



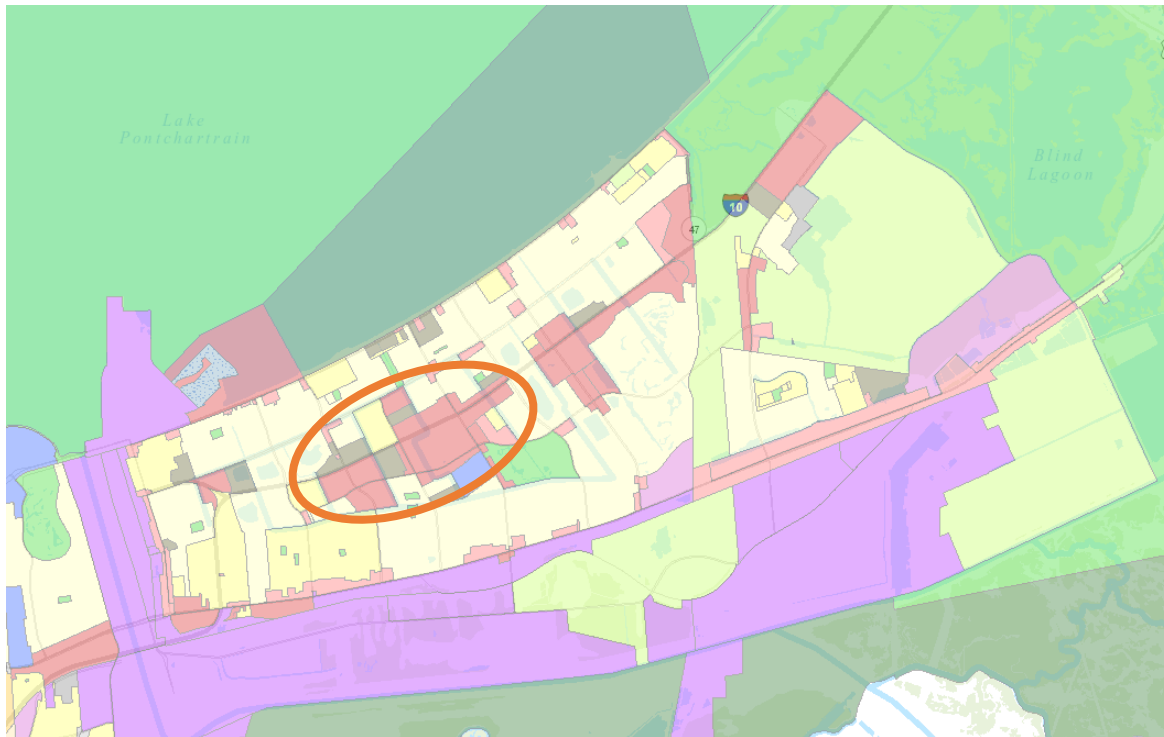
Master Plan Future Land Use Amendment Overview: District E

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

<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

The Connections between Transit and Future Land Use



- Other City Assets:**
- 115 NORA Properties
 - 3 HANO Properties
 - 6 city-managed parks and playspots

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*

- Aimed at bringing lacking amenities into disinvested communities with room to grow
- Allows housing development 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



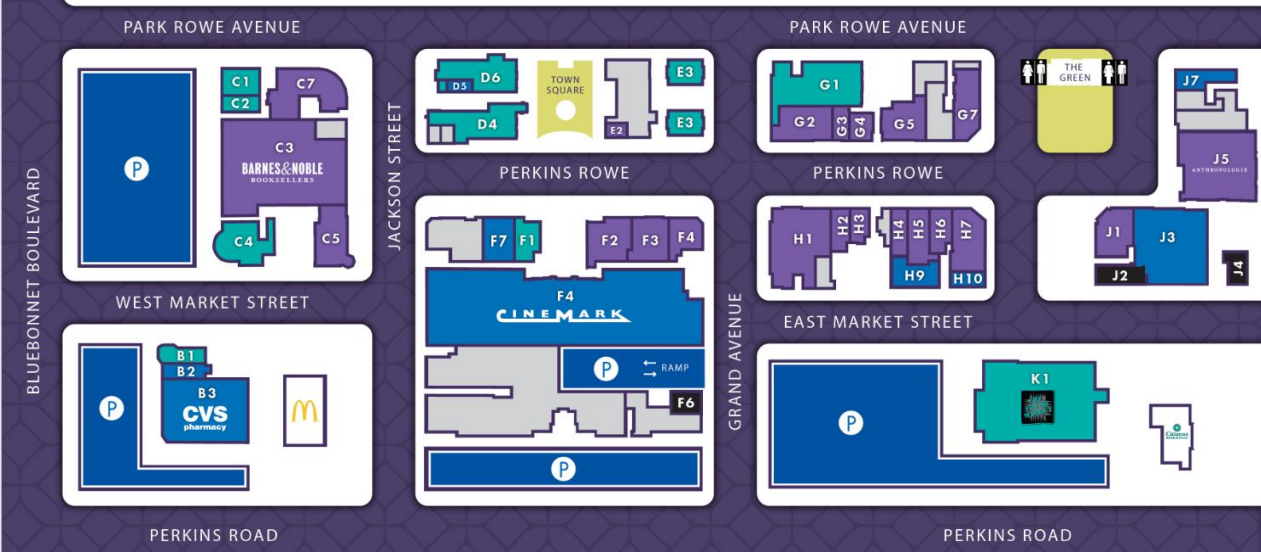
City owned property on Lake Forest Blvd.



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



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

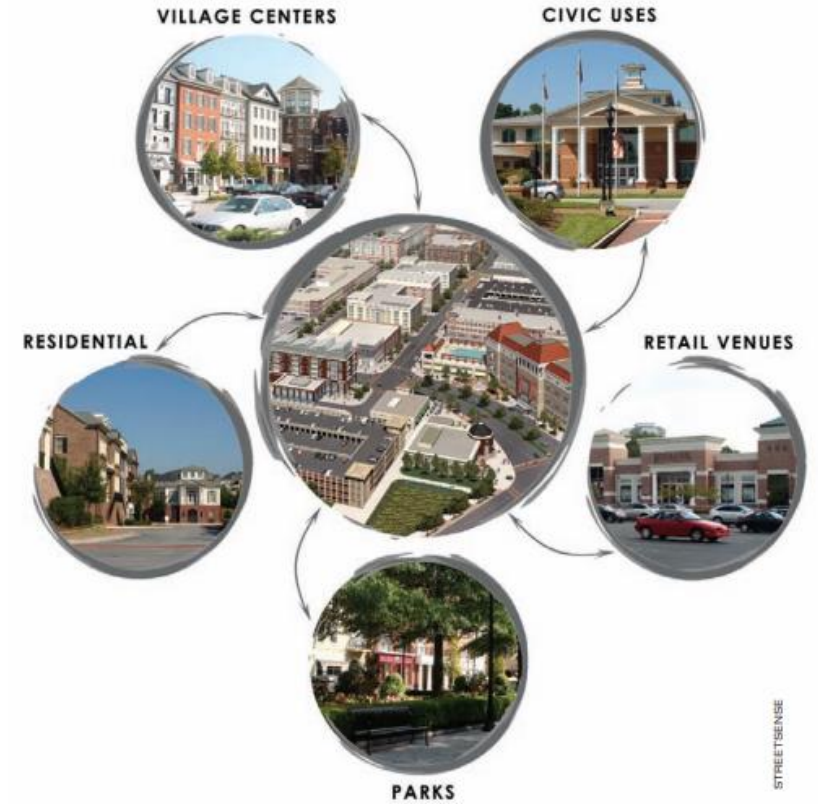


Other examples of Mixed Use Development

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

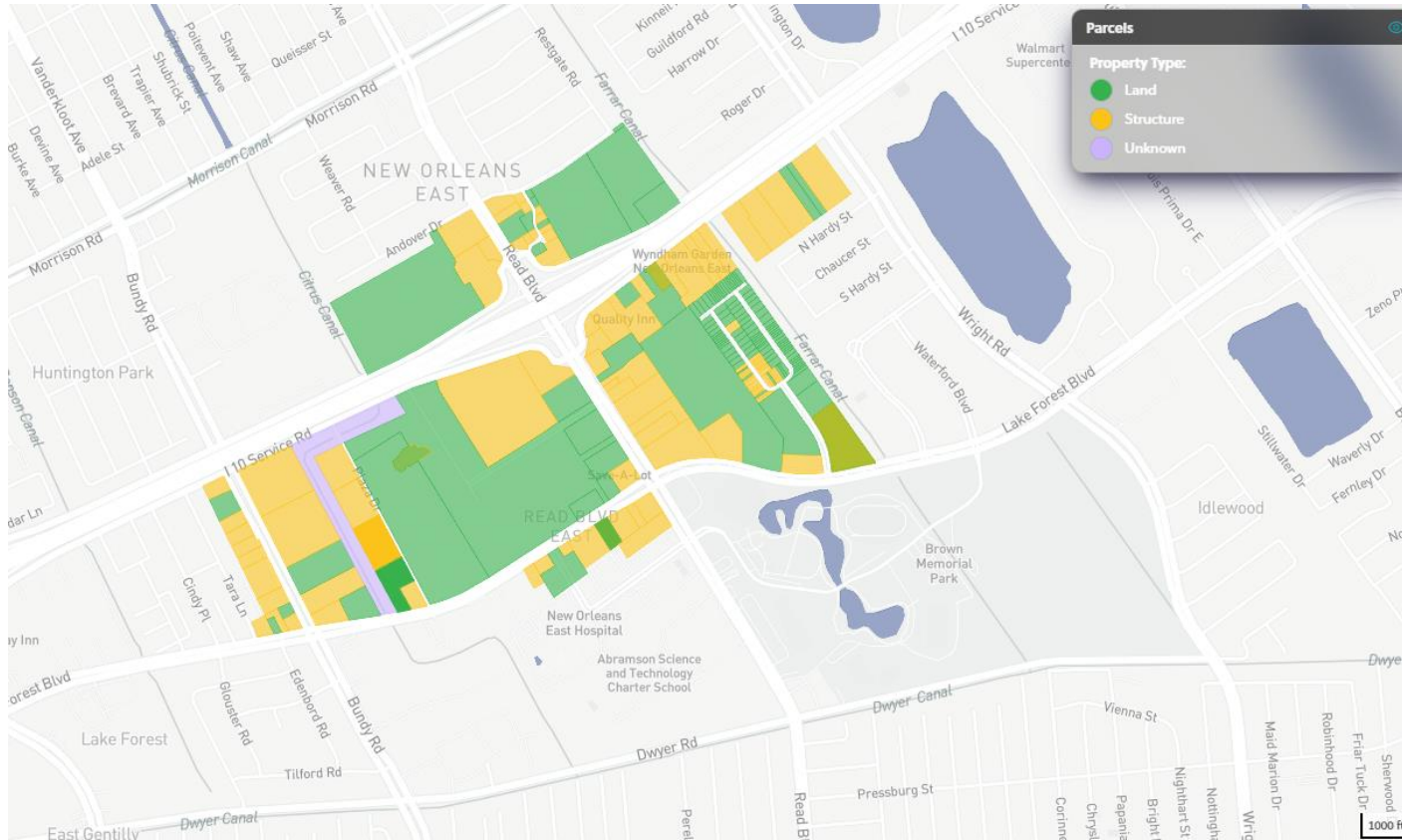


Source: ULI. Ten Principles of Developing Successful Town Centers.

Read Boulevard Transit Node

Recommendation:

Amend FLUM from GC General Commercial to MUH Mixed Use High Density

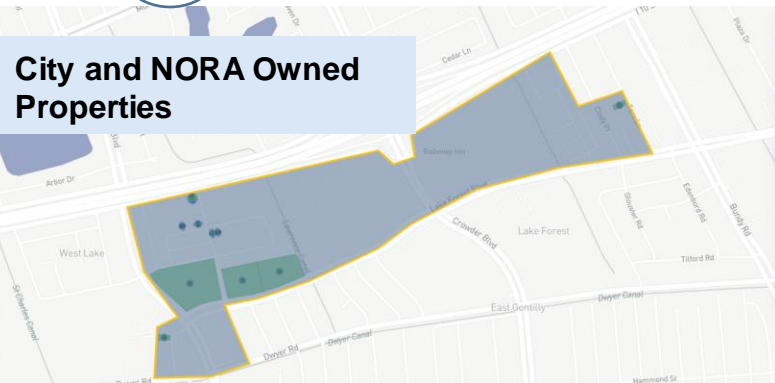
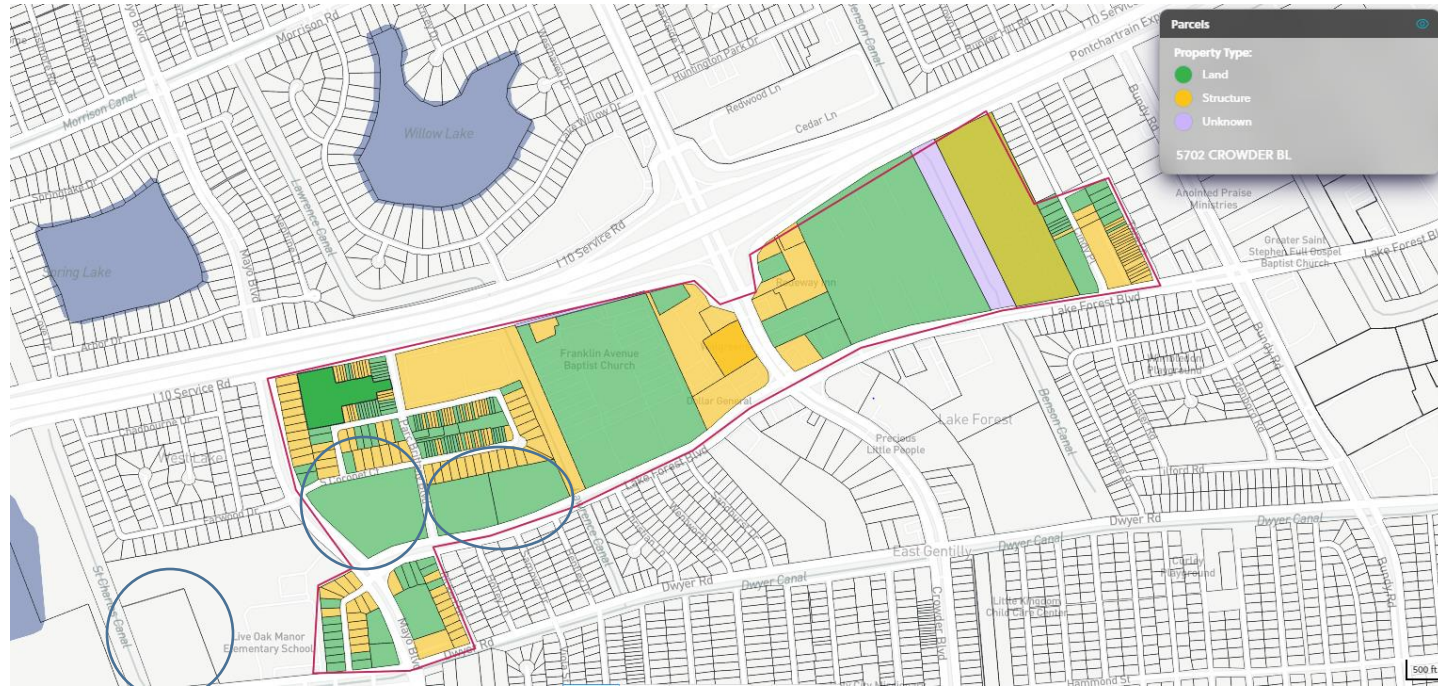


GENERAL COMMERCIAL (GC)	S-LC Lake Area General Commercial District
	C-1 General Commercial District
	C-2 Auto-Oriented Commercial District
	C-3 Heavy Commercial District



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

Lake Forest Boulevard Corridor



- RESIDENTIAL POST-WAR LOW DENSITY (RLD-POST)**
- S-RD Two-Family Residential District
- S-LRD1 Lake Vista Two-Family Residential District
- S-LRD2 Lakewood/Parkview Two-Family Residential District
- 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:

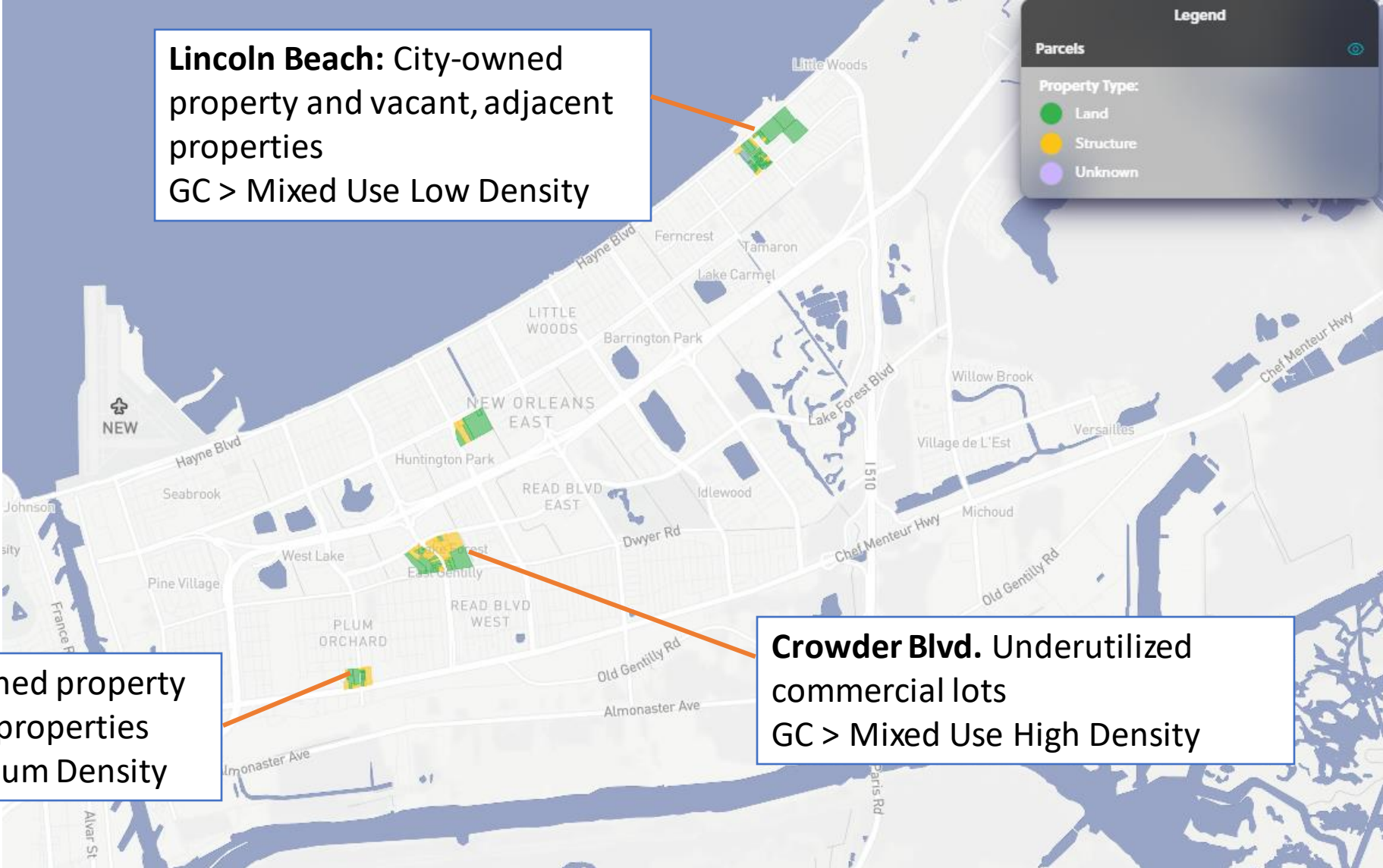
Amend FLUM from Suburban Residential and GC General Commercial to Mixed-Use Medium Density

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

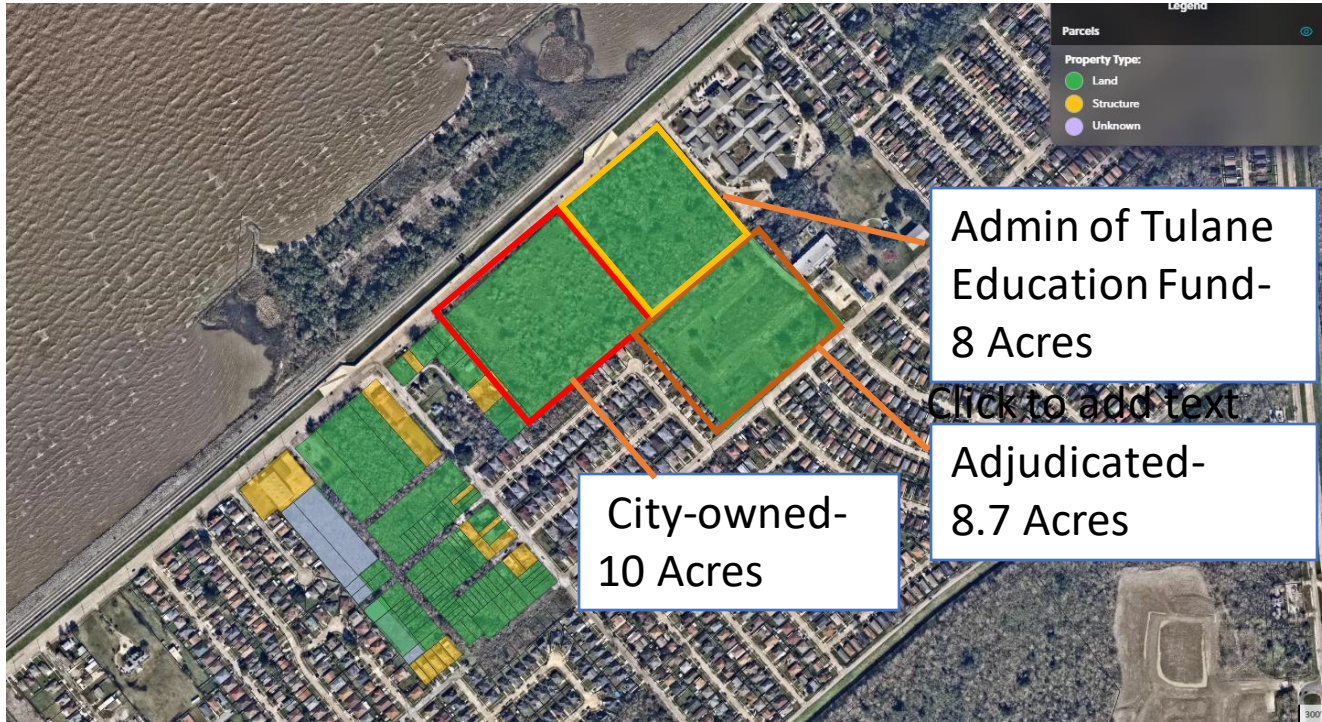


MIXED-USE MEDIUM DENSITY (MUM)	HU-RD2 Two-Family Residential District
	HU-RM1 Multi-Family Residential District
	HU-RM2 Multi-Family Residential District
	HU-B1A Neighborhood Business District
	HU-B1 Neighborhood Business District
	HU-MU Neighborhood Mixed-Use District
	S-RM1 Multi-Family Residential 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 General Commercial FLUM Areas Considered



Future Land Use Map Requests for properties near Lincoln Beach



Existing Amenities



← Parks and Playspots

○ Anchor
Redevelopment
Sites with City
Owned
Property

○ Area
Considered for
RTA Transit Hub
and Priority
Redevelopment