



# CITY OF KENNER

## PRESS RELEASE

**MICHAEL S. YENNI**  
MAYOR

**FOR IMMEDIATE RELEASE**  
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### *LAKETOWN SIGN, SCULPTURE AND LUSH LANDSCAPING BEGIN TRANSFORMATION OF WILLIAMS BOULEVARD*

**Kenner, LA.** – There will be no mistaking the entrance to Laketown now that a 16-foot steel sign with multi-colored LED lighting has been unveiled at Williams Boulevard and Vintage Drive, along with several blocks of landscaping other median improvements.

“We want to highlight what we believe will become one of the most popular locations in the entire metro area,” Kenner Mayor Michael Yenni said, referring to Laketown. “We are anticipating a major development on the shores of the Lake Pontchartrain that will include everything from retail and high-end townhomes to restaurants and entertainment attractions.”

The Laketown unveiling was intentionally scheduled for Wednesday evening in order to show off the LED lighting system for the Laketown sign, lush landscaping and the new metal sculpture by renowned artist Frank Ledbetter.

The approximately \$1 million project by Rotolo Consultants is the first of many improvements planned for Williams Boulevard. Improved safety and beautification of Williams was one of the priorities of the Kenner 2030 initiative, the plan developed by community and business leaders and elected officials to attract a new generation of residents and businesses to Kenner.

The money for the improvements of the Williams Boulevard median from Vintage Drive to the lake was paid for with hotel-motel tax proceeds that can only be used in Laketown.

However, there is a planned 2030 project that focuses on improving the safety and beautifying the Airline Drive intersection with Williams Boulevard and adding a sign announcing the entry to Rivertown. There is no timetable yet for the project.

A \$352,000 pedestrian improvement project is currently underway in the eastbound lanes of Williams between Veterans Memorial Boulevard and 32<sup>nd</sup> Street. That is being funded by the state and the Federal Transit Administration. When that is completed, a second phase will focus on the eastbound lanes of Williams between Veterans and West Napoleon Avenue. The state is also considering improvements on Williams between Airline Drive and West Metairie Avenue.

“The 2030 plan has made it clear that portions of Williams Boulevard is an eyesore and a safety concern to many and must be improved for Kenner to attract families and new businesses,” Yenni said. “With the hotel-motel tax, the 2030 bond money and other options, such as state safety funds, we will transform Williams Boulevard into a positive for our community.”

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