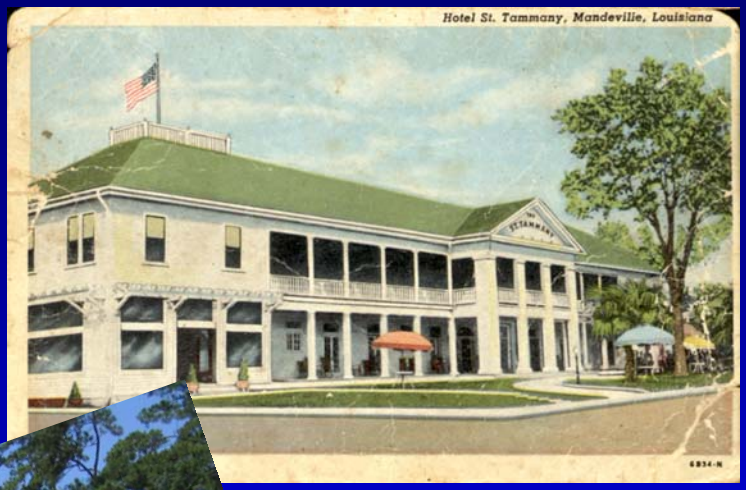

City of Mandeville
B-3 Area Plan

Adopted
August 28, 2007

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Mayor
Edward J. Price, III

City Council
Trilby Lenfant, Mayor Pro Tem
Denis Bechac, Councilman at Large
Jerry Coogan, Council District I
Adelaide Boettner, Council District II
Zella Walker, Council District III

City of Mandeville Planning Commission
Anthony Marciante, Planning Commission Chairman
Nixon Adams, Zoning Commission Chairman
Leonard Rohrbough
John Moore
Michael Blache
Dennis Thomas
Larry Rase

Design Review Committee
Lynn Mitchell
Grover Mouton.
Kieran Weldon
Mike Piazza.
James Aultman

City of Mandeville Administration
Louisette Kidd, AICP, Planning Director
David Cressy, City Attorney
David deGeneres, Public Works Director
Milton Stiebing, Finance Director
Tom Buell, Police Chief

Adopted, August 28, 2007: _____

Anthony Marciante
Chair, Mandeville Planning Commission

City of Mandeville
B-3 Area Plan

Overview

This area plan addresses the unique challenges and opportunities of the area encompassed by the B-3 zoning district in Old Mandeville. The plan supplements the comprehensive plan policies – refining the plan's directives by providing more specific guidance on land use, building and site design, parking, and public facility issues applicable to the area. The policies and actions in this area plan are consistent with the directives of the comprehensive plan, and because they are more specific, they should be treated as clarifications.

Map 1 shows the area to which this plan applies and the sub-areas discussed in the plan. On the lakefront, the area extends from Coffee Street to just west of Marigny Avenue. The district narrows after the first block north of the lakefront, extending from midway between Marigny and Girod Street towards Carroll Street and from Claiborne Street to the Town Center zoning district.

This area plan includes an assessment of existing conditions and trends, a discussion of the issues facing the area and directives for actions that will address the issues. More specifically, this area plan addresses challenges related to:

- The mix of uses and their relationship to one another;
- The design and scale of buildings;
- Parking demands and locations;
- The effect of revised flood hazard mapping;
- Needed regulatory strategies; and
- Public facility needs.

Change is inevitable; adaptation and survival are optional

Existing Conditions and Trends

FEMA Requirements

Following Hurricane Katrina, Federal Emergency Management Agency (FEMA) developed advisory flood maps that increased the elevation requirements for structures in Old Mandeville. As shown in **Map 2**, the area south of Monroe Street is particularly hard hit by the additional requirements. In the V (velocity) zones, the use of the space below the base flood elevation is limited to parking and few other uses. In the A zones, ground floor areas can be used for residential and non-residential purposes, subject to flood-proofing requirements that protect these areas from water intrusion during floods.

These new elevation requirements have the following impacts on new development:

- Construction costs will increase due to the need to raise structures. In addition to the higher foundation costs for all structures, commercial and residential structures required to comply with the Americans with Disabilities Act will be subject to extraordinary costs for elevators and/or a system of ramps to provide access.
- Many retail and service uses will struggle without ground floor access and windows to capture walk-by business.
- Raised structures will reduce the ability to screen back yards and retain the residential privacy desired by many.
- Structures required to be raised more than a few feet are likely to be raised a full story to make use of the space for required parking. Consequently, the preceding impacts will cover a larger area than is evident from review of the FEMA maps.

For more information on FEMA requirements, see http://www.fema.gov/rebuild/mat/mat_fema499.shtm and http://www.fema.gov/plan/prevent/howto/index.shtm#4.

For more information on ADA requirements, see http://ada.gov/.

Land Use and Development

Existing Land Use. The B-3 district allows for a range of residential and non-residential uses. In the years leading up to Hurricane Katrina (August, 2005), many of the predominantly residential structures of Old Mandeville had been converted to non-residential uses, including restaurants, community services, other office uses, studios and specialty shops. The single-family building designs provided flexibility for conversion between residential and non-residential uses. A few attached residential projects (primarily condominiums) had been developed near the lakefront. Post-Katrina, there has been an increase in the pressure for development of attached residential development. This development pressure has been the result of several factors, including:

- Increased demand for housing and the profitability of the condo market;
- Increased availability of development sites due to extensive structural damage caused by Hurricane Katrina and opportunities to consolidate adjacent parcels; and
- Challenges associated with developing non-residential projects that comply with the Federal Emergency Management Agency (FEMA) flood elevation standards.

Map 3 and **Table 1** show the relative mix of existing land uses in the Town Center (TC) and B-3 zoning districts as of May, 2007. Food and entertainment uses include bars and restaurants. General commercial uses include retail, service and office uses. Institutional uses include churches,

public buildings and parks. Parks within the B-3 area include the Treehouse property on Carroll Street and the Mandeville Trailhead. Residential uses include both single family and attached residences.

Table 1: Existing Land Use

	B3		TC			
	Acres	Percent	Acres	Percent	Grand Total	Percent
Food and Entertainment	4.20	4%		0%	4.20	4%
General Commercial	18.73	19%	2.86	58%	21.59	21%
Institutional Uses	20.37	20%	1.22	25%	21.59	21%
Residential	46.95	47%		0%	46.95	45%
Vacant	9.57	10%	0.88	18%	10.44	10%
Grand Total	**99.82**		**4.96**		**104.78**	

The City's adopted future land use map and zoning allow for a mix of uses in this area. Businesses in this area serve both Old Mandeville residents and visitors to the area. In addition to capturing business from visitors to the lakefront, restaurants, bars and shops are destinations for visitors from the rest of Mandeville and from other communities in the region.

Historically, the use of residential structures for both residential and non-residential uses has accommodated market shifts as demands have changed. Recent residential construction (e.g., condominium and townhome projects) has produced single-purpose buildings that are not well suited to conversion between uses. This decreases the flexibility of the areas to respond to market changes.

The trend towards increasing residential development is likely to have several impacts. First, at full occupancy, there will be more people and traffic in the area. While there are concerns about traffic patterns, there is plenty of street capacity to accommodate the additional traffic (see 2005, Krebs, LaSalle & LeMieux Consultants traffic study for Old Mandeville). The additional people are likely to benefit area businesses, provided that:

1. **The additional residents do not constrain limited parking supplies**. If residents and guest parking spills out onto the streets, the already constrained supply of parking could absorb parking needed to support non-residential uses.
2. **Enough of the units are occupied on a full time basis**. If too many of the units are occupied on a seasonal basis, the resulting demand fluctuations could destabilize area businesses.
3. **Sufficient opportunities for commercial development remain**. Throughout the country, the desire to live in walkable neighborhoods with easy access to commercial services (e.g.,

restaurants, coffee shops, hair salons) has, ironically, displaced the commercial services that people sought in their neighborhoods. To capitalize on market demand for residences, existing non-residential structures are being converted to condominiums and townhomes.

Another concern about the increasing pressure for development of attached residences is the effect of large buildings on character of the lakefront and the remainder of Old Mandeville. While Lakeshore Drive has historically had numerous large homes and other structures, these homes have been interspersed with cottages and have had very large setbacks and relatively low densities. Large scale buildings that span multiple lots or entire blocks have the potential to:

- Overshadow the street and change the street character by creating a solid street wall;
- Interrupt the tree canopy;
- Block lake views; and
- Block lake breezes that are an essential element of the quality of outdoor life for much of the year.

FEMA's increased elevation requirements are changing the character of Old Mandeville within and outside of the B-3 district. Many of the results of elevating buildings are discussed above. However, for larger buildings near the lakefront, the elevations make it difficult to retain the classical proportions of walls to rooflines. These proportions would be easier to maintain with greater heights, but the resulting structures would appear more massive from the sidewalk and could begin to reach the top of the tree canopy.

Map 4 shows a number of opportunity sites where existing structures are damaged or could be redeveloped alone or in conjunction with adjacent parcels. These opportunity sites could be developed for public or private purposes. The primary public use needed in this area is public parking. Public parking at the northeast corner of Madison and Girod Streets provide one example of the integration of public parking within the B-3 district. However, as discussed below, future public parking areas should be located in the interior of blocks whenever possible.

Public Facilities

Streets.

Old Mandeville's grid street system produces many benefits. The high degree of connectivity provides ample traffic capacity in most areas and facilitates travel for bicyclists and pedestrians. Another benefit revealed by Hurricane Katrina was the relative ease of providing emergency access

to the entire area, even when some streets are blocked. On a smaller scale, the convenience of the grid is illustrated on a daily basis by the fact that traffic continues to circulate well despite the school related congestion along of Laffite and Carroll Streets.

The greatest deficiencies in the street system are due to the open ditch drainage design of many streets. The ditches preclude or reduce opportunities for on-street parking and sidewalks. The recent streetscape project along Girod locates street plantings, sidewalks and parking in areas on top of underground drainage facilities. The resulting street is safer and more convenient for drivers, bicyclists and pedestrians. It also creates better separation between the public and private realms (street and front yards).

Sidewalks.

Sidewalks are absent or in disrepair along many streets in the B-3 district. Sidewalks along Girod Street extend from Lakeshore north to the Town Center District, but stop short of U.S. 190. Sidewalks are discontinuous along Lafitte and many of the east-west streets in this area. While the relatively low traffic volumes make it possible to walk or bike along many of the streets, continuous sidewalks would improve pedestrian safety and convenience.

The streetscape along Girod Street south of Monroe Street[1] provides an excellent example of the integration of parking, street plantings and sidewalks. To reduce construction and maintenance costs (and increase the number of on-street parking spaces), the number of landscape islands defining parallel parking areas could be reduced along the side (east-west) streets. However, street designs should retain the same narrow dimensions as Girod at intersections to calm traffic and create a safer, more appealing pedestrian environment.

Drainage.

As mentioned above, the open ditch cross-sections of the streets constrain the use of streets for parking, bicycling and walking. It also creates maintenance challenges in yards and along the streets and presents a hazard for drivers, particularly at night. Shifting to underground drainage would eliminate these constraints and maintenance challenges.

Utilities.

Water and sewer service are adequate to serve existing and planned development in the area. Electric and telecommunications lines are located above ground. Shifting these facilities underground would present both financial and logistical challenges. While moving the high voltage

[1] North of Monroe Street, Girod Street lacks on-street parking, which reduces parking availability, eliminates the traffic calming benefits of on-street parking and reduces pedestrian security.

line along Lakeshore Drive may be prohibitively expensive, moving other lines underground may be feasible if coordinated with the street and drainage improvements. While moving these facilities underground would reduce risks of outages due to high winds and produce a more attractive streetscape, the City would need to identify funding sources for associated costs.

Parking.

The City generally requires the provision of adequate parking on the site of the use generating the demand for parking. However, the combination of small lots and the historic mix of small scale uses has made it difficult to provide on-site parking for many commercial uses. In response to this, the City allows parking variances. The City has collected parking mitigation fees, except under by right provisions that allow a variance of up to 50 percent of required parking when those spaces abut the site requiring the parking spaces. While collection of parking mitigation fees (or payment for parking mitigation over time) for all parking space reductions would increase funding for development of additional parking, it also could limit opportunities for small businesses operating with limited margins.

Map 5 and **Table 2** identify the location of on and off-street public parking spaces, many of which are unpaved and unmarked. While these spaces are consistent with the character of Old Mandeville, the lack of markings sometimes results in inefficient use of spaces and lost parking opportunities. While public parking opportunities are generally adequate for normal demands, additional spaces are needed for special events and future development.

Recently, citizens have expressed concerns that on-street parking demands from the newly reopened Rip's[2] have made it more difficult to access lakefront parking and have resulted in illegal parking along Marigny. While some of the demand has been due to the presence of construction vehicles, the popularity of Rip's and the resulting parking deficiency have highlighted

- the need for additional parking at the southern end of the B-3 district;
- more aggressive parking enforcement along Marigny;
- the need to design on-street parking so it does not interfere with sidewalks; and

[2] This site has been developed in accordance with a site plan that was approved prior to Hurricane Katrina. The approved site plan showed the condominium units, which replaced a previously existing motel and the footprint for the restaurant, which was destroyed by Hurricane Katrina. The non-conformities of the pre-existing restaurant were incorporated into the site plan and aggravated by the combination of the elevation of the structure (and the stairs required to access the structure) and the new restaurant's increased popularity. No new variances were required for the redevelopment of the restaurant.

- the need to review existing standards for restoration of non-conforming situations.

Table 2: Public Parking Inventory

Location	Type of Parking	Number of Spaces
Claiborne & Girod (SE corner)	Public parking lot	16
Madison & Girod (NE corner)	Public parking lot	47
Madison & Lafitte (NE corner)	Public parking lot	45
Villerie & Girod (NE corner)	Public parking lot	Fire station parking
Villerie & Lafitte (NE corner)	Park & Ride	45
Town Center Sub-area	On-street parking	209
Central Sub-area	On-street parking	14*
Lakeshore Area	On-street parking	180

*After business hours, an additional 75 spaces are available at the Tech Center on Lafitte and 15 spaces are located at the shops and Lafitte and Livingston.

The parking variance option currently is open to all uses. To avoid the loss of public parking spaces that serve local businesses and public uses, the parking mitigation option should be limited to commercial uses.

Green Spaces.

The City of Mandeville takes pride in its green spaces and landscaping. Bernard Xavier de Marigny de Mandeville's original plan stated that:

> "The space situated between Lake Street and the Lake will always remain free and for common use; that no individual nor corporation shall raise any edifice whatsoever, nor change its destination, and that the banks of the Lake facing the said space will also remain forever free and for common usage."

In addition to the lakefront park, and the Mandeville Trailhead, the B-3 area includes the Treehouse property on Carroll Street that could become a neighborhood scale park. To restore the tree canopy in the area, which was heavily damaged by hurricane Katrina, streets and parking areas should be landscaped.

Planning and Zoning

Comprehensive Plan Directives.

The City's recently adopted comprehensive plan includes the following specific policies that apply to Old Mandeville in general, the Trace Trailhead and the Lakeshore – each of which includes all or part of the area subject to this Area Plan.

Existing Comprehensive Plan Policies

Old Mandeville. This area, encompassing the land between the causeway, the south side of the East Causeway Approach/190 East corridor, and Bayou Castain, is a diverse area that includes several sub-areas described below. While most of the area is residential, it also includes a mix of retail, civic, marine and service uses. The following policies are supplemented by the policies for the Town Center, Lakeshore, Marina and Pre-Stressed Areas.

Goal 8: To retain and enhance the vibrancy, diversity and integrity of Old Mandeville.

Policy 8.1: Retain the diversity of lot and home sizes in Old Mandeville by basing minimum lot width requirements on the average lot width of affected block faces.

Policy 8.2: Establish residential design standards that provide the flexibility for a wide range of home designs and sizes while ensuring that the height, form and bulk are compatible with neighborhood norms.

Policy 8.3: Allow for bed and breakfast inns within the B-3 zoning district area. Establish standards that allow for bed and breakfast residence in the R-1 and R-1x zoning districts under specified conditions.

Policy 8.4: Encourage a mix of residential and non-residential development within the B-3 district located along Girod, Lafitte and Lakeshore between Marigny and Coffee Streets.

Policy 8.5: Allow non-conforming commercial buildings and uses to be maintained, but promote the transition of uses to neighborhood-serving businesses.

Policy 8.6: Limit the scale and mass of B-3 structures, allowing for larger structures near the Trailhead and limiting the scale and mass of structures in other B-3 areas.

Policy 8.7: Within the B-3 district, work with non-residential property owners to coordinate the provision of public parking both on and off-site. Require residential parking to be provided on-site.

Policy 8.8: North of Monroe Street, encourage or require designs that allow for a variety of uses on the ground floor of buildings facing Girod Street.

Existing Comprehensive Plan Policies

Mandeville Trailhead: This sub-area of Old Mandeville, also referred to as the Mandeville Trailhead, encompasses the properties fronting on General Pershing and Woodrow Streets from Girod to Carroll. This area is intended to provide a cultural, social and civic focus for residents and visitors to Mandeville. The mix of residential and non-residential uses surrounding the Trailhead should foster a vibrant, pedestrian-oriented environment that is the most intensely developed and active area of Old Mandeville.

Goal 9: To foster the development of a vibrant town center at the Mandeville Trailhead through public and private investment that creates active public spaces and a mix of mutually supportive residential and non-residential uses.

Policy 9.1: Encourage mixed use development that incorporates retail, entertainment and services uses at ground level and a mix of office, service and residential uses on the upper floors.

Policy 9.2: Apply adopted standards to promote development of buildings within the town center that are two to three stories in height, built to the sidewalk, and have parking areas that are located to the rear or sides of buildings.

Policy 9.3: Parking standards should account for on-street spaces. Off-street parking areas should not front on Girod or Lafitte Streets.

Policy 9.4: Use parking mitigation fees to fund the development of off-site parking that will serve visitors to the Town Center.

Lakeshore: This sub-area of Old Mandeville, which includes the corridor along Lakeshore Drive, is a vital element of Mandeville's character and the signature of the City. In the dedication of the original town site, Bernard Xavier de Marigny de Mandeville's plan stated that:

> "The space situated between Lake Street and the Lake will always remain free and for common use; that no individual nor corporation shall raise any edifice whatsoever, nor change its destination, and that the banks of the Lake facing the said space will also remain forever free and for common usage."

Goal 10: To retain the Lakeshore as a community focus while preserving the integrity of abutting residential neighborhoods.

Policy 10.1: Pursuant to Marigny's vision, the area south of Lakeshore Drive should be retained as open space for passive recreation and special occasion uses, such as weddings and festivals in designated areas.

Policy 10.2: The development on the north side of Lakeshore Drive should face the Lake, with primary entrances required on the south side of all structures.

Policy 10.3: To minimize the risks of damage from floods, principles structures should be elevated to comply with adopted standards. To support non-residential uses, commercial businesses in the B-3 district should establish patios, decks, courtyards and other public spaces at or near ground level.

Policy 10.4: All elevated structures should be designed to minimize the visual impact of support piers through the use of a combination of berms, landscaping and other screening.

Policy 10.5 Ensure that non-residential uses in the B-3 district are designed to a scale that is compatible with the character of old Mandeville. Design guidelines should address the height, rooflines, building width, parking and other form-based provisions.

Existing Development Standards

B-3 Old Mandeville Business District Zoning Standards

The B-3 zoning district is a mixed use zoning district with the following purposes:

> "to provide a district which acknowledges the historic character of the area and the pedestrian orientation of the neighborhood by continuing to combine residential uses with small scale commercial, service and office establishments which are relatively compatible with residential uses. Lot sizes, setbacks, parking and landscaping requirements shall be more flexible to address the unique characteristics of an area substantially developed as a commercial district with smaller lots and greater development densities than newer areas of the City,"

The CLURO establishes the following building envelope

1. Minimum lot area — 8,000 square feet
2. Minimum unit size — 800 square feet
3. Minimum lot width — 60 feet
4. Minimum lot depth — 120 feet
5. Minimum Yard Setbacks
   - Front Yard — 25 feet or average of adjacent setbacks, whichever is less, but not less than 10 feet
   - Street Side or Rear Yard — 10 feet or average of existing adjacent setbacks, whichever is greater
   - Interior Rear Yard — 20 feet
   - Interior Side Yard –
     - Non-Residential
       - Adjacent to Residential Districts — 20 feet
       - Adjacent to Existing Residential — 10 feet
       - Adjacent to Other Districts
         - Without firewall — 5 feet
         - With firewall — none
     - Residential — 5 feet
6. Maximum Height of Structures — 35 feet
7. Maximum Impervious Cover — 75%

While these standards, in concert with the design guidelines have worked well for new development in the past, several of the criteria should be reevaluated.

- **Height**. The height limitations create difficulties for elevated structures. Because height is measured to the midpoint between the fascia and the ridgeline, some designers have sought to squeeze two full stories on a site by flattening the roof pitch. With few exceptions, the resulting buildings are not consistent with the historic character of the area. Additional height should be granted for buildings that maintain roof pitches of 7:12 (rise/run) or

steeper. However, with this additional height, the City should establish a maximum height for ridges and other appurtenances (e.g., chimneys, towers, etc.)

- **Setbacks**. The elevation of ground floors increases the importance of sufficient front setbacks to maintain the character of buildings from the street. This is particularly important along Lakeshore Boulevard and in other areas where structures include two full stories that are elevated. Currently, rear porches higher than 3 feet are subject to district setbacks for principal structures. This should be extended to all porches over three feet and portions of steps higher than three feet. Finally, the 25 ft. setback requirement is inconsistent with district objectives to establish a pedestrian oriented environment along Girod and Lafitte streets. Large front setbacks conflict with the objectives of securing rear parking and promoting activity along the street.

Land Use Compatibility

While more intensive activities (such as industrial and heavy commercial uses) are prohibited, the B-3 district allows a broad range of residential and non-residential land uses. Compatibility between these uses is achieved through regulation of design, limitations on the scale of development and buffering requirements. These approaches generally have worked well, but changing market pressures, combined with increased flood elevations have diminished the effectiveness of current standards.

Another use conflict arises from the City's liquor laws, which preclude the sale of alcohol within 300 feet of the property lines of "any church, synagogue, public library, school, or public playground." While there is an exemption for restaurants without bars and existing restaurants, this provision could limit businesses in the B-3 area, particularly as churches acquire additional land for parking and other uses.

The City has relied on its noise ordinance to address noise complaints about restaurants and entertainment uses. However, this implementation of this ordinance has been challenging for the police department. As an alternative, the City should consider limiting the hours of operations, particularly for outdoor operations.

Special B-3 District Requirements

In addition to addressing the use of land, the B-3 standard address access, landscaping, buffering, parking, outdoor storage and other design issues.

Access – Existing provisions limit truck deliveries, except on collector streets. The narrowness of Girod and other streets in the area will

continue to create challenges for deliveries by large vehicles. To avoid congestion during peak hours, the City should limit truck parking on Girod and Lafitte Streets during peak traffic hours.

Landscaping and Buffering – While these requirements provide appropriate buffering at the edges of the B-3 district, the City should consider relaxing the buffer standards within the district. Because all properties can be used for residential or non-residential purposes, a home that may be converted to commercial use imposes limitations on adjacent commercial properties that it would not be subject to if converted to a non-residential use.

Parking Reductions – The current regulations allow parking reductions of up to 50 percent of the requirements by right if there are sufficient on-street spaces adjacent to the site. Parking variances of up to 50 percent may be granted in other circumstances subject to payments to a parking mitigation fund. The City should consider tightening these standards to limit parking reductions to non-residential development. This could create some cost burdens on marginal non-residential uses, but would establish a more equitable funding mechanism for the City's efforts to supplement the area's parking.

Other Site Requirements – Current provisions allowing for reductions in landscaping, limiting outdoor storage and display, and addressing conversion of residential structures to non-residential uses are appropriate to the B-3 district.

Design Guidelines – The City has made effective use of its B-3 design guidelines through its reliance on a highly qualified Design Review Committee. However, increased pressures to develop larger, single use buildings that must be elevated have generated the need for more specific design guidance. Most of the existing provisions should be retained to provide general guidance all, but these provisions should be supplemented to provide more specific guidance in the design, scale, height, use and ground floor treatments of buildings. Additionally, the City should consider reductions in the allowable residential densities to maintain the historic intensity of the area.

Market Projections

To provide an understanding of the impact of private sector markets on this area, Ivan Miestchovich, Jr Ph.D., CEcD prepared a "Retail and Business Market Analysis: Mandeville B-3 District." The key findings of that study were:

- Old Mandeville's business district is unique and has benefited from the fluid conversion between residential and non-residential uses over time;

- Existing retail space is at the "minimum critical mass" required to sustain neighborhood scale commercial activity and "the amount of net retail space should not be allowed to shrink";
- There is growth potential for both general retail and food service categories, though more growth potential in the former category;
- An increase in the number of residents, whether in single family or attached dwellings would "produce more income and retail expenditure potential"; and
- The area would benefit from a more proactive City role in "promoting and sponsoring activities and special events focused around its investment" in the Mandeville Trailhead.

Challenges

As described in the preceding sections, the commercial core of Old Mandeville is facing numerous challenges, which have been accelerated by post-Katrina recovery efforts. Market forces that would have gradually introduced the current demands for a changing mix of uses have been accelerated by the combination of the large inventory of damaged or destroyed buildings, and increased demand for housing by displaced St. Tammany Parish residents and relocating residents of inundated parishes to the south of Lake Pontchartrain. These challenges include:

- **Complying with FEMA regulations while maintaining the historical character**: The increased elevations for residential and non-residential structures have far-reaching consequences, including:
    - Changes to architectural character and design needs for residential and non-residential structures.
    - Increased difficulty in creating private spaces because windows and porches from elevated structures overlook back yards at heights that cannot be buffered by fences and are difficult to buffer with vegetation.
    - Increased bulk resulting from higher structures changing the scale of the pedestrian environment, particularly where limited setbacks cause elevated structures to overshadow the sidewalk.
    - Reduced commercial viability street vitality. The elimination of street level windows and entrances reduces the interest of the street for pedestrians and the ability of retailers to draw passing pedestrians into their shops.
    - Increased costs of ADA compliance and accessibility to homes and businesses for seniors and disabled residents;
    - The inability to use fences and shrubs to buffer incompatible land uses.

- **Maintaining a sustainable land use mix that supports B-3 commercial uses**: While the City has historically allowed the market to govern the mix of land uses in Old Mandeville, recent development applications for townhomes, condominiums and other single-purpose structures will reduce the market flexibility offered by current structures. To ensure the long term vitality of the area, the City has a clear interest in maintaining market flexibility, which means

that a proportion of the buildings must be designed to accommodate a variety of residential and non-residential uses. FEMA-based limitations reduce the viability of such buildings south of Monroe Street, so the area between the Town Center district and Monroe street is the best suited for flexible use buildings.

- **Compatibly integrating attached residences**: While the lakefront has had numerous high-occupancy structures in the past, most of these older structures have given way to single family residences or commercial uses. As pressure to take advantage of residential densities allowed in the B-3 district has returned, there has been increasing concern about the impacts of these uses on the character, traffic patterns and parking supplies in the area. To achieve compatible designs, the City will need to limit overall densities, moderate the scale of buildings and address the transitional issues addressed under the next bullet. The existing street system is adequate to accommodate greater densities due to its high degree of connectivity. The primary traffic concerns are the needs to safely accommodate bicyclists and pedestrians, and to provide convenient access to Hwy. 190 and East Causeway Approach. Parking challenges will need to be resolved through the collaborative efforts of the City and private property owners through a combination of on-site parking requirements, on-street parking and public parking lots.

- **Establishing compatible land use transitions between the B-3, R-1 and R-1x zoning districts**: The B-3 and T-C districts abut single-family residential zoning districts. Historic architectural forms allowed for compatible land use transitions between these districts because most buildings were based on single-family residential form. However, the combination of elevated structures and development of different building forms has increased the difficulty of ensuring compatibility at the edges of the B-2 and T-C districts. While the elevation of structures makes it easier to separate parking areas from property lines, it also limits the effectiveness of traditional buffers (e.g., fences, berms and hedgerows). To establish more compatible land transitions at the edges of districts, the City will need to mirror single family residential forms at the edges of these districts. This will involve limitations on wall heights and the number of stories. It also will involve strategic placement of windows, driveways and parking areas.

- **Addressing parking demands while retaining a pedestrian-oriented character**: Greater intensities necessitate more parking. While a significant proportion of parking demands may be met on-site, on-street and public parking areas will be required to provide supplemental parking for area visitors. The replacement of ditch-based drainage with curbs and gutters will dramatically increase on-street parking. Parking mitigation funds from non-residential development should enable the City to build additional public parking lots. City owned and private parking lots should be designed to minimize interference with bicycle and pedestrian traffic.

- **Limiting building height and volume to retain the historical character of Old Mandeville**: Existing design guidelines in the B-3 district allow for the creation of relatively massive structures that are not consistent with the existing scale and character of Old Mandeville. While some changes in scale will result from FEMA V zone standards that require buildings to be elevated up to 14 feet above grade, the impact can be softened by design standards derived from the local architectural palette.

- **Using design guidelines to reinforce the area's diversity and vitality**. Good design is more than an aesthetic consideration in Old Mandeville. The massing and orientation are essential for the economic vitality of commercial uses and sustained property values that pay for important public services and maintain the fiscal health of residents. The diversity of the area is an essential element of Old Mandeville's culture as a community with residents of varied incomes and ages.

- **Maintaining active streets that promote walking and bicycling**. The economic vitality of Old Mandeville's businesses depends on potential customers' abilities to walk and bike through the area. Parking and access constraints preclude the area from serving auto-oriented customers. However, the area has great potential to attract business from:
    - Bicyclists using the Tammany Trace, coming from other parts of Mandeville or peddling from nearby neighborhoods;
    - Visitors seeking the cool breezes and ambiance of the Lake;
    - Visitors who like to walk and shop in an historic, pedestrian-friendly environment; and
    - Residents and visitors who come for special events in the Town Center or to enjoy the area's dining and entertainment options.

- **Coordinating Old Mandeville Improvements and Activities**. Old Mandeville's business district is the cultural and historic soul of the City. Currently, activities, improvements and development regulation responsibilities are fragmented between many individuals. Improved coordination between the programming of activities, improvements and development would enhance the City's ability to capitalize on the significant public investment that has already taken place in the Town Center district, along Girod Street and along Lakeshore Drive.

Area Plan Vision and Policies

B-3 Area Vision

The B-3 area is the core of Old Mandeville. While it accommodates visitors to the Lake, the Mandeville Trailhead, area restaurants and various institutions (churches, the Tech Center and the Trailhead Museum), the area is an integral part of a neighborhood that has a unique character and scale. To maintain the integrity of Old Mandeville, the B-3 area should retain its historic intensity and mix of uses. Attached units are appropriate in the B-3 district, but their overall density should not result in substantial changes to the

character of the neighborhood. In addition to helping to maintain the physical character of the area, limitations on residential densities will result in a higher proportion of full-time residents in the area, which enhances security and the sense of community. Non-residential uses will provide amenities for visitors and residents, but they should not become regional attractions. Limiting the scale of development in the B-3 area will help retain the home-grown, community character of this neighborhood center and discourage national chain restaurants and other businesses that would erode the uniqueness of Old Mandeville.

B-3 Area-Wide Policies

The following directives apply throughout the B-3 planning area. These policies apply in addition to the directives of the Comprehensive Plan. These policies should be implemented through amendments to the B-3 zoning district standards (see Appendix A), B-3 Design Guidelines (see Appendix B) and the City's capital improvements plan.

Land Use Mix

LU-1: Use Flexibility. All structures should be designed to accommodate a variety of uses on the first floor.[3] Covenants or deed restrictions should allow for office or retail uses on the first floor of all structures.

LU-2: Keeping Corners Active. Require single-family, non-residential or mixed use buildings at the corners of intersections along Girod and Lafitte Streets.

LU-3: Mixed Use Buildings. Buildings with a mix of uses should provide sufficient parking for all residential units on-site, but may mitigate non-residential parking requirements.

LU-4: Restaurants with Bars. Modify existing local liquor laws to reduce limitations that would constrain the establishment of restaurants serving alcoholic beverages based on their proximity to other uses within the TC Sub-area, along Girod Street and Lakeshore Drive.

LU-5: Future Zoning: Modify the zoning district boundaries in accordance with **Map 6**.

Land Use Transitions

LU-6: Parking Areas. Where practical, parking lots should not abut R District parcels. Where necessary, parking areas abutting R District parcels should be buffered.

LU-7: Standards for Commercial Structures. Decks and porches of non-residential structures should not face abutting R District parcels.

[3] This may be difficult to achieve for elevated structures, particularly along the lake front.

LU-8: Restaurant and Entertainment Uses.

- Restaurants and entertainment uses should be oriented so that the customer entrances face Girod Street, Lafitte Street or Lakeshore Drive; and
- Outdoor activities should be limited in the late evening hours.

Design Guidelines

Appropriate building design is essential to avoid blight, ensure land use compatibility, promote the long-term viability of residential and non-residential land uses, preserve the character of Old Mandeville on which the City's fiscal and cultural integrity relies, and protect private property values and privacy. See Appendices A and B for clarifications of the intent of the following policies.[4]

DG-1: Public Frontage. Streetscapes should be designed to:

- Support parking and pedestrian usage;
- Provide an attractive, shaded environment to cool the streets; and
- Distinguish public and private space with fences, landscaping and other visual cues.

DG-2: Building Orientation. Buildings should be oriented so that highly visible entries face the street. Multi-family buildings on corner lots should have entries that face both streets.

DG-3: Parking.

- Locate parking spaces behind front building lines.
- Locate parking lots behind buildings.
- Garages should not face public streets unless they are located well behind the front building line.
- Encourage shared parking for non-residential uses.
- Require all parking for residential uses to be provided on-site.
- Clearly delineate parking spaces to make efficient use of parking lots and on-street spaces.
- Design parking to avoid interruption of pedestrian movement along sidewalks.

DG-4: Building Elevations. Structures shall comply with adopted floodplain regulations. North of Monroe street, the ground floors of buildings should not be elevated higher than the lesser of 18 inches over the base flood elevation or three feet above grade.

DG-5: Building Height. Where FEMA standards require structures to be elevated allow greater flexibility in maximum building heights to maintain historic architectural proportions. Allow elevated structures to reach a height of 40 feet above

[4] Appendices A and B present the intent of this plan's policies. Specific requirements may be modified during the adoption process.

grade (as measured in accordance with the CLURO) where roof pitches are at least 7:12 (rise:run) and buildings are set back at least 25 feet from all property lines. The maximum height of any architectural feature should not exceed 50 feet from grade.

DG-6: Elevated Structure Design. Where elevated structures are required, pier and column design should establish consistent, uncluttered vertical lines that are proportionate to the structure. Establish guidelines for columns, piers, panels and screening to minimize visual clutter of piers supporting structures. All elevated mechanical equipment should be screened.

DG-7: Entries and Porches. Require clearly visible entries along street frontages. Require functional porches on all sides of structures facing a street. For elevated structures, entry stairs should be easily accessible from sidewalks and should not interfere with pedestrian traffic along the sidewalks. Elevated porches and stairs should comply with building setback requirements.

DG-8: Building Mass. Establish design standards to minimize the massiveness of structures. Building dimensions in Old Mandeville should be limited to avoid interruption of breezes and should be designed to reflect the historic residential character. Long walls or rooflines should be broken up by architectural elements such as offsets, porches, gables, hips, and dormers.

DG-9: Density. Establish maximum residential densities to no more than 8 dwellings per acre, whether attached or detached.

DG-10: Setbacks. Except along Lakeshore Drive, reduce minimum front setbacks. Setback reductions for structures with elevated ground floors should be minimal. North of Monroe Street, front setbacks should be reduced significantly.

Public Improvement Needs

PI-1: Streetscape (streets, sidewalks, lighting and landscaping)

- Establish a streetscape program to provide consistent curbs, gutters, sidewalks, trees and lighting throughout the B-3 Plan Area within 6 years. Completion of the Girod Street improvements to Highway 190 and Lafitte Street from Lakeshore to 190 should be high priorities.
- Street design should provide on-street parking wherever sufficient right-of-way exists for parking and sidewalks. Where insufficient right-of-way exists, on-street parking should be provided along at least one side of the street.
- On-street parking should be designed to avoid interference with pedestrian circulation along sidewalks.

PI-2: Drainage

- Within the B-3 Plan Area, place all drainage under ground.
- Coordinate drainage improvements with the streetscape improvements.

PI-3: Utilities

- Evaluate alternative funding sources to shift electrical and telecommunications utilities underground where feasible.

PI-4: Public Parking

- Require mitigation fee payments for all parking variances and exceptions, except for on-street spaces abutting a property. Ensure that mitigation fees are based on actual costs of parking spaces.
- Locate public parking within the interior of blocks to the greatest extent possible.
- For existing corner parking lots on Girod Street, consider land swaps to relocate parking to interior lots.

Funding Needs

The B-3 area contributes to the character and fiscal health of Mandeville. While the City should continue to seek grants to upgrade the streets and greenways, it will need to dedicate funding to install and maintain the public improvements identified in this plan. The plan advocates increased use of parking mitigation fees to fund the construction of public parking areas. However, like the streetscaping and the park along Lakeshore Drive, parking areas will require ongoing funding for maintenance. There are a variety of potential tools that should be evaluated for this purpose, including the establishment of a special district, parking leases, or dedication of a portion of the area's sales tax for installation and maintenance of improvements. While self-sufficiency of the area is not necessary, the City should evaluate opportunities to fund improvements by those who are directly benefited.

Another funding need is related to the coordination of activities, programs, development and capital improvements for this area. These functions currently are fragmented. The creation of a new position or assignment of responsibilities for coordinating these activities would improve the City's ability to capitalize on its significant investments in Old Mandeville.

Street Improvements Needs

East West Streets from Carroll to Marigny		
Street Name	Approximate Length (nearest 100 feet)	Cost
Montgomery	1,200	$648,000
General Pershing	1,200	$648,000
Villere	1,200	$648,000
Woodrow	600	$324,000
Livingston	1,200	$648,000
Madison	1,200	$648,000
Jefferson	1,800	$972,000
Claiborne	1,800	$972,000

Lakeshore to midpoint between Montgomery and H190		
Lafitte	4,100	$2,214,000
Carroll	4,100	$2,214,000

Total Cost		$9,936,000

Costs per Liner Foot	
Landscaping	$60
Irrigation	$15
Electrical	$90
Sidewalk, drainage, & street	$375
Total	$540

Sub-area Directives

The area subject to this plan includes land within the B-3 and TC zoning districts. The area in the TC district is subject to the Town Center Plan, which is supplemented, but not replaced by the directives in this Area Plan. The remaining areas encompassed by this plan include:

- The area between the Town Center and Hwy. 190;
- The area extending from the Town Center south to Monroe Street; and
- The area extending from Monroe Street south to Lake Pontchartrain.

Each of these sub-areas has the area moving south faces unique challenges and requires distinct actions to address these challenges.

The Hwy. 190 Sub-area

This sub-area (see **Map 1**) consists of auto-oriented commercial uses along Hwy 190 and a mix of residential and non-residential uses in the under-developed area between the commercial corridor and the Town Center sub-area.

- **Purposes**
  - community scale, auto-oriented shopping
  - gateway to Old Mandeville commercial core
  - transition to from Highway to pedestrian-oriented environment
- **Challenges**
  - Improve the streetscapes along Lafitte and Girod Street
  - Facilitate compatible infill and redevelopment
  - Promote accessible community services along Hwy. 190 that are compatible with the desired character of the corridor.
  - Creating attractive gateways to Old Mandeville.
- **Policies**

  SA-1: Encourage the establishment of a community scale commercial center with a grocery store and hardware store near the intersection of Hwy. 190 and Hwy. 59.

  SA-2: Extend streetscape improvements along Lafitte and Girod Streets. Streetscape design and markers should establish a clear entry into Old Mandeville.

  SA-3: To the extent practical, retain the tree canopy north of General Pershing Street.

The Town-Center Sub-area

This sub-area (see **Map 1**) is emerging as a vital mixed-use center, though it encompasses a number of transitional uses.

- **Purposes**
  - Create a center for community activities
  - Provide a vibrant walkable, mixed-use environment offering more intensive residential development that is convenient to goods and services
- **Challenges**
  - Redevelop of industrial/heavy commercial uses
  - Promote infill of pedestrian-oriented retail, service and mixed uses
  - Provide additional parking for special events at the trailhead
  - Capitalize on the proximity to the trail
- **Policies**

  SA-4: Extend TC zoning district in accordance with **Map 6**.

  SA-5: Facilitate the move of industrial and heavy commercial uses from the TC Sub-Area

SA-6: Promote the development of bicycle-based businesses

SA-7: Acquire additional land for parking in the vicinity of the Mandeville Trailhead

The Central Sub-area

This sub-area (see **Map 1**) extends from the Town Center south to Monroe Street and includes a mix of residential and non-residential uses, most of which are located in relatively small single-family residential structures in areas that will not require significant elevation to comply with FEMA standards.

- **Purposes**
  - Provide a low to medium intensity, walkable mixed-use area with
    - single family and second floor residences
    - neighborhood and community services
    - studios and galleries for artists and craftspeople
    - professional offices
    - restaurants
- **Challenges**
  - Avoid single purpose structures that reduce the area's market flexibility
  - Achieve a mix of uses that are compatible with adjacent development
- **Policies**

  SA-8: Excepting single family residential structures, require multi-story structures to be designed to facilitate non-residential use of ground floor space

  SA-9: Limit the elevation of structures to keep entries as close to street grade as allowed by adopted floodplain standards

  SA-10: Facilitate the development of mid-block parking areas and parking along side streets between Girod and Lafitte Streets

Lake Area

This sub-area (see Map 1) extends from Monroe Street to Lake Pontchartrain. While the northern portion includes parcels fronting on Lafitte and Girod Streets, the southern end extends from Marigny to Coffee Streets.

- **Purposes**
  - Establish a mix of restaurants, entertainment and related uses that serve local residents and attract visitors to the area.
  - Provide attached and other compact housing that is compatible with the character of Old Mandeville and the purposes established herein.
- **Challenges**
  - Provide adequate parking for visitors to businesses and the Lake
  - Maintain a mix of residential and non-residential uses
  - Limit the scale and elevated structures

- **Policies**

  SA-11: Require 25 ft. setbacks for all new development and redevelopment along Lakeshore Drive

  SA-12: Ensure that sidewalks along Lakeshore Drive are continuous along both sides of the street

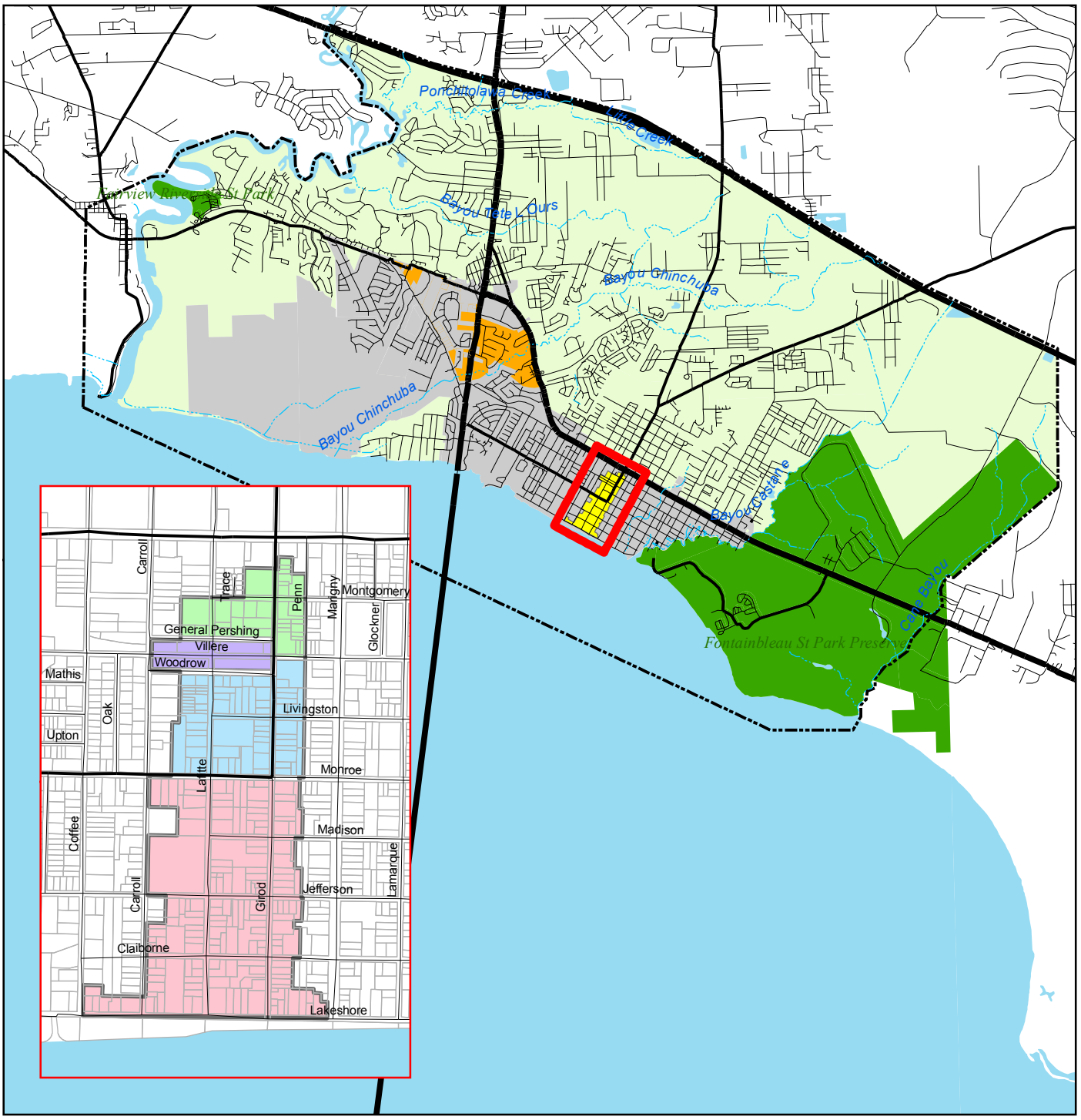
  SA-13: Encourage the establishment of businesses serving visitors to Mandeville, such as restaurants and bed-and-breakfast establishments.

  SA-14: Establish at least one additional public parking area within this sub-area.

  SA-15: Do not approve zoning permits for uses along Carroll Street unless noise, traffic, lighting, parking and other potentially adverse impacts are fully mitigated.

  SA-16: Consider adjusting B-3 zoning district boundaries in accordance with **Map 6.**

Map 1 : Planning Area and Sub Areas



Legend

- B-3 District
- I-90 Area
- Town Center
- Central Area
- Lake Area
- Water

N E S W

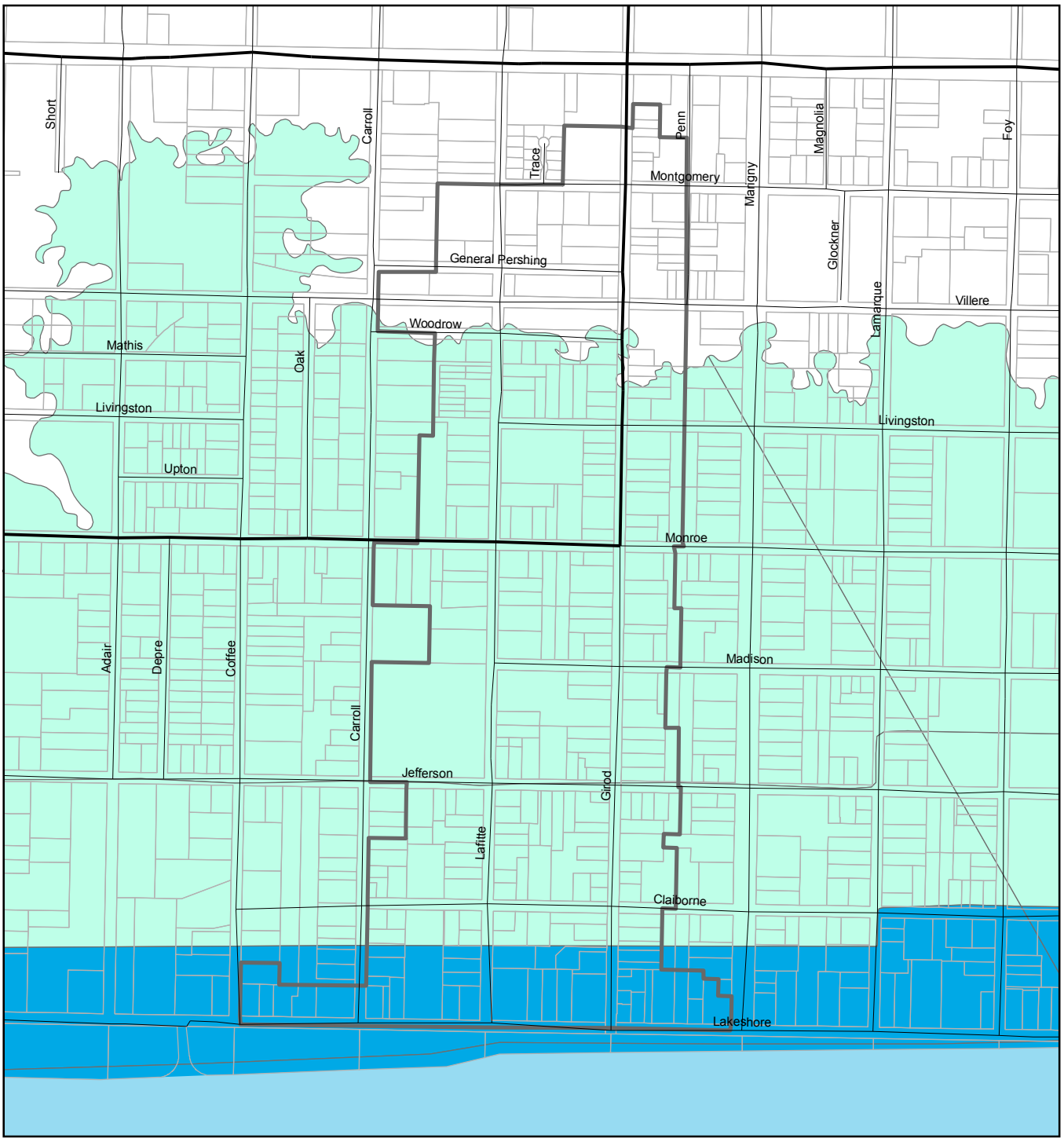
0 0.25 0.5 1 Miles

Map Document: (C:\Clients\Mandeville, LA\Maps\B3 Area Plan\Map 1 Planning Area and Sub Areas.mxd)
6/5/2007 -- 12:50:14 PM

Data Source: City of Mandeville, U.S. Census, ESRI
Map Projection: UTM Zone 15

PLANNING WORKS

Map 2 : Flood Hazard Areas



Legend

- B-3 District
- 100 Year Floodplain
- Water
- Velocity Zone

N E S W

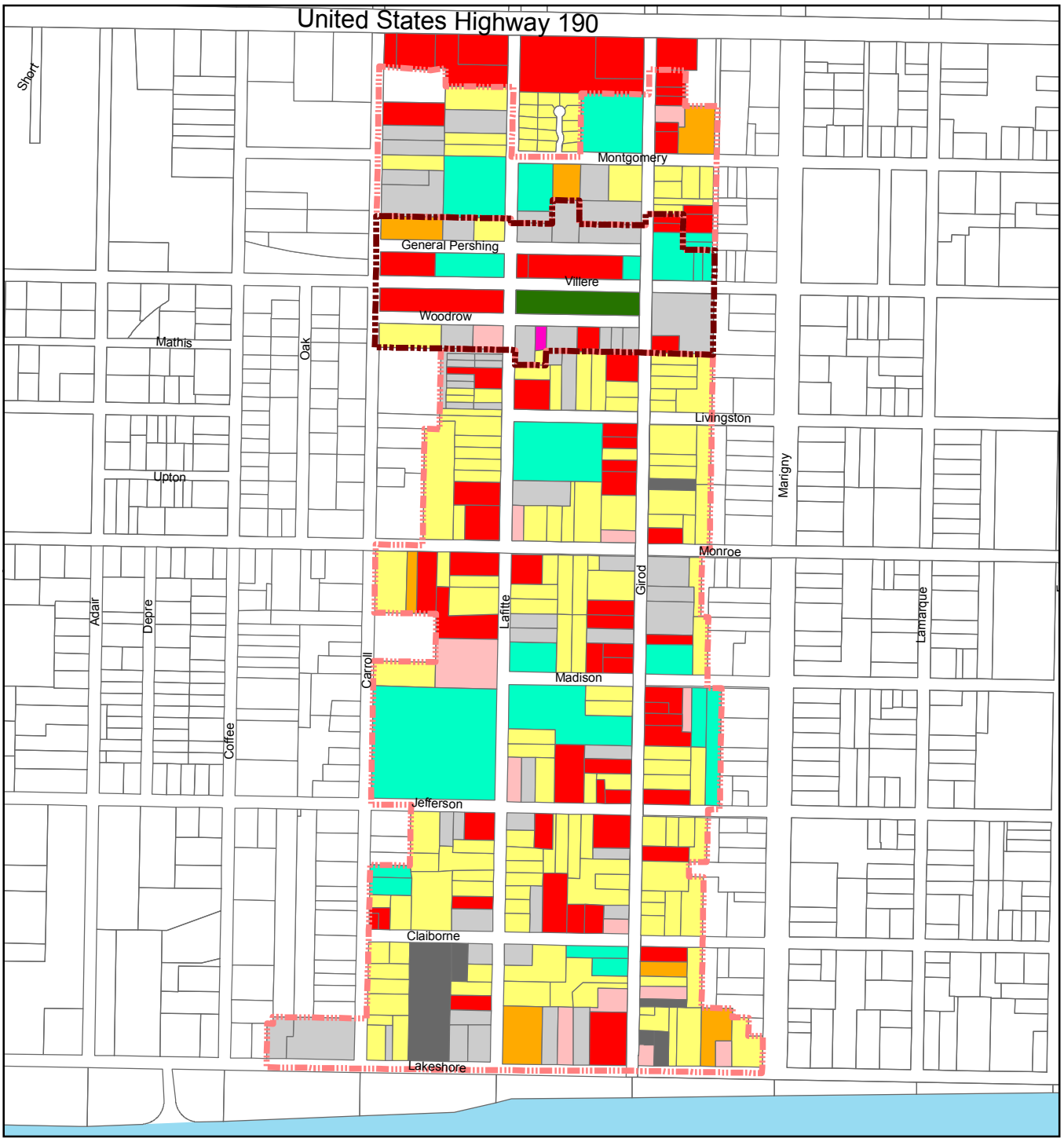
0 0.125 0.25 0.5 Miles

Map Document: (C:\Clients\Mandeville, LA\Maps\B3 Area Plan\Map 2 Flood Hazard Areas.mxd)
5/24/2007 -- 3:46:46 PM

Data Source: City of Mandeville, U.S. Census, ESRI
Map Projection: UTM Zone 15

PLANNING WORKS

Map 3 : Existing Land Use



Legend

- Parcel Line
- Park
- Residential
- Multi-Family Residential
- Mixed Use
- Food and Entertainment
- General Commercial
- Institutional
- Vacant
- Substantially Damaged
- Water

N E S W

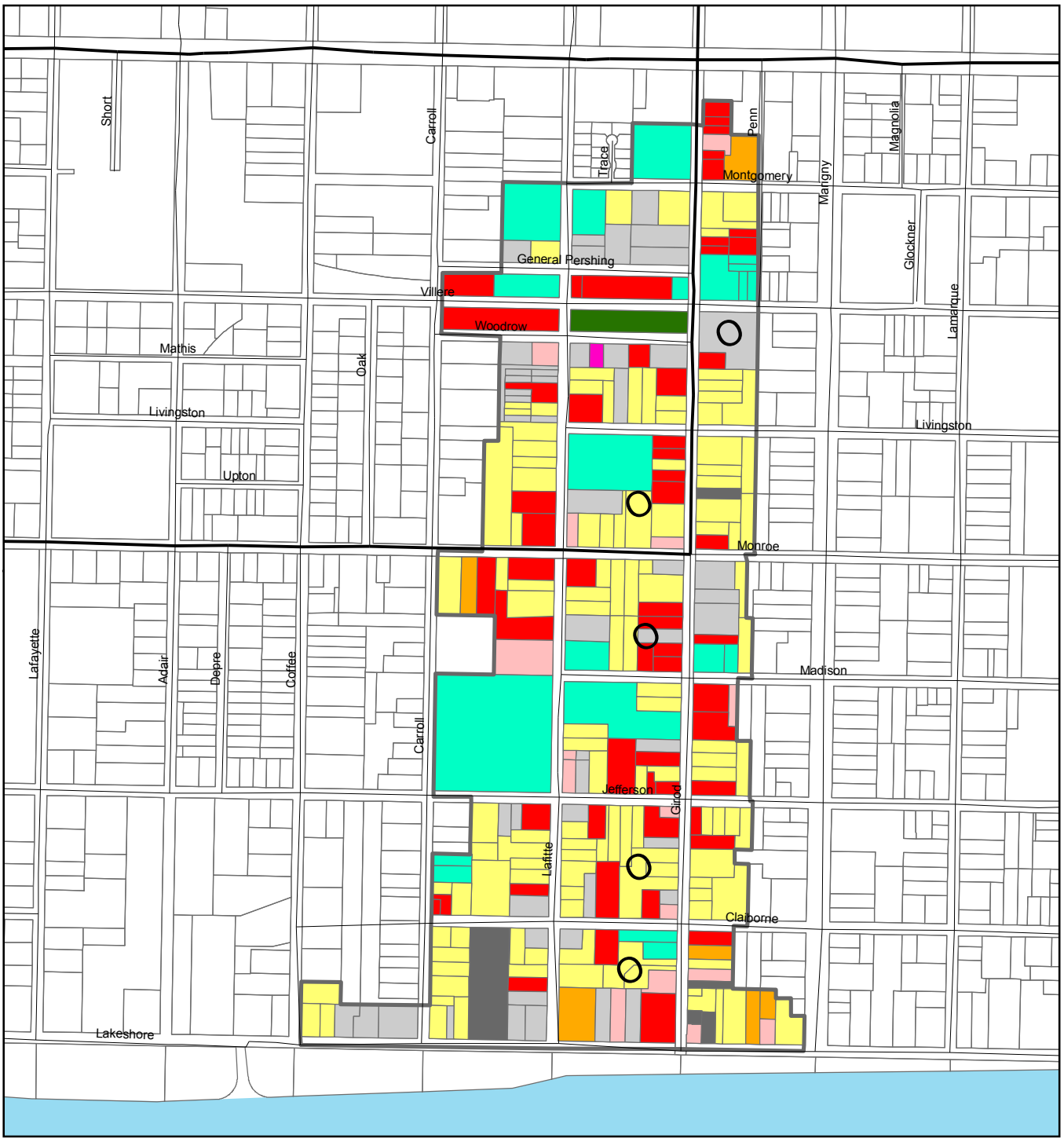
0 0.125 0.25 0.5 Miles

Map Document: (C:\Clients\Mandeville, LA\Maps\B3 Area Plan\Map 3 Existing Land Use2.mxd)
7/12/2007 -- 9:48:20 AM

Data Source: City of Mandeville, U.S. Census, ESRI
Map Projection: UTM Zone 15

PLANNING WORKS

Map 4 : Opportunity Sites



Legend

- OpportunitySites
- B-3 District
- Parcel Line
- Park
- Residential
- Multi-Family Residential
- Mixed Use
- Food and Entertainment
- General Commercial
- Institutional
- Vacant
- Substantially Damaged
- Water

N E S W

0 0.125 0.25 0.5 Miles

Map Document: (C:\Clients\Mandeville, LA\Maps\B3 Area Plan\Map 4 Opportunity Sites.mxd)
6/5/2007 -- 1:59:03 PM

Data Source: City of Mandeville, U.S. Census, ESRI
Map Projection: UTM Zone 15

PLANNING WORKS

Map 5 : Parking Areas

Legend

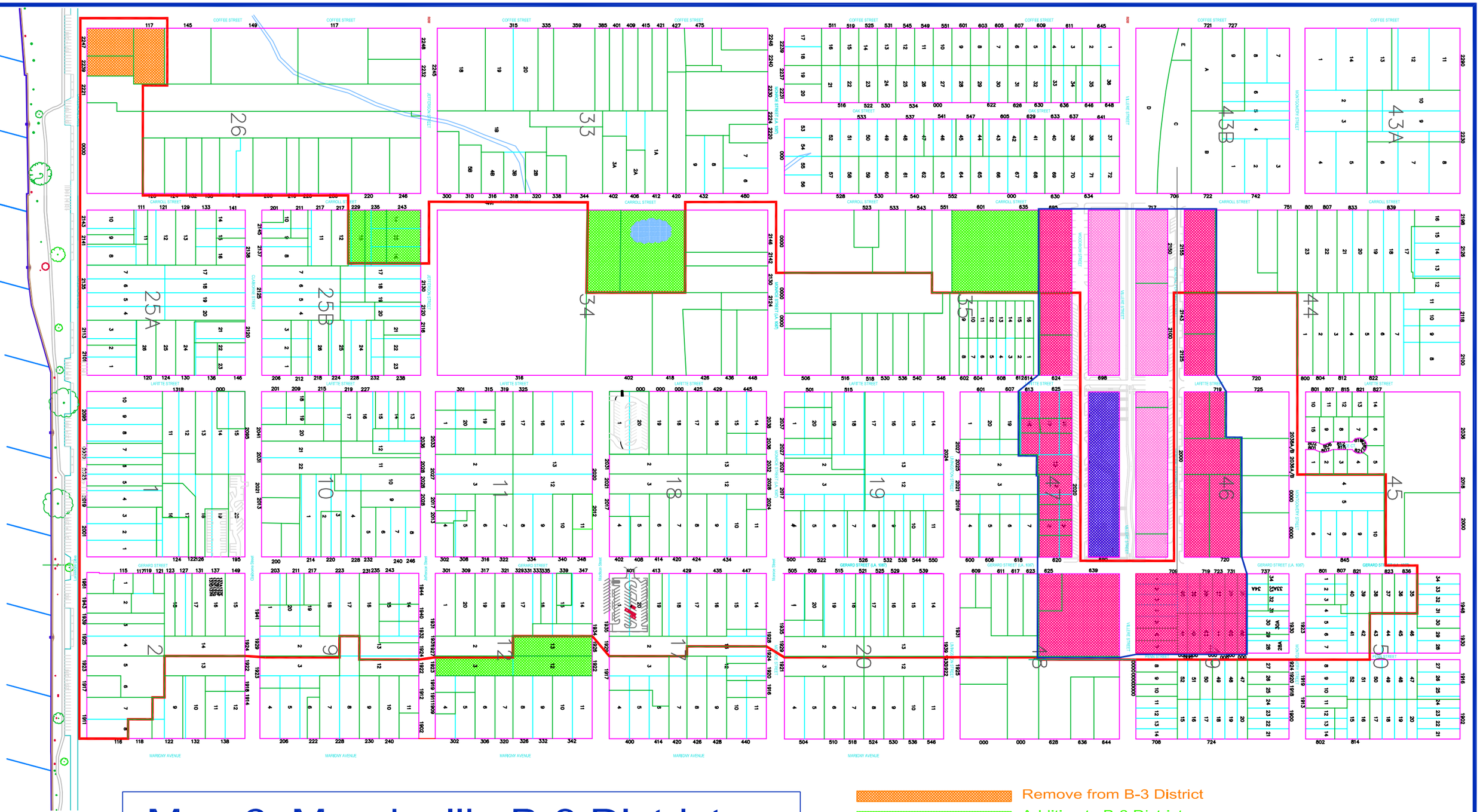
- B-3 District
- Parking Area
- Water

0 0.125 0.25 0.5 Miles

Map Document: (C:\Clients\Mandeville, LA\Maps\B3 Area Plan\Map 6 Parking Areas.mxd)
8/22/2007 -- 2:40:18 PM

Data Source: City of Mandeville, U.S. Census, ESRI
Map Projection: UTM Zone 15

PLANNING WORKS



Map 6: Mandeville B-3 District Area Plan Rezoning Plan

08/22/2007

- Remove from B-3 District
- Addition to B-3 District
- Town Center District
- Addition to Town Center
- PCUD change to Town Center

Mandeville Louisiana
Department of Planning & Development

Appendix A: B-3 Zoning District Amendments

Exhibit A: Modifications to the B-3, TC and TCOD Zoning Districts

Part 1. The following revisions are hereby made to the definitions in Article 6

Section 3.3.63 Dwelling Unit – One or more rooms physically arranged so as to create and independent housekeeping establishment for occupancy by one family with sleeping facilities, a separate toilet and a single facility for cooking for the exclusive use of the occupying family. Principal dwelling unit includes one or more units on a lot that is used for residential structures, but excludes a single dwelling unit that is accessory to the principal dwelling unit as defined herein.

Section 6.3.7 Community Parking Facilities – The use of a site for publicly owned or privately owned parking services including parking garages and parking lots which serve the public at large and for which no fee is charged for use by the public.

Part 2. Table 7.7 Table of Permitted Uses by Zoning District is hereby modified as follows:

The following uses shall be shown on Table 7.7 as Permitted Uses:
6.2.4 Two Family
6.3.5 Community Parking,
6.3.11 Guidance Services
6.3.20 Public Recreation and Park Services
6.4.5 Art and Craft Studio, General
6.4.38 General Retail Sales, General
6.7.1 Combined Uses Residential/Office
6.7.2 Combined Uses Residential/Commercial

The following uses shall be shown on Table 7.7 as requiring a Zoning Permit prior to establishment:
6.3.4 Educational Facilities
6.4.22 Business or Trade School
6.4.27 Communications Services

The following uses shall be shown on Table 7.7 as prohibited:
6.4.10 A&E Fuel
6.4.11 A&E Auto Service Station
6.4.12 A&E Service, Commercial Parking
6.4.60 Restaurant, Drive-In or Drive-Through

Part 2. The B-3 Old Mandeville Business District is hereby modified as follows:

7.5.10 <u>B-3 - Old Mandeville Business District</u>

7.5.10.1 Purpose of the B-3 Old Mandeville Business District

The purpose of the B-3 Old Mandeville Business District shall be to provide a district that acknowledges the historic character of the area and the pedestrian orientation of the neighborhood by continuing to combine residential uses with small scale commercial, service and office establishments which are relatively compatible with residential uses. Lot sizes, setbacks, parking and landscaping requirements shall be more flexible to address the unique characteristics of an area substantially developed as a commercial district with smaller lots and greater development densities than newer areas of the City, prior to the regulation of such elements of site development by local codes.

7.5.10.2 B-3 Permitted Uses

The uses permitted in this zoning district, including signage, shall be in accordance with those uses listed under this district in the Table of Permitted Uses By Zoning District found at the end of this Article and shall be subject to all applicable provisions of this Land Use Regulations Ordinance including any supplemental or special use criteria provided in Article 8 and the Sign Code in Article 10. No new townhouse, condominium or other multifamily residence shall be established on a corner lot within the B-3 district along Girod or Lafitte Streets unless it is part of a mixed use development on that lot.

7.5.10.3 B-3 Site Development Regulations

Each development site in the B-3 Old Mandeville Business District shall be subject to the following site development regulations in addition to any other applicable regulations under the provisions of this Land Use Regulations Ordinance or any other laws of the City, state or federal government.

1. Lot area per principal dwelling unit — 5,500 square feet
2. Minimum principal dwelling unit size — 800 square feet
3. Minimum lot width — 60 feet
4. Minimum lot depth — 120 feet
5. Minimum Yard Setback Requirements[1]
    a. Front Yard
        i. Abutting Lakeshore Drive or where the ground floor of the building is elevated more than six (6) feet above grade: 25 feet or the average of exisitn setbacks on the two nearest lots on the block face

[1] Note that paragraph 7 of this section modifies yard setback requirements where heights are increased above 35 feet. .

ii. All other areas: 15 feet or average of existing setbacks on nearest two lots on the block face, whichever is less, but not less than 10 feet.

b. Street Side or Rear Yard — 10 feet except that side yards shall be increased to 25 feet where building heights are increased above 35 feet pursuant to this section.

c. Interior Rear Yard — 20 feet

d. Interior Side Yard - Non-Residential

Adjacent to Residential Districts	20 feet
Adjacent to Existing Residential	10 feet
Adjacent to Other Districts	5 feet or 0 feet with firewall at property line 0'

e. Interior Side Yard-Residential Uses — 5 feet

6. Maximum Height of Structures — 35 feet, or 40 feet with minimum 7:12 (rise/run) roof pitch and minimum 25 ft. setbacks from all property lines No portion of any structure shall exceed 50 feet in height.

7. Maximum Impervious Site Coverage — 75%

7.5.10.4 Parking and Landscaping Requirements

Parking and landscaping requirements for this district shall be in accordance with the provisions of Article 9 of this Land Use Regulations Ordinance, section 7.5.10.6 and the Special Use Criteria in Article 8.

7.5.10.5 Special B-3 - Old Mandeville Business District Criteria

1. Access - No use which requires regular deliveries by tractor/trailer trucks or vehicles of a load or size greater than the capacity of the streets or bridges or existing clearances of utilities or trees in the area shall be allowed in the B-3 district except on lots fronting on collector streets and which do not require access through residential districts.

2. Special Requirements

a. Landscape Buffers Adjacent to Residential Districts - A vegetative buffer, as provided in Article 9, shall be provided in the required setback adjacent to all residential districts. If parking or service facilities abut R-1, R-1X or R-2 districts, the landscape buffer requirement may be required by the City Planner or Designee to be increased by up to fifty (50) percent to diminish the effects of the impact of lighting, noise, odors or other negative effects on adjacent residential developments.

b. Landscape Buffers Elsewhere in District. Required landscape buffers shall be reduced in width by fifty (50) percent for parking lots that are fenced and

located in accordance with the design standards for the district. In no case shall parking lot buffer be required to be wider than five feet.

c. Lighting. All outdoor lighting must be directed toward the property on which the lighting is located, be shielded from adjacent buildings and shall not adversely impact any adjacent use or traffic.

d. Hours of Operation and Noise - If night activities are conducted by the on-site use, such activities shall not interfere with the peace of any adjacent residential district or on-site residential use and shall conform to the requirements regarding noise and sound as set forth in the City's Code of Ordinances. Outdoor operations for restaurants and bars located anywhere within the B-3 zoning district shall not be permitted after 10:00 p.m. except on Fridays and Saturdays, when outdoor operations shall be permitted until midnight.

3. Reductions in Required Parking

a. By Right - When on-street parallel parking is available in areas where ditches have been culverted and shoulders are adequate for parking or when public on-street parking bays are available, the required number of off-street parking spaces for non-residential uses may be reduced by up to a number equal to fifty (50) percent of the number of on-street spaces abutting or, on Lakeshore Drive only, across the street from the proposed B-3 site in public parking bays on the right-of-way.

b. By Parking Variance - In the B-3 District parking requirements for non-residential uses may be reduced or waived by the Zoning Board in conjunction with a variance request and based on the findings of the Zoning Board of the existence of public parking within the area sufficient to accommodate the proposed use, provided such a reduction or waiver does not adversely affect surrounding commercial or residential uses. The Zoning Board may vary the number of required parking spaces or the size of parking spaces and parking accessways. Any person receiving a variance in the number of spaces shall contribute to the Optional Parking/Open Space Mitigation Fund established for the purpose of providing public parking and pedestrian/open space amenities in accordance with a Master Plan of the B-3 District. Contributions shall equal the cost of establishing the number of spaces varied for the site. Public improvements such as the culverting of roadside ditches to provide on-street parking within three hundred (300) feet of where the proposed use is located and the installation of sidewalks or pedestrianways between the on-street parking and the site, if done in a manner approved in advance in accordance with the provisions of Section 5.2.6.1, may be accepted as a contribution to the Optional Parking/Open Space Mitigation Fund in lieu of the required parking for the proposed use.

4. Reductions in Required Landscaping - Because of the inconsistency of building setbacks and the frequency of existing structures which were constructed on the property line at the street frontage or closer than fifteen (15) feet to the street right-of-way, landscaping requirements in the B-3 district may be reduced in conjunction with an application for approval of such reduction in accordance with the procedures and requirements for an Administrative permit when the placement

of the existing building or the need for additional on site parking, based on a determination by the City Planner or Designee, make landscaping to the full extent of the requirements impractical or a hardship. A determination by the City Planner or Designee shall be based on the following guidelines:

a. No greenbelt in the B-3 district shall be required to be greater than the required building setback as indicated in the B-3 Site Development Regulations above.

b. When an existing building(s) or parking lot is less than fifteen (15) feet from a street right-of-way, the required greenbelt shall be the width of the existing setback in the area between the existing building or parking lot and the street. In areas where the existing building(s) or parking lot do not encroach into the required greenbelt the full provisions of the greenbelt requirements shall apply.

c. When an existing building is within five (5) feet of a street right-of-way, class B trees may be substituted for class A trees and planter boxes may be utilized instead of in-the-ground installations so long as such planter boxes do not impede pedestrian circulation.

d. When an existing building or a required setback is within ten (10) feet of a street right-of-way, the required greenbelt may be reduced as provided in (a) and (b) above provided that any open ditches in front of the site are culverted and planted and sidewalks or pedestrian ways are installed, in accordance with plans and requirements approved by the Director of Public Works, if not currently existing, to compensate for the diminished green space.

5. Outside Storage or Display - There shall be no display or storage of goods outside of the principal structure or any permitted accessory structures on the site except in conjunction with special sidewalk sales or other promotional activities permitted in accordance with the approval of the Community Appearance Commission in accordance with regulations for Special Events in the B-3 district as provided in Article 10 - Sign Code.

6. Combined Uses - The combining of commercial and residential uses on one site shall be in accordance with the Special Use Criteria set forth in Article 8.

7. Conversion of Residential Structures to Non-Residential Uses - The conversion of residential structures to non-residential uses shall be allowed in the B-3 District subject to the requirements for the establishment of non-residential uses in the district as provided herein and the provisions of Article 8 for the Conversion of Residential Structures to Non-Residential Uses.

7.5.10.6 B-3 Design Standards

1. **Purpose and Applicability**:

a. **Purpose**: The B-3 Design Standards are intended to promote a sustainable mix of land uses that:

i. Provide easily accessible retail and service uses for residents and visitors that are consistent with the historic character and scale of Old Mandeville;

ii. Establish a walkable neighborhood where residents living in or near the B-3 District have access to goods and services without having to rely on driving;

iii. Support public and private investments in the establishment of a Town Center;

iv. Enable development in the B-3 District to comply with FEMA flood elevation requirements without inducing blight or reducing the viability of residential or non-residential uses; and

v. Retain or increase property values to protect private investments and ensure that the City has the fiscal resources to provide necessary public facilities and services to the residents of Old Mandeville.

b. **Applicability**

i. The B-3 Design Standards shall apply to new building construction, exterior renovations and building or site modifications that require a building permit.

ii. Provisions for Non-Conforming buildings shall comply with Section 4.2.4 of the CLURO.

iii. Prior to preparing design plans for any development, the applicant shall schedule a pre-application meeting with the City Planner or designee to discuss the procedure for approval of design drawings and the development of properties within the B-3, Old Mandeville Business District.

iv. Architectural Review of all development applications shall be performed by the **Design Review Committee**, which shall make recommendations to the **Planning Director** prior to permits being issued. Appeals to the subsequent actions by the Planning Director shall be reviewed by the Zoning Commission.

v. Designs shall consider the neighborhood context. Applicants should demonstrate an understanding of the neighborhood context by providing photographic evidence showing the proposed design's relationship to existing facades in surrounding blocks.

vi. Except as otherwise noted, the standards and guidelines in this section apply to all development because each structure may transition to all other allowed land uses.

vii. The Planning Director may authorize exceptions to the B-3 Design Standards subject to the finding by the Design Review Committee that:

(a) the exception is consistent with the purposes of this section; and

(b) the modification of the standard will result in a design that is consistent with the historic character of Old Mandeville; and

(c) the resulting scale and design are consistent with the size, configuration, location and orientation of of the site; and

(d) the modification will not have a deleterious effect on the value or use of adjacent properties.

2. **Site Design Requirements:** Applicable development shall be designed to comply with the following standards and guidelines. Referenced sections of the B-3 Area Plan Design Guidelines shall be used to interpret the application of these standards.

a. **Public Frontage. (see section 2.1 of the B-3 Design Regulations and Guidelines)**

i. Curb, gutter and sidewalk is required on all frontages.

ii. Where sufficient right-of-way exists, a four (4) foot wide planting strip should be provided between the curb and the sidewalk unless on-street parking is provided between the travel lanes and the sidewalk.

iii. The Planning Director may defer these improvements if they are scheduled to be installed by the City within two years of the development application or if the application is for development of a single-family or duplex residence on an existing lot.

b. **Landscaping. (see section 2.2 of the B-3 Design Regulations and Guidelines)**

i. Greenbelt/landscaping requirements shall comply with **Sections 7.5.10.5 and 9.2.5.5.1** of this Code.

ii. Residential site design should create a street edge dividing the public and private realms using fences and/or shrubbery. If fences are used in the front yard, they shall be subject to the following requirements:

(a) Where provided within a front yard, fences shall comply with the provisions of Article 8 and shall not be greater than the following opacities:

(1) Fences of not more than four (4) feet in height may have an opacity of not more than 70%;

(2) Fences greater than four (4) feet shall not have an opacity of greater than 20%.

(3 No front yard fence shall be greater than seven (7) feet in height.

(b) Fences along the property frontage shall not be set back more than two (2) feet from the sidewalk or property line.

(c) Except where shifted back for entrances and sight triangles (see Article 9), fences should be aligned with those on adjacent properties.

iii. Parking areas shall be screened by opaque vegetative screens measuring at least three (3) feet tall at maturity.

iv. Piers or columns supporting raised structures shall be screened as follows

(a) Where panels are provided between piers, plantings shall create a continuous screen with a mature height of at least sixteen (16) inches

(b) Where the area between the piers is left open, plantings

shall create a continuous screen with a mature height of at least half the pier height.

c. Building Orientation. (see section 2.3 of the B-3 Design Regulations and Guidelines)

i. Building entries shall face the street on which the building fronts.

ii. On corner lots:

(c) Buildings shall face the street faced by abutting lots.

(d) If both streets are faced by buildings on lots for residential buildings, the entry may be on either side.

(e) Non-residential buildings shall have an entry facing the corner or entries facing each abutting street.

(f) Buildings shall provide a covered porch extends at least twelve (12) feet along the each side of buildings facing a street. (see paragraph 3.g below)

d. Parking (see section 2.4 of the B-3 Design Regulations and Guidelines)

i. Parking spaces shall be located behind the building or in a side yard behind the front building facade.

ii. Parking spaces may be located under the building, provided that the spaces are screened from the street and the entry is from the interior side yard or rear yard of the structure.

iii. Garages may face any direction, provided that

(a) attached garages that face a street shall be located at least 25 feet behind the building facade.

(b) detached garages shall be located at least 60 feet behind the front property line.

iv. All vehicular parking for multi-family or non-residential structures shall be screened per **Section 9.1.2** of this Code.

v. For residential structures, all required parking shall be provided on-site.

3. Building Design Requirements. Applicable development shall be designed to comply with the following standards. Referenced sections of the B-3 Design Regulations and Guidelines shall be used to interpret the application of these standards.

a. Flood Elevation and Foundations (see section 3.1 of the B-3 Design Regulations and Guidelines) Building elevations shall comply with FEMA standards adopted by the City of Mandeville, provided however, that no structure north of Monroe street shall be elevated so that the ground floor level is greater than 18 inches above the adopted base flood elevation.

b. Floodproofing (see section 3.2 of the B-3 Design Regulations and Guidelines) Building areas below the base flood elevation shall be floodproofed in accordance with FEMA standards.

c. Allowed Uses Below BFE (see section 3.3 of the B-3 Design Regulations and Guidelines) Uses developed below the base flood elevation shall comply with FEMA standards.

d. Height Limits (see section 3.4 of the B-3 Design Regulations and Guidelines)

i. Maximum building height is thirty-five (35) feet as defined in this CLURO. For buildings required by FEMA standards to be elevated by more than five (5) feet from grade that are set back at least twenty-five (25) feet from all property lines, and have a roof pitch of at least 7:12 (vertical rise to horizontal run), the Design Review Committee may recommend and the Planning Director may grant an exception of up to five (5) additional feet to authorize a building height of 40 feet.

ii. For elevated structures, support columns shall not exceed twelve (12) feet in the FEMA designated V zone or eight (8) feet in the FEMA designated A zone.

iii. The maximum height of any point of a structure shall not exceed fifty (50) feet from grade.

iv. First habitable floor ceilings should be at least one (1) foot taller than the upper habitable floor ceilings along the lakefront. Proportions may vary in other portions of the district.

e. Base Detailing (see section 3.5 of the B-3 Design Regulations and Guidelines)

i. The space between piers or columns supporting elevated structures shall not be less than sixty (60) percent of the width of the supported structure.

ii. The alignment of exterior support columns or piers shall be consistent with the spacing of columns supporting upper level porches.

iii. Proportions of columns and piers should be consistent with section 3.5 of the B-3 Area Plan Design Guidelines. Shutters, screens, brackets and filigree may be used to mitigate deviations from these proportions.

f. Entries (see section 3.5 of the B-3 Design Regulations and Guidelines) Except where canopies are provided in accordance with paragraph 3.m of this section, all primary entries shall face a street in accordance with paragraph 2.c of this section shall be covered by a porch meeting the standards of paragraph 3.i. of this section.

g. Corner Lots (see section 3.6 of the B-3 Design Regulations and Guidelines) Required porches or canopies shall wrap around the side street façade for at least twelve (12) feet and not less than thirty (30) percent of the side street façade.

h. Exterior Stairs (see section 3.7 of the B-3 Design Regulations and Guidelines) Exterior stairways for elevated structures shall be designed as integral parts of the front porch using compatible materials, colors and

proportions. Stairways shall be set back at least 5 feet from property lines.

i. Porches (see section 3.8 of the B-3 Design Regulations and Guidelines)

i. Front entry porches are required.

ii. Required porches shall measure at least eight (8) feet in depth and extend along the front of the building for at least seventy-five (75) percent of the length of the building frontage.

iii. For corner lots, porches must wrap around the corner for a minimum of twelve (12) feet, but should not extend less than thirty (30) percent of the side street facade.

iv. All porches shall be designed as integral parts of the building using compatible materials, colors and proportions.

v. All covered porches and uncovered porches or decks that are more than three (3) feet above grade shall comply with minimum building setback requirements.

j. Scale and Façade (see section 3.9 of the B-3 Design Regulations and Guidelines)

i. Multiple Buildings: When multiple buildings are on a site, a complementary quality, design and materials should be used, but individual buildings shall have distinct facades and roof lines.

ii. Lakefront Development: On Lakeshore Drive where front setbacks are at least twenty-five (25) feet, the dominant building element shall not exceed forty-five (45) feet, measured horizontally parallel to the front lot line. The cumulative length of facades of secondary elements shall not exceed the length of the dominant building element, and no single element shall exceed two-thirds (2/3) of the width of the dominant building element. Buildings should not exceed ninety (90) feet in width unless setbacks are increased significantly beyond twenty-five (25) feet.

iii. Buildings along other streets in the B-3 district should be broken into building elements that appear to be a collage of individual dwellings that are consistent with the predominant widths of facades of nearby structures.

k. Large Buildings (see section 3.10 of the B-3 Design Regulations and Guidelines) Multi-family structures should be designed to resemble single-family structures through the use of common exterior entries.

l. Use Transitions (see section 3.11 of the B-3 Design Regulations and Guidelines) Deed or condominium restrictions shall not preclude the establishment of offices**.** All structures shall be designed so they do not preclude future use for non-residential purposes.

m. Canopies (see section 3.12 of the B-3 Design Regulations and Guidelines) Canopies shall not be taller than 16 feet and shall not cover an area deeper than fifteen (15) feet.

4. **Building Design Guidelines:** Buildings in the B-3 District shall comply with the design guidelines established in Sections 4.1 through 4.7 of the **B-3 Design Regulations and Guidelines)** to the greatest practical extent as determined by the Design Review Committee in addition to the following guidelines:

a. **Building Design Elements**:

i. Compatibility with the environment. Buildings shall exhibit the ability to provide protection from rain, sun, and high humidity.

ii. Entrances - each principle building shall have a clearly defined, inviting, highly visible customer entrance enhanced with distinguishing features such as canopies, galleries, and porticos.

iii. Facades of buildings visible to the public shall maintain the same standard of design as the front facade, including:

(1) Screening of utilities, equipment, a building services.

(2) Continuation of building design elements such as the quality of materials, galleries, cornices, and treatment of openings.

(3) Disruption of horizontal planes with vertical elements is required. This may include significant interruption by change in plane, material, opening, or design element, such as a tower or gable.

(4) Disciplined visible structural vocabulary must be maintained. Arcades, galleries, and roofs shall not appear to levitate in space, but shall have a visible means of support with columns and/or brackets. No overhangs in excess of three (3) feet are allowed without a visible means of support. Rafter tails are encouraged on smaller overhangs.

(5) Consistent design vocabulary for multiple structures on one property will be employed. A unifying design element such as material, color, or form should be used for all structures.

iv. No building with an industrial appearance is allowed, such as a pre-engineered metal building with metal siding and devoid of historic context.

v. Service bays shall be oriented away from the principal street or screened.

vi. Smaller buildings should reflect the design of the historic styles, and larger buildings should be divided into smaller elements in order to incorporate historic design context.

vii. Fascias of buildings not to exceed sixteen (16) inches in depth, including gutters; except for fascias used as a unifying element for multi-tenant buildings and for placement of signage for tenants. No backlit fascias. For purposes of this ordinance, fascia is defined as the horizontal plane just below the roof or coping and above the wall and/or supports.

viii. Mansard roofs used in conjunction with canopies, covered walkways and entries shall have a roof-like slope not greater than 12:12 or less than 4:12.

ix. Building should have substance - design should include base, intermediate and cap. Changes in materials should have a clear line of demarcation either by offset, reveal, or border;

x. Shadows shall be considered as a design element.

b.. **Building Materials**: Materials shall be reviewed for compliance with historic context. The following materials have historic context:

i. Walls, Wood, Brick, Cement Plaster (stucco).

ii. Roofing: Wood shakes, Slate/tile, Rigid Shingles with Ridge Tiles, Metal (Corrugated, V-crimp, and Standing Seam).

c. **Building Colors**: Colors shall be reviewed for compliance with historic context.

i. Facade colors shall be low reflective and subtle. The use of primary, high intensity or metallic color is prohibited outside of the sign face.

ii. Any activity that involves changing color or refreshing color shall require a permit and shall be reviewed by the Design Review Board.

iii. Accurate color drawings with a list of paint numbers and elevations of every building will be required to be submitted prior to any modification.

d. **Canopies**:

i. Free (or semi-free) standing canopies, such as those used as shelters for pump islands in gas stations and porte cocheres, shall be of similar style and materials as the building. Canopies are not considered the principle structure.

ii. Unless site conditions preclude, canopies shall be attached to and made an integral part of the main building.

iii. Canopies shall have columns, beams, or brackets of sufficient scale to give a visible means of support.

iv. Clearance under canopies shall not exceed 16', and cantilevered overhangs shall not exceed 15 feet.

v. Task lighting shall be utilized to reduce light spillage. Intense general lighting under canopies in not allowed.

vi. Fascias - refer to building design elements.

vii. Disrupt long horizontal plains with vertical elements.

e. **Other Building Design Elements**:

i. Pier Construction - chain wall footings shall be below grade allowing piers to sit at grade.

ii. Exterior finish of piers shall be either stucco, natural cement finish or brick, with finish visible from public view.

iii. House corners shall be marked with corner boards having a dimension of not less than three inches (3") each.

iv Exterior Siding - Materials. The following materials are allowed:

(a) Vinyl siding- three inch (3") minimum width.

(b) Hardiplank

(c) Wood

(d) Brick

(e) Cement finish stucco

v. Windows

(a) All windows shall be wrapped with a trim board of not less than three inches (3") wide or shutters. Shutters, when used, shall be equal to the width of the window.

(b) Windows shall be held a minimum of twelve inches (12") below the soffit.

vi. Roof:

(a) Materials shall be either a dimensional shingle, 3-tab shingle, wood shakes, slate, copper, or a galvanized, v-crimp or corrugated metal roof.

(b) Roof pitch shall be not less than 7/12 and all entry points of residence shall have appropriate roof configurations so that water will be shed away from entrance.

Part 3. The TC Town Center District and Town Center Overlay District are hereby merged and modified as follows:

7.5.18 TOWN CENTER DISTRICT

7.5.18.1 Purpose of the Town Center District

1. The purpose of the Town Center (TC) District is to develop an identifiable center of the City of Mandeville with the Trailhead as its nucleus. Its intent is to further define a sense of community and to promote and develop the culture, history, and environment of Mandeville for the betterment of the City. This fully realized Town Center will incorporate a planned and architecturally enhanced area, including, but not limited to, building orientation, scale and human relationship, streetscape, vehicular and pedestrian movement, services and utilities, and uses necessary to develop the overall fabric of a Town Center.

2. The area encompassed by this district shall include not only that area adjacent to the Trailhead, but may include additional properties designated as critical to the integration of the Town Center into the community.

3. The TC District standards shall apply to new building construction, renovations, and modifications which require a building permit and which are located within the designated boundaries of said district.

4. In order to achieve an identifiable Town Center, the following objectives shall be addressed:

   a. Human scale, realized by building orientation, setback, height and articulation.

   b. Streetscape, including parking, sidewalks, lighting, signs, landscaping, utilities and amenities.

c. Applicable elements of Old Mandeville and St. Tammany Parish will serve as a model for implementation to the district requirements and restrictions, as identified with the assistance of the Tulane Regional Urban Design Center.

7.5.18.2 Town Center Permitted Uses

The uses permitted in this zoning district, shall be in accordance with the uses listed under this district in the Table of Permitted Uses by Zoning District found at the end of this Article and shall be subject to all applicable provisions of this Land Use Regulations Ordinance including all supplemental or special use criteria provided in Article 8 and the Sign Code in Article 10.

7.5.18.3 Town Center Site Development Regulations

Each development site in the Town Center District shall be subject to the site development regulations as outlined in the B-3 Zoning District and B-3 Design Standards. Where a conflict exists between the B-3 regulations and standards and the provisions of the Town Center Overlay District, the provisions of the TCOD and Visual Performance Standards shall supercede the B-3 regulations and standards.

7.5.18.4 Parking Requirements

Each development site in the Town Center District shall be subject to the parking requirements as outlined in the B-3 Zoning District. Where a conflict exists between the B-3 requirements and the provisions of the Town Center Overlay District, the provisions of the TCOD and Visual Performance Standards shall supercede the B-3 regulations and standards.

[Note: the following TCOD provisions have been renumbered but not edited.]

7.5.18.5 PEDESTRIAN AND STREETSCAPE AMENITIES:

A. Purpose.

The purpose of these standards is to promote and improve the pedestrian environment in the Town Center Overlay District through the provision of appropriate amenities.

B. Applicability.

The standards in this section are applicable to all actions proposed within the TCOD which are subject to site plan review. In addition to the materials regularly submitted for site plan review, the following items shall be incorporated into plans and specifications for a project located in the TCOD.

C. Amenities.

1. Amenities shall include but not be limited to bike racks, seating, trash receptacles, lighting, landscaping, signage, sidewalks and fences.
2. Amenities shall be required as part of the streetscape, shown on the site plan, and subject to review.

D. Minimum Site Development Criteria.

The following minimum site development criteria shall be utilized for Site

designs within the Town Center Overlay District.

1. Sidewalks. Minimum six (6') Sidewalks shall be made part of the Streetscape.
    a. Surfaces for sidewalks shall be consistent with the criteria established by the Trailhead.
    b. Owner shall provide the city with an adequate servitude to provide for pedestrian passage adjacent to the Street Right of Way of at least twelve feet (12') at ground level and not less than 12' structural height.
2. Landscaping
    a. Landscaping shall be an architectural element and subject to review.
    b. Landscaping will be utilized to the fullest extent possible as part of the streetscape elements
    c. Landscaping shall be placed in planter sections between the edge of street (curb) and the sidewalk. This landscape area shall be incorporated into the servitude of passage.
    d. Required trees shall be planted in a minimum 25 sf, 5' minimum on one side planter sections. The location of these sections will be subject to site plan review.

E. Signs:
    1. Signs shall be considered an architectural element and subject to review.

    2. Signs shall be a maximum of 15 sf; no interior lit signs; bottom of sign over sidewalk must have a minimum nine (9') foot clearance above the sidewalk.

F. Lighting.
    1. Lighting shall be considered an architectural element and subject to review.
    2. Lighting shall comply with the style and specifications of the Trailhead, Gerard Street Corridor and comply with the CLURO.

7.5.18.6 Parking.

A. All onsite parking shall be located to the rear of the structure, and should be designed to be shared with adjacent property with shared access.
B. Access drives and alleyways shall be accessible to adjacent properties.
C. 50% of available on-street parking (parallel or angle) immediately adjacent to the site can be counted by right. The remaining 50% of the available on-street parking immediately adjacent to the site can be counted with a contribution to the parking mitigation fund in the amount of $1200.00 per space.
D. The owner shall provide the city with a servitude to provide for parking and pedestrian passage adjacent to any Street right-of-way of at least twelve feet (12') at ground level and not less than 12' structural height.
E. Should the owner desire to provide the City with additional servitude to accommodate 60 degree angle parking, and the Architectural Review Committee agrees that this is compatible with parking on adjacent parcels, then the additional parking spaces can be counted towards the minimum

parking requirement.

F. The minimum required number of Parking spaces shall be in accordance with Article 9.1.4 of the CLURO. Section 6.4.67 Shopping Center, Neighborhood, for commercial uses and Section 6.2 for Residential uses. For each on-street parking space provided, over the 50% that can be counted by right the owner shall contribute to the City, a sum of $1200.00 per pace

7.5.18.7 Building Setbacks Requirements-

Building setback requirements shall be in accordance with Overlay District Guidelines. (Visual Performance Standards) See attached.

7.5.18.8 Permitted Uses:

Permitted Uses shall be in accordance with CLURO Section 7.7 Table of Permitted Uses for the T-C, Town Center District.

7.5.18.9 Architectural Review Standards.

A. Purpose. The purpose of these standards is to achieve an integrated design that provides an architectural and visual environment consistent with the town center concept.

B. Applicability. This section is applicable to new building construction and building exterior renovations/modifications which require a building permit.

C. Minimum performance criteria. In order to determine that new building construction or building exterior modifications contribute to a harmonious effect in the Town Center Overlay District and promote a cohesive architectural appearance, the following minimum performance criteria shall apply:

1. Materials. Traditional materials are generally required in the Town Center; however, contemporary materials may be considered if they are treated in a manner complementary to the concept of the Town Center.

2. Mechanical and electrical equipment. Mechanical equipment shall be screened, subject to review.

3. Architectural features shall be in accordance with the Visual Performance Standards, which are attached hereto and are made a form of this ordinance.

4. Visual Performance Standards shall include but not be limited to:
   a. Building setbacks, including porches and balconies
   b. Building height (not to exceed 35' as per the CLURO)
   c. Materials
   d. Amenities

See attached Visual Performance Standards

7.5.18.10 Architectural Review shall be performed by Tulane University, Regional Urban

Design Center or alternative successor review body designated by the City of Mandeville.

7.5.18.11 Application procedures shall comply with Article 5 of the CLURO.

7.5.18.12 Procedure for Filing Appeals

1. Appeals shall be in accordance with Section 4.3.4 of the CLURO

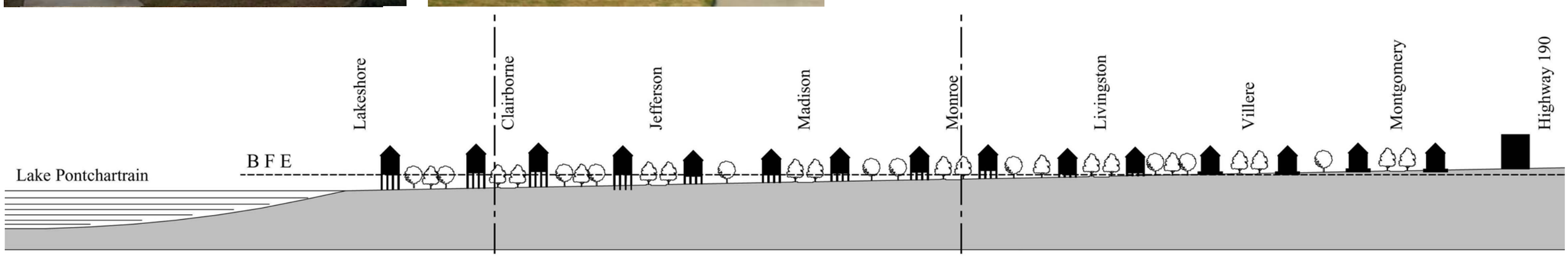
Appendix B: B-3 Design Guidelines

180° URBANDESIGN + Architecture

B-3 Old Mandeville Business District Area Plan:

DESIGN REGULATIONS and GUIDELINES

MANDEVILLE, LOUISIANA



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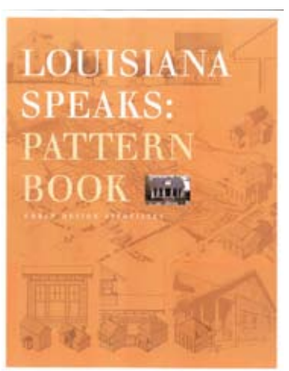
1.1 Introduction

Introduction & Purpose

The B-3 Old Mandeville Business District encompasses the historic heart of Mandeville, Louisiana. It is a unique and diverse district, with a pedestrian-oriented character and a wide variety of building types and uses. While the development regulations are quite flexible in terms of lot size, setback, parking and more, issues of design are critical in ensuring the District's success and maintenance of its historic character.

Following Hurricane Katrina in 2005, FEMA established new standards for Base Flood Elevations and building construction that greatly impact the B-3 district in old Mandeville. The combination of these new regulations and additional development pressures has created the need for updated Design regulations and guidelines, in order that old Mandeville does not lose its traditional character. The purpose of this document is to establish and explain the new regulations and guidelines.

City of Mandeville flag



Cover of Louisiana Speaks

Sample page of FEMA Fact Sheets

Related Documents

A number of other documents are in existence that have either been adopted by the City of Mandeville, or are relevant to this section. These include:

Gateway Overlay District Design Guidelines

This document establishes design guidelines for all B Districts of Mandeville. It also establishes many of the common patterns seen in the local architectural vernacular. The new B-3 Guidelines replace the use of the Gateway Overlay District Design Guidelines within the B-3 zone.

Louisiana Speaks Pattern Book

This document, which has been adopted by the City of Mandeville for reference, is an excellent manual that illustrates the common architectural styles in Louisiana, especially in the coastal areas. It gives design guideline and reference information for those interested in working with typical local architectural styles. The document does not offer site-specific solutions, however, such as how to work with raised buildings as required by the new FEMA regulations. The B-3 Guidelines offer those site-specific adaptations.

FEMA Standards

FEMA has adopted new standards for rebuilding in the coastal region, which impacts much of the B-3 zone. The regulations deal with Base Flood Elevations, in the two different zones: V-zone and A-zone. The V-zones are generally closest to Lake Pontchartrain, and the A-zones are inland, but still deal with potential flooding issues. The implications of these new regulations are covered in the B-3 Guidelines. For specific information on the FEMA regulations, refer to www.fema.gov

Town Center Overlay District Visual Guidelines

The Town Center Overlay Distrct Visual Design Guidelines is a matrix of text and diagrams which specifies the materials and configurations permitted for walls, roofs, openings and other elements in the Town Center District. The city of Mandeville has adopted these guidelines strictly for the Town Center District, which is adjacent to the B-3 Old Mandeville District.

ADA & FHA

The Americans with Disabilities Act & Fair Housing Act are civil rights regulations that must be referenced when designing new buildings, and undertaking significant modifications to existing buildings. Both deal extensively with how to create accessible routes, and provide accessible public spaces. In addition, the Fair Housing Act impacts all multifamily buildings of 4 units or more. These documents are especially important to consider when working with raised buildings.

Historic Context

The Mandeville area was first settled in 1739 near Bayou Castine, but did not thrive until developed in the 1830s by Bernard de Marigny de Mandeville. Marigny began purchasing land on the north shore of the Lake in the early 19th Century and eventually developed the land as a small town for wealthy New Orleanians to visit in the summertime in order to escape the summer heat and seasonal outbreaks of yellow fever. One of his most significant contributions to the future citizens of Mandeville, was a requirement that "the space between the streets fronting the Lake and the Lake were forever to remain open, and unobstructed, for the common use."

Boats were initially the only means of transportation between New Orleans and the north shore, and eventually several commercial ships made regular trips to Mandeville. The town thrived as a resort destination, and the Town of Mandeville was incorporated on March 24, 1840.

At the end of the 19th century, the success of the railroads spurred a building boom in Mandeville, and further growth continued. After the completion of the causeway across the Lake to New Orleans after World War II, it became possible to live in Mandeville and commute into work in New Orleans, and the growth of the area has continued.

During these early periods, Old Mandeville developed at a scale that kept development under the tree canopy in buildings that were largely consistent with seven principal architectural styles. Most buildings reflected the predominant single-family residential cues in the Creole Colonial, Northshore, Coastal Classical, Victorian, Carpenter, Modern and Post-Modern styles. Each of these styles except the Modern style of architecture has been embraced in the City's 2001 Gateway Overlay Design Guidelines. These guidelines reinforce the importance of maintaining historic architectural styles despite recent events.

Recent Events

In August and September of 2005, Hurricanes Katrina and Rita lashed the Gulf Coast, and while Mandeville did not experience the devastation resulting from the failed levees in New Orleans or the strong tidal surge in Mississippi, high water and wind toppled trees damaged or destroyed hundreds of homes and businesses in the City. The damage was most acute in the portions of Old Mandeville that were closest to Lake Pontchartrain.

This damage forged a commitment to not merely recover, but to enhance what was already an extraordinarily livable community. However, while residents and community leaders have chosen to regard the damage brought by Katrina as an opportunity, there are undeniable and enduring challenges that Mandeville must overcome during the recovery.

The City assumed a compassionate, yet rational strategy to help residents establish temporary shelter as they restored their homes and businesses. To avoid future damage, many of the newly built or restored homes must be elevated approximately 17 feet above mean sea level, which is as much as 12-14 feet above grade. Not only will this transform the visual character of Old Mandeville, but it will create ongoing difficulties for residents and businesses that no longer live or operate at street level. At a minimum, it will cause a shift to Caribbean architectural proportions.

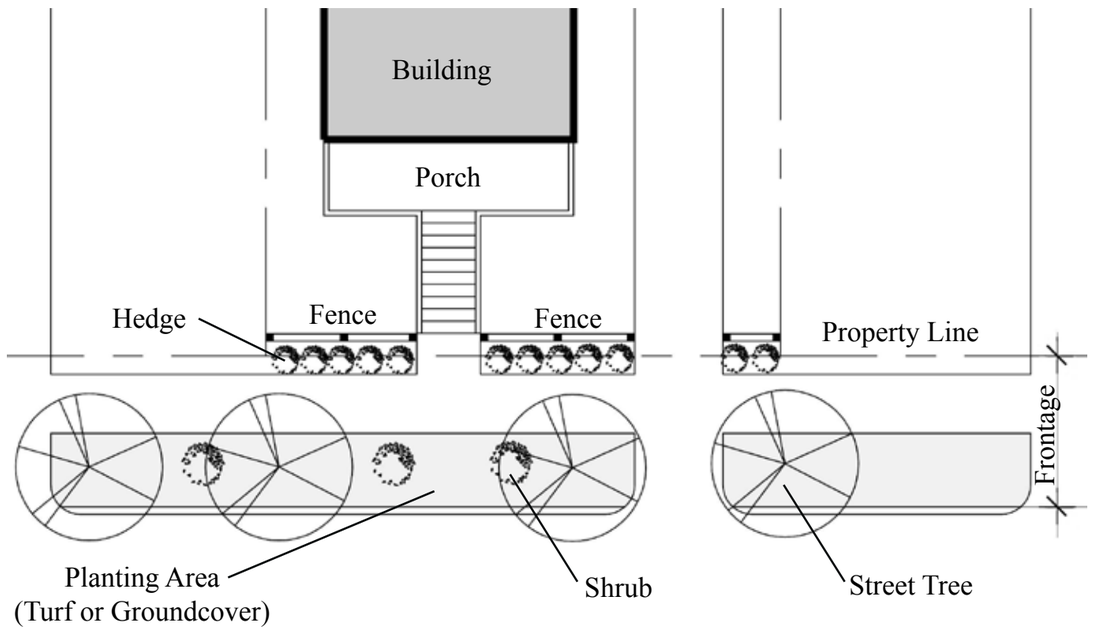
The damage to structures along the lakefront in Old Mandeville created the opportunity to assemble contiguous lots. Consolidated lots result in larger parcels of land with the potential to accommodate structures of a much larger scale than previously existed. This potential and the lack of limitations on large scale structures raised local concerns that one or more developments could change the scale of Old Mandeville from its predominantly single-family dwellings to large scale multi-family units – a change that would be exacerbated by new FEMA requirements requiring the elevation of structures.

Intent of Guidelines

These guidelines are intended to enable Old Mandeville to retain its historic architectural fabric, while allowing for the elevation of structures to protect them from flooding in accordance with FEMA requirements. They will be administered through the City's design review process to ensure that the resulting development and redevelopment:

- Respects the historic context in terms of scale and architectural styles to the greatest extent practical;
- Respects environmental conditions, including the need for shade, unobstructed breezes and protection from rains; and
- Respects neighbors in the design and placement of porches, windows, balconies and mechanical equipment.

2.1 Public Frontage



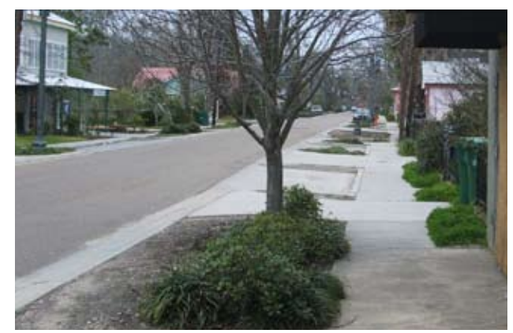
The Public Frontage is the portion of land between the lot frontage and the street edge or curb within the right of way and sometimes including easements. This section of land that borders all streets is the first impression of the neighborhood. The public frontage contains all public accessories and utilities, such as street lights, traffic signs, power poles, etc.

Important characteristics of the Public Frontage are:

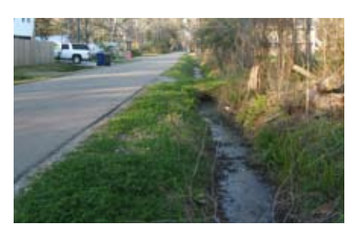
- Improve the curb and gutter to avoid open drainage areas especially in commercial areas
- Provide continuous walkways for pedestrians
- Where right of way exists, provide a minimum of 4 feet landscaped area between the edge of street and the sidewalk.
- Where right of way exists, provide space for on-street parking
- Place public accessories in the planting area, to conceal their appearance
- Landscape the frontage with ground planting, shrubs and trees
- Where setbacks are limited use fences or hedges to separate the public and private realms.

Correct Examples

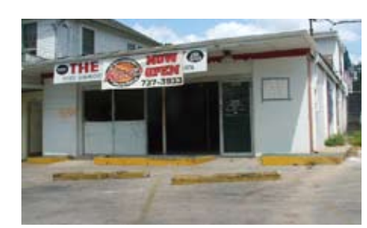
These examples are from Mandeville and show how landscaping is used to buffer between the street and sidewalk.



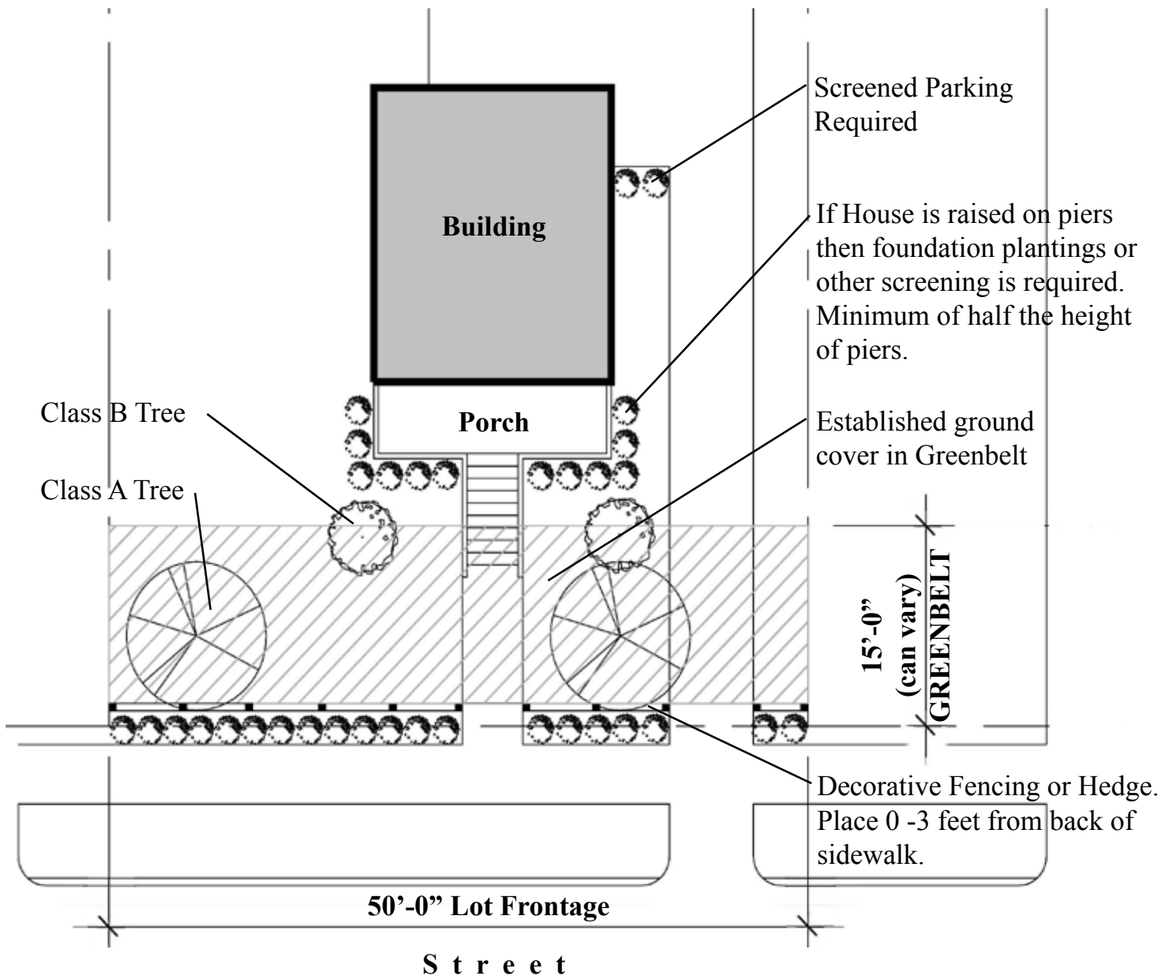
Incorrect Examples



The open drainage area doesn't contain a pedestrian space, and presents a safety issue. The provision of parking within the frontage, instead of on the street, creates a safety issue, and interferes with the pedestrian space.



2.2 Landscaping



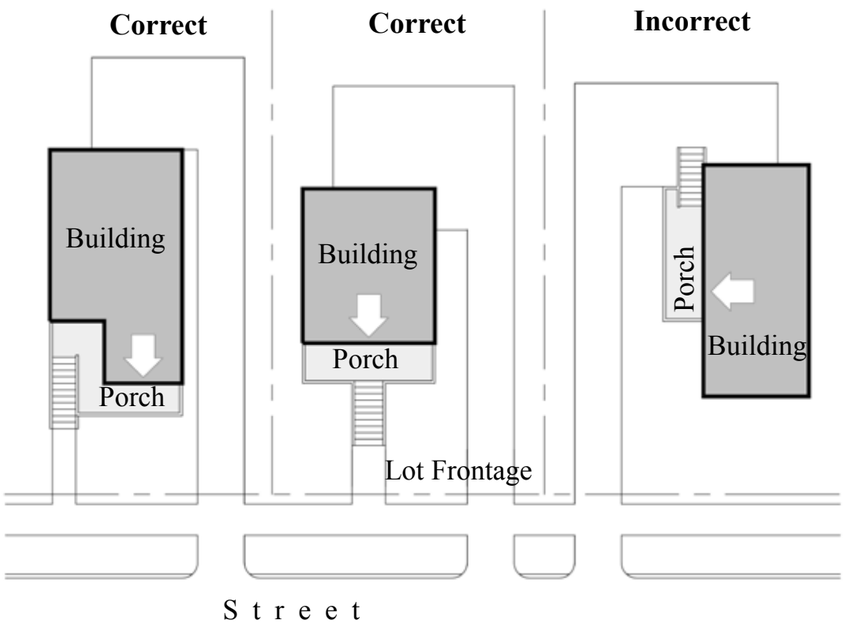
Greenbelt Area

The Greenbelt Area shall follow the regulations as set forth in the B-3 Mandeville Business District section 7.5.10.4, 7.5.10.5 and the Periphery Landscape (Greenbelt) Requirements section 9.2.5.5.1. When a structure is raised on piers, foundation plantings are required to screen the area under the structure from the public street right of way. The vegetative screening needs to be a minimum of half the height of the piers in a post and lintel system. When infill panels are used per 3.5, then required foundation plantings can be 16" tall.

Correct Examples

Shown here are a few pictures of attractive Greenbelt Landscaping that enhances and beautifies the neighborhood. Decorative fencing is highly recommended at the frontages where the buildings are closer to the street than the required Greenbelt Area.
Fences at the front lot line should be no more than 70% opaque, and no more than 4 feet tall. A lesser opaque fence up to 7 feet tall, such as wrought iron, will be allowed.

2.3 Building Orientation



The primary building elements of porch and front entry should face the street directly. The front facade shall be parallel to the lot frontage. On corner lots, residential buildings should have a porch that wraps around per the requirements on 3.9. Both street facades should have entries on to the porch. In multifamily buildings on corner lots, both street facades should have entries facing the street.

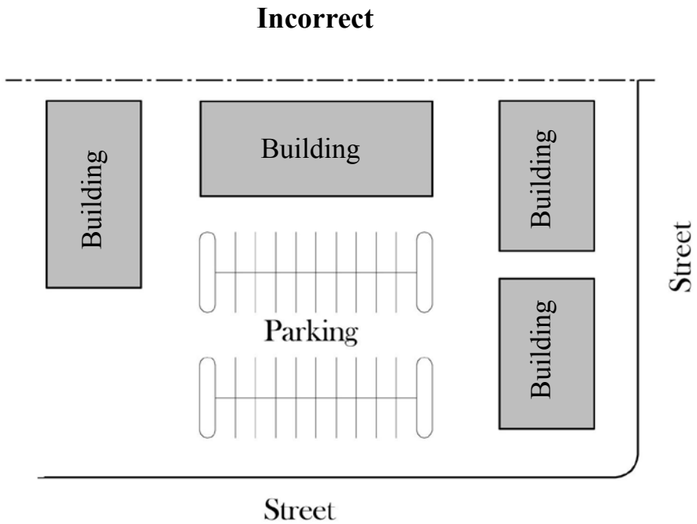
Correct Examples

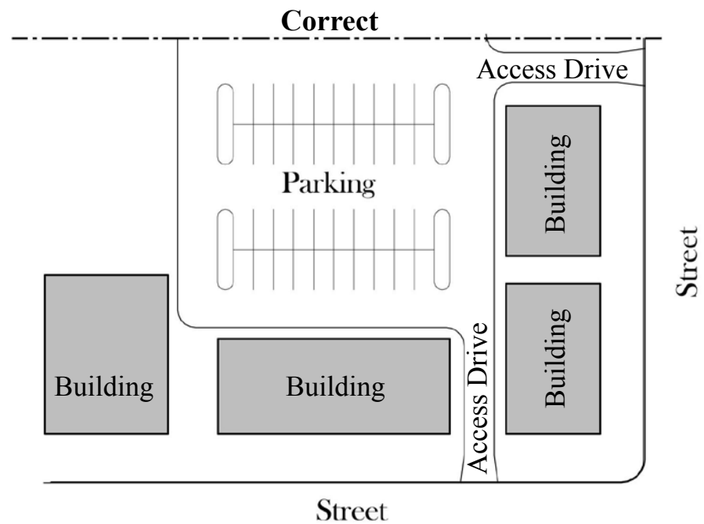
Incorrect Example

The front door of this house is facing the private drive instead of the public street. There is no walkway from the the sidewalk to the front door.

2.4 Parking

a) Commercial Parking



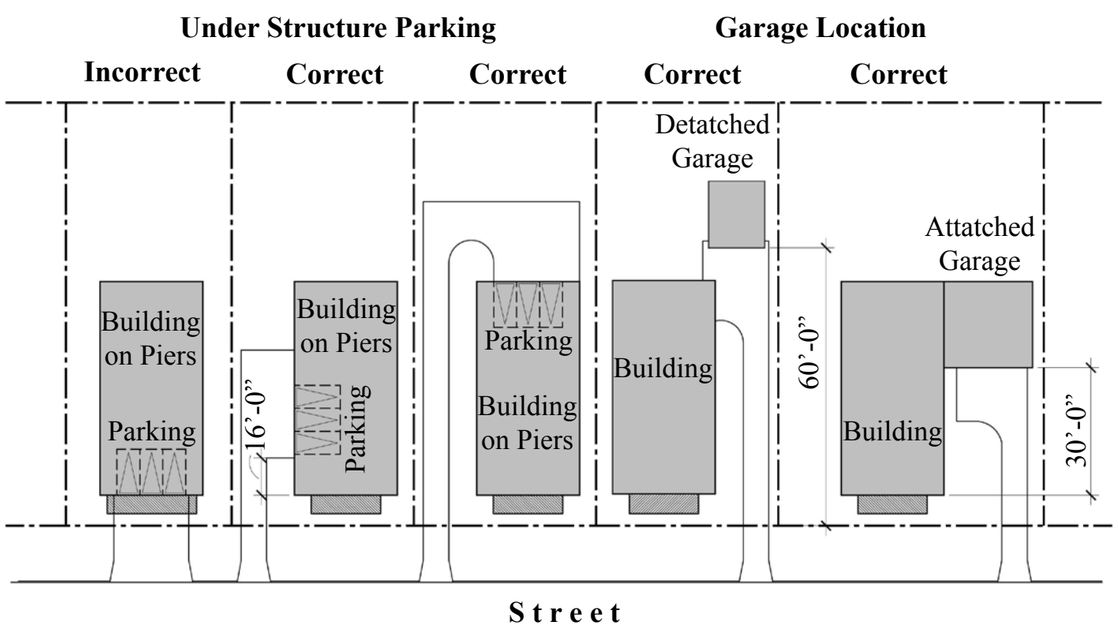


Parking lots shall not face the street. This condition disrupts the pedestrian continuity of the old Mandeville district.

Keep all buildings fronting the street and hide parking areas behind these structures. Because the parking lots are now located at the interior or back of the lot, an access drive will need to be provided. Try to consolidate parking for multiple businesses in order to minimize the amount of access drives per block.

Parking shall be adequately screened by buildings, landscaping or fencing per section 9.1.2 of the Parking and Loading Regulations. When a commercial building is raised on piers high enough to provide parking under the structure, the parking shall be accessible only from the back or side. Do not access under-structure parking from the front, or street side. The street front shall be screened with infill panels or vegetative screening.

b) Residential Parking



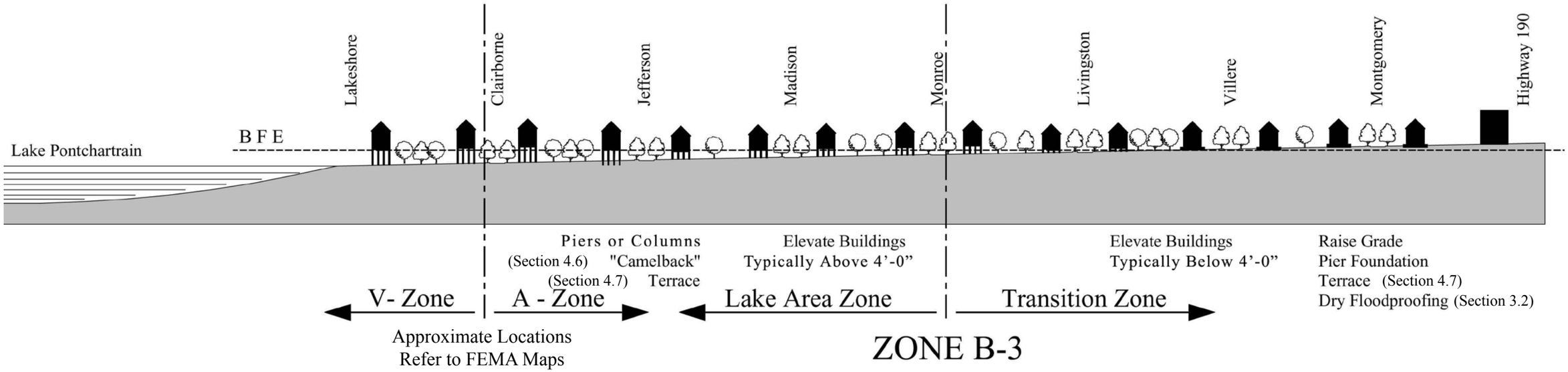
Parking lots and garages shall not face the street. Attached garages may only face the street if set behind the front wall of the building by a minimum of 30 feet. Detached garages must sit a minimum of 60 feet back from the front Property Line.

When parking under a structure with side access, keep the first stall a minimum of 16'-0" from the front of the building. Also when parking along the side of a building, the parking pad shall start a minimum of 16'-0" from the front of the building.

Access both side and back parking by providing a drive along the side of the lot. Driveways may be a maximum of 10'-0" wide at the front property line and may not flare out within the front yard zone.

All vehicular parking shall be screened per section 9.1.2 of the Parking and Loading Regulations

3.1 Flood Elevation Section & Foundations

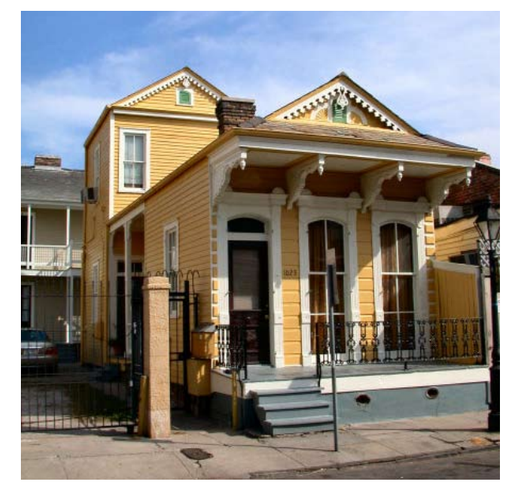


Building on Raised Columns

Column: A vertical support consisting of a base, shaft and capital. See section 4.1

Pier: A vertical support with the same mass as a column and less detail. Usually built of masonry.

Piling: A vertical support driven into the ground. NOT ALLOWED as above ground finished support.



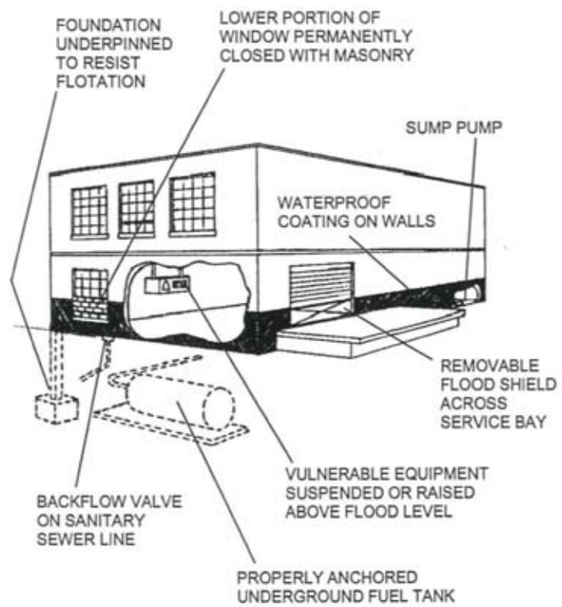
Camelback House

3.2 Dry Floodproofing

DRY FLOODPROOF YOUR BUILDING

One way to protect a building and its contents from flood damage is to seal the building so that flood waters cannot enter. This method, referred to as "dry floodproofing," encompasses a variety of measures (some of which are covered by separate fact sheets – see back of this sheet):

- applying a waterproof coating or membrane to the exterior walls of the building
- installing watertight shields over doors, windows, and other openings
- anchoring the building as necessary so that it can resist floatation
- installing backflow valves in sanitary and storm sewer lines
- raising utility system components, machinery, and other pieces of equipment so that they are above the flood level
- anchoring fuel tanks and other storage tanks to prevent flotation
- installing a sump pump and foundation drain system
- strengthening walls so that they can withstand the pressures of flood waters and the impacts of floodborne debris



The following information are excerpts from the FEMA guidelines for Dry Floodproofing a building, and the Technical Fact Sheets. The City of Mandeville is not responsible for the review of these items. Please contact FEMA for complete guidelines, instructions and procedures for dry floodproofing a building. Here are two websites where you can read or download the guidelines and fact sheets listed.

http://www.fema.gov/rebuild/mat/mat_fema499.shtm
http://www.fema.gov/plan/prevent/howto/index.shtm#4

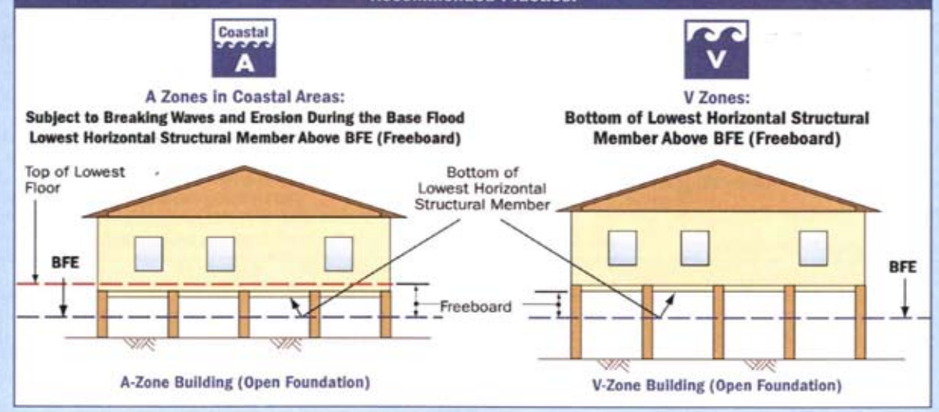
Recommended Lowest Floor Elevations*

Because of the additional hazard associated with wave action in V zones and in A zones in coastal areas, it is recommended that the minimum elevation requirements of the NFIP be exceeded in these areas:

- It is recommended that ***the bottom of the lowest horizontal structural member of V-zone buildings be elevated 1 foot or more above the Base Flood Elevation (BFE),*** i.e., add freeboard.
- It is recommended that ***the lowest horizontal structural member of A-zone buildings in coastal areas be elevated 1 foot or more above the BFE*** (i.e., add freeboard).

*NFIP minimum elevation requirements: A zone – elevate top of lowest floor to or above BFE; V zone – elevate bottom of lowest horizontal structural member to or above BFE. **In both V and A zones, many people have decided to elevate a full story for below-building parking, far exceeding the elevation requirement.** See Fact Sheet No. 2 for more information about NFIP minimum requirements in A and V zones.

Recommended Practice:



FEMA has produced a series of 31 fact sheets that provide technical guidance and recommendations concerning the construction of coastal residential buildings.

FEMA Technical Fact Sheets

Fact Sheet No. 1, Coastal Building Successes and Failures
Fact Sheet No. 2, Summary of Coastal Construction Requirements and Recommendations
Fact Sheet No. 3, Using a Flood Insurance Rate Map (FIRM)
Fact Sheet No. 4, Lowest Floor Elevation
Fact Sheet No. 5, V-Zone Design and Construction Certification
Fact Sheet No. 6, How Do Siting and Design Decisions Affect the Owner's Costs?
Fact Sheet No. 7, Selecting a Lot and Siting the Building
Fact Sheet No. 8, Coastal Building Materials
Fact Sheet No. 9, Moisture Barrier Systems
Fact Sheet No. 10, Load Paths
Fact Sheet No. 11, Foundations in Coastal Areas
Fact Sheet No. 12, Pile Installation
Fact Sheet No. 13, Wood-Pile-to-Beam Connections
Fact Sheet No. 14, Reinforced Masonry Pier Construction
Fact Sheet No. 15, Foundation Walls
Fact Sheet No. 16, Masonry Details
Fact Sheet No. 17, Use of Connectors and Brackets
Fact Sheet No. 18, Roof Sheathing Installation
Fact Sheet No. 19, Roof Underlayment for Asphalt Shingle
Fact Sheet No. 20, Asphalt Shingle Roofing for High-Wind Regions
Fact Sheet No. 21, Tile Roofing for High-Wind Areas
Fact Sheet No. 22, Window and Door Installation
Fact Sheet No. 23, Housewrap
Fact Sheet No. 24, Roof-to-Wall and Deck-to-Wall Flashing
Fact Sheet No. 25, Siding Installation and Connectors
Fact Sheet No. 26, Shutter Alternatives
Fact Sheet No. 27, Enclosures and Breakaway Walls
Fact Sheet No. 28, Decks, Pools, and Accessory Structures
Fact Sheet No. 29, Protecting Utilities
Fact Sheet No. 30, Repairs, Remodeling, Additions, and Retrofitting
Fact Sheet No. 31, References

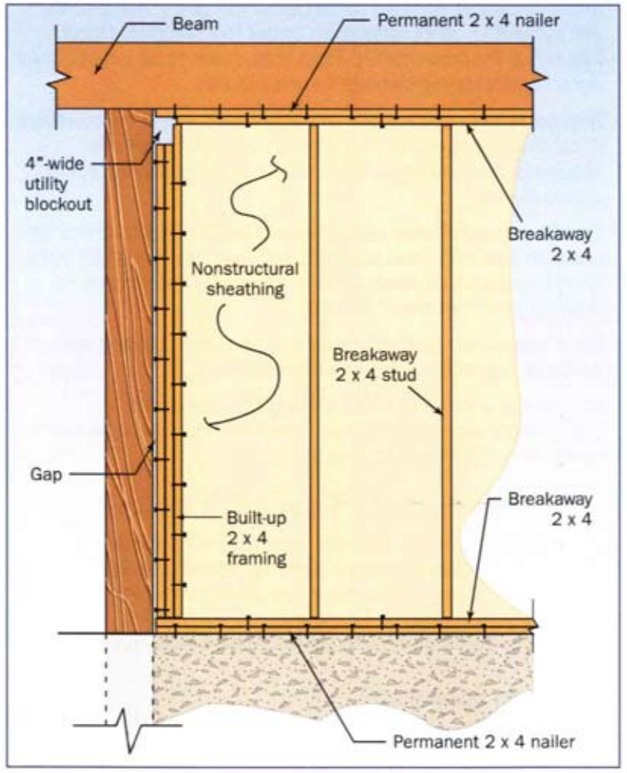
3.3 Allowed Uses Below BFE

Per FEMA and NFIP Regulations the area below an elevated building can be used only for **building access, parking**, and **storage.**
No mechanical, electrical, or plumbing equipment is to be installed below the BFE.
An enclosure is formed when any space below the BFE is enclosed on all sides by walls or partions
Any enclosure below the BFE in the V-Zone must be breakaway.
Non-breakaway enclosures are allowed in the A-Zone but they must be equipped with flood openings.
Insect screening and open lattice can be used to surround a space below the BFE, and the building will still be classified as free-of-obstructions.

See the FEMA technical fact sheets No. 27 for more information.

Breakaway Walls

Breakaway walls must be designed to break free under the larger of the design wind load, the design seismic load, or 10 psf, acting perpendicular to the plane of the wall. If the loading at which the breakaway wall is intended to collapse exceeds 20 psf, ***the breakaway wall design must be certified.*** When certification is required, a registered engineer or architect must certify that the walls will collapse under a water load associated with the Base Flood and that the elevated portion of the building and its foundation will not be subject to collapse, displacement, or lateral movement under simultaneous wind and water loads. (See the sample certification at the bottom of page 2 of Fact Sheet No. 5.) ***Utilities should not be attached to or pass through breakaway walls.***



Recommended breakaway wall construction.

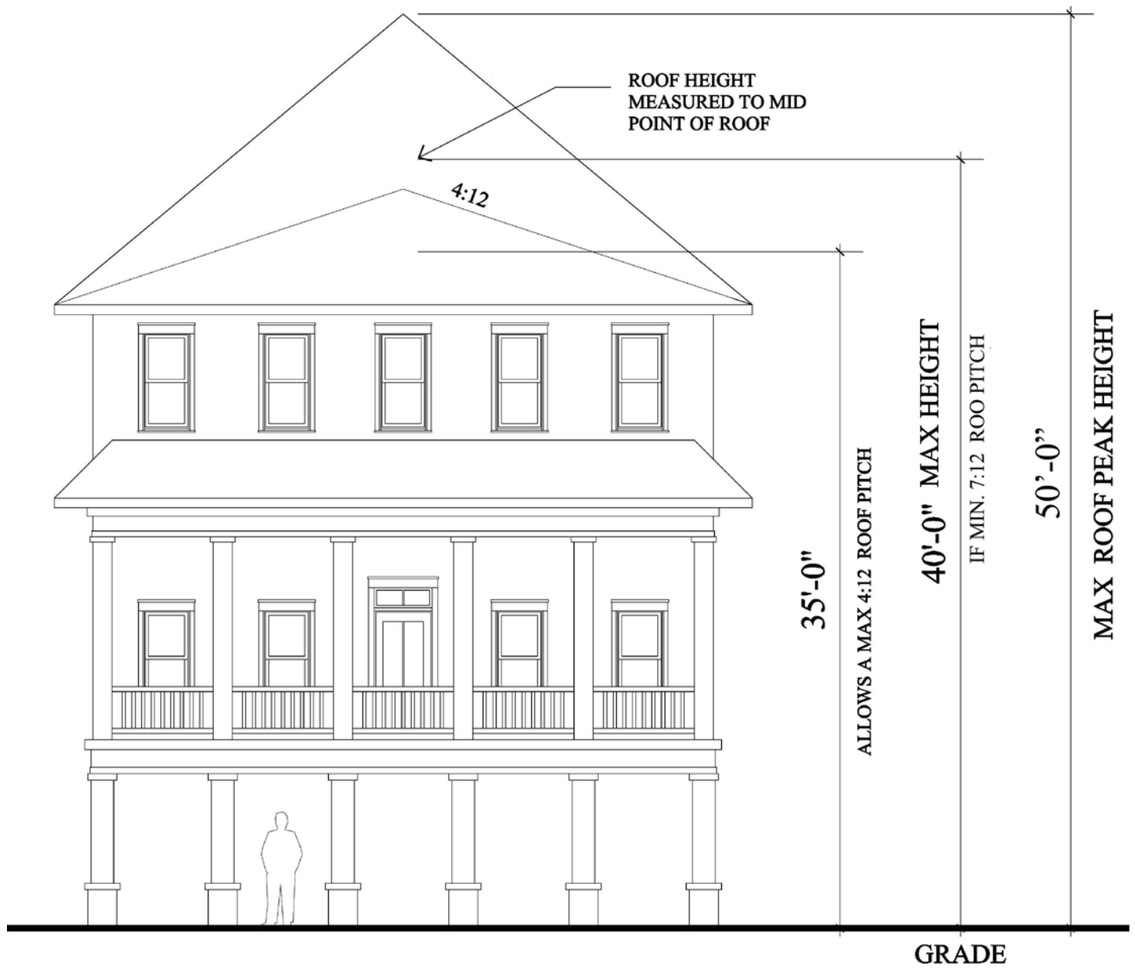
Excerpt from FEMA Tecnical Fact Sheet No. 27

Commercial Building with Storage Underneath

Residential Building with Parking Underneath

3.4 Height Limits

a) Height Limits



b) Elements Not to Exceed 50 Feet in Height

Turret

Cupola

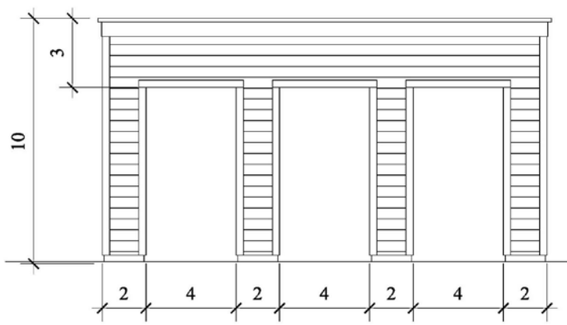
Tower

Tower room size limited
to 14'-0" x 14'-0"

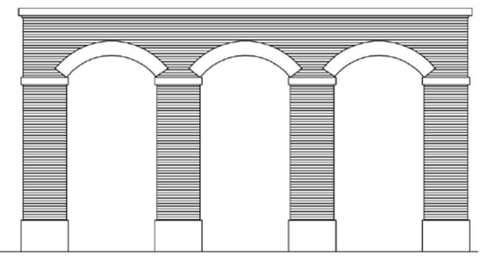
Widow / Captains Walk

3.5 Base Zone Detailing

a) Raised Structure - Wall Opening Expression



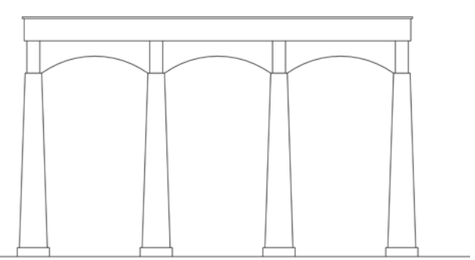
Trimmed openings in wall with siding
Typical proportions shown



Arched openings in masonary wall

b) Raised Structure - Post & Lintel Expression

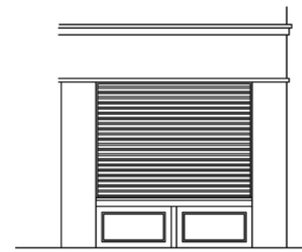
Columns & Entablature



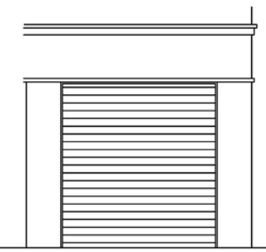
Battered stucco piers,
with arched valance

The base zone should be architecturally distinct from the structure above. A horizontal break shall occur at or near the principal finish floor level. Where the base layer is expressed as a post and lintel system, this band shall be proportioned as a beam. Where the base layer is expressed as a wall with openings, the openings shall express structural lintels and be treated as wall elements.
Refer to 4.1 for classical proportions of column spacing and ratio to entablature.

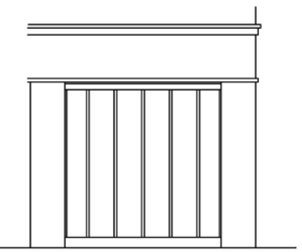
c) Infill Panels



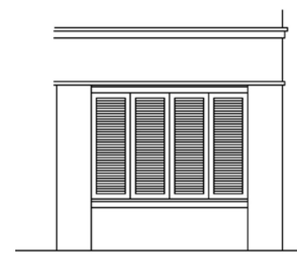
Bottom panel with louvers



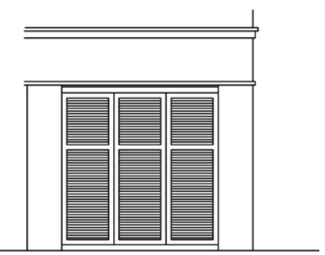
Solid Panel with
horizontal siding



Solid Panel with
board and batten



Solid base with louvered
panels above

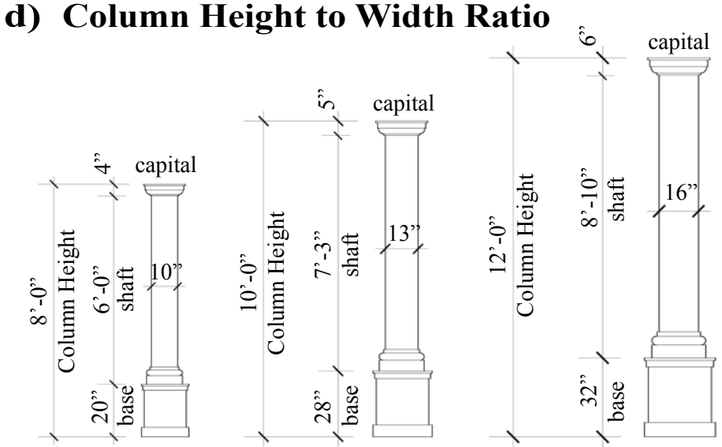


Large louvered panels

Openings within the base zone shall be infilled with solid visual screening. Visual screening may include various types of wood lattice, and ornamental metal grilles. Solid panels are also permitted where break away details are provided.

Measured as a percentage of the length of the building perimeter, the minimum amount of openings between piers shall be 60%. The maximum amount of openings between piers shall not exceed 90%.
Design and finish of the base zone should be sensitive to the characteristics of the architectural style of the principal structure. Columns for example shall have a clearly expressed base, capital and shaft. A horizontal frieze should be capped by a continuous cornice.

d) Column Height to Width Ratio

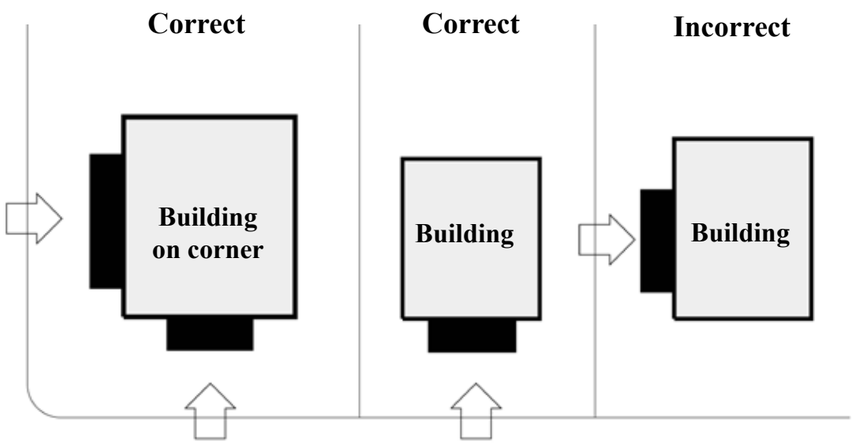


This graphic shows actual dimensions for three standard column heights and their related column widths. This ratio is further explained in section 4.1.a

3.6 Make the Entry Obvious

In the Mandeville historic context, entries are prominent and obvious from the street. Porches and doors should enfront the street. Side entries are discouraged.

Each Building shall have a clearly defined, inviting entrance.



Entry orientation to street

Proper ways to frame an entry

Correct Examples

Entry defined by centered porch, steps, and gable

Two entries defined by steps, porch, and front door

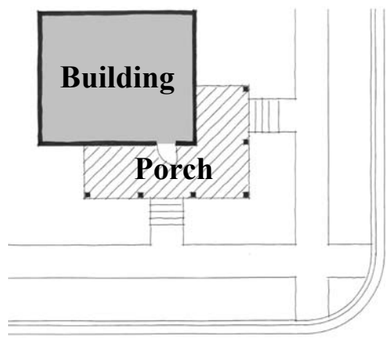
Incorrect Examples

Entry facing driveway

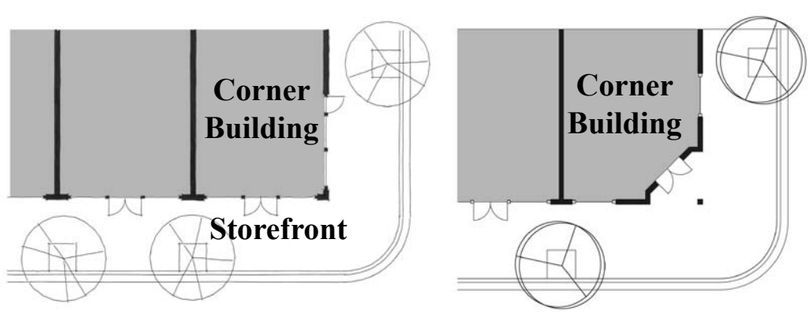
The only clue of entry is a door.

3.7 Turn the Corner

Buildings on street corners should have facades that relate to both streets.
Residential structures should use porches, sun rooms, and entrances on both sides.
Commercial structures should "turn" or "wrap" the corner with a storefront or similar type of frontage.
When wrapping the the corner with either a porch or storefront, the element should extend a minimum of 30% of side facade length, from the front of the building.



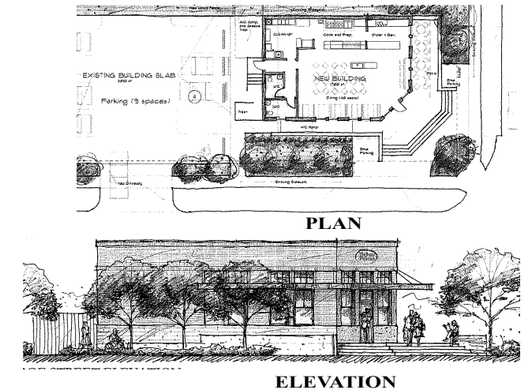
Corner Building with Wrap-around Porch



Corner Retail with Wrap-around Storefront

Correct Examples

Corner Store with Wrap-Around Canopy



Corner Store with Wrap-Around Storefront

Corner Building with Wrap-Around Porch

Corner Building with Wrap-Around Storefront and Balcony

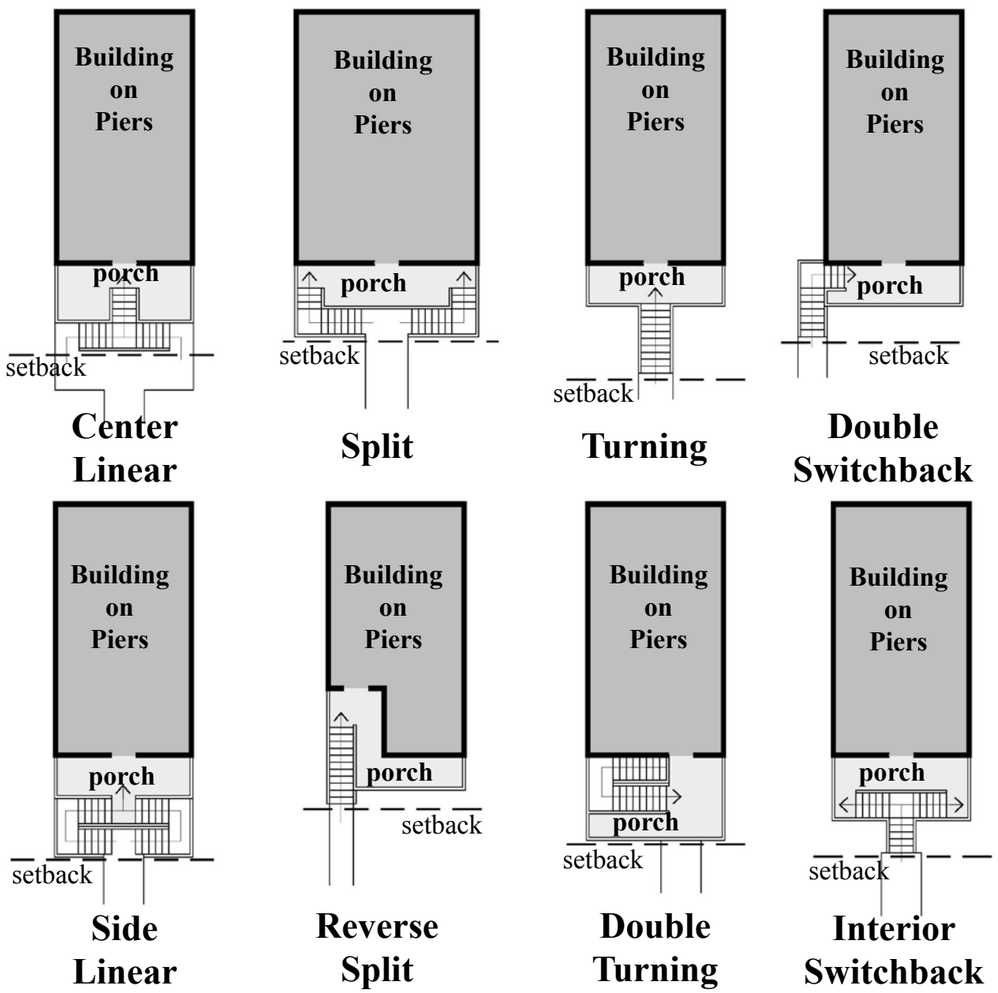
Incorrect Examples

Buildings do not address the secondary street.
No recognition of the public right of way.

3.8 Front Entry Stair

The front entry stair is one of the first impressions of the building that a visitor will see. It should be designed and constructed with this in mind. The front entry stair shall be constructed and detailed with higher quality materials and standards than other stairs and minor elements at the sides or back of the building. The first step of a flight of stairs should be set back 5 feet minimum from the property line.

A variety of entry stair patterns are permitted



Correct Examples

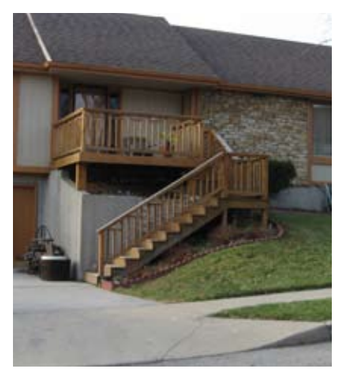
Interior Switchback

Center Linear

Turning

Reverse Split

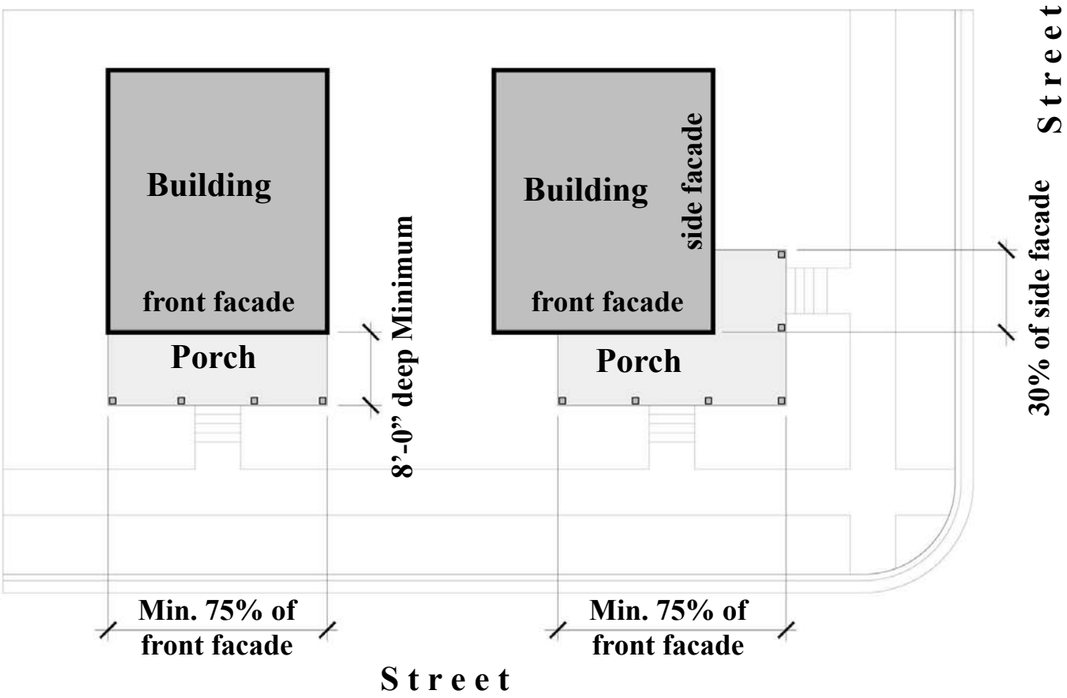
Incorrect Examples



Exterior entry stair does not face street or connect to a side walk leading to the street and is constructed of low quality materials. Do not face a private drive.

3.9 Front Porch

Front porches are required on all raised buildings. Porches shall be a minimum of 75% of the front façade width. They shall be a minimum of 8 feet deep to allow for ventilation and furnishing. On corner lots, porches are recommended to wrap the side facade and cover a minimum of 30% of the side facade length, measured from the front of the building. Covered porches and elevated decks should comply with building setback requirements.



Porch Orientation and minimum size

Correct Examples

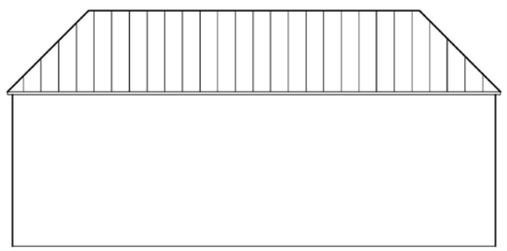
Incorrect Examples

Building has no porch.

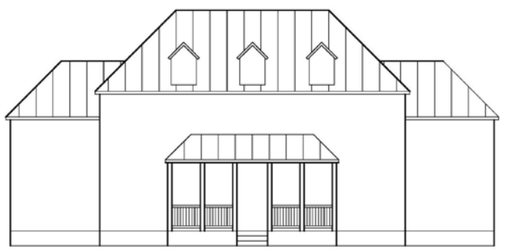
Porch does not meet minimum dimension requirements.

3.10 Break Large Buildings into Smaller Parts

When designing a large footprint building, the design should strive to break-up the mass of the structure so it appears less monolithic. Simple massings are appropriate to the Mandeville historic context, with a clearly identified main body and entry. Typical examples use a few simple boxes, with a few minor elements such as porches, dormers, or bay windows to scale down the large building. Avoid complicated forms with too many gables and bumpouts.



Large Building
as Single Mass
NOT ALLOWED

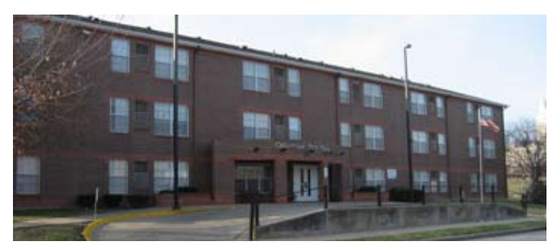


Large Building Broken
into Smaller Parts
ALLOWED

Correct Examples

Incorrect Examples

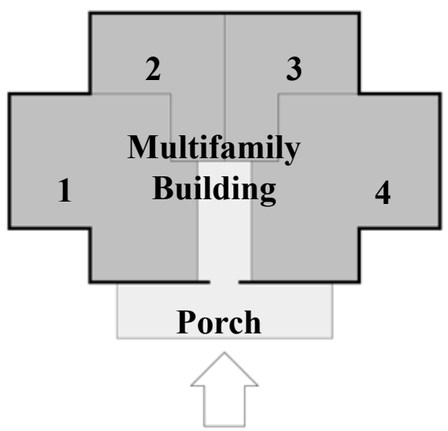
Building has numerous competing gables.



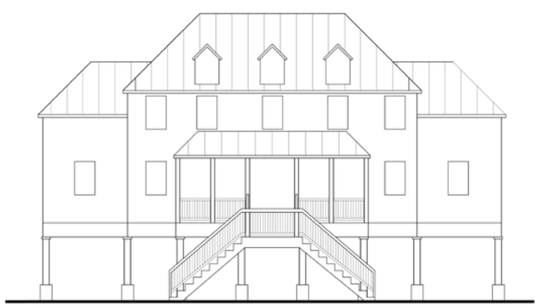
Building is monolithic and boring providing no visual interest.

3.11 Make Large Multifamily Buildings Look Like Large Single Family Residences

Small apartment buildings that are two to three stories should be configured to resemble the large, single family houses typical in old Mandeville. Since the historic context has a mixture of small and large buildings, this approach can fullfill the goal of compact development without losing the character and scale of the neighborhood. One of the key elements required for a large apartment building to be perceived as a large house, is to have a single entrance into the building instead of multiple entries.



Plan



Elevation of Multifamily raised on columns

Correct Examples

3.12 Use Transitions

It is a desired feature of the B-3 zone that uses are allowed to change over time. This is consistent with the Mandeville historic context, as buildings switched often between residential and commercial uses. These local examples demonstrate how a single family residential house can be adapted to a commercial use and be consistent with the historic fabric.

New ground floor uses may be limited by FEMA in certain circumstances; refer to the FEMA guidelines.

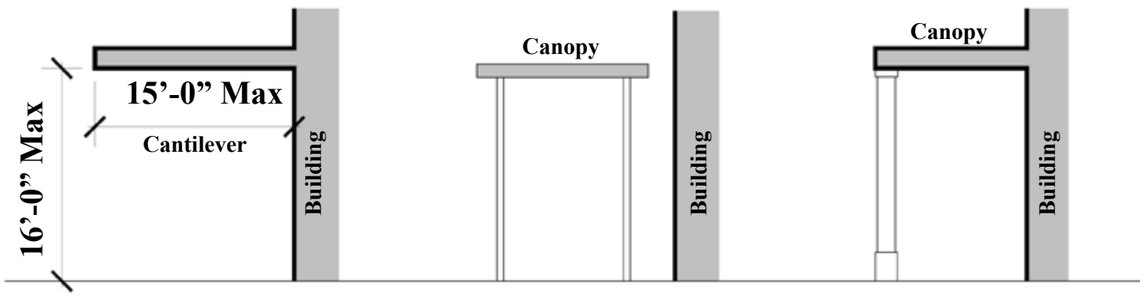
Transition using a Wrap-Around Canopy

Transition using Porches, Landscaping, Railings, and Umbrellas

Transition using a Porch, Stairs, Railings, and Landscaping.

3.13 Canopies

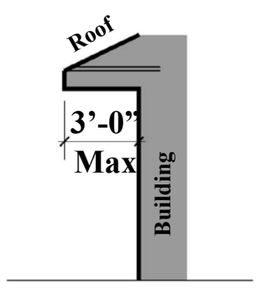
Canopies for buildings should have proportions consistent with the Mandeville historic context. The diagrams and photos illustrate maximum limitations, in order to allow light into the structure, while still providing shade from the sun.
Do not use unsupported overhangs or canopies. Canopies shall have columns, beams, or brackets of sufficient scale to give a visible means of support.



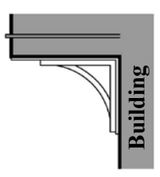
Canopy Maximum Dimensions

Incorrect
Not attached to building
Not scaled properly

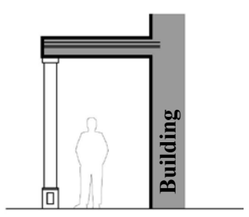
Correct
Attached to building
Scaled properly with sufficient support column



Maximum Overhang

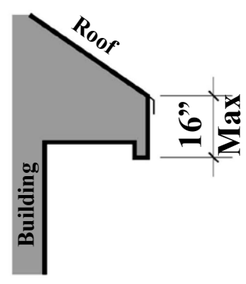


Bracket



Column

Visible means of support for Arcades, Galleries, and Roofs

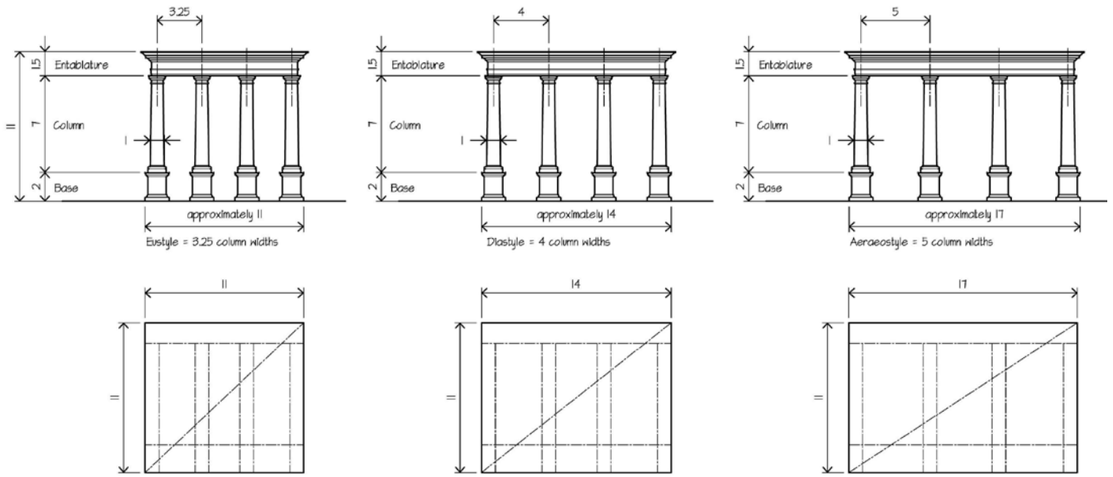


Maximum Fascia Depth

Correct Examples

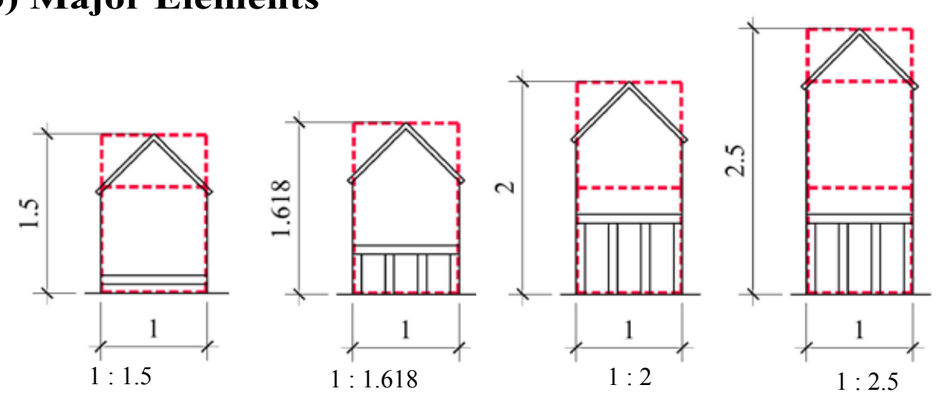
4.1 Building Module

a) Base and Column Proportions



Classical Proportions:
This graphic demostrates the classical proportions for the Tuscan Column order. All dimensions are related to and based on the diameter or width of the column. The unit one (1) is the column width.

b) Major Elements

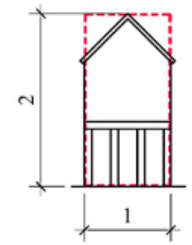


Golden Section Ratio

Proportions:
These diagrams indicate simple primary building proportions. The Golden Section proportion is a basic, traditional relationship found in all traditional styles in the Mandeville historic context.

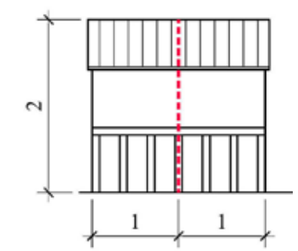
General:
Buildings composed of simple rectilinear geometric forms best blend with the Mandeville historic context.

c) Module Combinations



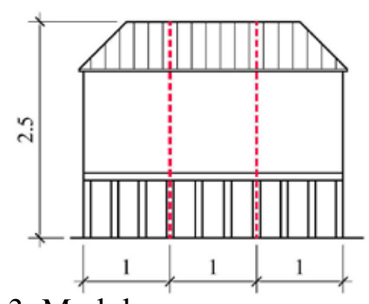
1 Module

The height and massing of a building is governed by the building module patterns. Based on width, buildings are classified as either 1,2,3, or 5 modules wide.
A building's module width determines the building's height.

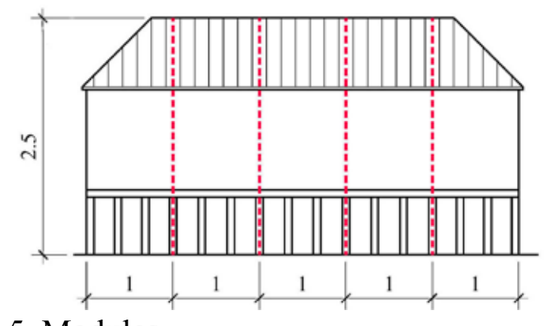


2 Modules

From the Louisiana Speaks Pattern Book



3 Modules

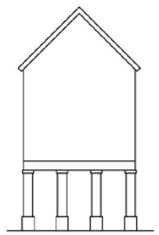


5 Modules

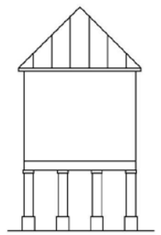
4.2 Building Massing

a) Major Elements

The Major Elements of a Building make up the main body of the building, and are always the most most important and dominant form. The design and style of the major element will guide the development of any minor elements or modifications to an existing building.

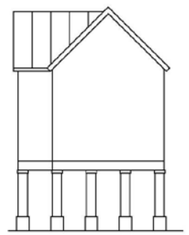


Gable Roof

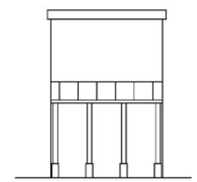


Hip Roof

Front Porch



Side Wing



Parapet

Gable Roof

Hip Roof

Front Porch

Side Wing

Parapet

Porches:

Front Porches are required on all residential building types. On corner lots the porch should wrap around the side facade 30% of side facade length. Refer to 3.9

Floor Elevation:

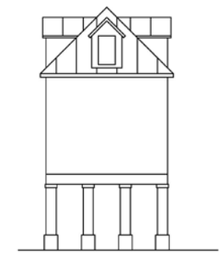
The primary occupied level shall be located above the FEMA base flood elevation. Porch floor elevations shall be a maximum 6” below interior floor elevation.

Parapets:

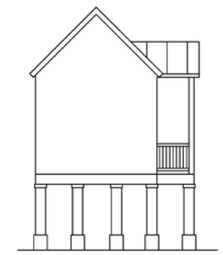
Parapets shall be limited to non-residential building types. Height is limited to 1.5 times the building width; i.e. a 20’ wide building would have a 30’ maximium height.

a) Minor Elements

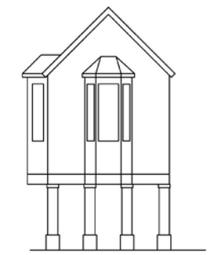
The minor elements of a building are secondary and added to the major element or main body of a building. The architectural character of the minor elements should match that of the major element. The minor element is always smaller in size than the major element.



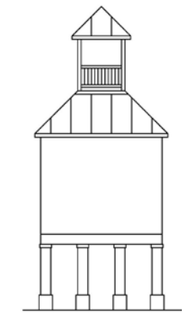
Dormers



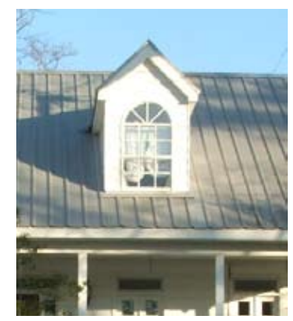
Side Porch



Box or Bay Window



Tower or Cupola



Dormers are small roofed boxes built on top of roofs for windows or louvers

The side porch serves as a secondary entrance or balcony and has the same architectural style as the building.

The bay window projects out from the plane of the wall. It contains a central window panel and two side panels.

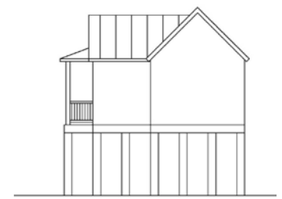
Towers and cupolas are structures that sit on top of a roof or above the top floor of a structure. Towers include occupiable space. Cupolas are smaller structures that let in light or air.

4.3 Building Composition

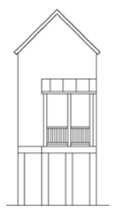
The following graphics and pictures demonstrate combinations of major and minor elements that display good balance and composition, and are appropriate to the Mandeville historic context. These graphics enumerate the elements as seen from one elevation only. The amount of minor elements should be equal to or less than the number of major elements per each elevation.

2 Major Elements

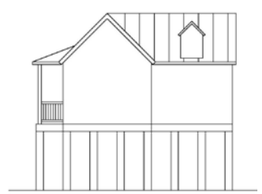
2 Major Elements
2 Minor: Side Porch & Dormer



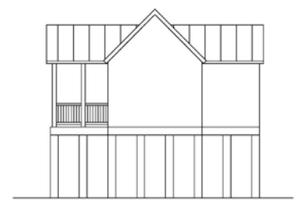
2 Major Elements
1 Minor: Side Porch



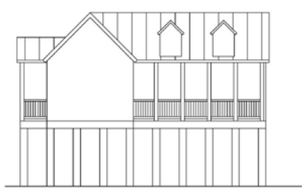
1 Major Element
1 Minor: Side Porch



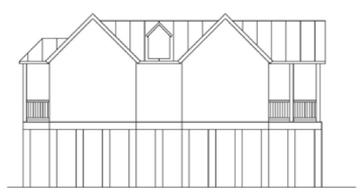
2 Major Elements
2 Minor: Side Porch & Dormer



3 Major Elements

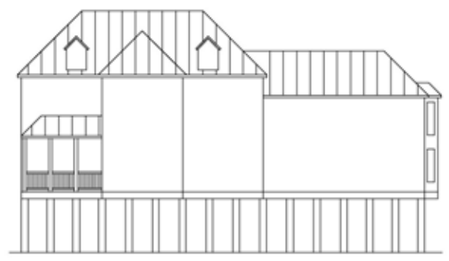


3 Major Elements
3 Minor: Side Porch & 2 Dormers



3 Major Elements
2 Minor: Side Porch & Dormer

5 Major Elements
5 Minor: Side Porch, Bay Window & 3 Dormers



5 Major Elements
4 Minor: Side Porch, Bay Window & 2 Dormers

2 Major Elements

2 Major Elements
2 Minor: 2 Dormers

3 Major Elements
3 Minor: 3 Dormers

2 Major Elements
1 Minor: Side Porch

2 Major Elements
1 Minor: Side Porch

5 Major Elements
4 Minor: Side Porch, 2 Dormers, Widows Walk

5.1 Elevated Buildings

a) Asymmetrical Single Story

Principal Structure

Post & Lintel Expression
Piers engage porch rhythm
Solid panels with siding used as infill

Wall with Openings
Opening rhythm reflects wall openings in principal structure. Solid stucco panels recessed between piers

The primary design problem encountered when buildings are elevated is respecting the original architectural proportion and pattern of the principal structure. The new base zone is generally created by placing the structure on a base zone of raised columns or piers. This base zone shall be architecturally treated to mitigate the appearance of a "building on stilts".

Column or pier vertical proportions shall be a minimum of 1 unit wide to 12 units tall.

Piers shall be treated with an architectural finish. Permissible finish materials include stucco, brick, wood, or cementitious siding.

b) Symmetrical Two Story

Principal Structure

Post & Lintel Expression
Columns with capital, base & shaft;
Board & batten infill panels

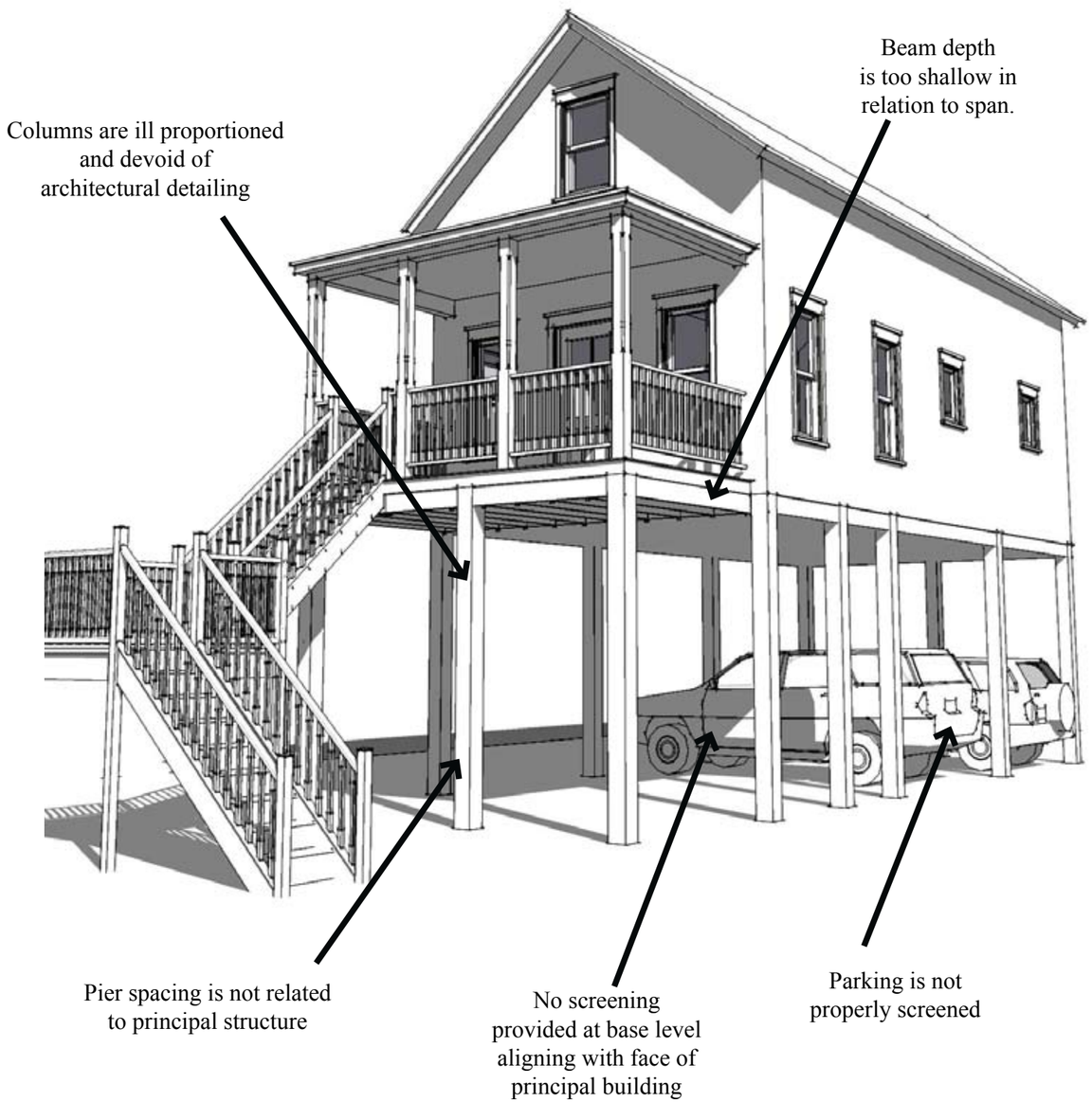
Wall with Openings
Openings reflect wall openings in principal structure; base has louvered infill panels

Columns or piers shall be treated with an architectural finish. Permissible finish materials include stucco, brick, wood, or cementitious siding.

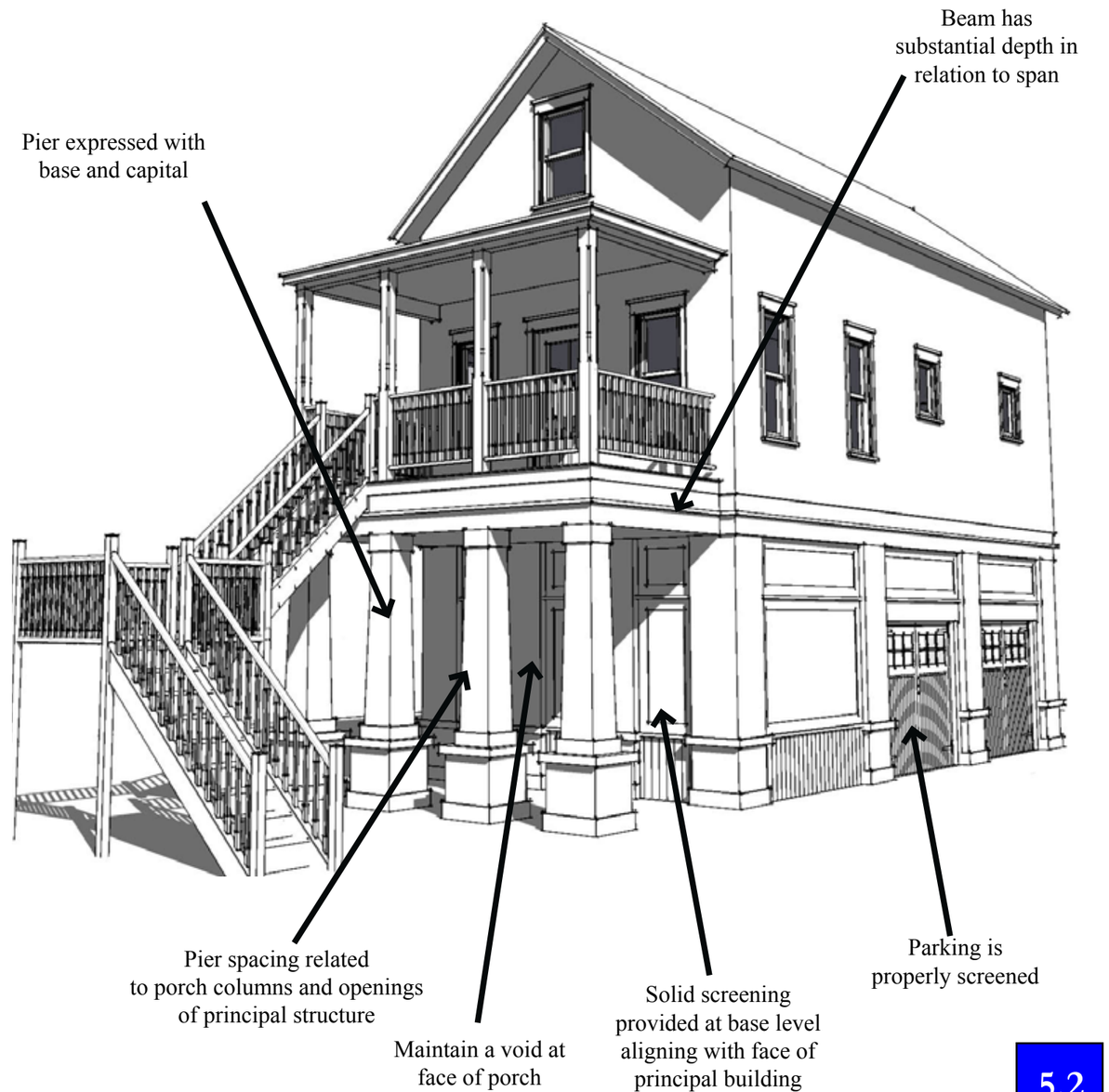
The spacing of piers shall respect the rhythm of the principal structure. Common elements that will dictate pier spacing include porch columns and bays, wall openings and major building elements.

5.2 Elevated Building

a) Incorrect Details



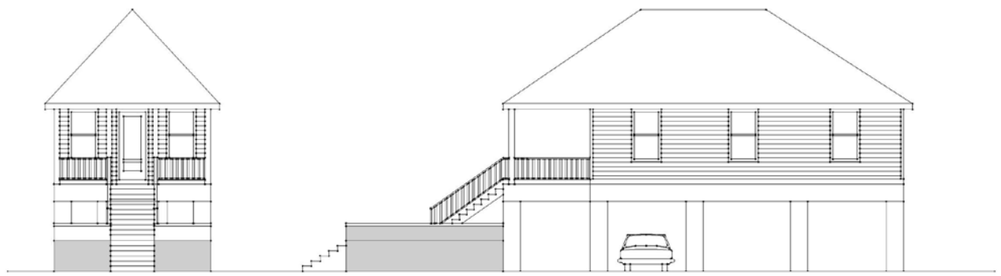
b) Correct Details



5.3 Elevated Buildings: Conversion Styles

Raising buildings 8-12 feet above existing grades in the Lake Area Zone presents a unique challenge to the preservation of the architectural character of Historic Mandeville. When the first occupied space is a full story above grade, a large zone of inactivity dominated by stairs is created at street level. Two strategies which may be utilized to bring additional architectural detail back down to the street, and still elevate the principal structure above base flood elevation are illustrated here.

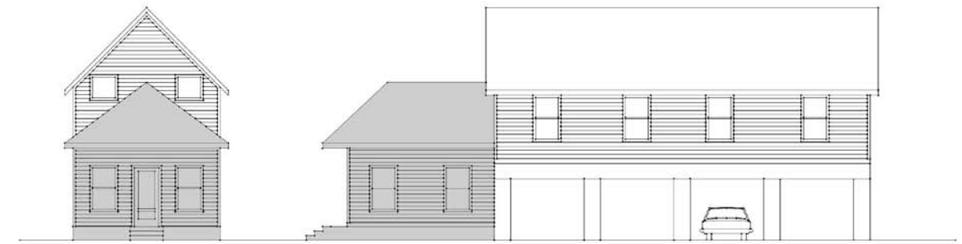
a) Terrace Cottage



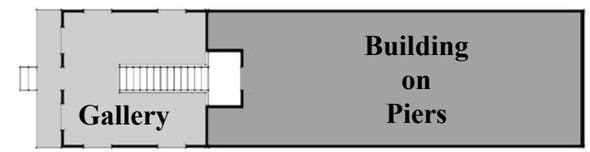
The Terraced Cottage is one method to transition between ground level and a raised building, and is identified by a raised terrace attached to the ground level front elevation of a building on piers.

The terrace conceals the ground level piers from the public streetscape. The terrace should be raised above the sidewalk grade to ensure it serves as a transition between the public streetscape and the second level building. The terrace also reduces the amount of stairs needed to reach the front door, thus decreasing the impact of the staircase on the facade of the building.

a) Camelback Cottage



If enclosed in the V zone, the gallery shall be constructed as a breakaway enclosure.



The Camelback Shotgun house is a typical building type in the Louisiana vernacular. A modified version of the Camelback can be used to aid in the transition from street level to raised building in the Mandeville historic context.

The type is identified by a gallery attached to the ground level front elevation of a building on piers. The gallery conceals the ground level piers from the public streetscape and allows a front door at the first floor level along the sidewalk. The gallery shall be raised above the sidewalk grade to ensure that it serves as a transition between the public streetscape and the second level building. Galleries that are enclosed in the V zone shall be constructed as breakaway enclosures, or screened porches.

Historic Camelback photos from New Orleans

Appendix C: B-3 Market Study

Retail and Business Space Market Analysis
Mandeville B-3 District

Prepared for

The City of Mandeville, LA

In association with

Planning Works, LLC
Michael Lauer, AICP

Prepared by

Ivan J. Miestchovich, Jr., Ph.D., CEcD

August 13, 2007

Retail and Business Space Market Analysis
Mandeville B-3 District

Introduction and Background

The Mandeville B-3 District (B-3D), which encompasses the commercial core of Old Mandeville, has for many years been an eclectic mix of residential and business uses. For the most part these uses have functioned compatibly, albeit with an occasional conflict that typically had an acceptable and amicable resolution. Like many communities, Mandeville in general and the B-3 District in particular, are confronted with residential growth pressures that created competition for available land resulting in upward price bias on available land that could potentially be put to higher intensity and more profitable uses. Because each community is unique, there are no general guidelines or "rules of thumb" to fall back on when trying to arrive at a workable balance between residential and non-residential uses. Market dynamics guided by reasonably flexible land use controls are usually the most frequently embraced approaches for guidance. The market is what it is and is constantly changing. This analysis anticipates what these dynamics are likely to be and how they will impact land use decisions.

Mandeville's B-3 District Current Situation

The B-3D is situated between two major features which define its identity, relate it to its immediate and broader market environment and which make it a desirable place to both live and do business. These features include U.S. Highway 190 on its north and the shore of Lake Pontchartrain as its southernmost boundary. Despite the continuing risk of future storm surge, the Lakefront remains a desirable place to live for both single family and a variety of multi-family dwelling types. Buyers are typically upper income households ($150,000 +) who are willing to pay a premium for the ambiance and convenience of Old Mandeville and proximity to or a view of the Lake even if they never directly use this water amenity. They clearly represent potential customers and clients for business located in the B-3D. However, in the view of traditional neighborhood development (TND), they also represent a group of individuals who may also own or work at one of the businesses located nearby in the B-3D. In theory, at least, these individuals would generate fewer auto trips because of the proximity to work and thus contribute to reduced congestion and wear and tear on local streets. From an economic impact and transportation planning viewpoint the contribution of such residents would generally be considered positive. As long as development is consistent with the character of Old Mandeville, provides sufficient parking and does not displace commercial development opportunities.

Existing businesses within the B-3D are categorized by type in Table 1. Based on information provided by the City of Mandeville there are 66 establishments with occupational licenses in this area of the City. It should be noted that some establishments hold multiple licenses (i.e. liquor) but were only counted once for purposes of this analysis. An attempt has also been made to estimate the total square footage of space occupied by these 66 businesses. The City of Mandeville was unable to provide information on building sizes in the B-3D. Consequently, business space sizes were estimated based on typical square footages reported in ULI's Dollars & Cents of Shopping Centers for retail space and information drawn from

property rent roles and other sources that were available to the analyst. These are clearly educated “guesstimates” subject to revision should better information be made available.

Professional and technical offices account for the largest number (14) and share (21.2%) of business establishments in the B-3D. In terms of space occupied, they account for about 18.2% of the B-3D’s total business space or about 18,900 square feet. It is not clear how many owners or employees of these firms live in or near the B-3D, but it is probably safe to assume that a number of them fall into this category.

Restaurants and retail stores account for the next highest establishment counts (9 and 8, respectively) and the largest shares of total estimated space occupied (23.2% and 20.9%, respectively). The latter finding is driven primarily by the higher average size allotted to these two business types. Both restaurants and retail establishments in the B-3D serve a mix of local nearby residents as well as those who are willing to travel greater distances. The destination character of these establishments is a function of the specialized nature of the goods and/or services they offer or, in the case of restaurants, the quality and type of food they offer. Rips on the Lake and Nuvolari’s are two good examples of restaurants that typically generate destination visits from outside of the immediate trade or service area of the B-3D. This is a pattern not likely to change any time soon and could be expanded with the opening of new full-service dining establishments near the Lakefront.

The balance of the business mix is made up of firms that draw upon a broader geography for their customer/client support than just the immediate environs of Old Mandeville. Included in this group are service businesses, photographic studies, printing and publishing firms, as well as, establishments providing personal care and health services or who are functioning as wholesales or contractors. The only other specific category includes four establishments involved in recreation and sports. These probably have some direct link to business activity created by the Mandeville Trailhead of the Tammany Trace located in the B-3D. As planned activities and events, together with more consistent promotion of the Trailhead emerge, the number of businesses catering to this segment of the local market could be expected to increase.

Table 1
Inventory of Business Establishments
By Major Category
B-3 District in Mandeville

	Business Type	Number	% of Total	Average Size	Total Square Footage	% of Total
1	Retail Stores	8	12.1%	2,715	21,720	20.9%
2	Restaurants & Lounges	9	13.6%	2,675	24,075	23.2%
3	Services - Educational	2	3.0%	1,200	2,400	2.3%
4	Services - Repairs/Maintenance	4	6.1%	900 [a]	3,600	3.5%
5	Services - General	5	7.6%	900 [a]	4,500	4.3%
6	Photography	2	3.0%	1,225	2,450	2.4%
7	Printing & Publishing	2	3.0%	1,400	2,800	2.7%
8	Personal Care/Health	3	4.5%	1,010	3,030	2.9%
9	Recreation & Sports	4	6.1%	1,760	7,040	6.8%
10	Wholesalers	3	4.5%	1,200 [a]	3,600	3.5%
11	Contractors	6	9.1%	900 [a]	5,400	5.2%
12	Lodging/B&B	2	3.0%	1,250 [b]	2,500	2.4%
13	Professional & Technical Offices	14	21.2%	1,350	18,900	18.2%
14	Other	2	3.0%	900	1,800	1.7%
	Total Establishments	**66**	**100.0%**	**1,573**	**103,815**	**100.0%**

[a] Office Space Only
[b] Assumes five units at 250 square feet per unit including common area

Source: City of Mandeville, List of Businesses with active Occupational Licenses; Urban Land Institute, Dollars & Cents of Shopping Centers; and Analyst

Market Overview: St. Tammany Parish and the Northshore

The dynamics driving retail and business space use in the City of Mandeville generally and the B-3D in particular are linked to market forces in St. Tammany Parish and the wider region referred to as the Northshore. The following is a brief overview of these regional market dynamics focusing on demographic and economic trends from 1980 to 2000 with estimates for 2006 and forecasts to 2020.

Although St. Tammany Parish is included in State Planning District One as part of the New Orleans region, for purposes of this analysis it is being considered within the context of a five parish Northshore/Florida Parishes market area. This is not to discount St. Tammany's economic linkages to the Southshore, particularly Jefferson and Orleans Parishes, but to acknowledge the reality of an emerging market dynamic that has accelerated post-Katrina. This area is defined as consisting of the following five parishes: St. Tammany, Washington, Tangipahoa, St. Helena and Livingston. With the exception of St. Helena Parish, each has experienced significant growth since Katrina and each parish is anticipated to experience continued steady growth for the foreseeable future.

The Northshore market area is exceptionally well served by a network of federal and state highways that effectively link local communities and provide wider access to regional and national markets for goods and services. The primary federal highways include I-55 and I-12, the intersection of which is located in the Hammond/Ponchatoula area. The I-12 corridor (effectively the I-10 bypass North of New Orleans) defines a rapidly growing east/west economic corridor extending from Houston, TX to Pensacola, FL. I-55 on the other hand provides an alternative access route to the Southshore (Jefferson and the River Corridor Parishes) as well as a route north to major markets throughout the central U.S. I-59 serves a similar function on the eastern edge of St. Tammany Parish where it intersects with I-12 and I-10. These strategic assets have not gone unnoticed by firms securing warehousing and distribution locations to serve regional and national markets. This includes major firms such as Winn-Dixie, Wal-Mart, Rooms-to-Go and Sanderson Farms as well as a wide variety of small to mid-sized companies located along I-12 from Slidell to Denham Springs.

The area is also well served by U.S. Highway 190 as well as a network of Louisiana Highways such as 16, 21, 22, 25 and 41. Several Louisiana Highways are undergoing significant improvement and at least two new highway corridors are in the planning and development stages. This includes LA 3124 which will link the City of Bogalusa to I-12 and LA 10, the Zachary Taylor Parkway, which will extend the full length of the northern part of the region. The new I-12 to Bush highway corridor will be particularly beneficial to providing better access to Mandeville from I-12 and LA Highway 1088.

Tables 2 through 5 summarize economic and demographic trends for the five parish Northshore/Florida Parishes market area. It is clear from all aspects that this market area is emerging as a significant economic region in the southern half of the state and this pattern is likely to continue well into the future. In addition to good highway infrastructure, the region has an abundance of developable land that is well above elevations where future storm surge would be a major risk. It is also a region where land prices in parishes such as Tangipahoa, Washington

and St. Helena, although rising, are still at levels that permit the construction of affordable housing to accommodate a growing Northshore workforce.

Between 1980 and 2000 the market area grew from a population base of 304,407 to 438,121 or by just under 44%. In the period just prior to Katrina, the region's population rose to 490,885 (up 12% in five years) and reached 517,650 in December of 2006 (an increase of 5.5% over the pre-storm 2005 level). By the end of this decade, the market area is expected to reach a total population base of 558,360 and by 2020 reach 618,200.

Total employment in the region has also grown steadily since 2000, with a significant rise occurring post-Katrina as many Southshore employers established satellite Northshore locations. Some of this relocation pattern can be attributed to businesses following the population growth while others opened offices to mitigate future potential business interruption following another Katrina-like storm event. Between 2000 and 2005 (pre-storm), total employment grew from 120,075 to 135,196 or by 12.6%. Through the end of 2006, total employment reached 142,639 (an increase of 5.5% over pre-storm 2005 levels). St. Tammany Parish accounts for the largest (49%) share of employment in the region followed by Tangipahoa (29%) and Livingston (14%). The economies of St. Tammany and Tangipahoa Parishes are fairly well diversified. St. Tammany is rapidly evolving from its once bedroom community status to an emerging core of employment cutting across a wide range of business sectors. This includes the presence of corporate headquarters for several firms, the attraction of a major presence by Chevron Oil and the continued expansion of sectors such as healthcare, warehousing and distribution. Tangipahoa Parish is now the location of the State's third largest public university (Southeastern with 16,000+ students) and is emerging as a significant presence in warehousing and distribution facilities seeking proximity to I-12 and I-55.

By the end of the decade, total employment in the five parish area is expected to reach 149,318 (an increase of 4.7% over 2006) with 2020 employment levels expected to approach 185,000. See Table 4.

Table 2
Preliminary Population Estimates
Northshore/Florida Parishes
1980 - 2000; 2005 and 2006 Estimates and Forecast to 2010

Area	1980	1990	2000	Est. July 2005 Pre-Katrina	Est. Dec. 2006 Post-Katrina	Forecasts 2010	2015	2020
St. Tammany	110,869	144,508	191,268	220,295	235,400	259,900	271,800	289,500
Livingston	58,806	70,526	91,814	109,206	114,980	123,050	129,800	140,100
St. Helena	9,827	9,874	10,525	10,259	10,260	10,450	10,900	11,100
Tangipahoa	80,698	85,709	100,588	106,502	112,170	119,500	125,500	131,400
Washington	44,207	43,185	43,926	44,623	44,840	45,460	45,800	46,100
Northshore/Florida Parishes Total	**304,407**	**353,802**	**438,121**	**490,885**	**517,650**	**558,360**	**583,800**	**618,200**

Source: US Census Bureau, 1980-2000, 2005; 2006 and 2010, University of New Orleans Center for Economic Development

Table 3
Preliminary Household Estimates
Northshore/Florida Parishes
1980 - 2000; 2005 and 2006 Estimates and Forecast to 2020

Area	1980	1990	2000	Est. 2005 Pre-Katrina	Est. 2006 Post-Katrina	Forecasts 2010	2015	2020
St. Tammany	35,942	50,463	69,781	81,591	84,071	97,020	101,989	108,316
Livingston	18,590	23,871	32,972	37,657	41,064	45,131	47,857	51,527
St. Helena	3,093	3,344	3,886	3,800	3,946	3,959	4,154	4,215
Tangipahoa	26,142	29,759	36,725	39,445	41,544	44,892	47,494	49,661
Washington	15,505	15,526	16,508	16,527	16,607	17,412	17,577	17,570
Northshore/Florida Parishes Total	**99,272**	**122,963**	**159,872**	**179,020**	**187,234**	**208,415**	**219,072**	**231,289**

Source: US Census Bureau, 1980-2000, 2005; 2006 and 2010, University of New Orleans Center for Economic Development

Table 4
Preliminary Employment Estimates
Northshore/Florida Parishes
1980 - 2000; 2005 and 2006 Estimates and Forecast to 2020

Area	2000	Est. 2005 Pre-Katrina	Est. 2006 Post-Katrina	Forecasts 2010	2015	2020
St. Tammany	57,775	65,823	69,317	69,569	77,846	86,596
Livingston	15,274	19,638	20,574	25,739	30,893	36,568
St. Helena	1,629	1,463	1,445	1,561	1,670	1,786
Tangipahoa	33,703	37,716	40,690	41,849	45,395	47,887
Washington	11,694	10,556	10,613	10,599	11,080	12,036
Northshore/Florida Parishes Total	**120,075**	**135,196**	**142,639**	**149,318**	**166,883**	**184,873**

Source: Louisiana Department of Labor 1980-2000, 2005; 2006 and Forecasts University of New Orleans Center for Economic Development

Table 5
Total Households by Income Distribution
Northshore/Florida Parishes
1990 - 2020

Area	1990	2000	Est. 2005 Pre-Katrina	Est. 2006 Post-Katrina	Forecasts 2010	2015	2020
St. Tammany Total Households	**50,463**	**69,781**	**81,591**	**84,071**	**97,020**	**101,989**	**108,316**
Percentage of Total Households							
LESS THAN $10,000 (2000 $)	5,944	5,673	6,305	6,388	7,024	6,627	6,375
$10,000 TO 19,999	6,998	7,636	8,497	8,599	9,455	8,921	8,582
$20,000 TO $29,999	6,808	8,060	8,415	8,389	9,979	9,417	9,058
$30,000 TO $44,999	9,418	11,517	12,808	12,961	14,260	13,456	12,942
$45,000 TO $59,999	7,188	9,762	11,617	11,919	13,876	13,764	13,240
$60,000 TO $74,999	5,086	7,581	9,474	9,818	11,854	13,916	15,952
$75,000 TO $99,999	3,871	8,653	10,821	11,204	13,532	15,884	18,664
$100,000 TO $124,999	2,699	4,729	5,911	6,758	7,395	8,679	10,198
$125,000 TO $149,999	952	2,186	2,734	2,824	3,417	4,012	4,714
$150,000 TO $199,999	690	2,037	2,545	2,648	3,184	3,738	4,393
$200,000 OR MORE	809	1,947	2,463	2,564	3,044	3,574	4,199
Livingston Total Households	**23,871**	**32,972**	**37,657**	**41,064**	**45,131**	**47,857**	**51,527**
Percentage of Total Households							
LESS THAN $10,000 (2000 $)	3,273	3,402	3,651	3,897	4,096	4,058	3,841
$10,000 TO 19,999	4,025	4,312	4,630	4,938	5,193	5,144	4,869
$20,000 TO $29,999	3,994	4,597	4,935	5,325	5,535	5,483	5,191
$30,000 TO $44,999	5,053	6,575	7,239	8,062	8,353	8,284	7,842
$45,000 TO $59,999	3,713	5,294	6,463	7,074	8,252	9,321	10,651
$60,000 TO $74,999	1,930	3,777	4,611	5,052	5,886	6,687	8,220
$75,000 TO $99,999	1,117	3,101	3,787	4,145	4,834	5,492	6,749
$100,000 TO $124,999	510	1,092	1,333	1,460	1,702	1,933	2,376
$125,000 TO $149,999	110	406	497	545	633	719	884
$150,000 TO $199,999	85	242	297	329	378	430	527
$200,000 OR MORE	61	174	215	236	270	308	378
St Helena Total Households	**3,344**	**3,886**	**3,800**	**3,946**	**3,959**	**4,154**	**4,215**
Percentage of Total Households							
LESS THAN $10,000 (2000 $)	980	789	691	701	636	572	499
$10,000 TO 19,999	723	853	746	757	688	617	538
$20,000 TO $29,999	570	581	523	534	498	447	390
$30,000 TO $44,999	577	617	677	718	781	847	806
$45,000 TO $59,999	221	437	486	517	567	698	829
$60,000 TO $74,999	144	257	286	304	333	410	487
$75,000 TO $99,999	76	196	218	231	254	313	371
$100,000 TO $124,999	39	94	105	111	121	149	178
$125,000 TO $149,999	1	19	21	22	25	30	36
$150,000 TO $199,999	1	28	31	33	36	45	53
$200,000 OR MORE	12	15	17	18	19	24	29

Table 5 (continued)
Total Households by Income Distribution
Northshore/Florida Parishes
1990 - 2020

Area	1990	2000	Est. 2005 Pre-Katrina	Est. 2006 Post-Katrina	Forecasts 2010	2015	2020
Tangipahoa Total Households	**29,759**	**36,725**	**39,445**	**41,544**	**44,892**	**47,494**	**49,661**
Percentage of Total Households							
LESS THAN $10,000 (2000 $)	7,763	7,171	7,233	7,513	7,713	7,605	7,298
$10,000 TO 19,999	6,504	6,184	6,236	6,481	6,652	6,560	6,295
$20,000 TO $29,999	4,468	5,309	5,354	5,565	5,712	5,632	5,404
$30,000 TO $44,999	4,750	6,362	7,158	7,609	8,535	9,198	9,551
$45,000 TO $59,999	2,998	4,426	5,078	5,411	6,159	6,999	7,987
$60,000 TO $74,999	1,536	3,118	3,577	3,815	4,339	4,930	5,627
$75,000 TO $99,999	920	2,244	2,576	2,757	3,123	3,549	4,050
$100,000 TO $124,999	437	1,064	1,261	1,348	1,481	1,683	1,921
$125,000 TO $149,999	151	330	378	406	460	522	595
$150,000 TO $199,999	124	208	240	257	289	329	375
$200,000 OR MORE	108	309	355	381	430	489	557
Washington Total Households	**15,526**	**16,508**	**16,527**	**16,607**	**17,412**	**17,577**	**17,570**
Percentage of Total Households							
LESS THAN $10,000 (2000 $)	4,200	3,422	3,163	3,125	3,056	2,812	2,414
$10,000 TO 19,999	3,451	3,485	3,220	3,183	3,112	2,865	2,458
$20,000 TO $29,999	2,539	2,902	2,817	2,812	2,875	2,652	2,275
$30,000 TO $44,999	2,340	2,705	2,958	3,023	3,379	3,714	3,944
$45,000 TO $59,999	1,446	1,528	1,671	1,707	1,908	2,117	2,479
$60,000 TO $74,999	701	1,138	1,244	1,270	1,421	1,577	1,846
$75,000 TO $99,999	434	774	846	867	967	1,072	1,254
$100,000 TO $124,999	207	261	286	291	326	362	423
$125,000 TO $149,999	61	124	135	138	155	173	202
$150,000 TO $199,999	42	79	88	90	99	110	128
$200,000 OR MORE	105	90	99	103	113	125	147
Northshore/Florida Parishes Total	**122,963**	**159,872**	**179,020**	**187,232**	**208,414**	**219,071**	**231,289**

Source: U.S. Census, 1990 and 2000; Woods and Poole Economics, Inc.; Louisiana Department of Health and Hospitals; Louisiana Recovery Authority, and University of New Orleans Center for Economic Development

Mandeville B-3 District Trade Area Demographic Trends

The long term sustainability of any retail or other business location is ultimately linked to the market support dynamics of the trade or service area(s) from which these establishments draw a majority of their sales and revenue. Trade or service areas are somewhat more well defined geographic sectors within a larger market environment that drives growth in population, households and income. With an expanding economic and job base in St. Tammany as previously discussed, the trade area for the Mandeville B-3D would also be expected to grow and benefit from these economic forces.

For purposes of this analysis, the Mandeville B-3D trade/service area has been divided into two geographic sectors: primary and secondary. The primary trade area (PTA) is defined as census tract 413 while the secondary trade area (STA) includes three other adjoining tracts (403.03, 403.04 and 412.01). The total trade area (TTA) simply combines these four census tracts into one contiguous area.

By definition, the PTA is the market area providing a majority of support for retailers and some other business at a particular site or location. The STA is somewhat less accessible to businesses at a particular location and is relied upon less as a necessary contributor to an establishment's long term support and sustainability. In the case of Mandeville's B-3D many establishments draw destination focused visitors from well outside both the PTA and STA. These consumers are considered part of a location's tertiary trade area. As previously noted, this dynamic is particularly evident for several restaurants located in the District.

The population and number of households has grown steadily in the B-3 District's trade area since 1990 and is expected to continue in this pattern for the foreseeable future. Between 1990 and 2000, for example, the population of the PTA grew from 5,579 to 6,504 (or by 16.6%) while the number of households grew from 2,208 to 2,609 (or by 18.2%). Through the end of 2006, the PTA's population grew to an estimated 7,768 while the number of households rose to 3,196. As census tract 413 becomes more densely populated and land availability diminishes, population and household growth rates can be expected to level somewhat. This, however, might change if the area becomes more intensely developed with multi-level apartments and condominiums. The assumption going forward is that multi-family construction will account for the same share of total residential construction as in previous years. This, of course, can be managed or altered through the City's planning and zoning processes.

By 2010, the PTA's total population is forecast to reach 8,056 persons while the number of households rises to 3,356. By the end of the next decade (2020) the PTA's total population is expected to grow to 8,685 while the number of households reaches 3,665.

As the PTA grows, so too does the total buying power that this sector of the trade area generates. This is a function of basic population growth and rises in per capita personal income which is driven by economic expansion, public and private investment, the income distribution of households and job growth. Per capita income fluctuates within a rather narrow range reflecting the dynamics of job and population growth. In some periods per capita income may rise as job growth and economic expansion outpace population gains for a particular period. In

others, just the reverse may occur as population growth rates outstrip growth in the local economy. The important issue for retail and business support levels, however, is what occurs over the long term with regard to aggregate household income (AHI) or gross purchasing potential. In that regard, the PTA has shown steady growth with AHI growing from $181.8 million in 2000 to $215.5 million by 2006. By the end of the decade (2010), total AHI for the PTA is forecast to reach $220.2 million with a steady pace of growth helping AHI reach $241.0 million by 2020.

Tables 7 and 8 summarize comparable demographic and economic trends for the STA and the B-3D's Total Trade area. Between 1990 and 2000, for example, total population in the STA grew from 18,597 to 34,090 or by 8.3% annually, while the number of households grew from 6,138 to 11,711 or at yearly average rate of 9.0% annually. By 2006, total population in the STA reached an estimated 40,252 persons while the number of households rose to 13,772 with a combined AHI of $1.17 billion. Over the balance of the decade (to 2010) total population is forecast to reach 44,964 as the number of households reaches 15,249 with an AHI of just under $1.3 billion. By 2020, the STA's total population is forecast to reach 49,795 and total household is expected to grow to 17,000 with an estimated AHI of just under $1.5 billion.

These patterns of continued growth in both the PTA and STA translate to steady support for existing and new business space in Mandeville's B-3D as well as in other retail and business corridors and centers in and around the City. The analysis which follows addresses this support potential more specifically in terms of retail sales expenditures and supportable square footages of space.

Map 1
Old Mandeville Trade Area

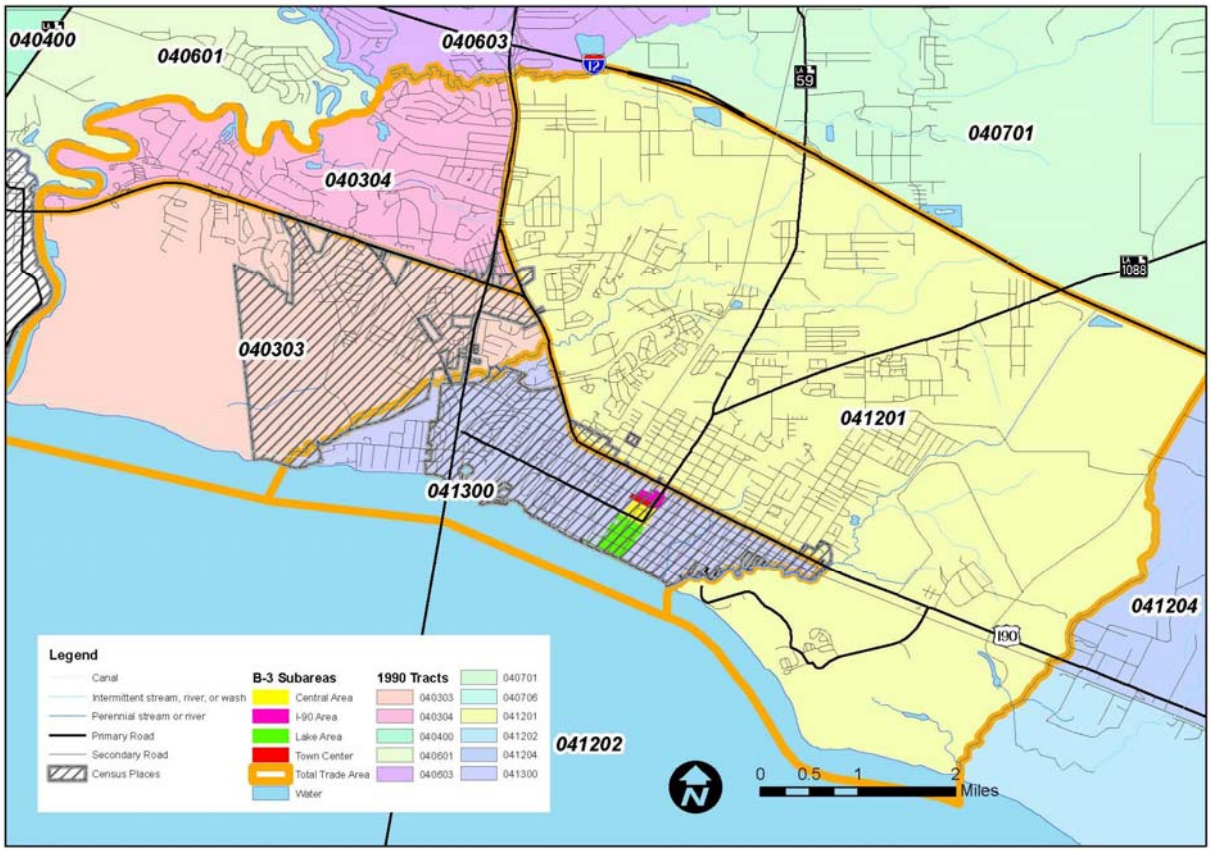


Table 6
Old Mandeville/B-3 District
Primary Trade Area (Census Tract 413)
Demographic Profile Estimates and Forecasts
1990 to 2020

Item	1990	2000	2006	2010	2015	2020
Total Population	5,579	6,504	7,768	8,056	8,425	8,685
Total Households	2,208	2,609	3,196	3,356	3,540	3,665
Households by Income						
under $10,000	270	174	239	265	279	289
$10,000 to $14,999	165	95	114	116	122	126
$15,000 to $19,999	172	174	182	190	201	208
$20,000 to $24,999	198	181	229	243	256	266
$25,000 to $29,999	175	106	124	135	143	148
$30,000 to $34,999	172	104	145	154	162	168
$35,000 to $39,999	129	121	149	148	156	162
$40,000 to $44,999	102	171	228	250	264	273
$45,000 to $49,999	144	61	85	90	95	99
$50,000 to $59,999	205	215	238	247	261	270
$60,000 to $74,999	157	267	346	365	385	398
$75,000 to $99,999	151	420	505	533	563	582
$100,000 to $124,999	93	268	294	304	321	332
$125,000 to $149,999	8	83	82	81	86	89
$150,000 or more	67	169	202	204	215	223
Aggregate Household Income	NA	$181,825,200	$215,523,160	$220,202,704	$232,024,500	$241,008,750
Per Capita Income	$17,155	$27,916	$27,745	$27,334	$27,540	$27,750

Source: 1990 and 2000 Census; Geolytics Estimates Professional; Louisiana Recovery Authority; Department of Health and Hospitals; and Analyst

Table 7
Old Mandeville/B-3 District
Secondary Trade Area
Demographic Profile Estimates and Forecasts
1990 to 2020

Item	1990	2000	2006	2010	2015	2020
Total Population	18,597	34,090	40,252	44,964	47,025	49,795
Total Households	6,138	11,711	13,772	15,249	15,985	17,000
Households by Income						
under $10,000	551	455	497	545	572	608
$10,000 to $14,999	319	296	321	351	368	391
$15,000 to $19,999	332	476	571	642	673	716
$20,000 to $24,999	441	428	494	545	572	608
$25,000 to $29,999	374	408	482	539	566	601
$30,000 to $34,999	349	339	399	444	465	495
$35,000 to $39,999	346	544	658	738	774	823
$40,000 to $44,999	298	471	551	613	642	683
$45,000 to $49,999	348	417	540	616	645	686
$50,000 to $59,999	502	916	1,080	1,205	1,264	1,344
$60,000 to $74,999	771	1,220	1,505	1,690	1,771	1,884
$75,000 to $99,999	715	2,144	2,580	2,874	3,013	3,204
$100,000 to $124,999	428	1,441	1,666	1,832	1,920	2,042
$125,000 to $149,999	108	738	844	933	978	1,040
$150,000 or more	256	1,418	1,498	1,600	1,677	1,783
Aggregate Household Income	NA	$1,024,829,700	$1,173,506,808	$1,287,723,996	$1,358,787,375	$1,451,773,225
Per Capita Income	$19,506	$30,269	$29,154	$28,639	$28,895	$29,155

Note: In 2000, Census Tract 412.01 was split into two Census Tracts, 412.05 and 412.06

Source: 1990 and 2000 Census; Geolytics Estimates Professional; Louisiana Recovery Authority; Department of Health and Hospitals; and Analyst

Table 8
Old Mandeville/B-3 District
Total Trade Area*
Demographic Profile Estimates and Forecasts
1990 to 2020

	1990	2000	2006	2010	2015	2020
Total Population	24,176	40,594	48,020	53,020	55,450	58,480
Total Households	8,346	14,320	16,968	18,605	19,525	20,665
Households by Income						
under $10,000	821	629	736	810	851	897
$10,000 to $14,999	484	391	435	466	490	517
$15,000 to $19,999	504	650	753	832	874	924
$20,000 to $24,999	639	609	723	789	828	874
$25,000 to $29,999	549	514	606	675	708	749
$30,000 to $34,999	521	443	543	598	627	663
$35,000 to $39,999	475	665	807	886	930	985
$40,000 to $44,999	400	642	779	863	906	956
$45,000 to $49,999	492	478	625	706	740	785
$50,000 to $59,999	707	1,131	1,318	1,453	1,524	1,614
$60,000 to $74,999	928	1,487	1,851	2,054	2,156	2,282
$75,000 to $99,999	866	2,564	3,085	3,408	3,576	3,787
$100,000 to $124,999	521	1,709	1,960	2,136	2,241	2,374
$125,000 to $149,999	116	821	926	1,014	1,064	1,129
$150,000 or more	323	1,587	1,700	1,804	1,892	2,006
Aggregate Household Income	NA	$1,206,654,900	$1,389,204,194	$1,507,835,780	$1,590,583,250	$1,639,486,800
Per Capita Income	$18,918	$29,892	$28,930	$28,439	$28,685	$28,035

* Total Trade Areas is defined as Census Tract 413 (Primary) and Census Tracts 403.03, 403.04 and 412.01

Source: 1990 and 2000 Census; Geolytics Estimates Professional; Louisiana Recovery Authority; Department of Health and Hospitals; and Analyst

Table 9
Old Mandeville/B-3 District
Secondary Trade Area
Demographic Profile
1990 and 2000

Item	1990 Census Tracts 403.03	403.04	412.01	Total	2000 Census Tracts 403.03	403.04	412.01*	Total
Total Population	4,449	5,462	8,686	18,597	6,922	6,529	20,639	34,090
Total Households	1,526	1,836	2,776	6,138	2,542	2,426	6,743	11,711
Households by Income								
under $10,000	218	112	221	551	209	56	190	455
$10,000 to $14,999	74	6	239	319	113	56	127	296
$15,000 to $19,999	85	46	201	332	124	81	271	476
$20,000 to $24,999	114	49	278	441	80	113	235	428
$25,000 to $29,999	92	78	204	374	84	120	204	408
$30,000 to $34,999	98	63	188	349	102	74	163	339
$35,000 to $39,999	92	60	194	346	135	76	333	544
$40,000 to $44,999	75	87	136	298	131	79	261	471
$45,000 to $49,999	126	80	142	348	79	73	265	417
$50,000 to $59,999	99	168	235	502	295	101	520	916
$60,000 to $74,999	219	245	307	771	250	152	818	1,220
$75,000 to $99,999	161	332	222	715	320	387	1,437	2,144
$100,000 to $124,999	31	217	180	428	282	286	873	1,441
$125,000 to $149,999	6	92	10	108	145	187	406	738
$150,000 or more	36	201	19	256	193	585	640	1,418
Aggregate Household Income	NA	NA	NA	NA	$189,010,800	$264,232,300	$571,586,600	$1,024,829,700
Per Capita Income	$15,475	$29,083	$13,962	$19,506	$27,716	$40,337	$27,941	$30,269
Housing Units	1,725	2,080	3,103	6,908	2,761	2,599	7,118	12,478
Occupied Housing	1,569	1,838	2,784	6,191	2,529	2,416	6,729	11,674
Owner Occupied	896	1,596	2,036	4,528	1,531	2,167	5,945	9,643
Percent Owner Occupied	51.9%	76.7%	65.6%	65.5%	55.5%	83.4%	83.5%	77.3%

* In 2000, Census Tract 412.01 was split into two Census Tracts, 412.05 and 412.06.
Source: 1990 and 2000, U.S. Census Bureau

Table 10
St. Tammany Parish
Demographic Profile Summary
1990 to 2020

	1990	2000	2006	2010	2015	2020
Total Population	144,508	191,268	235,400	259,900	271,800	289,500
Total Households	50,463	69,781	84,071	97,020	101,989	108,316

Source: 1990 and 2000 Census; Geolytics Estimates Professional; Louisiana Recovery Authority; Department of Health and Hospitals; and Analyst

Trade Area Retail Sale Potential

Tables 11 through 13 summarize estimates and forecasts of retail sales potential by selected categories of establishment for the primary, secondary and total trade areas of the B-3D covering the period 2006 through 2020. The store categories were selected based upon the types of establishments that would most likely be located in the B-3 District. This obviously eliminates a wide variety of major retail establishments such as big box retail and discount outlets, department stores and many others requiring either immediate major highway access, excellent visibility, a very large critical mass of nearby retail activity supported by an expansive population base or all of the above. The type of retail and business establishments listed include a mix that would potentially cater to the market needs of the immediate surrounding area (Old Mandeville), the somewhat larger trade area encompassing the City and its immediate environs, the even larger geographic sectors of the market producing destination shoppers/visitors and the customer base that might be generated by Trailhead related activities and events. This list is not necessarily intended to be exhaustive but reasonably illustrative of the kinds of business activity that could be supported within the context of local market dynamics.

The specific estimates and forecasts of sales potential are based on an analysis of historic trends in actual retail expenditures in relation to actual total personal income. This analysis is presented in Table 14 for the New Orleans MSA in which St. Tammany Parish is included. The MSA level data for 1997 and 2002 is drawn from the U.S. Census Bureau's Economic Censuses for those years. These are the most comprehensive and generally reliable detailed reports of retail expenditures available on a recurring basis. Although using reports for St. Tammany Parish could have been helpful, disclosure limitations at the parish level excluded many categories of retail expenditure that were necessary and important to this analysis. Using the larger geography also helps to normalize data anomalies that might skew trends for certain store types during the reporting periods.

For purposes of this analysis, a blend of the shares of total aggregate household income (AHI) expended by store type is used. These shares when applied to previously discussed levels of AHI result in estimates of retail expenditure potential by store type for the 2006 to 2020 period.

In 2006, the annual estimated total retail stores and restaurant expenditure potential for the B-3D's PTA stood at just under $85.0 million. The largest single expenditure categories as might be expected were Grocery Stores ($11 million), Food Service & Drinking Places ($10.8 million) and Pharmacies & Drug Stores ($4.5 million). By 2010, total annual retail and restaurant sales potential is forecast to reach $86.8 million and grow to $95.0 million by 2020. The distributions of sales by store type remain fairly constant over the forecast period. This is primarily due to holding the relative shares of AHI constant since there were no material changes evidenced by the base analysis shown for the years 1997 to 2002. Although some changes in consumer expenditure patterns are inevitable, they are not likely to be of major significance to the mix of retail and business uses in Mandeville's B-3 District.

The larger STA is expected to grow from a total estimated retail and restaurant sales volume of $462.7 million in 2006 to $507.7 million by 2010. Grocery store sales are expected to

grow from $59.7 million in 2006 to $65.5 million in 2010, while sales potential among Food Service & Drinking Places and Pharmacies is expected to reach $64.7 million and $27.0 million, respectively. By the year 2020, total retail and restaurant sales potential is forecast to reach just under $572.4 million.

Table 15 summarizes actual retail sales tax collections for the B-3 District, the City of Mandeville and St. Tammany Parish as a whole. This analysis covers 2000 to 2006 period on an annual basis and collections year-to-date for 2007. It illustrates the steady, strong growth in retail expenditures throughout the parish as well as in the City and B-3 District. Sales tax collections in the City have typically accounted for about 4% to 5% of total parish-wide tax collections, while the B-3 District has generated about 1.0% to 1.2% of the City's total sales tax collections. The largest share (in some years as much as 90%) of the B-3 Districts tax collections are attributed to restaurants with auto and other making up the balance. With the relatively small number of non-restaurant establishments currently operating in the District (See Table 1), these patterns of tax collections should not be surprising. However, what they demonstrate is an untapped potential for the addition of more specialty retail when trade area support is considered. This will be addressed in the section which follows.

Table 11
Estimates and Forecast of Retail Sales Potential
Mandeville B-3 Primary Trade Area
2006 to 2020

Store Type	2006	2010	2015	2020
Grocery Stores	$10,960,856	$11,198,843	$11,800,064	$12,256,976
Specialty Foods	$426,436	$435,695	$459,086	$476,862
Beer, Wine, Liquor	$249,579	$254,998	$268,688	$279,092
Camera, Photographic Supply	$77,453	$79,135	$83,383	$86,612
Pharmacies & Drug Stores	$4,525,929	$4,624,198	$4,872,452	$5,061,119
Cosmetics, Beauty Supply, Perfume	$177,886	$181,748	$191,506	$198,921
Clothing All	$3,118,775	$3,186,491	$3,357,561	$3,487,569
Men's Clothing	$368,067	$376,059	$396,248	$411,591
Women's Clothing	$1,161,387	$1,186,604	$1,250,308	$1,298,721
Children & Infants Clothing	$104,377	$106,644	$112,369	$116,720
Family Clothing	$1,105,039	$1,129,032	$1,189,646	$1,235,710
Clothing Accessories	$72,035	$73,599	$77,550	$80,553
Shoe Stores All	$797,575	$814,892	$858,641	$891,888
Men's Shoes	$27,478	$28,074	$29,582	$30,727
Women's Shoes	$79,604	$81,333	$85,699	$89,017
Children's Shoes	$44,068	$45,025	$47,442	$49,279
Family Shoes	$309,746	$316,471	$333,461	$346,373
Athletic Footware	$316,080	$322,943	$340,280	$353,456
Jewelry	$730,784	$746,652	$786,736	$817,200
Luggage & Leather Goods	$43,858	$44,811	$47,216	$49,044
General Line Sporting Goods	$233,669	$238,742	$251,559	$261,300
Specially Line Sporting Goods	$186,812	$190,868	$201,115	$208,903
Hobby, Toy & Game Stores	$405,399	$414,201	$436,438	$453,337
Bookstores	$376,168	$384,335	$404,969	$420,650
Tape, CD & Record Stores	$254,105	$259,623	$273,561	$284,153
Florists	$156,273	$159,667	$168,238	$174,753
Gift, Novelty, Souvenirs	$616,032	$629,408	$663,198	$688,878
Used Merchandise (including antiques)	$502,160	$513,063	$540,608	$561,541
Art Dealers	$211,686	$216,282	$227,894	$236,718
Food Service & Drinking Places Total	$10,826,615	$11,061,688	$11,655,545	$12,106,861
Full Service	$4,826,475	$4,931,270	$5,196,010	$5,397,205
Limited Service	$3,778,413	$3,860,452	$4,067,704	$4,225,210
Cafeterias	$189,473	$193,587	$203,980	$211,878
Snack & Non-alcholic Beverage Bars	$326,429	$333,516	$351,421	$365,029
Special Food Services	$1,365,772	$1,395,426	$1,470,341	$1,527,274
Drinking Places - Alcholic	$855,955	$874,540	$921,491	$957,172
Total Retail Sales	$74,147,748	$75,757,680	$79,824,804	$82,915,711
Total Retail Sales & Restaurant	$84,974,363	$86,819,367	$91,480,350	$95,022,572

Source: U.S. Department of Commerce Economic Censuses, 1997 and 2002 and Bureau of Economic Analysis, Regional Economic Profiles, 1997 and 2002; ULI Dollars & Cents of Shopping Centers

Table 12
Estimates and Forecast of Retail Sales Potential
Mandeville B-3 Secondary Trade Area
2006 to 2020

Store Type	2006	2010	2015	2020
Grocery Stores	$59,681,004	$65,489,745	$69,103,813	$73,832,792
Specialty Foods	$2,321,913	$2,547,904	$2,688,511	$2,872,494
Beer, Wine, Liquor	$1,358,941	$1,491,206	$1,573,499	$1,681,178
Camera, Photographic Supply	$421,727	$462,774	$488,312	$521,729
Pharmacies & Drug Stores	$24,643,329	$27,041,859	$28,534,171	$30,486,849
Cosmetics, Beauty Supply, Perfume	$968,576	$1,062,847	$1,121,501	$1,198,248
Clothing All	$16,981,484	$18,634,289	$19,662,627	$21,008,199
Men's Clothing	$2,004,096	$2,199,154	$2,320,515	$2,479,315
Women's Clothing	$6,323,663	$6,939,143	$7,322,082	$7,823,154
Children & Infants Clothing	$568,327	$623,642	$658,058	$703,091
Family Clothing	$6,016,853	$6,602,472	$6,966,831	$7,443,592
Clothing Accessories	$392,224	$430,399	$454,150	$485,229
Shoe Stores All	$4,342,734	$4,765,411	$5,028,391	$5,372,499
Men's Shoes	$149,614	$164,176	$173,236	$185,091
Women's Shoes	$433,439	$475,626	$501,873	$536,218
Children's Shoes	$239,949	$263,303	$277,834	$296,847
Family Shoes	$1,686,541	$1,850,691	$1,952,822	$2,086,460
Athletic Footware	$1,721,030	$1,888,538	$1,992,758	$2,129,128
Jewelry	$3,979,064	$4,366,346	$4,607,303	$4,922,595
Luggage & Leather Goods	$238,805	$262,048	$276,509	$295,431
General Line Sporting Goods	$1,272,308	$1,396,141	$1,473,188	$1,574,002
Specially Line Sporting Goods	$1,017,177	$1,116,179	$1,177,775	$1,258,374
Hobby, Toy & Game Stores	$2,207,366	$2,422,208	$2,555,878	$2,730,785
Bookstores	$2,048,205	$2,247,557	$2,371,589	$2,533,883
Tape, CD & Record Stores	$1,383,584	$1,518,248	$1,602,033	$1,711,665
Florists	$850,897	$933,714	$985,242	$1,052,665
Gift, Novelty, Souvenirs	$3,354,246	$3,680,714	$3,883,835	$4,149,618
Used Merchandise (including antiques)	$2,734,223	$3,000,344	$3,165,919	$3,382,573
Art Dealers	$1,152,615	$1,264,799	$1,334,597	$1,425,928
Food Service & Drinking Places Total	$58,950,074	$64,687,673	$68,257,479	$72,928,541
Full Service	$26,279,780	$28,837,585	$30,428,995	$32,511,341
Limited Service	$20,573,164	$22,575,546	$23,821,383	$25,451,551
Cafeterias	$1,031,666	$1,132,078	$1,194,552	$1,276,299
Snack & Non-alcholic Beverage Bars	$1,777,379	$1,950,371	$2,058,002	$2,198,838
Special Food Services	$7,436,521	$8,160,316	$8,610,645	$9,199,897
Drinking Places - Alcholic	$4,660,610	$5,114,226	$5,396,456	$5,765,752
Total Retail Sales	$403,728,708	$443,023,544	$467,471,912	$499,462,401
Total Retail Sales & Restaurant	$462,678,782	$507,711,217	$535,729,391	$572,390,942

Source: U.S. Department of Commerce Economic Censuses, 1997 and 2002 and Bureau of Economic Analysis, Regional Economic Profiles, 1997 and 2002; ULI Dollars & Cents of Shopping Centers

Table 13
Estimates and Forecast of Retail Sales Potential
Mandeville B-3 Total Trade Area
2006 to 2020

Store Type	2006	2010	2015	2020
Grocery Stores	$70,650,720	$76,683,964	$80,892,250	$83,379,336
Specialty Foods	$2,748,694	$2,983,420	$3,147,145	$3,243,906
Beer, Wine, Liquor	$1,608,722	$1,746,099	$1,841,922	$1,898,553
Camera, Photographic Supply	$499,243	$541,876	$571,613	$589,188
Pharmacies & Drug Stores	$29,172,916	$31,664,148	$33,401,823	$34,428,784
Cosmetics, Beauty Supply, Perfume	$1,146,606	$1,244,520	$1,312,818	$1,353,181
Clothing All	$20,102,780	$21,819,464	$23,016,879	$23,724,549
Men's Clothing	$2,372,460	$2,575,057	$2,716,372	$2,799,889
Women's Clothing	$7,485,989	$8,125,257	$8,571,158	$8,834,684
Children & Infants Clothing	$672,789	$730,242	$770,316	$794,000
Family Clothing	$7,122,786	$7,731,039	$8,155,305	$8,406,045
Clothing Accessories	$464,316	$503,967	$531,624	$547,969
Shoe Stores All	$5,140,953	$5,579,967	$5,886,186	$6,067,161
Men's Shoes	$177,114	$192,239	$202,788	$209,023
Women's Shoes	$513,108	$556,925	$587,488	$605,551
Children's Shoes	$284,053	$308,310	$325,229	$335,229
Family Shoes	$1,996,537	$2,167,032	$2,285,955	$2,356,238
Athletic Footware	$2,037,366	$2,211,348	$2,332,703	$2,404,423
Jewelry	$4,710,439	$5,112,689	$5,393,265	$5,559,084
Luggage & Leather Goods	$282,698	$306,840	$323,678	$333,630
General Line Sporting Goods	$1,506,165	$1,634,785	$1,724,499	$1,777,520
Specially Line Sporting Goods	$1,204,140	$1,306,968	$1,378,692	$1,421,081
Hobby, Toy & Game Stores	$2,613,092	$2,836,238	$2,991,886	$3,083,874
Bookstores	$2,424,677	$2,631,733	$2,776,158	$2,861,513
Tape, CD & Record Stores	$1,637,895	$1,777,763	$1,875,324	$1,932,982
Florists	$1,007,296	$1,093,315	$1,153,314	$1,188,774
Gift, Novelty, Souvenirs	$3,970,776	$4,309,862	$4,546,380	$4,686,161
Used Merchandise (including antiques)	$3,236,789	$3,513,196	$3,705,994	$3,819,937
Art Dealers	$1,364,472	$1,480,992	$1,562,266	$1,610,299
Food Service & Drinking Places Total	$69,785,441	$75,744,794	$79,901,539	$82,358,166
Full Service	$31,110,156	$33,766,819	$35,619,885	$36,715,042
Limited Service	$24,354,631	$26,434,404	$27,885,079	$28,742,424
Cafeterias	$1,221,293	$1,325,585	$1,398,331	$1,441,324
Snack & Non-alcholic Beverage Bars	$2,104,071	$2,283,749	$2,409,078	$2,483,146
Special Food Services	$8,803,397	$9,555,166	$10,079,537	$10,389,439
Drinking Places - Alcholic	$5,517,257	$5,988,406	$6,317,039	$6,511,261
Total Retail Sales	$477,936,395	$518,749,944	$547,218,061	$564,042,647
Total Retail Sales & Restaurant	$547,721,837	$594,494,737	$627,119,600	$646,400,813

Source: U.S. Department of Commerce Economic Censuses, 1997 and 2002 and Bureau of Economic Analysis, Regional Economic Profiles, 1997 and 2002; ULI Dollars & Cents of Shopping Centers

Table 14
Selected Categories of Retail Expenditures
As a Percentage of Personal Income and Per Capita
New Orleans MSA
1997 and 2002

Store Type	1997 (000)	% Total AHI	2002 (000)	% Total AHI
Grocery Stores	$1,824,087	5.81%	$1,673,108	4.36%
Specialty Foods	$66,917	0.21%	$70,044	0.18%
Beer, Wine, Liquor	$32,774	0.10%	$48,807	0.13%
Camera, Photographic Supply	$11,202	0.04%	$13,886	0.04%
Pharmacies & Drug Stores	$600,203	1.91%	$877,898	2.29%
Cosmetics, Beauty Supply, Perfume	$22,206	0.07%	$36,197	0.09%
Clothing All	$434,922	1.39%	$578,877	1.51%
Men's Clothing	$60,715	0.19%	$56,841	0.15%
Women's Clothing	$165,438	0.53%	$211,312	0.55%
Children & Infants Clothing	$12,400	0.04%	$22,009	0.06%
Family Clothing	$138,215	0.44%	$224,528	0.59%
Clothing Accessories	$10,566	0.03%	$12,734	0.03%
Shoe Stores All	$118,132	0.38%	$139,593	0.36%
Men's Shoes	$4,416	0.01%	$4,386	0.01%
Women's Shoes	$10,056	0.03%	$16,053	0.04%
Children's Shoes	$5,494	0.02%	$8,976	0.02%
Family Shoes	$49,063	0.16%	$50,318	0.13%
Athletic Footware	$43,103	0.14%	$59,860	0.16%
Jewelry	$109,581	0.35%	$126,263	0.33%
Luggage & Leather Goods	$4,960	0.02%	$9,554	0.02%
General Line Sporting Goods	$40,652	0.13%	$33,510	0.09%
Specially Line Sporting Goods	$26,913	0.09%	$33,621	0.09%
Hobby, Toy & Game Stores	$63,698	0.20%	$66,488	0.17%
Bookstores	$58,575	0.19%	$62,342	0.16%
Tape, CD & Record Stores	$42,420	0.14%	$38,626	0.10%
Florists	$26,375	0.08%	$23,404	0.06%
Gift, Novelty, Souvenirs	$94,177	0.30%	$104,232	0.27%
Used Merchandise (including antiques)	$82,339	0.26%	$78,155	0.20%
Art Dealers	$31,679	0.10%	$36,652	0.10%
Food Service & Drinking Places Total	$1,527,424	4.87%	$1,987,989	5.18%
Full Service	$683,345	2.18%	$883,277	2.30%
Limited Service	$546,377	1.74%	$677,514	1.77%
Cafeterias	$29,149	0.09%	$31,835	0.08%
Snack & Non-alcholic Beverage Bars	$44,007	0.14%	$62,440	0.16%
Special Food Services	$187,824	0.60%	$256,725	0.67%
Drinking Places - Alcholic	$109,878	0.35%	$170,473	0.44%
Total Retail Sales	$11,032,896	35.15%	$12,915,637	33.66%
Total Retail Sales & Restaurant	$12,560,320	40.02%	$14,903,626	38.84%

Note:

Total Personal Income		**Total Estimated Population**	
1997	$31,388,344,000	1997	1,356,194
2002	$38,373,657,000	2002	1,355,267

Source: U.S. Department of Commerce Economic Censuses, 1997 and 2002 and Bureau of Economic Analysis, Regional Economic Profiles, 1997 and 2002

Table 15
Sales Tax Collection Trends
B-3 District, City of Mandeville and St. Tammany Parish
2000 to 2007

	FY 2000		FY 2001		FY 2002		FY 2003		FY 2004		FY 2005		FY 2006		FY 2000-2006 Totals		FY 2007 YTD[a]	
		% of Total		% of Total		% of Total		% of Total		% of Total		% of Total		% of Total		% of Total		% of Total
B-3 District	**$62,310**	**100.00%**	**$64,290**	**100.00%**	**$64,195**	**100.00%**	**$51,595**	**100.00%**	**$70,285**	**100.00%**	**$81,935**	**100.00%**	**$78,225**	**100.00%**	**$472,841**	**100.00%**	**$86,240**	**100.00%**
Restaurants	$52,230	83.82%	$51,535	80.16%	$57,920	90.23%	$44,995	87.21%	$64,655	91.99%	$67,145	81.95%	$54,585	69.78%	$393,070	83.13%	$73,610	85.35%
Auto	$3,610	5.79%	$7,590	11.81%	$3,935	6.13%	$4,715	9.14%	$3,670	5.22%	$12,735	15.54%	$21,685	27.72%	$57,941	12.25%	$10,250	11.89%
Other	$6,470	10.38%	$5,165	8.03%	$2,340	3.65%	$1,885	3.65%	$1,960	2.79%	$2,055	2.51%	$1,955	2.50%	$21,830	4.62%	$2,380	2.76%
City of Mandeville	**$5,232,710**	**100.00%**	**$5,758,909**	**100.00%**	**$6,086,950**	**100.00%**	**$6,251,480**	**100.00%**	**$6,463,965**	**100.00%**	**$6,266,035**	**100.00%**	**$8,366,971**	**100.00%**	**$44,427,026**	**100.00%**	**$8,116,795**	**100.00%**
Restaurants	$650,211	12.43%	$716,180	12.44%	$736,915	12.11%	$769,240	12.30%	$861,170	13.32%	$935,120	14.92%	$1,064,486	12.72%	$5,733,323	12.91%	$1,154,705	14.23%
Auto	$263,920	5.04%	$275,635	4.79%	$275,800	4.53%	$266,535	4.26%	$254,055	3.93%	$226,660	3.62%	$385,125	4.60%	$1,947,730	4.38%	$612,089	7.54%
Other	$4,318,579	82.53%	$4,767,094	82.78%	$5,074,235	83.36%	$5,215,705	83.43%	$5,348,740	82.75%	$5,104,255	81.46%	$6,917,360	82.67%	$36,745,973	82.71%	$6,350,001	78.23%
St. Tammany Parish	**$113,934,311**		**$122,690,013**		**$128,918,450**		**$140,463,661**		**$151,217,598**		**$181,761,759**		**$230,396,600**		**$1,069,382,392**		**$49,678,759** [b]	
City of Mandeville as % of St. Tammany		**4.59%**		**4.69%**		**4.72%**		**4.45%**		**4.27%**		**3.45%**		**3.63%**		**4.15%**		
B-3 District as % of Mandeville		**1.19%**		**1.12%**		**1.05%**		**0.83%**		**1.09%**		**1.31%**		**0.93%**		**1.06%**		
B-3 District as % of St. Tammany		**0.05%**		**0.05%**		**0.05%**		**0.04%**		**0.05%**		**0.05%**		**0.03%**		**0.04%**		

[a] Through June 30, 2007 for City of Mandeville and B-3 District.
[b] Through March 31, 2007 for St. Tammany Parish

Source: City of Mandeville, Finance Department and St. Tammany Economic Development Foundation, Economic Indicators Report

Market-Driven Supportable Space and Use Potential for Mandeville's B-3 District

In establishing an appropriate or workable balance between non-residential and residential uses in Mandeville's B-3 District, the dynamics of what is realistically supportable in the market must be considered. This is particularly true for space that could potentially be supported from market demand within the B-3 District's primary trade area (PTA). This would include not only support from within the District itself, but also from the balance of the neighborhoods comprising census tract 413 and immediately adjoining neighborhoods extending into the secondary trade area (STA). Although the square footage support potentials are rigidly defined by trade area sector, it should be emphasized that trade areas by definition are porous in reality. That is, retail and other business consumers flow across boundaries freely either exporting or importing their expenditures. Consequently, trade area driven demand and support potential is very fluid, dynamic and ever-evolving. And, the more destination and specialty oriented a business is, the more fluid and expansive their customer base can become. For many specialty businesses such as those in the B-3 District, this market fluidity is important to their long term profitability and sustainability.

The estimates and forecasts of supportable square footage are derived from the previously discussed levels of sales potential by store type when divided by an average level of sales productivity per square foot (PSF). The sales productivity measures used for this analysis are shown in Table 19 and are drawn from the Urban Land Institute publication Dollars & Cents of Shopping Centers as well as from rent roll and tenant information available to the analyst. The sales productivity levels are held constant throughout the forecast period since all sales and income information is presented in 2006 dollars. This provides a reasonably good view of the impact market growth alone is likely to have on sustainable levels of space support from one period to the next.

For the PTA, the total supportable square footage of space in 2006 is estimated at just under 131,000 square feet. This includes 80,490 square feet of total retail and 50,430 square feet of Food Service & Drinking Places. When compared to the existing estimated inventory of space in the B-3 District, the District's share of total supportable retail space would be just under 27%, while the share of total Food Service & Drinking Places would be 47.7%. These imputed shares of space demand suggest several observations for future planning purposes.

First, it appears that the existing current inventory of retail space approximates in size a small neighborhood strip shopping center. Although not entirely clustered in one location, the 20,000 to 21,000 square feet of existing retail represents a minimum critical mass of shopping space to serve a neighborhood trade area. This amount of net retail space should not be allowed to shrink since doing so reduces the collective attraction power of retail uses in Old Mandeville and jeopardizes the sustainability of other retail uses over the long term. As such, planning guidelines for the B-3 District should encourage strategies that preserve the existing retail base and grow it gradually as market forces allow.

Secondly, there appears to be more growth potential in general retail than in the food services category. If the general retail category grew to a 45% share of 2006 space support potential from within the PTA alone, as much as 14,500 square feet of additional space could be

added within the B-3 District. By 2010 this incremental addition grows to 15,300 square feet and by 2020 to just under 18,800 square feet. Over time, this could grow the retail space within the District to about 38,000 to 40,000 square feet assuming no net loss of existing space in a mix of businesses supported by local customers as well as those drawn from the District's surrounding trade area and by destination visitors frequenting local restaurants and Trailhead attractions and events.

Table 19 shows the range of square footage that could be supported within the B-3 District by targeted store/business types over the horizon of the market analysis to 2020. In each case, the square footage represents aggregate net additions in a range that is supported by reasonable penetration of demand as evidenced by forecast levels of square footage. These are shown in Tables 16 through 18. At a minimum, the forecast levels of supportable square footage would enable the B-3 District to and another 12,000 square feet of retail space and another 5,500 of food service space. At the upper end of the range, it would be reasonable to expect the addition of 18,000 square feet of food service establishments in the District over the planning horizon. In each case, the assumption is that new establishments would draw customers not just from the District's primary trade area, but also from portions of the secondary. However, the explicit assumption is that, the PTA would be relied upon for the majority of an establishment's business support unless its trade was distinctly destination-oriented. The more specialized the business and the more destination-oriented its customer base, the wider its reach and the more extensive the geography from which it is likely to draw support. Fundamentally, there is sufficient market growth to grow the retail/business base of Old Mandeville and the City should encourage opportunities to do so within the context of the B-3 Plan. This should be pursued with the clear understanding that Old Mandeville's business district is not one that is positioned to support convenience oriented establishments. Such businesses are more likely to locate along U.S. 190 and should to some extent help to draw potential shoppers into Old Mandeville business core.

Exactly what would comprise this new addition to physical space inventory would depend largely on support potential within specific categories of demand. Those with relatively low levels of total support potential such as Sporting Goods, Luggage and Leather Goods, Men's Clothing and Men's Shoes would be less likely to find a market niche than say a family clothing store, women's clothing store or a Gift or Novelty Store. Individual store or establishment support would also be influenced by existing competitors in or very near the B-3 District and the extent to which an individual retailer or other establishment could attract customers from outside the immediate market area. Table 19 presents a possible mix of retail business types that could be located within the District based upon future retail support potential.

Thirdly, it should be noted that as residential uses grow within the District the support potential for retail and other business will grow as well. More residents, whether they live in single family homes or multi-family condominiums, produce more income and retail expenditure potential. In an area like Old Mandeville, these new residents are likely to be affluent (household incomes of $150,000 or above) and drawn to the area because of its convenience and character. This character includes the mix of retail and other business uses that have historically defined Old Mandeville.

It should also be noted that the destination nature of many restaurants in the B-3 District presents future opportunities for expansion of existing and introduction of new businesses. This becomes quite evident when observing the significant increase in supportable square footages of space when the reach of businesses in the District can extend into the secondary trade area. One specific strategy for extending the B-3 District's reach is for the City to become more proactive in promoting and sponsoring activities and special events focused around its investment in the Tammany Trace Trailhead. At a minimum, the City may consider creating a full or part-time position to retain a Trailhead Manager. This individual would be primarily responsible for programming, planning and managing events and activities at the Trailhead. They would also be responsible for communicating with local businesses to alert them to the opportunities such as events and activities may create. This manager would also interface with the Board of Trailhead Foundation to coordinate fundraising and development efforts to help maintain and expand the Trailhead facility and its current and future exhibits.

The Trailhead was originally envisioned as a means of linking Old Mandeville to a broader range of geographic markets and a wider variety of potential facility visitors and business patrons. This extended to all of St. Tammany Parish as well as to broader market appeal across the Northshore and to tourists and other visitors traveling to and through the area on the Interstate Highway network. Not leveraging the Trailhead asset to attract more people to the B-3 District is allowing a potentially significant business support and growth opportunity to go untapped. Increasing utilization of the Trailhead would draw potential retail customers and potentially increase demand for other destination-oriented businesses such as restaurants and bed and breakfast facilities. The latter could be particularly beneficial to local retail and restaurant establishments in that B&B's tend to attract more affluent visitors who may extend their time in the local community thus injecting more potential purchasing power.

Table 16
Estimated Supportable Square Footage of Retail Space
Mandeville B-3 Primary Trade Area
2006 to 2020

Store Type	2006	2010	2015	2020
Grocery Stores	31,317	31,997	33,714	35,020
Specialty Foods	1,706	1,743	1,836	1,907
Beer, Wine, Liquor	1,248	1,275	1,343	1,395
Camera, Photographic Supply	194	198	208	217
Pharmacies & Drug Stores	17,407	17,785	18,740	19,466
Cosmetics, Beauty Supply, Perfume	712	727	766	796
Clothing All	11,127	11,368	11,979	12,442
Men's Clothing	920	940	991	1,029
Women's Clothing	3,871	3,955	4,168	4,329
Children & Infants Clothing	522	533	562	584
Family Clothing	5,525	5,645	5,948	6,179
Clothing Accessories	288	294	310	322
Shoe Stores All	2,819	2,880	3,034	3,152
Men's Shoes	95	97	102	106
Women's Shoes	284	290	306	318
Children's Shoes	147	150	158	164
Family Shoes	1,239	1,266	1,334	1,385
Athletic Footware	1,054	1,076	1,134	1,178
Jewelry	1,124	1,149	1,210	1,257
Luggage & Leather Goods	125	128	135	140
General Line Sporting Goods	935	955	1,006	1,045
Specialty Line Sporting Goods	623	636	670	696
Hobby, Toy & Game Stores	1,474	1,506	1,587	1,648
Bookstores	1,672	1,708	1,800	1,870
Tape, CD & Record Stores	1,016	1,038	1,094	1,137
Florists	781	798	841	874
Gift, Novelty, Souvenirs	2,738	2,797	2,948	3,062
Used Merchandise (including antiques)	2,511	2,565	2,703	2,808
Art Dealers	962	983	1,036	1,076
Food Service & Drinking Places Total	50,429	51,524	54,290	56,393
Full Service	19,306	19,725	20,784	21,589
Limited Service	16,428	16,785	17,686	18,370
Cafeterias	997	1,019	1,074	1,115
Snack & Non-alcholic Beverage Bars	1,978	2,021	2,130	2,212
Special Food Services	6,829	6,977	7,352	7,636
Drinking Places - Alcholic	4,891	4,997	5,266	5,470
Total Retail	80,490	82,238	86,653	90,008
Total Retail & Restaurant	130,919	133,762	140,943	146,400

Source: U.S. Department of Commerce Economic Censuses, 1997 and 2002 and Bureau of Economic Analysis, Regional Economic Profiles, 1997 and 2002; ULI Dollars & Cents of Shopping Centers

Table 17
Estimated Supportable Square Footage of Retail Space
Mandeville B-3 Secondary Trade Area
2006 to 2020

Store Type	2006	2010	2015	2020
Grocery Stores	170,517	187,114	197,439	210,951
Specialty Foods	9,288	10,192	10,754	11,490
Beer, Wine, Liquor	6,795	7,456	7,867	8,406
Camera, Photographic Supply	1,054	1,157	1,221	1,304
Pharmacies & Drug Stores	94,782	104,007	109,747	117,257
Cosmetics, Beauty Supply, Perfume	3,874	4,251	4,486	4,793
Clothing All	60,584	66,481	70,149	74,950
Men's Clothing	5,010	5,498	5,801	6,198
Women's Clothing	21,079	23,130	24,407	26,077
Children & Infants Clothing	2,842	3,118	3,290	3,515
Family Clothing	30,084	33,012	34,834	37,218
Clothing Accessories	1,569	1,722	1,817	1,941
Shoe Stores All	15,347	16,840	17,770	18,986
Men's Shoes	516	566	597	638
Women's Shoes	1,548	1,699	1,792	1,915
Children's Shoes	800	878	926	989
Family Shoes	6,746	7,403	7,811	8,346
Athletic Footware	5,737	6,295	6,643	7,097
Jewelry	6,122	6,717	7,088	7,573
Luggage & Leather Goods	682	749	790	844
General Line Sporting Goods	5,089	5,585	5,893	6,296
Specialty Line Sporting Goods	3,391	3,721	3,926	4,195
Hobby, Toy & Game Stores	8,027	8,808	9,294	9,930
Bookstores	9,103	9,989	10,540	11,262
Tape, CD & Record Stores	5,534	6,073	6,408	6,847
Florists	4,254	4,669	4,926	5,263
Gift, Novelty, Souvenirs	14,908	16,359	17,261	18,443
Used Merchandise (including antiques)	13,671	15,002	15,830	16,913
Art Dealers	5,239	5,749	6,066	6,481
Food Service & Drinking Places Total	274,584	274,584	274,584	274,584
Full Service	105,119	115,350	121,716	130,045
Limited Service	89,449	98,155	103,571	110,659
Cafeterias	5,430	5,958	6,287	6,717
Snack & Non-alcholic Beverage Bars	10,772	11,820	12,473	13,326
Special Food Services	37,183	40,802	43,053	45,999
Drinking Places - Alcholic	26,632	29,224	30,837	32,947
Total Retail	438,261	480,917	507,457	542,183
Total Retail & Restaurant	712,845	755,501	782,041	816,768

Source: U.S. Department of Commerce Economic Censuses, 1997 and 2002 and Bureau of Economic Analysis, Regional Economic Profiles, 1997 and 2002; ULI Dollars & Cents of Shopping Centers

Table 18
Estimated Supportable Square Footage of Retail Space
Mandeville B-3 Total Trade Area
2006 to 2020

Store Type	2006	2010	2015	2020
Grocery Stores	201,859	219,097	231,121	238,227
Specialty Foods	10,995	11,934	12,589	12,976
Beer, Wine, Liquor	8,044	8,730	9,210	9,493
Camera, Photographic Supply	1,248	1,355	1,429	1,473
Pharmacies & Drug Stores	112,204	121,785	128,469	132,418
Cosmetics, Beauty Supply, Perfume	4,586	4,978	5,251	5,413
Clothing All	71,720	77,844	82,116	84,641
Men's Clothing	5,931	6,438	6,791	7,000
Women's Clothing	24,953	27,084	28,571	29,449
Children & Infants Clothing	3,364	3,651	3,852	3,970
Family Clothing	35,614	38,655	40,777	42,030
Clothing Accessories	1,857	2,016	2,126	2,192
Shoe Stores All	18,167	19,719	20,801	21,441
Men's Shoes	611	663	699	721
Women's Shoes	1,833	1,989	2,098	2,163
Children's Shoes	947	1,028	1,084	1,117
Family Shoes	7,986	8,668	9,144	9,425
Athletic Footware	6,791	7,371	7,776	8,015
Jewelry	7,247	7,866	8,297	8,552
Luggage & Leather Goods	808	877	925	953
General Line Sporting Goods	6,025	6,539	6,898	7,110
Specialty Line Sporting Goods	4,014	4,357	4,596	4,737
Hobby, Toy & Game Stores	9,502	10,314	10,880	11,214
Bookstores	10,776	11,697	12,338	12,718
Tape, CD & Record Stores	6,552	7,111	7,501	7,732
Florists	5,036	5,467	5,767	5,944
Gift, Novelty, Souvenirs	17,648	19,155	20,206	20,827
Used Merchandise (including antiques)	16,184	17,566	18,530	19,100
Art Dealers	6,202	6,732	7,101	7,320
Food Service & Drinking Places Total	325,054	352,812	372,174	383,617
Full Service	124,441	135,067	142,480	146,860
Limited Service	105,890	114,932	121,239	124,967
Cafeterias	6,428	6,977	7,360	7,586
Snack & Non-alcholic Beverage Bars	12,752	13,841	14,600	15,049
Special Food Services	44,017	47,776	50,398	51,947
Drinking Places - Alcholic	31,527	34,219	36,097	37,207
Total Retail	518,816	563,121	594,024	612,288
Total Retail & Restaurant	843,871	915,933	966,198	995,904

Source: U.S. Department of Commerce Economic Censuses, 1997 and 2002 and Bureau of Economic Analysis, Regional Economic Profiles, 1997 and 2002; ULI Dollars & Cents of Shopping Centers

Table 19
Targeted Additions to Retail/Business Uses
Mandeville B-3 District
2006 to 2020

Store/Business Type	Range of Supportable Additional Square Footage	
Grocery, Specialty Foods, Deli	2,000	3,000
Women's Clothing	1,500	2,000
Family Clothing and Accessories	1,500	2,000
Family and Athletic Footware	1,500	2,000
Hobby, Toy, Game Store	1,500	2,000
Books, Card, Gifts	1,500	2,500
Used Merchandise/Antiques	1,500	2,500
Art Gallery/Dealer	1,000	2,000
Total Additional Retail	12,000	18,000
Full Service Restaurant	3,500	6,500
Limited Service Restaurant	2,000	3,500
Total Additional Food Service	5,500	10,000
Total Additional Retail and Food Service	17,500	28,000

Source: Analyst based on supportable levels of retail and business space as shown in Tables 16 through 18.

Table 20
Sales Productivity Per Square Foot (PSF)
Selected Categories of Retail and Business Establishment

Store Type	Sales PSF
Grocery Stores	$350
Specialty Foods	$250
Beer, Wine, Liquor	$200
Camera, Photographic Supply	$400
Pharmacies & Drug Stores	$260
Cosmetics, Beauty Supply, Perfume	$250
Clothing All	
Men's Clothing	$400
Women's Clothing	$300
Children & Infants Clothing	$200
Family Clothing	$200
Clothing Accessories	$250
Shoe Stores All	
Men's Shoes	$290
Women's Shoes	$280
Children's Shoes	$300
Family Shoes	$250
Athletic Footware	$300
Jewelry	$650
Luggage & Leather Goods	$350
General Line Sporting Goods	$250
Specialty Line Sporting Goods	$300
Hobby, Toy & Game Stores	$275
Bookstores	$225
Tape, CD & Record Stores	$250
Florists	$200
Gift, Novelty, Souvenirs	$225
Used Merchandise (including antiques)	$200
Art Dealers	$220
Food Service & Drinking Places Total	
Full Service	$250
Limited Service	$230
Cafeterias	$190
Snack & Non-alcholic Beverage Bars	$165
Special Food Services	$200
Drinking Places - Alcholic	$175

Source: Urban Land Institute, Dollars & Cents of Shopping Centers