

# *Olde Towne Slidell* *Master Plan*

**Slidell, Louisiana**



**DRAFT: December 2, 2022**



# Acknowledgements

## MAYOR & CITY COUNCIL

Greg Cromer - Mayor  
Bill Borchert - Councilman-at-Large  
Jeff Burgoyne - Councilman-at-Large  
Leslie Denham - Councilwoman, District A  
David Dunham - Councilman, District B  
Megan Haggerty - Councilwoman, District C  
Nick DiSanti - Councilman, District D  
Kenny Tamborella - Councilman, District E  
Trey Brownfield - Councilman, District F  
Cindi King - Councilwoman, District G

## KEY STAFF

Johnny Welborn - City's Chief Administrative Officer  
Alex Corolla - City's Director of Cultural & Public Affairs  
Katie Case - Main Street Program Director

*"For more than 20 years there have been various efforts to improve Olde Towne, bring new businesses and find a way to create the spark for tremendous economic development. And while Olde Towne is currently thriving far better today than it ever has, with an abundance of restaurants, bars and places to go, the business community there is still hoping for more."*

- The Slidell Independent  
February 25, 2022

## CONSULTANT TEAM

*The Walker Collaborative: Nashville, Tennessee*  
- Philip L. Walker, FAICP - Project Manager

*Common Ground Urban Design + Planning: Franklin, Tennessee*  
- Keith Covington, AIA, AICP

*J.V. Burkes & Associates: Slidell, Louisiana*  
- Johnny Bordelon, PE, PTOE

*Randall Gross / Development Economics: Nashville, Tennessee & Washington, DC*  
- Randall Gross



# Contents

<u>Topic</u>	<u>Page</u>	<u>Topic</u>	<u>Page</u>
<b>EXECUTIVE SUMMARY</b>	i	Mobility & Streetscapes	43
<b>A) BACKGROUND</b>		Parking	50
Project Purpose & Public Engagement	1	Wayfinding	52
Why Olde Towne Slidell is Important	1	Public Spaces	53
Study Area Boundaries	2	<b>D) ECONOMIC STRATEGY</b>	
Planning Process	3	Overview	54
Study Area History	4	Branding & Marketing	54
Natural Features	5	Business Mix & Concepts	56
Land Uses	6	Business & Developer Recruitment	58
Development Patterns	7	District Management	60
Buildings	8	<b>E) PUBLIC POLICY STRATEGY</b>	
Streets	9	Zoning	61
Streetscapes	10	Historic Zoning	62
Parking	11	Other Public Policies	64
Public Spaces & Facilities	12	<b>F) IMPLEMENTATION</b>	
Demographic & Economic Overview	14	Organization	65
Destinations & Businesses	15	Costs & Funding	66
Retail Market Analysis Findings	16	Other Implementation Issues	67
Zoning	17	Implementation Matrix	68
Historic Districts	18	Quick Victory Project	70
Key Organizations	19	<b>APPENDICES</b>	
Public Input	20	Appendix A: Public Opinion Survey Report	
<b>B) PLAN OVERVIEW</b>		Appendix B: Retail Market Analysis Report	
Planning Principles	25	Appendix C: Olde Towne Slidell Waterfront Master Plan Maps	
Framework Plan	26		
<b>C) DESIGN STRATEGY</b>			
Urban Design Plan	33		
Buildings	37		



# EXECUTIVE SUMMARY

## Olde Towne Slidell Master Plan

Bill Johnson

# EXECUTIVE SUMMARY

## BACKGROUND

### Project Purpose

Slidell, Louisiana, is fortunate to be anchored by its quaint and historic “Olde Towne” area, which remains a cherished focal point for the community. However, it also shares the same challenges faced by many downtowns and older mixed-use areas, including buildings needing rehabilitation, empty building spaces, parking demands, and similar issues. *The purpose of this master plan is to provide Slidell with a blueprint to further revitalize Olde Towne.* Because Olde Towne is a complex and multi-faceted place requiring an equally complex and multi-faceted solution, this plan is holistic by considering it in a comprehensive manner - physical, economic and social. In fact, Slidell is blessed to have a local Main Street program for revitalization, and this plan reflects the Main Street “four point” approach: organization, design, economic vitality, and promotion.

***“If our goal is to make Slidell the best it can be; this plan will provide a guide for Olde Towne that could be incredible for our city. We’re very excited about this.”***

Mayor Greg Cromer - April 11, 2022

### Project Study Area & Process

The study area for this plan features two areas:

- Primary Study Area - Main Street District
- Secondary Study Area - Cultural District

The four primary tasks for this project were as follows:

Task 1.0: Project Kick-Off & Research

Task 2.0: Charrette & Concept Plan

Task 3.0: Draft Master Plan Preparation

Task 4.0: Plan Presentation & Revisions

### Key Findings

This plan’s Background section contains 19 pages covering Olde Towne’s existing conditions, as well as a Retail Market Analysis Report in the Appendices. Key findings include:

#### Physical Features

- **Natural Features:** The two key features are the bayous, including Bayou Bonfouca as the study area’s west boundary, and floodplains, which entail all of Olde Towne.
- **Land Uses:** Olde Towne’s land areas are primarily a three-way split between commercial / mixed use (24%), institutional (24%), and residential (35%).
- **Development Patterns:** Olde Towne has walkable blocks (300 ft. X 350 ft.) with buildings fronting onto the streets.
- **Buildings:** The range of building types reflect the range of land uses, and there are opportunities for both historic building rehabilitations and new infill development.
- **Streets & Streetscapes:** The tight street-grid and relatively narrow streets with sidewalks are pedestrian-friendly.
- **Parking:** On-street parking is unregulated for turnover.
- **Public Spaces & Facilities:** Parks range in size and character, with Heritage Park being the largest and most used.

#### Economic Conditions

- Olde Towne has 145,000 sq. ft. of retail space (42% of Olde Towne’s total space)
- Eating and drinking businesses occupy 28% and personal services occupy 17% of Olde Towne’s retail space
- Vacant space comprises 9.3% of all retail space

#### Public Policies

- **Zoning:** The primary study area is zoned Central Business District (C-3), which permits many uses that are incompatible with Olde Towne, such as auto sales. Also, required lot sizes and widths for some of the residential zones are larger than historic development patterns.
- **Historic Zoning:** The City has a designated historic district extending well beyond Olde Towne’s boundaries.

### Public Engagement

Public engagement was a critical element in preparing this plan and it occurred in a range of ways throughout the life of the project, including:

#### Meetings

A series of meetings were conducted in May of 2022 that include four stakeholder focus group meetings and a public kick-off meeting to explain the project and to begin to solicit information and opinions relative to Olde Towne.

#### Public Opinion Survey

The online public opinion survey took approximately ten minutes to complete, it was anonymous, and it ran from June 22nd through August 12th of 2022. A total of 372 people participated.

#### Planning Charrette

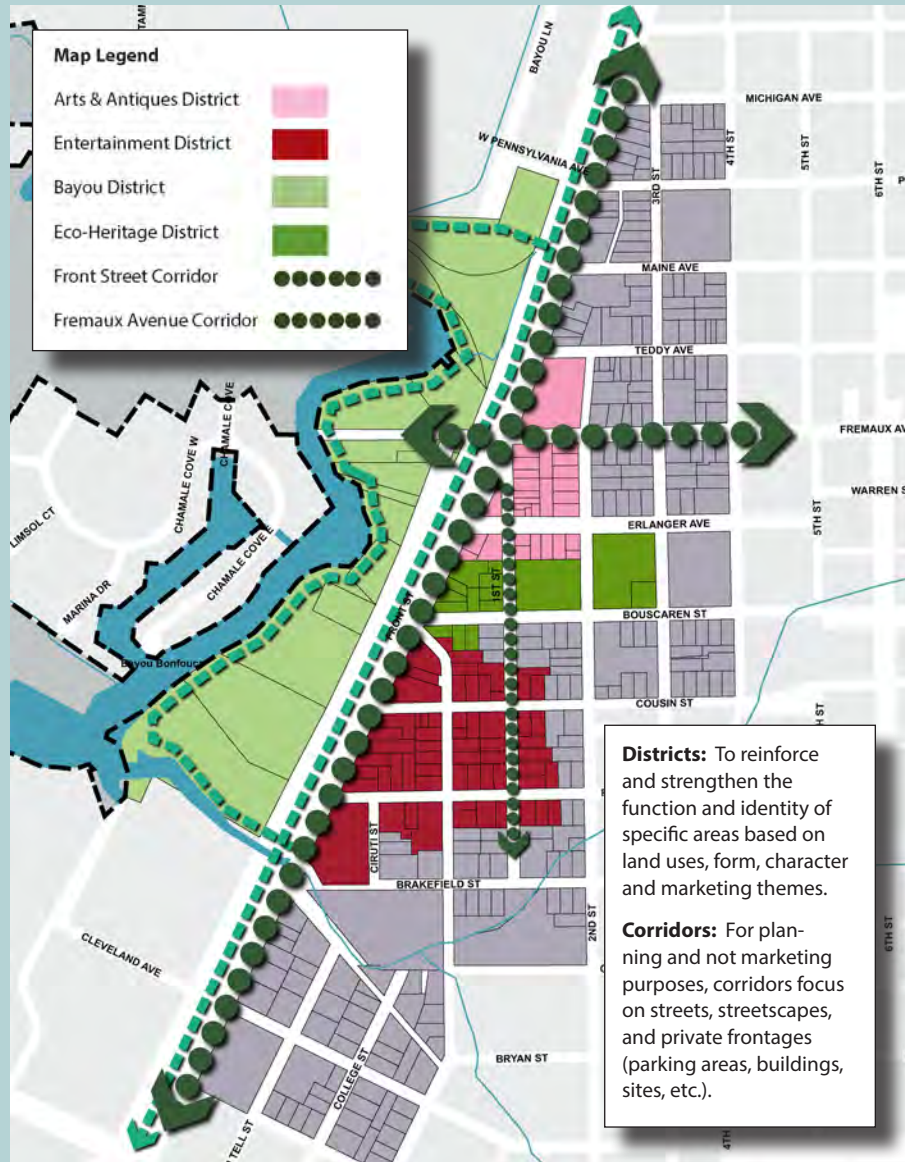
The five-day charrette held in August of 2022 started with an evening public workshop in which participants were “deputized” to be planners for the evening to generate their own plans for Olde Towne. The charrette culminated with the consultant team’s Concept Plan presentation on the final evening for public feedback and discussion.



# EXECUTIVE SUMMARY

## FRAMEWORK PLAN

The map below illustrates a system of Districts and Corridors. While they may reflect existing conditions in many respects, they are aspirational. Some areas are not included within a particular District or Corridor (shaded in gray), but they are still addressed by this plan.



## URBAN DESIGN PLAN

Urban design refers to the arrangement of the key physical features of an urbanized area, including streets, existing buildings, proposed new buildings, parking areas, and public spaces. The spatial relationship of features can determine the form and character of a place.



# EXECUTIVE SUMMARY

## DESIGN STRATEGY

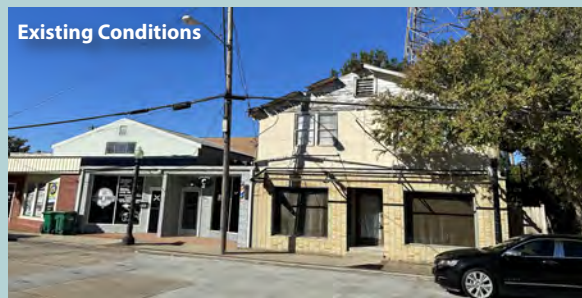
### Buildings

#### General

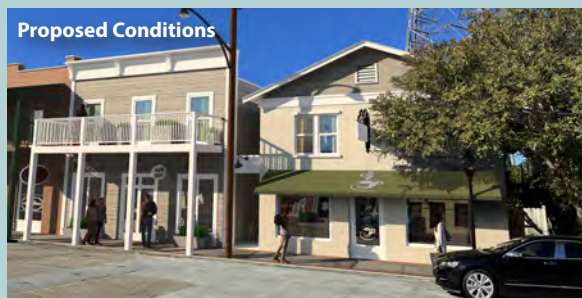
- Improve the existing Historic District Design Guidelines
- Prioritize buildings with vacant upper floor space for rehabilitation for housing and office uses
- Promote existing financial incentives for historic building rehabilitation and create new ones

#### Flooding Issues

- *Residential:* New buildings are already required to be elevated and existing buildings can also be elevated.
- *Commercial:* Since retail storefronts need to be at the sidewalk level to attract customers, the focus needs to be on barriers that can be installed before flood events.



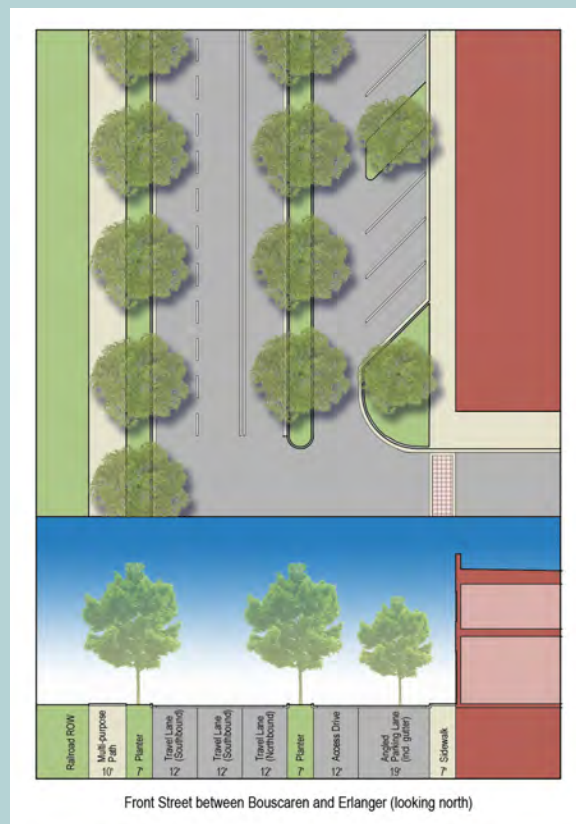
These buildings on the the west side of 1st Street between Bouscaren and Cousin Streets have tremendous potential for improvements. These comparisons propose to rehabilitate the building on the right and replace the ones on the left.



### Mobility & Streetscapes

#### General

- Avoid street vacations and maintain the street grid to prevent traffic congestion and increase walkability
- Retain two-way streets to discourage speeding, to avoid “out of trip” driving, and to not confuse tourists
- Transform the key corridors into desirable places rather than barriers for pedestrians, including a jurisdictional transfer of Front and Fremaux from the State to the City



#### Dimensioned Plans & Cross-Sections

These were prepared for the following specific streets: Front Street, Fremaux Avenue, a typical commercial street,

and a typical residential street. A different design was prepared for each of three segments of Front, and a different design for each of two segments of Fremaux.

### Parking

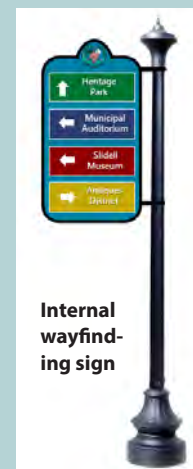
The two-pronged approach to parking includes:

- Avoiding on-street parking by employees in Olde Towne’s core via a voluntary program or regulations.
- Improving existing parking lots and developing new ones with landscaping, lighting and signage.

### Wayfinding

Two types of signage are proposed:

- Standard brown signs for cultural sites located peripheral to Olde Towne to attract visitors
- Attractive “branding” signage to guide visitors internally once they are within/near Olde Towne



### Public Spaces

Various proposals for Heritage Park in the City’s new Waterfront Plan will need to be decided on, including the location for a new farmers market. Concepts for Griffith Park include peripheral landscaping where needed, a water feature, and potential expansion to the east.



Located in Olde Towne’s core, Griffith Park is underutilized.

# EXECUTIVE SUMMARY

## ECONOMIC STRATEGY

### Branding & Marketing

#### Family Orientation

To attract a more diverse market, destinations will include:

- *Cultural Center* as a component of the recommended interpretation center
- *Cameillia Festival* building on the city's existing brand and the desire for more special events

#### Bayou Heritage & Outdoor Recreation

Leveraging area swamp tours and Bayou Bonfouca, associated retail might include an outfitters store

#### Special Districts

These districts are delineated in the Framework Plan and include both existing and new areas:

- *Art & Antiques District* - strengthening this existing area in the northern portion of Olde Towne
- *Entertainment District* - focused around the existing concentration of restaurants and bars in the south area
- *Eco-Heritage District* - located between the two districts listed above, this new area will be a family destination

Type of Business	Square Feet
Family Entertainment & Music Venue(s)	55,000
Specialty Grocery/Pharmacy	21,000
Florist	1,000
Boutique Apparel	3,500
General Merchandise	12,000
Books	2,000
Gifts	1,800
Toy/Game/Hobby	4,000
Sporting Goods-Outdoor Recreation	3,500
Theme Restaurant(s)	3,000
Coffee/Donuts/Snack	3,500
<b>Total</b>	<b>110,300</b>

Source: Randall Gross / Development Economics.

### Business Mix & Concepts

#### Family-Friendly Anchor Concepts

To leverage the existing demand for 110,000 square feet of additional retail space (see table below), concepts include:

- *Louisiana Bayou Education & Interpretive Center* - a major anchor for the proposed new Eco-Heritage District
- *Heritage Park* - implementation of the City's new Waterfront Plan will create a stronger draw to Bayou Bonfouca
- *Griffith Park* - to be expanded and enhance, including one or more water features
- *Eco-Heritage Related Businesses* - such as an outfitter
- *Other Target Business Concepts*
  - Small grocery/deli (market support for 21,000 sq. ft.)
  - Boutique hotel (requires a feasibility study)

### Business & Developer Recruitment

#### General Retail & Dining Businesses

Recruitment efforts should focus on working with landlords and property owners to identify potential buildings and sites. Findings from the Retail Market Analysis should be packaged for direct outreach to potential tenants and emerging entrepreneurs. An emphasis should be placed on local and regional businesses.

#### Specific Uses

Different approaches have been proposed for different uses. For example, housing tools include an acquisition and land banking strategy, a fast-track approval process, federal and state investment tax credits, low-interest loans, and an insurance cooperative.



*Model Business: Fantasy Island Toys in Downtown Fairhope, AL.*

## PUBLIC POLICY STRATEGY

### Zoning

The City would benefit from an entirely new zoning and development code, but just a few examples of specific recommended changes for Olde Towne include:

**Land Uses:** Allow more compatible uses in the C-3 district, such as multi-family, and prohibit uses such as auto sales.

**Building Heights:** Change the permitted height in the C-3 district from 65 ft. to 40 ft.

**Residential Lot Sizes & Setbacks:** Revise the standards to be more consistent with historic development patterns, which entail slightly smaller lots and shallower setbacks.

### Historic Zoning

Recommendations include clarifying the relationship between zoning and historic zoning, reconsidering the regulation of paint colors, and pursuing new design guidelines.

### Other Policies

Other suggested policies include: 1) the jurisdictional transfer of Front St. and Fremaux Ave. from the State to the City; 2) placing time limits on on-street parking (if a voluntary approach fails); and 3) adopting financial incentives.

## IMPLEMENTATION

In addition to addressing costs and funding sources (to the extent they can be within this project's scope), the Implementation Matrix addresses responsible parties and sequencing for the plan's key recommendations. Examples of other implementation issues include:

- Expanding funding for the Main Street program
- Appointment of a Plan Implementation Committee
- Initiating implementation with a "Quick Victory" project



## Rendering of a Redeveloped Front Street Corridor and Beyond



*This rendering illustrates a redeveloped Front Street corridor in the foreground as viewed looking east from Bayou Bonfouca. Among the many physical enhancements are a greenway/trail between the railroad and Front Street, new infill development on the east side of Front Street, and redevelopment of the street and streetscape itself. Improvements to the street include wider sidewalks, a segment of landscaped median and adjacent angled on-street parking, more street trees, and small plazas at key intersections for public art.*

# A. BACKGROUND



## PROJECT PURPOSE & PUBLIC ENGAGEMENT

### Project Purpose

Slidell, Louisiana, is fortunate to be anchored by its quaint and historic “Olde Towne” area. A focal point for the community, Olde Towne features numerous historic buildings, tree-lined streets, and public spaces. It still functions as the commercial, institutional and cultural center of Slidell, which is reflected by its hosting of various festivals and parades. Home to City government offices, Olde Towne also benefits from a range of retail, dining and service businesses. However, it also shares the same challenges faced by many downtowns and older mixed-use areas, including buildings needing rehabilitation, empty building spaces, parking demands, and similar issues.

*The purpose of this master plan is to provide Slidell with a blueprint for revitalizing Olde Towne.* Because Olde Towne is a complex and multi-faceted place requiring an equally complex and multi-faceted solution, this plan is holistic in that it will not focus on any one specific aspect of the study area, but rather it will consider it in a comprehensive manner - physical, economic and social. In fact, Slidell is blessed to have a local Main Street program for revitalization, and this plan will reflect the Main Street “four point” approach: organization, design, economic vitality, and promotion.

***“If our goal is to make Slidell the best it can be; this plan will provide a guide for Olde Towne that could be incredible for our city. We’re very excited about this.”***

Mayor Greg Cromer - April 11, 2022

### Public Engagement

As summarized on [page 3](#), the process used to create this master plan is rooted in a robust public engagement process. That process included a public kick-off meeting, a series of stakeholder focus group meetings, and a five-day charrette that included a very hands-on public workshop at the front end and the presentation of the resulting Concept Plan at the back end. It also included an online public opinion survey to gauge the habits, perceptions, opinions and preferences of Olde Towne’s many stakeholders.



## WHY OLDE TOWNE SLIDELL IS IMPORTANT

There are many reasons why Olde Towne is so important to the overall community, including the following:

### **Olde Towne is where much of Slidell’s history occurred.**

When Slidell was platted in the 1880s, it began where Olde Towne now stands. Significant history happened throughout the area that constitutes today’s Slidell, but much of it occurred in Olde Towne.

### **Olde Towne is the institutional and cultural center of town.**

Olde Towne is the location of City Hall, churches, and institutional offices and facilities, such as the Municipal Auditorium. As the venue for various special events, it is

clearly the civic heart of Slidell.

**Olde Towne is owned by everyone.** While most areas of Slidell outside of Olde Towne are only the focus of people living or working in those areas, there is a community-wide shared sense of ownership for Olde Towne.

**Olde Towne has the “Smartest Growth” in Slidell.** “Smart Growth” is a nation-wide community planning philosophy that encourages environmental, economic, fiscal and social sustainability. It recognizes that growth in a community’s urban core translates into less peripheral growth encroaching on outlying rural and natural areas, leverages existing infrastructure, and accommodates a mixed-use walkable environment that minimizes automobile trips.

**Olde Towne defines your sense of place.** Given the generic franchise architecture found in suburban commercial corridors referred to as “strip commercial development,” Olde Towne offers a rare sense of place that conveys Slidell’s unique character.

**Olde Towne is your postcard location.** Rarely would a Slidell resident entertain out-of-town guests without taking them to visit Olde Towne.



*Historic postcard highlighting the Bank of Slidell*

## STUDY AREA BOUNDARIES

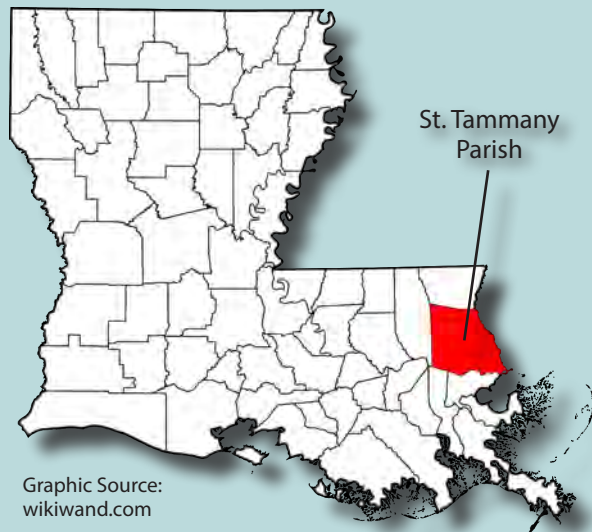
Slidell is located in St. Tammany Parish in the southeast corner of Louisiana. The following study areas are the focus of this master plan for Olde Towne Slidell:

### Primary Study Area (Main Street District)

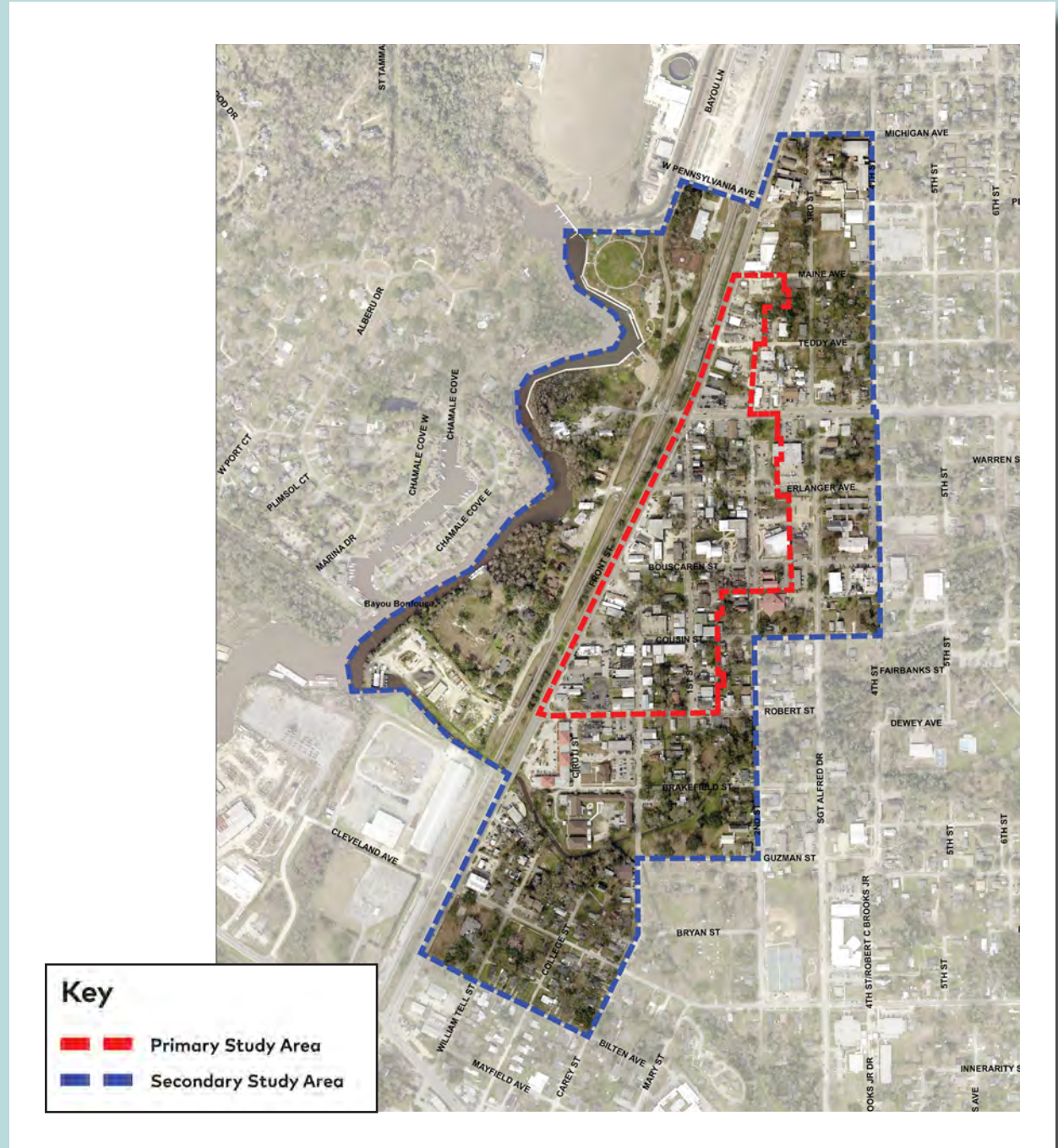
The greatest amount of attention and detail will be paid to this area since it comprises the historic commercial and institutional core. It includes an irregularly shaped multi-block area that is bound on its west side by Front Street. It has the same boundaries as the Olde Towne Slidell Main Street program.

### Secondary Study Area (Cultural District)

This area includes properties peripheral to the Primary Study Area to the north, south, east and west. It extends to 4th Street on the east, Bayou Bonfouca on the west, Michigan Avenue on the north, and Bilten Avenue on the south. Much of this area is comprised of residential and institutional land uses.



Graphic Source:  
wikiwand.com



## PLANNING PROCESS

### Summary of Key Tasks

The following four steps were taken to prepare this master plan, and more detail is provided below:

Task 1.0: Project Kick-Off & Research

Task 2.0: Charrette & Concept Plan

Task 3.0: Draft Master Plan Preparation

Task 4.0: Plan Presentation & Revisions

### Task 1.0: Project Kick-Off & Research

This initial task served as the research and diagnostic phase on which the balance of the work relied. The Consultant Team performed the following sub-tasks prior to, during, and after the two (2) day *Trip #1* to Slidell:

Task 1.1: Kick-Off Meeting & Study Area Tour

Task 1.2: Physical Conditions Assessment & Retail Market Analysis

Task 1.3: Economic & Market Conditions Assessment

Task 1.4: Public Policy Review

Task 1.5: Stakeholder Group Meetings

Task 1.6: Public “Kick-Off” Meeting

### Task 2.0: Charrette & Concept Plan

A “charrette” is an intensive process in which numerous people work together over a limited period of time to develop creative ideas for solving problems. The charrette process has deep roots in the planning and design professions. Although the methodology for this project was designed to encourage strong public input throughout the its life, Task 2.0 offered the single greatest opportunity for meaningful “hands-on” involvement of the City officials, key stakeholders and the public in general. The goal of the charrette process was to provide a forum for the public to achieve consensus. The most tangible outcome of the five (5) day *Trip #2* for the Consultant Team was the creation of

the Concept Plan for the Olde Towne study area. The following sub-tasks were included in Task 2.0:

Task 2.1: Follow-Up Field Work

Task 2.2: Public Workshop

Task 2.3: Concept Plan Preparation

Task 2.4: Concept Plan Presentation

### Task 3.0: Draft Master Plan Preparation

Based upon the background research, economic assessment, market analysis, and the public input process conducted during the first two tasks of the project, as well as the public’s response to the Concept Plan presentation, the draft Master Plan was prepared. Components of the plan were created through the following four sub-tasks:

Task 3.1: Physical Improvement Strategy

Task 3.2: Economic & Market-Based Strategy

Task 3.3: Public Policy Strategy

Task 3.4: Implementation Strategy

### Task 4.0: Plan Presentation & Revisions

Following sufficient time for review, the Project Team presented the Draft Master Plan to the community as part of the Consultant Team’s *Trip #3* to Slidell. Based upon a review of the Draft Master Plan, input from the public presentation, and the community’s submission of comments, the Draft Master Plan was revised and submitted as a final document.



***“The mayor stated that the accessibility to state or federal grants for Olde Towne relies heavily on having a Master Plan so the agencies who provide that money can see there is a clear path to improvement. He believes the Master Plan will greatly enhance Slidell’s ability to get those grants.”***

The Slidell Independent - April 11, 2022

## STUDY AREA HISTORY

The following is adapted from the Slidell Museum's website information the community's rich history:

Slidell was founded around 1882 during the construction of a major new railroad from New Orleans to Meridian, Mississippi. It would then connect with Cincinnati and eventually New York City. The New Orleans and Northeastern Railroad established a building camp at the first point of high ground north of Lake Pontchartrain. The town was initially laid out with three blocks along the railroad by four blocks wide. Bonfouca Street, now Bayou Lane, was located in the shallow depth between the railroad and the bayou. East of the tracks, the north-south streets were Bayou (now Front), First, Second, Third, and Fourth Streets. The east-west streets were Fremaux, Erlanger, Bouscaren, and Cousin. Erlanger, slightly wider than the others and designated as an avenue, was named by Baron Frederick Erlanger, head of the banking syndicate that financed the railway. Baron Erlanger named the town for his late father-in-law, John Slidell, who had been a prominent state, national and Confederate political figure. Col. Leon J. Fremaux, a prominent Louisiana engineer and planner, drew the original plans for Slidell and named Fremaux Avenue for himself. Bouscaren Street was named for G. Bouscaren, the chief engineering officer of the railroad. Cousin Street took its name from the locally prominent Cousin family.

In the thirty years after its founding, Slidell developed a creosote plant, one of the country's largest brick manufacturing facilities, a large lumber mill, and a shipyard. The Slidell shipyard contributed significantly to the national effort in both World Wars. Slidell residents worked in New Orleans ship, tank, and airplane construction operations during World War II. In the 1960s, Slidell began to assume its modern profile as the middle of three local sites in NASA's lunar landing program: Michoud assembly facility in New Orleans, the computer facility in Slidell, and the Mississippi test facility in Hancock County, Mississippi. The largest municipality in St. Tammany Parish, Slidell has grown from a population of 364 in 1890 to 24,142 in 1990; Slidell's 1999 population is estimated to be 32,000.



1911 Sanborn Insurance Map of Slidell Source: Library of Congress

### Key Dates in Slidell's History

1880	1890	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010	2020
1882	1888		1910±		1930±			1961		1979			2005	
Slidell is established	City is chartered		Population boom (800± Salmen Brick Co. workers)		Commerce boom (building of several churches & schools)			NASA's Stennis Space Center is established		NASA's Michoud Assembly Facility is established			Hurricane Katrina	

## NATURAL FEATURES

### Floodplains

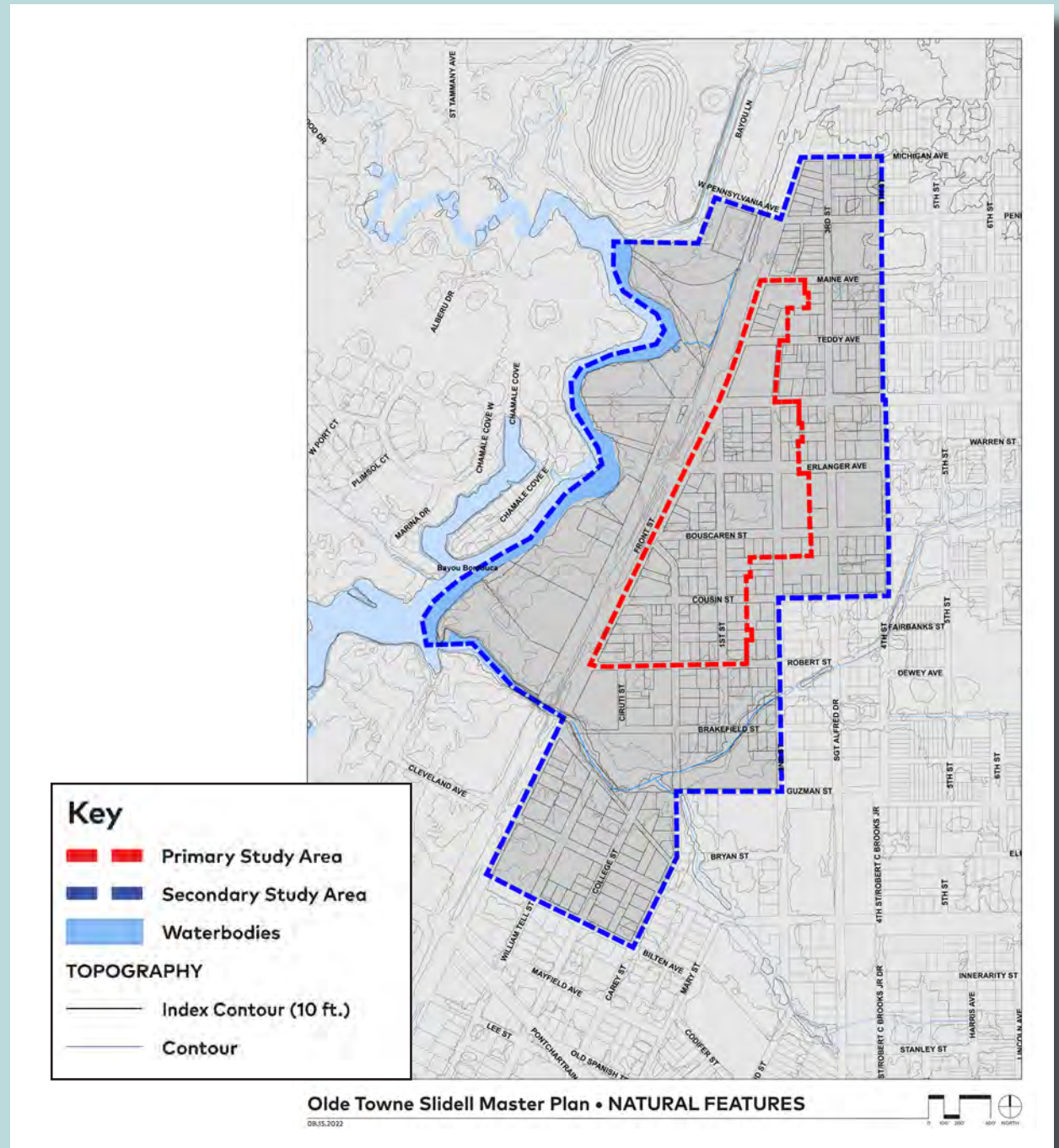
Unfortunately, the entire Olde Towne area is within a floodplain, as underscored in 2005 by Hurricane Katrina and in other weather events. Although there are only slight elevation deviations in Olde Towne's topography, the elevation is highest in the north and lowest in the south. Thus, flood risks are higher in the south. These flooding threats result in the need for elevated buildings where possible, and property insurance rates are burdensome.

### Bayous

Slidell's network of natural water channels are important for stormwater drainage to alleviate flooding. They are critical to the natural ecosystem, and they are also wonderful assets for outdoor recreation, such as fishing and boating, and. Bayou Bonfouca is a key focal point of Heritage Park.



Bayou Patassat snakes through Olde Towne just south of the commercial core.



## LAND USES

Olde Towne features a broad range of existing land uses, which is why it is such a dynamic environment. Below is a summary of uses, with the acreage and percentage of the combined study areas noted for each in parenthesis ( ).

### Commercial / Mixed Use (34.65 acres / 24%)

Commercial and mixed use properties are dominated by dining, bars and personal services, such as hair salons. They are a key use in both the primary and secondary study areas, and they are particularly prevalent along the east side of Front Street.

### Residential (49.47 acres / 35%)

The majority of housing in Olde Towne consists of single-family detached houses located within the secondary study area. There are also some attached housing buildings, such as duplexes. Upper floor residential units above non-residential groundfloor spaces are not mapped.

### Institutional (34.81 acres / 24%)

These uses are located primarily in the eastern portion of the primary and secondary study areas, and they include uses such as government offices, churches, schools, the municipal auditorium, and the post office.

### Parks & Recreation (13.26 acres / 9%)

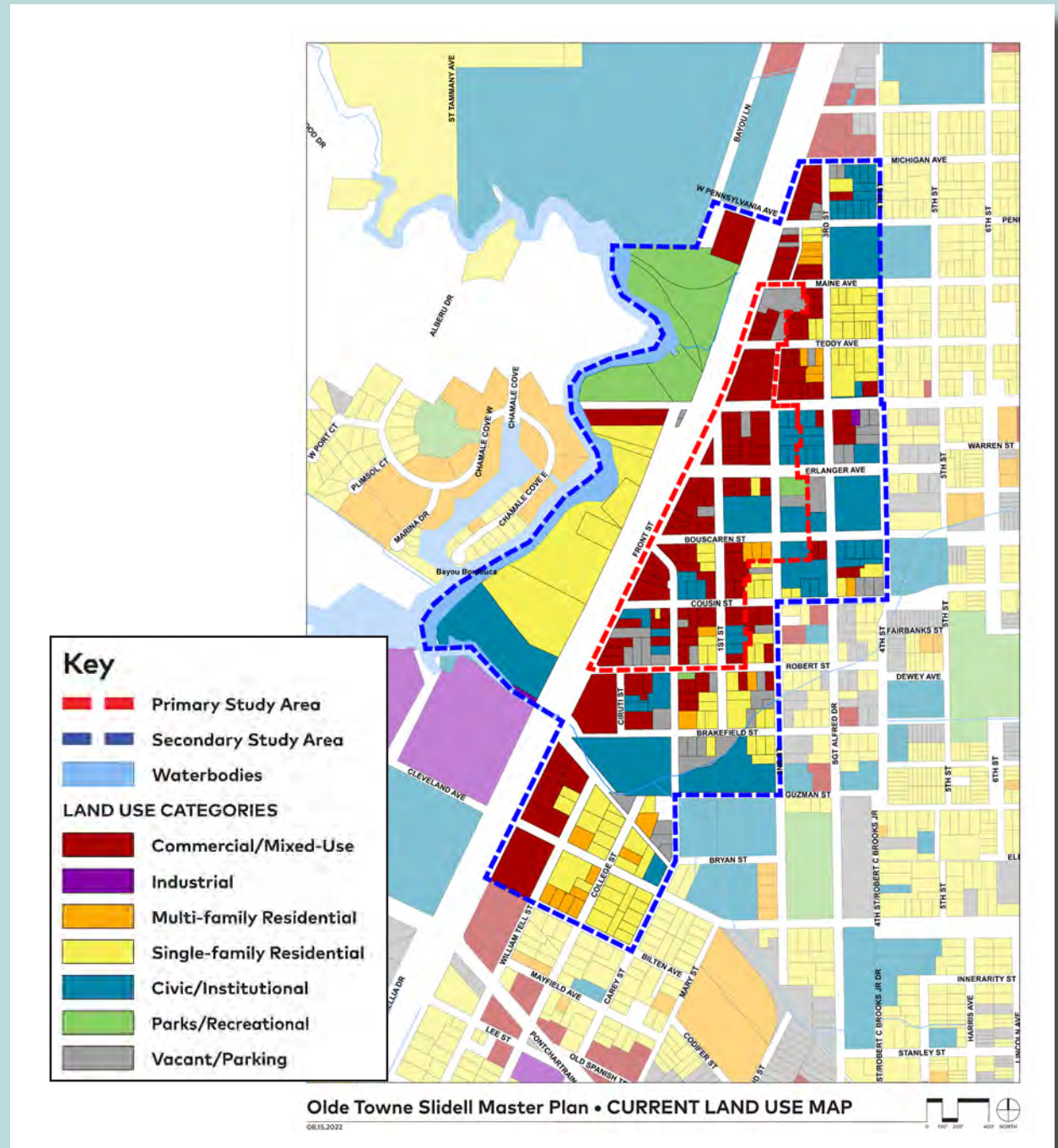
See page 12 for information on the area's three parks.

### Vacant & Parking (10.04 acres / 7%)

These parcels are randomly scattered. Some are formally developed for parking and others are undeveloped.

### Other Uses (0.14 acres / 1%)

While there are a few large industrial areas just beyond the study area, there is only one small such parcel within it.





## DEVELOPMENT PATTERNS

Olde Towne’s historic development pattern is defined by its network of blocks, lots and building footprints, as illustrated by the map at right and described below.

### Blocks

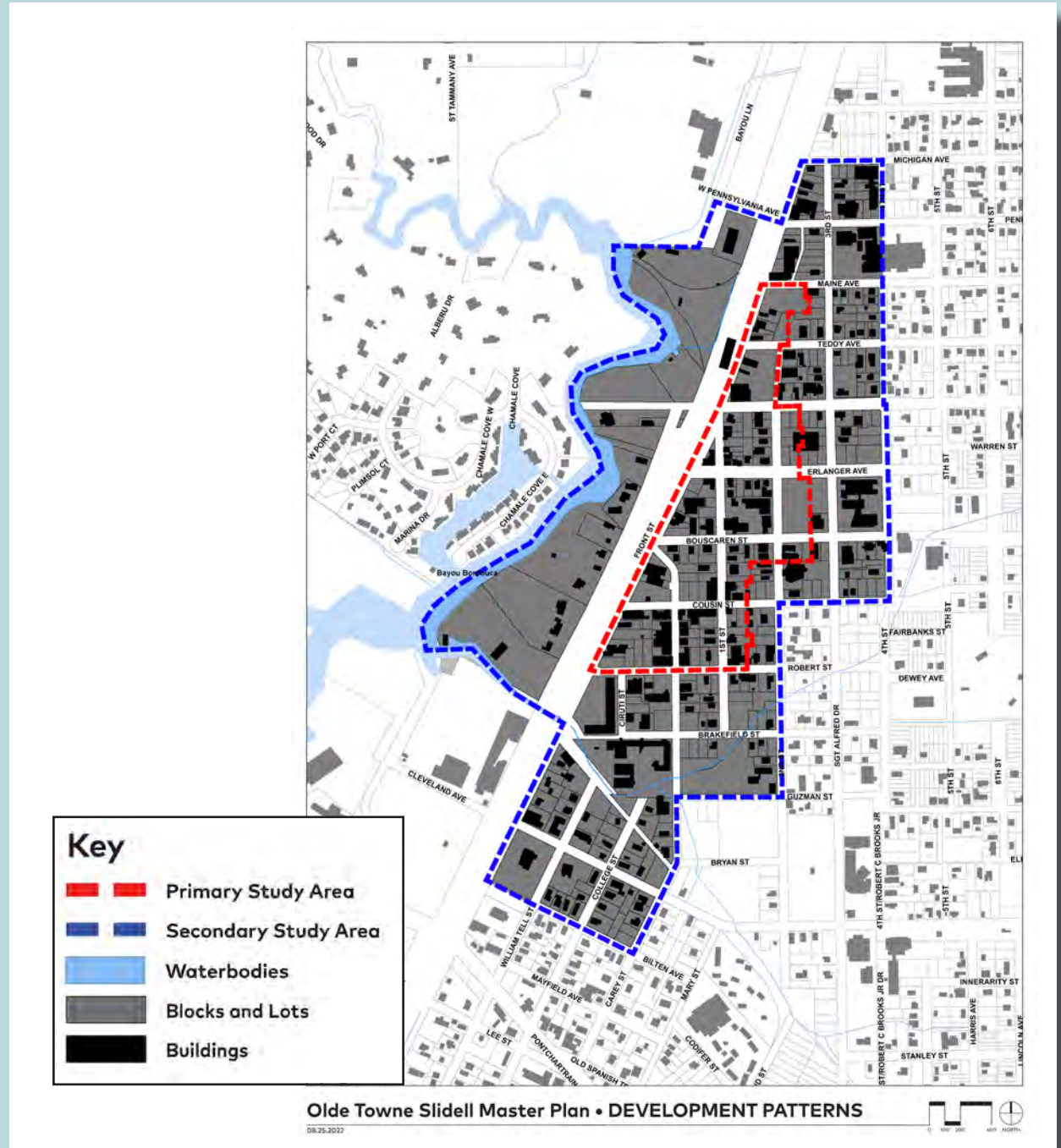
Within any historic urbanized area, blocks are rectilinear areas comprised of multiple lots bound on each side by a street. In the case of Olde Towne, most of the blocks are nearly square and uniform in size (300 ft. X 350 ft.), and they are oriented along north-south and east-west alignments. An exception is the blocks along Front Street, which reflect its diagonal axis along their western sides. Also, the blocks lying immediately south of Bayou Patassat have a diagonal orientation that is aligned with Front Street.

### Lots

Like the blocks that they create, Olde Towne’s lots are rectilinear as well. Within the peripheral residential areas dominated by single-family houses, the lots have a primary axis perpendicular to their street and typically range from roughly 50 ft. to 70 ft. in width. However, within the core areas of Olde Towne with more commercial and institutional uses, the lot sizes and orientations vary more, and some lots appear to have been combined over the years.

### Building Footprints

Understandably, most of the study area’s buildings have rectilinear footprints that somewhat mirror their respective lots. The largest footprints tend to belong to institutional uses such as governmental, religious and educational buildings. Commercial and mixed use buildings are usually built to the street and often have side walls adjoining adjoining buildings. Residential buildings, on the other hand, naturally have greater front, side and rear setbacks.



## BUILDINGS

### Sample Olde Towne Buildings

Regardless of the building type, most Olde Towne structures have one or two stories, with a few three-story buildings (primarily more recent construction). Most date from the 1890s through 1950s. Below are just a few examples.

#### A. Mixed-Use Building

Occupied by the Giordano-Buckley shoe store in the mid-20th century, this simple frame two-story building with a deep balcony on both corners frontages is now occupied by a soda shop and adds tremendous character to the area.

#### B. Mixed-Use Building

This two-story building is used for a ground floor bar and arcade, while the upper floor appears to be vacant.

Built around the turn-of-the-century, its brick cladding and flat roof screened by a parapet facade is more typical of buildings found in historic downtowns across the country, but less common in Olde Towne.

#### C. Theatre Building

Built in 1927 as a theatre, this two-story Spanish Revival influenced building has red barrel-tile roofing and a stucco façade. It is now used as a public assembly venue rented out for events.

#### D. Single-Family House

This one-story frame cottage built in the early-1900s is typical of many houses found in the peripheral areas of Olde Towne Slidell. Although it has been altered with vinyl siding, it retains many of its original features, including a front porch extending across the full front of the building.

### Elevated Buildings

As discussed on [page 5](#), the entire Olde Towne area is within a floodplain, resulting in property risk and high insurance premiums. An alternative for both existing and new buildings, is to elevate them with raised foundations to the level above the floodplain. For existing buildings, some are much easier to elevate than others. Below is a new house on 1st Street.



## STREETS

The City of Slidell is within the designated Slidell Urbanized Area with the Regional Planning Commission (RPC) serving as the Metropolitan Planning Organization (MPO) for the City. Consequently, all streets classified as Principal Arterials, Minor Arterials, and Collectors within the urbanized area are eligible for federal funding through the MPO to maintain and improve those streets. The typical funding ratio is 80% federal funds and a 20% local match.

### Street Classifications

Within the Primary Study Area of Olde Towne, two streets are classified as Principal Arterials, three are Minor Arterials, and four are Collectors, as follows:

#### Principal Arterials

- US 11 (Front St.) north of US 190 BUS (Fremaux Ave.)
- US 190 BUS (Fremaux Ave.)

#### Minor Arterials

- US 11 (Front St.) from US 190 BUS (Fremaux Ave.) south to US11/LA 433 (Pontchartrain Blvd.)
- US 11/LA 433 (Pontchartrain Blvd.)
- Sgt. Alfred Street

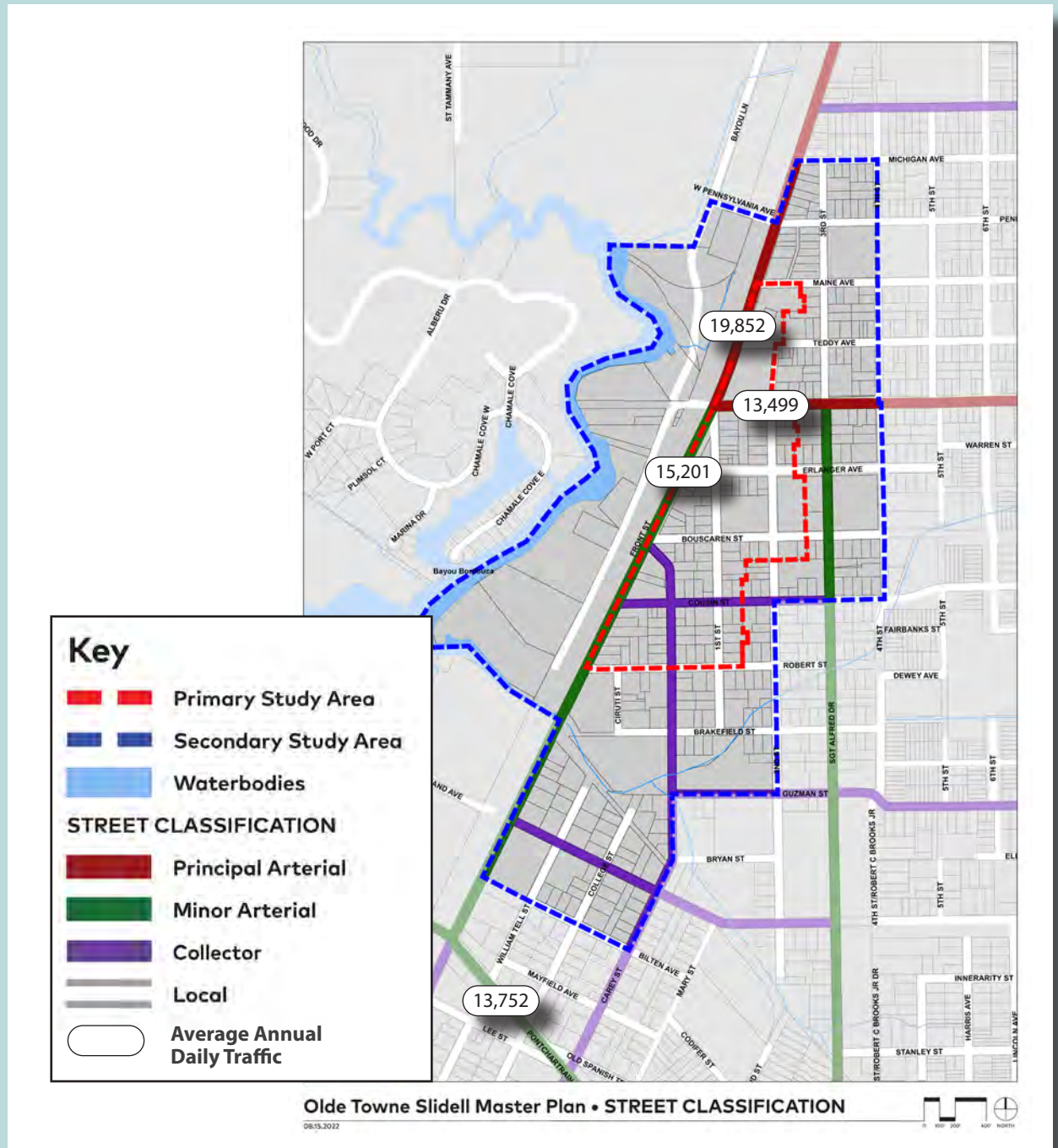
#### Collectors

- Cousin Street • Cleveland Avenue
- Guzman Street • Carey Street

All other streets within Olde Towne are classified as Local streets with the City of Slidell fully responsible for funding routine maintenance and improvements.

### Traffic Counts

Traffic counts from DOTD in the form of Average Annual Daily Traffic (AADT) levels in 2021 for key routes in the immediate vicinity of Olde Towne Slidell are mapped at right.



## STREETSCAPES

Streetscapes include all areas within a street’s right-of-way (ROW) area, including sidewalks and street furnishings. They can vary substantially in Olde Towne depending upon whether they are commercial or residential area streets.

### Commercial Area Streets

- Sidewalks exist on both sides of the street and have varied designs, including stone aggregate with brick accent banding (lining the outer edges and perpendicularly).

- On-street parking is unregulated for user turnover, resulting in employee parking on-street.
- Historic-looking human-scale lighting adds character.
- Utility poles with overhead lines detract aesthetically.

### Residential Area Streets

- Conditions vary, but many residential streets are relatively narrow and feature driveways along them.
- Many residential streetscapes either lack sidewalks completely or they are limited to one side of the street.

### Front Street Pedestrian Crossings

A key issue that has surfaced during this planning process has been the difficulty that pedestrians and cyclists have crossing Front Street.

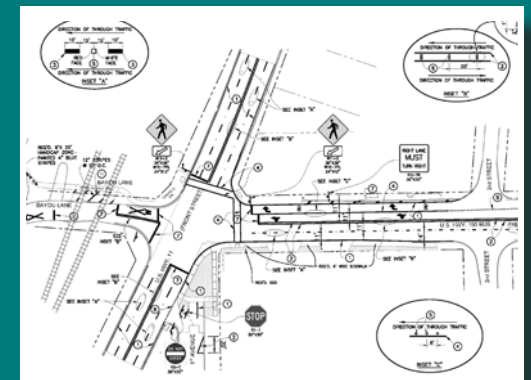
#### Existing Conditions

- It is a four-lane high-volume street
- Sidewalk limited to the east side of the street
- There are no crosswalks or related pedestrian facilities
- This road is controlled by the State



#### Current Plans

Planning work to improve the intersection of Front Street and Fremaux Avenue has been occurring for years. Below are the striping plans at 95% completion by Richard C. Lambert Consultants, LLC and dated April 14, 2022. They propose paint-striped pedestrian crosswalks and signage.



*This streetscape segment on 1st Street just east of Front Street is the optimal condition with broad planting strips, historic-style street lights, and brick accent banding.*



*This streetscape segment on 2nd Street by City Hall has the same design features as illustrated at left for 1st Street, but the ROW and building setbacks are different.*



*The intersection of Cousin and Carey Streets is a key one for Olde Towne, but it lacks both “pedestrian bulbs” and ADA-compliant ramps for the mobility challenged.*



*This street in the vicinity of the Teddy Avenue Residential Historic District features no sidewalks or other streetscape furnishings that might be found in more urban areas.*

## PARKING

Although the “lack of parking” was often cited as an issue during this project’s public input process, it has since been determined that there is plenty of parking, but it is not managed and promoted in an effective manner.

### On-Street Parking

The map at right shows the location of on-street parking. There are two different types of on-street parking in Olde Towne. The more conventional type is parallel parking as illustrated in the photo below. There are also locations along streets where 90 degree “head in” parking existst.



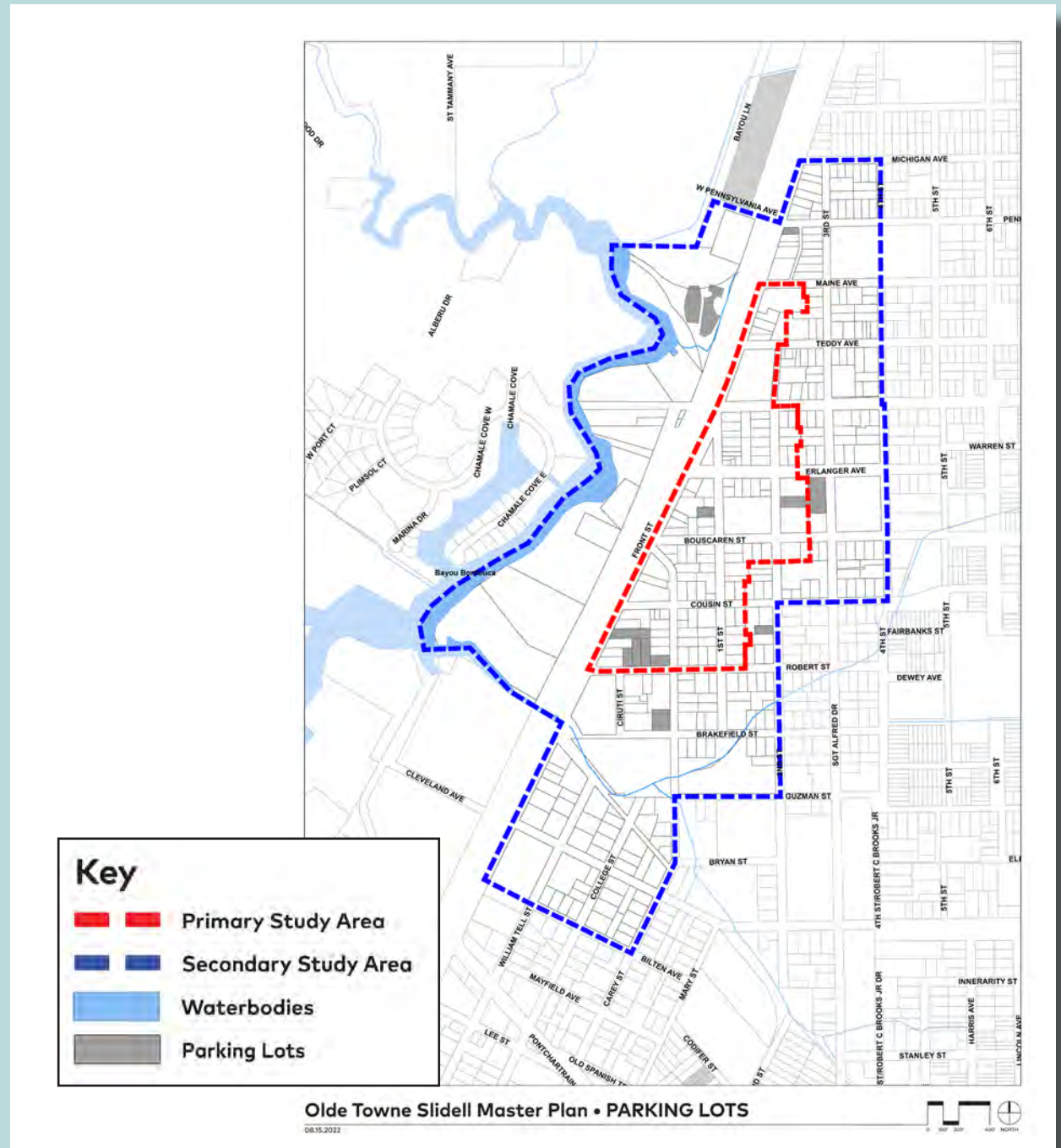
On-street parking on Cousin Street

### Parking Lots

Most of Olde Towne’s existing parking lots are in need of physical enhancements, including landscaping, lighting and signage. However, there are more parking lots than many people are aware of. With enough physical improvements and promotion, the better leveraging of existing lots could greatly improve the parking situation in Olde Towne.



Parking lot on the south side of the Masonic Lodge off Front



## PUBLIC SPACES & FACILITIES

### Public Spaces

Public spaces are important to a historic mixed-use place like Olde Towne. Parks can be used for passive recreation such as picnicking, special events that draw crowds benefiting nearby businesses, and formal gatherings such as speeches by political leaders. The map at right illustrates the location of Olde Towne's existing three public spaces (not including green spaces and recreational facilities associated with institutions such as schools and churches):

- A) Heritage Park - 1701 Bayou Lane
- B) Griffith Park - 333 Erlanger Street
- C) Carey Street Park - SE corner of Carey and Roberts Streets

Managed and maintained by the City's Department of Parks and Recreation, the next page provides further information on the parks.

### Key Public Facilities

Facilities have been grouped below into four categories:

#### Schools

- 1) Brock Elementary
- 2) Slidell Junior High

#### Other Facilities

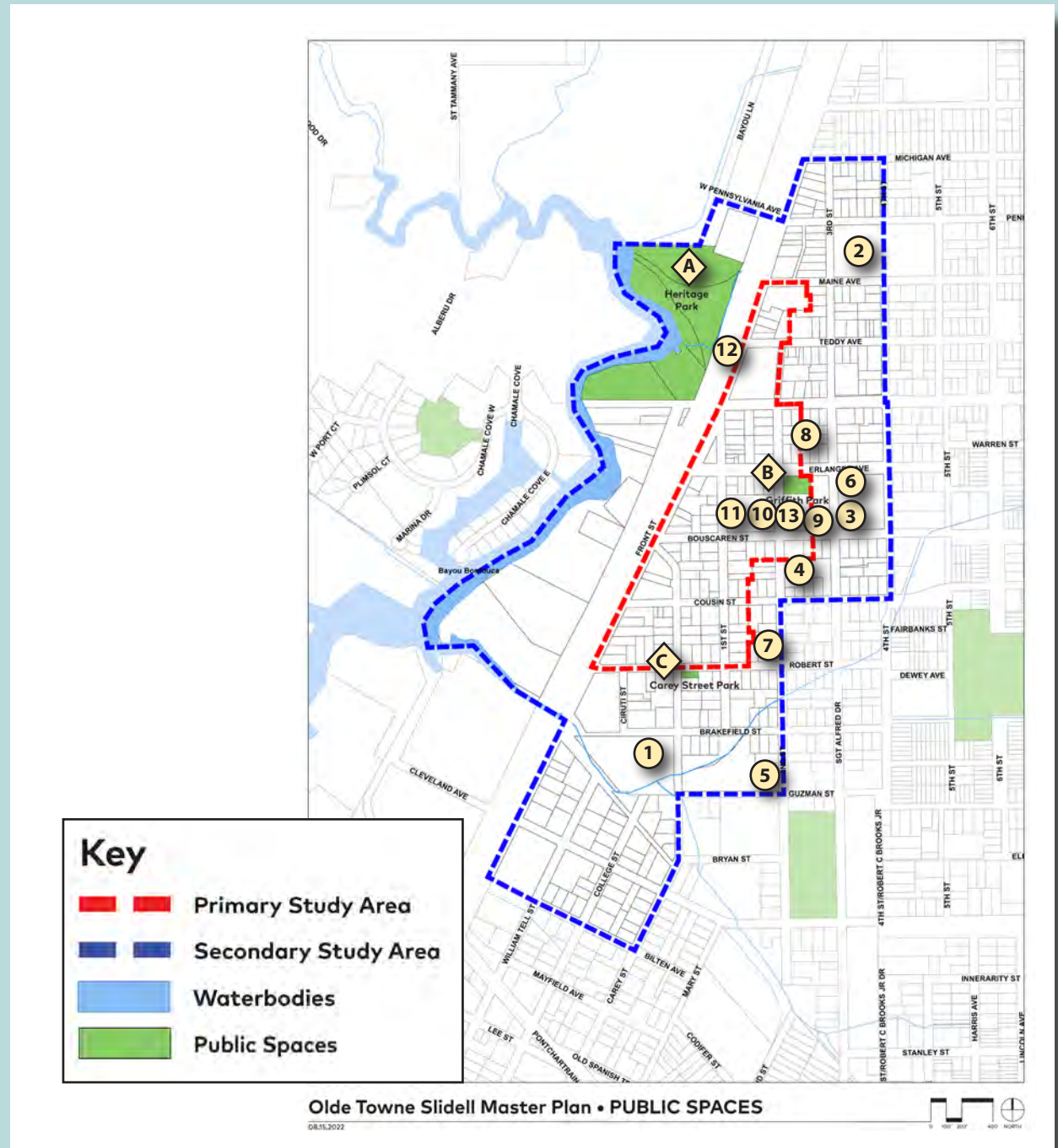
- 11) Slidell Museum
- 12) Train Station (Amtrak)
- 13) Municipal Auditorium

#### Churches

- 3) First United Methodist Baptist Church
- 4) Starlight Missionary Baptist Church
- 5) Mt. Olive AME
- 6) Feed Dat Ministry
- 7) Camellia City Church

#### Governmental Facilities

- 8) US Post Office
- 9) Slidell Fire Department
- 10) City Hall Complex



**PUBLIC SPACES & FACILITIES (CONTINUED)**

**Heritage Park**

Located behind the old Slidell Train Station on Front Street, this park has the following features: gazebo, Scoggin Station, children’s playground, splash pad, 7 picnic shelters, picnic tables, restrooms, walking/jogging path, boat launch on Bayou Bonfouca, and benches throughout the park. The boat launch is free, and the park is open from 6:00 AM to 10:00 PM. It is the site of multiple special events throughout the year.



Graphic Source: Google Maps

**Griffith Park**

Located on the southwest corner of Erlanger Avenue and 2nd Street, this small park is the most centrally located one for Olde Towne. Open from 8:00 AM to 10:00 PM, it features playground equipment, a gazebo, and a pavillion. This space can be used for small events.



Graphic Source: Google Maps

**Carey Street Park**

Established in 2018, this park is the newest of Olde Towne’s three parks. Located at the southeast corner of Carey and Roberts Streets, it is considered a “pocket park” because of its small size. It features benches, a trellis sheltering a picnic table, and a bike rack. The park’s development was partially funded through a grant from the Louisiana Main Street program.



## DEMOGRAPHIC & ECONOMIC OVERVIEW

### Demographic Trends

#### Population

- There has been only modest population growth in Slidell
- There has been faster population growth in the parish
- The overall population is aging

#### Households

- As with the population growth, there has been slow household growth
- However, the limited household growth that has occurred helps support retail businesses in the Olde Towne area

#### Income

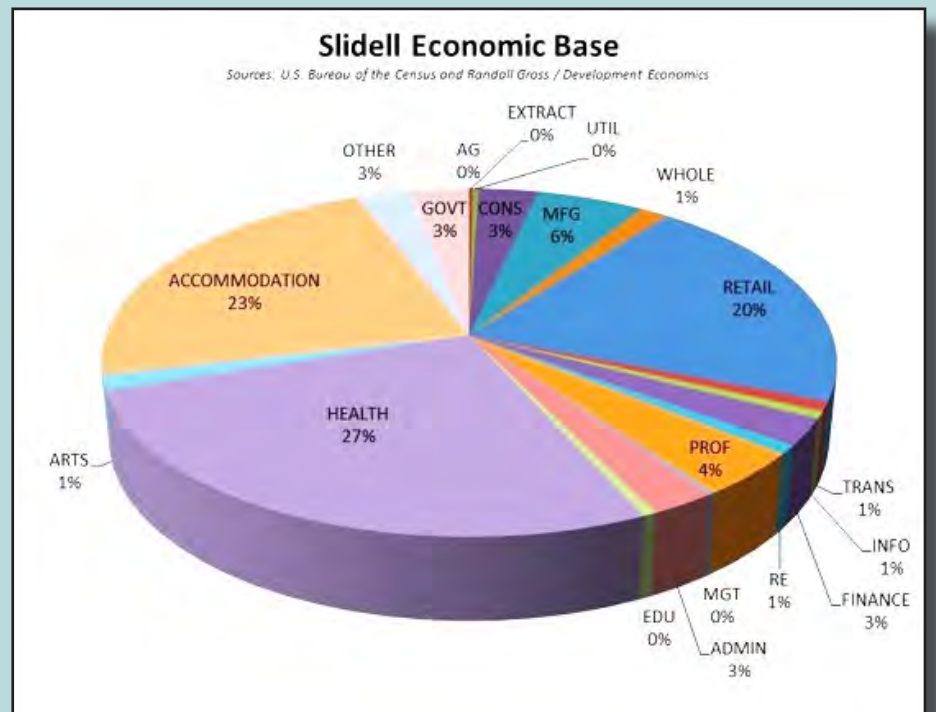
- Slidell household income is 21% lower than the Parish
- Slidell household income fell between 2000 and 2010
- Continues to fall in “real” dollars (after accounting for inflation)

### Economic Base

- *Slidell has 16,700 jobs:*
  - Employment is increasing slowly (0.1%/Year)
- *Retail Trade is the city's largest industry:*
  - 27% of all jobs
  - Declining by 2.1% annually
- *Other key sectors and employment anchors:*
  - Accommodation and health care
  - Textron Marine HQ
  - NASA: Michoud, Stennis, Computer Center
- *Slidell has 19% of the jobs in the parish:*
  - 36% of tourism; 30% of manufacturing; 28% of retail
  - Slidell has a rapidly declining share of jobs in all sectors except manufacturing
- *Commutation*
  - 85% of Slidell's workers live out of town
  - 78% of Slidell residents commute out for work

The New Orleans metropolitan area added 0.6% of population growth per year since 2010, but population growth has slowed to just 0.07% since 2016.

Factor	2000	2010	2020	2000-10 Change/Yr	2010-20 Change/Yr
<b>Population</b>					
Slidell	25,695	27,068	28,781	0.5%	0.9%
St. Tammany Parish	191,268	233,740	264,570	2.2%	1.9%
<b>Households</b>					
Slidell	9,504	9,949	10,085	0.5%	0.2%
St. Tammany Parish	69,281	84,536	95,054	2.2%	1.8%
<b>Median HH Income</b>					
Slidell	\$ 64,411	\$ 58,957	\$ 55,874	-0.8%	-0.7%
St. Tammany Parish	\$ 71,967	\$ 72,242	\$ 70,730	0.0%	-0.3%
Notes:	Median incomes expressed in constant 2020 dollars. Population is Census 2020; Other factors are 2020 estimates.				
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.				





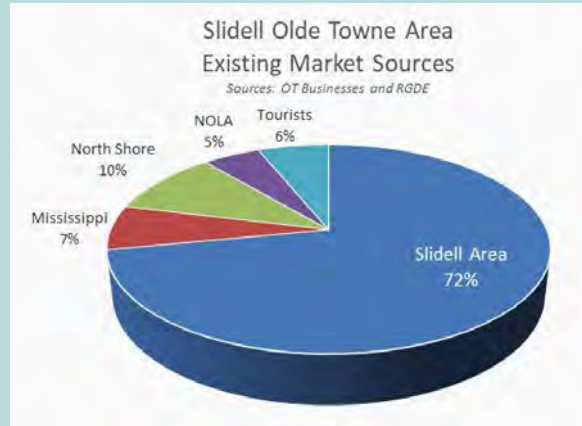
## RETAIL MARKET ANALYSIS FINDINGS

A retail market analysis was conducted for Olde Towne as part of this planning project. For the full details, please see *Appendix B: Retail Market Analysis Report*. The following few pages, however, provide a summary of the findings.

### Existing Business Mix

- Olde Towne has 145,000 square feet of retail space within 82 spaces.
- Retail for shoppers goods comprise 42% of the space, including antiques, auto parts, gifts, hardware and furniture.
- Eating and drinking establishments occupy 28% of the retail space, including bars and restaurants with bars.
- Personal services account for 17% of Olde Towne’s retail space, such as hair salons, barbers and shoe repair.
- Vacant space comprises 9.3% of retail space.
- There is limited resident-serving convenience retail (groceries, pharmacies, etc.).
- There is limited entertainment, with the exception of music in bars.

Category	Number	Sq. Feet	Percent
Convenience	3	4,836	3.3%
Shoppers Goods	30	60,987	42.2%
Eating & Drinking	22	40,840	28.2%
Entertainment	-	-	0.0%
Personal Services	18	24,474	16.9%
Vacant	9	13,496	9.3%
<b>TOTAL</b>	<b>82</b>	<b>144,634</b>	<b>100.0%</b>
Sources:	St. Tammany Assessor, businesses, and Randall Gross / Dev. Economics.		



Existing businesses are currently dependent on the local resident market and are not benefiting significantly from tourism or destination inflow.

### Retail Business Conditions & Challenges

#### Physical Challenges

- Olde Towne has dispersed nodes: Cousin and Carey Streets, and the antiques district at 1st & Erlanger
- Front Street creates a “barrier” within Olde Towne
- Parking management is an issue for businesses:
  - Private property owners adopt the public right-of-way
  - A lack of signage means less visibility for parking spaces

#### Business Conditions & Challenges

- Sales have increased (up to 20%/year)
- There is a preponderance of bars
- Some businesses have tried to become more family friendly, such as the putt-putt golf course
- Much of the restaurant lunch market is comprised of construction and utility workers, as well as City and Parish employees
- There are no major anchor employers other than the City and Parish
- There is a need for wayfinding and public art, and perhaps the establishment of sub-districts

### Slidell Museum

Destinations serving as an anchor can be important to business districts to leverage economic benefits to businesses. There may be potential to leverage the museum more as a destination. *The following information is adapted from the Slidell Museum’s website:*

In 1907, Slidell’s early settlers needed a proper town hall. For the cost of \$3,546, they built a two-story, brick building on First Street. On the top floor was the mayor’s office, the tax collector, and a couple of clerks. The room also doubled as a courthouse and a meeting room. On the first floor was the marshal’s office, along with five jail cells. In 1928, a firehouse was added to the building.

Today, that former city hall houses the Slidell Museum. The jail cells now contain a wide array of intriguing artifacts. The second floor houses the Slidell Mardi Gras Museum with numerous artifacts, photographs, and costumes. At present, the museum’s operations are Wednesday through Friday, from 10:00 AM to 4:00 PM; and Saturdays from 10:00 AM to 2:00 PM. Admission is free.



## RETAIL MARKET ANALYSIS FINDINGS

(CONTINUED)

### Retail Trade Area & Demographics

#### Trade Area

Slidell is located on the northeast shore of Lake Pontchartrain. Retail trade sub-areas include the following:

- A) Convenience
- B) South Slidell (south of I-10 / I-12)
- C) Pearl River (north of I-10 / I-12)
- D) Mississippi (Stennis)
- E) North Shore (Covington / Mandeville / Lacombe)
- F) East New Orleans (Chalmette)

#### Demographic Forecasts

- The trade area will add approximately 6,000 households within 5 to 6 years
- The fastest growth will occur in the Pearl River and North Shore areas
- There has been slower disposable income growth, partially due to the impact of inflation

### Household Trade Area Retail Demand

#### Total Personal Income (TPI)

- \$13.3 billion (2022)
- Will grow by \$688 million (5.2%) within 5 to 6 years
- North Shore is 45% of the trade area market base
- North Shore will account for 84% of TPI growth by 2027
- Area A - Convenience - has \$53.7 million in TPI

#### Retail Expenditure Potential

- Approximately \$6.7 billion (2022)
- Will grow by \$384 million (5.8%)
- Auto dealerships, supermarkets, pharmacies, restaurants, gas stations, and personal services account for the largest share of expenditures

Factor	2022	2027	2022-2027 Change Number	Percent
<b>TA A-Convenience</b>				
Population	2,523	2,527	4	0.2%
Households	1,064	1,086	22	2.1%
Av HH Income	\$ 50,484	\$ 47,302	\$ (3,182)	-6.3%
<b>TA B-S Slidell</b>				
Population	74,141	75,864	1,723	2.3%
Households	28,219	29,032	813	2.9%
Av HH Income	\$ 89,055	\$ 89,771	\$ 716	0.8%
<b>TA C-N Pearl R</b>				
Population	29,818	30,982	1,164	3.9%
Households	10,979	11,394	415	3.8%
Av HH Income	\$ 83,287	\$ 83,957	\$ 670	0.8%
<b>TA D-Mississippi</b>				
Population	40,429	41,172	743	1.8%
Households	16,387	16,730	343	2.1%
Av HH Income	\$ 71,041	\$ 61,951	\$ 2,792	3.9%
<b>TA E-N Shore</b>				
Population	138,576	144,235	5,659	4.1%
Households	53,327	55,834	2,507	4.7%
Av HH Income	\$ 111,884	\$ 117,243	\$ 5,359	4.8%
<b>TA F-ENO</b>				
Population	128,430	133,069	4,639	3.6%
Households	47,177	49,135	1,958	4.2%
Av HH Income	\$ 57,796	\$ 57,592	\$ (204)	-0.4%

Sources: Claritas and Randall Gross / Development Economics.

Category	Factor	Total
OT Visitors		790,023
Total Spend	\$ 229.13	\$ 181,019,574
Restaurants	\$ 73.04	\$ 57,701,313
Retail Trade	\$ 70.11	\$ 55,390,179
Entertainment	\$ 48.49	\$ 38,307,047
<b>Olde Towne Capture</b>		
Restaurants	8%	\$ 4,616,105 \$ 461,611
Retail Trade	6%	\$ 3,323,411 \$ 332,341
Entertainment	12%	\$ 4,596,846 \$ 459,685
<b>Demand (Square Feet)</b>		
Restaurants	\$ 350	13,189 1,319
Retail Trade	\$ 220	15,106 1,511
Entertainment	\$ 135	34,051 3,405
<b>TOTAL</b>		<b>62,346 6,235</b>

Source: Randall Gross / Development Economics.

Increased tourism would greatly benefit Olde Towne's retail.

Type of Good	Gross Demand (SF) 2022	2027	Existing Uses	Warranted Demand
Convenience	32,553	33,567	3,618	29,949
Shoppers Goods	108,797	113,717	60,987	52,730
Eating/Drinking	36,869	40,125	40,840	9,305
Limited Service	4,500	4,817	1,816	3,001
Full Service	22,268	24,573	23,060	1,513
Entertainment	76,472	90,057	-	90,057
Personal Services	20,168	20,892	24,474	(3,582)
<b>TOTAL</b>	<b>274,860</b>	<b>298,359</b>	<b>129,919</b>	<b>178,459</b>
Existing Vacant			13,496	
<b>Net New Space</b>				<b>164,963</b>

Note: Assumes Pro-active Internal/External Campaign, Recruitment.

Source: Randall Gross / Development Economics.

### Boutique Hotel

Of those responding to the public opinion survey for this plan, 63% believe that a boutique hotel would benefit Olde Towne. If financially viable, it would undoubtedly help to bolster Olde Towne's retail sector.



The Southern Hotel in Downtown Covington may be a good model for Olde Towne.

### Competition

The Fremaux Town Center intercepts regional destination traffic between I-10 and Olde Towne. Since they are different in their primary uses and character, perhaps those differences can be conveyed more.



Fremaux Town Center  
Source: Stirling Properties

## ZONING

Since the City recently adopted a new Comprehensive Plan, there is a chance that the current zoning may change. Regardless, below is a summary of Olde Towne' zoning.

### Central Business District (C-3)

This zone permits a wide range of commercial uses, even some incompatible with Olde Towne, such as auto sales. There are no front, side or rear setback requirements.

### Neighborhood Commercial District (C-2)

C-2 allows residential uses permitted in the A-8 zone and a wide range of commercial uses. Maximum building heights are 45 ft., minimum front yards are 25 ft. and there are only side and rear yard setbacks requirements for dwellings.

### Waterfront Mixed Use District (C-2W)

This zone permits many small-scale commercial and residential uses (single and multi-family) in a walkable context.

### Fremaux Avenue Business District (C-1)

C-1 is similar to C-2, but it prohibits uses such as multi-family, gas stations and restaurants. The minimum front setback is 50 ft. and maximum building height is two stories.

### High Density Urban District (A-8)

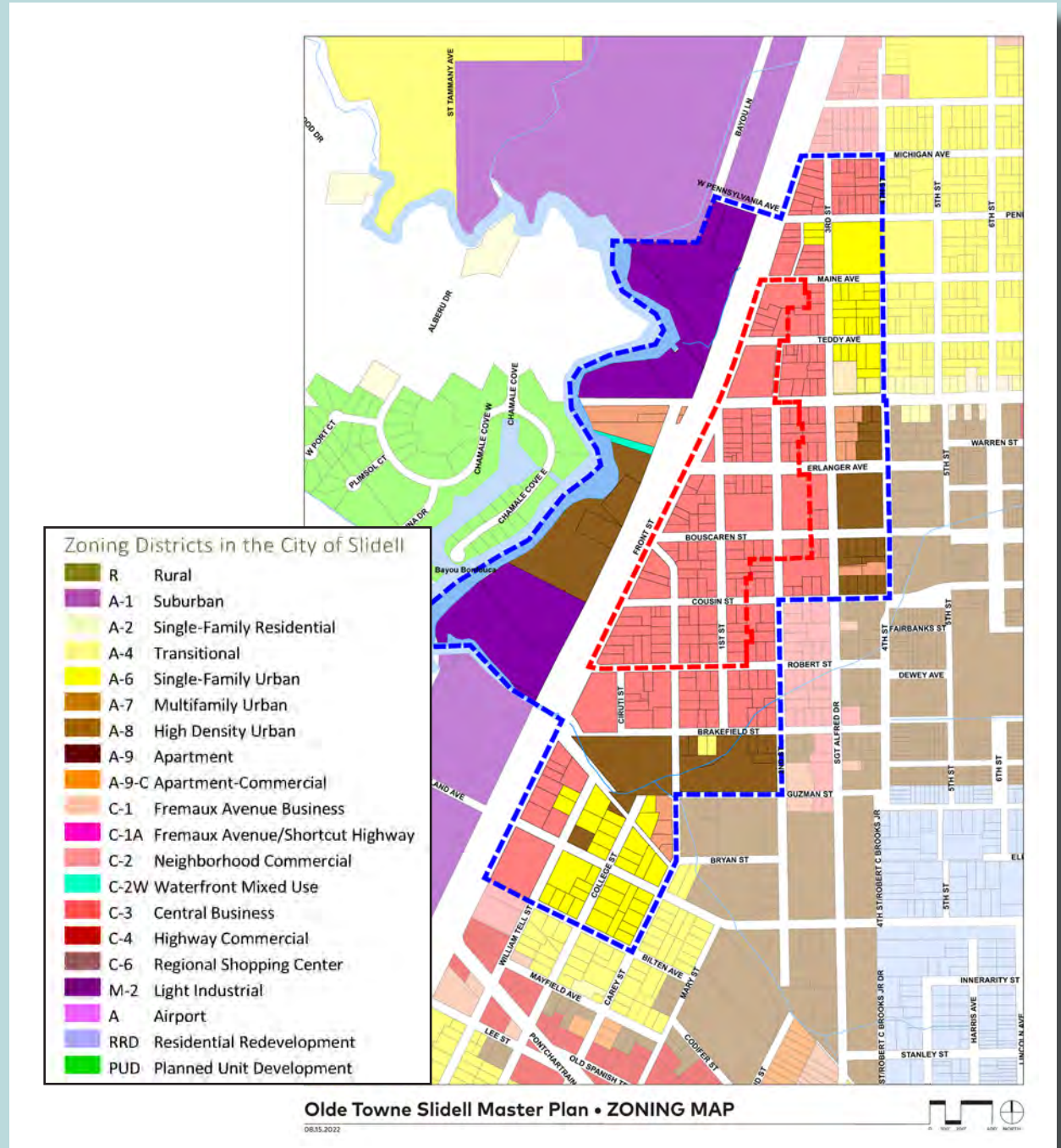
A-8 allows single-family and multi-family housing. Minimum lot sizes are 6,000 sq. ft. with 1,500 sq. ft. per additional unit. Front setbacks must be consistent with the block, but at least 20 ft. Maximum building heights are 45 ft.

### Single-Family Urban District (A-6)

A-6 allows single-family houses. Minimum lot sizes are 8,400 sq. ft., and minimum lot widths are 70 ft. Front setbacks must be consistent with the block, but at least 25 ft.

### Light Industrial District (M-2)

This zone is limited to a few properties west of Front Street.



## HISTORIC DISTRICTS

### National Register Historic District

National Register of Historic Places (NR) designation for districts and individual properties is primarily honorary and comes with potential financial incentives, but provides very little protection. There is only one NR district in the study area - the Teddy Avenue Residential Historic District designated in 2021 (see map at right). However, the 2017 historic resources inventory suggests the potential for two more NR districts for the following areas:

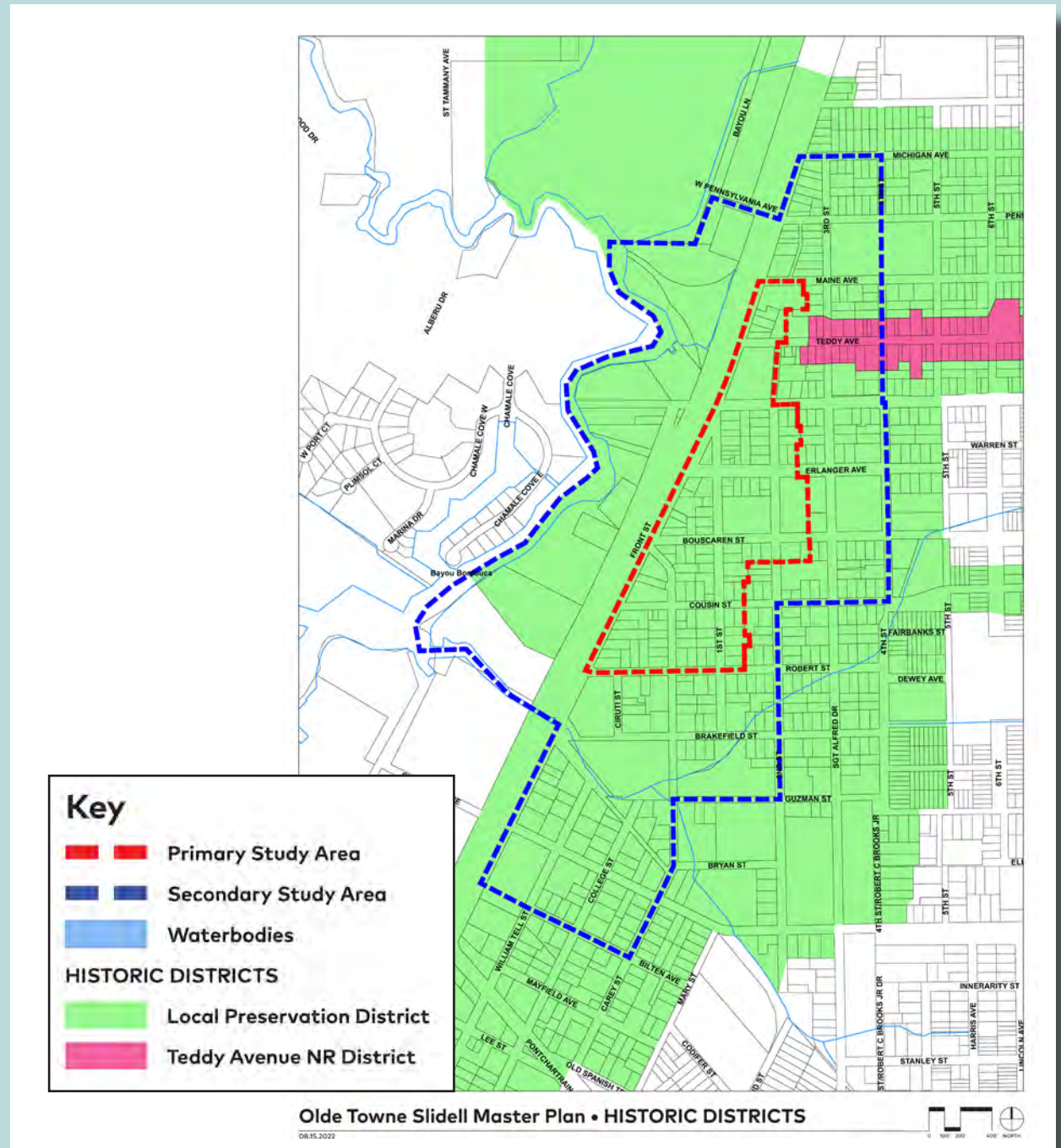
- College Street south of Guzman and north of Mayfield
- Area bound by these streets: Cousin on the north, Robert on the south, 2nd on the east, and Carey on the west

### Local Historic District

Unlike NR districts, locally-designated historic districts provide protections and require City approval for any exterior alterations, including new development and demolitions. As illustrated on the map at right, Slidell's only local historic district - the Olde Towne Preservation District - extends even beyond this plan's study areas for Olde Towne. Because Slidell has a comprehensive historic preservation program, it has been designated by the State Historic Preservation Office as a Certified Local Government (CLG), making it eligible for grants only available to CLGs for planning projects. Like most CLGs, Slidell's program includes:

- Historic Preservation Ordinance
- Olde Towne Preservation District Commission
- City Historic Preservation Officer (CHPO)
- Design Guidelines
- Design Review Process for Certificates of Appropriateness (COAs)

The City's existing design guidelines could be improved upon, but they are adequate if implemented thoughtfully.



## KEY ORGANIZATIONS

There are numerous organizations that can play a role in the continued revitalization of Olde Towne, but some of the key entities are summarized here.

### City of Slidell

As the sponsor and funder of this plan, the City is clearly the single most significant entity for the implementation of this plan. The Implementation section at the end of this plan document will reinforce the City's critical role in making this plan a reality. Among the most relevant City departments are the following:

- Planning
- Parks & Recreation
- Engineering
- Cultural Affairs

### Slidell Chamber of Commerce

The Chamber plays the role of most chambers in that it provides technical and marketing support to local businesses. Although its jurisdiction is community-wide, Olde Towne is an important part of the Chamber's work, including coordination with the Main Street program.

### St. Tammany Parish

This parish covers the northeast portion of the north side of Lake Pontchartrain. Slidell is in the southeast part of the parish and the parish seat is Covington to the northwest. The most relevant departments include:

- Grants
- Planning & Development
- Engineering
- Public Works.

### St. Tammany Economic Development Foundation

The STEDF leads economic development in St. Tammany, attracting new businesses and employment opportunities to the area. They prioritize business retention and attraction, entrepreneurship and small business development,

### St. Tammany Parish Tourist & Convention Commission

This public, quasi-governmental agency is governed by a seven-member board of directors appointed by the St. Tammany Parish Council and Parish President. In some jurisdictions, it might be called a Destination Marketing Organization (DMO) or Convention and Visitors Bureau (CVB).

### Louisiana Department of Transportation & Development (DOTD)

DOTD's role for Olde Towne is primarily for the maintenance, design, funding and operations of State-designated roads. Those roads include Front Street (Bus. 190 / 11) and Fremaux Avenue (Bus. 190). Any design solutions for Front Street's pedestrian crossings will require DOTD approval.

### State Historic Preservation Office (SHPO)

Louisiana's SHPO is housed in the Office of Cultural Development's Division of Historic Preservation. As noted, Slidell is a Certified Local Government (CLG), making the City eligible for technical and financial support for various preservation-related projects, such as drafting design guidelines.

### Louisiana Main Street

As in the case of the SHPO, the Main Street program for downtown revitalization is housed in the Office of Cultural Development's Division of Historic Preservation. It is part of the national Main Street program. At right is information regarding Olde Towne's program, which will play a critical role in the implementation of this master plan.

### Louisiana Economic Development (LED)

As the primary economic development agency for the State, the LED can be an important source of technical and financial support for efforts to revitalize Olde Towne. In particular, the LED oversees a range of financial incentives for the private sector, with a particular focus on the types of small businesses that are the backbone of Olde Towne.

### Olde Towne Slidell Main Street

Slidell is fortunate to have a local Main Street program for Olde Towne's revitalization that is part of the broader national and state Main Street network. The Main Street "Four Point" Approach includes:

- *Organization* - a board, committees and director
- *Design* - streetscapes, building rehabilitation, public spaces, etc.
- *Economic Vitality* - business development, financial incentives, etc.
- *Promotion* - special events, social media, etc.

The program's organization is led by a Board of Directors, a series of committees, and a director. Just a few of the programs and services provided include sponsoring special events, operating a façade improvements grant program, and assistance to property and business owners. One of the key events sponsored by the program is Oktoberfest. Annual funding for the organization ranges between roughly \$35,000 and \$50,000, of which the City contributes \$25,000 annually. To supplement this funding, the program is currently working to establish a "Friends of Main Street" sponsorship program.



## PUBLIC INPUT

Public engagement has been a critical element in preparing this plan and it has occurred in a range of ways throughout the life of the planning project. This section of the plan focuses on the initial round of public input solicited through: A) a series of meetings in May of 2022; B) the online public opinion survey conducted prior to the charrette; and C) the five-day planning charrette that occurred in August of 2022.

### Initial Round of Public Input

The first major effort for public engagement early into this project featured the following meetings:

#### Monday, May 16th

- *Project Kick-Off Meeting* – The Consultants met with City and Main Street program representatives
- *Stakeholder Group Meeting #1* – Public officials
- *Stakeholder Group Meeting #2* – Residents and institutional representatives

#### Tuesday, May 17th

- *Stakeholder Group Meeting #3* – Business owners/operators and representatives of the Chamber of Commerce, economic development entities, and Main Street program
- *Stakeholder Group Meeting #4* - Property owners, real estate professionals and designers (architects, engineers, etc.)
- *Public Kick-Off Meeting* - meeting with the general public to include a presentation by the Consultants and a discussion for feedback

### Initial Round of Public Input: Meetings Results

#### Environmental Challenges

- Periodic flood damage during major weather events, such as Hurricane Katrina
- High flood insurance rates because of the existence of the floodplain throughout Olde Towne

#### Parking Issues (deemed the #1 issue by many)

- On-street parking is not regulated with time limits to create parking turnover
- Employee parking on streets that takes up potential customer parking
- Existing parking lots are underutilized when they should be the primary parking for employees
- Physical enhancements are needed for parking lots, including signage, landscaping and lighting needed for safety

#### Businesses

- There is a lack of retail to attract more shoppers (with the exception of antique stores)
- Some stores have successfully resorted to more online sales prompted by COVID
- Olde Towne’s existing restaurants are generally against food trucks operating in Olde Towne
- There is stakeholder support for the establishment of a brewery and/or distillery in Olde Towne

#### Streets & Streetscapes

- Safe pedestrian crossing at Front Street to access the railroad station and Heritage Park is a serious problem
- There is a desire for more overall visual cohesiveness throughout Olde Towne
- Garbage cans line up on the streets to be emptied is an eye soar
- Sidewalks are uneven in many places because of the root systems of trees

#### Public Spaces

- There is not much interest in new parks or plazas in Olde Towne (except a skate park)
- The main desire related to the few existing parks is their physical enhancement, such as the addition of benches

#### Other Issues

- The use of golf carts is growing and may need regulating
- Social media should be used more to promote Olde Towne
- Better directional signage is needed guiding people to Olde Towne
- A stronger physical and visual connection is needed between the antique shops area and the dining area
- There is interest in starting a business improvement district (BID) as Hammond has done



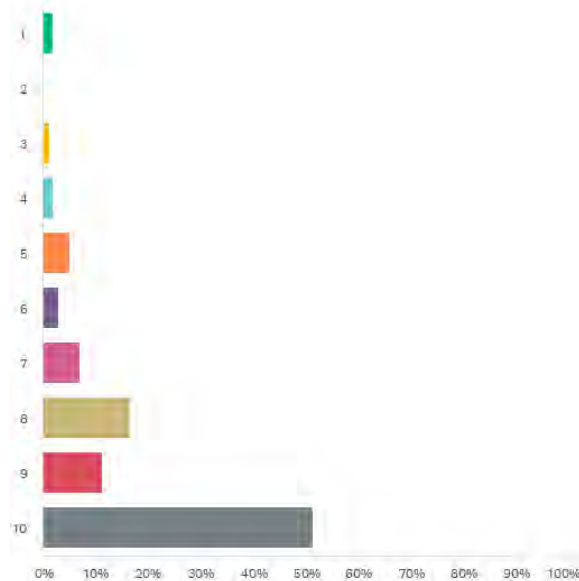
**PUBLIC INPUT (CONTINUED)**

**Public Opinion Survey**

As one of several approaches to solicit public input for this plan, the City conducted a public opinion survey to gain opinions on a range of issues related to the plan. The survey took approximately ten minutes to complete. It was anonymous, although there were some optional demographic questions, and it ran from June 22nd through August 12th. The survey primarily featured multiple choice questions for automated tabulation of the results. However, there were also a few opportunities for written statements to provide a richer level of input. A total of 372

people took the survey, which was available online. The sample results on this page and the following page reflect only a few of the key questions and responses. For the full results, see *Appendix A: Public Opinion Survey Report*.

Q1 On a scale of 1 to 10 (with "1" being the lowest and "10" being the highest), how important to you is the Olde Towne area of Slidell?



**Sample Anonymous Quotes**

*"I love it how it has added more unique shops/studios. It used to be nothing but antique shops."*

*"Add more family fun activities and events, add parking, add security in evenings and events."*

*"Enhance historical correctness of existing buildings and maintain architectural standards for old and new buildings..."*

*"I'd love a place that is fun and safe for teens to go to and hang out. Fun, (non alcoholic) drinks, music, food, etc. I feel like our teens have nothing fun to do in our city."*

*"I would love to see more attention paid to the history and culture of the city. Too few people know anything about Slidell's past. There are amazing stories."*

*"I would like to see the dilapidated buildings recovered. They are an eyesore."*

*"Add more restaurants, shopping."*

*"I would like to see it become the focus of Slidell. It's supposed to be the heart, but it's not noticed often. Perhaps more specialty small businesses?"*

*"I'd like to see more shops and restaurants."*

*"I would like to see more parking and events..."*

*"I think there is still more growth that can happen."*

*"Make it easier for new businesses to establish in the area. The same people own all the buildings. Commercial rental is impossible and an insider club."*

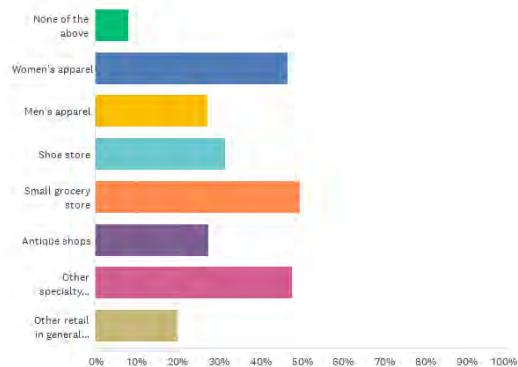
*"I would like it to appear cleaner and would like to see more boutique shops (no franchises), and local businesses open up."*

*"We need a book store!"*

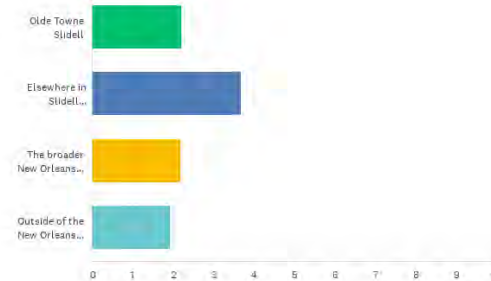
**PUBLIC INPUT (CONTINUED)**

**Public Opinion Survey (continued)**

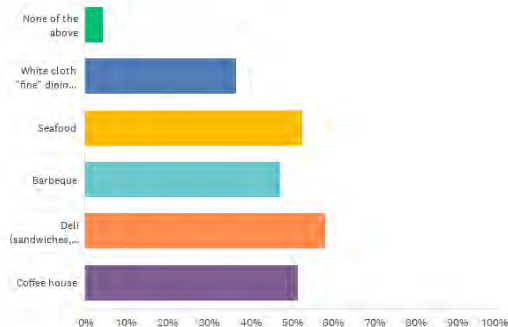
Q3 What types of retail would you like to see more of in Olde Towne? (select all that apply)



Q4 Where do you most frequently shop - not including grocery shopping? Please rank where you most frequently shop with "1" and where you least frequent shop with "4."



Q7 What types of dining would you like to see more of in Olde Towne? (please select all that apply)



Q10 Do you feel safe in Olde Towne during evening hours?





**PUBLIC INPUT** (CONTINUED)

**Planning Charrette**

Public Workshop: August 25, 2022

As noted previously in this plan, a charrette is an intensive multi-day brainstorming session used by planners and designers to formulate their key ideas for a plan. Prior to the five-day charrette held as part of this project, the City promoted the Public Workshop. The Workshop was held at the Municipal Auditorium and approximately 80 people participated. Participants included a broad range of stakeholders, including Olde Towne property owners, business owners, employees, residents, public officials, and citizens in general. The following key steps occurred over a roughly two-and-a-half hour period:

*Workshop Orientation*

The Consultants presented the following items:

- Workshop Purpose & Overview
- Existing Conditions Findings
- Results of the Public Input to Date
- Workshop “Ground Rules”

*Planning Session*

The participants were split up into multiple Workshop Teams, with each team locating at a large table. Each team was provided a series of existing conditions maps of the study area for informational purposes, a large base map for drawing, and colored markers. The Consultants then guided the participants through a step-by-step process so that they could create their own concept plans. Once the teams began their planning, the Consultants walked around and kept the Workshop Teams moving in a positive direction, but they did not do the planning for them. The process encouraged creativity, full participation by all participants,

and ambitious and positive thinking. The end product for each team was a colored-up base map that illustrated their planning concepts, as well as notes indicating what they like and do not like about Olde Towne Slidell. See an example of such plans on the following page.

*Plan Presentations & Wrap-Up*

Following the completion of the Planning Session, one or more members of each team briefly presented their plans utilizing their illustrated maps and notes. Following the team presentations, the Consultants concluded the evening by identifying common elements between the various plans, and suggested how their ideas might be combined to form the basis for the Concept Plan as a prelude to the ultimate Master Plan.

Using the workshop as a springboard, the Consultants spent the next four days creating the Concept Plan, which was presented to the public on August 29, 2022.





# B. PLAN OVERVIEW



## PLANNING PRINCIPLES

### Purpose

To conduct a valid and logical planning process, it is important to bridge the research and public input phase with the plan development phase through the creation of a set of planning principles. The principles should be broad objectives to help guide the planning process. When complex issues

need to be resolved during detailed planning, it is helpful to step back and revisit the broad planning principles. Below are the principles for this plan. They will serve as the guiding light for this subsequent plan.



### Olde Towne Planning Principles

- 1) Preserve and enhance natural resources, including bayous and mature tree canopies.
- 2) Diversify and physically integrate land uses throughout Olde Towne.
- 3) Preserve and reinforce Olde Towne’s architectural past, including compatible new buildings.
- 4) Maintain inter-connected streets that are pedestrian-friendly and bike-friendly.
- 5) Enhance streetscapes to be attractive, safe and interesting, including the adjacent context.
- 6) Accommodate parking without degrading Olde Towne’s convenience and appearance.
- 7) Maintain and improve a generous amount of public space in a variety of forms.
- 8) Offer a range of housing alternatives in Olde Towne, including upper floor units.
- 9) Provide a rich mixture of family-friendly shopping, dining, and entertainment.
- 10) Offer a variety of civic, cultural, educational and recreational opportunities.

***“I like the idea of there being a quaint area in slidell. A place people can walk around safely, get some shopping done, or have an outing. It's not a strip mall but an experience.”***

- Public Opinion Survey respondent

### Sample Anonymous Quotes

Page 21 features a list of quotes from this project’s public opinion survey. Below are additional quotes from the survey:

*“I love the small hometown feel. I enjoy the shops and the market in the weekends. They used to have summer concerts in the park there. I wish they would do it again.”*

*“I enjoy the character of Olde Towne. It has a certain feeling of home and comfortability.”*

*“Have more options so people can spend a day exploring versus just going to one place and then leaving. Possibly block the street between brass monkey, pizza, and ice cream shop where foot traffic is so heavy.”*

*“I love the charm and the entertainment of Olde Town. I also love the sense of community.”*

*“I would really like to see more family friendly events hosted in Olde Towne Slidell. I don’t want to see new construction, but rather a re-vamp of existing parking and signage.”*

*“I feel that we need more entertainment in that area and especially more parking.”*

*“I would like more events (like street fairs)...”*

*“There are a lot of empty spaces that I would like to see turned into shops or places with activities to do with kids.”*

*“Connect the Tammany Trace to Old Towne. Add crosswalk to Heritage [Park]. Add more restaurants and boutique retail.”*

*“Most of the reason I don’t go to old town is because there is absolutely no parking.”*

*“I would like it to appear cleaner and would like to see more boutique shops (no franchises)...”*

## FRAMEWORK PLAN: OVERVIEW

### Purpose

The map at right illustrates a system of Districts and Corridors delineated for Olde Towne. While they may reflect existing conditions in many respects, they are aspirational. Below are the stated purposes:

### Districts

To reinforce and strengthen the function and identity of specific areas of Olde Towne based upon the following considerations:

- Clustering of specific land uses and/or business types
- Cohesive form and character
- Distinct marketing themes (“branding”)







### Corridors

For planning and not marketing purposes, corridors are intended to:

- Follow key streets - Front Street & Fremaux Avenue
- Focus on right-of-way (ROW) features - streets, streetscapes, etc.
- Address private frontages - parking areas, buildings, sites, etc.

It is important to understand that, while many areas of Olde Towne are not included within a particular District or Corridor (shaded in gray), such areas are still addressed by this plan.

### Map Legend

- |                          |   |
|--------------------------|---|
| Arts & Antiques District |  |
| Entertainment District   |  |
| Bayou District           |  |
| Eco-Heritage District    |  |
| Front Street Corridor    |  |
| Fremaux Avenue Corridor  |  |



## FRAMEWORK PLAN: ARTS & ANTIQUES DISTRICT

### Overview

Comprising the area on the east side of Front Street flanking either side of Fremaux Avenue, this district is intended to build upon the current concentration of existing antique shops and potential arts venues.

### Primary Uses

Examples of key land uses in this district include antique shops, artist studios, art galleries, specialty retail boutiques, coffee/tea cafes and wine bars.

### Form & Character

The physical features of this district are characterized by:

- Free-standing one and two-story buildings with varied forms, many of which have gabled roofs and wooden siding.
- Shallow or no front building setbacks and extensive landscaping, including mature street tree canopies
- Outdoor seating



### Precedent Imagery



## FRAMEWORK PLAN: ENTERTAINMENT DISTRICT

### Overview

Bound on the west side by Front Street and anchored by the mixed-use nodes of Cousin and Carey Streets and Cousin and 1st Streets, this district is currently dominated by restaurants and bars. Shopping and entertainment, including family-friendly entertainment, will be encouraged in the future to balance out this area.

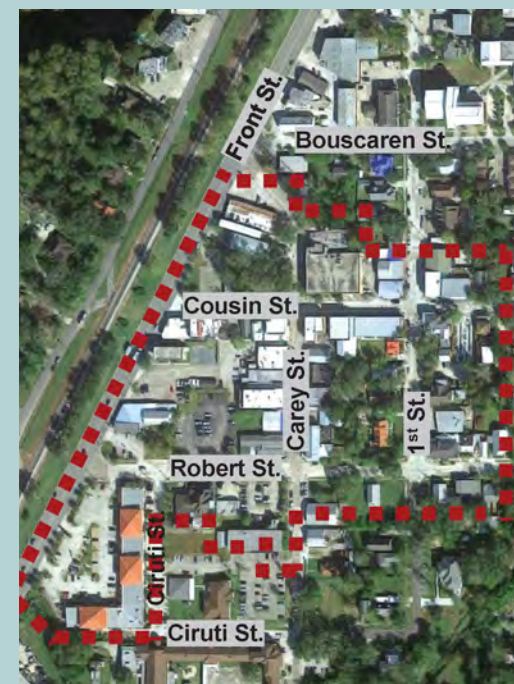
### Primary Uses

Key uses for this district include restaurants, bars, live music, cigar bar, axe throwing, putt-putt golf, and other sources of entertainment, as well as retail shops.

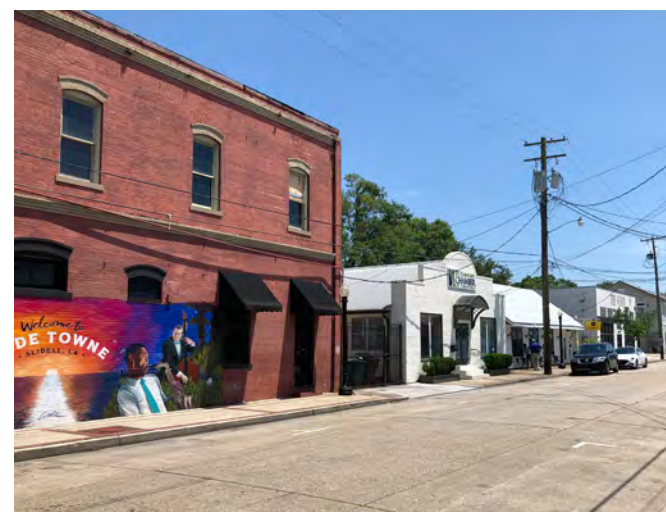
### Form & Character

The character of this district includes:

- Both free-standing and attached one to two-story buildings
- Little to no front building setbacks
- Balconies and canopies on building facades
- Outdoor seating, including rear patios



### Precedent Imagery







## FRAMEWORK PLAN: ECO-HERITAGE DISTRICT

### Overview

This district is bound on the north by the Arts & Antiques District, the south by the Entertainment District, the east by Sgt. Alfred Drive, and the west by Front Street. It pulls the ecological theme of the Bayou District into the core of Olde Towne so it can be interpreted and economically leveraged.

### Primary Uses

Key uses for this district include institutional uses, such as the existing City and Parish offices. New uses are those related to ecology, including interpretive centers / museums, outfitters, and swamp tour offices.

### Form & Character

The character of this district includes:

- Varied building types and forms
- Varied site conditions ranging from no front building setbacks to generous front setbacks
- Rich landscaping



### Precedent Imagery



## FRAMEWORK PLAN: FRONT STREET CORRIDOR

### Overview

This critical street is under the jurisdiction of the State and it experiences the highest levels of traffic within Olde Towne. It currently creates a barrier between the Heritage Park area and the balance of Olde Towne to the east. Similarly, the development along it does not clearly convey to drivers that they are traveling through a historic downtown area. An objective for this corridor is redevelopment that can turn a barrier into a “zipper.”

### Primary Uses

Key uses in this Corridor include retail, dining, offices, and institutional uses.

### Form & Character

The dominant physical characteristics of this Corridor include:

- Free-standing one and two-story buildings with a varied range of front setbacks, but avoiding expansive parking lots in the front, and
- A redesigned Front Street for traffic calming and improved aesthetics, including crosswalks with specialty pavers and street trees.



### Precedent Imagery



## FRAMEWORK PLAN: FREMAUX AVENUE CORRIDOR

### Overview

This is the primary Corridor among Olde Towne's east-west oriented streets. Like Front Street, it is also under State jurisdiction. There appears to be an imbalance between the traffic levels/capacity of this street and the relatively low intensity of adjacent development. A key objective for the Corridor should be to better leverage it for redevelopment.

### Primary Uses

Key uses in this Corridor include retail shops, dining, offices, institutional uses, and relatively higher-density housing.

### Form & Character

The dominant physical characteristics of this Corridor include:

- Free-standing one and two-story buildings with shallow front setbacks that avoid front parking lots, and
- A redesigned Fremaux Avenue for traffic calming and improved aesthetics, including wide sidewalks, crosswalks, and street trees.



### Precedent Imagery





**C. DESIGN STRATEGY**

The image features a teal horizontal bar at the top. Below it is an aerial photograph of a city street with a design overlay. The overlay shows building footprints, trees, and street layouts in white and dark teal. A river is visible on the left side of the street. The text 'C. DESIGN STRATEGY' is centered over the image in a bold, white, sans-serif font. At the bottom, there is another teal horizontal bar.

## URBAN DESIGN PLAN

### Overview: What is Urban Design?

Urban design refers to the arrangement of the key physical features of an urbanized area, including streets, existing buildings, proposed new buildings, parking areas, and public spaces. These features are reflected on the Urban Design Plan for key areas of Olde Towne at right, and as listed in the plan's legend. The spatial relationship of those features can also determine the form and character of a place. For example, development in which buildings are located close to the street are typically considered to be "urban," while development that is more auto-oriented with large parking lots separating buildings from their streets are typically considered to be "suburban." Most portions of Olde Towne are urban in character, although suburban development has encroached in some locations, such as the Olde Towne Centre development in the southwest corner of the study area.

### Focus Areas

The portions of the study area that are the focus of urban design for this plan begin on Front Street and emanate to the east. Because it is a relatively large area for the purposes of urban design, it has been categorized into three separate but overlapping areas, as summarized below. These areas are created only for urban design purposes so they can be enlarged to be more discernible on the following three pages.

#### Area A ■ ■ ■

This area, delineated with a blue dashed line, follows along Fremaux Avenue starting at Front Street on its west end and extending two and a half blocks to the east just beyond Sgt. Alfred Street.

#### Area B ■ ■ ■

This area, delineated with a yellow dashed line, begins just north of Teddy Avenue and extends to the south side of Bouscaren Street. It extends east to 2nd Street and west to Front Street.

#### Area C ■ ■ ■

Delineated with a pink dashed line, this area is effectively the southern counterpart to Area B, and it extends to Circuti Street on the south.








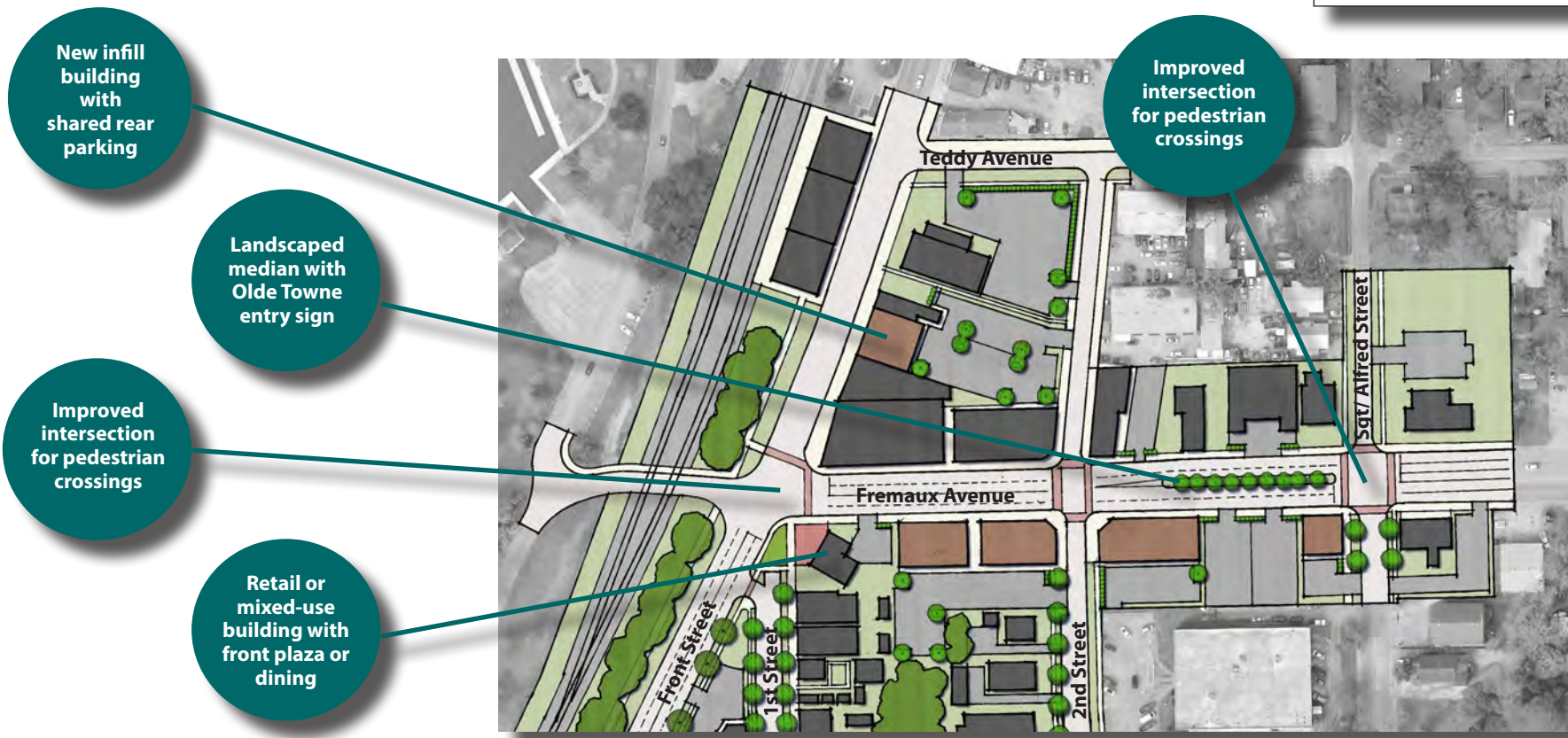
**URBAN DESIGN PLAN** (CONTINUED)

**Area A**

Key urban design features proposed for this area include:

- *Mixed-use infill development* on vacant or under-utilized properties to create a more urban streetscape
- *Parking clustered behind buildings* instead of in front of buildings, thereby creating a more urban and pedestrian-oriented environment
- *Pedestrian crosswalks* comprised of specialty pavers that drivers can feel underneath their tires, making them more aware of pedestrians
- *Landscaped median* with entry signage at the intersection of Fremaux Avenue and Sgt. Alfred Street

Legend	
Existing Buildings	
New Buildings	
Parking Lots	
Crosswalks	
Plazas / Outdoor Dining	



## URBAN DESIGN PLAN (CONTINUED)

### Area B

Key urban design features proposed for this area include:

- *Improved intersection* of Front Street and Fremaux Avenue for pedestrian crossings to Heritage Park, including specialty paver crosswalks and ped-activated crossing signals
- *Gateway signage and/or public art* where the intersection of 1st and Front Streets is reconfigured
- *Road diet* with only one north-bound lane on Front Street south of Erlanger Avenue to expand sidewalks and landscaping
- *Access drive* with angled parking along Front Street from Erlanger Avenue to Bouscaren Street
- *Infill and redevelopment* to create a more consistent building face along Front Street
- *Street trees* to help narrow the perceived width of Front Street and to provide environmental and aesthetic benefits



Improved intersection for pedestrian crossings

Gateway signage or public art

Street trees planted along Front Street

Road diet with one north-bound lane

Access drive with angled parking

Legend	
Existing Buildings	
New Buildings	
Parking Lots	
Crosswalks	
Plazas / Outdoor Dining	

## URBAN DESIGN PLAN (CONTINUED)






### Area C

Key urban design features proposed for this area include:

- *Small commercial and/or mixed-use infill development and adaptive reuse of buildings on Bouscaren Street*
- *Cluster ecological and outdoor recreational commercial uses and potentially an eco-heritage interpretive center*
- *Landscaped median on Front Street from Cousin Street to Robert Street, with a left turn lane at Cousin Street*
- *Public art and/or gateway feature at the intersection of Cousin and Front Streets*
- *Parking north of Cousin Street and behind the buildings on Carey Street*
- *Potential small grocery at the corner of Front and Robert Streets*



#### Legend

- Existing Buildings 
- New Buildings 
- Parking Lots 
- Crosswalks 
- Plazas / Outdoor Dining 



## BUILDINGS

### Existing Buildings

See [page 8](#) for background on this topic. Although there are numerous opportunities for new infill development and redevelopment in specific locations, the sensitive rehabilitation of existing historic buildings should be given the highest priority for the following reasons:

- The historic character of Olde Towne is a key element for “branding” the area to give it a clear identity.
- Every dollar spent on historic rehabilitation has a greater local economic impact than the same dollar spent on new development. This principle is based on the fact that rehabilitation is more labor-intensive than new construction, while new construction is more material-intensive. Labor tends to be local, while materials generally are not.
- There are more existing financial incentives for historic

rehabilitation, such as the federal and state investment tax credits, than there are for new construction.

### Recommendations

The following approaches are proposed for Olde Towne’s existing historic buildings:

#### *Revise & Expand the Historic District Design Guidelines*

Recommendations for improving the City’s existing historic district design guidelines are provided on [page 61-63](#). In particular, guidelines are needed for signage.

#### *Prioritize Buildings with Vacant Upper Floor Space*

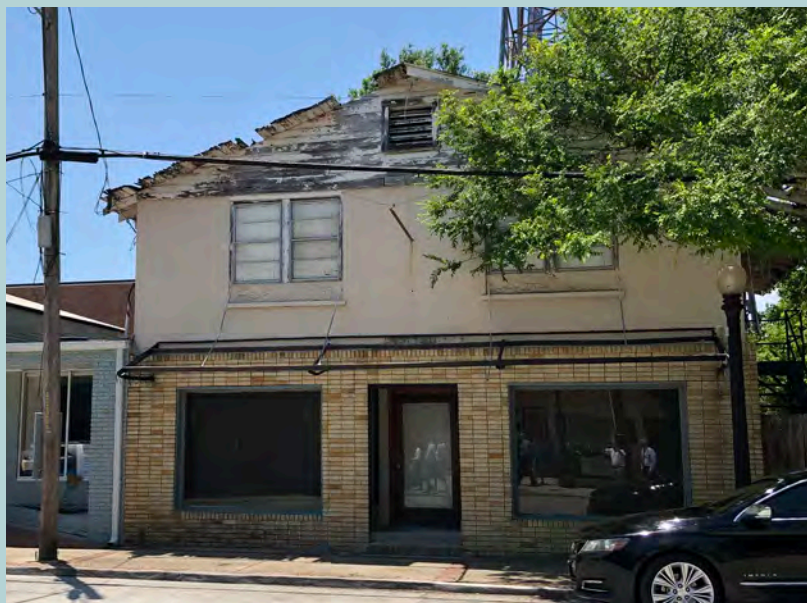
Such buildings can be rehabilitated for upper floor housing and office uses, adding to the vitality of Olde Towne.

#### *Promote & Create Financial Incentives*

Existing incentives to vigorously promote with applicable property owners are the state and federal investment tax credits for historic building revitalization. See [pages 58-59, and 63](#) for recommendations on potential new incentives.

*Although the overall structural integrity and interior conditions are unknown for the purposes of this plan, this existing building in Olde Towne would otherwise appear to have strong potential for rehabilitation to bring it back to an appearance more consistent with its original design. Key examples of conditions to be reversed include:*

- *Repair to the roof and clapboard-clad gable end area just below the roof.*
- *Restoration of the second floor of the facade where the surviving sills reveal the replacement of the original windows just above the sills.*
- *Replacement of the groundfloor storefront that has been changed with altered windows and the added pale brick cladding.*



### Federal Preservation Standards Summary

The Secretary of the Interiors Standards and Guidelines for Historic Rehabilitation are summarized below (paraphrased and not verbatim). They serve as the basis for the design guidelines that are applied to properties within Olde Towne’s existing locally-designated historic district. While those guidelines of the City expand on these general principles in much greater detail, they warrant reiteration here.

1. A property shall be used for its historic purpose or a new use with little change.
2. The historic character of a property shall be preserved.
3. Properties are a record of their time, place, and use.
4. Property changes that have acquired historic significance shall be preserved.
5. Distinctive features, building techniques and craftsmanship shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced.
7. Treatments that cause damage shall not be used.
8. Significant archeological resources affected by a project shall be protected.
9. Additions, alterations and new construction shall not destroy historic materials.
10. New additions shall be reversible.

## BUILDINGS (CONTINUED)

### Proposed New Buildings

The map at right adapted from the Urban Design Plan identifies sites having the greatest potential for new infill development or site redevelopment. They include both underdeveloped sites, which do not include historic buildings, and undeveloped sites not currently used as a critical parking lot.

### Recommendations

The following approaches are proposed for Olde Towne’s new infill buildings:

#### Locational Priorities

In many historic districts, the top priority locations for infill development are those located on key corridors and corner lots because of their high visibility. As reflected in the map at right, those same considerations apply to Olde Towne

#### Liner Buildings

“Liner Buildings” are relatively shallow structures that help to screen parking lots to maintain a cohesive building frontage along an urban street. Some of the existing properties on Fremaux Avenue are particularly good candidates for such buildings.

#### Compatible Design

It is important that any new development in Olde Towne is compatible in design with the area’s existing historic architecture. As noted on the previous page, Olde Towne has a local historic district and design guidelines, but they could benefit from updates. Also, many communities have local historic districts, but still end up with new development that is incompatible because their design review body does not implement them correctly. Thus, it will be critical that Slidell’s Preservation District Commission carefully implement their design guidelines. See [pages 27-32](#) for precedent imagery photos.



*This newly-developed mixed use building would fit nicely into many historic areas. Primary design features include groundfloor storefront windows, vertically-oriented upper floor windows, a flat roof visually screened with a parapet facade, traditional building materials, and varied facade massing.*

**BUILDINGS (CONTINUED)**

**Elevated Buildings: Commercial & Mixed Use**

As explained and illustrated on the following page, elevated residential buildings are a viable option to avoid the hazards of flooding. However, it is a much greater challenge for commercial buildings intended for retail shopping. For retail to work, pedestrians need to be able to look into storefronts so that impulse purchases can be captured. Also, many customers do not want to fight gravity by walking up steps unless the business is a very deliberate destination. One exception to these principles is dining. People are more likely to dine at a commercial building with an elevated groundfloor than they are to shop, especially if outdoor dining in front of the building is used as a way to attract diners.

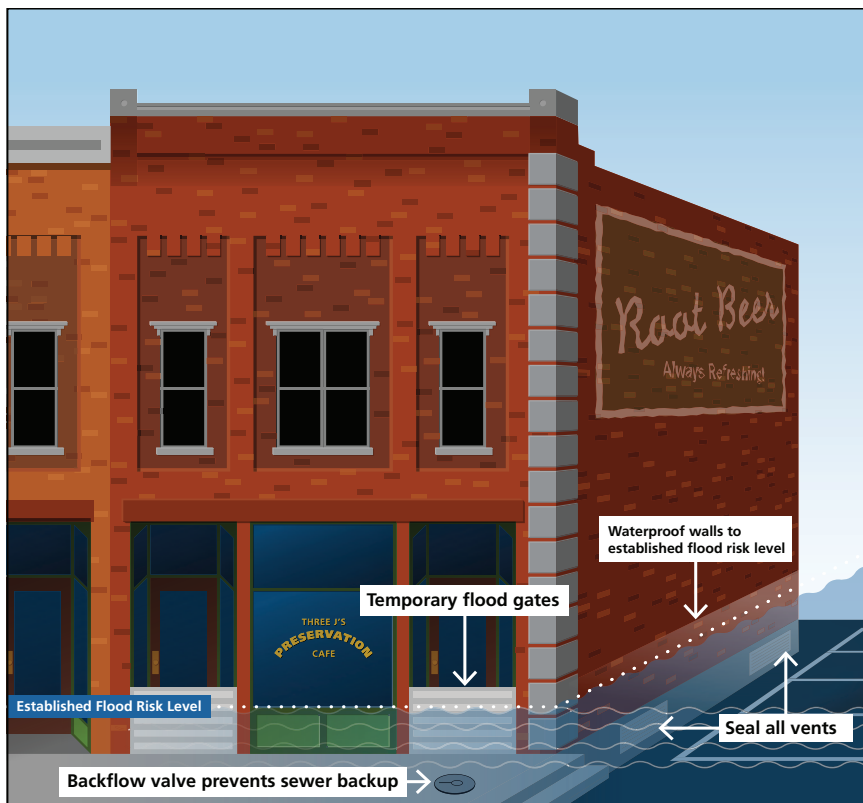
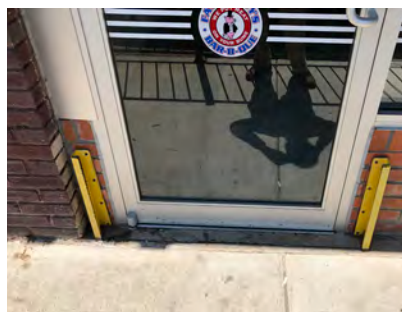
Recommendations

For the reasons cited above, it is recommended that flood mitigation measures for Olde Towne’s commercial and mixed-use buildings be focused more on groundlevel barriers (“flood gates”), as opposed to elevating buildings. However, research into this approach should occur relative to how the insurance industry views them since they are only viable when flooding is anticipated for preparation.



As addressed above, this new mixed-use building does not work for retail shops because of the groundfloor elevation.

The yellow metal tracks at right are for panels to slide into and are relatively permanent. The example at far right does not require such hardware. Instead, the panels are installed when needed and they expand to tightly fit the space. Some include an inflatable seal.



“Dry floodproofing” is intended to keep all flood waters out of a building. The graphic at left is from a document entitled “Guidelines on Flood Adaptation for Rehabilitating Historic Buildings” prepared for the National Park Service (NPS) in 2019. This approach includes waterproofing walls, sealing openings, and installing backflow prevention devices. Any waterproof coatings should be carefully researched before applying them to historic wall surfaces and materials.

Graphic Sourcing by NPS; Blank Space LLC for NPS

**BUILDINGS** (CONTINUED)

**Elevated Buildings: Residential**

Unlike commercial and mixed-use buildings, the elevation of residential buildings is much more viable for both existing and new buildings. New buildings are already required to be elevated, while it is optional for existing buildings (see sidebar at right). Regardless of whether it is an existing or new building, there are design techniques that can minimize the negative visual impact of elevated buildings.

Recommendations

Recommended measures include the following for the foundation level of elevated existing and new buildings:

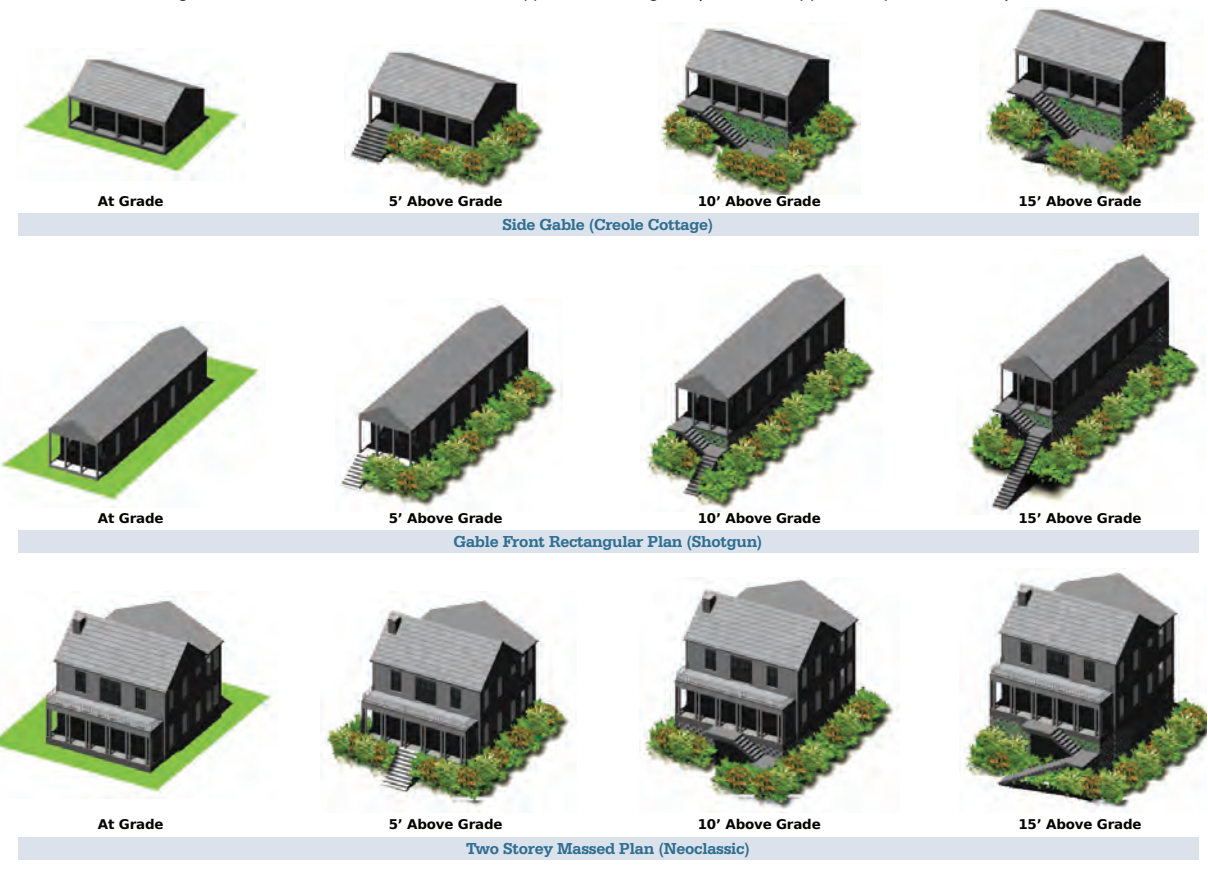
- Historically-based stair systems that are aligned with the front entrance of the building
- Brick piers placed at symmetrically-spaced locations
- Dark paint or open areas between the piers
- Lattice work placed between the piers
- Shrubs to visually obscure the foundation areas

**Examples of Existing Elevated Buildings**

Below are just two examples of several houses in Olde Towne that have been elevated to avoid flooding damage. The building directly below is an existing historic house that has been elevated with the foundation being screened with the front stair system and the lattice work on the sides of the building. The bottom building is new with a brick foundation, ornamental air vents, and landscaping that achieves some partial visual screening.

**Examples of Elevating Houses at Various Heights with Landscape Screening**

Source: *Elevation Design Guidelines for Historic Homes in the Mississippi Gulf Coast Region* by the Mississippi Development Authority



## BUILDINGS (CONTINUED)

### Visual Simulation: Existing Conditions

Below is a row of buildings on the west side of 1st Street between Bouscaren and Cousin Streets. Their existing issues are described and illustrated here, while a visual simulation for an improved condition is on the following page.

#### Current Issues for Buildings on Left

The one-story buildings to the left (south) of the two-story building are not the optimal scale and design for this site. While one-story buildings can work in Olde Towne, the more visually compatible ones tend to be taller and their storefronts are more inviting.

#### Current Issues for Building on Right

Current challenges for this building include deterioration of the roof and clapboard-clad gable end area just below the roof, alteration of the second floor windows, and replacement of the original groundfloor storefront with new windows and the added pale brick cladding.



**BUILDINGS** (CONTINUED)

**Visual Simulation: Proposed Conditions**

Below is visual simulation of the possibilities for a row of buildings on the west side of 1st Street between Bouscarren and Cousin Streets. Their existing issues are described and illustrated on the previous page.

Proposal for Buildings on Left

The small and incompatible buildings on the left have been replaced by two two-story structures consistent with Olde Towne’s scale and character. One is clad in clapboard and the other in brick, while they both feature second floor balconies. They also have parapet facades to screen the buildings’ flat roofs. They have groundfloor commercial uses and upper floor residential units or offices.

Proposal for Building on Right

Proposed improvements include:

- Repair to the roof and clapboard-clad gable end area just below the roof
- Restoration of the original second floor windows
- Restoration of the altered groundfloor storefront
- Stucco exterior cladding below the gable level



## MOBILITY & STREETSAPES

### Overall Objectives

See pages 9-10 of this plan for background information on Olde Towne’s mobility and streetscape conditions. The following objectives should be followed for mobility and streetscape issues in Olde Towne Slidell:

- *Maintain the street grid* - It is critical that the interconnected network of streets be retained to allow alternative routes for drivers to avoid traffic congestion. Likewise, the uninterrupted network increases walkability, so streets should not be vacated.
- *Retain two-way streets where possible* - One-way streets encourage speeding, require “out of trip” driving, and confuse tourists. Rare valid reasons are short street segments that increase on-street parking or provide some other advantages.
- *Transform the key corridors into desirable places* - Rather than simply being routes for motorized vehicles to rapidly and efficiently travel, they should be “complete streets” that accommodate pedestrians and cyclists. Key corridors should be places worth lingering and that increase adjacent property values.

- *Maximize on-street parking* - On-street parking in the commercial core should be available particularly for shoppers and diners, so design and management approaches should be implemented to achieve that objective.
- *Develop and promote off-street parking* - Parking lots should especially be utilized by Olde Towne employees, but they should be physically enhanced, well-lit, and promoted with directional signage.

### Front Street

The proposed plan below is intended to achieve the following improvements:

- *Slow traffic* to make the corridor more comfortable to pedestrians, make outdoor dining more viable, and to allow Olde Towne to be noticed more by through traffic.
- *Accommodate non-motorized users* such as pedestrians and cyclists through the addition of bike facilities and improved pedestrian crossings.
- *Increase the corridor’s aesthetics* and make it more desirable for real estate investment.

Street cross-sections for Front Street are provided on the following page.

### Proposed Front Street Design

Convert inside northbound lane to left turn lane at Robert and Cousin and a median with trees where the turn-lane is unnecessary then transitioning back to a northbound lane near Carey.

Eliminate the outside northbound lane from Bouscaren to Erlanger and create an access drive with angled parking, sidewalk, and planters with street trees along the eastern edge of Front.

Begin a transition back to two lanes northbound at Erlanger.



Median

Left turn lane

Potential multi-purpose trail with crossing at Cousin

Public art, gateway, trailhead, pocket park

Potential public parking

Planter with street trees

Sidewalk, angled parking, access drive, planter with street trees

Public art, gateway opportunity

Improvements to Front and Fremaux intersection

## MOBILITY & STREETSAPES (CONTINUED)

### Front Street (continued)

Key design elements include the following:

- *Road diet* – eliminate one driving lane for one or more segments of the street
- *Street trees* – planted for aesthetics, shade, and to narrow the perceived street width for drivers
- *Flashing crosswalk lights* – activated when the pedestrian pushes the button to stop traffic

- *Slightly elevated crosswalks* – very slight elevation from the balance of the street grade
- *Textured crosswalk pavers* – so drivers feel the surface change and are reminded of pedestrians being present
- *Angled on-street parking between Bouscaren and Erlanger* - located on property now privately owned, the design prevents cars from backing out into Front St. and helps establish an alley of trees to narrow Front’s perceived width to drivers



This flashing signage is activated by a button pushed by pedestrians. That same button can trigger a red light when a traffic signal is also installed at the intersection. This treatment can occur on both Front Street and Fremaux Avenue.

### Front Street Plans & Cross Sections

There are three different designs for Front Street, as describe below:

#### A) Erlanger Ave. to Fremaux Ave.

2 driving lanes southbound, transition to 2 driving lanes northbound, a planting strip, sidewalk, and parking lot screening.

#### B) Bouscaren St. to Erlanger Ave.

2 driving lanes southbound, 1 driving lane northbound, a planting strip, 1 access drive northbound, 45 degree angled parking, and sidewalk.

#### C) Robert St. to Cousin St.

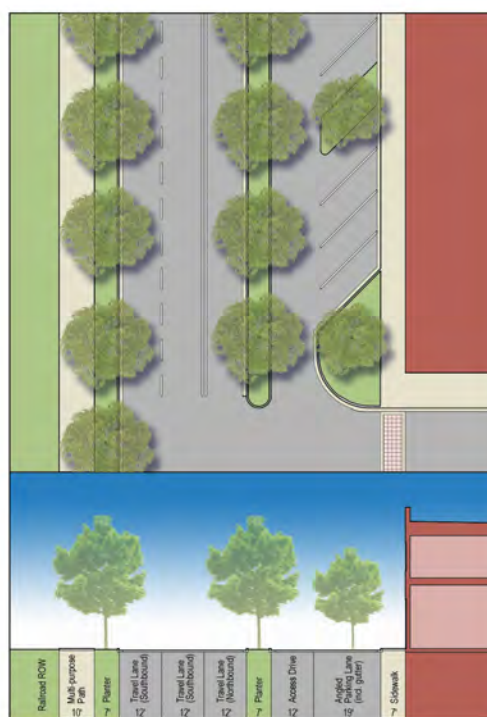
2 driving lanes southbound, 1 left turn lane southbound, 1 driving lane northbound, a planting strip and/or tree grates, and sidewalk.

A) Erlanger Ave. to Fremaux Ave.



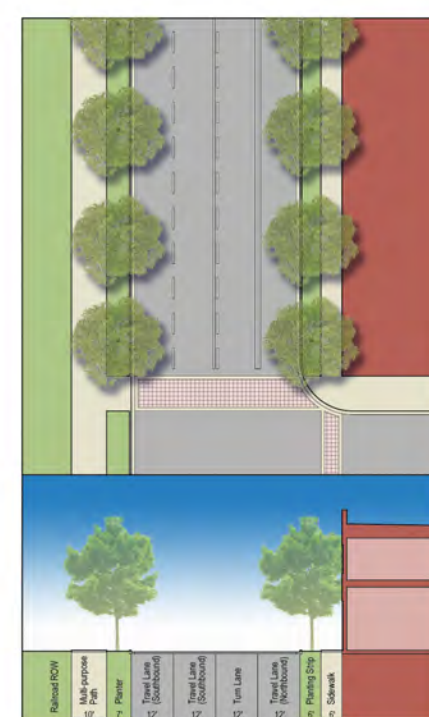
Front Street between Erlanger Street and Fremaux Street (looking north)

B) Bouscaren St. to Erlanger Ave.



Front Street between Bouscaren and Erlanger (looking north)

C) Robert St. to Cousin St.



Front Street between Robert Street and Cousin Street (looking north)



## MOBILITY & STREETSAPES (CONTINUED)

### Rendering of a Redeveloped Front Street Corridor and Beyond



This rendering illustrates a redeveloped Front Street corridor in the foreground as viewed looking east from Bayou Bonfouca. Among the many physical enhancements are a greenway/trail between the railroad and Front Street, new infill development on the east side of Front Street, and redevelopment of the street and streetscape itself. Improvements to the street include wider sidewalks, a segment of landscaped median and adjacent angled on-street parking, more street trees, and small plazas at key intersections for public art.

## MOBILITY & STREETSAPES (CONTINUED)

### Fremaux Avenue

It is recommended that a similar set of design interventions applied to Front Street be applied to Fremaux Avenue. Below is a plan design for this important street. It is intended to achieve the following improvements, as is the case for Front Street:

- *Slow traffic* to make the corridor more comfortable to pedestrians, make outdoor dining more viable, and to allow Olde Towne to be noticed more by through traffic.
- *Accommodate non-motorized users* such as pedestrians and cyclists through the addition of bike lanes and improved pedestrian crossing facilities.
- *Increase the corridor's aesthetics* and make it more desirable for real estate investment.

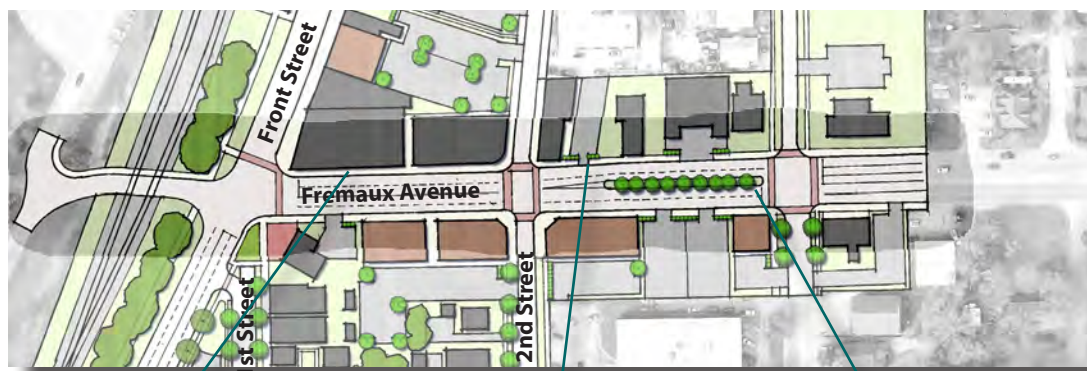
Street cross-sections for Fremaux Avenue are provided on the following page.

### Jurisdictional Transfer of Streets

Both Front Street and Fremaux Avenue are currently State-designated roads. While that means that State funds are used to maintain them, they must also be consistent with State design requirements. It is recommended that a jurisdictional transfer occur so that the City assumes control of the project to better implement in a timely manner the design interventions being proposed in this plan. While future maintenance and improvements would then require City funding, this change would allow for the proposed transformation of both streets. There is no formal process established by the State's Department of Transportation & Development (DOTD) for jurisdictional transfers. However, it does occur from time to time and the following general steps should be followed:

- The City makes a request to DOTD for a jurisdictional transfer.
- DOTD considers the request with Federal Highway Administration (FHWA) input.
- Discussions occur between the parties regarding the details and limits.
- If agreement is reached, legal documents are then prepared to effect the transfer.

### Proposed Fremaux Street Design



Where sidewalk expansion is constrained, encourage awnings or galleries.

Screen parking areas with landscaping and/or low walls

Left turn lane unnecessary for northbound turns onto Sgt. Alfred, which creates opportunity for median with trees and gateway signage west of Sgt. Alfred intersection.

**MOBILITY & STREETSCAPES (CONTINUED)**

**Fremaux Avenue** (continued)

Key design elements include the following:

- *Road diet* – replacement of one turning lane with a landscaped median for one segment of the street
- *Street trees* – planted for aesthetics, shade, and to narrow the perceived street width for drivers
- *Flashing crosswalk lights* – activated when the pedestrian pushes the button to stop traffic
- *Slightly elevated crosswalks* – very slight elevation from the balance of the street grade
- *Textured crosswalk pavers* – so drivers feel the surface change and are reminded of pedestrians being present



This pedestrian crosswalk's brick paving and concrete banding are not only attractive, but drivers can feel it under their tires to be reminded of the presence of pedestrians. It is recommended for both Front Street and Fremaux Avenue.

**How does cycling fit into these mobility plans?**

Many redevelopment projects for a community's key thoroughfares include the addition of bike lanes. While being more bike-friendly is an important objective for Front Street and Fremaux Avenue, the limited existing right-of-way (ROW) widths preclude adding bike lanes, even though the following options were considered but dismissed:

- *Acquisition of more ROW width:* This concept would be too difficult and costly.
- *Conversion of one driving lane in each direction into a bike lane:* This concept would greatly reduce the capacity of the streets to handle motorized traffic, resulting in major traffic congestion.

The best alternative for integrating a bike lane into the redesign of Front Street will be the proposed Tammany Trail between the existing RR tracks and Front Street, which will accommodate cyclists. Unfortunately, there are no such feasible alternatives for Fremaux Avenue. However, the City's new Comprehensive Plan has proposed Fremaux as a "complete street," which would entail the street being rebuilt to include bike lanes.

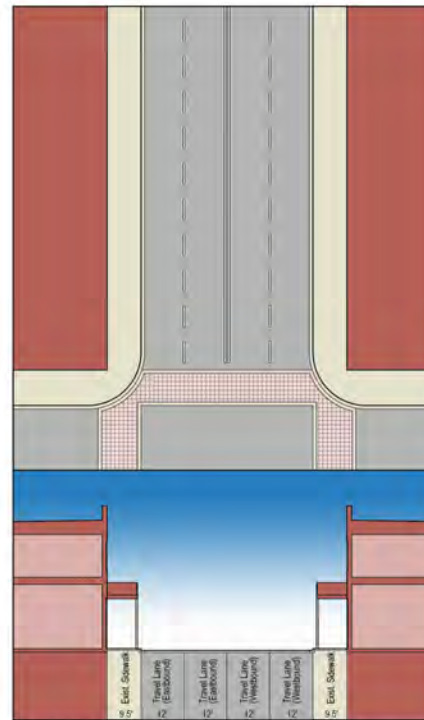
**Fremaux Avenue Plans & Cross Sections**

There are two different designs for Fremaux Avenue, as describe below:

**A) 2nd St. to Front St.**  
2 driving lanes southbound, 2 driving lanes northbound, and a sidewalk on each side.

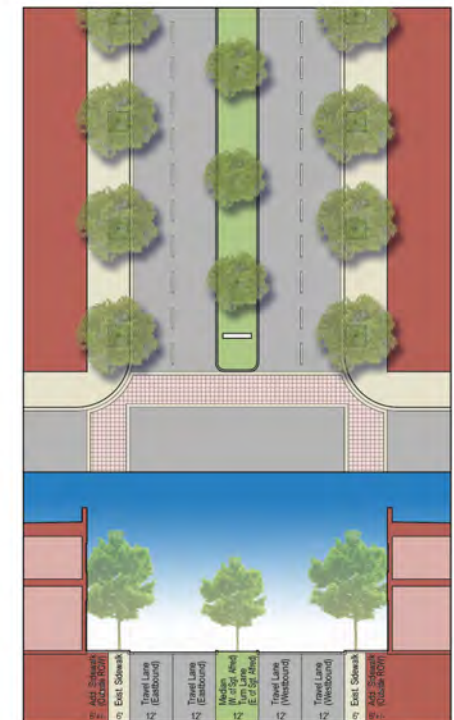
**B) Sgt. Alfred St.**  
2 driving lanes southbound, 2 driving lanes northbound, a landscaped median, a sidewalk with street trees in grated tree wells on each side.

A) 2nd St. to Front St.



Fremaux Avenue from 2nd Street to Front Street (looking west)

B) Sgt. Alfred St.



Fremaux Avenue at Sgt. Alfred Street (looking west)

**MOBILITY & STREETSAPES** (CONTINUED)

**Non-Motorized Mobility**

Non-motorized transportation options are important to broaden the appeal of Olde Towne and the outlying vicinity. Recommendations below are offered for greenways (paved trails separated from streets) and bicycling facilities, and mapped at right.

Greenways

Tammany Trace is an existing paved greenway that extends from Covington to the northwest, south to Mandeville, and then east to the northwest edge of Slidell. It has been proposed to extend from the current termination point to Heritage Park. The City’s new Comprehensive Plan proposes that it follow Carnation Street to West Hall Avenue to Bayou Lane to Heritage Park. This plan for Olde Towne proposes two connected greenway segments traversing Heritage Park:

- A boardwalk meandering along the edge of the bayous per the City’s new Comprehensive Plan
- A relatively straight segment located between the railroad line and Front Street (per map at right)

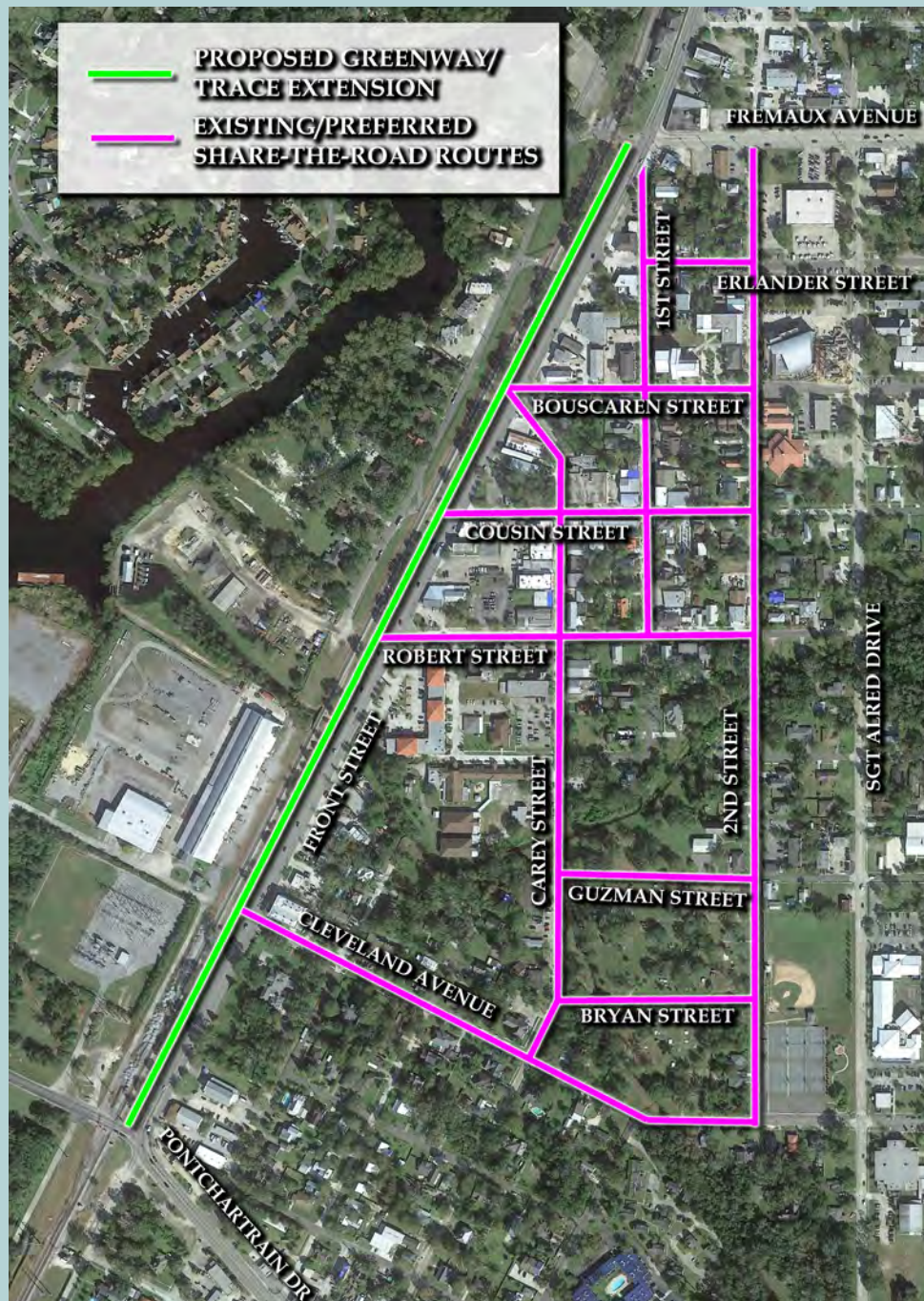


Cycling

Recommendations are provided below:

*Bike Lanes:* In accordance with the City’s new Comprehensive Plan, bike lanes can extend down Bayou Lane to Heritage Park. They can also be part of any future “complete streets” (see page 43 regarding complete streets), as noted on the previous page regarding Fremaux Avenue. However, for Olde Towne’s smaller “local” streets, including those in the commercial and mixed-use core, cyclist can share the road with vehicles.

*Bike Parking Facilities:* Bike parking facilities should be provided at all key existing and future public facilities. They should also be required for all new private development of a certain minimum magnitude based on building square footage.



**MOBILITY & STREETSCAPES (CONTINUED)**

**Streetscapes**

This topic addresses the full right-of-way (ROW) flanking either side of Olde Towne’s streets, including sidewalks. See [page 10](#) for information on existing streetscapes.

Commercial & Mixed-Use Areas

Because the predominant existing streetscapes have a consistent design and are in relatively good physical condition, *it is recommended that any future streetscapes within this area continue with this design.* The exception would be if a large contiguous area of Olde Towne’s streetscapes were to be rebuilt, in which case the current design might be revisited. Primary features of the current design include:

- Sidewalks are on both sides of the street.
- The primary paving material is a stone aggregate with brick banding along the perimeter parallel with the street, as well as perpendicular bands to break it up visually into a series of squares.
- Parallel on-street parking for most areas, with some pockets of perpendicular “head-in” 90 degree parking.
- Historic-looking pedestrian-scale lighting and wooden utility poles.
- Only limited street trees (primarily crepe myrtles) where accommodated in tree wells with grates.



*Trash Receptacles*

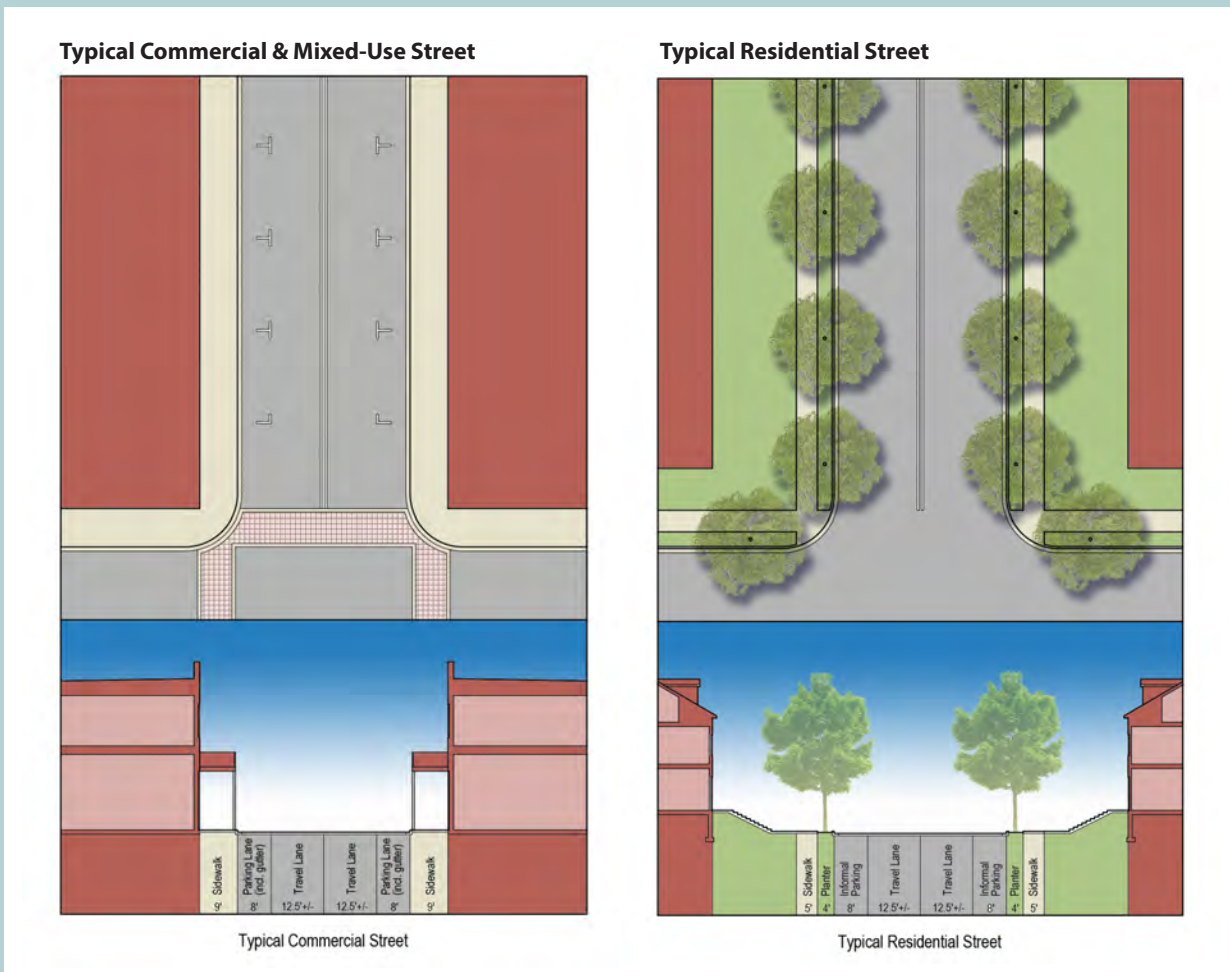
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Need to address the trash receptacles issue here

Residential Areas

Conditions vary, but many residential streets are narrow and lack sidewalks or they are limited to one side of the street. Sidewalks should be expanded in these areas with the existing concrete paving and deep planting strips, including street trees between the street edge and sidewalk.



## PARKING

Parking is often a hotly debated issue for any downtown, regardless of how much parking supply versus demand actually exists. As Olde Towne continues to revitalize in the future, parking will become an even more important issue. See [page 11](#) for background information on the current parking situation. This plan section addresses both on-street and off-street parking in Olde Towne Slidell.

### On-Street Parking

Below are suggestions for maximizing the study area's limited on-street parking spaces:

#### Discourage On-Street Parking by Employees

If visitors to Olde Towne cannot find convenient parking relative to their destination, they may choose to shop and dine elsewhere. The City and Olde Towne Slidell Main Street should coordinate efforts to strongly discourage employees from parking in on-street spaces within the core commercial area and to educate them on the benefits of such a strategy. This strategy will rely heavily on business owners and managers communicating with their employees.

#### Establish Parking Time Limits if Necessary

If a voluntary program is not successful, adopt City regulations and install associated signage limiting parking to three hours in the core portions of Olde Towne where parking is in the highest demand. Parking meters are not recommended for the following reasons:

- Meters may discourage people from visiting Olde Towne
- Meters contribute toward visual clutter
- Meters are not needed to enforce time limits because of other options for monitoring how long a vehicle has been parked in any given location

#### Begin Parking Enforcement with a Grace Period

If time limits must be enforced by the City, a one-month "grace period" should be used to give violators a warning rather than a ticket.

#### Increase Off-Street Parking Options for Employees

An important compliment to avoiding Olde Towne's employees from occupying prime on-street parking is to provide reasonable alternatives. See the recommendations on the following page for how to improve and expand off-street parking in Olde Towne.



*It is important for any commercial or mixed-use area to manage its highest-priority on-street parking so that sufficient turnover occurs to keep parking available for visitors.*



*Handheld "e-ticketing" devices make on-street parking enforcement much easier than in previous eras.*

Graphic Source: United Public Safety

### Benefits of On-Street Parking

On-street parking provides numerous benefits to Olde Towne, including the following:

#### Convenience for Shoppers & Diners

While Olde Towne's employees should be greatly valued, their parking needs can be satisfied a few blocks from their employment. Visitors spending money in Olde Towne should be given the top priority when it comes to parking.

#### Traffic Calming

Because vehicles parked on the street narrow the perceived width of the driving lane, drivers naturally drive slower. Slowing driving is an important aspect of making a place safer and more comfortable for pedestrians.

#### Buffer for Pedestrians & Outdoor Diners

Parked vehicles provide both a literal and psychological barrier between pedestrians and moving vehicles. In fact, it can be very difficult to make outdoor dining located in front of buildings viable without the comfort that on-street parking gives to diners.



**PARKING (CONTINUED)**

**Off-Street Parking**

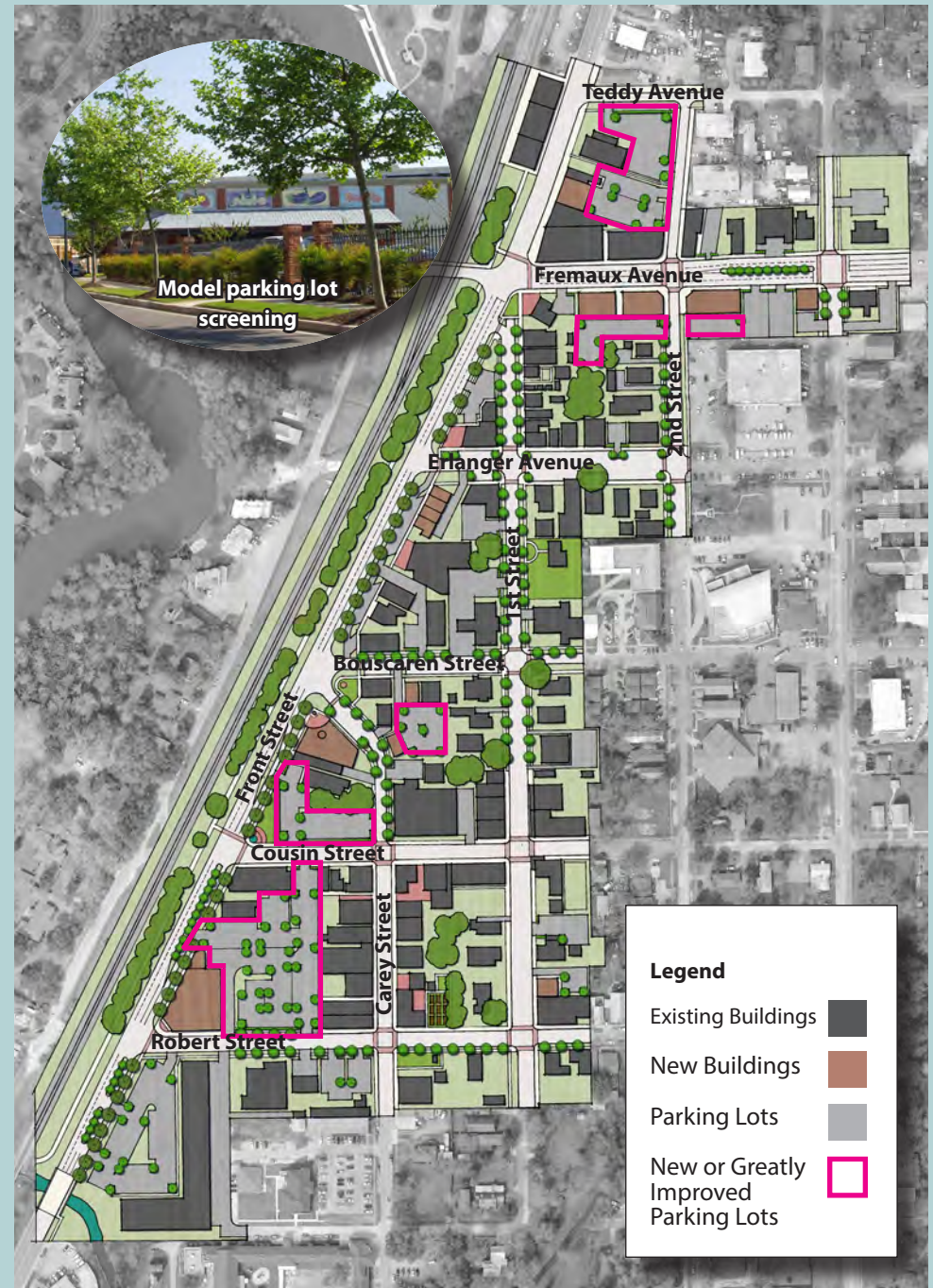
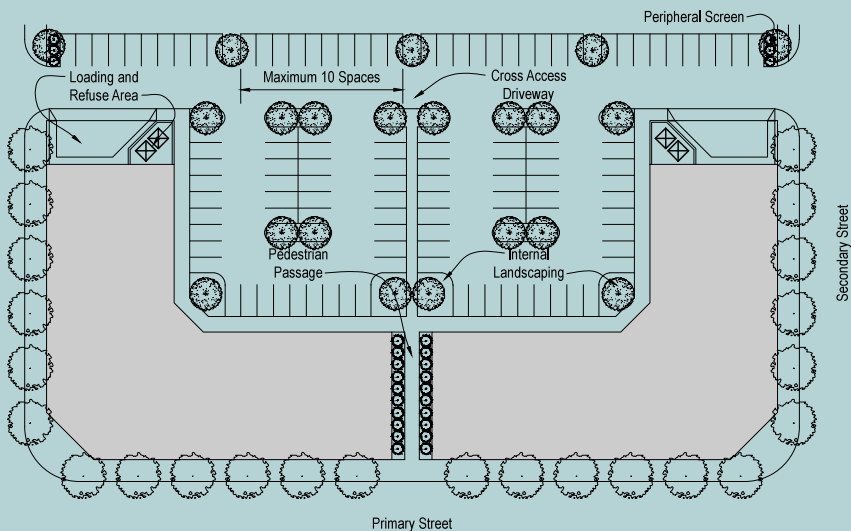
Below are recommendations for Olde Towne’s parking lots:

1. Provide directional signage to public parking lots.
2. Enter agreements with local institutions, such as churches, for shared parking
3. Develop new lots and improve existing lots per the Urban Design Plan at right.

Design Standards for Olde Towne’s Parking Lots

The conceptual site plan below illustrates the following recommended standards:

- Locate parking lots behind buildings to be visually screened from streets.
- Use evergreen shrubs, trees, low walls and/or fencing to screen lots from streets.
- Access parking lots via driveways off of alleys or secondary streets.
- Provide for cross-access between adjacent parking lots.
- Provide sufficient lighting for safety to increase usage of off-street parking.
- Provide internal landscaping with shade trees for both aesthetic and environmental benefits.
- Visually screen dumpsters and loading areas within parking lots.



**Legend**

- Existing Buildings
- New Buildings
- Parking Lots
- New or Greatly Improved Parking Lots

## WAYFINDING

Wayfinding is the process of directing visitors to a community and its various destinations. In addition to maps and digital devices, one of the primary tools used for wayfinding is directional signage. Signage is particularly important to people who do not lean heavily on GPS tied to cell phones. It can also help to attract “impulse visitors” who did not otherwise plan on visiting the community, as well as planting the seed for future visits by through drivers.

### Two Types of Signage

Signage should be installed to first guide visitors to Olde Towne, and to then guide them within Olde Towne. Consequently, there are two different types of signage:

- Peripheral signage to get visitors to Olde Towne
- Internal signage to guide visitors within Olde Towne

Because of the relatively general nature of a plan such as this, *the City should consider expanding on this page with a detailed wayfinding master plan for Olde Towne.*

## Internal Wayfinding

### Placement of Signage

- Locate signs at key intersections, particularly those located on Front Street and Fremaux Avenue
- Locate signs where they do not visually compete with other signs within the rights-of-way.
- Locate signs to not visually obscure other signs, landmarks, or drivers’ safe visibility.

### Signage Design

The following design principles apply to wayfinding signs located within the Olde Towne area:

- Utilize a consistent design template
- Create a theme-based color coding system
- Integrate a consistent logo in the design, which might be the City’s seal or a new logo developed specifically for branding Olde Towne
- Mount the sign on a well-designed pole, such as the ornate metal style currently used for Olde Townes street lights

The conceptual design at right is an example that employs the design principles listed above, but the City should explore other design options as well.



## Peripheral Wayfinding

### Placement of Signage

Signs outside of Olde Towne to draw visitors to Olde Towne should be located at or near the following intersections, at a minimum (see map):

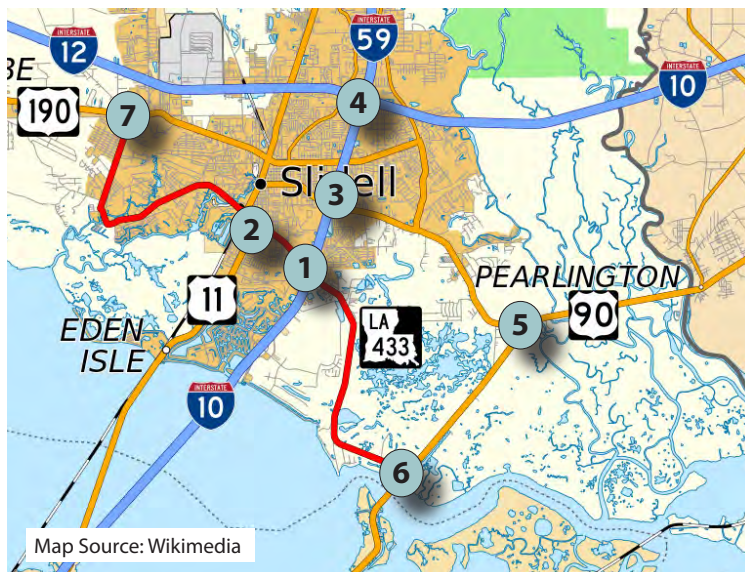
1. I-10 & 433 (Old Spanish Trail)
2. 11 (Pontchartrain Dr.) & 433
3. I-10 & 190 (Fremaux Ave.)
4. I-10 & I-12
5. 90 (Chef Menteur Hwy.) & 190
6. 90 & 433
7. 190 & 433

### DOTD Approval

Any directional signage proposed for federal or state-designated roads will require approval by the Louisiana Department of Transportation & Development. This may be a lengthy and tedious process.

### Signage Design

Because the Olde Towne area includes one designated and two potential National Register Historic Districts, it should be able to utilize the standard brown directional signs commonly used for cultural sites.





## PUBLIC SPACES

Pages 12-13 of this plan summarize existing conditions of Olde Towne’s public spaces. Public input on this topic determined that most people do not want to see new public spaces, but instead improved spaces. Given the diversity of Olde Towne’s existing spaces, it is understandable that new spaces are not sought. Also, because the Carey Street Park is so new and only intended to serve as a small “pocket park,” no changes are recommended for it.

### Heritage Park

The City initiated a process for the Olde Towne Slidell Waterfront Plan shortly before this master planning project for Olde Towne. Because Heritage Park is a key anchor for that planning area, this plan will defer to that separate project looking more closely at the park. Appendix C of this plan features the two plan maps created as part of that project, and it proposes two different facilities that could be used for a farmers market. The one located in the most easterly end of that plan’s study area would not be of much direct benefit to Olde Towne, but the one in the southwest might.

### Farmers Market

At present, a Saturday morning farmers market (which includes other products beyond produce) occurs at City Hall. It is relatively small, and the physical facilities are not ideal for this use, but it is still popular and successful. The waterfront plan’s proposed new facility noted above could offer better facilities for a larger market. However, because of its location relatively far from the commercial core of Olde Towne, it might not have enough proximity to leverage the same economic spin-off benefits as a closer in market might. Assuming that the economic benefits potential per participant is greater at the City Hall location, the question is: “Would the greater number of participants at the new site compensate for the greater proximity

of the closer-in City Hall site?” This is an issue that the City will need to consider. It must also be kept in mind that there is the potential to create a roof structure within the existing courtyard of City Hall to expand that site’s viability for the market currently being held there.

### Griffith Park

While this park is relatively small and has limited facilities, it is highly valued by the community. Ideally, the City could prepare a master plan to increase its usage. In the meantime, the following concepts should be considered:

- *Addition of a water feature.* Given the desire to make Olde Towne more kid-friendly, installing a splash pad might attract more families during the warmer months. It is

proposed in the graphic below to be located within the potential expanded area of the park to the east.

- *Greater definition of the boundaries with green edges.* At present, the eastern boundary transitions from a lawn to pavement without any strong delineation. More landscaping on this side could be helpful.
- *Expansion of the park to the east.* This property is currently used for a parking lot, but perhaps a design could even be created for parking most of the time, but pedestrian space during events.
- *Addition of non-fixed seating.* This idea might only be viable for events in the park to avoid their loss unless City employees could put them up during the evenings.





**D. ECONOMIC STRATEGY**

## OVERVIEW

Strategies were developed for this plan based on the Retail Market Analysis and stakeholder input for branding and marketing, a recommended business mix and business recruitment, and downtown management. These strategies relate to Olde Towne Slidell's competitive strengths and its potential for retail and other business development. Ultimately, a key objective is to establish and strengthen Olde Towne as a destination for local residents, regional day trippers, and tourists. Sales from destination visitors will help support existing and potential new businesses, which can in turn help to fill building spaces and enliven Olde Towne's streets.

## BRANDING & MARKETING

Several themes emerged from the Market Analysis and from needs expressed by residents and stakeholders. Among these are the need to establish Olde Towne as a destination for families, including both residents and tourists, to help diversify the mix of businesses and activities in the area. Olde Towne has proven its success in attracting local adult patrons for eating and drinking activity, but a need was expressed for more family-oriented activities. Some efforts have already been made, with the addition of a small mini-golf play area adjacent to the vintage Olde Towne Soda Shop. Another theme that emerged from the Market Analysis relates to linking Olde Towne into the regional outdoor recreation and bayou-based tourism industry. *Overall, marketing should aim to establish Olde Towne as a family-friendly recreation and eco-heritage destination, in addition to its current entertainment role.*

### Family Orientation

Opportunities exist to build on the Olde Towne Soda Shop and the mini-golf course to create more destination at-

tractions for families. These attractions can relate to the bayou ecosystem and culture, such as through an IMAX theater, interpretation center / ecosystem demonstration area, Bayou Bonfouca Trail, and/or other attractions that interpret the region's bayous in the urban setting of Olde Towne. The Retail Market Analysis indicated that, *if such anchor attractions are established, opportunities for family-oriented retail will increase*, such as toy/hobby shops, art galleries and antique stores, bookstores, donut and ice cream shops, and others as indicated in this project's Retail Market Analysis.



*Fantasy Island Toys is a highly successful retail business in Downtown Fairhope, Alabama. Businesses like this help to give a commercial district like Olde Towne a more family-friendly image.*

### Cultural Center

A cultural center component of the recommended interpretation center could add value by incorporating the existing museum collections, while creating synergies with existing art galleries and antique stores.

### Camellia Festival

A Camellia Festival or Pageant could further strengthen

the family destination attraction of Olde Towne while also building on the city's existing brand. The Camellia Festival might be timed to coincide with an annual camellia show like the one held for the Ozone Camellia Club at the Slidell City Auditorium. Perhaps a show of national significance could be attracted to Slidell if paired with a festival.

### Bayou Heritage & Outdoor Recreation

The theme of outdoor recreation is another opportunity for Olde Towne, not only to attract families, but also to capture some of the tourism trade that flows through New Orleans and the North Shore areas. As noted in the Retail Market Analysis, there is significant tourism for bayou tours and related eco-tourism activities in the area, so tying Slidell's brand to eco-tourism can help strengthen Olde Towne's opportunities for capturing tourism trade. Key components relating to this theme include the establishment of a destination attraction (as noted previously) associated with the region's bayou ecosystem, such as a bayou ecosystem interpretation center, trail system, and/or film/theater presentation.



*The marina at the City's Heritage Park on Bayou Bonfouca can be an important anchor for Olde Towne's branding.*

## BRANDING & MARKETING (CONTINUED)

### Associated Retail

Retail activities supported by tourism could include a sporting goods store focused on outdoor recreation and bayou exploration (e.g., kayaks and paddle boat equipment), as well as hobby shops, coffee shops, and similar activity. Olde Towne could be co-branded with bayou/swamp tours with an aim of increasing business for both through added value. Heritage Park could be an anchor for tours, along with Bayou Bonfouca tours originating in Olde Towne.

### Special Districts

To more effectively brand and market Olde Towne, it will be helpful to establish specific marketing districts where similar or complementary activities are currently (or can be) clustered. In a business district as geographically dispersed as Olde Towne's, it also helps to cluster so that synergies can develop through aggregated business activity. Three Olde Towne thematic districts can be defined as follows based on existing and potential business activities and destination marketing:

#### Art & Antiques District

This district builds on the existing cluster of art galleries and antique stores on the northern edge of the study area. To some extent, this area is already marketed and branded for these uses. Within this plan's previous Framework Plan section, see [page 27](#) for more information on this district.

#### Entertainment District

Similarly, this district exists to the extent that there is an existing cluster of restaurants and bars on the southeastern end of the study area along Cousin Street. There are opportunities to expand on this activity through more live entertainment and restaurant uses. See [page 28](#) of the

the Framework Plan section for more information on this district.

#### Eco-Heritage District

The area located between the two existing clusters described above lacks definition for marketing purposes. To help establish Olde Towne as a destination for families and tourists, an "eco-heritage district" concept is introduced for marketing purposes that would be anchored by an interpretation center, water park features (not an actual wa-

ter park), and specialty retail such as an outdoor sporting goods store and a bayou specialty bookstore as discussed further below. See [page 30](#) for additional information on this proposed new district.



*This outfitters shop is located in a historic building in Downtown Beaufort, South Carolina, and it plays off of the region's natural environment and outdoor recreational opportunities.*

## BUSINESS MIX & CONCEPTS

A retail business mix is recommended in the table below based on the findings of the Retail Market Analysis. A total of 110,000 square feet of additional retail business use is recommended for development in the Olde Towne area. This mix forms the basis for recommendations for business recruitment and development.

### Family-Friendly Anchor Concepts

An anchor entertainment or visitor attraction would help drive the market to Olde Towne Slidell. Several concepts have been discussed previously, but each would need to be tested for their viability and fleshed out. In general, the market could support an anchor entertainment or visitor attraction of about 55,000 square feet, with possible concepts including the following:

#### Louisiana Bayou Education & Interpretive Center

As noted before, there is the opportunity to capture more of the North Shore’s and region’s tourist trade by linking into the swamp and bayou tour activity that includes several sites just outside of Slidell. An interpretation center could focus on the education relating to the region’s bayou ecology. The center would be linked to trails, activated outdoor spaces, and tours associated with Bayou Bonfouca and Heritage Park. A reinvention, expansion and possible relocation of the Slidell Museum could be integrated into this center to help interpret the community’s cultural and historical ties to the bayous and the regional ecology. The center might also include an IMAX film focused on Louisiana’s swamps, bayous, and ecological heritage.

#### Heritage Park

The park itself could be programmed more intensively to include bayou education and interpretation of the local

ecosystem, along with being a landing site for heritage Bayou Bonfouca boat tours. The recommended increased programming of this important park is consistent with the recently created Waterfront Plan that was commissioned by the City to occur parallel, but coordinated with, this plan for Olde Towne.

#### Griffith Park

The existing Griffith Park could be re-programmed to include splash pads and perhaps other water features that help to interpret and celebrate the region’s rivers, bayous, and swamps. An alternative would be water features at the proposed interpretive center.



The model of the Mississippi River at Mud Island in Memphis (above) and the splash pad at Cypress Preserve Park in Sunrise, Florida, (below) are examples of concepts that might be adapted for Slidell’s Olde Towne.



Table 2. RECOMMENDED RETAIL TENANT MIX, OLDE TOWNE SLIDELL	
Type of Business	Square Feet
Family Entertainment & Music Venue(s)	55,000
Specialty Grocery/Pharmacy	21,000
Florist	1,000
Boutique Apparel	3,500
General Merchandise	12,000
Books	2,000
Gifts	1,800
Toy/Game/Hobby	4,000
Sporting Goods-Outdoor Recreation	3,500
Theme Restaurant(s)	3,000
Coffee/Donuts/Snack	3,500
<b>Total</b>	<b>110,300</b>

Source: Randall Gross / Development Economics.

This plan’s Retail Market Analysis Report (Appendix B) concludes that an additional 110,300 square feet of retail space can be supported by Olde Towne’s market demand. Approximately half of that demand is for family entertainment and music venues, as was also conveyed by many stakeholders involved with the planning process. With the exception of sport goods / outdoor recreation, the other uses that could be supported are relatively typical for most historic downtowns and mixed-use commercial districts such as Olde Towne.

## BUSINESS MIX & CONCEPTS (CONTINUED)

### Eco-Heritage Related Businesses

As indicated previously, the market analysis forecasted potential for several businesses that could strengthen and build on the eco-heritage theme, including an outdoor recreation and sporting goods store, kayak/paddle boat rental, environmental/specialty bookstore and hobby/game store, ice cream/candy shop, coffee shop, and a bay-ou-themed family restaurant with live entertainment. The existing soda shop and putt putt golf course would also integrate with these themes.

### Other Target Business Concepts

In addition to eco-heritage related businesses, several other concepts emerged from the market analysis, including a bowling and live music venue, ethnic and theme restaurants with entertainment, a small grocery/deli/pharmacy, a vintage clothing and accessory store, a craft merchandise store, and a brewery or brew pub. Supporting all of these commercial uses would be a boutique hotel, which is needed to help attract overnight visitors who, in turn, would shop at local businesses.

#### *Small Grocery / Deli*

There is both an expressed need, as well as supportable market potential, for up to 21,000 square feet of specialty grocery / “deli” and pharmacy. This niche business would carry a variety of specialty products, including baked goods, cheeses, fruits, vegetables, liquor, wine, beer, and gourmet prepared dishes. Of the various types of retail tested in the non-scientific public opinion survey, a small grocery store was the number one choice among local residents and stakeholders.

#### *Boutique Hotel*

While not tested by the retail market analysis, a need was identified for lodging that would help strengthen Olde

Towne as a destination for tourists and other visitors (such as those attending the Camellia Festival/Show and other events and conferences, as well as business travelers). Lodging would strengthen Olde Towne’s appeal as a destination and allow it to capture more of the overnight tourism market. Facilities developed and operated in Olde Towne would have a boutique hotel character but large enough to support group tours (40 to at least 80 rooms). The use of historic properties would help strengthen the concept. Public opinion also supports the integration of a boutique lodging facility in Olde Towne, with 63% of those surveyed supporting a boutique hotel concept. Unlike the concept of a small grocery, which the market research supports, a market feasibility study would be needed to pursue the concept of a boutique hotel.



*The Southern Hotel opened in 2014 in Downtown Covington, Louisiana. After sitting vacant for many years, this historic 1907 hotel was rehabilitated with the help of federal and state investment tax credits for historic rehabilitation. As a new anchor to Downtown Covington, it features 40 rooms and a white cloth restaurant.*

### **Pop-Up Retail**

Pop-up-retail is a relatively new trend that can greatly benefit commercial areas having vacant ground floor space and a need for retail diversity. This type of program is typically managed by a Main Street program that works directly with property owners having vacant ground floor space. Key components of such a program include:

Finished-out flex space: The interior of the space to be leased to a temporary tenant must be finished out sufficiently that they have a high quality space, yet it needs to be flexible enough to accommodate a variety of retail business types.

Program promotion: The program sponsor must vigorously promote the program and the availability of spaces to secure the temporary tenants.

Short-term lease: The lease agreement term can vary. It needs to allow the business to remain for at least one month, but not more than six months unless the tenant wants more time.

Business incubation: The program sponsor should provide support to help the tenant eventually “fly from the nest” to a permanent location elsewhere in the district.



*This beach-themed shop in Downtown Lebanon, Tennessee, is a temporary “pop-up” type.*

## BUSINESS & DEVELOPER RECRUITMENT

Approaches for recruiting businesses to meet market demand and strengthen Olde Towne’s destination potential are described below for each of several key anchor components of the target business mix. An approach for attracting and recruiting developers to construct infill commercial buildings and housing is also discussed.

### Recruitment for General Retail & Dining Businesses

Recruitment efforts for targeted businesses should focus on working with existing landlords and property owners to identify potential buildings and sites. The findings from the Retail Market Analysis should be packaged for recruitment purposes through direct outreach to potential tenants and emerging entrepreneurs. An emphasis should be placed on recruiting local and regional businesses, rather than national franchises that would dilute the unique destination concept. A fast-track approval process, coupled with façade and renovation grants or low-interest loans, might be instituted by the City of Slidell to encourage redevelopment and rehabilitation.

### Recruitment for Specific Uses

This section addresses recruitment for the proposed Bayou Education & Interpretive Center, the small grocery/deli/pharmacy, the boutique hotel, and infill housing.

#### Bayou Education & Interpretive Center

This concept is probably most viable if operated as a not-for-profit entity. Capital funding for development of a center, whether new construction or incorporated into existing historic buildings, would be generated through a capital campaign and through sponsorships and grants. Once a not-for-profit is formed, it might seek to partner with conservation organizations, Municipal and Parish government, swamp tour operators (for co-branding),

and/or corporate sponsors. Development of this center and associated support businesses could be facilitated through the targeting and packaging of buildings and sites, with a focus on infill redevelopment near the center portion of Olde Towne, within the “Eco-Heritage District” (located between the Arts & Antique and Entertainment districts).

#### Specialty Grocery/Deli

Outreach was conducted to a couple of small regional specialty grocery store chains - Langenstein’s and Robert. Langenstein’s is a fifth-generation business started in New Orleans in 1922. It now has three locations, including the newest that opened in River Ridge in 2015. Robert is a newer neighborhood grocery chain started in New Orleans in 1994. It now has six locations. Robert opened a store in Baton Rouge in 2018. Findings from outreach to these chains suggests that Olde Towne Slidell is a potential location, especially given that market demand is roughly equivalent to the average store size for these brands. However, management at both chains is experiencing some over-extension that may prevent immediate expansion. Regardless, interest was expressed by both. If a site can be identified that meets key parameters for operation, both may be strong candidates. See [page 36](#) for a potential site.

*Website Info: “Recognizing that each neighborhood is different, it is very important to listen to our customers so that we may provide the products and services they desire.”*



*Website Info: “Langenstein’s is a 5th generation owned and operated business, proudly holding true to its original ideals, while still adapting to the needs and suggestions of their loyal customers.”*



#### Hotel Developer/Operator

Before any efforts are made to recruit a boutique hotel developer or operator, it is recommended that the viability of the concept be tested in the market (with the assumption of a destination anchor, such as an interpretation center, being built). A market analysis would gauge the potential level of market demand, while a feasibility study would test the financial viability and return on investment of the concept under several development or rehabilitation scenarios.

Once the concept has been tested and proven viable, potential sites should be identified and vetted with owners. Pre-approvals could be sought as an incentive for attracting a developer, although that is not to suggest that Preservation District Commission approval should be waived. Financial incentives, such as land at a reduced cost, could also be offered and packaged with the site assemblage and pre-approvals. This package might be offered through a Request for Proposal (RFP) process that targets hotel developers and operators with a track record of building high-quality boutique products in similar locations. As indicated on the previous page, a successful example of this concept may be The Southern Hotel, located in Downtown Covington, although it involved the rehabilitation of an existing vacant hotel built in 1907 and utilizing tax credits.

#### Infill Housing

Several concepts for infill housing have been put forward for Olde Towne, including upper-floor rental apartments or condominium units, and new infill houses or multi-family buildings. Market support for such infill development has not been tested, particularly as it relates to the insurance and regulatory requirements associated with building in the area. However, unlike the challenges for successful retail buildings, housing can (and must) be built to be raised above the flood level. To recruit housing developers and





## DISTRICT MANAGEMENT

Recommendations for strengthening the existing Main Street program for Olde Towne Slidell are provided in the Implementation section of this plan (see pages 65-66). However, there is also an opportunity for the integration of the Main Street program with a Business Improvement District (BID)

### Business Improvement District

A BID could take on some of the tasks necessary for enhanced direct capital funding and management of the Olde Towne business district. For example, there has been a need expressed for cleaning, marketing, lighting improvements, signage (both wayfinding and marketing), public art, and enhanced safety patrol, all of which could be provided through a BID.

### BID Funding

A BID is funded through a special levy imposed by property owners within the area on themselves. Typically, this special levy must be approved by a majority of property owners within the designated district, but state enabling legislation varies. The Bid would be integrated with the Main Street program to provide annual funding for capital projects and management functions.

### Building Support for a BID

To gain property owner support for a BID, a business plan should be drafted, including specific projects and services, as well as estimated costs. Prior to the referendum, City officials, Main Street representatives, and other proponents of the BID should meet with individual property owners and engage with stakeholders to secure buy-in and majority support. Examples of BIDs in the area include the New Orleans Downtown Development District, the East NOLA Business Development District, and Hammond's program.

### Hammond Downtown Development District

Hammond, Louisiana's, HDDD was one of three winners of the prestigious 2022 "Great American Main Street Award" (GAMSA), which recognizes communities for their excellence in comprehensive preservation-based commercial district revitalization. Established in 1984, their program leveraged \$20.3 million in public and private reinvestment in Downtown Hammond, helped create 60 net new businesses, and a total of 115 buildings have been rehabilitated. They decreased their building vacancy rate from 80% in 1984 to just 6% today. As stated by the National Main Street Center regarding their program's award: "For nearly 40 years, HDDD's ambitious revitalization projects and events portfolio have been carefully planned in partnership with residents, merchants, property owners, community leaders, and other stakeholders to dually create spaces that reflect diverse groups and bring shoppers, diners, and purveyors to the district. As a result, they have achieved an impressive record of impactful projects that have truly transformed the city."

Another key to their success was the establishment of a business improvement district (BID) in 2014 through a special act of the State legislature.



While it took many years to turn around, Downtown Pensacola established a Business Improvement District (BID) in the 1970s that eventually led to its tremendous revitalization story. The BID revenues were utilized by the Pensacola Downtown Improvement Board (DIB). Although Pensacola has a population that is too large for a conventional Main Street program,



# E. PUBLIC POLICY STRATEGY



## ZONING

### Revise Zoning to Match this Plan

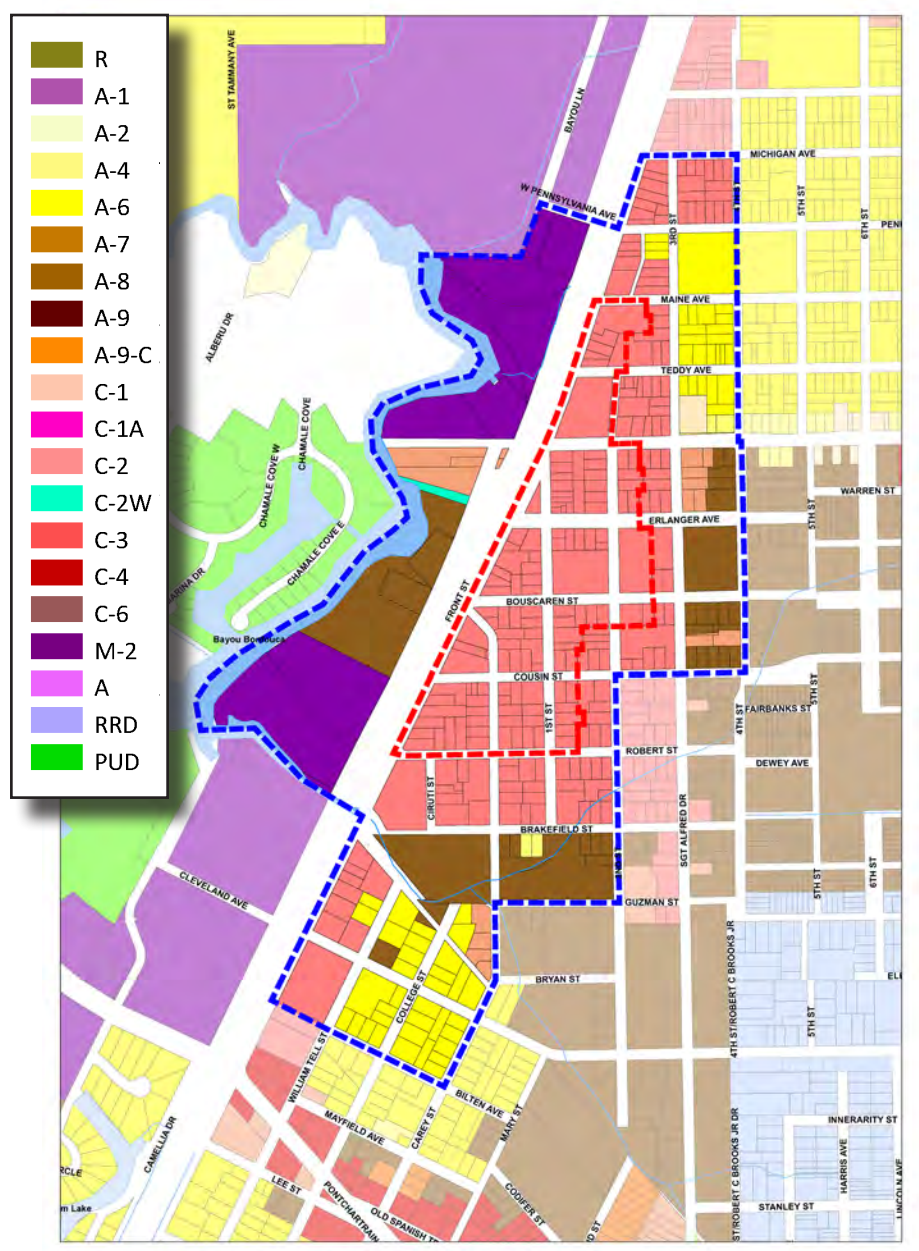
A key source of direction for zoning revisions in most communities is the most recent citywide comprehensive plan. While the City recently adopted a new comprehensive plan, it does not go into much detail on this topic. It does include a Future Land Use Map (FLUM) that is not parcel specific, along with a set of general goals and strategies related to zoning. However, as the plan states on page 85 in the Implementation section, *“Because the Plan does not carry the force of law, the City must achieve its goals through a variety of actions, including amendments to the City subdivision and zoning regulations and the zoning map. Updates to these regulations should be consistent with the Plan to ensure that incremental actions on development requests support the Plan’s vision, principles, and goals.”* That said, **a review of the City’s current zoning ordinance reveals the need for an entire new zoning and development code** to be more effective and user-friendly. Below are recommendations related to the issues associated with Olde Towne’s primary existing zoning districts.

#### Single-Family Urban (A-6)

Located within peripheral areas of the Olde Towne study area, the A-6 district allows primarily single-family houses. Minimum lot sizes are 8,400 sq. ft., and minimum lot widths are 70 ft., even within the Historic District. Front setbacks must be consistent with the block, but at least 25 ft. Because historic development patterns feature some lots narrower than 70 ft., *it is recommended that either: a) the base zoning be revised; or b) it must be made clear that the Preservation District Commission has the authority to permit lots less than 70 ft. in width.* A minimum lot width of approximately 50 ft. might be more appropriate for the A-6 district.

#### High Density Urban (A-8)

As with the A-6 district, this designation is located in peripheral parts of Olde Towne. The A-8 district allows primarily single-family and multi-family housing. Minimum permitted lot sizes are 6,000 sq. ft., with 1,500 sq. ft. required per additional unit. Front setbacks must be consistent with the block, but at least 20 ft. Maximum permitted building heights are 45 ft. Minimum lot widths are 50 ft., including in the Historic District. While the Historic District overlay might be able to address this issue if it is considered to supersede zoning (see above), *much shallower front setbacks and narrower lots should be considered to permit physically compatible multi-family buildings, as well as townhouses, since each building sits on its own individual lot.*



Olde Towne Slidell Master Plan • ZONING MAP (EXISTING)

08.15.2022



**ZONING (CONTINUED)**Neighborhood Commercial District (C-2)

Only a few properties on the eastern edge of the Olde Towne study area have C-2 zoning. This district allows residential uses permitted in the A-8 zone and a wide range of commercial uses. Maximum permitted building heights are 45 ft., minimum permitted front yards are 25 ft., and there are only side and rear yard setbacks requirements for dwellings. The range of permitted uses is odd, which includes from single-family houses to filling stations. However, apartments, which would seem to have an intermediate impact level between those two extremes, are prohibited. *It is recommended that the C-2 zone be reconsidered for the provision of only low-impact neighborhood-serving uses, as the district's name implies.*

Central Business District (C-3)

C-3 zoning applies to the entire primary study area for Olde Towne, as well as some of the peripheral lands within the secondary study area. There are no front, side or rear building setback requirements, which is appropriate for this type of district. It allows buildings as tall as 65 ft. (6 stories), which is very incompatible for the area. This zone permits a wide range of commercial uses, including some uses that are not compatible with Olde Towne. The C-3 district allows anything permitted in the C-2 district, including single-family houses but not apartments, plus auto sales and other negatively-impacting uses. *Recommended revisions for this district include the following:*

- a) *Change the permitted building height from 65 ft. to roughly 40 ft. (three stories).*
- b) *Prohibit the various permitted uses that are incompatible with a historic downtown, regardless of the potential for historic zoning to mitigate the design.*
- c) *Permit multi-family housing, but not single-family houses (existing ones would be "grandfathered in").*

Light Industrial (M-2)

This zoning district is currently applied to only a few properties west of Front Street. One such property is Heritage Park, while the other is located immediately south of an apartment complex. Practically speaking, the City's ownership of the park makes the zoning a relatively insignificant issue, but a less intensive zoning classification would seem to make sense (the least intensive option is Rural). Since the M-2 zoning continues with the properties south of the M-2 parcel adjoining the apartment property, changing the M-2 designation is not a reasonable option. *Consequently, the only recommendation related to M-2 zoning is to change Heritage Park's zoning to Rural (R), although this is a relatively low-priority recommendation.*



*Although the City's ownership of Heritage Park makes the property's zoning classification somewhat insignificant, a less intensive zoning than M-2 might be a better fit.*

**HISTORIC ZONING****Historic Districts Ordinance**

Sec. 2-216 of Slidell's code is entitled "Creation of City of Slidell Preservation District." It provides a general framework for Slidell's historic districts, the Preservation District Commission, the Certificates of Appropriateness (COA) approval process, and similar issues. While this ordinance is generally well-written, there are a few suggested revisions below.

Relationship of Zoning with Historic Zoning

For any locally-designated historic district to be effective, there must be clarity regarding the relationship of the underlying "base" zoning and the historic "overlay" zoning. Most communities set it up so that all design issues, including lots sizes, building setbacks and building heights, defer to the historic district design guidelines. In other words, the zoning requirements are superseded by the historic district standards. However, the ordinance states under (q)(2) "Siting" the following: "New construction should conform to setback, landscape, and parking requirements of the zoning district in which they are located." Language elsewhere in the City's preservation policies suggests that the Commission can determine such design issues. The incompatibility of the zoning with historic development patterns for many zoning districts in Olde Towne was highlighted in this plan's previous section on Zoning. Therefore, *it is recommended that this section of the City's code be amended to not default to the underlying base zoning for design issues such as lot sizes, building setbacks and building heights.* Instead, it should be made clear that the design guidelines will supersede the zoning for all design issues.

Paint Colors

Section (i)(2) of the preservation ordinance regulates paint colors. Furthermore, the City's code Section 2.2217 ("Design guidelines for Olde Towne and Fremaux Corridor")

## HISTORIC ZONING (CONTINUED)

also. As emphasized in federal preservation guidelines, a key consideration for altering historic properties is whether the action is reversible. Irreversible actions are much more concerning, while paint colors are obviously reversible. Also, paint colors are typically the most subjective issue associated with design review and the most difficult to defend, making them the most unpopular aspect of historic zoning for most affected property owners. It is important to note that this topic is very different from the idea of painting previously unpainted surfaces, which is an architectural conservation issue worthy of regulation. *Unless there is strong support to maintain the City's existing authority to regulate paint colors in Olde Towne, it is recommended that the City consider eliminating paint color requirements.*

### Design Guidelines

The City's existing Preservation District Design Guidelines were prepared in 2012 by well-qualified preservation consultants and they are technically sound. However, the document could be improved upon to be more user-friendly and less confusing in some areas, as described below.

### Document Organization

In addition to the table of contents' lack of page numbers, making the document difficult to navigate, the organization of the guideline results in a great deal of repetitive text. For example, four of the document's major sections include:

- Residential Guidelines for Rehabilitation
- Commercial Guidelines for Rehabilitation
- Residential Guidelines for Additions and New Construction
- Commercial Guidelines for Additions and New Construction

For each of those four sections, there is a section on materials. In most design guidelines, there is a single section on materials that applies to all types of buildings, both historic and new. Distinctions for different building types can be made within that section. This is just one example of very repetitive language throughout the guidelines that unnecessarily lengthens the document, making it more cumbersome and less user-friendly than it might be otherwise. *It is recommended that the City consider rewriting the existing Historic Preservation District Design Guidelines to be more effective and easier to use.* As noted previously, Slidell is a Certified Local Government (CLG) via the State Historic Preservation Office (SHPO), making the City eligible for grants for projects such as drafting new design guidelines.

### Sign Standards

As presently written, the City's design guidelines do not address signage and, instead, defer to the broader City codes. However, those codes indicate that Preservation District Commission approval is required for signs within the historic district. Instead of using adopted sign guidelines, the commission has been utilizing a collection of photographs of signs that they consider to be acceptable as a gauge for evaluating any proposed new signs in Olde Towne. This approach in which no quantifiable standards exist regarding the number of signs permitted, their size, and similar considerations results in very little predictability for applicants needing a sign approval. *It is recommended that detailed sign guidelines be adopted by the City to address the following issues:*

- *The number of permitted signs by defined sign type*
- *The appropriate placement of signs*
- *Permitted sign materials and methods of illumination*
- *The allowable size of signs by sign type*

Sign guidelines could be either a new section for the existing guidelines or part of a new version of the guidelines.

### Flooding Adaptation for Historic Buildings

Pages 37-42 of this plan already address the topic of buildings in general, including options for raising buildings to avoid flooding. However, this general topic comes with a whole host of specific issues with respect to existing historic buildings. A report entitled "Guidelines on Flood Adaptation for Rehabilitating Historic Buildings" was prepared by the National Park Service (NPS) in 2021 as a supplement to their more general federal preservation guidelines. The full document can be accessed at the following link: <https://www.nps.gov/orgs/1739/upload/flood-adaptation-guidelines-2021.pdf>. Key sections of these guidelines include:

- Planning and Assessment for Flood Risk Reduction
- Temporary Protective Measures
- Site and Landscape Adaptations
- Protect Utilities
- Dry Floodproofing
- Wet Floodproofing
- Fill the Basement
- Elevate on a New Foundation
- Elevate the Interior Structure
- Abandon the Lowest Floor
- Move the Historic Building



## OTHER PUBLIC POLICIES

In addition to zoning and historic zoning, other primary policy issues for Olde Towne include the jurisdictional transfer of key streets, parking management and financial incentives. Since each topic was already addressed previously in this plan, they will only be recapped below, including a reference to the relative pages.

### Jurisdictional Transfer for Key Streets

Both Front Street and Fremaux Avenue are currently State-designated roads. Because the State designation would preclude the design interventions being proposed in this plan, it is recommended that a jurisdictional transfer occur so that the City assumes control of both streets. This proposed policy change is described in more detail on [page 46](#) of this plan.

### Parking Management

As emphasized throughout this plan, if visitors to Olde Towne cannot find convenient parking, they may choose to shop and dine elsewhere. Consequently, Olde Towne employees should not be parking in on-street spaces within the core commercial area and where convenient parking is important to customers. If a voluntary program is unsuccessful, the City should adopt regulations limiting parking to three hours where parking is in the highest demand. Parking meters are not recommended. See [page 50](#) for details in this proposed policy initiative.

### Financial Incentives

The Economic Strategy contained in the previous plan section addresses financial incentives. Therefore, they will only be listed here with page number references.

- *Hotel development incentives*, including a market analysis, site assemblage, and land sales at a reduced cost

(see [page 58](#)).

- *Infill housing incentives*, including conducting a housing market analysis, assess the existing investor base, consolidating or assembling parcels and buildings, utilizing existing federal and state investment tax credits, low-interest loans, and an insurance cooperative (see [pages 58-59](#)).
- *Business Improvement District (BID)*, which would involve property owners voting to have their taxes increased so that the additional revenues would fund revitalization activities, including the Main Street program's operations (see [page 60](#)).



# F. IMPLEMENTATION

## ORGANIZATION

The successful implementation of any master plan for a downtown and/or urban mixed-use district requires a high degree of organization by multiple entities. Page 19 of this plan summarizes the primary entities in Slidell and beyond that might play a role in this plan's implementation. Even though there is always the potential for additional groups to help in this plan's implementation, below are the primary roles of the most relevant entities:

### City of Slidell

As the sponsor of this plan, the City can help in the following manners:

- Street and streetscape improvements
- Heritage Park and Griffith Park improvements
- Development/expansion of the sidewalk and greenway systems
- On-street parking enforcement if a voluntary program is ineffective
- Development/improvement of parking lots
- Zoning code revisions
- Improvements to the historic district design guidelines
- Initiation of a wayfinding system
- Adoption of this plan's various proposed incentives for property and business owners
- Increased funding for the Main Street program beyond the City's current annual contribution of \$25,000
- Exploration of the vacant building on the south end of City Hall for conversion into the Main Street program offices (NW corner of 2nd and Bouscaren Streets)

### Olde Towne Slidell Main Street

As the sole organization having a singular focus on Olde Towne, the Main Street program's role should include:

- Office space for the Main Street program per the last item listed for the City of Slidell
- Pursuit of expanded funding so the program's Manager can be funded closer to a full-time position
- Pursuit of this plan's recommendations for public and semi-public uses, including: a) either the relocation of the farmers market per the Waterfront Plan or the expansion of it at City Hall, and b) establishment of an eco-heritage interpretation center and related uses
- Pursuit of this plan's recommendations for the many private uses proposed, including a grocery store, a potential boutique hotel, and more retail shops
- Initiating a voluntary program to avoid employee parking on-street in the core commercial area or supporting the City's enforcement of mandatory time limits
- Promotion of the various existing and proposed incentives for property and business owners
- Continuation and expansion of existing special events
- Resume previous efforts to establish a "Friends of Main Street" sponsorship program for supplemental funding
- Exploring with property owners the potential to establish a business improvement district



*This vacant building to the immediate south of City Hall on the northwest corner of 2nd and Bouscaren Streets has potential to be renovated for offices of the Main Street program. The program currently lacks office space.*

### Priorities & Sequencing

This plan features many recommendations, and there is a particular sequencing that should occur for at least some of them. Others will be driven by the availability of funding and/or their level of priority. It should be anticipated that priorities will shift with time as road blocks become evident for some objectives and unforeseen opportunities emerge for others.

#### Main Street Program Funding

Increased funding for this program should be one of the highest priorities of the plan. For example, spending \$20,000 more annually on a Main Street program so it can be more effective will reap much greater benefits than the same amount spent on some physical improvement project.

#### Low-Hanging Fruit

These types of projects are those that require minimal funding, such as addressing the on-street parking challenges, revising the historic district design guidelines, and recruiting new businesses based upon this plan's market analysis.

#### Physical Improvements

Public realm improvements, such as street redevelopment projects and new streetscapes, tend to precede the timing of some private sector improvements. It is often necessary for public improvements to occur first as an incentive to leverage the private sector investment, such as building rehabilitations adjacent to the corridor enhancements. Also, physical improvements can be important to convince the public of an upward trend for the district. See the next page for ideas on "quick victory projects."



## COSTS & FUNDING

### Implementation Costs

For reasons explained below, most of this plan’s implementation costs can be projected at this point, which is why cost projections are not part of the project scope of work. Regardless, below are thoughts on this topic.

#### Physical Improvements Costs

For the physical improvement recommendations of this plan, the next step of implementation is detailed design and engineering. Until that work can be completed, costs cannot be accurately estimated. It is noteworthy that, in some instances, rough estimates can be made using a “cost per unit” approach for streets and streetscapes in which the costs per linear foot are utilized for similar projects in the region. However, the proposed work for Front and Fremaux Streets is so substantial and individualized that estimates are not feasible.

#### Policy Initiatives Costs

Some of the policy initiatives proposed in this plan could be done without the expense of outside professionals. For example, City staff could adjust the zoning as it relates to this plan’s recommended uses for the various zoning districts that comprise the study area. A full zoning and development code rewrite, which would greatly benefit the entire City, might run in the \$200,000 to \$250,000 range. The drafting of new historic district design guidelines would cost between \$35,000 and \$50,000.

#### Programmatic Costs

The key programmatic recommendation of this plan relates to the Main Street program’s funding. Based on the program’s current budget range and a potential \$25,000 increase, a very general and simplified version the annual budget includes the following:

### Potential Budget for the Main Street Program

Executive Director compensation:	\$50,000	
Office space & overhead:	\$10,000	
Professional development:	\$2,000	
Marketing:	\$10,000	
Other costs:	\$8,000	<i>According to a 2021 survey, the average annual budget for Main Street programs in Louisiana was \$82,622.</i>
<b>TOTAL</b>	<b>\$80,000</b>	

For comparative purposes, the Main Street programs of area communities with similar populations are as follows:

• Houma	33,406 people	\$186,723
• New Iberia	28,555 people	\$95,000
• Ruston	22,166 people	\$100,000

### Implementation Funding

The following funding approach is proposed:

#### Physical Improvements Funding

- *City:* General Obligation Bonds (GOBs)  
Community Development Block Grants (CDBGs)

#### Policy Initiatives Funding

- *Historic District Design Guidelines:* Certified Local Government (CLG) funds (see [page 63](#))
- *New Zoning & Development Code:* General Funds

#### Programmatic Funding

As noted previously, the primary programmatic cost for implementing this master plan will be through the Main Street program, and the main funding source for most successful Main Street programs is their City government. While that funding scenario already exists for Slidell, it is proposed that the current levels of funding be increased. Also, because grants and special events are unpredictable funding sources for programs, they should instead be tied to the funding of specific one-time projects.

### Main Street Program Funding

The Olde Towne Slidell Main Street program is fortunate to benefit from the financial support that has been provided by the City over the years. However, to achieve strong and sustained success in the continued revitalization of Olde Towne, it is recommended that the Main Street program be better funded. The Downtown Research & Development Center (now the Downtown Development Center) published a 2010 report entitled “Funding Sources for Downtown Organizations.” Based on a survey of over 300 downtown entities, most communities surveyed had populations below 60,000. The results of the survey, as it pertains specifically to Main Street programs, found that average funding source allocations were as follows:

- City government - 50%
- Special events - 17%
- Membership dues - 11%
- Corporate sponsorships - 6%
- Government grants - 4%
- Foundation grants - 3%
- Investment income - 1%
- Other - 8%

This report underscores the importance of local government funding given the uncertainty of special event and dues revenues. Also, the findings of this study are relatively consistent with the first-hand experience of this plan’s consultant team, which has anecdotally encountered even higher percentages of city government funding in most communities.



## OTHER IMPLEMENTATION ISSUES

### Implementation Committee

It is recommended that the relatively informal steering committee that helped oversee the creation of this plan be transformed into an implementation committee to spearhead the implementation of this master plan for Olde Towne. In particular, this committee should include representation from the Main Street program (as the steering committee currently does). It is recommended that the committee meet at least quarterly to monitor plan implementation and report to the City Council at least annually regarding progress with plan implementation.

### Promoting the Plan

To better ensure successful implementation of the plan over time, it should be promoted throughout the community among municipal leaders, direct stakeholders of Olde Towne (property owners, business owners, residents, etc.), and the public in general. While the average Slidell citizen cannot be expected to read the full plan document, there are three opportunities for promoting the plan in a user-friendly format, as follow:

#### City & Main Street Websites

A PDF of the full document should be provided on the websites of both the City and Olde Towne Slidell Main Street for public viewing.

#### Plan Summary Document

The front pages of this plan include a concise summary of the plan that highlights the key ideas in text, and it is supported by the plan's primary graphics. This plan summary should be broadly distributed when opportunities avail themselves.

#### PowerPoint Presentations

The final presentation of this master plan by the consultant

team will be made available to the City. That presentation, or an edited down version of it, can be used by City officials and Main Street representatives to give "dog and pony" shows during the plan implementation phase.

### Adopting the Plan

To give the plan greater political weight than it might have otherwise, it is recommended that the City formally adopt the plan as part of its official public policy. While the plan would not have the same legal "teeth" as zoning and development codes (legislation), it would help to direct future decisions by the City, including those tied to zoning and development codes.

### Quick Victory Projects

The City might consider one or more "quick victory projects" to begin plan implementation to build momentum. See [page 70](#) for more details. Such a project should:

- Be achievable within a relatively short period of time
- Have strong odds for success, and
- Have high visibility once completed

### Implementation Flexibility

There are no components of this plan that serve as a "linchpin" that, if not implemented, would cause the rest of this plan to somehow unravel. Also, any useful plan should never be viewed as being "etched in stone." Not only are there often multiple approaches to achieving a plan's objectives, but changing circumstances over time can prompt the need to adjust the recommendations of a plan. In fact, changing circumstances are the main reason that most plans require a periodic update, as explained below. However, it is critical that the main concepts and principles of the plan be followed, regardless of how circumstances might change and how the details are executed.

### Future Plan Updates

It is recommended that this plan be updated every five years, and it may be worthwhile to create a separate new plan at that time, depending upon this plan's relevance as time evolves. At the very least, a revised or new plan is needed every ten years as an absolute minimum. While the physical characteristics of a district such as Olde Towne may not change dramatically over time, political, social and economic conditions will undoubtedly change.

### Implementation Matrix

The following pages feature an Implementation Matrix summarizing the key recommendations of this plan for Olde Towne. Some are repeated because they fit multiple categories. The following columns are included in the Matrix:

#### Topic Category

Each key recommendation is given an alphanumeric designation for easy reference and organized by topic category

#### Page Number

This column indicates the plan's page numbers that explain the recommendation in detail.

#### Responsible Party

This column indicates the recommended party (or parties) to spearhead implementation. Parties are listed in order of their level of responsibility. There are many recommendations that the City will need to spearhead, but Main Street will support.

#### Time-Frame

This final column sequences implementation into the following three time-frames:

- Near Term: (Year 1)
- Mid Term: (Years 2-3)
- Long Term: (Years 4-5)

**IMPLEMENTATION MATRIX**

No.	Recommendation	Page #	Responsible Party	Time-Frame
<b>A. Land Uses &amp; Properties</b>				
A-1	Pursue development of a grocery store at the corner of Front and Robert Streets (or elsewhere)	36, 58	Main Street program	Near Term (Yr. 1)
A-2	Promote existing and new financial incentives for the rehabilitation of older buildings	37, 58-59, 63	Main Street program	Near Term (Yr. 1)
A-3	Avoid and/or mitigate flood damage to buildings by following this plan's design recommendations	39-40	City / Main Street program	Near Term (Yr. 1)
A-4	Revise the City's zoning ordinance to make use and bulk standards more appropriate	60-61	City	Near Term (Yr. 1)
A-5	Revise the City's historic district design guidelines, including the drafting of sign guidelines	61-63	City	Near Term (Yr. 1)
A-6	Explore the adaptation of the vacant building on the south side of City Hall for Main Street offices	64	City / Main Street program	Near Term (Yr. 1)
<b>B. Mobility</b>				
B-1	Pursue a jurisdictional transfer of Front Street and Fremaux Avenue from the State to the City	46, 60	City	Near Term (Yr. 1)
B-2	Redevelop Front and Fremaux to slow motorized traffic and enhance ped and bike access	43-49	City	Mid Term (Yrs. 2-3)
B-3	Expand the entire area's trail and bike lanes network, including the Tammany Trace	48	City	Long Term (Yrs. 4-5)
B-4	Avoid employee on-street parking in the core commercial area either voluntarily or via regulations	50	Main Street program / City	Near Term (Yr. 1)
B-5	Develop new parking lots, enhance existing parking lots, and provide directional signage to them	51	City	Near Term (Yr. 1)
B-6	Install peripheral wayfinding signage at key exits to direct visitors to Olde Towne	52	City	Near Term (Yr. 1)
B-7	Prepare and implement a plan for internal wayfinding signage to guide visitors within Olde Towne	52	City	Mid Term (Yrs. 2-3)
<b>C. Public Spaces</b>				
C-1	Implement phased improvements to Heritage Park per the City's new Waterfront Plan	53	City	Mid Term (Yrs. 2-3)
C-2	Decide on and pursue the optimal site/approach for improving the farmers market	53	City	Mid Term (Yrs. 2-3)
C-3	Improve Griffith Park with physical enhancements that make it more attractive and user-friendly	53	City	Long Term (Yrs. 4-5)
<b>D. Economic Strategy</b>				
D-1	Brand and market Olde Towne with a focus on family entertainment and eco-heritage via districts	54-55	Main Street program / City	Near Term (Yr. 1)
D-2	Pursue a business mix and concepts based upon this plan's retail market analysis	56-57	Main Street program	Near Term (Yr. 1)
D-3	Recruit businesses/developers for an interpretive center, small grocery, boutique hotel and infill housing	58-59	Main Street program / City	Near Term (Yr. 1)
D-4	Explore with property owners the potential to establish a business improvement district (BID)	60	Main Street program / City	Mid Term (Yrs. 2-3)

**IMPLEMENTATION MATRIX (CONTINUED)**

No.	Recommendation	Page #	Responsible Party	Time-Frame
<b>E. Public Policy Strategy</b>				
E-1	Revise the City's zoning ordinance to make use and bulk standards more appropriate	57-58	City	Near Term (Yr. 1)
E-2	Revise the City's historic district design guidelines, including the drafting of sign guidelines	58-59	City	Near Term (Yr. 1)
E-3	Pursue a jurisdictional transfer of Front Street and Fremaux Avenue from the State to the City	46, 64	City	Near Term (Yr. 1)
E-4	Avoid employee on-street parking in the core commercial area either voluntarily or via regulations	50	Main Street program / City	Near Term (Yr. 1)
E-5	Adopt/promote financial incentives per the Economic Strategy (market analysis, site assembly, etc.)	58-59, 64	City	Mid Term (Yrs. 2-3)
<b>F. Implementation Strategy</b>				
F-1	Increase funding for the Main Street program to expand the Manager's capacity and effectiveness	65-66	City / Main Street program	On-Going
F-2	Adapt the steering committee for this planning project into an implementation committee	67	City	On-Going
F-3	Promote this plan through websites, the plan summary, and PowerPoint presentations	67	City / Main Street program	Near Term (Yr. 1)
F-4	Adopt this plan to give it added weight and strengthen the odds for successful implementation	67	City	Near Term (Yr. 1)
F-5	Consider selecting one or more "quick victory projects" to build momentum early on	67, 70	City	Near Term (Yr. 1)
F-6	Remain flexible in plan implementation and update this plan every 5 to 10 years	67	City	On-Going

***"I know the city has had a number of plans in the past and they ended up on the shelf... We are not going to go half-way with this and then put it on the shelf."***

Mayor Greg Cromer - February 17, 2022

## QUICK VICTORY PROJECT

### Overview

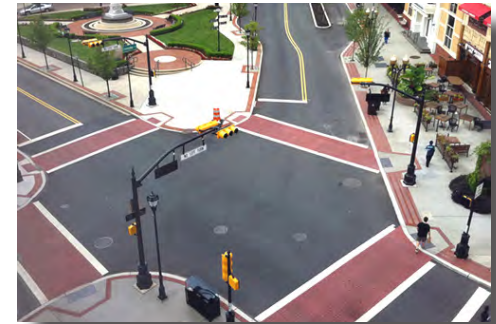
As noted previously on [page 67](#), the City might consider one or more “quick victory projects” to begin plan implementation to build momentum. Such a project should:

- Be achievable within a relatively short period of time
- Have strong odds for success, and
- Have high visibility once completed

At right is a description of three candidate projects to consider, although others might be identified in time. Once the City has an opportunity to explore these ideas in greater detail, including the costs and required timeframes, the optimal project can be selected. There is also the potential to implement more than just one of these projects relatively soon after the City’s adoption of this plan.

### Crosswalk Pavers in the Core Commercial Area

This project would entail the installation of crosswalks with brick pavers at the most heavily-traveled intersections in the commercial core of Olde Towne where many of the restaurants exist. Such intersections include: Carey & Cousin, 1st & Cousin, Robert & Carey, and Robert & 1st. Because City employees could perform the work, most of the cost would be in the materials (although even that may already be available to the City). See [page 49](#) for the crosswalk design for a typical commercial street.



### Directional Signage to Guide Visitors to Olde Towne

This project would consist of installing directional signage at key peripheral locations outside of Olde Towne to attract drivers to the area. At least seven likely locations are mapped out and listed on [page 52](#) of this plan, as well as additional information relative to the signage’s design and the need for DOTD approval. This initiative would be just the first half of a two-part wayfinding project, which would feature signage internal to Olde Towne having a higher-quality design and more pedestrian scale.



### Office Space for the Main Street Program

At present, this important entity lacks office space, and that situation should be rectified. A prime candidate location would be the vacant building immediately south of City Hall on the northwest corner of 2nd and Bouscaren Streets. The costs to rehabilitate the structure must still be determined. At right is the office for Madison, Indiana’s, Main Street program, one of the country’s first three experimental programs established in the 1970s. That office is an important resource for their downtown merchants.







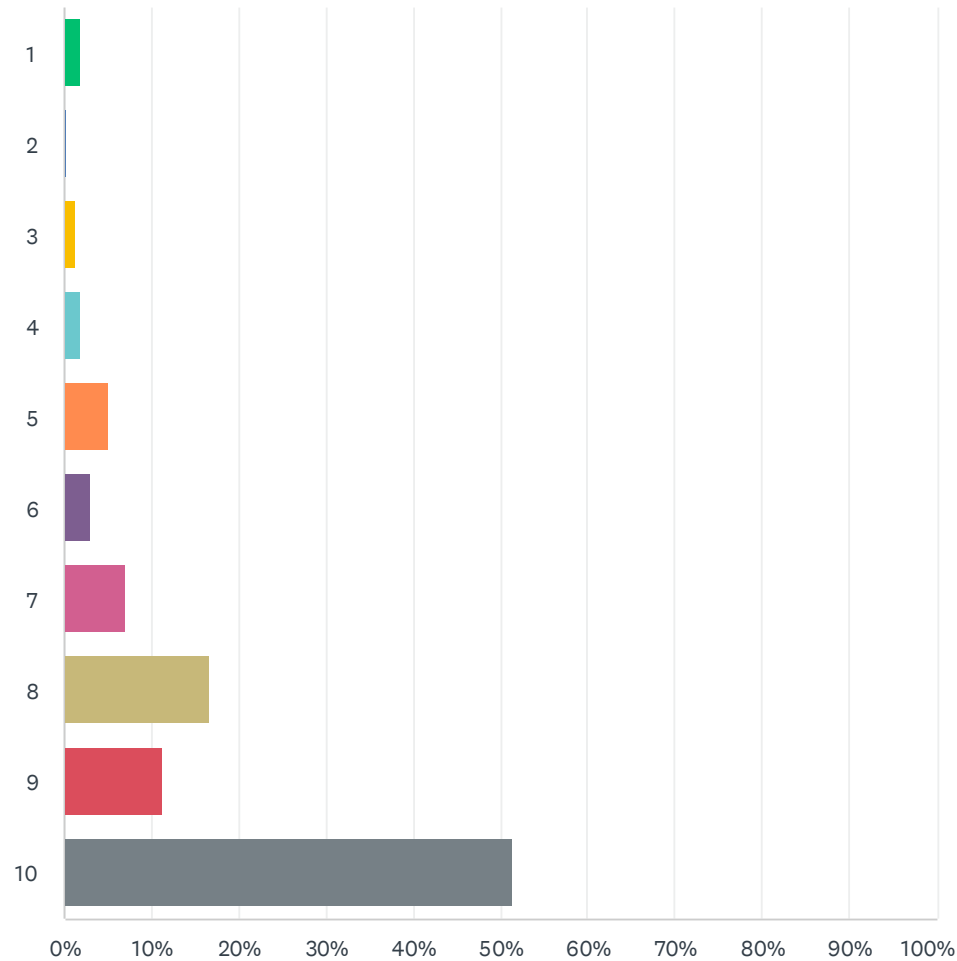
# **APPENDIX A:**

## **Public Opinion Survey Report**



Q1 On a scale of 1 to 10 (with "1" being the lowest and "10" being the highest), how important to you is the Olde Towne area of Slidell?

Answered: 369 Skipped: 3





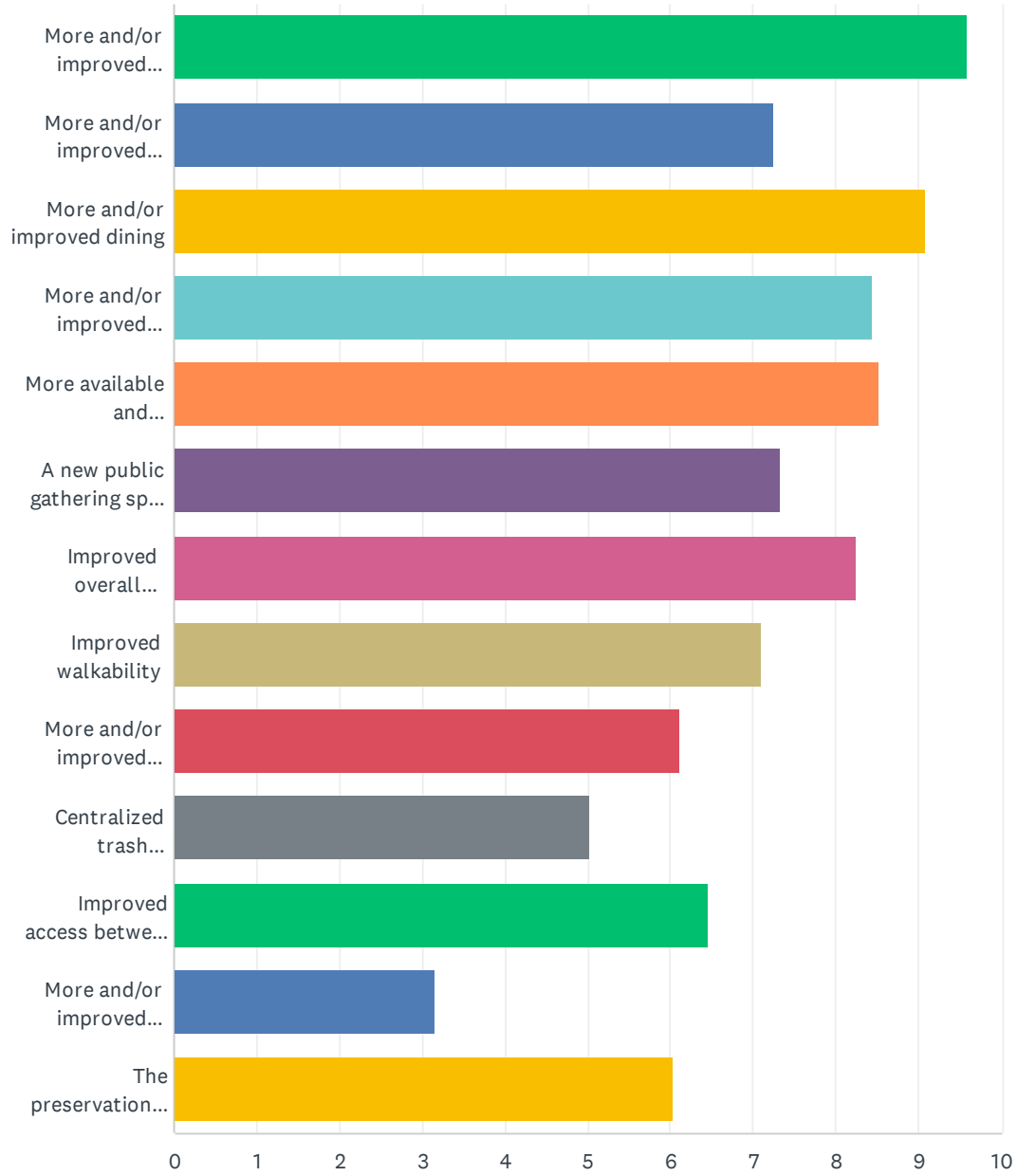
Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
1	1.90%	7
2	0.27%	1
3	1.36%	5
4	1.90%	7
5	5.15%	19
6	2.98%	11
7	7.05%	26
8	16.53%	61
9	11.38%	42
10	51.49%	190
TOTAL		369

Q2 Please rank the following needs for Olde Towne Slidell. ("1" is most needed and "13" is least needed)

Answered: 370 Skipped: 2

# Olde Towne Slidell Master Plan Survey



Olde Towne Slidell Master Plan Survey

	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL	SCORE
More and/or improved shopping	23.58% 83	17.05% 60	10.51% 37	8.24% 29	9.94% 35	4.83% 17	5.97% 21	4.26% 15	3.69% 13	5.68% 20	3.41% 12	1.14% 4	1.70% 6	352	9.0
More and/or improved personal services	4.51% 16	10.14% 36	12.11% 43	8.17% 29	8.45% 30	9.30% 33	5.63% 20	5.07% 18	7.89% 28	4.51% 16	9.01% 32	8.73% 31	6.48% 23	355	7.0
More and/or improved dining	14.94% 52	17.24% 60	13.79% 48	11.49% 40	6.32% 22	7.18% 25	5.75% 20	5.17% 18	3.45% 12	4.60% 16	3.45% 12	3.45% 12	3.16% 11	348	9.0
More and/or improved special events	8.60% 30	8.88% 31	12.61% 44	13.18% 46	14.90% 52	7.74% 27	6.02% 21	7.74% 27	4.87% 17	5.44% 19	5.16% 18	3.72% 13	1.15% 4	349	8.4
More available and conveniently-located parking	12.68% 44	8.93% 31	10.09% 35	12.68% 44	9.51% 33	11.24% 39	9.80% 34	6.34% 22	4.61% 16	3.46% 12	4.03% 14	4.32% 15	2.31% 8	347	8.0
A new public gathering space for events, such as a new plaza or park	5.11% 18	6.53% 23	5.68% 20	8.81% 31	11.08% 39	15.06% 53	11.08% 39	7.67% 27	5.11% 18	9.09% 32	6.25% 22	4.83% 17	3.69% 13	352	7.0
Improved overall aesthetics (streetscapes, landscaping, building facades, etc.)	6.05% 21	11.82% 41	8.36% 29	9.80% 34	7.49% 26	12.97% 45	16.14% 56	10.66% 37	6.92% 24	5.76% 20	1.73% 6	1.44% 5	0.86% 3	347	8.0
Improved walkability	3.13% 11	6.27% 22	7.69% 27	5.98% 21	7.98% 28	6.84% 24	16.24% 57	14.53% 51	12.54% 44	9.12% 32	5.70% 20	2.85% 10	1.14% 4	351	7.0
More and/or improved lighting	1.41% 5	3.39% 12	5.37% 19	5.08% 18	7.91% 28	5.65% 20	6.50% 23	13.56% 48	20.34% 72	14.41% 51	8.76% 31	5.65% 20	1.98% 7	354	6.0
Centralized trash	1.97% 7	1.97% 7	3.38% 12	5.07% 18	5.07% 18	6.20% 22	3.94% 14	5.92% 21	10.42% 37	18.31% 65	15.21% 54	13.80% 49	8.73% 31	355	5.0

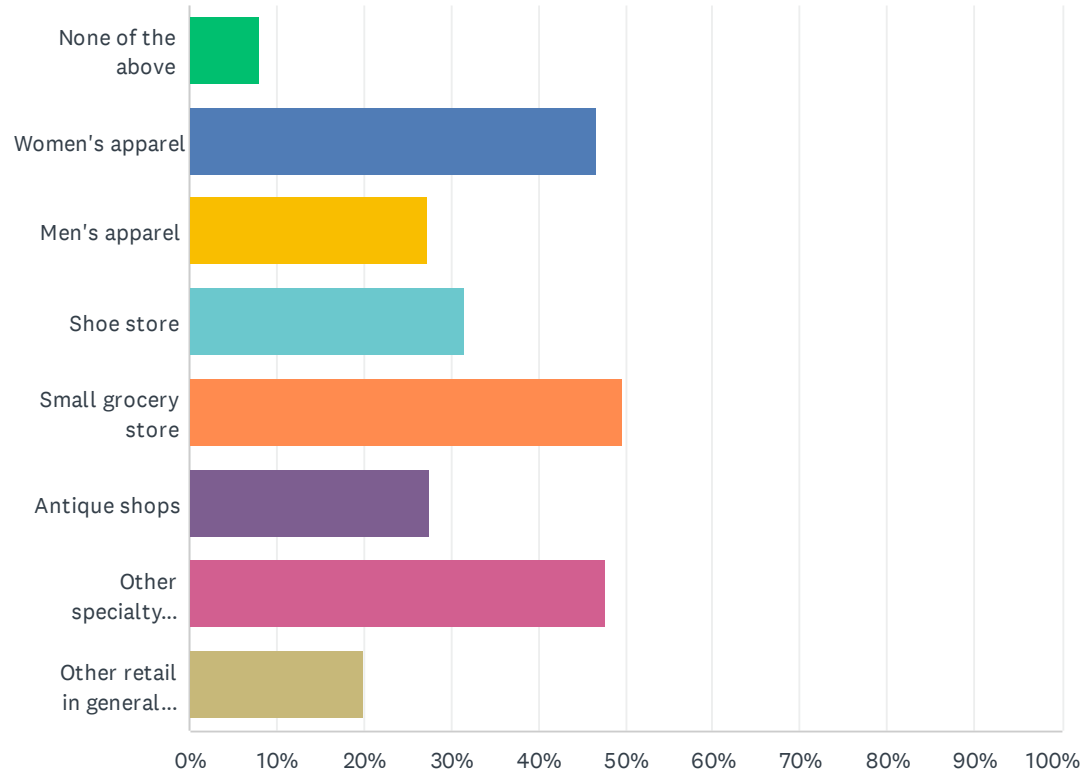
## Olde Towne Slidell Master Plan Survey

receptacles  
(to minimize  
the negative  
aspects of  
individual  
receptacles  
on the  
streets)

Improved access between Heritage Park and the balance of Olde Towne	8.45% 30	4.23% 15	7.89% 28	5.92% 21	5.35% 19	7.32% 26	4.23% 15	9.30% 33	7.32% 26	9.01% 32	16.90% 60	11.27% 40	2.82% 10	355	6.4
More and/or improved housing	2.50% 9	2.22% 8	0.83% 3	1.67% 6	2.22% 8	3.61% 13	2.50% 9	1.94% 7	3.33% 12	4.17% 15	9.17% 33	25.28% 91	40.56% 146	360	3.1
The preservation and enhancement of historic buildings	10.44% 38	4.12% 15	4.40% 16	6.87% 25	6.59% 24	3.85% 14	6.87% 25	7.69% 28	7.97% 29	5.22% 19	5.77% 21	9.62% 35	20.60% 75	364	6.0

### Q3 What types of retail would you like to see more of in Olde Towne? (select all that apply)

Answered: 370 Skipped: 2

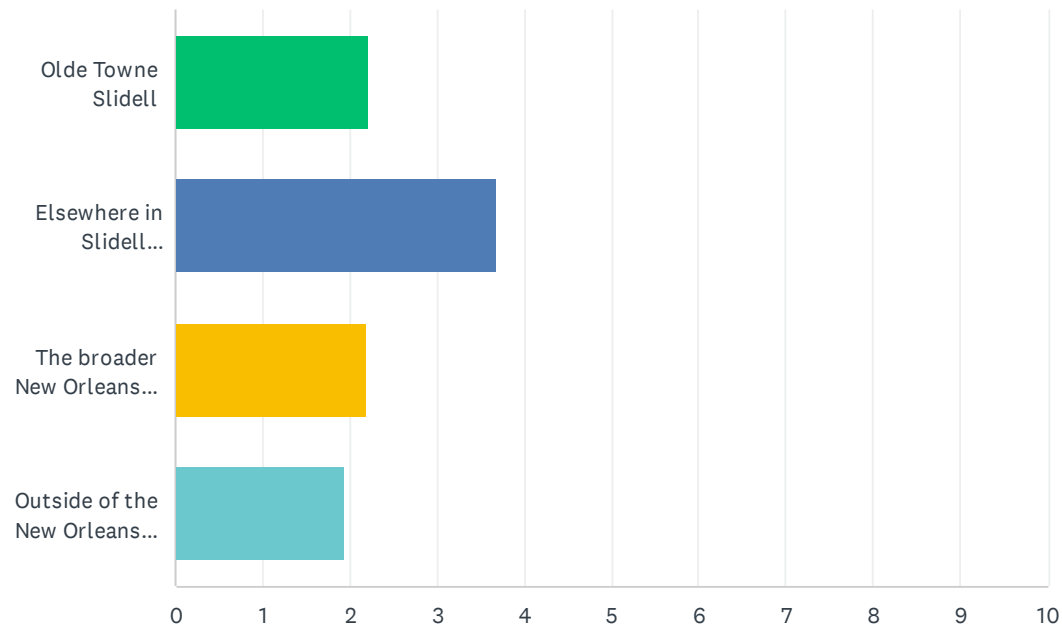


Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
None of the above	8.11%	30
Women's apparel	46.76%	173
Men's apparel	27.30%	101
Shoe store	31.62%	117
Small grocery store	49.73%	184
Antique shops	27.57%	102
Other specialty retail	47.84%	177
Other retail in general (please specify)	20.00%	74
Total Respondents: 370		

Q4 Where do you most frequently shop - not including grocery shopping? Please rank where you most frequently shop with "1" and where you least frequent shop with "4."

Answered: 368 Skipped: 4

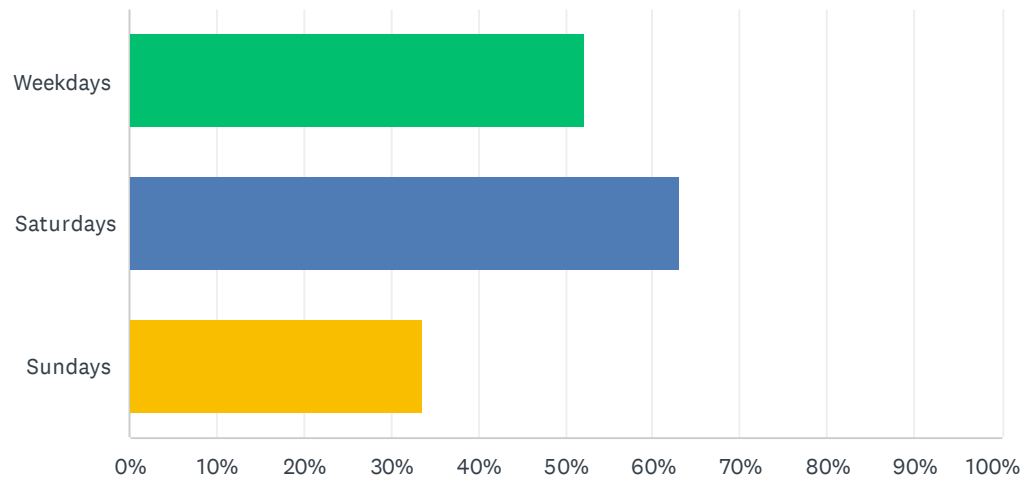


	1	2	3	4	TOTAL	SCORE
Olde Towne Slidell	5.85% 20	38.60% 132	26.32% 90	29.24% 100	342	2.21
Elsewhere in Slidell (outside of Olde Towne)	79.33% 284	12.85% 46	4.75% 17	3.07% 11	358	3.68
The broader New Orleans region	10.45% 35	23.28% 78	40.60% 136	25.67% 86	335	2.19
Outside of the New Orleans region	7.33% 25	23.46% 80	25.81% 88	43.40% 148	341	1.95



Q5 What are your most typical days for shopping - not including grocery shopping (regardless of the location or time of day)? (please select all that apply)

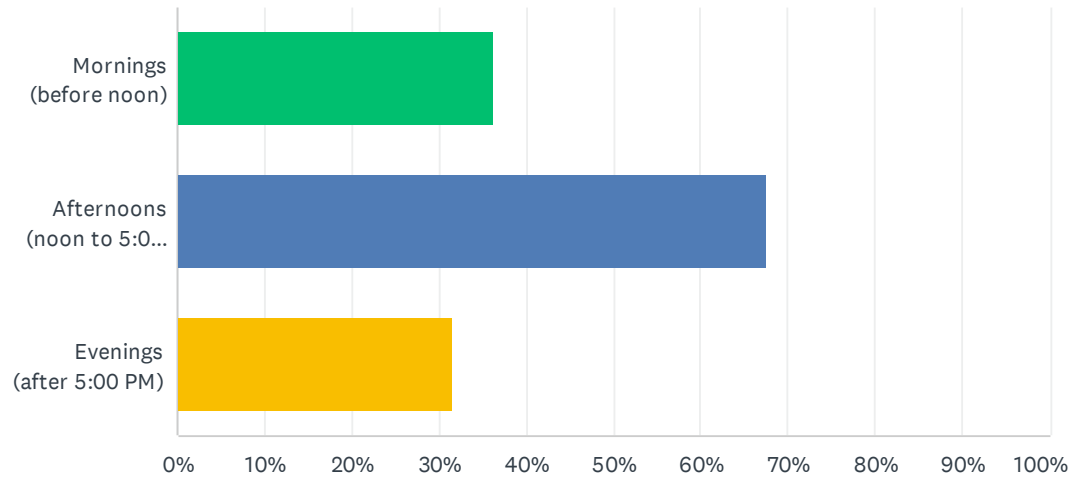
Answered: 369 Skipped: 3



ANSWER CHOICES	RESPONSES
Weekdays	52.30% 193
Saturdays	63.14% 233
Sundays	33.60% 124
Total Respondents: 369	

### Q6 What are your most typical times of day for shopping - not including grocery shopping (regardless of the days or location)? (please select all that apply)

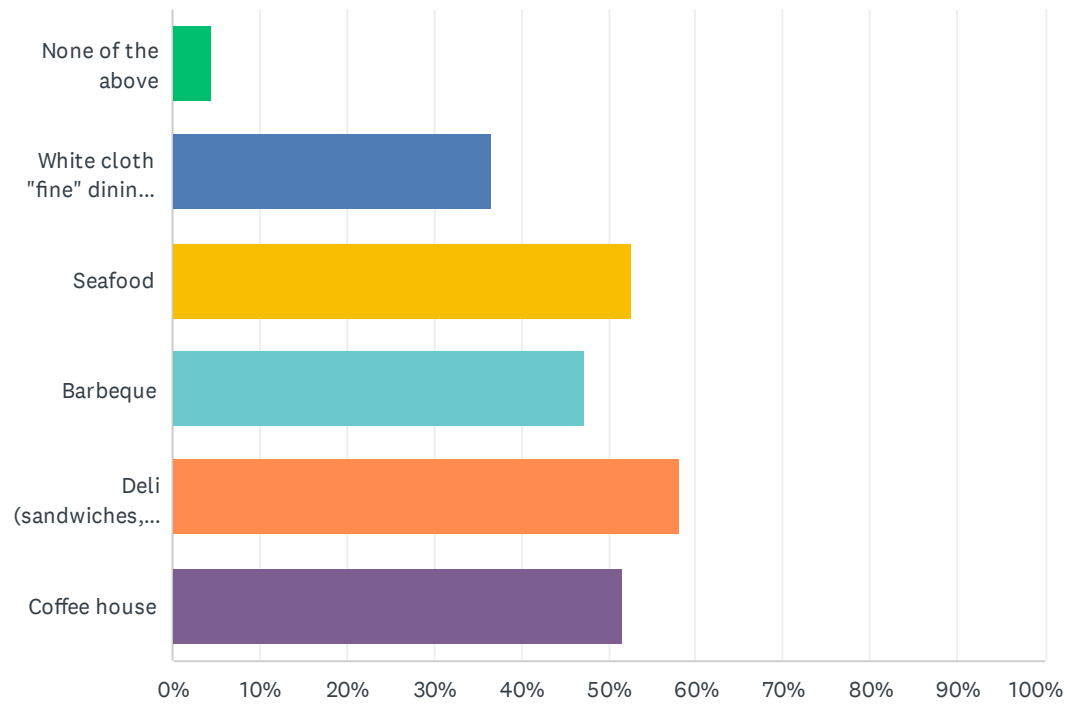
Answered: 370 Skipped: 2



ANSWER CHOICES	RESPONSES	
Mornings (before noon)	36.22%	134
Afternoons (noon to 5:00 PM)	67.57%	250
Evenings (after 5:00 PM)	31.62%	117
Total Respondents: 370		

### Q7 What types of dining would you like to see more of in Olde Towne? (please select all that apply)

Answered: 362 Skipped: 10

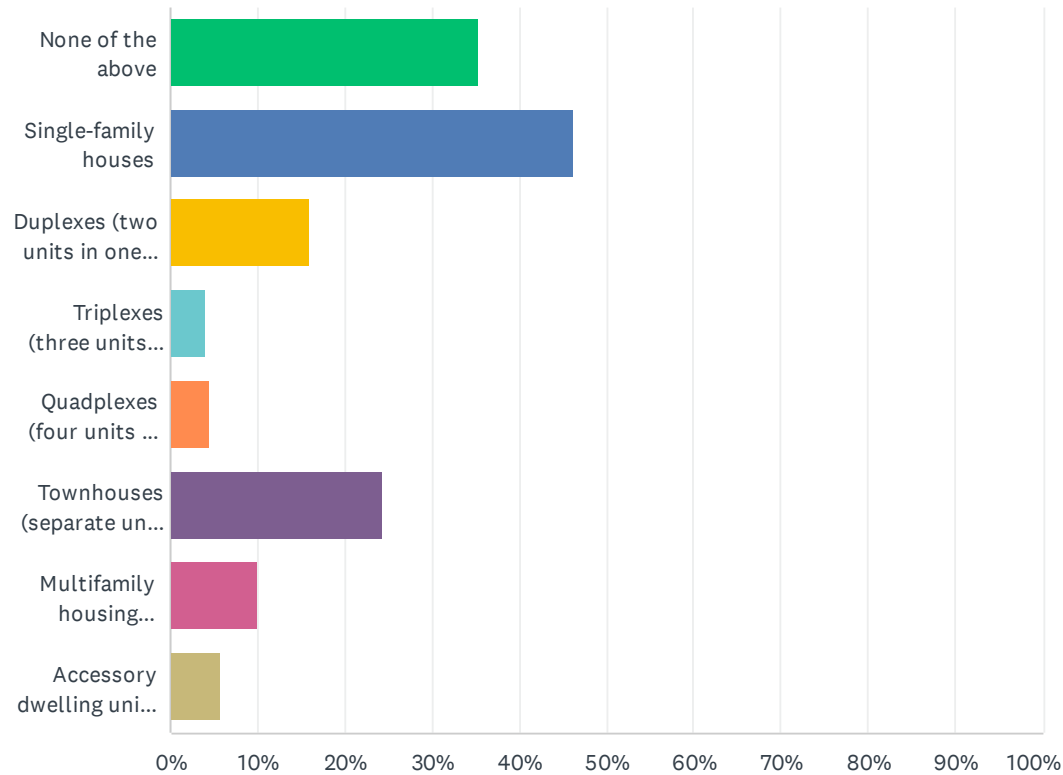


## Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
None of the above	4.42%	16
White cloth "fine" dining in general	36.74%	133
Seafood	52.76%	191
Barbeque	47.24%	171
Deli (sandwiches, etc.)	58.29%	211
Coffee house	51.66%	187
Total Respondents: 362		

### Q8 To the extent that more housing might be needed in Olde Towne, what specific types of housing do you believe are needed there? (please select all that apply)

Answered: 371 Skipped: 1

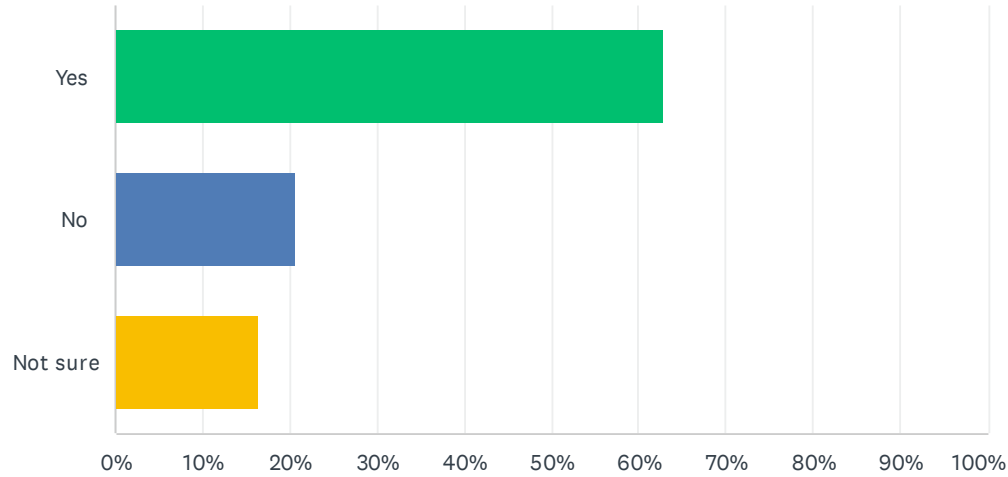


## Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
None of the above	35.31%	131
Single-family houses	46.36%	172
Duplexes (two units in one building)	15.90%	59
Triplexes (three units in one building)	4.04%	15
Quadplexes (four units in one building)	4.58%	17
Townhouses (separate units each on its own lot, often multi-story, with shared sidewalls)	24.26%	90
Multifamily housing (apartments and condominiums)	9.97%	37
Accessory dwelling units (garage apartments, etc.)	5.66%	21
Total Respondents: 371		

### Q9 Do you believe that a boutique/small hotel would benefit Olde Towne?

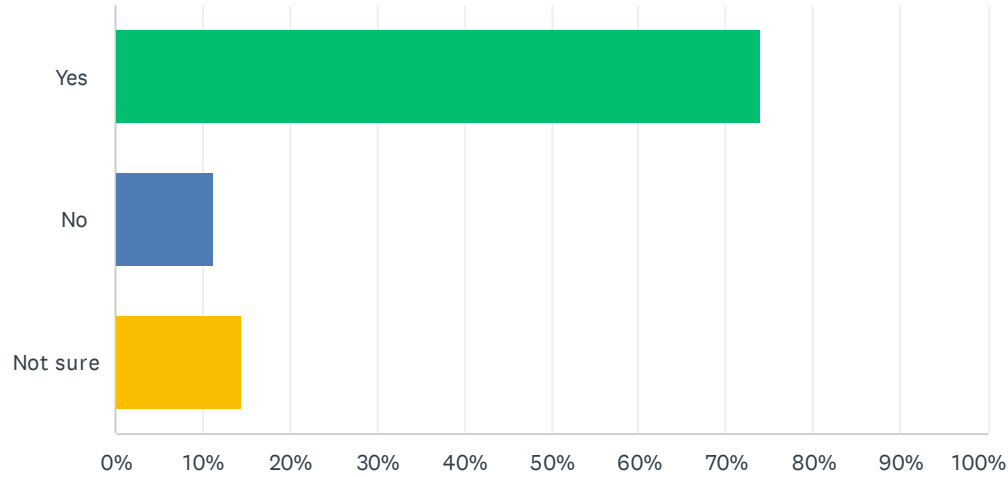
Answered: 371 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	62.80%	233
No	20.75%	77
Not sure	16.44%	61
<b>TOTAL</b>		<b>371</b>

### Q10 Do you feel safe in Olde Towne during evening hours?

Answered: 370 Skipped: 2

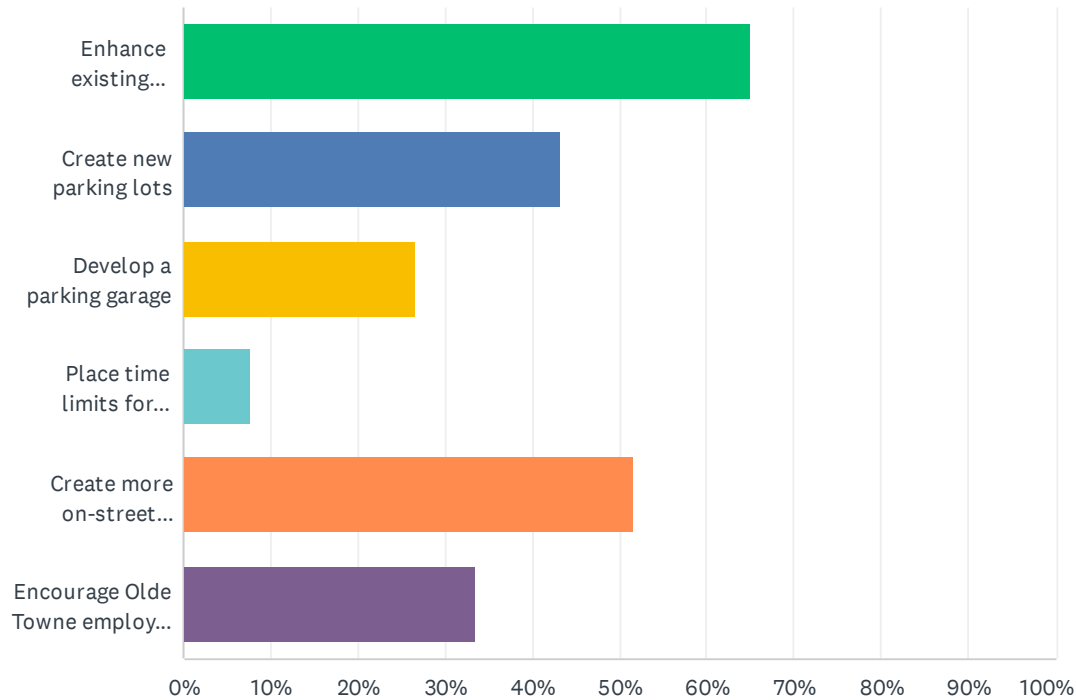


ANSWER CHOICES	RESPONSES	
Yes	74.05%	274
No	11.35%	42
Not sure	14.59%	54
<b>TOTAL</b>		<b>370</b>



### Q11 What approaches should the City consider to improve the availability of convenient parking in Olde Towne? (please select all that apply)

Answered: 361 Skipped: 11



## Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
Enhance existing parking lots (signage, lighting, paving, landscaping, etc.)	65.10%	235
Create new parking lots	43.21%	156
Develop a parking garage	26.59%	96
Place time limits for on-street parking on the most high-demand streets (not including parking meters)	7.76%	28
Create more on-street parking spaces where opportunities might exist.	51.52%	186
Encourage Olde Towne employees to avoid parking on-street on the most high-demand streets	33.52%	121
Total Respondents: 361		

**Q12 Please tell us what you like about Olde Towne Slidell.**

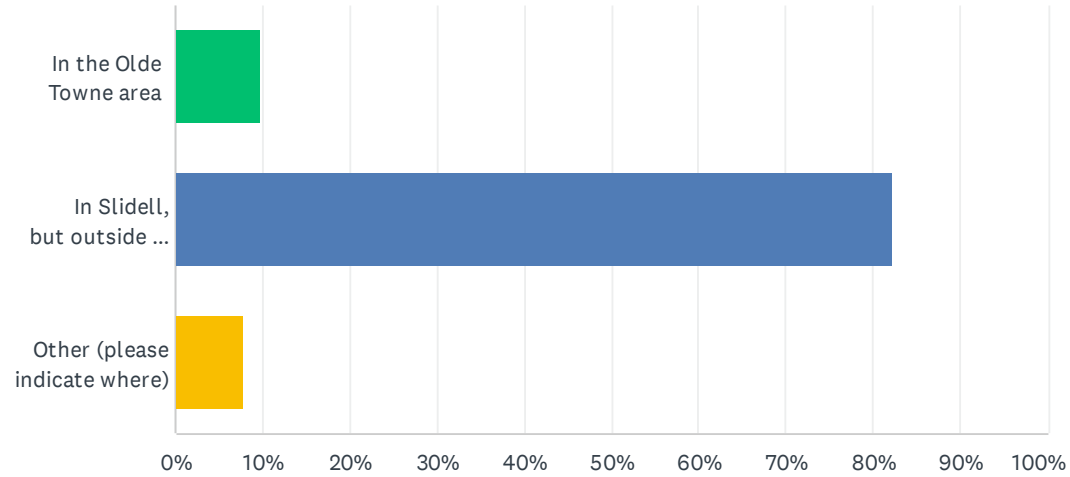
Answered: 300 Skipped: 72

Q13 Please tell us how you would like to see Olde Towne Slidell change.

Answered: 292 Skipped: 80

## Q14 Where do you live?

Answered: 367 Skipped: 5



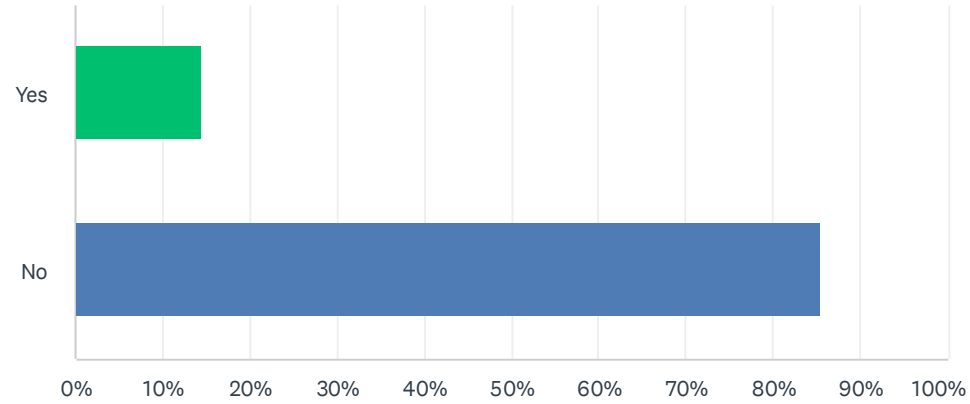
ANSWER CHOICES	RESPONSES	
In the Olde Towne area	9.81%	36
In Slidell, but outside of the Olde Towne area	82.29%	302
Other (please indicate where)	7.90%	29
<b>TOTAL</b>		<b>367</b>

**Q15 Please tell us the zip code in which you reside.**

Answered: 358 Skipped: 14

### Q16 Do you work in the Olde Towne area?

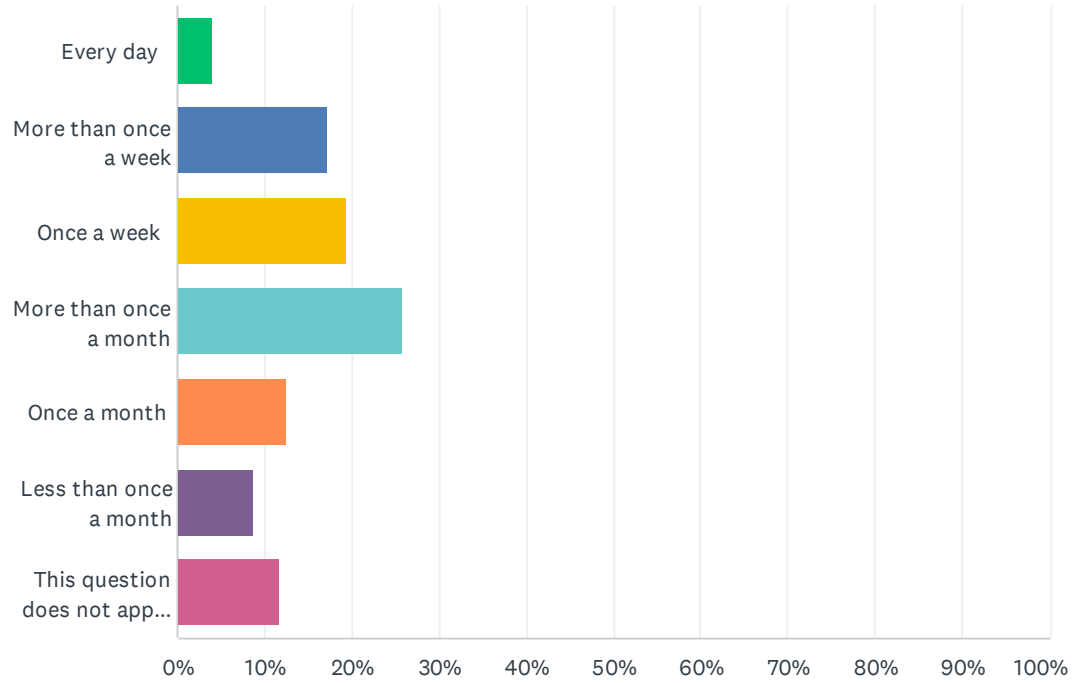
Answered: 366 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	14.48%	53
No	85.52%	313
TOTAL		366

### Q17 If you do not live or work in the Olde Towne area, roughly how often do you visit it?

Answered: 364 Skipped: 8



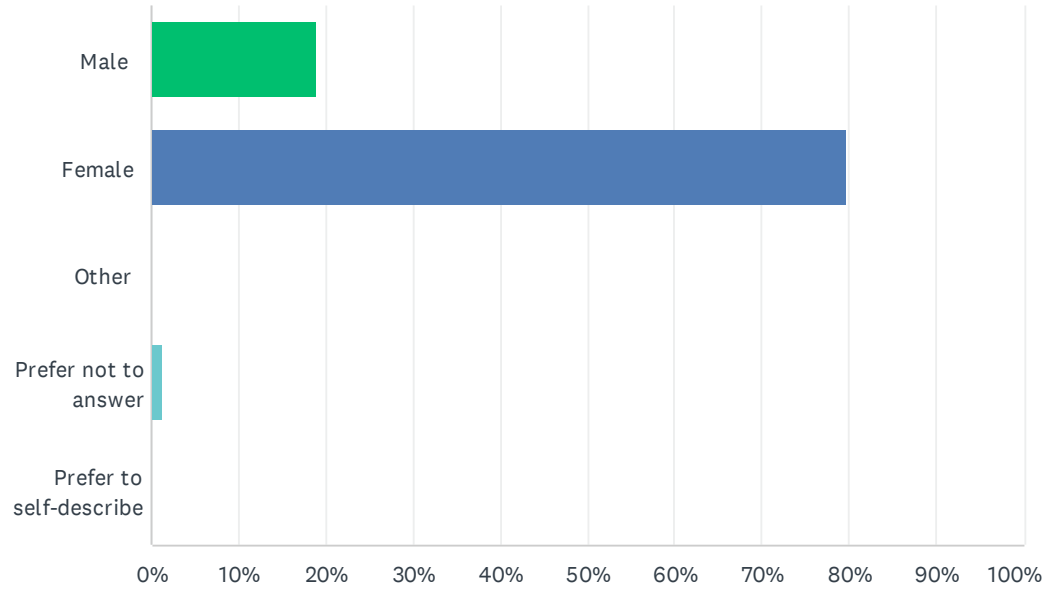


Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
Every day	4.12%	15
More than once a week	17.31%	63
Once a week	19.51%	71
More than once a month	25.82%	94
Once a month	12.64%	46
Less than once a month	8.79%	32
This question does not apply to me because I live and/or work in Olde Towne	11.81%	43
TOTAL	364	

## Q18 What is your gender?

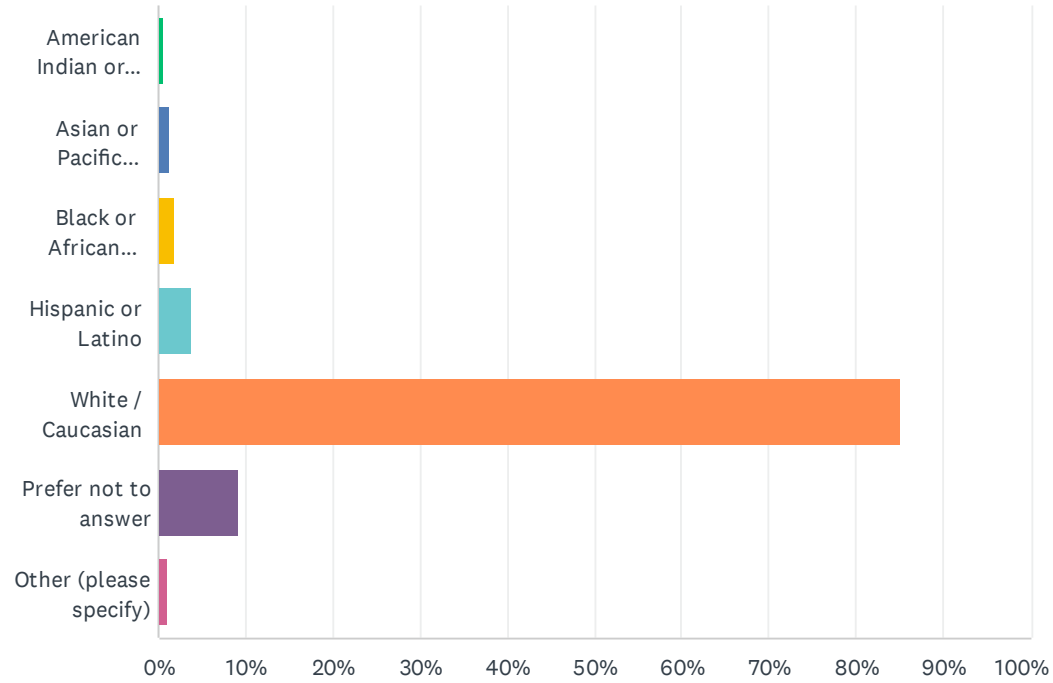
Answered: 365 Skipped: 7



ANSWER CHOICES	RESPONSES	
Male	18.90%	69
Female	79.73%	291
Other	0.00%	0
Prefer not to answer	1.37%	5
Prefer to self-describe	0.00%	0
<b>TOTAL</b>		<b>365</b>

### Q19 What is your ethnicity? (Please select all that apply.)

Answered: 362 Skipped: 10

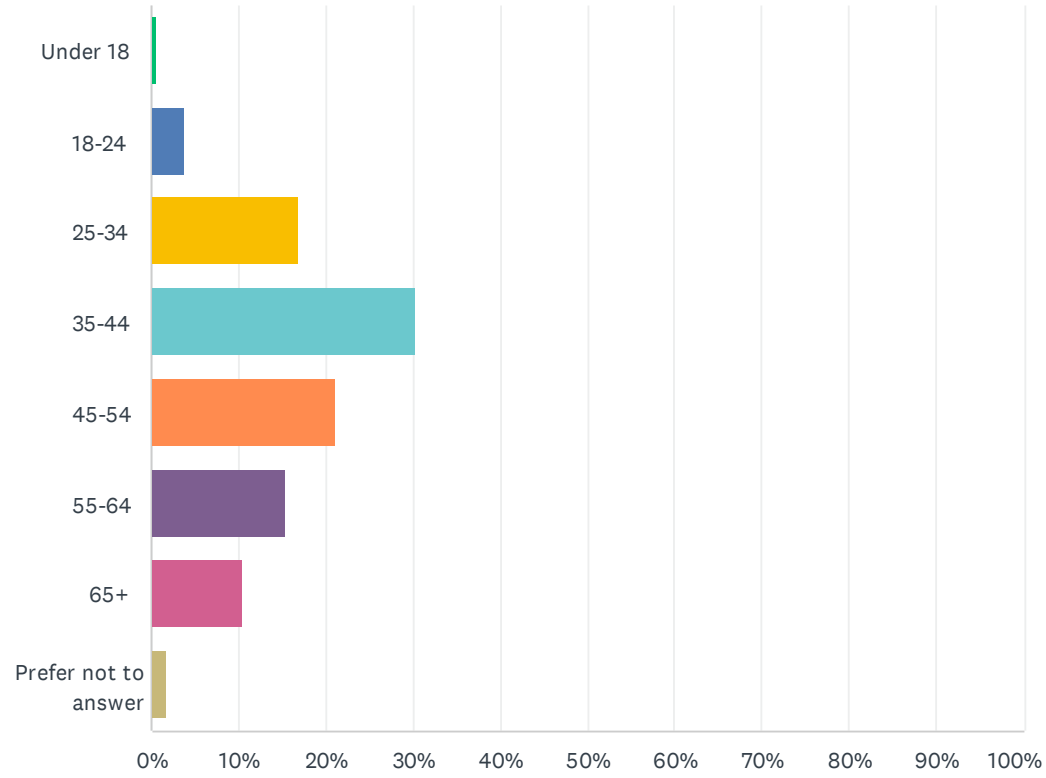


Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	0.55%	2
Asian or Pacific Islander	1.38%	5
Black or African American	1.93%	7
Hispanic or Latino	3.87%	14
White / Caucasian	85.08%	308
Prefer not to answer	9.12%	33
Other (please specify)	1.10%	4
Total Respondents: 362		

## Q20 What is your age range?

Answered: 364 Skipped: 8

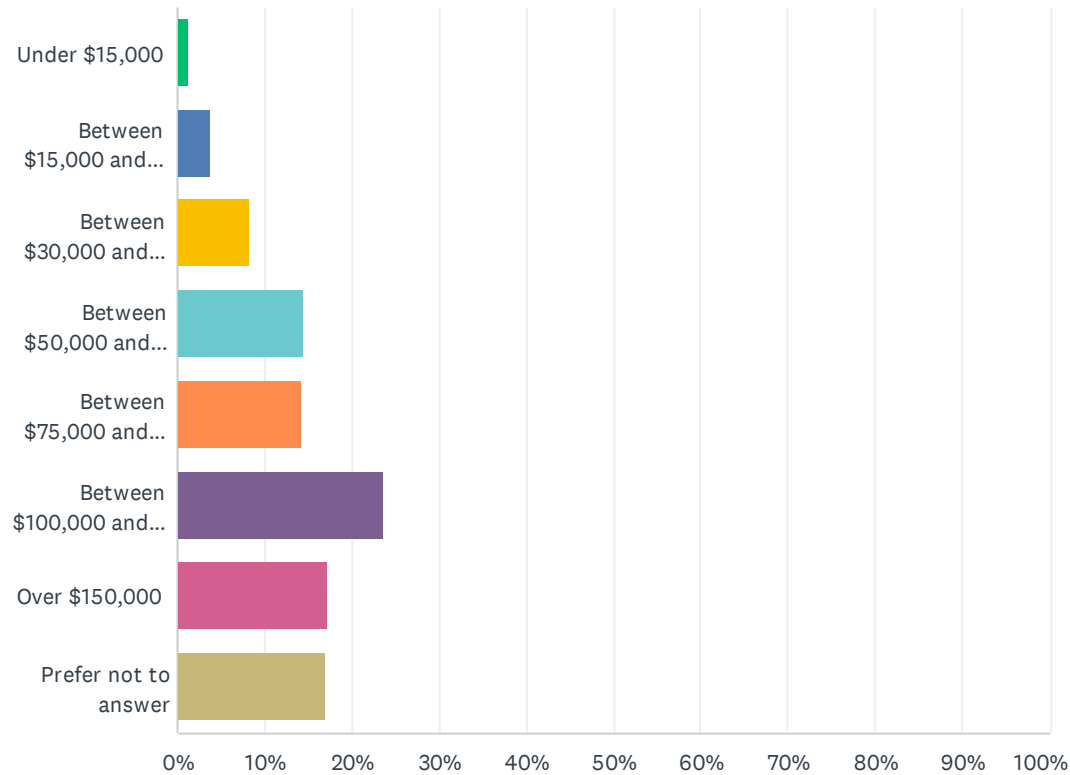


## Olde Towne Slidell Master Plan Survey

ANSWER CHOICES	RESPONSES	
Under 18	0.55%	2
18-24	3.85%	14
25-34	16.76%	61
35-44	30.22%	110
45-54	21.15%	77
55-64	15.38%	56
65+	10.44%	38
Prefer not to answer	1.65%	6
<b>TOTAL</b>		<b>364</b>

# Q21 What is your annual household income range during a typical recent year (not including any impacts from COVID-19)?



Answered: 365 Skipped: 7



## Olde Towne Slidell Master Plan Survey


ANSWER CHOICES	RESPONSES	
Under \$15,000	1.37%	5
Between \$15,000 and \$29,999	3.84%	14
Between \$30,000 and \$49,999	8.22%	30
Between \$50,000 and \$74,999	14.52%	53
Between \$75,000 and \$99,999	14.25%	52
Between \$100,000 and \$150,000	23.56%	86
Over \$150,000	17.26%	63
Prefer not to answer	16.99%	62
<b>TOTAL</b>	<b>365</b>	





# **APPENDIX B:**

## **Retail Market Analysis Report**



*Slidell*  
**RETAIL MARKET ANALYSIS**

October 17, 2022



*Olde Towne Slidell at Night*  
*Image courtesy of Trip Advisor*

## **INTRODUCTION**

This Retail Market Analysis provides input to the Olde Towne Slidell Master Plan and informs efforts to recruit and retain businesses and development to the Olde Towne area. The market analysis determines and forecasts the development potential for retail stores, eating & drinking places, personal service establishments, and entertainment venues in Olde Towne within the competitive framework.

Section 1 of this report examines existing market conditions, based on field reconnaissance, business interviews, a building-by-building inventory, site analysis, and analysis of retail market data. Section 2 forecasts retail demand within the trade area and various submarkets that generate retail sales for Olde Towne. In Section 3, Olde Towne's capture and development potentials are determined in light of the competition. Finally, Section 4 provides strategic recommendations for business recruitment and development, marketing, and financing and investment, based on the findings of the Retail Market Analysis.

### **Section 1. EXISTING CONDITIONS**

This section provides an overview of existing retail/commercial market conditions. Focus is given to the existing business inventory and mix of retail/commercial uses in Olde Towne Slidell as well as Olde Towne's context within the broader region. Overall business conditions were examined based on input received from business owners. A Site Analysis examines factors impacting on the marketability of Olde Towne for various types of retail and commercial uses, such as location, transportation access, physical conditions, historical context, exposure and visibility, existing uses and surrounding uses, key assets, and market drivers.

#### **Inventory**

The Olde Towne study area has a total of approximately 145,000 square feet of retail/commercial use in 82 spaces, based on field reconnaissance, business interviews, and St. Tammany Parish assessment records. The existing business

mix is fairly diverse, with about 42% in shopper’s goods stores (businesses that carry goods for which consumers comparison shop), including antiques, automobile parts, gift, hardware, furniture and others. Another 28% of Olde Towne commercial space is in eating & drinking, mainly in bars and restaurants with bars. About 17% is in personal services, including a number of hair salons and barber shops, plus a long-running shoe repair business. There is only a limited amount of resident-serving convenience goods stores, like groceries, pharmacies, etc. There is also little in the way of commercial entertainment, other than occasional live music in bars or offered as part of local events.

A more detailed summary of the existing retail business inventory is provided in Appendix Table 1 at the end of this report.

<b>Table 1. RETAIL BUSINESS SPACE BY CATEGORY, OLDE TOWNE SLIDELL, 2022</b>			
<b>Category</b>	<b>Number</b>	<b>Sq. Feet</b>	<b>Percent</b>
Convenience	3	4,836	3.3%
Shoppers Goods	30	60,987	42.2%
Eating & Drinking	22	40,840	28.2%
Entertainment	-	-	0.0%
Personal Services	18	24,474	16.9%
Vacant	9	13,496	9.3%
<b>TOTAL</b>	<b>82</b>	<b>144,634</b>	<b>100.0%</b>
Sources:	St. Tammany Assessor, businesses, and Randall Gross / Dev. Economics.		

### **Vacancy & Rents**

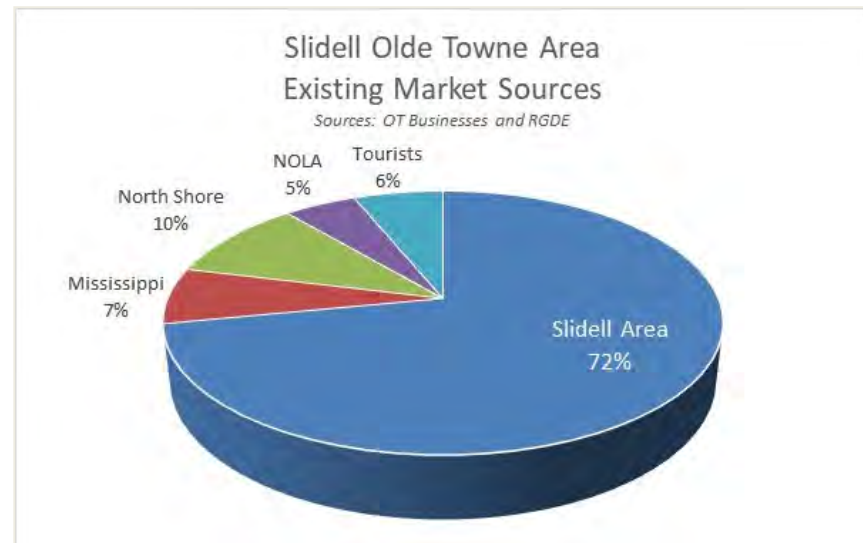
The inventory of space, coupled with field reconnaissance, identified nine vacant commercial spaces in Olde Towne, out of the total 82. The square footage in those nine spaces totals 14,000, or about 9.3% of Olde Towne’s overall commercial inventory. A vacancy rate of 9.3% is not unexpected for an older downtown area without central marketing and management. However, a target vacancy of 5% would be considered healthy, allowing for some “churn” or changeover in the market while also generating healthy returns for owners.

Asking rents for retail space in Slidell are averaging \$16.57 per square foot, based on current leasing activity. However, there is significant range in rents, from as low as \$2.00 per foot to as high as \$30.00 per square foot. The broad range in pricing appears related not as much to location as to age and condition of property. For example, a sample of retail spaces built before 2010 has an average asking rate of \$13.79 per foot, while a sample of those built after 2020 has an

average rent of \$22.30 per square foot. Thus, there is nearly a \$10.00 per foot difference in price due to age, on average. Downtown asking rents are generally in the \$16.00 range, similar to the Slidell area average. However, space on offer at the Fremaux Town Center (built in 2013) generates an average rent of \$23.13 per foot. Even higher rents are seen in the newest spaces like 1752 Lindbergh (\$30 per foot, built 2021) or at 179 Northshore (\$26 to \$29 per foot).

### Existing Olde Towne Market Dynamics

Information was collected from merchants on their existing market base, merchandising, and marketing strategies. As illustrated below, Olde Towne Slidell merchants are highly dependent on sales generated by residents of Slidell and in particular, adult residents who come downtown for eating and drinking. Another 22% of sales is generated from other residents of the North Shore and the eastern half of the New Orleans area, a portion of which (7% on average) originates from Mississippi commuters. Only 5 to 6% of sales were attributed by merchants to tourists from outside of the greater NOLA area. Given that New Orleans generates nearly 19 million tourists per year, it seems apparent that Olde Towne is not capturing its fair share of this tourism flow. This is important because tourism helps to generate destination sales and support for business that the community wants but that may not otherwise survive based on resident-generated sales alone. Downtown businesses thrive when they can draw from a highly diverse mix of consumer sources, including local residents and commuters but also tourists and other destination visitors.



## **General Business Conditions**

Again based on information gleaned from Olde Towne businesses as well as from field reconnaissance and site visits, it is observed that Olde Towne has turned a corner and is in the process of being revitalized. Businesses report that sales are increasing, some up by 20% per year on average. That being said, the revival has been led (as is often the case) by bars and restaurants. To this end, many in the community and even within Olde Towne feel that there is a preponderance of bars that overwhelms the rest of Olde Towne. Some businesses have tried to make Olde Towne more family friendly. For example, the Soda Shop (already a family destination) now backs up to a small putt-putt golf course. While the restaurants succeed in attracting locals at night, the lunch crowd is often dependent on construction and utility workers or on City and Parish government employees because of the lack of banks and corporate office anchors in the downtown area.

## **Site Analysis**

The general marketability of the Olde Towne area for retail, restaurants, entertainment and personal services was assessed based on a variety of factors, as noted earlier. Findings on several of these factors are discussed below.

### **Location and Access**

The Olde Towne area is located along the eastern side of Front Street (U.S. Route 11) near the center of Slidell. Front Street provides good exposure to local, north-south traffic in Slidell, with average daily traffic counts (AADT) exceeding 15,200, according to Louisiana DOT. Meanwhile, Fremaux Avenue, to the north of the study area, also provides some good local east-west exposure, with AADT of about 11,300. However, while Olde Towne is centrally located, it is not easily accessible from the western portions of the city because Bayou Bonfouca cuts a swath along the western side of Front Street, blocking direct physical access to Olde Towne from neighborhoods located further to the west, northwest and southwest. More importantly, Olde Towne is located almost two miles west of I-10, which forms the major commercial corridor and commuter route through Slidell, connecting the city with New Orleans to the south and with I-10/12 and I-59 (connecting Slidell to the rest of the North Shore) to the north. To reach Olde Towne from I-10, visitors must pass significant retail and commercial activity first. Despite this issue, I-10 does provide access to the broad region, extending east into Mississippi, Alabama and Florida; and extending west toward Baton Rouge, Houston and points further west.

## **Physical Conditions**

There is a good core of historic buildings and an urban framework conducive to marketing Olde Towne as a walkable destination. While some buildings are in need of rehabilitation, others have been renovated and present an attractive setting for celebrating Slidell's architectural heritage. There are some under-utilized parcels within the Olde Towne area that are ripe for infill development. Perhaps the greatest physical constraint to new construction, however, is the positioning of Olde Towne within a flood plain that sees relatively frequent activity. Insurance rates and building code requirements present restraints on new development that will require thoughtful consideration as part of this planning process. Without the ability to grow and, in particular, to add new viable and competitive business space, it will be difficult for Olde Towne to reach its market potential.

Another issue is the lack of exposure and the dispersal of existing commercial nodes within Olde Towne. For example, there is one existing bar and restaurant-oriented node located near the intersection of Cousin and Carey streets. But that node is dislodged from the antiques district located at 1<sup>st</sup> and Erlanger. While the distance between the two is certainly walkable, their distinct markets and patron base suggest that interaction between the two is somewhat limited. A broader constraint is the lack of visibility for these nodes from the main corridor, namely Front Street. While some buildings and sites along Front Street are occupied by viable commercial businesses, others are vacant or under-utilized or have businesses that fail to contribute to the overall marketing of the central business district.

## **Parking**

Parking management appears to be an issue for the existing businesses. Even without conducting a parking study, it is apparent that the lack of signage results in misinterpretation about and a lack of visibility for appropriate places to park. Further, there are clear examples of where private property owners have "adopted" the public right of way for their own restricted parking use. There is a need for clarification and management structure for parking in the area, even before questions about the need for additional parking are answered.

## **Urban Design**

There are few elements linking the disparate business nodes in Olde Towne together in order to direct a coherent marketing and promotions strategy. There is a lack of wayfinding, public art, and business district designations throughout

the study area. But also, there is a lack of directional and/or marketing signage and information on I-10 or in most places outside of Olde Towne. There is a need for such signage and information in order to direct visitors to Olde Towne and to inform them of opportunities there for shopping, dining, and recreation.

### **Assets and Amenities**

The Olde Towne area has access to significant assets and amenities, including Bayou Bonfouca and Heritage Park. These assets provide access for recreation and tourism-based activities that utilize the local waterways. The Slidell Museum provides a small but interesting introduction to the city's history, all housed in the historic jail building, with exhibits positioned within the jail cells themselves. The Slidell Municipal Auditorium is a relatively new facility that can handle a variety of events, shows and performances. Griffith Park is an under-programmed resource located in the heart of Olde Towne, with potential for creating destination appeal. Other parks and recreation facilities are located not far away from Olde Towne, including 3<sup>rd</sup> Street Park, Possum Hollow, the Slidell Community Pool, and Rufus Viner Park.

Amtrak makes scheduled stops in Slidell at the train station located on Front Street at Teddy Avenue. Access to Amtrak allows for tourism and visitor activity without increased traffic and parking pressures. While there is no major educational institution in Olde Towne, a small art college known as La Luna, offers classes there. Finally, having the Slidell City Hall and local religious institutions helps strengthen Olde Towne as the civic and institutional heart of the city.

## **Section 2. DEMAND ANALYSIS**

Demand for retail goods and services was forecasted for the Olde Towne Slidell Trade Area and for potential tourism and other destination inflow. The trade areas are defined below; and demographic trends and forecasts are discussed for those trade areas. Overall trade area demand as well as tourism-generated demand is forecasted over the next five to seven years.



## **Trade Area(s) Definition**

The Olde Towne Slidell Potential Trade Area includes portions of Slidell and the surrounding areas that “hug” the eastern shores of Lake Pontchartrain. The trade area can be divided into six sub-markets, as follows:

- A) Slidell Convenience
- B) Slidell South of I-10/12
- C) Pearl River; North of I-10/12
- D) Stennis / Mississippi
- E) North Shore: Covington / Mandeville / Lacombe
- F) East NOLA / Chalmette

The “convenience” submarket (A) includes the neighborhoods surrounding Olde Towne, east of Bayou Bonfouca. Other portions of Slidell south of I-10/12 constitute submarket (B), while areas toward Pearl River north of I-10/12 form submarket (C). Commuter areas of southwestern Mississippi form submarket (D) and other portions of the North Shore constitute submarket (E). The eastern suburbs of New Orleans, including Chalmette, form submarket F. Other areas (like central and western New Orleans suburbs) can potentially generate “inflow” to the trade area, as can tourists and destination visitors from other areas.

## **Demographic Trends and Forecasts**

Various demographic factors were assessed for the trade area and submarkets. In general, population, household base and income have increased in the trade area since 2010. However, that growth has been uneven and, in some cases, there has been a decrease in disposable income. Population and households increased only modestly in the convenience submarket (A) closest to the Olde Towne area. And household incomes had fallen after the 2008-09 financial crisis and still not recovered by 2022 in real terms (after accounting for inflation). There was therefore a 12.6% decrease in real incomes in Olde Towne and areas closeby since 2010. Household incomes in the Olde Towne area already among the lowest in the entire trade area (estimated currently at \$50,500), as included in Appendix Table 2.

By comparison, incomes in other parts of Slidell average from \$83,300 (north of I-10/12) to \$89,100 (south of I-10/12). Household incomes in southwestern Mississippi average \$71,000 while those in other parts of the North Shore (outside of Slidell) are the highest, at \$111,900. Incomes in the portions of New Orleans and Chalmette included in the trade area are, like Slidell's, relatively low at \$57,800.

While incomes are relatively low in east New Orleans, that submarket grew fastest in population and household base since 2010, at 24.4% and 27.0%, respectively. Submarket (F) added more than 25,000 residents and 10,000 households over the past 12 years, as shown in Appendix Table 2. The North Shore (outside of Slidell) added 21,400 residents and 9,200 households over that same period. Albeit a much smaller area, Submarket (A) added only 13 residents since 2010, according to American Community Survey estimates.

### **Demographic Forecasts**

Overall, the trade area will add more than 6,000 households over the next 5 to 7 years. The fastest demographic growth will be seen in the Pearl River and North Shore areas, outside of Slidell. Overall, there will be slower disposable income growth, partly due to the temporary impacts of inflation over the short term. Without any intervention (such as pro-active marketing and business development in Olde Towne), the convenience submarket (A) will continue to see only modest gains in population and household base, with a continued decrease in disposable income. Appendix Table 3 summarizes demographic forecasts for the retail trade area and constituent submarkets through 2027.

### **Trade Area Retail Demand**

Retail demand was forecasted for the trade area and sub-market households as well as for tourism and other inflow that would be generated to the overall trade area.

### **Total Personal Income (TPI)**

Total personal income (TPI) is the total income available for all households within the trade area. That number is estimated at \$13.3 billion in 2022 and is expected to grow by \$688 million (5.2%) within 5-7 years. The North Shore repre-

sents 45% of the trade area’s overall market base; and it will account for 84% of growth in trade area TPI by 2027. Market Area A, which includes the Olde Towne area and surrounding neighborhoods, has \$53.7 million in TPI. Submarket (A) and Submarket (D-Mississippi) are expected to see a decrease in TPI over the next five to seven years, but all other submarkets will continue to see growth despite the likely impacts of inflation on spending patterns.

**Household Retail Expenditure Potentials**

The share of this total income available for the purchase of retail goods and services is estimated at about \$6.7 billion in 2022. That number will increase by about 384 million (5.8%)

over the next five to seven years. Much of this expenditure potential rests with auto dealerships, supermarkets, pharmacies, restaurants, gas stations, and personal services, which together represent the majority of retail expenditures.

**Tourism-Generated Demand**

An analysis of tourism flow through Slidell and surrounding areas of St. Tammany Parish suggests that the area sees an average of nearly 800,000 visitors per year. Based on average expenditures on various retail goods, this number of visitors generates an average of about \$181,020,000 in retail sales per year. About \$57.7 million is generated to restaurants, \$55.4 million in retail business trade, and \$38.3 million in entertainment and recreation. These numbers represent a significant market that Olde Towne Slidell has not yet tapped into. That amount of household- and tourist-generated retail demand that Olde Towne could be expected to capture is forecasted and discussed in the next section of this report.

<b>Table 2. TPI FORECASTS, OLDE TOWN SLIDELL RETAIL TRADE AREA, 2022-2027</b>				
<b>Submarket</b>	<b>TPI (000)</b>		<b>2022-2027 Change</b>	
	<b>2022</b>	<b>2027</b>	<b>Amount</b>	<b>Percent</b>
A-Convenience	\$ 53,715	\$ 51,370	\$ (2,345)	-4.4%
B-S Slidell	\$ 2,513,043	\$ 2,606,218	\$ 93,175	3.7%
C-N Pearl River	\$ 914,408	\$ 956,607	\$ 42,199	4.6%
D-Mississippi	\$ 1,164,149	\$ 1,036,440	\$ (127,709)	-11.0%
E-N Shore	\$ 5,966,438	\$ 6,546,135	\$ 579,697	9.7%
F-NO East	\$ 2,726,642	\$ 2,829,807	\$ 103,165	3.8%
<b>Total</b>	<b>\$ 13,338,395</b>	<b>\$ 14,026,577</b>	<b>\$ 688,182</b>	<b>5.2%</b>
Notes:	Total personal income (TPI) expressed in thousands of constant 2022 dollars.			
Source:	Randall Gross / Development Economics.			

### **Section 3. OLDE TOWNE RETAIL POTENTIALS**

Olde Towne Slidell's potential capture of trade area and tourism demand was determined and forecasted through 2027 and beyond. While Slidell has access to a large and growing trade area, Olde Towne must compete with a variety of retail commercial corridors, nodes, shopping centers, and downtowns throughout the region in order to capture a portion of sales generated within this region.

To date, Olde Towne has primarily captured its highest share of sales from within the immediate submarkets nearby, yielding primarily locally generated sales. Even then, penetration rates may be relatively low because of competition throughout Slidell and the region. Where Olde Towne has been able to capture its "fair share" to date, has been mainly in eating and drinking establishments.

#### **Competitive Framework**

As noted earlier, the I-10 corridor has developed a significant amount of commercial activity. First and foremost among the various retail nodes and centers in this corridor is Fremaux Town Center, a large regional center opened in 2013 that intercepts regional destination traffic between I-10 and Olde Towne. Fremaux Town Center has about 640,000 square feet of gross leasable area in 67 stores. Best Buy, Dillard's, Dick's Sporting Goods, Kohl's, Men's Warehouse, and Michaels are among the anchors. Rents for available space average over \$23 per square foot. Fremaux does not offer an authentic, walkable experience like Olde Towne, so it does not compete on that level for specialty merchandise, restaurants and bars, etc. But for name brand shopper's goods, Fremaux Town Center is a direct competitor.



Plaza 190, built in 1974, has a total of 115,000 square feet with lease rates in the \$11 per square foot range. Midtown Square Shopping Center has 150,000 square feet of “big box” retail uses including Hobby Lobby, Office Depot, and Harbor Freight Tools. Rents at Midtown are relatively low, at about \$13 per square foot. The Crossing Shopping Center has 114,000 square feet on Gause Boulevard. North Shore Plaza has 117,000 square feet with rents about \$13 per square feet. North Shore Square was a 621,000 square foot enclosed regional shopping mall located on the north side of Slidell that struggled for many years, especially after the opening of Fremaux Town Center. In 2019, the mall was closed by the owners but with the announcement that the property would eventually be transformed into more of an open-air mall like Fremaux Town Center. At Home, Conn’s and Dillard’s Clearance Center were the only remaining anchor businesses at the time of the closure. Rents as low as \$7.00 were offered for remaining leasable space.

### Olde Towne Potentials

Based on the competitive framework analysis, about 165,000 square feet in Olde Towne retail development potential was forecasted for 2027.

This Olde Towne potential includes about 52,700 square feet of net additional shopper’s goods space, 30,000 square feet of additional convenience use, 9,300 square feet of added restaurants, and 90,000 square feet of anchor entertainment use. There is a dearth of entertainment venues in the Olde Towne area and a limited selection throughout Slidell, so there is significant existing and potential unmet demand for entertainment. Such enter-

Type of Good	Gross Demand (SF)		Existing Uses	Warranted Demand
	2022	2027		
Convenience	32,553	33,567	3,618	29,949
Shoppers Goods	108,797	113,717	60,987	52,730
Eating/Drinking	36,869	40,125	40,840	9,305
<i>Limited Service</i>	<i>4,500</i>	<i>4,817</i>	<i>1,816</i>	<i>3,001</i>
<i>Full Service</i>	<i>22,268</i>	<i>24,573</i>	<i>23,060</i>	<i>1,513</i>
Entertainment	76,472	90,057	-	90,057
Personal Services	20,168	20,892	24,474	(3,582)
<b>TOTAL</b>	<b>274,860</b>	<b>298,359</b>	<b>129,919</b>	<b>178,459</b>
<i>Existing Vacant</i>			13,496	
<b>Net New Space</b>				<b>164,963</b>
Note:	Assumes Pro-active Internal/External Campaign, Recruitment.			
Source:	Randall Gross / Development Economics.			

tainment can include movie theaters, live music and dance venues, live theater, and commercial visitor attractions, among others. A more detailed summary of retail potential by specific store category is found in Appendix Table 4 at the end of this report. Among the specific categories for which there is potential are groceries, general merchandise stores, snack/beverage establishments, health & personal care stores, and others.

**Tourism-Related Potentials**

Based on the competitive analysis, tourism retail development potential was determined and forecasted for Olde Towne. Based on Olde Towne’s prospective capture rates and on expected sales productivity factors, tourists could generate demand for about 70,000 square feet of Olde Towne’s retail potential by 2027, as indicated below.

Some 37,400 square feet of this demand would be generated for entertainment, including (as noted above) visitor attractions. Another 16,600 square feet would be generated for retail stores, and 14,400 square feet for restaurants. A recommended business mix, based on the findings of this market analysis, is provided in the section that follows.

<b>Table 4. TOURISM-GENERATED RETAIL POTENTIAL, OLDE TOWNE SLIDELL</b>			
<b>Category</b>	<b>Factor</b>	<b>Total</b>	
<u>OT Visitors</u>		790,023	
<u>Total Spend</u>	\$ 229.13	\$ 181,019,574	
- Restaurants	\$ 73.04	\$ 57,701,313	
Retail Trade	\$ 70.11	\$ 55,390,179	
Entertainment	\$ 48.49	\$ 38,307,047	
<u>Olde Towne Capture</u>			
Restaurants	8%	\$ 4,616,105	\$ 461,611
Retail Trade	6%	\$ 3,323,411	\$ 332,341
Entertainment	12%	\$ 4,596,846	\$ 459,685
<u>Demand (Square Feet)</u>			
Restaurants	\$ 350	13,189	1,319
Retail Trade	\$ 220	15,106	1,511
Entertainment	\$ 135	34,051	3,405
<b>TOTAL</b>		<b>62,346</b>	<b>6,235</b>
<b>Source:</b>	<b>Randall Gross / Development Economics.</b>		

## **Section 4. STRATEGIC RECOMMENDATIONS**

Strategies were developed based on the Retail Market Analysis and stakeholder input for branding and marketing, a recommended business mix and business recruitment, and downtown management. These strategies relate to Olde Towne Slidell's competitive strengths and its potential for retail and other business development. Ultimately, a key objective is to establish and strengthen Olde Towne as a destination for local residents, regional day trippers, and tourists. Sales from destination visitors will help support existing and potential new businesses, which can in turn help to fill downtown spaces and enliven Olde Towne's streets.

### **Branding & Marketing**

Several themes emerged from the market analysis and from needs expressed by residents and stakeholders. Among these are the need to establish Olde Towne as a destination for families, including both residents and tourists, to help diversify the mix of businesses and activities in the downtown area. Olde Towne has proven its success in attracting local adult patrons for eating and drinking activity, but a need was expressed for more family-oriented activities. Some efforts have already been made, with the addition of a small mini-golf play area near the vintage Olde Towne Soda Shop. Another theme that emerged from the market analysis relates to linking Olde Towne into the regional outdoor recreation and bayou-based tourism industry. Overall, marketing would aim to establish Olde Towne as a family-friendly recreation and eco-heritage destination.

### **Family Orientation**

Opportunities exist to build on the Olde Towne Soda Shop and the minigolf play site to create more destination attractions for families. These attractions can relate to the bayou ecosystem and culture, such as through an IMAX Film/Theater, Interpretation Center/Ecosystem Demonstration Area, Bayou Bonfouca Trail, and/or other attraction that interprets the region's bayous in the urban setting of Olde Towne. The Retail Market Analysis indicated that, if such anchor attractions are established, then opportunities for family-oriented retail will increase such as toy/hobby shops, art galleries & antique stores, bookstores, donut & ice cream shops, and others as indicated in the market analysis.

A cultural center component of the interpretation center could also add value by incorporating the existing museum collections, while creating synergies with existing art galleries and antique stores. Finally, a Camellia Festival or Pageant could further strengthen the family destination attraction of Olde Towne while also building on the city's existing brand. The Camellia Festival might be timed to coincide with an annual camellia show like the one held for the Ozone Camellia Club at Slidell City Auditorium. Perhaps a show of national significance could be attracted to Slidell if paired with a festival.

### **Bayou Heritage and Outdoor Recreation**

The theme of outdoor recreation is another opportunity for Olde Towne, not only to attract families but also to capture some of the tourism trade that flows through New Orleans and North Shore areas. As noted in the Retail Market Analysis, there is significant tourism for Bayou tours and related eco-tourism activities in the area, so tying Slidell's brand to eco-tourism can help strengthen Olde Towne's opportunities for capturing tourism trade. Key components relating to this theme include the establishment of a destination attraction as noted above, associated with the region's bayou ecosystem, such as a bayou ecosystem interpretation center, trail system, and/or film/theater presentation. Retail activities supported by tourism could include a sporting goods store focused on outdoor recreation and bayou exploration (e.g., kayaks and paddle boat equipment); plus hobby shops, coffee shops, and similar activity. Olde Towne would be co-branded with bayou tours with an aim of increasing business for both through added value. Heritage Park would be embraced along with Bayou Bonfouca tours originating in Olde Towne.

### **Special Districts**

In order to more effectively brand and market Olde Towne, it is helpful to establish specific marketing districts where similar or complementary activities are or can be clustered. In a business district as geographically dispersed as Olde Towne's, it also helps to cluster so that synergies can develop through aggregated business activity. Three Olde Towne thematic districts can be defined as follows based on existing and potential business activities and destination marketing:

- **Art & Antiques District.** This district builds on the existing cluster of art galleries and antique stores on the northern edge of the study area. To some extent, this area is already marketed and branded for these uses.



- **Entertainment District.** Similarly, this district exists to the extent that there is an existing cluster of restaurants and bars on the south-eastern end of the study area along Cousin Street. There are opportunities to expand on this activity through more live entertainment and restaurant uses.

**Eco-Heritage District.** Between these two existing clusters, the area lacks definition for marketing purposes. To help establish Olde Towne as a destination for families and tourists, an “eco-heritage district” concept is introduced for marketing purposes that would be anchored by an interpretation center, water park features, and specialty retail like an outdoor sporting goods store and a bayou specialty bookstore as discussed further below.

### Recommended Business Mix & Concepts

A retail business mix is recommended below based on the findings of the Retail Market Analysis. A total of 110,000 square feet of additional retail business use is recommended for development in the Olde Towne area. This mix forms the basis for recommendations for business recruitment and development.

#### Family-Friendly Anchor Concepts

An anchor entertainment or visitor attraction would help drive the market to Olde Towne Slidell. Several concepts have

Table 5. RECOMMENDED RETAIL TENANT MIX, OLDE TOWNE SLIDELL	
Type of Business	Square Feet
Family Entertainment & Music Venue(s)	55,000
Specialty Grocery/Pharmacy	21,000
Florist	1,000
Boutique Apparel	3,500
General Merchandise	12,000
Books	2,000
Gifts	1,800
Toy/Game/Hobby	4,000
Sporting Goods-Outdoor Recreation	3,500
Theme Restaurant(s)	3,000
Coffee/Donuts/Snack	3,500
<b>Total</b>	<b>110,300</b>
<b>Source:</b> Randall Gross / Development Economics.	

been discussed above, but each would need to be tested for their viability and fleshed out. In general, the market could support an anchor entertainment or visitor attraction of about 55,000 square feet, with possible concepts including:

- **Louisiana Bayou Education & Interpretation Center.** As noted before, there is the opportunity to capture more of the North Shore's and region's tourist trade by linking into the swamp and bayou tour activity that includes several sites just outside of Slidell. An interpretation center could focus on the education relating to the region's bayou ecology. The center would be linked to trails, activated outdoor spaces, and tours associated with Bayou Bonfouca and Heritage Park. A reinvention, expansion and possible relocation of the Slidell Museum could be integrated into this center to help interpret the city's cultural and historical ties to the bayous and the regional ecology. The center might also include an IMAX film focused on Louisiana's swamps, bayous, and ecological heritage.
- **Heritage Park.** The park itself could be programmed more intensively to include bayou education and interpretation of the local ecosystem, along with being a landing site for heritage Bayou Bonfouca boat tours.
- **Griffith Water Park.** The existing Griffith Park could be re-programmed to include splash pads and other water features that help to interpret and celebrate the region's rivers, bayous, and swamps.



*Left: Memphis Mud Island scale model of Mississippi River. Right: Cypress Marsh Splash Pad in Sunrise, Florida (with marsh education and interpretive features)*

### **Eco-Heritage Related Businesses**

The market analysis forecasted potential for several businesses that could strengthen and build on the eco-heritage theme, including an outdoor recreation and sporting goods store, kayak/paddle boat rental, environmental/specialty bookstore and hobby/game store, ice cream/candy shop, coffee shop, and a bayou-themed family restaurant with live entertainment. The existing soda shop and putt putt golf course would also integrate with these themes.

### **Other Target Business Concepts**

In addition to eco-heritage related businesses, several other concepts emerged from the market analysis which include a bowling and live music venue, ethnic & theme restaurants with entertainment, a small grocery / deli and pharmacy, vintage clothing & accessory store, craft merchandise store, and brewery or brew pub. Supporting all of these retail/commercial uses would be a boutique hotel, which is needed to help attract overnight visitors who, in turn, would shop at local businesses.

**Small Grocery / Deli.** There is both an expressed need as well as supportable market potential for up to 21,000 square feet of specialty grocery / “deli” and pharmacy. This niche grocery would carry a variety of specialty products including baked goods, cheeses, fruits, vegetables, liquor, wine, beer, and gourmet prepared dishes. Of the various types of retail tested in the public opinion survey, a small grocery store was the number one choice among local residents and stakeholders.

**Boutique Hotel.** While not tested by the retail/commercial market analysis, a need was identified for lodging that would help strengthen Olde Towne as a destination for tourists and other visitors (such as those attending the Camellia Festival/Show and other events and conferences as well as business travelers). Lodging would strengthen Olde Towne’s appeal as a destination and allow it to capture more of the overnight tourism market. Facilities developed and operated in Olde Towne would have a boutique hotel character but large enough to support group tours (40 to at least 80 rooms). The use of historic properties would help strengthen the concept. Public opinion also supports the integration of a boutique lodging facility in Olde Towne, with 63% of those surveyed supporting a boutique hotel concept.

## **Business & Developer Recruitment**

Approaches for recruiting some of these businesses to meet market demand and strengthen Olde Towne's destination potential are described below for each of several key anchor components of the target business mix. An approach for attracting and recruiting developers to construct infill commercial buildings and housing is also discussed.

### **Bayou Education & Interpretation Center**

This concept is probably most viable if operated as a not-for-profit entity. Capital funding for development of a center, whether new construction or incorporated into existing historic buildings, would be generated through a capital campaign and through sponsorships and grants. Once a not-for-profit is formed, it might seek to partner with conservation organizations, Municipal and Parish Government, swamp tour operators (for co-branding), and/or corporate sponsors.

Development of this center and associated support businesses could be facilitated through the targeting and packaging of buildings and sites, with a focus on infill redevelopment near the center portion of Olde Towne, within the "Eco-Heritage District" (and between the Arts & Antique and Entertainment districts). A fast-track approval process, coupled with façade and renovation grants or low-interest loans might be instituted by the City of Slidell to encourage redevelopment and rehabilitation within this district.

Recruitment efforts for targeted businesses would focus on working with existing landlords and property owners to identify potential buildings and sites. The findings from the Market Analysis would be packaged for recruitment purposes through direct outreach to potential tenants and emerging entrepreneurs. An emphasis would be placed on recruiting local and regional businesses, rather than national franchises that would dilute the unique destination concept.

### **Specialty Grocery / Deli**

Outreach was conducted to several small regional specialty grocery store chains, Langenstein's and Robert. Langenstein's is a 5<sup>th</sup> generation business started in New Orleans in 1922, now with three locations including the newest, opened in River Ridge in 2015. Robert is a newer neighborhood grocery chain, started in New Orleans in 1994, that now has six locations. Robert opened a store in Baton Rouge in 2018. Findings from outreach to these chains suggests that Olde Towne Slidell is a potential location, especially given that market demand is roughly equivalent to the average store

size for these brands. However, management at both chains is experiencing some over-extension that may prevent immediate expansion. That being said, interest was expressed and if a site can be produced that meets key parameters for operation, both chains may have an interest.

### **Hotel Developer/Operator**

Before any efforts are made to recruit a boutique hotel developer or operator, it is recommended that the viability of the concept be tested in the market (with the assumption of a destination anchor such as an interpretation center being built). A market analysis would gauge the potential level of market demand while a feasibility study would test the financial viability and return on investment of the concept under several development or rehabilitation scenarios.

Once the concept has been tested and proven viable, then potential sites should be identified and vetted with owners. Pro-approvals could be sought as an incentive for attracting a developer. Financial incentives, such as land at reduced cost could also be offered and packaged with the site assemblage and pre-approvals. This package might be offered through a Request for Proposal (RFP) process that targets hotel developers and operators with a track record of building a high-quality boutique product in similar locations.

A successful example of this concept may be The Southern Hotel, located in downtown Covington. Development of this hotel involved the rehabilitation of an historic 1907 hotel using investment tax credits, with 40 rooms opened in 2014 and a “white cloth” restaurant.

### **Infill Housing**

Several concepts for infill housing have been put forward for Olde Towne, including upper-floor rental apartments or condominium units and new infill houses or multi-family buildings. Market support for such infill development has not been tested, particularly as it relates to the insurance and regulatory requirements associated with building in the area. In order to recruit housing developers and investors, it would be advisable to conduct a housing market analysis, assess the existing investor base, and consolidate or assemble parcels and buildings for rehabilitation and redevelopment.

Development might be leveraged through an acquisition and land banking strategy that allows the City to control and market sites for prospective, targeted development. A fast-track approval process could be instituted within the district (as

indicated previously) for key sites (particularly where there is a site or master plan created to guide development). Historic tax credits would be accessed for rehabilitation of existing buildings, and low-interest loans might be offered as an incentive for building renovation and rehabilitation. Efforts to create an insurance co-operative for the Towne Center area might help in reducing individual costs.

### **Downtown Management**

Recommendations for strengthening the existing Main Street organization for Olde Towne Slidell are provided elsewhere in this plan. But there is also an opportunity for integration of Main Street with a Business Improvement District (BID) that could take on some of the tasks necessary for enhanced direct capital funding and management of the Olde Towne business district. For example, there has been a need expressed for cleaning, marketing, lighting improvements, signage (both wayfinding and marketing), public art, and enhanced safety patrol, all of which could be provided through a BID.

A BID is funded through a special levy imposed by property owners within the area on themselves. Typically, this special levy must be approved by a majority of property owners within the designated district. The Bid would be integrated with Main Street with staffing to provide annual, targeted funding for capital projects and management functions.



In order to gain support, it would be advisable to draft a business plan, including specific projects and estimated costs. The City, Main Street, and proponents of the BID would meet with individual property owners and engage with stakeholders to secure buy-in and majority support. Examples of BIDs in the area include the New Orleans Downtown Development District and the East NOLA Business Development District (BDD) as illustrated above.

**APPENDIX**



Table A-1. RETAIL INVENTORY, OLDE TOWNE, 2022				
Category	Number	(Percent)	Sq. Ft.	(Percent)
<u>Convenience</u>				
Grocery	-	0%	-	0%
Convenience	1	1%	1,218	1%
Specialty Food	-	0%	-	0%
Health/Pers Care	1	1%	2,400	2%
Gas/Convenience	-	0%	-	0%
Florist	-	0%	-	0%
Liquor/Tobacco	-	0%	-	0%
Miscellaneous	1	1%	1,218	1%
Sub-Total	<b>3</b>	<b>4%</b>	<b>4,836</b>	<b>3%</b>
<u>Shoppers Goods</u>				
Apparel	3	4%	4,970	3%
Accessory	-	0%	-	0%
Jewelry	-	0%	-	0%
Shoes	-	0%	-	0%
Furniture	2	2%	9,550	7%
Home Furnishings	2	2%	1,090	1%
Appliances	2	2%	4,340	3%
Hardware/Paint	1	1%	6,800	5%
Garden Supply	-	0%	-	0%
Home Centers	-	0%	-	0%
Department Store	-	0%	-	0%
Non-DS General Mdse.	-	0%	-	0%
Auto Dealers	-	0%	-	0%
Auto Supply	3	4%	5,247	4%
Electronics	-	0%	-	0%
Books/Music	-	0%	-	0%
Musical Instruments	-	0%	-	0%
Gift, Novelty, Svr, Misc.	3	4%	6,270	4%
Hobby/Toy/Game	1	1%	1,872	1%
Luggage/Leather	-	0%	-	0%
Office Supply/Sta	1	1%	2,596	2%
Miscellaneous/Used	11	13%	17,329	12%
Sporting Goods	1	1%	923	1%
Sub-Total	<b>30</b>	<b>37%</b>	<b>60,987</b>	<b>42%</b>
<u>Dining &amp; Entertainment</u>				
Restaurant-LS	1	1%	1,816	1%
Restaurant-FS	12	15%	23,060	16%
Drinking Establishments	6	7%	10,097	7%
Snack	3	4%	5,867	4%
Entertainment	-	0%	-	0%
Sub-Total	<b>22</b>	<b>27%</b>	<b>40,840</b>	<b>28%</b>
<u>Personal Services</u>				
	18	22%	24,474	17%
<b>TOTAL</b>	<b>73</b>	<b>89%</b>	<b>131,137</b>	<b>91%</b>
Existing Vacant	9	11%	13,496	9%
<b>GRAND TOTAL</b>	<b>82</b>	<b>100%</b>	<b>144,634</b>	<b>100%</b>
Sources:	St. Tammany Assessor, various businesses, & Randall Gross / Development Economics.			




Table A-2. DEMOGRAPHIC TRENDS, RETAIL TRADE AREA, OLDE TOWNE SLIDELL, 2010-2022				
Submarket/Factor	2010	2022	2010-2022 Change Number	2010-2022 Change Percent
<u>Submarket A-Convenience</u>				
Population	2,510	2,523	13	0.5%
Households	992	1,064	72	7.3%
Av HH Income	\$ 57,765	\$ 50,484	\$ (7,281)	-12.6%
<u>SM B-S Slidell</u>				
Population	68,895	74,141	5,246	7.6%
Households	25,629	28,219	2,590	10.1%
Av HH Income	\$ 84,959	\$ 89,055	\$ 4,096	4.8%
<u>SM C-N Pearl</u>				
Population	26,357	29,818	3,461	13.1%
Households	9,738	10,979	1,241	12.7%
Av HH Income	\$ 75,954	\$ 83,287	\$ 7,333	9.7%
<u>SM D-Mississippi</u>				
Population	37,156	40,429	3,273	8.8%
Households	14,922	16,387	1,465	9.8%
Av HH Income	\$ 59,765	\$ 71,041	\$ 11,276	18.9%
<u>SM E-N Shore</u>				
Population	117,213	138,576	21,363	18.2%
Households	44,096	53,327	9,231	20.9%
Av HH Income	\$ 100,552	\$ 111,884	\$ 11,332	11.3%
<u>SM F-NO E-Chalmette</u>				
Population	103,232	128,430	25,198	24.4%
Households	37,144	47,177	10,033	27.0%
Av HH Income	\$ 58,502	\$ 57,796	\$ (706)	-1.2%
Note:	Income expressed in constant 2022 dollars.			
Sources:	Claritas and Randall Gross / Development Economics.			

Table A-3. DEMOGRAPHIC FORECASTS, RETAIL TRADE AREA, OLDE TOWNE SLIDELL, 2022 TO 2027					
Submarket/Factor	2022	2027	2022-2027 Change		
			Number	Percent	
<u>Submarket A- Convenience</u>					
Population	2,523	2,527	4	0.2%	
Households	1,064	1,086	22	2.1%	
Av HH Income	\$ 50,484	\$ 47,302	\$(3,182)	-6.3%	
<u>SM B-S Slidell</u>					
Population	74,141	75,864	1,723	2.3%	
Households	28,219	29,032	813	2.9%	
Av HH Income	\$ 89,055	\$ 89,771	\$ 716	0.8%	
<u>SM C-N Pearl R</u>					
Population	29,818	30,982	1,164	3.9%	
Households	10,979	11,394	415	3.8%	
Av HH Income	\$ 83,287	\$ 83,957	\$ 670	0.8%	
<u>SM D-Mississippi</u>					
Population	40,429	41,172	743	1.8%	
Households	16,387	16,730	343	2.1%	
Av HH Income	\$ 71,041	\$ 61,951	\$ 2,792	3.9%	
<u>SM E-N Shore</u>					
Population	138,576	144,235	5,659	4.1%	
Households	53,327	55,834	2,507	4.7%	
Av HH Income	\$ 111,884	\$ 117,243	\$ 5,359	4.8%	
<u>SM F-E NO</u>					
Population	128,430	133,069	4,639	3.6%	
Households	47,177	49,135	1,958	4.2%	
Av HH Income	\$ 57,796	\$ 57,592	\$(204)	-0.4%	
Sources:	Claritas and Randall Gross / Development Economics.				

TOTAL WARRANTED RETAIL DEMAND BY USE, OLDE TOWNE SLIDELL, 2022 AND 2027					
Type of Good	Gross Demand 2022	Gross Demand (Sq Ft) 2027	Existing Uses	Warranted Demand	
<u>Convenience</u>					
Grocery	14,869	15,355	-	15,355	
Convenience	1,312	1,330	1,218	112	
Specialty Food	2,395	2,470	-	2,470	
Health/Pers Care	8,434	8,660	2,400	6,260	
Gas/Convenience	3,140	3,285	-	3,285	
Florist	968	999	-	999	
Liquor/Smoke	1,434	1,467	-	1,467	
<b>Sub-Total</b>	<b>32,553</b>	<b>33,567</b>	<b>3,618</b>	<b>29,949</b>	
<u>Shoppers Goods</u>					
Apparel	6,714	7,153	4,970	2,182	
Accessory	2,275	2,363	-	2,363	
Jewelry	730	774	-	774	
Shoes	757	803	-	803	
Furniture	11,149	11,547	9,550	1,997	
Home Furnishings	1,247	1,300	1,090	210	
Appliances	2,470	2,556	4,340	(1,784)	
Hardware/Paint	9,007	9,285	6,800	2,485	
Garden Supply	2,900	2,989	-	2,989	
Home Centers	4,414	4,547	-	4,547	
Department Store	3,277	3,384	-	3,384	
Non- DS General Mdse.	13,787	14,194	-	14,194	
Auto Dealers	538	545	-	545	
Auto Supply	4,979	5,126	5,247	(121)	
Electronics	744	768	-	768	
Books/Music	1,860	2,022	-	2,022	
Musical Instruments	323	333	-	333	
Gift, Novelty, Souvenir	7,347	8,071	6,270	1,801	
Hobby/Toy/Game	6,078	6,668	1,872	4,796	
Luggage/Leather	1,143	1,193	-	1,193	
Office Supply/Sta	2,612	2,702	2,596	106	
Miscellaneous/Used	20,139	20,863	17,329	3,534	
Sporting Goods	4,306	4,532	923	3,609	
<b>Sub-Total</b>	<b>108,797</b>	<b>113,717</b>	<b>60,987</b>	<b>52,730</b>	
<u>Dining &amp; Entertainment</u>					
Restaurant-LS	4,500	4,817	1,816	3,001	
Restaurant-FS	22,268	24,573	23,060	1,513	
Drinking Establishment	10,102	10,735	10,097	638	
Snack	9,561	10,020	5,867	4,153	
Entertainment	76,472	90,057	-	90,057	
<b>Sub-Total</b>	<b>122,903</b>	<b>140,202</b>	<b>40,840</b>	<b>99,362</b>	
Personal Services	<b>20,168</b>	<b>20,892</b>	<b>24,474</b>	<b>(3,582)</b>	
<b>TOTAL</b>	<b>284,421</b>	<b>308,378</b>	<b>129,919</b>	<b>178,459</b>	
Existing Vacant			13,496		
<b>Net New Space</b>				<b>164,963</b>	
<b>Source:</b>	Randall Gross / Development Economics.				



**APPENDIX C:**  
**Olde Towne Slidell Waterfront**  
**Master Plan Maps**



# Appendix C: Olde Towne Slidell Waterfront Master Plan Maps

## PLAN OVERVIEW

Shortly prior to the initiation of this Master Plan for Olde Towne, the City embarked on a separate waterfront planning project for the general Olde Towne area. That plan is being prepared by New Orleans based Burk-Kleinpeter, Inc. While that plan is still in progress, two plan maps have been prepared to convey the current physical improvements being considered for this project. One of those plans is for the northern portion of their study area (right), while the other plan is for the balance of their study area (following page). Because the plan maps are relatively self-explanatory and no accompanying written report is available yet, this Appendix section is limited to these two pages. A very brief summary is provided for each plan map.

### Northern Section of the Study Area

This area is bound by W. Hall Avenue on the north, Maine Avenue on the south, the rail line on the east, and an area extending just west of the Slidell Public Works Department site on the west. That area is just north of even the secondary study area for this master plan for Olde Towne, so there is no overlap between study areas/plans. The primary proposed improvements per the waterfront plan include the following:

- Pavilion (“cover”) for a market
- Welcome center and bike shop
- Associated large parking lot
- Multi-use paths

