

HOSPITAL SERVICE DISTRICT

NEW ORLEANS EAST HOSPITAL Master Plan

New Orleans, Louisiana

March 05, 2015

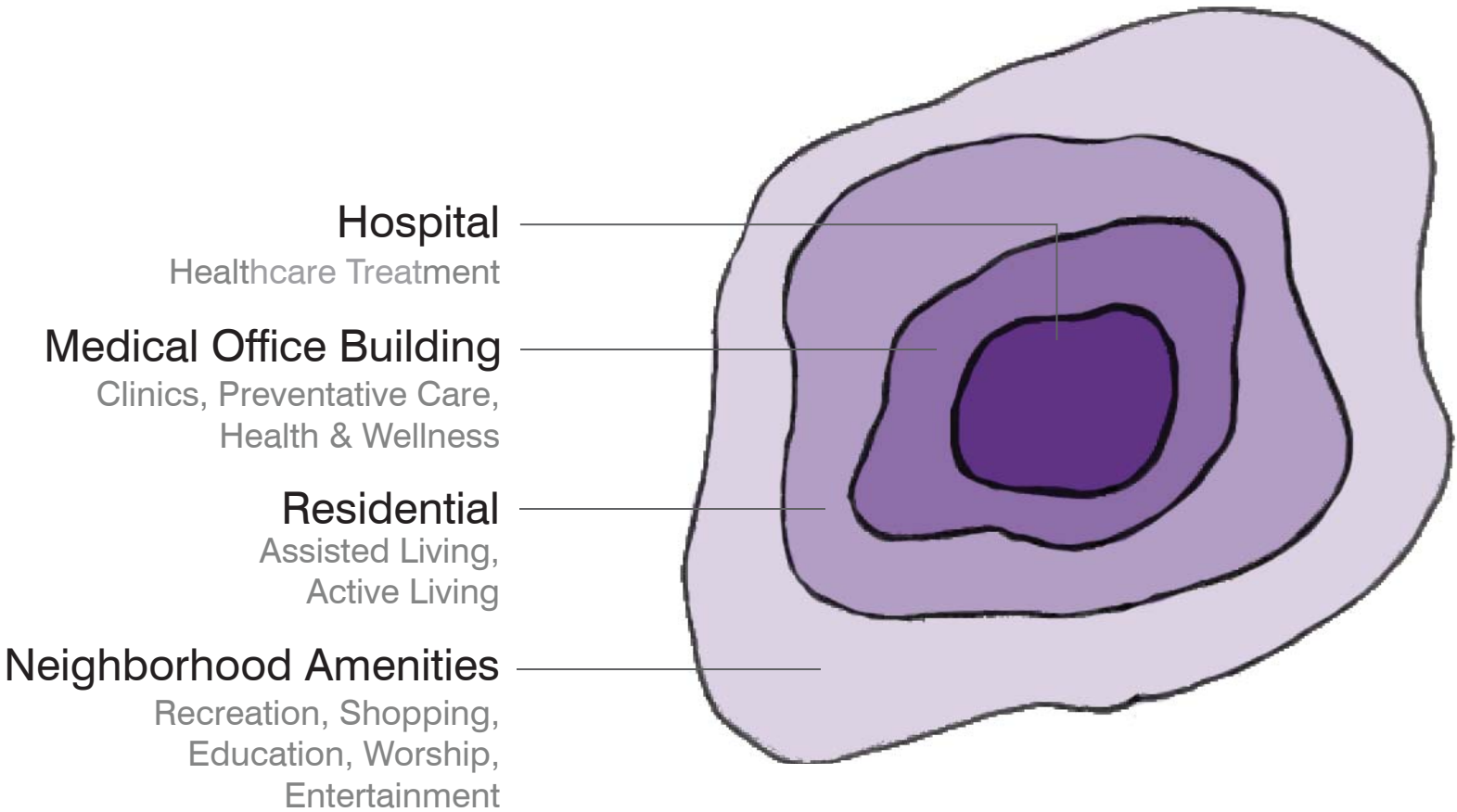


Community Making:

- Housing •
- Shopping •
- Recreation •
- Day Care •
- Open Space •
- Health & Wellness •

Economic Development:

- \$100 million Hospital •
- 30% of Site or 6.5 acres Undeveloped Land •
- Property Control •
- Entitlements •
- Environmentally Clean •



Create a Livable Campus ...

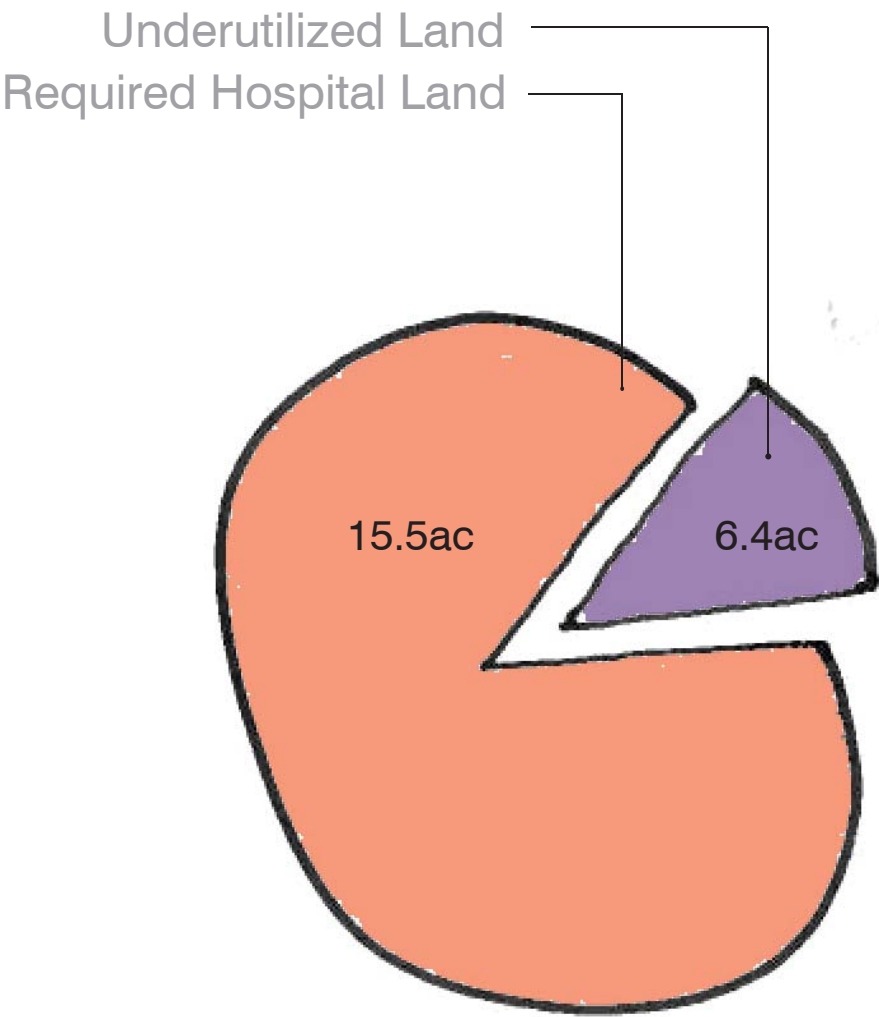
Required Hospital Land 15.5 acres:

- 80 Bed Hospital •
- Daughters of Charity •

Underutilized Land 6.4 acres:

- Office, Retail, Entertainment: 125,000sf •
- Housing: 60+ units •
- Courtyards, Playgrounds, Waterfront Promenade ~1ac •

Hospital Service District - 21.9 Acres

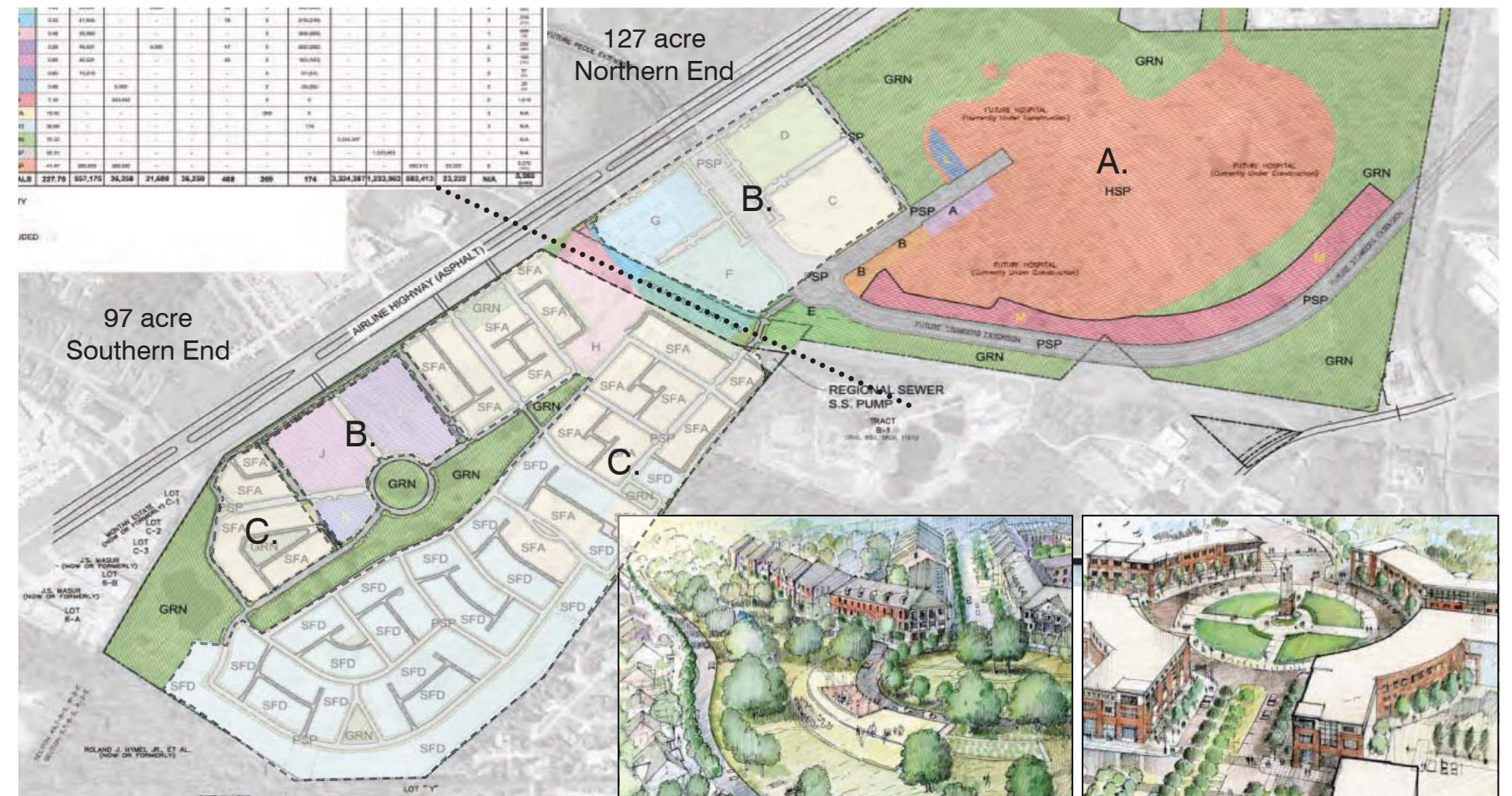


OPPORTUNITY: Health and Wellness Campus

Women's Hospital

Baton Rouge, LA

Hospital	A.
Office & Retail	B.
Residential	C.

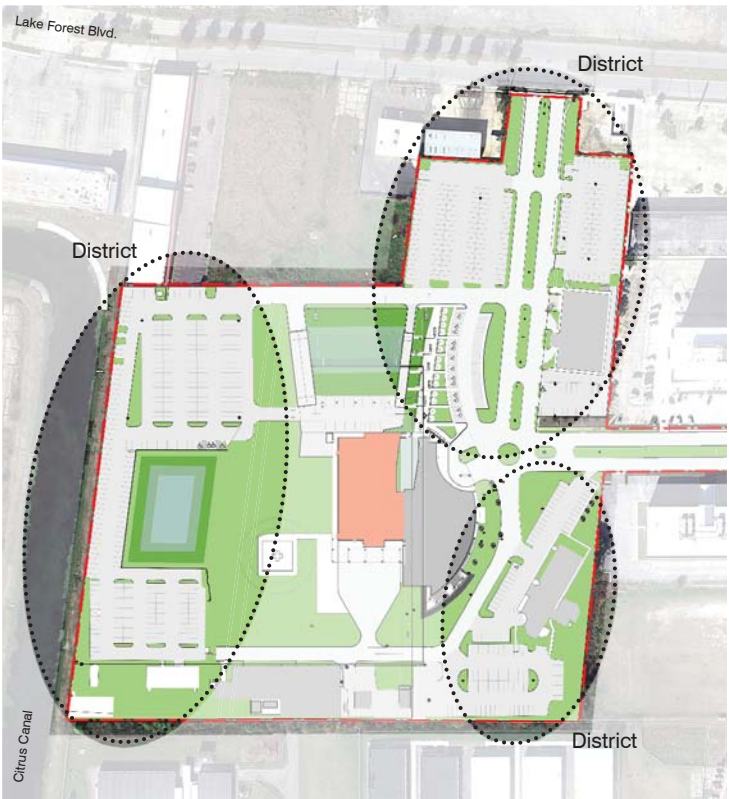


SURPLUS LAND

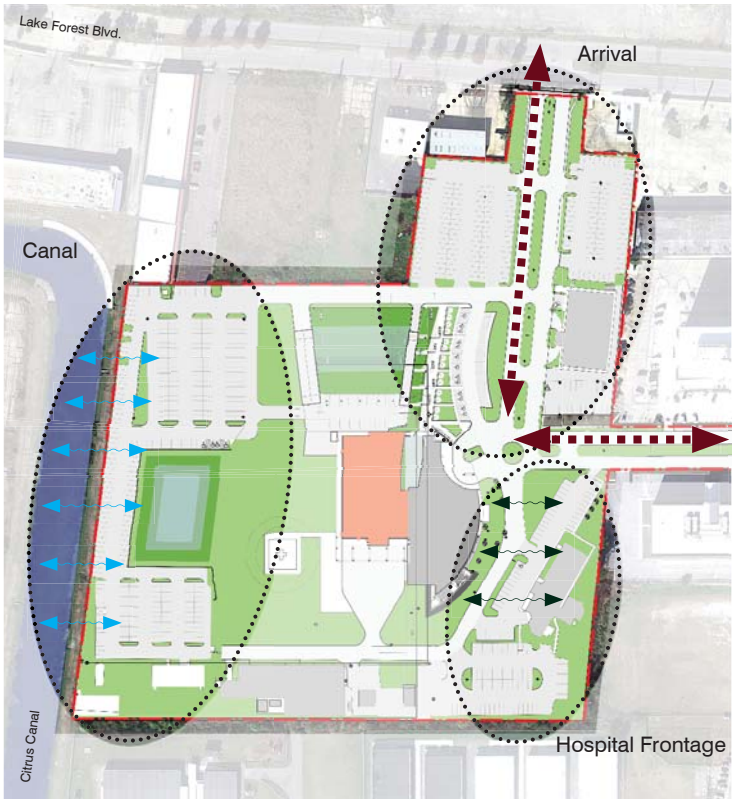
- Hospital, Infrastructure,
Parking, Daughters of Charity
Acreage : 15.5
- Remaining Site Area
Acreage : 6.4
- Hospital Parking HP

DEVELOPMENT OPPORTUNITY

Create Livable Districts
Districts are influenced by adjacent context.



Three Districts

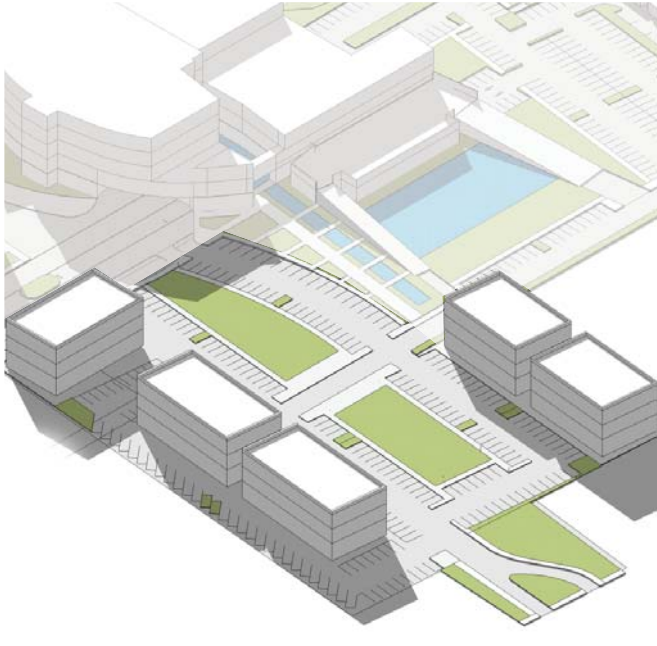


District Influences

SITE RENDERINGS



Street Level Perspective



Axon



Aerial View

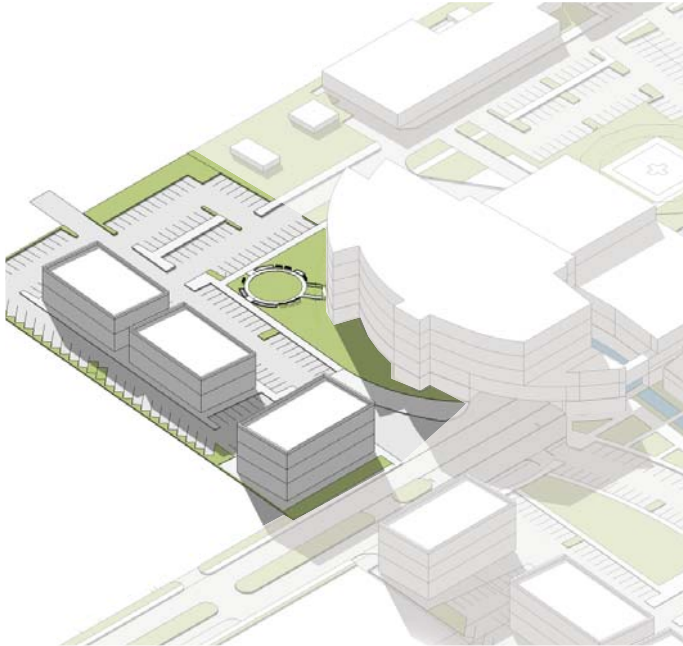


Site Section

SITE RENDERINGS



Street Level Perspective



Axon



Aerial View

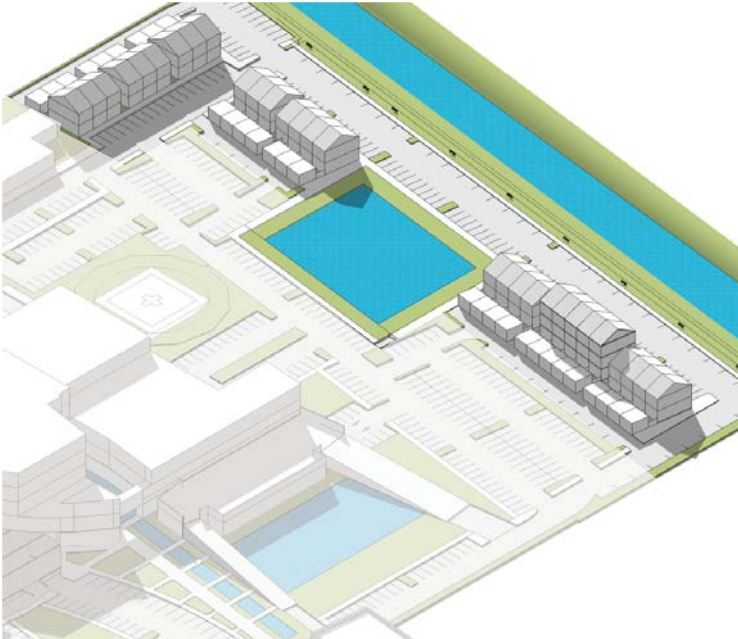


Site Section

S I T E R E N D E R I N G S



Street Level Perspective



Axon



Aerial View



Site Section

MASTER PLAN

Existing Hospital ●

Hospital Expansion ●

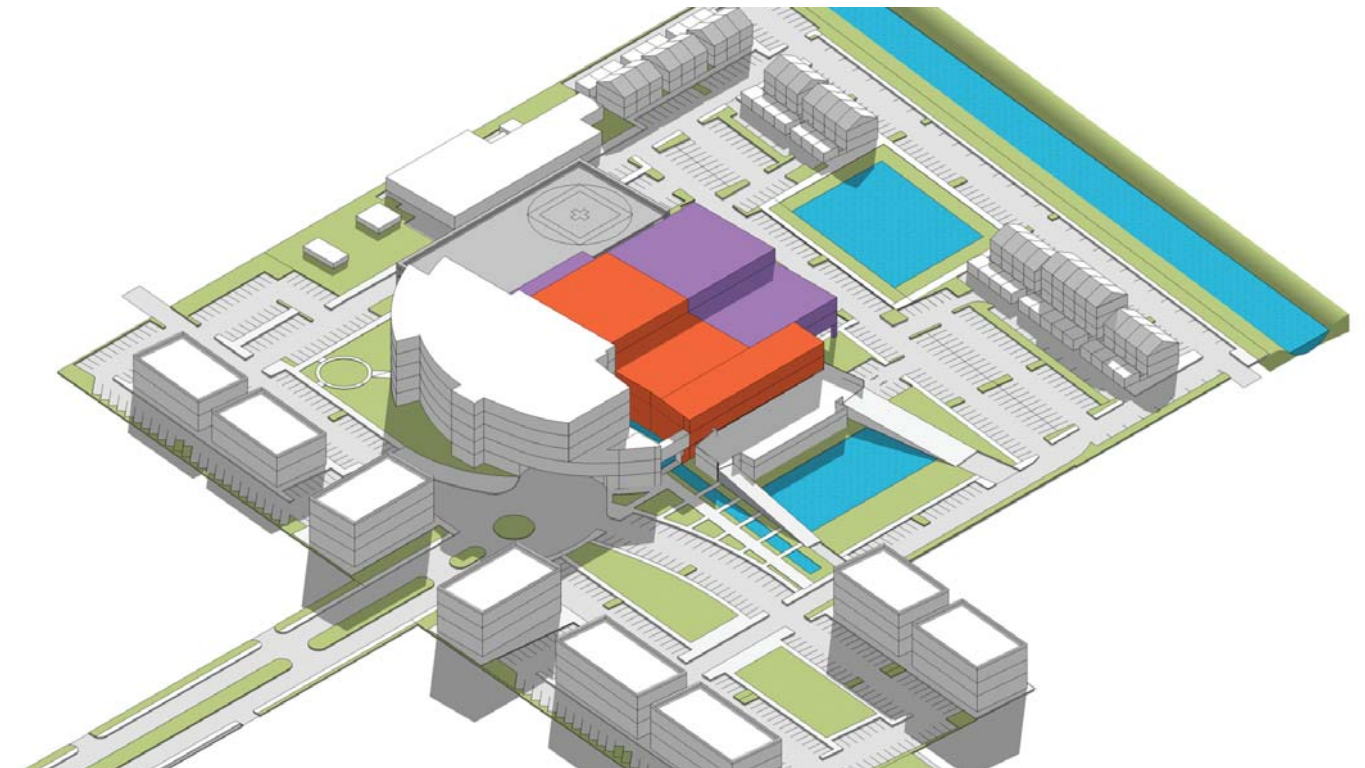
- 80 Bed Hospital •
- 125,000sf Office, Retail & Entertainment •
- 60+ Housing Units •
- ~1ac Courtyards, Playgrounds, & Waterfront Promenade •
- Helicopter landing pad •
- Full hospital expansion •
- Parking garage •



AXONOMETRIC

Existing Hospital ●

Hospital Expansion ●



Engender a Town Center...

Make it Compact, Walkable & Multi-Destinational:

Shopping and Entertainment •

Lake Forest Shopping Center
Read & Lake Forest Boulevards

Health Care •

New Orleans East Hospital

Education •

Abramson Charter School
Audubon Nature Center
New Orleans East Library

Office •

Medical Office Buildings

Recreation •

Joe Brown Park
Citrus Canal

Residential •

Market Rate Housing

Worship •

Saint Stephens Church



P R E C E D E N T S

Baton Rouge General Bluebonnet Campus
Baton Rouge, LA

- Hospital A.
- Medical Offices B.
- Hotel C.
- Mixed Use D.
- Retail E.
- Residential F.
- Worship G.
- Education H.



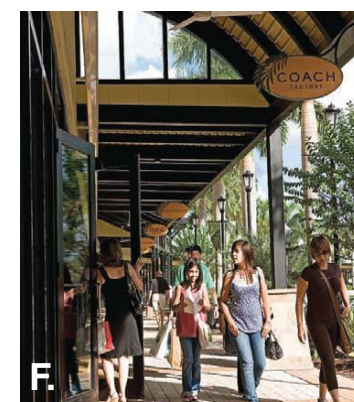
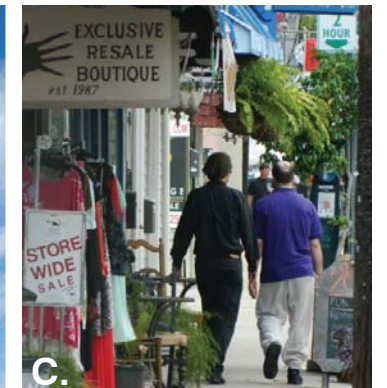
THE NEIGHBORHOOD

OPPORTUNITY: Cultural Destination

P R E C E D E N T S

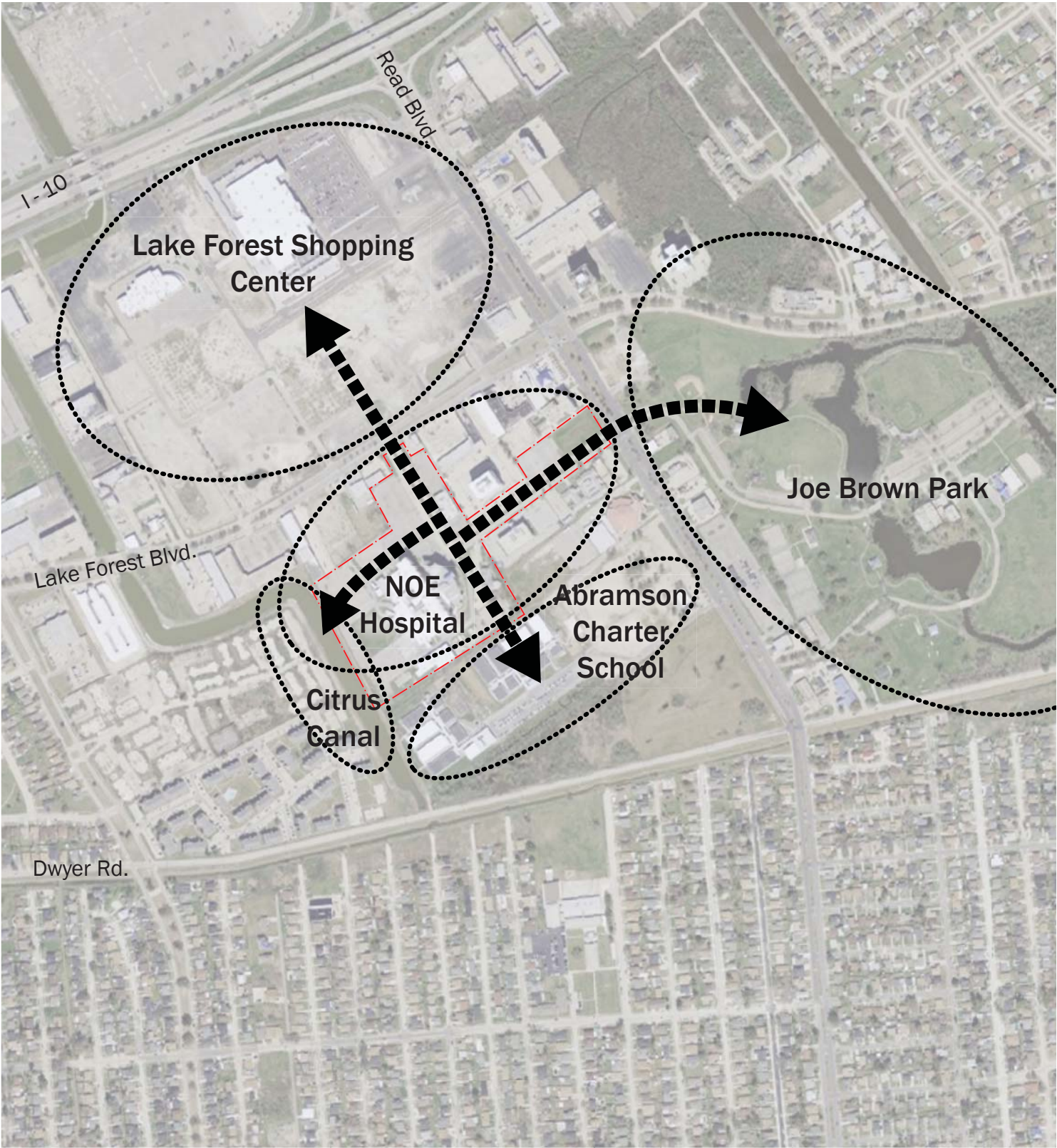
Magazine Street, New Orleans, LA A.
 City Place, West Palm Beach, FL B.
 Oak Street, New Orleans, LA C.
 Frenchman Street, New Orleans, LA D.

Market Common, Arlington, VA E.
 Sawgrass Mills, Sunrise, FL F.
 Mid City Market, New Orleans, LA G.



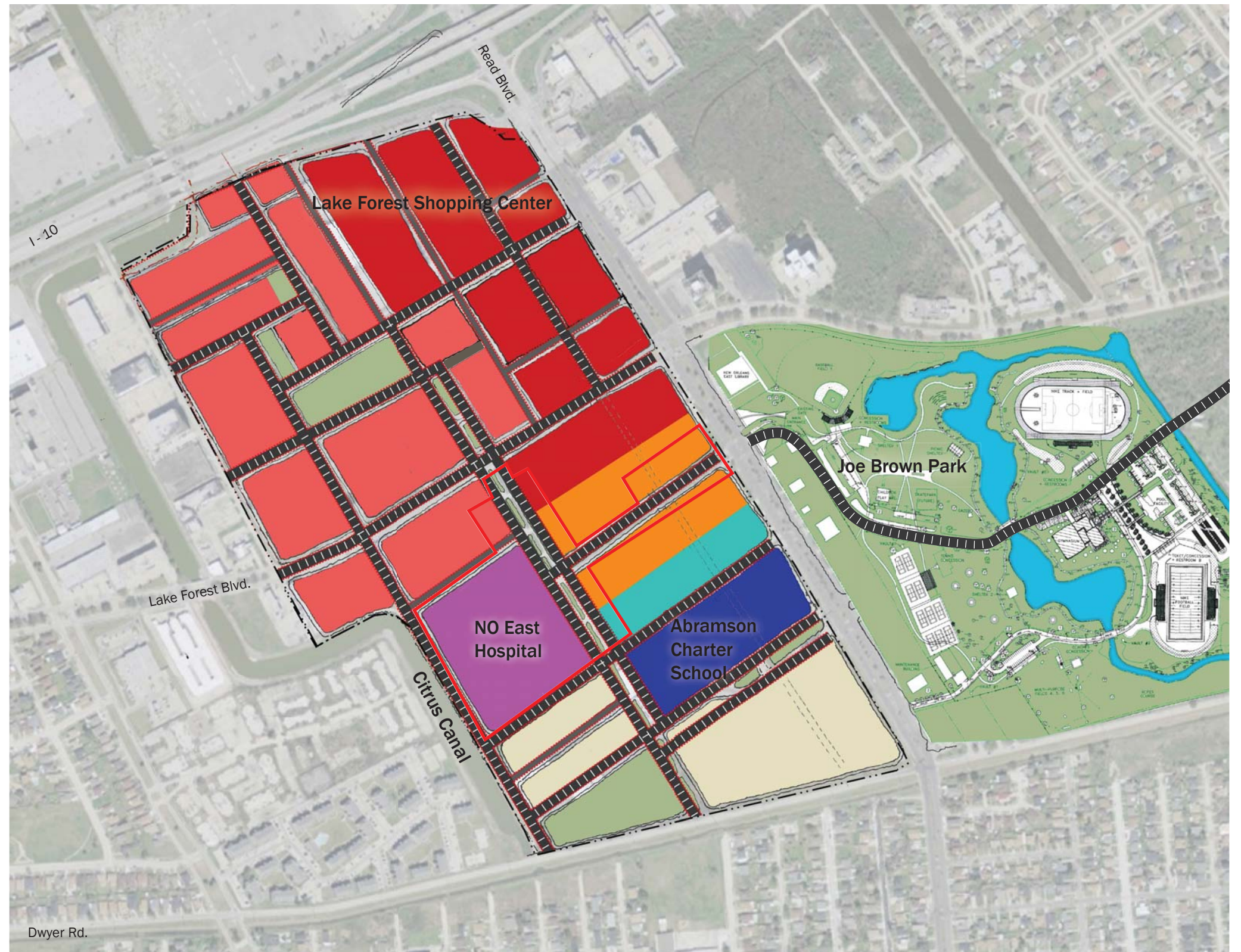
CONCENTRATION OF ASSETS

Hospital as the hub of multiple destinations



POTENTIAL PROGRAMMING

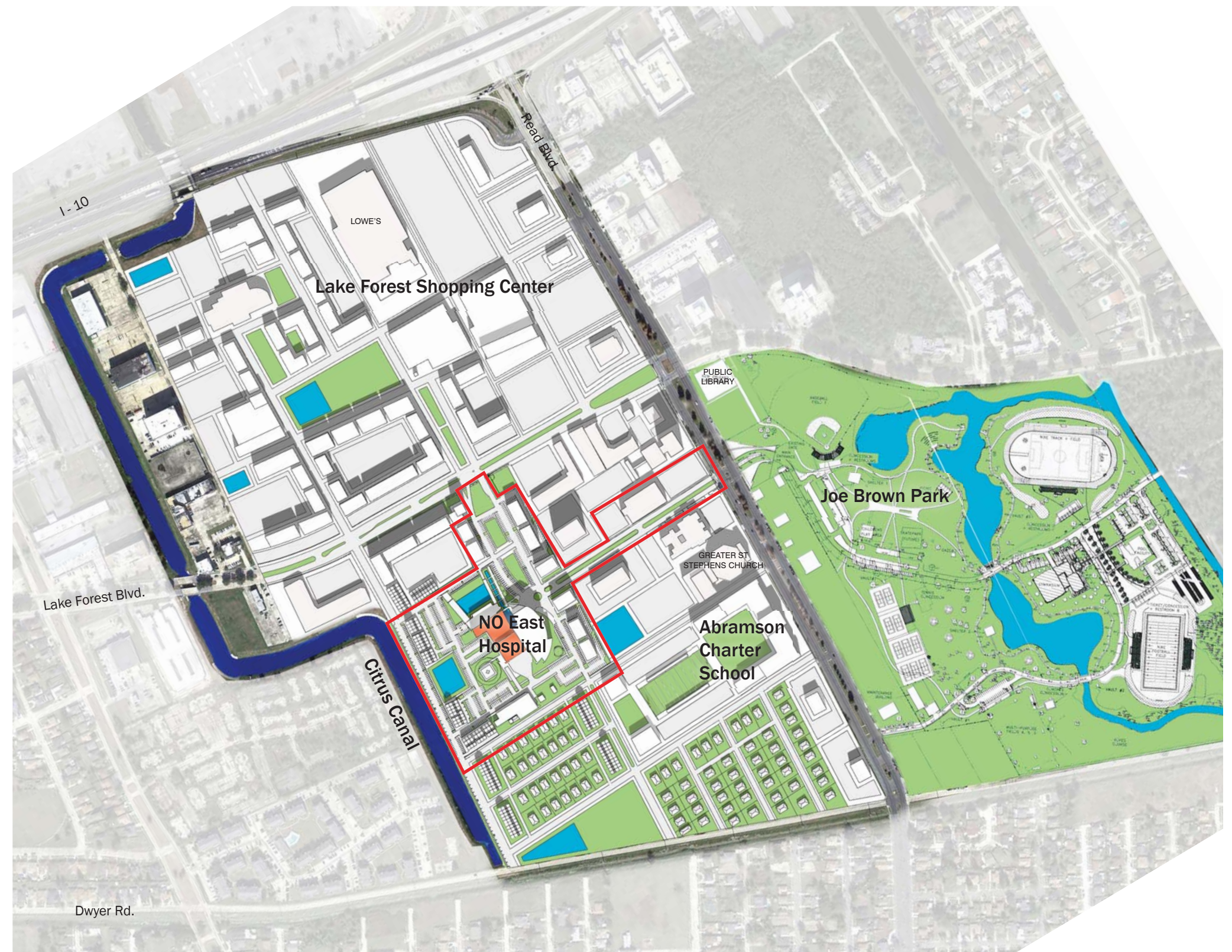
- Town Center / Mixed Use Pedestrian Oriented Retail ●
- Auto Oriented Retail ●
- Medical Office ●
- Hospital ●
- Residential ●
- School ●
- Church ●
- Recreation ●
- Medical Campus ○



THE NEIGHBORHOOD

DESIGN STRATEGY: The “New” New Orleans East Town Center

300 ACRE CORE





O P E N S P A C E

Open Space ●

Wetlands Outside Study Area ●

Medical Campus ○

W A T E R F E A T U R E S

Lakes and Canals ●

Water Systems Outside Study Area ●

Medical Campus ○



STREET HIERARCHY

- Local ●
- Regional ●
- Collector ●

Medical Campus ○

TRANSPORTATION ROUTES

Bus

- Hayne ●
- New Orleans East Owl ●
- Morrison Express ●
- Lake Forest Express ●
- Broad ●
- Read-Crowder Express ●

Bike

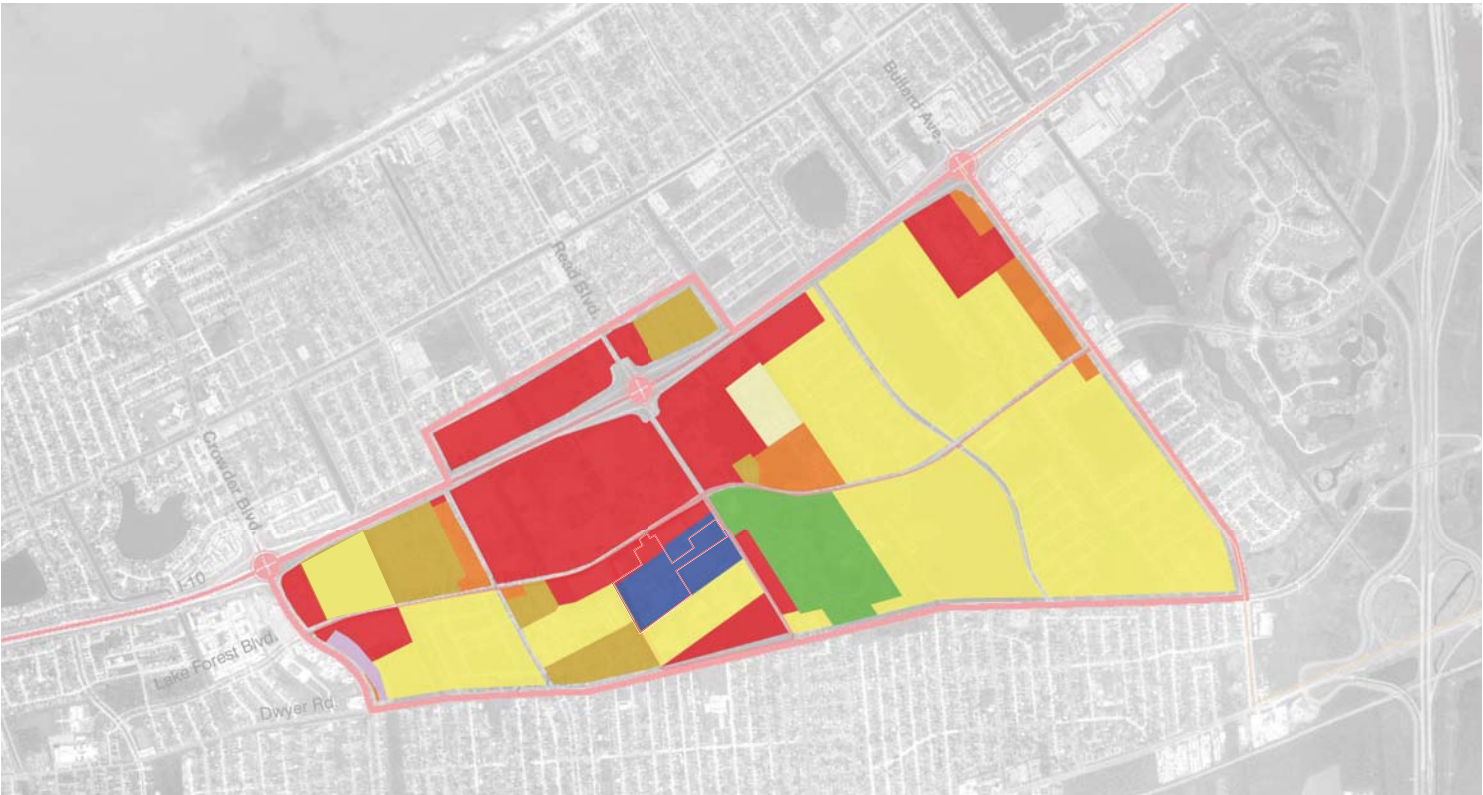
- Bike Routes ●
- Medical Campus ○



NEIGHBORHOOD ANALYSIS: City Zoning Ordinance

E X I S T I N G Z O N I N G

- Commercial** (Max. FAR 4-6) ●
- Neighborhood Commercial** (Max. FAR 1-2) ●
- Multi-Family Residential** (Min. 1,200-2,723 sq. ft./
DU Residential Min. 20,000 sq. ft./DU Nonresidential) ●
- Single-Family Residential** (Min. 5,000-6,700 sq. ft./
DU Residential Min. 20,000 sq. ft. DU Nonresidential) ●
- Two-Family Residential** (Min. 1,800-3,600 sq. ft./
DU Residential Min. 20,000 sq. ft./DU Nonresidential) ●
- Medical Campus** (Max. FAR 4) ●
- Open Space** ●



P R O P O S E D Z O N I N G

- Commercial** (Min. 3,000-5,000 sq. ft./DU) ●
- Neighborhood Commercial** (Min. 10,000 sq. ft./DU Max. 25,000 sq. ft./DU Commercial) ●
- Multi-Family Residential** (Min. 1,200-3,125 sq. ft./
DU Residential Min. 20,000 sq. ft./DU Nonresidential) ●
- Single-Family Residential** (Min. 6,000 sq. ft./
DU Residential Min. 20,000 sq. ft. DU Nonresidential) ●
- Two-Family Residential** (Min. 2,000-4,400 sq. ft./
DU Residential Min. 20,000 sq. ft./DU Nonresidential) ●
- Medical Campus** (No FAR) ●
- Open Space** ●



THE NEIGHBORHOOD

REGIONAL ANALYSIS: Transportation

STREET HIERARCHY

The street hierarchy for the NOE Region shows a network of local, regional and collector thoroughfares.

The hospital site is well embedded in this network with Read and Lake Forest Boulevards as local roadways boarding the hospital site, linking it to I-10 and Chef Menteur Highway locally and the rest of New Orleans regionally.



TRANSPORTATION ROUTES

This analysis shows the hospital site connected to the public transportation system of NOE and the City of New Orleans.

In particular, the New Orleans East Owl and Lake Forest Express bus lines provide direct access to the hospital site from within the city and is well linked to the remaining network within New Orleans East.

