June 2017

LAND USE AND TRANSPORTATION PLAN SUBAREA BI-PARISH COOPERATIVE INITIATIVE FOR

WEST END REDEVELOPMENT AREA STAGE 0 FEASIBILITY STUDY

FINAL REPORT

RPC Task Number: A-2.17 WE



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1 EXECUTIVE SUMMARY

1. EXECUTIVE SUMMARY

Project Overview

The Stage O Feasibility Study for the Land Use and Transportation Plan Subarea Bi-Parish Cooperative Initiative for West End Redevelopment Area was conducted by the New Orleans Regional Planning Commission (RPC) in cooperation with Jefferson and Orleans Parishes. The project area consists of approximately 4.28 acres bounded by the permanent pump station to the south, West Roadway Street to the east, and Lake Pontchartrain to the west and north. However, the overall study area extends out to Robert E. Lee Boulevard and Hammond Highway, incorporating areas to analyze possible pedestrian and bicyclist connections to the site from existing paths in both parishes. Refer to Figure 1 for project context. Within the project area, the feasibility study is intended to explore conceptual



Figure 1: Project context map

plans for restaurants, residential units, parking, and public pedestrian spaces at the water front to understand the site's holding capacity and to identify development issues. For this effort, site plans and perspective drawings were prepared for three alternative concepts, illustrating buildings, parking, vehicular, bicycle, and pedestrian access. Zoning requirements, traffic estimates, and utilities needed to support development of the site were studied and costs for public infrastructure and landscape investments were estimated.

The RPC hired Dana Brown & Associates, Inc. (DBA), a New Orleans landscape architecture and planning firm, to conduct the study as a technical consultant. The consultant team also included Burk-Kleinpeter, Inc. (BKI) for traffic engineering and utility expertise and GCR for market data. The project commenced October 25, 2016 with the final report scheduled to be submitted in June 2017.

Project Purpose & Need

As stated in the Regional Planning Commission scope of work for this project, the primary purpose is to "develop conceptual layouts and site renderings, including parking, traffic estimates and access, bicycle and pedestrian access, a utility plan, zoning constraints, and proposed conceptual improvements for West End" (Regional Planning Commission, 2016). The project site is located on the boundary of Jefferson and Orleans Parishes, resulting in ambiguous jurisdictional purviews and conflicting applicable development codes. The majority of waterfront access to the site is located in Jefferson Parish, but all other access, parking, and utility services are available from Orleans Parish. Conducting this study was imperative to the redevelopment of the site, as well as to satisfy both parishes' requirements, or to establish new, joint requirements for the site. The West End site is an historically popular restaurant and landmark destination, severely damaged by past hurricanes. The public is eager to see the site regain its character and developers see it as a unique opportunity along Lake Pontchartrain. West End has the potential to function as a healthy economic and cultural partnership between the Jefferson and Orleans Parishes.

Project Objectives

The primary goal of this study is to determine the feasibility of the following:

- Creating conceptual layouts for development consistent with market demand
- Connecting the project site to existing recreational facilities and neighborhoods
- Creating bicycle and pedestrian connections between Parishes
- Creating bicycle commuting routes that achieve highest level of safety
- Creating a public space along the water
- Respecting and working with current USACE plans in the surrounding area
- Facilitating development that integrates the Parishes into one comprehensive landmark site
- Creating a plan that embodies the social atmosphere and iconic character that West End has historically represented

Project Description

The study process involved a series of components and tasks. The project team sought out, gathered, and in some instances, interpolated or created data through independent observations and relevant data from a variety of sources. Data collected included:

- Existing Parish and Office of State Lands boundaries
- Existing land use and zoning per Parish
- •As-builts of the existing site conditions, grading, and utilities
- Current GIS utility information
- High resolution aerial imagery
- Available market data and demand
- Daily traffic counts
- Possible connections to existing corridors
- Existing and planned USACE facilities
- Potential developer plans
- Elevation data and base flood levels

Once the property data was collected, a base plan was created that utilizes the existing site infrastructure, ingress and egress, and parking. The site itself abuts the water and offers stunning views of Lake Pontchartrain and the distant horizon of which any future development will be sure to take advantage. This process lead to an initial schematic plan of the general layout, which would be refined and modified as developers propose more specific site plans.

Over the course of the project three alternative site plans were developed that considered a variety of building sizes, building uses, tree preservation, roadway diets, arrival treatments, access points, parking counts, pedestrian and bicyclist connections, and incorporation of adjacent developments. Parking, transportation, and utility calculations were evaluated for both the minimum and maximum build outs to determine the feasibility of the plans and the effects on the West End area. All three plans provide a publicly accessible boardwalk along the water's edge and a raised first floor to meet the base flood elevation requirement of 17 feet. Alternative 1 is unique in providing free standing, smaller independent structures, the largest amount of tree preservation, and the most public access points. Alternative 2 offers a larger connected development in which two grand access points are provided, as well as a raised connected walkway along the front, which made it possible to circulate the entire development without the need to repeatedly descend and ascend from building to building. Alternative 3 has the largest building footprint and allows for multiple floors for additional uses such as commercial or residential. Part of the ground floor of this development provides covered parking for those uses.

The preferred alternative plan was identified as a combination of elements from the different alternatives, modified according to stakeholder comments. It served as a template for cost estimation as well a template for future developers to illustrate certain features deemed necessary for success in any development proposed on the site. The opinion of probable cost estimates that the project will cost in the range of \$29 million including design fees, contractor fees, and contingencies.

Three stakeholder workshops with State and Parish agencies were conducted during the project. The first meeting was rescheduled into two separate meetings due to last minute changes in stakeholder schedules. The initial meeting was held on December 19th, 2016 at the RPC and included representatives of Jefferson Parish. The subsequent meeting for representatives of Orleans Parish was held on January 5th, 2017 in New Orleans Office of Community Development. On February 15th, 2017, the RPC met with the project team before the final presentation to stakeholders. On March 24th, 2017, the second stakeholder meeting was held at the RPC. Involved agencies submitted their written comments on April 13th, and were used to modify and finalize a preferred alternative plan.

2 EXISTING CONDITIONS

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2. EXISTING CONDITIONS

Overview

The project area is approximately 4.2 acres in size of which 85% is impervious surfaces. Located just west of West End Park, the site is home to 30 mature Live Oaks. It is geographically bordered by the new pump station to the south, West Roadway Street to the east, and Lake Pontchartrain to the north and west. The overall study area, however, extends to the south to approximately Hammond Highway and Robert E. Lee Boulevard for context, access, and traffic analysis. Keys to the analysis were understanding the sense of arrival to the site from Lake Marina Drive, and how to facilitate pedestrian and bicyclist connections to the site. West End Park, the project area, and the marina and boathouse areas north of the flood wall completely lack a clear sense of arrival and wayfinding. Lake Marina Drive is the only means of access to the project site, as it provides the only connection through the flood gate. It offers no aesthetic attractiveness along its 1800-foot-long approach to the site and poses particularly difficult conditions for pedestrian and bicycle traffic with sidewalks narrowed to 18" in some areas and less than ideal visibility due to a combination of the curvature of the roadway and the height and proximity to the floodwall.

Data Collection

High-resolution aerial imagery for the project area was provided to the project consultant by the RPC. Roadway centerlines, zoning, and parcel boundaries were provided by the City of New Orleans GIS Department through the ArcGIS Online Database Portal and by the Jefferson Parish Planning Department. These data components were referenced to surveys, as well as meets and bounds information provided by the Municipal Harbor Yacht Corporation. Utilities were mapped from information provided by the City of New Orleans Sewerage and Water Board, the Jefferson Parish Department of Water, the United States Army Corps of Engineers, and Office of State Lands.

It is important to note that part of the site also falls under the Office of State Lands, as seen in Figure 4. The State of Louisiana owns the bottom of navigable waterways, as well as land formerly at the bottom of navigable waterways. The majority of the site within Jefferson Parish also falls under State jurisdiction. Representatives from the State have participated in the project stakeholder meetings.



Image 1: Pilings and the old seawall still remain

Existing Zoning

The study area is unequally divided between the two Parishes. The majority of the site (66%) is located in Orleans Parish and the remaining 34% in Jefferson Parish. The Parishes have zoned the site parcels differently from each other and as a result allow and restrict different uses, heights, and site development patterns. For the purposes of creating the alternative plans, certain guiding assumptions were made: either the stricter of the two codes was to be applied when both codes are closely related, or an average between the two when the codes vary more.

The existing zoning of the Jefferson Parish part of the site is C2 General Commercial and is described in the code as "intended to serve a greater population and offer a wider range of services. Full and complete development of all property in this district is of importance in order for the district to effectively serve its economic function." In Orleans Parish, the site falls into the S-LM Lake Area Marina District, whose purpose is defined as "to accommodate the variety of commercial, open space, and water-related and outdoor recreational uses within the West End."



Figure 2: Jefferson Parish zoning map



Figure 3: Orleans Parish zoning map

Zoning Code

Many of the code restrictions cause no issues with development of the site. The setbacks are generous, and due to the desire for a publicly accessible boardwalk along the water's edge, may provide the necessary room for the boardwalk. In Jefferson and Orleans Parishes, height limitations are 60 and 65 feet with a 14-foot or 12-foot ceiling height requirement for the first floor, respectively. These first floor height requirements in combination with the base flood elevation of 17 feet may make development of multiple stories problematic.

The largest and most problematic of the code differences is the manner in which parking spaces are counted. Jefferson Parish calls for 1 space for every 150 square feet of restaurant gross floor area, while Orleans calls for 1 space for every 500 square feet. For site planning purposes the project team decided to assume 1 space for every 300 square feet of gross floor area as a reasonable compromise between the two codes. It should also be noted that the alternative plans did not count on-street parking to meet these requirements. The plans also did not incorporate compact parking spaces, parking count reductions, which are usually applicable for mixed use developments, or reduction in counts by facilitating bicyclists.

Of the two codes, the S-LM Lake Area Marina District zoning in Orleans Parish allows for a broad range of uses and provides the most leeway. Jefferson Parish may have to amend some of their limitations to provide opportunities that will benefit the Parishes equally. The creation of a special use district between the two Parishes would be the best solution.

	Jefferson Parish	Orleans Parish
Current Zoning	C2 General Commercial District - Article 28	S-LM Marina District
Setbacks - Front	20'	10'
Setbacks - Side	20'	10'
Setbacks - Rear	20'	20' or 0' if backed to water's edge
Max Height	65' (height may be exceed through a site plan review)	60'
Mixed Use First floor	14' ceiling height min.	12' ceiling height min.
Mixed Use Parking Count	Requirements may be reduced up to 50%	
Parking Count	Round up if .5	Round up if .5
Parking Space Compact %	25% max.	30% max.
Parking Surfaces	Hard and impervious	
Resturant Parking	1 space /150 sf. of GFA	1 space /500 sf. of GFA
Motel Parking	1 space /guest + 1 space for manager	0.5 per room
Hotel Parking	1 space /guest + 1 space/meeting rooms	0.5 per room
Office	1 space /300 sf. of GFA	1 space /500 sf. of GFA
Residential		
condominiums		
townhouse	1 space / unit	1 space (unit (2 000 sf min)
multifamily	1 space / one bedroom unit, 1.5 spaces/ two bedroom unit	
	2 spaces / three bedroom units	1 space /unit (1,250. sf. min.) 4+
	All structures shall be comprised of thirty (30) or more	
Restrictions	dwelling units	
Restrictions	Non-residential shall comprise a min. of fifty 50% of the ground floor.	

Table 1: Comparison of Jefferson & Orleans Parish's Comprehensive Zoning Ordinance

Office of State Lands

It is important to note that part of the site also falls under the Office of State Lands jurisdictiont, as seen in Figure 4. The State of Louisiana owns the bottom of navigable waterways, as well as land formerly at the bottom of navigable waterways. The large portion of the site within Jefferson Parish falls under State jurisdiction. The Land Utilization Manager from the Office of State Lands has not expressed any problems or complications during the stakeholder meetings.



Figure 4: Office of State Lands jurisdiction within the project site

Existing Land Use

While the existing zoning of the project area is mostly congruent with fostering the desired development, existing land use conditions are not ideal and land has been underutilized since Hurricane Katrina destroyed the many beloved restaurants that lined the seawall. Currently the USACE has jurisdiction over the site as a temporary stockpile yard and construction yard for the construction of the new pump station. It is currently fenced off but will be released back to the general public once construction of the new facility is complete. The USACE has a "right of entry" lease until 2020, however they do not expect to need to use the land for that long. Once back open to the public, the site will serve no function other than parking which, as site visits allowed within the area have shown, is in generally poor condition with possible hazardous conditions along the old seawall.



Figure 5: USACE Limits of construction



Image 2: Equipment stored over Live Oak tree root zone



Image 3: Site used for construction storage



Image 4: Broken seawall

Traffic Impact

Methods & Assumptions

Of the three Site Plan Alternatives created, the project team's transportation planner focused on Alternative 1, the least intense development, and Alternative 3, the most intense development, for the analyses provided a good basis for comparison.

No traffic counts were available for West Roadway, South Roadway, or North Roadway Streets. Burk-Kleinpeter, Inc., the engineering consultant, estimated background traffic by counting the number of uses by type found along these streets and applying the appropriate peak-hour rates from the ITE Trip Generation Manual. It is also important to note that the old Fitzgerald's site is part of the total mix of uses at West End and is therefore included in all trip generation estimates and intersection capacity analyses.

Boathouse trips were estimated using the Recreational Homes category of the Trip Generation Manual applied to the 151 boathouses located on South and North Roadways, and Breakwater Drive. The Municipal Yacht Harbor Management Corporation (MYH) serves both the New Orleans Yacht Club and Southern Yacht Club. Therefore, the Marina category of the Trip Generation Manual was applied to the number of slip spaces (492) in the completely refurbished Municipal Yacht Harbor.

Saturday will be the regularly recurring peak day of traffic which the network will need to accommodate. Whenever possible, the peak-hour of the street (as opposed to the peak-hour of the generator) was selected as the regularly recurring peak period for use in trip generation and thus the capacity analysis. The Highway Capacity Manual (HCS) Planning Module was used to evaluate the level-of-service (LOS) at the critical intersection, West/South Roadway.

For trip generation purposes, the residential units (Alternative 3 - Scenario One) of the 70,000 total square feet are assumed to be divided into 58 condominium units of 1,200 square feet each.

	Units	Total Saturday Trips	Saturday Peak- Hour Trips				
Estimated Traffic From Existing West End Uses (Background Traffic)							
Marina (Berths)	492	1,584		133			
General Light Industrial (Sq. Ft.)	52,400	69		7			
Recreational Homes (Units)	151	464		54			
Subtotal		2,117		195			
		^					

Table 2: Traffic forecast

Traffic Volume Forecasts

As Table 2 indicates, both the lowest intensity and highest intensity development scenarios are projected to more than double the traffic volumes that would be experienced on a typical Saturday, if Municipal Yacht Harbor were fully refurbished. Peak-hour trips estimated using the Trip Generation Manual seem reasonable, given BKI's experiences with a number of traffic impact studies in the greater New Orleans area.

		Units	Total Saturday Trips	Saturday Peak- Hour Trips	
Proposed Alternative	1, Scenario 1				
Residential Develo	pment (Sq. Ft.)	-	-	-	
Restaurants (Sq. Ft	.)	24,000	2,265		260
Fitzgerald's (Sq. Ft.)	13,430	1,267		145
Subtotal			3,532		405
Scenario Total			5,649		600
Proposed Alternative	3, Scenario 1				
Residential Develo	pment (Sq. Ft.)	70,000	329		27
Restaurants (Sq. Ft	.)	36,600	3,454		396
Fitzgerald's (Sq. Ft.)	16,600	1,566		180
Subtotal			5,351		603
Scenario Total			7,466		797

Table 2: Traffic forecast (continued)

Critical Intersection Level-of-Service

The West Roadway/South Roadway intersection is the site access point and the critical intersection as all of the vehicular traffic for the site must pass through it. However, the base analysis assumed a two-lane (one north and one south bound) on West Roadway to gauge whether a lane reduction would be feasible as a means of facilitating safer, non-vehicular methods to the West End area.

While there is a 33% higher peak-hour difference in traffic volume under the highest intensity development scenario, the differences in delay and LOS are not great. The intersection functions very well under an all-stop control scenario. The one-way flow of South Roadway is a contributing factor to the satisfactory operating condition, because there is no west bound traffic and there are no conflicting north bound left turns.

Intersection Characteristics							
	Proposed Alternative 1,	Proposed Alternative 3,					
	Scenario 1	Scenario 1					
Control	All-Way Stop Control	All-Way Stop Control					
Average Daily Traffic:	5,649	7,466					
Saturday Peak Hour Traffic	600	797					
Saturday Peak Hour Delay	9.8	13.3					
Level of Service (LOS):	А	В					

Table 3: Intersection characteristics

Saturday Peak-Hour Approach Characteristics								
	Proposed Alternative 1, Scenario 1			Proposed Alternative 3, Scenario 1				
	Eastbound	Northbound	Southbound	Eastbound	Northbound	Southbound		
Lanes	1	1	1	1	1	1		
Left	8	Null	0	12	Null	0		
Thru	8	254	107	12	369	107		
Right	149	73	Null	224	73	Null		
Approach Delay	8.7	10.7	8.6	10.7	15.7	9.4		
Approach LOS:	Α	В	Α	В	С	Α		

Table 4: Saturday peak hour approach characteristics

Considerations

The Alternatives' parking requirements were calculated 1 space for every 300-square foot of gross floor area, which is a reasonable compromise between the two parish codes for restaurant use. It is the goal that this area will be developed into a very distinct destination. People and their vehicles will likely have a tendency to linger longer than at other restaurants and parking space occupancy or dwell times can be a non-typical critical factor.

As a result it is the initial opinion that the parking standards may underestimate demand because longer space occupancy times could reasonably be expected. More specific information about the uses is needed to more accurately calculate occupancy times and the resulting parking space demand.

As indicated in Table 2, under Alternative 3 - Scenario One, the 58 condo units will need one (reserved) parking space per unit 24 hours per day / seven days per week. Unlike CBD or Warehouse District condo locations, West End is an outlying area without transit service and removed from employment areas, necessity shopping opportunities, etc. The 58 residential parking spaces account for 20% of the available spaces under Alternative 3 - Scenario One. They would be unavailable to satisfy peak period parking demand for the restaurants.

Underestimating and under-providing parking for the restaurants' peak Saturday demand would have the potential to push vehicles out onto North and South Roadways. Saturday is also the day that boathouse owners and MYH boaters most frequently and heavily use those properties, setting up potential conflicts. As the West End Redevelopment plans are further detailed, consideration should be given to creating permit parking for the boathouses and MYH boaters.

A successful redevelopment project of West End may put pressure on some of the small commercial and light industrial uses to likewise redevelop as restaurants, returning higher rents to owners and tax revenue to the parishes. This would have the effect of further increasing traffic and parking demand. At present it is only necessary to be aware of the potential for this to become an issue.

It is recommended that the parishes should perform a detailed study once more specific information on future proposed developments on the project site becomes available. Until such a time, the parking requirements should be viewed as a reasonable "ball park" estimate of what will be needed.

Municipal Utility Requirements

Assumptions

The adequacy of water lines for the site was determined based on the diameter of waterlines shown on the plans provided by the City of New Orleans Sewerage and Water Board and Jefferson Parish Department of Water. No effort was made to test for existing water pressure or water volumes at the proposed project location.

The conditions and integrity of the water or sewer lines serving the areas surrounding the project area such as the boathouses, the Municipal Yacht Harbor, and outlining businesses were assumed to be in good condition. However, any water, sewer, or drainage lines in the proximity of the proposed road or building footprint are assumed to be impacted during construction, and therefore recommended for replacement. This assumption also takes into account that for over 2 years the site has been used as a construction staging area and may have further impacted existing utilities on site. Refer to Appendix A for the Opinion of Probable Costs table.

Note, the cost of replacing utilities for the project site is estimated using weighted unit prices from LADOTD.



Figure 6: Impacted utilities

Market Study

Drive Time Map

The map on the next page highlights the West End site and displays drive-time buffers for 5-Minute (Red), 10-Minute (Green), and 15-Minute (Blue) drives from the site. As illustrated, the 15-minute drive time provides reasonable access to nearly the entirety of Orleans Parish with the exception of neighborhoods that hug the Mississippi River,

such as Uptown/Carrolton and Garden District areas, as well as those that lead into New Orleans East, such as the Marigny/Bywater and east Gentilly areas. The 15-minute drive shed area also reaches well into Jefferson Parish, incorporating most of Metairie, and ends right at the Kenner city limits.



Figure 7: Drive time area

Demographics

Within a 5-Minute drive of the site, there are 2,931 households consisting of 5,980 people. The median age within the area is 39 years old, and the median household income is \$61,791. When comparing these figures to those of the 10-Minute Drive Time area, the 5-Minute Drive Time area has a slightly younger average age and an overall higher median household income. Additionally, there is a higher percentage of renters closer to the site, located within the 5-minute Drive Time, at 46% compared to the 10-Minute Drive Time area of 41%. It is interesting to note that there are also fewer families within the 5-Minute Drive area at 47% of households, compared to 54% within the 10-Minute Drive area.

	5-	Minute Driv	e	10-Minute Drive		
5-Minute Drive Time	2016	2021	Percent Change	2016	2021	Percent Change
Population	5,980	6,737	13%	44,922	48,779	9%
Households	2,931	3,297	12%	19,865	21,600	9%
Families	1,386	1,535	11%	10,863	11,675	7%
Average Household Size	2	2		2	2	
Owner Occupied Housing Units	1,592	1,785	12%	11,715	12,754	9%
Renter Occupied Housing Units	1,339	1,512	13%	8,150	8,847	9%
Median Age	39	38.6		40	40	
Median Household Income	\$61,791	\$70,957	15%	59,153	67,143	14%
Average Household Income	\$94,820	\$102,756	8%	90,135	98,886	10%

Table 5: Demographics

Housing

In 2016, within the 5-Minute Drive Time of the project site, 42% of housing units are owner-occupied, 34% are renteroccupied, and 24% are vacant; while within the 10-Minute Drive Area 48% of housing units are owner-occupied, 34% are renter-occupied, and 18% are vacant. The 10-Minute Drive Area features a higher percentage of homeowners, and fewer renters and vacant units. Comparatively, the 15-Minute Drive area features a higher percentage of renters, fewer homeowners, and slightly fewer vacant units. The charts below show the percentage of Owner-Occupied and Renter-Occupied Housing Units by Drive Time Area for 2010, 2016 and projected to 2021.



Renter Occupied Housing Units

43% 43%

15 Minute

40%

Table 6: Housing Units

Renters within the 5-Minute Drive Time of the project site pay higher rents overall than those within the 10 or 15-Minute Drive Time areas. 52% of renters pay over \$1,000 in Contract Rent per month, compared to only 21% of households within the 15-Minutes Drive Time area. Higher Contract Rents indicate a demand for units on the higher end of the rental market.

	5 Minute		10 Minute		15 Minute	
Contract Rent	Number of Renters	Percent of Renters	Number of Renters	Percent of Renters	Number of Renters	Percent of Renters
Under \$500	37	4%	455	7%	7608	16%
\$500 to \$1,000	368	40%	3444	51%	28722	60%
\$1,000 to \$1,500	288	31%	1747	26%	7511	16%
Over \$1,500	196	21%	686	10%	2378	5%

	5 Minute		10 Minute		15 Minute	
Unit Type	Number of Units	Percentage	Number of Units	Percentage	Number of Units	Percentage
Single Family	1584	55%	13989	68%	65034	58%
Double	404	14%	2453	12%	14129	13%
3 to 9 units	236	8%	1526	7%	13977	12%
10 to 49 Units	342	12%	1546	8%	9877	9%
Over 50 Units	285	10%	937	5%	8621	8%

Table 7: Contract rent

The West End site falls within two Multiple Listing Service Areas used by the New Orleans Metropolitan Association of Realtors: Lakefront and Lakeview. Using data from 2015 to 2016, the Lakeview area shows a higher price per square foot and fewer days on the market than Orleans Parish overall. Both Lakefront and Lakeview have higher listing and closing prices than the Parish overall. The following table provides a comparison between the two areas and the Parish overall.

MLS Area	Average Price Per Square Foot	Average Days on Market	Average Listing Price	Average Closing Price
New Orleans/ Lakefront (69)	\$178	66	\$458,636	\$434,223
New Orleans/ Lakeview (61)	\$195	57	\$487,336	\$474,387
Orleans Parish	\$177	62	\$339,777	\$327,696

Table 8: Housing market

The following map shows the New Orleans Metropolitan Association of Realtors areas within the Metro New Orleans Area. The market area for the West End site fall within area 61 and 69.



Figure 8: New Orleans Metropolitan Association of Realtors map

Age

The 5-Minute Drive Time area around the West End site features more residents between the ages of 20 and 44 than the 10- or 15-Minute Drive Time areas, and has fewer residents under 19 years old. Between 2016 and 2021, the population within the 5-Minute Drive Time area is projected to increase 13%, with the largest increase occurring for residents over 65 years old.

2016 Population by Age	5-Minute	% 5-Minute	10-Minute	% 10-Minute	15-Minute	% 15-Minute
Under 19	1,088	18%	9,457	21%	50,897	22%
20-44	2,345	39%	15,978	36%	83,373	37%
45-64	1,632	27%	12,219	27%	59,345	26%
Over 65	915	15%	7,268	16%	34,149	15%
Total	5,980		44,922		227,764	

5 Minute Drive Time Area - Population	2016	2021	Percent Change
Under 19	1,088	1,200	10%
20-44	2,345	2,709	16%
45-64	1,632	1,691	4%
Over 65	915	1,138	24%
Total	5,980	6,738	13%

Table 9: Age

Businesses

The West End area is well served by businesses, with 224 total businesses and 1,700 total employees within a 5-Minute Drive Time. 16% of businesses within the 5-Minute Drive Time area are retail, 7% are restaurants, and 37% are service sector businesses.

Drive Time	5 Minute	10 Minute	15 Minute
Total Businesses:	224	1,570	12,846
Total Employees:	1,770	15,403	169,227
Total Residential Population:	5,980	44,922	227,763
Employee/Residential Population Ratio:	0.3:1	0.34:1	0.74:1

Table 10: Businesses drive time

Businesses by SIC Code	5 Minute Drive Time		10 Minute Drive Time		15 Minute Drive Time	
businesses by sic code	Business	Employees	Business	Employees	Business	Employees
Construction	18	120	151	790	868	9,340
Retail Trade Summary (All)	36	555	277	3,999	2,485	31,024
Eating & Drinking Places	16	345	119	1,670	874	12,927
Finance, Insurance, Real Estate Summary (All)	47	214	281	1,734	1,951	13,122
Banks, Savings & Lending Institutions	16	33	75	269	645	2,956
Real Estate, Holding, Other Investment Offices	22	144	116	656	699	4,325
Services Summary (All)	83	613	621	6,961	5,493	87,614
Health Services	17	131	78	745	782	24,243
Other Services	48	255	380	3,673	3,163	28,851
Total Businesses	224	1,770	1,570	15,403	12,846	169,227

Table 11: Business by SIC Code

Leakage/Surplus

The table below provides the top ten leakages, patrons leaving the project area to consume goods, by business type. Due to the site location, set back from Robert E. Lee Boulevard and Hammond Highway, a majority of the leakage shown within a 5-Minute Drive time is for retail and shopping. Within a 10-Minute Drive Time, retail including department stores and auto dealers show the highest amount of leakage. The 15-Minute Drive Time, covering a majority of the City of New Orleans, shows the highest amount of leakage for department stores, and other general retail. A positive leakage/surplus factor, shown in green, indicates leakage and a negative number, shown in red, indicates surplus.

Drive Time	Туре	NAICS	Demand	Supply	Gap	Surplus/
	Department Stores Excluding Leased	4521	\$530,911,443	\$236,417,370	\$294,494,073	38.4
	Lawn & Garden Equip & Supply Stores	4442	\$12,940,189	\$6,667,290	\$6,272,899	32
	General Merchandise Stores	452	\$709,799,829	\$448,247,845	\$261,551,984	22.6
	Sporting Goods/Hobby/Musical Instr Stores	4511	\$69,672,017	\$45,470,789	\$24,201,228	21
15	Gasoline Stations	4,474,471	\$236,555,336	\$155,600,926	\$80,954,410	20.6
Minutes	Other Motor Vehicle Dealers	4412	\$85,113,001	\$61,215,973	\$23,897,028	16.3
	Auto Parts, Accessories & Tire Stores	4413	\$47,982,879	\$34,697,672	\$13,285,207	16.1
	Sporting Goods, Hobby, Book & Music Stores	451	\$93,615,957	\$77,512,794	\$16,103,163	9.4
	Special Food Services	7223	\$6,289,975	\$5,415,455	\$874,520	7.5
	Other Miscellaneous Store Retailers	4539	\$87,980,137	\$77,937,071	\$10,043,066	6.1
	Vending Machine Operators	4542	\$879,894	\$0	\$879,894	100
	Direct Selling Establishments	4543	\$3,645,547	\$0	\$3,645,547	100
	Department Stores Excluding Leased Depts.	4521	\$146,757,222	\$8,629,233	\$138,127,989	88.9
	Home Furnishings Stores	4422	\$7,963,184	\$574,244	\$7,388,940	86.5
10	Automobile Dealers	4411	\$161,470,970	\$14,029,369	\$147,441,601	84
Minutes	Book, Periodical & Music Stores	4512	\$6,634,435	\$640,863	\$5,993,572	82.4
innucco	Bldg Material & Supplies Dealers	4441	\$37,667,425	\$4,116,332	\$33,551,093	80.3
	Bldg Materials, Garden Equip. & Supply Stores	444	\$41,382,491	\$5,096,225	\$36,286,266	78.1
	Motor Vehicle & Parts Dealers	441	\$199,932,975	\$28,195,900	\$171,737,075	75.3
	Sporting Goods, Hobby, Book & Music Stores	451	\$26,433,402	\$4,017,549	\$22,415,853	73.6
	General Merchandise Stores	452	\$34,465,539	\$0	\$34,465,539	100
	Automobile Dealers	4411	\$28,070,788	\$0	\$28,070,788	100
	Department Stores Excluding Leased Depts.	4521	\$25,837,695	\$0	\$25,837,695	100
	Other General Merchandise Stores	4529	\$8,627,845	\$0	\$8,627,845	100
5 Minutos	Clothing & Clothing Accessories Stores	448	\$6,209,595	\$0	\$6,209,595	100
Jiviniates	Other Miscellaneous Store Retailers	4539	\$4,205,468	\$0	\$4,205,468	100
	Clothing Stores	4481	\$4,113,486	\$0	\$4,113,486	100
	Furniture & Home Furnishings Stores	442	\$4,024,953	\$0	\$4,024,953	100
	Furniture Stores	4421	\$2,647,549	\$0	\$2,647,549	100
	Auto Parts, Accessories & Tire Stores	4413	\$2,347,118	\$0	\$2,347,118	100

Table 12: Businesses breakdown

Within a 5-Minute Drive Time, there is leakage in the Retail and Food & Drink, Special Food Services, and Limited-Service Eating Places, while there is a surplus of Food & Beverage Stores, Full Service Restaurants, and Drinking Places. However, West End is a unique area along Lake Pontchartrain in that it evokes strong memories for the people of New Orleans and Jefferson Parish. With plans to guide and create a distinct development that integrates the Parishes into one comprehensive landmark site that embodies the social atmosphere and iconic character that West End historically represented, it is difficult to quantify that allure. To put this into perspective, prior to Hurricane Katrina a total of around 70,000 square feet of gross floor area (GFA) thrived in this area.

Leakage/Surplus by Drive Time	5 Minute	10 Minute	15 Minute
Total Retail Trade and Food & Drink	47.9	25.9	-13.8
Total Retail Trade	54.5	27.1	-12.9
Total Food & Drink	6.4	15.4	-20.8
Food & Beverage Stores	-15	-25.2	-38.4
Full-Service Restaurants	-12.7	15.4	-20.8
Limited-Service Eating Places	65.6	10.2	-24.9
Special Food Services	100	33.6	-8.4
Drinking Places - Alcoholic Beverages	-45.5	26.5	7.5
Food Services & Drinking Places	6.4	-41.1	-58.9

Table 13: Leakage & surplus

Commercial Real Estate - Comparable Pricing and Size

The following charts examine comparable pricing across New Orleans for retail space currently on the market, with a focus on restaurant space. Based on commercial real estate listings below, the average square footage of retail spaces on the market are 4,378 square feet and the average price per square foot is \$37. Assuming 72,000 square feet for the main building and 12,000 square feet for the Old Fitzgerald's site and assuming 20% overhead, 5% profit and 1% bonding, the estimated price per square foot would be \$146 for the main building and \$150 for the Fitzgerald site. (http://www.buildingjournal.com/commercial-estimating.html)

However, these are just estimates based on square footage, to fully assess construction costs, we recommend the use of RS Means Cost Estimation or similar software for a more robust estimation of construction costs. Without those site specific costs, a best practice for estimating construction cost from rental rates is that rental rates are a quarter of construction costs. Restaurants in the area have a slightly larger square footage compared to the rest of the city, with lakefront restaurants ranging from 3,147 square feet to 13,068 square feet. Further detail on assumptions for construction cost are found in Section 4.

Address	Price Per SF	SF Available	Spaces	SF Building
5243 Canal Boulevard	\$32.50	1,524 - 7,263	1	7,263
9201 Airline Hwy	\$38.40	625	1	4,859
3032 Elysian Fields Ave	\$34.29	1,050	1	3,466
3313 Severn Ave	\$44	1,925	1	1,925
Average	\$37			4,378

Restaurant	Square Footage
Blue Crab	5,729
Landry's Seafood	13,068
Brisby's Lakefront	3,147
Average	7,315

Table 14: Comparable businesses

3 Stakeholder Workshops

HILL

3. STAKEHOLDER WORKSHOPS

Overview

This study was undertaken by RPC at the request of Jefferson and Orleans Parish officials. The once-thriving West End commercial area lies partly in Jefferson Parish and partly in Orleans Parish. Other agencies with jurisdiction in the study area are the New Orleans Municipal Yacht Harbor Management Corporation, the Office of State Lands and the U.S. Army Corps of Engineers. These five entities came together to discuss alternative site plans, as well as access and approaches in the overall extended study area. They examined how various alternatives would be affected by jurisdictions, management, utility coordination, and zoning code adherences. Representatives of each discussed the vision for development of the site, one on which all can agree to support. Feedback and concerns expressed by the stakeholders at the meetings were taken into account and incorporated into the site plan alternatives developed for this study.

Meeting notes and comments are included in Appendix B of this report. A summary of the presentations can be found there as well.

Stakeholder Workshop #1

A total of two stakeholder workshops with State and Parish agencies were conducted during the project. The initial meeting was held on December 19th, 2016 at the RPC, and a subsequent meeting for those parties would were held on January 5th, 2017 in New Orleans Office of Community Development. The same presentation was given to both groups. The consultant team presented the gathered data, analysis of the site, and preliminary ideas for planning the site and for potential architectural concepts. The presentation also focused on the larger picture of vehicular traffic and access, as well as pedestrian and cyclist connections. Several routes and alternatives were discussed, and present parties gave their remarks on how they may or may not work. Toward the end of each workshop, an open discussion on the preliminary site plans took place.

Stakeholders and their organization information for the Workshop on December 19th, 2016:

• Stephanie Hilferty State Representative District 94 • William Rafferty Leg. Assistant to Rep. Hilferty Susan Guidry New Orleans City Council Member District A Gordon Mcleod New Orleans City Council District A Jefferson Parish Council Member District 5 • Jennifer Van Vranken Jeffery Simno Jefferson Parish Council, District 5 Jefferson Parish Environmental Manie Winter Terri Wilkinson Jefferson Parish Planning Bradley Drouant United States Army Corps of Engineers (USACE) Taylor Casey Municipal Yacht Harbor Management Corp (MYHMC) Howard Rodgers Municipal Yacht Harbor Management Corp (MYHMC) Stakeholders and their organization information for the Workshop on January 5th, 2017:

- Gordon Mcleod New Orleans City Council District A
- William Gilchrist City of New Orleans
- Leslie Alley New Orleans City Planning Commission (CPC)
- Brittany Desrocher New Orleans City Planning Commission (CPC)

Stakeholder Workshop #2

On March 24th, 2017, the second stakeholder meeting was held at the RPC. The meeting began with an overview of the previous workshop. The presentation focused on three alternative site plans with similar overall site layouts, but each incorporating different elements and varying levels of development and scale. Each layout was accompanied by several slides highlighting the uniqueness of that particular plan, as well as a parking count based on proposed square footages of each use.

Stakeholders and their organization information for the Workshop on March 24th, 2017:

Stephanie Hilferty	District 94 State Representative
•Lawrence 'Les' Rosso Jr.	Office of State Lands
•Susan Guidry	New Orleans City Council Member District A
• Gordon Mcleod	New Orleans City Council District A
• Jennifer Van Vranken	Jefferson Parish Council Member District 5
Jeffrey Simno	Jefferson Parish Council District 5
• Leslie Alley	New Orleans City Planning Commission (CPC)
• William Gilchrist	City of New Orleans
Marine Winter	Jefferson Parish Environmental
Mike Lockwood	Jefferson Parish Environmental
Matthew Zeringue	Jefferson Parish Engineering
• Terri Wilkinson	Jefferson Parish Planning
Bradley Drouant	United States Army Corps of Engineers (USACE)
• Taylor Casey	Municipal Yacht Harbor Management Corp (MYHMC)
Howard Rodgers	Municipal Yacht Harbor Management Corp (MYHMC)

At the end of the workshop, attendees were encouraged to submit their comments by April 13th, which were used to develop a preferred schematic concept. Their feedback from the meeting is recorded and are provided in full in the Appendix B of this report. A summary of comments can be found in the beginning of Section 5 The Preferred Site Plan.

4 ALTERNATIVE SITE PLANS

HILL

4. ALTERNATIVE SITE PLANS

Overview

The primary objective of this study is to "develop conceptual layouts and site renderings, including parking, traffic estimates and access, bicycle and pedestrian access, a utility plan, zoning constraints and proposed conceptual improvements for West End" (Regional Planning Commission, 2016). Additionally, the project team strived to plan a development that integrates the two Parishes into one comprehensive landmark site that embodies the social atmosphere and iconic character that West End historically represented. All three developed site plan alternatives reflect this goal.

Given the objectives of the study and the Stakeholder's vision for the corridor, the future development of the West End project site will emphasize these improvements and regulations:

- Provide generous public access along the water's edge
- Provide direct access from the parking area to the water's edge without hindrance
- Aesthetically and functionally connecting the site to West End Park
- Illustrate the importance of future developments to have two "fronts", one facing the water and the other facing West Roadway
- Create a design which can integrate the Old Fitzgerald's site
- Provide an aesthetically pleasing parking area and provide stormwater management
- Provide adequate parking for facilities
- Provide safe and accessible scenarios for pedestrian and cyclists
- Adhere to special operating conditions for services such as, but not limited to: garbage pickup, limited delivery hours, and screen storage areas

Contextual Analysis

The project site, as well as nearly the entire West End area, lack both physical and visual connections to the Parishes. Vehicular, pedestrian, and bicyclist circulation are constrained due to conditions at the sole access point along Lake Marina Drive. The arrival into West End begins at the intersection of Lakeshore Drive and Lake Marina Drive with the large sign on the flood wall. From that point the visitor must proceed a quarter mile along Lakeshore Drive to get into West End and into the project site. The approach down Lake Marina Drive lacks a sense of identity or arrival and does not indicate that an important destination lays ahead. Lake Marina Drive runs parallel along a towering, bland flood wall for a third of a mile. This approach into the area lacks trees, adequate sidewalks, or any streetscaping with the predominant visual elements being the flood wall and utilities.

Towards the end of the Lake Marina Drive, a turn in the road is made apparent, revealing the enormous new drainage pump station instead of visual representation of West End and Lake Pontchartrain. Only by continuing further past the pump station does West End start to open up, revealing to visitors the area as destination.

A pedestrian and bicyclist connection into West End from each Parish is critical to implement. The former pedestrian bridge connection over the outfall canal from Jefferson Parish into the West End project site no longer exists, forcing pedestrians and cyclists to use Lake Marina Drive or opt to drive instead. Currently, both Parishes have bike paths in close proximity to the site, but none connect to the site or to each other. Jefferson Parish's bike path terminates at



Figure 9: Context analysis

the Parish border along Metairie Hammond Highway, while Orleans' terminates at the end of Robert E. Lee Boulevard and does not continue down New Orleans Hammond Highway.

After discussions with stakeholders, and especially with the help of the U.S. Army Corps of Engineers (USACE), it was apparent that all favor building a new bike/pedestrian bridge, but the location will not be able to connect directly to the project site for the following reasons:

- The bridge's vertical supports, if any, may obstruct the water flow from the new pump station
- The bridge's vertical supports, if any, would have to be engineered to handle such strong forces
- The bridge would have to be tall enough to allow clearance for 50' masts or taller
- Due to the bridges height requirements, the ADA requirements would be to either provide an elevator or a large footprint at either end in order to handle the required ramping
- The rip rap on the peninsula is used for water breaks and erosion prevention, but is not structurally stable to support such a bridge

This leads to Lake Marina Drive being the only viable route that could be adapted to accommodate alternate modes of travel. Currently along Lake Marina Drive a sidewalk exists on both sides, however the sidewalk on the south side eventually ends. More importantly, as Lake Marina Drive curves through the floodgate, the pinch points on either side of the road barely provides enough room for a single pedestrian to walk. It is important to provide safe and accessible routes to Lake Marina Drive from both Jefferson and Orleans bike routes for bicyclists and pedestrians.

At this time, the USACE has no objections to the installation of a new bicycle and pedestrian bridge at a new location over the outfall canal as long as it remains south of the new pump station. This location provides stable ground for structures, and no height requirements for navigation of vessels. This allows safe circulation from Jefferson Parish across the Parish boundary and ultimately connects into a newly configured Lake Marina Drive designed to accompany non-vehicular modes of transportation. This will likely not be feasible until the permanent pumps are operational and the temporary pumps are removed.

The connection in Orleans Parish from the Robert E. Lee Boulevard bike lane to Lake Marina Drive is also critical. Several options presented themselves, but the safest option was determined to be north of Robert E. Lee Boulevard to the intersection with Lake Marina Drive, as long as on-demand pedestrian and bicyclist controls and high contrast markings are implemented to provide a safe crossing.



Image 5: Signage approach north from Lakeshore Boulevard



Image 7: Path between flood wall and guide rail too narrow



Image 6: Flood wall arrival lacking



Image 8: Narrow pinches resulting in unsafe conditions

Lake Marina Drive Option

Lake Marina Drive comprises of four lanes with two lanes in each direction and a narrow, raised center divider. It is approximately 56 feet from inside curb to inside curb. Figures 10 and 11 show a before and after of Lake Marina Drive based on a proposal described in Section 2 of this report. This option includes reducing the number of lanes down to one in each direction, allowing room for a two-way protected bicycle path along the north side of Lake Marina Drive adjacent to the flood wall. On the south side of the road, driveways and street parking are too prevalent to be safe for pedestrians and bicyclists. The parking lane would remain, and a wider median is proposed to allow for streetscape enhancements, such as plantings and lighting. Another addition would include the resurfacing, painting, or creation of a historic mural along the flood wall, at least in key areas, to visually break up the drive. Any future redesign of Lake Marina Drive will need to account for the clearance necessary for the transportation of boats to navigate the Lake Marina Drive curve.



Figure 10: Lake Marina Drive existing conditions



Figure 11: Lake Marina Drive improvements option

West Roadway Street Option

West Roadway Street is four lanes with two lanes in each direction and is approximately 48 feet wide from curb to curb. Figures 12 and 13 show a before and after of West Roadway Drive with a proposed continuation of the twoway protected bicycle path from Lake Marina Drive. Here the path abuts West End Park, and is separated by a small, raised median. The median would be designed with plantings to visually connect to West End Park green spaces. The raised median would also serve as a safe area for passengers to exit their vehicle from the adjacent parking lane while also providing space for additional street trees, lighting, or signage.



Figure 12: West Roadway Street existing conditions



Figure 13: West Roadway Street improvements option

Project Site Analysis

A base plan was created that utilized the existing site infrastructure, ingress and egress, and parking. The site itself abuts the water and offers stunning views of Lake Pontchartrain and the distant horizon of which any future development will be sure to take advantage. This process lead to an initial schematic plan of the general layout which was refined and altered as new data and internal calculations became available.





Figure 14: Project site analysis

Figure 15: Initial schematic site plan

Three plan alternatives were developed that consider a number of factors, such as building sizes, building uses, tree preservation, roadway changes, arrival treatments, access points, parking counts, pedestrian and bicyclist connections, and incorporation of adjacent developments. Parking, transportation, and utility calculations were done on both the minimum and maximum build outs to determine the feasibility of the plans and the effects on the West End surrounding area. All site plans provide a publicly accessible boardwalk along the water's edge and a 17-foot raised first floor due to the site's location outside of the levee system. One of the most iconic historical elements found on the site is the white balustrade along the lake's edge. This element should be rebuilt close to its original location to enhance the historic identity of the site as a social and recreational attraction.

Alternative Site Plan 1

Alternative 1 is unique in proposing smaller, free standing, independent structures, each with its own porte-cochere and arrival entrance. Due to the nature of the separation of structures, this plan facilitates separate developers compared to Alternative Site Plans 2 and 3. Even though this alternative provides the smallest building footprints, each structure offers approximately 6,000 square feet of gross floor area (GFA). It is important to keep in mind that all structures are elevated 17 feet above ground, providing space underneath each building to use for a variety of events. Due to the size and configuration of the buildings, this plan preserves the largest number of Live Oak trees along the water's edge, thereby also preserving more of the site's existing character. This plan also provides five pedestrian access points from the parking lot to the public boardwalk.

This plan provides an overlook pier that extends out into the water to allow visitors to see around any future development that may occur at the Old Fitzgerald's site, shown as a large structure on piers. The parking within the site incorporates stormwater management by means of vegetated bioswales and trees to shade parking lot.



Figure 16: Alternative site plan 1

Alternative Site Plan 2

Alternative 2 offers a larger connected development geared toward a single developer with multiple tenants. The building footprints are larger than those of Alternative 1, which in turn require more parking. This plan provides two shared grand porte-cochere entrances whose function also provides public access to the public boardwalk. An important feature in this Alternative is the contiguous elevated walkway along the front of the development facing the parking lot. This provides the ability to visit all tenants or businesses without the constant need to take stairs or ride elevators up and down between establishments. Each porte-cochere also allows for an elevated waiting area and overlook for visitors.

The public plaza features an open area with interpretive art that pays homage to the many historic structures and businesses that once existed on the site. This boardwalk does not provide access from the Old Fitzgerald's site directly into the interpretive history plaza, but rather locates its entrance towards Breakwater Drive. The parking lot includes reduced planted areas due to the need for additional parking, but provides pervious parking stalls to reduce stormwater runoff.



Figure 17: Alternative site plan 2

Alternative Site Plan 3

Alternative 3 has the largest building footprint of all, and allows for two additional inhabitable floors above the first floor. These two additional floors were designated residential and are broken up into 1,200 sf. units for the purpose of calculating parking requirements. This plan accommodates a potential of 58 lakefront condos or apartments. Additionally, part of the ground floor of this development provides covered parking for residents while the other part still provides event space underneath the building. This alternative also allows extra outdoor parking to the south of the development and north of the pumping station.

However, the larger development and additional parking of this alternative limits the number of direct public access points to the boardwalk. To compensate for the increased hardscape, the public plaza at the seawall elbow would function as a greenspace to make it unique to the rest of the site. This alternative also shows development of the Old Fitzgerald's site closer to the public boardwalk and more integrated with the overall circulation of the site.



Figure 18: Alternative site plan 3
Alternative Site Plan Comparisons

The three alternatives share similar layouts, but vary on several key elements. Table 15 compares and contrasts the features, square footages, and parking allowances for each of the three Alternative Site Plans. Within Table 15, it is important to point out that within each of the three Alternative Site Plans there are two scenarios. The first scenario only accounts for one inhabitable story, meaning the first floor 17 feet above grade. The square footages do not include the ground floor which could potentially space for extra potential dining or catered events. Being only one story, the first scenarios have lower gross floor area (GFA) which translates into smaller required parking counts. The second scenario allows for a larger buildout by increasing the number of floors. The increased GFA results in more required parking for the project site.

As shown on Table 15, Alternative plans 1 and 3, for each scenario, show a surplus of parking for the corresponding plans, while Alternative 2 exceeds the parking required within scenario 2. These comparisons serve as ballpark figures and parking requirements will vary depending on the use of the development, the size of the development, and the parking code on which both Parishes agree.

Table 16 illustrates important differences between the three Alternative Site Plans allowing the stakeholders at the workshop to express the elements which they believe are important to future development. For a more in depth look into each site plan alternative, see the entirety of the presentation located in Appendix B.

	Alte	rnative 1		Alt	ter	native 2			1	Alternative	3
	Scenario One 1st Floor	Scenar 1st Floor	io Two 2nd Floor	Scenario One 1st Floor		Scenar 1st Floor	io Two 2nd Floor	1	st Floor	Scenario One 2nd Floor	3rd Floor
SF - Restaurant - 1 SF - Restaurant - 2 SF - Restaurant - 3 SF - Restaurant - 4	6,200 6,000 5,200 6,600	6,200 6,000 5,200 6,600	6,200 6,000 5,200 6,600	8,000 7,200 8,000 9,900		8,000 7,200 8,000 9,900	8,000 7,200 8,000 9,900		8,000 7,200 10,350 11,050	0 0 0 0	0 0 0
SF - Total	24,000	48,	000	33,100		66,	200			36,600	
SF - Residential	0	0	0	0		0	0		0	35,000	35,000
SF - Total	0)	0		()			70,000	
SF - Fitzgerald's Site	13,430	13,430	13,430	8,300		8,300	8,300		8,300	8,300	0
SF - Total	13,430	26,	860	8,300		16,	600			16,600	
Parking - Restaurant Needs											
300 sf.	125	2!	50	138		2	76			177	
Parking - Residential Needs											
1200 sf.	0)	0		()			58	
Parking - Total Needs	125	2	50	138		2	76			236	
Parking - Provided (Shown)											
Lot	239	2	39	223		2	23			210	
Tenant	0		0	0		()			74	
Parking - Total	239	2	89	223		2	23			284	
Parking - Surplus/Deficiency	114	з	9	85		-5	i 3			48	

Table 15: Alternative site plan parking and square footages comparison

	Alternative 1	Alternative 2	Alternative 3
Continuous public boardwalk along floodwall	20'	20'	20'
Continuous elevated boardwalk along front of structures	No	Yes	Yes
Seawall elbow public space	Extension	Interpretive Piers	Green Space
Individual structures	Yes	No	No
Residential units provided	No	No	58*
Pedestrian cut-through count	3	2	1
Pedestrian cut-through space	Path	Plaza	Plaza
Porte-cochere entrances	4 Individual	2 Shared	2 Shared
Exterior waiting/gathering space	0	2	1
Boat slips	19**	18**	18**
One-way circulation	Yes	Yes	Yes
Fitzgerald's structure location*	As Proposed	As proposed	Tucked
Fitzgerald's structure size	As Proposed	Reduced	Reduced
Fitzgerald's pedestrian & ADA access	As Proposed	Street side	Street & Seawall
Parking Lot Stormwater Management	Maximized	Moderate	Moderate

* Size determined by developer

** Contingent on how powerful daily pumping is

Table 16: Alternative site plan key elements comparison

5 PREFERRED SITE PLAN



5. PREFERRED SITE PLAN

The Preferred Site Plan was created and modified according to client and stakeholder comments and is primarily Alternative Site Plan 2 modified to incorporate some features of Alternatives 1 and 3. Below is a brief collection of some of the unanimous comments given by the stakeholders:

- The boardwalk is a critical element to tie the entire site together. It is a design feature as well as a circulation element.
- Should be an inviting design, encouraging the public to enter and enjoy wide waterfront views of Lake Pontchartrain.
- Ample paths connecting the parking lot to the boardwalk.
- The boardwalk should be designed to connect to any future improvements north of the site as well as West End Park.
- Should promote mixed uses, especially commercial, e.g. restaurants, retail, and possibly residential
- Incorporate outdoor dining opportunities.
- Each building should be treated as having two "fronts", one facing the parking lot and the other the boardwalk.
- Consider where service areas, including dumpsters, will be located, screened, and identified. Special operating conditions will likely need to be implemented.
- Should be planned to have a cohesive design and general consistency expandable to the Bucktown Marina, specifically in terms of design elements like light fixtures.
- The parking lot should be landscaped and conform to the Storm Water Management requirements.
- Traffic Impact Analysis (TIA) should be conducted for the area to ascertain viability of two-lane roadway adjacent to site with street parking.
- Market analysis should be conducted to determine commercial viability and demand for various land uses.
- The Fitzgerald site presents parking and access challenges. It should potentially be scaled to maintain access, parking availability, and views from the primary development site.
- Consider a maximum height of 65 feet.
- The project should go through the Design Advisory Committee (DAC).
- Architectural style should feel unique to New Orleans, evoking local culture and pride.
- Contemporary interpretations & modem architectural approaches will be considered.
- Design should include mitigating elements to break down the scale of the 17 foot raised structures; these elements could be architectural features, landscaping, or a combination.

The Preferred Site Plan is a large connected development that would facilitate implementation by a single developer with multiple tenants. This plan provides two shared grand porte-cochere entrances whose function also provides direct public access from the parking lot to the public boardwalk along the waterfront. This plan offers five different access points to the main boardwalk. These connection points are even spread throughout the site project as it is important that no matter the method of arrival, there is a clear and visible path to the Lakefront.

An important feature in Preferred Site Plan is the contiguous elevated walkway along the front of the development facing the parking lot. This provides the ability to visit all tenants or businesses without the need to take stairs or ride elevators up and down between establishments. Each porte-cochere also allows for an elevated waiting area and overlook for visitors both into the interior of West End towards the park but also, a glimpse of the Lakefront while you wait. Just as the waterfront boardwalk is the main unifying design element, this secondary raised walkway also



Figure 19: Preferred site plan

serves that purpose. It is a design element that helps visually unify the site for the interior views within West End.

The Preferred Site Plan proposes that development of the Old Fitzgerald's site over the water be located as close as possible to Breakwater Drive and the public plaza, resulting in compelling views out to Lake Pontchartrain from the plaza and other restaurants in addition to creating a visually unified development. The public boardwalk turns and continues north for connection to possible future improvement of Breakwater Park.

The public boardwalk connects to a small dock which hugs the seawall and provides 30 slips for temporary boat docking. Access is provided at several points along the main boardwalk as well as to any future development at the Old Fitzgerald's site. Use of these boat slips would be coordinated with Sewerage and Water Board as monthly testing of the pumps need to occur.

The public plaza features an open area with interpretive art that pays homage to the many historic structures and businesses that once existed on the site. Its corner location provides the great views of the Lake. This plan shows



Enlargement of signage, planting, and crosswalks for the West End gateway



Enlargement of public plaza with interpretive art



Enlargement of Old Fitzgerald's site tucked close to the project site



Enlargement pedestrian connections from the parking lot to the boardwalk

development at the Old Fitzgerald's site close to the land to provide unobstructed views. Walkways from the parking lot, improved roadway crosswalks, restaurants, and the boardwalk all connect to the plaza. The parking is planned with bioswales designed to maximize the number of parking spaces, which are recommended to be constructed of pervious surfaces to further reduce stormwater runoff.

West Roadway Street is shown in the Preferred Site Plan to incorporate a protected bicycle path, planned as a continuation of like improvements to Lake Marina Drive. These roadway reconfigurations would provide a more comprehensive and continuous path from the existing parish bike paths on Hammond Highway, and would



Figure 20: Project site circulation

seamlessly connect to the project site. The two intersections along West Roadway Street would have several improvements. The southernmost intersection shows space for new, grand signage as well as a colored intersection treatment that helps create that grand impression and sense of arrival at the gateway to West End.

Opinion of Probable Costs

The Preferred Site Plan serves as a template for cost estimation as well as a guide to illustrate certain features that were deemed important to the success of the development. The opinion of probable cost estimates are intended only for broad budget purposes. The project will cost in the range of about \$28.5 million, which includes design fees, contractor fees, and contingencies. The cost estimate for the West Roadway improvements adjacent to the site is \$520,000 which entails demolition of the roadway, construction of a new median, street trees, and a two-way protected bicycle path, and includes design fees, contractor fees, and contingencies. Together the \$29 million dollar estimate includes the suggested improvements seen in the Preferred Alternative in Section 4. For a more in depth breakdown refer to Appendix A. Opinion of probable costs do not include costs for purchase or lease of the land.

West End Redevelopment Road Opinion of Probable Cost	way:
West End Redevelopment	TOTAL
Main Site	\$28,004,400
West End Redevelopment Roadway	TOTAL
West Roadway Street Improvements	\$518,700
West End Redevelopment & Roadway Total	\$28,523,100

Table 17: West End OPC Summary

Conclusion

The Preferred Site Plan is a guide to developing the site as envisioned by Orleans and Jefferson Parish officials. This report is intended as a tool to document the holding capacity of the site, the potential uses, and optimal building locations. Development can occur as single-story buildings, or with as many as three floors above the base flood elevation of 17 feet. One of the most critical issues in redeveloping the West End site is that, except for the Old Fitzgerald's site which lies mostly within Jefferson Parish, the other restaurant buildings straddle the border between the Orleans and Jefferson Parishes, while all the parking and utility services to the buildings would have to be from Orleans Parish. Therefore, it is highly important that the two Parishes continue to work together, as they have throughout this feasibility study process, to set forth clear and equitable agreed-upon development requirements, development approval processes, management cost sharing, and revenue sharing.



Figure 21: View of publicly accessible boardwalk with docking opportunities



Figure 22: View of porte-cochere connecting directly to the public accessible boardwalk



Figure 23: View of the interpretive historic plaza with the Old Fitzgerald's site in the background



Figure 24: Aerial of the entire project area and West Roadway Street developed



Figure 25: Aerial of the entire project area from over the Lake

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APPENDIX A

Boundary Survey

Jefferson Parish Existing Zoning Map Orleans Parish Existing Zoning Map USACE Limits of Construction Map Office of State Lands Map Project Site OPC West Roadway Street (portion adjacent to project site) OPC





			MATC	H LINE SEE SHEET 2	
	PARCEL#	OWNER	PARCEL ACREAGE	SO. FEET	INTEREST REQUIRED
	1-1	STATE OF LOUISIANA	1.36	59,453.21	TEMPORARY WORK AREA SERVITUDE (12/31/16)
	1-2	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.27	11,616.65	TEMPORARY WORK AREA SERVITUDE (12/31/16)
	1-3	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.77	33,423.86	TEMPORARY WORK AREA SERVITUDE (12/31/16)
	1-4	STATE OF LOUISIANA/CITY OF NEW ORLEANS (NATIONAL TRUCK LEASING, INC. LEASE)	0.29	12,813.09	PERPETUAL FLOOD PROTECTION SERVITUDE
	1-5	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.13	5,616.42	PERPETUAL FLOOD PROTECTION SERVITUDE
	1-6	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.43	18,515.31	PERPETUAL FLOOD PROTECTION SERVITUDE
	1-7	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.06	2,552.61	PERPETUAL FLOOD PROTECTION SERVITUDE
	1-8	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.10	4,277.42	PERPETUAL FLOOD PROTECTION SERVITUDE
PARISH LINE	1-9	STATE OF LOUISIANA (WEST END PROPERTIES, INC. LEASE FROM JEFFERSON PARISH)	0.08	3,544.63	PERPETUAL FLOOD PROTECTION SERVITUDE
COAST GUARD PARCEL BOUNDARY -	1-10	STATE OF LOUISIANA	0.07	2,877.51	PERPETUAL FLOOD PROTECTION SERVITUDE
STATE LINE -	1-11	STATE OF LOUISIANA/CITY OF NEW ORLEANS (WEST END PROPERTIES, INC. LEASE)	0.04	1,654.08	PERPETUAL FLOOD PROTECTION SERVITUDE
	1-12	STATE OF LOUISIANA/CITY OF NEW ORLEANS (WEST END PROPERTIES, INC. LEASE)	0.62	26,976.46	PERPETUAL FLOOD PROTECTION SERVITUDE
	1-13	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.09	3,743.87	PERPETUAL FLOOD PROTECTION SERVITUDE
EXISTING RIGHT-OF-WAY =	1-14	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.07	2,906.04	PERPETUAL FLOOD PROTECTION SERVITUDE
REQUIRED O.L.D. OR E.J.L.D. RIGHT-OF-WAY -	1-15	STATE OF LOUISIANA/CITY OF NEW ORLEANS (MUNICIPAL YACHT HARBOR MGMT, CORP. LEASE)	0.29	12,442.09	PERPETUAL FLOOD PROTECTION SERVITUDE
NO WORK AREA; ACCESS ON CANAL ONLY -	1-16	STATE OF LOUISIANA/CITY OF NEW ORLEANS (SPORTSMAN'S PARADISE, INC. CEA)	1.88	81,908.61	PERPETUAL FLOOD PROTECTION SERVITUDE
GENERAL NOTES	1-17	STATE OF LOUISIANA/CITY OF NEW ORLEANS (SPORTSMAN'S PARADISE, INC. CEA)	0.14	6,175.78	PERPETUAL FLOOD PROTECTION SERVITUDE
1. THE COORDINATES AND BEARINGS SHOWN HEREON ARE GRID ON THE LAMBERT	1-18	STATE OF LOUISIANA	0.13	5,699.77	PERPETUAL FLOOD PROTECTION SERVITUDE
Ghid System South Zone (NAD 83). 2. Required Right-OF-Way Per U.S. Army Corps of Engineers File H-4-47277	1-19	ORLEANS LEVEE DISTRICT	2.38	103,663.52	PERPETUAL FLOOD PROTECTION SERVITUDE
DATED 10-06-10.	1-20	STATE OF LOUISIANA	0.25	10,760.03	PERPETUAL FLOOD PROTECTION SERVITUDE
SURVEYOR'S INFORMATION	1-21	STATE OF LOUISIANA	0.21	9,193.23	PERPETUAL FLOOD PROTECTION SERVITUDE
	1-22	CITY OF NEW ORLEANS	0.11	5,004.35	PERPETUAL FLOOD PROTECTION SERVITUDE
JOHN F. BONNFAU	1-23	STATE OF LOUISIANA/UNITED STATES OF AMERICA	0.15	6,508.30	PERPETUAL FLOOD PROTECTION SERVITUDE
and ASSOCIATES INC	1-24	UNITED STATES OF AMERICA	0.75	32,859.92	TO BE PROVIDED BY THE UNITED STATES OF AMERICA
und ASSOCIATES, INC.	1-25	STATE OF LOUISIANA	10.83	471,955.11	PERPETUAL FLOOD PROTECTION SERVITUDE
Professional Land Surveyors – Planners – Consultants	1-26	SEWERAGE AND WATER BOARD	1.80	78,586.45	PERPETUAL FLOOD PROTECTION SERVITUDE
420 HWY. 1085, EXIT 57, MADISONVILLE, LA. 70447 (985) 845-1012 * (985) 845-1013 * (985) 845-1351 * FAX No.: (985) 845-1778	1-27	PARISH OF JEFFERSON	0.02	934.15	PERPETUAL FLOOD PROTECTION SERVITUDE
www.JEBCOLandSurveying.com * e-mail: jebco1@bellsouth.net	1-28	SEWERAGE AND WATER BOARD	49.96	2,176,385.14	TEMPORARY WORK AREA SERVITUDE (12-31-16)



Registered Professional Land Surveyor Louisiana Registration No. 4423



Jefferson Parish makes no warranty as to the reliability or accuracy of the base maps, their associates data tables or the original data collection process and is not responsible for the inaccuracies that could have occured do to errors in the original data input or subsequent update process. User assumes all responsibility for verifying accuracy of data for any intended

1,400

1,050

700

350

0



City of New Orleans Property Viewer

April 25, 2017



0 0.25 0.5 1 km Displayed information is a product of the City of New Orleans Enterpres CIS Database. The City of New Orleans does not assume any liability for damages arising from errors, ormissions, or use of this information as it is intended for the display of relative positions and locations only. Legend contents are dependent on the truty represented. This preliminaty version map document is distributed solely for purposes of peer review.





West End Redevelopment:

Opinion of Probable Cost

Main Parking Lot & Entry Area	OTY.	UNIT	COST	TOTAL
Tree Protection				
Tree Protection Fencing	1,950	LF	\$18	\$35,100
Tree Care	16	EA	\$1,000	\$16,000
			. ,	. ,
Site Demolition			I	
Tree Removal	13	EA	\$1,000	\$13,000
Soil Excavation	1,300	CY	\$35	\$45,500
Concrete Removal	7,600	SY	\$14	\$106,400
Site Grading & Utlities		r	L .	
Electrical Conduit	677	LF	\$ 30	\$ 20,310
Water			1-1	+
8" Water Main	870	LF	\$70	\$60,900
Fire Hydrants	2	EA	\$5,500	\$11,000
water valves	2	EA	\$4,500	\$9,000
Sewer 8" Sanitany Sowor Dino	490	IE	\$02	¢15.080
Manholo	430		\$52 \$5 500	\$45,080
Drainade	5	LA	\$3,300	\$10,500
15" Storm Drain Pine	555	LE	\$62	\$34.410
18" Storm Drain Pipe	100	LF	\$67	\$6,700
24" Storm Drain Pipe	138	LF	\$86	\$11,868
30" Storm Drain Pipe	168	LF	\$121	\$20,328
Catch Basins	12	EA	\$3,200	\$38,400
Adjusting Catch Basins	5	EA	\$1,200	\$6,000
Manholes	3	EA	\$4,200	\$12,600
Removal of Drainage	988	LF	\$14	\$13,832
Fine Grading	12,389	SY	\$5	\$61,944
Fencing				
Sea Wall Restoration	650	LF	\$80	\$52,000
Paving		-	-	
6" Concrete – Pervious Parking Stalls	26,900	SF	\$9	\$228,650
6" Concrete – Curb	4,802	LF	\$20	\$96,040
4" Concrete - Sidewalks	1,200	SF	\$5	\$6,000
4" Concrete - Plaza	1,900	SF	\$5	\$9,500
ADA Detectable Warnings	6	EA	\$225	\$1,400
Parking Stripes	4,800		\$1.50	\$7,200
Concrete Pavers - Main Boardwalk	23,440	SF	\$18.00	\$421,920
Raised Walkway - Florit	1,800	Эг	\$120.00	\$210,000
Waterway & Marine Construction				
Dock & Walkway	1 400	SE	\$240	\$336,000
Book a Haiking	1,100	01	Ψ <u>2</u> 10	\$000,000
Site Furnishings				
Pedestrian Level Lighting	20	EA	\$4,000	\$80.000
Bike Racks	2	EA	\$550	\$1,100
Trash Receptacles	6	EA	\$2,000	\$12,000
Entry Signage	1	EA	\$15,000	\$15,000
Bollards	8	EA	\$800	\$6,400
Drinking Fountain	1	EA	\$4,500	\$4,500
Sculpture Plaza	1	LS	\$12,000	\$12,000
Planting				
Groundplane Planting	15,000	SF	\$20	\$300,000
Turf Grass - seeded	26,000	SF	\$0.20	\$5,200
Trees	43	EA	\$400.00	\$17,200
Bullaing		1	1	
Main Buildings		67	4470	0 400 000
LST FIOOR	36,000	SF	\$170	\$6,120,000
	36,000	SF	\$130	\$4,680,000
Sta Floor	36,000	SF	\$130	\$4,680,000
oiu ritzgeraiu's Site	0 000	CE.	¢170	¢1 360 000
LSL FIUUI 2nd Eleon	8,000		011¢	\$1,360,000 \$1,040,000
	8,000	SF	ΦT20	φ1,040,000

Subtotal		\$20,293,000
Contractor Fee	15%	\$3,044,000
Contingency	20%	\$4,667,400
Total*		\$28,004,400

*Opinion of probable costs do not include costs for purchase or lease of the land.

West End Redevelopment Roadway: Opinion of Probable Cost

West Roadway Street Moddifications	QTY.	UNIT	COST	TOTAL
Tree Protection				
Tree Protection Fencing	380	LF	\$18	\$6,840
Tree Care	4	EA	\$1,000	\$4,000
Site Demolition				
Median Street Demolition	444	SY	\$14	\$6,222
Site Grading & Drainage				
Electrical Conduit	481	LF	\$30	\$14,430
Fill	75	CY	\$35	\$2,625
Fine Grading	450	SY	\$5	\$2,250
Paving				
6" Concrete Curb & Gutter	3,984	LF	\$60	\$239,040
Bike Lane Paint	5,800	SF	\$2	\$11,600
Intersection Mural	2,000	SF	\$2.00	\$4,000
Striping	1,300	LF	\$1.50	\$1,950
Site Furnishings				
Pedestrian Level Lighting	12	EA	\$4,000	\$48,000
Signage				
Pedestrian Level Lighting	1	LS	\$20,000	\$20,000
Planting				
Groundplane Planting	500	SF	\$20	\$10,000
Median Grass Seed	4,000	SF	\$0.20	\$800
Trees	10	EA	\$400	\$4,000

Subtotal		\$375,800
Contractor Fee	15%	\$56,400
Contingency	20%	\$86,500
Total*		\$518,700

APPENDIX B



Stakeholder Meeting #1, Meeting Notes - December 19th, 2016
Stakeholder Meeting #1, Meeting Notes - January 5th, 2017
Stakeholder Meeting #1, Sign-in Sheet - December 19th, 2016
Stakeholder Meeting #1, Sign-in Sheet - January 5th, 2017
Stakeholder Meeting #1, Presentation - December 19th, 2016 & January 5th, 2017
Stakeholder Meeting #2, Meeting Notes - March 24th, 2017
Stakeholder Meeting #2, Sign-in Sheet - March 24th, 2017
Stakeholder Meeting #2, Presentation - March 24th, 2017
Comments from Meeting #2, Jefferson Parish City Council
Comments from Meeting #2, New Orleans City Council



MEETING NOTES

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PROJECT NAME: A-2.17WE West End Redevelopment

DATE:

LOCATION:

SUBJECT: Project Findings & Stakeholder Input Meeting

MEETING DATE: December 19, 2016

RPC New Orleans Office

ATTENDEES:	Walter Brooks	Regional Planning Commission (RPC)
	Maggie Woodruff	Regional Planning Commission (RPC)
	Lynn Dupont	Regional Planning Commission (RPC)
	Tom Haysley	Regional Planning Commission (RPC)
	Stephanie Hilferty	State Representative District 94
	William Rafferty	Leg. Assistant to Rep. Hilferty
	Gordon Mcleod	New Orleans City Council District A
	Susan Guidry	New Orleans City Council District A
	Manie Winter	Jefferson Parish Environmental
	Terri Wilkinson	Jefferson Parish Planning
	Jeffery Simno	Jefferson Parish Council, District 5
	Jennifer VanVranken	Jefferson Parish Council District 5
	Bradley Drouant	United States Army Corps of Engineers (USACE)
	Taylor Casey	Municipal Yacht Harbor Management Corp (MYHMC)
	Howard Rodgers	Municipal Yacht Harbor Management Corp (MYHMC)
	Mark Roberts	Burk-Kleinpeter (BKI)
	Paul Waidhas	Burk-Kleinpeter (BKI)
	Dana Nunez Brown	Dana Brown & Associates (DBA)
	Chris Africh	Dana Brown & Associates (DBA)

- Maggie Woodruff of RPC welcomed everyone and began introductions around the room. She reviewed the history of this area to date and explained that this will be a working meeting with ample dialogue among stakeholders. She explained that members from City of New Orleans were not able to attend, therefore a subsequent meeting will take place at a later time. (Jan. 5th 2017 as of these notes)
- Brad Drouant of the USACE said the Corps has renewed their "of right of entry" lease until 2022, but said he doesn't expect that they'll need it that long..
- The USACE says that the Levee District will have ownership, after the construction of the pump station, of the land concerning JP ALT 2 (North-South strip of land that parallel to the Canal and Marines Cove West). See slide 9.
- The USCAE says the Levee District Non-Flood Authority owns area above Marines Cove North and Lake Marina Ave.
- The USCAE says the Coast Guard and Levee District will have ownership, after the construction of the pump station, of the land concerning JP ALT 1. See slide 9.
- Walter Brooks asked that the consulting team work with Dan Jatres with the RPC concerning suggested bike and pedestrian routes.
- Suggestions were made to look at smaller restaurants (4,500sf). DBA agreed to study different configurations.
- The location labelled as "lookout Point" was met with mixed response as a development location. DBA agreed to study different configurations.
- A map of the land parcels was mentioned. DBA as well as the MYHMC has yet to locate such a map.
- A pedestrian bridge on the north side of the new pump station was suggested. The USACE



1836 Valence Street New Orleans, LA 70115

Principal Dana Nunez Brown

Senior Associates Chris Africh Gaylan Williams Danielle Duhe

Associates Andrew Doyle Tanner Perrin Emma Bahm James Weldon

Administration Bridget Kender

Phone: 504.345.2639

Email: dbrown@danabrownassociates.com thinks is may be possible but not practical due to the lack of solid construction surfaces along the breakwater and Coast Guard height requirements. BKI pointed out the ADA footprints at either end of such a bridge would require a lot of space.

- Retail was suggested as a possible alternative based on the Surplus/Leakages provided by GCI. The MYHMC says the boaters are well provided for with current business. There is also an accessible/practicable issue with the requirement that the retail would have to be raised above flood the elevation requirement.
- Residential space above the restaurants was asked about. The MYHMC said the height maximum height for boat houses is 42' for vertical construction. Terri Wilkinson said that Orleans Parish has a special maritime zone. Jefferson Parish would look at height requests and could consider amending the ordinance if needed.
- This project could be an overlay district or a PUD.
- A wide public boardwalk may have space for popup retail/kiosks. Bike rentals may be appropriate giving the proposed connections.
- NOLD Non-Flood Assets is working on solving the issue of flooding along W Roadway St.
- The building configurations may be one or multiple structures. Design guidelines within the site are encouraged if multiple developers build.
- Real Estate and Records may have information for any lot lines.
- DBA and BKI to locate and attain utilities from Sewerage and Water Board. Lynn Dupont at RPC to help.
- There may be issues with reducing traffic lanes along Lake Marina Drive. Large trailers with boats need space to maneuver if road diets are suggested.
- Safety with bike lanes and parking lanes were brought up. DBA to look into different configurations.
- Orleans Levee District owns the north half of Lake Marina Drive and the City of New Orleans owns the Southern half.

Action Items:

- DBA to reach out to Dan Jatres at the RPC.
- DBA to look at additional schematic layouts
- BKI to continue acquiring utility information
- DBA to contact Lynn at RPC for Sewerage and Waterboard for GIS utilities.
- DBA to look into Real Estate and Records for lot lines

Next Meeting:

· January 5th, 2017 with members from City of New Orleans

PREPARED BY: _

Chris Africh, ASLA Senior Associate



1836 Valence Street New Orleans, LA 70115

Principal Dana Nunez Brown

Senior Associates Chris Africh Gaylan Williams Danielle Duhe

Associates Andrew Doyle Tanner Perrin Emma Bahm James Weldon

Administration Bridget Kender

Phone: 504.345.2639

Email: dbrown@danabrownassociates.com

MEETING NOTES

|--|

PROJECT NAME: A-2.17WE West End Redevelopment

SUBJECT: Project Kick-off Meeting

MEETING DATE: January 5, 2017

DATE:

LOCATION:

Amoco Bldg, 10th floor New Orleans

ATTENDEES: Walter Brooks Regional Planning Commission (RPC) Maggie Woodruff Regional Planning Commission (RPC) New Orleans City Council District A Gordon Mcleod Leslie Allev New Orleans City Planning Commission (CPC) Brittany Desrocher New Orleans City Planning Commission (CPC) Paul Waidhas Burk-Kleinpeter (BKI) Nathan Cataline GCR Inc. (GCR) Dana Nunez Brown Dana Brown & Associates (DBA) Chris Africh Dana Brown & Associates (DBA)

- Maggie Woodruff of RPC welcomed everyone and began introductions around the room.
- Dana Brown presented the PowerPoint that was shown at the 12-19-16 Stakeholder meeting.
- Bill Gilchrist and Gordon McLeod suggested a plan using one developer with multiple tenants. They also suggested more market analysis done as it would help provide a direction as to what types of tenants may be involved. Bill asked what the market analysis showed and Nathan said he would look at the full report.
- Bill Gilchrist also noted that there is a special character about this area which may be missed in analysis. Its uniqueness needs to be factored in. He spoke favourably about public access to the waterfront as is done in Raleigh.
- Nathan concurred with the previous comments about the possibility of lowering the footprint of the restaurant square footages. There was discussion about having a variety of sizes available. Café Degas was mentioned as a design aid for size and character.
- A comment was made about letting the zoning determine the maximum square footage space allowed on site, and then letting the developer break it out how they see fit.
- Bill Gilchrist emphasized the importance of the urban design character and this space.
- Maggie reiterated that the future schematic renditions will include the old Fitzgerald site.
- Parking zoning codes were brought up and the creation of a new district with its own parking requirements was suggested.
- Paul advised that the parking requirements should not include reductions due to bike and public transportation on site as a general rule of thumb for schematic layout.



1836 Valence Street New Orleans, LA 70115

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Email: dbrown@danabrownassociates.com

Action Items:

- DBA to look at additional schematic layouts
- BKI to continue acquiring utility information
- DBA to look into Real Estate and Records for lot lines
- GCR to look into full report of market analysis\

Next Meeting:

• TBA



1836 Valence Street New Orleans, LA 70115

Principal Dana Nunez Brown

Senior Associates Chris Africh Gaylan Williams Danielle Duhe

Associates Andrew Doyle Tanner Perrin Emma Bahm James Weldon

Administration Bridget Kender

Phone: 504.345.2639

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PREPARED BY:

Chris Africh, ASLA Senior Associate

		Regional Pla Jefferson, Orleans, Plaqu St. Bernard, St. Tamman	anning Commission temines, y & Tangipahoa Parishes
	A-2.17WE West End Redevelopm	ient	
	Stakeholder meeting December 19. 2016		
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Name	Representing	Phone	E-mail
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Mark Roberts	Burk-Alwarder Inc.	486 - 5901	mroberts@bkiusa.com
Faul Davidhas	Burk-Kleinpeter Inc.	1065-2801	pweidhasabhiusa.com
Ottohamite Hittert	Stat Rep. Dist. 94	420-2318	Shifterty @ Cogis la ger
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WALTER BROOKS	RPC	483-8525	WBROOKS @ NORPC, ORG-

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Name	Representing	Phone	E-mail
William Rafferty	Lea. Hissistant to Rep. Hilferty	504 - 282- H124	hiltertysia legis. 12-921
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Subar Builty	N.O. City Conneil Distr. A	658.1010	Sqq indr Onoh.gov
Marnie Winter	Jefferson Parish Environmental	736-6443	muintens jeffparish net
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Massie Woodru It	RPC	483-850 X	purpodry Henorpe. Org
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Regional Planning Commission Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany & Tangipahoa Parishes

Supplemental Stakeholder meeting – New Orleans A-2.17WE West End Redevelopment January 5, 2017

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Name	Representing	Phone	E-mail
Leslie Alley	C.try Planning	658-7030	Ltalley @ nola.gov
WILLIAM A GILDRAS	ctill are Nold	658.00 th	udsillely of a noterad
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WALTER BROOKS	RPC	483-8525	WBKNOKS (1) NO RPC. OR G-
Macai & Joolro H	RPC	483, 8502	MWDORLS HOUDIDE. UN
DANA BLOWN	DBA DBA	345-2639	DB POWK ODANGBROWN
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LHES AFREH	DRA	347 - 2639	CAFRICH @ DANA BROW ASSOCAT

Land Use and Transportation Plan Subarea Bi-Parish REDEVELOPMENT T END **Cooperative Initiative** WES

Prepared for:

Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany and Tangipahoa Parishes

December 19, 2016

PROJECT GOALS

- Create conceptual layouts for development consistent with market demand
- Connect project site to existing recreational facilities and neighborhoods
- Create bicycle and pedestrian connections between Parishes
- Create bicycle commuting routes and achieve highest level of safety
- Create a public space along the water
- Respect and work with current USACE plans around the surrounding area
- Facilitate a development that integrates the Parishes into one comprehensive landmark site
- Create a plan that embodies the social atmosphere and iconic character that West End historically represented

PROJECT HISTORY

- RPC initiated a feasibility study
- Dana Brown & Associates' team, with Burk-Kleinpeter and GCR, were selected
- Kickoff meeting and site meeting held November 2016
- Field work and data collected
- Conceptual ideas generated
- Steering Committee December 2016



CONTEXT SITE - EXISTING CONDITIONS



- Lacking an overall sense of arrival
- Lacking non vehicular access
- Constrained vehicular circulation
- Site lacks visibility










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CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (ROAD)





ON LAKESHORE DRIVE LOOKING SOUTH

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CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (ROAD)



FIRST ARRIVAL INDICATOR - WEST END SIGNAGE





OVER 1,800 LF OF WALL



CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (ROAD)



FLOOD WALL OPENING



NARROW EAST GATE ACCESS

NARROW WEST GATE ACCESS



CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (ROAD)



LAKE MARINA DRIVE EXISTING



A WORNAL F. W. P. S. M.

CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (ROAD)



WEST ROADWAY STREET EXISTING



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CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (ROAD)



TRUE ARRIVAL AREA



CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (ROAD)





CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES





CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (BIKE)



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CONTEXT SITE - SCHEMATIC CONNECTION ALTERNATIVES (BIKE)





BICYCLE CONNECTIONS FROM ORLEANS PARISH

PROJECT SITE - EXISTING CONDITIONS



- 4.12 acres
- Site is divided between Parishes
- Lacking in both pedestrian and bicycle connections
- Site is currently 85% paved
- 20 mature Oak Trees
- Adjacent to West Roadway St. (4 lane)
- Adjacent to new pump station
- Access to Lake Pontchartrain
- Residential land use in the neighboring

areas

PROJECT SITE



PROJECT SITE - EXISTING CONDITIONS







- · No bicycle network
- Limited pedestrian walkways
- pavement around the existing entrances Oaks have already adapted to the
- Existing entrances to the project site should remain
- Parking layout is currently at maximum
 - capacity
- No continuous access along the
- waterfront for pedestrians

- restaurant pre-Katrina (1 spot/200 sf.) 283 parking spots for ~57,000 sf. of

CIRCULATION INFRASTRUCTURE







SPACIAL ANALYSIS DIAGRAM

- A true arrival point is located at the intersection of S. & W. Roadway Dr.
- Viewing area at the floodwall bend
- Has good street presence along S. Roadway Dr.
- Excellent canopy coverage along water's edge
- Mature live oaks may hinder development
 - along the water's edge

PROJECT SITE - MARKETS



Within a 5 Minute Drive time, there is leakage in the Retail Food Services, and Limitedand Food & Drink, Special Service Eating Places

Beverage Stores, Full Service There is a surplus of Food & **Restaurants and Drinking** Places.

> **15 Minute** 15.4 10.2 33.6 26.5 25.9 15.4 27.1 -25.2 **10 Minute** 4 54.5 -45.5 -12.7 65.6 5 Minute 47.9 6.4 100 - 72 6.4 **Fotal Retail Trade and Food & Drink** Leakage/Surplus by Drive Time Food Services & Drinking Places -imited-Service Eating Places Drinking Places - Alcoholic Food & Beverage Stores Full-Service Restaurants Special Food Services Total Food & Drink **Fotal Retail Trade** Beverages

20.8 38.4

2.5

EAKAGE AND SURPLUS



DISCUSSION

THANK YOU

Please send questions or comments to:

Dana Brown Dana Brown & Associates, Inc. 1836 Valence Street New Orleans, LA 70115

or Email

dbrown@danabrownassociates.com

MEETING NOTES

March	29,	2017

PROJECT NAME: A-2.17WE West End Redevelopment

SUBJECT: Stake Holder Review on Schematic Designs

MEETING DATE: March 24, 2017

DATE:

LOCATION: RPC New Orleans Office

ATTENDEES:	Maggie Woodruff	Regional Planning Commission (RPC)
	Lynn Dupont	Regional Planning Commission (RPC)
	Susan Guidry	New Orleans City Council
	Gordon Mcleod	New Orleans City Council
	Leslie Alley	New Orleans City Planning Commission (CPC)
	William Gilchrist	City of New Orleans
	Marine Winter	Jefferson Parish Environmental
	Mike Lockwood	Jefferson Parish Environmental
	Terri Wilkinson	Jefferson Parish Planning
	Jennifer VanVranken	Jefferson Parish Council, District 5
	Jeffrey Simno	Jefferson Parish Council, District 5
	Matthew Zeringue	Jefferson Parish Engineering
	Lawrence 'Les' Rosso Jr.	State Land Office
	Stephanie Hilferty	District 94 State Representative
	Bradley Drouant	United States Army Corps of Engineers (USACE)
	Taylor Casey	Municipal Yacht Harbor Management Corp (MYHMC)
	Howard Rodgers	Municipal Yacht Harbor Management Corp (MYHMC)
	Paul Waidhas	Burk-Kleinpeter (BKI)
	Dana Nunez Brown	Dana Brown & Associates (DBA)
	Chris Africh	Dana Brown & Associates (DBA)
	1	

 Maggie Woodruff opened the meeting by welcoming stakeholders to the third and final stakeholder meeting for this project. She stated that the consulting team had incorporated previous input into conceptual designs that depict a variety of options which are feasible on the project site. She also said that RPC will work with the Corps to address bike/ped access to the area, beyond the scope of this study.

- Self-introductions around the room followed.
- Dana Brown presented the findings and conceptual renderings.
- Paul Waidhas reported that utilities from West Roadway to the site would need to be replaced.
- Discussion followed with several questions/considerations raised:
 - Leslie Alley asked about traffic data. Paul stated that there were no traffic counts available so he explained the analysis BKI performed. Traffic study assumptions that BKI performed are critical and will be included in the report.
 - 2. A legal opinion of the parking and code needs to be looked at by both Parishes. Parking requirements are different, with Jefferson Parish having higher parking requirements.
 - 3. Retail or restaurant spaces have the highest parking requirements. That level requirement is often used on speculative sites to accommodate the greatest potential impact of development.
- 4. Orleans Parish has flexibility within the code for the West End Area because it is a special district that can be amended without affecting the rest of the City. Jefferson Parish can consider variance requests through the normal process.
- 5. A memorandum of understanding between both Parishes will be needed.



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- 6. The Power Squadron uses much of the parking located across from the Old Fitzgerald's site on certain days and parking along North and South Roadways are needed for the renovation of the marina.
- 7. Height restrictions are slightly different in the two parishes. Leslie suggested trying to stay within existing height limits if possible. Most of the conceptual designs presented appeared to fit within current limits.
- 8. Any development will have two fronts to address and this must be included in the report as well as the guidelines for development. The two fronts include the public boardwalk along the seawall and West Roadway.
- 9. Garbage and utility spaces were brought up as potential problem areas due to having two fronts. This may be solved by compacting and freezing trash as is done in the French Quarter in addition to regulated delivery hours.
- 10. Once or twice per month the new pumping station will run the pumps regardless of weather and this may cause problems for docked boats. Times could be scheduled and made known to the public to prevent this issue. Boat docks may also be better suited at the Old Fitzgerald's site as it is tucked behind the seawall.
- 11. Who will own/maintain the boardwalk?
- 12. The site will function best if it is not divided into lots. The consensus was one developer and multiple tenants is best for practical purposes.
- 13. Memphis Mud Island was brought up as a park precedent.
- 14. The temporary pumps will have to be removed for hydrology reasons, but the foundation on both sides will remain.
- Dana requested that the parishes express their preferences on conceptual design elements to include in the final report and its renderings. The following items were offered:
 - 1. Ensure an inviting gateway to the observation area and boardwalk
 - 2. Design two "fronts" of the building(s) facing both the park/parking and the waterfront
 - 3. Consider how to handle service deliveries and trash receptacles
 - 4. Integrate the boardwalk into the Fitzgerald's site
 - 5. Connect the boardwalk to the rest of West End Park
 - 6. Connect the parking lot directly to the boardwalk with landscaped pedestrian alleys
 - 7. Landscaped parking lot
- Members were asked to send additional thoughts to Maggie by April 13th for inclusion in the final report.

Action Items:

• DBA to meet with the RPC after April 13th to review feedback and next steps

Next Meeting:

• TBA

PREPARED BY:

Chris Africh, ASLA Senior Associate

DANA BROWN& Associates

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A-2.17WE West End Redevelopment Stakeholder Meeting March 24, 2017

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Name	Representing	Phone	E-mail
Maggie Woodroft	RPC	483-850-2	mwoodrefte norse. on
Jettrey Simne	Jefferson Parish, District S	736-6634	simon Cottonist. net
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Fail Maishan	Burk - KEINTETER his.	486-5901	POINLAHAS (9) & KUUSA . (DU)
DANA BROWN	DANA BROWN & ASSOC	345-2639	d brown and an hour
CHAIS ARAICH	DAVIA BROWN & Associates.	345-2639	CAFERHO MILLERON WARDEN
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Susan Guidin	N.O.CC	658.1010	Saguidre not and
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Lawrence Les Rossu Jr.	State Land Office	225-342-4600	Les. Rosso e La. gov
Marnie Winter	Jeff Parish Environmented	5D4-736-6443	muinter jettpirish. Net

Regional Planing Commission Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany & Tangipahoa Parishes

A-2.17WE West End Redevelopment Stakeholder Meeting March 24, 2017

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Land Use and Transportation Plan Subarea Bi-Parish REDEVELOPMENT **WEST END Cooperative Initiative**

Prepared for:

Regional Planning Commission for Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany and Tangipahoa Parishes

RPC

DANA BRÓWN& Associates

CITY OF NEW ORLEANS

March 24, 2017

FACTS

- The diameters of existing water and sewerage lines for the site can accommodate even the max build out shown in the following schemes.
- Any water, sewer, or drainage line under the proposed road or building footprint is assumed to be impacted and in need of replacement.
- Existing water and sewerage service is supplied from Orleans Parish
- Available electrical service to the site is sufficient
- Pedestrian and bicycle connections to the site are critical
- The following schemes are projected to more than double traffic volumes on a typical Saturday
- The analysis assumed a two-lane scenario along West Roadway and shows the intersections to function very well in the following schemes.
- Temporary boat parking adjacent to the boardwalk is assumed to be allowed under normal weather conditions
- Detailed market analysis will be required for the next stage of study •
- Implementation of proposed plans can be phased











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CONCEPTIAL DESIGNATEMATIK

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West End Redevelopment - Quantities

	Alte	rnative 1	Alte		
	Scenario One 1st Floor	Scenario Two 1st Floor 2nd Floo	Scenario One 1st Floor		
SF - Restaurant - 1 SE - Restaurant - 2	6,200 6,000	6,200 6,200 6,000 6,000	8,000		
SF - Restaurant - 3	5,200	5,200 5,200	8,000		
SF - Restaurant - 4	6,600	6,600 6,600	6,900		
SF - Total	24,000	48,000	33,100		
SF - Residential	0	0	0		
SF - Total	0	0	0		
SF - Fitzgerald's Site	13,430	13,430 13,430	8,300		
SF - Total	13,430	26,860	8,300		
Parking - Restaurant Needs					
300 sf.	125	250	138		
Parking - Residential Needs					
1200 sf.	0	0	0		
Parking - Total Needs	125	250	138		
Parking - Provided (Shown)					
Lot	289	289	223		
Tenant	0	0	0		
Parking - Total	289	289	223		
Parking - Surplus/Deficiency	164	39	85		

3RD FLOOR 2ND FLOOR 1ST FLOOR GROUND FLOOR GROUND FLOOR Source: DBA, (n.d.) Sterth5 - Floor Sterth Digital Image]

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CONCEPTUAL DESIGN ALTERNATIVE #1

- 20' continuous public boardwalk along seawall
- Individual structures with individual porte-cochere
- Smallest building footprint
- Three pedestrian cut-throughs
- Observation plaza space at seawall elbow
- One-way main circulation route
- Fitzgerald's site connection over seawall (as developer has proposed)
- Fitzgerald's site has a large proposed footprint (as developer has proposed)
- · 19 boat slips
- Parking total: 289
- Parking on-street: 50
- Stormwater detention throughout parking lot





West End Redevelopment - Quantities

Source: DBA. (n.d.) WE Quantities [Digital Image]

3RD FLOOR 2ND FLOOR 1ST FLOOR

Sec. 1

GROUND FLOOR

Source: DBA. (n.d.) Sketch5 - Floor Sketch [Digital Image]

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CONCEPTUAL DESIGN ALTERNATIVE #2

- 20' continuous public boardwalk along floodwall
- Structures attached
- Two shared entry space and porte-cochere
- Shared waiting areas
- Continuous elevated boardwalk along front of structures
- Medium-sized building footprint
- Two pedestrian cut-throughs
- Cut-throughs are larger
- Interpretative history plaza space at floodwall elbow
- One-way main circulation route
- Fitzgerald's site has no connection over seawall
- Fitzgerald's site has a smaller proposed footprint to match the land structures
- Fitzgerald's structure at developer's proposed spot (as developer has proposed)
- Parking total: 273
- Parking on-street: 50





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West End Redevelopment - Quantities

Source: DBA. (n.d.) WE Quantities [Digital Image]

Source: DBA. (n.d.) Sketch5 - Floor Sketch [Digital Image]

3RD FLOOR 2ND FLOOR 1ST FLOOR

GROUND FLOOR







CONCEPTUAL DESIGN ALTERNATIVE Ó 000 0 -1.80 0 RT. 1 H CECCOD ED **BREAKWATER DRIVE** 0







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CONCEPTUAL DESIGN ALTERNATIVE #3

- 20' continuous public boardwalk along floodwall
- Structures attached
- Shared entry space and porte-cochere
- Shared waiting areas
- Increased building footprint to accommodate residential parking in structure
- One restaurant level and two residential levels above base flood elevation
- Secondary parking lot for visitors and overflow
- One pedestrian cut-through
- Green plaza space at floodwallwall elbow
- One-way main circulation route
- Fitzgerald's structure tucked close to floodwall
- Fitzgerald's site has no connection over floodwall
- Fitzgerald's site has a smaller proposed footprint to match the land structures
- 18 boat slips
- Parking total: 334
- Parking on-street: 50
- Parking for tenants: 74

SUMMARY

West End Redevelopment - Schematic Design Comparison

	Alternative 1	Alternative 2	Alternative 3
Continuous public boardwalk along floodwall	20'	20'	20'
Continuous elevated boardwalk along front of structures	No	Yes	Yes
Seawall elbow public space	Extension	Interpretive Piers	Green Space
Individual structures	Yes	No	No
Residential units provided	No	No	58*
Pedestrian cut-through count	3	2	1
Pedestrian cut-through space	Path	Plaza	Plaza
Porte-cochere entrances	4 Individual	2 Shared	2 Shared
Exterior waiting/gathering space	0	2	1
Boat slips	19**	18**	18^{**}
One-way circulation	Yes	Yes	Yes
Fitzgerald's structure location*	As Proposed	As proposed	Tucked
Fitzgerald's structure size	As Proposed	Reduced	Reduced
Fitzgerald's pedestrian & ADA access	As Proposed	Street side	Street & Seawall
Parking Lot Stormwater Management	Maximized	Moderate	Moderate

* Size determined by developer

** Contingent on how powerful daily pumping is

Source: DBA. (n.d.) WE Schematic comparisons [Digital Image]