



CITY OF KENNER

PRESS RELEASE

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Future for New Retail, Commercial Development in Laketown is Bright After Jefferson Parish Council Annexation Vote

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The potential for a major, new development in Laketown, filled with retail stores, places to eat and live entertainment, received a huge boost when the Jefferson Parish Council agreed to annex nearly 80 acres of land along Lake Pontchartrain.

On Wednesday, the Jefferson Parish Council approved the annexation that Mayor Michael Yenni and city leaders have targeted as a significant attraction to lure both new residents and visitors and add to the city's economic base.

"I want to personally thank Jefferson Parish President John Young, the Parish Attorney's Office and the Parish Council for their assistance regarding this annexation," Mayor Yenni said. "This could be the next West End area along the lake. I am thrilled about this future development in Kenner."

The development would require about 30 acres to be reclaimed from the lake just east of the existing Laketown area. The rest of the annexed land is west of Laketown and includes both water bottoms and existing land.

Kenner Councilman Keith Reynaud, whose district includes Laketown, said he is excited about the potential of a new development that takes advantage of the Lake Pontchartrain setting.

"The annexation of this area is a major step in the development of what I consider one of our city's greatest opportunities for a prosperous future," Reynaud said. "My sincere thanks go out to the Jefferson Parish Council, especially Councilman Ben Zahn, as well as Mayor Yenni and his administration, for helping make this happen."

The land to be annexed actually belongs to the state, which has already agreed to the transfer. A final step remains before the annexation becomes official: it must be approved by the Kenner City Council at its Dec. 20 meeting. With all approvals in place, Kenner can begin coordinating the RFP (Request for Proposal) process with the state.

Development of Laketown was cited as an important part of Kenner's future in the city's strategic plan. The Kenner 2030 report envisioned everything from retail, commercial and marine development in Laketown and surrounding areas.

Laketown received a major boost in June when the popular Coconut Beach volleyball complex relocated from New Orleans. Located on Joe Yenni Boulevard, the lighted sand volleyball courts have proven to be extremely popular. Owners of the complex are already planning a major expansion.

Reynaud said additional development in Laketown, taking advantage of the annexed land, could make Kenner's lakefront a destination area for people throughout New Orleans.

"It will be an economic engine to fuel our city with tax dollars needed to offer our citizens a higher quality of life. A unique waterfront recreational area blended with commercial and residential development will create jobs and spur more economic growth. It will separate Kenner from the other local communities."

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