



December 30, 2024

New Orleans City Planning Commission  
1300 Perdido Street, 7th Floor  
New Orleans, Louisiana 70112  
[CPCinfo@nola.gov](mailto:CPCinfo@nola.gov)

Re: Master Plan Amendment Proposal PD-3-01  
January 7, 2025 Hearing

In regards to the request identified as PD03-01, Audubon Riverside Neighborhood Association (“ARNA”) supports the request to retain the current Future Land Use Map (“FLUM”) designation of General Commercial (GC) and opposes the request to re-designate Riverside Marketplace (5300-5400 Tchoupitoulas) to Mixed-Use Medium Density (“MUM”) from General Commercial.

Re-designation to MUM is neither wanted nor supported by the residents of ARNA, and it will do more harm than good. This site is a developed, existing retail shopping center, with medium and large scale retail services that directly serve and support the surrounding area. This neighborhood has limited access to medium and large scale commercial establishments without substantial travel given the surrounding residential neighborhood and lack of other sites that are capable of supporting such large-scale retail developments. The goal of general commercial designation is to support this exact situation: to “increase the availability of retail services and amenities ... especially in areas that are currently underserved by retail, with existing and new medium- and large- scale commercial establishments and shopping centers.” That goal is directly supported and appropriate for this site, which is a developed, existing retail shopping center, with medium and large scale retail services that directly serve and support the surrounding area. The current designation is the best and most appropriate use for this site and serves the greater good of the surrounding residential area.

Furthermore, there is no justification for MUM to serve this purpose, and a re-designation to MUM undermines and ignores the legitimate needs of the surrounding area. Indeed, it is more likely than not that re-designation to MUM will allow for more intense, commercial uses that are inconsistent and incompatible with the surrounding residential zoning and needs. MUM designations *disfavor* residential development and allow for uses diametrically inconsistent with residential life, such as office towers, medical campuses, multi-story parking garages, and industrial uses that can and do operate at all hours of the day and night. It would also displace the current commercial uses that are residentially focused and serve and compliment the surrounding neighborhood.

To the extent it is urged that re-designation is sought to promote residential development, this is not supported by any data whatsoever. This area is and has been a hotbed of residential development for decades, so re-designation is not needed to spur residential property development. Moreover, General Commercial allows for conditional use residential housing above the ground floor. There are areas throughout uptown New Orleans that house commercial establishments on the base floor and residential housing above, including parts of ARNA (Magazine Street). However, no one has ever sought to add residential housing to the site at issue. And, because MUM *disfavors* residential development, re-designation to MUM does not serve this purpose. If anything, Mixed-Use Low Density promotes residential development awhile protecting against commercial uses that are inconsistent with residential life. Re-designation to Mixed-Use Low Density is also entirely consistent with the zoning of the surrounding neighborhood (Residential Pre-War Low Density) and adjacent FLUM designations.



Again, ARNA supports retaining the current designation of Commercial General. This site is currently serving is best and most needed use for the surrounding residential neighborhood, which has limited to no access to medium and large scale retail. Re-designation to MUM only serves to remove access to the exact type of establishment promoted by General Commercial without an adequate available substitute, would promote incongruent development that legally allows for uses that are residentially incompatible, directly undermining residential life and development in the area and outright ignoring the needs of the citizens of this City who live here. Accordingly, ARNA respectfully supports retaining the current designation of Commercial General and strongly opposes the request to re-designate this site to MUM.

With regards,

Victoria E. Emmerling  
Vice President & Chair of Zoning & Planning  
Audubon Riverside Neighborhood Association



**PUBLIC SPEAKING CARD FOR LAND USE MATTERS**

(please print clearly)

Date: 1.7.25

Presiding Officer:

I would like to speak regarding #3 - PD03-05

In Support  In Opposition  Info. Only

Name: LAURYN JARDELL

Representing: TULANE UNIVERSITY

Address: \_\_\_\_\_

Remarks: \_\_\_\_\_

(Please see speaker time rules on reverse of card)

Your signature required on the back hereof is certification that your statement is true and correct and an opportunity to acknowledge whether or not you have been compensated in exchange for your statement or attendance

**City Planning Commission Speaker Card**

Date: 1/7/2025

I would like to speak regarding CPC Docket: PD03-01

**IN SUPPORT**

Name: TORI EMMERLING

Address: 6334 ANNUNCIATION ST, NOLA 70118

- I am the applicant for this docket
- I'd like to cede my time to: \_\_\_\_\_

I hereby affirm that the written or oral statements I give before the City Planning Commission will be true and correct. By ascribing my signature below, I acknowledge all information presented is of my own volition and true and correct to the best of my knowledge.

Please check if you are a paid representative or receiving any type of compensation or thing of value in exchange for speaking or attending today.

Signature of Speaker: [Signature]

**City Planning Commission Speaker Card #4**

Date: 1/7/25

I would like to speak regarding CPC Docket: PD03-07

**IN SUPPORT**

Name: TORI EMMERLING

Address: 6334 ANNUNCIATION ST

- I am the applicant for this docket
- I'd like to cede my time to: \_\_\_\_\_

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Please check if you are a paid representative or receiving any type of compensation or thing of value in exchange for speaking or attending today.

Signature of Speaker: [Signature]

**City Planning Commission Speaker Card #3**

Date: 1/7/25

I would like to speak regarding CPC Docket: PD03-05

**IN SUPPORT**

Name: TORI EMMERLING

Address: 6334 ANNUNCIATION

- I am the applicant for this docket
- I'd like to cede my time to: \_\_\_\_\_

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Signature of Speaker: [Signature]



City Planning Commission Speaker Card #6

Date: 1/7/25

I would like to speak regarding CPC Docket: PD03-16

IN SUPPORT

Name: TORI EMMERLING

Address: 1334 ANNUNCIATION ST., NOLA 70118

I am the applicant for this docket

I'd like to cede my time to:

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Signature of Speaker: [Signature]

PUBLIC SPEAKING CARD FOR LAND USE MATTERS

(please print clearly)

Date: 1.7.25

Presiding Officer:

I would like to speak regarding #5 PD03-08

In Support [X] In Opposition [ ] Info. Only [ ]

Name: LAUREN JARDELL

Representing: TULANE UNIVERSITY

Address:

Remarks:

(Please see speaker time rules on reverse of card)

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PUBLIC SPEAKING CARD FOR LAND USE MATTERS

(please print clearly)

Date: 1.7.25

Presiding Officer:

I would like to speak regarding #6 PD03-10

In Support [X] In Opposition [ ] Info. Only [ ]

Name: LAUREN JARDELL

Representing: TULANE UNIVERSITY

Address:

Remarks:

(Please see speaker time rules on reverse of card)

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City Planning Commission Speaker Card #5

Date: 1/7/25

I would like to speak regarding CPC Docket: PD03-08

IN SUPPORT

Name: TORI EMMERLING

Address: 1334 ANNUNCIATION ST., NOLA 70118

I am the applicant for this docket

I'd like to cede my time to:

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Please check if you are a paid representative or receiving any type of compensation or thing of value in exchange for speaking or attending today.

Signature of Speaker: [Signature]



City Planning Commission Speaker Card #7

Date: 1/7/25

I would like to speak regarding CPC Docket: P003-11

IN SUPPORT

Name: TORI EMMERSON

Address: 6334 ANNUNCIATION ST., NOLA 70118

- I am the applicant for this docket
- I'd like to cede my time to:

I hereby affirm that the written or oral statements I give before the City Planning Commission will be true and correct. By ascribing my signature below, I acknowledge all information presented is of my own volition and true and correct to the best of my knowledge.

Please check if you are a paid representative or receiving any type of compensation or thing of value in exchange for speaking or attending today.

Signature of Speaker: [Signature]

PUBLIC SPEAKING CARD FOR LAND USE MATTERS

(please print clearly)

Date: 1.7.25

Presiding Officer:

I would like to speak regarding #7 P003-11

- In Support
- In Opposition
- Info. Only

Name: LAUREN JARDELL

Representing: TULANE UNIVERSITY

Address:

Remarks:

(Please see speaker time rules on reverse of card)

Your signature required on the back hereof is certification that your statement is true and correct and an opportunity to acknowledge whether or not you have been compensated in exchange for your statement or attendance

City Planning Commission Speaker Card 7

Date: 1-7-25

I would like to speak regarding CPC Docket: 3-11

INFORMATION ONLY

Name: EDIAN EUSTASO

Address: 1762 PAL MERODE CT

- I am the applicant for this docket
- I'd like to cede my time to:

I hereby affirm that the written or oral statements I give before the City Planning Commission will be true and correct. By ascribing my signature below, I acknowledge all information presented is of my own volition and true and correct to the best of my knowledge.

Please check if you are a paid representative or receiving any type of compensation or thing of value in exchange for speaking or attending today.

Signature of Speaker: [Signature]

PUBLIC SPEAKING CARD FOR LAND USE MATTERS

(please print clearly)

Date: 1-7-25

Presiding Officer:

I would like to speak regarding #8 PD03-12

In Support

In Opposition

Info. Only

Name: LAUREN JARDELL

Representing: TULANE UNIVERSITY

Address: \_\_\_\_\_

Remarks: \_\_\_\_\_

(Please see speaker time rules on reverse of card)

Your signature required on the back hereof is certification that your statement is true and correct and an opportunity to acknowledge whether or not you have been compensated in exchange for your statement or attendance

City Planning Commission Speaker Card #8

Date: 1/7/25

I would like to speak regarding CPC Docket: PD03-12

IN SUPPORT

Name: FORI EMMERLING

Address: 6334 ANNUNCIATION ST., NOLA 70118

I am the applicant for this docket

I'd like to cede my time to: \_\_\_\_\_

I hereby affirm that the written or oral statements I give before the City Planning Commission will be true and correct. By ascribing my signature below, I acknowledge all information presented is of my own volition and true and correct to the best of my knowledge.

Please check if you are a paid representative or receiving any type of compensation or thing of value in exchange for speaking or attending today.

Signature of Speaker: [Signature]