

*The*  
S.P.A.R.C.  
Commission

The Strategic Proposal for an  
Alexandria-Pineville  
Redevelopment Corporation

Presented by the Office of the Mayor and Councilman  
Charles F. Smith, Jr.



# Context:

Before approval of the City Councils, or the local governing authorities, is granted, but subsequent to the submission of any plans to the legislature or such local governing authorities, any proposed corporation shall submit the economic development plan to the designated state and regional clearinghouse entities for review and comment. Those entities ensure conformity of the plans to the state and region's overall economic development goals. Within thirty days of receipt of said plan for review, the state and regional clearinghouses shall submit written comments to the governing authority of the affected jurisdiction or economic development area. After receipt of comments, or if no action has been taken by the state or regional reviewing agencies within the thirty day period prescribed herein, the governing authority, shall proceed as specified above to approve, disapprove, amend, or change the application submitted by the proposed corporation or corporations. La.R.S. 33:9023





# What Next?

Alexandria does not require any legislation to act on economic development initiatives; it only lacks the political courage, will, and agreement to move ahead.

What does that statement mean?  
Absolutely nothing negative!



A local governmental subdivision may by resolution or ordinance propose to carry out the purposes of the state's "Cooperative Economic Development" Law with or without the necessity of creating and organizing an economic development corporation. Any local governmental subdivision that proposes to carry out the purposes of the cooperative Economic Development Law, which governs TIFs and other forms of cooperative development, in such a manner shall have all of the powers, rights, duties, and obligations of such a corporation under that law and may do any act or take any action which such a corporation is authorized to do under that law. La.R.S. 33:9034.



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# Commission Formation

- The good news: the legal authority is already present without new law.
- The commission shall reflect the demographics and citizenry of Alexandria.
- The plans are already largely developed.
- Important sites are available for significant grant opportunity, *e.g.*, Ruston Foundry.



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What powers would  
such a commission  
have?



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# All Necessary Powers

(1) To sue and be sued.

(2) To adopt, and from time to time amend and repeal bylaws, orders, rules and regulations to govern the affairs and conduct of its business in order to effectuate the provisions of the law.

(3) To acquire by purchase, lease, lease-purchase, option, gift, grant, bequest, or device, any property immovable or movable, or any interest therein which it may deem necessary to carry out the purpose and provisions of the law and to make capital improvements, acquire equipment, and provide funds for such purpose through cooperative endeavor agreements which may provide for the transfer of title to such property upon successful achievement of the goal set forth in such agreements.



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(4) To sell, convey, mortgage, lease, transfer, donate, option, exchange, or otherwise dispose of any property, either immovable or movable, or any interest therein, as the objects and purposes of the corporation may require to carry out the provisions of the economic development laws.



(5) To issue revenue bonds of the corporation, payable from and secured by a pledge of any revenues of the corporation, derived or to be derived by it from or held or to be held by it in connection with its undertaking of any economic development project or projects of the state and local government of the corporation, including any loans, grants, or contribution of funds made or to be made to it by the federal government or by state or local governments in aid of any of its other activities or operations, including tax increments or sales tax increments, and to pay or cause to be paid from the proceeds of the issuance of such revenue bonds, all or a portion of the costs of an economic development project as specified in R.S. 33:9035 and to give local citizens preferential treatment in job development. A corporation is not required to obtain any right, title, or interest in any real or personal property in order to pay the costs of an economic development project. The principal of and interest on any bonds issued by a corporation may be secured by a mortgage or other instrument covering all or any part of any lands or all or any part of a development project, including any additions, improvements, extensions to, or enlargements of any development project thereafter made; provided however, that a corporation may only grant such a security interest in real or personal property which it owns. Bonds which are issued are declared to be issued for an essential public purpose and, together with all interest thereon and income therefrom, shall be exempt from all taxes.





(6) To make, enter into and execute all contracts and agreements, with any person or agency, public or private, necessary or incidental to the performance of its duties and the execution of its powers.

(7) To borrow money and to apply for and to receive and accept from any federal agency, the state, and/or the political subdivisions of the state or from any source, public or private, grants, loans, or advances for or in the aid of an economic development cooperative endeavor, project or projects, and to give such security as may be required and to enter into and carry out contract of agreements in connection therewith.



(8) To invest any funds not required for immediate use in property or securities in which public bodies may legally invest funds subject to their control.

(9) To declare or designate, subject to the approval of the chief executive officer or governing authority of local governmental subdivision of the state, areas of said governmental subdivision as economic development areas.

(10) To prepare or cause to be prepared an economic development plan for the development of an economic development cooperative endeavor, project, or projects.

(11) To enter into partnerships, joint ventures, and other relationships with any federal, state, or local governmental agency or with any private or public firm, partnership, corporation or other entity.





(12) To delegate to a private development corporation or other entity any duties and responsibilities as the corporation deems necessary or convenient in order to carry out the purposes.

(13) To give local citizens preferential treatment in job development.

(14) To exercise all or any part or combination of powers herein granted and to do and perform all acts and things necessary or convenient to carry out the powers expressly granted by law. La.R.S. 33:9023.



# What costs are or can be included?

# Who pays and how?

Many different models exist, from Tax Incremental Financing to various business acceleration or restoration areas. These notions can work together with groups like Main Street programming and others to affect and effect city-wide planning and implementation.

The effects can be dramatic and much faster than 20 years ago.

Chattanooga is an example of such robust, quick-effects planning.





The costs of an economic development project incurred by local governmental subdivisions include the sum total of all reasonable or necessary costs incidental to or in furtherance of an economic development project. These include the following, providing that any such costs are reasonably related or attributable to an approved economic development plan:

(1) Costs of studies, surveys, development of plans and specifications, preparation, implementation and administration of an economic development plan, personnel and professional service costs for architectural, engineering, legal, marketing, financial, planning, police, fire, public works or other services.

*Has to be after the effective date of and in accordance with a written agreement with the local governmental subdivision providing for a cooperative endeavor as defined by special law.*





(2) Property acquisition and assembly costs within an economic development area, including but not limited to acquisition of land and other real or personal property or rights or interests therein.

(3) On- and off-site preparation costs, including but not limited to clearance of any area within or about an economic development area by demolition or removal of any existing buildings, structures, fixtures, utilities and improvements and clearing and grading and including without limitation installation, repair, construction, reconstruction, or relocation of public streets, public utilities, and other public improvements within or without an economic development area which are essential to the preparation of an economic development area for use in accordance with an economic development plan.

*Has to be after the effective date of and in accordance with a written agreement with the local governmental subdivision providing for a cooperative endeavor as defined by special law.*





(4) Costs of renovation, rehabilitation, relocation, repair, or remodeling of any existing buildings, improvements, and fixtures within an economic development area.

(5) Costs of construction within or about an economic development area of public improvements, including but not limited to buildings, structures, works, utilities, or fixtures.

*Has to be after the effective date of and in accordance with a written agreement with the local governmental subdivision providing for a cooperative endeavor as defined by special law.*



(6) Financing costs . . .

(7) (a) All or a portion of a local governmental subdivision's capital costs resulting from an economic development project necessarily incurred or estimated to be incurred incidental to or in the furtherance of the objectives of an economic development project, but only to the extent that the local governmental subdivision by written agreement accepts and approves such costs.

(b) Should a local governmental subdivision agree to reimburse costs of an economic development project pursuant to a written agreement between such local governmental subdivision and the party incurring such costs, as authorized by law, such costs may be reimbursed only after receipt of monthly progress reports. . . .



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# Common Terms

The following are terms common to economic development discussion:

(1) "Cooperative endeavors" means any form of economic development assistance between and among the state, its local governmental subdivisions (*e.g.*, the City of Alexandria, Rapides Parish, or G.A.E.D.A.), political corporations, public benefit corporations, the United States or its agencies, or any public or private association, corporation, or individual. The term "cooperative endeavors" shall include but not be limited to cooperative financing, cooperative development, or any other form of cooperative economic development activity.



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(2) "Cooperative financing" means any method of financing an economic development project between and among the state, its local governmental subdivisions, political corporations, public benefit corporations, the United States or its agencies, or any public or private association, corporation, or individual. Said methods shall include loans, loan guarantees, land write-downs, grants, lease guarantees or any form of financial subsidy or incentive.

(3) "Cooperative development" means any method of cooperative development or redevelopment between and among the state, its local governmental subdivisions, political corporations, public benefit corporations, the United States or its agencies, or any public or private association, corporation or individual. Said methods shall include any number of joint development agreements such as condominiums and cooperative ownership limited partnerships and investment syndicates.





# Local Government Responsibility

It is the responsibility of local government, not Baton Rouge, to initially establish planning located wholly within the city of Alexandria. Baton Rouge has the responsibility to consider the state-wide or regional effects, if any, and act accordingly to protect the best interests of the citizenry.



# What to do right now?

Form the commission, review the existing plans, decide what still works and what needs additional review, and declare the following:



The Alexandria [and Pineville] City Council find[s] that:

(1) There exists in some of the Alexandria-Pineville area a state or condition of substantial and persistent unemployment, underemployment, and other forms of economic distress.

(2) Such unemployment, underemployment, and other forms of economic distress cause hardships to many individual citizens of the region and their families, waste invaluable human resources, and adversely affects the welfare and prosperity of the people.

(3) The maintenance of the economy of the several local governmental subdivisions of this area at a high level is necessary to overcome these problems and is vital to the best interest of the region.





(4) The maintenance of the economy of the several local governmental subdivisions of the area at a high level is a matter of public policy and the cooperative economic development activities and powers prescribed and conferred by these proposals are for a public purpose for which public money may be expended.

(5) As the maintenance of the economies of said local political subdivisions at a high level is found and declared to be a public purpose, the state and city's assistance to areas and regions of substantial and persistent unemployment, underemployment, and other forms of economic distress is necessary for the employment of effective steps in the planning, promotion, and financing of local economic development.





(6) Municipal authorization to a public corporation to engage in cooperative endeavors with the United States or its agencies, or with any public or private associations, corporations, or individuals for the purpose of economic development would help Alexandria to alleviate the conditions of unemployment, underemployment, and other forms of economic distress presently existing in their areas, and as such, is in the public interest.

(7) Economic development is a legitimate concern of government because it serves the public interest, but it is not purely and solely a public purpose, since successful economic development serves the private interests of business and industry as much as the public interest.

(8) Public-private partnerships which take advantage of the special expertise and experience of representatives of the private sector can be among the most effective programs to encourage and maintain economic development.





(9) The economic development needs of the Alexandria-Pineville region and metropolitan area require the existence of entities which can function as public-private partnerships, taking advantage of the congruence between the public interest and the interest of business and industry.

(10) It is in the best interest of Alexandria-Pineville to encourage, create, and support public-private partnerships and to permit and encourage participation by representatives of private-sector industries which may benefit from economic development programs, while providing appropriate protections for the public interest.





# Thoughts to Get Started and Important Corridors



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The following is not meant to be final, but does reflect some \$800,000 or more in existing planning less than 15 years old and the thoughts of the most diverse group ever to study the City's needs in its history.



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# R.I.V.E.R. Act

Riverfront Improvement Venture and Essential Recreation



# What is the R.I.V.E.R. Act?

- [ A multi-site riverfront development project focusing on revitalization and business stabilization.
- [ A cultural, community-up approach to the redevelopment of the Alexandria/Pineville riverfront area.
- [ A focus on this critical economic development engine, which has the largest inland port in the continental United States.

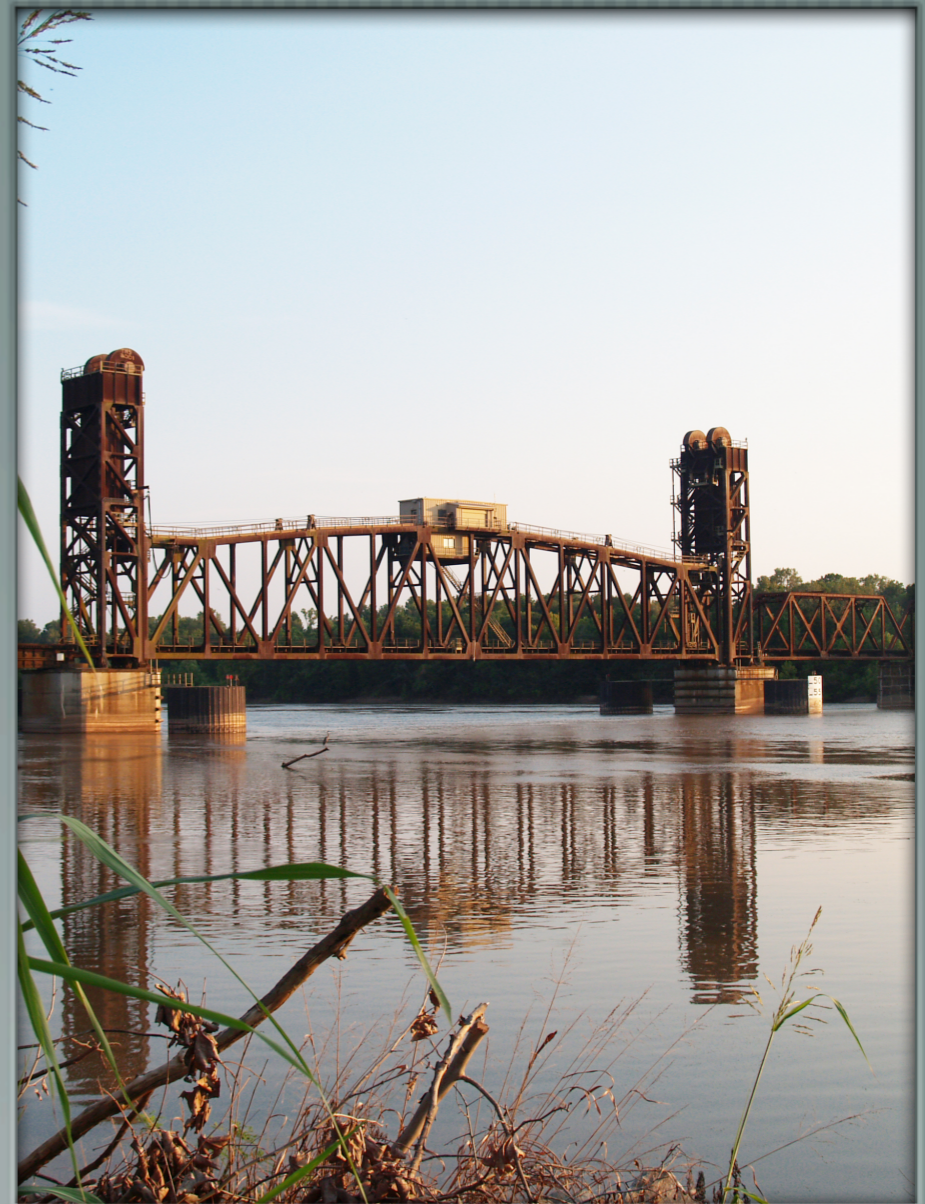


**The R.I.V.E.R. Act would involve several parts working in conjunction to achieve maximum effect for the central Louisiana region:**

- 1. An associated workforce and recreational program for young adults and teenagers known as "Alexandra Corps."**
- 2. A Cultural Restoration Area allowing special economic development incentives for businesses within the district and principally as it relates to riverfront development.**
- 3. At least two catalytic developments on each end of the river in Alexandria, which may involve a private boat marina, cultural-recreational areas, a water activity related park, educational developments, and the redevelopment of the Ruston Foundry site.**



State, Federal, and/or bonding commitment of \$31.4 million is currently being requested, which the City will match with \$8 million in guaranteed funding for over four years and another \$20 million over fifteen years.





**The proposed work would serve**

**Downtown, Mid-City, and Garden District businesses**

**Future retail tenants**

**Downtown Hotels**

**the Riverfront Convention Center**

**Public buildings such as City Hall, and others**

**The projects are indicative of community-based  
planning and smart, forward-thinking growth.**



This plan involves the fair and inclusive distribution of the costs and benefits of development.

It is based on community notions for the City of Alexandria into the next twenty years:

- Avoids sprawl and strengthens infill opportunities;
- Expands other choices for transportation, employment and housing;
- Values long-range, regional considerations of sustainability.





**Total project cost is  
estimated at \$40 million**

**It requires \$32 million from appropriations.**

**\$600,000 has already been appropriated.**

**Local contribution is to be \$8 million.**



# General Area of City of Alexandria Riverfront Development Multi-site

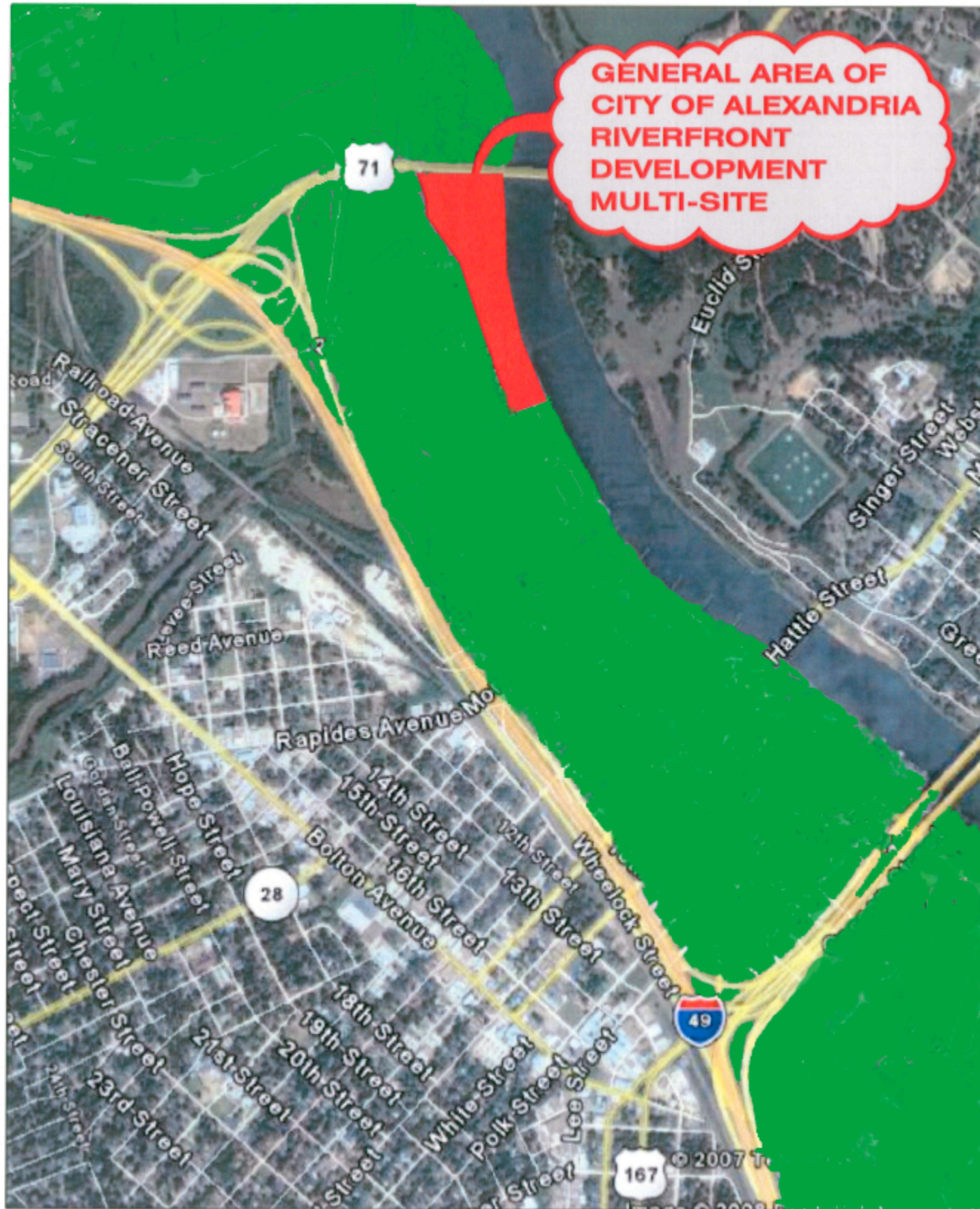
## CITY OF ALEXANDRIA, LOUISIANA



RIVERFRONT DEVELOPMENT MULTI-SITE  
R.I.V.E.R. ACT AND R.D.A.  
REVITALIZATION AND BUSINESS STABILIZATION



# CITY OF ALEXANDRIA, LOUISIANA



RIVERFRONT DEVELOPMENT MULTI-SITE  
R.I.V.E.R. ACT AND R.D.A.  
REVITALIZATION AND BUSINESS STABILIZATION



# Downtown Multi-Site Parking Garages

Funding is being requested to allow the City of Alexandria to provide 600 spaces at strategic locations in the Central Business District.



The lack of adequate urban parking has hindered the twenty years of effort made by the City, the Chamber of Commerce and the Downtown Redevelopment Organizations.

Centralized parking is needed to create the appropriate synergy required for downtown revitalization.



Community Leaders have agreed that the most appropriate solution is the construction of two (2) multi-level parking facilities of appropriate scale to fit into the architectural context of our historic downtown.





The project will enhance revitalization by acquiring dilapidated structures downtown.

It will include demolition of neglected buildings with an effort to preserve selected historic facades.



The proposed parking facilities  
will serve:

Downtown businesses

Future retail tenants

Downtown hotels

Riverfront Convention Center

Public buildings (City Hall, Library)

Regional Performing Arts Facility



The total project costs is estimated at \$18 million.

It requires \$10.8 million in State, Federal, and bonding commitments.

Local Contribution is to be \$7.2 million over four years.



This project is supported by:

1. The City of Alexandria
2. The Central Louisiana Chamber of Commerce
3. Businesses located inside of the Central Business District





**POSSIBLE AREA OF  
PARKING GARAGES**

Pine Street

Gum Street

Hardner Street

Monroe Street

Madison Street

Main Street

Hattie Street

Lake

River

Medical Center Drive

Scott Street

Elliott Street

Fisk Street

Beaumont Street

Jackson Street

Decoto Street

6th Street

4th Street

3rd Street

12th Street

Murray Street

Foley Street

6th Street

8th Street

9th Street

Wheelock Street

Alexandria Pinoville Expressway





# BOLTON AVENUE REVITALIZATION PROJECT



**IMPROVEMENTS TO TRAFFIC GRID,  
MACARTHUR DRIVE TRAFFIC SOFTENING,  
AND BOLTON AVENUE REVITALIZATION PROJECT**

**FUNDING IS BEING REQUESTED TO ALLOW  
THE CITY OF ALEXANDRIA TO DEVELOP A  
PLAN TO INCLUDE:**

**SIDEWALKS, ROADWAY MEDIAN SAFETY  
ENHANCEMENTS, SERVICE ROAD MODIFICATIONS,  
INSTALLATION OF TRADITIONAL STYLE STREET  
LIGHTING, THEMED SIGNAGE, SELECTED  
LANDSCAPING, INTERSECTION TURNING LANE  
MODIFICATIONS, ETC.**



**THE SCOPE OF THE ROADWAY CORRIDOR IMPROVEMENTS WOULD CONTINUE ALONG THE URBAN CORRIDOR OF BOLTON AVENUE (LA-1) TO ELLIOTT STREET.**

**THE PROPOSED INFRASTRUCTURE AND ENHANCEMENT IMPROVEMENTS ARE INTENDED TO ENCOURAGE NEW BUSINESS EXPANSIONS, ALL IN AN EFFORT TO KEEP THE CORRIDOR ATTRACTIVE, SAFE, AND EASILY TRAVERSABLE.**





THE OVERALL EFFORT WILL BE TO  
“SOFTEN” THE HEAVY COMMERCIAL  
LOOK OF THE AREA (A 1950S HOLDBACK)  
AND TO TRANSFORM THE AREA INTO A  
“NEIGHBORHOOD,” AS OPPOSED TO A  
BLIGHTED AND OUTDATED  
COMMERCIAL CORRIDOR.



THE PLAN ALONG BOLTON AVENUE (LA-1) INCLUDES NEW SIDEWALKS TO REPLACE DILAPIDATED EXISTING WALKS, NEW CURBING, NEW ROADWAY SURFACING, THE INSTALLATION OF NEW TRADITIONAL LIGHTING, LANDSCAPING AT KEY INTERSECTIONS, ETC.





## THE PLAN ALONG MACARTHUR DRIVE (US 167/71):

- THE INSTALLATION OF SUBSURFACE DRAINAGE WITHIN THE EXISTING DITCH MEDIANS.
- Crossover safety modifications.
- TURFING.
- MEDIAN FILL AND EMBANKMENT.
- BRICK PAVERS FOR INTERSECTION ENHANCEMENTS.
- NEW TRADITIONAL STYLE LIGHTING.
- THEMED SIGNAGE



REVITALIZATION EFFORTS AND LAND BANKING WITHIN THE BOLTON AVENUE CORRIDOR ARE ESSENTIAL TO TALKING BACK RECLAIMABLE AREAS OF THE CITY'S DOWNTOWN BOUNDARIES.

THIS PROJECT INCLUDES THE DEMOLITION OF NEGLECTED STRUCTURES WITH AN EFFORT TO PRESERVE SELECTED HISTORIC FACADES AND BUILDINGS, THE PRESERVATION OF THE AREA'S RETAIL POTENTIAL THROUGH NEW CONSTRUCTION AND REDEVELOPMENT, AND THE CONSTRUCTION OF A NEW, CITY-OWNED BUS TRANSFER STATION.



# THE NEXT TWENTY YEARS

THIS PLAN ASSIMILATES NOTIONS OF WHERE THE CITY IS HEADING FOR THE NEXT TWENTY YEARS INSTEAD OF PLACING THE NEEDS OF IMMEDIATE GRATIFICATION AT THE FOREFRONT OF DECISION-MAKING AND FURTHER INTER-MODAL ADEQUACY, PRESERVE NATURAL AND CULTURAL RESOURCES, AND INVOLVE THE FAIR AND INCLUSIVE DISTRIBUTION OF THE COSTS AND BENEFITS OF DEVELOPMENT-- AVOIDING SPRAWL AND STRENGTHENING INFILL OPPORTUNITY.



The total project costs is estimated at \$28 million.

The City of Alexandria is asking for \$20 million in State, Federal and bonding commitments over the next three years.

Local Contribution is to be \$8 million over three years.





**MAC ARTHUR DRIVE  
TRAFFIC SOFTENING  
& SERVICE ROAD  
ENHANCEMENTS**

**BOLTON AVE. (LA. HWY. 1)  
CORRIDOR REVITALIZATION**



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