

Proposed Retail Development for Mid-City

Neighborhood Meeting April 2,
2007

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Objectives

- This is the *FIRST* informational meeting
- Clarify facts of the project
- Focus on how this fits with Mid-City's neighborhood planning documents
- Gather Initial Community Input



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Ground Rules

- Raise your hand if you have a question
- Please wait until you are called on to speak
- Limit your comments/questions so all may have a chance to speak.
- Be respectful of others when they are speaking



Proposed Retail Development for Mid-City

The Area

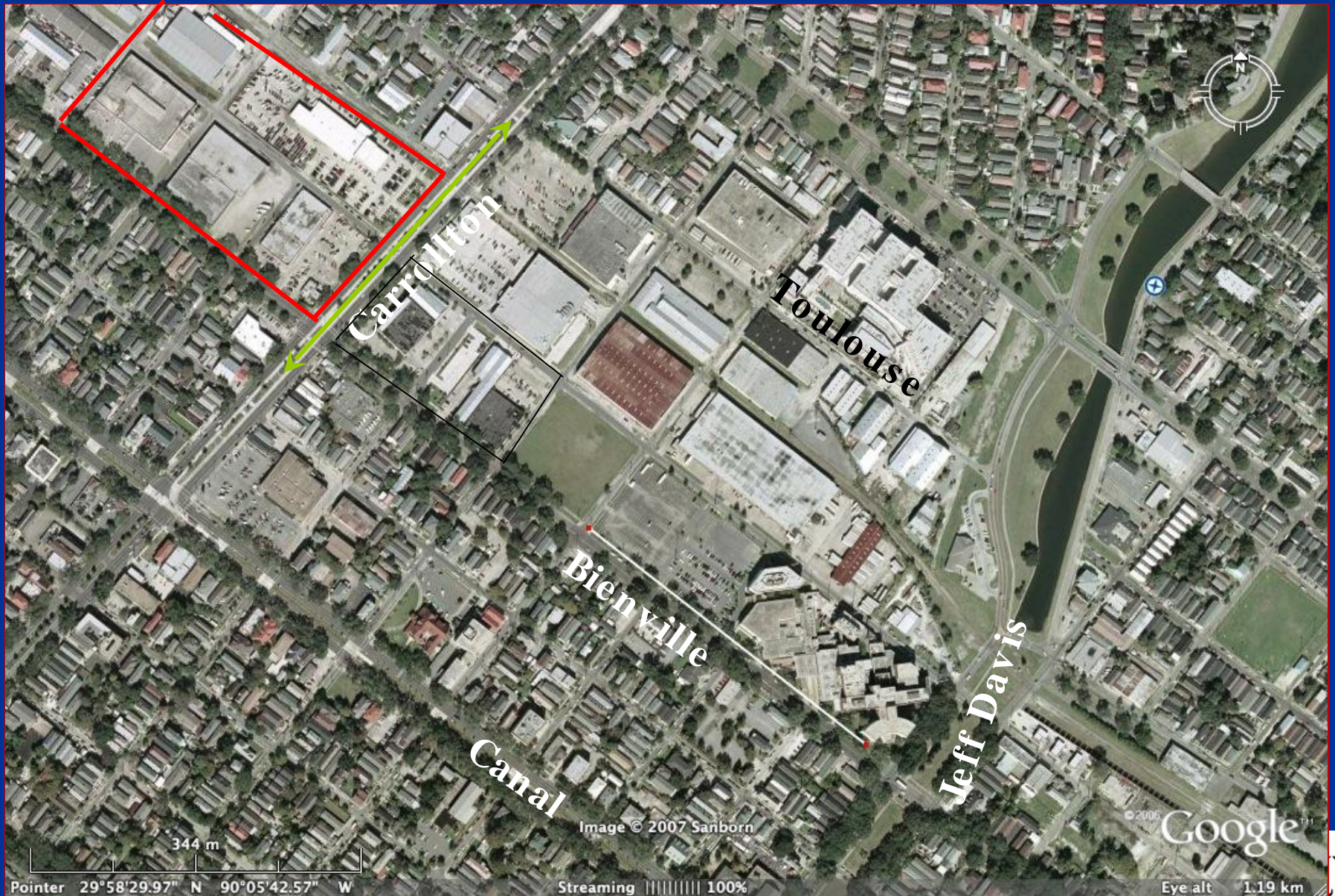
- Phase I – Jeff Davis to Carrollton, Bienville to Toulouse
 - Excludes Mid-City Center, Gambit Weekly
- Phase II – Carrollton to N. Solomon, Bienville to St. Louis
 - Bohn Ford
 - Harry's Ace Strip
 - Loubat's building



The Footprint of Phase I



The Footprint of Phase II



Framing the Discussion – Our Mid-City Plans

Our Vision

- ...the community envisions a neighborhood where people of all races and economic backgrounds can find and enjoy a high quality of life together and find opportunities for meaningful employment and home ownership. The community will be rebuilt upon the same urban framework that existed prior to Hurricane Katrina



Framing the Discussion – Our Mid-City Plans

Our Goals

- A safe neighborhood that allows for walking and biking with plentiful green space
- Mixed-use buildings with appropriate locally-owned businesses...
- That the historic character of the neighborhood be preserved while expanding modern amenities



Framing the Discussion – Our Mid-City Plans

Specifics – Carrollton Avenue

- ...commercial redevelopment (especially throughout the Carrollton Avenue commercial corridor) will be focused on walkability, street-side storefronts and neighborhood-friendly businesses

Framing the Discussion – Our Mid-City Plans

Specifics – Industrial Corridor

- Development of the warehouse area adjacent to the linear park with mixed use opportunities including multi-family housing, retail facilities, art studios and exhibit space...plazas , seats, landscaping and lighting.

Framing the Discussion – Our Mid-City Plans

Your Thoughts

- Are you in support of the ideas, goals and visions we outlined in our neighborhood plan as presented here?

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Background

- “Wal-Mart” rumors surfaced in late October 2006
- Initial meeting with Victory November 13, 2006
 - MCNO Economic Development & Zoning Chairs
 - Lifestyle Center with Residential component
 - Returning Department Store
 - Development faces “in” towards Conti/St. Louis
 - No property acquired yet



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Background

- Second meeting with Victory March 1, 2007
 - MCNO, Friends of Lafitte Corridor, Urban Conservancy
 - Victory and Jones Walker
 - “Plan B”

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Victory Proposal “Plan B”

- Residential “Wrap” on Bienville, Toulouse, Jeff Davis
- Several “big boxes” face Conti from Jeff Davis to N. Scott
 - “Target” – 190K
 - “Dick’s Sporting Goods” – 80K
 - “Best Buy” - ?
 - “Bed, Bath & Beyond” – 30K



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Victory Proposal “Plan B”

- 2 blocks of Surface Parking between Conti & St. Louis
 - ~ 900 spaces
 - Total estimated parking spaces of 2500+
- Several Junior Anchors plus smaller shops face St. Louis
 - Jr Anchor ~ 27K – 50K each



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Are you in support of the project exactly
as proposed at this time?



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Gaining Councilmembers' Support for Neighborhood

- Initial Meeting with Councilmember representatives on March 9, 2007
 - Midura, Head & Fielkow representatives
 - City Planning Commission representative
 - MCNO, FOLC, Urban Conservancy
 - Victory Representative showed actual plans

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Others we Have Engaged to date

- Friends of Lafitte Corridor
- Urban Conservancy & Stay Local
- Dr. Jake Wagner, Professor of Urban Planning at U of Missouri KC
- Preservation Resource Center
- National Trust for Historic Preservation



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Engaging Victory

- Victory has asked for our input
 - Must-haves
 - Must not have
 - Like to have
- Victory says they will make a presentation to the community when they are further in the process

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Examples of Successful urban retail redevelopments

- walkable blocks of 200 to 300 feet
- higher densities
- pedestrian-scaled architecture and amenities
- careful articulation of individual storefronts or buildings
- wide sidewalks and public plazas
- easy access to public transportation
- appears to have been developed over different periods of time
- mixture of uses



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Your Thoughts



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Summary

- We are at the beginning of the process
- This is not a “done deal”
- Working hard to align development to the neighborhood, Lambert & UNOP plans

