



City of New Orleans
Mayor Helena Moreno



West End

Lakefront Development Opportunity

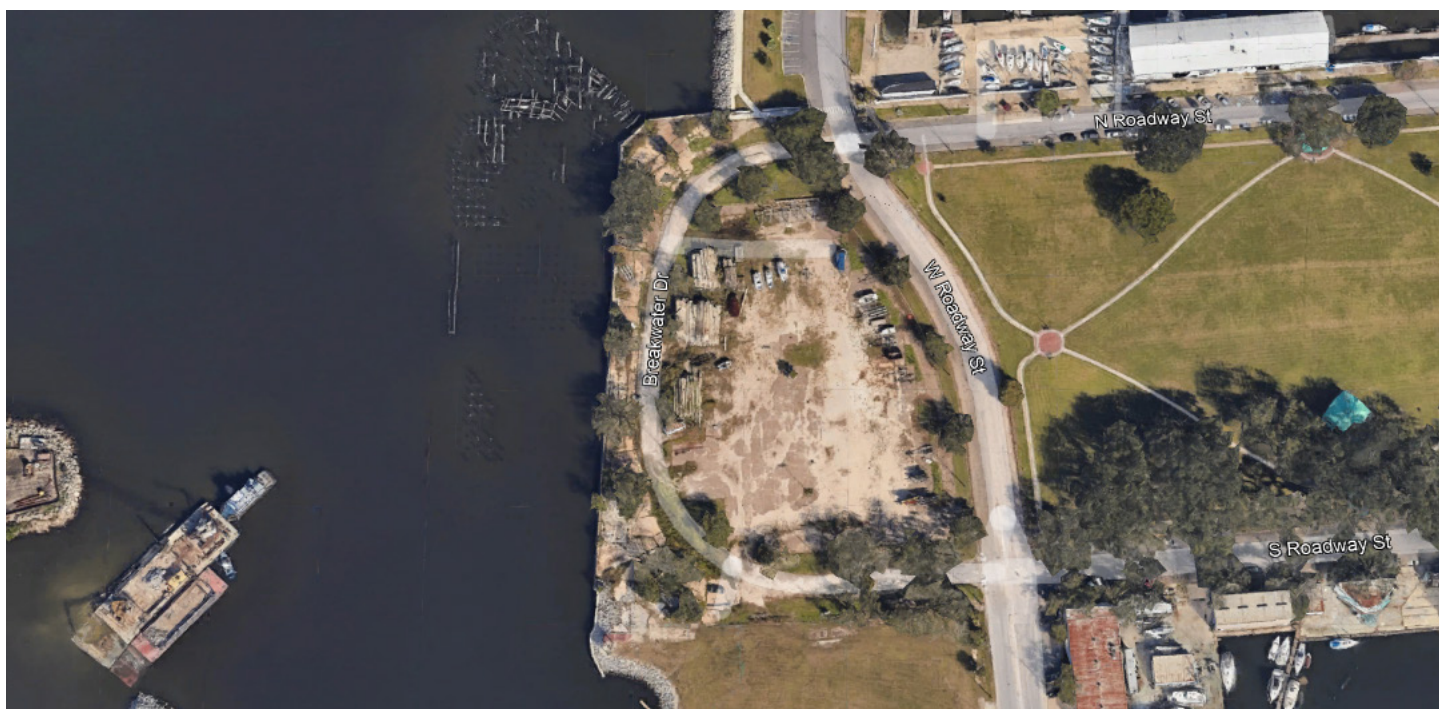
September 2026



New Orleans, Louisiana • Where the 17th Street Canal meets Lake Pontchartrain

Development Opportunity

Nearly five acres of open lakefront. Five hundred feet of seawall. Unobstructed west-facing views across Lake Pontchartrain. At the gateway to West End — one of New Orleans' most beloved waterfront destinations — this is a rare opportunity to develop at scale on the city's edge, with a marina and recreation district already drawing life next door.



FACT TILES

Site Size	±4.65 acres of land (approx. 85% impervious, 15% unimproved); plus limited over-water development potential
Buildable Area	At least 44,600 SF of total building footprint (per past studies)
Parking	Capacity for 219 surface parking spaces
Waterfront	500-foot seawall fronting Lake Pontchartrain; 17th Street Canal Pump Station to the south
Zoning	Orleans: S-LM Lake Area Marina District; Jefferson Parish: comparable marina district
Tenure	Lease only, up to a 99-year term — not for sale. Residential use not permitted.

Highlights

- **Premier lakefront location:** On the shore of Lake Pontchartrain with stunning west-facing views, at the hub of the region's sailing, boating, and fishing.
- **Surrounded by amenities:** Adjacent to the 14-acre West End Park and two marinas (the Municipal Yacht Harbor and Orleans Marina), with two full-service boat yards, a public boat launch, a new (2025) fishing pier, and four boating clubs nearby.
- **Built for a destination:** Capacity for a first-class commercial / mixed-use project — retail, entertainment, and restaurant uses that capitalize on the waterfront and pay homage to the site's history as a food and entertainment hub.
- **Over-water upside:** Portions over the water may be available for limited development, subject to Army Corps of Engineers approval.
- **Streamlined approvals:** A Cooperative Endeavor Agreement (CEA) among the State, Jefferson Parish, City of New Orleans, Municipal Yacht Harbor Management Corporation (MYHMC) and New Orleans Building Corporation (NOBC) is intended to minimize jurisdictional delays.



Market & Demographics

A Growing, High-Income Market With Unmet Demand

West End, Lakeview, and Bucktown have a growing middle-to-upper-income population to support development at the site. The population of ZIP code 70124 has grown 48% since 2011 — three times faster than the City of New Orleans — and area incomes run well above the city average. Area retail outperforms the rest of New Orleans, with higher rents and high occupancy, and there is moderate unmet demand for food-and-beverage uses.

Entertainment uses are the standout opportunity: the area sees nearly \$70 million in retail spending leakage for entertainment, meaning residents largely leave the neighborhood to spend on it. The most recent comparable, the 15,000 SF West Lake Shore Shopping Center development in Lakeview (anchored by chef Alon Shaya’s Safta’s Table), advertised ground-floor rents of roughly \$35–\$38 PSF NNN.

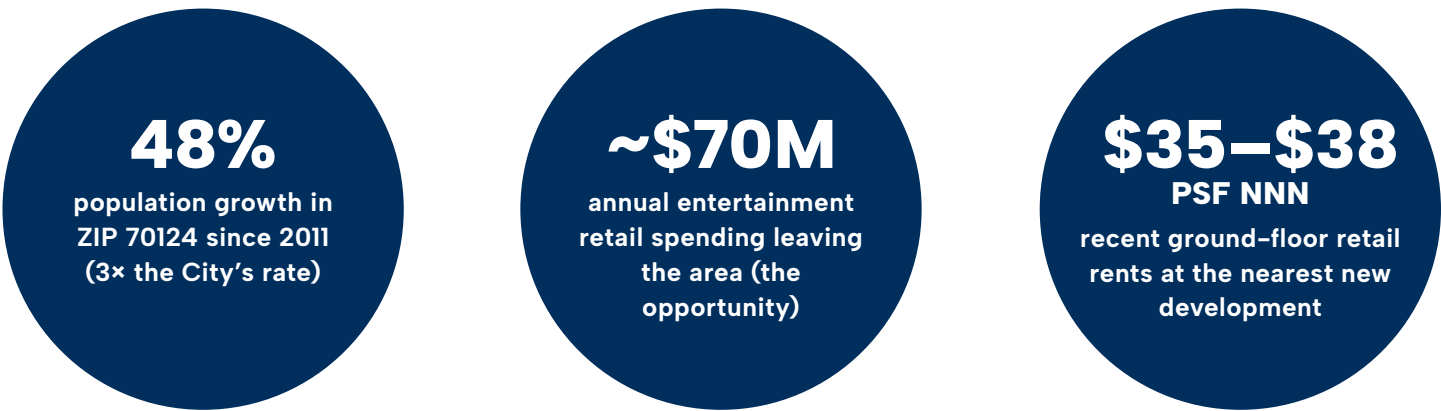


Table 1.1: Selected Market Indicators

Indicator	1 Mile	3 Miles	5 Miles
Total population	6,839	63,270	225,325
Total households	3,420	27,654	98,756
Median HH income	\$87,837	\$88,270	\$62,924
Total businesses	323	4,783	13,125
Total daytime population	1,934	37,661	109,941

Sources: LEHD, Esri



The Opportunity — Vision, Incentives & Momentum

WHY NOW:
a coordinated
public
partnership

A Destination Worth Building — With Public Partners All In

NOBC seeks an experienced, financially capable team to deliver a distinctive, market-supported waterfront destination that enhances West End's character, builds on its historic reputation, and integrates thoughtfully with the boathouse community and natural environment. The development should generate tax revenue and ground rent that supports MYHMC operations — with a goal of at least 35% Disadvantaged Business Enterprise (DBE) participation and meaningful local hiring.

Recent state legislation created an Economic Development District (EDD) for the site, authorizing up to a 2% additional sales-and-use tax whose proceeds can fund economic-development and infrastructure costs in West End. The City Council and Jefferson Parish Council both passed supporting resolutions for the EDD, and the State, the City of New Orleans and Jefferson Parish, MYHMC, and NOBC have agreed on a Cooperative Endeavor Agreement to streamline approvals across the two-parish site.

Facing west, overlooking West End



Recent Public Investments in the Yacht Harbor Area

- 400+ slip concrete [floating-dock](#) marina (2021)
- Public boat launch full renovation (2022)
- The Point Recreation Area renovation (2022)
- Community Sailing New Orleans — new facility (2025)
- Public fishing pier (2025)
- West End Park fountain cleaned & painted (2025)

West Lake Shore Shopping Center



Allen Toussaint Blvd construction



New Fishing Pier by West End Boat Launch, New Orleans Yacht Harbor



West End Point, New Orleans Yacht Harbor



West End Boat Launch, New Orleans Yacht Harbor



Walkway to West End Point, New Orleans Yacht Harbor



New Fishing Pier by West End Boat Launch, New Orleans Yacht Harbor.
Source: Courtesy Onset Marina Construction

Overview of West End Boat Launch Parking Lot, New Orleans Yacht Harbor



Process, Timeline & How to Respond

A Two-Phase Selection Process

NOBC is running a two-phase solicitation. Phase 1 is this Request for Qualifications (RFQ), used to shortlist qualified and financially capable teams. Shortlisted teams will be invited to Phase 2, a Request for Proposals (RFP), after which finalists present to a Selection Committee that makes the final developer selection. The selected developer will execute a long-term Development Lease.

KEY DATES	
RFQ Release	Friday, September 4
RFQ Advertised	Friday, September 4 – Friday, September 11
Site Tours	Thursday and Friday, September 17 and 18 at 9:00 a.m.
Pre-Proposal Conference	Monday, September 21 at 10:00 a.m.
Deadline for Questions	Tuesday, September 29 at 5:00 p.m.
Deadline for RFQ Submittals	Friday, October 16 at 2:00 p.m.
Short-list for RFP Notified	Friday, November 13
Phase II, RFP Process	Fall 2026 – Winter 2027

Contact & Registration

- › Designated purchasing official: Ms. Stephanie Warren — sawarren@nola.gov — (504) 658-1550
- › Please find site tour registration & waiver on the next page.
- › Full RFQ, appendices, and addenda: posted on BRASS.

Note: Following release of the RFQ, communications with City/NOBC/MYHMC officials are restricted except as the RFQ allows.



How to respond

Register as a supplier on BRASS, the City's supplier portal, and use NIGP code 912-77 (Real Estate Developers).

Submit one digitally signed PDF via BRASS, labeled "[DEVELOPMENT TEAM NAME] – RFQ – Redevelopment of MYHMC West End Site," by the deadline.

- › Register in advance for the site tour and complete the required waiver.

