

# WEST END REDEVELOPMENT

## Land Use and Site Plan Analysis

Jefferson and Orleans Parishes, LA

RPC Project No. FY05-56-1

F.A.P. Project No. PI-83231001

Prepared for the



Regional Planning Commission

Prepared by:

**NY ASSOCIATES, INC.**  
CONSULTING ENGINEERS  
ARCHITECTS & PLANNERS

2750 LAKE VILLA DR. METAIRIE, LOUISIANA 70002 (504) 885-0500

WEST END

NEW ORLEANS, LOUISIANA

HOTEL/RETAIL AREA 800  
GROSS TOWER 800  
GROUND ASST. END PARK 150  
TOTAL 1750

May, 2006

- SMART GROWTH PRINCIPLES
1. MIX LAND USES
  2. TAKE ADVANTAGE OF COMPACT BUILDING DESIGN
  3. CREATE RANGE OF HOUSING OPPORTUNITIES AND CHOICES
  4. CREATE WALKABLE NEIGHBORHOODS
  5. PROVIDE TRANSPORTATION ALTERNATIVES WITH
  6. PRESERVE OPEN SPACE, PARKLAND, NATURAL BEAUTY AND CRITICAL ENVIRONMENTAL AREAS
  7. STRENGTHEN AND DIRECT DEVELOPMENT TOWARDS EXISTING CORRIDORS
  8. PROVIDE A VARIETY OF TRANSPORTATION CHOICES
  9. MAKE DEVELOPMENT DECISIONS PREDICTABLE, FAIR AND COST EFFECTIVE



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# **CHAPTER I**

## **INTRODUCTION**

### **PROJECT OVERVIEW AND PURPOSE**

West End is an area of New Orleans along Lake Pontchartrain that has a long and storied history as a destination site for entertainment, recreation, and restaurants. However, by the early part of the 21<sup>st</sup> century, this once-bustling area had become a shadow of its former self. In 2005, the Regional Planning Commission (RPC) became fully engaged in the planning and redevelopment of West End due, in part, because of the area's unique geography ( the Jefferson/Orleans Parish boundary divides the site) and because West end provided the opportunity to apply Smart Growth principles to a discrete geography that has regional significance. In 2005, the RPC applied for (and was awarded) a "Smart Growth" grant from the U.S. Environmental Protection Agency (EPA) to address land use and redevelopment options in West End.

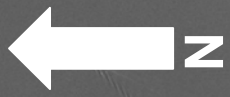
The West End redevelopment process includes three (3) phases. The first phase of the project included the development of a conceptual land use and site plan analysis. The second phase will include a feasibility study and the third phase will result in the development of a Smart Growth tool kit.

The purpose of this report is to provide a land use and site redevelopment plan for the area. The plan has been developed over the last several months, and is the result of project area research, data received from coordination with local, state, and federal agencies and officials; and most importantly, input and feedback from the general public received at a two-day community charrette.

### **DESCRIPTION OF THE STUDY AREA**

#### **PRIMARY STUDY AREA**

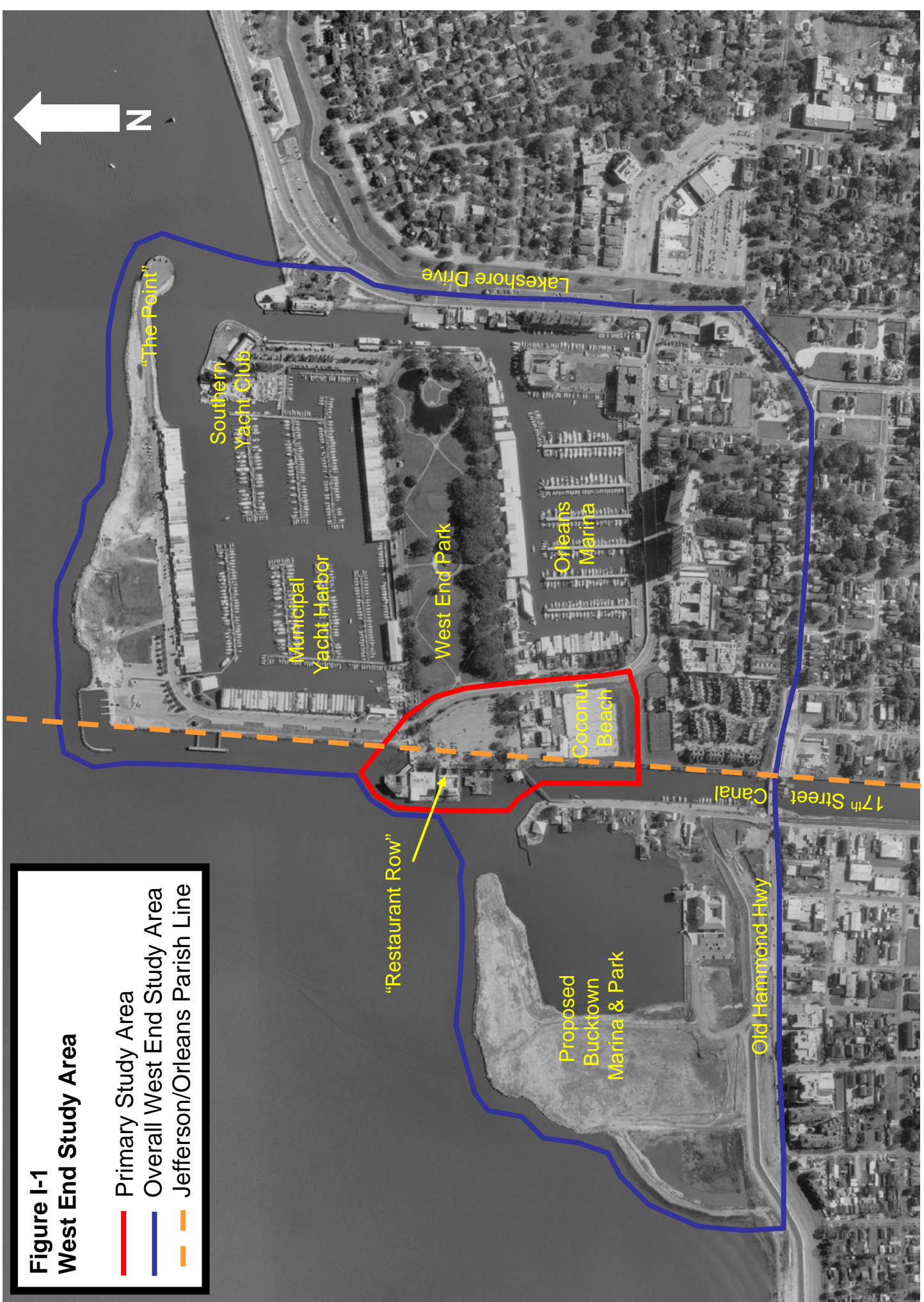
The primary study area was determined prior to the awarding of the EPA Smart Growth grant, and focuses primarily on "restaurant row" and the area immediately south of it, including the Coconut Beach volleyball complex. The primary study area roughly borders Lake Pontchartrain to the north, West Roadway to the east, the flood protection levee to the south, and the 17th Street Canal and Lake Pontchartrain to the west. The primary study area is bisected by the Orleans / Jefferson Parish line. Figure I-1 provides a photographic visual display of the Primary Study Area.



**Figure I-1**

**West End Study Area**

- Primary Study Area
- Overall West End Study Area
- Jefferson/Orleans Parish Line



## **OVERALL STUDY AREA**

Although the focus of the Smart Growth grant and the redevelopment plan was clearly the Primary Study Area, it was evident early in the process that there was an interrelationship between the primary study area and the land and waters surrounding it. Adjacent and nearby land uses, such as West End Park, residential complexes, the marinas and harbors, and even the 17<sup>th</sup> Street Canal and Bucktown would certainly have some impact and bearing on any redevelopment plan centering on the primary study area. As a result, a larger overall study area was also considered in planning West End's redevelopment, and while the focus of the redevelopment proposal remained the primary study area, suggestions for adjacent areas were considered and are present in the redevelopment plans presented later in this document.

The overall study area essentially comprises all of greater West End and the northeastern-most portions of Bucktown. The southern boundary is Old Hammond Highway, the eastern boundary is Lakeshore Drive just east of the New Basin Canal, the western boundary is the western edge of the Bucktown Marina Site, and the northern boundary is Lake Pontchartrain.

Figure I-1 also provides a visual display of the overall Project Study Area.

## **REPORT ORGANIZATION**

The report is organized as follows:

### **CHAPTER I – INTRODUCTION**

### **CHAPTER II – A BRIEF HISTORY OF WEST END**

In this chapter, a summary history of the West End area is described, from its initial beginnings as a recreation center in the 19<sup>th</sup> century, through the building of West End Park, the development of surrounding maritime uses and facilities, and the rise of restaurant row along the Lake. This chapter will further address major changes impacting the redevelopment of West End over the last thirty years. The chapter concludes with a discussion of the area's conditions pre-Katrina and the debilitating effects of that hurricane on the area.

### **CHAPTER III – PROJECT AREA RESEARCH**

Chapter III provides a description of key data regarding the project area, including zoning and land use analyses, description and maps of land ownership, results of an agency briefing, a description of ongoing and future levee and drainage projects obtained during a meeting with representatives from the US Army Corps of Engineers, elevation research, and data and information given by charrette participants.

## CHAPTER IV – COMMUNITY CHARRETTE

This chapter describes the process and outcomes of the primary public participation portion of the project, a community charrette held over two days in early March 2006. The charrette's early planning is first described, followed by a description of the public outreach methods used to announce the charrette and encourage attendance. The format and agenda of the charrette follows. An in depth discussion of both days' sessions is then presented, focusing on the aspects of the second day's design session, which included a strengths, weaknesses, opportunities, & threats analysis. The charrette outcomes and findings -- three separate conceptual site plans and designs -- are then presented and described.

## CHAPTER V – PROPOSED REDEVELOPMENT LAND USE AND SITE PLAN

Using the three conceptual site plans developed during the community charrette, an amalgamated or collaborative proposed redevelopment land use and site plan was developed and is presented in this chapter. Key program elements and aspects of the proposed plan are detailed, as is the manner in which the plan incorporates Smart Growth design principles.

## **CHAPTER II**

### **A BRIEF HISTORY OF WEST END**

In this chapter, a summary history of the West End area is described, from its initial beginnings as a recreation center in the 19th century, through the building of West End Park, the development of surrounding maritime uses and facilities, and the rise of restaurant row along the Lake, to major changes affecting West End over the last thirty years. The chapter concludes with a discussion of the area's conditions pre-Katrina and the debilitating effects of that Hurricane on the area.

#### **19TH CENTURY**

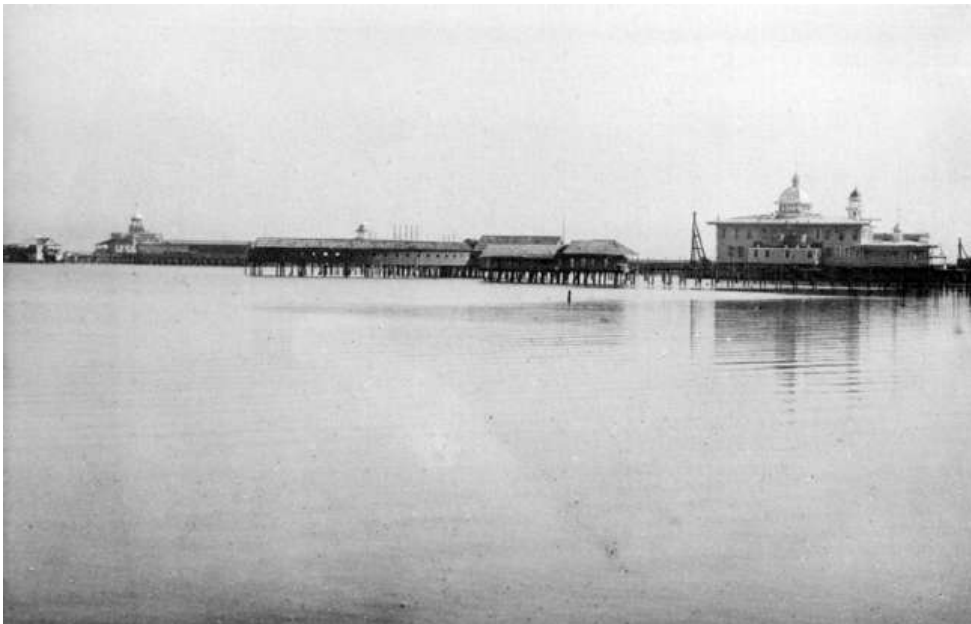
The history of West End truly begins in 1835 with the completion of the New Basin Canal. The canal was dug by hand, between 1831 and 1835, through the swamps that lay north of the city. The completed canal was sixty feet wide and six feet deep and almost seven miles long, and served as a key access point for the city, with vessels bringing lumber, watermelons, charcoal, sand, and bricks from across Lake Pontchartrain into the heart of New Orleans.

At the canal's entry to Lake Pontchartrain, a small port for craft traveling the lake and New Basin Canal was created. This port area was originally called *New Lake End* to distinguish it from *Old Lake End*, an area several miles to the east at what is now the end of Elysian Fields Avenue, and which became more commonly known as Milneburg. The spoil dirt from the New Basin Canal had been placed alongside the canal banks, enabling a "shell road" to be constructed along its banks for land access to the lake from the city. Individuals involved in the coastal trade and those who belonged to yachting and rowing clubs began using this road to visit and recreate at New Lake End.

Eventually, some permanent residents began to move to New Lake End. The earliest structures built in this area were simple wooden buildings raised on stilts. The people who lived along the canal and out on the lake were often squatters, and made their living from fishing, crabbing, hunting and trapping. Others in the area began to serve visitors from the city, offering the rental of boats, the sale of tackle and bait, and the entertainment of vacationers, as restaurants, hotels and dance pavilions began to be established in the area. One of the first of these was an establishment called *The Lake House*, a hotel and restaurant founded in 1838 and which operated until 1870, when it burned to the ground. Another famous restaurant that was founded several years later (1859) was Bruning's, which had existed under the management of the same family (but operated out of various locations around West End) until its last location was leveled by Hurricane Katrina.

The recreational tradition of West End continued with the 1849 founding of the Southern Yacht Club at West End. The second oldest yacht club in the United States, the Southern Yacht Club constructed their first clubhouse facility at the western side of the New Basin Canal terminus in 1879. Built atop wood pilings in the waters of Lake Pontchartrain, the club housed an office, clubrooms, dormitories and a cafe'; however, deterioration proved so severe by the end of World War II, the building was demolished, and subsequently replaced with a much more modern structure. That structure unfortunately, was destroyed by fire in the aftermath of Hurricane Katrina.

Commercial development also continued in the area as it became a busy transportation hub. In the early 1850s, a commercial wharf and resort called Lakeport was constructed in the area. Steamboats that crossed the Lake would dock at the entrance to the New Basin Canal, while some steamboats would stop a short distance east, where a new Jefferson and Lake Pontchartrain Railroad had its terminus. The railroad, which ran alongside of the Upperline (later 17<sup>th</sup> Street) canal forming the Orleans-Jefferson Parish boundary, was in business from 1853 through 1864. Later, the Mexican Gulf Ship Canal Company had begun construction of a harbor with railroad facilities when the city acquired the company's partially built embankment between the New Basin Canal and the 17th Street Canal. Beginning about 1871 and fully developed by 1880, the 100 foot wide bank was raised to a height of eight feet. Subsequently, the New Orleans City and Lake Railroad routed trains to the embankment, which was developed to house the West End Resort. It was around that time that the area as a whole began to be known by *that* name, rather than "New Lake End".



**Figure II-1**  
West End,  
Circa 1895  
(source: *New Orleans History – Lake Pontchartrain* website:  
<http://www.stphilipneri.org/teacher/pontchartrain/>)

The resort featured a hotel, restaurants, a bowling alley, dance hall, picnic ground, pleasure garden, bathing facilities, bandstand, pavilions and various forms of entertainment. Many were built on a large wooden platform that was constructed over the water. Sailing and rowing regattas added to the popularity of West End. It was very popular for not only New Orleanians, but also visitors, being described in Mark Twain's *Life on the Mississippi* in a chapter titled 'The Metropolis of the South':

*“And by-and-bye we reached the West End, a collection of hotels of the usual light summer-resort pattern, with broad verandas all around, and the waves of the wide and blue Lake Pontchartrain lapping the thresholds. We had dinner on a ground-veranda over the water--the chief dish the renowned fish called the pompano, delicious as the less criminal forms of sin. Thousands of people come by rail and carriage to West End and to Spanish Fort every evening, and dine, listen to the bands, take strolls in the open air under the electric lights, go sailing on the lake, and entertain themselves in various and sundry other ways.”*

## **EARLY TWENTIETH CENTURY**

Over time, West End became more popular, with the resort adding new features, including amusement rides and an opera house. In the early part of the twentieth century, even more changes were in store. Historically, the lakefront was a resort area where brass bands played at amusement parks, dance pavilions, saloons, and picnics. In those times, the musicians were experimenting and evolving a new form of music-- *jazz*. Early jazz musicians of all races and economic classes performed in groups at the lakefront. At clubs such as the West End Roof Garden and Mannessier's Pavilion, musical ideas and techniques were shared and mixed. West End's influence and place in developing jazz is perhaps best illustrated by the famous jazz song, “West End Blues”. Although written by Joe “King” Oliver, it was popularized by Oliver's protégé who recorded it in 1928-- Louis Armstrong.

Jazz was also being developed just over the Jefferson Parish line in the area known as Bucktown. While West End was a more genteel cultured recreation spot, Bucktown was more of a rowdy, wide-open place where barroom brawls were common. During the days of Prohibition, Bucktown was known for its speakeasies, houses of prostitution, and gaming dens. These lively places needed music and musicians, and many of those who played at West End would often come and play for more raucous crowds a short distance west in Bucktown. The area even influenced at least two jazz tunes: 'Bucktown Bounce' by Johnny Wiggs and 'Bucktown Blues' by Jelly Roll Morton.

Physical change was common to the West End area in the early part of the twentieth century. Many establishments succumbed to fire, while others were victims of the vagaries of business. In 1921, perhaps the biggest physical change was completed as the city constructed a seawall 500 feet further out in the lake from the old embankment, and filled the area in between with dirt, creating a new thirty-acre West End Park





**Figure II-2 Newly-created West End Park viewed from Southern Yacht Club site**

(source: *New Orleans History – Lake Pontchartrain website:*

<http://www.stphilipneri.org/teacher/pontchartrain/>)

The creation of the park seemed to put a slight lull in the high times at old West End. The area remained a transportation hub, as cars, carriages and trains came out to the area and West End remained a popular site for excursion boats that carried New Orleanians across Lake Pontchartrain to the north shore. The area also became more geared towards dining, with restaurants and nightclubs being located along the fringes of West End Park.

## **MID 20TH CENTURY**

The area along the lakefront in the vicinity of West End continued to see many physical changes during the middle part of the twentieth century. New land was reclaimed east of the New Basin Canal, and the canal itself was filled in during the 1950s to make room for the Pontchartrain Expressway and Pontchartrain Boulevard. Only a small section of the canal located north of Robert E. Lee Blvd. (and east of West End) remained. With the filling in of the canal came further residential development south of West End. Those areas had remained mostly vacant up until the 1950s because the New Basin Canal isolated it from the rest of Lakeview. The lack of sewerage and drainage in the area was also a deterrent to development. Sewerage and drainage were introduced to the area soon after the New Basin Canal's demise, and residential construction proceeded apace.

Around that same time, a breakwater was constructed north of West End Park, protecting the piers and slips of the Southern Yacht Club and allowing the development of the Municipal Yacht Harbor. The area along the western end of West End Park became a mecca for seafood dining, with such restaurants as Fitzgerald's, Bruning's, Fontana's and Swanson's. Nightclubs such as the My-Oh-My Club were also popular at West End during this time.

Physical change at West End continued with the construction in the early 1960s of the Orleans Marina and the development of Lake Marina Drive, as well as the construction of a levee system and floodwalls south of West End following Hurricane Betsy in 1965.





**Figure II-3**  
 Postcard from  
 Fitzgerald's  
 Restaurant, circa  
 1960.  
*(source: New Orleans  
 History – Lake  
 Pontchartrain website:  
<http://www.stphilipneri.org/teacher/pontchartrain/>)*

## LATE TWENTIETH CENTURY

By the 1970s, West End was once again a destination hotspot for recreation and entertainment. Numerous restaurants and nightclubs were present there, including the old restaurant standbys (Bruning's, Fitzgerald's, Swanson's, Fontana's, and the venerable Maggie and Smitty's seafood stand) and some newer spots (Spinnakers, The Bounty, Augie's Del Lago and the Happy Buddha).

But this high point proved to be short-lived. The overwhelming majority of the restaurants in the area were located in Jefferson Parish, while restaurant patrons accessed the restaurants via (and usually parked in) Orleans Parish. In 1977, New Orleans officials converted the West End parking lot into a paid parking lot to reap some of the benefits from the restaurants. In conjunction with this measure, and to limit access to the paid parking lot, vehicular access across the Orpheum Avenue Bridge was removed (although the bridge remained open to pedestrians and bicyclists). According to residents and business owners, these moves began the downfall of West End. Restaurants and nightclubs came and went, including such 1980s notables as Sportsman's Paradise restaurant and NeoBeach nightclub-- but the area was clearly on a downward spiral. After some political negotiation between Jefferson Parish and the City of New Orleans, the pay parking lot was returned to a free lot system in 1989. But apparently, the damage had been done, and many patrons did not return. As time went on, hurricanes or fires destroyed some of the more popular restaurants like Augie's Del Lago, Fitzgerald's and Bruning's. Others went out of business and remained vacant.

Other than restaurant row, other changes were taking place in the West End area during the late 1980s and 1990s. Mickey Retif playground, a small, neglected and underutilized ball field owned by the New Orleans Recreation Department, was located just to the south of the old restaurant section. Under a cooperative endeavor agreement, it was converted to a beach volleyball complex called Coconut Beach, one that expanded over time in conjunction with its growing popularity.

The area along the south side of Lake Marina Drive also saw some major redevelopment. Lake Marina Tower became the first true residential skyscraper along the lake during that time period. Several years after it opened, another similar tower, Marseilles, followed it with announced plans for more such towers in the area to come.



**Figure II-4** West End Aerial View, 2005

## **WEST END, PRE- AND POST-KATRINA**

Immediately before Katrina, there were only three operating restaurants in West End: Jaeger's Seafood Beer Garden, The Dock, and Bruning's, which was operating out of a temporary landside location since the main restaurant had been damaged by Hurricane Georges in 1998. The Bruning family had hoped to reopen the larger restaurant quickly, but a fight for insurance money kept the plans tied up in court. In fact, prospective new businesses wishing to locate in West End were apparently unable to find insurers willing to cover establishments that lie outside the levee/flood protection system.

The opening of The Dock did bring a lot people back to West End. The sprawling two-story restaurant, club and bar offered jet ski rentals, a dockside bar for boats, and regular live music. However, the Dock was not a local establishment-- it was part of a Florida-based chain. And it had already begun having some local detractors—residents of Bucktown voiced complaints over the bar's late night loud music carrying cross the lake to their homes and condos. Additionally, even with the few restaurants there, parking was becoming a problem on nights when Coconut Beach, the Dock and Jaegers were all in full swing.

Of course, all of that changed after August 29<sup>th</sup>, 2005, when Hurricane Katrina hit the area. West End was particularly hard hit; the only thing left of the waterside restaurants was the pilings supporting them, and Bruning's landside location was demolished by the storm surge. Coconut Beach and the buildings north of the complex were severely damaged. On the Jefferson Parish side, all buildings and structures north of the levee/floodwall, with the exception of the new US Coast Guard Station, were completely destroyed. The boathouses and vessels attached to the Municipal Yacht Harbor were badly damaged, while the facilities at the Orleans Marina fared rather well, with little harm done.



**Figure II-5**  
West End's  
"restaurant row",  
post-Katrina

Areas south of the hurricane levee fared little better due to the 17<sup>th</sup> Street Canal levee breach just south of Old Hammond Highway. Areas such as Mariner's Cove, Pier 8, and the residences along W. Robert E. Lee Blvd. and Old Hammond Highway had 8-10 feet of standing water in them for weeks after the storm, and have yet to be refurbished or repopulated.



# CHAPTER III

## PROJECT AREA RESEARCH

Chapter III provides a description of key data regarding the project area, including zoning and land use analyses, description and maps of land ownership, results of an agency briefing, a description of ongoing and future levee and drainage projects obtained during a meeting with representatives from the US Army Corps of Engineers, elevation research, and data and information given by charrette participants..

### WEST END PROPERTY ANALYSIS

In order to best plan for the site's redevelopment and prepare for the Community Charrette, a property analysis was completed for the primary study area and the areas immediately surrounding it. Zoning, land use and land ownership information from the property analysis is presented below.

### ZONING

The Study Area lies in two different parish jurisdictions for zoning, Jefferson Parish and Orleans Parish. The Jefferson Parish portion includes two different zoning categories:

- The former row of restaurants at West End is zoned *C-2, General Commercial District*. C-2 is intended for dense commercial uses providing retail goods and major services. The maximum height for structures in C-2 is 65 feet. C-2 allows:
  - retail uses greater than 25,000 square feet in area,
  - any use permitted in C-1,
  - adult establishments,
  - amusement enterprises,
  - animal hospitals,
  - automobile sales and repair,
  - bars,
  - offices,
  - trade service and repair.
- Orpheum Avenue along the 17<sup>th</sup> Street Canal and areas along Old Hammond Highway are zoned *C-1, Neighborhood Commercial District*. C-1 provides for light retail goods and services serving adjacent residential districts. The maximum height for structures in C-1 is 45 feet. C-1 allows:
  - retail stores with not more than 25,000 square feet in area,
  - banks,
  - clinics,

- dry cleaning and laundries
- residential uses comprising no more than 50% of the commercial structure.

The Orleans Parish portion of the study includes three different zoning categories:

- The area currently consisting of the parking lot for West End restaurants is zoned “P”, *Park and Recreation District*. The purpose of this district is to provide a classification for parks and public recreational areas containing a minimum of ten (10) acres, and their accessory uses in a district that will be apart from other classifications and permitted land uses. Uses of land permitted in the “P” *Parks and Recreation District* include public parks, public parkways, public recreational areas, public and private beaches, public and private fishing preserves, commercial fishing and various types of utility services and infrastructure. Public fishing piers, catwalks, breakwaters and boat launches are also permitted uses within the area between the Orleans-Jefferson Parish Line and the New Basin Canal.
- The area immediately south of the West End parking lot, formerly home to maritime-related businesses, a hair salon and the clubhouse for Coconut Beach, is zoned B-2, *Neighborhood Business District*. The purpose of this district is to provide primarily for retail shopping and personal service uses to be developed either as a unit or in individual parcels, to serve the needs of a relatively small area, primarily nearby medium-density residential areas. Floor area requirements have been imposed on the permitted uses to restrict the size of retail services. The maximum height for structures in B-2 is 55 feet. To enhance the general character of the district and its compatibility with its residential surroundings, signs are limited in number, area and types.

The following uses of land are permitted uses within the B-2 Neighborhood Business District:

- Any use permitted in the B-1 Neighborhood Business District or the RM-2 Multiple-Family Residential District,
- Bakeries occupying not more than 5,000 square feet of floor area,
- Custom dressmaking, millinery, tailoring, or similar retail trades occupying not more than 5,000 square feet of floor area,
- Dancing or music academies or similar non-industrial training schools,
- Dry cleaning shops occupying not more than 5,000 square feet of floor area and using no cleaning fluid whose base is petroleum or one (1) of its derivatives,
- General retail, service, and repair establishments similar in character to those enumerated in this section, but occupying not more than 25,000 square feet of floor area, except automobile/vehicular parts sales/non-service and pawnshops,
- Health or athletic club or studio,

- Hospital or clinic for small animals, dogs, cats, birds, and the like provided that such hospital or clinic and any treatment rooms, cages, pens, or kennels, be maintained within a completely enclosed soundproof building, and that such hospital or clinic be operated in such a way as to produce no objectionable noise or odors outside its walls,
  - Laundries occupying not more than 5,000 square feet of floor area,
  - Lawnmower, yard and garden equipment, rental, sales, and services,
  - Lumber and building materials store, retail only and provided entire operation is conducted in a completely enclosed building and where such use abuts a residential district all buildings will set back a minimum of twenty (20) feet from the property line abutting said residential district,
  - Plumbing shops occupying not more than 5,000 square feet of floor area,
  - Printing shops occupying not more than 5,000 square feet of floor area,
  - Meeting hall,
  - Radio and television stations or recording studios, but not towers more than 125 feet in height above grade and providing such towers are set back a minimum of fifty (50) feet from all lot lines,
  - Rental of single axle luggage trailers with total trailers in storage limited to ten (10), but not including truck trailer bodies,
  - Standard and cafeteria restaurants,
  - Fast food and drive-in restaurants on sites greater than two and one-half (2.5) acres in size, uninterrupted by and exclusive of public rights-of-way,
  - Shoe repairing shops occupying not more than 5,000 square feet of floor area,
  - Shops for the repair of electrical and radio equipment occupying not more than 5,000 square feet of floor area,
  - Studios for artists, photographers, teachers, sculptors, or musicians,
  - Tinsmithing shops occupying not more than 5,000 square feet of floor area,
  - Funeral homes and mortuaries,
  - Cablecasting studios and distribution or switching centers, but not towers more than 125 feet in height above grade and providing such towers are set back a minimum of fifty (50) feet from all lot lines,
  - Child care facilities,
  - Adult day care centers,
  - Car wash or automobile laundry,
  - Bed and breakfast family homes, bed and breakfast guest homes, bed and breakfast historic homes, and bed and breakfast inns,
  - Light manufacturing of foods in existing buildings consisting of a maximum of 25,000 square feet of total floor area.
- The area which was home to the sand volleyball courts of Coconut Beach and located south of the B-2 district is zoned *RM-2, Multiple Family Residential District*. The *RM-2 Multiple-Family Residential District* is intended to maintain a residential environment while permitting a variety of dwelling types. Population density is maintained in the high-medium range, while buildings are permitted to

rise to seventy-five (75) feet. Larger buildings are permitted to contain certain necessary commercial uses for the convenience of tenants.

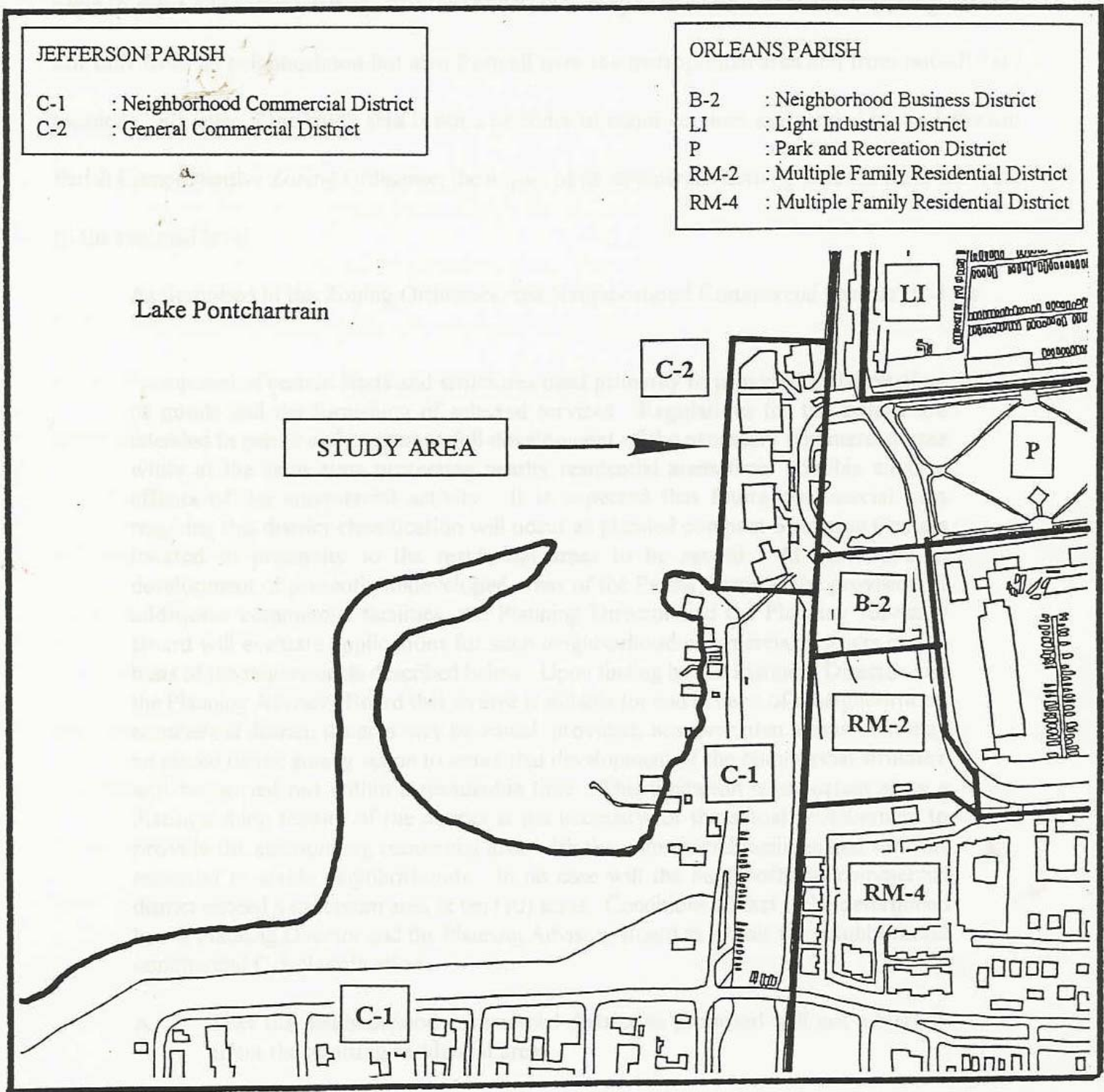
The following uses of land are authorized as permitted uses in the RM-2 Multiple-Family Residential District except that timeshare buildings and transient vacation rentals are prohibited:

- Any permitted use authorized in the RS-1 Single-Family Residential District,
  - Two-family dwellings,
  - Town houses,
  - Multiple-family dwellings,
  - Homes for the aged, nursing homes, convalescent homes, and orphan homes,
  - Convents and monasteries,
  - Child care facilities,
  - Small group homes.
- Although not within the primary study area, the area comprising the Municipal Yacht Harbor and Orleans Marina is part of the overall study area. This area is zoned *LI - Light Industrial District*. The purpose of this district is to provide for a wide variety of light manufacturing, fabricating, processing, wholesale distributing and warehousing uses appropriately located near or adjacent to major thoroughfares or railroads for access. Commercial uses and open storage of materials are permitted; however, new residential development is excluded except for certain specified uses deemed appropriate adjunct to industrial operations.
- Although not within the primary study area, the residential areas south of Coconut Beach and the Orleans Marina are part of the overall study area. This area is zoned *RM-4 Multiple Family Residential District*. The purpose of this district is to provide for a variety of dwelling types, including apartment hotels, the larger of these being accompanied by accessory commercial uses, including restaurants and shops. High population density is permitted. The height of buildings is not limited. Signs are limited and access to commercial facilities is limited to maintain a predominantly residential character in the district. This district is appropriate for application in central city areas and to accommodate institutions for higher learning.

A zoning map prepared by LUTAC which illustrates these districts is presented on Figure III-1.



**Figure III-1  
West End Study Area Zoning**



Source: LUTAC, University of New Orleans College of Urban and Public Affairs

## **Zoning Challenges**

There seems to be only two impediments in the existing zoning regulations for the proposed redevelopment:

- Several of the zoning areas have height restrictions that may not be compatible with the proposed plans. These include those areas in Orleans Parish zoned B-2 (55 ft. height restriction) and RM-2 (75 ft. Height restriction), and those areas in the Jefferson Parish portion of the site zoned C-2, which currently has a 65 ft. height limit.
- A large portion of the proposed mixed-use development in Orleans Parish (particularly that area where the West End parking lot is located) is an area that is zoned "P" for parkland.

These appear to be minor issues that could be addressed with a variance (in case any conflicts) and/or a rezoning of the parkland –zoned area (it should be noted that Jefferson Parish’s C-2 zoning definition is under review, and if proposed changes are enacted, would be changed to allow unlimited height if certain conditions are met).

There are also several other options to address the zoning challenges for the site:

- Form-Based Code
- Design Guidelines
- Smart Growth Overlay

## **LAND USE**

The Overall Study Area contains a mix of land uses, including residential, commercial/industrial, recreation, and public sector. These are described in depth below.

### **Residential**

One of the most prominent land uses is residential. South of Lake Marina Drive, essentially all the land use is residential of varying types. Multifamily housing is predominant along that roadway, encompassing everything from the low-rise townhouse development of Mariners Cove to multi-story Pier 8 condominiums, to the high-rise condominiums Lake Marina and Marseille towers. It should be noted that additional condominium towers are now being planned and marketed.

In the areas behind the multifamily developments, facing along W. Robert E. Lee Blvd. and Old Hammond Highway, smaller density prevails—mostly duplexes and single family homes.

Many residential units can be found along the water in the study area. There are numerous boathouse residences along the Municipal Yacht Harbor basin and several along the northern side of the Orleans Marina basin. Near the eastern end of the study area, several multifamily condo/apartment units are located along the New Basin Canal, including Sailboat Harbor, The Peninsula, and Lighthouse Harbor.

Prior to Hurricane Katrina, there were several residences located along the Orpheum Avenue peninsula in Bucktown; these were destroyed by the hurricane and with the US Army Corps of Engineers commandeering the entire peninsula for flood protection purposes, it is highly unlikely these residences will be rebuilt.

### **Commercial / Industrial**

Retail commercial uses in the overall study area were focused mainly in and around “restaurant row” along the western edge of West End Park. Prior to Hurricane Katrina, three restaurants were operating in this area (Jaeger’s Seafood Beer Garden, Bruning’s, and The Dock). Just to the south, there were several commercial sites including Ringlett’s (hair salon), Murray Yacht Sales, Sintes Boat Design, and the bar and grill associated with the Coconut Beach Volleyball complex. These sites were severely damaged due to the hurricane, with the restaurants being completely destroyed.

Prior to Katrina, there were two restaurants north of Old Hammond Highway in Bucktown: Sid-Mar’s and II Tony’s. Sid-Mar’s was destroyed by the hurricane, while II Tony’s has re-opened. Other eateries are present along and just south of the New Basin Canal area. These included Joe’s Crab Shack, Hong Kong Restaurant, Russell’s Marina Grill, Pontchartrain Point Café, Wolfe’s Restaurant, Voodoo Bar-B-Q, and a Rally’s. Several of these establishments have since re-opened. A few non-restaurant commercial businesses were present in this area, including Automotive Marine Alarms and Omni Technologies. The area south of the New Basin Canal was also home to the Regions Bank office building, a small office tower with some commercial tenants.

Maritime-related commercial/industrial uses were also present along the waterfront in the study area, offering equipment, sales, rental and repair for both sail and power boats. These included Schubert’s Marine, North Sails, Quantum Sails, Sintes Boat Works and Nick’s Pro Shop. Several of these establishments have re-opened in the wake of Hurricane Katrina.

### **Recreation**

Being located next to water, the West End area is heavily geared towards recreational land uses. The Orleans Marina, Municipal Yacht Harbor and Southern Yacht Club fall under this classification. The public boat launch, fishing pier (destroyed by Katrina) and “the point” along Breakwater Drive also are areas devoted to water-related recreation.

Across the 17<sup>th</sup> Street Canal, Jefferson Parish has long-term plans to develop the area just north of Old Hammond Highway as the Bucktown Marina and Park.

The study area also features traditional land-based recreation facilities. The center of the study area-- West End Park-- is a large greenspace with oak trees and passive recreation features (walking paths, pavilions, pond, etc.). Coconut Beach was a very active beach volleyball facility located on the site of a former New Orleans Recreation Department playground. The West End Tennis and Fitness Center, a private facility, was located just south of Coconut Beach. Neither Coconut Beach nor the Tennis Center have re-opened in the wake of the hurricane, and with US Army Corps of Engineers using those sites for a flood protection project, may not be able to do so.

### **Public Sector**

There are several public sector sites in the study area. The new US Coast Guard Station is a major facility located in the Bucktown Harbor on Lake Pontchartrain. The old US Coast Guard Station, located at the mouth of the New Basin Canal, was severely damaged by Katrina. The Louisiana Department of Transportation & Development's District 02 Design, Water Resources & Development Section is located on the corner of Lakeshore Drive and Lake Marina Drive. Most notably for the future of the study area, the 17<sup>th</sup> Street Canal and its banks north of Old Hammond Highway are currently under US Army Corps of Engineers control. The Corps is installing a floodgate structure across the mouth of the canal, and in the long-term may install a permanent pumping station and reconfigure the levees in that vicinity.

### **LAND OWNERSHIP**

While the overall study area is a mix of public and private ownership, essentially all of the primary study area's land and water bottoms are held by public entities with some areas being developed and used under lease.

Essentially all of the Jefferson Parish parcels in the primary study area are owned by the state and administered by the State Land Office. There are eight (8) parcels involved; all are leased to private individuals or corporations via commercial water bottom leases, annually renewable. These are summarized in Table III-1 on the following page:

**Table III-1 – State Water Bottom Leases in West End**

<b>Parcel:</b>	<b>Use:</b>	<b>Lessee:</b>
Lot # 1	Vacant (former Fitzgerald's)	Allen R. Jaeger c/o Charles Kronlage, Jr.
Lot # 2	Vacant (former Augie's Del Lago)	JMAX, L.L.C. Eva Hotard, Mgr.
Lot # 3	Vacant (former Augie's Del Lago)	JMAX, L.L.C. Eva Hotard, Mgr.
Lot # 4	Vacant (formerly The Dock)	The Millennium Group I, L.L.C.
Lot # 5	Vacant (formerly metal bldg on wood platform)	Heebe & Wirth Holdings, LLC
Lot # 6	Vacant (formerly Bruning's)	Bruning's Restaurant c/o Sam Urate
Lot # 7	Vacant storage facility, former land-based restaurant	Allen R. Jaeger c/o Charles Kronlage, Jr.
Lot # 8	Vacant (formerly Maggie & Smitty's)	Bruning's Restaurant c/o Sam Urate

*Source: State Land Office*

Figure III-2, on the following page, presents a map outlining these lots and state water-bottom lease areas.

The remainder of the primary study area (within Orleans Parish) appears to be publicly-owned land, owned by the City of New Orleans. The Coconut Beach site is held by the New Orleans Recreation Department (NORD) but is leased to private operators under a cooperative endeavor agreement. The businesses north of Coconut Beach are located on city-owned property held via lease.

The West End Parking Lot was originally a portion of West End Park, and while it is owned by the City of New Orleans, it is been leased to Jefferson Parish for a nominal fee.

Other areas surrounding the primary study area are also held by public entities. On the Orleans side, this includes the Municipal Yacht Harbor and its boathouses, which are under City of New Orleans ownership, and the Orleans Marina, which is owned and operated by the Orleans Levee Board. On the Jefferson Parish side, this includes the US Coast Guard facility just north of Old Hammond Highway, and the Bucktown Marina site, which is held by Jefferson Parish under a state lease, as it was built from reclaimed state water bottoms.



Private property interests generally start south of the hurricane protection levee and floodwall. On the Orleans side, this includes the Mariners' Cove subdivision, Pier 8 condominiums, and the Marseille and Lake Marina condominium towers. On the Jefferson Parish side, this includes the restaurants and businesses along Old Hammond Highway.

Prior to Hurricane Katrina, there were several private residences and businesses along Orpheum Avenue in Jefferson Parish north of the floodwall. These included Sid-Mar's restaurant and the old Bruning house at the end of Orpheum. All were destroyed during the hurricane. The Corps of Engineers has since commandeered the entire Orpheum peninsula north of the floodwall for a hurricane floodgate project. The undetermined nature of ownership of most of the peninsula (which was also land reclaimed from the Lake) as well as the investment by the Corps in hurricane protection projects at that location make it unlikely that the peninsula will revert to private ownership.

It should be noted that the Corps is also using a portion of Orleans Parish for its work, though some use will be more or less permanent while other areas are currently only being used for construction staging.

Figure III-3, on the following page, presents an aerial overlay map of property ownership, focusing on the Primary Study area.

## **AGENCY BRIEFING**

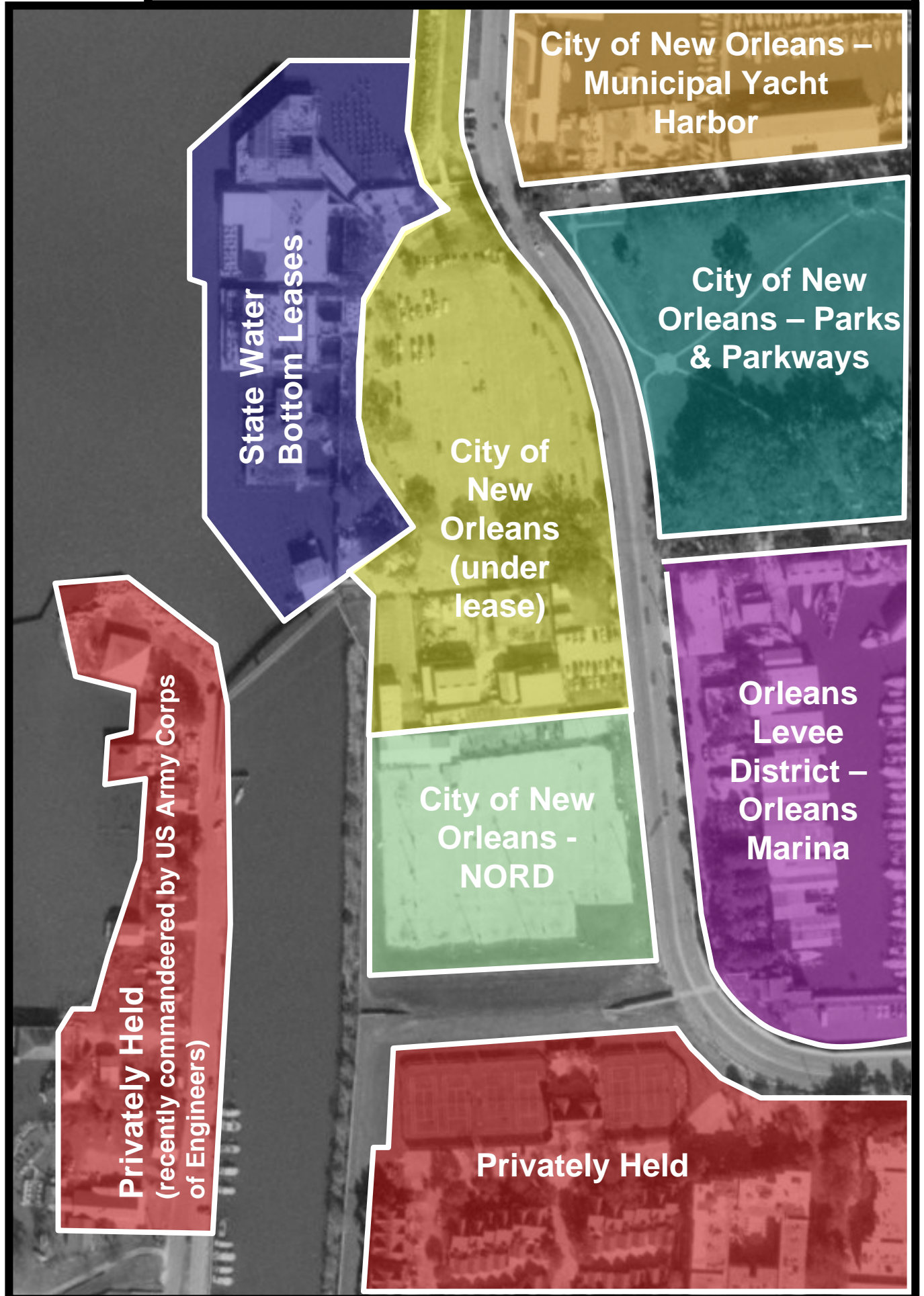
An agency briefing for the West End Redevelopment Plan was conducted on February 6, 2006. The purpose of the briefing was the sharing of information about the project site. The project team hoped to obtain as much advance information on the site as possible prior to the community charrette, including ownership and jurisdiction, technical data, environmental issues, land restrictions and future plans

Fifteen persons from ten government agencies and two private consulting firms attended the meeting including:

- Caitlin L. Cain, Regional Planning Commission
- Lynn Dupont, Regional Planning Commission
- Stephen D. Villavaso, Regional Planning Commission
- Bruce Richards, N-Y Associates, Inc.
- Lydia Z. Jemison, N-Y Associates, Inc.
- Louis Capo, Orleans Levee District
- Allen Jaeger, East Jefferson Levee District (& West End restaurateur)
- Marvin Thompson, City of New Orleans Department of Public Works
- Bryan Parks, Greg Cantrell, Inc.
- Don Lapeyrolerie, Jefferson Parish Planning Department
- Anne Rheams, Lake Pontchartrain Basin Foundation



**Figure III-3 Primary Study Area Land Ownership**





- Keith Bleichner, City of New Orleans Department of Parks and Parkways
- Ashley Amato, Office of New Orleans Councilman Jay Batt, District A
- Yolanda Rodriguez, City of New Orleans Planning Commission
- Wynecta Fisher, City of New Orleans Economic Development

The agency officials present at the meeting confirmed most assumptions relating to land ownership and zoning. A roundtable discussion ensued, which culminated in a sharing of information and ideas on the ultimate redevelopment of the West End Study area. Following is a breakdown of the central issues, divided by topic area :

#### US ARMY CORPS OF ENGINEERS' WORK AT 17<sup>TH</sup> STREET CANAL

- The redevelopment of the West End Study area will be greatly impacted by the planned installation of a temporary floodgate structure with an auxiliary pumping station by the US Army Corps of Engineers (Corps) to be positioned in the 17<sup>th</sup> Street Canal north of Old Hammond Highway. The facility is intended to prevent recurrence of the catastrophic flooding following Hurricane Katrina due to a floodwall breach along the 17<sup>th</sup> Street Canal. The Corps also has indicated plans to locate a permanent pumping station within the 17<sup>th</sup> Street Canal which would tie into the hurricane protection levee system along Lake Pontchartrain.
- The design of the permanent pumping station was of concern. In addition to the primary function of flood control, it was discussed that the pumping station should not stand alone and isolated, but be integrated with West End, possible serving as a bridge to physically connect West End Park and Bucktown (to the immediate west across the 17th Street Canal). The design of the pumping station could include educational features, to teach locals and tourists alike about the purpose and importance of drainage pumping stations and Lake Pontchartrain to the region. It was thought that this pumping station could fuel the region's ecotourism.
- It was also suggested that the public input for the West End Redevelopment Plan could become part of any required NEPA process on the new pumping station.

#### PARKING

- Parking in the study area was a problem prior to the hurricane. The volleyball courts, restaurants, existing park and other land uses competed for the limited available parking spaces. It was suggested that any future development should include sufficient, possibly multi-story, parking to support all land uses in the area.
- The contention caused by the location of the Orleans-Jefferson Parish line in West End Park was discussed. The restaurants were located in Jefferson Parish and the parking lot was located in New Orleans. New information was disclosed that the

City leases the parking lot to Jefferson Parish, which in turn maintains the parking lot. A representative of the City's public works department indicated that the City historically has not received sufficient compensation from the businesses in the area to properly maintain the infrastructure. It was suggested that tax proceeds from future development should be split evenly between the City and Jefferson Parish, or some other equitable method be employed to provide for recurring maintenance in the study area.

- One suggestion was to consider centralized parking and the provision of public transportation in the redevelopment scheme of the study area to minimize vehicular use.

## ENVIRONMENTAL

- Any new development in the area should carefully monitor water quality in Lake Pontchartrain and minimize the impacts of sewerage from boats by providing for pump-out and dump facilities. Marinas and the recreational uses in Lake Pontchartrain should be examined in the study of West End, not just the economics of redevelopment.
- Local businesses in the area such as Schubert's Marine employ best management practices in the scraping of marine hulls with proper disposal of hazardous materials. This results in good water quality in the lake, even post-Katrina.
- Another suggestion was to consider a "green" energy efficient, ecologically-minded, marine building design that would celebrate the immediate proximity to the lake, a place where regional residents could live, work, play and promote ecological tourism.

## WEST END PARK

- Green area in the existing park in the study area is important, but should be better maintained and utilized, possibly with a user fee. Additionally adult uses should be expanded, and it was suggested that dog-walking facilities should be available.
- A suggestion was made to consider including an amphitheatre or pavilion for large public gatherings in the design to capitalize on and draw attention to Lake Pontchartrain.

## OTHER ISSUES

- The City has experienced a lack of funding for recurring maintenance of streets and other infrastructure in the study area.

- The volleyball courts located in the study area were very popular prior to Hurricane Katrina and could be relocated to the northeast part of the study area. It was suggested that the City's real estate division may have some data for the study effort on this issue. Additionally, a problem was noted with drainage at the existing site.
- Some business owners in the study area have had insurance for a number of years that covers damage from the hurricane. It is undetermined at this time if and under what conditions new development may be insured. Many property owners are waiting on the determination of new base flood elevations to determine how the area may be redeveloped. It was noted that the height of new structures may have to be equal to or higher than structures outside of the hurricane protection levee that withstood the hurricane, such as Joe's Crab Shack located in the area on Lakeshore Drive, or the new Coast Guard Station.
- The existing layout of the study area and its access points are not friendly to pedestrians or bicyclists. Any new redevelopment areas should emphasize greater access of this kind.
- It was announced that the Jefferson Parish Planning Department is working on a study of the impacts of high-rise development, to be applied parish-wide and within the neighboring Bucktown area. The study results may have some application to West End. The study is expected to be completed within the next month.
- It was requested that the history of the study area be considered in the redevelopment scheme, blending the historical land uses such as seafood restaurants along with mixed-uses such as small specialty shops and condominiums.
- A suggestion was made to coordinate the West End Redevelopment Plan with the Bring New Orleans Back Commission efforts. It was noted that the West End Redevelopment Plan predates the hurricane in August of 2005. The results of the study are further along and could be coordinated with city recovery efforts.

## **MEETING WITH US ARMY CORPS OF ENGINEERS**

On March 7<sup>th</sup>, 2006, members of the project team met with representatives from the US Army Corps of Engineers to review ongoing and future plans for drainage and flood protection improvements at the mouth of the 17<sup>th</sup> Street Canal. Following are some of the key points and findings from that meeting:

- Since the canal's floodwalls failed during Hurricane Katrina, the short-term interim solution by the Corps is to place a floodgate structure near the mouth of the canal in order to prevent storm surge from entering the canal.
- The Corps has commandeered land around the mouth of the canal to construct this project, including the entire Orpheum Avenue peninsula in Bucktown.
- The Corps has already begun construction as their plan is to have the floodgates in place in time for the June 1<sup>st</sup> start of the hurricane season.
- Corps officials provided plans and renderings showing where the floodgates would be located and what they would look like. The flood gates roughly line up with the West End Tennis Center on the eastern side of the 17<sup>th</sup> Street Canal.
- On the eastern side of the canal, the West End Tennis Center will become part of the floodgate project, while most of the court area for Coconut Beach is being used for construction staging.
- The Corps officials noted that in addition to the floodgates themselves, auxiliary pumps are also included in the project, and will pump stormwater from the canal into the lake when the gates are in the closed position.
- The remains of the pedestrian bridge linking the Bucktown peninsula have been removed in order to barge in equipment for construction (including the floodgates themselves) which are being fabricated off-site.
- In the long-term, the Corps and local leaders are looking at the possibility of relocating the pump station for the 17<sup>th</sup> Street Canal. A new pump station would be built near the mouth of the canal to replace the Sewerage and Water Board of New Orleans' Pumping Station 6, which is located near Metairie Road about 2 ½ miles south of the canal's mouth. The new pump station would need to be constructed north of the floodgate structure.
- The Corps officials noted that using Drainage Pumping Station 6 as a comparison, the new pump station will be rather large in size and may result in reconfiguration of the land area at the mouth of the canal. They added that it will almost certainly result in a realignment of the levee protection system tying in to the canal pump station, as they will try to avoid 90° angles in the levees as these have proven to be weak points under the stress of storm surges.
- Most importantly, the Corps representative noted that while there is a strong local desire and likelihood that the new pump station at the lake may become a reality, it has not been authorized or funded as of yet, and any design considerations are somewhat speculative at this point.

## ELEVATION INFORMATION

One of the more interesting aspects of the project area was that much of the overall study area, and the entire primary study area, lies outside of the hurricane flood protection levee system. Even prior to Katrina, Hurricane Georges in 1998 showed the damage that could be done to areas outside of the levee system with its destruction of Fitzgerald's and Bruning's restaurants. Hurricane Katrina's near-total destruction of ground-level buildings and structures outside of the levee protection system (particularly those located along the lake or in close proximity to the lake) showed the need for any major development to be elevated, so that investments would be protected from destruction and storm surge.

The question then was what would be the proper elevation of any major development? The current levee height in the immediate area is 17 ft. above lake level, which gives a good indication of likely storm surge height. There are also several examples of elevated construction present in the immediate area which in the months following Hurricane Katrina provided an indication on what type of damage could be expected:

- Joe's Crab Shack, a restaurant on the lake at the mouth of the New Basin Canal, was elevated approximately 20 ft. above its surrounding grade and while there was damage to its canal side docks, stairs, and awning, the structure itself and its contents survived intact.
- Residential complexes such as Lighthouse Harbor and Sailboat Harbor were also elevated, with parking underneath the residential units. Other than wind and roof damage, these appeared to weather the storm adequately.
- Perhaps the best example of adequate elevation was the recently constructed US Coast Guard Station at Bucktown. The structure was built in an elevated fashion on reinforced concrete piers, with open-air parking underneath. The main floor elevation of the structure is approximately 25 feet above sea (lake) level, even higher than the hurricane protection levee. The station weathered the hurricane with nary a scratch, while the structures nearby along Orpheum Avenue (including Sid-Mar's restaurant and the old Bruning House) were all totally demolished by the storm surge.

With the determination that the main floor of any development should be approximately 25 feet above lake level, the ground elevation of the primary study area was then ascertained. Using field observations and USGS topographic maps, the ground elevation was estimated to be at five (5) feet above lake level. This would mean that the base floor elevation of any development in this area would be approximately 20 feet above grade. Project team members calculated that two levels of parking (10 feet per level) could easily fit into this design envelope. This elevated model (with parking underneath) became one of the major design features that were carried through into the community charrette process.

## **INFORMATION FROM CHARRETTE PARTICIPANTS**

In addition to pre-charrette research and meetings, the charrette participants had a wealth of institutional information about West End to help the project. Some participants, such as the operators of Coconut Beach and several restaurateurs, contacted us prior to the charrette and provided advance information, including ownership and lease information as well as additional contact persons. Other participants showed up at the charrette and were vital in providing information regarding the project area during the design process—these included other West End restaurateurs, volleyball players from Coconut Beach, members of the sailing / boating communities and the yacht clubs, as well as nearby residents and interested citizens.

# **CHAPTER IV**

## **COMMUNITY CHARRETTE**

This chapter describes the process and outcomes of the primary public participation portion of the project, a community charrette held over two days in early March 2006. The Charrette's planning, format and agenda are first described, followed by a description of the public outreach methods used to announce the charrette and encourage attendance. An in depth discussion of both days' session are then presented, focusing on the aspects of the second day's design session, which included a strengths, weaknesses, opportunities, threats analysis. The charrette outcomes and findings -- three separate conceptual site plans and designs—are then presented and described.

### **CHARRETTE PLANNING**

Charette planning began well in advance of the actual charrette due to the interruption caused by Hurricane Katrina. The charette was originally planned to be held over two days on September 30<sup>th</sup> and October 1<sup>st</sup>, 2005 (a Friday night and Saturday). The Friday night session was to be held in the West End area at the New Orleans Yacht Club, while the Saturday charrette session was to be held at the cafetorium of Marie Riviere Elementary School (in nearby Bucktown). Formats were discussed and approved, invitation lists were finalized, PowerPoint presentations were being developed, staffing plans were completed, and all was proceeding towards the actual charrette when Hurricane Katrina made landfall in the area on August 29<sup>th</sup>. The project was put on hold while the New Orleans metro area recovered sufficiently to hold such a charrette. The charrette was re-scheduled for March 10<sup>th</sup> and 11<sup>th</sup>, but due to the considerable damage to the West End area, both sessions were scheduled for the Marie Riviere cafetorium.

### **OUTREACH**

Prior to the charrette, a comprehensive outreach program was undertaken. A full database of area businesses, neighborhood groups, resident associations, elected and agency officials, and media outlets was compiled. Over 132 entries were included on this database, and an invitation was sent to each of those persons and/or groups several weeks before the scheduled charrette. A copy of the database is provided in the appendices.

11" X 17" flyers were also printed up inviting the general public to the charrette. The content of the flyers was similar to that of the invitation letter. The project team posted these all around town, with particular focus surrounding the project area (Lakeview and Bucktown) in businesses that had re-opened in the wake of Katrina, as well as public establishments (coffee shops, barbershops, restaurants, etc.) around town in areas where

Lakeview residents displaced by Katrina had temporarily relocated (Mid-City, Uptown, Old Metairie).

Roughly a week before the charrette, the invitation database was used once again for follow-up telephone calls, e-mails, and faxes for those on the invitation database that had such information present.

The charrette also received some advance media coverage-- it was announced in the "Scuttlebutt" section of *Gambit* (the local weekly newspaper), on "Inside New Orleans" talk show on WIST-AM, and members of the project team appeared in an hour-long interview session on Biz Radio 990 with host Bob Christopher to discuss and publicize the upcoming charrette.

## **CHARRETTE STRUCTURE**

The established format for the charrette included a two-day planning process held on a Friday night, March 10<sup>th</sup> and Saturday, March 11<sup>th</sup>. Friday night's session included a presentation on West End to familiarize attendees with the project, provide background info on Smart Growth, and outline the procedures for the following day's session. This session included a question/comment period.

The agenda for the Friday Night Session was as follows:

- Welcome and Introductions
- Project Background
- Purpose of Project
- Primer on Smart Growth (PowerPoint presentation)
- West End Redevelopment Plan Overview (PowerPoint presentation)
- Format/Agenda for Site Planning Workshop Session for Saturday
- Open Period for Comments and Questions
- Adjourn

The Saturday Session was an open, public *Site Planning Workshop* where neighborhood residents and/or stakeholders openly contributed ideas for the redevelopment of West End.

Following is the agenda for the Saturday session:

### *8:30 AM to 9:15 AM - Preparation*

- Welcome and Introductions
- Brief Recap of West End Presentation
- Format/Agenda for Site Planning Workshop



*9:15 AM to 2:30 PM – Working Design Session*

- Attendees will break into individual groups. These groups will each be assigned a designer, technical advisor, and scribe or note-taker from the project team. Each group will be given a basic overview of existing Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis); in this SWOT analysis, ideas of the participants, and knowledge of the project team and participants will be applied to a working design for West End.

*Noon: Lunch will be provided to all participants. Please note that this is will be a working lunch.*

*2:30 – 4:30 PM – Plan Review and Amalgamation*

- At 2:30, each group will briefly present (5-10 minutes each) their vision plan for the redevelopment of West End. Following the review of these plans, the designers will work on amalgamating the ideas of the individual groups. Narratives will describe a preferred site development strategy, land use components (mix, number of units), neighborhood character, and any other pertinent issues relating to the site plan.

*4:30 PM to 5:00 PM - Plan Presentation*

- Site plans and narrative(s) will be presented to the gathered assembly for final review and comment.

*5:00 PM Adjourn*

## **CHARETTE RECAP**

### **FRIDAY NIGHT SESSION**



**Figure IV-1**

Illana Preuss of the EPA giving a presentation on Smart Growth during the Friday night session of the Charrette.

Friday night's Introduction / Overview Presentation session was well-attended. Over 50 people signed in, but a head count revealed that 85 people were in the audience for the presentation.



**Figure IV-2**  
The well-attended Friday night session featured displays and questions and comments from the attendees as well as presentations.

## SATURDAY SESSION

At Saturday's site planning workshop, attendees were divided into 3 different design groups to develop ideas. Each group had a facilitator, a note-taker, and a team of two landscape architects/renderers who could put ideas down on paper. Each group began the day's work with the facilitator beginning a group analysis of West End's strengths, weaknesses, opportunities and threats (generally called a SWOT analysis).

### **Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis**

The SWOT Analysis began with a presentation of a preliminary SWOT analysis assembled by the project team. A listing of the elements identified in the SWOT Analysis is presented below:

#### ***Strengths:***

- Waterfront Location (desirable views along Lake, access for recreational boaters)
- "Blank Slate" (land in study area is essentially cleared)
- History of study area as "destination" for neighborhood and metro-area residents in term of dining & recreation
- Nearly all study area is under some form of public ownership (state, parish, city)
- Regional jurisdiction – opportunity for true regionalism

***Weaknesses:***

- Sited outside of Hurricane Flood Protection Levee—construction and insurance issues.
- Access is limited—one vehicular route in/out, difficult pedestrian & bicyclist access
- Need for financing
- Small area - need to maximize uses

***Opportunities:***

- New spirit of cooperation between Jefferson and Orleans Parish
- Smart Growth Planning Grants from E.P.A. & other state/federal agencies
- Strong local desire for redevelopment/revitalization
- Could increase tax base, thus becoming an asset for local community
- Possibility of building walkable ‘town center’ for adjacent lakefront neighborhoods
- Opportunity to create new zoning, such as smart growth overlay to permit a visionary development
- Opportunity to create synergy with Bucktown across 17<sup>th</sup> Street Canal and with other lakefront neighborhoods
- Opportunity to create a mixed-use destination that provides lakefront/park connection

***Threats:***

- Uncertainties relating to construction of flood protection infrastructure along 17<sup>th</sup> Street Canal—may be visual and noise impacts, land may be appropriated, etc.
- Lack of consensus – means developers could continue “status quo” development
- Lack of political unity around the public’s vision

Each of the three groups (hereinafter referred to as Groups A, B and C) reviewed the analysis and then presented their own take on the area’s strengths, weaknesses, opportunities and threats. They are presented as follows by each group:

**Group A:**

***Strengths:***

- Shared Tax Base
- Lakefront Views
- Long Shore Line
- Access by Boat + Car
- Proximity to Natural Resources (Seafood –Maritime)
- Maritime Tradition
- Adjacency to Stable Neighborhoods
- Low Density- not much traffic
- Low Crime
- Family-Oriented Tradition
- Adequate Parking

- Access to Yacht Clubs/Harbors

***Weaknesses:***

- Flooding on road network
- Bars brought crime
- Government Entities own property
- Limited Access

***Opportunities:***

- Top Notch developers can be approached
- Dinner Cruise
- Road Network through Condos (South Of Tennis Courts)
- Residential + Recreation
- Build more housing units (townhouses w/ reinforced materials)
- Buy out leases to promote/ encourage redevelopment
- Create management/ development corp.
- Create enhanced Bicycle access
- Reprogram West End Park
- Mixed- Use
- Design Guidelines
- Create a Government Champion for Management corp.
- Beaches
- Harmonize uses through design

***Threats:***

- Ugly Architecture
- Minimal development space
- NIMBY-ism
- Zoning
- Complex Ownership

**Group B:**

***Strengths:***

- N.O. Yacht Club / Southern Yacht Club / N.O. Power Squadron (boating community)
- Low population density
- Great recreational area
- Boats
- Volleyball
- Major Access to –I-10
- Ambience
- “Real New Orleans” -Neighborhood Feel

- Safety - Low Crime
- Connectivity / Dockside

*Weaknesses:*

- Inner harbor for boat slips filled; need additional parking for boating events.
- Limited access during emergencies
- Limited Access –Tidal Inundations/ Rain
- Extremely Poor Drainage
- Access problematic (West End To Robert E. Lee)
- Lack of maintenance for parking
- Insufficient Parking (boathouse pays for parking)
- Not Pedestrian Friendly- sidewalk disappears
- Noise/ crime/ drugs with some bars pre-Katrina
- Lack of business
- City unlikely to provide services post-Katrina
- Orleans Levee Board no longer involved in management of West End Park

*Opportunities:*

- Linkages between Orleans / Jefferson
- Utilize pumping station to provide connection + pedestrian/Bicycle
- Paths for ecotourism
- Aesthetic improvement.
- Increase Protection of Marinas/ boat slips
- Fortification of slips for storm protection
- Add needed Parking
- Encourage existing business/ provide placement in new Redevelopment schemes.

*Threats:*

- Increased High-Density Development.
- Traffic
- Lack of inter-Parish cooperation
- Questions on police jurisdiction
- Sewerage and Water Board
- Levee Board
- Corps of Engineers
- Lack of funding for services/ infrastructure

**Group C:**

*Strengths:*

- Creates Economic Engine for Region

*Weaknesses:*

- Maintenance/ repair of infrastructure area lacking (Need better maintenance of infrastructure)
- Parking problem (Inadequate)
- Political environment

*Opportunities:*

- Change redevelopment of buildings south of Lake shoreline
- Docking opportunities for boaters
- Rebuild Existing/previous restaurants; build new “low density” restaurants
- Link existing neighborhoods, strengthen neighborhood connections
- Enact height limits on new construction
- Reinforce the sailing – boating community via creation of a sailing center
- Harness Yacht club

*Threats:*

- Maintenance of public space
- Limited road network



**Figure IV-3**  
Group “C” at work during Saturday’s site planning workshop session.

## SITE PLAN DEVELOPMENT

Following the SWOT analysis the groups developed a list of program elements for incorporation into the redevelopment plan. The combined list of desired elements follows:

### **In general, within overall study area:**

- Revitalization of what was there / “destination spot”
- Day / Night destination including family oriented events and destinations as well as adult-oriented nightclubs and such
- Return of historic local establishments (Brunings, Jaeger’s, Sid-Mar’s ), **NOT** chain restaurants
- A place with more access to lake
- Shared parking structure with “hidden” parking
- West End Park /West End open space to be protected and enhanced, bringing back the West End Park Fountain, enable Crawfish Boils to be held in Park
- Coconut Beach – (Open Air Volleyball center for Leagues)
- Sailing to stay viable, **NOT SHRINK.**
- Creation of a real Beach along Breakwater Drive
- New roadways
- Possibility of Trolleys, Street Cars linking West End with downtown

### **In the Primary Study Area, a lake-oriented Mixed Use Development, containing such uses as:**

- Restaurants (neighborhood-oriented)
- Boardwalk/pier with access/dockage for boats
- Residential.
- Weekend / Public Market (outdoor)
- Entertainment (Dinner Cruises)
- Office space
- Amphitheater in or adjacent to West End Park
- Water Feature design element
- Bait Shop
- Places to Fish
- Kiosks + Stands
- Shops and Boutiques (some mid- priced)
- Coffee shop
- Ice Cream Parlor
- Sailing/Boating Education Center/ Institute/Venue, (a la Pier 3 in San Francisco) with Boat Rentals/ Event Space



The groups then got to work developing site plans for the West End area-- very conceptually at first, then more detailed as the day went on. Guidelines to development were sparse—they were of course to be grounded in the principles of Smart Growth, the findings of each group's SWOT analysis was used, and based on previous research, all conceptual plans had to have the base floor of any major developments outside of the flood protection levee elevated to 20 ft above grade/ 25 ft. above lake level.



**Figure IV-4**  
Group “B” finalizing  
their plan for a joint  
review session

Just after 2:30 PM, the groups gathered and presented their plans. Though each was different in their details, the general consensus reached by the three groups was quite noticeable. All three plans had these similar features:

- **Preserving and enhancing most (if not all) of the greenspace existing in West End Park.**
- **Incorporating a pedestrian/bicycle crossing into the new pump station being considered at the mouth of the 17th Street Canal. .**
- **Creation of more of a "park" setting along Breakwater Drive just east of the boat launch, possibly with a sand beach.** Plans differed in the amount and type of improvements that may be placed there (benches, playground equipment, fishing piers, etc.), and amount of parking. All plans considered creating landscaped berms in the area to help break down storm surge and to perhaps shield the boathouses from park-generated noise.



- **A revitalized West End restaurant/entertainment section, built over parking decks on the site of the West End parking lot.** Some plans called for a few floors of residential over the restaurants, some called for a few floors of residential south of this. Some called for a mixture of shops and restaurants. Some had more square feet than others. But the general idea was the same.
- **Strong pedestrian and bicycle connections to surrounding areas, including a boardwalk/pier along the water's edge at West End.** Linkages to the new park along Breakwater drive, "The Point", the residential areas south of West End and across the canal towards Bucktown were seen as essential.
- **Trying to keep Coconut Beach in the area.** Two plans had Coconut Beach, which may lose land to a new pump station and associated levees, relocated to the new park along Breakwater Drive, while the third had it relocated to the area for the proposed Bucktown Marina and Park.

Other plan ideas included an *education/sailing center*, *improved vehicular access*, and a *small-scale "boutique" hotel*.



**Figure IV-5**

Al Barcia describes the features of the Group "A" plan to the charrette attendees.

## SITE PLAN DESCRIPTIONS

Each group's plan is described more in-depth as follows:

### **Group A:**

Group A's site plan can be seen in Figure IV-6 on the opposite page. Moving from south to north, the plan features a new access road from Old Hammond Highway to Lake Marina Drive, which connected to Lake Marina Drive and West Roadway via a traffic circle. The new roadway was seen as possible due to the possibility of the Mariner's Cove subdivision being converted to condominium towers (several attendees described how the homeowners' association was considering such a move given the flood damage to the complex). The plan also foresaw the new pump station being located near the mouth of the 17<sup>th</sup> Street Canal, and included a pedestrian bridge alongside the new pump station to connect West End with Bucktown. Group A planned for a mixed-use development in the general vicinity of Coconut Beach south of the old restaurant row, located above a two-level parking garage. The first level of the development would become a "plaza level", incorporating retail, with residential uses (condominiums) above.

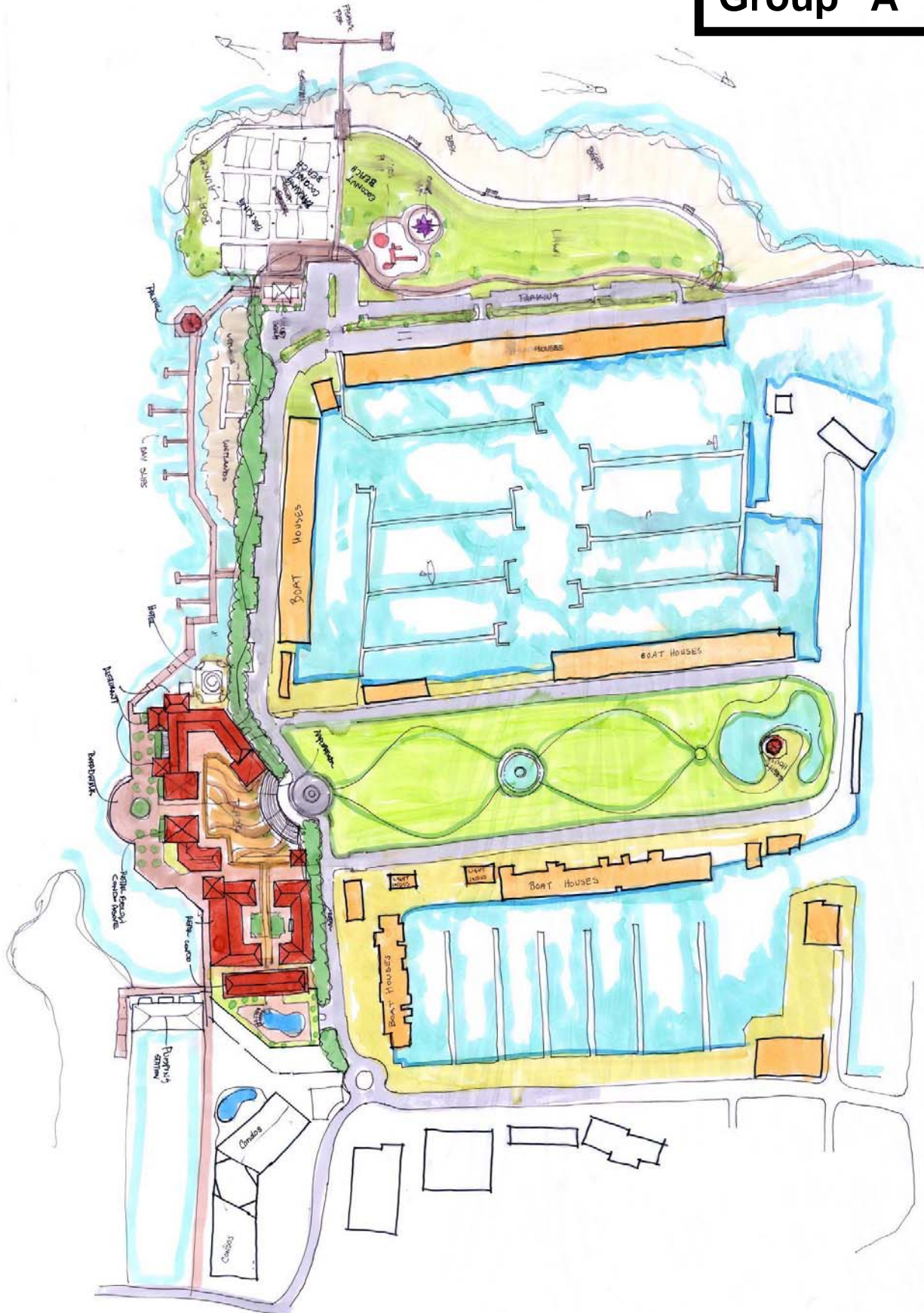
Immediately north of the retail/ residential component, a more entertainment-oriented area would be present over the two levels of parking, with restaurants and some retail with residential built above. A small boutique hotel would also be included near the northern end of the development, roughly where Fitzgerald's restaurant had been located. The development's structure extended into the lake some distance, a little farther than the boundaries of the state water bottom leases.

The northern area also featured a large open plaza which descended via steps toward West End Park, creating a kind of semi-circular amphitheater. The ground-level "stage" of the amphitheater would actually be part of the West Roadway, with the idea that when shows or performances were scheduled, bollards could be placed on W. Roadway at its intersection with S. Roadway and N. Roadway, re-routing traffic around West End Park. The Group A plan also featured an improved/upgraded West End park, with a small pavilion near the pond and a refurbished fountain in the park's center.

Group A's plans also featured a pier walkway along the lakeshore paralleling Breakwater Drive, with re-created wetlands between the walkway and the rip-rap shoreline. Pier extensions with day slips and docking were also present in this area, along with a pavilion.

The Group A plan had Coconut Beach relocated to the boat launch area on Breakwater drive, and eliminated the existing boat launch. Finally, it also had the north side of Breakwater drive improved with a grassy park area, a fishing pier, play spot and spray park for children, additional parking bays along Breakwater Drive, and most notably, a newly-created sand beach.

**Figure IV-6**  
**Group "A" Plan**



## **Group B:**

The plan from Group B had many similarities with the plan from Group A, but there were some notable differences (the Group B plan is presented in Figure IV-7 on the opposite page). For instance, rather than having a new connection from Old Hammond Highway on the Orleans Parish side, the Group B plan featured a return of an old connection—the Orpheum Avenue vehicular connection with a new bridge across the 17<sup>th</sup> Street Canal, just north of the new pumping station. South of this renewed connection, the Group B plan also had a mixed use condo and retail development, but one with more of a self-contained nature, featuring a center courtyard for condo residents. A “lazy river” pool was envisioned just south of the mixed-use building.

North of the renewed Orpheum Avenue connection, the Group B plan featured a much larger commercial development that straddled West Roadway and utilized part of West End Park. Restaurants, retail and mixed use predominated near the lake side, with prime views of the water. Towards the park, a more retail-oriented “town center” with local-oriented goods and services were featured. The restaurant section on the west would feature lake views, and would include a plaza step-down to lake level, with a boardwalk/pier, day slips and docks. The boardwalk/pier would extend north parallel to Breakwater Drive, which would be planted with new street trees on the lake side. The existing fishing pier would be refurbished in its current location, and a larger breakwater would be constructed for the boat launch. Coconut Beach would be relocated just east of the boat launch, and the area north of Breakwater Drive would be improved as passive park space, with new trees, berms, grassy areas and an amphitheater. A pavilion was also proposed at the Point, to sell concessions as well as bait and fishing supplies.

Like all the plans, the Group B plan envisioned refurbishing West End Park, with emphasis on revitalizing the arbor and the fountain it surrounds, and improving the pond area at its eastern end.



Figure IV-7  
Group "B" Plan



## **Group C:**

Group C's Plan also had several features in common with the first two plans, but with some differences and unique features (The plan is shown on Figure IV-8 on the opposite page). The plan featured both new access routes: one on the Orleans Parish side of the canal (including a roundabout) as well as the renewal of the Orpheum Avenue connection from the west side of the canal. Unlike the previous two developments, the mixed-use residential/retail building was quite separate from the restaurant/ entertainment area, connected only by a small sky bridge at the elevated plaza level. While the first floor of this mixed-use structure was devoted to retail, it was clearly defined that only 5 more floors for residential would be present above that plaza level. The structure itself was also envisioned as a single tower building.

The section north of the mixed-use tower was seen as only having 2 or three levels, and totally geared towards restaurants and retail. Along the lake side, a step down was also featured similar to the one in the Group B plan, as well as a pier boardwalk. However, no pier extensions were present in the Group C plan; it was envisioned that boats could pull up and dock alongside the pier boardwalk similar to how they had done at the West End restaurants prior to Katrina.

One interesting feature of the Group C plan was how it treated the West Roadway frontage of the parking structure. The plan included a covered gallery for the first 20-25 feet of the structure depth, open to the two full stories of the parking garage. The space would function as an open-air market or bazaar, featuring items that could be easily moved in case of a hurricane (bicycle rentals, stands, kiosks, etc.). The intended effect was to create a vibrant street-level scene along the edge of the parking structure.

To complement the street-level urban scene on the west side of W. Roadway, a partially paved plaza was planned for the far western end of West End Park, with the possibility of frame-only structures and some street trees providing a gradual transition from the more urban developed area to the park's more passive greenspace.

West End Park was also planned to be improved and cleaned up under the Group C plan. One idea of an "interest point" to encourage use was to arrange for boat rentals at the park's eastern end along the New Basin Canal.

Another interesting feature included in this plan was a small mixed use center on the old Power Squadron site. Discussed uses included an educational sailing center, with classes, boat rentals, seminars conferences, maritime shop and museum, perhaps a coffee shop, topped with a small boutique hotel.

The Group C plan, similar to the other two plans, included an improved park north of Breakwater Drive, and similar to the Group A plan, included a small beach along the shore. However, unlike the other two plans, Coconut Beach was not relocated to this area. Under the Group C plan, Coconut Beach was to be relocated to the proposed Bucktown Marina and Park.



**Figure IV-8  
Group “C” Plan**



In fact, the Group C plan was the only plan to address the Bucktown area. It envisioned the Bucktown Marina as a fully developed greenspace and park, with boat slips, a new public boat launch, the afore-mentioned relocated Coconut Beach, and a small swimming beach. In keeping with the ongoing Bucktown neighborhood plan, the areas south of Old Hammond Highway were seen as being mixed use (ground level commercial topped with residential).

## **CHARETTE CONCLUSION**

At the end of the presentations, the gathered attendees and project team were all satisfied and were awarded with a round of applause. Rather than proceeding with an amalgamated site plan there at the cafetorium, the members of the project team agreed that it would be a better idea if the plan drawings were collected, to be "cleaned up" and put in a reproducible form for the final report, and amalgamated into one plan combining the best aspects of the three plans. The Charette team and attendees then adjourned at about 3:30 PM.

## **MEDIA COVERAGE**

As mentioned earlier, the charrette received some advance media coverage. Local news channel WWL (Channel 4) sent a news crew and broadcast a segment on the Friday night session for their 10 PM news broadcast. WWL also sent a different news crew the following day, broadcasting coverage segments at 12 noon, 5 PM and 6 PM. A few weeks later, the same station aired a piece dealing with West End's redevelopment that was geared more towards area restaurateurs, but which mentioned the charrette and the Regional Planning Commission's efforts. Finally, in the week following the charrette, members of the project team appeared in a half-hour-long interview session on the "Inside New Orleans" talk show on WIST-AM.



# **CHAPTER V**

## **PROPOSED REDEVELOPMENT LAND USE AND SITE PLAN**

Using the three conceptual site plans developed during the community charrette, an amalgamated or collaborative proposed redevelopment land use and site plan was developed and is presented in this chapter. The program elements and key aspects of the proposed plan are described both visually and with text. The manner in which the plan incorporates Smart Growth design principles is also described.

### **ASPECTS OF THE PLAN**

Following the Community Charrette held in March 2006, the project team and the RPC met several times to review the three conceptual site plans developed during the charrette. Elements reflecting public consensus were identified and incorporated into an amalgamated, or collaborative conceptual site plan. That plan, along with typical cross section renderings, was presented to the RPC for review and comments. The final land use and site plan, as well as a set of three cross-sections, were then colored for presentation purposes. They are presented on the following two tabloid-sized pages.

In general, the collaborative plan contains the major design elements of the three charrette plans, including a mixed-use redevelopment project in the primary study area. The collaborative plan utilizes the idea of placing all major development over a two-floor parking garage. The collaborative plan also included improvements to locations around West End, including West End Park and areas along Breakwater Drive.

### **THE COLLABORATIVE PLAN**

#### **“RESTAURANT ROW”**

One of the items that clearly came out of the charrette was the public’s desire for a return of lakeside dining at West End, and this was perhaps the major focus of all three charrette plans. The Collaborative Site Plan provides for a return of restaurants to the area, albeit on the land side of West End rather than having them completely located over water. And like all major development in the area, the restaurants would be located 25 ft. higher than lake level -- above two floors of parking. The plan allows for between four or more restaurant sites of roughly the same square footage as previously-located large restaurants. Four of these sites would have spectacular lake views, and all sites would allow for outdoor dining.

At the charrette and at other meetings, previous West End restaurateurs as well as one Bucktown restaurateur expressed interest in being a part of such plans. Additionally,

charrette attendees expressed their desire for the restaurant slots to go to local, non-chain establishments in order to keep the tradition of West End alive. The Collaborative Plan reflects the need/desire to redevelop West End so local restaurants have the opportunity to rebuild.

## MIXED USE DEVELOPMENT

One of the main tenets of smart growth is to incorporate mixed uses such as residential, retail, recreation and mixed density. The proposed mixed-use development is divided into two sections, a north section (containing the aforementioned restaurant section and other uses) and a southern section. The two sections are bisected by an extension of S. Roadway that connects to the Orpheum Avenue vehicular bridge, but are linked by two plaza-level pedestrian bridges.

The southern section is primarily geared towards residential uses, with four (4) stories of residential development atop a single floor of neighborhood-oriented retail and/or offices. The conceptual design of the south development includes an open air courtyard with pool, accessible only by residents, as can be seen on study section A-A on the cross-sections sheet. The single level of retail will be at the plaza level above the parking, and should provide an enjoyable walking experience not only for residents of the development, but also for customers of the retail shops and offices.

As mentioned earlier, this plaza level is linked to the northern section by two pedestrian bridges. The northern section is seen as more commercially intensive, containing the restaurants and clubs as well as some retail at plaza level. While some restaurants are presented as free-standing structures, two floors devoted to residential and/or offices are envisioned atop some sections of this northern development. At the extreme northern end of the mixed-use development, a small boutique hotel tower is proposed, with an additional six stories over the main development.

The plaza level will of course be connected to the parking levels and ground floor via elevators, but externally, there will be a variety of walkable connections back down to ground level. These include ramps and steps down to a pier boardwalk north of the development area, connections down to walkways alongside and across the 17<sup>th</sup> Street Canal, and most interestingly, a set of steps facing West End Park that can serve double duty as an amphitheater for scheduled performances. As described under the Group A plan, the ground-level “stage” of the amphitheater would be part of the West Roadway, with the idea that when shows or performances were scheduled, bollards could be placed on W. Roadway at its intersections with S. Roadway and N. Roadway, re-routing traffic around West End Park.





SMART GROWTH PRINCIPLES:

1. MIX LAND USES
2. TAKE ADVANTAGE OF COMPACT BUILDING DESIGN
3. CREATE RANGE OF HOUSING OPPORTUNITIES AND CHOICES
4. CREATE WALKABLE NEIGHBORHOODS
5. FOSTER DISTINCTIVE, ATTRACTIVE COMMUNITIES WITH A STRONG SENSE OF PLACE
6. PRESERVE OPEN SPACE, FARMLAND, NATURAL BEAUTY AND CRITICAL ENVIRONMENTAL AREAS
7. STRENGTHEN AND DIRECT DEVELOPMENT TOWARDS EXISTING COMMUNITIES
8. PROVIDE A VARIETY OF TRANSPORTATION CHOICES
9. MAKE DEVELOPMENT DECISIONS PREDICTABLE, FAIR AND COST EFFECTIVE
10. ENCOURAGE COMMUNITY AND STAKEHOLDER COLLABORATION

# WEST END

## NEW ORLEANS, LOUISIANA

PARKING NOTES:

COCONUT BEACH AREA	+/- 265
DAY SLIP AREA	60
HOTEL/RETAIL AREA	500
CONDO TOWER	600
AROUND WEST END PARK	180
TOTAL	+/- 1605



West End Collaborative Site Plan. Plan view back





STUDY SECTION A-A  
1" = 20'-0"



STUDY SECTION B-B  
1" = 20'-0"



STUDY SECTION C-C  
1" = 20'-0"

# WEST END

NEW ORLEANS, LOUISIANA



West End Collaborative Site Plan. section view back

## GROUND LEVEL MARKET

Along the West Roadway frontage of the mixed-use development, the open-air covered gallery as envisioned under the Group C plan is included. The space would function as a ground-level market or bazaar, featuring items that could be easily moved in case of a hurricane (bicycle rentals, stands, kiosks, etc.). The intended effect was to create a vibrant street-level scene along the edge of the parking structure.

## SAILING CENTER / MUSEUM

At the site where the Power Squadron was previously located, a new structure is proposed that could not only hold new Squadron facilities, but could also house a sailing center and possibly a maritime museum of the West End area. The new structure would be elevated, but rather than having the area under structure devoted entirely to two levels of parking, it would only have ground floor parking and 20 feet of clearance, which would allow for passage and storage of sailboats and equipment.

## WEST END PARK IMPROVEMENT

The collaborative plan, like all three charrette plans that preceded it, envisions investment in and around West End Park. Under the collaborative plan, a transition would occur from the West Roadway / amphitheater area via the extension of partially paved plaza. The remainder of the park would be improved primarily for passive use, with a refurbishment of the central fountain and arbor, refurbishment of the pond area (perhaps with a pavilion and pond fountain), and enhanced landscaping and lighting. Improved walkways would be included, as would backstops for impromptu softball or baseball games.

## IMPROVEMENTS ALONG BREAKWATER DRIVE

The entire area along Breakwater Drive would be improved under the collaborative plan. Beginning just north of the mixed-use development, a pier walkway along the lake shore paralleling Breakwater Drive would be constructed, with a recreated wetland preserve area between the walkway and the rip-rap shoreline. Pier extensions with day slips and docking are also present in this area, along with a pavilion. The pier walkway returns to the shore at the boat launch, which essentially remains ‘as is’ under this plan.

The area east of the boat launch stretching towards the point is envisioned as being developed as a lakefront park under the collaborative plan. The park would include a grassy park area (landscaped with berms and trees), a fishing pier, a small play spot and spray fountain for children, additional parking bays along Breakwater Drive, and most notably, a newly-created sand beach for sunbathing or swimming. The park area also features the relocated Coconut Beach volleyball complex. The northern area of West End is a prime location for the Coconut Beach, as it provides a beach-like environment while being sheltered from winds by small

berms. Additionally, the area would benefit from shared parking, with the boat launch and park area primarily using parking spaces during daylight hours, while Coconut Beach's leagues tend to operate during evening hours.

## BETTER VEHICULAR ACCESS

One of the complaints voiced by charrette attendees was that the West End area was rather isolated, with only one way in and out for vehicles. Visitors arriving from or returning to Jefferson Parish via Bucktown had to travel almost all the way to Lakeshore Drive/ West End Blvd. before they access Old Hammond Hwy. The collaborative plan envisions improving vehicular access to West End by providing two (2) new vehicular routes for the area.

The first of these is on the east side of the 17<sup>th</sup> Street Canal and links Old Hammond Hwy. with Lake Marina Drive near where that roadway veers north and becomes West Roadway. The intersection of the new route and Lake Marina Drive is shown as using a roundabout traffic circle. The new route runs north-south and roughly aligns with Kenison Street. Cut-through traffic into the Lakewood subdivision is not anticipated as being a problem at this location, as Kenison Street extends for only a block south of Old Hammond Hwy.

The other new vehicular route is actually a return of an old connection—the extension of Orpheum Avenue with a new bridge across the 17<sup>th</sup> Street Canal just north of the proposed new pumping station. That route has not been in use since the installation of the West End Parking lot in 1977, but with the complete redevelopment of the area may be appropriate at this time.

## IMPROVED PEDESTRIAN AND BICYCLE ACCESS AND LINKAGES

The collaborative plan calls for improved pedestrian and bicycle access and linkages across the entire West End site, not just in the immediate development areas. A glimpse at the plan view and cross sections shows that new improved walkways are called for along the entirety of Breakwater Drive, within and along West End Park, and across and along both sides of the 17<sup>th</sup> Street Canal between the new development and Old Hammond Hwy. The boardwalk pier is also a new pedestrian amenity. However, the plan also calls for the re-extended Orpheum Avenue to have a full-fledged bicycle lane, and also calls for a bicycle lane and better sidewalks to be installed along Lake Marina Drive. These are seen as vital in keeping and enhancing the linkages between Jefferson Parish's Lakefront Linear Park and New Orleans' Lakefront parks along Lakeshore Drive.

## INTEGRATION OF PROPOSED NEW PUMP STATION INTO NEIGHBORHOOD

While the discussed pump station is not yet funded or authorized, all charrette attendees and the project team feel that it will eventually become a reality. To that end, the collaborative plan envisions a pump station that is not isolated from the community and not a facility that serves as



a barrier, but rather as an interesting and useful part of the redevelopment of West End that can help link both sides of the 17<sup>th</sup> Street Canal. As mentioned above, pedestrian access across the canal can be integrated into the pump house structure, via an adjacent bridge or even via a walkway with a railing attached to the face of the pump house. Interpretive signs around the pump station area can provide a history of drainage and flood protection in the area, and windows may even allow visitors to see the massive pumps. Architecture of the pump station is also a consideration, and it is hoped that the appearance of the station would be planned in such a way as to fit in with its redeveloped surroundings.

## **PLAN RELATIONSHIP TO SMART GROWTH PRINCIPLES**

The proposed collaborative master plan closely follows the ten generally accepted Smart Growth principles, which is the driving force of the design of this redevelopment. Each of those principles is listed below, along with a description of how the collaborative plan relates to those principles.

- 1. Mix Land Uses.** Compared to West End as it exists today and even pre-Katrina, the plan substantially mixes land uses, particularly in the mixed use development proposed for the primary study area. Rather than condo towers, free-standing restaurants and businesses surrounded by parking lots, the proposed mixed-use development combines residential, retail, restaurant, office and hotel uses in a combined harmonious whole using an unobtrusive shared parking facility.
- 2. Take advantage of compact building design.** Again, the focus of this principle is clearly shown in the mixed-use development. As the primary study area is located outside of the hurricane protection levee, prudence requires raising the “ground floor” of the development twenty feet off of the ground. However, this allows for not one, but two levels of parking to be concentrated underneath the development. The building themselves are space efficient, extending in a modest fashion vertically in order to both save space and take advantage of lake views.
- 3. Create Range of Housing Opportunities and Choices.** The plan benefits in this regard in that a range of housing opportunities does not necessarily have to be created in the West End area, they already existed (or at least existed prior to Katrina). From rental apartment units and doubles, to high-rise condominium towers, to the modest townhouses of Mariner’s Cove, to the single family homes along West Robert E. Lee, to persons living in boathouses or even on boats, all are (or were) present in the overall West End study area. The residential component of the mixed use development can also be developed with a mix of sizes (from studios to multi-bedroom units) and perhaps even types (some condominium/owner occupied units, and some rental units).
- 4. Create Walkable Neighborhoods.** In terms of this principle, the proposed West End collaborative plan would really make a difference. Two items in the plan—the presence of a neighborhood-oriented retail “town center” at the plaza level, and the enhanced pedestrian access along existing and new roadways—will enable the area to become a

walkable neighborhood. It is envisioned that residents of the Lake Marina or Marseille towers will be inclined to walk to neighborhood conveniences in the plaza level, while a Lakewood resident may now be enticed to walk down the new connection to enjoy West End Park. The plan enables the many residents living in and around the overall study area to walk and feel connected to adjacent neighborhoods in both Orleans and Jefferson Parishes.

- 5. Foster Distinctive, Attractive Communities with a Strong Sense of Place.** As mentioned earlier in this chapter, charrette attendees were united in their desire to see the return of lakeside dining to West End. West End has a strong sense of place, most closely tied in to its location along the lake. The nearby presence of a large public greenspace and marina facilities further influences the sense of place. The proposed plan builds on this unique identity by returning the historical aspects of restaurant row, acknowledging the public realm and greenspace present in the area by continuing and enhancing landscaping, and by addressing the lake's influence in all aspects of project design.
- 6. Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas.** West End Park, an established major greenspace, is preserved and enhanced under the plan. The undeveloped areas along the lakeside of Breakwater Drive also reach their full potential as open, usable park space under the plan. Finally, the plan also opens up West End to the natural beauty along the lake shore, providing views and lake interaction (fishing, swimming, boating) for residents and visitors.
- 7. Strengthen and Direct Development Towards Existing Communities.** This principle is well-reflected by the plan. As was illustrated in the history section in Chapter II, West End was developing prior to the Civil War, and has constantly been redeveloping over time. For instance, the last few years have seen a transition from low density, low-rise development to high-rise condominium towers along the south side of Lake Marina drive. The area has also seen sleepy, underutilized Mickey Retif playground transformed into active, vibrant and profitable Coconut Beach, switching one form of recreation to another. Yet even prior to Katrina, the area had seen a severe deterioration in the restaurant row area as well as an underutilized West End Park. The plan advocates revitalizing these areas, and keeping West End vibrant, rather than building anew at some other location.
- 8. Provide a Variety of Transportation Choices.** The West End collaborative plan covers about all transportation choices that are available. Vehicular access is addressed, with two new access routes and adequate parking; bicycle access is well-provided with new bicycle lanes; pedestrian access is highly enhanced under the plan, and even boat access is covered, with new dockage and day slips provided.

The only transportation choice not directly covered by the plan is transit. Prior to Hurricane Katrina, the area was not well served by Regional Transit Authority (RTA) transit lines—the nearest routes serving the area were the West End and West End Express routes (nos. 40 and 41), and the closest they came to the primary study area was

the corner of Old Hammond Highway and Pontchartrain Blvd. Post-Katrina, the RTA is in a state of flux and rebuilding, with its route system being adjusted. As the city and West End redevelop, consideration should certainly be given to a better connection for West End via the re-routing of a previous line.

**9. Make Development Decisions Predictable, Fair, and Cost Effective.** At this stage of the Collaborative plan's development, this principle is not as readily reflected as the other 9 principles, primarily because it is only a *conceptual* plan. Yet some aspects of the plan do reflect this principle. The open, transparent nature of the plan's development, with the partnership of local governments through the RPC, shows the inherent fairness of the process. The plan's aspect of building over two levels of parking, necessitated by its location outside of the hurricane protection levee, should provide adequate parking for the development and remove any parking issue from the development equation. Lastly, the idea of allowing a mixed-use development to expand vertically should also be a more cost-effective approach to development.

**10. Encourage Community and Stakeholder Collaboration.** This entire planning process engaged the community and stakeholders. Using a community charrette to help design the plan is perhaps the most obvious example, but the use of agency briefing and meeting with key stakeholders (such as the US Army Corps of Engineers) also show how a collaborative effort has created a plan that all can agree to and live with.

## **OTHER SMART GROWTH OPPORTUNITIES**

The West End redevelopment could serve as a prime example of Smart Growth tenets outside of the 10 principles listed above. One example is by developing environmentally-friendly, or "green" buildings. The US Building Council's LEED (Leadership in Energy and Environmental Design) Green Building Rating System is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. LEED certification is based on a point system, with the lowest LEED rating (certified) requiring 26 points. The West End plan as proposed already would be awarded several points:

- Brownfield Redevelopment (1 Point)
- Maximize Open Space (1 Point)
- Heat Island Effect: Non-Roof (1 Point)
- Alternative Transportation: Parking Capacity (1 Point)
- Site Development: Protect or Restore Habitat (1 Point)

Other ways in which the West End Redevelopment could achieve a certified LEED rating are as follows:

- Ensuring public transit connections
- Installing bicycle storage
- Managing stormwater runoff and light pollution
- Create water efficient landscaping

- Use some renewable sources of energy
- Use local and/or rapidly renewable materials
- Reduce wastewater generation

There are several funding sources available to assist in implementing such measures. A list of opportunities for funding green buildings is presented in the Appendices.

Another method of smart growth considering West End's location along the lake and outside of the flood-protection levee would be the use of hurricane-resistant or hurricane-proof materials and procedures in all construction. A list of links to sustainable/hurricane proof building materials is provided in the Appendices.

## **FUTURE STEPS**

What West End has now is a well-researched, well-designed conceptual plan for development, a plan that has community input and acceptability, and a plan that meets the principles of Smart Growth. However, this step represents only the first phase in the redevelopment of West End.. Via the Environmental Protection Agency's Smart Growth grants, the next phase (Phase II) includes several tasks examining the feasibility of the project—an economic feasibility study, an assessment of the possibility of tax revenue sharing between the two involved parishes, conduction of transportation feasibility studies, and perhaps completion of a Phase I Environmental Site Assessment. Depending upon the results of these tasks, this plan may then have to be modified.

The final phase (Phase III) involves such tasks as finalizing an economic and land use analysis and compiling all information in a policy document, making the site recommendations and strategies available to all planning districts and municipalities, and identification of potential tenants and developers.

## **APPENDICES**

- **Database of Stakeholders / Residents**
- **Community Charrette Invitation Letter**
- **Community Charrette Agenda**
- **Notice of Charrette to the Media**
- **Community Charrette Sign-In Sheets (March 10, 2006 /March 11, 2006)**
- **Opportunities for Green Building Funding**
- **Links to sustainable/hurricane proof building materials**



**Draft Invitation Database for West End Redevelopment Project  
Community Charette**

	Name	Association	Mailing Address	City	State	Zip	Phone	Fax	E-mail
1	US Rep. Bobby Jindal	1st Congressional District of Louisiana	3525 North Causeway Blvd.-Suite 1020	Metairie	LA	70002	837-1259	837-4239	
2	Angela O'Byrne, President	AIA - New Orleans Chapter	909 Poydras St., #2425	New Orleans	LA	70112	584-5107		<a href="mailto:aobyrne@e-perez.com">aobyrne@e-perez.com</a>
3	Ralph Pace, Senior Vice-President	AMSouth Bank	400 Poydras Street, Suite 2200	New Orleans	LA	70130	585-4540		<a href="mailto:ralph.pace@amsouht.com">ralph.pace@amsouht.com</a>
4	Ms. Deborah Keller	ASCE	P.O. Box 60046	New Orleans	LA	70160	528-3297		<a href="mailto:kellerd@portno.com">kellerd@portno.com</a>
5	O. Reed Richard, President	ASLA LA. Chapter	8281 Goodwood Blvd. Suite J	Baton Rouge	LA	70806	(225) 927-8392		<a href="mailto:rrichard@hntb.com">rrichard@hntb.com</a>
6	Mr. Bob Christopher	Biz Radio 690	111 Veterans Blvd.	Metairie	LA	70005	832-3555		
7	Ms. Dionne Roberts	BizNewOrleans	111 Veterans Blvd.	Metairie	LA	70005	832-3555		
8	Mr. A.J. Mistretta	BizNewOrleans	111 Veterans Blvd.	Metairie	LA	70005	832-3555		
9		Bruning's Seafood Restaurant	West End Park	New Orleans	LA	70124	288-4521		
10	Ms. Judy Bruzeau	Bucktown Civic Association	727 Aurora Avenue	Metairie	LA	70005	837-0933		<a href="mailto:lapetpalace@cox.net">lapetpalace@cox.net</a>
11	Allen R. Jaeger	c/o Charles R. Kronlage, Jr.	717 St. Charles Avenue	New Orleans	LA	70130			
12	Bruning's Restaurant/Maggie & Smitty's	c/o Sam Urate	635 Galvez Street	Mandeville	LA	70448			
13	Keith Twitchel, President	CBNO/MAC	400 Poydras Street, Suite 1780	New Orleans	LA	70130	561-0537		<a href="mailto:keithgct@aol.com">keithgct@aol.com</a>
14	Hon. Thomas J. Capella	Chairman, Jefferson Parish Council	1221 Elmwood Park Blvd.	Jefferson	LA.	70123	736-6016		
15	Mr. Elmer Darwin	Chief Traffic Engineer, City of New Orleans Public Works Dept.	1300 Perdido St., Rm 6W03	New Orleans	LA.	70112	565-6840	565-6848	<a href="mailto:edarwin@cityofno.com">edarwin@cityofno.com</a>
16	Yolanda Rodriguez, Director	City of N.O. Planning Commission	1300 Perdido St., 9th floor	New Orleans	LA.	70112	658-7000		<a href="mailto:yvrodriquez@cityofno.com">yvrodriquez@cityofno.com</a>
17	Marvin Thompson	City of N.O. Public Works Dept.	1300 Perdido St.	New Orleans	LA	70112	658-8000	658-8007	<a href="mailto:mthompson@cityofno.com">mthompson@cityofno.com</a>
18	Director	City of New Orlean Office of Environmental Affairs	1300 Perdido St.	New Orleans	LA	70112	658-4075		
19	Mayor Ray Nagin	City of New Orleans	1300 Perdido Street, Ste. 2E	New Orleans	LA	70112			
20	Brenda Hatfield, Chief Administrative Officer	City of New Orleans	1300 Perdido St.	New Orleans	LA	70112			
21	Cynthia Sylvain-Lear, Deputy Chief Administrative Officer	City of New Orleans	1300 Perdido St.	New Orleans	LA	70112			
22	Kenya Smith, Executive Assistant for Intergovernmental Affairs	City of New Orleans	1300 Perdido St.	New Orleans	LA	70112			
23	Mr. Don Hutchinson	City of New Orleans - Office of Economic Development	1515 Poydras Street, Suite 1150	New Orleans	LA	70112	658-0910		<a href="mailto:dhutchinson@mayorofno.com">dhutchinson@mayorofno.com</a>
24	Ms. Wynecta Fisher	City of New Orleans - Office of Economic Development	1515 Poydras Street, Suite 1150	New Orleans	LA	70112	658-4070	658-4076	<a href="mailto:wmfisher@cityofno.com">wmfisher@cityofno.com</a>
25	Bob Becker, FAICP - CEO	City Park	1 Palm Drive	New Orleans	LA	70124	482-4888		<a href="mailto:bbecker@nocp.org">bbecker@nocp.org</a>
26	Hon. Oliver Thomas	Councilman-at-large, City of New Orleans	1300 Perdido St.	New Orleans	LA	70112	658-1070		<a href="mailto:Thomas@cityofno.com">Thomas@cityofno.com</a>
27	Hon. Eddie Sapir	Councilman-at-large, City of New Orleans	1300 Perdido St., Suite 2W40	New Orleans	LA	70112	658-1060		<a href="mailto:Sapir@nocitycouncil.com">Sapir@nocitycouncil.com</a>
28	Al Jaeger	East Jefferson Levee District	203 Plauche Street	Jefferson	LA	70123	915-8555	733-2255	
29	Ashton J. Ryan, Jr., President /CEO	First Bank & Trust	909 Poydras Street	New Orleans	LA	70112	584-5945		<a href="mailto:aryan@fbtonline.com">aryan@fbtonline.com</a>
30	Mr. Clancy DuBos	Gambit Weekly	3923 Bienville Ave.	New Orleans	LA	70119	486-5900		
31	Ben Johnson, President and CEO	Greater New Orleans Foundation	1055 St. Charles Avenue, Suite 100	New Orleans	LA	70130	598-4663		
32		Harbor View Condominiums	500 Lake Marina Blvd.	New Orleans	LA	70124	283-3661		
33	B. Clark Heebe	Heebe & Wirth Holdings, LLC	201 Carol Street	Mandeville	LA	70448			
34	Ms. Tara Carter Hernandez, ULI	Historic Restoration, Inc.	210 Baronne Street, Suite 1717	New Orleans	LA	70112	566-3056		<a href="mailto:tara@hrihci.com">tara@hrihci.com</a>
35		Jaeger's Seafood Beer Garden	1928 West End Park	New Orleans	LA	70124	283-7585		
36	Ms. Dottie Stephenson	JEDCO	3445 N. Causeway Blvd. -Suite 300	Metairie	LA	70002	833-1881		<a href="mailto:dstephenson@jedco.org">dstephenson@jedco.org</a>
37	Mr. Pete Chocoeles	JEDCO - Ports and Public Affairs	3440 N. Causeway Blvd.	Metairie	LA	70002	833-1881		
38	Beulah Oswald - Executive Director	Jefferson Beautification, Inc.	P.O. Box 10658	Jefferson	LA	70181	737-7583	738-3863	<a href="mailto:ParkwayPromenade@aol.com">ParkwayPromenade@aol.com</a>
39	Myrtle Dubea- Treasurer	Jefferson Beautification, Inc.	3909 Colony Road	Metairie	LA	70003	888-1873		<a href="mailto:myrtledu@aol.com">myrtledu@aol.com</a>
40	Angelle Laborde, President & CEO	Jefferson Chamber of Commerce	3421 N. Causeway Blvd., Suite 201	Metairie	LA	70002	835-3880		<a href="mailto:angelle@jeffersonchamber.org">angelle@jeffersonchamber.org</a>
41	Hon. Aaron Broussard, President	Jefferson Parish	1221 Elmwood Park Blvd., Suite 1002	Jefferson	LA.	70123	736-6410		
42	Marnie Winter, Director of Environmental Affairs	Jefferson Parish	1221 Elmwood Park Blvd., Suite 2001	Jefferson	LA	70123			
43	Hon. John Young	Jefferson Parish Council	1221 Elmwood Park Blvd.	Jefferson	LA.	70123			
44	Hon. Jennifer Sneed	Jefferson Parish Council	1221 Elmwood Park Blvd.	Jefferson	LA.	70123			<a href="mailto:rhinyub@jeffparish.net">rhinyub@jeffparish.net</a>
45	Jose Gonzalez, Director	Jefferson Parish Dept. of Public Works	1221 Elmwood Park Blvd., Suite 802	Jefferson	LA	70123	736-6783	731-4552	<a href="mailto:jgonzalez@jeffparish.net">jgonzalez@jeffparish.net</a>
46	Mr. Garner Gremillion	Jefferson Parish Planning Advisory Board- District 5	1221 Elmwood Park Blvd., Suite 604	Jefferson	LA	70123	736-6355	736-6359	<a href="mailto:stylist34@netzero.com">stylist34@netzero.com</a>
47	Ed Durabb, Director	Jefferson Parish Planning Department	1221 Elmwood Park Blvd., Suite 601	Jefferson	LA.	70123	736-6337		
48	Ed Durabb, Director	Jefferson Parish Planning Department	1221 Elmwood Park Blvd., Suite 601	Jefferson	LA.	70123	736-6337		
49	Ms. Terri Wilkinson	Jefferson Parish Planning Department	1221 Elmwood Park Blvd., Suite 601	Jefferson	LA.	70123	736-6337		
50	C.J. Gibson, Director	Jefferson Parish Recreation Department	6921 Saints Drive	Metairie	LA	70003	736-6999		
51	Eva Hotard	JMAX, LLC	6045 Milne Blvd.	New Orleans	LA	70124			
52	Mr. John Jay	John Jay Salons	540 Robert E. Lee Blvd.	New Orleans	LA	70124	282-7234		
53	Mr. Bob Fraiche	Keller Williams Real Estate	3920 David Drive	Metairie	LA	70003	388-1220		
54	Steve Villavaso, President	LA-APA	6304 Beauregard	New Orleans	LA	70124	301-4414		<a href="mailto:svillavaso1@cox.net">svillavaso1@cox.net</a>
55	Owners Association	Lake Marina Tower	300 Lake Marina Avenue	New Orleans	LA	70124			
56	Carlton Dufrechou, Executive Director	Lake Pontchartrain Basin Foundation	P.O. Box 6965	Metairie	LA	70009	836-2215		<a href="mailto:carlton@saveourlake.org">carlton@saveourlake.org</a>
57	Ms. Anne Rheams	Lake Pontchartrain Basin Foundation	P.O. Box 6965	Metairie	LA	70009	836-2236	836-7070	<a href="mailto:anne@saveourlake.org">anne@saveourlake.org</a>
58	Ms. Susan Simon	Lakeshore Civic Association	1340 Poydras Street Suite 2100	New Orleans	LA	70112	568-6611		
59	Mr. Jeb Bruneau	Lakeview Civic Association	7038 General Haig Street	New Orleans	LA	70124	283-8634		<a href="mailto:jebbruneau@hotmail.com">jebbruneau@hotmail.com</a>
60	Mr. Paul Richard	Latter & Blum Realty	800 Common Street	New Orleans	LA	70112	504-569-9329		<a href="mailto:pginvest@hotmail.com">pginvest@hotmail.com</a>
61	Mr. Bruce White	Louisiana Outdoor Volleyball Association	312 Marguerite Road	Metairie	LA	70003	736-0588	736-0649	<a href="mailto:white@coconutbeachnola.com">white@coconutbeachnola.com</a>
62		Louisiana Restaurant Association	2700 N. Arnoult Rd.	Metairie	LA	70002	454-2277		
63	Hon. Julie Quinn	Louisiana Senate District 6	P.O. Box 9565	Metairie	LA	70005	831-6767		
64	Ms. Synthia Marceline	Louisiana State Land Office	P.O. Box 44124	Baton Rouge	LA	70804			
65		Louisiana Weekly	2215 Pelopidas Street	New Orleans	LA	70122	282-3705		

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	<b>Name</b>	<b>Association</b>	<b>Mailing Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>	<b>Phone</b>	<b>Fax</b>	<b>E-mail</b>
66	Mr. Mark Schexnayder -Coastal Advisor for Metropolitan New Orleans	LSU AG Center	6640 Riverside Drive, Suite 200	Metairie	LA	70003	838-1170		
67	Ms. Margaret Saux	Mariners' Cove Townhomes Association, Inc.	7 Drifter Lane	New Orleans	LA	70124	931-8131		
68	Ms. Mary Haydel	Mariners' Cove Townhomes Association, Inc.	6 Mariners' Cove N.	New Orleans	LA	70124	931-8131		
69	Owners Association	Marseilles Condominiums	232 Lake Marina Avenue	New Orleans	LA	70124			
70		Mayer Marine	406 S. Roadway	New Orleans	LA	70124	282-1700		
71	Gregg Soll, Director	Metro Section LA APA	400 No. Peters Street	New Orleans	LA	70130	523-5511	523-5522	<a href="mailto:gsoll@urbansystems.com">gsoll@urbansystems.com</a>
72		Murray Yacht Sales	7356 W. Roadway	New Orleans	LA	70124	283-2507		
73	Ms. Stacey Shane-Schott	National Home Builders Association	3295 N. I-10 Service Rd Ste 105	Metairie	LA	70002	504-885-4885		<a href="mailto:stacey@1st-lake.com">stacey@1st-lake.com</a>
74	Sandra Gunner, President and CEO	New Orleans Chamber of Commerce	1515 Poydras Street	New Orleans	LA	70112			<a href="mailto:SMGunner@aol.com">SMGunner@aol.com</a>
75	Hon. Jay Batt	New Orleans City Council, District A	1300 Perdido St., Suite 2W80	New Orleans	LA.	70112	658-1010		<a href="mailto:aeamato@cityofno.com">aeamato@cityofno.com</a>
76	Mr. Mark Singletary	New Orleans CityBusiness	111 Veterans Blvd.	Metairie	LA	70005	834-9292		
77	Stephen Perry, Director	New Orleans Convention & Vistors Bureau	2020 St. Charles Ave.	New Orleans	LA.	70130	566-5050		<a href="mailto:aday@neworleanscyb.com">aday@neworleanscyb.com</a>
78	Ms. Jennifer Brusly	New Orleans Department of Public Works							
79	Mr. Frank Trapani	New Orleans Metropolitan Association of Realtors	3645 N I-10 Service Rd.	Metairie	LA	70002	504-885-3200		<a href="mailto:ftapani@latterblum.com">ftapani@latterblum.com</a>
80	Ms. Diana LeBlanc	New Orleans Metropolitan Association of Realtors	3645 N I-10 Service Rd.	Metairie	LA	70002	504-885-3200		<a href="mailto:diana@nomar.org">diana@nomar.org</a>
81		New Orleans Municipal Yacht Harbor	401 N. Roadway	New Orleans	LA	70124	288-1431		
82		New Orleans Municipal Yacht Harbor	401 N. Roadway	New Orleans	LA	70124	288-1431		
83	Ann MacDonald, Director	New Orleans Parks and Parkway Department	2829 Gentilly Blvd.	New Orleans	LA	70122	286-2100		
84	Keith Bleichner	New Orleans Parks and Parkway Department	2829 Gentilly Blvd.	New Orleans	LA	70122	658-2176	658-2301	<a href="mailto:kbleichner@cityofno.com">kbleichner@cityofno.com</a>
85		New Orleans Power Squadron	7601 Breakwater Drive	New Orleans	LA	70124	282-9339		
86	Lora Johnson, Director	New Orleans Recreation Department	1340 Poydras Street	New Orleans	LA	70112	658-3000	299-4197	
87	G. Joseph Sullivan, General Superintendent	New Orleans Sewerage and Water Board	625 St. Joseph Street Rm 311	New Orleans	LA	70130	585-2365	585-2429	
88	Darrel J. Saizan, Jr., Commissioner	Orleans Levee District	P.O. Box 8383	New Orleans	LA	70182	522-5224	528-1696	
89	Al Pappalardo, Real Estate Advisor	Orleans Levee District	5557 Canal Boulevard	New Orleans	LA	70124	243-4000		
90	Louis J. Capo	Orleans Levee District	6001 Stars and Stripes Blvd	New Orleans	LA	70126	225-763-2040	246-8711	<a href="mailto:lcapo@orleansleveeboard.com">lcapo@orleansleveeboard.com</a>
91	Darrel J. Saizan, Jr., Commissioner	Orleans Levee District	P.O. Box 8383	New Orleans	LA	70182	522-5224	528-1696	
92	Michael McCrossen, Commissioner	Orleans Levee District	6001 Stars and Stripes Blvd. Suite 202	New Orleans	LA	70126	833-4365	833-1079	
93	Al Pappalardo, Real Estate Advisor	Orleans Levee District	5557 Canal Boulevard	New Orleans	LA	70124	243-4000		
94		Pier 8	318 Lake Marina Blvd.	New Orleans	LA	70124			
95	Patricia Gay, Executive Director	Preservation Resource Center	923 Tchoupitoulas Street	New Orleans	LA	70130	636-3050		<a href="mailto:pgay@prcno.org">pgay@prcno.org</a>
96		Quantum Sails	404 S. Roadway	New Orleans	LA	70124	283-4058		
97		Regions Bank	101 W. Robert E. Lee Blvd.	New Orleans	LA	70124	561-7442		
98		Ringlettts							
99		Schubert's Marine	126 S. Roadway	New Orleans	LA	70124	282-8136		
100		Sintes Boat Works	7385 W. Roadway	New Orleans	LA	70124	288-7281		
101	Mr. Bill Borah	Smart Growth for LA	533 Esplanade Ave.	New Orleans	LA.	70116	944-4010		
102	Ms. Pam Dashiell	Smart Growth Louisiana	6029 Dauphine Street	New Orleans		70117	277-3218		<a href="mailto:orleans205@yahoo.com">orleans205@yahoo.com</a>
103		Southern Yacht Club	105 N. Roadway	New Orleans	LA	70124	288-4200		
104	Ms. Catherine Campanella	St. Philip Neri School	6600 Kawanee Ave	Metairie	LA	70003	887-5600		<a href="mailto:ccampanella@stphilipneri.org">ccampanella@stphilipneri.org</a>
105	Hon. John LaBruzzo	State Representative, Dist. 81	3331 Severn Ave., Ste. 204	Metairie	LA	70002	833-7788	212-7644	
106	Hon. Peppi Bruneau	State Representative, Dist. 94	145 Robert E. Lee Blvd. - Suite 206	New Orleans	LA	70124	288-1200		<a href="mailto:peppi@peppibruneau.com">peppi@peppibruneau.com</a>
107	Ms. Barbara Spencer	The Brown Foundation Center	320 Old Hammond Highway, Suite 500	Metairie	LA	70005	834-3433		
108		The Dock	1926 West End Park	New Orleans	LA	70124	284-3625		
109	Connie Montgomery	The Millenium Group I, LLC	1107 South Peters Street	New Orleans	LA	70130			
110	Mr. Mark Schlefstein	The Times-Picayune	3800 Howard Avenue	New Orleans	LA	70125	826-3300		
111	Ms. Sheila Grissett	The Times-Picayune	3800 Howard Avenue	New Orleans	LA	70125	826-3300		
112	Mr. Bruce Eggler	The Times-Picayune	3800 Howard Avenue	New Orleans	LA	70125	826-3300		
113	Larry Schmidt, Director	Trust for Public Land	1137 Baronne St.	New Orleans	LA	70113	620-5142		<a href="mailto:Larry.Schmidt@tpl.org">Larry.Schmidt@tpl.org</a>
114									
115	CWO2 Daniel L. Brooks, Commanding Officer	U.S. Coast Guard Station New Orleans	201 Hammond Hwy	Metairie	LA	70005	846-6140	846-6191	
116		UK Sailmakers New Orleans	400 S. Roadway	New Orleans	LA	70124	283-3135		
117	Renee Reese, District Council Coordinator	ULI Louisiana District Council	P.O. Box 2088	Slidell	LA	70459	985-649-8350		<a href="mailto:crwarren2923@yahoo.com">crwarren2923@yahoo.com</a>
118	Ms. Jane Brooks, Urban Planning Coordinator	UNO- CUPA	2000 Lakeshore Drive, 308 Math Bldg.	New Orleans	LA.	70148	280-6514		<a href="mailto:jsbrooks@uno.edu">jsbrooks@uno.edu</a>
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120	Mr. Jim Amdal	UNO/CUPA		New Orleans		70130	539-9466		<a href="mailto:jamdal@uno.edu">jamdal@uno.edu</a>
121	Ms. Joan Exnicios	US Army Corps of Engineers - Planning Division	P.O. Box 60267	New Orleans	LA	70160			
122	Mr. Marshall Hevron	US Senator Mary Landrieu's Office	500 Poydras Street, Suite 1010	New Orleans	LA	70130	589-2427		
123		WDSU News Channel 6	846 Howard Avenue	New Orleans	LA	70113	679-0600		
124	Mr. George Werner	West End Business Association	1413 Seminole Avenue	Metairie	LA	70005	504-289-2036		
125		West End Tennis Club	1 Mariners Cove	New Orleans	LA	70124	283-9303		
126	Mr. Curt Sprang	WGNO TV ABC 26	1400 Poydras St.	New Orleans	LA	70112	525-3838		
127	Michael Pou, Senior Vice President	Whitney National Bank	228 St. CharlesAve., Suite 328B	New Orleans	LA	70130	552-4617		<a href="mailto:mpou@whitneybank.com">mpou@whitneybank.com</a>
128	Mr. Rob Masson	WVUE -Fox 8	1025 S. Jefferson Davis Prkwy	New Orleans	LA	70125	504-483-1513		<a href="mailto:rmasson@wvue.emmis.com">rmasson@wvue.emmis.com</a>
129		WWL-TV	1024 N. Rampart Street	New Orleans	LA	70116	529-4444		
130	Ms. Zella May	Z Group, LLC	319 14th Street	New Orleans	LA	70124	494-4463		<a href="mailto:zella@zgroup.cjb.net">zella@zgroup.cjb.net</a>
131	US Senator David Vitter		2800 Veterans Boulevard- Suite 201	Metairie	LA	70002	589-2753	589-2607	
132	Ms. Nancy Simoneaux		6878 Memphis Street	New Orleans	LA	70124			



**Via fax, e-mail and mail**

RE: West End Redevelopment Plan  
Community Charrette

Dear \_\_\_\_\_:

As you may already be aware, there has been much public interest in revitalizing and redeveloping the West End area near Lake Pontchartrain. The Regional Planning Commission (RPC) was recently awarded a "Smart Growth" grant from the U.S. Environmental Protection Agency (EPA) to address land use and redevelopment options in West End. The first phase of the project is the completion of a land use and site plan analysis for the area (the study area roughly borders Lake Pontchartrain to the north, West End Park to the east, the flood protection levee to the south, and the 17th Street Canal to the west). Hurricane Katrina had put this planning process on hold, but the damage done to West End Area in general (and our study area in particular) makes this planning for the redevelopment of West End even more important and urgent.

The RPC will hold a two-day community charrette on March 10th and 11th, and is seeking involvement from agency officials, elected officials, area businesses and residents in development of this land use and site plan analysis. The details of the charrette are as follows:

**Friday, March 10th**

**Day 1 Charrette Session: West End Presentation**

**7:00 PM to 9:00 PM**

**Marie Riviere Elementary School Cafetorium**

**1564 Lake Avenue**

**Metairie, LA 70005**

This session will give a project background on both West End and on Smart Growth, as well as an opportunity for informal questions and answers.

**Saturday, March 11th**

**Day 2 Charrette Session: Site Planning Workshop**

**8:30 AM to 5:00 PM**

**Marie Riviere Elementary School Cafetorium**

**1564 Lake Avenue**

**Metairie, LA 70005**

This session will include an overview of strengths, weaknesses, opportunities and threats for the study area. The remainder of the day will be spent developing renderings depicting the ideal and constrained redevelopment models, and a working design session that will last most of the day. Two unified site plans will be developed using the input of all present. A "working lunch" will be served as a part of the site planning workshop.

An agenda for the community charrette is attached.

**We invite you to attend this Community Charrette, and also to spread the word of the charrette to co-workers, neighbors and other interested parties.**

Attendees are welcomed to attend either one or both sessions, and are encouraged to participate for as long as they desire or are able.

I thank you in advance for your participation, and look forward to seeing you at the charrette. If you have any questions, please feel free contact our project manager, Mr. Bruce Richards of N-Y Associates, at (504) 885-0500.

Sincerely,

Walter Brooks  
Executive Director  
Regional Planning Commission

# **West End Redevelopment** **Community Charrette Agenda**

## **Agenda**

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**FRIDAY, MARCH 10<sup>TH</sup>, 2006**  
**7:00 PM TO 9:00 PM**

**Marie Riviere Elementary School Cafetorium**  
**1564 Lake Avenue, Metairie, La 70005**

### ***West End Presentation***

1. Welcome and Introductions
2. Project Background
  - Purpose of Project
  - Primer on Smart Growth
  - West End Redevelopment Plan Overview
3. Format/Agenda for Site Planning Workshop Session for Saturday
4. Open Period for Comments and Questions
5. Adjourn

**SATURDAY, MARCH 11<sup>TH</sup>, 2006 - 8:30 AM TO 5:00 PM**  
**Marie Riviere Elementary School Cafetorium**  
**1564 Lake Avenue, Metairie, La 70005**

*Site Planning Workshop*

**8:30 AM to 9:15 AM - Preparation**

1. Welcome and Introductions
2. Brief Recap of West End Presentation
3. Format/Agenda for Site Planning Workshop

**9:15 AM to 2:30 PM – Working Design Session**

Attendees will break into individual groups. These groups will each be assigned a designer, technical advisor, and scribe or note-taker from the project team. Each group will be given a basic overview of existing Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis), and this SWOT analysis, ideas of the participants, and knowledge of the project team and participants will be applied to a working design for West End.

**Noon:** Lunch will be provided to all participants. Please note that this is will be a working lunch.

**2:30 – 4:30 PM – Plan Review and Amalgamation**

At 2:30, each group will briefly present (5-10 minutes each) their vision plan for the redevelopment of West End. Following the review of these plans, the designers will work on amalgamating all ideas into 2 models—a constrained plan (based on scribe notes) and an ideal plan (based on all groups' vision plans). Narratives will describe a preferred site development strategy, land use components (mix, number of units), neighborhood character, and any other pertinent issues relating to the site plan.

**4:30 PM to 5:00 PM - Plan Presentation**

Site plans and narrative(s) will be presented to the gathered assembly for final review and comment.

**5:00 PM Adjourn**

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METAIRIE, LA. 70005 RESTAURANT
4. AMELIA URRATE —
5. Michael & Lois LeBrun 409 Elmwood Ave (504) 834-8188  
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## Opportunities for Green Building Funding

### April 10, 2006

Organization	Program	Description	Hyperlink
<b>National Programs</b>			
<b>General Funding Websites</b>			
Department of Health and Human Services	Grants.gov	"Grants.gov allows organizations to electronically find and apply for Federal grants. Grants.gov is the single access point for over 1,000 grant programs offered by all Federal grant-making agencies."	<a href="http://www.grants.gov/">http://www.grants.gov/</a>
General Services Administration	Catalog of Federal Domestic Assistance	"The online Catalog of Federal Domestic Assistance (CFDA) provides access to a database of all Federal assistance programs available to State and local governments; Tribal governments; Territories and possessions; domestic public, quasi-public, and private profit and nonprofit organizations and institutions; specialized groups; and individuals."	<a href="http://www.cfda.gov/">http://www.cfda.gov/</a>
<b>Guides of National Green Building Programs</b>			
Department of Energy's Office of Energy Efficiency and Renewable Energy, Western Regional Office	Financial Opportunities	"The Western Regional Office of the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy compiles and distributes information and summaries on funding opportunities for energy efficiency, renewable energy, and the environment."	<a href="http://www.eere.energy.gov/regions/western/financial_opps.html">http://www.eere.energy.gov/regions/western/financial_opps.html</a>
The Local Government Commission	Financing and Project Assistance for Energy Efficiency in Buildings	"The Local Government Commission (LGC) is a nonprofit, nonpartisan, membership organization that provides inspiration, technical assistance, and networking to community leaders who are working to create healthy, walkable, and resource-efficient communities."	<a href="http://www.lgc.org/freepub/energy/funding.html">http://www.lgc.org/freepub/energy/funding.html</a>
Smart Communities Network	Funding Opportunities	"List of public and private sources for grants and other funding opportunities for research and building projects in sustainable design and development,	<a href="http://www.smartcommunities.ncat.org/management/fi_nancl.shtml">http://www.smartcommunities.ncat.org/management/fi_nancl.shtml</a>

## Opportunities for Green Building Funding

### April 10, 2006

Organization	Program	Description	Hyperlink
		municipal energy financing and other partnership opportunities.”	
The Funders' Network	Green Building Projects	“The Funders' Network for Smart Growth and Livable Communities is a non-partisan, not-for-profit organization that exists to inspire, strengthen and expand philanthropic leadership and funders' abilities to support organizations working to improve communities through better development decisions and growth policies.”	<a href="http://www.fundersnetwork.org/">http://www.fundersnetwork.org/</a>  Select “Resources” in the menu, “Green Building” under “Funders' Network Projects”
<b>National Green Building Programs</b>			
Department of Energy	Energy Efficiency and Renewable Energy Financial Opportunities	“The Office of Energy Efficiency and Renewable Energy (EERE) works with business, industry, universities, consumers, States, Tribes, and others to increase the use of renewable energy and energy efficiency technologies. EERE offers financial assistance opportunities for their development and demonstration.”	<a href="http://www.eere.energy.gov/financing/">http://www.eere.energy.gov/financing/</a>
Enterprise and The Natural Resources Defense Council	Green Communities	“Green Communities is a five-year, \$555 million initiative to build over 8,500 environmentally healthy homes for low-income families. The initiative provides grants, financing, tax-credit equity, and technical assistance to developers who meet the criteria for affordable housing that promotes health, conserves energy and natural resources, and provides easy access to jobs, schools and services.”	<a href="http://greencommunitiesonline.org/">http://greencommunitiesonline.org/</a>
Fannie Mae	Environmentally Efficient Housing Programs	“The Housing and Environment Initiative is a menu of mortgage options designed to expand homeownership opportunities while promoting the design, construction, and purchase of more environmentally efficient homes. The initiative addresses energy- and resource-efficient design and	<a href="http://www.fanniemae.com/housingcommdev/solutions/environment.jhtml">http://www.fanniemae.com/housingcommdev/solutions/environment.jhtml</a>

## Opportunities for Green Building Funding

### April 10, 2006

Organization	Program	Description	Hyperlink
		construction, smart growth, and sustainable communities.”	
The Home Depot Foundation	Affordable Housing, Built Responsibly and Healthy Community and Wildland Forests Initiatives	“The Home Depot Foundation assists organizations that are directing efforts toward sustaining natural resources. The Home Depot Foundation considers requests for grants to: 1) conserve forestlands and/or promote responsible forestry management and 2) encourage green building and sustainable design in affordable housing.”	<a href="http://www.homedepotfoundation.org/hfus/enus/initiatives.html">http://www.homedepotfoundation.org/hfus/enus/initiatives.html</a>
Kresge Foundation	Green Building Initiative	“The Kresge Foundation encourages nonprofit leaders to examine their building planning and design processes so that they can assess the environmental impact of their facilities. Specifically, the Kresge Foundation provides planning and bonus grants that are available to non-profit organizations.”	<a href="http://www.kresge.org/initiatives/index.htm">http://www.kresge.org/initiatives/index.htm</a>
<b>State &amp; Local Programs</b>			
<b>Guides of State and Local Green Building Programs</b>			
Department of Energy	Database of State Incentives for Renewable Energy	“The Database of State Incentives for Renewable Energy (DSIRE) is a comprehensive source of information on state, local, utility, and selected federal incentives that promote renewable energy.”	<a href="http://www.dsireusa.org/">http://www.dsireusa.org/</a>
U.S. Green Building Council	State and Local Toolkit	“Cities and regions across the country have led the way in incorporating green building into local ordinances, incentives and guidelines. The Council wants to share these examples with jurisdictions interested in starting their own green building programs. In making this information available, the Council hopes to reduce redundant start up efforts of new green building initiatives. This toolkit provides an invaluable summary of green building programs	<a href="http://www.usgbc.org/DisplayPage.aspx?CMSPageID=79&amp;">http://www.usgbc.org/DisplayPage.aspx?CMSPageID=79&amp;</a>

## Opportunities for Green Building Funding

### April 10, 2006

Organization	Program	Description	Hyperlink
		across the country that can empower public sector managers, architects, and engineers.”	
<b>Select State Green Building Programs</b>			
California Energy Commission	California’s Emerging Renewables Rebate Program	“The Emerging Renewables Program provides rebates to consumers who install qualifying renewable energy systems. Through this program, the Energy Commission provides funding to offset the cost of purchasing and installing new renewable energy systems using emerging renewable technologies.”	<a href="http://www.consumerenergycenter.org/erprebate/index.html">http://www.consumerenergycenter.org/erprebate/index.html</a>
California Energy Commission	Energy Efficiency Financing Program	“The Energy Efficiency Financing Program provides financing for schools, hospitals and local governments through low-interest loans for feasibility studies and the installation of energy-saving measures.”	<a href="http://www.energy.ca.gov/efficiency/financing/index.html">http://www.energy.ca.gov/efficiency/financing/index.html</a>
Maryland Energy Administration	Green Building Tax Credit	“Maryland provides a tax credit for the construction of green building. The credit is worth up to 8% of the total cost of the building. Buildings must be located in a priority funding area and be at least 20,000 square feet.”	<a href="http://www.energy.state.md.us/programs/commercial/greenbuilding/">http://www.energy.state.md.us/programs/commercial/greenbuilding/</a>
New Jersey Department of Community Affairs’ Office of Smart Growth	Smart Future Planning Grant Program	“The Smart Future Planning Grant program provides grants to municipalities, counties and non-profit agencies to help plan for the future. The program focuses on seven key categories: including green building.”	<a href="http://www.nj.gov/dca/osg/resources/grants/index.shtml">http://www.nj.gov/dca/osg/resources/grants/index.shtml</a>
New York State Department of Environmental Conservation	Green Building Tax Credit	“The Department manages and administers the Green Building Tax Credit program that provides tax credits to owners and tenants of green buildings which increase energy efficiency, improve indoor air quality, and reduce the environmental impacts of	<a href="http://www.dec.state.ny.us/website/ppu/grnbldg/index.html">http://www.dec.state.ny.us/website/ppu/grnbldg/index.html</a>

## Opportunities for Green Building Funding

### April 10, 2006

Organization	Program	Description	Hyperlink
		large commercial and residential buildings in New York.”	
<b>Select Local Green Building Programs</b>			
Arlington, VA: Department of Environmental Services	Green Building Incentive Program	“The Green Building Incentive program allows developers to request a slightly larger building than would normally be allowed by County Code if the project receives official LEED certification from the USGBC at one of the four LEED award levels.”	<a href="http://www.co.arlington.va.us/Departments/EnvironmentalServices/epo/EnvironmentalServicesEpoIncentiveProgram.aspx">http://www.co.arlington.va.us/Departments/EnvironmentalServices/epo/EnvironmentalServicesEpoIncentiveProgram.aspx</a>
Austin, TX	Energy’s Green Building Program	“List of hyperlinks to City rebate programs and loan information for residential, commercial and multi family green buildings.”	<a href="http://www.ci.austin.tx.us/greenbuilder/rebates.htm">http://www.ci.austin.tx.us/greenbuilder/rebates.htm</a>
Seattle, WA	City Light's Energy Smart Services	“Seattle City Light's Energy Smart Services offers financial incentives to help medium and large businesses reduce electricity use and save money. Incentive amounts can range as high as 70% of the installation cost, and are based on energy savings.”	<a href="http://www.cityofseattle.net/light/conserve/business/cv5_fi.htm">http://www.cityofseattle.net/light/conserve/business/cv5_fi.htm</a>





## Links to sustainable/hurricane proof building materials:

(Note: the EPA does not endorse any or recommend any one of these products over another)

<http://www.polysteel.com/> (building material)

<http://www.allbusiness.com/periodicals/article/485410-1.html> (interesting article on glass)

<http://www.planetizen.com/node/18500> (web forum about sustainable building and design, very good)

[http://realitytimes.com/rtcpages/20060105\\_passivesurvive.htm](http://realitytimes.com/rtcpages/20060105_passivesurvive.htm) (very good article with links to other sites)

<http://freshstart.ncat.org/articles/ptipub.htm> (sustainable manual)

<http://www.azobuild.com/news.asp?newsID=1771> (interesting article?)

<http://www.nola.com/realestate/t-p/index.ssf?/base/money-1/114266949831840.xml> (article from Times-Picayune)