

MASTER AND COMPREHENSIVE PLANS

Jemison & Partners Inc.'s experience in master and comprehensive planning ranges from a multijurisdictional (several counties or parishes) port authority, county/parish, municipal to the neighborhood level.

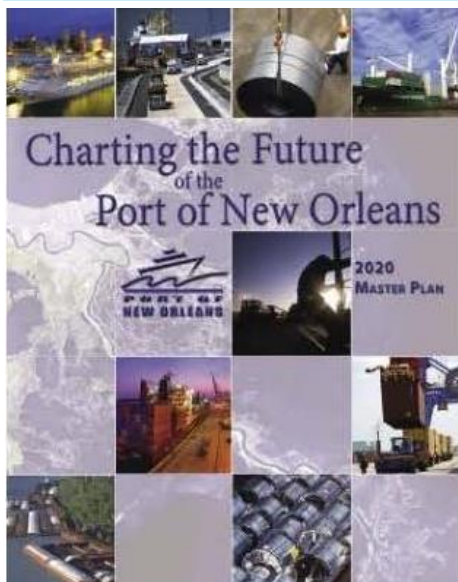
CLAIBORNE CULTURAL INNOVATION DISTRICT MASTER PLAN NEW ORLEANS, LA

Jemison & Partners, Inc. worked as a subconsultant to Meyer Engineers, LTD. on the 2018 master plan of a portion of Claiborne Avenue that lies beneath Interstate 10 in New Orleans, LA. As part of the nationwide "Urban Renewal" Program push of the 1960s, the physical imposition of the Interstate 10 elevated bridge structure was originally intended to meet transportation needs of the greater New Orleans area. Instead, the Interstate 10 bridge structure

served to separate the historic, largely minority neighborhoods and has proven detrimental to the quality of life. The master plan draws on the culture and history of the area's historic neighborhoods that gave birth to jazz, New Orleans Mardi Gras Indians, the Social Aid & Pleasure Club, Second Line, and other Carnival traditions to re-invigorate the corridor with design alternatives to improve function and visual appeal and bring back a sense of place.



PORT OF NEW ORLEANS MASTER PLANS JEFFERSON, ORLEANS AND ST. BERNARD PARISHES



Jemison & Partners, Inc. worked closely with port staff as the prime consultant to research, analyze and create the port's first master plan adopted in 2009. The plan included an overview of existing facilities, an examination of strategic issues facing the port, a market assessment, capital improvement plan and a review of financing opportunities. The plan analyzed strategic issues and the global marketplace to formulate an economic development strategy for this international port over the short, medium and long term. The original master plan focused on changes in the port infrastructure, intermodal conditions and market impacted by Hurricanes Katrina and Rita striking the area in 2005.

Jemison & Partners, Inc. was a subconsultant to Moffat & Nichol in the 2016 Port Master Plan Update, which focused on an evaluation of existing assets, land use and infrastructure.

**JEFFERSON PARISH BICYCLE MASTER PLAN
JEFFERSON PARISH, LA**



Jemison & Partners, Inc. worked as a subconsultant to GCR, Inc. on the *Jefferson Parish Bicycle Master Plan*, which identified a system of potential routes, recreational trails and boulevards to develop bicycle connectivity throughout Jefferson Parish. Previously to adoption of the plan, Jefferson Parish did not have sufficient bike routes to match public demand. Jemison & Partners, Inc. was charged with citizen and

technical engagement and review and revision of the final plan, which became part of the Jefferson Parish Comprehensive Plan.

**PAUL MAILLARD REVITALIZATION PLAN
ST. CHARLES PARISH, LA**

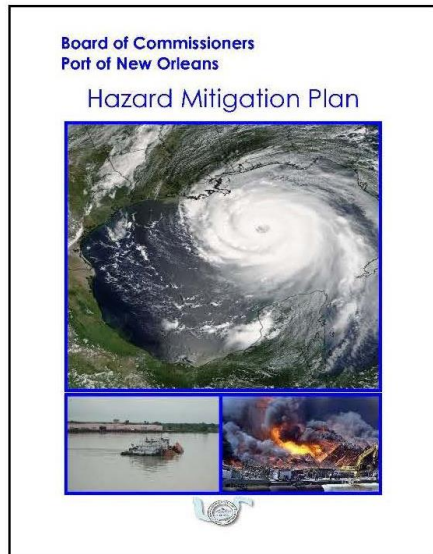
Jemison & Partners, Inc. was a subconsultant in 2014 to Burk-Kleinpeter Inc. on this master plan effort to revive Paul Maillard Road, an existing state highway (LA HWY 52). Paul Maillard Road is an important connector in St. Charles Parish between River Road and US HWY 90, which houses the parish hospital along with commercial and residential uses. Jemison & Partners, Inc. was charged with establishing a framework for zoning, development regulations, blight eradication, permitting policies and code amendments to improve the area. Jemison & Partners, Inc. also supported community workshops, executive committee meetings and other public outreach efforts.

 Paul Maillard Overlay Zone			
Proposed Zoning Subarea	Possible Existing Zoning	Character Area	Design Focus
Main Street Mixed Use, Mississippi Riverfront	General Commercial (C-2), Highway Commercial (C-3) Batture, Non-Industrial	A	More compact development and bonuses in height to capitalize on river views and the area's relationship to the river.
Residential Mixed Use	C-2, Medical Services (MS), Residential Commercial Transition (CR-1)	B, C	Revitalize existing commercial sites with mix of retail office and higher density residential.
Paul Maillard Town Center	C-2, Multiple Family Residential, MS, CR-1, C-3	B	Use the hospital to unite community health and wellness with agricultural products and services.
Main Street Mixed Use, Boutee	Open Land, C-3, CR-1, R-1AM	C	More compact development in concert with open agricultural areas.

Jemison & Partners, Inc. completed a draft Paul Maillard Overlay Zone to introduce main street-type design standards, along with architectural, landscape and sign control standards to improve conditions and increase property values to character areas defined for the study corridor. Public input from stakeholder outreach was a key ingredient of the overlay zone.

**PORT OF NEW HAZARD MITIGATION PLAN,
NEW ORLEANS, LA**

Jemison & Partners, Inc. was the prime consultant in securing grant funding under a Federal Emergency Management Agency and the creation of the Port of New Orleans Hazard Mitigation Plan (HMP). The



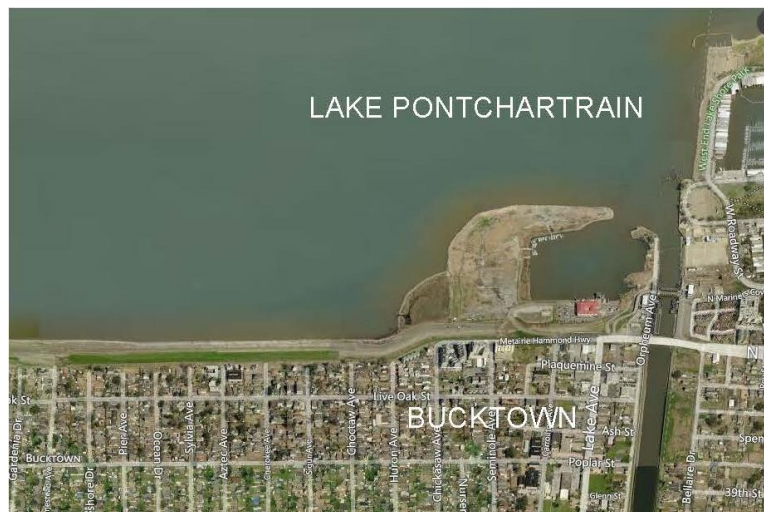
HMP was completed in 2009 and adopted by in 2010. This was the first HMP designed for the Port of New Orleans.

The PONO HMP is an all-hazards plan, identifying 16 natural and man-made hazards that threaten the port. The purpose of the HMP is to increase resilience by reducing long-term risk posed by hazards to life and property at the port. For the first time in the HMP, hazards were analyzed from the unique maritime perspective.

Many of the hazards identified therein threaten the entire region and or multiple states, while others pose a greater risk to marine facilities located on the waterfront or only occur in navigable waterways. The HMP was three years in the making.

**BUCKTOWN NEIGHBORHOOD PLAN
WEST END REDEVELOPMENT, ORLEANS & JEFFERSON PARISHES, LA**

Jemison & Partners, Inc. was a subconsultant in 2007 to N-Y Associates, Inc. on this neighborhood master plan addressing issues regarding future redevelopment, land use, traffic and recreation. Tasks involved data collection and analysis, a public participation process including public workshops and meetings that focused on placemaking for the kind of destination development desired by the community, coordination with the parish's overall master planning effort, preparation of the Neighborhood Plan document and implementing ordinances, and the creation of two new site-specific mixed-use zoning districts that address the neighborhood's relationship to Lake Pontchartrain. The Bucktown Neighborhood Plan was adopted as part of the Jefferson Parish Comprehensive Plan.



**LOUISIANA PORT CONSTRUCTION AND DEVELOPMENT PRIORITY GRANT PROGRAM
APPLICATIONS
NEW ORLEANS, LA**

Jemison & Partners, Inc. has written a multitude of grant applications for the Port of New Orleans under the Louisiana Port Construction and Development Priority Program (Port Priority). Each of these grant applications constitutes a mini-master plan detailing land use, project and its impacts, economic potential, benefit-cost analysis and stakeholder outreach. Success in these competitive grant applications has resulted in \$197 million in economic development projects for the port. The chart

illustrates the capital projects in these winning grant applications, which cover a wide variety of facility and project types including marshalling yard paving improvements, wharf and shed rehabilitations, cruise terminal improvements and wharf fender systems.



It should be noted that the grant applications shown in the chart from Nashville Avenue Fender System to Napoleon Yard D were written by Lydia Jemison when she was Planning Manager for the Port of New Orleans.

NEW ORLEANS COLD STORAGE FACILITY REDEVELOPMENT NEW ORLEANS, LA

Jemison & Partners, Inc. was the prime consultant in securing grant funds and site selection for the Port of New Orleans in the relocation and redevelopment of New Orleans Cold Storage (NOCS), a 100-year old frozen poultry business, from the Gulf Intracoastal Waterway near the Mississippi River Gulf Outlet (MRGO) to port facilities on the Mississippi Riverfront. Marine access to NOCS was severely curtailed by the closure of the MRGO following siltation caused by the Hurricanes Katrina and Rita in 2005.



The cost of the project totaled \$40.5 million, with \$23.5 million derived from Community Block Development Grant (CDBG) US Economic Development Assistance Disaster Recovery and the CDBG Critical Farm Infrastructure Programs.

Completed in 2011, this is the largest poultry export operation in the United States and one of the largest blast freezers in the northern

hemisphere. The blast freezer facility employs advanced sustainable technology with high-performance, energy-efficient “green” construction materials and industrial processes.

NEW ORLEANS MEDICAL DISTRICT LAND USE, TRANSPORTATION AND INFRASTRUCTURE MASTER PLAN, NEW ORLEANS, LA

Ms. Jemison was a contract employee to N-Y Associates, Inc. in this master plan for the redevelopment of the downtown New Orleans Medical District post-Katrina. The Master Plan included facilitation of a project advisory committee, community outreach, a comprehensive asset inventory of infrastructure, a plan for transportation network integration and a land use study and plan that included an urban design vision for the district. Ms. Jemison was involved with extensive stakeholder outreach and coordination of public meeting and analyses of land use and zoning and urban design vision recommended in the plan.

LAND USE AND TRANSPORTATION VISIONING PLAN ST. BERNARD AND PLAQUEMINES PARISHES

Following devastation reeked by Hurricanes Katrina and Rita, Ms. Jemison was a contract employee to N-Y Associates, Inc. in the development of a vision statement, production of a conceptual land use plan and a conceptual major thoroughfare plan for each parish in the post-disaster landscape.

PLANNING, RESUBDIVISION AND INFRASTRUCTURE IMPROVEMENTS FOR THE PROPOSED REDEVELOPMENT OF THE JEFFERSON PLAZA SHOPPING CENTER JEFFERSON, LA

Ms. Jemison was a contract employee to N-Y Associates, Inc. in strategic site planning and for a proposed condominium development on the former Jefferson Plaza Shopping Center site located on Jefferson Highway. Tasks included project research, revocation of streets, resubdivision of the site, and concept-level site planning.