

## Lincoln Beach to be redeveloped under \$300M plan

By CityBusiness staff report

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NEW ORLEANS - A team of developers plans to resurrect historic Lincoln Beach in New Orleans East under a \$300-million project.

Nolatown Development Group of Atlanta said it will sign an agreement with New Orleans city government to oversee the mixed-use development. The project is funded entirely by private investment.

Developers are Rickey Spearman, Glenn Broom, Kemic Smothers and Nevada-based International Performance Packaging Co. CEO Carey Smith. IPPC is partnering with Nolatown on the Lincoln Beach redevelopment.

"I strongly believe that the resurrection of Lincoln Beach will restore hope to those who have lost so much and it will represent a symbol of prosperity to those who kept the faith," Spearman, the chief developer, said.

The 16-acre Lincoln Beach site on the south shore of Lake Pontchartrain and a 10-acre parcel to the south of the beach across Hayne Boulevard is envisioned to be a "recreational cultural water park."

Norberto Nardi & Associates is the architect.

The project is expected to include open green space; gathering areas with themes based on the city's culture; recreational, commercial and hospitality areas; housing and residential community facilities and support areas; and a commuter train stop.

Specific ideas call for a New Orleans entertainment complex with exhibit areas, a performance hall that can seat 1,000, an outdoor amphitheater that can seat 3,000, a New Orleans Institute for the Arts facility and a Plaza of Cultures.

Recreational areas will include an amusement park, a children's musical park with interactive learning and participation areas, a festival grounds area, rest and picnic areas and wetlands and botanical gardens "that emphasize principals of sustainability and low-impact development."

Commercial and hospitality areas include a Fisherman's Wharf Village with retail and restaurants, a Land Hotel with 300 rooms in six levels, a conferencing center with meeting rooms and banquet facilities, a "Boat-el" - which is a sports hospitality center for boat and hotel room rental - and a 100-room marina on the lake.

Housing would include 400 condos and a 500-vehicle parking garage.

Plans also call for a security and administration center with 300 surface parking spaces and a 1,700-vehicle covered parking garage. The site would also include a community train station to support mass transit systems and alleviate gridlock.

The project will follow sustainable design principles under Leadership in Energy and Environmental Design. Construction will also take into account hurricane and flood disaster planning.