



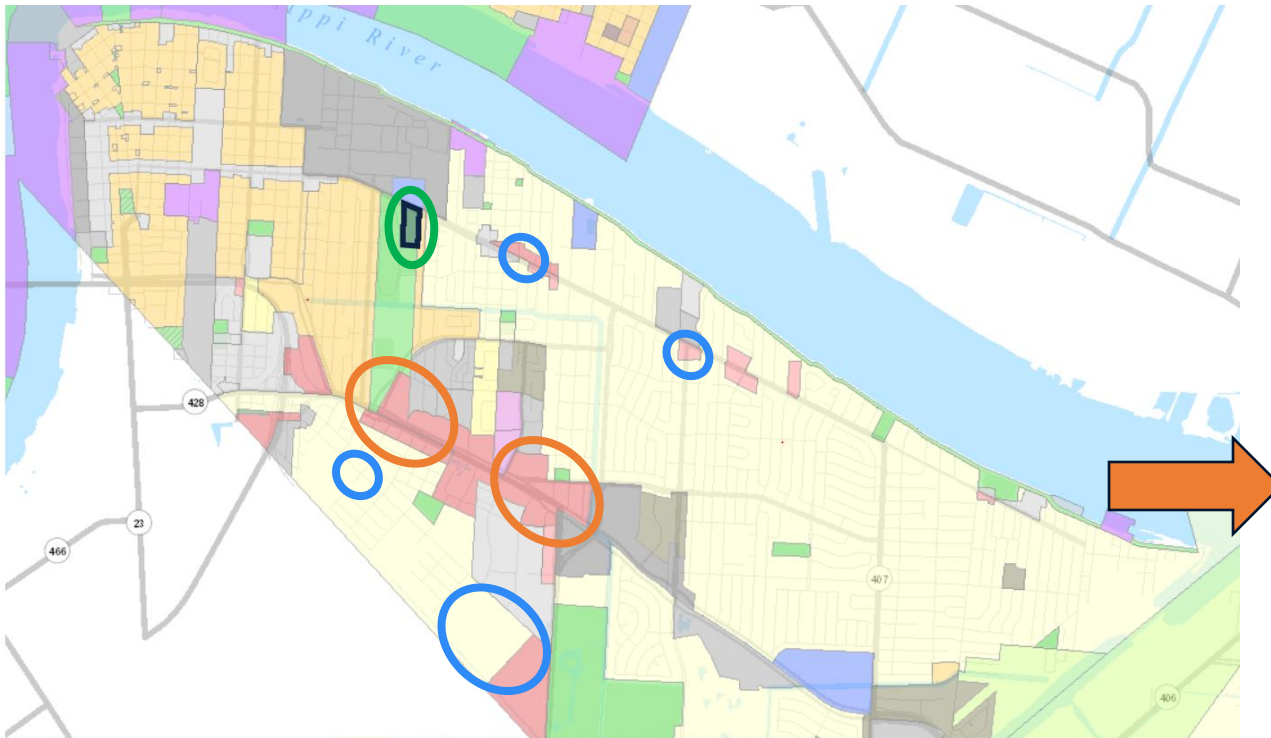
Master Plan Future Land Use Amendment Overview: District C

City of New Orleans

Office of Economic Development and the
Office of Community Assets and Investment

How the Future Land Use Map Shapes Development

The FLUM is defined by Chapter 13 of the Master Plan



MASTER PLAN	ZONING ORDINANCE
Defines the kinds of places that we value and want to see in the future	Establishes districts with rules that support these places
Describes the qualities and characteristics of these places	Establishes design standards that reinforce these qualities
Creates a land use map with the location of these places	Refines the land use map into specific zoning districts

Future Land Use Map and Zoning Alignment Chart:

<https://czo.nola.gov/appendix/>

FLUM Categories	General Commercial FLUM			Mixed Use FLUM**	
	Zoning	C-1	C-2	C-3	MU-1
Residential Uses*					
Single Family	Existing	Existing	Existing	P	P
Two-Family	Existing	Existing	Existing	P	P
Townhouse	-	-	-	P	P
Dwelling Above Groundfloor	C	C	C	P	P
Multifamily	Existing	Existing	Existing	P	P
Small Multifamily - Affordable	-	-	-	P	P
Residential Care Facility	P	P	-	P	P
Commercial Uses*					
Short-Term Rental, Large	-	-	-	P	P
Short-Term Rental, Small	-	-	-	P	P
Child Care, Small	P	P	P	P	P
Child Care, Large	P	P	P	P	P
Auditorium	-	-	-	P	P
Bar	C	P	P	C	P
Broadcast Studio	-	-	P	P	P
Drive-Thru Facility	-	P	P	C	C
Gas Station	C	P	P	C	C
Hotel / Motel	P	P	P	P	P
Live Performance Venue	C	C	P	C	P
Recreational Vehicle Park	-	C	C	-	-
Restaurant - Fast Food	P	P	P	C	P
Retail Sale of Packaged Liquor	C	C	P	C	C
Shooting Range	-	C	C	-	-

FLUM Categories	General Commercial FLUM			Mixed Use FLUM**	
	Zoning	C-1	C-2	C-3	MU-1
Industrial Uses*					
Brewery	P*	P*	P*	P* / C*	P*
Contractor Storage Center	-	C	C	-	-
Convenience Center	P	P	P	-	-
Distillery	P*	P*	P*	P* / C*	P*
Manufacturing, Artisan	-	-	P	P	P
Manufacturing, Light	-	-	C	P	-
Research and Development	-	P	P	P	-
Warehouse	-	P	C	P	-

15.7 VOLUNTARY INCLUSIONARY ZONING FOR COMMERCIAL CENTER AND INSTITUTIONAL CAMPUS DISTRICTS – C-1, C-2, C-3, MU-1, MU-2, AND LS

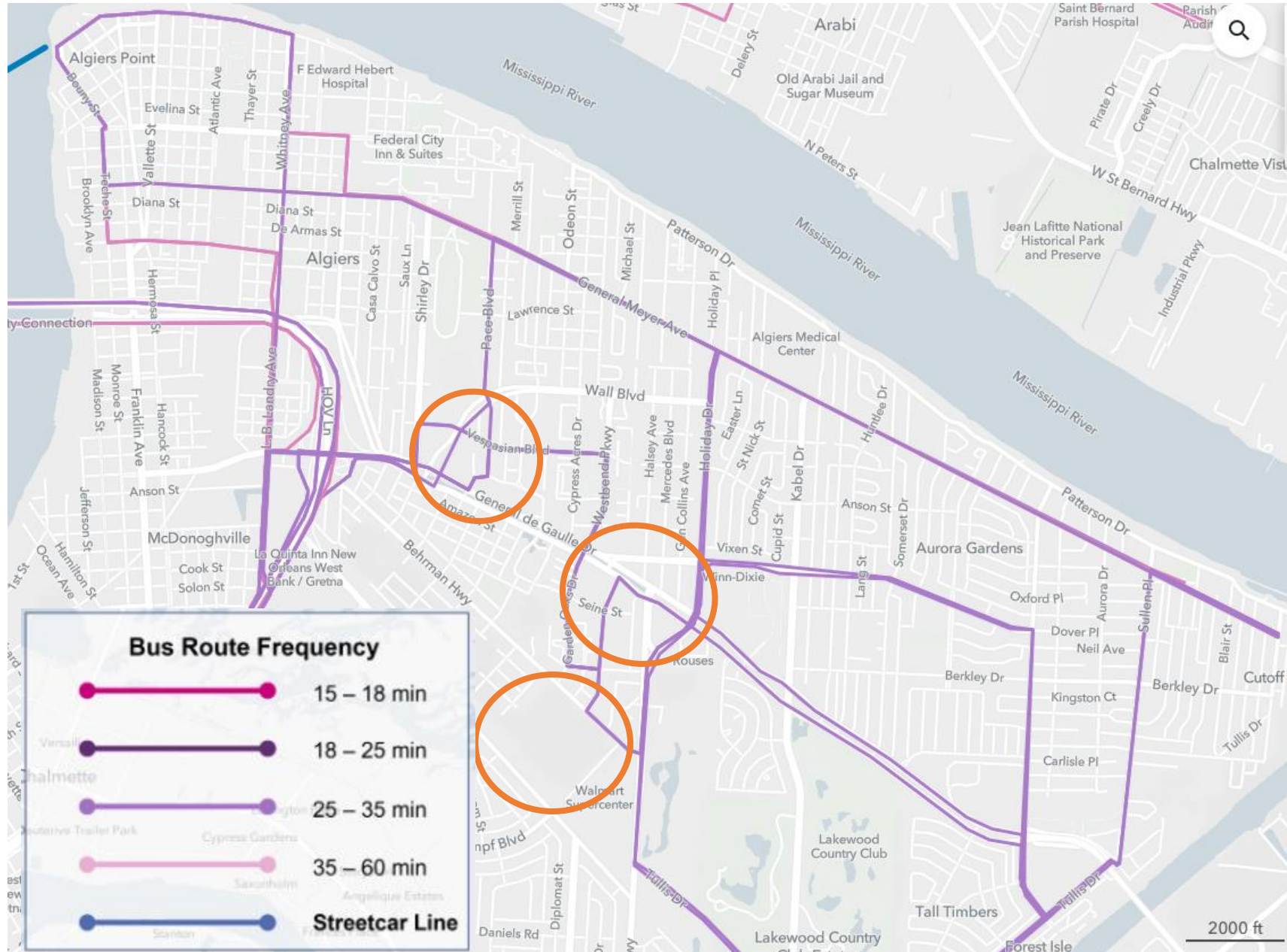
Properties not included in the Mandatory Inclusionary Zoning sub-districts or mapped for inclusion within the Mandatory Inclusionary Zoning sub-districts, may avail themselves to the provisions provided herein.

In order to incentivize the construction of multi-family housing with the inclusion of affordable housing units in the Commercial Center and Institutional Campus Districts, including the C-1 General Commercial, C-2 Auto-Oriented, C-3 Heavy Commercial, MU-1 Medium Intensity Mixed Use District, MU-2 High Intensity Mixed-Use Districts, and LS Life Science Mixed Use District, density bonus and parking reductions shall be granted in exchange for the voluntary provision of affordable dwelling units. Developments containing ten (10) or more dwelling units that set aside at least five percent (5%) of units at a sixty percent (60%) Area Median Income level may be awarded a maximum of thirty percent (30%) reduction in the minimum lot area per dwelling unit requirements. Multi-family developments providing affordable housing units subject to the off-street parking requirements of Article 22, shall be granted a minimum of ten percent (10%) and up to a maximum of thirty percent (30%) reduction of the required parking

* These are not the only Zoning Districts aligned with Mixed Use FLUM Designations

** This is not a comprehensive list of uses

The Connections between Transit and Future Land Use



What uses do not support walkable communities?
Gas stations, drive thrus, fast food, contractor storage, convenience center

How do we connect more communities through transit services?
Allowing housing density!

FLUM Amendments to Support Amenity and Transit Oriented Suburban Redevelopment

*Change Auto-Oriented, Heavy Commercial and *Underdeveloped* Post War Low Density Residential to support vibrant Mixed Use, Transit Oriented Communities*

- Introduce broader range of development opportunities on corridors with room to grow
- Allow mix of housing types in areas designated solely for auto-oriented commercial development
- Focused on corridors targeted for Bus Rapid Transit (BRT) and improved transit services and infrastructure through RTA

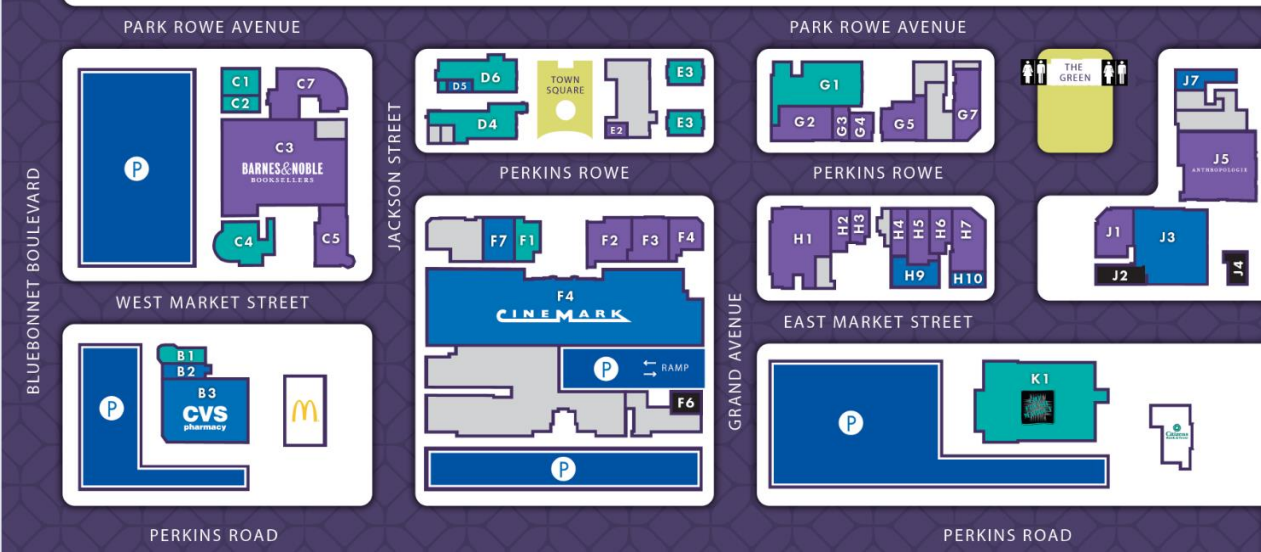


Source: Town Planning and Urban Design Collaborative

Example of Mixed Use development: Mueller Community in Austin, TX



Example of Mixed Use development: Perkin's Rowe, Baton Rouge

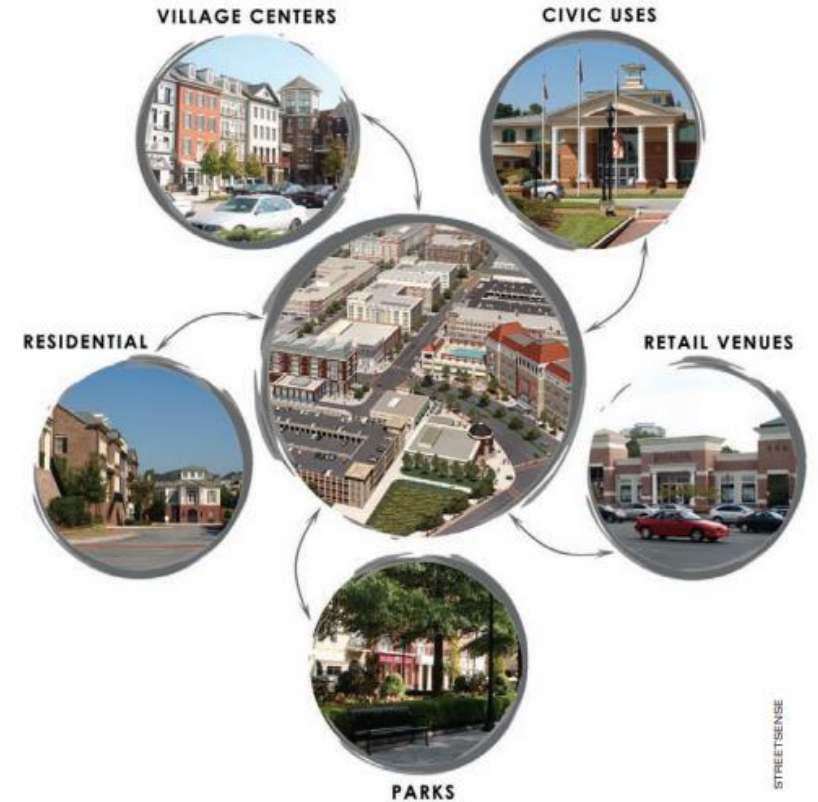


Other examples of Mixed Use Development

A merchandising plan considers the retail mix for target markets and the necessary balance of demographic and lifestyle groups.

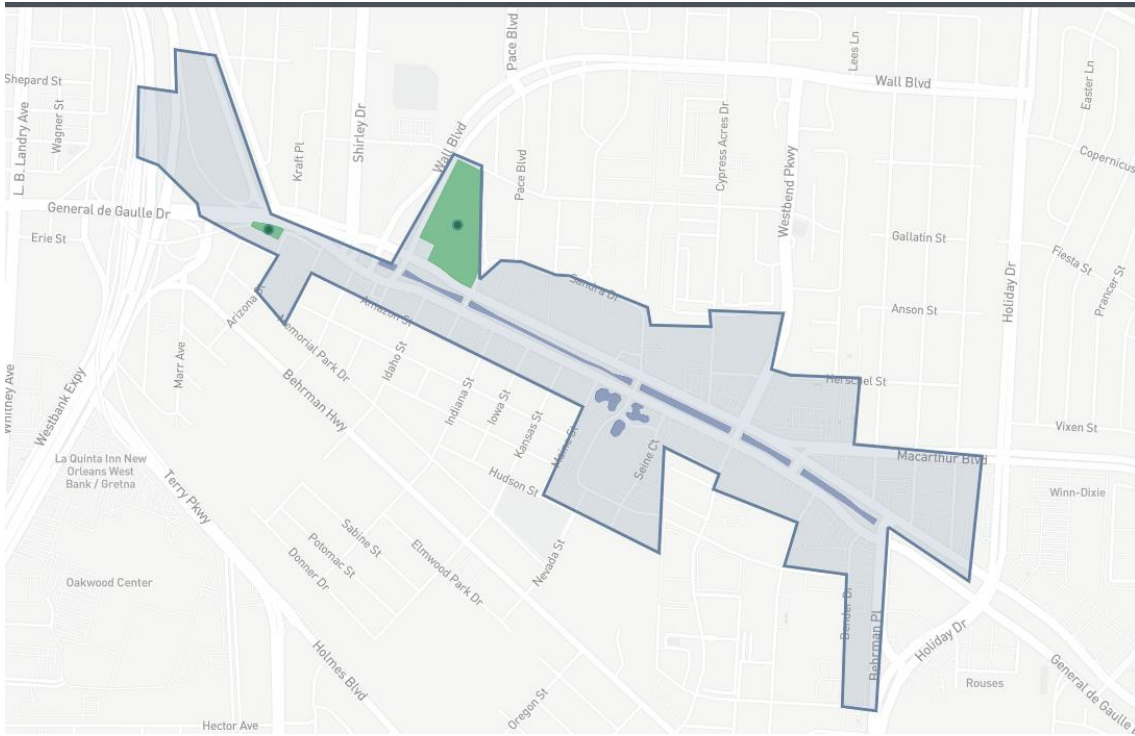
is to provide a town center that is greater than the sum of its parts.

In a mixed-use setting, retail uses drive residential and office uses. The retail component sets the tone of the general environment in two ways, through the tenant mix and through the nature of retail. First, through the tenant mix it makes a statement about the nature of the experience in the town center. Is entertainment offered through restaurants, bookstores, and cinemas? Performing arts or fine arts facilities also provide entertainment but generally do not keep people in the area if these retail components are not also present. Does the tenant mix include specialty stores? Are the tenants



Source: ULI. Ten Principles of Developing Successful Town Centers.

General DeGaulle Drive



City Owned Properties on General DeGaille

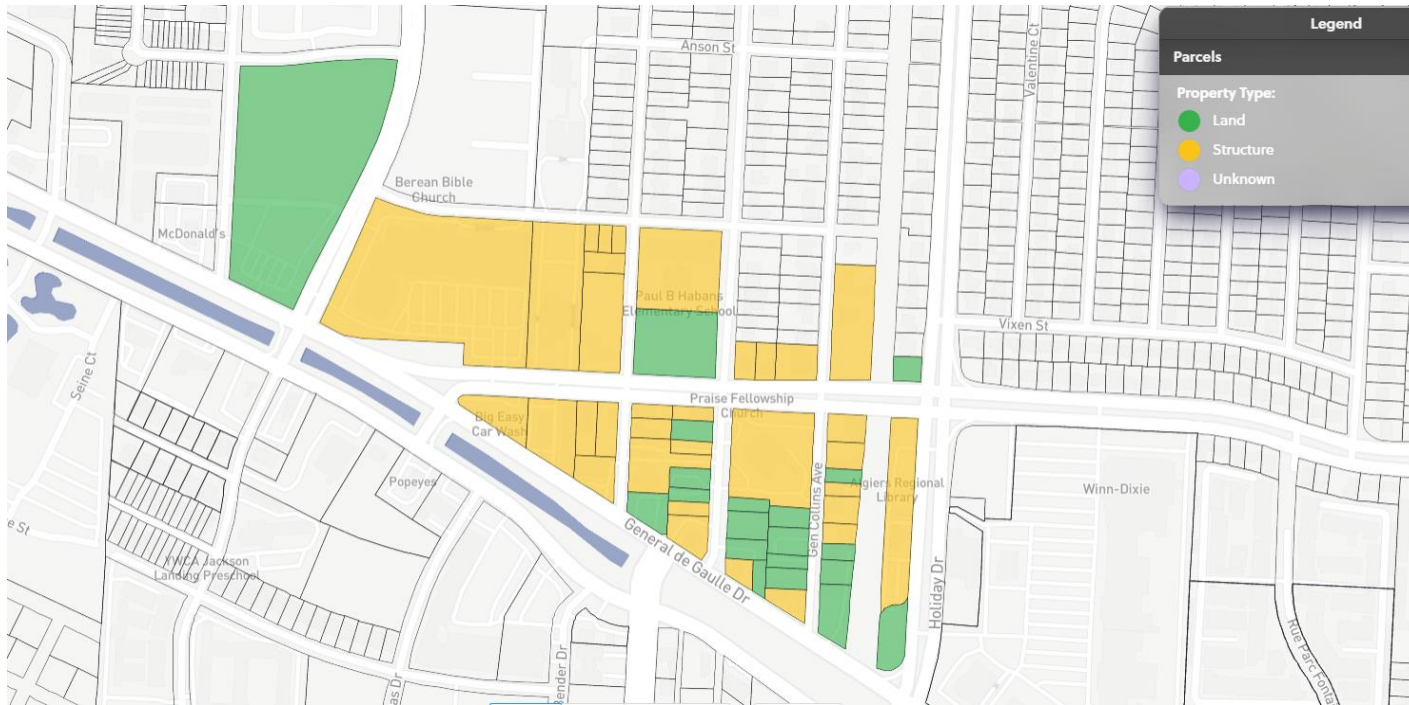
Recommendation: Amend FLUM from GC-General Commercial to MUH –Mixed Use High Density

GENERAL COMMERCIAL (GC)	S-LC Lake Area General Commercial District
	C-1 General Commercial District
	C-2 Auto-Oriented Commercial District
	C-3 Heavy Commercial District



MIXED-USE HIGH DENSITY (MUH)	HU-RM2 Multi-Family Residential District
	S-RM1 Multi-Family Residential District
	C-2 Auto-Oriented Commercial District
	C-3 Heavy Commercial District
	MU-2 High Intensity Mixed-Use District
	EC Educational Campus District
	MC Medical Campus District

Macarthur and General DeGaulle Split



RESIDENTIAL POST-WAR SINGLE-FAMILY (RSF-POST)

S-RS Single-Family Residential District
S-LRS1 Lakeview Single-Family Residential District
S-LRS2 Lake Vista and Lake Shore Single-Family Residential District
S-LRS3 Lakewood and Country Club Gardens Single-Family Residential District



Recommendation: Amend FLUM from GC-General Commercial to MUM – Mixed Use Medium Intensity

GENERAL COMMERCIAL (GC)	S-LC Lake Area General Commercial District
	C-1 General Commercial District
	C-2 Auto-Oriented Commercial District
	C-3 Heavy Commercial District



MIXED-USE MEDIUM DENSITY (MUM)	HU-RD2 Two-Family Residential District
	HU-RM1 Multi-Family Residential District
	HU-RM2 Multi-Family Residential District
	HU-B1A Neighborhood Business District
	HU-B1 Neighborhood Business District
	HU-MU Neighborhood Mixed-Use District
	S-RM1 Multi-Family Residential District
	S-LRM1 Lake Area Low-Rise Multi-Family Residential District
	S-LRM2 Lake Area High-Rise Multi-Family Residential District
	S-B1 Suburban Business District
	S-B2 Pedestrian-Oriented Corridor Business District
	S-LB2 Lake Area Neighborhood Business District
	S-LC Lake Area General Commercial District
	C-1 General Commercial District
	MU-1 Medium Intensity Mixed-Use District
	EC Educational Campus District
	MC Medical Campus District
	MS Medical Service District

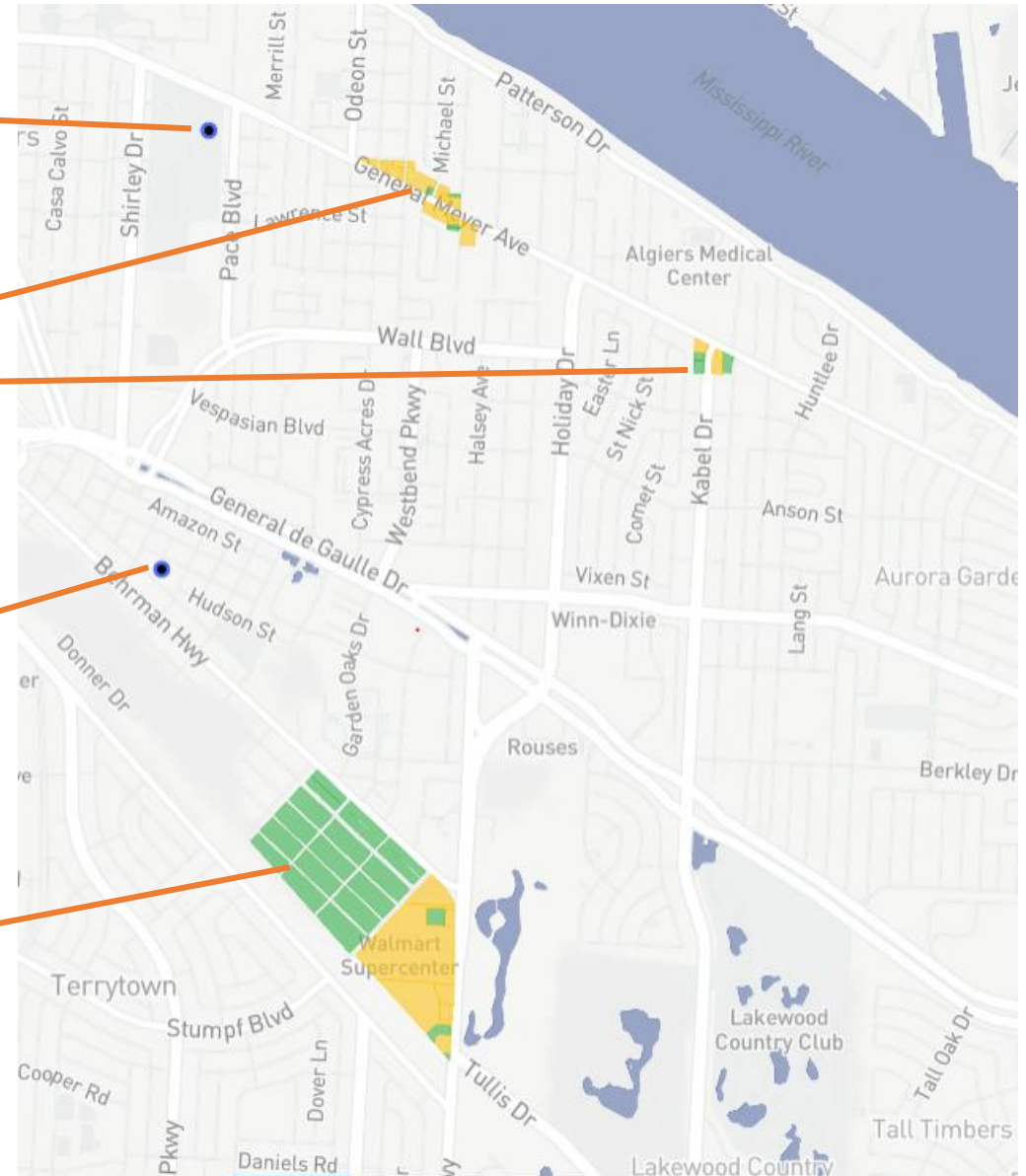
Other Areas Considered for FLUM Amendments

City Property: Touro-Shakespeare Site
Parks and Open Space > Mixed Use High Density

General Meyer - Neighborhood Commercial and C-1
GC > Mixed Use Medium

City Property: 2701 Seine Street
Residential Single Family-Post >
Residential Low Density-Post

Behrman Highway Opportunity Site
Underutilized Undeveloped lots adjacent
to S-RM2 Zoning District S-RS >
Mixed Use Medium Density



City Properties for FLUM Amendments

2701 Seine Street

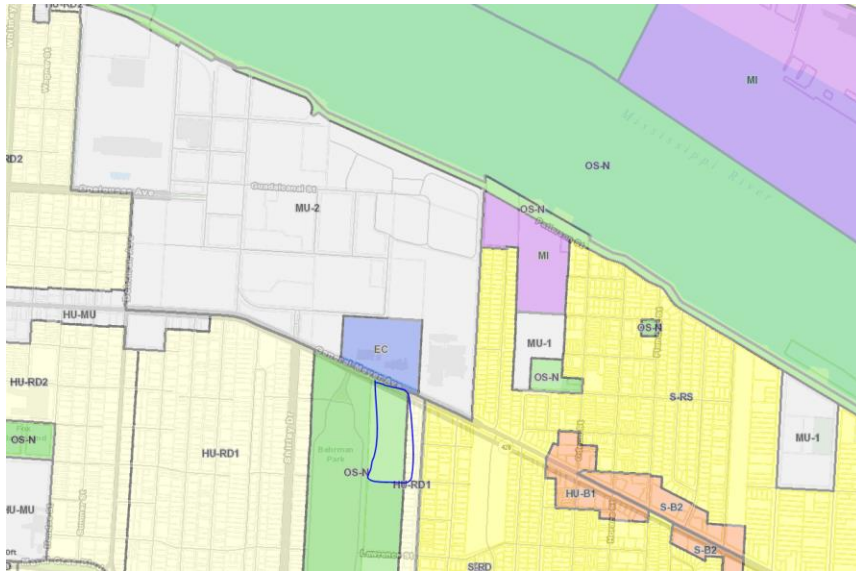
Recommendation: Amend FLUM from Residential Single Family-Post > Residential Low Density-Post



City Properties for FLUM Amendments

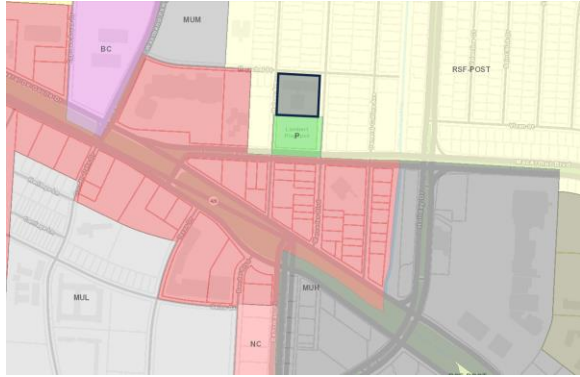
2621 General Meyer Ave Touro Shakespeare Property

City Property:
Parks and Open Space >
Mixed Use High Density



NOLA Schools FLUM Amendment Requests

Former Paul Habans Campus
3819 Herschel Street



Former Edna Karr Campus
3332 Huntlee Drive,
4934 Dover Place, 4935 Neil Ave.

