracts of open and agricultural land along Paul Maillard Road in this character area along Paul Maillard Road provide a strong visual link to the area’s agrarian past. Although a large number of persons walk and cycle here, the area lacks a defined pedestrian or bicycle system. The area’s future includes improved transportation infrastructure, more housing options, and a commitment to assist in rehabilitation of underperforming housing stock and limited commercial development to address community needs.</p>	<ul style="list-style-type: none"> • Monsanto agricultural buffer • Vacant land • Mason Hall • Community identity • Cottages with historic attributes • Boutte Park • Tree cover/historic trees • Chadbourne Housing Development

Figure 3: Character Areas



0 0.1 0.2 0.4 MILES

Legend

- Study Area

Character Areas

- A
- B
- C



Paul Maillard Rd, looking north near Turner Ln

Existing Conditions

- 2.70 miles from LA 18 to US 90
- Two travel lanes, with intermittent sidewalks
- Open ditch drainage on each side
- +/- 50 feet right-of-way
- Posted at 25 and 35 MPH
- Rural major collector street
- No crosswalks
- Signals at LA 18 and US 90
- Two at-grade rail crossings;
- Average ADT = 9,600 vpd
- +/- 90 access points per mile, on average
- 46 trips per month (2012) by area residents via transit

Paul Maillard Transportation (PMT) Goals and Strategies

Goals

1. Develop an efficient transportation system
2. Provide a variety of safe transportation options
3. Build the transportation network envisioned by the community without displacing the area's character and feel
4. Enhance neighborhood connectivity
5. Provide a mix of transportation options for all

Strategies

- PMT#1. Reconstruct LA 52 corridor to include a "complete street" cross section
- PMT#2. Extend "complete streets" improvements beyond LA 52
- PMT#3. Improve accommodations for pedestrians and cyclists to cross LA52
- PMT#4. Negotiate, design and implement safety improvements at the BNSF and UP rail crossings
- PMT#5. Create a network of recreational trails to interconnect neighborhoods, community facilities and the LA 52 corridor
- PMT#6. Initiate a series of policy initiatives to support the "complete streets" approach
- PMT#7. Support efforts to expand River Parishes Transit Authority (RPTA) to address connections to jobs, training and community services

Please see Implementation Strategies starting on page 69 for next steps, key partners and estimated funding/cost information



Intersection of Paul Maillard Rd with River Rd (LA 18)



Executive Committee conducting walkability audit along Paul Maillard Rd

Transportation

Summary of Physical Conditions⁶

LA 52 is a state highway; truck traffic can use it for regular travel and deliveries. Observed heavy vehicle traffic during peak counting periods rarely exceeded the 9-12% of total vehicles passing through the area, with half of these being observed as school buses transporting students to and from are schools. Typical heavy vehicle patterns can range between 4-5% depending on land use and travel demand.

There are no traffic signals along the corridor except at the ends; traffic flows free north and south. Visually, few interruptions in sight lines tend to encourage motorists to travel at or slightly above posted speeds due to their perceived familiarity with the area. The only interruptions in traffic flow come with side-street or driveway movements or blockage of the street by train crossings.⁷ A state funded center turn lane constructed at Angus Drive appears to have accommodated demand associated with St. Charles Parish Hospital and traffic heading toward Luling Elementary School.

LA 52 is a dividing line for the transportation system. East of the corridor, local streets are mostly fully developed and connected within a standard grid of blocks, with the only interruption created by

⁶ Based upon a composite of data sources including traffic data collection on the corridor both daily and at-peak, visual inspection/observations made by the project team (10.2013-6/2014), data on incidents supplied through the Louisiana Department of Transportation and Regional Planning Commission, testimony about individual travel habits collected through the Executive Committee as well as with on-line and in-person surveys administered during community meeting and workshop periods, and the project area specific H+T survey. Please see Community Engagement section for more details on outreach program and sequence.

⁷ According to the Federal Railroad Administration, 18 trains per day cross LA 52 at Union Pacific crossing in Luling and 14 pass daily across LA 52 at the Burlington-Northern Santa Fe crossing in Boutte, www.fra.dot.gov (2013).



Paul Maillard Rd, looking south toward Post Dr

the UP railroad line. West of the corridor parallel streets rarely interconnect, requiring travel of up to a 1/2 mile between cross streets. Built areas remain disconnected from one another by a combination of structures, drainage features or lack of street connections. The result forces a greater number of vehicles traveling locally onto Paul Maillard Road, thus concentrating traffic on the corridor regardless of whether the motorist is passing through or traveling to visit their neighbor.

With its long street blocks, limited sidewalks, unmarked pedestrian crossings, the LA 52 area is not welcoming to pedestrians. This lack of facilities does not stop individuals from walking or cycling through the area. Based upon community survey, the major destinations along Paul Maillard include St. Charles Parish Hospital, Dollar General, US Post Office and Luling Discount Store.

Observations on the corridor reveal that pedestrians on LA 52 use existing sidewalks, or walk in the existing ditches or along front yards of properties to their reach destination. Informal walking trails connecting LA52 to interior neighborhoods west of the corridor along Paul Frederick Street and South Kinler Street have been identified at several locations. One of these locations, closest to Tinny Street, is so familiar it has become a community gathering spot. Walking at night is reported by community residents as hazardous at-best due to the combination of inadequate facilities with limited illumination from existing street lights.

The combination of open ditches with limited or no shoulders on LA 52 forces cyclists to travel in the shared lane with motorists. This is allowed under state law, but not advisable due the number of locations where ditch slope and inadequate pavement could be considered hazardous to some riders. To address the lack of facilities, some have also taken to riding on existing sidewalks or across private property. In the instances when cyclists encounter pedestrians in the same space, cyclists choose to leave the sidewalk, passing them either by riding on private property or in the street.

River Parishes Transit Authority (RPTA) provides on-demand door-to-door service to the general public. Scheduled hours of service are Monday through Saturday for trips scheduled between 5:30 a.m. and 7:30 p.m. RPTA supplied data shows transit use within the Paul Maillard area in May 2012 equates to 46 total trips monthly or 552 annually (includes pick-ups/drop offs), which is 2.9% of RPTA's total annual trips (552 of 19,000 trips within the RPTA service area).⁸

Although walking and cycling are seen along LA 52, Census data indicates that approximately 91.5% of households in the study

⁸ As per email correspondence from RPTA representative (Garrett Rose) to Corey Faucheu, May 12, 2012 regarding River Parishes Transit Authority ridership in the Paul Maillard area.



Pedestrian crossing Paul Maillard Rd at the US Post Office, Luling

Observed Mode Spilt (est): 91% Auto / 8% Walking, Cycling, Other / <1% Transit

area have access to at-least one automobile within their household.⁹ Peak hour data indicate that 88-91% of traffic passing through intersections were passenger cars and light-duty trucks.

Review of traffic accident/incident data in the study area for the past three years helped identify areas of higher frequency and occurrence. Data came from reports tabulated and maintained through police archives reported to LDOTD for 2008 through 2012.¹⁰ This information provides guidance in assessing areas for potential improvements within an accepted transportation planning context. Clusters of incidents appear more frequently in locations with a higher

⁹For Census Tracts 628/629, 2008-2012 American Community Survey, DP04, Selected Housing Characteristics, St. Charles Parish, www.census.gov.

¹⁰ Accident information for incidents reported to State Police, data source, Louisiana DOTD, 2012.



Pedestrians crossing Paul Maillard Rd, near Post Dr

volume of traffic, higher frequency of stopped or queued traffic and areas with a more intersecting cross streets or driveways.

Recommendations - Transportation

Community survey and commentary demonstrate strong support for improving the amenities along LA 52 to include sidewalks, streetscape and bike lanes as a means of improving existing mobility needs.¹¹ As noted in Table 1, defining corridor improvements using a Complete Streets approach (which generally means incorporating all modes of travel within the roadway cross section) is consistent with HUD's livability principles.

¹¹ Suggestions address specific community responses to the on-line version of the community opinion survey regarding Paul Maillard Road (LA 52) and improvements in the general area. Suggestions support observations made by the Paul Maillard Road Executive Committee as a result of their walkability audit of the Paul Maillard Road (LA 52) corridor in May 2013. Please see the Community Engagement section for information on process and sequence, and technical appendix for on-line survey and tabulated responses.

In addition, a Complete Streets approach is consistent with addressing items noted during the SWOT review of the area (See Figure 2). Improvements address noted weaknesses in existing systems. Secondly, benefits are accrued if said systems connect the area more fully with the Mississippi River, not only from the standpoint of its role as a landmark and asset worth embracing (a strength), but also providing connection to the greater regional network of recreational trails within the Mississippi River Trail (MRT) network at the former Luling ferry landing (an opportunity).

Figures 5 and 6 represent the build-out of an improved transportation system which supports the strategies identified:¹²

Paul Maillard Transportation Strategies

Reconstruct LA 52 corridor to include a Complete Streets cross section

Extend Complete Streets improvements beyond LA 52

Improve accommodations provided for pedestrians and cyclists to cross the LA 52 corridor

Negotiate, design and implement safety improvements at the BNSF and UP rail crossings

Create a network of recreational trails to interconnect neighborhoods, community facilities and the LA 52 corridor

Initiate a series of policy initiatives to support and sustain the Complete Streets approach

Support efforts to expand River Parishes Transit Authority (RPTA) to address connections to jobs, training and community services

¹² As concept development, copies of the proposal and streetscape concepts were shared with the general community during intense stakeholder interview process. Please see the Community Engagement section for information on process and sequence, which generally took place between April and June, 2014.

Improvements identified will increase connectivity and walkability. They provide facilities for cycling as this appears to be a primary means of transportation for some in the population. As LA 52 is not major artery, the outlook for overall growth in traffic will be associated primarily with the land use decisions made in the immediate area. Due to lower traffic volumes, encouraging more walking, cycling or transit trips can occur in connection with land use decisions made to create density and a community form which complement each other. Investment in these systems is required to initiate the process as they mostly do not exist in a form which supports denser land use, or in a manner which addresses community needs for both access and increased safety.

Figures 7 through 10 present design standards for the Complete Streets road improvements identified with the transportation strategies. Design standards reflect a combination of known design practice, with individual ideas identified through the community engagement process to best depict how the type of streets wanted would likely occur. These standards are best used as a guide, as it is expected that refinements will take place to reflect the context of the corridor's built environment.

The context of the built environment, with its numerous driveways, open ditch drainage and overhead utilities will need to be considered as part of the final design of the improvements along the corridor. Information collected as part of the review of existing conditions which could be beneficial, has been incorporated into the transportation technical appendix.

The proposed "Complete Streets" improvements for Paul Maillard Road (LA 52) requires that open ditch drainage be converted to all closed drainage in order to accommodate the provision of sidewalks, landscaping and shared use path. An initial study

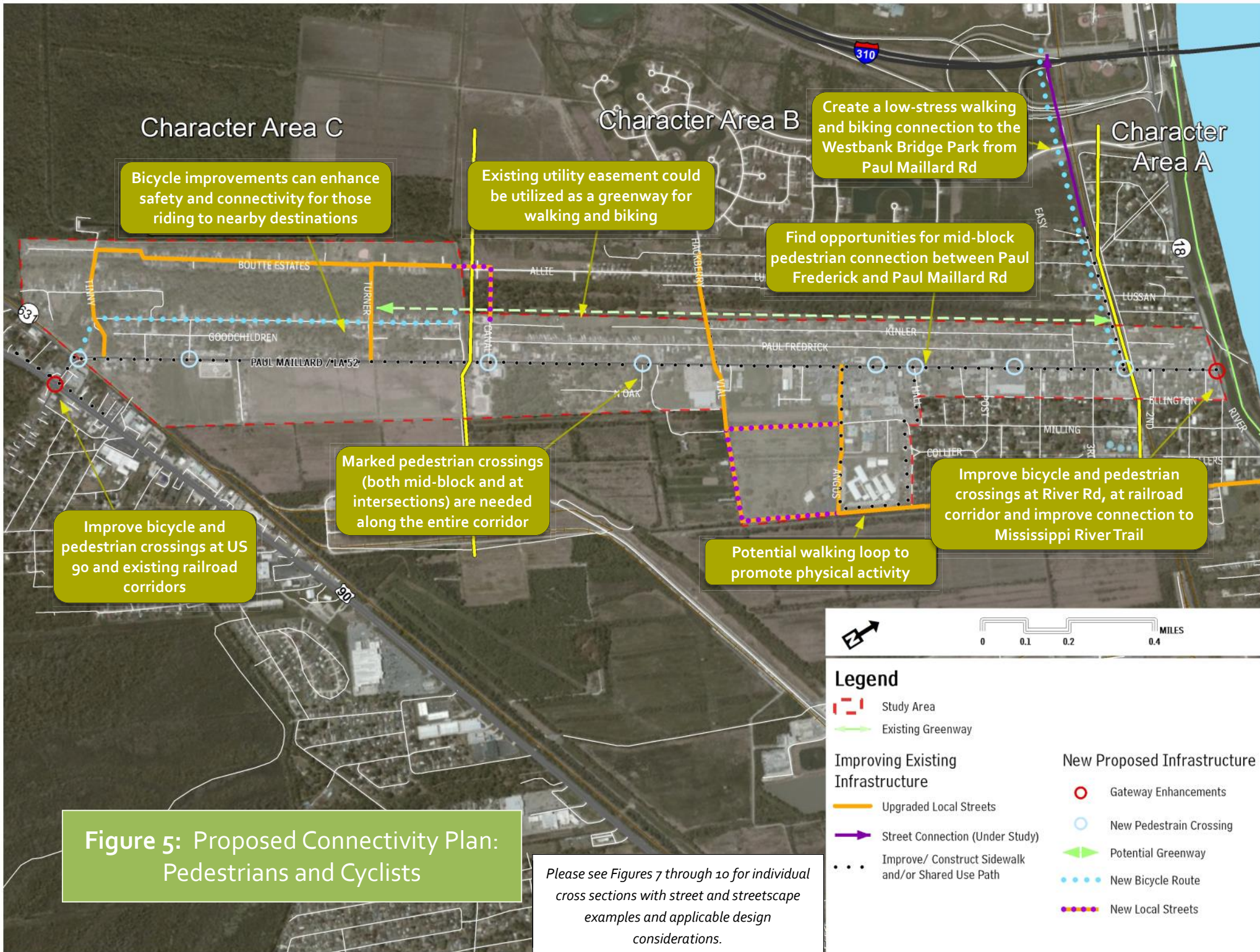


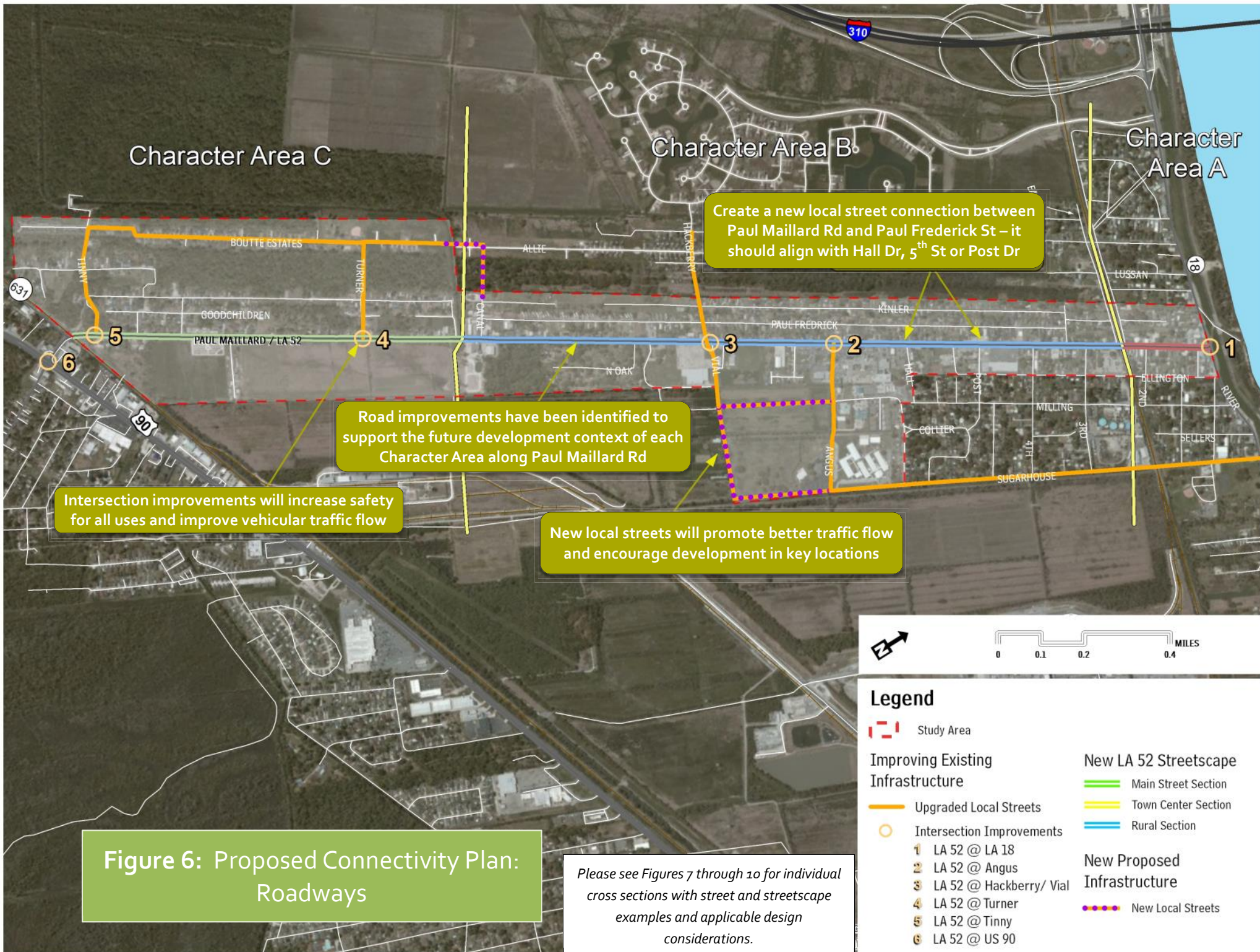
Paul Maillard Road, looking north toward 4th Street

examining the requirements for such an enclosure, given the proposal for future land use changes and transportation improvements, has been completed with this report currently the subject of ongoing parish review.¹³ Two alternatives identified for improvement drainage were examined with the construction of a single pipe, along the west side of the corridor, appearing to be the most feasible alternative. Construction of this improvement would be preceded by the replacement of an existing waterline along the west side of Paul Maillard Road.¹⁴ In addition, the scope of the proposed project would include re-establishing water, sewer, gas and driveway connections to households and businesses along the corridor.

¹³ Initial findings of analysis presented in *Conceptual Design Report, LA 52 (Paul Maillard Road) Basin-Wide Drainage Analysis*, Prepared by Evans-Graves, Engineers, Inc. with Burk-Kleinpeter, Inc., June 2014. Parish review comments provided and responses issued as of August 14, 2014.

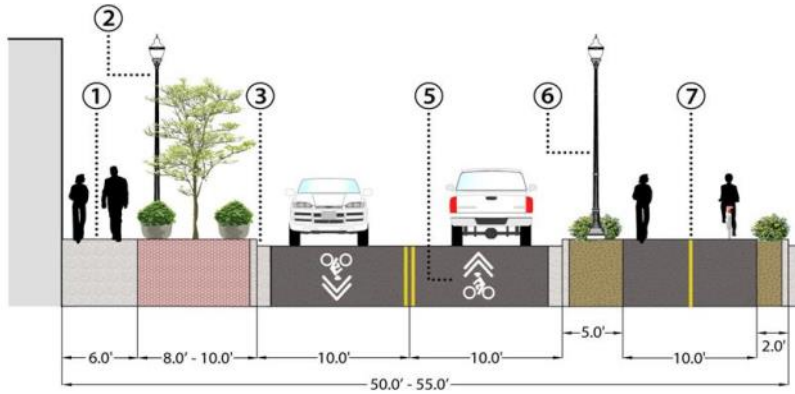
¹⁴ Identified as a 10" cast iron pipe located at the bottom of the existing drainage ditch along the western edge of Paul Maillard Road. Parish has funds for construction of this project. Project as identified during a meeting with representatives of Parish Waterworks, Planning and Zoning Department and Burk-Kleinpeter, Inc., April 2, 2013.



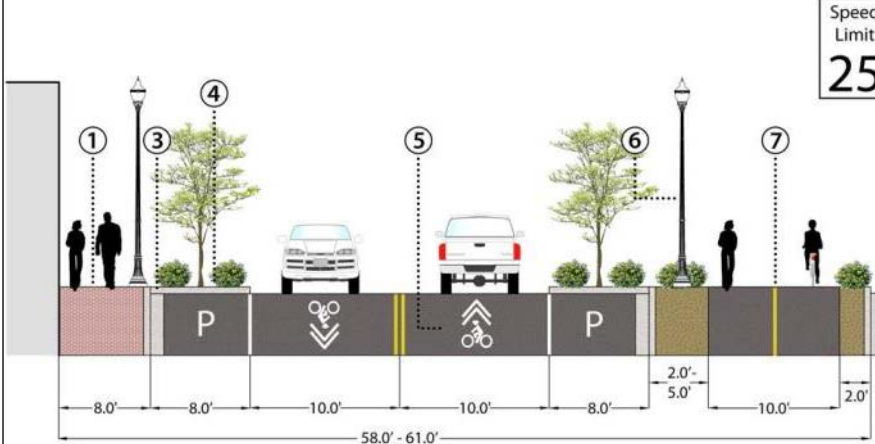


For planning purposes only. Not intended to convey elevation or roadway condition information.

Main Street (Character Area A) Cross Section Option A



Main Street (Character Area A) Cross Section Option B



Callout Descriptions

- ① New sidewalk. Decorative surface material is an option.
- ② Planting buffer and utility line friendly tree species. Install pedestrian-scaled street lightings and plantings in the buffer.
- ③ Install curb and gutter.
- ④ Parallel parking will reclaim lost storefront parking. Planted bulbouts can be added for aesthetic value and traffic calming as well (shown).
- ⑤ Install shared lane markings in center of roadway for utilitarian bicyclists.
- ⑥ Install pedestrian-scaled street lighting.
- ⑦ New shared-use path along the east side of the roadway (additional considerations will have to be made at driveways and intersections). Shrubs and/or grasses to be planted.

Note: Landscaped bulb-outs or curb extensions may be feasible in locations where parking is interrupted and at intersections, such as 2nd Street.

Note: Concept sections represent typical conditions along the corridor. Unique conditions may require additional considerations.

Note: Shared use paths require a 2' minimum flat clear shoulder on either side. A 5' planting buffer between the curb and path is recommended.

Figure 7: Main Street Cross Section Complete Street Options

Description: Within Character Area A, the Main Street cross section would extend on LA 52 between LA 18 and the UPRR (+/- 0.20 mile). Options presented would be scaled to fit within existing right-of-way. Design considerations assumed with use of these sections include:

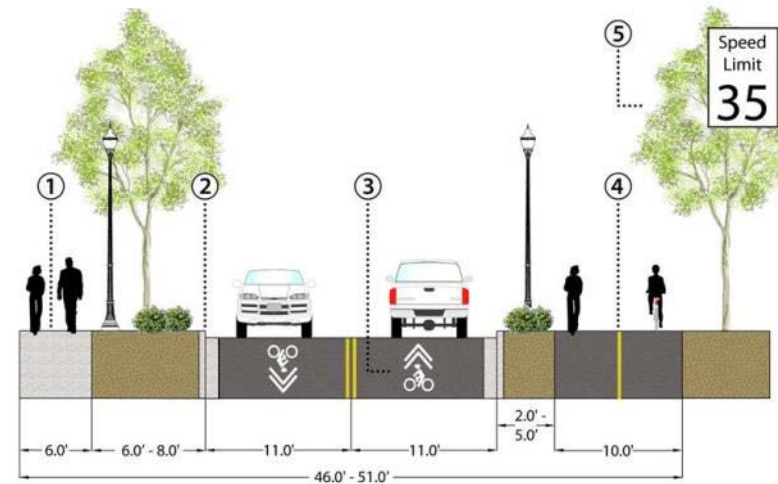
- Narrow travel lanes to maintain lower operating speeds;
- Wider sidewalks to allow outdoor dining, combined with benches, bicycle racks, and other amenities;
- Shared-use path along the eastern edge of the corridor connecting to the foot of the Mississippi River levee;
- Underlying regulatory environment to encourage commercial structure design elements which enliven street spaces;
- Options for on-street, short-term parking in curbside parallel spaces to encourage merchant visitation;
- Options to expand landscape into areas designated for on-street parking using bulbouts or curb extensions;
- Keeping residential driveways;
- Screening of off-street parking spaces behind commercial developments or in individual driveways oriented to single-family homes;
- Painted or paved crosswalks at LA 18 and either 1st or 2nd Streets allowing pedestrians and cyclists to cross safely;
- Landscape materials tolerant of the prevailing growing conditions in the designated planting buffer;
- Installation of a brand consistent gateway sign at the LA 52 corridor entrances which includes landscape, lighting and other features compatible with all other street furnishings proposed for the area.

Figure 8: Town Center Cross Section
Complete Street Option

Description: Within Character Area B, the Town Center cross section would extend south of the UP Railroad to just south of Canal Road (+/- 1.50 miles). Design considerations assumed with use of this section include:

- Sidewalks to convey persons across the area and to key nodes of activity;
- No on-street parking;
- Screened off-street parking;
- Keeping residential driveways;
- Lighting, street trees or possibly thematic paving at key community nodes, development areas or entrances to public spaces;
- Painted crosswalks, followed later with stamped paving or paver block at Angus Dr, Hackberry/Vial St, Canal Rd;
- Realigned 4-way intersection at Hackberry/Vial Ln;
- Intra-block pedestrian paths to improve the convenience of walking and discourage trespassing. These connections would be located and negotiated with private property owners and would be connected to sidewalks and crossing locations to encourage their use;
- Continuing the pedestrian/bicyclist shared use path on the east side of the roadway, with sidewalks continued on the west;
- LED street lighting placed on traditional posts at a level to illuminate sidewalks with a minimal intrusion into adjacent areas;

Town Center (Character Area B) Cross Section



For planning purposes only. Not intended to convey elevation or roadway condition information.

Callout Descriptions

- ① New sidewalk with planting buffer and utility line friendly tree species. Install pedestrian-scaled street lighting and plantings in the buffer.
- ② Install curb and gutter.
- ③ Install shared lane markings in center of roadway for utilitarian bicyclists.
- ④ New shared-use path along the east side of the roadway (specific design solutions and additional considerations will have to be made at driveways and intersections). Shrubs and/or grasses to be planted.
- ⑤ Establish tree planting program adjacent to ROW.

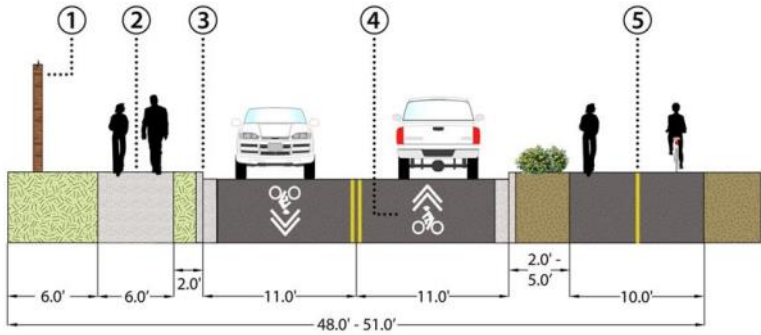
Note 1: Concept sections represent typical conditions along the corridor. Unique conditions may require additional considerations.

Note 2: Shared use paths require a 2' minimum flat clear shoulder on either side. A 5' planting buffer between the curb and path is recommended.

- Allowing light posts to become optional locations for planters, seasonal flags or celebratory banners;
- Landscape materials tolerant of the prevailing growing conditions in the designated planting buffer.
- Trees and landscape materials planted adjacent to the right-of-way pending the development of a cooperative endeavor program with private property owners.

Rural (Character Area C) Cross Section

For planning purposes only. Not intended to convey elevation or roadway condition information.



Callout Descriptions

- ① Existing cobra lamps on power posts would remain—however, these post-mounted fixtures will be upgraded to a LED light standard with a finish to match existing street lighting installed in the other sections along the corridor. Additional lamps will be added to existing power posts to achieve 150-200' spacing standard.
- ② New sidewalk with 2' buffer. Shrubs and/or grasses to be planted.
- ③ Install curb and gutter.
- ④ Install shared lane markings in center of roadway for faster, more confident bicyclists.
- ⑤ New shared-use path along the east side of the roadway (specific design solutions and additional considerations will have to be made at driveways and intersections). Shrubs and/or grasses to be planted.

Note 1: Utility poles are typically located 14'-16' from the edge of pavement along the corridor.

Note 2: Concept sections represent typical conditions along the corridor. Unique conditions may require additional considerations.

Note 3: Shared use paths require a 2' minimum flat clear shoulder on either side. A 5' planting buffer between the curb and path is recommended. Along portions of the roadway where adjacent properties are at the same grade as the sidepath, a planting buffer may be provided as shown in the examples (preferred).

Figure 9: Rural Cross Section
Complete Street Option

Description: Within Character Area C, the Rural cross section would extend south of the UPRR to just south of Canal Road ending at the BNSF railroad crossing (+/- 0.90 mile). Design considerations assumed with use of this section include:

- Sidewalks to convey persons across the area to key nodes of activity;

- Continuing the pedestrian/bicyclist shared use path on the east side of the roadway, with sidewalks continued on the west;
- No on-street parking;
- Keeping residential driveways;
- Lighting, street trees or possibly thematic paving could be used to create interest at key community nodes, development areas or entrances to public spaces;
- LED street lighting placed on existing light posts to illuminate sidewalks, intersections and other key areas with minimal intrusion into residential structures;
- Using existing light posts along the corridor as optional locations for seasonal flags, celebratory banners or special lighting;
- Use of shrubs or wildflowers between the shared use path and roadway to allow for high visibility;
- Landscape materials tolerant of the prevailing growing conditions in the designated planting buffer;
- Trees and landscape materials can be planted adjacent to the right-of-way pending the development of a cooperative endeavor program with private property owners.
- Installation of a brand consistent gateway sign at the LA 52 corridor entrances which includes landscape, lighting and other features compatible with all other street furnishings proposed for the area.

Should the future result in development of a commercial or mixed-use node fronting LA 52 in this area, upgrade the streetscape within the limits of these identified areas to include trees, shrubs, etc. consistent with the same found in the Main Street section (see Figure 7).

Figure 10: Upgraded Local Street Cross Section
Complete Street Option

Description: The upgraded local street cross section would carry complete street improvements into the adjacent neighborhood areas. As the improved width of local streets vary in width from 25 to 50 feet, the guide offered in this figure would need to be scaled appropriately to fit within available right-of-way. Design considerations assumed with use of this section include:

- Sidewalks adjacent to the street wide enough to convey persons across the area, to key nodes of development, activity or facilities.
- No on-street parking.
- Narrow travel lanes to maintain lower operating speeds.
- Enhanced LED street lighting placed on existing light posts to illuminate sidewalks, intersections and other key areas with minimal intrusion into residential structures.

The parish has the option to add lighting, street trees or thematic paving to create interest along certain streets, or at key community nodes, development areas or entrances to public spaces. All improvements shown and described would be developed incrementally by the parish as funding allows:

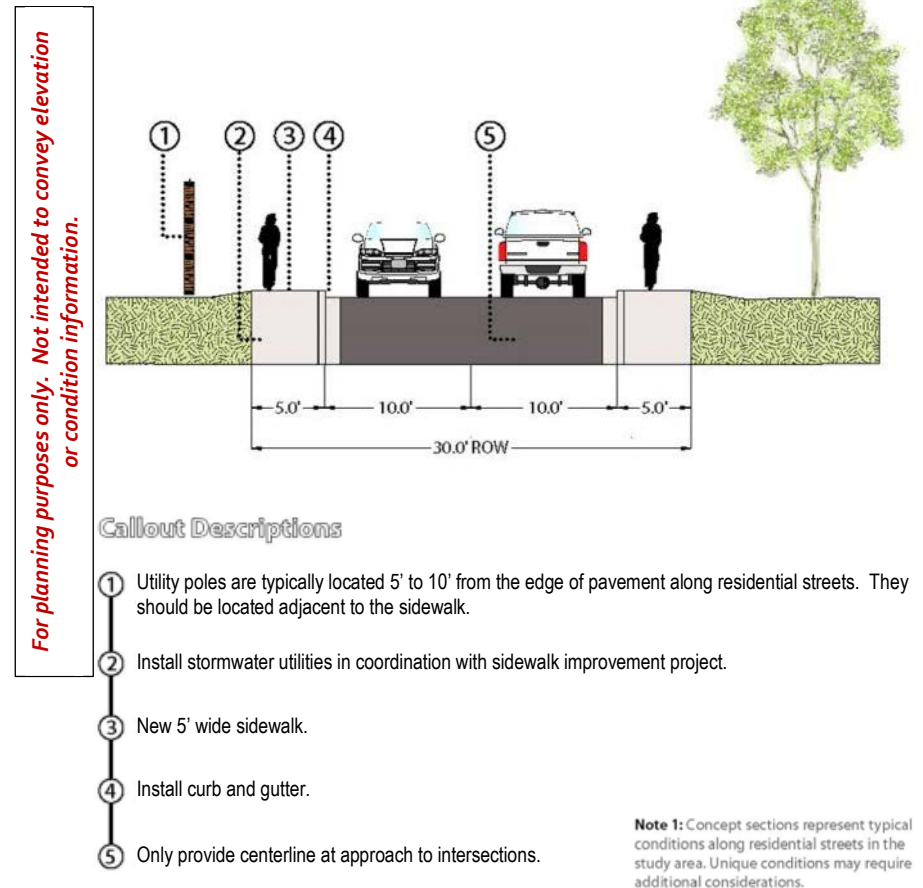
Character Area A:

- Ellington Avenue, LA 18 to UPRR;

Character Area B:

- Easy Street, west of LA 52;
- Angus Drive, east of LA 52 to Sugarhouse Rd;
- Sugarhouse Road, Angus Dr to River Rd (LA 18);
- Milling Avenue, from Hall St to Vial Ln (proposed extension);

Upgraded Local Street Option – All Character Areas



- Hall Street, from LA 52 to Milling Ave;
- Hackberry Street/Vial Lane, from Gassen Ln to Milling Ave Extension;
- Canal Street, from Allie Lane to LA 52.

Character Area C:

- Turner Lane, from LA 52 to Boutte Estates Drive;
- Tinny Lane, from LA 52 to Boutte Estates Drive;
- Boutte Estates Drive, from Turner Lane to Canal Street.



Existing residence along Paul Maillard Rd

Existing Conditions

- +/- 542 acres, 69% developed
- 30% of land areas used for residential development
- 22% of land areas identified as in agricultural use
- 6% of land areas identified as developed for commercial and retail activity
- 40 active businesses (2013)
- 1,714 housing units in study area
- 92.1% of housing is detached, single-family units
- +/- 151 poor/dilapidated housing units identified by visual survey

Paul Maillard Land Use and Housing (PMLU) Goals and Strategies

Goals

1. Encourage commercial growth and community place-making
2. Improve the appearance of structures
3. Improve the quality and quantity of housing available

Strategies

- PMLU#1. Adopt a future land use plan which accommodates mixed-use and varying densities of development
- PMLU#2. Revise zoning to accommodate future land use recommendations
- PMLU#3. Make strategic adjustments in code enforcement practices to address blight and unkept properties
- PMLU#4. Establish the area west of LA 52 to the canal from the UP Railroad south to the BNSF Railroad as a Neighborhood Fight Back Area (NFBA)
- PMLU#5. Maintain the residential character of neighborhoods by allowing more flexibility in residential building types within certain areas
- PMLU#6. Improve condition, availability and diversity of housing stock
- PMLU#7. Increase the number of homeowners and home ownership opportunities

Please see Implementation Strategies starting on page 69 for next steps, key partners and estimated funding/cost information



St Charles Parish Hospital, Paul Maillard Rd



Existing commercial buildings on Paul Maillard Rd, Boutte

Land Use and Housing

Summary of Land Use Conditions (2013)¹⁵

The study area is approximately 69% developed. The dominant activities along the LA 52 corridor and the surrounding areas are residential and agricultural. Residential units are interspersed along LA 52 between River Road and US Highway 90, with the highest density of units occurring within the central portion of the corridor.

The area also contains two auto-oriented strip commercial centers constructed on the eastern side of the corridor. One is located at the Luling end and the other is near the corridor's center. Both appear to be mostly vacant, although some space within each appears converted into a combination of storage and offices. A combination of occupied and vacant commercial storefronts can also be found along the corridor north of the UP railroad.

Generally, neighborhood-oriented commercial properties are more common along the western side of LA 52. The two largest concentrations are contained within existing developments on LA 52 near Hackberry Street and Canal Road respectively. A concentration of institutional land uses including the St Charles Parish Hospital, adjacent medical services buildings, churches and the Luling Living Center is present in the middle of the corridor near Angus Drive while burial and agricultural land uses flank the southern portion of the corridor.

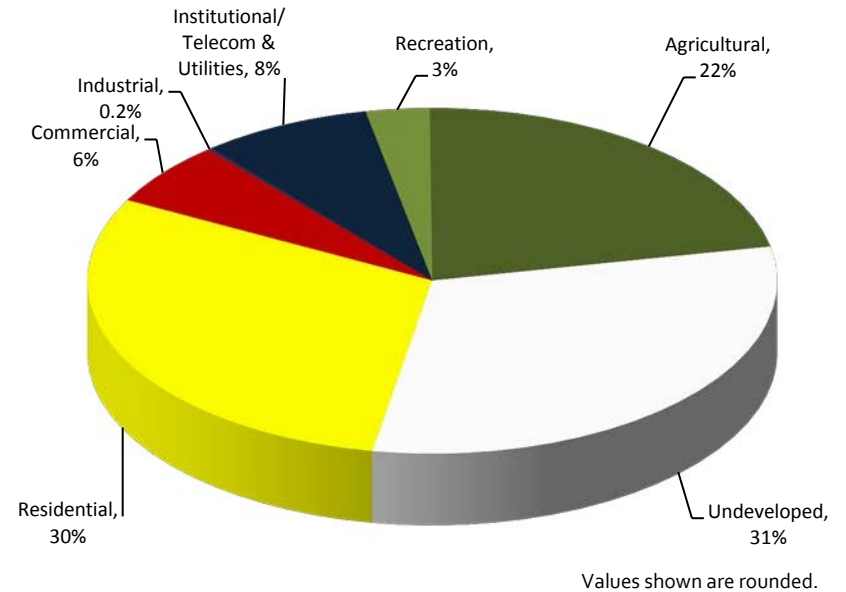


Figure 11: Existing Land Use (2013)

The adopted St Charles Parish *2030 Comprehensive Plan* includes a future land use recommendation for a “mixed-use corridor” activity center overlaid along LA 52. This overlay intends to encourage “redevelopment of existing commercial sites with a mix of local-serving retail and service oriented offices (health-care related), as well as provide for infill and redevelopment of higher density residential.”¹⁶

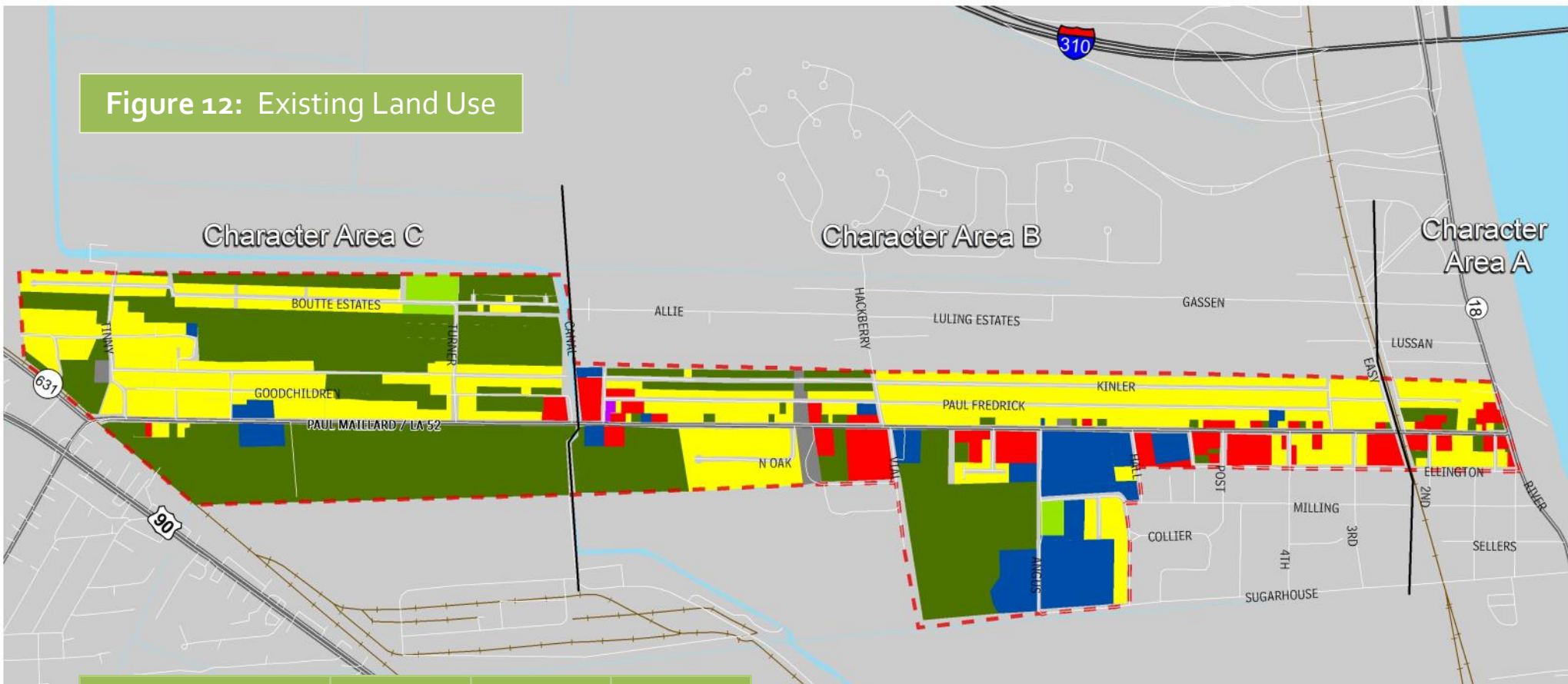
The zoning of property is guided by the St Charles Parish Zoning Ordinance (1981)¹⁷. Under this regulation, the majority of the study area land (over 60%) is reserved for residential development. 19% of the remaining land is regulated to be commercial or residential

¹⁵ Based upon a composite of data sources including observations and survey on the corridor made by the project team (10.2013-6/2014), testimony about historical land use and development patterns by members of the community and data provided by St. Charles Parish as refined by Burk-Kleinpeter, Inc., gcr, Inc. and the Department of Planning and Zoning. Please see Community Engagement section for more details on outreach program and sequence.

¹⁶ Future Land Use Plan, St. Charles Parish 2030 Comprehensive Plan, 2011, Volume 1: Policy Document, pg. 67.

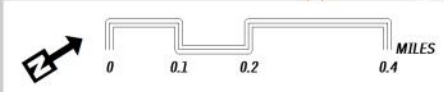
¹⁷ St. Charles Parish Zoning Ordinance of 1981, adopted by Ordinance 81-10.6, October 19, 1981, as downloaded from Municode (www.municode.com), July 2013.

Figure 12: Existing Land Use



Land Use Category	Character Area A	Character Area B	Character Area C
Residential	10 (45%)	84 (58%)	68 (23%)
Commercial	4 (18%)	27 (23%)	1 (.4%)
Industrial	---	0.37 (.2%)	---
Telecom/Utilities	---	14 (.6%)	1 (.4%)
Institutional	---	29 (23%)	5 (1.6%)
Recreation	---	2 (0.8%)	5 (1.6%)
Pasture or Undeveloped	8 (37%)	63 (28%)	221 (73%)
TOTAL	+/- 22 acres	+/- 219 acres	+/- 301 acres

of acres and % of area. Values are rounded.



Legend

- Study Area
- Existing Land Uses**
- Residential
- Commercial, Restaurant, and Office
- Industrial
- Telecommunications, Utilities, and Parking
- Institutional, Religious, and social cultural assembly
- Recreation
- Pasture, Undeveloped, and To Be Determined

residential in nature. Lastly, 17% of the study area is to be preserved open land with less than 5% designated Industrial or Medical Service land use activities

Connecting Existing Community Form to Future Land Use

Several of the unique characteristics of the land form that evolved from the initial settlement of the area present with them several constraints which will factor into the future land use recommendations in the plan for redevelopment. These generally include:

- The northern end of Paul Mallard Road is characterized by an older residential and commercial building stock on smaller blocks.
- The remainder of the study area street pattern is characterized by long streets extending perpendicularly from the river with few cross-street intersections. This development pattern provides isolation for residents and from investment.
- Narrow lots, located closely together, are populated with a combination of single-family site-built housing and mobile homes. Small, shallow lots limit use of property and prevent enhancement without parcel adjustments.
- Blighted residential structures are found throughout the areas west of LA 52, but are concentrated along Paul Frederick Street.
- Some land available for development in the project area, particularly in the Boutte area, appears possibly constrained by the presence of wetlands, floodplains, and agricultural property.
- Building and nuisance code enforcement has been inconsistently applied to address community concerns.

Connecting Community Big Ideas to Future Land Use

During the process of developing the future land use plan, community members participated in a place-making activity as a means to gauge their support for the introduction of one or more new foundational elements within the project area. The list of items considered came from ideas identified during the community chalkboards, surveys and stakeholder interviews. A broad list of ideas was reduced to a final list of twelve, which were then defined and depicted using photos of comparable sites from other communities. Having this specific conversation arose from the need to find support for addressing one of the specific weaknesses of the study area (*Lack of place*, as identified in Figure 2). Having places which encourage people to gather, and visit is a critical measure of a community's sustainability. Table 3 presents the results of this community discussion, which asked for an opinion or view of which of the ideas presented were most consistent with an individual's overall view for land use changes along LA 52.

Table 3: Linking "Big Ideas" to Character Areas

Character Area	Community's "Big Ideas" ¹
A	Sidewalk Cafés , Business Incubator
B	Career Training Center, Farmer's Market Community Center, Neighborhood Grocery
C	Career Training Center, Multi-family Housing Community Garden, Farmer's Market Parks and Greenspace, Community Center Business Incubator

Based upon the results of keypad exercises conducted during November 2013 within two community meetings for the Paul Maillard Road (LA 52) Redevelopment Plan, in response to the question: "Where do you think (INSERT ITEM) would be most appropriately located on Paul Maillard Road?"

Recommendations – Land Use

The future land use map suggests a revitalized LA 52 corridor which encourages a variety of uses to foster a culturally, environmentally and economically sustainable community. Recommendations include changes to land use and regulatory elements which can transform LA 52 by creating nodes of activity with a mixture of commercial, community and residential spaces. It is understood that recommendations for transportation system upgrades help connect these spaces to the greater community. In addition, the recommendations for community and public spaces, which appear in the Infrastructure element, identify spaces which can be used for recreation, gathering, festivals or other cultural events.

Community survey and commentary demonstrate strong support for improving the variety of spaces along the corridor to include places to shop, eat, work and recreate.¹⁸ As noted in Table 1, investing within the study area to rehabilitate housing, creating opportunities for small businesses to develop as well as encourage these to be linked with transportation improvements and community facilities is consistent with HUD’s livability principles. In addition, blending land use with activities such as discussed with the community during the land use charrette process “big ideas” sessions¹⁹ also address specific items noted during the SWOT review of the area (See Figure 2) including the weakness of having outdated, low quality buildings, lack of things to do, lack of place and

¹⁸ Based upon community chalkboard responses to the question: “Paul Maillard Road would be better if...”. Supports observations made by the Paul Maillard Road Executive Committee as a result of their work on developing future land use plan for the area in their November and December 2013 meetings, along with comments received between January and March 2014. Please see the Community Engagement section for information on process and sequence, and technical appendix for on-line survey and tabulated responses.

¹⁹ Sessions were conducted in November 2013. Please see the Community Engagement section for information on process and sequence, and technical appendix for on-line survey and tabulated responses.

unattractive physical aesthetics. Changes to land use will imbed activities which address threats to the area’s stability associated with loss of jobs/employers and people leaving the area.

Figure 13 and Table 4 represent a guide to a build-out of future land use consistent with the community vision, goals and strategies²⁰:

Paul Maillard Land Use Strategies

Adopt a future land use plan which accommodates mixed-use and varying densities of development

Revise zoning to accommodate future land use recommendations

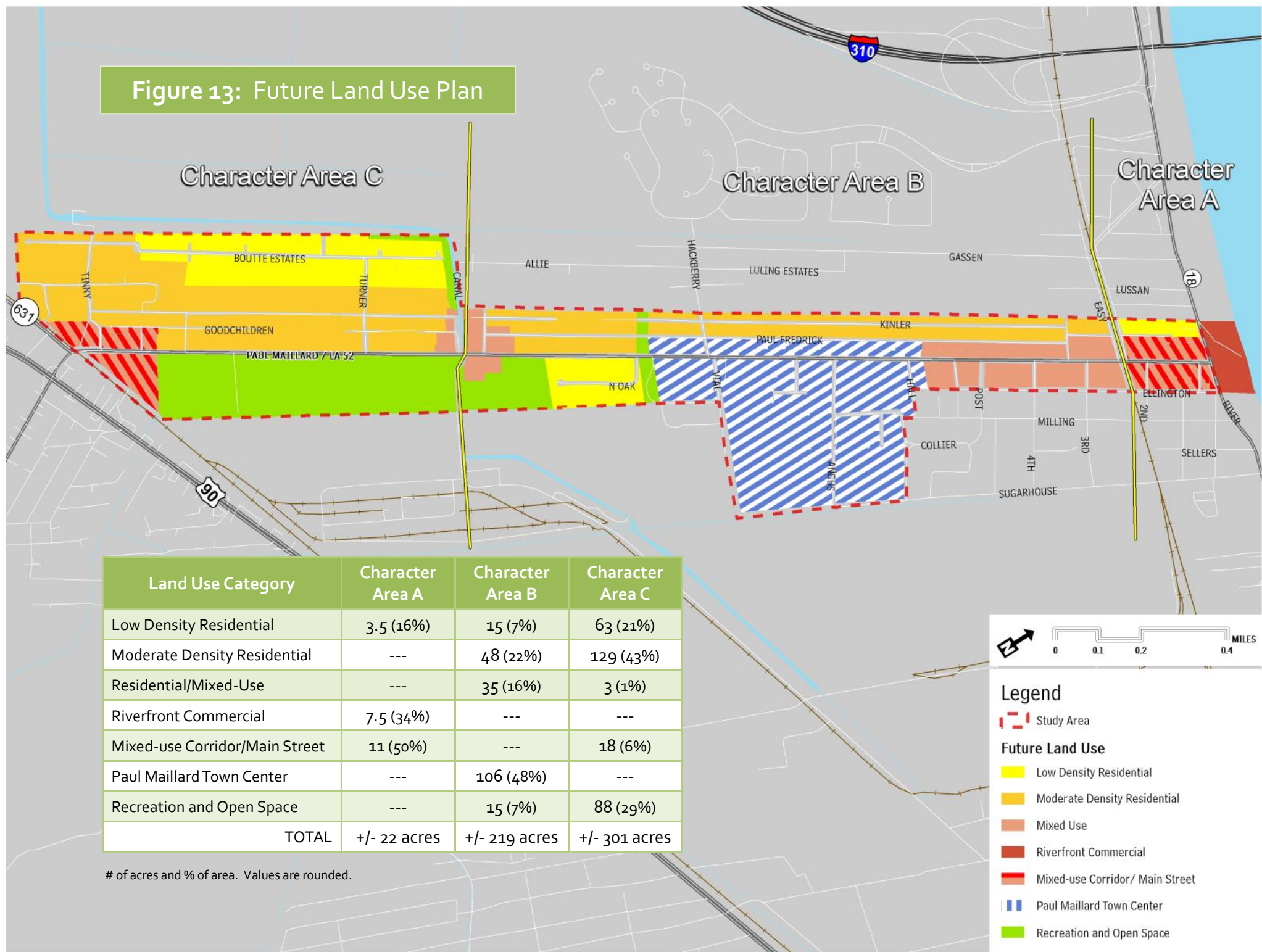
Make strategic adjustments in code enforcement practices to address blight and un-kept properties

Zoning and Code Enforcement

Implementation of the future land use plan only occurs with updates to zoning in the area. Existing parish zoning encourages a standard suburban model based upon separated land uses, large setbacks, open parking, limited landscaping and tall signage. This type of development pattern is inconsistent with the vision for a Paul Maillard Road corridor. Amendments to parish zoning, identified within the implementation recommendations, establish a method to make changes in this structure to accommodate the opportunity presented to create a more compact, walkable, interconnected and mixed-use development pattern.

²⁰ Every effort has been made to document existing area constraints as part of this summary report and technical appendices. However, the information provided remains at-best a general guide, with the understanding that additional discovery may prompt refinements or adjustments by the Parish in the future.

Figure 13: Future Land Use Plan



of acres and % of area. Values are rounded.

Table 4: Future Land Use Descriptions

Category	Description	Acres % of Area
<p>Low Density Residential <i>(4 to 8 dwellings per gross acre)</i></p>	<p>This category includes single family detached dwellings developed; consistent with the R-1AM zoning district, attached dwellings such as duplexes, patio, zero-lot line homes and townhouses consistent with the R-2 zoning district, multiple-family consistent with the R-3 zoning district and accessory units. Dwelling densities may be higher than shown in the number above which represents an average for the district. Some broadening of the general zoning in these areas to allow for three and four family structures is recommended as both types of uses are consistent with this land use category. Neighborhood-serving uses are also permitted such as parks, churches, community halls and utility servitudes/easements and ancillary neighborhood commercial uses permitted under the CR-1 zoning district or permitted subject to special exceptions or permits.</p>	<p>81.5 acres 15.0%</p>
<p>Moderate Density Residential <i>(8 dwellings per gross acre)</i></p>	<p>This category includes the predominately single family detached subdivisions, including those developed consistent with the parish’s current R-1A (6,000 square foot minimum lot size) and R-1B (10,000 square foot minimum lot size) zoning districts. This would include both site-built homes and modular units anchored to permanent foundations. It also allows accessory dwelling units and individual mobile homes on small platted lots zoned R-1AM. Neighborhood-serving uses such as neighborhood-scale parks, passive recreation areas, churches, community halls and utility servitudes may also be included in this land use category.</p>	<p>177 acres 32.6%</p>
<p>Residential/ Mixed-Use</p>	<p>This land use designation applies in areas appropriate for larger scale, creatively planned development where the predominate use is residential, but where a variety of housing types at varying densities are encouraged, as well as compatible, local-serving commercial and service uses. Development under this land use category is anticipated to take the form of Planned Development (PD) as well as Traditional Neighborhood Development (TND).</p> <p>Large development sites (2 acres or more) in the Mixed Use category will be encouraged to employ water management techniques integrating rain water retention with landscaping and open space to augment drainage infrastructure and enhance aesthetics. Opportunities for adjacent developments to share common facilities are encouraged. This will be particularly promoted in areas that contain low-lying elevations.</p> <p>The Mixed Use land use designation will introduce a variety of housing and related commercial uses to the study area under the careful review of St. Charles Parish. The housing variety available in Residential/Mixed Use could generate work force modular type residences in different forms, sizes and economic strata for in-fill development and over time replacing older, less energy-efficient structures.</p>	<p>38 acres 7.0%</p>
<p>Riverfront Commercial <i>(Oriented to Riverfront Batture Lands along Mississippi River)</i></p>	<p>This designation applies to areas generally zoned B-1, Non-Industrial Batture zoning district, and allows commercial uses that are water-dependent (such as riverboat docks and barge tie-ups) or water-related (such as riverfront restaurants, fishing camps, etc.). Boardwalks, esplanades, piers, street ends, and other public open spaces that offer vistas and waterfront views are also allowed in this district, with the intent to enhance access to the river at appropriate locations.</p>	<p>7.5 acres 1.4%</p>

Descriptions shown based upon Future Land Use definitions found in the 2030 Comprehensive Plan, with some modifications to address specific needs of the Paul Maillard area, based upon commentary from the community and project’s Executive Committee.

Category	Description	Acres % of Area
Mixed-use Corridor/Main Street <i>(Recreating a former district on LA 52 between LA 18 and the railroad tracks)</i>	<p>This designation applies to areas of mixed residential and commercial uses oriented to the LA 52 corridor. Mixed use will be reinforced by implementation of a "special character" overlay zoning districts, and may include particular use mixes and densities consistent with the FLUM and distinct standards or guidelines for private development, public realm/urban design, and/or architectural design. Development will complement the design standards shown within the Main Street Cross Section with particular attention to the LA 18 gateway/crosswalk treatment (please see Figure 7). Some property located in the Mixed Use Corridor/Main Street land use category in the LA 52 study area is ideally suited for place marker identification and branding, which can distinguish the specific characteristics and history of a neighborhood at entries and other points of interest.</p>	29 acres 5.5%
Paul Maillard Town Center <i>(8 or more dwellings per gross acre)</i>	<p>The St. Charles Parish 2030 Comprehensive Plan states that the parish has the opportunity to develop two activity centers which focus on civic uses built in the character of a "Town Center". Within the context of the LA 52 Revitalization Plan, it is recommended that a town center be created in the vicinity of the St. Charles Parish Hospital. This would include a range of residential, commercial, recreational, institutional and public/semi-public uses.</p> <p>The Town Center also provides pedestrian amenities and walkable residential development and related commercial activities to promote health and wellness and support the hospital campus. Water management techniques integrating rain water retention with landscaping and open space noted in other land use categories may be employed to augment drainage infrastructure and enhance aesthetics.² Development review of proposals in the LA 52 Town Center will require careful analysis of standards established for design, sign, landscaping and transition among uses such as in Planned Development.</p>	106 acres 19.5%
Recreation and Open Space <i>(Parks, Playgrounds, Agricultural)</i>	<p>This land use category includes all St. Charles parish owned or maintained parks (excluding undeveloped or small neighborhood mini parks), protected natural and recreational resources owned or managed by state or national agencies as well as agriculturally used land and private recreational facilities. Water management techniques noted in other land use categories may be employed within or adjacent to parish parks in conjunction with the parish's drainage master plans to integrate green area with open space and water retention to augment drainage.</p>	103 acres 19.0%
	Total Acres	+/- 542 acres

Notes:

1.) Table 3 presents the results of the "Big Ideas" charrettes conducted with the community in November 2013. This information was collected on several new types of land use activities which might be part of the future of the Paul Maillard Road (LA 52) corridor. These ideas, part of a place-making exercise, represent activities which evolved from ideas found on the community chalk boards as opportunities to address these ideas while encouraging people to visit or gather along the corridor.

Activities would be viewed as generally consistent with the following mixed-use future land use categories, as suggested along the LA 52 corridor: *Multi-family housing, Sidewalk Cafe', Parks and Greenspace -> Mixed-use Corridor/Main Street; Business Incubator, Career Training Center, Farmer's Market, Community Center, Neighborhood Grocery, Parks and Greenspace -> Paul Maillard Town Center.*

2.) "Water management techniques" defined as structures which meet the guides and practices established by existing Parish Ordinances 14-1-12, 14-1-13 and 14-1-14, relative to Stormwater Management. These structures can be used to provide beautification, or common space for gathering, recreation or the like.

3.) Consult *Policy for Roadside Vegetation Management* (DOTD, wwwsp.dotd.la.gov) regarding allowable landscape choices including trees, shrubs and wildflowers along state highways.

Paul Maillard Overlay Zone (PMOZ)

The draft Paul Maillard Overlay Zone (PMOZ) suggests a series of design-based standards which push the building form, in some areas, closer to LA 52. Nodes for application have been suggested at up to three locations along the corridor, corresponding to the future land use designations of Residential Mixed Use, Main Street Mixed Use and Paul Maillard Town Center (Figure 14). Over time, application of the overlay zone is expected to transform these locations into a series of pedestrian-oriented nodes. Governing this process would be a staff-led site review triggered only in instances of new development, defined as a change in use that requires additional parking spaces, or a significant addition or renovation at properties within the zone. Generally, one and two family residential structures are not required to meet overlay district design standards; as written the PMOZ does not apply to these types of structures.

Code Enforcement

Sustainability of place is linked in part to routine code enforcement activities to address blighted conditions found at residential and commercial properties in the study area. Failure to address these will constitute a disincentive to reinvestment and redevelopment. Regardless of where on LA 52 or elsewhere in the study area (or parish as a whole), property must be maintained to the established standards for general health, safety and welfare of existing residents, businesses and institutions.

A review of current code enforcement practices in the parish, along with those found in adjacent parishes resulted in the identification of steps which the parish should consider as a means of improving practices. Please see the implementation plan for a listing of specific actions which need to take place in both areas to support the revitalization plan.



Existing homes along Paul Maillard Rd, Luling

Summary of Housing Conditions (2013)

The general inventory of existing housing²¹ within the block groups which include the LA 52 Revitalization Plan study area found a total of 1,714 units in the area in 2010, representing an increase of 204 units since the 2000 Census, an overall growth rate of 13.5%. During that same period, St Charles Parish experienced an overall growth in its housing stock by 2,466 units or 12.4%²².

During the same decade the percentage of housing units constructed in the Boutte area, represented in the Block Group 628.2 north of US 90 was 18.5%, higher than both the parish or study area.

²¹ Totals shown represent three block groups: 628.1 (Luling), 628.2 (Boutte). 629.2 (East of LA 52). Review incorporates data from the US Census Bureau for 2000 and 2010. Tables consulted: H1-Housing Units (2010); QT-H1 General Housing Characteristics 2010, DP-1 Profile of General Demographic Characteristics 2000; H001 Housing Units, 2000. and DP04- Selected Housing Characteristics, American Community Survey (2007-2011).

²² It is important to note that this figure includes an estimated 1,169 units completed since 2005, demand generated in part by changes in local and regional housing needs created as a result of the diaspora following Hurricane Katrina in 2005.

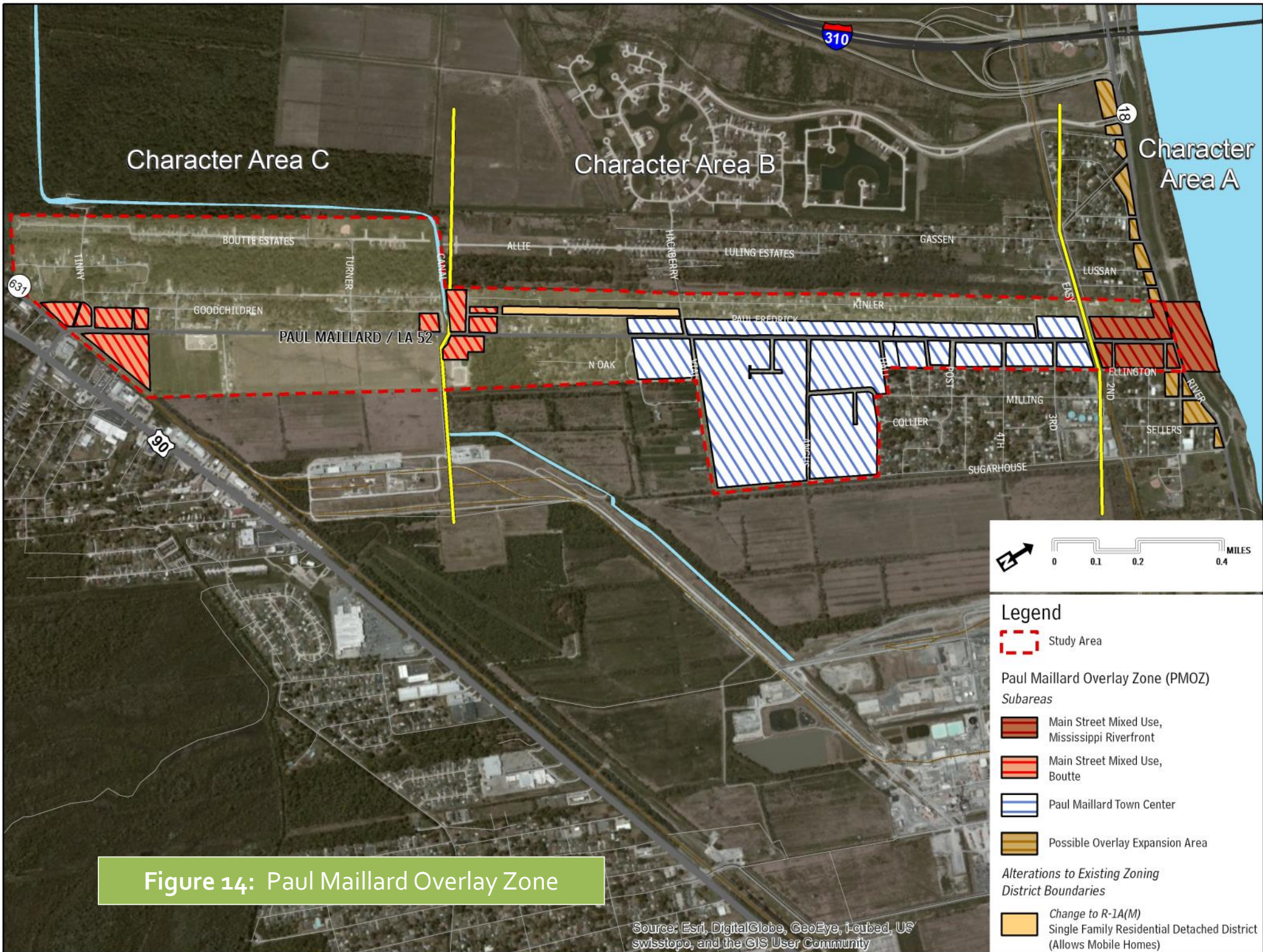


Figure 14: Paul Maillard Overlay Zone

Source: Esri, DigitalGlobe, GeoEye, i-cubed, US swisstopo, and the GIS User Community

Next highest was block group 628.1 which includes areas west of LA 52, which experienced a 13.3% growth rate. However, this growth largely represents new construction of single-family units outside of the boundaries of the aforementioned study area. Growth in the number of housing units in the remaining block group, 629.2 was modest (10% overall), and generally reflected a pattern of infill on existing lots.

A review of more recent data from 2012 from the area reveals several similarities conditions found within the parish:

- Overwhelming majority of housing units are within types considered as detached single-family (92.1%) including site-built homes, modular housing placed on foundations and mobile homes.
- Very little (7.9%) of the housing stock can be found in attached housing units, the majority of which are multifamily complexes consisting of three to four units under a single roof, or as many as 5 to 49 units in a single complex.
- Housing stock is older with a majority of housing units a decade older than those found elsewhere in the parish, with most having been constructed by 1979.²³
- Housing stock constructed in the period prior to 1950 represents 4% of the total units in both the parish and study area. The majority (64%) of the oldest units in the area are in the census tracts west of LA 52.²⁴ Visual survey identified concentrations of these units along LA 52, and west of the corridor along several local streets (1st/2nd Street, Brooklyn/Easy Street, Bailey Street).

²³ Almost 60% of the housing units in the area have been constructed prior to 1980, with only 16% added in the decades between 1980 and 1990. By comparison, the Parish added 43% of its current housing units during the same period.

²⁴ Selected Housing Characteristics, DP04, 2008-2012 American Community Survey, Census Tract 628 and 629, St. Charles Parish.

- Vacant housing stock represents approximately 11.8% of the total housing in the study area.²⁵
- Rental units are not a dominant housing type, only accounting for 21% of all of housing units in the area, which is 5% higher than in the parish.²⁶
- Rental housing is primarily single-family homes, mobile homes, or small apartment buildings. The only multiple building housing complex within the study area is the St Charles Parish Housing Authority's Chadbourne Development in Boutte.
- Census data indicates that almost 40% of renters in the study area spend between \$250 and \$500 per month on rent, and 54% of the households spend between \$500 and \$1,000.
- Based on the affordable housing needs analysis conducted using available HUD Comprehensive Housing Affordability Strategy (CHAS) data, there is a substantial need for deeply affordable housing in the area. About 17,000 households in the primary market area earn below 50% of the Area Median Income (AMI) and 40% of these households are cost burdened.

Half of renter households and a quarter of owner households pay a burdensome amount for housing. There is limited supply of housing in this price range, and housing that does exist is oftentimes in poor condition or located in distressed areas away from job opportunities and neighborhood amenities.

²⁵ This is a higher vacancy rate than found in the parish as a whole (6.7%) but reflects minimal change as compared to the number of vacant units found in 2000 (213 units).

²⁶ As a group, renters were more prevalent in the neighborhoods west of LA 52, a condition experienced by 28.8% of those occupying housing.



Example of residential infill, Boutte Estates Dr, Boutte

Housing Condition Assessment – Paul Maillard Road Study Area

To assess the condition and true occupancy of a large portion of the study area’s housing, an individual structure survey was undertaken in two phases during March and August 2013. Phase one of this survey reviewed the condition of housing structures along LA 52 between LA 18 and US 90. Phase two extended this survey west of Paul Maillard to the limits of the study area.

One of the outcomes of this survey is a more accurate depiction of housing occupancy by location and type of structures in these areas, as well as the condition summary of the units by main category. 585 housing structures were surveyed; 150 of these were determined to be in dilapidated or poor condition, with 96 of these being mobile homes. Criteria used for classification of housing are based upon a visual exterior survey incorporating the standards of the US Department of Housing and Urban Development’s physical

condition standards for public housing.²⁷ No interior inspections were completed at the time of this survey, but information has been collected on each structure type. Clusters of dilapidated/abandoned and housing in poor condition are prevalent along Paul Fredrick Street, between Canal Road and Brooklyn Street.

Table 5: Summary of Housing Visual Inspection

Quantity	Visual Assessment	Defined as....
5% (29 units)	Dilapidated	<i>Not habitable and at risk of collapse</i>
21% (122 units)	Poor	<i>Not habitable but structurally sound</i>
28% (164 units)	Fair	<i>Habitable, but showing signs of deterioration</i>
41% (240 units)	Good/Very Good	<i>Habitable and reasonably well-maintained</i>
5% (29 units)	New/Recently Rehabilitated	<i>Habitable and in excellent conditions</i>

Completed in March and August, 2013.

Property Review – Paul Maillard Road Study Area

As noted in the discussion of land use, 69% of the total land in the study area has been developed. To determine where opportunities exist to create infill or individual site housing, a visual survey of apparently occupied parcels completed in 2013 used a combination the parish’s current parcel layer with aerial photography.²⁸ Based upon the results of the inspection, a total of approximately 202 parcels have been identified with the majority of these being located in Character Area B (Table 6).

²⁷ Title 24 Housing and Urban Development, Chapter IX Office of the Assistant Secretary for Public and Indian Housing, Department of Housing and Urban Development, Part 902: Public Housing Assessment System, Subpart B: PHAS Indicator #1, Physical Condition.

²⁸ Completed using Microsoft Bing Satellite Imagery (2013).

Table 6: Total of Apparently Vacant, Subdivided Parcels

Character Area	Total Lots (% of total)
A	+/- 5 (2.5%)
B	+/- 110 (54.5%)
C	+/- 87 (43%)
Total	+/- 202 lots

Lot counts based upon data supplied by St. Charles Parish. Apparently vacant defined as lots of record created/developed/platted. Structures may have been on lot at one time, but were not present at time of review. Parcels identified are adjacent to existing roads and utility services.

Housing Demand – Primary Market Area

Given the small number of block groups present in the study area, it is not possible to develop an accurate forecast of housing demand within it exclusively. The housing market study suggests initially the area within a 15-minute drive of the Paul Maillard corridor, the primary market area (Figure 15), could support up to 250 new, market rate housing units, 220 units affordable to workforce households (defined as low and moderate income households), and 400 units affordable to very low income households (Table 6). Plan strategies for all elements (land use and housing, transportation, economic development, infrastructure) can work together to set a stage to allow capture of some portion of this demand within the Paul Maillard Road study area.

This analysis emphasizes these definitions since some stakeholders and community residents may understand these income categories differently. Housing built for a variety of workers and residents with special needs (including the elderly or disabled) creates sustainable, livable environments and a diverse neighborhood-level workforce. Planning for and encouraging housing development that

targets a variety of income groups is a key component for economic growth.

Since most industries are structured with high, median and lower paying jobs as a means of functioning, providing quality housing choices for this diversity encourages a sustainable economy and can attract new business. Specifically, the recommendations identified for development of residential uses (new construction and rehabilitation of existing units, and rental or homeownership units) will be based on the numbers and target income groups outlined in the market study, taking into account the housing needs of the current population.

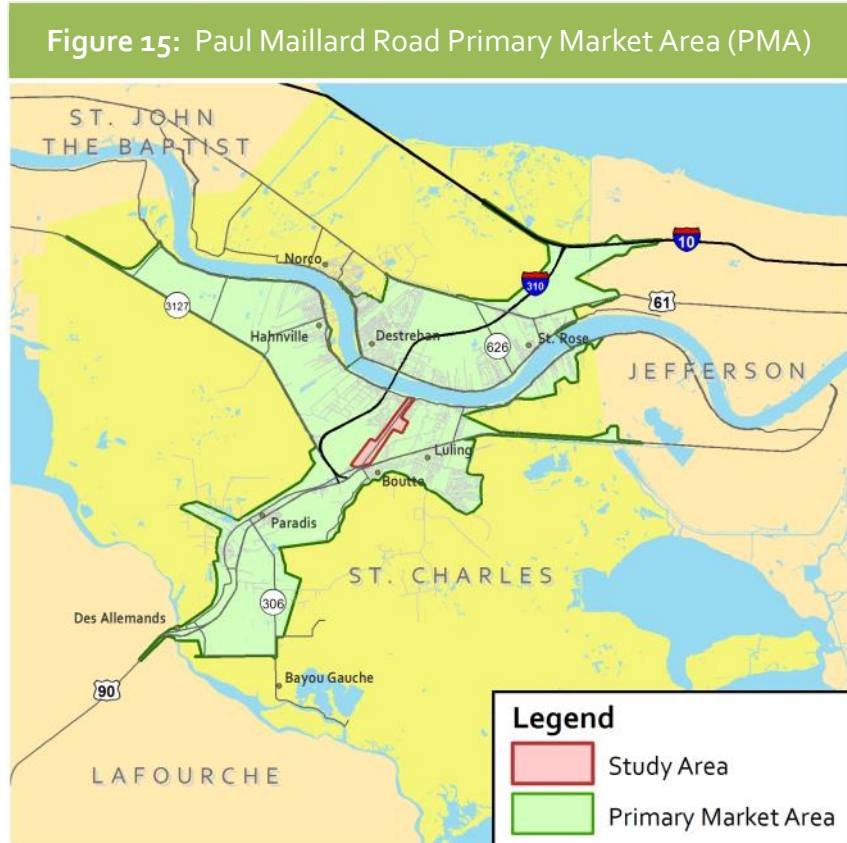


Table 7: Demand for Housing, Paul Maillard Road PMA²⁹






	Very Low Income (<50% AMI or \$30,150 per year)	Low Moderate Income (50-100% AMI or \$48,240 per year)	Market Rate (>100% AMI or \$60,300 per year)	Total
Rental Units	310	150	120	580
Owned Units	90	70	130	290
Total	400	220	250	870

Note: Assumes 10%, 5% and 3% demand capture rates for households earning less than 50% Area Median Income (AMI), households earning 50%-100% AMI, and households earning above 100% AMI respectively.

Defining Housing Market Types

Demand can be accomplished through a variety of measures. Making the study area more desirable, would encourage more interest in developing housing. To demonstrate how housing demand can be addressed within the context of the future land use plan, Table 8 identifies a range of market types which appear feasible and reasonable, given market conditions found at the time of the study. Over time, it is expected that the general inventory of housing types, given the market, will accommodate as many of these as possible. The exact combination and siting of these types of development will depend equally upon a combination of market demand/conditions, availability of land, and parish regulation.

Table 8: Housing Market Types

Housing Market Type	
	Mid-scale, multi-family rental housing (Photo example: 2-story apartment/townhomes)
	Mid-scale development of homes for sale (including affordable and market rate housing) (Photo example: single-family infill home)
	Large-scale or mid-scale development of combined rental housing and homeownership (Photo example: Columbia Parc, New Orleans)
	Mid-scale mixed income development with an income mix that includes market rate development in areas that can support market rate development (Photo example: City of Austin, TX)
	Scattered site infill development of market-rate, very low, low and moderate income homeownership (Photo example: top: manufactured/modular home; bottom: craftsman bungalow, site-built market housing)

²⁹ This can be defined as a combination of renovation and new construction (infill housing of single-family or multi-family units), as determined by market and consumer demand.



Multi-family housing, Paul Fredrick St

Connecting Existing Community Form to Housing Market

As noted in the discussion of land use, characteristics of the land form will factor into the implementation of housing recommendations in the redevelopment plan:

- Lack of undeveloped land north of the UP Railroad means that creating new housing will likely consist of rehabilitation with limited infill opportunities.
- Market demand may allow some of the housing demand along LA 52 near the intersection of LA 18 to be within mixed-use structures containing various densities of ground floor commercial activity. The scale and location of these developments will be market-driven.
- Concentrations of blighted housing exist along Paul Frederick, between Canal Road and Brooklyn Streets, and along S. Kinler Road. Housing rehab or replacement is needed to stabilize the area's housing stock.

- Open land east of LA 52 near Hackberry and Vial Streets allows for a planned development of housing, positioning commercial development and green space within the central part of the study area. However, these acres are subject to the requirements imposed upon them by the Archdiocese of New Orleans.³⁰
- Land areas in Boutte present opportunities for continued growth within an incremental fashion via infill on existing lots within interior subdivisions south and west of LA 52.

Potential Economic Impact of Housing Development

The National Association of Homebuilders (NAHB) conducts regular research on the costs and benefits of constructing new homes. Averages from the 2009 report "*The Local Impact of Home Building in a Typical Metro Area*" were applied to estimate broad economic benefits of constructing the homes in the Paul Maillard Road study area on the three catalytic sites that have housing components.³¹

Table 9 displays the results of a modeling effort to provide some guidance to results from a projected initial capital investment to develop new housing on catalytic sites (see Figures 17-21). This model examines a five year period, which includes the construction of the 25 single family and 116 multifamily units as described within the

³⁰Any new construction would be subject to approval of and must stay within the guidelines of the Archdiocese of New Orleans, including no medical or medical-related uses.

³¹ "*The Local Impact of Home Building in a Typical Metro Area*", Prepared by the Housing Policy Department, National Association of Home Builders, June 2009, www.nahb.org. All figures were converted to 2014 dollars using a 2.2% annual inflation rate over 5 years provided by the US Bureau of Labor Statistics, CPI Inflation. Please see the Economic Development section for more detail on catalytic sites.

The national figures account for average sales tax and property tax rates, home sales prices, wages and availability of skilled workforce, costs for provision of infrastructure and amenities such as schools, roads, parks, etc. Some of these local government costs may not apply to the Paul Maillard study area, including costs to lay new roads and infrastructure. New catalytic site development would be infill, located on or adjacent to existing roads that already have utility, sanitary and storm sewer access. As such, these figures are intended to serve as general guides only.

catalytic site concepts. In this spreadsheet model, annual expenditures include the amount spent providing public services to these new residents, such as fire and police protection, K-12 education, water and sewer service. Capital investment refers to the upfront expenditures required for building roads, extending community facilities and utilities required to attract the development. Tax revenues reflect the potential combination of property and sales taxes generated by the new residents.

Given all of these items, the model indicates, as is true with developments of this type, the potential total initial investment (Annual Tax Revenue - (Capital Investment + Annual Expenditures)) would be fully recovered (i.e. sum of annual net benefits would become positive) during year two of the single family home scenario and by year four for the multifamily home scenario.



Example of residential infill, S. Kinler Street, Luling

Table 9: Potential Parish Government Costs and Benefits of New Housing Development, rounded to the closest \$1,000

25 Single Family Units	YR1	YR2	YR 3	YR 4	YR 5
Capital Investment	(\$638,000)	---	---	---	---
Annual Expenditures	(\$63,000)	(\$63,000)	(\$63,000)	(\$63,000)	(\$63,000)
Annual Tax Revenue¹	\$611,000 ²	\$206,000	\$206,000	\$206,000	\$206,000
Annual Net Benefit	(\$90,000)	\$143,000	\$143,000	\$143,000	\$143,000

116 Multi-Family Units	YR1	YR2	YR 3	YR 4	YR 5
Capital Investment	(\$1,803,000)	---	---	---	---
Annual Expenditures	(\$196,000)	(\$196,000)	(\$196,000)	(\$196,000)	(\$196,000)
Annual Tax Revenue*	\$1,065,000	\$509,000	\$509,000	\$509,000	\$509,000
Annual Net Benefit	(\$934,000)	\$313,000	\$313,000	\$313,000	\$313,000

Notes:

1.) Developed using "The Local Impact of Home Building in a Typical Metro Area", Prepared by the Housing Policy Department, National Association of Home Builders, June 2009, www.nahb.org. All figures were converted to 2014 dollars using a 2.2% annual inflation rate over 5 years provided by the US Bureau of Labor Statistics, CPI Inflation.

2.) Year 1 revenue includes that from expenditures within the parish related to construction, such as materials, services provided at closing, permit/hook-up/impact fees, and indirect local spending resulting from the construction (e.g., workers spending their income on local goods and services).

3.) Model assumes full occupancy of available units during year 1.

Recommendations - Housing

The community's goals for land use are to encourage commercial growth and community place-making, to improve the appearance of structures and to improve the quality and quantity of housing. The proposed future land use map, overlay district, and recommended roadway improvements will help achieve these goals at the proposed activity nodes at the entrances or gateways to the corridor, at the town center, and on many properties that front the corridor in Character Areas A and B. Over half of the acreage in Character Areas A and B is recommended for these land use designations and the design guidelines that will affect change. These areas are also well-connected to the corridor by local roads on a grid pattern. In contrast, design standards of an overlay district would apply at most in 21% of Character Area C and the area lacks good local streets that connect to the corridor. Other tools are needed to encourage community placemaking, to improve the appearance of structures and to improve the quality and quantity of housing in Character Area C.

A special designation such as a *Neighborhood Fight Back Area* described in the parish's comprehensive plan provides a framework to help energize and organize residents.³² The comprehensive plan recommends steps to help focus community services, crime prevention, and code enforcement programs to stabilize these neighborhoods. Residents of a Fight Back Area become strong partners to help ensure that recommended housing strategies of this plan, as detailed in the implementation strategies under PMLU #5, 6, and 7 (Table 15) benefit the designated area.

³² Please see pages 78-79 within the Land Use, Housing and Community Character Goals and related policies and actions found within the Land Use Chapter, St. Charles Parish 2030 Comprehensive Plan.



Existing residential development, Paul Maillard Road, Boutte

Table 10 links the housing market demand to character areas as a means of guiding housing implementation decisions in a manner to match the future land use plan, vision, goals and strategies:³³

Paul Maillard Housing Strategies

Establish the area west of LA 52 from the UP Railroad south to the BNSF Railroad as a Neighborhood Fight Back area

Maintain the residential character of neighborhoods by allowing more flexibility in residential building types within certain areas

Improve the condition, availability and diversity of existing housing stock

Increase the number of homeowners and home ownership opportunities

³³ Every effort has been made to document existing area constraints as part of this summary report and technical appendices, notes and direction which help to explain and inform the land use and housing recommendations. Additional discovery may prompt refinements or adjustments by the parish in the future.

Table 10: Linking Housing Market Demand to Character Areas

Character Area	Existing Assets	Linking Housing Market Type to Future Land Use Categories
<p>Character Area A</p> <p><u>General Boundaries:</u> LA 52, Mississippi River to the Union Pacific Railroad</p> <p>+/- 22 Acres +/- 95% developed +/- 100 Residents (Est)</p>	<ul style="list-style-type: none"> • Close proximity to Mississippi River • Walkable blocks • Remaining historic buildings • River batture with regional bicycle path • Proximity to Westbank Regional Park and Monsanto Park 	<p><u>Mixed-use Corridor/Main Street</u></p> <ul style="list-style-type: none"> • Mid-scale mixed income development with an income mix that includes market rate development in areas that can support market rate development • Mid-scale development of combined rental housing and homeownership
<p>Character Area B</p> <p><u>General Boundaries:</u> LA 52, Union Pacific Railroad to Canal Road</p> <p>+/-219 Acres +/- 75% developed +/- 1,000 Residents (Est)</p>	<ul style="list-style-type: none"> • St. Charles Parish Hospital • Luling Elementary School 	<p><u>Moderate Density Residential (8 du per acre) or Paul Maillard Town Center, (>8 du per acre)</u></p> <ul style="list-style-type: none"> • Mid-scale, multi-family rental housing • Mid-scale development of homes for sale (<i>including affordable and market rate housing</i>) • Large-scale development of combined rental housing and homeownership • Mid-scale mixed income development with an income mix that includes market rate development in areas that can support market rate development
<p>Character Area C</p> <p><u>General Boundaries:</u> LA 52, Canal Road to the Burlington Northern Santa Fe Railroad</p> <p>+/- 301 Acres +/- 83% developed +/- 1,400 Residents (Est)</p>	<ul style="list-style-type: none"> • Monsanto agricultural buffer • Mason Hall • Community identity • Cottages with historic attributes • Tree cover/historic trees 	<p><u>Moderate Density Residential (8 du per acre)</u></p> <ul style="list-style-type: none"> • Mid-scale, multi-family rental housing • Mid-scale development of homes for sale (<i>including affordable and market rate housing</i>) <p><u>Low Density Residential, (4to 8 du per acre)</u></p> <ul style="list-style-type: none"> • Scattered site infill development of market-rate, very low, low and moderate income homeownership

du= dwelling unit

Construction of types noted will be based upon market for housing in the Paul Maillard Road Primary Market Area as well as the measures taken by St. Charles Parish and others to encourage housing development in the Paul Maillard Road Study Area. Please see implementation strategy for more details.



Existing retail development at Canal Rd

Paul Maillard Economic Development (PMED) Goals and Strategies

Goals

1. Support development of small businesses within the LA 52 corridor
2. Develop catalytic sites to attract business and investment
3. Create a qualified workforce to take advantage of regional job opportunities

Strategies

- PMED#1. Establish a corridor-based group to facilitate and monitor plan implementation
- PMED#2. Provide land and infrastructure to support the food hub concept
- PMED#3. Use the Sector strengths to support and improve the local business environment
- PMED#4. Sponsor the development of a workforce training program that prepares LA 52 residents for living wage jobs

Please see Implementation Strategies starting on page 69 for next steps, key partners and estimated funding/cost information

Existing Conditions

- 40 businesses along LA 52
- 1,324 people work in the area
- 94.6% of workers in the area live outside the area
- 95.2% of employed residents commute out to go to work
- 4.8% of employed residents live and work in the study area
- 75% of residents have either a high school education or less
- Households spend more than 45% of their income on housing and transportation costs
- Major employers include St. Charles Parish Hospital and St. Charles Parish Schools



Louisiana WIA Offices, Paul Maillard Road



JAS Café, Paul Maillard Road

Economic Development

Summary of Existing Conditions (2013)³⁴

Many existing businesses on LA 52 are small, locally-owned establishments focused on automotive repair and service, furniture sales, restaurants and bars, personal service businesses (i.e. dry cleaning), banking, offices for physicians, medical clinics, lawyers, accountants and social services. Major businesses represented on the corridor include the St. Charles Parish Hospital, Entergy, Family Dollar, US Post Office and CVS Pharmacy. Beyond LA 52, the project area also holds several other major employers. The Luling Elementary School, Parish Health Department, Parish Waterworks and LDOTD all have facilities within or immediately adjacent to the identified project area.

Beyond the borders of the project area, US 90 to the south offers business sites with higher visibility and regional access (via the I-310), thus allowing it to attract the variety of national retail establishments to the area. These locations provide not only needed retail and service establishment opportunities; they also provide access to concentrated levels of entry-level employment which can be a draw for residents of the LA 52 area. LA 18 to the north offers similar level of regional access and visibility, but the types of businesses in the immediate vicinity of LA 52 include representatives of major petrochemical and processing industry, banking, offices, gasoline retail, support businesses serving the maritime industry and

³⁴ Review incorporates a composite of data sources including observations and survey on the corridor made by the gcr Inc. (10.2013-6/2014), including field review of corridor, review of current business patterns and data sources, both from the US Census Bureau and third party. Information from community regarding employment status or observations regarding jobs or desired development obtained through community engagement process including chalkboard, survey and interviews. Please see Community Engagement section for more details on outreach program and sequence.



Paul Maillard Road

government offices. However, these job opportunities are accessible primarily by private vehicle, and few transportation alternatives are available to Paul Maillard residents seeking them.

Regional Business and Industry Assessment

St Charles Parish, through its Department of Economic Development and Tourism, has worked to articulate a broader strategy relative to the region's overall economic growth and priority sectors emerging in the current economy.³⁵ Regional emphasis remains in diversification of the regional economy to include more business development within those sectors traditional to Louisiana (oil, gas, agriculture and fisheries). Regionally, economic emphasis has been placed into the following growth industry sectors:

- **Environmental and Safety Technologies**, including industry and services to respond to oil spill, oil-spill cleanup, remediation and mitigation along with marsh, wetland and coastal restoration.

³⁵ *Comprehensive Economic Development Strategy, 2013*, South Central Regional Planning and Development Commission.

- **Food Technologies and Service**, including food incubators or hubs holding shared commercial kitchens, combined with product development, marketing and technical assistance.
- **Eco-Tourism**, including guides, eco-attractions, lodging and tour company/boat facilities as well as visitor services.
- **Healthcare** – includes hospitals, clinics, and other facilities which provide general or specialized medical services to the population.
- **Information Technology** – includes software, internet, and telecommunications, acoustic and other testing technologies used in energy exploration or global mapping/positioning, with a focus for development in connection with Port Fourchon located Lafourche Parish.

Existing Businesses and Current Workforce Assessment

A total of 38 commercial structures can be found on LA 52 between LA 18 and US 90. It is estimated that nearly half of all commercial structures on the corridor are in average condition: defined as habitable, but showing clear signs of deterioration. Forty-



Existing retail business, Paul Maillard Road near N. Oak Ct

two percent of the structures are rated as well-maintained, and only 5% of the structures are in excellent condition. At the present, LA 52 does not offer a diverse number of businesses which would be supportive of the identified regional strategy. Only one of the identified regional growth sectors, Healthcare, is currently represented on the LA 52 corridor. It forms an anchor for the general community, around which ancillary services, clinics and facilities have developed.

Review of the current workforce participating in the local economy finds the following characteristics present in the Paul Maillard Road (LA 52) area:

- 55.7% of the jobs present on Paul Maillard Road (LA 52) are in health care/social assistance categories.
- 14.9% of the area's residents work in the health care and social assistance fields.
- A majority of jobs on Paul Maillard Road (LA 52) in the health care and social assistance fields appear to be filled by individuals traveling into the corridor on a daily basis.
- An overwhelming majority (95.2%) of the employed residents in the LA 52 area indicated commuting out of the area on a regular basis to go to work.
- Few of the jobs present on the Paul Maillard Road (LA 52) corridor (those attracting regional employment or serving local needs) appear to be filled by residents in the immediate area.
- A high level of self-reported unemployment within some households who participated in the project's specific housing + transportation survey.³⁶
- Households spend more than 45% of their income on housing and transportation costs.³⁷

³⁶ As administered by St. Charles Parish through the Community Outreach Specialists. Please see the appendix for the specific results of the survey.

³⁷ Center for Neighborhood Technology, www.cnt.org

- More than 20% of the working age population in the Paul Maillard Road (LA 52) area does not have a high school diploma or equivalent, lagging behind the regional average of 15%.³⁸
- 33% of all residents older than 25 have more than a high school diploma, including bachelor's degrees and advanced degrees.

In an area like LA 52 where employment options remain limited for the time being, helping more residents advance to jobs which pay more will require improving resident skills through a combination of vocational training and associate degrees. In addition, breaking the cost associated with transportation remains a critical barrier to address as most of the major industrial employers, who could be source of job security for area residents, are well beyond the LA 52 corridor.

Existing Retail/Commercial Market³⁹

Beyond existing businesses and workforce characteristics, it is important to know if there is room in the current local economy to support retail or similar commercial development along LA 52, or if the same could even move to the area, if given the opportunity and implementation of the improvements identified in the transportation and land use elements.

An analysis completed at a corridor level would produce unreliable forecasts; therefore the primary market area (PMA) was established as the analysis zone. (See Figure 16) The PMA represents a 15-minute drive time of Paul Maillard Road (LA 52). It has the following general characteristics:

- 15,000 households, with a median disposable income of \$39,722;
- 280 retailers;
- 19,910 employees with an average wage of \$51,231.

³⁸ Note, educational attainment data was not available for 25% of residents.

³⁹ Completed by gcr, Inc., 2013. Please see the complete Economic Development Element in the Appendix for more information

Figure 16: Paul Maillard Road Primary Market Area (PMA)



This is an area which businesses along the Paul Maillard Road (LA 52) would like to appeal to. These households and employees can spend money in the Paul Maillard Road (LA 52) corridor, but there are barriers to tapping into this demand, as these deter new retail growth (as indicated within existing conditions sections of other elements):

- A generally deteriorated appearance of the corridor;
- High levels of abandonment;
- Perception of crime;
- Limited walkability.



Winnwood Shopping Center, Paul Maillard Rd at Vial Ln

To counteract several of these obstacles, the parish will undertake specific improvements (defined within the transportation and land use strategies) to improve the physical environment of Paul Maillard Road. Those measures will establish the type of environment which appeals to some retailers and developments. The parish also needs to encourage and support the kind and scale of development that is in line with the reality of what the market area can support.

Based on the retail analysis which examined the PMA, and then looked at the potential drawing power of the Paul Maillard Road (LA 52) area, it appears that the study area can currently support up to 85,000 square feet of retail space in the following categories:

- Food & Beverage Stores (34,200 sf);
- Food Services & Drinking Places (32,900 sf);
- Clothing and Accessory Stores (5,800 sf);
- Other Stores, such as one small electronics store, a hardware store and a small hobby or sporting goods store (approx. 12,100 sf).

This analysis does consider consumer expenditures of residents within a 15-minute drive time, a percentage of spending by local employees, retail competition within the primary market area, and the sales volume and average sizes of stores within the market area. Based on the analysis of existing conditions, retail appears most feasible on two parts of the corridor:

- Between (LA 18) River Road to the St. Charles Parish Hospital;
- Near the US-90 and Paul Maillard Road (LA 52) intersection.

Additionally, neighborhood-scale retail combined with a main street approach is the most likely to bolster the activity along LA 52 while providing the community with needed services. This approach describes a mix of retail that *resembles* the traditional historic main street of small towns and cities and includes independently-owned restaurants, small-scale clothing and accessory stores, and other boutique specialty stores. The most successful main streets have a combination of national retailers (also known as “anchors”) and locally-owned stores. This combination pulls shoppers in with national store name recognition, while providing a unique shopping experience provided by independent retailers. In addition, these corridors include a continuous walkable streetscape with a mix of land uses.

Economic Development Approach

Based upon a review of case study and best practices, combined with information about the current workforce and built environment, a balanced approach to addressing economic development needs along the Paul Maillard Road (LA 52) corridor contains four primary components.

A Place-Based Approach

Despite the over 700 health care and social assistance jobs located along this 2.6 mile stretch of road, the corridor is challenged

by vacancy and physical deterioration. Therefore, invest resources within specific sites to visually transform the neighborhood and attract new investment. This requires the parish and stakeholders to make a strategic decision that public funds should be funneled to select locations, and used to leverage private dollars for large-scale redevelopment.

This strategy is supported by HUD through several programs (e.g. Choice Neighborhoods, CDBG, Catalytic Development Grants), with the understanding that large investments within a specific area can visually transform a place, and this physical change creates a ripple effect among private businesses, homeowners and investors, who in turn use their own resources to make improvements.

A large investment for a specific project can become a catalytic site, setting off a chain reaction of investment within adjacent blocks. To facilitate this conversation, the Executive Committee, with the assistance of the parish and project team, identified four sites along Paul Maillard Road (LA 52) which present the greatest opportunity for large-scale investment.⁴⁰ *(Please see Pages 50-53 for detailed Site Development Scenarios)*

Market-Driven Process

The parish emphasized early on in the process that recommendations must be framed around market realities, and investment decisions for Paul Maillard will take into account the market feasibility, costs of the project, and market demand. Public resources are scarce, and governments have the responsibility to use them efficiently to maximize return on investment. The parish also

⁴⁰ Please see analysis of catalytic sites in plan appendix. This includes a review of potential sites, analysis criteria and initial recommendations/feedback. Catalytic sites generally are larger (more than 40 acres); positioned well along the corridor (on or adjacent to the corridor, hospital and within a census tract that qualifies for tax incentives); and potential non-profit and private partners who have expressed interest in developing the site in a manner which benefits the community.

intends for this plan to be implementable, and not a document that rests on a shelf.

For this reason, the plan's recommendations are evidence-based, and take into account the market demand analysis for housing, retail and commercial development; existing economic conditions; and available staffing and financial resources.

Parish Partner Organization

This plan aims to facilitate large-scale redevelopment that will require tens of millions of dollars in investment from a variety of public and private sources. These deals will be complicated, and will require constant communication and negotiation with partners.

Right now, St Charles Parish staff does not have the capacity or time to manage implementation. As an option in the future, the parish should consider establishing a community development or business development entity with the "muscle" to move projects forward. Situations will change over time and that may require adjustments by those involved in implementing the plan and business/economic development activities along the corridor.

In Louisiana, parishes are authorized to create such an entity and a managing board for the purpose of carrying out a specific public purpose, and to dissolve the entity along with its net assets. This means the organization would have the freedom to operate as a private business, without the many administrative government "red tape", as well as receive the benefits that come with 501(c)3 status, particularly related to pursuing federal and foundation grants. An example of such a group locally is the Jefferson EDGE (an entity created by JEDCO, Jefferson Parish Economic Development Commission).

Parish Incentives for Development

As the public partner in a public/private partnership, St Charles Parish will facilitate the implementation of the plan among willing non-profit and private entities through various forms of incentives. The incentive package will be entirely predicated on the proposed scope of the project and the partner’s needs. Table 11 identifies a range of potential incentives from which the parish may choose.

Table 11: Types of Parish Incentives for Development

Category	Incentives
Financial	Predevelopment Costs (e.g. market analysis, environmental review, grant consultants) Site Control (option agreements) Infrastructure Costs Drainage District Credits Development Costs Operating Subsidy Land Donations
Technical	Support for grant applications Meeting facilitation and coordination Advocacy for project with State and regional leaders
Land Use	Streamlined permitting process Waiving of permitting fees Tax abatement

For projects that require a substantial parish investment, St. Charles has the option of purchasing property on behalf of the developer as its form of contribution. The parish can then donate the land to the developer, or more commonly, lease the land to the developer for a set period of time (e.g. 40 years, 99 years) in exchange



Vacant land west of Monsanto, view from Paul Maillard Rd

for land use restrictions, covenants, or even some source of revenue in instances where projects are profit-driven.

It should be noted, though, that it is rare for a parish government to get involved in real estate acquisition without a strong redevelopment authority. There are heightened legal risks associated with land ownership and additional legal fees. Given that St Charles Parish does not have an entity that specializes in acquisition and portfolio management; the parish should provide large financial assistance packages as a loan agreement rather than through real estate transfers. But it is advisable for the parish to secure site control of large sites if it becomes a priority to focus on a large-scale redevelopment project within a specific parcel. Like most recommendations, this is dependent on finding development partners, financial resources, and reaching an agreement with the landowner on an established price and form of sale.

Figure 17: Potential Redevelopment Sites



Character Area	Site Name	Physical Location	Scenario Concept/Spark Ideas
A	Main Street	LA 52, between LA 18 and UPRR	Main Street, illustrating sidewalk cafés, possible ground floor storefront business incubator
B	Archdiocese Site	East of LA 52, between Angus Dr and Vial Ln	Mixed-use development, including ground floor commercial space suitable for neighborhood goods and services (e.g. retail, career training center, etc.) and upper story multi-family residential
B/C	Winnwood Shopping Center	East of LA 52	Small commercial in which grocery or storefront training community center and small outdoor market could be viable
C	South of Canal Road	West of LA 52, near Turner Lane	Infill one or two unit detached new construction housing in place of blighted/vacant properties

Figure 18: Scenario Concept 1: Main Street Development

LA 52 between River Road and the Railroad Tracks

Conceptual designs for the Main Street concept illustrate the potential for tying together streetscapes featuring broad sidewalks, landscape, lighting with options for on-street parking to service commercial sites with small infill commercial development that fulfills the historic main street potential of the area.

Transportation elements supporting this concept include: bicycle/ pedestrian amenities such as the existing Mississippi River Trail, the proposed sidewalk/ shared use path along the length of Paul Maillard Rd (LA 52), and the proposed upgraded multi-use path along Easy Street connecting to the Westbank Bridge Park; and vehicular amenities such as the proposed Main Street cross section improvements and associated intersection upgrades.

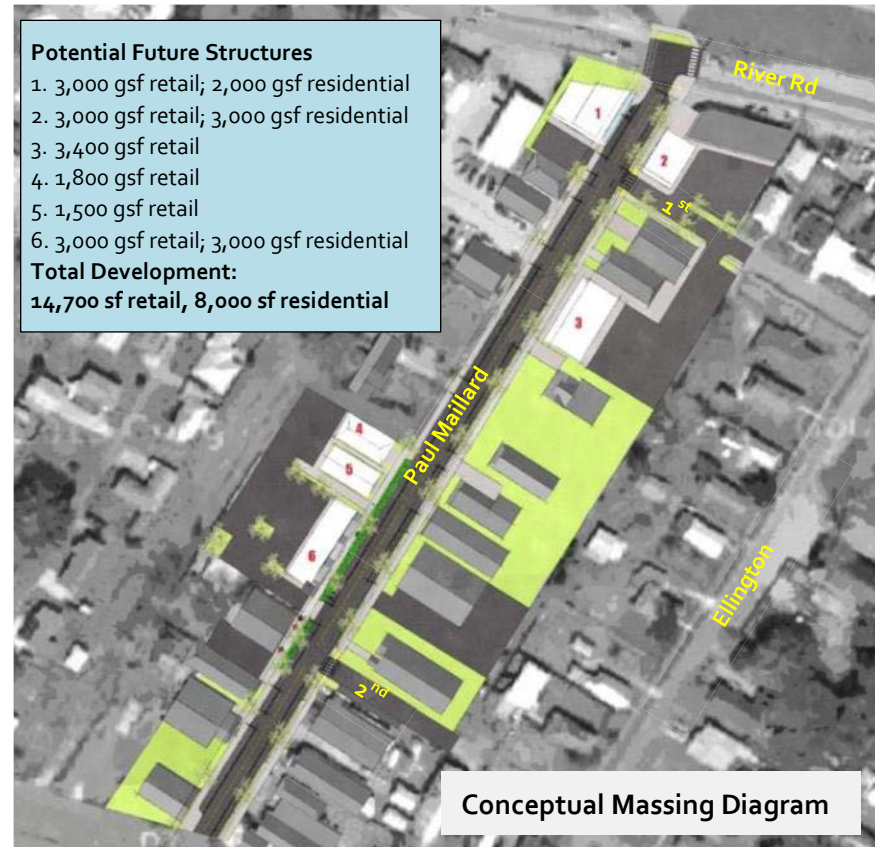
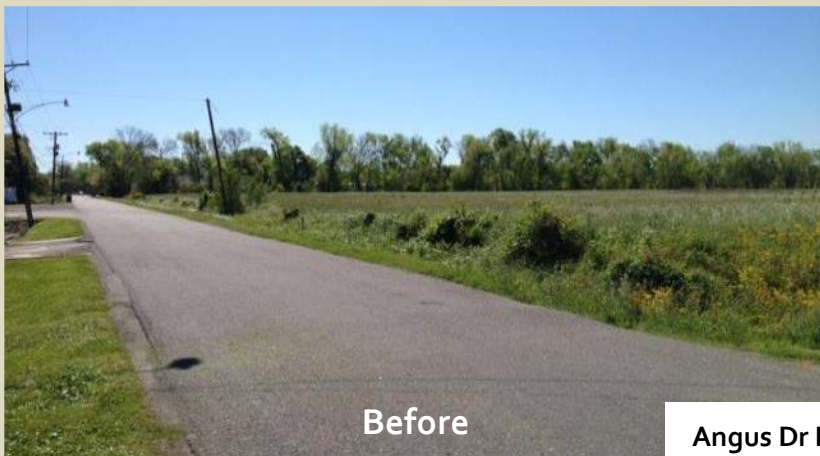
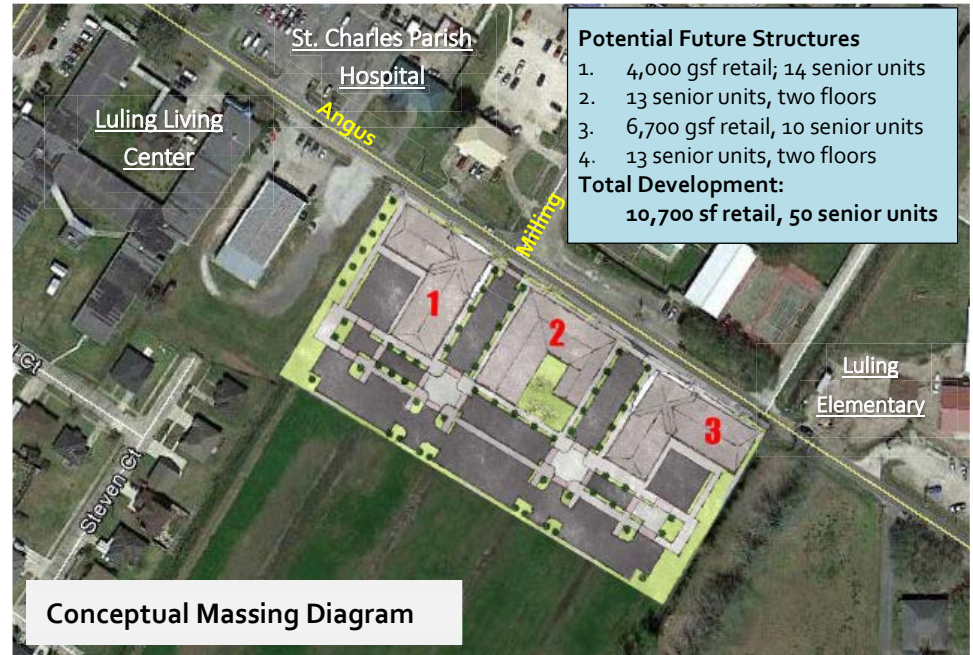


Figure 19: Scenario Concept 2: Mixed-Use Development

Archdiocese Site between Angus Drive and Vial Lane

The site is situated adjacent to the St Charles Parish Hospital as well as a number of commercial and residential uses. Given the areas significant energy as a daytime population driver, as well as its central location within the corridor, this site has great potential to act as a catalyst for demonstrating the viability of mixed-use development.

The proximity to medical uses makes it an ideal candidate for low-income senior housing as the defined housing piece of this site. This type of housing could be developed in a more walkable mixed-use format with services for residents located on the first floor and residences above. Supporting this concept would be a streetscape featuring a shared use path in combination with sidewalks, landscape and lighting extending beyond LA 52 to include important local streets like Angus Dr (See *Recommendations, Transportation*).



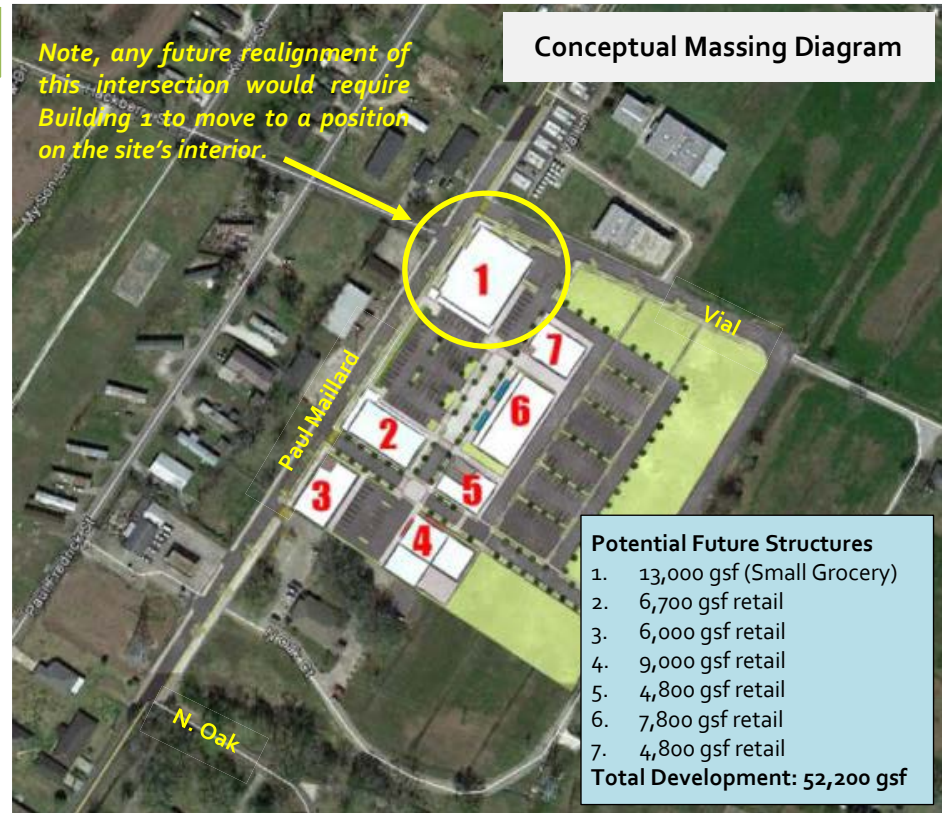
Angus Dr Looking East

Figure 20: Scenario Concept 3: Town Center Development

Winnwood Shopping Center, Paul Maillard at Hackberry St.

Winnwood is a mostly vacant shopping center with an abundance of parking in front centrally located within the LA 52 corridor at the intersection of Vial Ln. The site's central location, visibility and proximity to the hospital make it suitable for a number of small retail establishments accessible to motorists and pedestrians. This could include a hardware store, a small grocery store and other neighborhood services

Conceptual designs for this site include visualizations of a more walkable and attractive alternative to the current retail offerings at this site. Future transportation improvements to improve access to the site, beyond the shared-use path and the sidewalks (with crosswalk at Hackberry St and Vial Ln) would include a re-alignment of the intersection to correct the current off-set (See *Recommendations, Transportation*). This would adjust building setbacks accordingly, but the principles illustrated still remain a valid view of what could be possible.



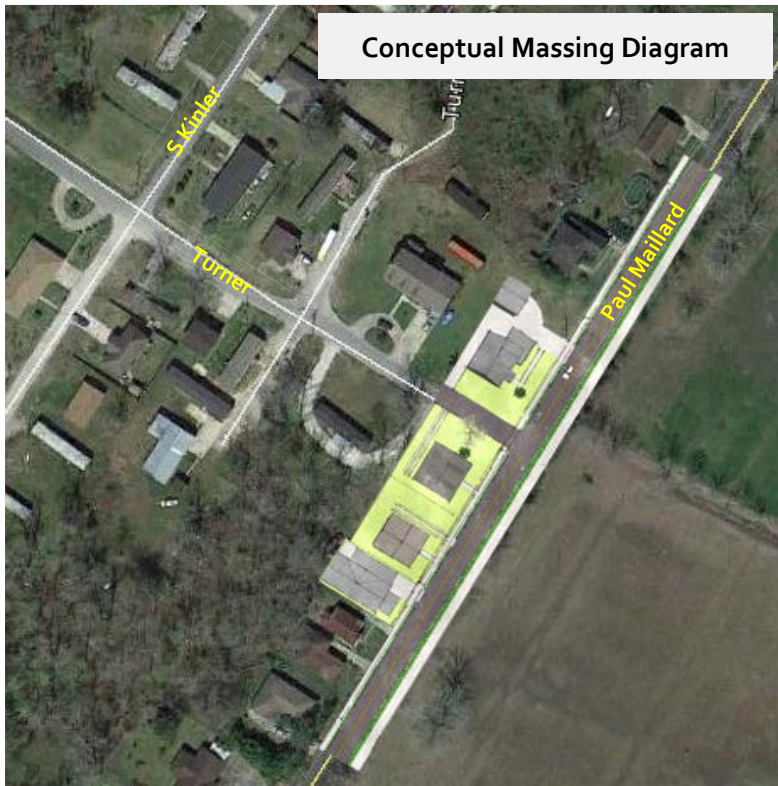


Figure 21: Scenario Concept 4: Affordable Residential Infill

Paul Maillard Road at Turner Street (Character Area C)

The character of the southern end of the LA 52 corridor consists of single family homes set amongst ample open space. A number of public housing units are also located in the general vicinity. For these reasons, the area is appropriate for infill housing that could act as a catalyst for improving the overall quality of housing in the area.

Conceptual design visualizations depict ways in which these units can be grouped and situated to fit into the current neighborhood fabric. This would take the form of detached single-family and two-unit structures sited on lots that are currently vacant or containing severely blighted housing units. Proposed streetscape improvements tie this area to the rest of the corridor via the combination of shared use path with sidewalks, landscape and improved lighting.

Because the public, Executive Committee and parish staff have identified vacancy and blight as important issues in the streets parallel and to the west of LA 52 the concept could also be applied along S. Kinler Street or Paul Fredrick Street.



Economic and Fiscal Benefits of New Development

Development of the Paul Maillard Road (LA 52) corridor, including renovation of existing buildings and construction of new ones, would produce several different types of economic benefits: Job creation, real estate value increases, additional property and sales tax revenue, and attraction of new businesses.

To address all anticipated demands for commercial and residential development over the next five years identified in the market analysis within the primary market area, defined as a 15-minute drive from Paul Maillard Road, developers could be investing up to \$149 million in new construction and renovation activities (Table 12).

Table 12: Development Potential within Primary Market Area (PMA) to address Five-Year Demand

Type	Units	Approx. Square Footage	Total Investment (est)
Housing Units	870	1,044,000 sf	\$137,808,000
Retail		85,000 sf	\$10,880,000
Total		1,129,000 sf	\$148,688,000

Primary Market Area defined as a 15-minute drive time from Paul Maillard Road.

Capturing a portion of this total demand on the LA 52 corridor is possible by facilitating development of the four catalytic development scenarios presented. Combined, the catalytic scenarios represent potential for over 75,000 square feet of new commercial space and approximately 141-146 new residential units – a total estimated construction investment of \$27.9 million (Table 13). This investment would lead to a number of indirect economic impacts including spending by construction employees during the development process, new residents investing in household goods for their new homes in the surrounding area, and the new jobs created by

new retail shops and any ancillary activities related to the construction of new residential units.

Table 13: Investment Potential of Paul Maillard Road Catalytic Sites

	Bldg #	Use (units)	Gross SF	Investment ^{1,2}
Main Street	1	Retail / Residential (2-3 units)	5,000	\$649,820
	2	Retail / Residential (2-4 units)	6,000	\$782,730
	3-5	Retail	6,700	\$857,600
	6	Retail / Residential (2-4 units)	6,000	\$782,730
		Total	23,700	\$3,072,880
Winnwood Shopping Center	1	Retail	13,000	\$1,664,000
	2	Retail	6,700	\$857,600
	3	Retail	6,000	\$768,000
	4	Retail	9,000	\$1,152,000
	5	Retail	4,800	\$614,400
	6	Retail	7,800	\$998,400
	7	Retail	4,800	\$614,400
		Total	52,100	\$6,668,800
Archdiocese Site	1	Retail / Residential (14 units)	17,125	\$2,758,344
	2	Residential (22 units)	20,625	\$3,529,969
	3	Retail / Residential (14 units)	17,125	\$2,758,344
		Total	54,875	\$9,046,656
Residential Infill	1	Residential (25 units)	1,200	\$158,400
	2	Residential (60 units)	1,300	\$171,600
		Total	69,000³	\$9,108,000
Total		+/- 75,800 sf retail • 141-146 residential units		\$27,896,363

Notes:

1.) RS Means Construction Cost Estimator, July 2014. RS Means determines material and labor costs from regular contact with manufacturers and contracting professionals to aggregate per square foot (SF) cost estimates. These estimates include all of the materials and labor necessary to construct an average building of a similar typology to what is being estimated, including contractor fees and architectural services. The estimates do not include site demolition and preparation, interior furnishings, landscaping, or parking lot construction.

2.) Aggregate SF cost estimates: \$128 Retail/Commercial; \$132 Residential single/duplex; \$171 Residential multi.

3.) Residential infill assumes the construction of 55 structures. 25 single family structures (type 1) and 30 duplex structures (type 2).

4.) Please refer to Figures 18-21 to link building number to the massing diagram concept.

Recommendations – Economic Development

Goals and strategies for suggest a revitalized LA 52 corridor which encourages a variety of activities to foster an economic revitalization. Economic strategies look to encourage and improve conditions, thus allowing the opportunity for more jobs and income to be held by residents of the area. Specific actions to address strategies follow in the implementation chapter of the plan.

Paul Maillard Economic Development Strategies

Establish a corridor-based group to facilitate and monitor plan implementation

Provide land and infrastructure to support food hub concept

Use the Sector strengths to support and improve the local business environment

Sponsor the development of workforce training program that prepares LA 52 residents for living wage jobs

Community survey and commentary demonstrate strong support for improving the variety of spaces along the corridor to include places to shop, eat, work and recreate.⁴¹ As noted in Table 1, investing within the study area to create opportunities for small businesses to develop as well as encourage these to be linked with transportation improvements and community facilities is consistent with HUD's livability principles. In addition, the strategies will also address specific items noted during the SWOT review of the area (See Figure 2) including the lack of existing and thriving small business climate, in addition to concerns about loss of jobs or the opportunity presented by creating corridor-based employment opportunities.

⁴¹ Based upon community chalkboard responses to the question: "Paul Maillard Road would be better if..." Please see the Community Engagement section for information on process and sequence, and technical appendix for on-line survey and tabulated responses.



Executive Committee Meeting, LA 52 Corridor Redevelopment Plan

Strategy #1: Establish a corridor-based group to facilitate and monitor plan implementation

The partnerships and barriers broken by the LA 52 Executive Committee have resulted in several positive changes forward for the corridor. This high level of engagement and interest in the future and staying as close to the map as possible would be improved with the formation of an association to enhance the corridor's business environment. Business associations raise awareness of the locale's offerings through marketing campaigns, events and fund programs such as streetscape enhancements and maintenance and security programs. Such an association on LA 52 would be blend of business and property owners who would come together regularly to oversee implementation of this plan.

To begin this process, an organizing committee would need to be established to shepherd the association into existence. The process would occur in the following phases:

- An organizing committee comprised of corridor business and property owners, facilitated by the Department of Economic Development, would meet to establish interest in forming a group;
- If interested, the group would establish their organizational goals, mission, services and key priorities;

Once organized, the group could assist with facilitating plan implementation activities which they feel could best create successes and build momentum for changes in the study area.

Strategy #2: Provide land and infrastructure to support food hub concept

A food hub, at its core, is a business – one that works on the supply side (with farmers, producers, and distributors) and the demand side (with customers, restaurants, and other buyers). Food hubs can be operated by nonprofits, public entities, cooperatives, or private companies. Hubs can operate under a farm-to-business model, where the hub creates a wholesale market, or a farm-to-consumer model, where the hub is responsible for marketing, aggregating, packaging, and distribution to customers. Some hubs do both.

In the Paul Maillard area, the concept of the food hub would be expanded to look at a broader organization covering education, product development as well as consumables. St. Charles Parish offers a great location between more rural, agricultural parishes to the west and north and the urban centers of Baton Rouge and New Orleans. The rail and highway assets near the LA 52 corridor could be advantageous to building a farm-to-business food hub. The same could potentially be beneficial for a wholesale hub; this option would require further study of the regional wholesale market.

The corridor’s business association, along with the parish, would work together to support construction of a space by first identifying a vacant lot to serve as an open-air farmers market, or by funding the due diligence for construction of any type of flexible or custom facility.

Strategy #3: Use the Sector strengths to support and improve the local business environment

Anchor institutions are often economically successful even if the surrounding area is suffering from disinvestment. They wield enormous influence in their surrounding communities and can play many roles as an agent of change:

- *Real Estate Developer* – Anchors can enter into joint development projects to leverage other uses, convert vacant properties, incentivize local hiring and procurement, and involve the community in their own real estate planning
- *Purchaser* – Anchor institutions are some of the largest procurers of goods and services in a community. A hospital’s purchases include food, janitorial supplies, medical devices, light bulbs, and linen and laundry services. Shifting procurement to small local businesses helps them grow and increase local neighborhood employment.
- *Employer and Workforce Developer* – Anchors can partner with training and educational institutions to solve workforce challenges. Anchors can create detailed career ladders, with required levels of education and training for advancement; they can also use their institutional capacity to identify future needs for specific positions and create partnerships that train local residents to fill vacancies. Locally, a critical partner in developing educational opportunities would be the River Parishes Community College (RPCC). Encouraging RPCC to locate facilities on the corridor within the future Town Center or similar central node of development would place this resource close to both the population and corridor-based anchor institutions.

Engaging with anchor institutions and increase their commitment to the local community is a smart way of leveraging existing assets to increase economic competitiveness. Because the anchor institutions can use their purchasing power so broadly – from developing property to growing small local businesses to employing local people – anchor institution strategies are a natural extension of economic development principles known as ACRE (attraction, creation, retention, and expansion) and also support new movements like economic gardening. Anchor institutions support creation (of new enterprises, particularly when the new business can provide goods or services to the anchor institution), retention of the institution itself as well as the jobs associated with its supplier network, and the expansion of jobs and wealth resulting from employee and business spending in the local area. These local concentrations of employment, spending, and business creation can spur new small businesses – a key principle in the economic gardening movement where municipalities and other entities create supportive environments for new businesses to flourish.

The process begins by engaging the anchor institutions in St. Charles Parish and the LA 52 corridor, as well as reaching out to groups such as the New Orleans Business Alliance (NOLABA) to learn from their best practices or to other cities with successful anchor institution strategies. Within a year, a partnership agreement should be established that outlines a scope of work (i.e., develop purchasing agreements) and provides initial funding from the anchor institution to support the initial scope.

Strategy#4: Sponsor the development of workforce training program that prepares LA 52 residents for living wage jobs

A workforce training program, especially a small pilot program, can bridge the gap between access to training and sustainable employment. However, training programs are only



Example anchor institution on Paul Maillard Rd: St. Charles Parish Hospital

successful if the trained workers find gainful employment when the program ends. This requires a strong collaboration with employers to identify needed skills and teach them effectively. The growth in the medical industry is a logical target, while the program can also target construction trades, for the heavy industrial construction that is growing in the corridor between Baton Rouge and New Orleans, or in cooperation with local food-based employers (production, logistics, sales, or manufacturing).

The State of Louisiana is focused on workforce training and development and has considerable programmatic and financial support available for incumbent worker training, career and technical education, workforce development, and other initiatives aimed at moving Louisiana residents into skilled jobs that pay well. St. Charles Parish is poised to make the most of these opportunities, in partnership with the Workforce Investment Board and partners at Louisiana Economic Development and the Louisiana Workforce Commission. In addition, it should pursue opportunities with partners such as RPCC to locate in the area as part of a career training center.



Open ditch along Paul Maillard Rd

Existing Conditions

- +/- 7 acres of parks and parkland
- 4 cemeteries
- 7 churches
- 1 post office
- 1 school (Luling Elementary)
- St. Charles Parish Hospital
- 1 fire station (Luling VFD)
- 23% coverage with non-agricultural tree canopy
- no community-based library or recreation center/facility
- within +/- 2 miles of the Westbank Regional Park and Community Center
- served by Parish water and sewer

Paul Maillard Infrastructure & Public Spaces (PMI) Goals and Strategies

Goals

1. Create public places for community to gather and celebrate
2. Monitor and improve infrastructure as needed to accommodate future development

Strategies

- PMI#1. Build parks and recreational spaces which can provide for recreation, as well as support festivals, events and activities
- PMI#2. Create a network of recreational trails to interconnect neighborhoods, community facilities and the LA 52 corridor
- PMI#3. Initiate review of the area to determine the feasibility of developing community gardens
- PMI#4. Enclose drainage canals along LA 52 in order to accommodate proposed pedestrian and bicycle improvements adjacent to the corridor
- PMI#5. Initiate a master storm water drainage study to identify improvements required to accommodate future land use plan recommendations
- PMI#6. Incorporate the results of the LA 52 Corridor Revitalization Plan into the Parish's future capital needs planning

Please see Implementation Strategies starting on page 69 for next steps, key partners and estimated funding/cost information



Central Fire Station, LVFD



Cousins Pump Station, Boutte

Infrastructure & Public Spaces

Summary of Existing Conditions⁴²

Public facilities along Paul Maillard Road (LA 52) consist of those elements which help the area function. These facilities have been reviewed by field inspection along with specific conversation with key parish departments. While the systems in place appear to address current needs, expectations are for these elements to grow incrementally to serve the needs for the area's population. The focus of this section is to describe how these systems would likely change or be changed to accommodate recommendations made in the previous sections. Information on existing facilities in the study area (including maps depicting their location) has been included within the project appendix.

Infrastructure

This term covers a broad series of non-transportation elements which help provide basic services to the area. This term typically covers:

- *Water and Wastewater*– provided through the parish's Waterworks Department, which has facilities for drinking water and sewer treatment outside of the study area;
- *Drainage* – provided through a combination of open ditches and closed pipes maintained by St. Charles Parish;

⁴² Based upon a composite of data sources including review of the 2030 Comprehensive Plan, Parks and Recreation Plan combined with meetings and interviews with Parish Departments (Public Works, Waterworks) during plan data development (2013). Where possible, information from state or federal resources has been incorporated to document service or performance levels (as needed). Please see Community Engagement section for more details on outreach program and sequence regarding comments from the public and stakeholder interview process.



Existing drain cover on Paul Maillard Rd near Angus Dr

- *Storm Protection* – defined as the levees (which are under construction) and drainage pump stations maintained and developed by St. Charles Parish which help to provide for movement of rain water left in the area as a result of normal and tropical precipitation;

All new development in the area must tie to these existing systems, using the current standards of the Parish as promulgated through the Subdivision Regulations, combined with any specific ordinance requirements regulating water and sewer hook-up and inspection. To aid storm water drainage needs parish-wide, St. Charles Parish has adopted a new ordinance which addresses Storm Water Management, Erosion and Sedimentation Control.⁴³ Over time, newer developments are expected to employ measures such as

⁴³ St. Charles Parish Ordinances 14-1-12 through 14-1-13 establish Chapter 25, Storm Water Management and Erosion and Sedimentation Control, which regulates non-storm water discharges to the Parish Municipal Separate Storm Water Sewer System (MS4); along with amendments to the Parish's Subdivision Regulations and building permit requirements to assure consistency with the requirements of the same. Adopted January 21, 2014.

retention and detention structures to manage their storm water needs.

The proposed “complete streets” improvements for Paul Maillard Road (LA 52) requires that open ditch drainage be converted to all closed drainage in order to accommodate the provision of sidewalks, landscaping and shared use path. An initial study examining the requirements for such an enclosure, given the proposal for future land use changes and transportation improvements, has been completed with this report currently the subject of ongoing parish review.⁴⁴ Two alternatives identified for improvement drainage were examined with the construction of a single pipe, along the west side of the corridor, appearing to be the most feasible alternative. Construction of this improvement would be preceded by the replacement of an existing waterline along the west side of Paul Maillard Road.⁴⁵ In addition, the scope of the proposed project would include re-establishing water, sewer, gas and driveway connections to households and businesses along the corridor.

Community Services

This term covers a broad series of services which reach individuals where they live or work. This term typically covers:

- *Fire Department* – provided through the Luling Volunteer Fire Department, located on the Paul Maillard Road corridor;
- *Emergency Medical Services* – provided by the St. Charles Parish EMS, located on the Paul Maillard Road corridor;

⁴⁴ Initial findings of analysis presented in *Conceptual Design Report, LA 52 (Paul Maillard Road) Basin-Wide Drainage Analysis*, Prepared by Evans-Graves, Engineers, Inc. with Burk-Kleinpeter, Inc., June 2014. Parish review comments provided and responses issued as of August 14, 2014.

⁴⁵ Identified as a 10” cast iron pipe located at the bottom of the existing drainage ditch along the western edge of Paul Maillard Road. Parish has funds for construction of this project. Project as identified during a meeting with representatives of parish Waterworks, Planning and Zoning Department and Burk-Kleinpeter, Inc., April 2, 2013.

- *Police* – provided by the St. Charles Parish Sheriff’s Office, located adjacent to the study area on Judge Edward Dufresne Parkway.

The proposed redevelopment plan has the potential to bring more residents and business activity to the corridor. The proposed future land use plan will bring an increase in business activities to the corridor, as well as new residents to the area. In addition, the transportation plan will increase the connectivity of areas to one another as well as the Paul Maillard Road corridor.

Community commentary reflected that the presence of police along the corridor was good, but the perception is that crimes remain high within certain portions of the corridor. Data analysis for the period January 10 and September 30, 2013 revealed during that time, that criminal activity spread across the corridor, but appeared more concentrated within the central portion of Character Area B.⁴⁶ During the timeline covered by the analysis, theft/larceny was the most common crime in the study area, followed by assaults and disturbing the peace. In general, the study area, while having only 5% of the total parish population, recorded 12% of the reported crimes in the parish during that time.

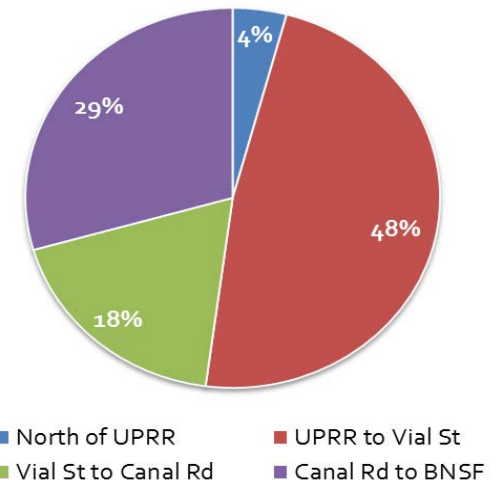


Figure 22: Location of Crimes Reported in Paul Maillard Road Study Area
For reports between 01/10 and 09/30/2013-
Data Source: Crimemapper.com

⁴⁶ <http://www.crimemapping.com/map.aspx?aid=d41f578f-of97-4bfb-a2d7-320dc505e760>

Changes in the population and density of development will require additional community-based policing to expand the already strong patrol presence on the corridor. In addition, property owners of rental units in the area offer incentivized housing for public safety employees as a means of encouraging them to take up residence in the area. This allows them to monitor trends, work from within the community to identify problem areas and involve citizens in working through crime prevention strategies. Both actions, plus others yet to be developed, should remain as part of the longer-term focus for revitalization.

These services will need to grow accordingly in order to address future demand.

Recreational Spaces

This term covers a broad series of green spaces which allow for congregation of the population for purposes of recreation as well as cultural or educational activities. This term typically covers parks and recreational facilities.

Having functional, programmable spaces to gather and recreate is a priority. The parish's recently adopted a *Parks and Recreation Master Plan*, identifies a general plan for facility growth and development based upon projected population and programmatic needs, reflecting the outcomes of survey, inventory and review of parish capacities.⁴⁷ The outcome of the *LA 52 Corridor Revitalization Plan*, within the context of the *Parks and Recreation Master Plan*, is to help define recommendations for the Luling and Boutte areas.

As shown on Figure 23, the central portion of the study area is currently not within easy walking distance of a park or recreational



Existing playground at Boutte Park, Boutte Estates Dr

facility. Creating such a facility in this area would address the sustainability and livability principles identified earlier. It would be compatible with the objective of creating a town center in this area and support efforts to create a destination or focus for employment and residential development. The proposal to create linear connections within the transportation plan via sidewalks, shared use paths and greenways improves connections to any future facilities as well as ties them to existing facilities and area residents. Both Boutte Park and Monsanto Bicentennial Park are well beyond the limits of a conventional walking distance (1/4 to 1/2 mile) from all but those living closest to these parks, but both become reachable within a standard cycling distance (1 to 2 miles) for the majority of the population when connected via the proposed network shown on Figures 5 and 6. Extending these beyond LA 52 and to the Mississippi River levee presents opportunities to create a physical connection to the levee's bicycle trail.

⁴⁷ St Charles Parish Parks and Recreation Department, *Parks and Recreation Master Plan*, Revised Draft, August 2, 2012.

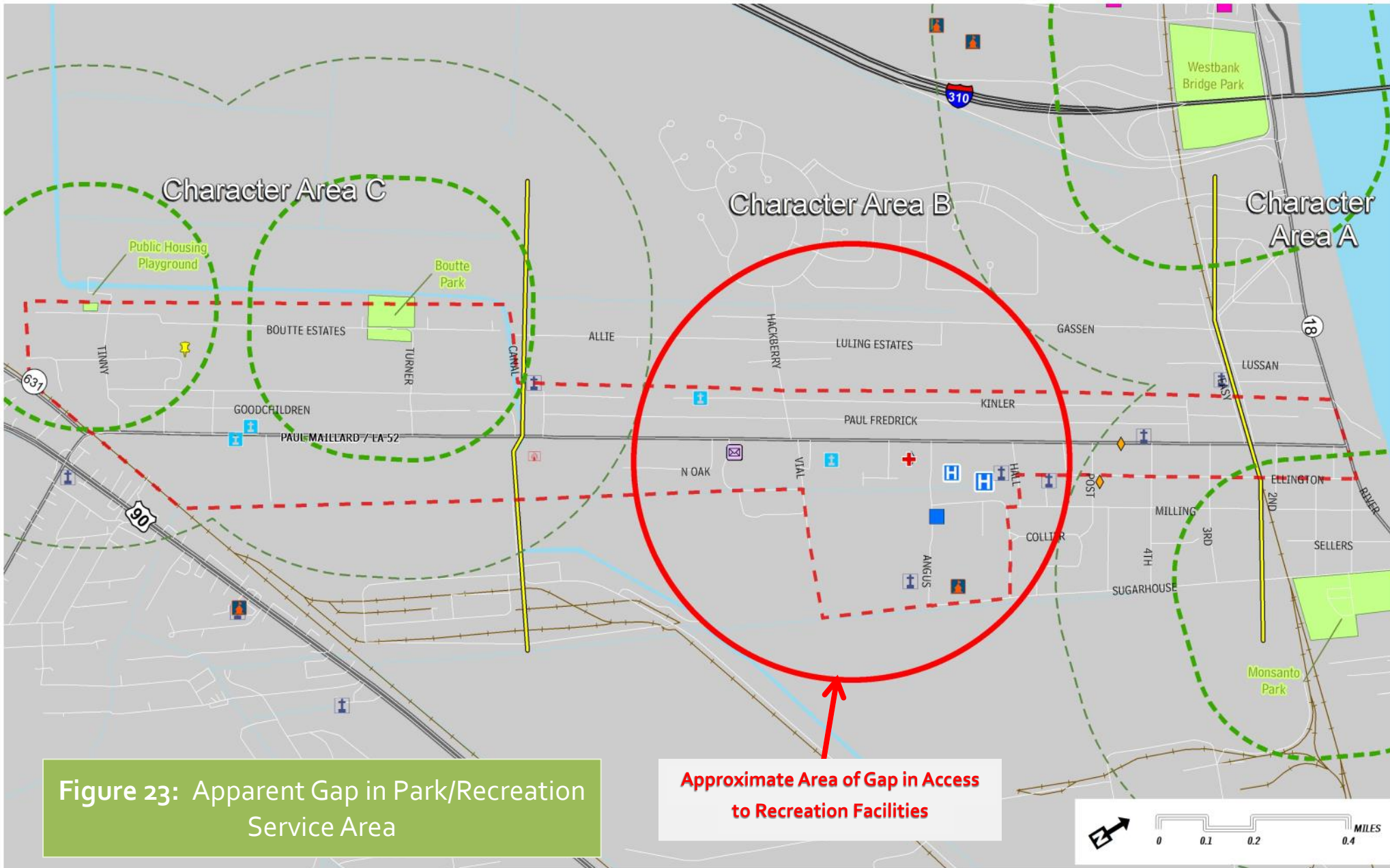
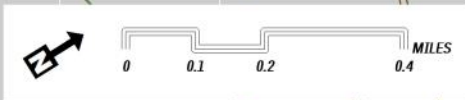


Figure 23: Apparent Gap in Park/Recreation Service Area

Approximate Area of Gap in Access to Recreation Facilities



Legend

Study Area

Park Coverage

1/4 Mile Distance around Parks

1/2 Mile Distance around Parks

Community Facilities

- Cemetery
- Church
- Community Services
- Daycare
- Fire Department Building

Government Buildings

- Health Services
- Community Building
- Hospital
- Police Department Building

Post Office

- Schools
- Senior care services

Findings based upon application of a standard walking (1/4 and 1/2 mi) access definition, to the current park facilities in the study area and immediate vicinity.

Recommendations – Infrastructure & Public Spaces

The plan envisions a revitalized LA 52 corridor where infrastructure and public services will continue to function to their current levels, while growth occurs in response to changes in land use and population demand.

Community survey and commentary demonstrate strong support for improving the variety of spaces along the corridor to include places to shop, eat, work and recreate.⁴⁸ As noted in Table 1, investing within the study area to capitalize on assets to create memorable and functional places in the project area, as well as opportunities to attract parish residents is consistent with HUD's livability principles. Addressing future drainage needs on the corridor also allows the installation of infrastructure to support pedestrian and cyclist movements, in a manner which brings a functional and active set of public spaces to area. Using this system to help interconnect additional public spaces addresses multiple weaknesses noted in the SWOT review of the area (See Figure 2) relative to lack of place, amenities and limited recreational opportunities.

Blending land use and transportation improvement with activities as discussed with the community during the land use charrette process "big ideas" sessions⁴⁹ also address specific items noted during the SWOT review of the area (See Figure 2) including the weakness of having outdated, low quality buildings, lack of things to do, lack of place and unattractive physical aesthetics. Adding the

dimension of the public spaces allows some of these big ideas to help define future public spaces in the area. While not all ideas are likely to occur, the focus is to continue review and consideration of those which had the greatest amount of community interest through the Paul Maillard Road Coordinating Entity (PMCE).

Figure 24 represents a guide to a build-out of future public spaces consistent with the community vision, goals and strategies⁵⁰:

Paul Maillard Infrastructure & Public Spaces Strategies
Build parks and recreational spaces which can provide for recreation, as well as support festivals, events and activities
Create a network of recreational trails to interconnect neighborhoods, community facilities and the LA 52 corridor
Initiate review of the area to determine the feasibility of developing community gardens
Enclose drainage canals along LA 52 in order to accommodate proposed pedestrian and bicycle improvements adjacent to the corridor
Initiate a master storm water drainage study to identify improvements required to accommodate future land use plan recommendations
Incorporate the results of the LA 52 Corridor Revitalization Plan into the parish's future capital needs planning

⁴⁸ Based upon community chalkboard responses to the question: "Paul Maillard Road would be better if...". Supports observations made by the Paul Maillard Road Executive Committee as a result of their work on developing future land use plan for the area in their November and December 2013 meetings, along with comments received between January and March 2014. Please see the Community Engagement section for information on process and sequence, and technical appendix for on-line survey and tabulated responses.

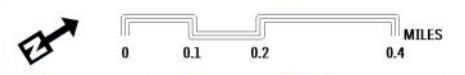
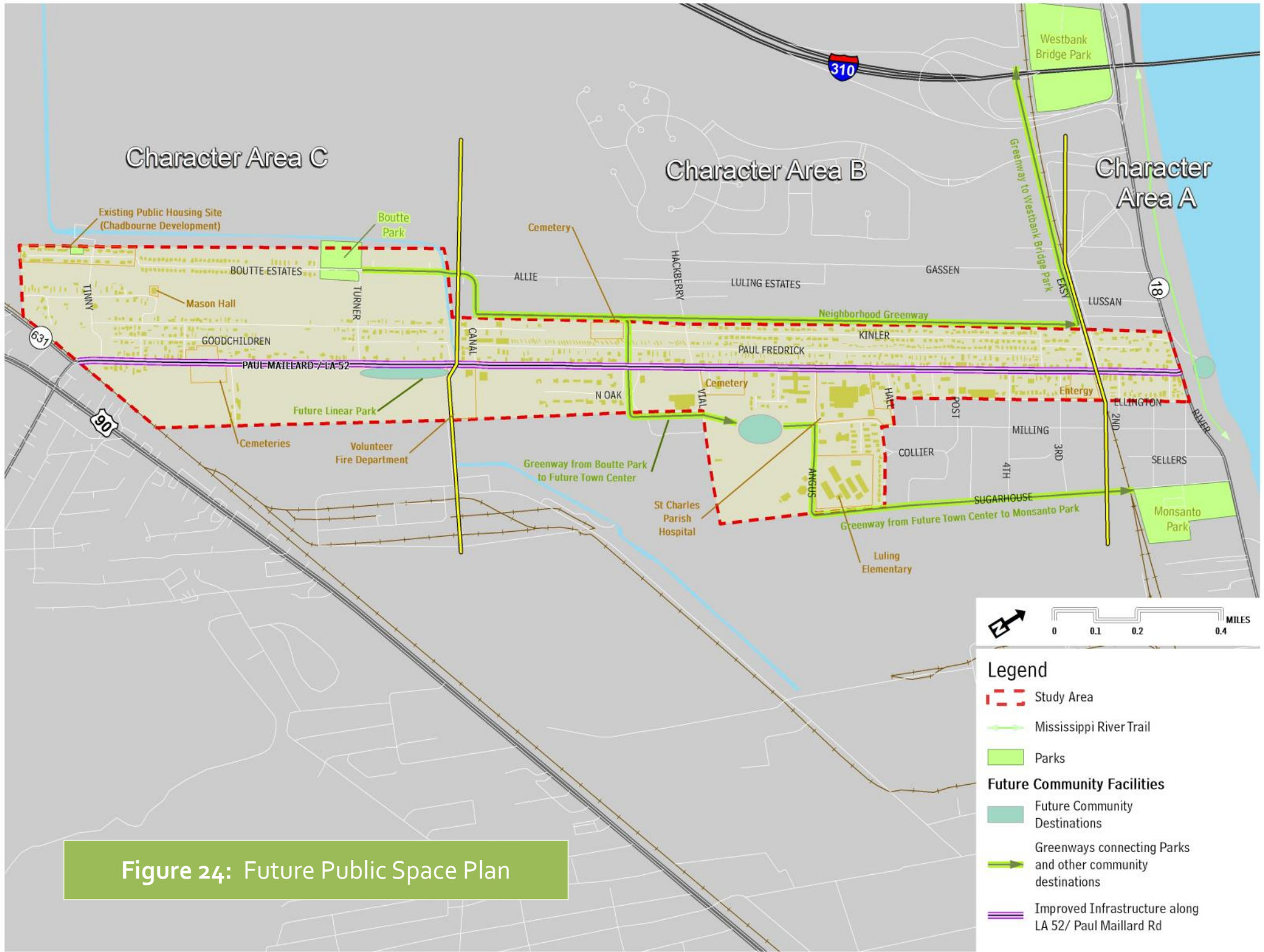
⁴⁹ Sessions were conducted in November 2013. Please see the Community Engagement section for information on process and sequence, and technical appendix for on-line survey and tabulated responses.

⁵⁰ Every effort has been made to document existing area constraints as part of this summary report and technical appendices, notes and direction which help to explain and inform the land use and housing recommendations. However, the information provided remains at-best a general guide, with the understanding that additional discovery may prompt refinements or adjustments by the parish in the future.

Character Area C

Character Area B

Character Area A



- Legend**
- Study Area
 - Mississippi River Trail
 - Parks
 - Future Community Facilities**
 - Future Community Destinations
 - Greenways connecting Parks and other community destinations
 - Improved Infrastructure along LA 52/ Paul Maillard Rd

Figure 24: Future Public Space Plan

Implementation Strategy

The implementation strategy will provide a guide to decisions which need to be made locally to help encourage the incremental renewal and revitalization of the Paul Maillard Road (LA 52) corridor and surrounding area. This process of renewal and revitalization begins with acceptance of the corridor revitalization plan, but will continue for many years. Along the way, the parish will be working with the community as well as many community partners, technical advisors and resource agencies.

This section begins with a presentation of the vision and goals. Following is a table which includes strategies presented earlier brought forward with a list of specific actions. Accompanying this is information on relative cost (if known), funding sources, remaining coordination needs and linkage to the issues which the community defined through the completion of the SWOT analysis in Table 2.

This list remains the most fluid portion of this document, as it is understood that as work begins, periodic review and evaluation of success will be required. In addition, as new opportunities are presented as a result of the plan’s implementation, these should be embraced if consistent with the plan’s vision and overall intent.



Project Vision:
Our vision for the Paul Maillard (LA 52) Corridor is a safe and attractive place to live, work, and play with sustainable economic growth while keeping a vital sense of community and tradition!

Paul Maillard (PM) Revitalization Plan Goals	
Element	Goal
Transportation	Develop an efficient transportation system
	Provide a variety of safe transportation options
	Build the transportation network envisioned by the community without displacing the area’s character and feel
	Enhance neighborhood connectivity
	Provide a mix of transportation options for all
Land Use & Housing	Encourage commercial growth and community place-making
	Improve the appearance of structures
	Improve the quality and quantity of housing available
Economic Development	Support development of small businesses within the LA 52 corridor
	Develop catalytic sites to attract business and investment
	Create a qualified workforce to take advantage of regional job opportunities
Infrastructure & Public Spaces	Create public places for community to gather and celebrate
	Monitor and improve infrastructure as needed to accommodate future development

Implementation Partners

In seeking application for the initial HUD Community Challenge Grant, St. Charles Parish identified several key partners whose connectivity to the study area remains critical for several reasons. Some provide technical expertise and can help identify best practices to getting specific programs or projects started in the area. Others offer a conduit for funding (100% or matched) to help aid implementation of specific project recommendations.

During the course of the project, others were identified as potential advocates on behalf of marginalized population groups living or working in the area. These groups provide a connection which can help gauge the depth of community needs addressed during plan implementation. Table 14 provides a summary of these groups including identification of their existing and future role within the implementation of the revitalization plan. Some of these groups appear in the “Key Partners” column of the implementation plan table starting on page 70.

Table 14: LA 52 Corridor Revitalization Plan Partners

	Group	General Area	Current Role in Project	Future Role in Project
FEDERAL	Department of Housing and Urban Development (HUD), Office of Economic Resilience	Housing, Community Development	<i>Grant sponsoring agency, funded Revitalization Plan</i>	<i>Potential funding partner for specific capital projects</i>
	Environmental Protection Agency (EPA)	Civic Infrastructure (Sewer, water)	<i>Participating agency, Office of Sustainability</i>	<i>Regulatory/guidance for development of sustainable infrastructure</i>
	Federal Highway Administration (FHWA)	Transportation (Roads, Enhancement Projects)	<i>Participating agency, input on proposed corridor improvements to LA 52</i>	<i>Potential funding partner for LA 52 corridor-based improvements (with others)</i>
	Federal Transit Administration (FTA)	Transportation (Transit)	<i>Funding partner with RPTA to provide public transit to area</i>	<i>Potential funding partner with transit operating funds and capital funds for transit facilities (with local match)</i>
STATE	Department of Transportation and Development (LDOTD)	Transportation Systems	<i>Coordinating agency for LA 52 roadway improvements</i>	<i>Potential funding partner for LA 52 corridor-based improvements (with others)</i>
	Louisiana Workforce Commission (LWC)/WIA	Job placement, workforce training and readiness	<i>Participant, Project Executive Committee (through River Parishes Workforce Investment Act, LWI Area 14)</i>	<i>Potential advocate for plan implementation, potential partner for any job training, incubation or development initiatives in area</i>
	Louisiana Economic Development (LED)	Economic Development	-----	<i>Potential partner for encouraging business development opportunities (with others in both public and private sector, including Parish’s Dept of Economic Development)</i>

Table 14: LA 52 Corridor Revitalization Plan Partners (*continued*)

	Group	General Area	Current Role in Project	Future Role in Project
REGIONAL	New Orleans Regional Planning Commission (RPC)	Transportation Systems (Roads, Complete Streets)	<i>Participant, Project Executive Committee</i>	<i>Potential funding partner for LA 52 corridor-based improvements (with others), guide policy development</i>
	South Central Planning and Development Commission (SCPDC)	Economic Development, Transportation (Transit)	<i>Coordinating agency for economic development and related initiatives/plans</i>	<i>Potential implementation partner as manager of business related funds, transit funds, building inspection program</i>
	River Parishes Transit Authority (RPTA)	Transportation (Transit)	<i>Participant, Project Executive Committee</i>	<i>Potential service provider, grant fund recipient for additional transit service (with others)</i>
PARISH	Parish Attorney	Evaluation and guidance on legal affairs	-----	<i>Reviewer/adviser relative to ordinances (such as PMOZ) and organizational issues arising during implementation</i>
	Dept. of Community Services (Com Svs)	Community development, housing assistance, social services and aid	<i>Department identified for coordination, through stakeholder interview</i>	<i>Potential partner for administration of housing repair and modernization programs</i>
	Dept of Economic Development and Tourism (DEDT)	Business recruitment, cultural development	<i>Participant, Project Executive Committee</i>	<i>Primary facilitator for future commercial/business development in area</i>
	St. Charles Parish Hospital (Hospital)	Medical services, community development, public services	<i>Participant, Project Executive Committee</i>	<i>Potential partner for expansion of services, facilities and job opportunities for area residents</i>
	St. Charles Parish Housing Authority (SCPHA)	Housing Programs	<i>Participant, Project Executive Committee</i>	<i>Potential partner for creation of new housing opportunities for area residents</i>
	Dept. of Planning and Zoning (DPZ)	Plan Implementation Oversight	<i>Project Manager</i>	<i>Primary implementation partner</i>
	St. Charles Public Schools (SCPS)	Education, Education Facilities	<i>Participant, Project Executive Committee</i>	<i>Potential partner for education services for area residents, job readiness, agricultural initiatives</i>
Dept. of Public Works (DPW)	Infrastructure (Roads, Drainage), Sewer	<i>Department identified for coordination, through stakeholder interview</i>	<i>Potential partner for coordinating funding for capital projects funded with Parish dollars</i>	

Table 14: LA 52 Corridor Revitalization Plan Partners (*continued*)

	Group	General Area	Current Role in Project	Future Role in Project
PARISH	Dept. of Parks and Recreation (P&R)	Recreation, Leisure Services	<i>Department identified for coordination through stakeholder interview</i>	<i>Potential partner for funding of services and facilities consistent with Recreation Master Plan</i>
	Sheriff's Office	Law Enforcement/Public Safety, Tax Collection	<i>Department identified for coordination, through stakeholder interview</i>	<i>Potential partner for implementing law enforcement improvements and initiatives, possible potential funding agency for specific grants to aid in targeted law enforcement</i>
	Waterworks Department	Potable Drinking Water	<i>Department identified for coordination, through stakeholder interview</i>	<i>Potential partner contributing to cost for improvements to LA 52 (waterworks related water line replacement only)</i>
RESOURCE	US Dept. of Agriculture Rural Development (USDA)	Rural Development	---	<i>Potential partner for economic development, housing and business development initiatives</i>
	River Parishes Community College (RPCC)	Workforce training	---	<i>Potential partner for workforce training programs and career training center along corridor</i>
	Center for Planning Excellence (CPEX)	Planning/Sustainability Advocacy	<i>Participant, Project Executive Committee</i>	<i>Potential advocate for sustainability, community advocacy and education</i>
	Family Resources of New Orleans (FRNO)	Housing Development	<i>Participant, Project Executive Committee</i>	<i>Potential implementation partner for housing rehabilitation, home ownership and scattered site</i>
	Archdiocese of New Orleans (and associated ministries)	Spiritual Development Social Justice, Food Services, Housing	---	<i>Major property owner, potential partner new development (in keeping with Church mission) as well as expansion of existing social services</i>
	Greater New Orleans, Inc. (GNO)	Economic Development Recruitment	---	<i>Potential partner for key economic development initiatives (both public and private)</i>
	United Way of St. Charles Parish (United Way of SCP)	Health and Human Services, Quality of Life	---	<i>Potential partner for community services and initiatives related to health and human services</i>

Table 15: Implementation Strategies *(Items for consideration of immediate implementation through the next 18 months)*

Strategy	Specific Actions to be Taken	Pages
PMLU #1 – Adopt a future land use plan which accommodates mixed use and varying densities of development	<u>Action:</u> 1.1 <u>Next Steps:</u> 1.1.1.-1.1.7.	77
PMT #1 – Reconstruct LA 52 corridor to include a “complete street” cross section	<u>Actions:</u> 1.1 – 1.3 <u>Next Steps:</u> 1.1.1. only	70
PMED #1 – Establish a corridor-based group to facilitate and monitor plan implementation	<u>Action:</u> 1.1 <u>Next Steps:</u> 1.1.1. and 1.1.2. only	85
PMT #3 – Improve accommodations provided in area for pedestrians and cyclists to cross the LA 52 corridor	<u>Actions:</u> 3.1, 3.3 <u>Next Steps:</u> 3.1.1. and 3.3.1. only	72/73
PMT #4 – Negotiate, design and implement safety improvements at the BNSF and UP railroad crossings	<u>Action:</u> 4.1 <u>Next Steps:</u> 4.1.1.-4.1.2.	73
PMLU #2 – Revise zoning to accommodate future land use recommendations	<u>Actions:</u> 2.1-2.2 <u>Next Steps:</u> 2.1.1. - 2.2.6.	78
PMLU #6 – Improve the condition, availability and diversity of housing stock	<u>Actions:</u> 6.1.-6.3 <u>Next Steps:</u> 6.1.1. - 6.3.4.	81-83
PMLU #7 – Increase the number of home owners and home ownership opportunities	<u>Actions:</u> 7.1. and 7.3 only <u>Next Steps:</u> 7.1.1. - 7.1.4. and 7.3.1. - 7.3.2.	84
PMI #4 – Provide the drainage needs of the area which will change as a result of the implementation of the corridor revitalization plan	<u>Actions:</u> 4.1 and 4.2 <u>Next Steps:</u> 4.1.1., 4.1.2., 4.1.5, 4.1.6. and 4.2.1. only	92/93
PMI #5 – Incorporate the results of the LA 52 Corridor Revitalization Plan into the Parish’s future capital needs planning	<u>Action:</u> 5.1. <u>Next Steps:</u> 5.1.1 - 5.1.6. only	93

As per Strategy PMED#1, Action Step 1.1.3., all future plan priorities will be established through a collaborative of the Paul Maillard Coordinating Entity (PMCE), with technical assistance from the identified advisors/partners. Please see Table 14 for description of role of technical advisors/partners.

Implementation Strategies - Transportation

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #1 Reconstruct LA 52 corridor to include a “complete street” cross section	1.1 Reconstruct +/- 0.20 mile of LA 52 between the UP Railroad and River Road (LA 18) to the Main Street section (Figure 7) 1.2 Reconstruct +/- 1.50 miles of LA 52 between the UP Railroad and just south of Canal Rd to the Town Center street section (Figure 8) 1.3 Reconstruct +/- 0.90 mile of LA 52 between Blueberry Hill and Old Spanish Trail to the Rural street section (Figure 9)	1.1.1.) Incorporate community ideas, plan recommended cross sections into alternatives analysis being completed within the LA 52 Corridor Environmental Assessment 1.1.2.) Establish priority for completion of project including final cost and funding estimate to include a combination of federal and state funds with local match 1.1.3.) Develop improvements within the existing and available right-of-way to the extent possible and practicable, given current LDOTD highway design standards 1.1.4.) Coordinate any drainage improvements in this section of the corridor with the LA 52 Basin-Wide Drainage analysis or future review of drainage in the area 1.1.5.) Coordinate timing of roadway improvements (i.e. future design and construction phase) to follow completion of any future drainage improvements along LA 52 1.1.6) Establish a committee to guide selection of final streetscape fixtures (i.e. light posts, benches, trash cans, trees, signage, etc.) consistent with a future brand identity of the corridor	FHWA* LDOTD* RPC St. Charles Parish <u>Technical Advisors/Partners</u> DPZ DEDT PMCE Community	\$1.2 to \$1.3 million for Main Street Section \$7.2 to \$11.4 million for Town Center Section \$5.1 to \$6.9 million for Rural Section Cost includes highway improvements only Federal funds (STP or TA) Parish funds (match) Parish funds (for non-highway drainage)
PMT #2 Extend “complete streets” improvements beyond LA 52	2.1 Upgrade +/- 1,150 linear feet of LA 18 (Luling side only) between Antoine St and Ellington Ave using the Main Street section as a guide	2.1.1.) Establish priority for completion of project including final cost and funding estimate to include a combination of federal and state capital funds with local match	FHWA, LA Div* LDOTD* RPC St. Charles Parish	Up to \$500 per linear foot, includes upgrade to drainage and pedestrian realm. Includes upgraded crosswalks at Sugarhouse Rd and LA 52, along with

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #2 Extend “complete streets” improvements beyond LA 52 <i>(continued)</i>	2.1 Upgrade +/- 1,150 linear feet of LA 18 (Luling side only) between Antoine St and Ellington Ave using the Main Street section as a guide <i>(continued)</i>	2.1.2.) Develop and maintain design within the existing and available right-of-way to the extent possible and practicable, given current LDOTD highway design standards 2.1.3.) Establish a committee to guide selection of final streetscape fixtures (i.e. light posts, benches, trash cans, trees) consistent with a future brand identity of the corridor 2.1.4.) Confirm preferred design for enhanced crosswalk and gateway signage at the LA 52 and LA 18 intersection	<u>Technical Advisors/Partners</u> PMCE Community DPZ DEDT	appropriate gateway and/or wayfaring signage Federal funds (STP or TA) Parish funds (match)
	2.2 Extend “complete street” along Angus Dr and Sugarhouse Rd to interconnect LA 52 with Luling Elementary School and Monsanto Park	2.2.1.) Request technical assistance evaluation for Safe Routes to School offered through the LTRC 2.2.2.) If evaluation is positive identify upgrades using design standard similar to that shown in Figure 10, or applicable LDOTD/AASHTO guideline 2.2.3.) Work within existing and available right-of-way to the extent practicable 2.2.4.) Identify final improvements, including cost estimate and sharing (Federal, State and Local) 2.2.5.) Coordinate project construction with local school schedules 2.2.6.) Work with technical advisors/partners to host a safe rider clinic for school children and their parents	DPW RPC <u>Technical Advisors/Partners</u> PMCE LDOTD/LTRC FHWA, LA Div LSP Sheriff P&R SCPS/Luling ES Monsanto Bike Easy	Up to \$500 per linear foot, includes upgrade to drainage and pedestrian realm. Includes standard crosswalks at intersection of Angus Dr with Sugarhouse Dr and Ellington Ave Federal funds (LRSP) Parish funds (match)
	2.3 Over time, as funding allows, extend “complete streets” improvements along up to 9 local streets as identified in Figure 10	2.3.1.) Assess road condition to determine level of improvement or reconstruction required 2.3.2.) Using cross section as a guide, commence with final design of improvements to integrate elements into existing road right-of-way	DPW <u>Technical Advisors/Partners:</u> PMCE LDOTD	Up to \$1,200 per linear foot, includes upgrade to street, drainage and pedestrian realm.

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #2 Extend “complete streets” improvements beyond LA 52 <i>(continued)</i>	2.3 Over time, as funding allows, extend “complete streets” improvements along up to 9 local streets as identified in Figure 10 <i>(continued)</i>	2.3.3.) Coordinate design/installation of any drainage improvements required with proposed improvements for LA 52 2.3.4.) Coordinate proposed improvements with LDOTD as necessary when designing roadway approaches to the LA 52 corridor	DPZ P&R Grants Community	CDBG Grant Funds Parish funds (matching) Private funds
PMT #3 Improve accommodations for pedestrians and cyclists to cross LA 52	3.1 Realign Hackberry Street and Vial Lane intersection to remove offset and create a four-way intersection and safer crossing location	3.1.1.) Incorporate concept into LA 52 Corridor Environmental Assessment to determine physical/environmental impacts 3.1.2.) Identify conceptual improvement options and evaluate in traffic study of corridor 3.1.3.) Complete warrant review for traffic controls (stop sign or signal) and turn lanes 3.1.4.) Identify preferred layout 3.1.5.) Identify potential property acquisitions 3.1.6.) Identify utility relocations 3.1.7.) Provide crosswalk and connection to shared use path at intersection 3.1.8.) Long-term, identify options for patterned paving or brick in crosswalks	FHWA, LA Div* LDOTD* RPC St. Charles Parish <u>Technical Advisors/Partners:</u> DPW Property Owners Local Utilities PMCE	Cost to be determined following completion of conceptual engineering property survey in area Federal funds (STP) Parish Funds (match)
	3.2 Upgrade crossing locations in each Character Area (See Figure 6)	3.2.1.) Work with technical partners to conduct safety review of intersections 3.2.2.) Submit items within state right-of-way falling under maintenance to LDOTD District 02 to be addressed 3.2.3.) Use adopted future land use plan to direct capital planning for future crosswalks upgrades, including items such as median refuge islands and painted crosswalks 3.2.4.) Install crosswalks and monitor use during road reconstruction (Items 1.1, 1.2, 1.3 and 3.1)	FHWA, LA Div* LDOTD* RPC St. Charles Parish <u>Technical Advisors/Partners:</u> LTRC/LDOTD DPW PMCE Community	No cost to Parish for any and all maintenance type items identified for completion by DOTD District 02 \$56,000 (est) cost of upgrade to pavers or stamped concrete only (beacons/islands extra)

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #3 Improve accommodations for pedestrians and cyclists to cross LA 52 (continued)	3.2 Upgrade crossing locations in each Character Area (See Figure 6) (continued)	3.2.5.) Use warrant reviews to identify need for stamped concrete or pavers combined with other safety measures 3.2.6.) Modify the preferred LA 18 gateway design for a context sensitive installation at US Highway 90	DPW PMCE Community	Federal funds (STP) Parish Funds (match)
	3.3 Upgrade crossing areas and associated infrastructure at both ends of the LA 52 corridor to remove barrier to walking or cycling to the corridor.	3.3.1.) Work with technical partners to conduct safety review of intersections 3.3.2.) Submit items within state right-of-way falling under maintenance to DOTD District 02 to be addressed 3.3.3.) Work with technical advisors/partners to identify conceptual improvement options which could address long-term needs based upon adopted future land use plan 3.3.4.) Develop project descriptions and preferred layout for all non-maintenance capital projects 3.3.5.) Fully define project and secure funding for implementation 3.3.6.) Dedication portion of existing lighting funds to replace and upgrade street lights along local streets in the project area, targeting the identified Neighborhood Fight Back Area west of LA 52, between Tinny St and Brooklyn St	FHWA, LA Div* LDOTD* RPC St. Charles Parish <u>Technical Advisors/Partners:</u> LTRC/LDOTD DPW PMCE Community	Cost to be determined Following completion of warrant study and property survey in area No cost to Parish for any and all maintenance type items identified for completion by DOTD District 02 Federal funds (STP or TA) Parish Funds (match)
PMT #4 Negotiate, design and implement safety improvements at the BNSF and UP railroad crossings	4.1 Ensure side path and sidewalk traverse railroad at level surface, include ADA accessibility and warning signs/measures	4.1.1.) St. Charles Parish conducts a meeting with railroad companies and LDOTD to develop an action plan to improve the crossings 4.1.2.) Collaborate to design a solution which provides a safe crossing for pedestrians and cyclists. These improvements should be coordinated with other infrastructure projects along the corridor	Admin* LDOTD* BNSF Railroad UP Railroad <u>Technical Advisors/Partners:</u> RPC	Cost to be determined pending outcome of negotiation Federal funds (HSIP) Parish Funds (match)

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #4 Negotiate, design and implement safety improvements at the BNSF and UP railroad crossings <i>(continued)</i>	4.1 Ensure side path and sidewalk traverse railroad at level surface, include ADA accessibility and warning signs/measures <i>(continued)</i>	4.1.3.) Coordinate with design for future streetscape projects as necessary to reflect impact on the options for street trees, lighting and on-street parking	DPW Monsanto Entergy Property Owners PMCE	
PMT #5/PMI#2 Create a network of recreational trails to interconnect neighborhoods, community facilities and the LA 52 corridor	5.1 Create a recreational trail within existing pipeline corridor, Canal Street to Easy Street (1.5 miles), parallel to Paul Frederick Street, to improve bicycle and pedestrian circulation with secondary connectivity to levee path. <i>Needs to include lighting.</i>	5.1.1.) Planning for project should not start until beginning of redevelopment activities in area, and completion of the Hackberry St/Vial Ln realignment project 5.1.2.) With PMCE and technical partners/advisors, gauge general interest using a community meeting <u>or</u> discussions with corridor stakeholders 5.1.3.) Allow community-based process to define future cross section improvements for path, along with phasing and funding needs 5.1.4.) Pursue funding for phased implementation program	P&R* PMCE <u>Technical Advisors/Partners:</u> OCRT LDOTD/ Dist 02 RPC DPZ Grants PMCE Hospital Monsanto Entergy United Way of SCP	\$300 per linear foot (est) w/no property acquisition Final cost to be determined by outcome of project-level planning effort Federal funds (TA) Recreational Trail Funds Parish Funds (match) Private contributions
	5.2 Extend trail or linear park to interconnect existing (and future) parks and public spaces in the Paul Maillard Rd area.	5.2.1.) Look for partnering opportunities to include additional community resources, stakeholders or design options 5.2.2.) Engage community as a participant in design of interconnecting points which would include places to regularly sit, gather or dwell along the LA 52 corridor		
	5.3 Interconnect trail with proposed shared use path along LA 52 at as many points as possible.	5.3.1.) Incorporate system into general passive recreation network to encourage walking and cycling in area 5.3.2.) Work with technical advisors/partners to promote a higher level of general physical activity (i.e. walking, cycling) within area residents and workers		

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #6 Initiate a series of policy initiatives to support the "complete streets" approach	6.1 Adopt complete streets policy	6.1.1.) Work with technical advisors/partners to engage potential partners to evaluate applicability of LDOTD policy to major parish roads 6.1.2.) Coordinate policy development with applicable regional (RPC) and state (LDOTD) officials	PMCE* DPZ <u>Technical Advisors/Partners:</u> LDOTD RPC Sheriff Grants	Cost to be determined Where necessary, costs will be spread amongst Federal funds (STP, TA) Parish matching funds Private contributions
	6.2 Establish a bicycle parking program	6.2.1.) Work with technical advisors/partners to develop a program for private individuals or organizations to underwrite cost of racks and installation 6.2.2.) Establish method/valuation for capture of donated time and services to this effort.	DEDT DPW PIO (6.3 -6.4 only) P&R (6.3 -6.5 only) SCPS	
	6.3 Develop Bicycle Education Program	6.3.1.) Work with technical advisors/partners to conduct initial bicycle safety workshop 6.3.2.) Based upon success of workshop; establish media campaign to heighten awareness: combination of concrete graphics, pole banners, billboards, and gas pumps/window clings	Satellite Center LSP YLC Bike Easy LSU Ag Center (6.5 only)	
	6.4 Produce/adopt a Bicycle Map/Safe Cycling Guide	6.4.1.) Provide input to the regional/state initiatives managed through LDOTD and/or RPC 6.4.2.) If statewide effort not sufficient, work with technical advisors/partners to identify process to develop parish level map/guide including strategy for identifying components, recovering costs and organizing community input 6.4.3.) Develop method for tracking value of contributed time to project		

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #6 Initiate a series of policy initiatives to support the “complete streets” approach <i>(continued)</i>	6.5 Establish off-street tree planting program	6.5.1.) Gauge interest in program, particularly where limited right-of-way does not allow on-street planting 6.5.2.) Work with technical advisors/partners to examine model programs used in other communities 6.5.3.) Utilize local businesses (as available) to grow and supply species which meet with climate and soil conditions	PMCE* DPZ <u>Technical Advisors/Partners:</u> LDOTD RPC Sheriff Grants DEDT DPW	Cost to be determined Where necessary, costs will be spread amongst Federal funds (STP, TA) Parish matching funds Private contributions
	6.6 Develop community way-finding signage	6.6.1.) Gauge interest in program 6.6.2.) Establish standard for wayfinding signage within context of refined light post and street sign standards developed for LA 52 streetscape 6.6.3.) Work with technical advisors/partners to identify potential design concepts as well as points/locations of interest to highlight along corridor 6.6.4.) Identify funding for design and construction	PIO (6.3 -6.4 only) P&R (6.3 -6.5 only) SCPS Satellite Center LSP YLC Bike Easy LSU Ag Center <i>(6.5 only)</i>	
	6.7 Develop community parking strategy	6.7.1.) Gauge interest in program 6.7.2.) With input of technical advisors/partners, identify locations (as needed), establish typical layout and design to coordinate with streetscape 6.7.3.) Identify strategy for on- and off-street areas to accommodate occasional visitors, residents and deliveries 6.7.4.) Incorporate facilities first into proposed community space/uses recommended for area 6.7.5.) Identify funding for design and construction		

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMT #7 Support efforts to expand River Parishes Transit Authority (RPTA) to address connections to jobs, training and community services	7.1) Make transit service more convenient to a greater number of area residents who could benefit from the service	<p>7.1.1.) Work with technical advisors/partners to determine interest in expanding hours of operation to provide early/late service oriented to job seekers and workers</p> <p>7.1.2.) Confirm through survey within 1/4, 1/2 and 1 mile of LA 52 who would use this expanded service</p> <p>7.1.3.) Use RPTA trip data to pinpoint location of those requiring service for work and use this information to help identify possible central meeting/pickup point</p> <p>7.1.4.) Incorporate findings of the project specific Housing + Transportation Survey to document latent demand for transit services</p> <p>7.1.5.) Present idea for service to RPTA partners to determine feasibility as demonstration only (within St. Charles Parish) or for broader application across service area</p>	<p>RPTA*</p> <p>DEDT</p> <p><u>Technical Advisors/Partners:</u></p> <p>LDOTD/PT Div. Admin</p> <p>Com Svc</p> <p>Grants</p> <p>Housing Authority</p> <p>PMCE</p> <p>WIA</p> <p>Hospital</p>	<p>\$35-\$50,000 annually</p> <p>FTA Funds (operating)</p> <p>Parish Funds (match)</p> <p>Rider Fares</p> <p>Program sponsor</p> <p>+ Capital Funds from FTA to construct shelter/central meeting location on corridor (as needed)</p> <p>Parish Funds (match)</p>

Implementation Strategies – Land Use and Housing

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMLU #1 Adopt a future land use plan which accommodates mixed use and varying densities of development	1.1 Adopt map and definitions presented in summary plan, based upon input of community and Executive Committee (Figure 13 and Table 6)	<p>1.1.1.) Incorporate commentary on plan maps and text</p> <p>1.1.2.) Seek community input on draft and finalize</p> <p>1.1.3.) Prepare plan for adoption</p> <p>1.1.4.) Present through Planning and Zoning Commission for adoption</p> <p>1.1.5.) Address edits and revision at staff level</p> <p>1.1.6.) Present to Parish Council for consideration of adoption</p> <p>1.1.7.) Parish Council adopts plan</p>	<p>DPZ*</p> <p><u>Technical Advisors/Partners</u></p> <p>Parish Attorney</p> <p>Community</p> <p>Planning and Zoning Commission</p> <p>Parish Council</p>	<p>No additional cost</p> <p>Part of work program for Department of Planning and Zoning</p>

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMLU#2 Revise zoning to accommodate future land use recommendations	2.1 Adopt corridor-based overlay zoning as a means to improve the quality and design of development along LA 52	2.1.1.) Finalize commentary on Paul Maillard Overlay Zone (PMOZ) draft maps and text 2.1.2.) Work with technical advisors/partners to define list of permitted and exempt uses 2.1.3.) Establish guide for building heights near intersection of LA 18 and LA 52 2.1.4.) Prepare ordinance amendments for public review. 2.1.5.) Present through Planning Commission for public review/comment and recommendation 2.1.6.) With Commission’s adoption, present to Parish Council for review, hearing and adoption	DPZ* <u>Technical Advisors/Partners</u> Parish Attorney Corridor residents Corridor business owners Community Planning and Zoning Commission Parish Council	No additional cost Part of work program for Department of Planning and Zoning
	2.2 Revise zoning in the study area to accommodate future land use recommendations	2.2.1.) Propose a change to R1-AM zoning for the existing R-1M zoning district in the study area 2.2.2.) Make the following changes to the CR-1 district: 2.2.2.a.) Change R-1A uses from Special Permit to Special Exemption 2.2.2.b.) Add CR-1 commercial/residential mixed use as a Special Exemption 2.2.2.c.) Keep R-1AM uses by Special Permit 2.2.2.d.) Allow modular homes, duplexes, triplexes as Special Permit Uses 2.2.3.) Examine and identify options for auxiliary dwelling units (mother-in-law cottages or flats) in all residential zoning districts 2.2.4.) Prepare ordinance amendments for public review 2.2.5.) Present through Planning Commission for public review/comment and adoption 2.2.6.) With Commission’s adoption, present to Parish Council for review, hearing and adoption	DPZ* <u>Technical Advisors/Partners</u> Parish Attorney Corridor residents Corridor business owners Community Planning and Zoning Commission Parish Council	No additional cost Part of work program for Department of Planning and Zoning

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
<p>PMLU#3 Make strategic adjustments in code enforcement practices to address blight and un-kept properties</p>	<p>3.1 Ensure long term, effective change in building conditions, code enforcement practices must be modified</p>	<p>3.1.1.) Conduct a technical audit through the American Association of Code Enforcement (AACE) to determine the best organizational structure to support the program in the future</p> <p>3.1.2.) Work with technical advisors/partners to incorporate the following measures as part of this review:</p> <p>3.1.2.a.) Establish process for hauling off derelict vehicles from public/private property to recover actual costs incurred</p> <p>3.1.2.b.) Consider establishing a formal administrative hearing process for code enforcement issues following a model used Lafourche or Jefferson Parishes</p> <p>3.1.2.c.) Need for additional personnel to address community enforcement issues</p> <p>3.1.2.d.) Incorporate outreach component to address items such as community outreach and education program</p> <p>3.1.2.e.) Links to the Neighborhood Fight Back Area designations in Parish</p> <p>3.1.3) Establish link between residents facing code enforcement penalties without funds to address, to future funding for commercial façade improvements, housing rehabilitation funds and other general assistance (including from non-profit organizations and volunteer groups)</p> <p>3.1.4.) Review options for using the International Property Maintenance Code</p>	<p>DPZ</p> <p><u>Technical Advisors/Partners</u></p> <p>Parish Admin. DEDT Com Svs Parish Attorney SCPDC FRNO Community Planning and Zoning Commission Parish Council</p>	<p>Part of work program for Department of Planning and Zoning</p> <p>\$25,000 for audit Parish Funds (as needed)</p>

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
<p>PMLU #4 Establish the area west of LA 52 to the canal from the UP Railroad south to the BNSF Railroad as a Neighborhood Fight Back Area (NFBA)</p>	<p>4.1 Designate area as a focus for revitalization activities</p> <p><i>Originally described within the Comprehensive Plan and suggested during Executive Committee meetings, NFBA's are recommended to promote revitalization and enhancement of neighborhoods</i></p>	<p>4.1.1.) Mobilize residents through a grassroots campaign</p> <p>4.2.2.) Create a Neighborhood Fight Back Committee to support, monitor, help code enforcement, and other conservation efforts</p> <p>4.4.3.) Seek grants and use available funding to:</p> <ul style="list-style-type: none"> a) Help home owners maintain and renovate; b) Clear dilapidated, unsafe, and abandoned structures. <p>4.4.4.) Work with technical advisors/partners to develop incentives which reduce/streamline permit and regulatory hurdles to build all types of housing in the area</p> <p>4.4.5.) Working with technical advisors/partners define sites which need a minimal investment (i.e. front yard cleanup/façade improvements/paint) to improve appearances (See Action 6.2)</p> <ul style="list-style-type: none"> a) Cross tabulate sites with existing code enforcement cases in area b.) Match sites which fall on both lists to with available resources provided through volunteers, community groups, non-profit organizations providing service to community 	<p>Com Svcs*</p> <p><u>Technical Advisors/Partners</u></p> <p>PMCE</p> <p>DEDT</p> <p>DPZ/Code Enf</p> <p>Grants</p> <p>FRNO</p> <p>Community</p> <p><i>plus other service groups/volunteers</i></p>	<p>No additional cost</p> <p>Part of work program for Department of Community Services</p>
<p>PMLU #5 Maintain the residential character of neighborhoods by allowing more flexibility in residential building types within certain areas</p>	<p>5.1 Create a Housing Trust Fund</p>	<p>5.1.1.) Request free and ongoing technical assistance from the Center for Community Change (CCC)</p> <p>5.1.2.) Work with technical advisors/partners to identify the types of projects to prioritize based upon needs identified</p> <p>5.1.3.) Develop a proposal of these programs, including costs per unit, desired outcome, and funding needs</p>	<p>Com Svcs*</p> <p><u>Technical Advisors/Partners</u></p> <p>PMCE</p> <p>DEDT</p> <p>LHC</p> <p>FRNO</p> <p>Community</p> <p>USDA</p>	<p>To be determined</p>

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMLU #5 Maintain the residential character of neighborhoods by allowing more flexibility in residential building types within certain areas <i>(continued)</i>	5.1 Create a Housing Trust Fund <i>(continued)</i>	5.1.4.) Identify recurring funding source to create and replenish trust fund	<i>(see previous list)</i>	<i>(see previous list)</i>
	5.2 Facilitate development of affordable multifamily rental housing	5.2.1.) Work with technical advisors/partners to assess general interest in marketplace of developing affordable rental housing 5.2.2.) Examine potential of using low income housing tax credits, Section 202, Section 811 or other funding source to support development 5.2.3.) Working with technical advisors/partners identify opportunities to streamline and incentivize development in the Paul Maillard area 5.2.4.) As available, identify grant funds from HOME and CDBG to assist in gap finance 5.2.5.) Meet with LHC staff and/or Board members to express interest in developing a site for workforce housing	Com Svs* SCPHA <u>Technical Advisors/Partners</u> PMCE DEDT DPZ LHC FRNO Parish Council	Use existing fund sources Louisiana Housing Corporation (CDBG, HOME) Section 202 Supportive Housing for the Elderly Program (for senior units) Section 811 Supportive Housing for the Persons with Disabilities Parish Housing Trust Fund (when/if created)
PMLU #6 Improve the condition, availability and diversity of housing stock	6.1 Initiate home rehabilitation program targeted at single family units owned by low and moderate income homeowners, including elderly and disabled	6.1.1.) Work with technical advisors/partners to confirm the number of occupied housing units in the “ <i>Habitable but showing clear signs of deterioration</i> ” and “ <i>structurally sound</i> ” categories from the existing visual survey 6.1.2.) Screen homeowners deemed eligible based upon survey using the income and eligibility criteria of existing HUD programs, include proof of ownership, income and insurance 6.1.3.) Complete project feasibility assessments on homes of qualified applicants in order to determine the scope of work and to ensure that the project can be completed within a per project cost of \$40,000 (+ additional costs for lead remediation)	Com Svs* DPZ/Code Enf <u>Technical Advisors/Partners</u> SCPHA DEDT FRNO PMCE Parish Council Other non-profits USDA HUD	up to \$1,000,000 annually from Jefferson Parish HUD Programs to target up to +/-20-25 homes annually

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMLU #6 Improve the condition, availability and diversity of housing stock <i>(continued)</i>	6.1 Initiate home rehabilitation program targeted at single family units owned by low and moderate income homeowners, including elderly and disabled <i>(continued)</i>	6.1.4.) Identify repairs required to focus on structural issues related to deterioration and to upgrade mechanical systems (plumbing, electrical, HVAC) to bring home to current building standards 6.1.5.) Evaluate outcomes and report progress annually to Parish	<i>(see previous list)</i>	<i>(see previous list)</i>
	6.2 Devote additional program resources for health and safety minor rehab in targeted neighborhoods.	6.2.1.) Work with technical advisors/partners to identify housing stock in the “ <i>habitable but showing clear signs of deterioration</i> ” category that are in need of minor (up to \$5,000) repairs 6.2.2.) Create a special fund for homeowner rehab assistance by designating profits/fees of the mortgage assistance program to a special revitalization fund 6.2.3.) Develop specific criteria for the definition and approval process to fund minor rehab projects in the corridor 6.2.4.) Leverage resources through the utilization of volunteer partnerships to make minor repairs a.) Consider creation of trained worksite coordinators through Americorps staffing b.) Collaborate with university and local school and church groups for volunteer labor	Com Svcs* <u>Technical Advisor/Partner</u> DPZ/Code Enf FRNO PMCE	Redirect portion of existing fees collected Utilize available funds from Jefferson Parish HUD funds +/- 20-40 homes to be rehabilitated annually based upon capacity and number of volunteers
	6.3 Utilize an infill housing program to decrease vacancy on buildable lots within existing neighborhoods	6.3.1.) Work with technical advisors/partners to prioritize physical areas from list of vacant/underperforming subdivided properties (with street frontage and utilities access) for a targeted infill development program 6.3.2.) Identify properties owned by the parish that are located within R-1AM districts and/or in	Com Svcs* <u>Technical Advisor/Partner</u> DEDT DPZ Assessor Parish Attorney	No initial cost to Parish for property review +/- 10 home sites to be identified annually Louisiana Housing

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMLU #6 Improve the condition, availability and diversity of housing stock <i>(continued)</i>	6.3 Utilize an infill housing program to decrease vacancy on buildable lots within existing neighborhoods <i>(continued)</i>	priority zones. Look to pool these parcels for disposition to qualified non-profit developers 6.3.3.) Identify public and privately-owned vacant properties suitable for redevelopment 6.3.4.) Direct property owners to available technical resources which can assist them in addressing succession/title issues with legacy properties	HUD FRNO PMCE Other non-profits including Habitat for Humanity, Providence, Rebuilding Together among others	Corporation (CDBG/HOME) for any associated costs to Parish Cost of development of individual housing units incurred by non-profit Developers
	6.4 Begin the process of revitalizing Chadbourne Homes public housing site and other distressed areas with a Choice Neighborhoods Initiative (CNI) planning grant	6.4.1.) Work with technical advisors/partners to determine the potential for applying for the grant jointly with the St. Charles Parish Housing Authority and HUD 6.4.2.) If an agreement is reached to pursue grant form a partnership with the Parish and the Housing Authority to apply jointly for the grant 6.4.3.) Form a coalition of other community partners (identified by technical advisors/partners) to participate in the grant application planning process 6.4.4.) Form partnerships and MOUs with local partners (as needed) to identify resources and capacity 6.4.5.) Create a CNI Working Team responsible for coordinating the process 6.4.6.) With approval of Working Team and Parish Council, hire a grant specialist with CNI experience to coordinate the application process 6.4.7.) With approval of Working Team and Parish Council, hire an architect to assess condition of the site in terms of qualifying as a distressed site	Com Svs* SCPHA <u>Technical Advisor/Partner</u> DEDT DPZ Grants Parish Council HUD FRNO PMCE SCPS United Way of SCP <i>plus others to be defined</i>	No cost to meet initially to determine potential \$45-\$100,000 for preparation of CNI grant application Parish funds to pay for grant application

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMLU #7 Increase the number of home owners and home ownership opportunities	7.1) Provide homeownership counseling and education services targeted to the Paul Maillard area.	7.1.1.) Pre-screen clients to identify eligible first time and moderate income homeowners 7.1.2.) Provide support to qualified clients through the development of home mortgage down payment assistance program 7.1.3.) Work with technical advisors/partners (as needed) to identify housing stock available for purchase 7.1.4.) Promote participation in the program through a partnership with local real estate agents	Com Svcs* <u>Technical Advisor/Partner</u> DEDT DPZ/Code Enf Grants Parish Council SCPHA WIA HUD PMCE	Cost covered within existing programs +/- 100 to 200 applicant screenings annually for homeownership counseling/education
	7.2) Use the self-help path to home ownership in the Paul Maillard area.	7.2.1.) Expand current self-help program eligibility to include low to medium income households 7.2.2.) Promote use of housing choice vouchers as a means to transition rental residents to home ownership 7.2.3.) Continue to work with groups can assist with home owner construction/rehabilitation in area based upon the self-help (i.e. sweat equity) model such as Habitat for Humanity 7.2.4.) Work with technical advisors/partners to identify sites or which might qualify for Self-Help Home Ownership Opportunity Program (SHOP) funding	FRNO <i>plus others to be defined</i>	
	7.3.) Look into feasibility of having St. Charles Parish designated a direct recipient for federal housing funds as a means to increase the amount of funds available for housing programs in the Parish.	7.3.1.) Work with technical advisors/partners as led by the Housing Authority to identify steps required to receive housing funds directly, as opposed to pass-through recipient from Jefferson Parish 7.3.2.) If deemed beneficial take action through Parish and HUD to request designation		

Implementation Strategies –Economic Development

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMED #1 Establish a corridor-based group to facilitate and monitor plan implementation	1.1 Create a non-public entity to coordinate plan implementation (<i>known as the Paul Maillard Coordinating Entity <u>or</u> PMCE</i>)	1.1.1.) Organize committee of interested parties from corridor to establish interest for entity development 1.1.2.) If interested utilize DEDT and CPEX in a facilitating role only, committee will work together; develop goals, mission, and services, establish key priorities 1.1.3.) Evaluate opportunities presented through Main Street, Certified Local Government, Arts and Cultural District or similar business development, preservation or promotion initiatives 1.1.4.) If desired apply for incorporation; seek funding for initial operations as necessary 1.1.5.) Establish festival/brand identify which can be incorporated into promotional materials, signage, decorations and public facilities in area 1.1.6.) Establish method/valuation for capture of donated time and services to the organization	Corridor-based businesses* Corridor-based property owners* <u>Technical Advisors/Partners</u> DEDT OCRT SCPDC RPC CPEX	Privately led-initiative supported with funding from business partners and owners, with limited resources from Parish as requested
	1.2 Facilitate commercial development on catalytic sites and in Character Area A	1.2.1.) Meet with landowners to assess their interest in participating/developing 1.2.2.) With technical assistance, determine feasibility of incentive packages to encourage development on sites 1.2.3.) Find partners to operate a façade improvement program to improve existing commercial structures 1.2.4.) Identify funding options, including opportunities to utilize Small Business Administration (SBA) programs, New Market Tax Credits, a Tax Increment Financing (TIF) district or similar item	Paul Maillard Coordinating Entity (PMCE)* <u>Technical Advisors/Partners:</u> DEDT OCRT SCPDC RPC CPEX Archdiocese of NO	Privately led-initiative supported with funding from business partners and owners, with limited resources from Parish and other technical assistance partners as needed

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMED #2 Provide land and infrastructure to support food hub concept	2.1 Create food oriented business network and organization	<p>2.1.1.) Meet with local stakeholders to determine feasibility of various food hub components (production, warehousing, distribution, product development, sales, job training/skills development)</p> <p>2.1.2.) If meeting identifies capacity for growth by creating site along Paul Maillard Road identify purpose and proposed programs and seek grants and capital funding opportunities</p> <p>2.1.3.) Develop marketing strategy and present to existing food-related non-profit organizations and foundations to access additional funds</p> <p>2.1.4.) If successful, identify an operator or operating group</p> <p>2.1.5.) Establish method/valuation for capture of donated time and services to this effort</p> <p>2.1.6.) Work with RPCC to establish a fixed presence on the corridor to assist with career training (See PMED#4, Action 4.1)</p>	Paul Maillard Coordinating Entity (PMCE)* <u>Technical Advisors/Partners:</u> DEDT GCFM SCPS Edible Enterprises LSU Ag Center USDA Market Umbrella Second Harvest United Way of SCP NOFFN Reconcile New Orleans Workforce Development Program State of Louisiana Local Agribusiness	Privately led-initiative supported with funding from business partners, owners, and foundations with limited resources from Parish and other technical assistance partners as needed
	2.2 Support relocation of the German Coast Farmers Market westbank to Paul Maillard Road	<p>2.2.1.) Meet with interested parties to determine feasibility/facility requirements for relocating Farmers Market to a permanent location along Paul Maillard Road</p> <p>2.2.2.) If interested incorporate needs into space planning for future community pavilion space to be located within Paul Maillard Road Town Center</p> <p>2.2.3.) Incorporate space needs for performances, arts and crafts, as well as food products and produce into the future farmers market</p>	PMCE* GCFM* <u>Technical Advisors/Partners:</u> DEDT LSU Ag Center USDA United Way of SCP	Privately led-initiative supported with funding from federal grants (USDA), foundations and others with limited resources from Parish and other technical assistance partners as needed.

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMED #2 Provide land and infrastructure to support food hub concept <i>(continued)</i>	2.2 Support relocation of the German Coast Farmers Market westbank to Paul Maillard Road <i>(continued)</i>	2.2.4.) Establish program for accommodating transactions/retail sales by market purchasers using electronic payment 2.2.5.) Establish method/valuation for capture of donated time and services to this effort	<i>(see previous list)</i>	<i>(see previous information)</i>
	2.3 Establish community gardening program in partnership with stakeholders	2.3.1.) If interested, request assistance from NO Food and Farm Network and LSU Ag Center to help determine feasibility of program in area (i.e. soils, sites, organization, etc.) 2.3.2.) If technical assistance determines feasibility and with agreement of the PMCE, identify interest from within community through general workshop for program and participation 2.3.3.) If interest exists, look to identify a preferred site such a community garden, edible schoolyard, etc. 2.3.4.) Work to establish and agree to program outline for planting, maintenance and distribution of products grown 2.3.5.) Sponsor/establish a single plot or area to test program organization and monitor outcomes over a defined growing season period 2.3.6.) Evaluate outcomes and determine whether program should be expanded or ended	PMCE* <u>Technical Advisors/Partners</u> GCFM DEDT SCPS NOFFN LSU Ag Center USDA United Way of SCP Neighborhood groups <i>(yet to be formed)</i> Local Agribusiness	Privately led-initiative with initial technical assistance coming from identified advisors Funding for implementation from grants with limited parish funds for match

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMED #3 Use the Sector strengths to support and improve the local business environment	3.1 Implement anchor institution supply chain strategy	<p>3.1.1.) Engage anchor institutions to assess interest in partnering</p> <p>3.1.2.) If interest exists assess purchasing patterns with anchor institutions to determine match with existing businesses</p> <p>3.1.3.) Develop and enter into MOU (anchor institution to local business) to solidify partnership</p> <p>3.1.4.) Identify gaps in local businesses on corridor which can address needs of anchor institutions</p> <p>3.1.5.) Work to recruit/encourage relocation of businesses to Paul Maillard area</p>	<p>DEDT*</p> <p><u>Technical Advisors/Partners</u></p> <p>PMCE</p> <p>P&Z</p> <p>SCPS</p> <p>Hospital</p> <p>Parish-based Business and Industry</p>	Support from anchor institutions
PMED #4 Sponsor the development of workforce training program that prepares LA 52 residents for living wage jobs	4.1 Develop targeted workforce training programs in partnership with local employers	<p>4.1.1.) Convene a meeting of the largest employers to identify needs for workforce training</p> <p>4.1.2.) Work with technical advisors/partners to identify partnership opportunities</p> <p>4.1.3.) Reach-out within community to identify those looking for work and in need of training opportunities</p> <p>4.1.4.) Work with RPCC to establish a fixed presence on the corridor as part of a career training program or center</p>	<p>DEDT*</p> <p>Com Svs*</p> <p><u>Technical Advisors/Partners</u></p> <p>Louisiana Workforce Commission/WIA</p> <p>PMCE</p> <p>SCPS</p> <p>RPCC</p> <p>SCPDC</p>	Funding/support within existing parish-based or state provided programs operating in parish with supplemental funds from foundations and grants
	4.2 Improve basic life skills training with job readiness training for unemployed and underemployed residents.	<p>4.2.1.) Seek sponsorship and training providers through Department of Community Services and WIA as needed</p> <p>4.2.2.) Reach-out within community to identify those looking for work and in need of training opportunities</p> <p>4.2.3.) Work with RPTA to match available transportation services to program participants needing assistance</p>	Major employers in St. Charles Parish	

Implementation Strategies – Infrastructure and Public Spaces

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
<p>PMI #1 Create public places for community to gather and celebrate</p>	<p>1.1) Develop a neighborhood-sized park space (of at least 5 acres) within the central portion of the study area.</p>	<p>1.1.1.) Consult with Department of Parks and Recreation on action and how this fits into their Master Development Plan</p> <p>1.1.2.) Work with technical advisors/partners to complete feasibility study to include site identification, conceptual site plan and initial cost of implementation</p> <p>1.1.3.) Within the site plan concept, incorporate spaces for community events/activities and gatherings</p> <p>1.1.4.) Incorporate space for a feature which can address storm water retention needs of the park site and any of its associated hard surfaced areas</p> <p>1.1.5.) Work with input from the community at-large to refine site plan concept, and to finalize cost estimate</p> <p>1.1.6.) Identify conceptual cost of purchase/implementation, including use of federal, state and grant funds</p> <p>1.1.7.) Identify connections to park from proposed shared use path/sidewalk network along LA 52 including gateway entrances and walking paths</p> <p>1.1.8.) Name/brand park in connection with the Paul Maillard Road corridor redevelopment plan process</p> <p>1.1.9.) Coordinate any future recreation programs offered at site to include a bicycle safety program to address heightened awareness of pedestrians and cyclists in the LA 52 corridor</p>	<p>P&R* PMCE*</p> <p style="text-align: center;"><u>Technical</u> <u>Advisor/Partner</u></p> <p>DEDT DPZ DPW Grants Parish Council <i>plus others to be defined</i></p>	<p>Cost to be determined</p> <p>CDBG (as applicable) Private contributions Capital Outlay Land and Water Funds Parish Funds (match)</p>

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMI #1 Create public places for community to gather and celebrate <i>(continued)</i>	1.2) Develop a general pavilion capable of supporting festivals, events, and activities	1.2.1.) Consult with Department of Parks and Recreation on concept and how this fits into their Master Development Plan 1.2.2.) Work with technical advisors/partners to identify conceptual layout and design complete with necessary rest room/utility connections, parking needs, connections to the shared use path and sidewalk network, and functional space needs, including public and non-public spaces 1.2.3.) Locate a site for this pavilion in close proximity to the central portion of the Paul Maillard area, preferably next to the re-aligned intersection of Hackberry/Vial Ln with Paul Maillard Rd 1.2.4.) Identify conceptual cost of purchase/implementation, including use of federal, state and grant funds 1.2.5.) Seek sponsorship to help defray cost of development, along with capital grants and funding from existing programs to minimize parish investment 1.2.6.) Plan construction commensurate with the start of catalytic construction activities on surrounding site Winnwood and/or Archdiocese sites 1.2.7.) Once constructed, relocate westbank German Coast Farmers Market to this pavilion on Paul Maillard Rd	P&R* PMCE* <u>Technical Advisor/Partner</u> DEDT DPZ DPW Grants Parish Council GCFM Community <i>plus others to be defined</i>	Cost to be determined CDBG (as applicable) Private contributions Capital Outlay Land and Water Funds Parish Funds (match)
	1.3) Establish future community use for the Mississippi River Levee Batture area	1.3.1.) Consult with Department of Parks and Recreation on concept and how this fits into their Master Development Plan 1.3.2.) Identify priority schedule based upon plans for park upgrades and acquisition	P&R* PMCE* <u>Technical Advisor/Partner</u> DEDT	\$50,000 for site evaluation and Corps permit Cost for full site

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
<p>PMI #1 Create public places for community to gather and celebrate <i>(continued)</i></p>	<p>1.3) Establish future community use for the Mississippi River Levee Batture area <i>(continued)</i></p>	<p>1.3.3.) Work with technical advisors/partners to meet with representatives of the USCOE to discuss conceptual project to determine potential permitting and approval steps (as necessary)</p> <p>1.3.4.) With assistance from PMCE and technical advisors/partners, work with community to identify site plan and consensus for space, activities, and programmable functions which are consistent with US Corps guidelines</p> <p>1.3.5.) Make sure to incorporate any future levee work and improvements to the MRT into the proposed site plan</p> <p>1.3.6.) Identify conceptual cost of purchase/implementation, including use of federal, state and grant funds</p> <p>1.3.7.) Conduct environmental Site Assessment (ESA) review relative to USCoE requirements</p> <p>1.3.8.) Seek USCoE permit for conceptual project</p> <p>1.3.9.) Once USCoE permit is received conduct real estate title/ownership research for site (as necessary). Finish any acquisition (as required) once approved to take this step under the Corps environmental process</p> <p>1.3.10.) Construct project and connect entrance to intersection of LA 18 with LA 52 (by gateway or wayfinding sign, path, landscaping, etc.)</p>	<p>DPZ DPW Grants Parish Council USCoE RPC <i>plus others to be defined</i></p>	<p>improvements to be determined</p> <p>CDBG (as applicable) Private contributions Capital Outlay Land and Water Funds Parish Funds (match)</p>
<p>PMI#2/PMT#5 - Create a network of recreational trails to interconnect neighborhoods, community facilities and the LA 52 corridor (See Transportation)</p>				

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
<p>PMI#3 Initiate review of the area to determine the feasibility of developing community gardens</p>	<p>3.1.) To accommodate community feedback and to parallel food hub concept development efforts (PMED#2), investigate development of community gardening program with partnership with stakeholders</p>	<p>3.1.1.) If interested, request assistance from NO Food and Farm Network and LSU Ag Center to help determine feasibility of program in area (i.e. soils, sites, organization, etc.)</p> <p>3.1.2.) If technical assistance determines feasibility and with agreement of PMCE, identify interest from within technical advisors and community through general workshop/meeting on the subject</p> <p>3.1.3.) Please see PMED #2, Action 2.3 and Next Steps 2.3.3.) through 2.3.7.) for more details</p>	<p>PMCE* <u>Technical Advisors/Partners</u> GCFM DEDT SCPS NOFFN LSU Ag Center USDA United Way of SCP Neighborhood groups <i>(yet to be formed)</i> Local Agribusiness</p>	<p>Privately led-initiative with initial technical assistance coming from identified advisors</p> <p>Funding for implementation from grants with limited parish funds for match</p>
<p>PMI #4 Provide for the drainage needs of the area which will change as a result of the implementation of the corridor revitalization plan</p>	<p>4.1.) Enclose drainage canals along LA 52 to accommodate proposed pedestrian and bicycle improvement adjacent to the corridor</p>	<p>4.1.1.) Review, evaluate, refine and accept findings of the LA 52 Basin-wide Drainage Study</p> <p>4.1.2.) Update cost estimates to reflect site prep, design, engineering, construction administration</p> <p>4.1.3.) Assemble list of local site connections to be completed</p> <p>4.1.5.) Program funds to complete project and investigate use of Capital Outlay to cover shortfalls (as available)</p> <p>4.1.6.) Commence with design, incorporating results from updates to the basin-wide drainage study and master storm water drainage study (as necessary)</p> <p>4.1.6.) Coordinate with other Parish Departments regarding all underground utility projects in the LA 52 corridor which need to be constructed prior to enclosure of the canals</p>	<p>DPW* <u>Technical Advisors/Partners</u> DPZ Grants Waterworks Parish Council</p>	<p>\$4-6 million new drainage along LA52 only</p> <p>Capital Outlay CDBG Funds (as applicable) LDOTD Funds (highway related drainage only) Parish funds</p>

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
<p>PMI #4 Provide for the drainage needs of the area which will change as a result of the implementation of the corridor revitalization plan <i>(continued)</i></p>	<p>4.2) Initiate a master storm water drainage study</p>	<p>4.2.1.) Work with technical advisors/partners to identify broad drainage improvements required within the Luling/Boutte area to accommodate the LA 52 Corridor Redevelopment Plan and 2030 Comprehensive Plan</p> <p>4.2.2.) With assistance of technical advisors, investigate benefit of incorporating well-designed, storm water management measures as part of landscape requirements at future public facilities and private developments</p> <p>4.2.3.) If measures found generally feasible, identify series of design standards for such to provide guidance to future development of these structures</p>	<p>DPW* <u>Technical Advisors/Partners</u> DPZ Grants Waterworks Parish Council</p>	<p>\$50-75,000 for Master Drainage Study</p> <p>Capital Outlay Parish funds (match)</p>
<p>PMI#5 Incorporate the results of the LA 52 Corridor Revitalization Plan into the Parish's future capital needs planning</p>	<p>5.1.) Upon adoption of the LA 52 Corridor Revitalization Plan, distribute to Parish Departments and agencies to coordinate a general review of capital needs</p>	<p>5.1.1.) Review and report on general implications associated with acceptance of the LA 52 Corridor Revitalization Plan within existing departmental programs and budgets</p> <p>5.1.2.) Identify impact on current staffing and work load associated with plan implementation</p> <p>5.1.3.) Identify items (i.e. facilities, programs, training) in short- to mid-term budgets to support plan implementation</p> <p>5.1.4.) In conjunction with DPZ, identify apparent short to long-term constraints or facility related capacity issues resulting from pursuit of the future build-out scenario implied within the future land use plan</p> <p>5.1.5.) Identify opportunities to capitalize on new funding (federal, state, local) to support plan implementation</p> <p>5.1.6.) Incorporate priorities identified in the plan and report on how this supports other parish initiatives</p>	<p>Parish Admin DPZ <u>Technical Advisors/Partners</u> Com Svs DEDT DPW Grants Hospital P&R PIO Waterworks SCPS Sheriff PMCE <i>plus others to be determined</i></p>	<p>Covered within existing departmental work plans</p>

Strategy	Action	Next Steps	Key Partners (Lead=*)	Funding/Cost
PMI#5 Incorporate the results of the LA 52 Corridor Revitalization Plan into the Parish's future capital needs planning (<i>continued</i>)	5.1.) Upon adoption of the LA 52 Corridor Revitalization Plan, distribute to Parish Departments and agencies to coordinate a general review of capital needs (<i>continued</i>)	5.1.7.) Establish phasing/sequence for additional projects/initiatives identified as a result of the implementation of the LA 52 Corridor Revitalization plan 5.1.8.) Report annually to Parish Council on progress made toward addressing objectives of the LA 52 Corridor Revitalization Plan, including review of ongoing impediments to plan implementation 5.1.9.) With the PMCE, conduct an annual summit/review of progress made with plan implementation, including details on projects started, in-progress as well as impediments to implementation 5.1.10.) Issue an annual report card of how plan implementation is progressing. This will include information on programs/initiatives launched, public and private funds spent in area, stakeholders/partners gained and how HUD's report card issues are being addressed	Parish Admin DPZ <u>Technical Advisors/Partners</u> Com Svs DEDT DPW Grants Hospital P&R PIO Waterworks SCPS Sheriff PMCE <i>plus others to be determined</i>	Covered within existing departmental work plans

Definitions:

Key Partner/Lead: primary lead/leaders on the implementation of the defined action. This group may also define additional elements or coordination tasks to be completed as work develops related to the individual strategy, action or next step.

Technical Advisor/Partner: a list of potential public and private groups or entities that have resources, skills or programs which can aid in the refinement of the action as applied to the Paul Maillard Road corridor.

These groups would be brought in on as-needed basis to assist at the direction or with consultation of the key partner(s). Other advisors/partners can be added or removed over time to the list with the consensus of the key partner. *Please see Table 14 for description of technical advisors/partners.*

Key Partners:

- PMCE** (Paul Maillard Coordinating Entity), a corridor-based community group
- Com Svs** – Department of Community Services (St. Charles)
- DEDT** – Department of Economic Development and Tourism (St Charles)
- DPW** – Department of Public Works (St. Charles Parish)
- DPZ** – Department of Planning and Zoning (St. Charles)
- DPZ/Code Enf** – Code Enforcement Division (St. Charles)
- FHWA** – Federal Highway Administration/ LA Div – Louisiana Division
- GCFM** – German Coast Farmers Market
- Parish Admin.** – Parish President's Office (St. Charles Parish)
- P&R** – Department of Parks and Recreation (St. Charles)
- LDOTD** – Louisiana Department of Transportation
- RPC** – Regional Planning Commission
- RPTA** – River Parishes Transit Authority
- SCPHA** – St. Charles Parish Housing Authority

*Thanks to the residents,
property and business owners
and community stakeholders of
the Paul Maillard Road project area
and St. Charles Parish*

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Justin Grandt, Monsanto Corporation
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Paula Pete, Family Resources of New Orleans
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DISTRICT II* William "Billy" Woodruff
DISTRICT III Wendy Benedetto
DISTRICT IV Paul J. Hogan
DISTRICT V Larry Cochran
DISTRICT VI Traci Fletcher
DISTRICT VII Julia Fisher-Perrier
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Appendix A

Paul Maillard Road Overlay Zone Concept (DRAFT)

Following this cover is an initial draft of an overlay zone concept for the Paul Maillard Road area. This item relates to the text and conceptual map contained on pages 32-33. The item is suggested for public comment and future adoption by the Planning and Zoning Commission and Parish Council.